

Feedback and Recommendations

Yiftee has undergone an incredible evolutionary journey since its initial stages chronicled in the GEM class case and even since we were first introduced to it ten weeks ago. From Four Square powered merchants to the development of the “secret admirer” technology, Yiftee is progressing rapidly. As a team, we are incredibly enthusiastic about the potential the company has to capture its target market and revolutionize the gifting sphere. In order to help it realize that goal, we have compiled some user experience feedback and new ideas for the future which we feel will make the product more efficient, functional, and delightful for the consumers if incorporated.

1. Understand the Facebook restrictions that can block the app and add a step-by-step way around them to the Frequently Asked Questions page.

Two team members were unable to send Yiftee gifts through their Facebook due to an unknown setting either on their profiles or their phones. Eventually, one of the team members could access it via iPhone, but the other was unable to access it the entire time. The team tried many times, and enlisted Aldo’s help but it was still not functional. Identifying what is causing this blockage is incredibly important in order to get users to give their initial gift. It is also critical in the case of the Secret Admirer campaign, where a Facebook account was mandatory to participate. Once the problem is identified, adding a question under “FAQs” regarding it would be highly beneficial.

Recommendation Risk	Mitigation Strategy	Contingency Plan
May be time consuming to figure it out	Have the spring GEM team explore the issue	Adapting the Secret Admirer program to function without Facebook

2. Maintain consistency across devices.

Currently, if users search a merchant on the computer it will give them different results than if they search on the iPhone app. We believe that this is a barrier to virality. Customers must be able to recommend to their friends and family. If different results are yielded each time, a friend can’t call another and tell them just to “search for ____”. Customers need to be able to recommend the same gifting experience to their family and friends without it changing from device to device. We recommend looking into this inconsistency and seeing if there’s a way to yield the same results from device to device.

Recommendation Risk	Mitigation Strategy	Contingency Plan
There may be no way to streamline between devices	Explore the Four Square framework and try to find a solution	Try to develop a Yiftee specific code to combat the problem

3. Ease merchants’ unease about the MasterCard system

Some merchant feedback we’ve become aware of through conversations while using a Yiftee and through the information given to us is that the MasterCard payment system is still not ideal. It can be time consumer for customers since it has to be typed in and many merchants find it untrustworthy or troublesome to accept payment from a printout or picture of a card on the phone. After doing some research on the other available options, we recommend Yiftee try a partnership with LevelUp. LevelUp is a company that allows users to link their credit and debit cards to their phone and simply scan it to any screen,

phone, computer, POS integration, or tableside terminal a business may have. Yiftee would have to come up with a unique program that would allow it not to link to a specific debit card, but we believe that scanning versus inputting will ease many of the current system's pains.

Recommendation Risk	Mitigation Strategy	Contingency Plan
Merchants may not use the LevelUp technology	Partner with LevelUp to have them reach all Yiftee's costumers. This may even allow you to strike a deal with LevelUp like revenue share for every Yiftee merchant added.	Work with MasterCard to make the current card scannable with POS integration and tableside terminals to allow a level of ease

4. Retarget the product functionality to please the target market

Yiftee has tested various markets, including high school, college aged, and parent-aged demographics. We agree with Yiftee's current view that parents of college students and moms in particular are the true target market on the user side. However with this in mind, we have found through our market research during the Parents' Weekend campaign and various other conversations with moms, that the product can be made more delightful and functional for them. One way of doing this would be creating and fully establishing the university liaison program. This program would offer Yiftee internships to students from different universities around the country. We recommend trying a diverse handful of universities at first, like Berkeley, Cornell, UC Santa Barbara, Notre Dame, and Wesleyan. After the first year, expand the program further in the type of school (private, public, small, large) that worked the best.

Being a liaison would entail signing all the campus' and very local community's eateries and potential gifting venues up as merchants. A small profit or gift credits could be given to the liaison for every merchant signed. The liaison would also have to connect with the parents' weekend organizers and run similar parents' weekend campaigns to those the team launched this year. The point of this program would be to really build the college communities and tap into the parent bases around the country. If a parent could type in their child's university and see a ranked list of preferred gifts/merchants it would be both easier to use more frequently and to recommend to other parents.

Recommendation Risk	Mitigation Strategy	Contingency Plan
Targeting Mom's through universities instead of focusing all effort and resources on parenting/mommy blogs/ads could miss the market	Target a handful of mommy blogs and ads targeted at <i>older</i> parents (the majority are targeted at younger) in conjunction with the universities.	Target accessible high school senior parents; high schoolers may be more willing to take an unpaid internship and the students will eventually go to universities
The University Liaison Program doesn't gain traction	Start in universities where Yiftee affiliates/GEM team members have strong, interested contracts	Ask the Yiftee Connectors for their help finding liasions