



# SHOPBACK NEARYOU!

A geolocation-based solution that helps users discover nearby stores offering vouchers and cashback deals in real time, enhancing convenience, driving foot traffic, and boosting voucher redemption rates.

TEAM MEMBER: Jayson, Phong, Liv, Phuong, Thessa



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## **Problem Identification**

Missed opportunities for users and merchants.

2

## **Proposed Solution Concept**

Geolocation-based deal discovery.

3

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Increased engagement, traffic, and retention.

4

## **Closing**

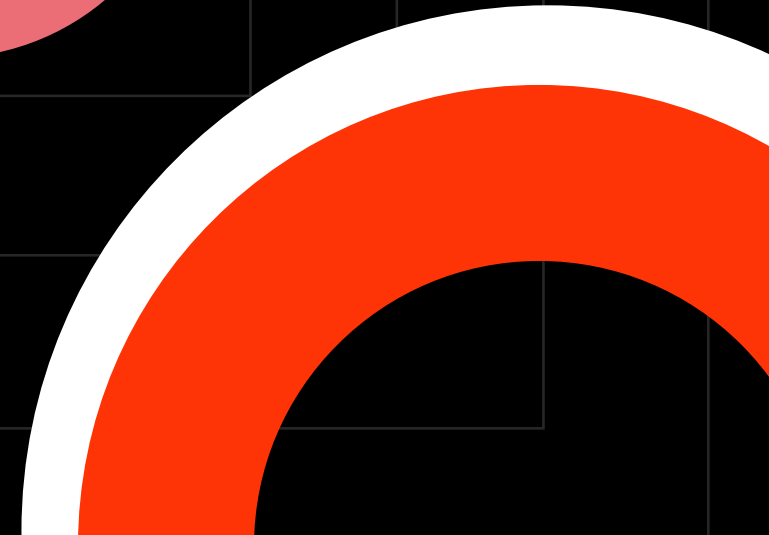
ShopBack NearYou drives growth for all.

# Problem Identification

Singaporeans love **discounts**, that's exactly what ShopBack offers. However, people **lack** the **knowledge** of in-store cashback that ShopBack offers. Hence, the **missed opportunities** of **engaging new** and **old users** alike.



01





## Problem Identification

### Current situation and its impacts



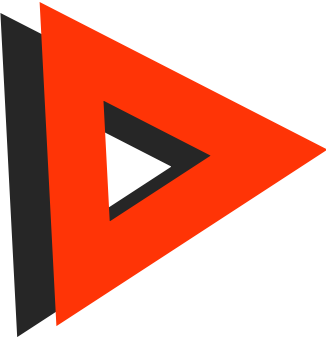
**“Imagine you’re in a mall, or walking through a bustling city street. You’d love to save money with nearby vouchers or cashback deals, but the only way to find them is by manually browsing ShopBack’s app. This isn’t just inconvenient—it’s ineffective.”**

#### Users

“Users struggle to discover deals relevant to their immediate location. They have to search manually or know exactly what they’re looking for, often leading to missed opportunities to save on purchases right around the corner.”

#### Merchant

“Local merchants offering vouchers are losing out on potential foot traffic and sales because their deals aren’t surfaced to nearby users actively looking to shop.”



## Problem Identification

### Current gaps and statistics

#### Lack of Personalization

ShopBack's current system doesn't prioritize location-based relevance, so users might see deals for online stores or distant locations that don't meet their immediate needs

01

#### Lost Value for Merchants

Merchants aren't maximizing their ROI from vouchers since these deals aren't being targeted to the right audience at the right time.

03

#### Missed Engagement Opportunities

Users often don't actively search for vouchers unless prompted, leading to underutilized deals and less frequent app engagement.

02

#### Omnichannel Shopping Trends (Webrooming and Showrooming)

49% of Singaporean shoppers browse online before buying in-store, and 48% browse in-store before buying online. (Business Times) [1]

04

#### Consumer Response to Location-Based Notifications

Approximately 72% of consumers act on call-to-action messages received in the context of their location, highlighting the effectiveness of location-based marketing. [2]

05

#### Willingness to Share Location Data

Over two-thirds (70%) of consumers are willing to share their location data, especially when it leads to benefits such as increased safety, enabling a service, or saving money. [3]

06

Source:

[1] <https://www.businesstimes.com.sg/startups-tech/singapore-shoppers-blur-lines-between-online-and-offline-retail-report>

[2] <https://www.winsavvy.com/the-future-of-location-based-marketing-statistics/>

[3] <https://connectedconsumer.osborneclarke.com/transport/consumers-likely-share-location-data-return-benefits/>

# Proposed Solution Concept

ShopBack NearYou uses geolocation to show users nearby stores with vouchers in real time, enhancing convenience through a map or notifications. Most importantly, it establishes a feature presence by highlighting it in the home page.

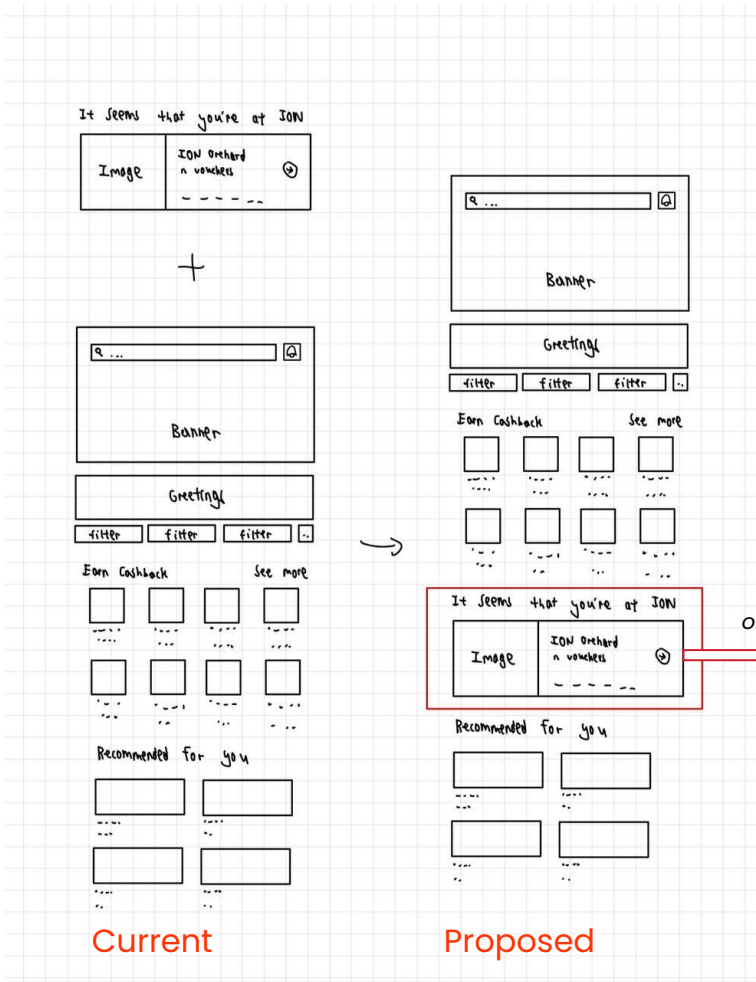
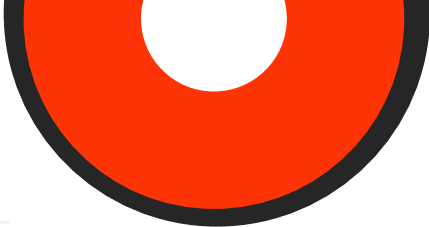


02



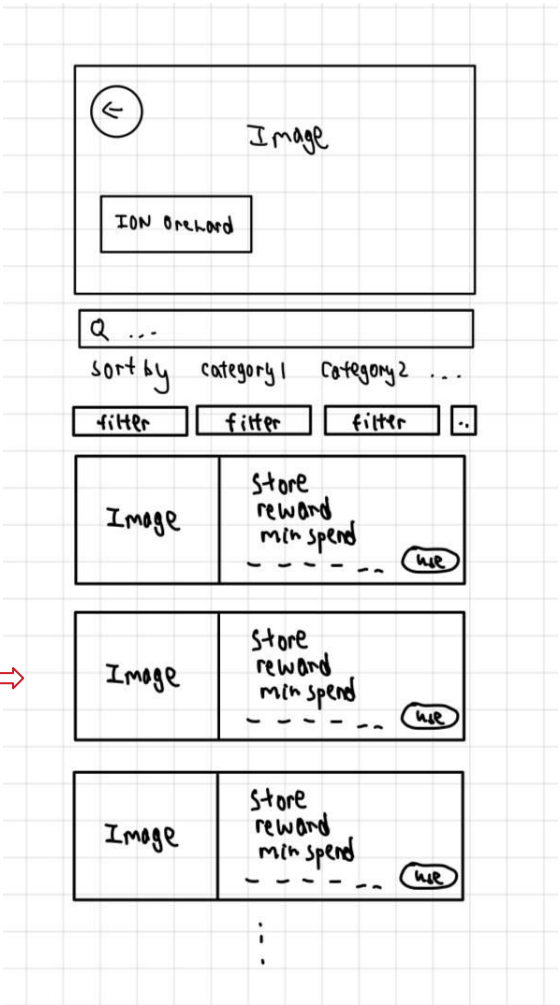


Solution  
Ideation



Proposed

Home Page

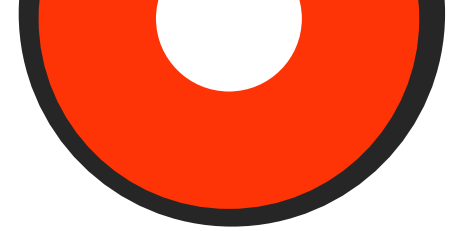




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**Solution**  
**Prototype**

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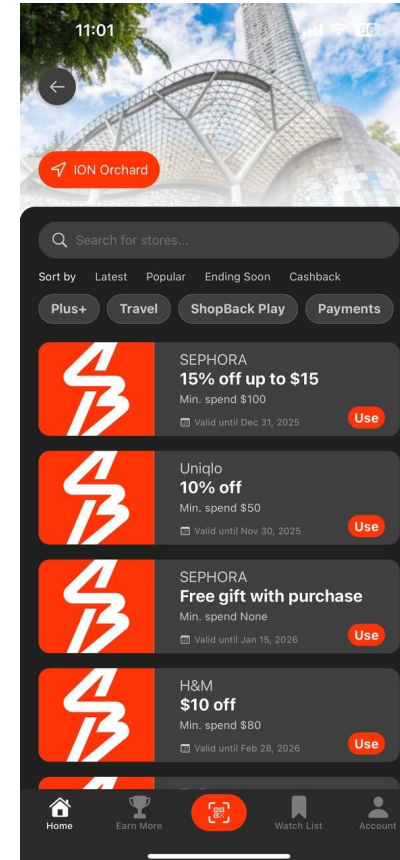
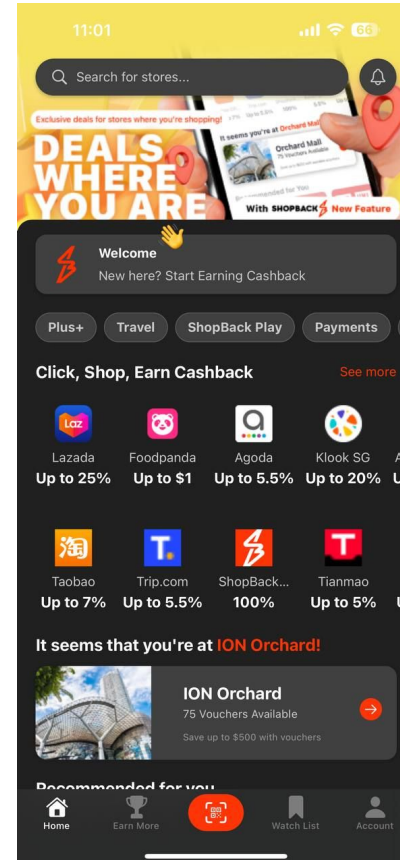
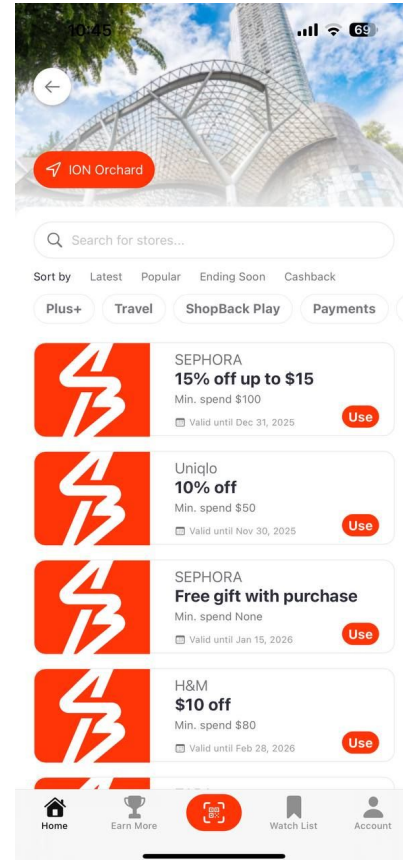
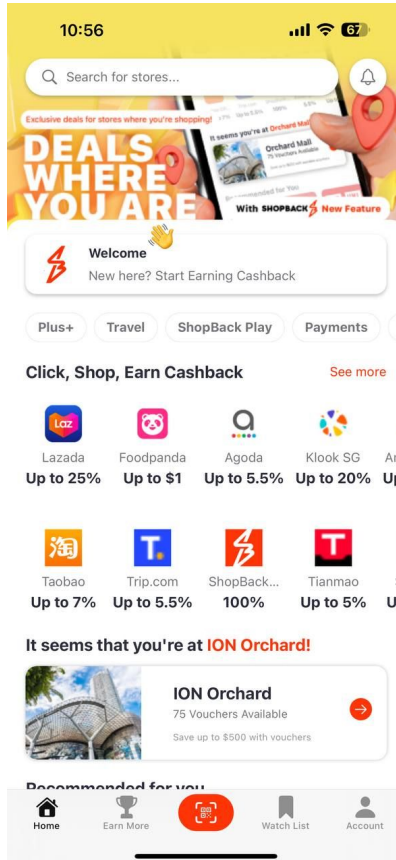


# Scan here to check out our prototype

You may need to download [Expo Go](#) from the Play Store or App Store first



# Solution Prototype



# Expected Impact and Feasibility

Users save time and money, merchants see increased traffic and voucher usage, and ShopBack boosts engagement. Built using existing APIs and privacy-first principles.



03





## Expected Impact

### Increase Value for All Stakeholders



#### User

Personalized, real-time deal discovery improves **convenience** and saves users **time** and **money**.

Encourages **higher engagement** with the app, fostering loyalty and satisfaction.



#### Merchant

Increased **foot traffic** from nearby customers.  
Higher voucher redemption rates, leading to **better ROI** for merchants.

#### SHOPBACK

Enhanced **user engagement**, **retention**, and **app stickiness**.

Strengthened **partnerships with merchants**, creating opportunities for premium listing revenues.

Improved **data insights** for targeted marketing and personalization.



## Feasibility

### Leveraging Existing Technology

#### Technical Feasibility

A

Uses geolocation APIs (e.g., Google Maps, Mapbox) and integrates with ShopBack's voucher database.

Opt-in location tracking ensures compliance with privacy regulations.

#### Operational Feasibility

B

ShopBack already supports offline vouchers tagged with locations. Highlighting this feature on the Home Page is a quick enhancement.

Merchant collaboration for location-based promotions can be streamlined through existing partnerships.

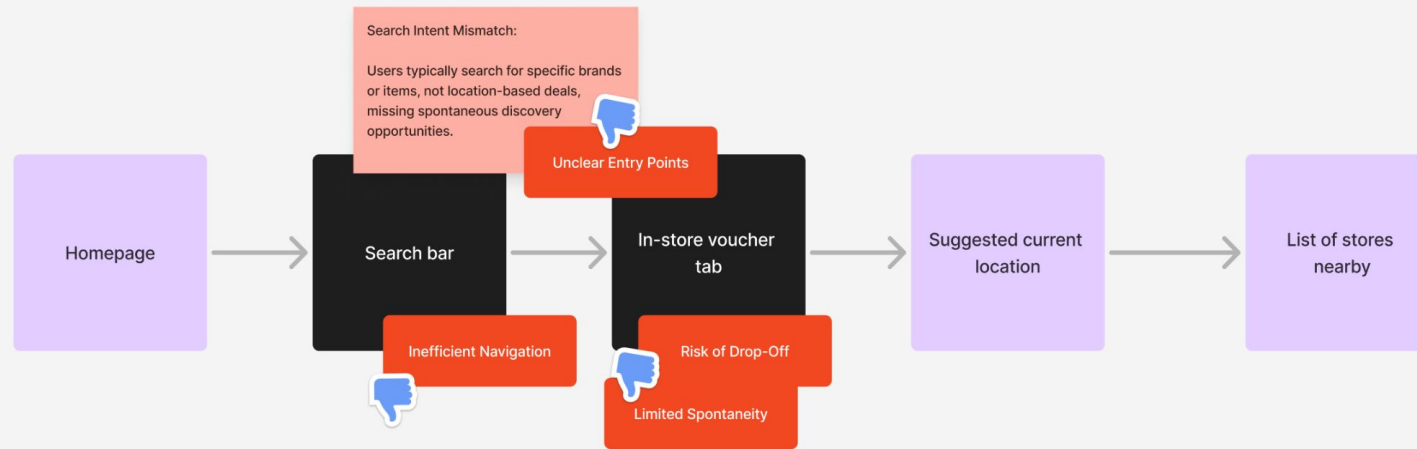
#### Cost Effectiveness

C

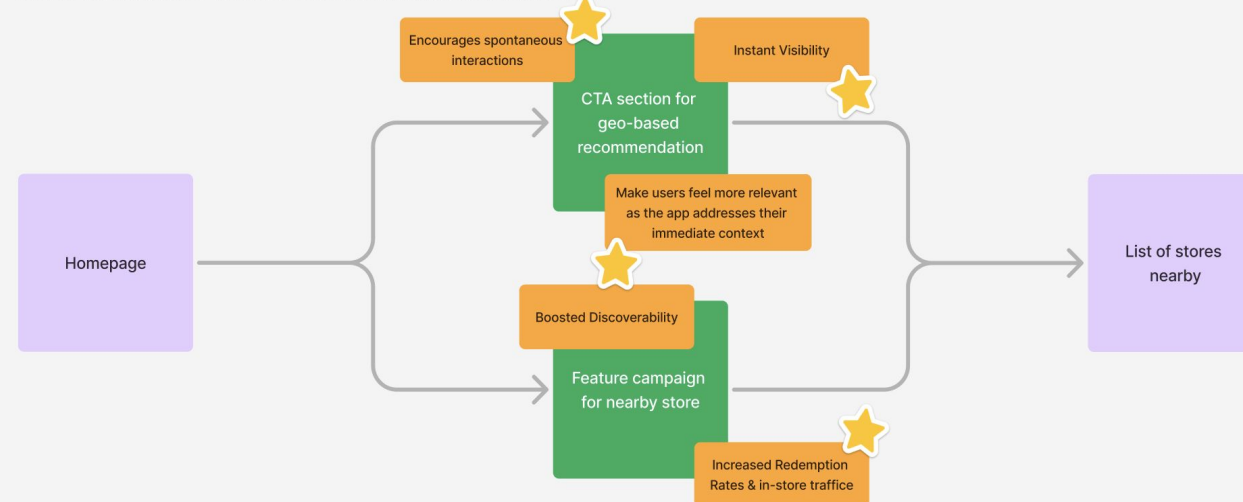
High ROI potential due to increased app engagement, merchant revenue, and user satisfaction.

## Closing Summary Slide

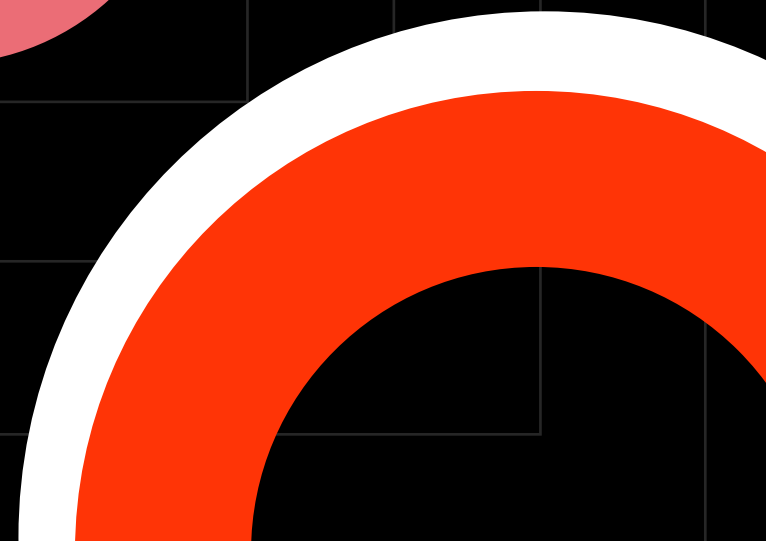
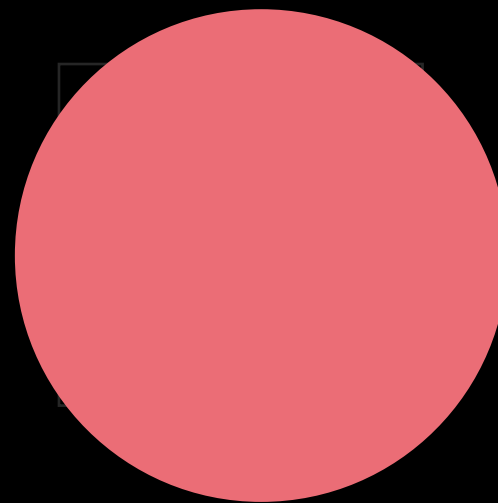
### SHOPBACK's location-based recommendations workflow



### Revised location-based recommendations workflow



# Appendix



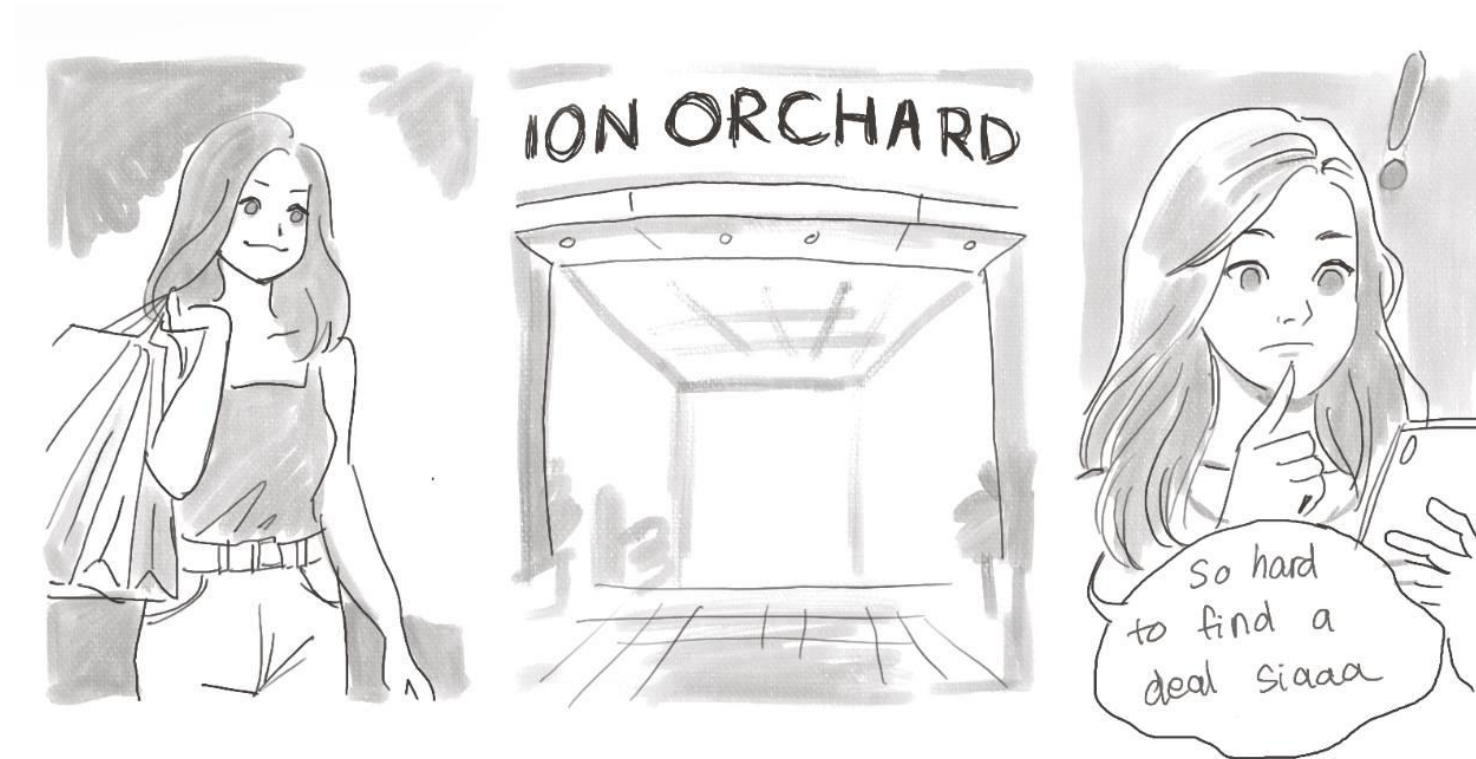


## Problem Identification

### Current situation and its impacts

Meet Kayla. She loves shopping in-store and saving whenever possible. But when she visits ION Orchard, she can't find any vouchers or discounts she can use. Frustrated, she decides to drop the idea of buying altogether.

Now here's the thing: ShopBack already has a feature for in-store vouchers. Kayla just didn't know about it.



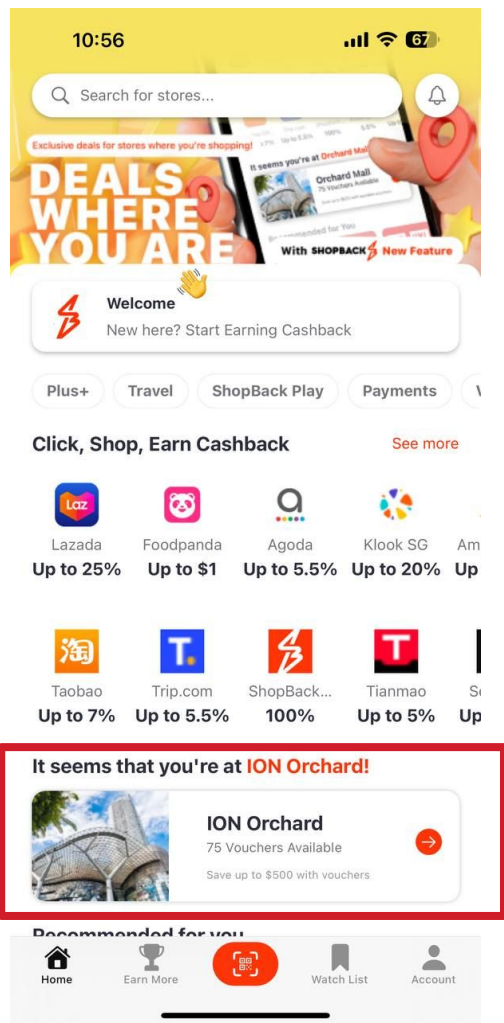




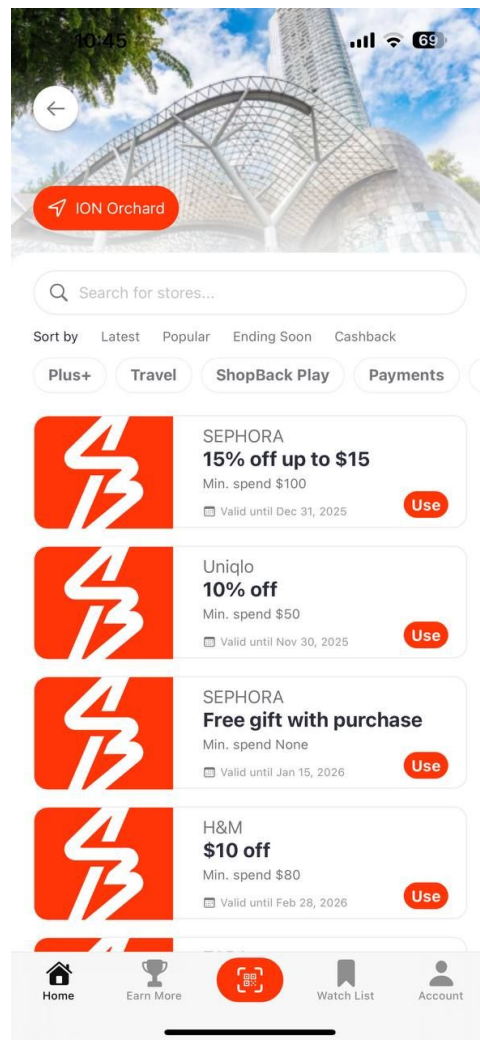
## How it works



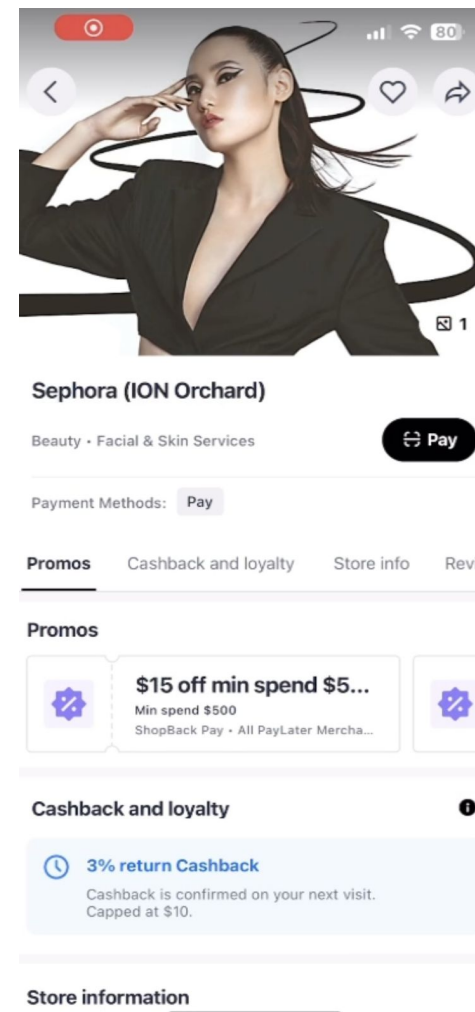
Detect user  
at ION Orchard



Show available  
vouchers at ION  
Orchard



Display detailed  
store's offers &  
cashback rate





## Problem Identification

### Why it matters

01

#### Lack of Personalization

ShopBack's current system doesn't prioritize location-based relevance, so users might see deals for online stores or distant locations that don't meet their immediate needs

02

#### Missed Engagement Opportunities

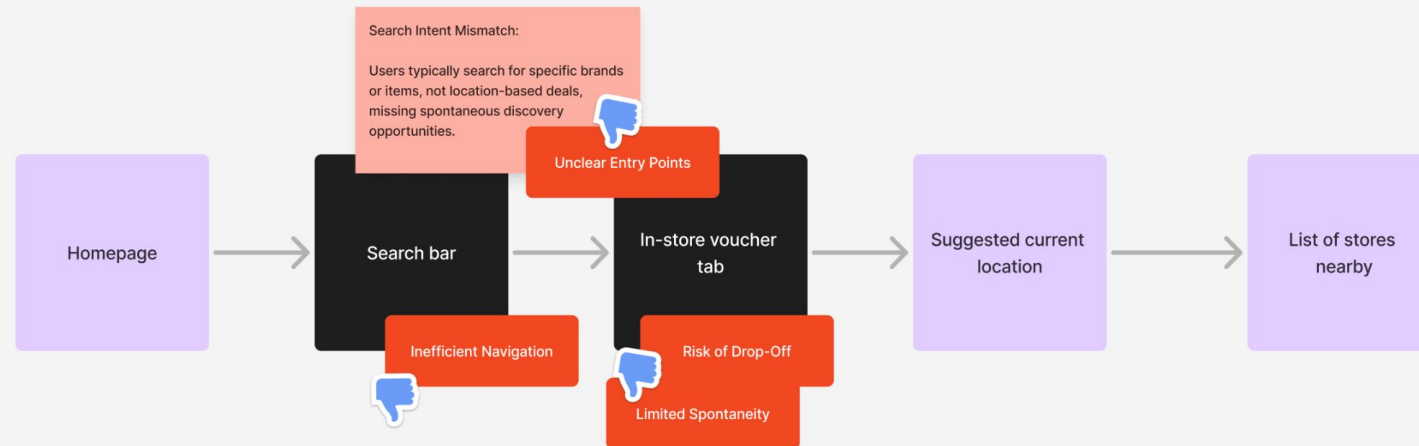
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#### Lost Value for Merchants

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#### SHOPBACK's location-based recommendations workflow



## Solution Concept

### Benefits and Solution Research

04

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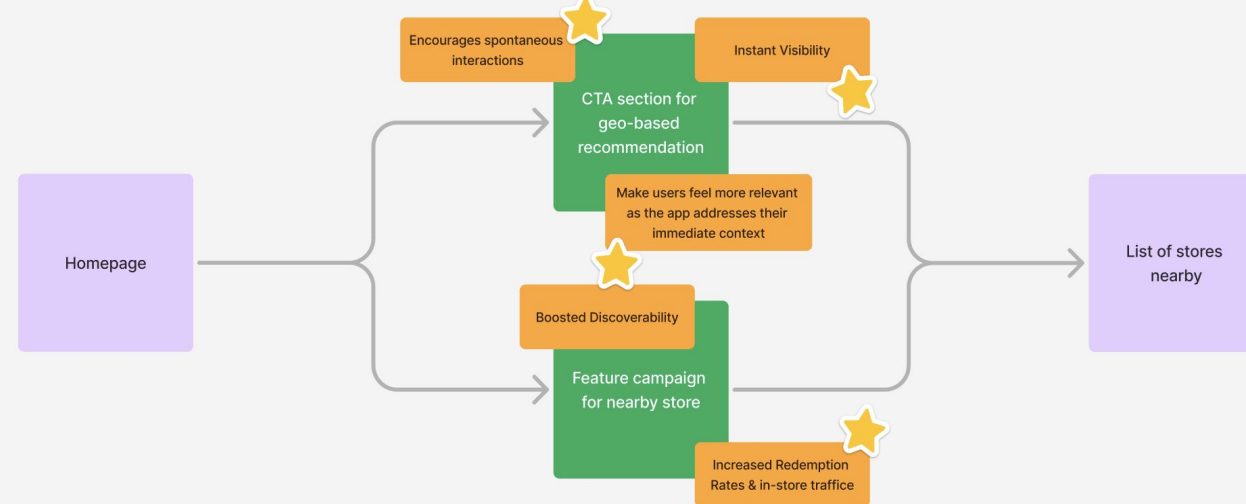
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#### Revised location-based recommendations workflow



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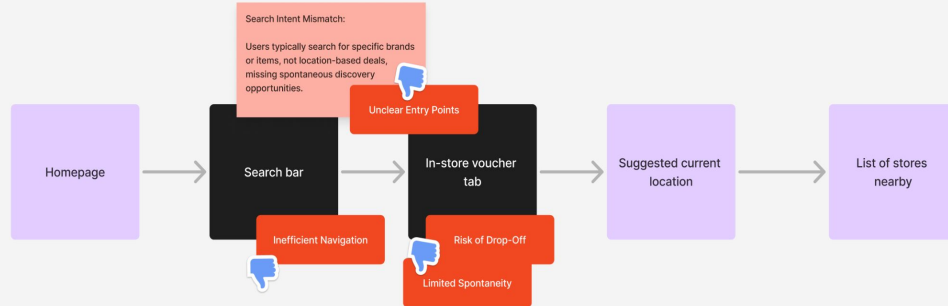
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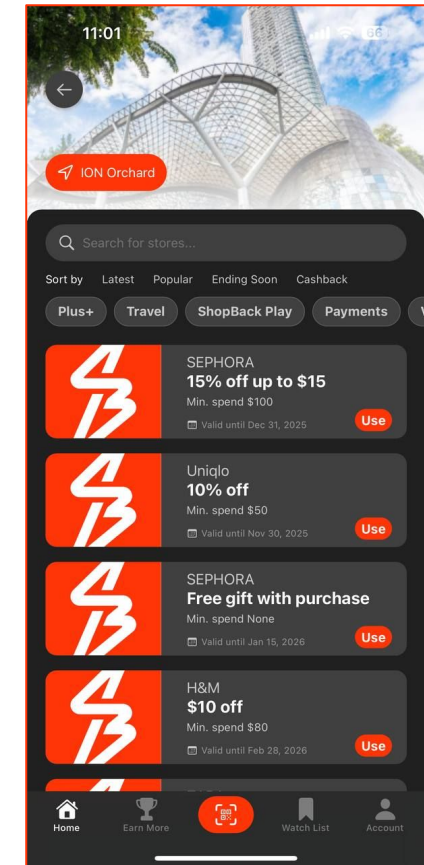
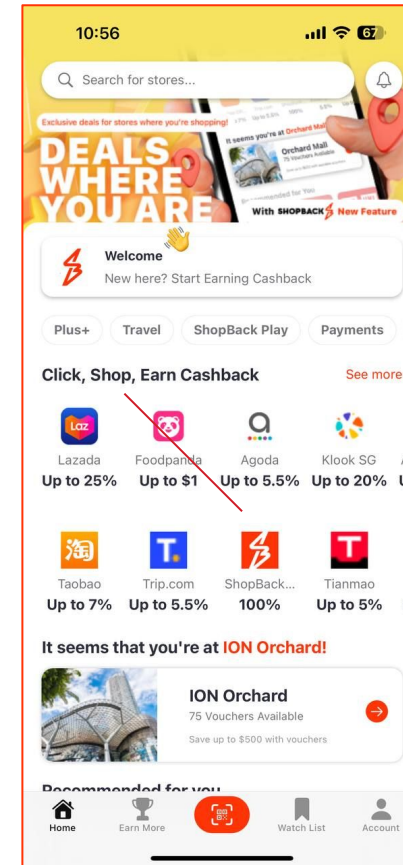
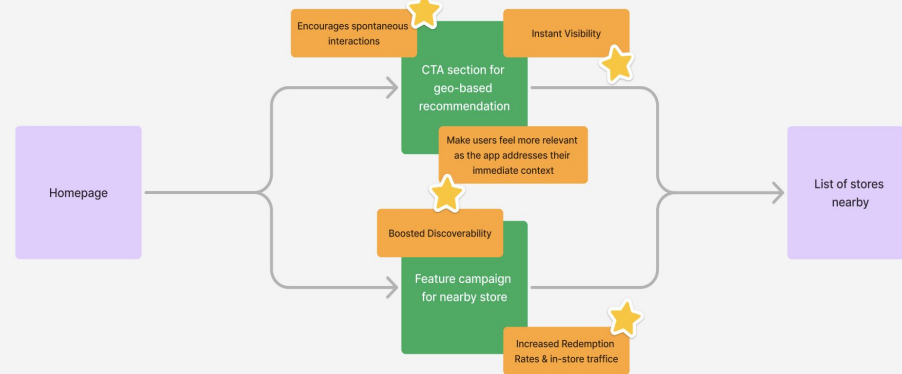
## Closing Summary Slide

### SHOPBACK's location-based recommendations workflow



## Old Workflow VS. New Workflow

### Revised location-based recommendations workflow



High-fidelity prototype

SCAN HERE TO TEST IT:

