# Intro

ReferEngine is a service that provides an in-app customer referral program that uses Facebook to get customers to refer their friends to the app or in-app purchase. ReferEngine tracks successful referrals and rewards the customer for them. Each app can have its own reward details.

This document defines the Customer MVP for ReferEngine. The Customer MVP will have several limitations:

* Windows 8 only
* Deployed in Blu Graphing Calculator only
* English language

# Definitions

**Customer:** the app-purchasing end-user

**Developer**: the app-developer who uses ReferEngine as a service in their app

**Successful Referral**: a referral where the customer’s friend purchases the referred service

**Blu**: a shorthand for Blu Graphing Calculator

**CRP**: Customer Referral Program

# Scenarios

* John purchases Blu directly from the store. After an introduction, he is offered to participate in the CRP. He logs in to Facebook and is shown a list of his friends. He selects the friends he wants to send Blu to and sends. He could also customize the message to be sent to each friend.
* Mary downloads a free trial of Blu. After the introduction, she is told about the CRP. She can still login to Facebook and refer friends but will only get rewarded once she purchases the app.

# Detailed Specs

## Landing Page

The landing page is the screen that is first shown to the customer that offers them to participate in the referral program.

The landing page should load entirely from ReferEngine.com inside an iFrame. This enables us to react quickly to design changes and experiment more freely with different variations.

Components:

* Headline
* Short explanation text
* Three action buttons:
  + Login to Facebook
  + Remind Me Later
  + No. Don’t ask me again.
* Link to privacy settings
* Link to ReferEngine to know more

## Friend Selection Page

This is the page that is shown to the customer after they login to Facebook.

Open Issue: What is the order of the friends listed here?

Components:

* Text asking user to select friends
* A grid of friends with name/picture
* Next button

## Submit Page

This is the final step. The customer will be shown a default message to be posted on the friends’ timeline. They can modify the general message and they can modify it per friend.

Components:

* Instructions text
* Textarea showing the default message. Labeled as “Message to be sent to all friends”
* “Customize Message” button
* A vertical list of all the friends selected in the previous step. Every friend has picture/name and a button “Customize message for FIRST\_NAME”
* A submit button

## Thank you page

This is shown after the customer successfully submits the friend referrals.

Components:

* Headline
* Thank you text
* “What’s next” section that explains how the program will detect referrals and awards

## Settings Link

We will create a link in the Settings menu that the customer can use to access the CRP.

# Metrics

# Performance

# Security