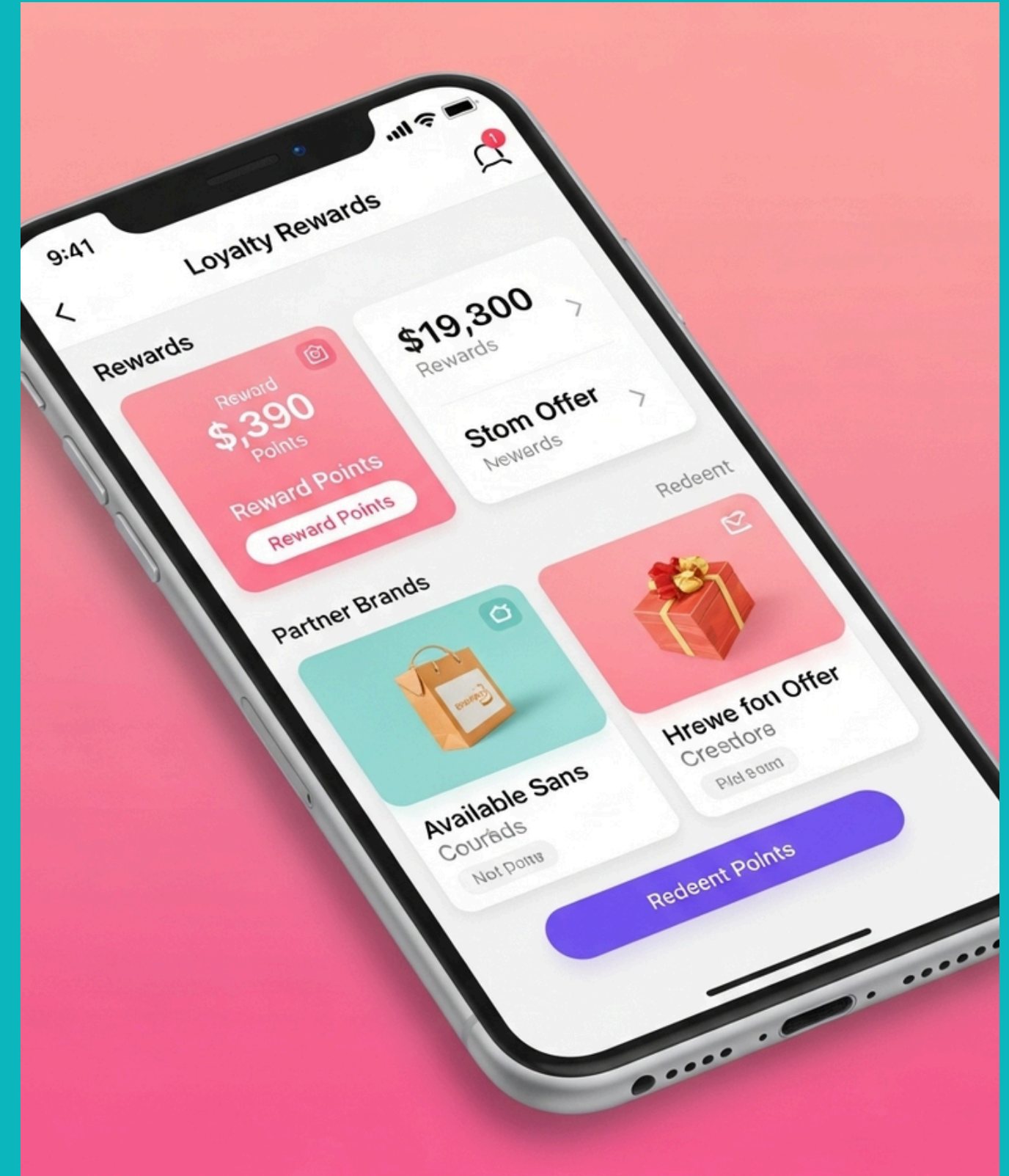# LoyalLink

Your Fun & Friendly Loyalty Rewards App

Power Learn Project

Problem:

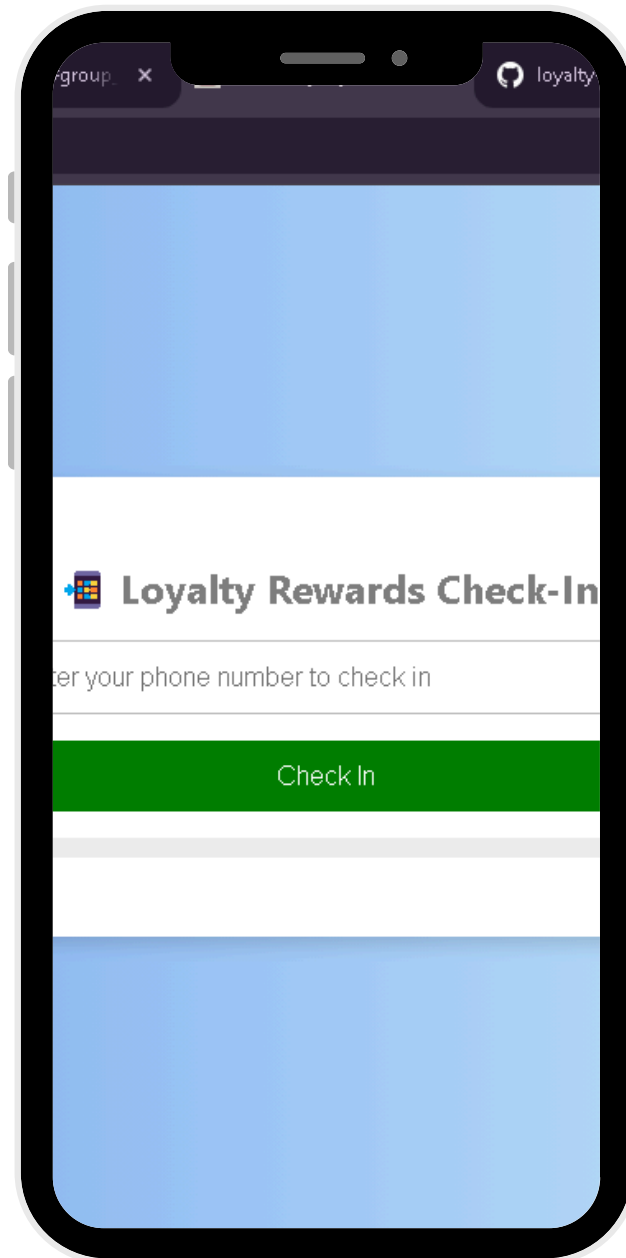Local businesses lack systems to retain loyal customers.
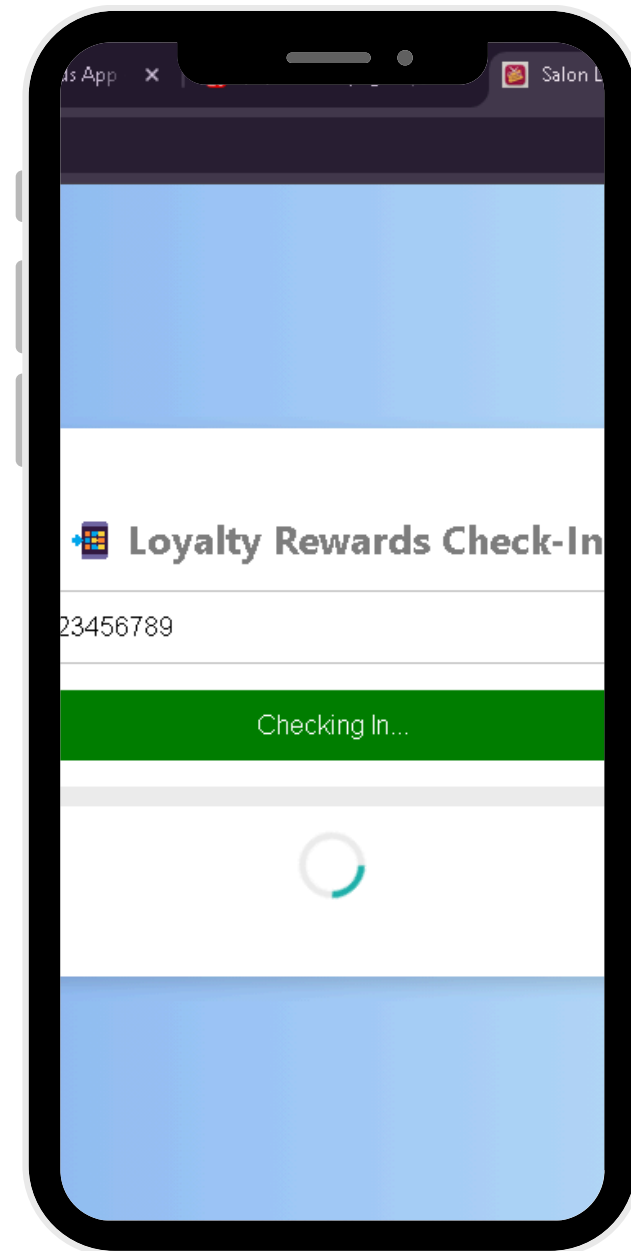
Solution:

- The app we've created is a simple, cloud-based loyalty rewards system for small businesses.
- Customers check in with their phone number, and businesses can easily track visits and reward loyalty.

Product

Input Phone number

Now loading

1. Customer enters their phone number at checkout.
2. The system logs the visit and tracks rewards.
3. Customers receive rewards after a set number of visits.

Live Demo;
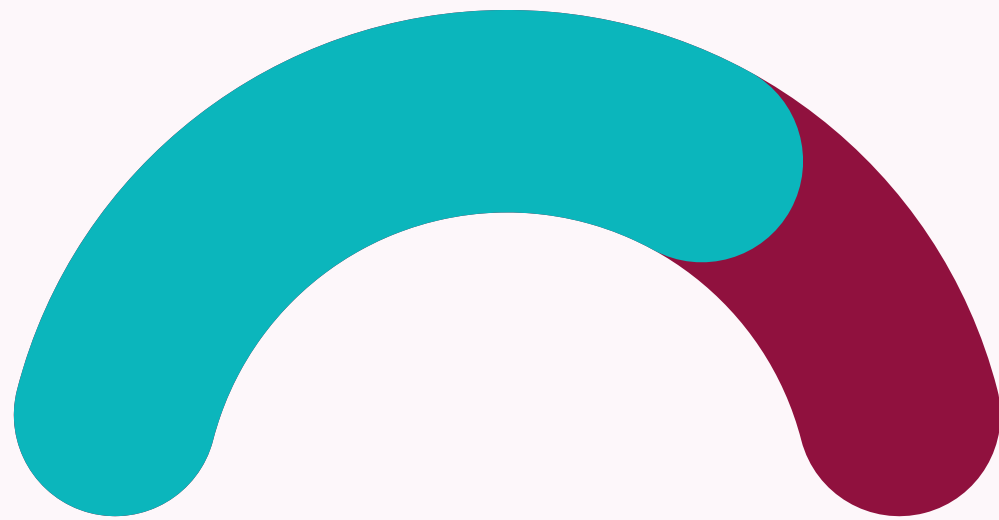Loyalty-Rewards-App

Target Market

Local Salon and barbershops;

30-40%

Of young adults look for trendy hairstyles hence they are of high demand.

Eateries;

30-40%

Of young adults between 13-25 years look for trendy, social dining experiences like cafes.
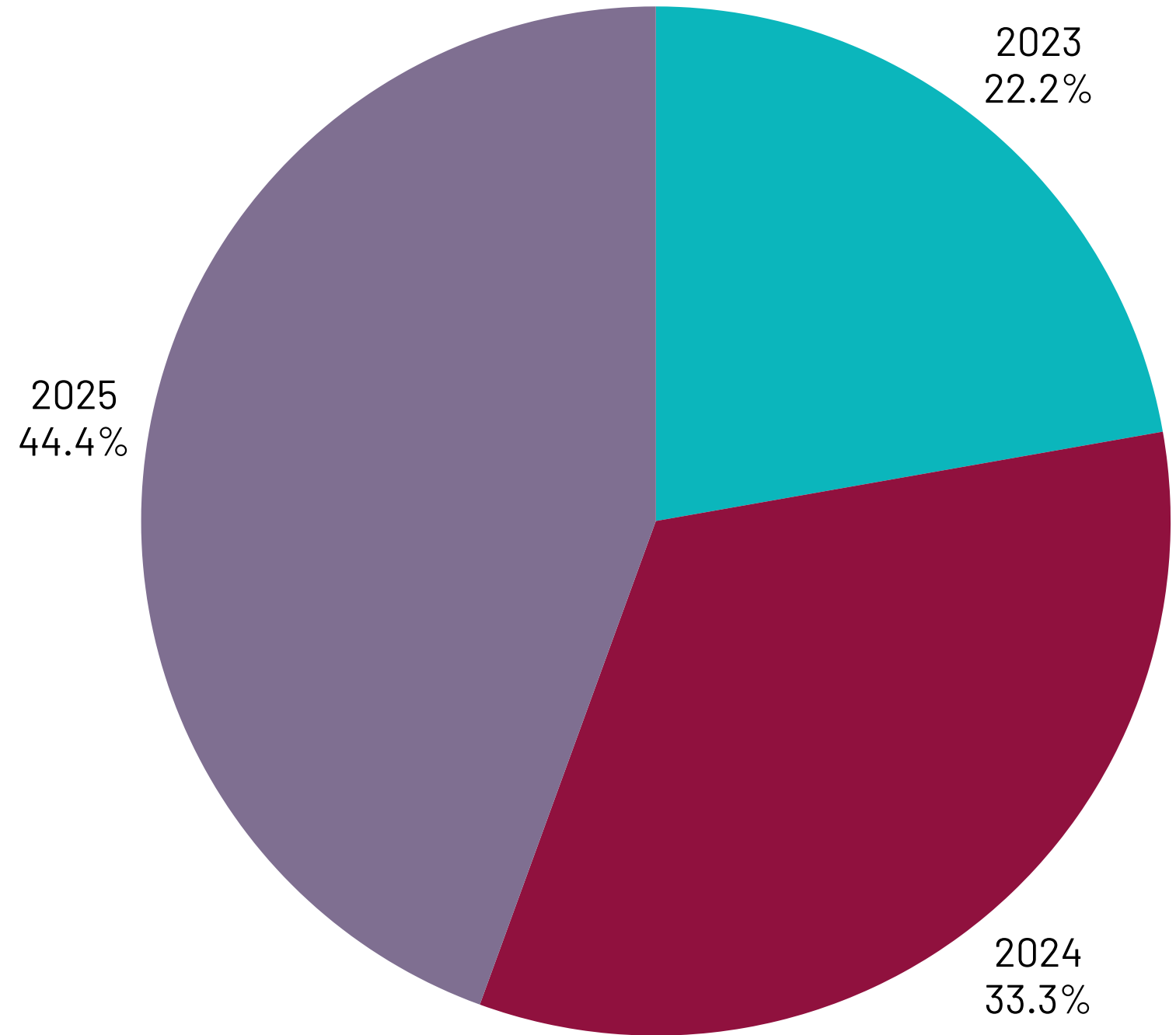
Market Size
in Ruiru, Kenya

In 2023 population - 445,000

In 2024 population - 465,000

In 2025 population - 485,000

Therefore;
2024/2025 - 470,000 as a working
population figure
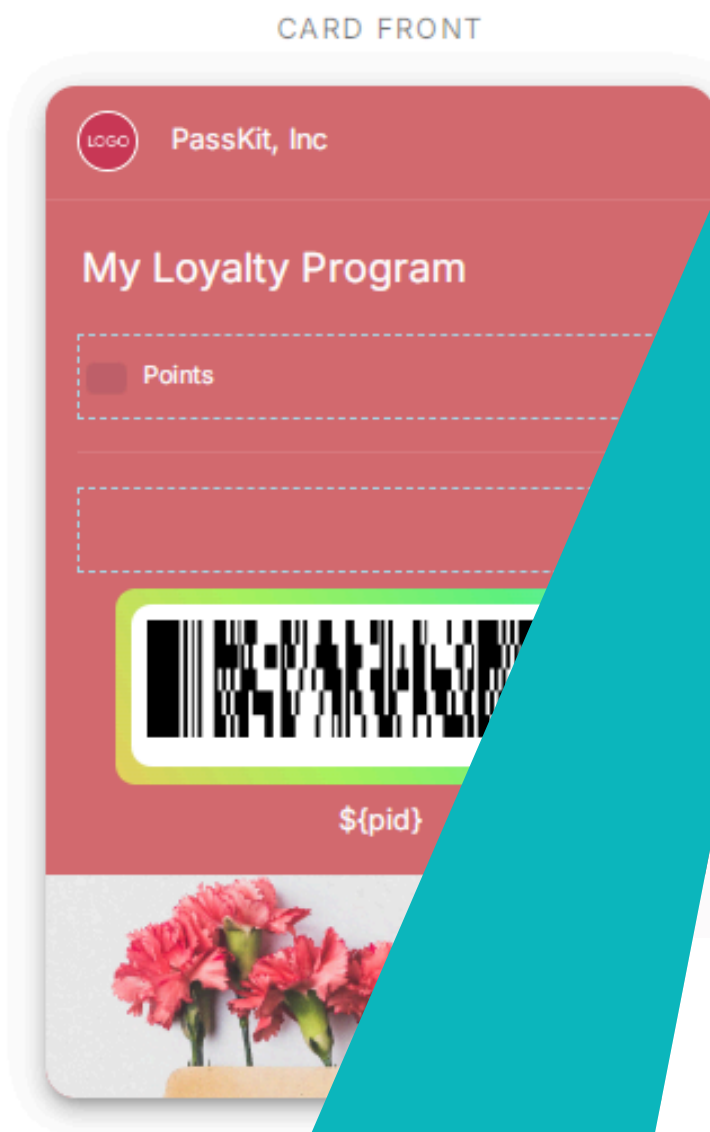
2023
22.2%

2025
44.4%

2024
33.3%

Competitors

PassKit

They are the leading mobile wallet service provider.

With PassKit, you can create, manage and distribute digital loyalty cards, coupons, e-gift cards, and digital tickets compatible with Apple and Google Wallets.

PassKit's user-friendly interface makes it easy for anyone, even without coding or design experience.
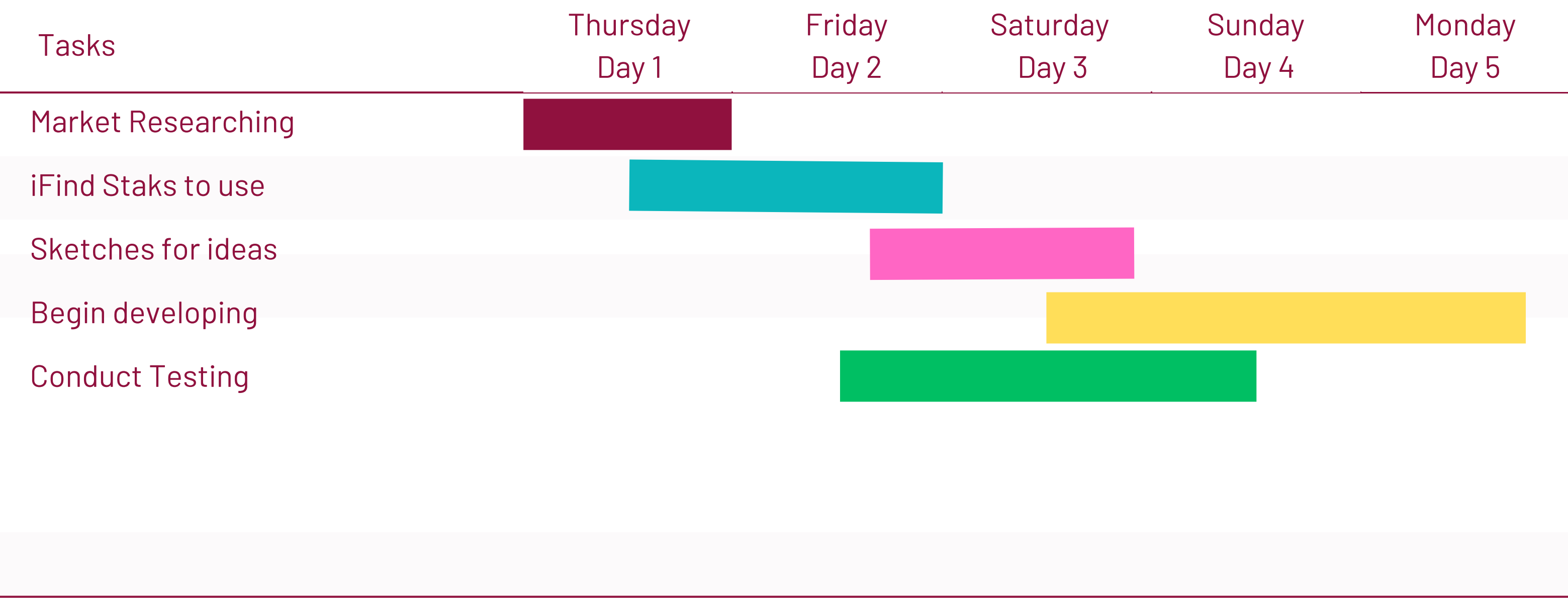
Competitive Advantage

Can be accessed any day for free by he customers in the businesses

Project Traction

Tasks	Thursday Day 1	Friday Day 2	Saturday Day 3	Sunday Day 4	Monday Day 5
Market Researching	████				
iFind Staks to use		████			
Sketches for ideas			████		
Begin developing				████	████
Conduct Testing			████		

Go To Market

- Promote the app on social media like Instagram, Facebook or TikTok and even use of flyers.
- Train the staffs on how the app works in order for them to mention it to the customers.
- Promote free WI-FI to the users to download the page.

Social Impact

- Enable businesses to embrace technologies by using this app.
- Enable customers to visit frequently.
- Local campaigns to promote the businesses having the app as a bonus.

Team Members

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Developer

NATALIA
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developer

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