



Bon Loyalty Application

Application Objectives and KPI's:

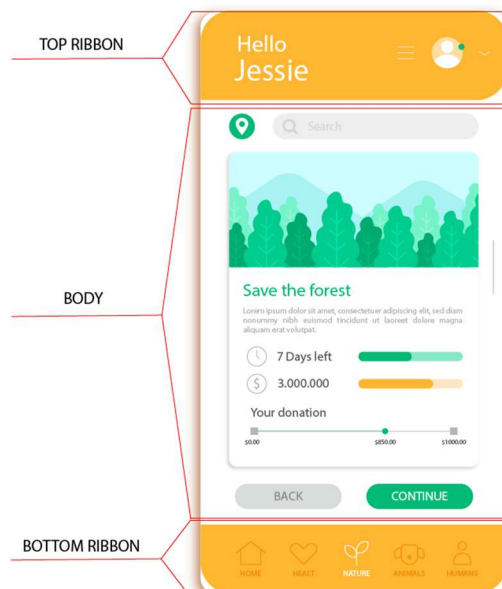
- Reduce Customer Acquisition Cost (CAC)
 - Increase Customer Lifetime Value (CLV)
 - Lead-to-Revenue Ratio
 - New Users Active Users (daily, weekly, monthly)
 - App Rating
 - Retention Rate
 - Customer Satisfaction
 - Revenue Growth Rate
-
- **UI/UX**
 - Login to application using mobile number and OTP only
 - Unlock redeeming by filling registration form

Pages

- Home
- Scan
- Stores

- **Pages Design**

we will use cards in each page as follow





- **Home**

Card	Description	Location
Greeting customer	Good morning – Evening Customer	Top Ribbon Middle
Current points, reward	current points, next reward progress	Body
Banner ads	Product Promotion	Body
Nearest store	Show the nearest store with distance	Body
News	Latest news (NPI, new stores)	Body
Follow us, SM icons	Social media icons	Body
Home, Scan, Stores	Pages Icons	Bottom Ribbon

- **Scan**

Card	Description	Location
Points	Current points	Top Ribbon - Left
Name	Customer Name	Top Ribbon – Middle
Tier	Current Tier	Top Ribbon - Right
Tier Badge + QR code	Current Tier Badge + dynamic QR code	Body
Customer details	Fill form to unlock redeeming	Body
Home, Scan, Stores	Pages Icons	Bottom Ribbon

- **Stores**

Card	Description	Location
Map	Map based on location	Background full
Search bar	Store search bar	Body - top
All Stores	Stores sorted by distance	Body
Store Details	Branch name, Address, Hours, Distance.	Body
Store Details (Clicked)	Branch picture, Menu, Direction.	Body
Home, Scan, Stores	Pages Icons	Bottom Ribbon