So here is promo genius.  This has been pretty thought out already.

**What is does:**

Promo genius serves as a tool to help customers create promotional offers both online and in their store.

**Process:**

The idea is that an owner creates a promotional offer, lets say, bring in 5 shirts for cleaning, get 1 cleaned free.

The owner then enters its information.

- What the offer is.  
- Date offer is available.

- Times offer is available (all hours is an option)

- How many people can redeem the offer.

- Rules and restrictions.

- Time it takes for acquired promotional codes to expire.

- Increased offer for sharing with friends?

- post to social networks? (dmat / twitter)

(Options for collecting emails / name / phone number when acquiring the promotional code).

Once that offer is created a webpage is created for the offer which has all the offer information on it - it is mobile friendly.  The Flaav Calendar marks this event.    
  
Every time someone goes to that webpage they have a chance to acquire the offer.  When the customer clicks acquire offer it goes to another page (depending on options they may have to enter data in which we collect for business / ourselves) which has a unique code on it, and a unique QR code.  The person may have the option to send the promotional offer to a friend through facebook (maybe add this later) or email.  If they do, they can get an increased promotional amount.  At this point the website tracks that this specific code has been acquired and can be seen on the tracking page of promo genius. The person then prints this / bring their phone to the store to use the promotion.

At the store the owner can write down the code or scan the QR code.  If he writes down the code the owner needs to enter the code on the website which then eliminates that unique code from the list - that code is redeemed.  This keeps track of how many promotional items have been acquired, redeemed, and how many are left... metrics!  The QR code can also be scanned which does the same thing as entering the code - it automatically updates the website which removes the code and lowers the amount of outstanding promotional codes.

If a person goes to acquire another code - we cross check the IP address and see if they have redeemed this offer before.  If they have acquired a code, but not redeemed yet, we show them their original unique code / qr code.  If they have already redeemed the max amount of codes, we display a page saying something along the lines of "Max offers redeemed, follow us on twitter to get more offers".

When a promotional offer ends, the page stays up saying this promotion has ended, follow us on twitter for more promotional offers.

**Functionality:**

the way we can organize this is with unique url id's.

Give every customer a user id - 7 digits, 0000001 - 9999999,

then give every promotional offer for each respective customer a unique #, 4 digits, 0001-9999

Then give each person redeeming a unique #, 4 digits, 0001-9999.

When entering their codes, the owners only needs to enter the last 8 digits.

so the first person to redeem their first promotional offer which have the code 00010001

(that's what the business owner will have to enter).

also the url created will be something along the lines of promo.flaav.com/(random 3 characters)/00000010001

the random 3 characters should be in order to make it more secure.  We wouldnt want people to just type the urls 00000010001, 00000010002, 00000010003 to see all the promotions for that business.

**Data collected:**

Lets have a conversation about what data we can collect and store for metrics and charts.

**Web UI:**

The Business owner (owner) goes to the Promo genius page and is presented a new dashboard.

Promo Dashboard page 1.  
1) current promotional offers and there trackers(this is a button which goes to their tracking page)  
2) previous promotional offers and their results (this is a button with goes to their results page)

3) general statistics

4) promotional code enter screen.

5) Button for new promotional offer

Current Promotional offers page 2

1) title and date of promotional offer

1) Section for graphs and statistics (hours most people acquired / redeemed, time between acquisition / redemption, number of outstanding promotional offers (pie chart) etc.)

2) Redeemed codes - name and email can be attached

3) Acquired codes - name and email can be attached

4) Outstanding codes

5) list of participating people (maybe button that generates excel document)

6) enter code spot

Previous promotional offers page 3  
1) title and date of promotional offer  
2) Section for graphs and statistics (hours most people acquired / redeemed, time between acquisition / redemption, number of outstanding promotional offers (pie chart) etc.)  
3) list of participating people (maybe button that generates excel document)

Create new promotional offer page 4

data entry for the following:  
1)

- What the offer is.  
- Date offer is available.

- Times offer is available (all hours is an option)

- How many people can redeem the offer.

- Rules and restrictions.

- Time it takes for acquired promotional codes to expire.

- Increased offer for sharing with friends?

- post to social networks? (dmat / twitter)

(Options for collecting emails / name / phone number when acquiring the promotional code).

2) launch button

Promotional offer page page 5

static with unique code / qr code.  Displays all information collected from the data entry.

if the business owner goes to the page they have a button to edit the promotional offer / cancel and remove the offer.

Edit is limited - time/ date, number of promotions etc..