

Prototype

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Feature

A push notification after user redeems Groupon voucher – *“Recommend Field Stone Winery service to a friend and take 5% off on your next visit”*

Feature details

Flow:

- User *Pam* uses ‘Relax Spa’ through Groupon.
- Pam refers the ‘Relax Spa’ to her friend Sandra via the new referral feature
- Sandra buys a coupon from Groupon to the merchant – ‘Relax Spa’
- Pam now receives a discount on her next visit to ‘Relax Spa’

Why is the feature needed?

Merchants complain about not getting long term customers even after a successful stint of Groupon. This feature drives more users to Groupon due to social effect of a friend recommending a place/service and merchants have a benefit of getting customer outside Groupon deals too – encouraging merchants to se Groupons more often.

Who decides what should be the offer?

The merchant decides the discount to be given to the user.

Does Groupon track and manage the referral data?

No. Groupon only manages the data of users who buy and redeem coupons on its platform. Merchant is responsible to manage the referral data and decide on how to convert the user to a long-time customer of his/her service.

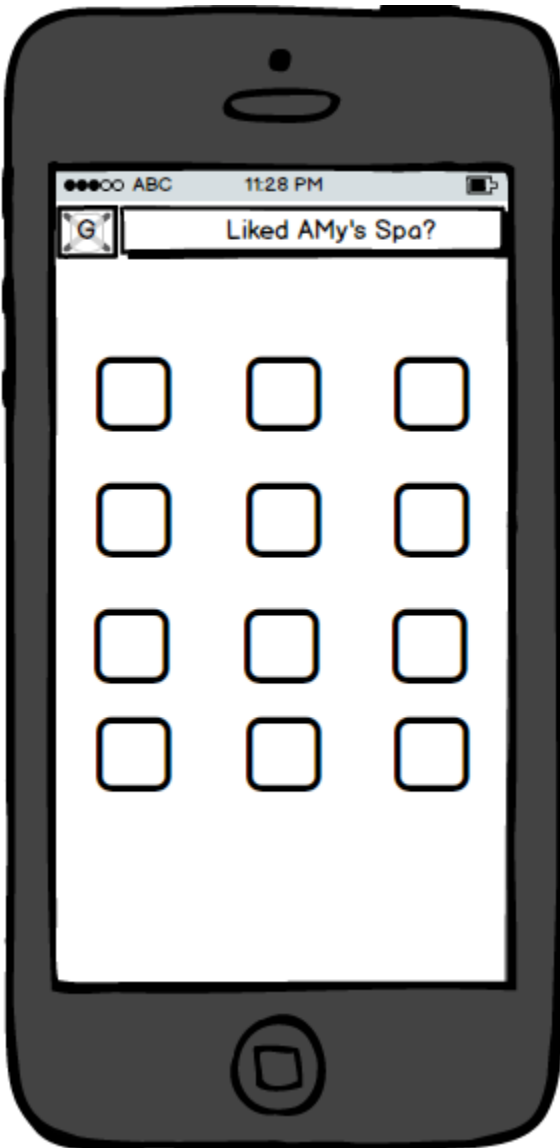
Benefits to stakeholders

- Groupon platform
 - Referral program drives more traffic to the platform. In the above flow, Sandra might be the new user to Groupon
 - Merchants get to convert Groupon users into long-time customers of the merchant
 - Merchant satisfaction improvement due to Groupon's effort to drive traffic to merchant's business
- Merchant
 - Apart from traffic from Groupon's coupons, merchant gets an opportunity to connect and target the Groupon customers and convert them into long-time customers
- Groupon users
 - Users can refer their favorite services to their friends
 - Get an opportunity to re-visit their favorite services and get special discounts

Balsamiq prototypes

Screen 1: Home screen of user mobile device

User gets notification about the recent Groupon service redeemed



Screen 2: Feedback flow

User clicks on the notification and is taken to the feedback details page



Screen 3: Referral page

Message shown to the user asking to refer a friend to the merchant

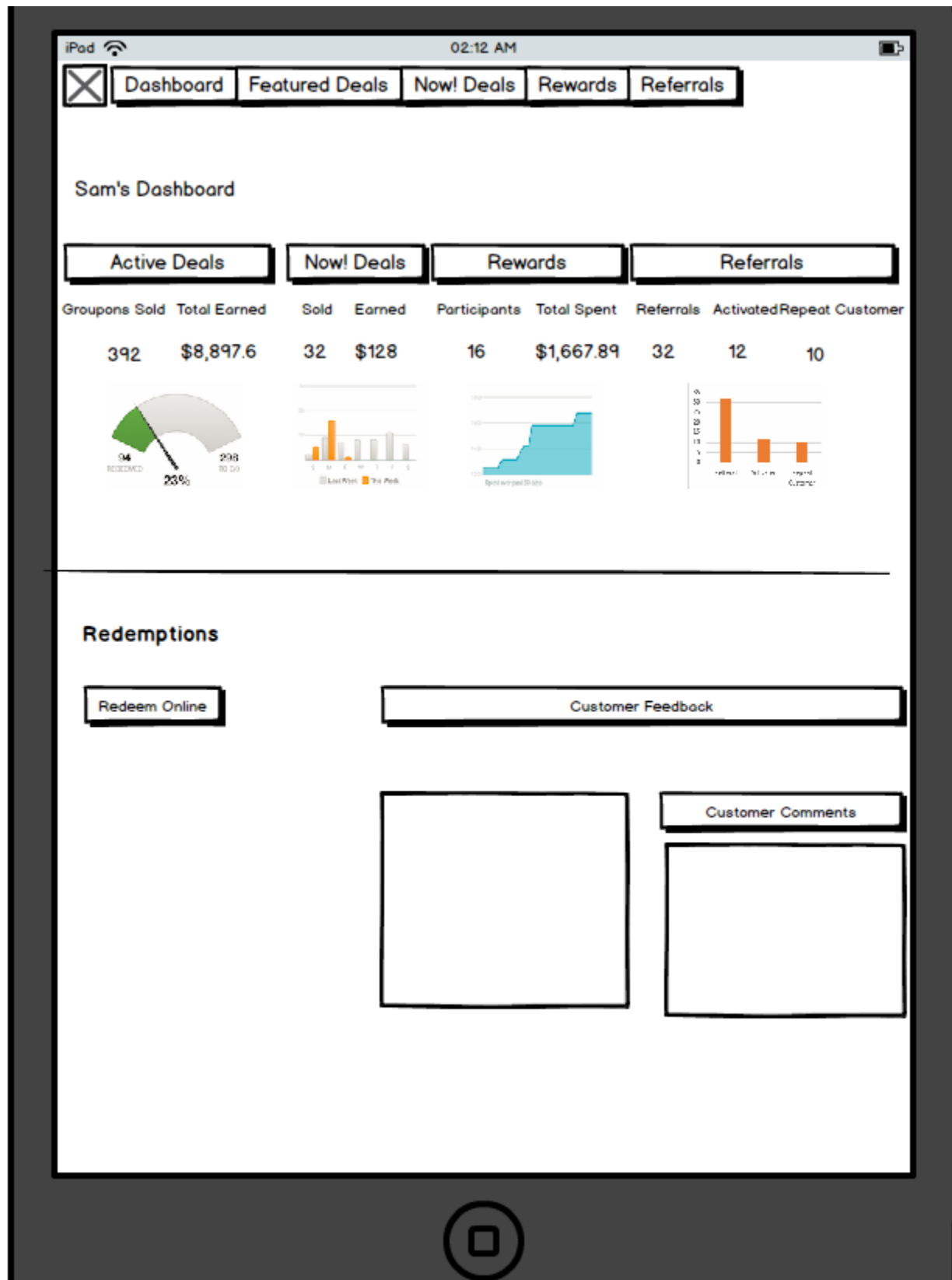


Screen 4: Post-referral page



Screen 5: Merchant's interface

Separate tab to show 'Referral' statistics for merchant



Screen 6: Merchant's interface

Detailed page showing 'Referral' statistics

