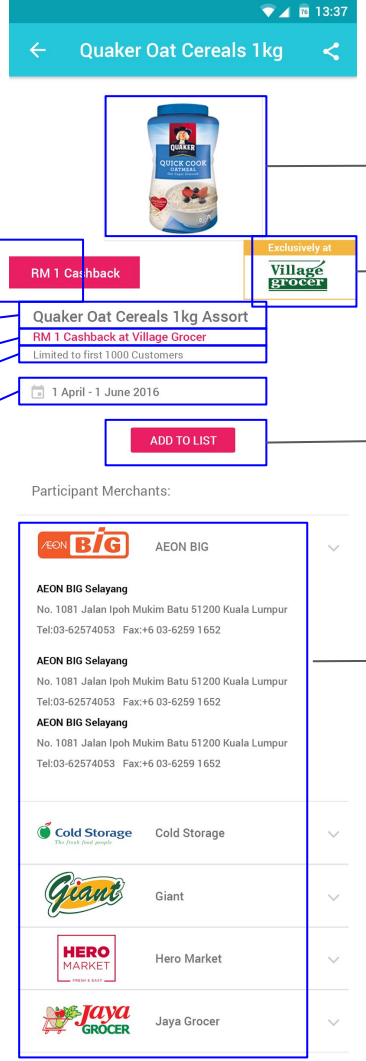
ShopperMate

Deals Rules v1.1

By Kenny Leong



Product Image

Grocer logo

Cashback amount

Product name

Deal title

Deal description

Period of deal

If deal has been added, a flag to determine if button is disabled

Participating grocer name and its outlet branch names

Attributes of a Deal

Period of deal	Start and end date of deal. Only purchases within this period will be valid for cashback.
Product info	Name, image of the product
Title	Deal title
Description	Additional info of the deal
Cashback amount	Amount of cashback / rebate for the deal
Max amount of redemption	Amount of cashback request allowed for this deal
Participating grocer	Grocer names with logo upload in CMS
No of deals per user	Number of times user can add this deal per refresh period
Deals refresh period	One-Time Only, Daily, Weekly, Fortnightly, Monthly, Quarter yearly, Half yearly, Yearly. The rule to determine if the deal will reset “No of deals per user” for a user depending on the given interval.

All Deals Page Rules

*any tie breaking sorting will be further sorted by popularity (highest “Add to list” count)

1. All deals returned to user must match target location by township, city and state. (whichever set by advertisers).
2. All deals will then be filtered by closest to user’s location by comparing conversion location distance based on a given number to API. i.e. If a request of 50 deals are made to API, server will return 50 deals closest to user’s location
3. The following rules will then be considered for the sorting of result :
    a. Featured or Admin Generated - Return as per CMS (does not need to comply with any location rules)
    b. Most popular - Deals that has highest “Add to List” count sorted by descend
    c. Latest - Sorted by latest published deals
    d. Last Minute - Show only deals that are ending in 24 hours
    e. Categories - Deals that has highest “Add to List” count sorted by descend and filtered to the defined category
4. Deals that are expired will not be shown.
5. Deals successfully added to list by a user will subtract 1 from “Max amount of redemption” in the system to prevent overcommit of cashback.

Deals Recommendation Rules in Grocery List

1. All deals returned to user must match target location by township, city and state. (whichever set by advertisers).
2. All deals will then be filtered by closest to user's location by comparing conversion location distance
3. Each item can have a maximum of 3 recommended deals only in a grocery list.
4. Deals to display for a user's item in Grocery List are based on the following rule hierarchy
    a. Negative Tags - any items in the list containing words defined here will not allow associated deals to be shown at all
    b. Positive Tags - any items in list with first occurrence of matching keywords will have the associated deal to be potentially shown when Rule 'a' did not apply
    c. Sub Category - any items that has the matching sub-category will have the associated deal to be potentially shown when Rule 'a' and 'b' did not apply
    d. Category - any items that has the matching category will have the associated deal to be potentially shown when all Rule 'a', 'b' and 'c' did not apply
5. Deals that are expired will not be shown.
6. Deals successfully added to list by a user will subtract 1 from "Max amount of redemption" in the system to prevent overcommit of cashback.

Rules of Cashback Requests

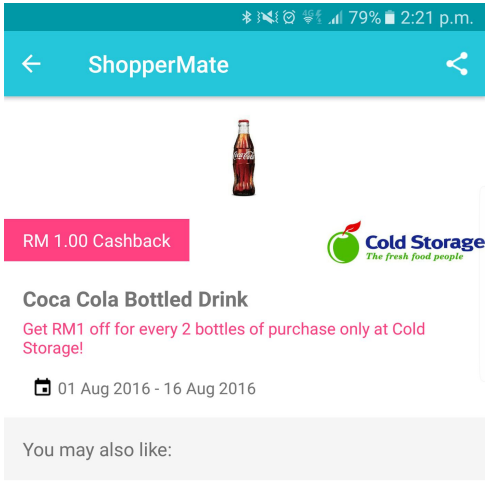
1. Purchase of items stated in a deal must be within deal period.
2. Cashback request must be made within 7 days after date of purchase to ensure successful approval.
3. Users can only made cashback request of the same deal based on the parameter “No of deals per user” per refresh period throughout the entire deal period.
4. Rejected and non-readable receipts will be handled offline via customer support.
5. The same receipt (by ID / Grocer) can only be used to redeem multiple deals but only if the deals are unique and one time only regardless of “No of deals per user” and “Deals refresh period”

Fraud detection checklist

1. If interval time between submission of multiple receipts is too close at a time, blacklist user immediately
2. Users who submit more than 10 receipts per month will be flagged for monitoring
3. Users who are suspected to submit tampered receipts via online will be requested to send in hardcopy within 30 days when deem necessary.
4. Users who submit high volume of receipts of the same grocer will be flagged for monitoring

Scenarios

Scenario	Cashback?	Reason
Purchase made before 1 Aug or after 16 Aug 2016	Rejected	Does not obey the validity period of 1 Aug - 16 Aug 2016
Purchase made on 3 Aug but uploaded on 11 Sept	Rejected	Receipt uploaded more than 7 days from date of purchase
Purchase made on 16 Aug 2016 but uploaded on 19 Aug 2016	Approved	Receipt uploaded is within the valid grace period of 7 days from date of purchase
Purchase made on 16 Aug 2016 but uploaded on 24 Aug 2016	Rejected	Receipt uploaded more than 7 days from date of purchase
Purchased 2 bottles of Coca Cola drink on 3 Aug. Bookmarked the deal on 8 Aug. Uploads receipt on 9 Aug.	Approved	As long as purchase is within the deal's period, deals bookmarked later does not disqualify the request.
Purchased 2 bottles of Coca Cola drink on 3 Aug. Bookmarked the deal on 8 Aug. Uploads receipt on 11 Aug.	Rejected	Even the deal has not expire, receipt must be uploaded within 7 days from date of purchase.



- No of deals per user: 1
- Refresh period: Weekly
- Total redemptions: 1,000

Scenario	Cashback?	Reason
The same receipt is uploaded for this Coca Cola deal again.	Rejected	The same receipt cannot be used on the same deal regardless of different or same user
The same receipt is uploaded for other items that has valid deal.	Approved	As long as it complies to all other cashback rules.
Only bought one bottle of Coca Cola	Rejected	User needs to ensure that the condition of the deal is fulfilled for approval of cashback
The submitted receipt is the 1001th request in the backend	Rejected	In case of a glitch where the deal is still shown in app after the deal has already been added 1000 times, it will be rejected to obey the limitation that has been set upon creation of deal.
In a group of 5 friends, when someone attempts to request a cashback of the same deal that has already been approved to another friend in group	Rejected	When a deal is added to a group, it will be exclusive to only 1 user to redeem. Other users in the group who has not redeem the deal may find the same deal and add it to another list to redeem.