Briefing Script for Study

Mobile Technologies Supporting Corporate Loyalty Schemes

Background

Loyalty schemes are everywhere. The most common ones you see most often stampcards or smartcards. Nonetheless we're sure that you are aware of the issues with constantly printing paper or losing your card.
With the advent of new mobile technologies, it is possible to completely digitise our loyalty schemes into our smartphones via a new system.

Aim

We have created a new way to approach loyalty schemes using your mobile phones.
We will be evaluating the usability of the system and whether it is preferable over traditional stamp cards.

User Study

The primary purpose of our study is to evaluate how Stamped operates in a naturalistic environment. You will be linked to a system to install on your smartphone. Remember the system name as it will be important for later.

You will be required to do the following
1. Download the application to your phone
2. Familiarise yourself with how the app works
3. Read instructions on how to operate the system
4. collect stamps everyday
5. claim a free coffee when you have enough stamps
6. collect any badges (Only shown to those with System B)

This study operates over 5 days (monday to friday) for about 10 minutes each day between 1-2pm. You will be notified beforehand on which location to meet at beforehand.

Context

We will be using the system in coffee shops around the university campus.

Imagine each coffee shop employs our system to collect stamps - you will be using Stamped as if you are taking part in their loyalty schemes.