



# Abooji Lifestyle

Lifestyle choice for everyone



# System Overview

Lifestyle choice for everyone



# Solution Platform



- Mobile Platforms
- iOS (all versions)
  - Android (all versions)
  - Windows 8
  - Blackberry 10

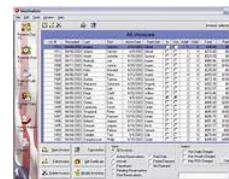


- Apps with
1. QR Code Scanner
  2. Maps Coordinate retriever
  3. LBS Engine
  4. Options Filter Engine
  5. Alert Engine
  6. Best deal listing engine
  7. Search Deal listing engine
  8. All deals Listing engine
  9. Card Listing interface
  10. On-line purchase module
  11. On-line sign-up module

- Database
- User Record
  - Merchants Record
  - Card Companies Record
  - Fidelity Records
    - Staff
    - Sales
    - Price etc



Database Manager



Report Generator



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Webpages



Users Interface



Merchant Interface



Card Orgn (CC) Interface



Fidelity Interface



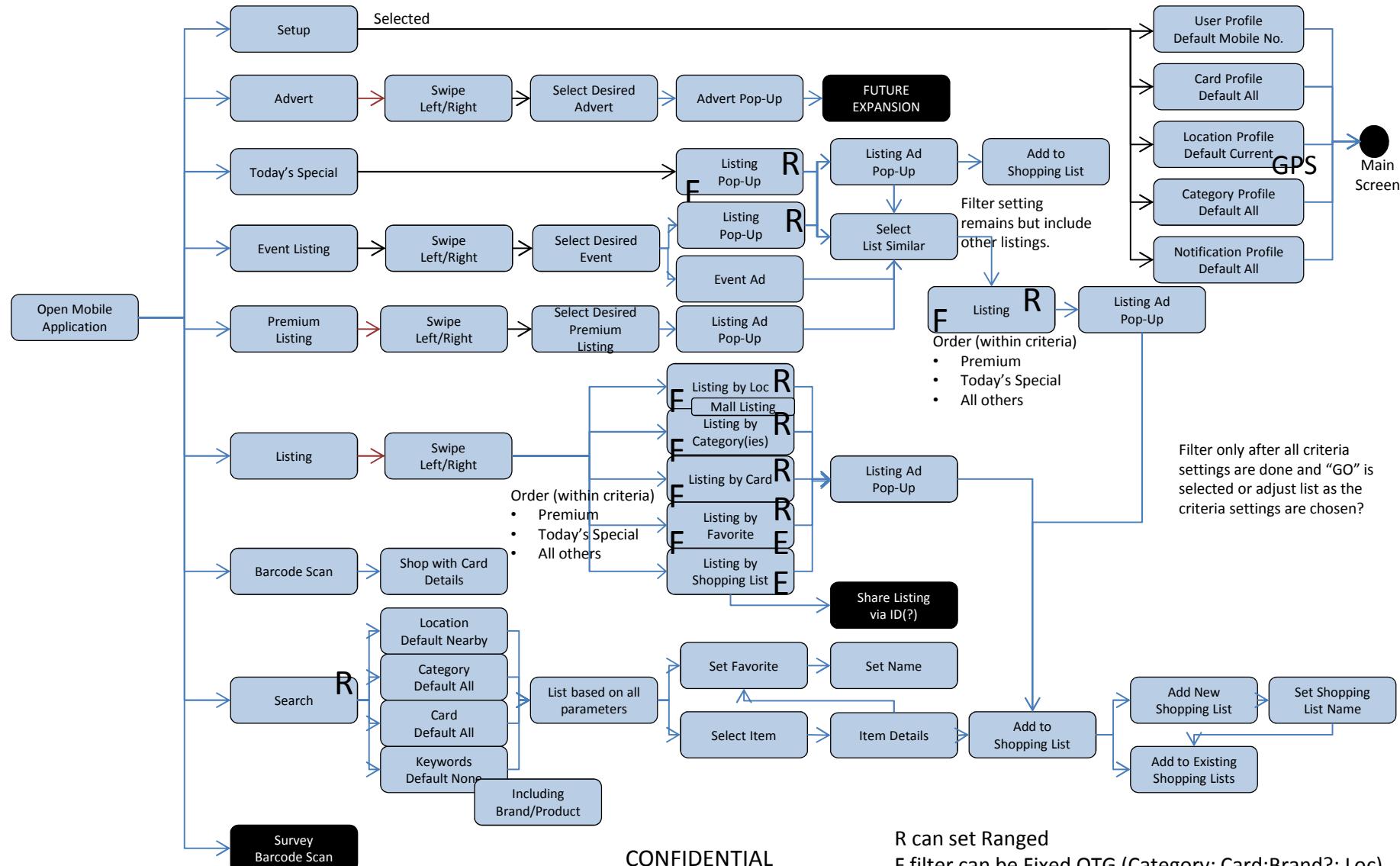
- Administrator Interface
- Customer Service Interface
- Sales People Interface
- Report Generators



# Platform Mobile Device Flow

Lifestyle choice for everyone

# Mobile Users Work Flow





# Platform Web Flow

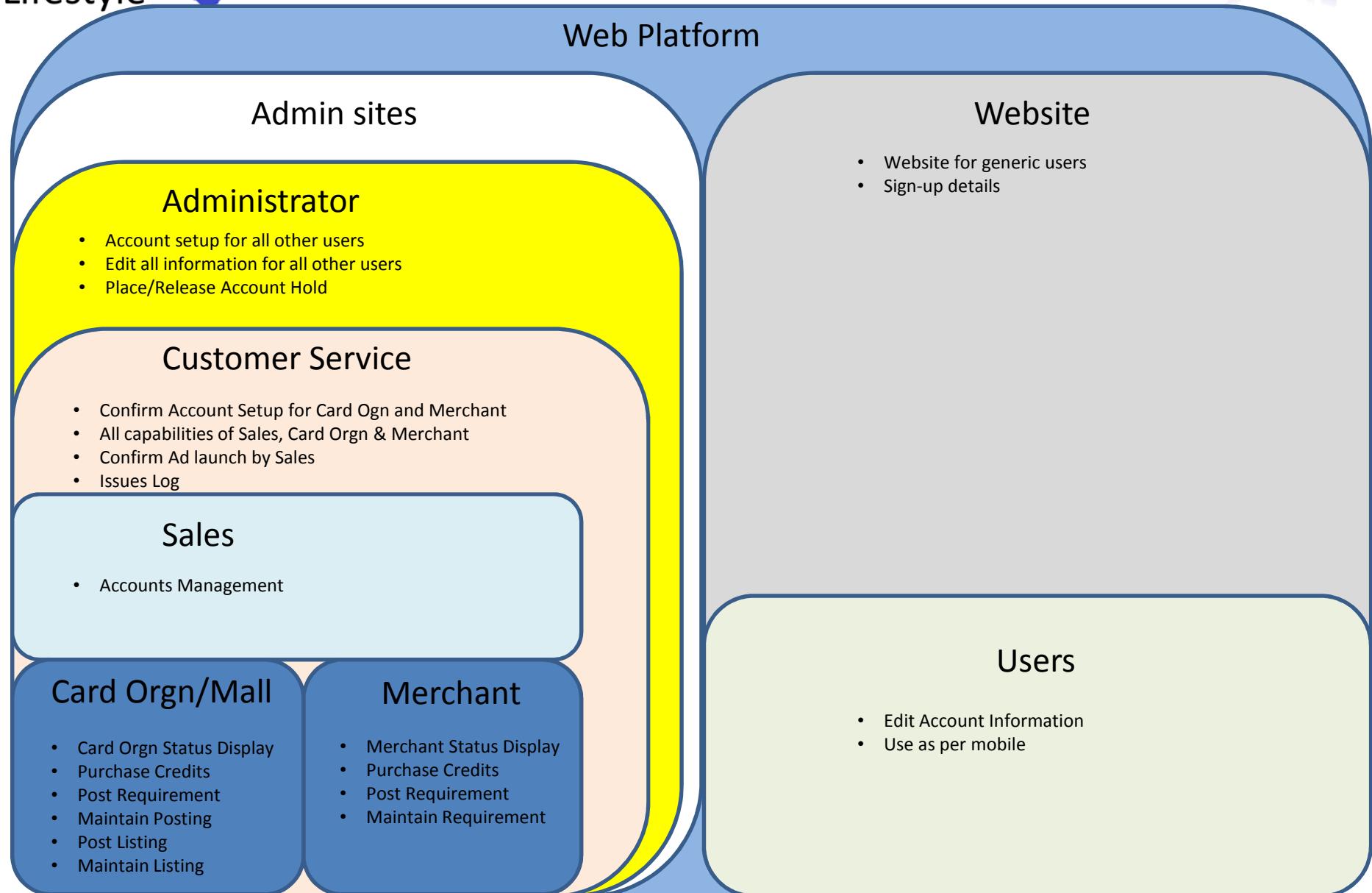
Lifestyle choice for everyone



# Website



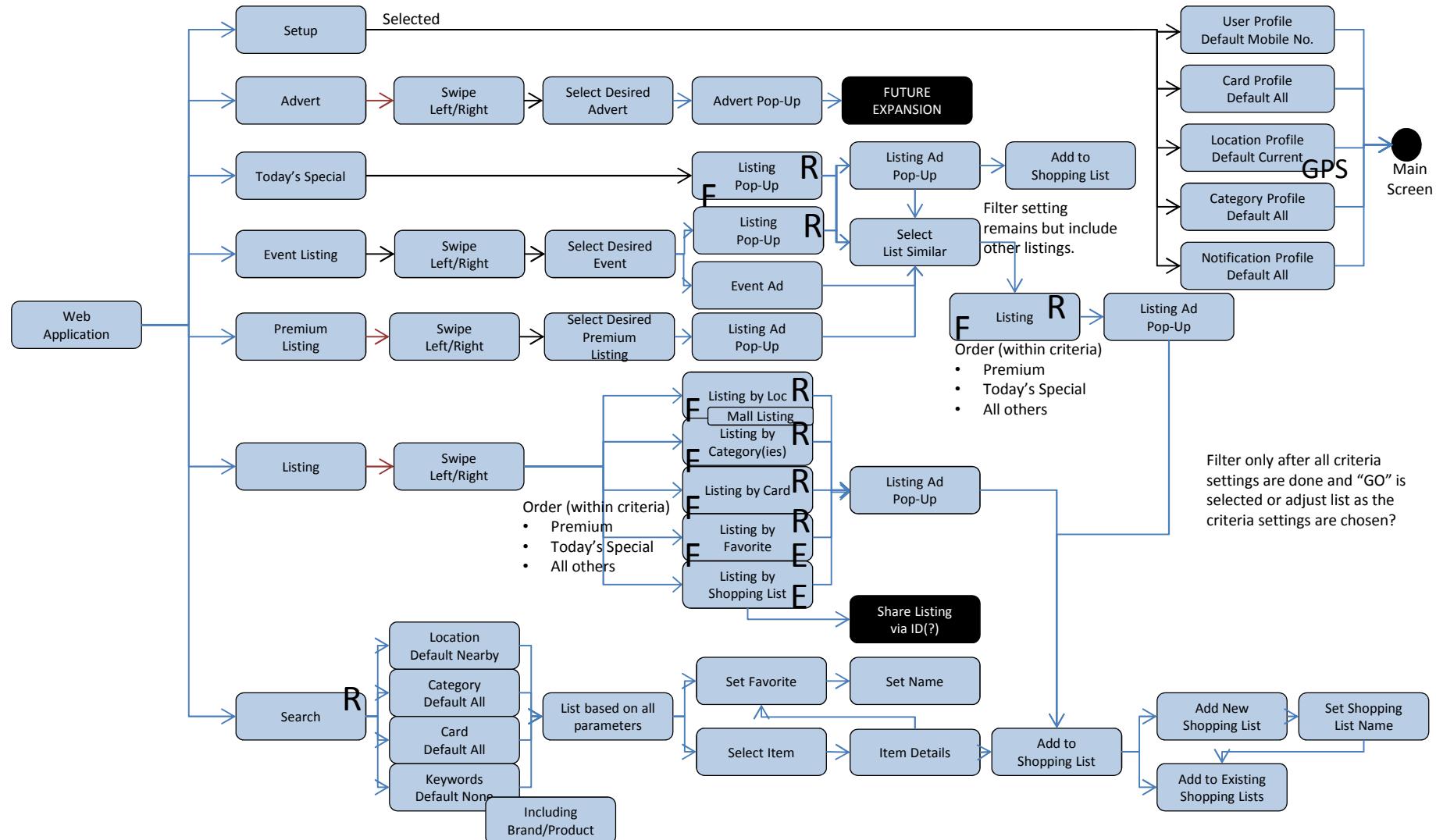
- Web Pages
  - 3-5 pages
    - Company & Concept Introduction
      - Best Deals listing
      - Latest Listing
    - Listings with filters & search engine for all users
    - Contact & Feedback Page
    - Terms & Conditions
    - Standby
  - Editable/ Updatable by Fidelity
  - Pages can be added, so long as format is pre-defined, or deleted
  - Includes Log-in for Users, Merchant, Card Companies & Fidelity staffs(or other platform?)
  - Includes sign-up pages for Users, Merchant & Card Companies
- Users Login
- Merchant Login
- Card Companies/Mall Login
- Fidelity Interfaces (can it be in another apps at least for non-sales?)
  - Sales Interfaces
  - Customer Service
  - Administrator

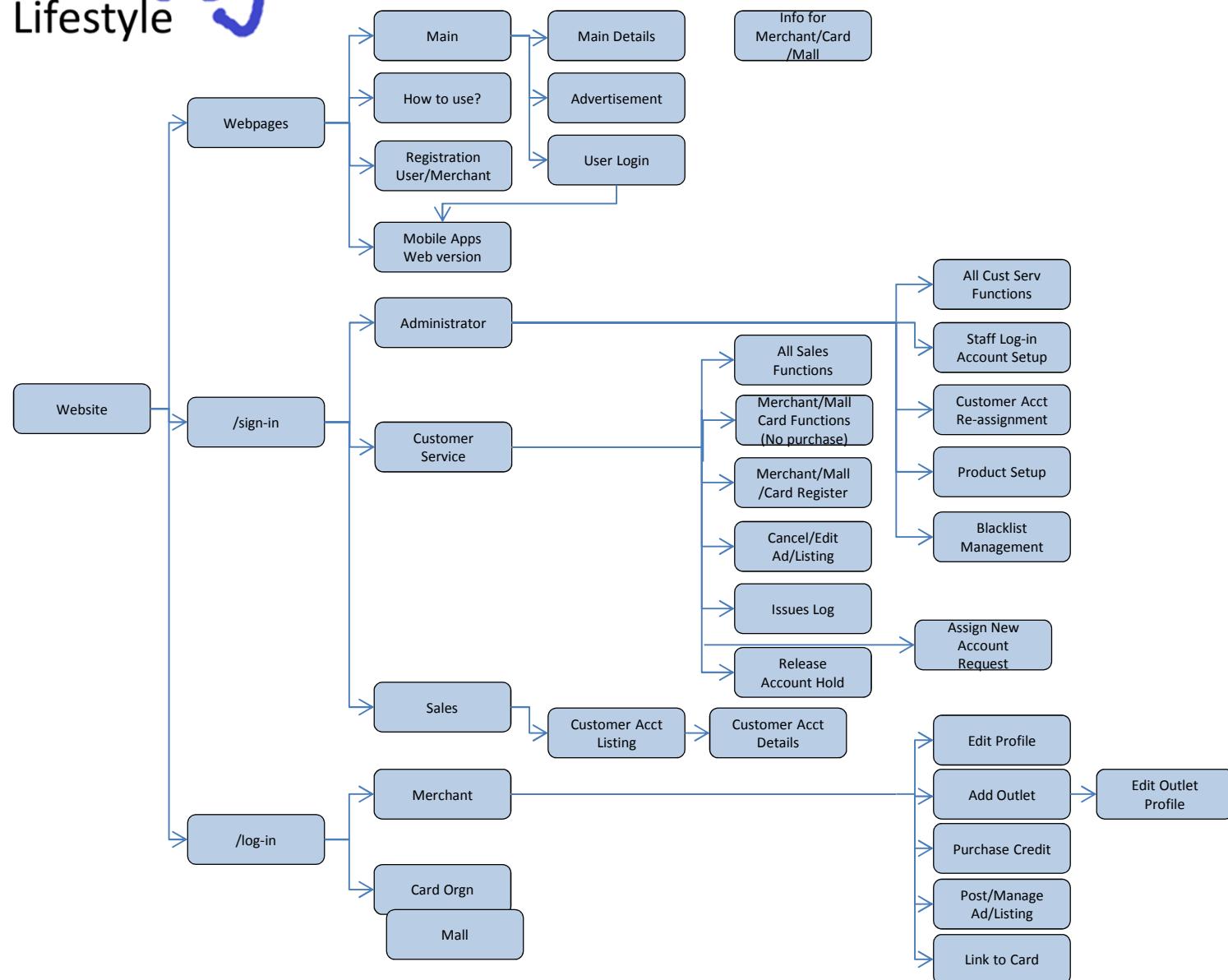




# Abooji Mobile Users Web Work Flow

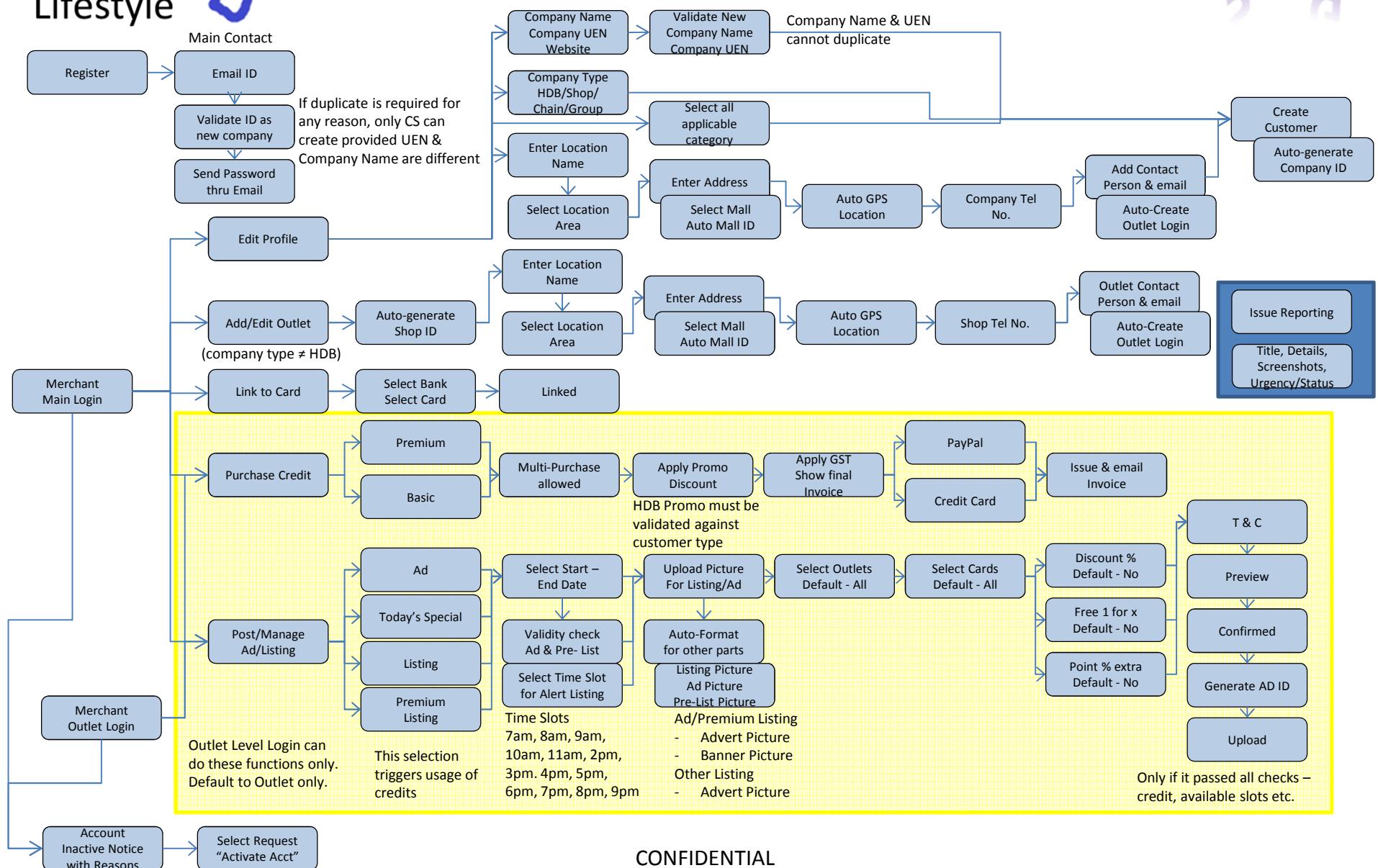
S LIFE G







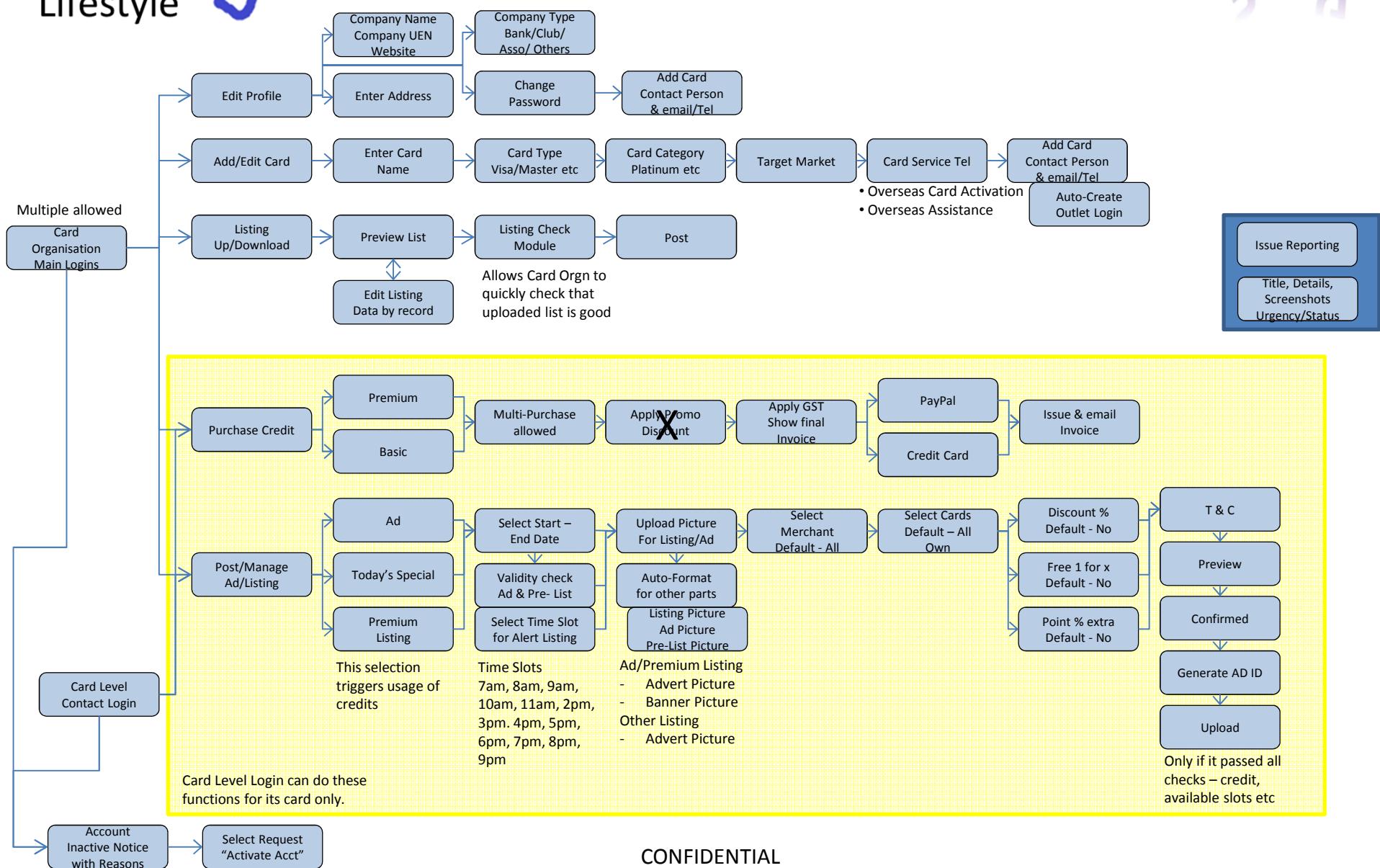
# Website - Merchant

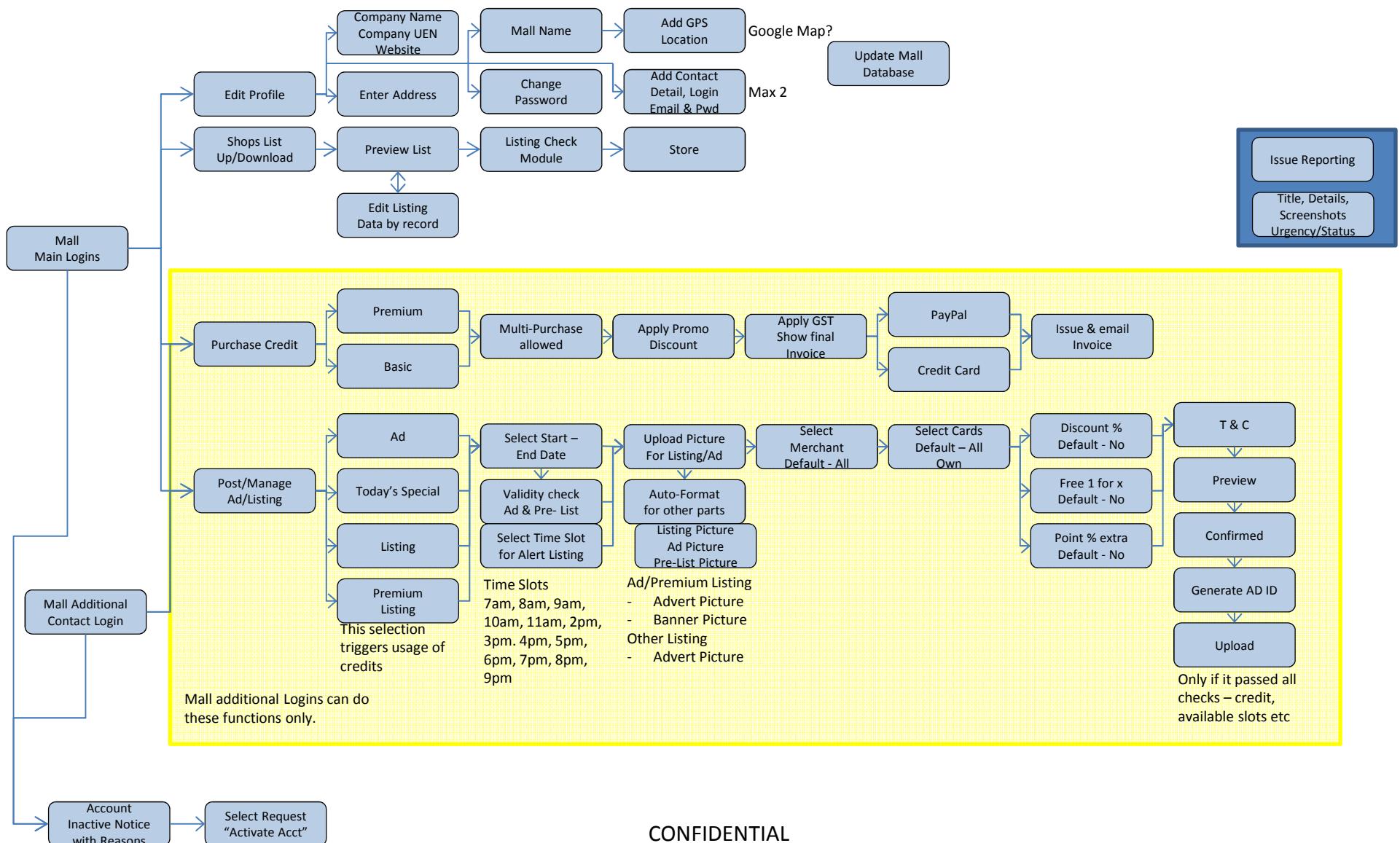




# Website – Card Organizations

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# Webpage Look - Homepage



Advert Space

Advert Space

Advert Space for multiple paging ads  
(Option for additional advert or advert from mobile apps)

Link

Premium Listing  
(can scroll up-down)

1 – 4  
Advertisorial/Articles  
(each has its own links)

Search with all  
categories/Loc/  
cards allowed

Advert Space

Today's Special Listings (by categories)

Retailer  
Login  
Register

Advertisorial  
(with links)

Advertisorial  
(with links)

Advertisorial  
(with links)

Advert Space

Login   Register

Looking for "mobile phone in Century Square"

Link 1   Link 2   Link 3   Link 4

Singapore   Contact Us

GET IT ON Google play   Available on the App Store   Get it at BlackBerry World   Windows

Today's Special Listings

Advertiser

Advertiser

Advertiser

Advertiser Space

GET IT ON Google play

Available on the App Store

Get it at BlackBerry World

Windows

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Text about Lifesyle in SG.  
Blah.....  
.....

About Abooji  
Link 1  
Link 2  
Link 3  
Link 4

Contact Abooji  
Retailers  
Card Organisations  
Shopping Malls

Advert Space

Advert Space



# Webpage Look - Frame



Advert Space

Looking for "mobile phone in Century Square"

Login   Register

**SLiFE G**

Link 1   Link 2   Link 3   Link 4   Singapore   Contact Us

Advert Space for multiple paging ads  
(Option for additional advert or advert from mobile apps) [Link](#)

Search with all categories/Loc/cards allowed

NOTE : This frame remains the same for all pages

Advert Space

Retailer  
Login  
Register

Advert Space

Windows

GET IT ON Google play Available on the App Store Get it at BlackBerry World

Advert Space



# Webpage Look - Listing



Advert Space

Login   Register

SLIFE G      Looking for "mobile phone in Century Square"      Singapore  
Link 1      Link 2      Link 3      Link 4      Contact Us

Advert Space for multiple paging ads  
(Option for additional advert or advert from mobile apps)

**Link**



Favorite Fashion Gallery

All latest designs from Italy for the discerning few.

Nearest      Takashimaya  
Other      Parkway Parade  
Century Square

Hours      10am-10pm (Sun-Mon)  
8am-12mn (Fri-Sat)

Offer      CitiBank      30%  
UOB      28%  
OCBC      25%  
Passion      15%  
SAFRA      Free 1 for 3

Valid      3 Dec 13      to      29 Jan 14

Search with all categories/Loc/cards allowed

Advert Space

Retailer Login Register

Advert Space

Advert Space

GET IT ON  Available on the  Get it at  Windows



# Webpage Look – Articles/Advertisorial



Advert Space

Advert Space for multiple paging ads  
(Option for additional advert or advert from mobile apps) [Link](#)

Free form layout

Search with all categories/Loc/cards allowed

Advert Space

Retailer Login Register

Advert Space

Advertorial (with links)

Advertorial (with links)

Advertorial (with links)

Advert Space

Advert Space

GET IT ON Google play Available on the App Store Get it at BlackBerry World Windows



# Webpage Look – Today's Special when particular category is selected



Advert Space

Link 1      Link 2      Link 3      Link 4

Looking for "mobile phone in Century Square"

Advert Space for multiple paging ads  
(Option for additional advert or advert from mobile apps)

Today's Special  
Nearby

	Nice Ware Takeshimaya/Suntec City UOB/CitiBank	Kitchen	100m
	Fab Food Suntec City All	Restaurant	300m
	Honest Joe Funan SAFRA/Passion	Electronics	500m
	Everywhere Shoes Funan AMEX	Shoes & Bags	1km
	Good Face 313 Somerset UOB/CitiBank	Cosmetics	1km
	Gorgeous Dress Ion CIMB/POSB/bsb	Fashion	3km

Category Card Loc Range

All All Nearby

GET IT ON Google play Available on the App Store Get it at BlackBerry World Windows

Advert Space

Search with all categories/Loc/ cards allowed

Advert Space

Retailer Login Register

Advert Space

Advert Space

Advert Space



# Webpage Look – Homepage After User Login



Welcome ktay04@yahoo.com.sg

Logout Profile

S LIFE G Looking for "mobile phone in Century Square"  Singapore

Link 1 Link 2 Link 3 Link 4 Contact Us

Advert Space for multiple paging ads  
(Option for additional advert or advert from mobile apps)

Premium Listing  
(can scroll up-down)

1 – 4  
Advertisorial/Artcles  
(each has its own links)

Search with all categories/Loc/ cards allowed

Advert Space

Today's Special Listings (by USER categories)

Advertisorial (with links)

Advertisorial (with links)

Advertisorial (with links)

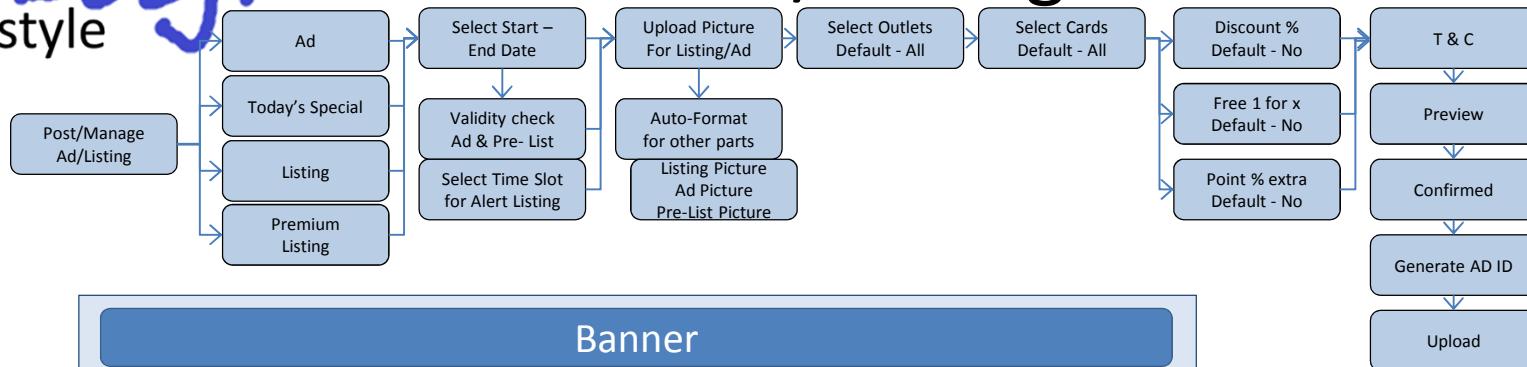
Advert Space

Advert Space

Advert Space



# Abooji Website – Post/Manage Advert



**Banner**

kctay@fidelitytech.com.sg [Sign-Out](#) | [Edit Info](#) | [Cart](#) | [Help](#)

Advertisement

January 2014      February 2014      March 2014

Mo	Tu	We	Th	Fr	Sa	Su
1	30	31	1	2	3	4
2	6	7	8	9	10	11
3	13	14	15	16	17	18
4	20	21	22	23	24	25
5	27	28	29	30	31	1
6	3	4	5	6	7	8
7	10	11	12	13	14	15
8	17	18	19	20	21	22
9	24	25	26	27	28	1
10	3	4	5	6	7	8

Required Credits :

Not Available     Available     Available - Peak     Selected

Credits Type	Purchase ID	Total Credits	Balance Credit	Expiry Date	Select
Basic	1232456	50	10	30 Nov 14	<input type="checkbox"/>
Basic	1232457	10	1	30 Jan 14	<input checked="" type="checkbox"/>
Basic	1232458	20	2	30 Jan 14	<input checked="" type="checkbox"/>
Premium	8543210	180	10	30 Jan 14	<input type="checkbox"/>
Premium	8654321	180	180	30 Nov 14	<input type="checkbox"/>

  Selectable Option/Input  
  Un-Selectable Option for this part  
  Auto-generated details



# Website – Post/Manage Advert Part 2



Import Picture (JPEG; GIF...)

Main Ad Picture

Main Ad Picture

Full Banner Picture

(Required if choosing full picture banner option)

Banner Options

Picture & Text

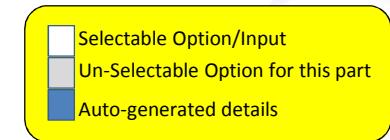
Banner Text 50 chars

Banner Text

Full Picture

Preview

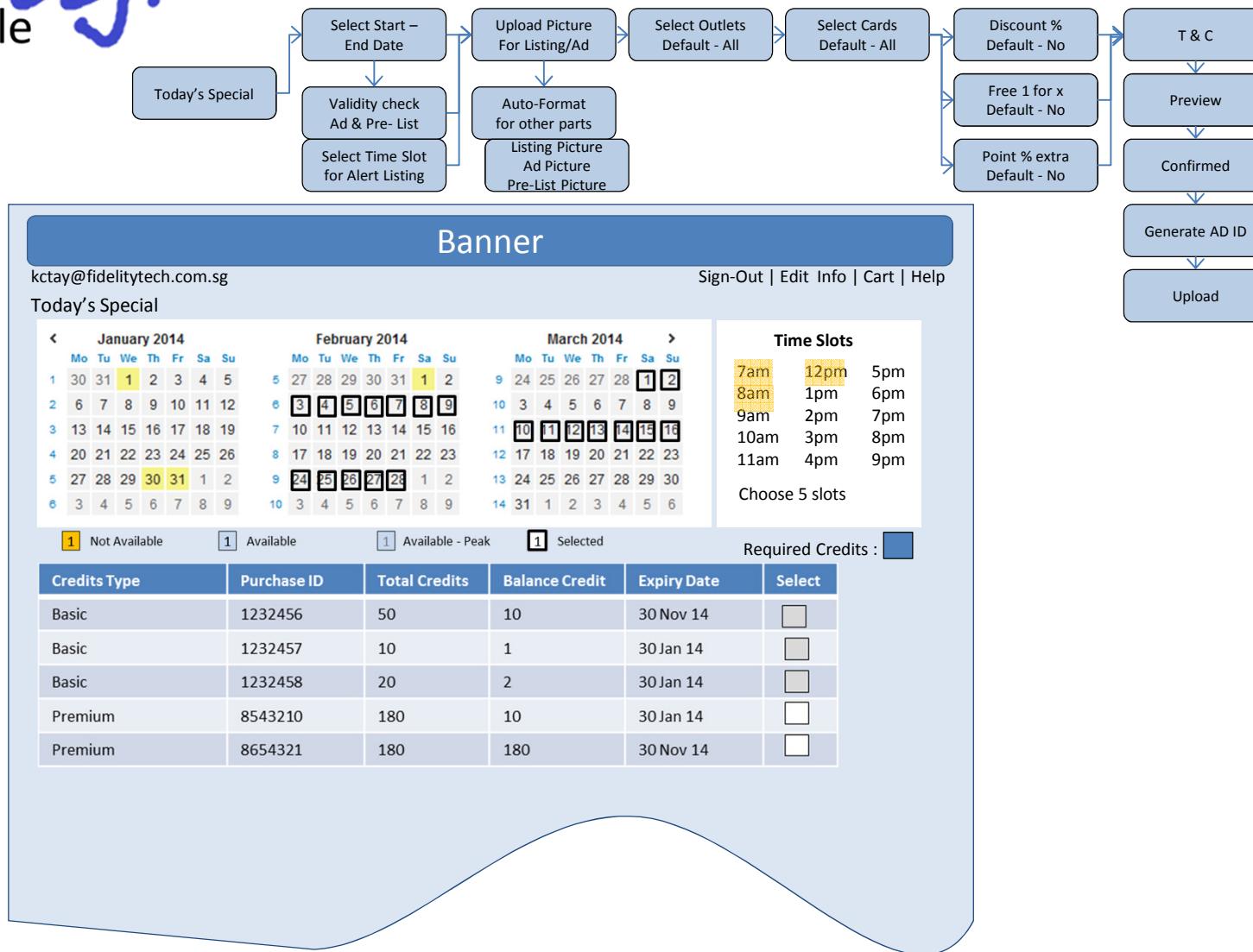
Post





# Website – Post/Manage Today's Special

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# Website – Post/Manage Today's Special Part 2

<p>Import Picture (JPEG; GIF...)</p> <div style="border: 1px solid #ccc; height: 100px; margin-bottom: 10px;"></div>	<p><b>Ad &amp; Text</b></p> <div style="display: flex; align-items: center; justify-content: space-around;"> <span>30%</span> <span>Name Text Description Locations Cards Offer Period</span> <span>70%</span> </div>	<p><b>Banner Picture &amp; Text</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Name Locations Category</td> <td style="width: 30%;">Disc. From</td> </tr> </table>	Name Locations Category	Disc. From																			
Name Locations Category	Disc. From																						
<p><b>Main Ad Text</b> <span>(3 lines - 50 chars/line)</span></p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;">Input Text</div> <p><b>Category</b> <input type="checkbox"/> <b>Select Category</b> ▾ <small>Press Ctrl to select multiple</small></p> <p><b>Location</b> <input type="checkbox"/> <b>Enter Text</b> <small>(20 chars)</small> <span>Map Loc</span> <input type="checkbox"/> <b>All Outlets</b> <input type="checkbox"/> <b>Select Locations</b> ▾ <small>Press Ctrl to select multiple</small></p> <p><b>Card</b> <input type="checkbox"/> <b>Enter Text</b> <small>(20 chars)</small></p> <p><input type="checkbox"/> <b>Select Cards</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 15%;">Card</th> <th style="width: 15%;">Type</th> <th colspan="2">Discount (%)</th> <th colspan="2">Other Discount/Offer</th> <th style="width: 10%;">Add Card</th> </tr> <tr> <th>▼</th> <th>▼</th> <th>From</th> <th>To</th> <th>Description (20 chars)</th> <th>Equivalent %</th> <th>+</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td>+</td> </tr> </tbody> </table> <p><b>Offer Dates</b> From <input type="button" value="Select Date"/> To <input type="button" value="Select Date"/></p>			Card	Type	Discount (%)		Other Discount/Offer		Add Card	▼	▼	From	To	Description (20 chars)	Equivalent %	+							+
Card	Type	Discount (%)		Other Discount/Offer		Add Card																	
▼	▼	From	To	Description (20 chars)	Equivalent %	+																	
						+																	
<input type="button" value="Preview"/> <input type="button" value="Post"/>																							

Default shows Company's category

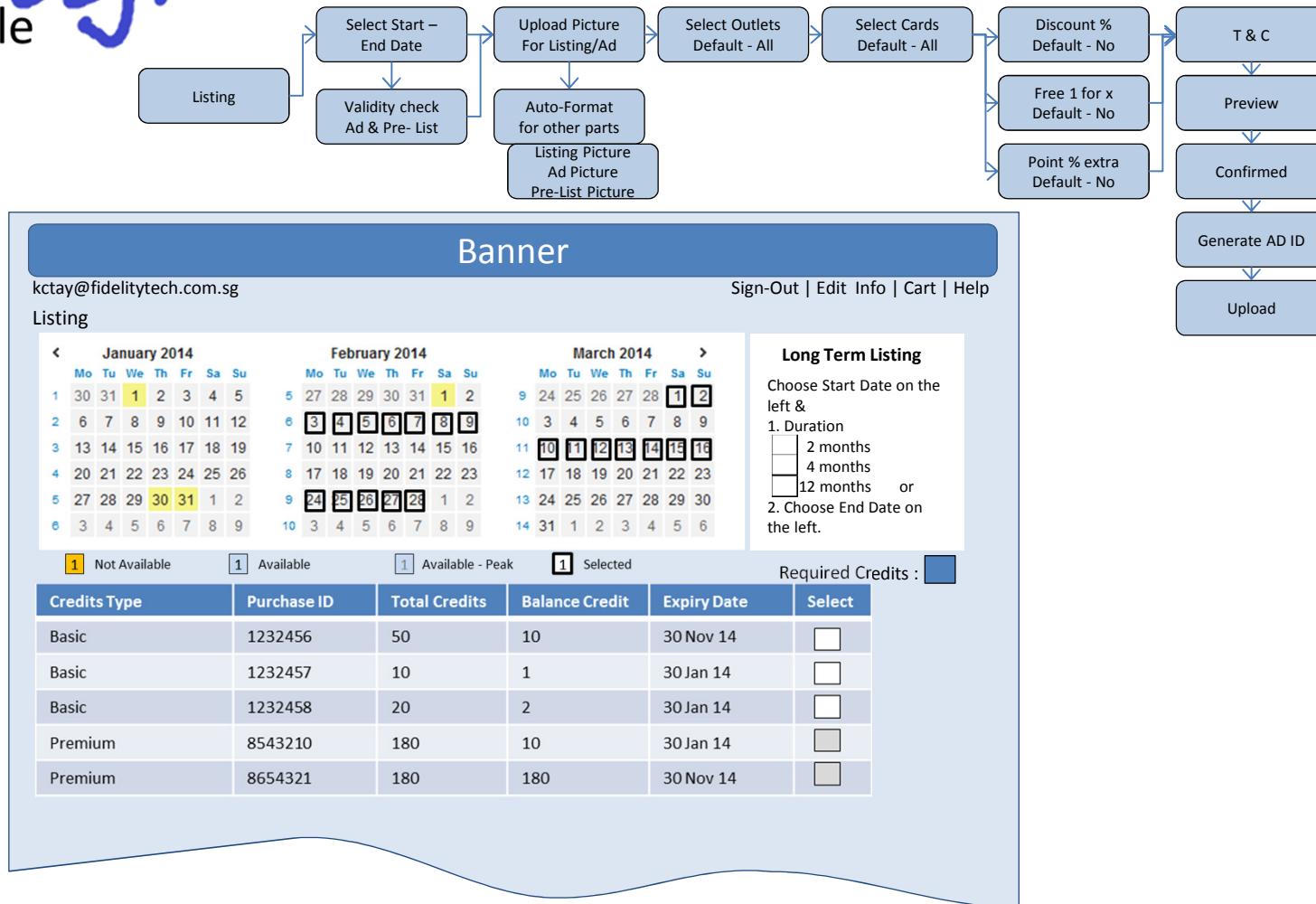
After selection locations, this place will list all the selected location. Card details will be pushed down.

Confirms and allow one new card to be added.



# Website – Post/Manage Listing

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## Website – Post/Manage Listing Part 2



**Import Picture (JPEG; GIF...)**

**Ad & Text**

30%	70%
Name Text Description Locations Cards Offer Period	

**Banner Picture & Text**

Name Locations Category	Disc. From
-------------------------------	---------------

---

**Main Ad Text**

(3 lines - 50 chars/line)

**Input Text**

Default shows Company's category

**Category**

**Select Category** ▾

Press Ctrl to select multiple

**Enter Text** (20 chars)

**Map Loc**

**All Outlets**

**Location**

**Select Locations** ▾

Press Ctrl to select multiple

After selection locations, this place will list all the selected location.

Card details will be pushed down.

**Card**

**Enter Text** (20 chars)

Confirms and allow one new card to be added.

**Select Cards**

Card	Type	Discount (%)		Other Discount/Offer		Add Card
From	To	Description (20 chars)	Equivalent %			
						<input type="button" value=" "/>
						<input type="button" value=" "/>

Offer Dates

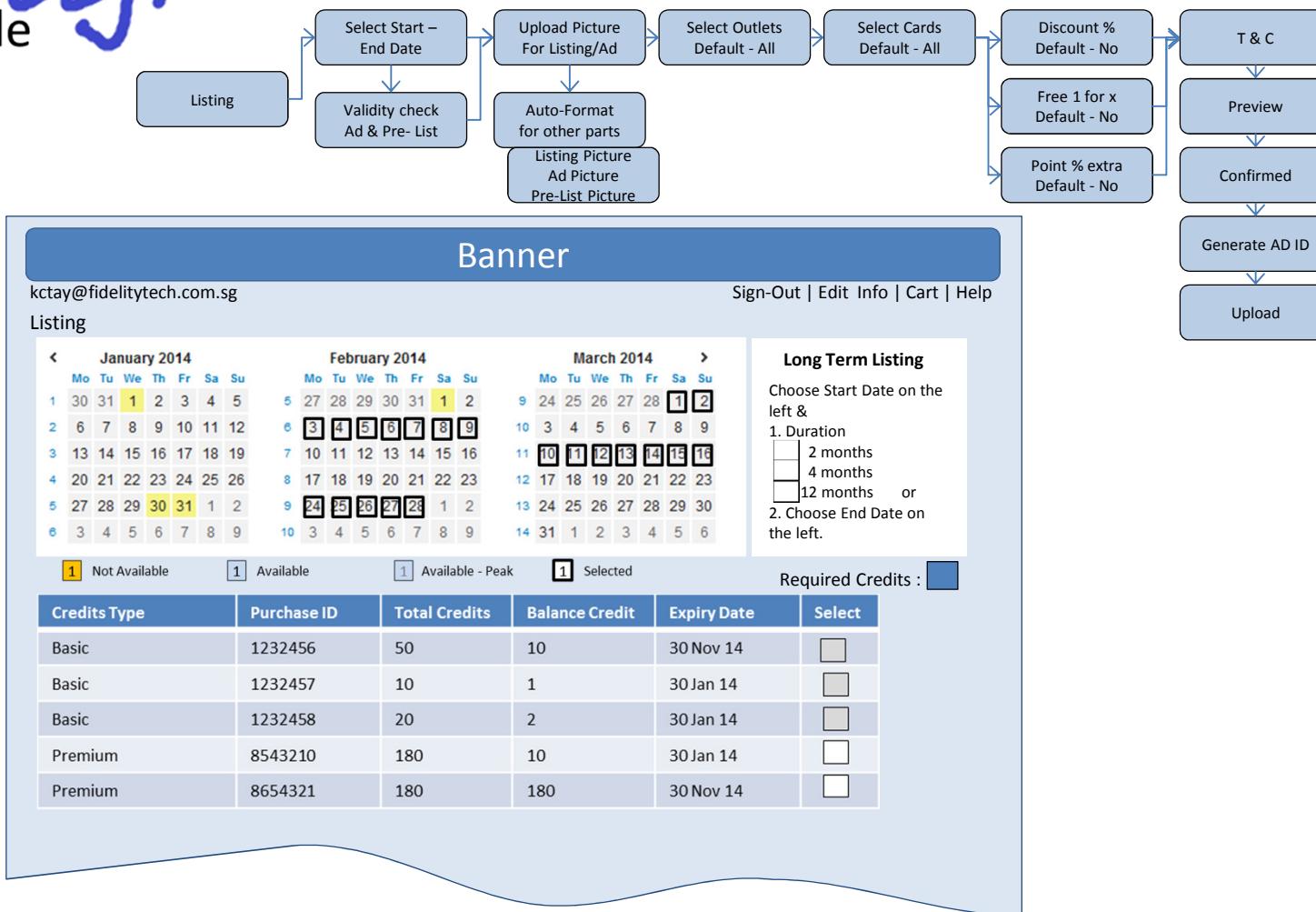
From

To



# Website – Post/Manage Premium Listing

S LIFE G





## Website – Post/Manage Premium Listing Part 2



Import Picture (JPEG; GIF...)

Ad & Text

Banner Picture & Text

Main Ad Text (3 lines - 50 chars/line)

Input Text

Category  Select Category ▾ Press Ctrl to select multiple

Location  Enter Text (20 chars) Map Loc  All Outlets  Select Locations ▾ Press Ctrl to select multiple

Card  Enter Text (20 chars)

Select Cards

Card	Type	Discount (%)		Other Discount/Offer		Add Card
From	To	Description (20 chars)	Equivalent %			
Offer Dates	From	Select Date	To	Select Date		

Preview Post

Default shows Company's category

After selection locations, this place will list all the selected location. Card details will be pushed down.

Confirms and allow one new card to be added.



# Website – Post/Manage Event



Banner

kctay@fidelitytech.com.sg

Sign-Out | Edit Info | Cart | Help

Premium Listing

January 2014							February 2014							March 2014							
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	
1	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
4	20	21	22	23	24	25	26	5	27	28	29	30	31	1	2	3	4	5	6	7	8
6	27	28	29	30	31	1	2	9	24	25	26	27	28	1	2	10	11	12	13	14	15
8	17	18	19	20	21	22	23	10	11	12	13	14	15	16	11	10	11	12	13	14	15
10	3	4	5	6	7	8	9	12	17	18	19	20	21	22	12	13	14	15	16	17	18
14	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

Event Options

Advert Type (1 credit/day)

Listing Layout (2 credits/day)

Required Credits :

Credits Type	Purchase ID	Total Credits	Balance Credit	Expiry Date	Select
Basic	1232456	50	10	30 Nov 14	<input type="checkbox"/>
Basic	1232457	10	1	30 Jan 14	<input type="checkbox"/>
Basic	1232458	20	2	30 Jan 14	<input type="checkbox"/>
Premium	8543210	180	10	30 Jan 14	<input type="checkbox"/>
Premium	8654321	180	180	30 Nov 14	<input type="checkbox"/>

Import Picture (JPEG; GIF...)

Main Ad Picture

Full Banner Picture

(Required if choosing full picture banner option)

Picture & Text

Banner Text 50 chars

Banner Text

Full Picture

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## Website – Post/Manage Event Part 2



Main Advert Picture



Preview      Post

If Advert  
Option is  
chosen

Picture	Shop/Stall Name	Description	Discount
JPEG (x by x)	15 characters	Shop Description (256characters)	In %

.CSV Format  
No Header:

Upload

Preview      Post

If Listing  
Option is  
chosen



# Website – Post/Manage Preview Screen



Preview

Ad ID : 1234567

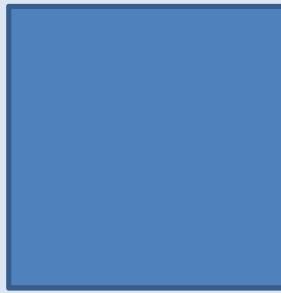
Banner:

Main Screen

Banner Text 50 chars

Cancel

Post



Pop-Up Screen



# Website – Purchase Credit



**Banner**

kctay@fidelitytech.com.sg Sign-Out | Edit Info | Cart | Help  
Enter Promo Code :

Credits Type	Purchase Credits	Free Credits	\$\$/Credit	Price (\$\$)	Qty	Total (\$\$)	Validity (mth)
Basic Can be used for regular listing	1	0			<input type="button" value="1"/>		1
	5	0			<input type="button" value="1"/>		1
	10				<input type="button" value="1"/>		2
	50				<input type="button" value="1"/>		3
	100				<input type="button" value="1"/>		6
	180				<input type="button" value="1"/>		12
Premium Can be used for Advertisement, Today's Special, Event, Premium Listing	1	0	50	<input type="button" value="1"/>			1
	5	0	250	<input type="button" value="1"/>			1
	10	1	500	<input type="button" value="1"/>			2
	50	8	2,500	<input type="button" value="1"/>			3
	100	20	5,000	<input type="button" value="1"/>			6
	180	36	9,000	<input type="button" value="1"/>			12

<b>Sub-Total</b>	
<b>Discount</b>	
<b>Total after Discount</b>	
<b>GST</b>	
<b>Total Payable</b>	

Credits Type	Purchase ID	Total Credits	Balance Credit	Expiry Date
Basic	1232456	50	10	30 Nov 14
Basic	1232457	10	1	30 Jan 14
Basic	1232458	20	2	30 Jan 14
Premium	8543210	180	10	30 Jan 14
Premium	8654321	180	180	30 Nov 14

Types of Postings	Daily Useable Credits	Regular Period		Peak Period	
		1 Outlet	Multi-Outlets	1 Outlet	Multi-Outlets
Listing	Basic	1	1	1	1
Today's Special	Premium	1	2	2	3
Premium Listing	Premium	2			
Advertisement	Premium				

**Banner**

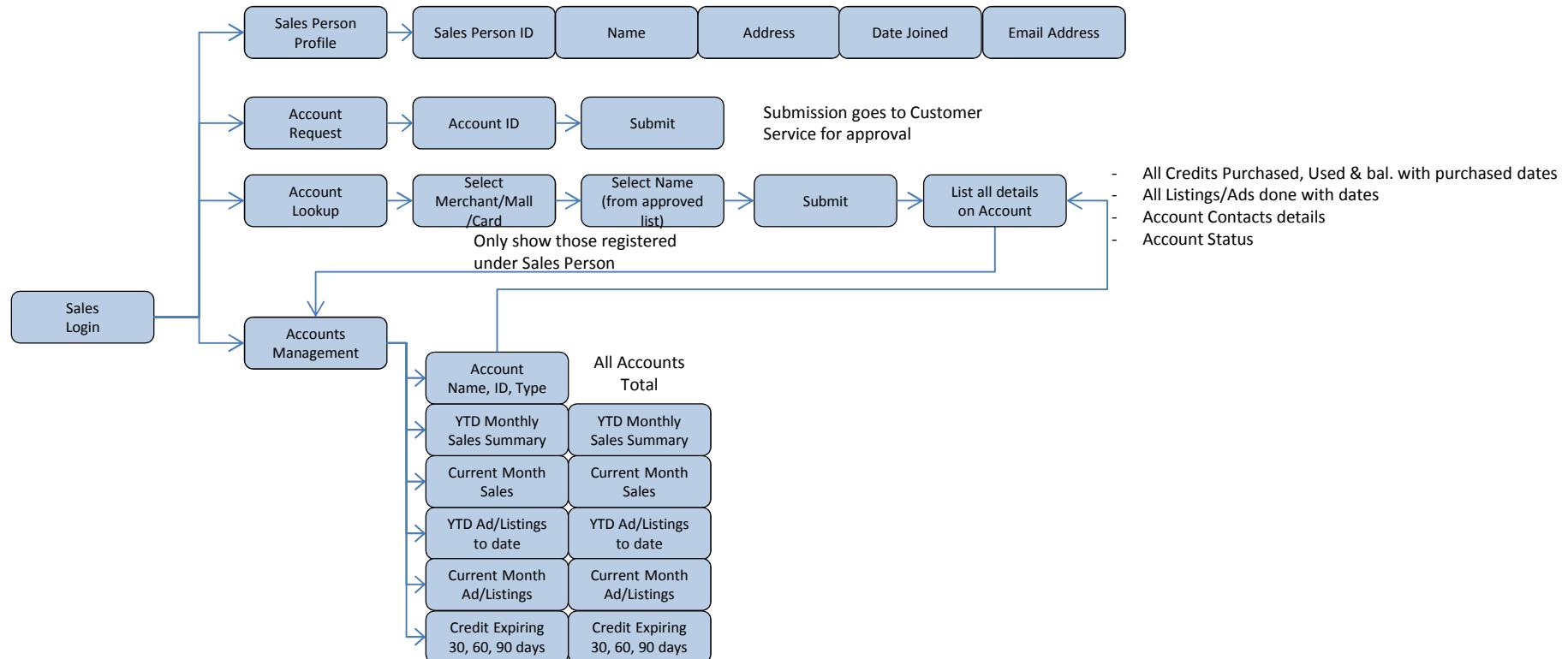
kctay@fidelitytech.com.sg Sign-Out | Edit Info | Cart | Help  
Promo Code : ABCDEF

Credits Type	Purchase Credits	Free Credits	\$\$/Credit	Price (\$\$)	Qty	Total (\$\$)	Validity (mth)
Basic	10				<input type="button" value="1"/>		2
	50				<input type="button" value="1"/>		3
Premium	5	0	250	<input type="button" value="1"/>	<input type="button" value="2"/>	500	1
	180	36			<input type="button" value="1"/>	9,000	12

<b>Sub-Total</b>	
<b>Discount</b>	
<b>Total after Discount</b>	
<b>GST</b>	
<b>Total Payable</b>	

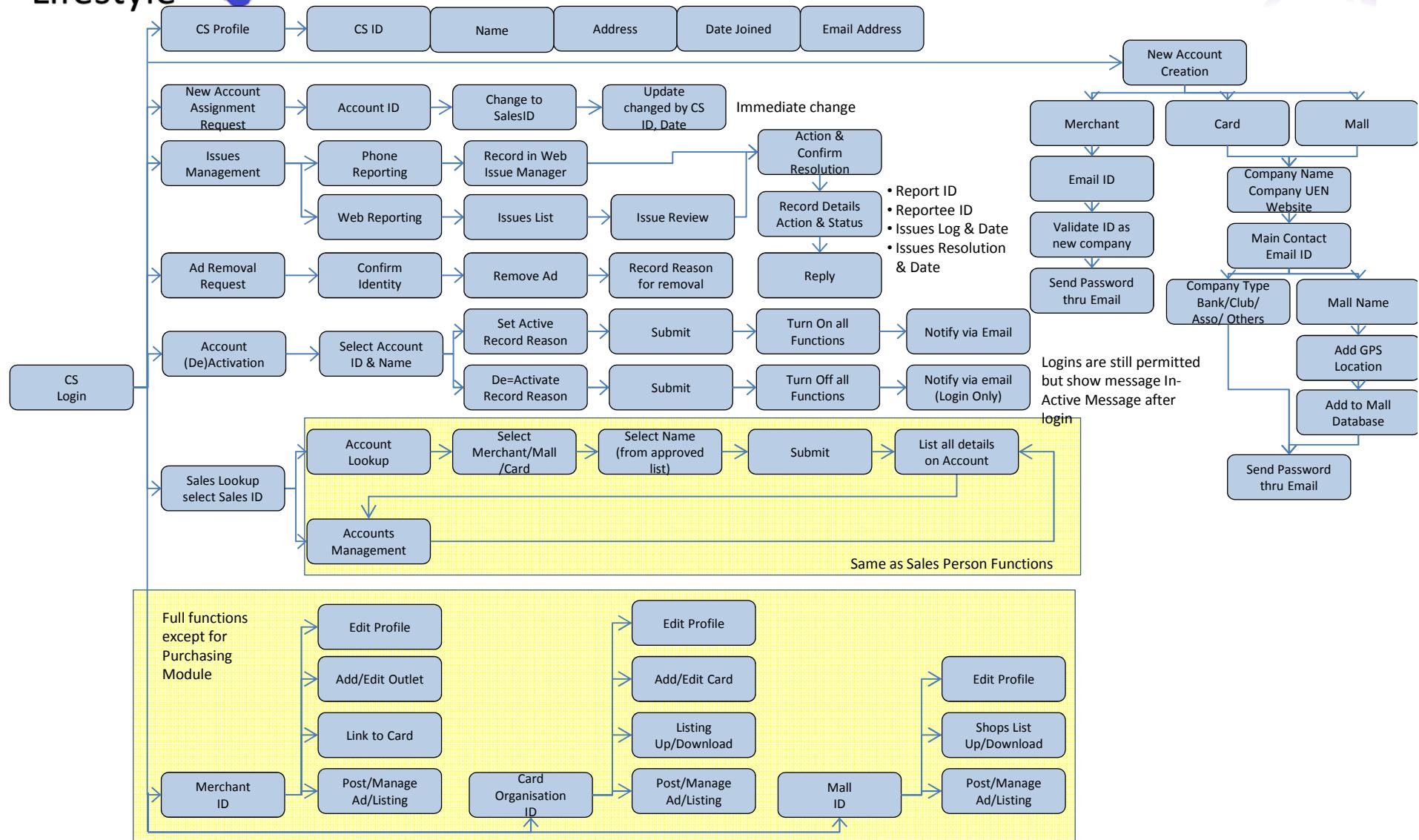
Credits Type	Purchase ID	Total Credits	Balance Credit	Expiry Date
Basic	1232456	50	10	30 Nov 14
Basic	1232457	10	1	30 Jan 14
Basic	1232458	20	2	30 Jan 14
Premium	8543210	180	10	30 Jan 14
Premium	8654321	180	180	30 Nov 14

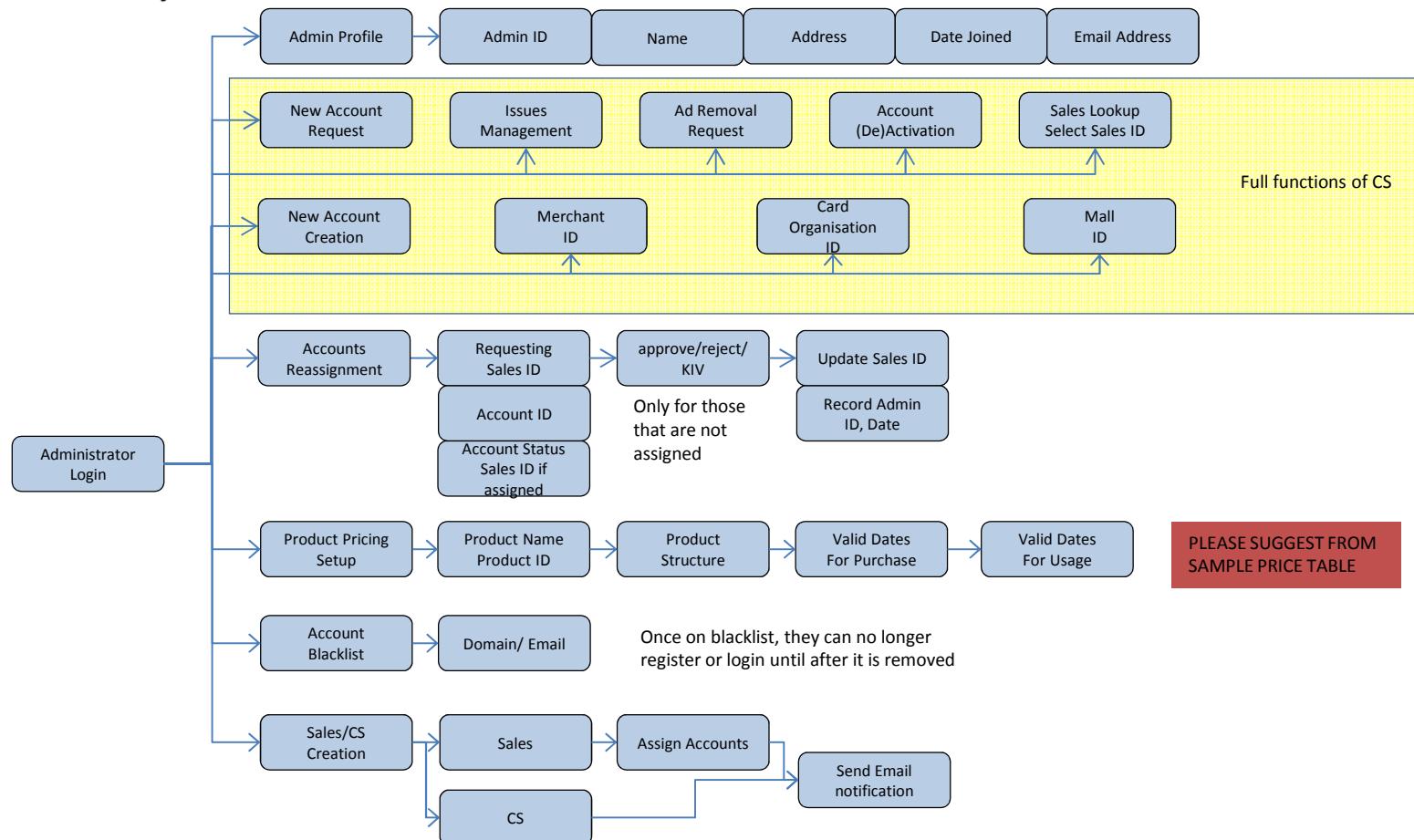
Types of Postings	Daily Useable Credits	Regular Period		Peak Period	
		1 Outlet	Multi-Outlets	1 Outlet	Multi-Outlets
Listing	Basic	1	1	1	1
Today's Special	Premium	1	2	2	3
Premium Listing	Premium	2			
Advertisement	Premium				





# Website – Customer Service







# Data Structure

Lifestyle choice for everyone

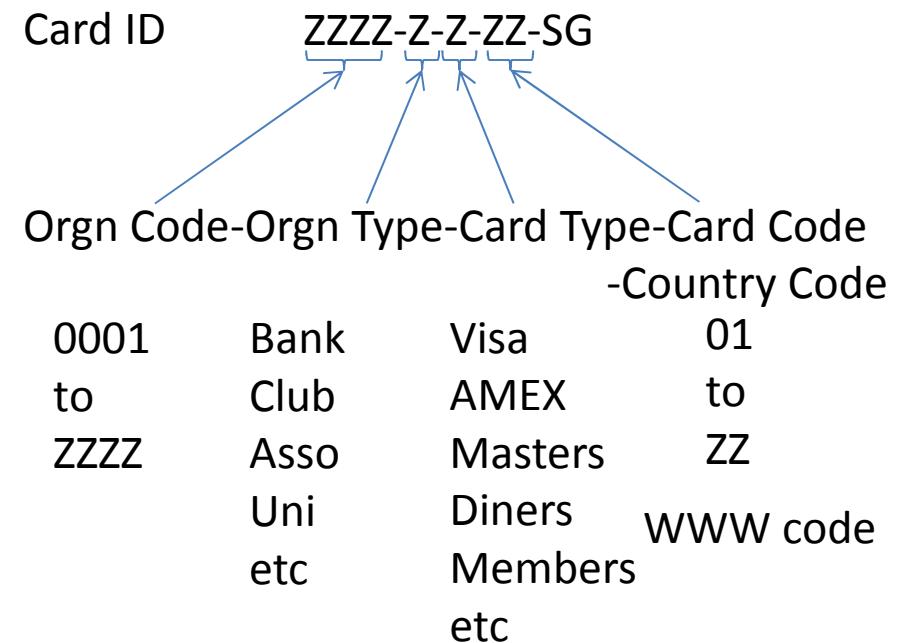
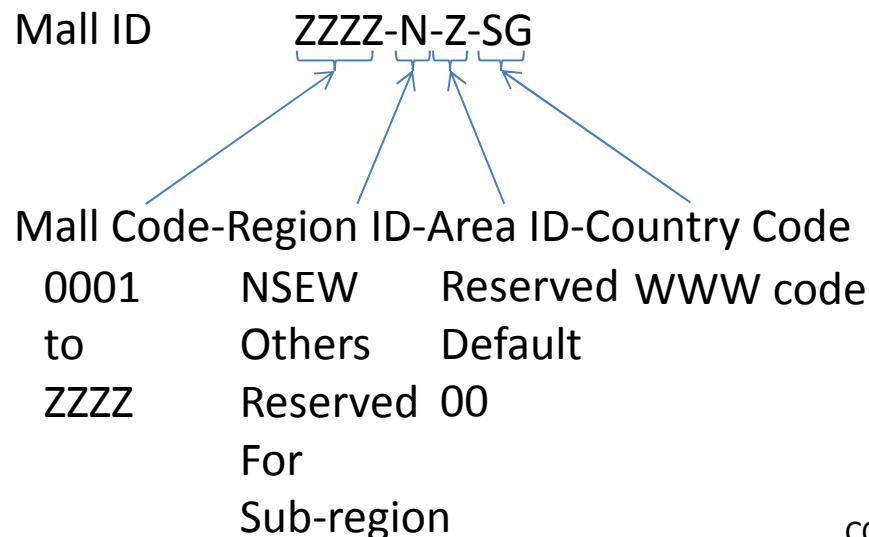
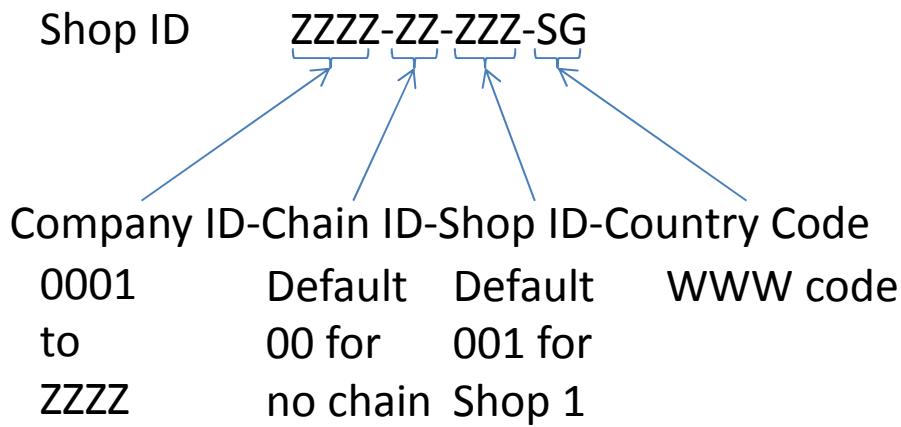


# Users



- Users Login
  - Email address
  - Password
- User Profile
  - Member since
  - Gender
  - Age group
  - (+) Card Held (?)
    - Expiry Date
  - (+) Category
  - (+) Locations
    - Range
  - (+) Alert Type (Default – no restrictions)
    - Name
    - Time – Start-stop (Default – all)
    - Location (Default – All)
    - Category

# ID Format





# Merchant



- Merchant Login ID (Multiple?)
  - Password
- Merchant Profile
  - Company Name
  - Company UEN
  - Company ID (or Group)
  - Company Address
  - Location GPS (If empty, can create using google map?)
  - Company Number
  - Company Website
  - (+) Company Contact
    - Contact email
  - Type (HDB, Shop, Chain, Group)
  - Chain ID (Default 00)
  - (+) Category
  - (+) Shop ID
    - Location Name
    - Location Area
    - Address
    - Name of Mall
    - Mall ID (HDB = 000)
    - Location GPS
    - Shop Number
    - Shop Contact
    - Contact email
- Sales Person ID
- Signed Up Date
- Credit Purchase Module
- Listing Module
- Purchase History
  - (+) Purchase ID
    - Total Credit
    - Purchase Date
    - Expiry Date
    - Credit Used
    - Credit Expired
  - Advert History
    - (+) Advert Code
      - Posted Date
      - Posted Duration
      - Posted by (Acct ID)
      - Credit Used
  - Listing Post (Default No)
- Ability to call up card listing records associated with its name (must match more than just name)
  - (+) Card
    - Company
    - Card
    - Card ID
    - Offer (???)
- (+) Card offer not linked to card providers
  - Offer Type
    - Global (means all deals)
    - (+) Ad ID (for specific ads only)
  - Card Name
  - Offer (???)



# Mall Owners



- CC Login ID (Multiple?)
  - Password
- CC Profile
  - Company Name
  - Company UEN
  - Mall Name
  - Mall ID
  - Company Address
  - Company Number
  - Company Website
  - (+) Company Contact
    - Contact email
- Sales Person ID
- Signed Up Date
- Credit Purchase Module
- Listing Module
- Purchase History
  - (+) Purchase Code
    - Total Credit
    - Purchase Date
    - Expiry Date
    - Credit Used
    - Credit Expired
- Advert History
  - (+) Advert Code
    - Posted Date
    - Posted Duration
    - Posted by (Acct ID)
    - Credit Used
- Listing Upload
  - Ability to check what is successfully uploaded (?)



# Card Companies



- CC Login ID (Multiple?)
  - Password
- CC Profile
  - Company Name
  - Company UEN
  - Company ID
  - Company Address
  - Company Number
  - Company Website
  - (+) Company Contact
    - Contact email
  - Type (Bank, Club, Asso, Others)
    - Type ID
  - (+) Card
    - Name
    - Card ID
    - Type(Visa, Master etc)
    - Category (Platinum etc)
    - Target Mkt
    - Contact name
      - Number
      - Email
  - Overseas Card Activation Call Number
  - Overseas Assistance Number
- Sales Person ID
- Signed Up Date
- Credit Purchase Module
- Listing Module
- Purchase History
  - (+) Purchase Code
    - Total Credit
    - Purchase Date
    - Expiry Date
    - Credit Used
    - Credit Expired
- Advert History
  - (+) Advert Code
    - Posted Date
    - Posted Duration
    - Posted by (Acct ID)
    - Credit Used
- Listing Upload (Free)
  - Ability to check what is successfully uploaded (?)



# Fidelity



- Sales Interfaces
  - Login ID
  - Password
  - Sales person ID
  - Sales Person
    - Name
    - Address
    - ID Number
    - Join Date
  - Accounts Request
  - Accounts Lookup
  - Accounts Management
- Customer Service
  - Login ID
  - Password
  - CS ID
  - Billing Module (?)
  - Account (un)freeze
  - Ad removal module
  - Setup Accounts
    - Merchant; Mall; Card
  - Interfaces
    - Sales
    - Merchants
    - Mall
    - CC
  - Issues Report Module
    - Report ID
    - Reportee ID
    - Issues Log
    - Log Date
    - Issues Resolution
    - Resolution Date
  - Alert Screen to confirm
    - Account registration by Sales
- Administrator
  - Login ID
  - Password
  - Administrator ID
  - Setup all Accounts
  - Customers re-assignment
  - Accounts Blacklist
    - Add/Remove
  - Interfaces
    - Customer Service
  - Product Setup Interface
    - Setup/Edit Products
      - Product Name
      - Price Structure
        - Unit Price
        - MOQ
        - Usage condition
      - Approved buyers
      - Valid Period
        - Purchase
        - Usage

24 Oct 13



# Credit Purchase Screen



- Shows past, existing purchases
- Shows Packages on offer
- All payment modes (as per Silicon Infimedia)
  - Paypal
  - Credit Card
- Open for suggestions



# Posting Upload Screen



- Photos
  - On-line Size Check
  - Automated reduction for listing
- Preview Page
- Confirm Post
- Open for Suggestions



# Database Manager



- All records (done by category)
  - Batch Output by filters
  - Upload by filters
  - Mass clean-up including deleting outdated data
  - Backup (outside system)
- Merchant Records
  - List all card partnership
  - List all ads by status (default all)
- Card Orgn Modules
  - Upload via excel or .csv files
  - Download via the same
  - Interactive Update by record
    - Update, remove or add
  - View List

# Report Generators

- Users Reports
  - Phone Number
  - Member since
  - Cards
  - Locations
  - Alert Requirement
  - Ad Selected
- Sales Person Report by date (start-end)
  - Sales Person Name
    - A/C ID
    - A/C Name
    - Purchase at start of period
    - Purchase during period
    - Credit Used during period
    - Balance Credits
- Sales Person A/C Performance Report by date (start-end)
  - A/C ID
  - Purchase ID
  - Purchase Date
  - Expiry Date
  - Credit Purchased
  - Credit Used
  - Credit Balance
  - Credit Expired
- Merchant/CC Report by date
  - Merchant ID
  - Merchant Name
  - Sales Person Name/ID
  - Contact Person
  - Contact Number
  - Contac Email
  - Purchase History
    - (+) Purchase ID
      - Total Credit
      - Purchase Date
      - Expiry Date
      - Credit Used
      - Credit Expired
  - Advert History
    - (+) Advert Code
      - Posted Date
      - Posted Duration
      - Posted by (Acct ID)
      - Credit Used
- Issues Report
  - Merchant ID
  - Merchant Name
  - Report ID
  - Reportee ID
  - Issues Log
  - Log Date
  - Issues Resolution
  - Resolution Date

New Ads/Listing Report



# Mobile Device Detail Workflow

Lifestyle choice for everyone

# User Workflow

Select Cards Owned

Select Options

- Points
- Discount
- Rebate
- Notification
- LBS
- All cards(?)
- Sign up New
- Fashion
- Petrol
- Computer
- etc



- Future:**
1. Buy On-Line
  2. Group promotion eg. Diaper
  3. Mall Event
  4. Special Language Listing
  5. Shopping Planning tool
  6. Shop's Rating



# Display Workflow (Main)

S LIFE G

Advertisements  
- Product/Service/Card

Listing (all loc) – valid for today only

All Listings – Listing order

- Today's Special
- By discount
  - Paid (w/GPS)
  - Free
- Premium Offers, Event Promo  
(highlighted in list)

Seasonal Listing – eg. Mooncake Festival

Front page scrolling listing  
– as per listing but with special front page picture



All list items

All list items

All list items

## Setup

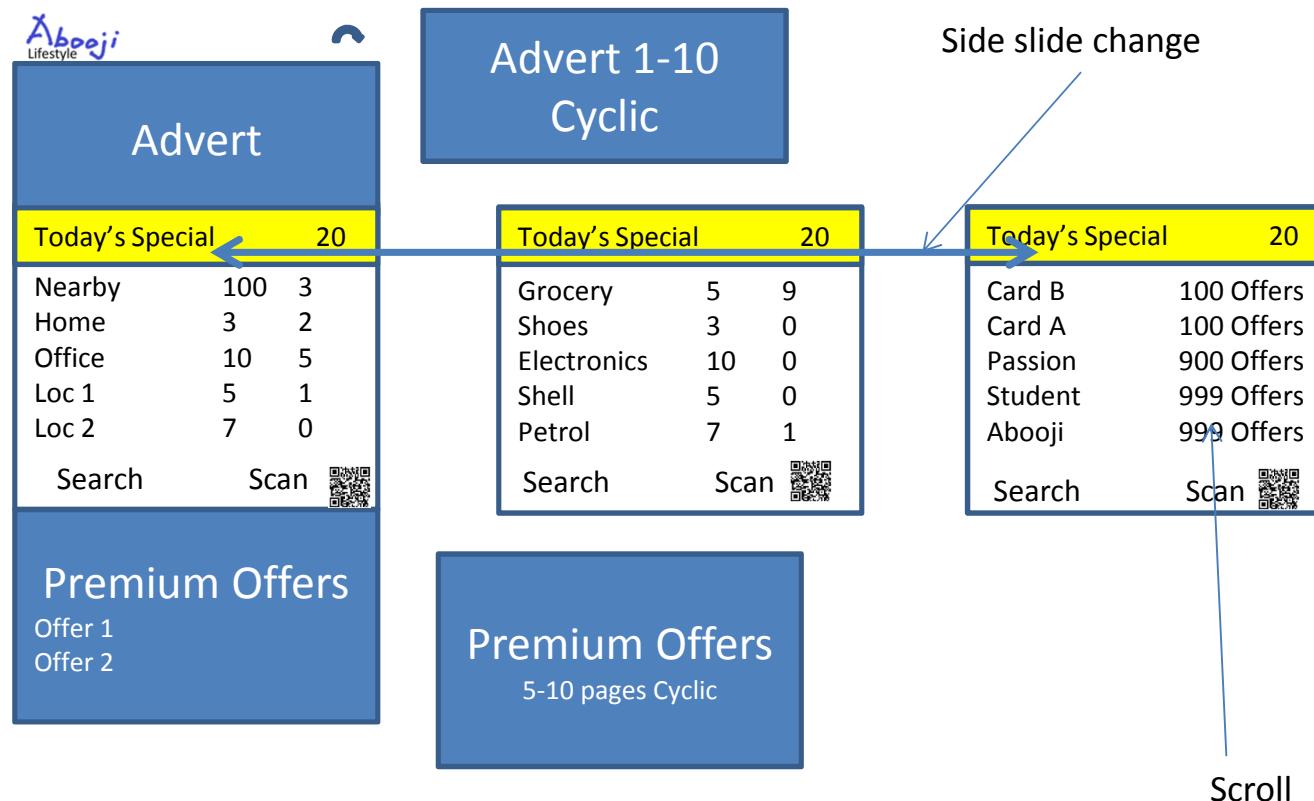
1. From the function buttons on Android?
2. Side Tab that allows pull up menu

## Widgets

Today's Special	
Lunch	10
All day	100

Filter either by GPS Location for nearby if GPS is available else default to all Today's Special.  
Once tapped, go to Main Screen.  
By timing, flash pictures of Best Discounts.

# Display Workflow (2)



- Anyone can be default main
- LBS Screen
  - Category Screen
  - Card Screen
  - Monitor Screen
  - Alert Screen
  - Mall Screen
  - Brand screen



# Display Workflow (Setup1)



- User
  - Gender;
  - Age Group;
  - Marital Status
  - Phone Number (Optional for future desktop registration) \*Selected options will also be downloaded to database
- Cards
  - Choose Issuer
    - Show list of all related cards (always include others)
    - Allow multiple selection
    - Allow Expiry Date for each Card
    - Note some issuers have only 1 card or no expiry dates
    - "+" to allow more Issuers and cards
- Location
  - Default Home Location
    - Once click – Ask “Current Location”
      - If yes, just collect GPS location and attached to this position
      - Else open map
      - Select Map location and then attach GPS location to Home
    - "+" to add more locations which user can key in name



# Display Workflow (Setup2)



- Category Preference
  - Provides listing of categories
  - Allows multiple selection
  - Default “None Selected”
- Alert
  - Options
    - Once Only – Default
    - Repeat Every x minutes/hrs
    - Repeat every x min/hrs for selected options only
- What is Nearby?
  - Distance selectable for nearby notification.
  - Applies to all Locations.
  - Default to 1km.
  - Selectable range 500m to 5km in steps of 500m



# Display Workflow (Advert)

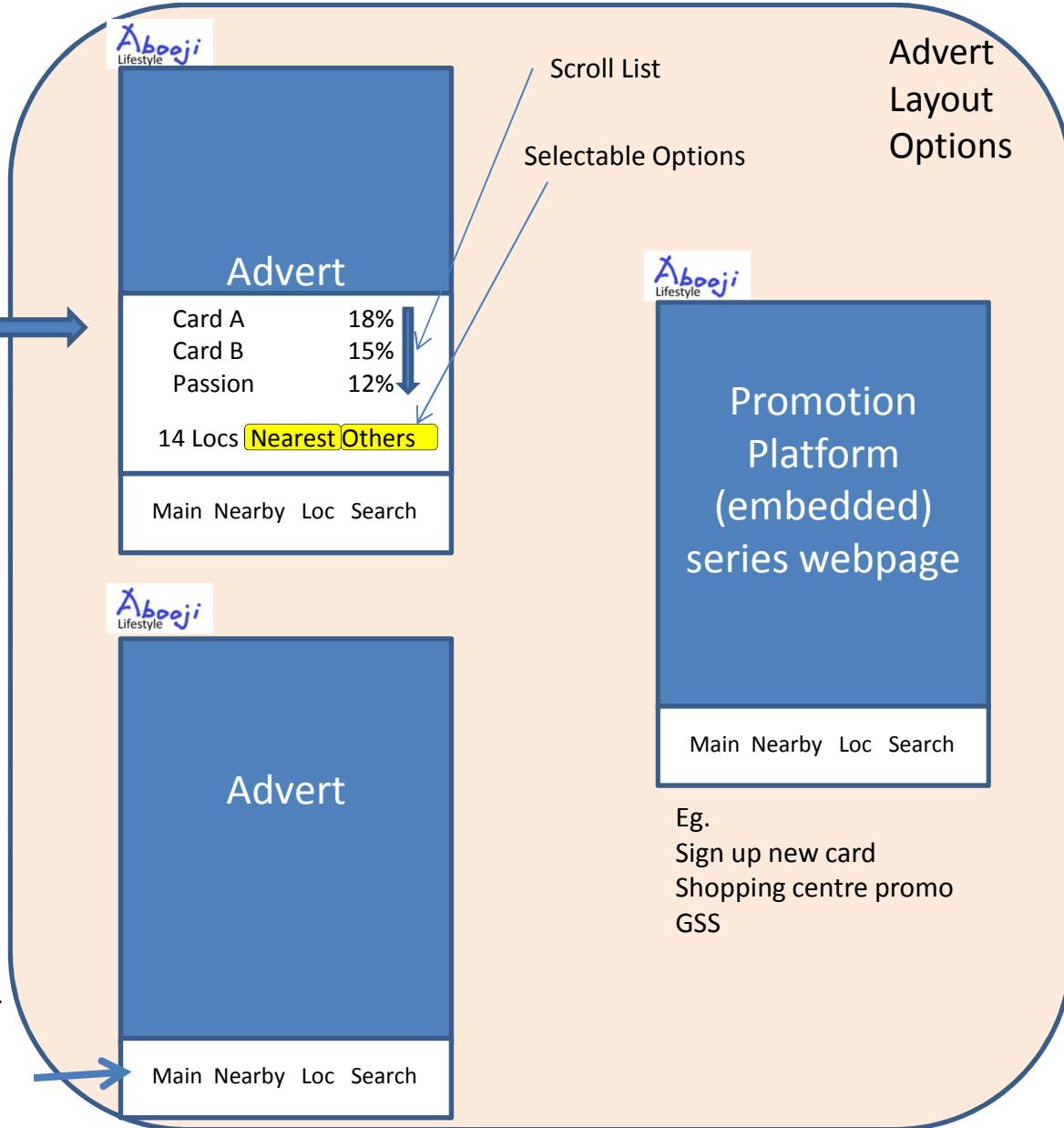
S LIFE G

The screenshot shows the Abooji app interface. At the top is a header with the Abooji logo and "Lifestyle". Below it is a large blue box labeled "Advert". Underneath is a yellow bar with "Today's Special" and "20". The main content area has a table:

	Nearby	Home	Office	Loc 1	Loc 2
Search	100	3	10	5	1
Scan	7	0			

Below the table is a QR code. At the bottom is a blue box labeled "Premium Offers" containing "Offer 1" and "Offer 2".

This bar can be “pop-up” or triggered at the device’s menu button





Abooji  
Lifestyle

Advert

Today's Special 20

Nearby	100	3
Home	3	2
Office	10	5
Loc 1	5	1
Loc 2	7	0

Search Scan

Premium Offers

Offer 1  
Offer 2

# Display Workflow (Today's Special)

S LIFE G

Today's Special by Distance		
Shoes at 35% less	35m	
Computer at 10% for all Passion Card	50m	
All products 10% less	200m	
Free Mouse	1km	
1 for 1 offer	1.5km	

All More

Main Nearby Loc Search

- Can list by :
- Distance
  - Discount
  - Category

Today's Special by Discount		
Shoes at 35% less	35%	
Computer at 10% for all Passion Card	25%	
All products 10% less	25%	
Free Mouse	20%	
1 for 1 offer	20%	

Nearby▼

Shoes at 35% less		
Card A	18%	
Card B	15%	
Passion	12%	

Main Nearby Loc Search

This bar can be "pop-up" or triggered at the device's menu button



# Display Workflow (LBS)



Today's special is always listed at the beginning before the regular listings kick in

**Advert**

Today's Special	20	
Nearby	100	3
Home	3	2
Office	10	5
Loc 1	5	1
Loc 2	7	0
Search	Scan	

**Premium Offers**

- Offer 1
- Offer 2

This bar can be “pop-up” or triggered at the device’s menu button

Location Reference Options

**Abooji**

Listing by Distance

Shoes at 35% less	35m
Computer at 10% for all Passion Card	50m
All products 10% less	200m
Free Mouse	1km
1 for 1 offer	1.5km

**Nearby ▼** More

Main Nearby Loc Search

Can list by order of :

- Distance
- Discount
- Category

**Abooji**

Listing by Discount

Shoes at 35% less	35%
Computer at 25% for all Passion Card	25%
All products 25% less	25%
20% Discount	20%
20% less – all shop	20%

**Loc 1 ▼** More

Main Nearby Loc Search

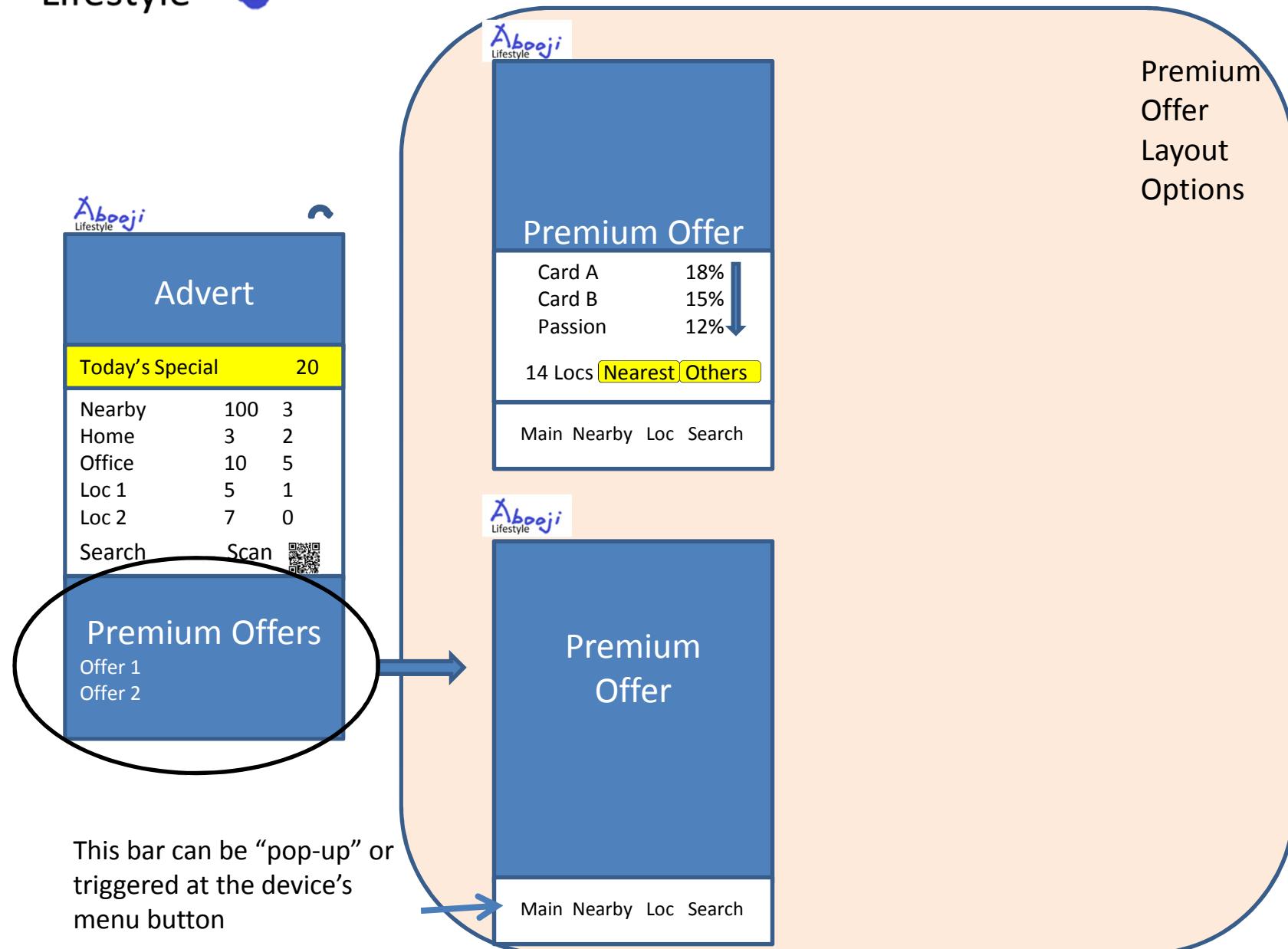
**Shoes at 35% less**

Card A 18%  
Card B 15%  
Passion 12%

Main Nearby Loc Search



# Display Workflow (Premium Offer)

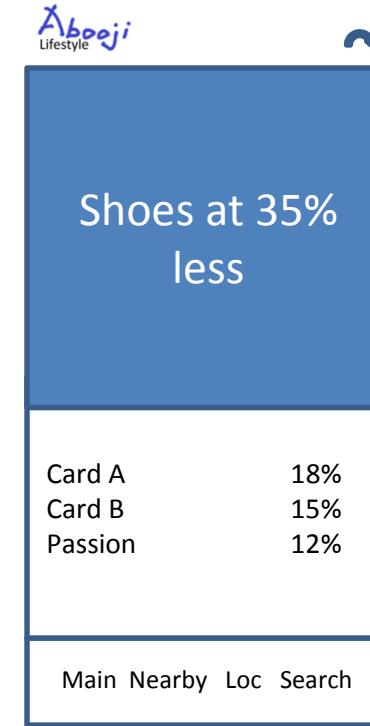
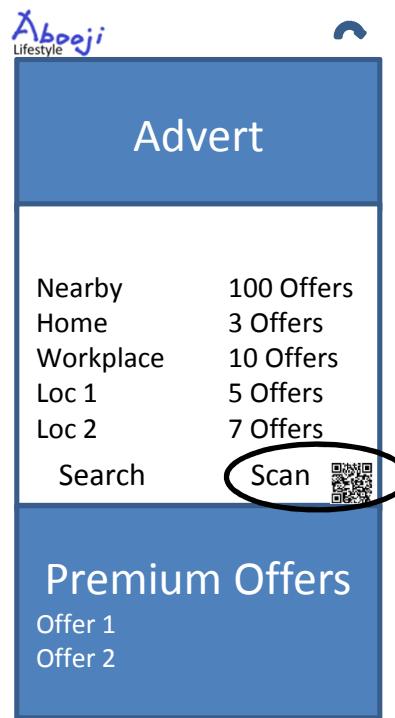


This bar can be “pop-up” or triggered at the device’s menu button



# Display Workflow (Scan)

S LIFE G

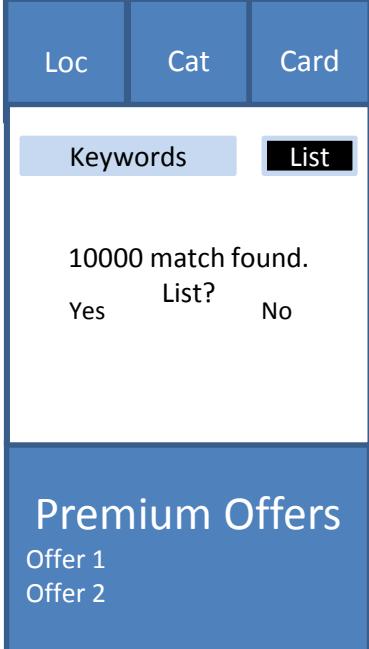


Advert and discount details for all cards

This bar can be “pop-up” or triggered at the device’s menu button



# Abooji Display Workflow (Search) S<sup>LIFE</sup>G

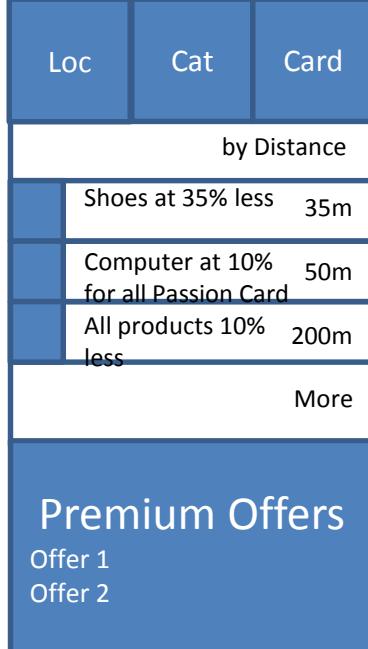


Keywords

10000 match found.

Yes      List?      No

Premium Offers  
Offer 1  
Offer 2



by Distance

Shoes at 35% less	35m
Computer at 10% for all Passion Card	50m
All products 10% less	200m

More

Premium Offers  
Offer 1  
Offer 2

All filters are default “ALL”

- Loc has “New” to trigger Map for locating new location
- LOC can also include malls or GPS locations
- Category and Card allow multiple selection including those not in setup filter
- Keyword helps refine filter but left empty means not required

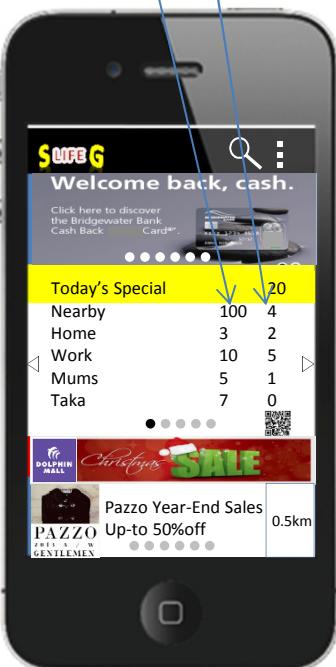
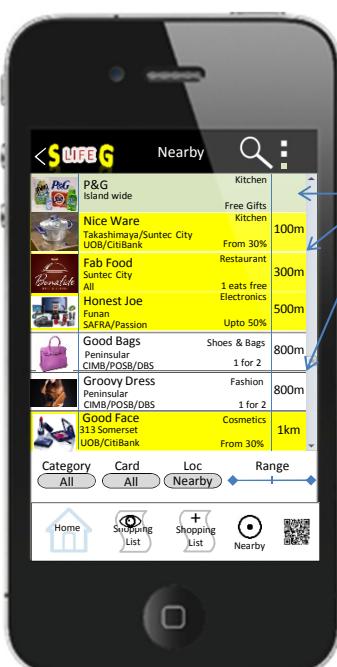


# Sample Screen Design

Lifestyle choice for everyone

# Layout 1

## Advert/Today's Special/Listing (Location-Nearby)

 <p>100 Total Listings Nearby 3 Listings Nearby also in Today's Special</p> <p>Advertiser Today's Special Listing Event Premium Listing</p>	 <p>I USE THE BEST THINGS IN LIFE</p>	 <p>Nice Ware Kitchen 100m Fab Food Restaurant 300m Honest Joe Electronics 500m Everywhere Shoes Shoes &amp; Bags 1km Good Face Cosmetics 1km Gorgeous Dress Fashion 3km Expensive Bag Shoes &amp; Bags 3km</p>	 <p>P&amp;G Kitchen Free Gifts 100m Nice Ware Kitchen From 30% 100m Fab Food Restaurant 300m Honest Joe Electronics Upto 50% 500m Good Face Cosmetics 1km Groovy Dress Fashion 800m Good Face Cosmetics 1km</p> <p>Same screen layout for Home &amp; Other locations</p> <p>In listings for Nearby etc, listing will be ordered in  <ul style="list-style-type: none"> <li>• Premium</li> <li>• Today's special</li> <li>• Regular</li> <li>• Regular (no GPS) based on the listing criteria eg Nearby with range filter of 1km</li> </ul> </p>
		<p>Select any item and go straight to display showed as in "Premium Listing"</p>	
		<p>Advertisement</p>	<p>Today's Special with only criteria Location - Nearby</p>
		<p>Listing by Nearby Location</p>	



# Layout 1a

## Listing (Location-by Mall)

(Need to use SEARCH mode to do so)





# Layout 2

## Listing (Category-Fashion/Card-ABC Visa)



Select any item and go straight to display showed as in  
“Premium Listing”

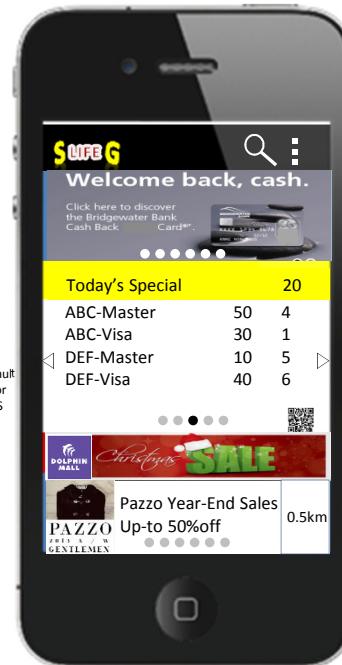
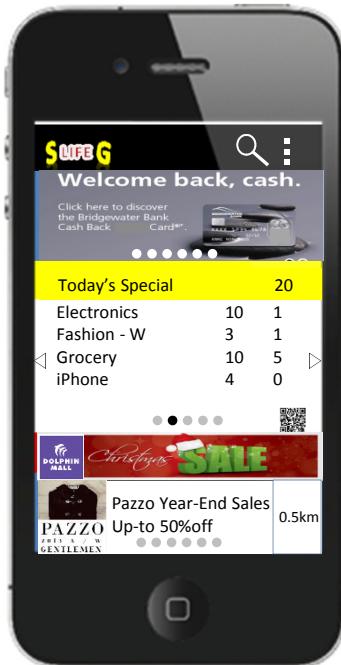
Advert

Today's Special

Listing

Event

Premium Listing



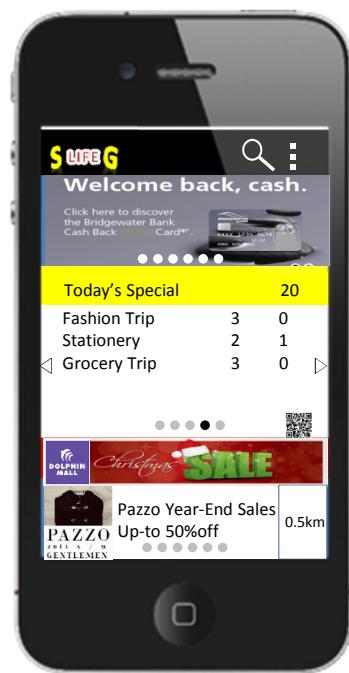
Listing by  
Fashion  
Category

Listing by  
Card  
ABC

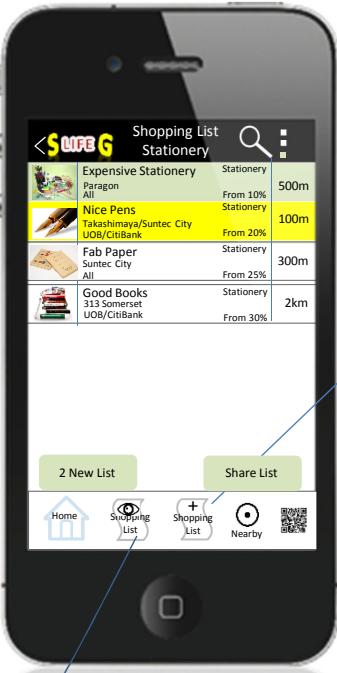


# Layout 3a

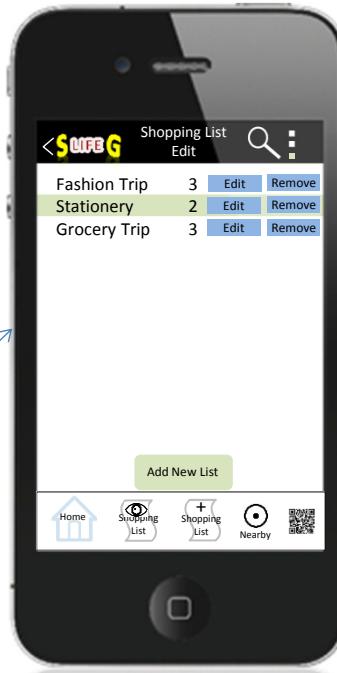
## Listing (Shopping List)



Selecting  
Look @  
Shopping List  
will bring the  
screen back here



Shopping List  
Stationery



Edit/Remove  
Shopping List



Edit Shopping List Stationery  
without new item



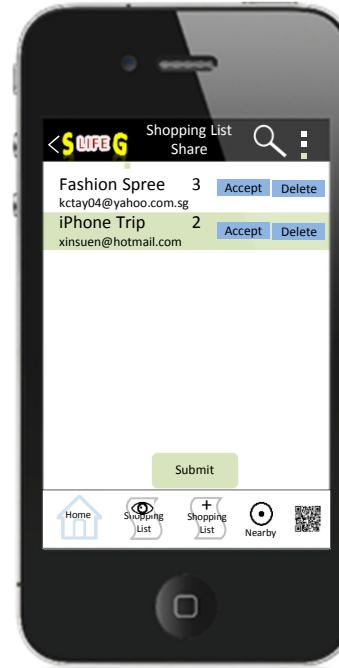
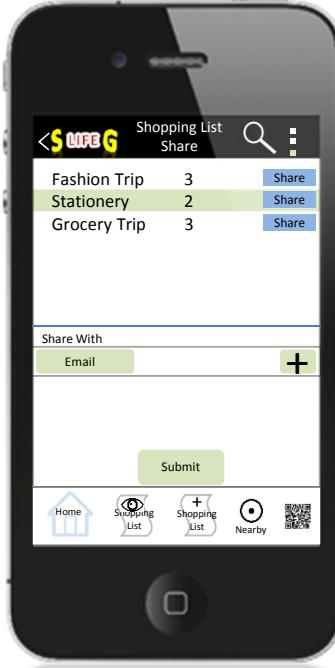
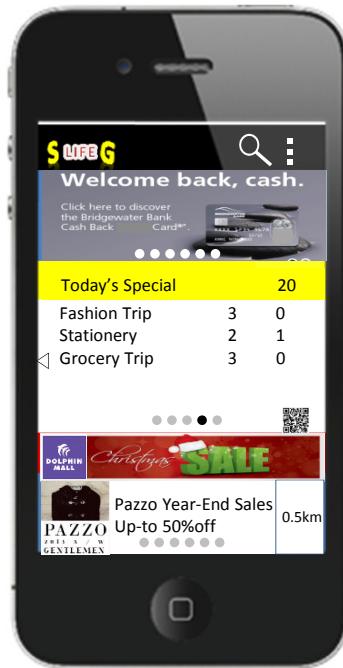
brings you to the SEARCH screen.  
When Search is done, at the Listing  
Ad screen (see left), the banner  
will only allow this to be selectable





# Layout 3b

## Listing (Shopping List)



Add New List to  
Shopping List

Share  
Shopping List

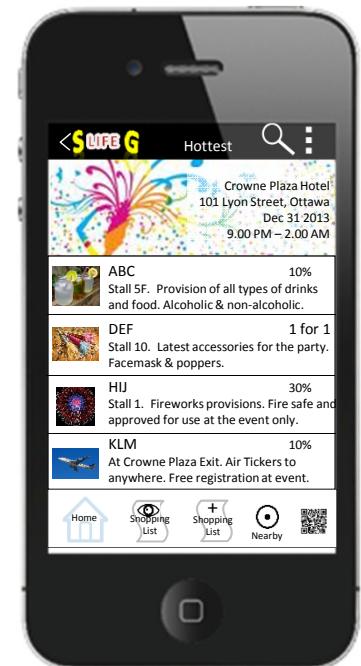
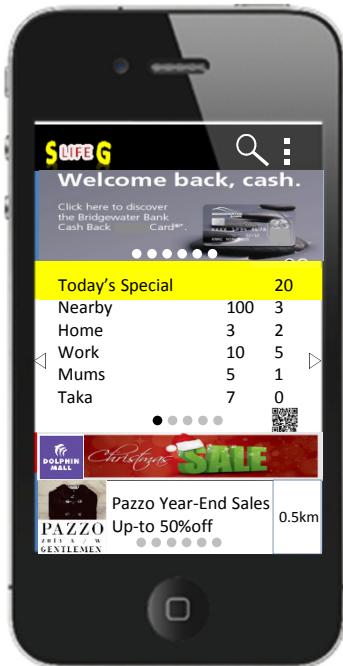
Receive Shared  
Shopping List



# Layout 4 – Event



Advertiser  
Today's Special  
Listing  
Event  
Premium Listing



Advertisement Style

Listing Style



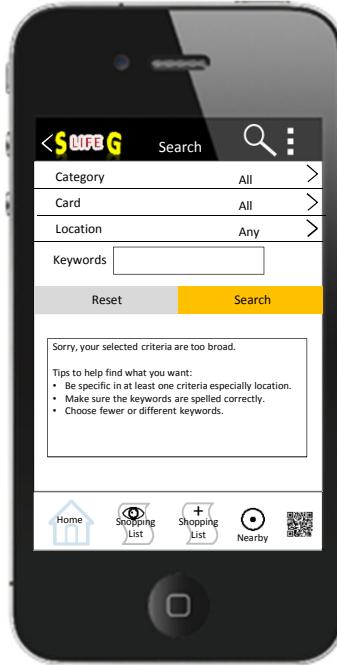
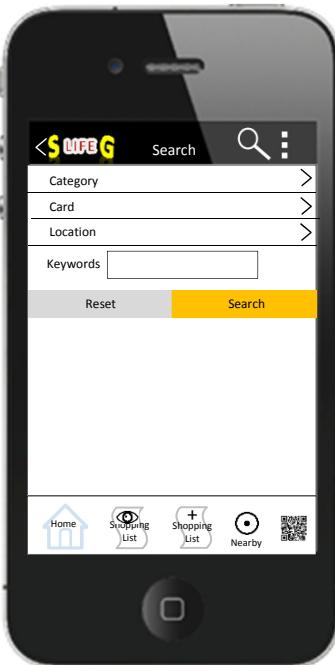
# Layout 5 – Premium Listing





# Layout 6 - Search

Failed Search



Successful Search



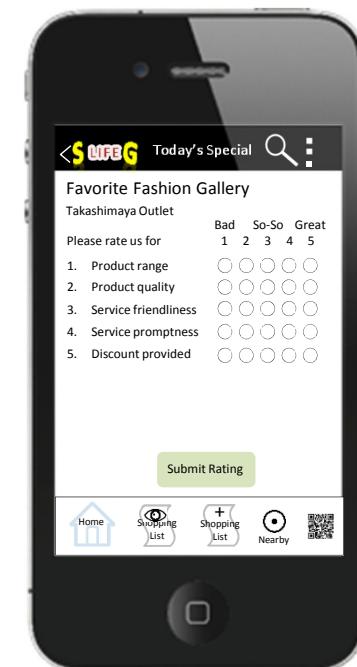
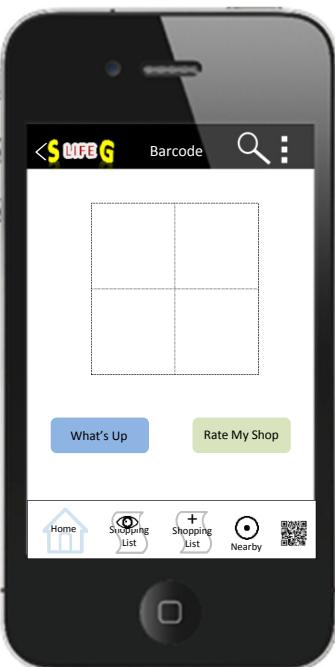
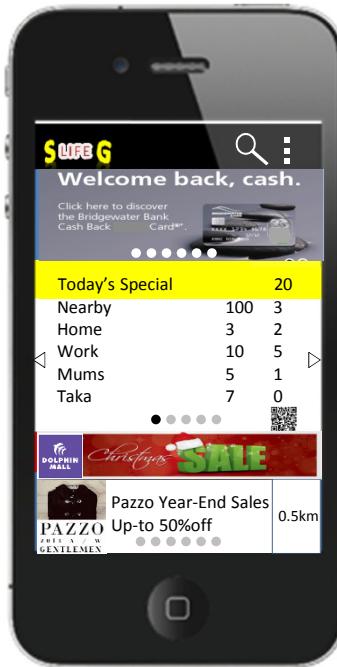
Failed Search  
Message

by  
Nearby  
Location &  
3km range

by  
iPhone  
Keyword &  
Work Location  
& 1km range



# Layout 7 - Barcode



What's Up  
Result

Rate My Shop  
Result

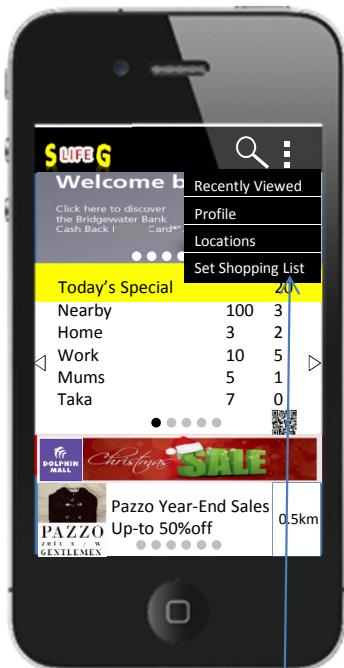
Show Full Listing Ad  
for the shop



# Layout 8 - Edit



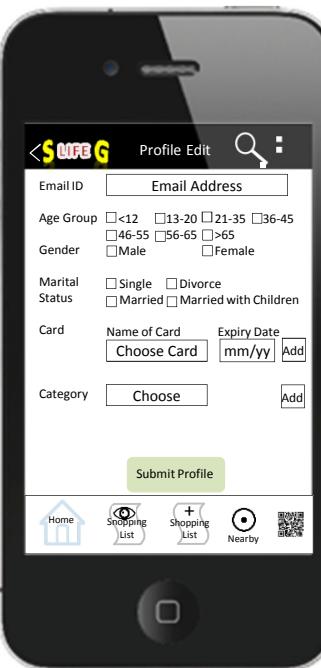
Recently viewed



Goes to Add  
Shopping List Page

Just a list of recently  
viewed items

Profile  
Empty

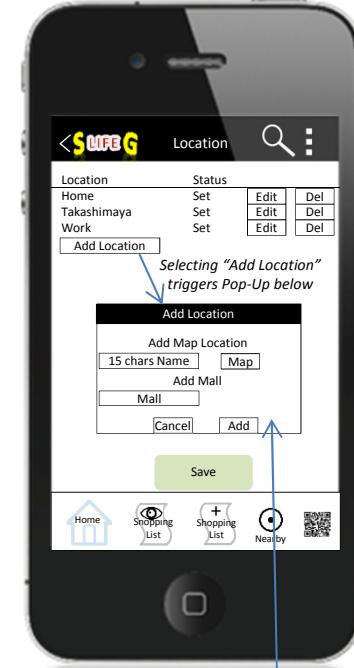


Profile  
Populated

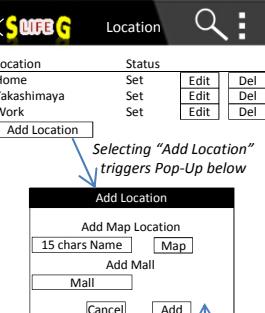


Scrollable Page if too  
many items

Location



Selecting "Add Location"  
triggers Pop-Up below



Add Location  
Add Map Location  
15 chars Name Map  
Add Mall  
Mall  
Cancel Add

Pop-Up below allows adding  
Location by using Map  
location or Mall Name



# Sample Data & Information

Lifestyle choice for everyone



# Crediting Table



No. of Credits Purchased	S\$/Credit	1	5	10	50	100	180	280
Premium Credits	\$50	\$50	\$250	\$500	\$2,500	\$5,000	\$9,000	\$14,000
	Free	+0	+0					
	Eff. Rate	\$50	\$50					
Basic Credits	\$10	\$10	\$50					
	Free	+0	+0					
Validity	Types of Postings	Daily Useable Credits	Regular Period		Peak Period			
			1 Outlet	Multi-Outlets	1 Outlet	Multi-Outlets		
	Listing	Basic	1	1	1	1		
	Today's Special	Premium	1	2	2	3		
	Premium Listing	Premium	2					
HDB Special Discount : 10% for all using promo code								
Advertisement		Premium						



# Promo Code Table



Code	Criteria 1	Para 1	Criteria 2	Para 2	Discount
YYMMDDxxx	Merchant Type	HDB	NA	NA	10%



# Abooji Lifestyle

Make a choice Now

Use Abooji

Lifestyle in SG