# PAY AND GO USER LIFE CYCLE

#### DETERMINE NEED

Students are tired of waiting in line, not being able to find items, and want to save as much as possible

#### TELL OTHERS

- As solution comes ubiquitous, more users use it.
- Our target users are a tight-knit community that will suggest the app to others
- As mote users use the app, more stores will have to adopt

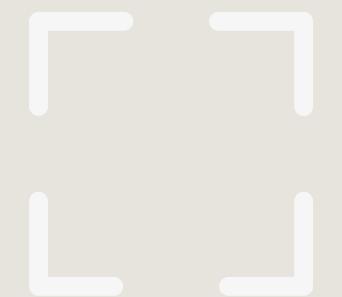
## FIND OUT AND ANALYSE OPTIONS

- Stores begin to offer automated selfcheckout options
- Leverage Columbia student communities to inform our target users
- Advertise via posters on Facebook marketplace and student residences.
- Leverage campus washrooms for advertising.

### ACQUIRE USERS

- Incentivize users to sign up through joining coupons and deals
- Incentivize users to share the app through a referral system
- Rely on word-of-mouth as students are a tightknit community.









- Install app on the phone
- Register your preferred mode of payment.



- As more stores adopt to this solution, users shift over
- They pay for additional benefits
- Expense tracking, automated checklists, personalised recommendations



- Save billing times
- No need for loading and unloading carts
- Don't miss out on deals/coupons
- Easy to locate items
- Save time by knowing if what you're looking for is in stocks

