

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

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**

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**

2.4 Friend/Referred Customer User Stories

As a Friend being referred, I want to:

- **Receive a referral code/link from my friend that's easy to use**
- **Get 20% off my first order when using my friend's referral**
- **Know that my purchase helps my friend earn credit for future orders**
- **Have a seamless signup and ordering experience**

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)
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

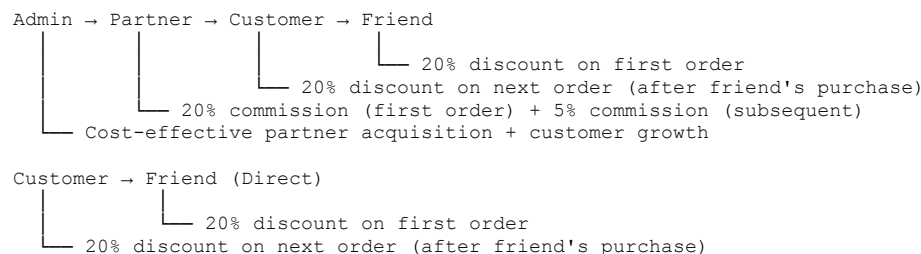
Referral Type	Referrer Benefit	Referee Benefit	Trigger
Partner Referral	20% commission (first order), 5% (subsequent)	20% discount first order	Customer account creation
Customer Referral	Credit = 20% of friend's first order value	20% discount first order	Friend's first purchase
Admin Distribution	Partner acquisition metrics	Partner signup flow	Material scanning

Examples:

- Friend spends £50 → Referrer earns £10 credit
- Friend spends £89 → Referrer earns £17.80 credit
- Friend spends £25 → Referrer earns £5.00 credit

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

ZERO CASH INVESTMENT:

- Customer → Friend Referrals
- £0 cash cost (margin reduction only)
 - Digital-only distribution
 - Immediate positive cash flow

COMBINED STRATEGY:

- Use cash investment to acquire partners (physical presence)
- Use zero-cost customer referrals for viral growth
- Partners provide credibility, customers provide scale
- Optimal: Seed with partners, grow with customer referrals

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, Cat Café, Breeder, 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: brand purple PNG with transparent background
 - QR code should include brand logo in center
 - 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