

THE LOBBY

Project brief

Introduction

The Lobby is a 900 m² marketplace located in Stockholm's hottest shopping district that is managed by AMF Fastigheter. It has two floors that holds about 20 tenants. Except for a restaurant and a café, all the tenants will have short-term leases making this marketplace very much alive. Also there will be a lot of events like fashion shows and concerts. Leeroy will provide the POS solution for The Lobby (one stationary POS and one mobile POS), Digital Signage, beacons, and a B2C App for The Lobby's consumers. POS, Digital Signage, and The Lobby App communicates with Leeroy's cloud backend called Leeroy Engine. The tenants and also AMF who are responsible for The Lobby will manage everything from adding products to monitoring sales in Leeroy's SaaS called Ticker. Another company called Surfboard will build the onboarding portal through which the tenants can enroll in The Lobby and Mobiento will create the graphical design for The Lobby App as well as interactive features to be part of the app, like the ability to control digital art by moving your phone.

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1. The Lobby App

Functionality Leeroy shall support in version 1.0

1.1 – Payment with app in-store



1) Customer downloads the app and can see all the available offers in The Lobby



2) Customer chooses one or more products from the same retailer or different retailer shops



3) Customer finds the closest Staff and says that she would like to pay. Staff can either perform the entire purchase on the spot (this scenario) or the customer will be referred to the Concierge Desk (next scenario)



4) Staff will detach alarm and scan the products' EAN codes with the MPOS app in her Android smartphone



5) Staff will scan the unique QR code available in the customer's app and thus the transaction will be connected to the right app and customer



6) Now the MPOS knows who the customer is which means that in future versions of the MPOS we can show a detailed Customer profile with personal info, transaction history, and upsale suggestions based on machine-learning



7) The customer can now preview the order in the app before she proceeds to payment. A good place to doublecheck that she got the correct discounts



8) The customer pays the order with the payment method of choice. In version 1.0 we will only support payment with Credit card



9) Staff sees in her MPOS app that the purchase was completed. The customer receives a digital receipt in her app

1.2 – Payment with app at Concierge desk



1) Customer downloads the app and can see all the available offers in The Lobby



2) Customer chooses one or more products from the same retailer or different retailer shops



3) Customer finds the closest Staff and says that she would like to pay. Staff refers the customer to the central Concierge Desk



4) Customer goes to the Concierge desk and leaves her products at the first "station" where the alarms are detached



5) Concierge Staff detaches alarm and scans all the EAN codes



6) The customer scans her unique QR code in the QR scanner on the Concierge desk



7) Customer can now preview the order in her app



8) The customer pays the order with the Credit card she has input into the app



9) Concierge Staff in the "stations" Payment and Checkout sees that the order has been paid



10) Concierge Staff packages the products and gives it to the Customer who gets a digital receipt in the app

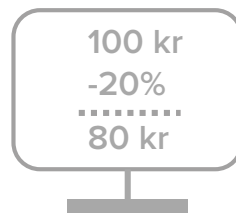
1.3 – Payment with the app in the Café



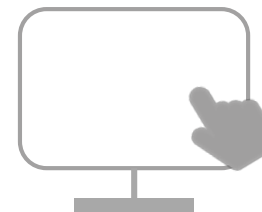
0. Customer has Bluetooth ON and is paired with the right POS. Transaction is initiated



1. Staff identifies the consumer with the profile photo that appears on the POS when pairing is complete



2. Customer sees the order and potential discounts on the forward-facing POS screen



3. Customer approves the purchase by Swipe or PIN code



4. Customer receives a digital receipt in her app

Features in the App – Version 1.0

1. Safe registration and connection of payment method in the app
2. Payment according to scenarios 1.1, 1.2, 1.3
3. My personal settings including ability to add profile photo
 1. Increased security with optional PIN code
 2. Possibility for photo and nickname
 3. Push settings
4. End User License Agreement
5. Offers through push notifications – broadcasted or from rules setup in Ticker
 1. Example: Purchase of one coffee before noon gives 50% on a coffee bought in the afternoon
6. Logging behavioral data to create The Lobby loyalty program later on
7. Startpage flow of offers, gifts, information like upcoming events, news
8. Give a gift to a friend or invite a friend
9. Brands (current, upcoming, past) including URL to Brand e-com site to be able to track conversion-rate
10. FAQ / About The Lobby

App Backlog for 1.1

1. Control digital screens by moving your phone
2. Social / interactive functionality
3. Contact The Lobby
4. Search (brands, events)
5. Practical info (i.e. Instructions for disabled visitors, tourists, toilets and nurseries, etc.)
6. Payment with Swish
7. Payment with Klarna
8. Consumer scans the products herself with the app
9. Products (current, upcoming, past)
10. Search for products
11. The Lobby Map
12. The Lobby SDK (AR, LinkRay)
13. Co-creation
14. Order alcohol at the restaurant with the app
15. Generate unique Promo codes via Ticker that become available in the app
16. Surveys

2. The Lobby POS

Functionality & hardware that Leeroy shall provide in version 1.0

Leeroy POS version 1.0 for The Lobby

1. Traditional POS on the cashier desk
2. Mobile POS (Android smartphone or Android tablet)
3. Bluetooth pairing for smooth payments in the Café
4. Mobile payments and digital receipt available in The Lobby App
5. Support card payments that generate paper receipts
6. Support to generate digital receipt in app on physical card payments
7. Card terminals
8. Receipt printers
9. Central POS server with connected Control unit

2. The Lobby POS

Payment scenarios Leeroy shall support in version 1.0

2.1 – Payment with card in-store



1) Customer picks one or several products in the sam shop



2) Customer chooses to pay with her physical credit card



3) Customer finds the next available Staff and says she wants to pay



4) Staff detaches alarm tags and scans the EAN barcode with her MPOS app



5) Customer makes one card purchase for all products



6) Staff asks Customer if she wants a digital receipt and earn loyalty points with her purchase by downloading the app



7) Customer downloads The Lobby App



8) Staff scans the unique QR code in the Customer's app to connect order to app



9) Customer gets her digital receipt in the app and earns loyalty points

2.2 – Payment with card in Concierge desk



1) Customer chooses one or more products from the same retailer or different retailer shops



2) Customer chooses to pay with her physical credit card



3) Customer finds the next available Staff and says she wants to pay



4) Customer goes to the Concierge desk and leaves her products at the first "station" where the alarms are detached



5) Concierge Staff detaches alarm and scans all the EAN codes



6) For each product that is scanned the Staff in the Payment station will get info on what product and which tenant



7) Customer downloads The Lobby App



8) Staff asks Customer if she wants a digital receipt and earn loyalty points with her purchase by downloading the app



9) Customer downloads app and scans the QR code. Order is connected to app user and the customer gets her digital receipt and loyalty points in the app

3. Ticker for The Lobby

Functionality in version 1.0

Version 1.0

1. Product Information Management (PIM)
2. CMS & Marketing Engine (Create, target and follow-up communication to The Lobby App and Digital Signage)
 1. Information, i.e. events, products, strengthening brand
 2. Offers (personalized and broadcast)
3. Share of Voice algorithm
4. Collect behavioral B2C data for a future loyalty program
5. CRM including transactional data
6. Follow-up campaigns
7. Follow-up sales
8. Show commission sales in sales reports
9. Different levels of user permissions and roles
10. Create and send a B2C gift
11. FAQ / About The Lobby

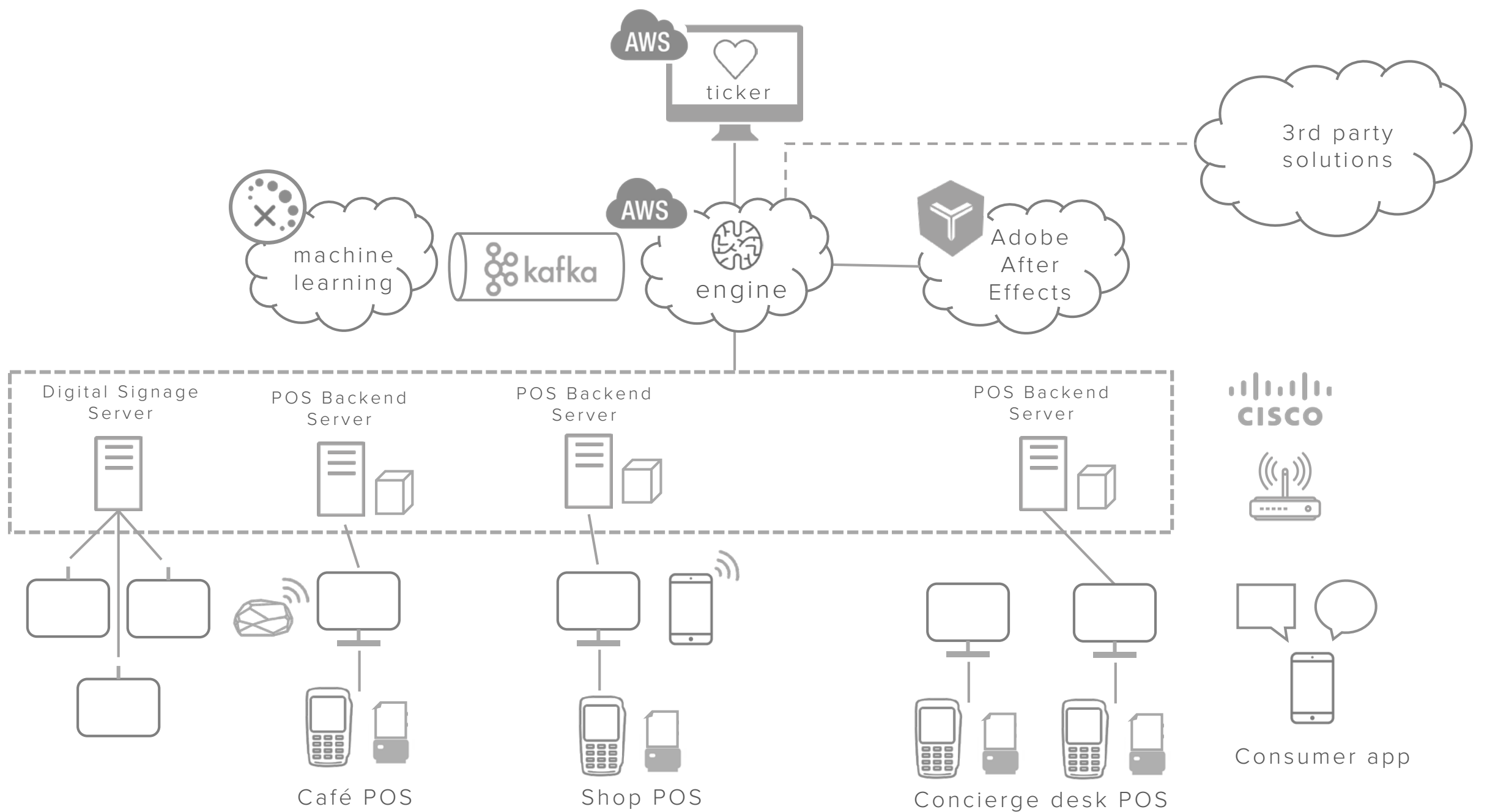
4. Digital Signage for The Lobby

Functionality Leeroy shall provide in version 1.0

1.0

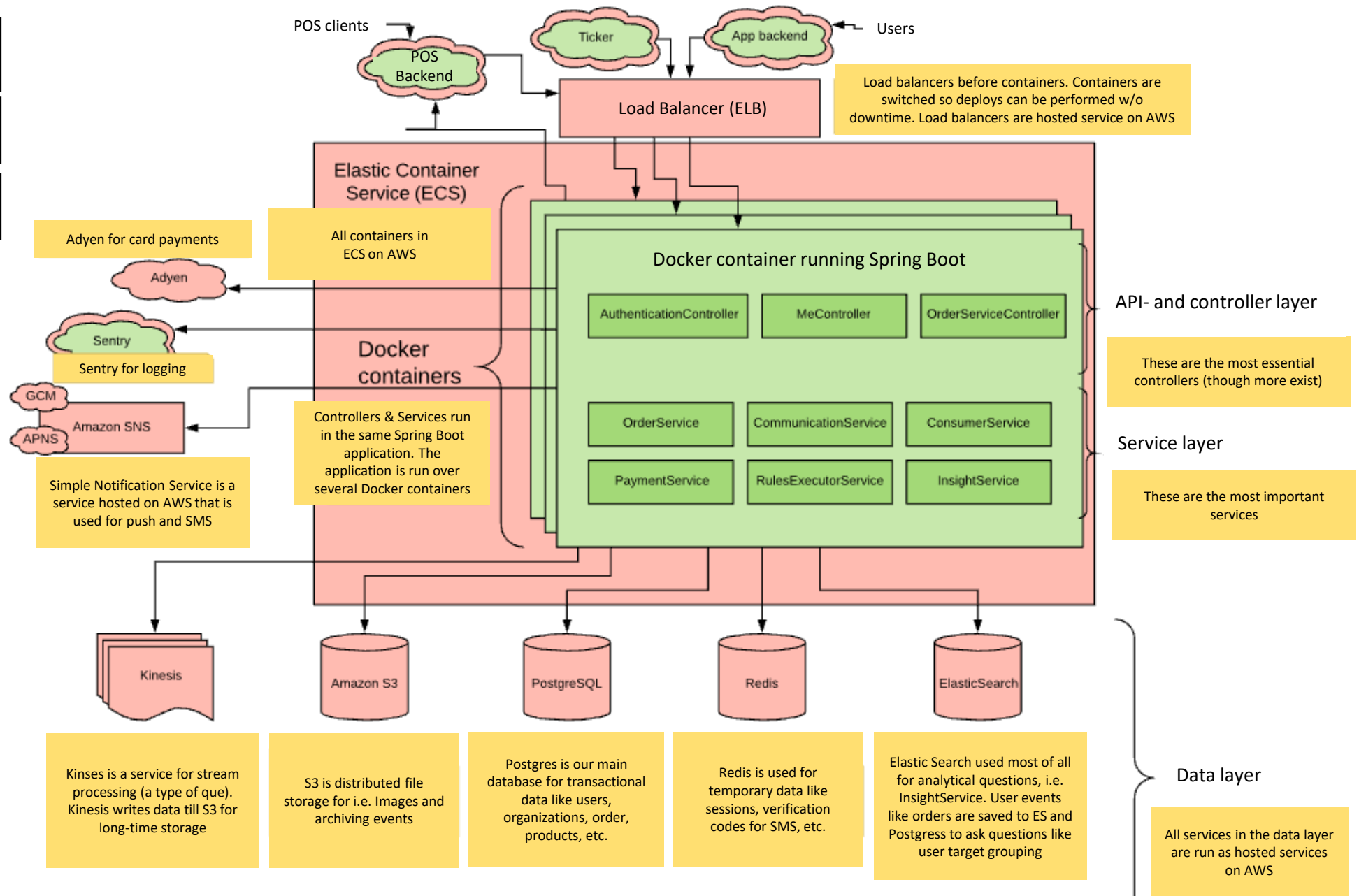
1. Central Digital Signage server to handle communication with Ticker and distribution of content, playlists, Share of Voice, etc.
2. Media player for each screen to enable targeting communication to individual screens or groups of screens through Ticker.
3. For AMF:
 1. Add and group all Digital Signage screens in The Lobby
 2. Create and manage users and roles
 3. Create, target, preview and follow-up campaigns
 4. Campaigns as video or single image
 5. Plan and schedule campaigns
 6. Run parallel campaigns at once
 7. Manage uploaded media
4. For AMF and tenants
 1. Follow-up campaigns
 2. Upload media (images and videos)
 3. See Share of Voice reports

5. Overall architecture

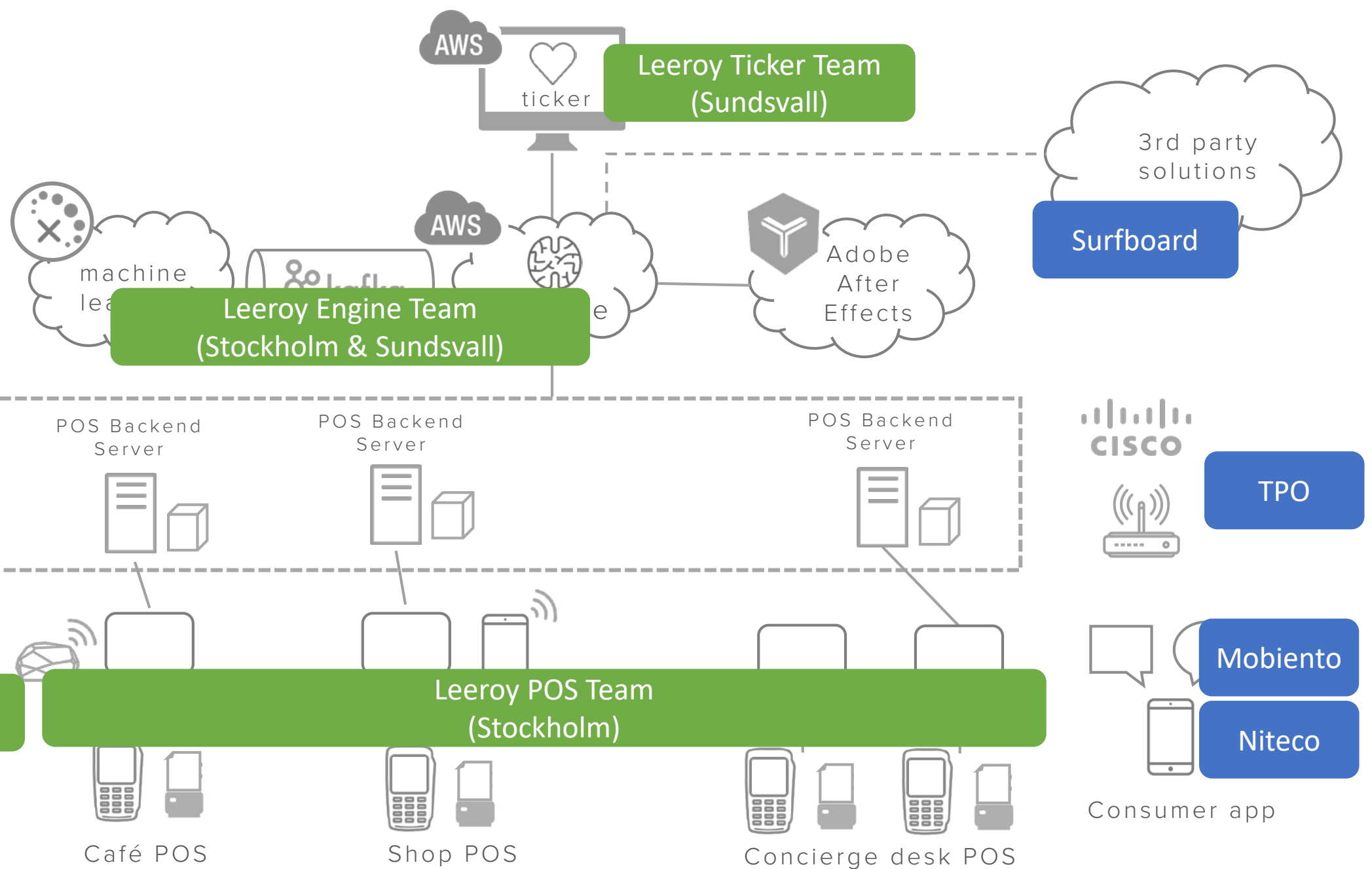


6. Leeroy Engine (our cloud backend)

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|-------------------------------------|
| Developed and/or operated by Leeroy |
| Hosted services |
| Comments |



7. Project organization

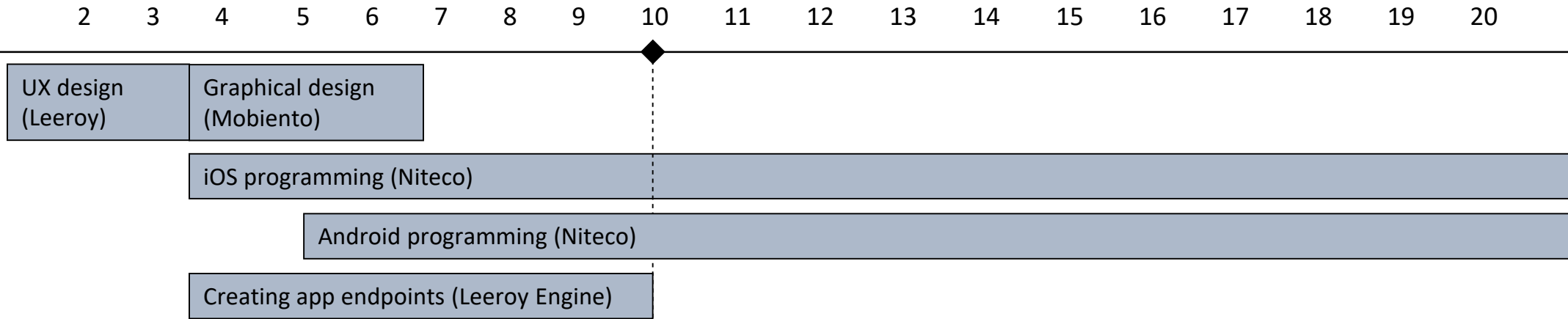


Key personnel

- AMF Fastigheter (Client) – Åsa Heurlin [project leader]
- Surfboard Innovations (Partner) – Christopher Lindfeldt
- Mattias Hamouchi (Project Lead, Leeroy)
- Per Nord (Project owner, Leeroy)
- Magnus Myrholm (Tech Lead, Leeroy Engine)
- Mikaela Frisk (Digital strategist, Leeroy)
- Anders Härén (CTO, Leeroy)
- Martin Lundberg & Stina Westberg (Advisors on app programming & UX design, Leeroy)
- Nam Khuc (single point of contact for Niteco's app development)
- TPO (Infrastructure partner)
- Mobient (Graphical design for apps & innovative SDK like controlling big screens w. app)

8. Rough timeplan

The Lobby App



Preliminary Go-Live date 2018-03-02