TAP2TIP

ROBERT GOMEZ & SUNNY EUN

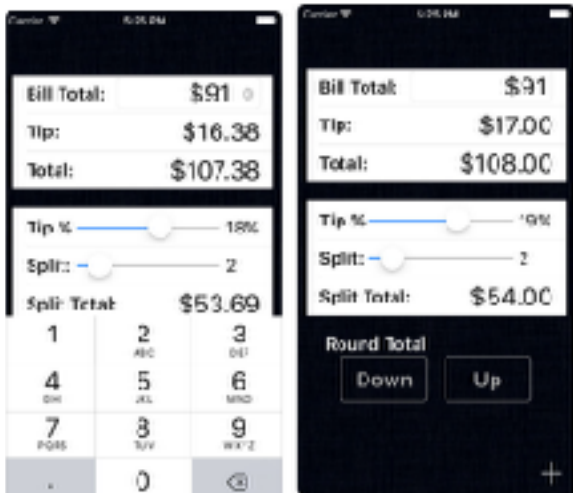
THE APP

TIPPING-BASED CALCULATOR THAT HELPS USERS DETERMINE THE APPROPRIATE TIP AMOUNT BASED ON VARIOUS FACTORS

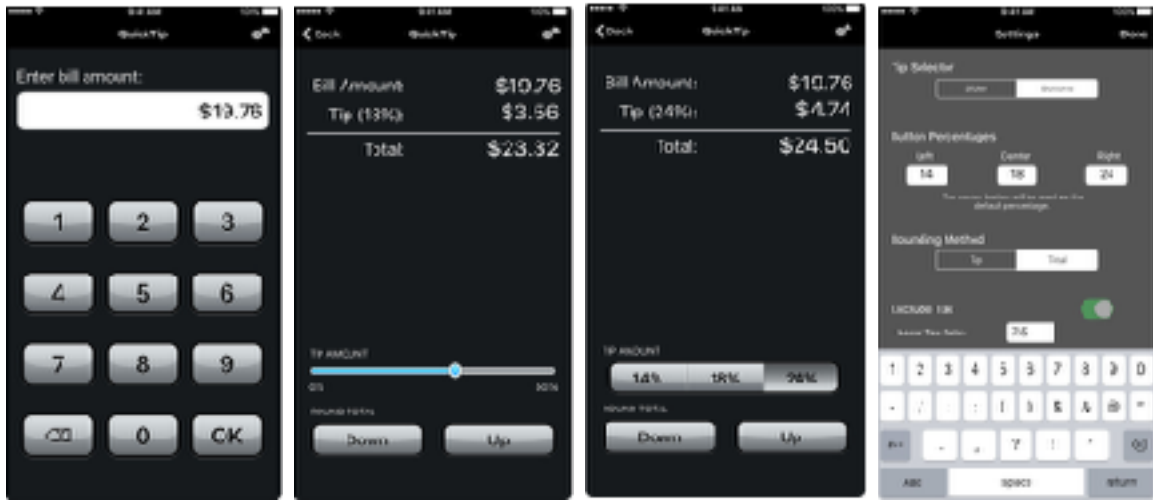
MARKET RESEARCH

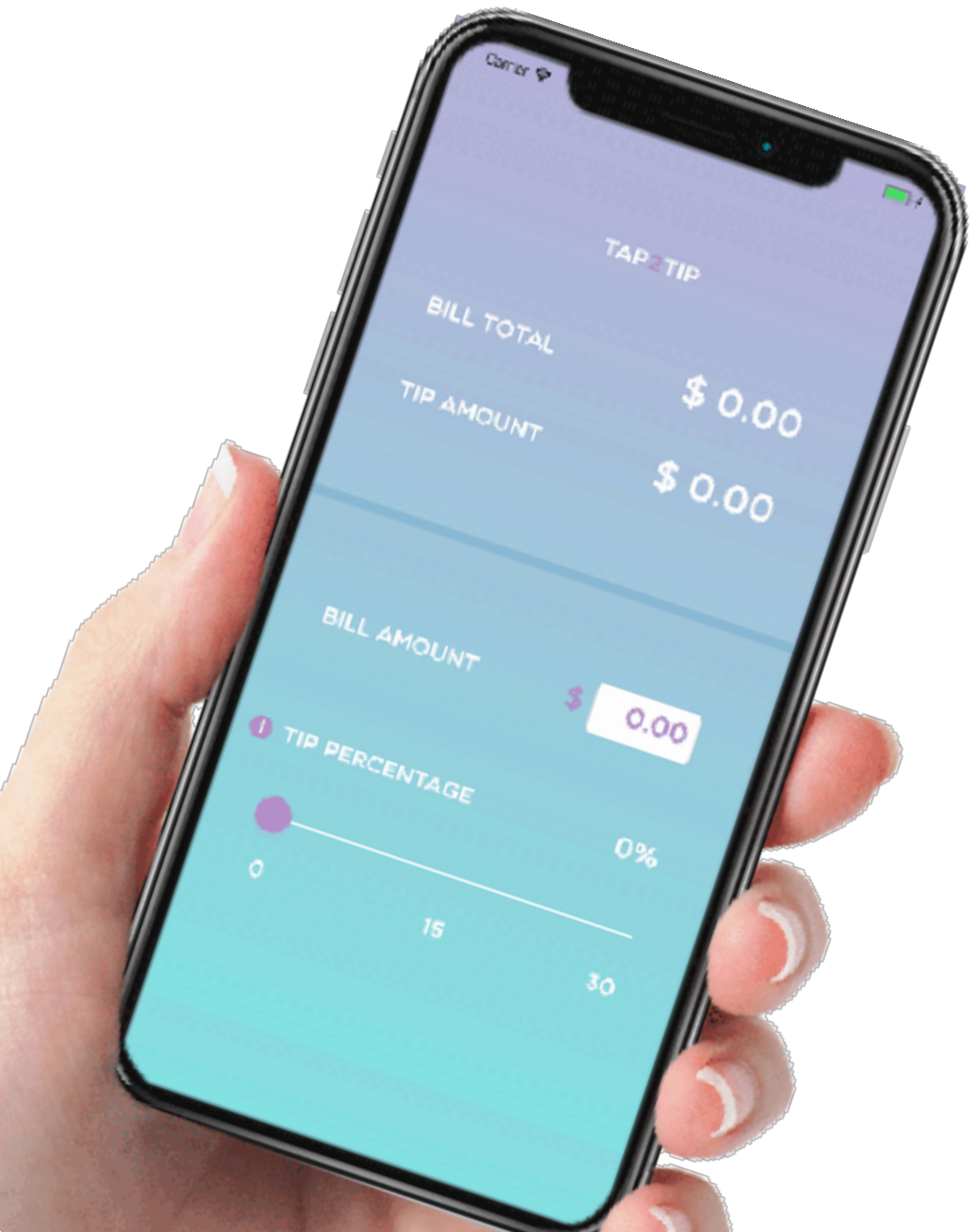
- Outdated
- Cluttered design
- Poor user interface
  - Little to no color
  - Not aesthetically pleasing
- No service-based index

TIP CALCULATOR (APP STORE)



QUICKTIP™ TIP CALCULATOR (APP STORE)



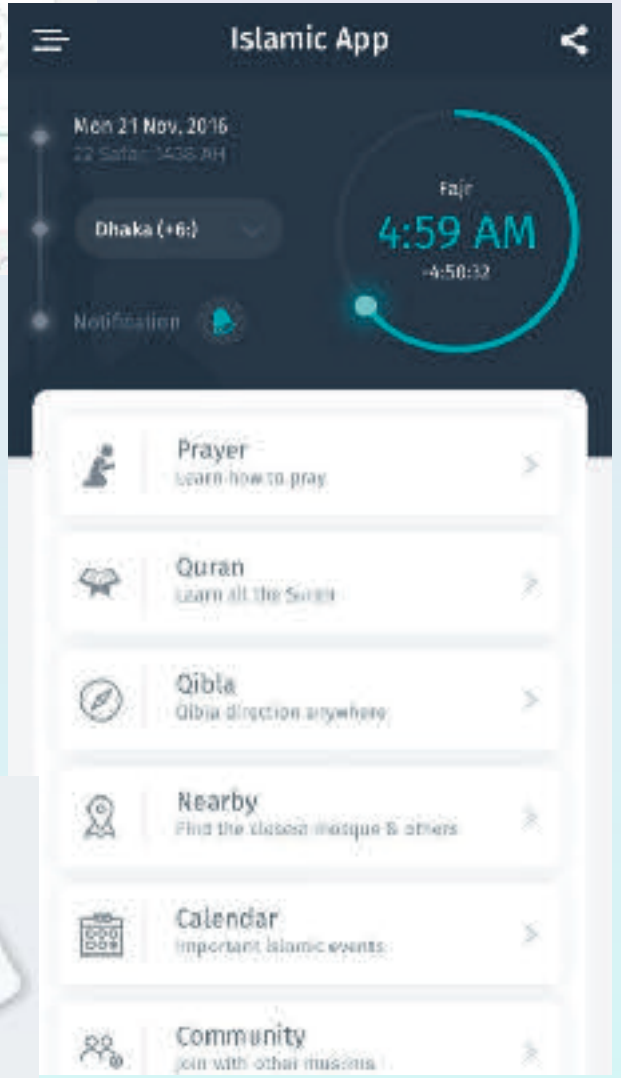


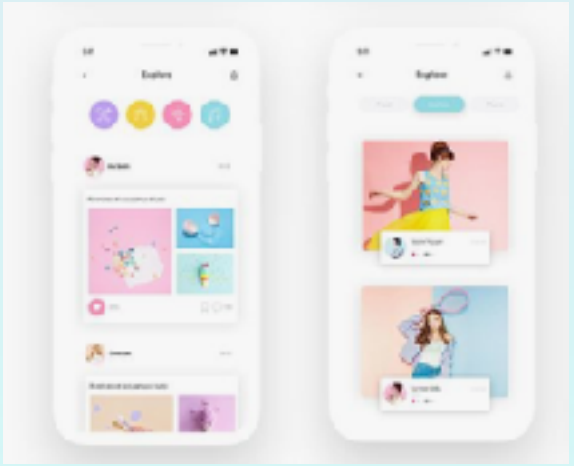
USER RESEARCH

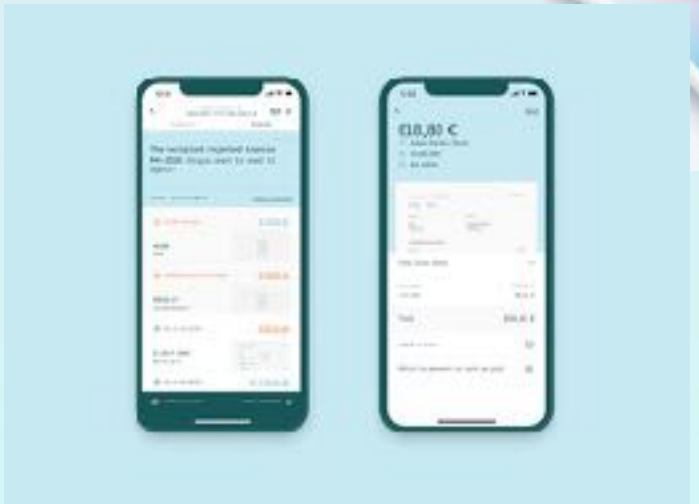
- Travelers
- First-time consumer experiences
- Social gatherings

MOOD BOARD

Trending Collections
HALLOWEEN
Inbox


Islamic App
Mon 21 Nov, 2016
Dhaka (+6:)
Fajr
4:59 AM
Notification
Prayer
Learn how to pray
Quran
Qibla
Qibla direction anywhere
Nearby
Calendar
Important Islamic events
Community





COMPETITIVE ADVANTAGE

- Service-based index that allows users to customize their tipping experience
- Tip can be calculated based on location, service and percentage
- Beneficial for travelers and social gatherers

DEVELOPMENT

- Challenges/Issues
  - Implementing service-based index for main screen
  - Hideaway scroll
  - Design
- Features Implemented
  - Service based index
- Features Postponed
  - Enable preferences selected in service-based index to auto populate in main screen
  - Build ability to split checks between multiple users
  - Add feature for users to pay within app (e.g., Apple pay)

ROADMAP

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
ENABLE PREFERENCES SELECTED IN SERVICE-BASED INDEX TO AUTO POPULATE IN MAIN SCREEN	BUILD ABILITY TO SPLIT CHECKS BETWEEN MULTIPLE USERS	ADD FEATURE FOR USERS TO PAY WITHIN APP (E.G., APPLE PAY)	INTEGRATE A RATING EXPERIENCE (E.G., YELP) ADAPTING TIPPING BEHAVIOR	OFFICIAL RELEASE

THANK YOU!

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