

Team Chiquita's Bananas

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Problem Statement:

College freshmen along with most of the general population have a large amount of gift cards that they do not know the balance of. We want to create an easy way to view the balance of any gift card so that we can shop with confidence.

Who is experiencing the problem?

People with a lot of gift cards

What is the problem?

People often have large amounts of gift cards that they do not know the balance of. There are several problems that stem from this. The first problem is that people often have to swipe multiple cards when attempting to use a gift card, which extends checkout times and wait times at stores/restaurants. The second issue is that people will sometimes throw away gift cards that they think are empty/ not feel incentivized to use their gift cards because they are not sure how much is on them, causing them to lose money.

Where does the problem present itself?

Whenever someone receives a gift card and forgets about it. Especially around the holidays and special occasions.

Why does it matter?

Allowing people to have an easy method of seeing their gift card balances would speed up checkout processes worldwide by reducing the amount of empty gift card swipes and would also incentivize use of gift cards by providing people with an easy way of knowing how much they can spend on their gift card.