

# QR Code Pre-Registration System - Functional Specification

## 1. Overview

### 1.1 Purpose

Enable a complete partner acquisition and customer referral system through printed QR code materials:

1. **Admin Distribution:** Print point-of-sale materials with unique QR codes for distribution to potential partners
2. **Partner Registration:** Partners receive materials, scan QR codes to set up business accounts
3. **Point-of-Sale Display:** Partners display printed materials with active QR codes at their location
4. **Customer Acquisition:** Customers scan QR codes and are directed to create customer accounts
5. **Commission System:** 20% commission on customer's first order, 5% on subsequent orders
6. 🌟 **Influencer Partnerships:** Social media influencers earn 10% commission on all follower purchases for life
7. 🌟 **Follower Benefits:** Influencer followers receive 10% discount on all orders for life

### 1.2 Business Goals

- Scale partner acquisition through physical marketing materials
- Enable offline-to-online customer acquisition
- Create passive income streams for partners through point-of-sale displays
- Track complete attribution from print material to revenue
- Maintain cost-effective partner acquisition (<£10 per partner including print and distribution)
- **Transform customers into active sales advocates through customer referral rewards**
- **Create viral growth through customer-to-customer referral incentives**
- **Achieve zero-cash-cost customer acquisition through margin-based incentives**
- **Build sustainable growth model: cash investment for partners, zero-cost viral growth through customers**
- 🌟 **Leverage social media influencers to create authentic product advocacy and viral reach**
- 🌟 **Establish brand credibility through trusted pet influencer partnerships**
- 🌟 **Scale internationally through influencer networks and social proof**

## 2. User Stories

### 2.1 Admin User Stories

**As an Admin, I want to:**

- Create marketing materials with unique QR codes for partner acquisition
- Print and distribute materials to potential partners (vets, groomers, pet stores)
- Track which materials lead to partner registrations
- Monitor customer acquisitions through each partner's materials
- Calculate ROI on print campaigns and distribution costs
- Manage commission payments (20% first order, 5% subsequent)

## **2.2 Partner User Stories**

**As a Potential Partner, I want to:**

- Receive professional marketing materials to display at my business
- Easily scan a QR code to register my business account
- Start earning commissions immediately after approval
- Track my referral performance and earnings

**As a Registered Partner, I want to:**

- Display attractive point-of-sale materials that bring me customers
- Earn 20% commission on each new customer's first order
- Earn 5% commission on all subsequent orders from my referred customers
- Access analytics showing my referral performance and earnings

## **2.3 Customer User Stories**

**As a Customer, I want to:**

- Scan a QR code at my vet/groomer and easily create an account
- Automatically receive 20% discount on my first order
- Create beautiful AI portraits of my pets
- Support my local business through my purchases (knowing they earn commission)
- **Share my own referral code with friends to help them discover Pawtraits**
- **Earn credit equal to 20% of my friend's first order value when they purchase**
- **Use my earned credits on any future orders with no restrictions**
- **Track how many friends I've successfully referred and my total earned credits**

## **2.5 Influencer User Stories**

**As a Pet Influencer, I want to:**

- **Receive free AI portraits of my pets to showcase on my content**
- **Get a unique referral code to share with my followers**
- **Earn rewards (commission or credits) when followers make purchases**
- **Access high-quality images and content to share on my platforms**
- **Track my referral performance and earnings in a creator dashboard**
- **Build authentic partnerships with brands my audience will love**

**As a Follower of Pet Influencers, I want to:**

- **Get exclusive discounts from influencers I trust and follow**
- **See real examples of the product on pets I recognize**
- **Easy access to create similar portraits of my own pets**
- **Trust that the influencer genuinely uses and loves the product**

## 3. System Behavior

### 3.1 Complete Partner Acquisition & Customer Referral Flow

#### 1. ADMIN CREATES & DISTRIBUTES MATERIALS

Admin creates print order → Materials printed with unique QR codes → Distributed to potential partners

#### 2. PARTNER REGISTRATION

Potential partner receives material → Scans QR code → Registers business account → Gets approved

#### 3. POINT-OF-SALE ACTIVATION

Partner displays material at business → QR code becomes active for customer use

#### 4. CUSTOMER ACQUISITION

Customer at partner location → Scans QR code → Creates account with 20% discount → Places order

#### 5. COMMISSION SYSTEM

First order: Partner earns 20% commission

Subsequent orders: Partner earns 5% commission

### 3.2 QR Code Scanning Behavior

Customer scans QR code at partner location

↓  
Redirect to /referral/[CODE]

↓  
Check partner registration status

Partner Status	Behavior
Not Registered	→ Partner Signup (material holder)
Pending Approval	→ "Coming Soon" page
Approved/Active	→ Customer Signup with 20% discount
Suspended	→ Contact support page

### 3.3 Commission Structure

Order Type	Partner Commission	Customer Benefit
First Order	20% of order value	20% discount
Subsequent Orders	5% of order value	Standard pricing
Recurring Customer	5% of each order	Partner relationship maintained

### 3.3 Commission & Credit Structure

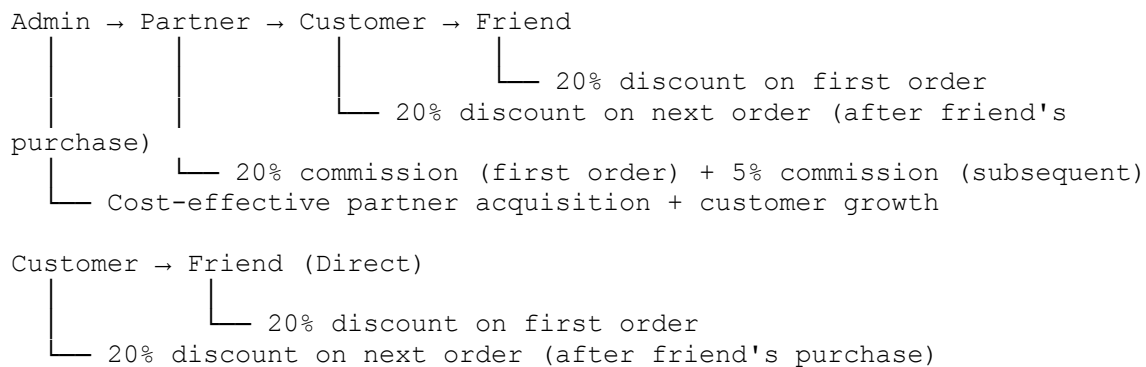
Referral Type	Referrer Benefit	Referee Benefit	Trigger	Duration
Partner Referral	20% commission (first order), 5% (subsequent)	20% discount first order	Customer account creation	First order bonus, then ongoing
Customer Referral	Credit = 20% of friend's first order value	20% discount first order	Friend's first purchase	One-time credit reward
<b>Influencer Referral</b>	<b>10% commission on ALL orders</b>	<b>10% discount on ALL orders</b>	<b>Follower account creation</b>	<b>LIFETIME for both parties</b>
Admin Distribution	Partner acquisition metrics	Partner signup flow	Material scanning	N/A

### Examples:

- Friend spends £50 → Referrer earns £10 credit (customer referral)
- Friend spends £89 → Referrer earns £17.80 credit (customer referral)
- **Follower spends £50 → Influencer earns £5.00 commission (influencer referral)**
- **Follower spends £89 → Influencer earns £8.90 commission (influencer referral)**
- **Follower gets £5.00 off £50 order, £8.90 off £89 order (every single order forever)**

## 3.5 Multi-Tiered Referral System

### COMPLETE REFERRAL ECOSYSTEM



## 3.7 Financial Impact Model

### CASH INVESTMENT REQUIRED:

#### Admin → Partner Acquisition

- £10 cash per partner (print + distribution)
- Physical inventory and logistics
- Upfront investment before revenue

### MODERATE CASH INVESTMENT:

#### Admin → Influencer Partnerships

- \$100 credit per influencer (immediate upon approval)
- 10% commission on all follower orders (performance-based)
- High-reach, proven ROI investment model

### ZERO CASH INVESTMENT:

#### Customer → Friend Referrals

- £0 cash cost (margin reduction only)
- Digital-only distribution
- Immediate positive cash flow

#### COMBINED FOUR-CHANNEL STRATEGY:

- Partners: Physical presence + local credibility (£10 investment)
- Influencers: Social proof + viral reach + authentic experience (\$100 investment)
- Customers: Zero-cost viral growth (margin-based)
- Print materials: Direct partner recruitment (£10 investment)

#### OPTIMAL SCALING MODEL:

- Seed markets with partners (physical presence)
- Amplify with influencers (social credibility + authentic advocacy)
- Scale with customer referrals (viral growth)
- Expand via direct print campaigns (systematic coverage)

## 4. Admin Portal Requirements

### 4.1 Pre-Registration Code Management

#### 4.1.1 Create Pre-Registration Codes

**Location:** /admin/partners/pre-registration

#### Fields:

- **Code Format:** Auto-generated or custom format (e.g., PAWVET001, GROOM2024-A)
- **Expiration Date:** Optional expiration for code validity
- **Business Category:** Veterinarian, Groomer, Pet Store, Other
- **Notes:** Internal notes about intended recipient/campaign
- **Marketing Campaign:** Optional campaign association
- **Print Quantity:** Number of QR codes to generate

#### Validation Rules:

- Code must be unique across all partner codes
- Code format: 6-20 alphanumeric characters
- Expiration date must be future date
- Required fields: Code, Business Category

#### 4.1.2 QR Code Generation

#### Features:

- **Bulk Generation:** Create multiple QR codes at once
- **Download Options:**
  - Individual PNG files
  - ZIP archive for bulk download
  - PDF sheet for print services
- **QR Code Specifications:**
  - Size options: Small (200x200), Medium (400x400), Large (800x800)

- Format: PNG with transparent background
  - Error correction: High level for print durability
- **Branding:** Option to include logo in center of QR code

### 4.1.3 Management Interface

**Table View** showing:

- Code
- Status
- Created Date
- Expiration Date
- Business Category
- Scans Count
- Conversion Status
- Actions (View, Download QR, Edit, Deactivate)

**Filter Options:**

- Status filter
- Date range
- Business category
- Campaign

**Bulk Actions:**

- Bulk download QR codes
- Bulk expiration update
- Bulk deactivation
- Bulk print order creation via Gelato