

1. Introduction

Zatara is a platform designed to connect businesses with potential customers via an interactive mobile app. The app's motto is "Eat, Drink & Save Money." It aims to benefit businesses by promoting their offers and rewards customers based on their spending habits within the app.

2. User Types & Functionalities

2.1. Customer

1. Sign-up/Login

- Upon first download, users must either log in or sign up to access the app.
- Register using email, phone number, or social media accounts.
- Password recovery feature.
- Verification via email or phone number.

2. Video introduction

- Here the video shows the customer the benefits of the app
- A short 1-2 min animation video how to use the app demo

3. Location-Based Services

- As Zatara is in its initial phase, it will operate within limited areas in London.
- Users must select their location from a dropdown list of areas where Zatara operates.
- Once Zatara expands its coverage, automatic GPS detection will be enabled to detect user location.
- Display available offers based on the selected location.

4. Offer Redemption & Tracking

- View and redeem offers from selected businesses.
- Unique animation displayed upon redemption to ensure authenticity and prevent misuse.
- The app tracks the user's spending after redeeming an offer (e.g., a free coffee).
- A counter keeps track of the user's spend. Once they reach a certain amount (e.g., £25 spend for the same business within a 30 day period), they are granted the same free item to use within 30 days expiry.
- Premium customers, those who track their spend and spend more with Zatara, get access to hot offers from businesses.
- View offers history redeemed

5. Reviews and Ratings

- Rate and review businesses after redeeming offers.
- View personal review history.

3. AI Zatara Butler Assistant Interaction

- Users can interact with the AI Zatara Butler for FAQs or guidance on using the app at any time

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7. Premium upgrade

- Customer will see hot offers in the main page
- When they click on the hot offer, it will popup to say upgrade your package to premium for

£3.50 for 12 months agreement

- Benefits are that these offers will be only from top 3* and above places

1. How do I sign up for Zatarā?

- You can sign up using your email, phone number, or social media accounts. After registration, you'll need to verify via email or phone number.

2. What areas does Zatarā cover?

- Currently, Zatarā operates within specific areas in London. You can select your location from a dropdown list in the app.

3. How do I redeem offers?

- Browse through available offers based on your location, select the one you like, and follow the in-app instructions to redeem.

4. What is the Zatarā Butler?

- The Zatarā Butler is an AI assistant that can guide you on using the app and answer any questions you might have.

5. How do I upgrade to Premium?

- Click on a hot offer, and you'll be prompted to upgrade your package to premium for a 12-month agreement at £3.50.