**Refer a Friend Feature Requirements**

**I. Goals**

* **Increase User Acquisition:** Drive new user sign-ups through referrals.
* **Boost Engagement:** Encourage existing users to actively refer friends.
* **Reward Loyalty:** Reward both the referrer and the referred friend.
* **Seamless User Experience:** Make the referral process simple and intuitive.
* **Track and Measure:** Track referral activity and program effectiveness.

**II. User Flow**

1. **Referral Initiation:**
   * Users access the "Refer a Friend" feature from their Myavana account dashboard or profile.
   * Provide clear and concise instructions on how the program works.
2. **Sharing Referral Link:**
   * Generate a unique referral link for each user.
   * Offer multiple sharing options:
     + Copy link to clipboard
     + Share via email
     + Share via social media (Facebook, Twitter, Instagram)
     + Share via SMS (if applicable)
3. **Friend Sign-Up:**
   * The referred friend clicks the referral link and is taken to a dedicated landing page with a clear call to action (e.g., "Sign up and get [reward]").
   * The landing page highlights the benefits of Myavana and the referral program.
4. **Reward Distribution:**
   * Once the referred friend signs up and completes a qualifying action (e.g., creates a hair profile, makes a purchase), both the referrer and the friend receive their rewards.
   * Rewards could include:
     + Points (that can be redeemed for discounts or other benefits)
     + Free Myavana Hair Kits or consultations
     + Exclusive access to content or features

**III. Features**

* **Personalized Referral Links:** Generate unique referral links for each user (e.g., myavana.com/refer/[username]).
* **Multiple Sharing Options:** Offer various ways to share referral links (email, social media, SMS).
* **Reward Tracking:** Allow users to track their referral activity and rewards earned.
* **Tiered Rewards:** Consider implementing tiered rewards based on the number of successful referrals.
* **Referral History:** Provide a history of referrals, including the status of each referral (pending, successful, etc.).
* **Reward Customization:** Allow users to choose their preferred reward from a selection of options.
* **Promotional Materials:** Provide users with pre-written messages or social media posts to make sharing easier.

**IV. Technical Requirements**

* **API Integration:** Integrate the referral program with Myavana's existing user authentication and points system.
* **Referral Tracking:** Implement a system to track referral links, sign-ups, and reward distribution.
* **Fraud Prevention:** Implement measures to prevent fraud and abuse of the referral program.
* **Scalability:** Ensure the system can handle a high volume of referrals as the user base grows.
* **Analytics and Reporting:** Track key metrics (e.g., referral rate, conversion rate, rewards redeemed) to measure program effectiveness.

**V. Design Considerations**

* **User-Friendly Interface:** Design a simple and intuitive interface for the referral program.
* **Mobile Optimization:** Ensure the feature is fully optimized for mobile devices.
* **Branding and Messaging:** Align the design and messaging with Myavana's brand identity.

**VI. Best Practices**

* **Make it Easy to Share:** Minimize the steps involved in sharing referral links.
* **Offer Valuable Rewards:** Provide rewards that are compelling and relevant to the target audience.
* **Promote the Program:** Promote the referral program through various channels (email, social media, in-app notifications).
* **Track and Optimize:** Continuously track and analyze program performance to identify areas for improvement.

**VII. Inspiration from Cash App and Calendly**

* **Cash App:** Simple referral flow, instant rewards, social sharing.
* **Calendly:** Tiered rewards, gamification elements, focus on value proposition.

**VIII. Integration with Points Feature**

* **Reward with Points:** Award points to both the referrer and the referred friend upon successful referral.
* **Bonus Points:** Offer bonus points for referrals during promotional periods or for specific actions (e.g., completing a hair diary).
* **Points Redemption:** Allow users to redeem points for discounts on products, consultations, or other Myavana services.

By following these requirements and incorporating best practices, Myavana can create a "Refer a Friend" feature that drives user acquisition, boosts engagement, and rewards customer loyalty. Remember to iterate and optimize the program based on user feedback and performance data.