# **Card Centering App - Version 1: UI/UX Documentation**

# **App Introduction**

# ⇒ The Card Centering App is an advanced solution for card collectors, designed to accurately measure the centering of trading cards and provide precise grading insights. The app offers a seamless and accurate journey for users, from the initial scan demo to advanced features for premium users.

# ⇒ The Card Centering App includes features such as card scanning, grading overlays, and visual indicators for centering measurement, inspiring users to accurately assess the grade and value of their cards.

# ⇒ For premium users, the app provides features like scan history, card value checker, and PSA/TAG estimated grading overlays, empowering card collectors to make more informed and confident decisions.

# ⇒ In this way, the Card Centering App enables users to grade their cards with greater accuracy and confidence, helping them recognize the true value of their cards in the market.

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**Features Summary**

**1. Interactive Animation on App Launch:**

**⇒** A captivating 10-second animation demonstrates the card scanning and grading process, highlighting the app’s capabilities. Users can skip the animation and proceed directly to scanning.

**2. Soft Wall Registration (Google, Apple, Email):**

⇒ Users register using Google, Apple, or email to receive 3 free scans. This soft wall encourages sign-ups without requiring payment information.

**3. Free Plan with Limited Scans:**

⇒ Users can scan up to 3 cards for free with no expiration. The app showcases core features while incentivizing upgrades.

**4. Upsell Screen after Free Scans:**

⇒ After the third free scan, users are prompted to upgrade, offering a 25% discount on any plan for the first month.

5.**Exit Intent Offer with Discount:**

⇒ If users exit without subscribing, a final discount of 50% off the first month is offered on all plans.

**6. Paid Plan Features:**

⇒ Premium users gain access to scan history, card value checker, and PSA/TAG estimated grading overlay, enhancing the card grading experience.

**Feature 1: Interactive Animation on App Launch  
Purpose:** The opening animation aims to instantly capture user interest by showcasing the app’s unique card scanning capabilities, setting a professional tone while offering a glimpse of the magic users can expect.

**UI Components:**

1. **Full-Screen Animation:**
   * Smooth, visually appealing animation of a card being scanned and graded.
   * Animation includes card alignment, centering overlay, and grading score reveal.
   * Skip button available with a countdown timer.(optional)

2. **CTA Button:**

* + Prominently placed “Scan your first card for free” button.
  + Button state changes based on animation progress (e.g., disabled until animation ends).

3. **Progress Bar:**

* + Displays animation duration (10-second animation with progress tracking).
  + Option to skip animation via button click.

**Backend Functionalities:**

**1. Animation Control Logic:**

* + Trigger animation on app launch.
  + Skip animation if user taps "Skip" button.
  + Log user interactions (e.g., animation skipped, completed).

**2. Engagement Analytics:**

* + Capture metrics on animation completion vs. skipped.
  + Track CTA button clicks.

**API Integrations Required:**

* **Animation Service API (if outsourced):** For rendering and controlling animation.**Analytics API:** To track animation engagement, interactions, and conversion rates.

## **Feature 2: Soft Wall Registration (User Onboarding)**

**Purpose:** Encourage users to register by offering a value proposition of 3 free scans while capturing essential user information. This setup establishes an account and stores initial data for a smooth onboarding experience.

**UI Components:**

1. **Registration Screen:**
   * Headline: “Get 3 Free Scans”
   * Subtext: “No credit card required. Check your centering instantly.”
   * Options: Google login, Apple login, Email with Password
   * Validation messages for incorrect inputs
   * Privacy and Terms links

2. **User Feedback Elements:**

* + Success and error messages on registration attempt
  + Progress indicator during authentication

**Backend Functionalities:**

1. **User Account Management:**
   * Create user accounts, store user data securely.
   * Assign 3 free scans on first registration.

**2. Authentication Logic:**

* + Google/Apple OAuth and email-based authentication.
  + Generate authentication tokens for sessions.

**3. Free Scan Management:**

* + Track free scans count per user.
  + Prevent overuse by monitoring scan limits.

**API Integrations Required:**

* Google, Apple OAuth APIs: For seamless sign-ins.
* Custom Authentication API: For email registration.
* Analytics API: Track user registration funnel.

## **Feature 3: Free Plan Active**

**Purpose:** Offer users the ability to scan up to 3 cards for free, providing a taste of the app’s core functionality. The free plan acts as a hook for premium subscription conversion.

**UI Components:**

**1. Scan Interface:**

* + Scan button prominently displayed.
  + Display of remaining free scans (e.g., “3/3 Free Scans Left”).
  + Dynamic UI updates after each scan.

**2. Card Grading Overlay:**

* + Card centering measurement overlay with visual indicators.
  + Instant grade result display.

**3. Notifications:**

* + Notify users when scans are exhausted.
  + Prompt upgrade on scan #3.

**Backend Functionalities:**

**1. Scan Handling:**

* + Scan processing and centering analysis.
  + Grade calculation based on card measurements.

**2. Free Plan Enforcement:**

* + Validate remaining scans before processing.
  + Restrict further scans once limit is reached.

**API Integrations Required:**

* Card Scanning API: For analyzing card centering.
* Grading API: For automated grading logic.
* Analytics API: Track scans and conversions.

## **Feature 4: Upsell Screen (Subscription Paywall)**

**Purpose:** Convert free users to premium subscribers by highlighting value and offering a time-limited discount.

**UI Components:**

1. **Upsell UI:**
   * Headline: “You’re out of free scans.”
   * Subtext: “Upgrade now and keep grading your cards.”
   * Pricing options: Basic, Pro, Elite plans with clear benefits.
   * Offer: 25% off any plan for first month (time-limited)

|  |  |  |  |
| --- | --- | --- | --- |
| Plan | scan/month | Price/month | With 25% discount |
| Basic | 10 | $4 | $3 |
| Pro | 50 | $10 | $7.50 |
| Elite | 100 | $15 | $11.25 |

**2. CTA Buttons:**

* + [Subscribe to Pro - $7.50/mo]
  + [Other Plans]
  + Time-limited discount banner(demo ex:Offer ends in 2 hours—Don't miss out!)

**Backend Functionalities:**

**1. Subscription Management:**

* + Handle subscriptions, upgrades, and cancellations.
  + Apply discounts and manage trials.

**2. Payment Processing:**

* + Secure payment processing with gateways.

**API Integrations Required:**

* Payment Gateway API
* Subscription Management API
* Analytics API

## **Feature 5: Exit Intent Offer (Fallback Discount)**

**Purpose:** Retain users attempting to leave by offering a final discount on subscriptions.

**UI Components:**

**1. Exit Intent Popup:**

* + Triggered if the user closes the paywall.
  + Popup: “Final Offer: 50% Off Your First Month”
  + Text: “This is your last chance to save big on CenterGrade. Don’t miss it.”
  + Show same 3 plan options with 50% off:

|  |  |  |  |
| --- | --- | --- | --- |
| Plan | scan/month | Price/month | With 50% discount |
| Basic | 10 | $4 | $2 |
| Pro | 50 | $10 | $5 |
| Elite | 100 | $15 | $7.50 |

**2. CTA Buttons:**

* + [Purchase Now] with discounted prices

Backend Functionalities:

**1.Dynamic Pricing Logic:**

* + Adjust prices based on user behavior.

**API Integrations Required:**

* Payment Gateway API
* Analytics API

## **Feature 6: Paid Plan Features**

**Purpose:** Provide premium users with advanced features, enhancing the card grading experience.

**UI Components:**

**1. Enhanced Card Scanner:**

* + Save scans in history, create folders, and tag cards.
  + Users can easily access their past scans and grading details.

**2. Grading Logic Overlay:**

* + Visual grade breakdown (e.g., centering, edges).

**How will the Visual Breakdown appear?**

⇒ While scanning, an overlay will be visible on the screen, evaluating different sections of the card.  
⇒ It will appear like an overlay or a visual guide, displaying each component with different colors or scores.  
 For example:

* **Centering:** 9/10
* **Edges:** 8/10

**Backend Functionalities:**

**1. History and Storage:**

* + Store user scans and grading results.

**2. Advanced Grading Logic:**

* + Handle advanced algorithms for accurate grading.

API Integrations Required:

* Card Value Checker API
* Grading API