Product: PerkUp



Sign up

Login

User authentication system

A screenshot of a computer

AI-generated content may be incorrect.

Requirements for **behaviour-based reward triggers**

**Dashboard for both customers and business end**

**A screen shot of a phone

AI-generated content may be incorrect.**

**1. Get Location-Based Promotions Nearby**

**Business Overview:**

This feature allows businesses to send personalized, location-based offers or promotions to customers who are near their physical locations. By leveraging **geo-fencing technology**, businesses can engage customers with real-time offers as soon as they enter a predefined area.

**Business Logic:**

* **Geo-fencing**: Businesses can define a **geographical boundary** (usually in meters or kilometers) around their physical location. When a customer enters this area, the system will automatically send them a push notification with a location-specific offer.
* **Real-Time Updates**: As customers approach or enter a specific zone, they get immediate push notifications about nearby promotions.
* **Data-Driven Offers**: Offers can be based on customer behavior, such as frequent visits to the business, types of products they usually purchase, or seasonal promotions.

**Wireframe Explanation:**

* **Map View**: The app will have a **map view** that shows a visual representation of the customer’s location in relation to nearby businesses with ongoing promotions. This map could include pins or markers for each business offering deals.
* **List of Offers**: Below the map, you will see a **list of nearby offers**. Each offer includes a brief description (e.g., “10% off your coffee today!”), the business name, and a **Redeem** button. The user can click on the **Redeem** button to claim the offer.
* **Distance**: The app shows the **distance** between the customer’s current location and the business offering the promotion. For example, "2 km away" or "500 meters away."
* **Redeem Button**: Once the customer is close enough to the business, they can **redeem** the offer by clicking the **Redeem** button. This will either unlock the discount, show the offer in the business's point-of-sale system, or add the reward to the user's account.

**Example Use Case:**

* **Customer**: Sarah is walking past a coffee shop, and she receives a push notification: "Get 15% off your next coffee! Just 500 meters away from you!"
* **Action**: She sees the notification, clicks the **Redeem** button, and upon entering the store, the offer is automatically applied to her purchase.

**2. Referral Program**

**Business Overview:**

The referral program is a marketing tool that rewards both the **referrer** (existing customer) and the **referee** (new customer) when the new customer makes their first purchase. It incentivizes existing customers to bring in new users, thereby expanding the customer base.

**Business Logic:**

* **Referral Code**: When a customer signs up, they are provided with a unique **referral code** or link that they can share with others.
* **Dual Rewards**: Once the referred customer makes a purchase or completes a required action (such as making a first purchase or visiting the store), both the **referrer** and the **referee** receive rewards.
* **Thresholds**: There may be specific **conditions** to unlock rewards, like the referee must make a purchase above a certain amount before the referrer earns their reward.

**Wireframe Explanation:**

* **Referral Code**: A section of the app will display the user’s **unique referral code** or a **shareable link**.
* **Share Button**: Customers can share their referral code via **social media**, **email**, or **text message** directly from the app.
* **Rewards for Referrals**: A section that shows how many successful referrals the user has made and the rewards earned for each (e.g., 100 points for each referral).

**Example Use Case:**

* **Customer**: Alex refers his friend Mia to the app using his referral code.
* **Action**: Mia signs up and makes her first purchase.
* **Outcome**: Both Alex and Mia receive **100 loyalty points** each, which they can use for rewards.

**3. Reward Categories**

**Business Overview:**

This feature helps businesses categorize their rewards into different **types** so customers can easily navigate through the available offers. By having organized categories, customers can quickly find rewards relevant to their preferences.

**Business Logic:**

* **Category Types**: The rewards can be divided into categories like **Discounts**, **Free Products**, **Exclusive Experiences**, or **Gift Cards**.
* **Customer Preferences**: The app may suggest certain categories to customers based on their **behavior** (e.g., if a customer often buys coffee, the app might highlight **coffee-related rewards**).
* **Tiered Rewards**: As customers engage more, they may unlock access to higher-value rewards within different categories.

**Example Use Case:**

* **Customer**: Sarah logs into the app and clicks on the **Discounts** category.
* **Action**: She browses through available discounts and sees a **10% off** coupon for her favorite restaurant.
* **Outcome**: She uses her points to redeem the discount and applies it during her visit to the restaurant.

**Functional Requirements**

1. **User Authentication & Profiles**
   * **User Story 1**: As a customer, I want to register and log in using my email or social media accounts so that I can easily access my loyalty rewards.
   * **User Story 2**: As a customer, I want to view my reward balance and track my progress towards rewards so I can manage my points.
   * **User Story 3**: As a business owner, I want to manage customer profiles and view their reward activity so I can track engagement.
2. **Behavior-Based Reward Triggers**
   * **User Story 4**: As a customer, I want to earn points when I make a purchase, so I can redeem them for rewards.
   * **User Story 5**: As a customer, I want to earn points when I refer friends to the business, so I can benefit from both referrals and the referred person.
   * **User Story 6**: As a business owner, I want to set up different reward triggers based on customer activities (e.g., social media sharing, event participation) so that I can engage my customers better.
3. **Tiered Membership Programs**
   * **User Story 7**: As a customer, I want to have access to different membership levels (Silver, Gold, Platinum) so that I can unlock better rewards as I engage more with the business.
   * **User Story 8**: As a business owner, I want to customize tiered rewards based on customers’ loyalty levels, so I can provide differentiated rewards.
4. **Geo-Fencing & Location-Based Promotions**
   * **User Story 9**: As a customer, I want to receive promotions when I am near a business, so I can take advantage of location-based offers.
   * **User Story 10**: As a business owner, I want to send geo-targeted push notifications for promotions when a customer is near my store to encourage in-store visits.
5. **Referral Program**
   * **User Story 11**: As a customer, I want to refer my friends via a unique referral code, so both my friend and I can get rewards.
   * **User Story 12**: As a business owner, I want to monitor the number of successful referrals so I can track the success of my referral program.
6. **Admin Dashboard for Businesses**
   * **User Story 13**: As a business owner, I want to be able to track customer activity, reward redemption, and the overall success of my loyalty program through an admin dashboard.
   * **User Story 14**: As a business owner, I want to configure loyalty programs, reward types, and promotional offers easily through an admin interface.
7. **Reward Redemption**
   * **User Story 15**: As a customer, I want to view available rewards and redeem my points for them through an easy-to-use interface.

**Non-Functional Requirements**

1. **Security & Data Privacy**
   * **Requirement 1**: The system must adhere to privacy regulations (e.g., GDPR, CCPA) to ensure user data is protected.
   * **Requirement 2**: All sensitive customer data must be encrypted both in transit and at rest.
2. **Performance**
   * **Requirement 3**: The system must be capable of handling up to 10,000 simultaneous users without significant performance degradation.
   * **Requirement 4**: Push notifications must be sent in real-time with no noticeable delays.
3. **Scalability**
   * **Requirement 5**: The platform should be scalable to accommodate multiple businesses and a growing number of customers without system degradation.
4. **Usability**
   * **Requirement 6**: The app should be simple to use for non-technical business owners. The admin dashboard should require minimal training to use effectively.
   * **Requirement 7**: The user interface should be clean, intuitive, and accessible to a wide audience, including users who may not be tech-savvy.
5. **Reliability**
   * **Requirement 8**: The system must ensure high availability, with a target uptime of 99.9%.
   * **Requirement 9**: The app should be able to recover from unexpected errors or outages without data loss.

**Product Vision Statement:**

**"Empowering local businesses to build lasting customer relationships by providing a customizable, data-driven loyalty and rewards platform that drives engagement, retention, and growth. With location-based promotions, referral programs, and tiered rewards, we help businesses create personalized experiences that reward their customers' loyalty at every touchpoint."**

**Key Elements:**

1. **Empowering Local Businesses**: The platform is designed to give small and medium-sized businesses the tools to compete with larger companies by fostering customer loyalty.
2. **Customizable and Data-Driven**: Businesses can tailor loyalty programs based on their unique needs, while the system uses data insights to optimize customer engagement.
3. **Engagement and Retention**: Focuses on customer interaction through meaningful rewards, increasing both **repeat visits** and **customer satisfaction**.
4. **Location-Based Promotions**: Utilizes geo-fencing to send real-time offers when customers are near a business.
5. **Referral and Tiered Rewards**: Encourages customer referrals and offers escalating rewards for loyal customers.

This vision statement outlines the goal of creating an adaptable, customer-focused system that benefits both businesses and their clientele through technology.

Business Logic:

Customer earns points.

They can use it to redeem different promotions like discounts, free items etc.

They will have location based promotion and also based on the customer behaviour and give them push notification.