# 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.

# Route Map

## ReferEngine.com

Main website. Browser only. Targeted at developers.

Links to ReferEngine Facebook app for customers.

## /about

## /contact

## /pricing

## /download

## /docs

## /fb

* Main page for ReferEngine Facebook app.
* Explains what ReferEngine is and lists all available apps by platform

### /fb/app/{id}

* App-Page in the ReferEngine Facebook app
* Contains:
  + Icon image
  + Title
  + Headline
  + Description
  + Call to action
  + App Store Link
  + Video (optional)
  + Screenshots
  + Facebook app/page link

### /fb/m

* Main page for ReferEngine Facebook App on Mobile Devices

### /fb/m/app/{id}

* App-Page in REFB for Mobile
* Same contents as the non-mobile version

## /dev

* Login or register new. All in this page.

### /dev/new

* New developer sign-up
* Has no view

### /dev/details/{id}

* Developer information
* Authenticated dev only

### /dev/edit/{id}

* Edit developer info
* Authenticated Dev only

### /dev/apps/{id}

* List of apps by this dev
* Authenticated dev only

## /app

* Auth
  + Redirect to /dev/apps/{id}
* Not Auth
  + Redirect to /dev

### /app/create

* Auth
  + Create new app form
* Not Auth
  + Redirect to /dev

### /app/edit/{id}

### /app/details/{id}

## /refer

* Shows up within registered apps

### /refer/win8

* Redirects to home

#### /refer/win8/intro/{id}

* Introduces the user to the app-referral program
* Prompts to login using Facebook
* Mentions that if logged in, a “refer” action will be posted
* 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

#### /refer/win8/friends/{id}

* 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

#### /refer/win8/thankyou/{id}

* 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

# Detailed Specs

## Settings Link

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

# Metrics

# Performance

# Security