

# Splash

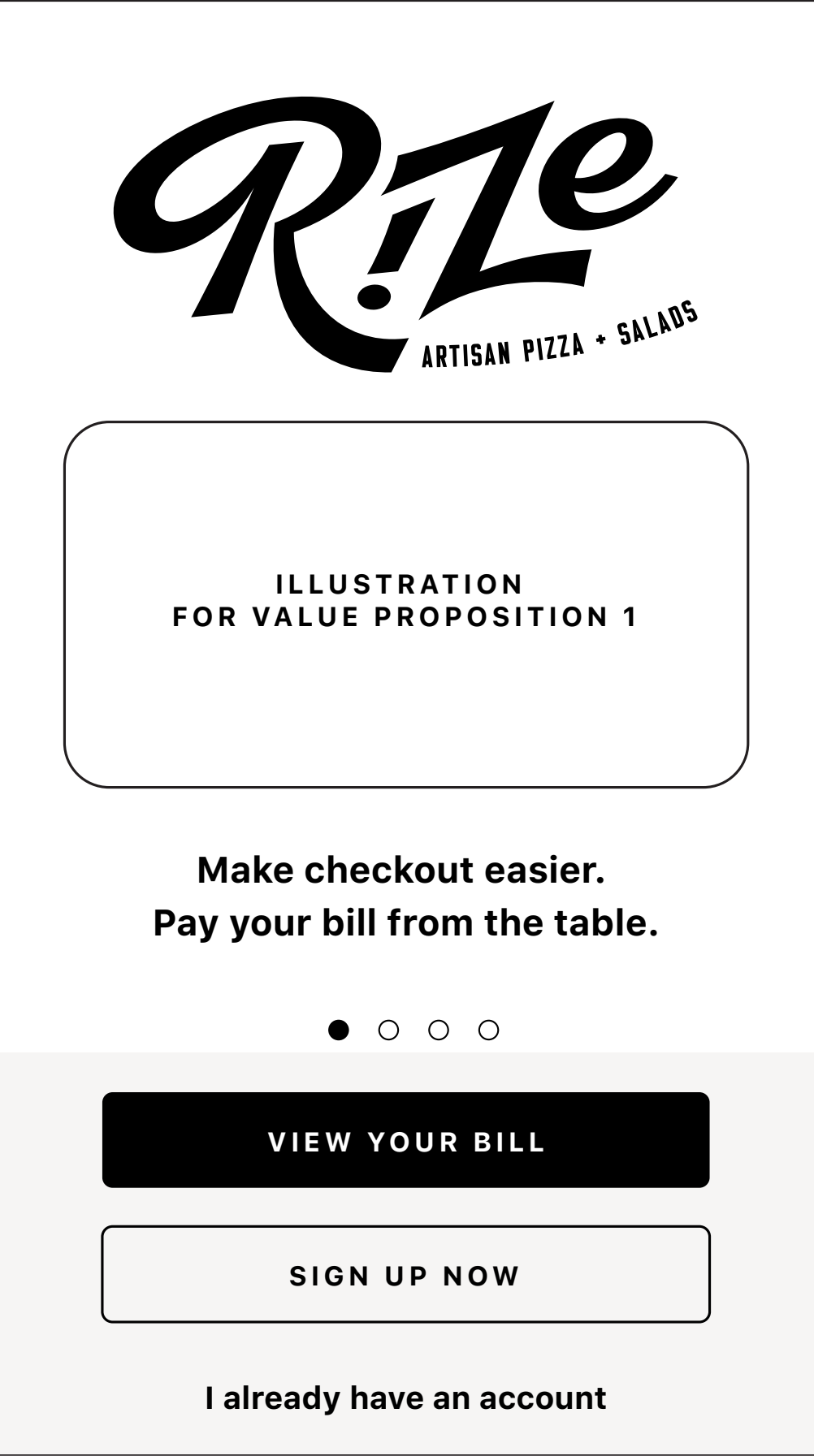
Loading

IDEAL



Splash - Value Prop 1

IDEAL



Non-Authenticated User sees Splash screen upon loading app.

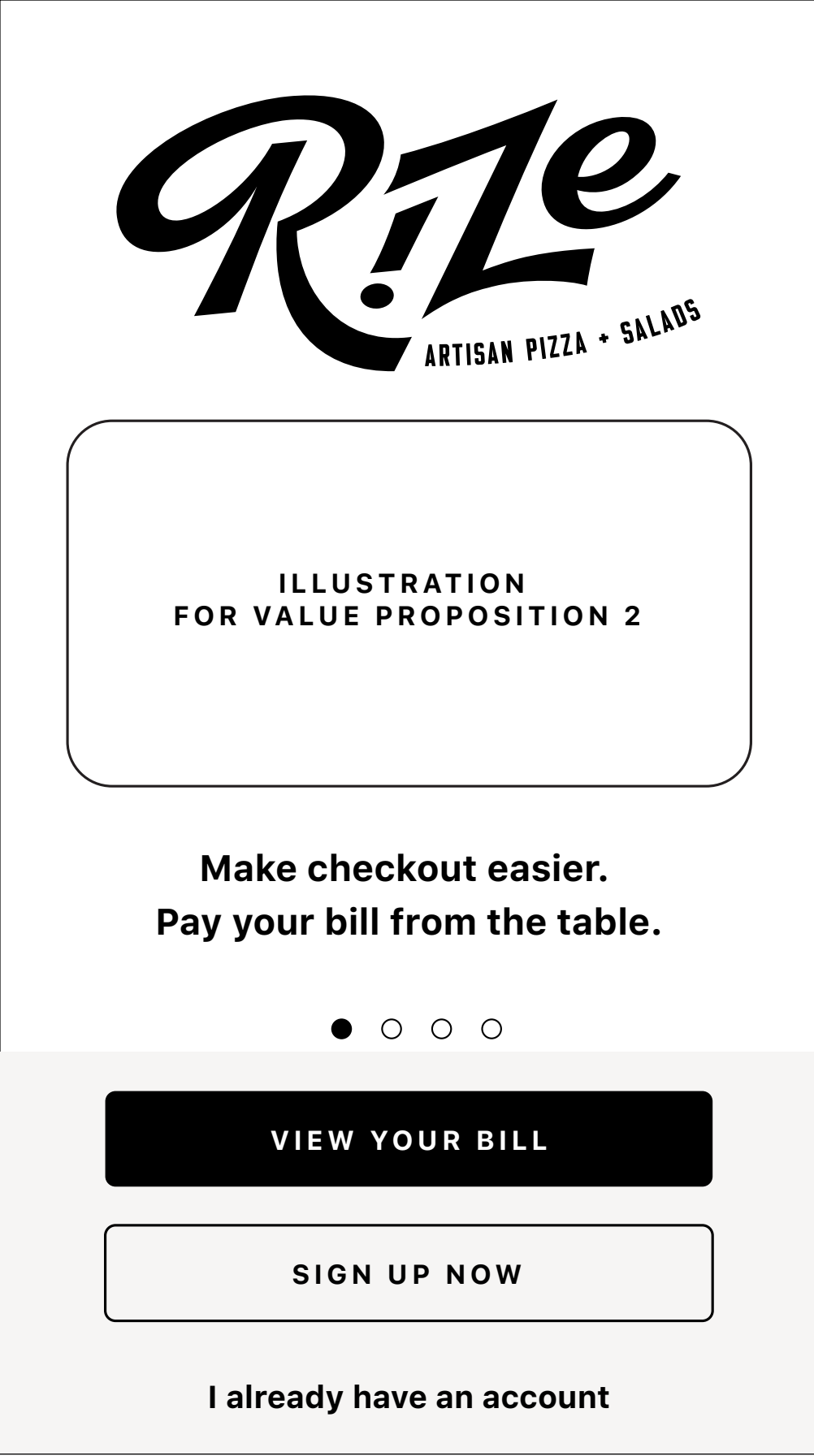
An Authenticated user goes directly to the home screen.

App supports anonymous payment, will suggest signing up after payment

“View your bill” vs. “Pay your bill”

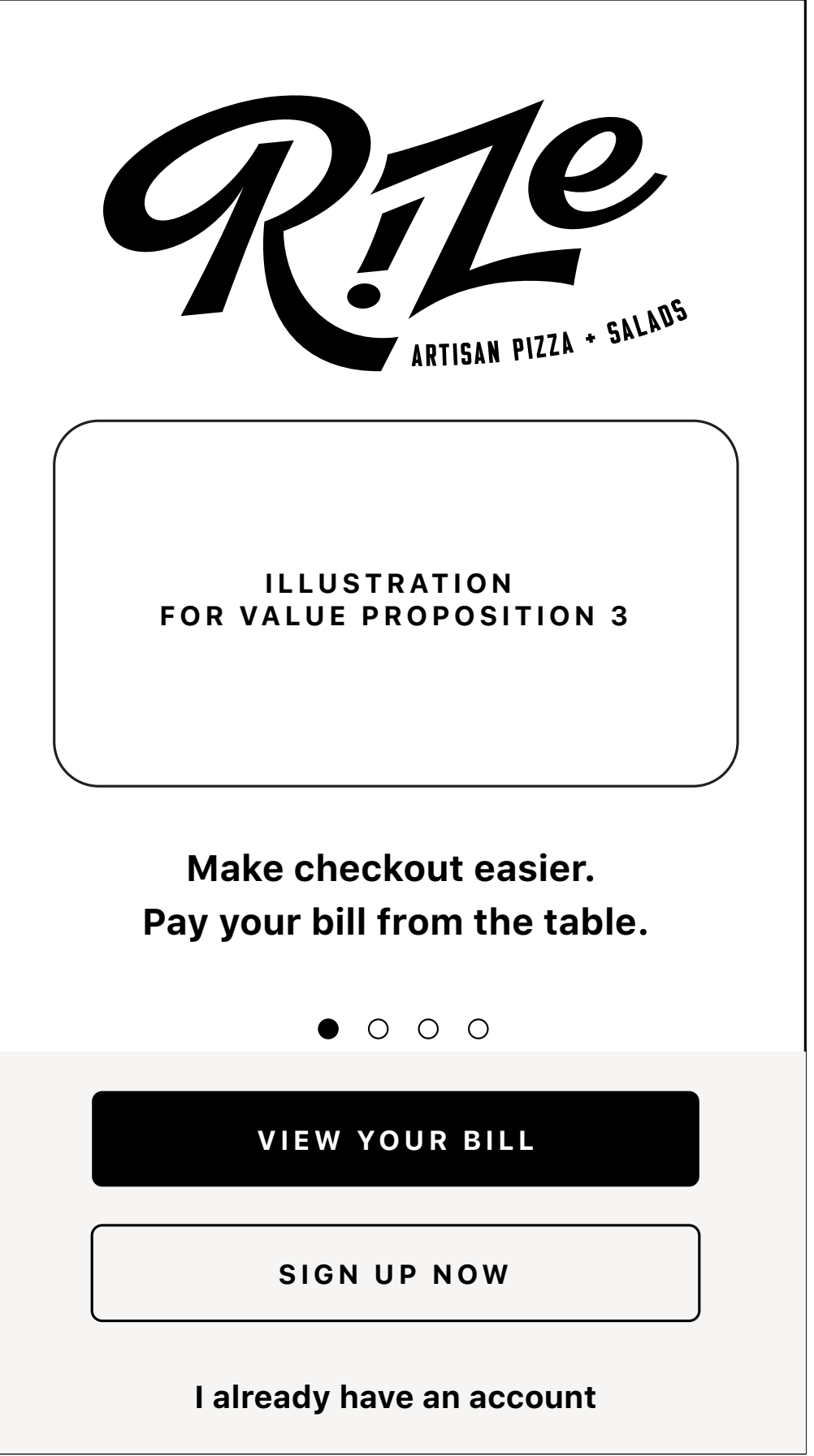
Splash - Value Prop 2

IDEAL



Splash - Value Prop 3

IDEAL



How many value prop slideshow screens do we need?  
3 seem fine for now

# Login

Login


EMPTY

BACK

Email address

Email Address


Password

Password (8+ Characters) 

Forgot your password?

LOG IN

or, [Create an Account](#)

 SIGN IN WITH FACEBOOK

Login


PARTIAL

BACK

Email address

matt.michelson@stablekernel.com

Password

Password (8+ Characters) 


Forgot your password?

LOG IN

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123  space @ . next

Button locked to keyboard;  
moves along with keys.  
"Next" advances keyboard focus  
to next empty field

Login • Button Activity Spinner


LOADING

BACK


Email address

matt.michelson@stablekernel.com


Password

..... 

Forgot your password?

LOGGING IN 

or, [Create an Account](#)

 SIGN IN WITH FACEBOOK

Upon submit,  
Keyboard vanishes.  
Button text changes,  
Activity Spinner appears

Login • Inline Validation


ERROR

BACK

Email address

matt.michelson@stablekernel.com

Password




Password is incorrect. Please try again.

LOG IN

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123  space @ . return

Error messaging formatting  
Inline validation errors  
appear the same way

Login • Server Error

ERROR


BACK

Email address

matt.michelson@stablekernel.com

Password


..... Couldn't connect to server.  
Please try again.



Forgot your password?

OK

or, [Create an Account](#)

 SIGN IN WITH FACEBOOK

# Create Account

Create Account

EMPTY

< back

MAKE AN ACCOUNT  
GET REWARDS

Email address

Email Address

Password

Password (8+ Characters)

CREATE ACCOUNT

By creating an account you are agreeing to our [Terms of Service](#) and [Privacy Policy](#).

SIGN UP WITH FACEBOOK

Screen transitions without keyboard, then keyboard animates up, pushing button along with it

Facebook and TOS text stay below

Does TOS Need to live above button for any legal reason?

Create Account • Keyboard Behavior

EMPTY

< back

MAKE AN ACCOUNT  
GET REWARDS

Email address

Email Address

Password

Password (8+ Characters)

CREATE ACCOUNT

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123 🗣️ space @ . next

Keyboard pops up automatically, focus on first available field

“Next” button is disabled until a valid email is entered

Create Account • Inline Validation

ERROR

< back

MAKE AN ACCOUNT  
GET REWARDS

Email address

matt.michelson@stablekernel |

Not a valid email address.

Password

Password (8+ Characters)

CREATE ACCOUNT

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123 🗣️ space @ . next

If UI needs to scroll (and it may not) it should auto-scroll to the next applicable

Error state: Label turns red, Messaging appears below field.

Entered text doesn't change color.

Create Account

IDEAL

< back

MAKE AN ACCOUNT  
GET REWARDS

Email address

matt.michelson@stablekernel.com

Password

.....|

CREATE ACCOUNT

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123 🗣️ space @ . next

Create Account • Visible Password

IDEAL

< back

MAKE AN ACCOUNT  
GET REWARDS

Email address

matt.michelson@stablekernel.com

Password

pizzatime2016|

CREATE ACCOUNT

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123 🗣️ space @ . next

Don't need a confirm password field; include ability to view plaintext password

# Forgot Password

Forgot Password

EMPTY

Done

Lost your password?

Enter your email address  
to recover it.

Email address

Email address

RESET MY PASSWORD

Forgot Password

PARTIAL

Done

Lost your password?

Enter your email address  
to recover it.

Email address

matt.michelson@stablekernel.com

RESET MY PASSWORD



Forgot Password

ERROR

Done

Lost your password?

Enter your email address  
to recover it.

Email address

matt.michelson@stablekernel.com

RESET MY PASSWORD



Forgot Password • Success

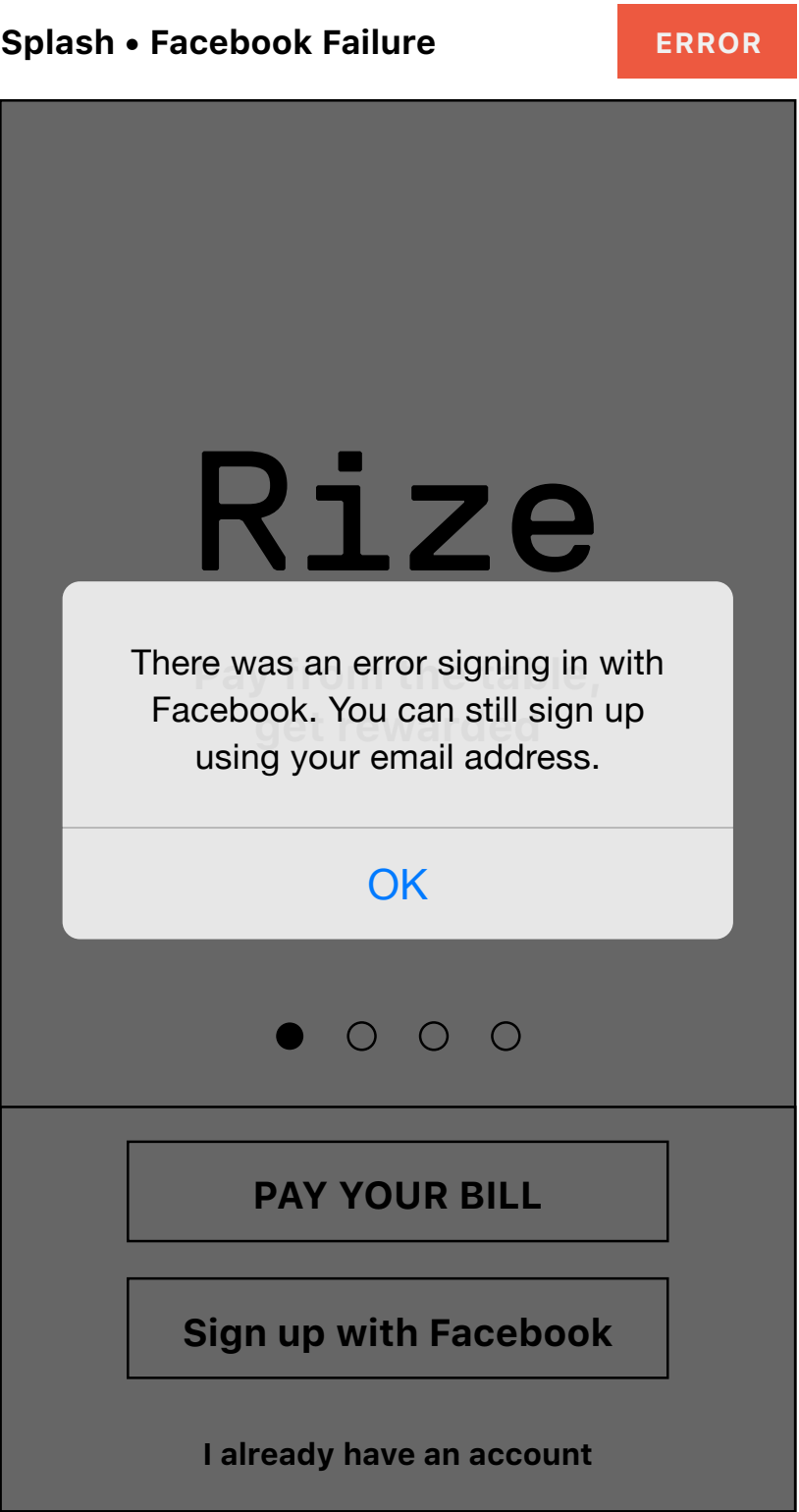
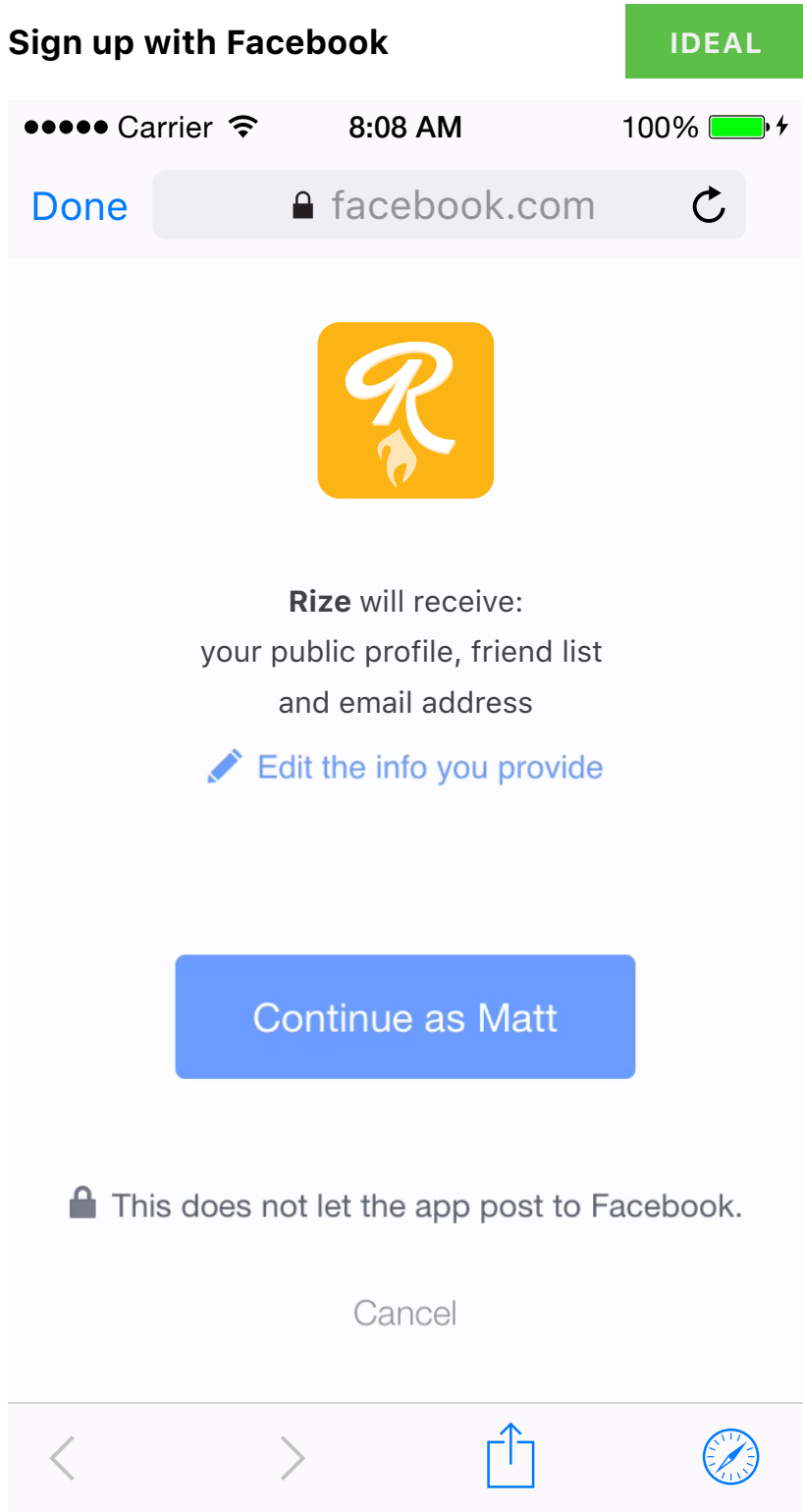
IDEAL

Done

We'll send an email to the address associated  
with the account, if it exists.

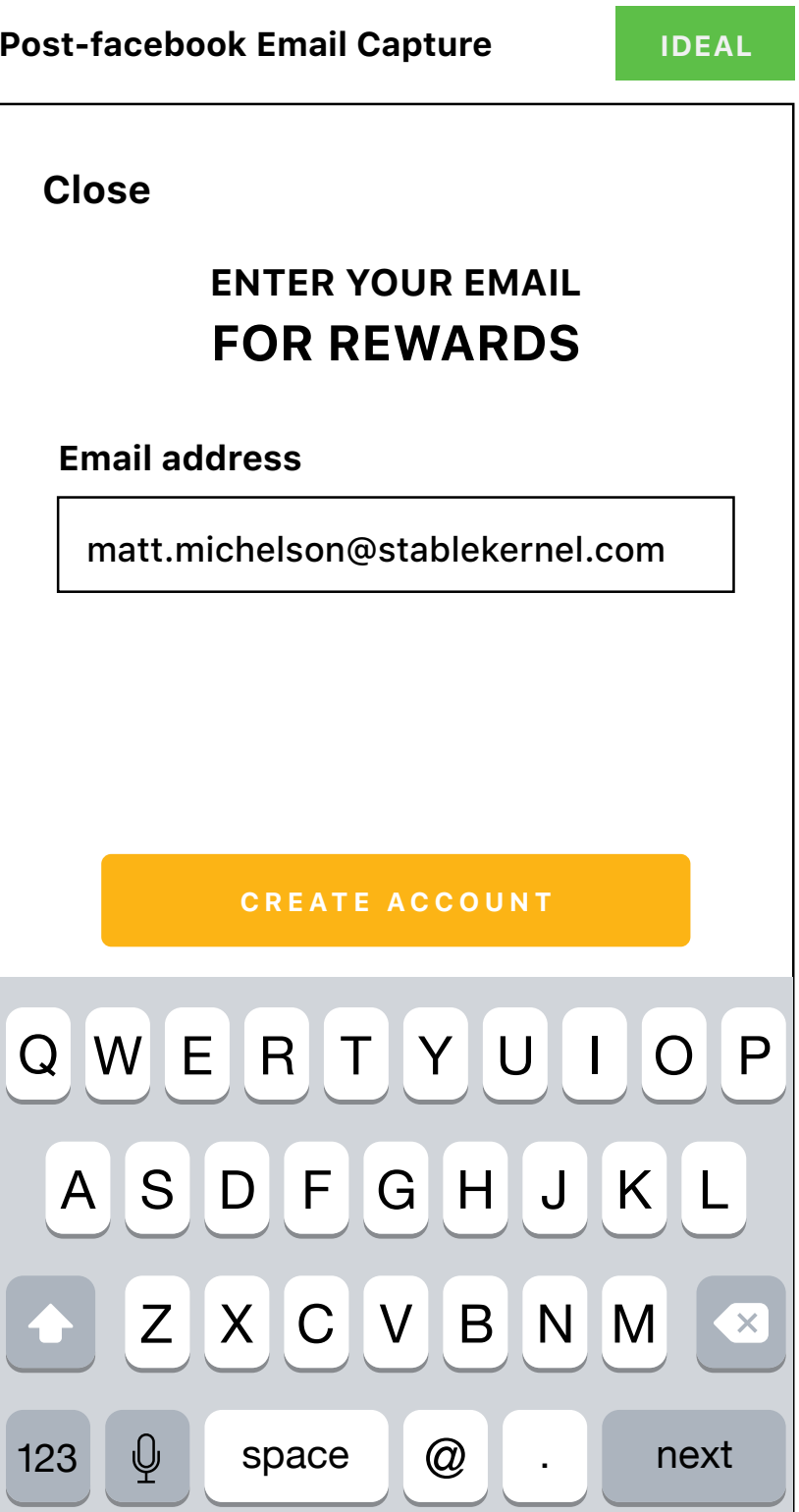
GO TO EMAIL

# Facebook Login



On Failure, pop up failure dialog with options

On success, advance user directly to Payment Screen



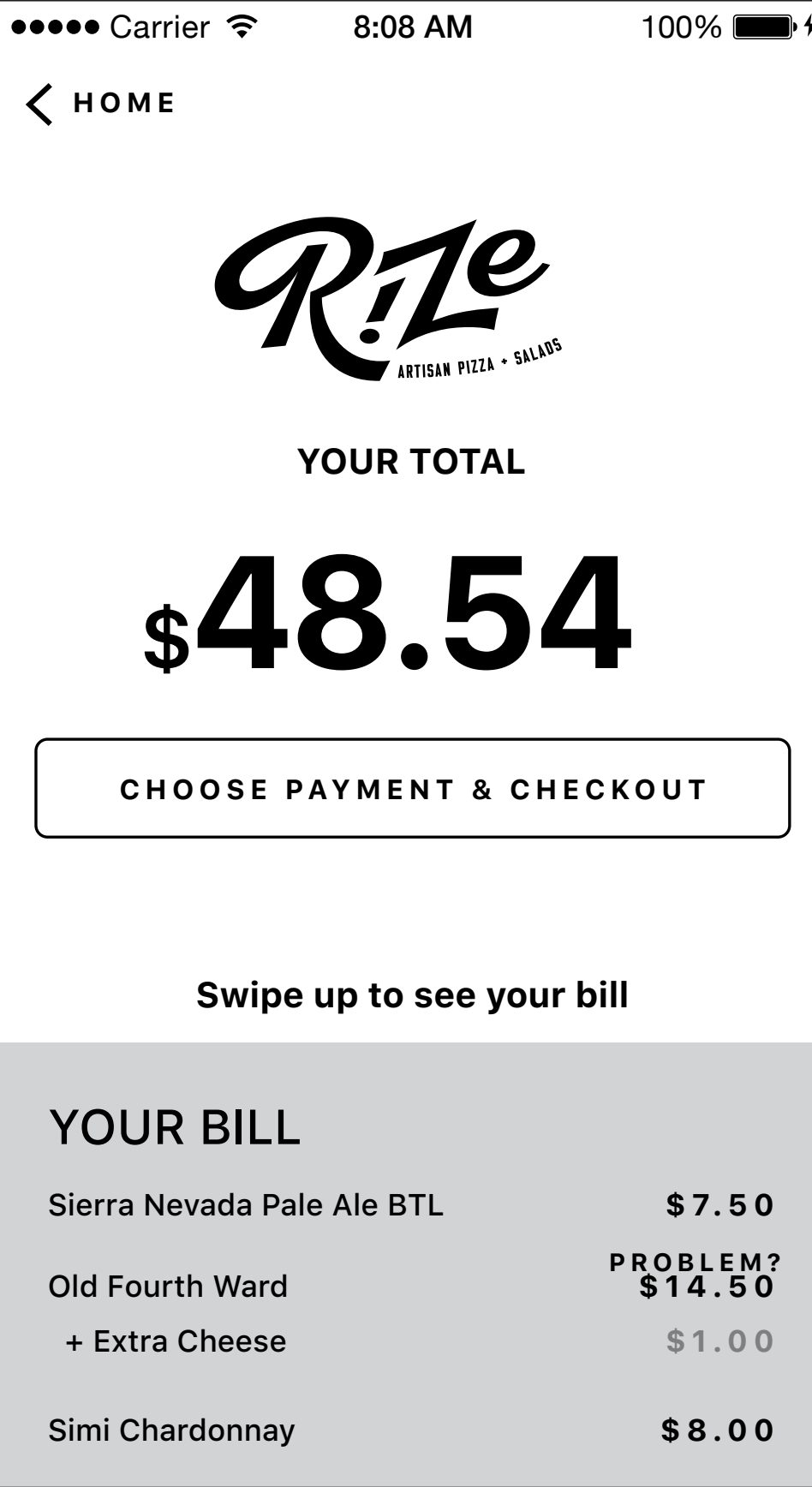
Only necessary if a user has connected with facebook but has no email tied to their account



# View your bill

View Bill • Anonymous

IDEAL



First screen user sees after splash if they have been paired with an order

Auto-pay with favorite payment method +Tip (take to final tip screen)

Allow user option to set a default tip for future purchases)

Choose payment brings user to the full payment flow.

“Your Bill” could become “[firstname]’s Bill” if user has already created an account

View Bill • Scrolling • Logged-In

IDEAL



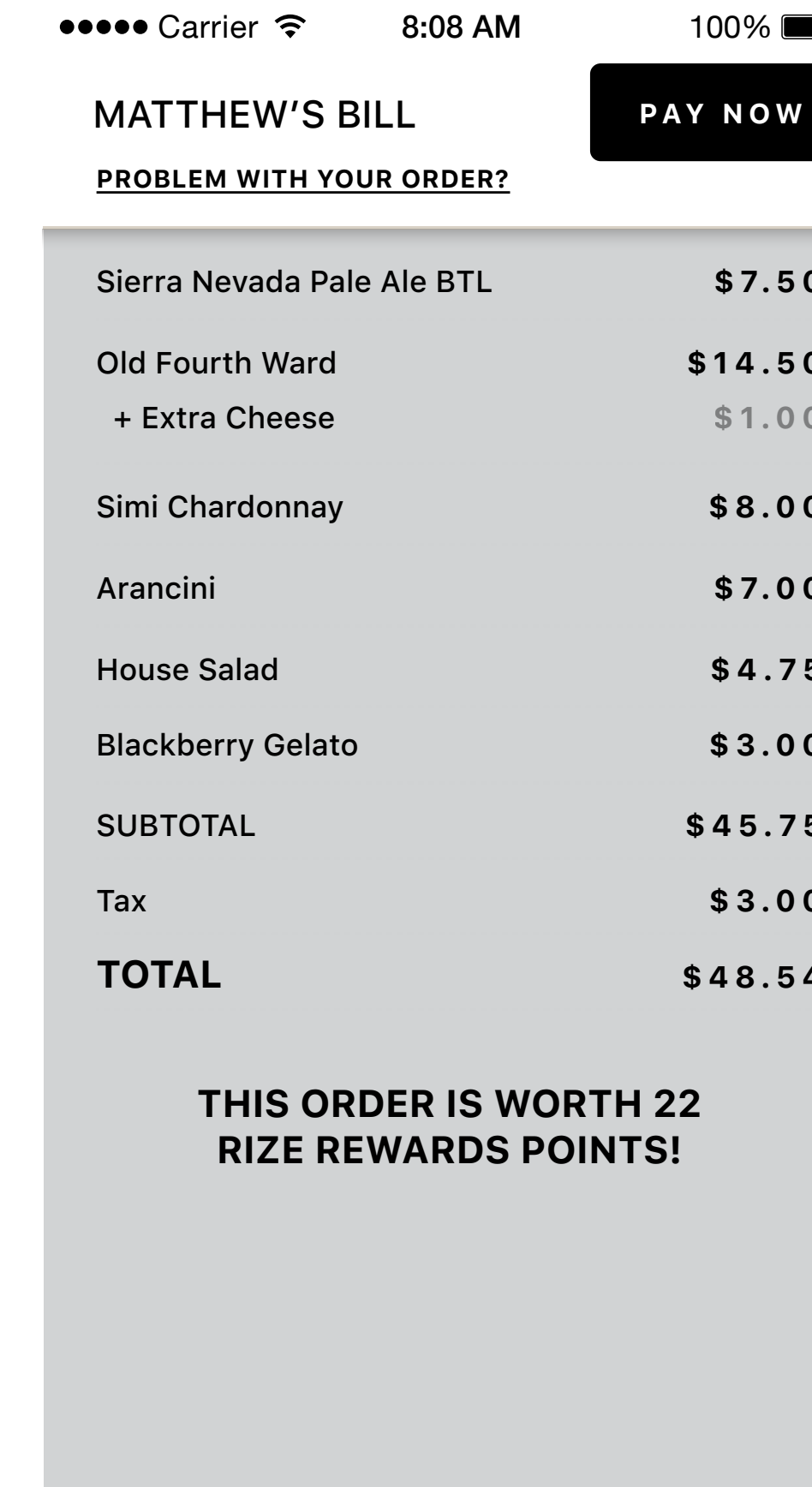
Parallax Scrolling as user swipes up to check their bill

If logged in, we can display user's first name to help reassure we're viewing the right bill

Will have to allow for # of characters and have text potentially resize.

View Bill • Anonymous

IDEAL

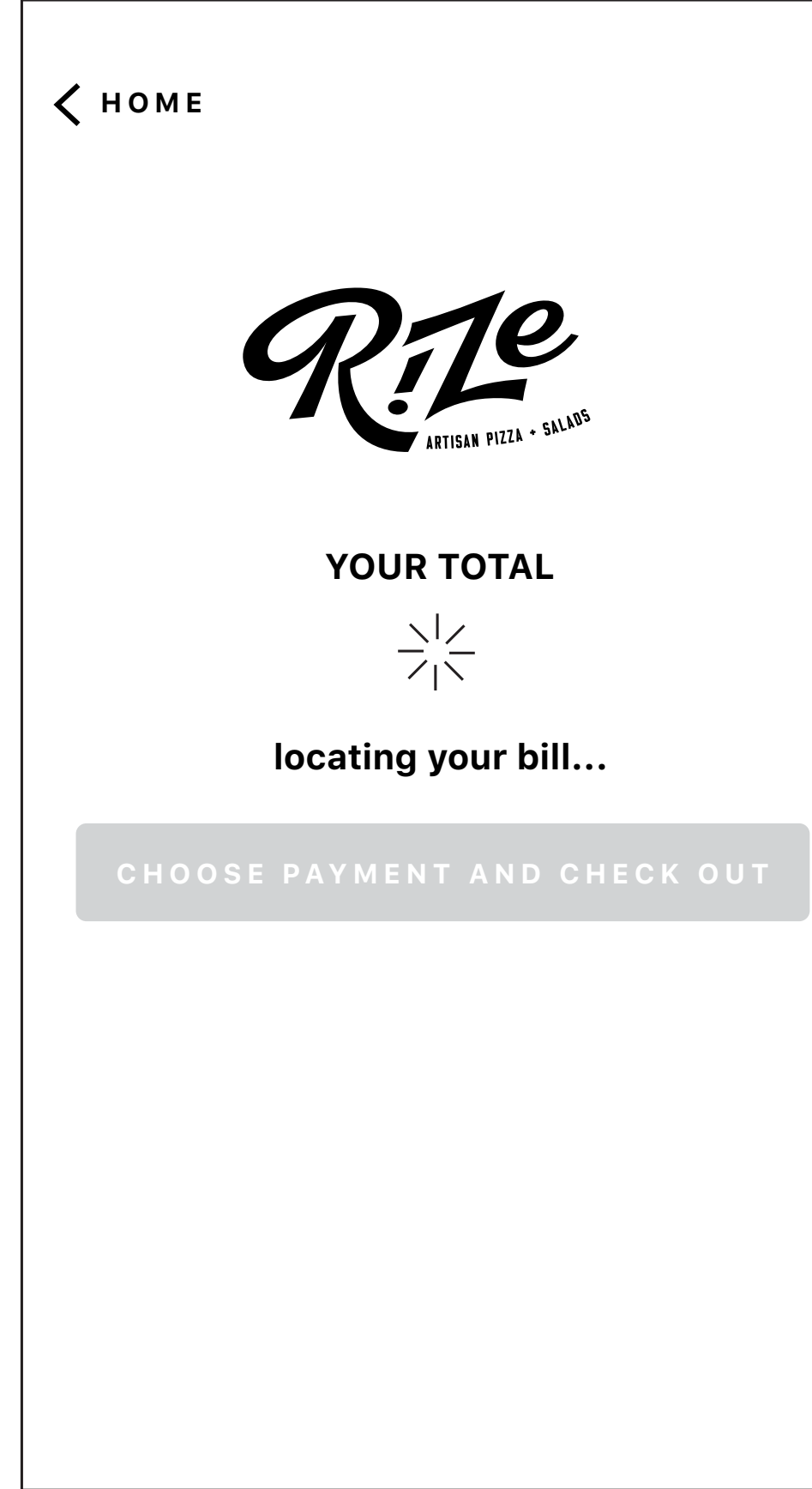


Bill label and payment button stick to top if bill is too long

Tapping “Pay now” takes them to default payment flow

View Bill • Locating Bill

LOADING



First screen user sees after splash if they are located at restaurant but have not yet been paired with an order

Visible while app scans for associated table

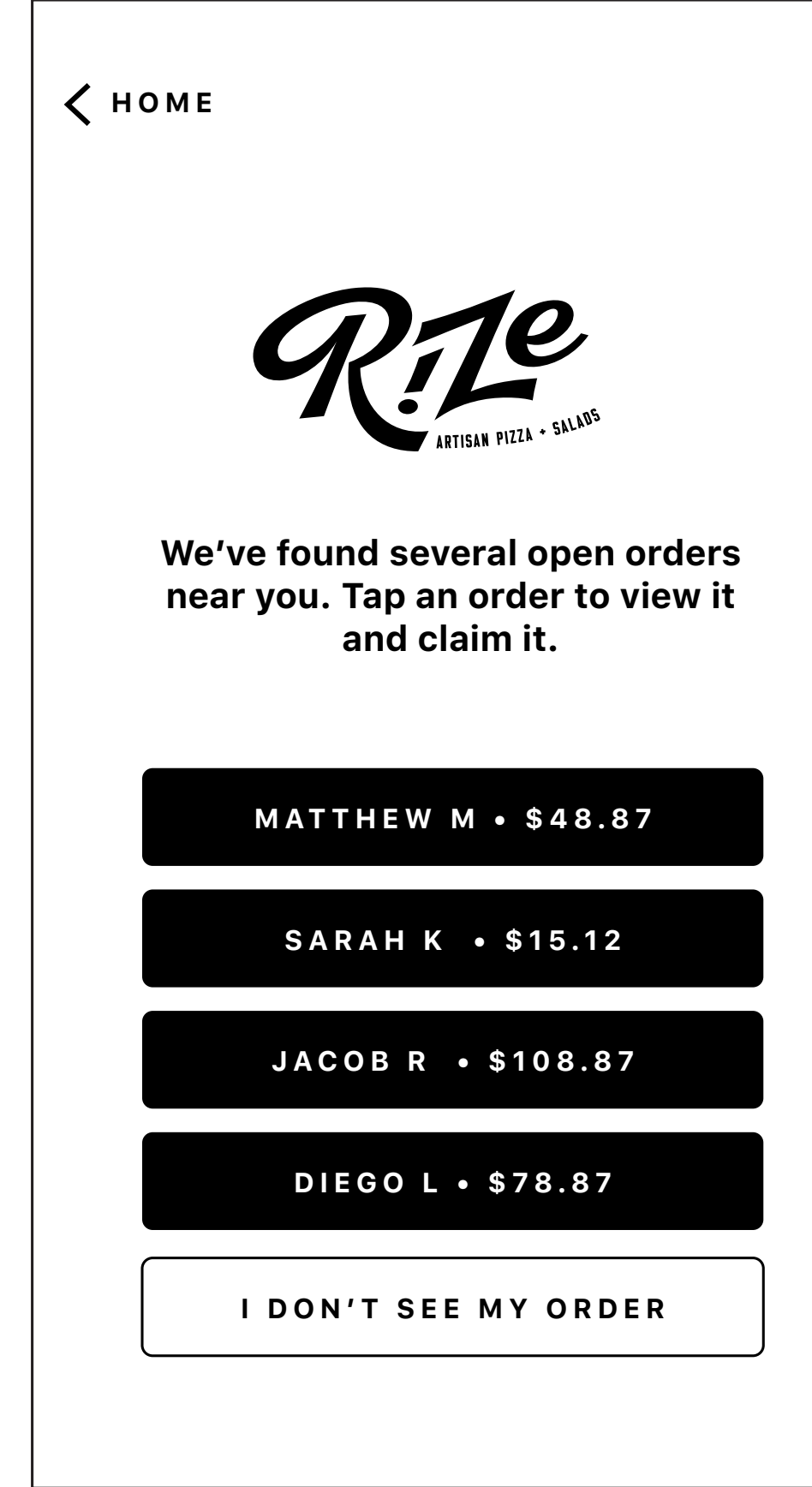
Will timeout and lead to “retry screen”

Payment and bill view disabled

Once bill is found, slides up from bottom of screen.

View Bill • Pick Bill

IDEAL



If app has detected multiple bills near user, ask them to pick theirs out of the list

Display name (taken by ambassador with Kounta) as well as price.

Tapping a button displays full order so user can claim it

View Bill • Pick Bill Detail Modal

IDEAL



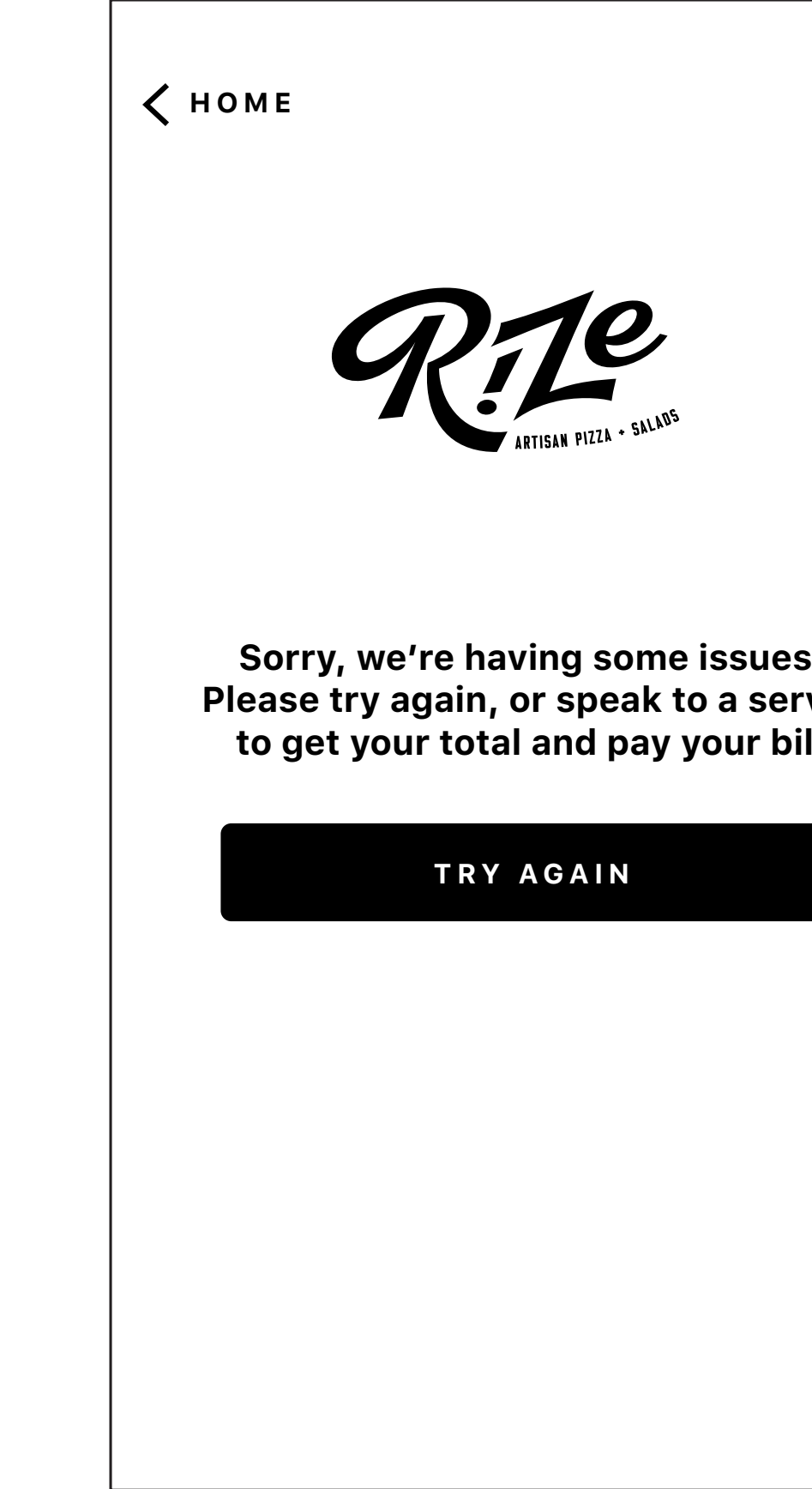
If app has detected multiple bills near user, ask them to pick theirs out of the list

Display name (taken by ambassador with Kounta) as well as price.

Tapping a button displays full order so user can claim it

View Bill • Retry Locate Bill

ERROR




If app can't find bill in certain amount of time for variety of reasons, will ask user to Try Again

# Pay your bill

View Bill • Anonymous IDEAL

Carrier 8:08 AM 100%

< HOME



\$48.54

CHOOSE PAYMENT & CHECKOUT

Swipe up to see your bill

YOUR BILL

Sierra Nevada Pale Ale BTL \$7.50

Old Fourth Ward \$14.50

+ Extra Cheese \$1.00

First screen user sees after splash if they have been paired with an order

Previously had a quickpay, but tip screen merged seamlessly with payment select, allowing screens to be streamlined

“Your Bill” could become “[firstname]’s Bill” if user has already created an account

Checkout • Tip / Payment Select IDEAL

CANCEL

Rize

Add a Tip?

10%15%20%CUSTOM

\$4.85\$7.28\$9.70---

UPDATED TOTAL

\$58.24

VISA 5192 CHARGE \$48.54 + TIP

PAY WITH APPLE PAY

ADD NEW CREDIT CARD

Paying with credit card cues loading button user is taken directly to post-checkout screen

Paying with apple pay opens modal. Then, user is taken to post-checkout screen.

Checkout • Apple Pay Modal IDEAL

CANCEL

Rize

Add a tip?

10%15%20%CUSTOM

\$4.85\$7.28\$9.70---

UPDATED TOTAL

Apple PayCancel

CARDCITI FORWARD (•••• 5134)

SUBTOTAL \$19.74

TAX \$2.57

PAY TOTAL \$22.31

Pay with Touch ID

Checkout • Add new Card IDEAL

CANCEL

Rize

Add new card

CARD NUMBER4124 0000 0000 5192

EXPIRATION DATE03 / 17

CVV239

FIRST NAMEMATTHEW

LAST NAMEPIZZERSON

MAKE THIS MY DEFAULT CARD

SAVE CARD & PAY

Post-Checkout • Anonymous IDEAL

DONE

SEE YOU NEXT TIME!

8

rize points

YOU EARNED 8 RIZE POINTS THIS TRIP. JUST 2 MORE TO GO FOR A FREE PIZZA!

CREATE AN ACCOUNT TO COLLECT YOUR REWARDS

EMAIL ME A RECEIPT

CREATE A RIZE ACCOUNT

BACK TO RIZE HOME

Post-Checkout • Logged-In IDEAL

DONE

SEE YOU NEXT TIME!

8

rize points

YOU EARNED 8 RIZE POINTS THIS TRIP. JUST 2 MORE TO GO FOR A FREE PIZZA!

EMAIL ME A RECEIPT

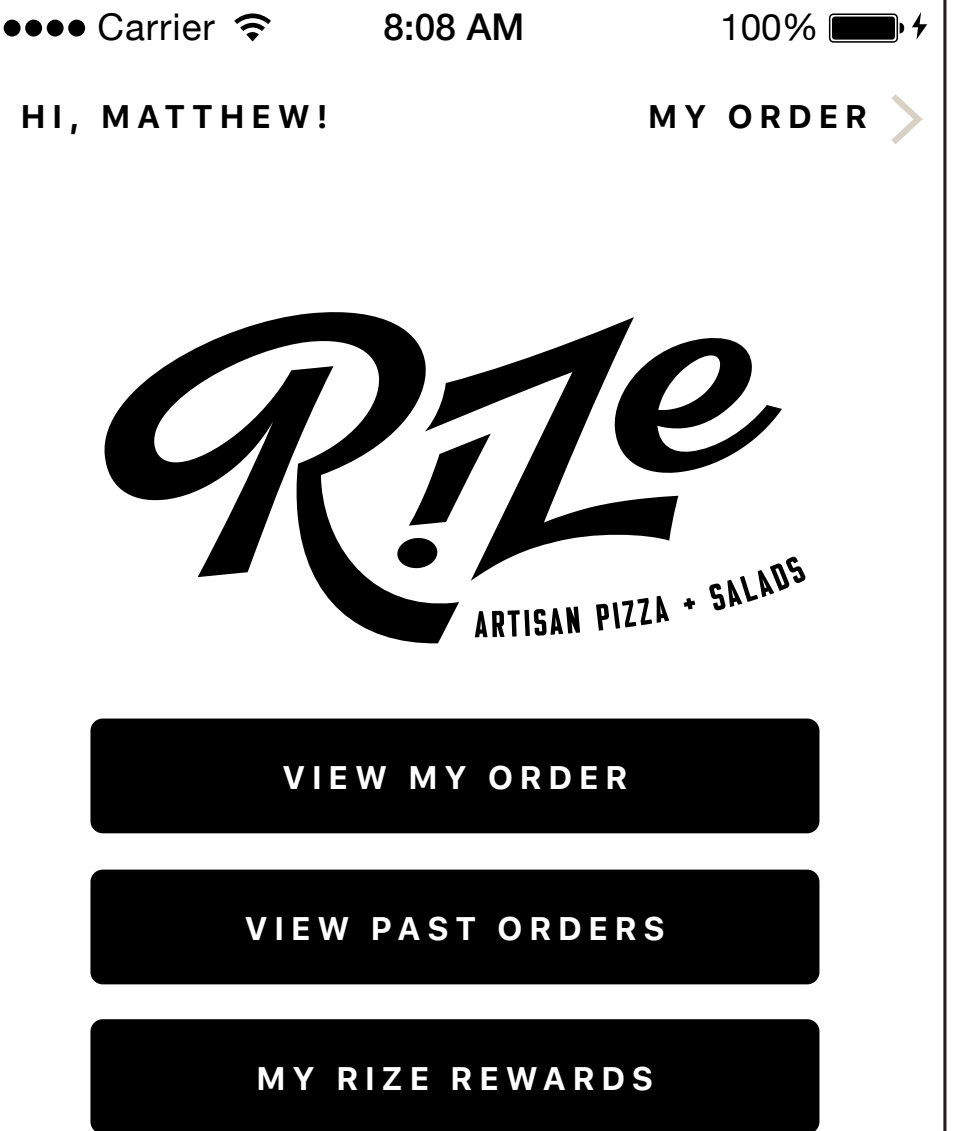
VIEW MY REWARDS

BACK TO RIZE HOME

# Home Screen

Home • Logged-In  
Is at Restaurant

IDEAL



User can back out of current order to view this screen, and can navigate back to their order when they're done.

Here, logged-in user can:

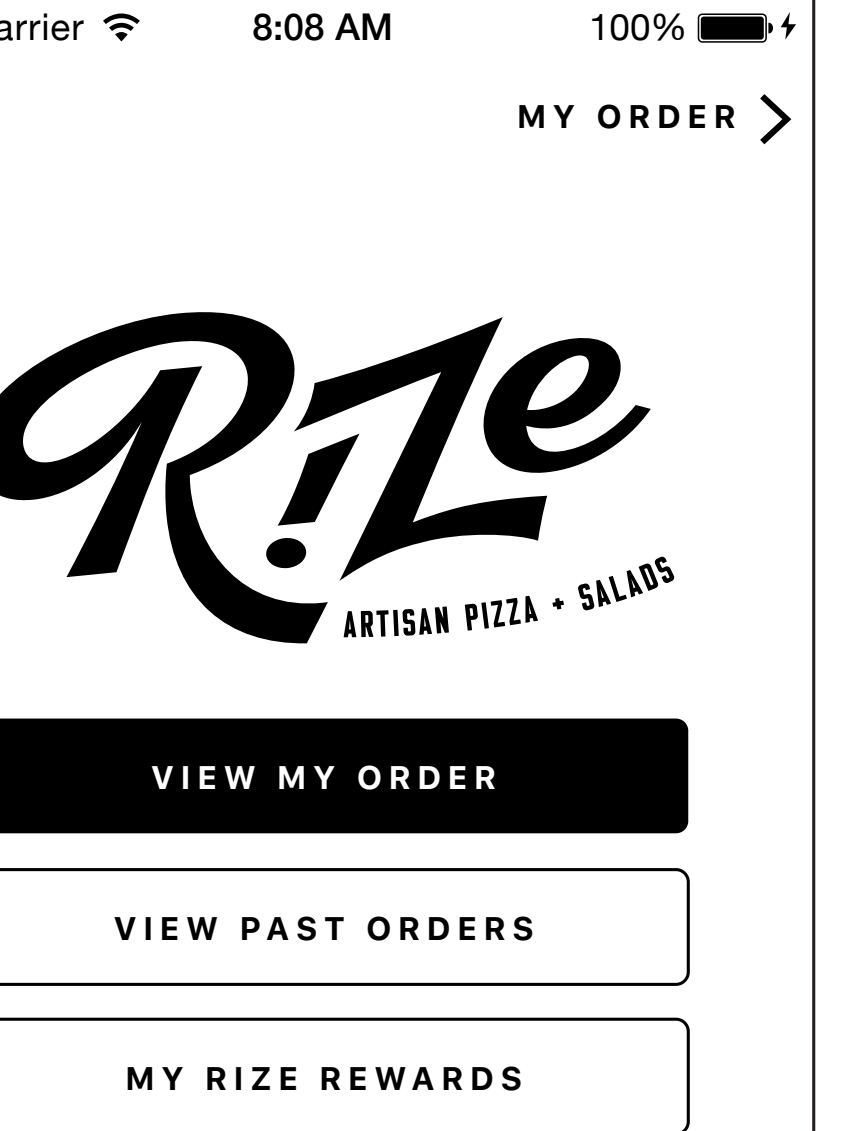
- View past orders,
- Navigate back to current order
- View rewards status,
- View marketing materials (about, special offers)

This screen would eventually be home for logged-in users to place orders remotely.

If no past orders exist, button is disabled  
If no rize rewards are attached to a user account, still take user to rewards screen (empty state)

Home • Anonymous  
Is at Restaurant

PARTIAL



User can back out of current order to view this screen, and can navigate back to their order when they're done.

An anonymous user can:

- Navigate back to current order
- View Marketing Materials

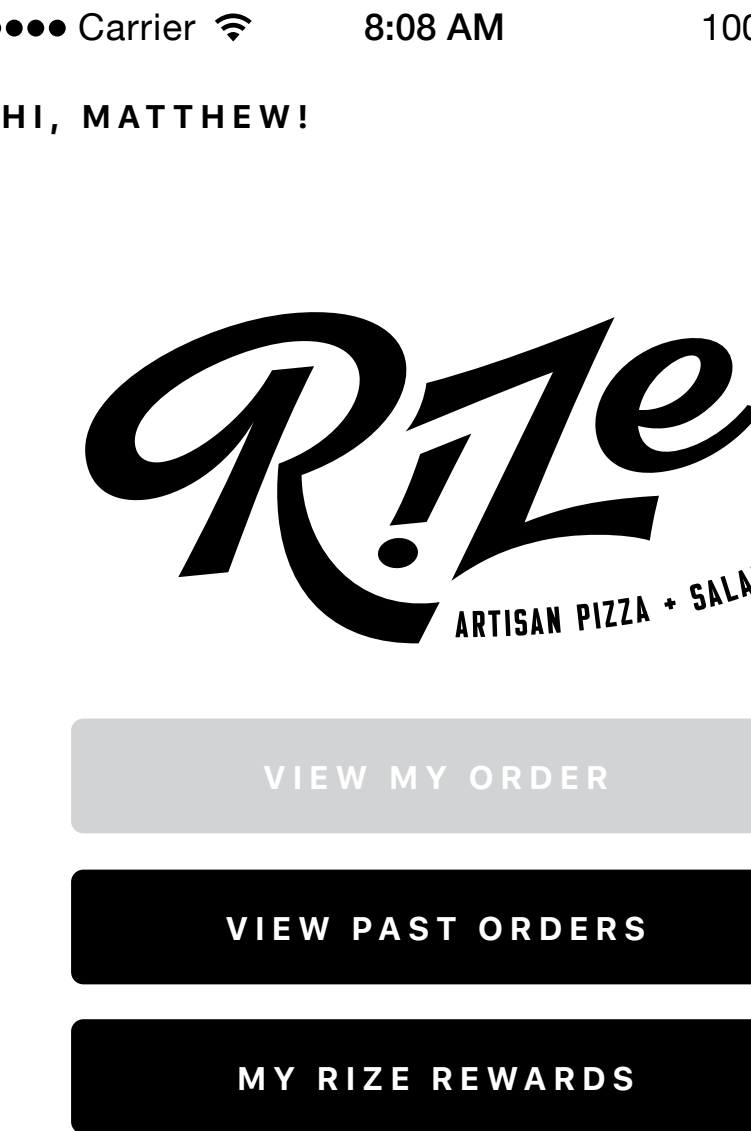
An anonymous user will still see buttons for "View Past Orders" and "My Rize Rewards" — Tapping those will bring up login/signup flow

This screen would eventually be home for users to place orders remotely.

- WHAT IS RIZE?
- MY REWARDS
- THE RIZE STORY
- HOW TO USE THE APP
- COMING SOON
- LOCATIONS

Home • Logged-In  
Not at Restaurant

IDEAL



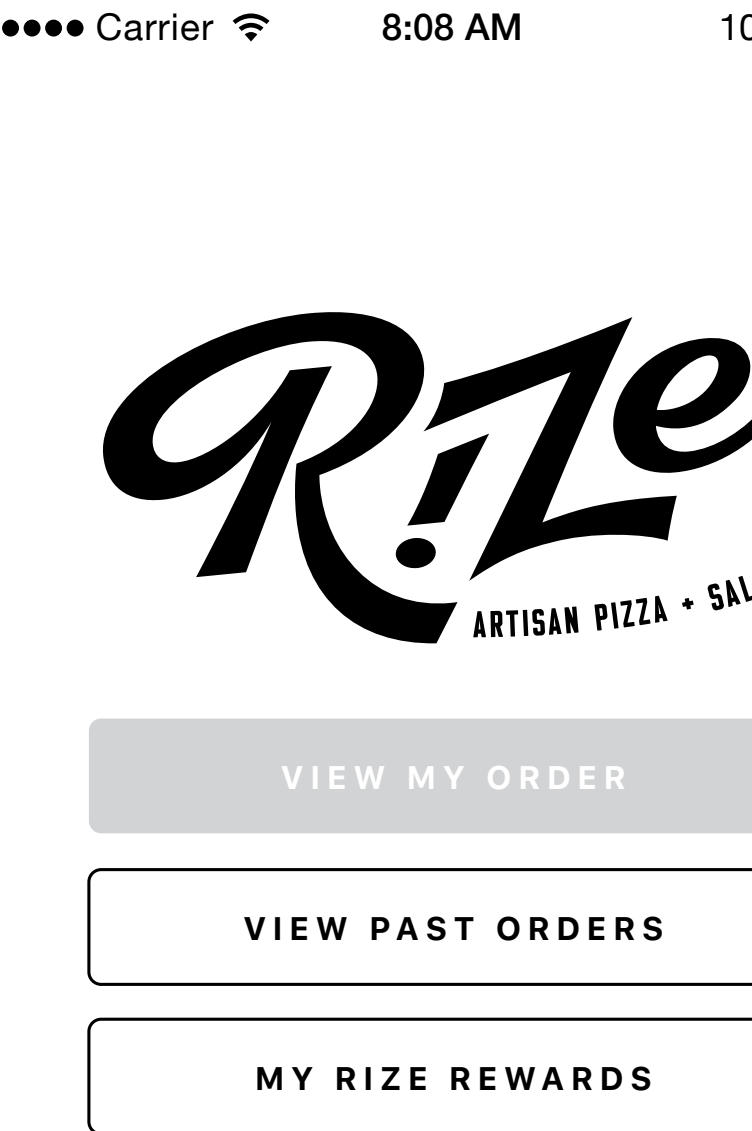
If a logged-in user is not present at a Rize Location, this will be the first screen they see after the splash screen.

User can't view current order, but can view past orders, rewards, and marketing.

Can also display nearest location, or list of locations.

Home • Anonymous  
Not at Restaurant

PARTIAL



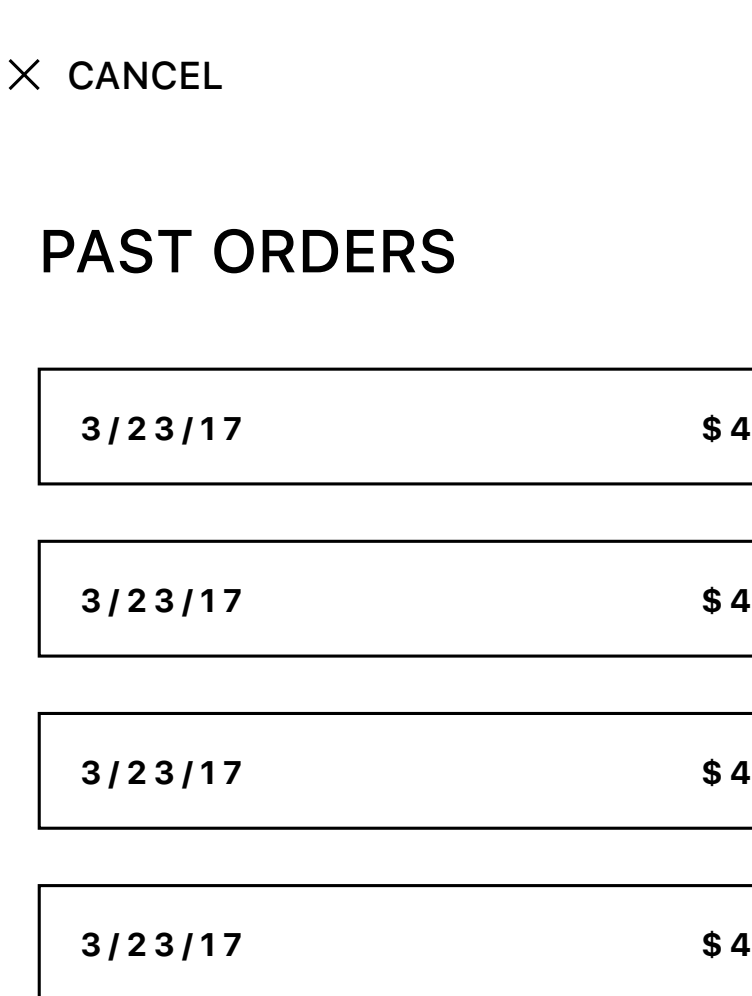
If an anonymous user is not present at a Rize Location, this will be the first screen they see after the splash screen.

User can't view current order, but can view marketing.

Can also display nearest location, or list of locations.

Home • Logged-In  
Past Orders Overview

IDEAL



×

CANCEL

PAST ORDERS

3/23/17

\$49.55

3/23/17

\$49.55

3/23/17

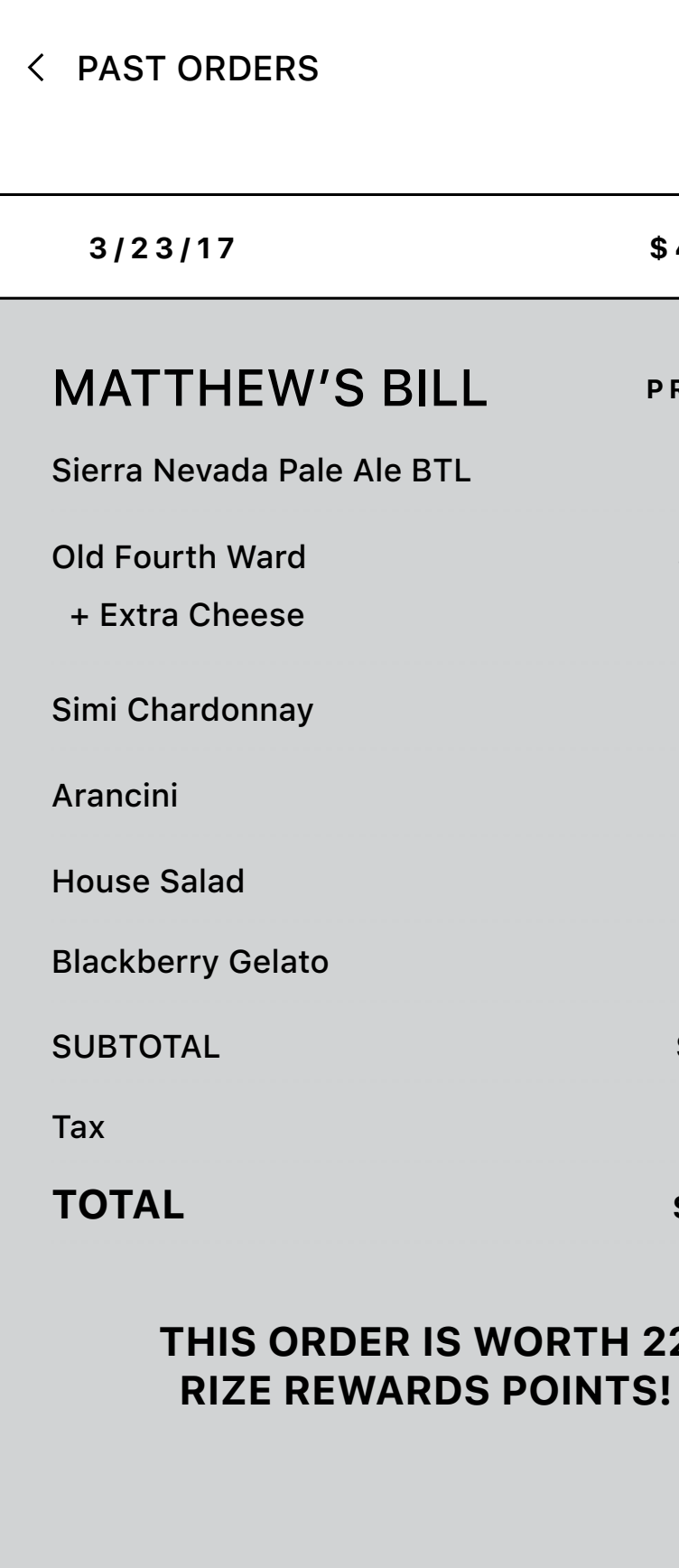
\$49.55

3/23/17

\$49.55

Home • Logged-In  
Past Order Detail

IDEAL



<

PAST ORDERS

3/23/17

\$49.55

MATTHEW'S BILL

PROBLEM?

Sierra Nevada Pale Ale BTL

\$7.50

Old Fourth Ward

\$14.50

+ Extra Cheese

\$1.00

Simi Chardonnay

\$8.00

Arancini

\$7.00

House Salad

\$4.75

Blackberry Gelato

\$3.00

SUBTOTAL

\$45.75

Tax

\$3.00

TOTAL

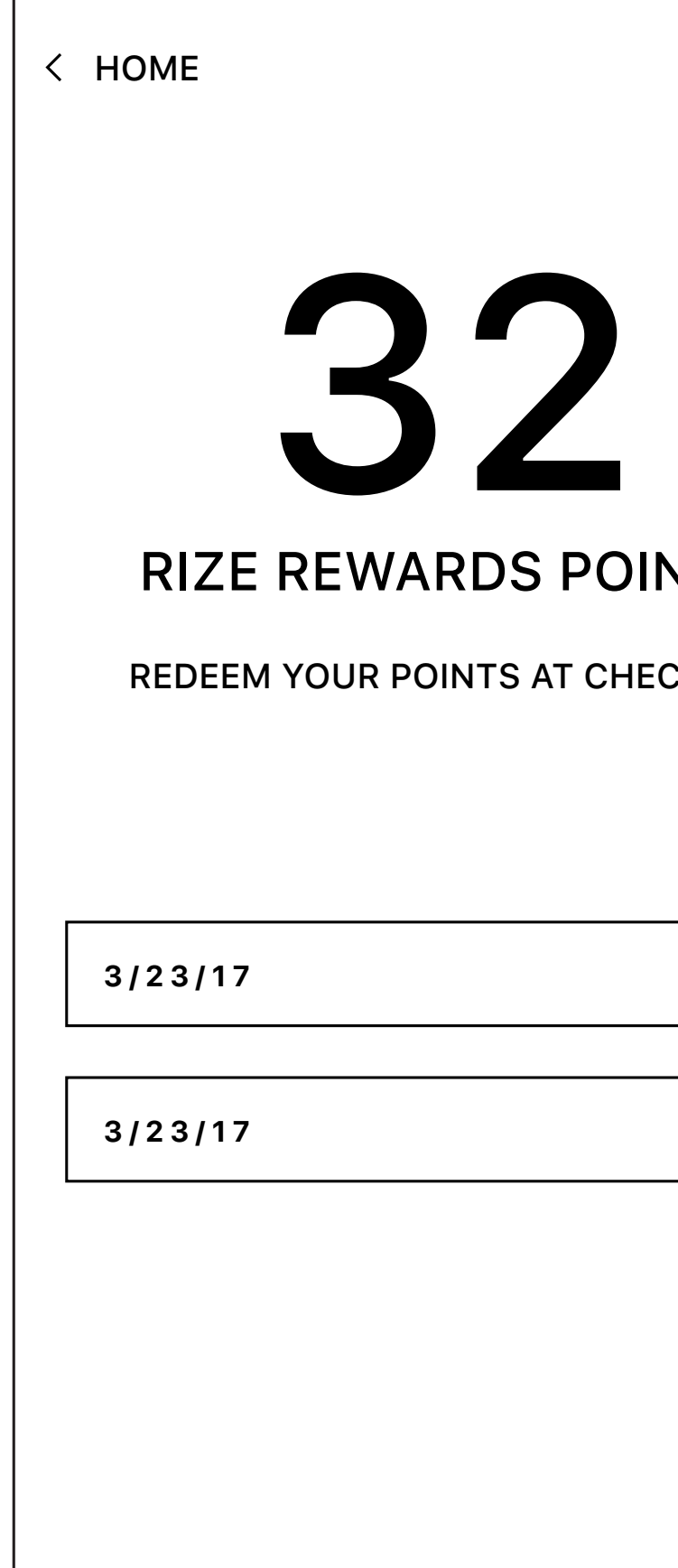
\$48.54

THIS ORDER IS WORTH 22

RIZE REWARDS POINTS!

Home • Logged-In  
My Rize Rewards

IDEAL



<

HOME

32

RIZE REWARDS POINTS

REDEEM YOUR POINTS AT CHECKOUT

3/23/17

6

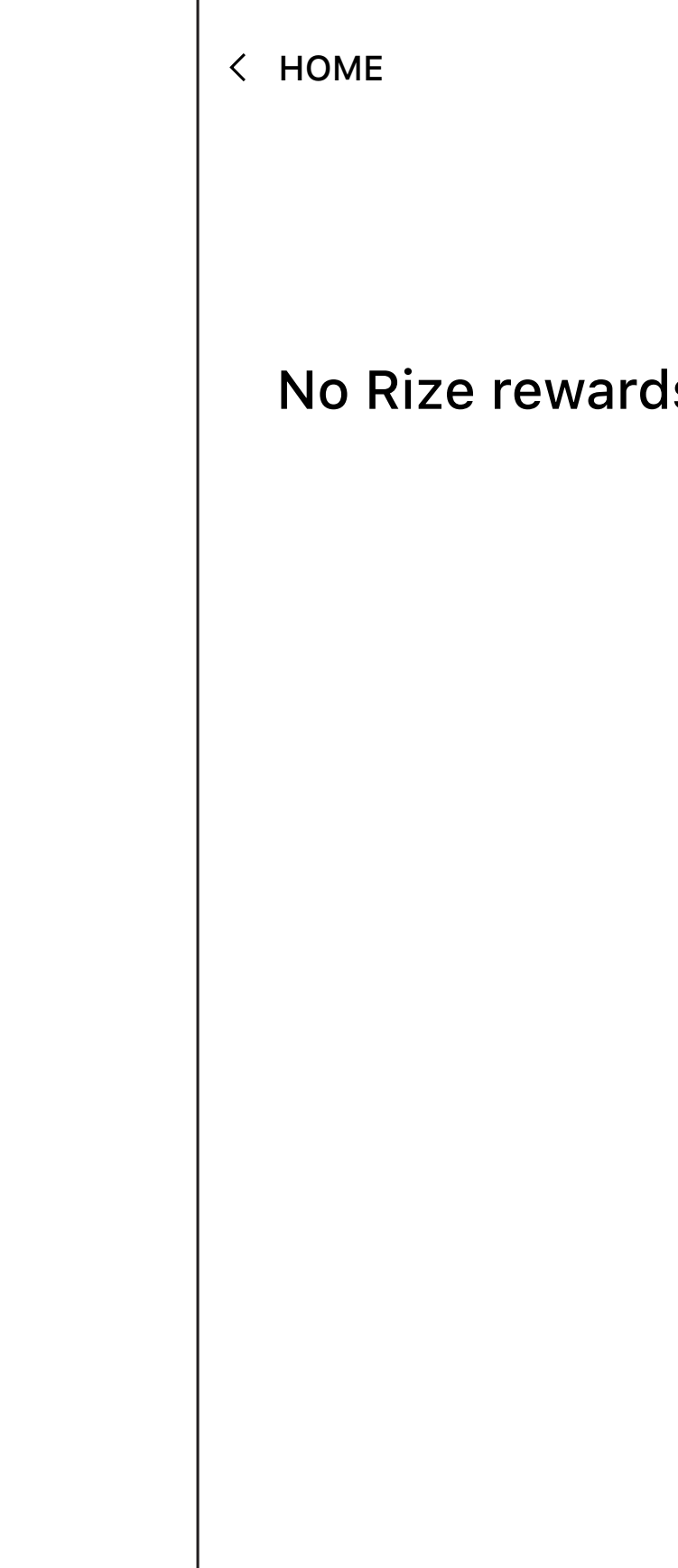
3/23/17

7

What options would they have to redeem at this point?

Home • Logged-In  
My Rize Rewards

EMPTY



<

HOME

0

RIZE REWARDS POINTS

REDEEM YOUR POINTS AT CHECKOUT

3/23/17

0

3/23/17

0

No Rize rewards points yet!