**Non-Functional REQ:**

1. Security: The app must ensure the security of user data and transactions, and protect against fraud and unauthorized access.
2. Reliability: The app must be reliable and available to users at all times, with minimal downtime and outages.
3. Performance: The app must perform quickly and efficiently, with fast loading times and minimal lag.
4. Scalability: The app must be scalable to handle a large number of users and loyalty programs, without compromising performance or reliability.
5. Accessibility: The app must be accessible to users with disabilities, and comply with accessibility standards and guidelines.
6. Usability: The app must be user-friendly and intuitive, with a clear and simple interface that is easy to navigate.
7. Maintenance: The app must be easy to maintain and update, with minimal downtime and disruption to users.
8. Data Privacy: The app must comply with data privacy regulations and guidelines, and protect user data from unauthorized access or disclosure.

**Functional REQ:**

1. Register a new user / merchant (Brand) account.
2. Log in to an existing user account.
3. offer users and merchants various loyalty program options to choose from.
4. The web app must provide a merchant dashboard that allows merchants to manage their loyalty programs, view customer data, and track program performance.
5. merchants to create and manage their loyalty program types easily.
6. merchants to define the benefits for each tier of their loyalty programs.
7. merchants to define the subscription fees and benefits of their loyalty programs.
8. merchants to define the values and charities that their loyalty programs support.
9. merchants to define the number of points awarded for each purchase.
10. The web app must provide customer support services to assist merchants This could include a help center, FAQ section, or live chat support.
11. The web app should provide analytics and reporting features that allow merchants to track program performance, identify trends, and optimize loyalty programs to improve customer engagement and retention.
12. allow users to View and manage account settings (e.g. update email address or password).
13. allow users to join the loyalty programs of their choice easily.
14. allow users to view their loyalty program status and benefits.
15. allow users to redeem their loyalty program rewards easily.
16. allow users to redeem their Point rewards easily.
17. allow users to choose the charity they want to support.
18. allow users to track their points and view their point balance.
19. Check in at a store or restaurant in a shopping mall to earn points.
20. Check in at a hotel to earn points.
21. View available rewards in a points-based loyalty program.
22. Allow the user to select the level of tier in tiered loyalty program.
23. Allow the user to Upgrade or downgrade a tiered loyalty program level.
24. Allow the user to View subscription-based loyalty program benefits and costs.
25. Allow the user to Cancel a subscription-based loyalty program.
26. View updates on charity donations through a value-based loyalty program.
27. allow users to provide feedback on the loyalty programs they participate in.
28. allow users link their loyalty program accounts to their social media accounts.
29. allow users to share their loyalty program rewards and achievements on social media.
30. allow users to choose the way to buy the offer.
31. RSVP for an event at a shopping mall.
32. View available discounts.
33. Redeem a discount.
34. View upcoming shows at an entertainment venue.
35. Purchase tickets for a show at an entertainment venue.
36. View available rewards at a hotel chain loyalty program.
37. Redeem a free night at a hotel chain.
38. Enable customers to refer friends to the loyalty program, and reward them with points or other benefits for successful referrals.
39. Offer seasonal or limited-time promotions, such as double points on specific days or purchases.
40. Provide personalized recommendations or offers based on customers' purchase histories and preferences.
41. Create a leaderboard that displays top-performing customers or teams, and reward them with special benefits or discounts.
42. Allow customers to review and rate products or services, and reward them with points for each review.
43. Implement a point redemption system that allows customers to donate their points to a charity or nonprofit organization.
44. Integrate with popular payment gateways, such as PayPal or Stripe, to offer customers a variety of payment options.
45. Offer a mobile app that allows customers to check their point balances, redeem rewards, and receive personalized offers.
46. Implement a gamification system that rewards customers for completing specific challenges or goals.
47. Allow customers to earn points for engaging with the loyalty program outside of purchases, such as following social media accounts or subscribing to a newsletter.
48. Provide customers with early access to new products or services, and reward them with additional points or benefits for their feedback.
49. Offer customers a birthday bonus or special reward to celebrate their special day.
50. Allow customers to earn points for participating in surveys or polls related to the loyalty program or the business.
51. Provide customers with a VIP program that offers additional benefits or rewards to high-performing customers.
52. Implement a referral tracking system that allows customers to track their referral status and rewards.
53. Offer customers a point accelerator program that allows them to earn additional points for specific purchases or behaviors.