

PAY AND GO USER LIFE CYCLE

FIND OUT AND ANALYSE OPTIONS

- Stores begin to offer automated self-checkout 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 tight-knit community.

INSTALL

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

USE AND GET VALUE

- 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

PAY

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

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

DETERMINE NEED

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

