Project Name: UniMemo -- Your Time Saver

Problem:

Lives seem to be convenient today. In Hong Kong, we have excellent transportation systems which take us to almost all the destinations. We have a dense population which comes along with shops and restaurants everywhere to satisfy our needs. However, the well-developed transportation network and 24-hour restaurants do not fulfil our needs when we are in a rush but forgot to buy something we had promised to bring our friends. They cannot help us if we need to stay at HKBU for the whole day while we want to eat some snacks which can only be bought in Muji at Festival Walk. Moreover, we need to pay for the delivery fee or have minimum purchase when we order takeaways or when we shop online.

UniMemo aims to be a platform which helps people to solve the above problems. We want to help people to save time, create value and connect the community. We believe what is saved is what is earned.

> **Demand:** We lack a flexible shopping solution which allows us to receives commodities with the least restrictions.
> e.g. If we forgot to buy something when we bypass the shop, we need to spend extra time to return to the shop.
>
> **Supply:** People ignored or did not realize they can give others a helping hand without spending extra time.
> e.g. Help someone to buy a hamburger when they are buying chicken nuggets.

Solution:

UniMemo is a social platform which allows people to help each other shop in passing.

An offerer is someone who wants to buy something and posts a Memo on UniMemo to see if anyone would like to accept the offer and help him/her buy the things in passing. UniMemo will notify users who are traveling on streets/planning to move from one place to another given their routes will bypass i)the shops where the requested commodities can be bought and ii)where the offeror is located. People who accept the Memo will become an offeree. After settlement, the offeree can get 10% of price of the commodities as commission. By doing this, offerers can save lots of time and break restrictions when they want to shop without going to the shops themselves, while offerees can help others in passing and earn a little profit without spending extra time.

Business Potential:

- According to the Census and Statistics Department, the number of Hong Kong citizens aged 15 and above who had used online purchasing service for personal matters is 2.22 million (Jun-Sep 2018).
- Hong Kong has a dense population. Therefore, we have high chance to share same routes with others and bypass each other in daily lives.

UniMemo -- Your Time Saver

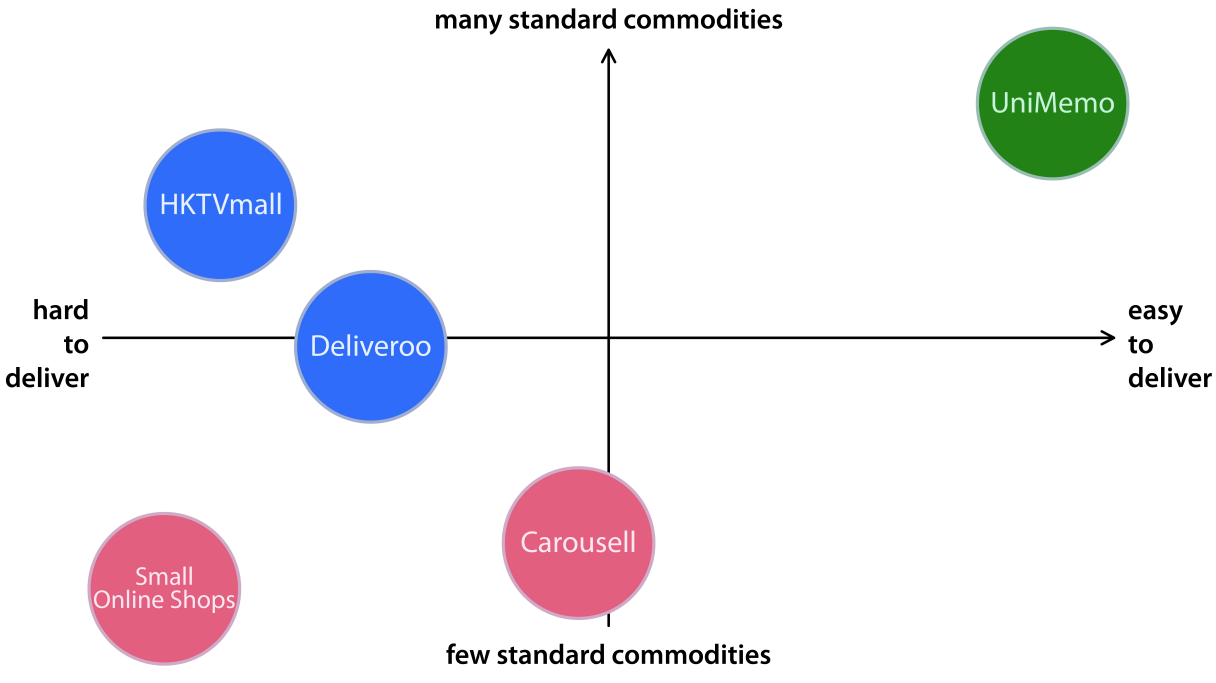
To Be Simple

Take 10 % of price of commodity as commission，purchase & settle in passing.

Components of a Memo

- Deposit
- Shopping List
- Place & time for settlement

#	Key Support		Functions
1	Online Payment Platform		Build trust. Peace of mind for advance payments.
2	Retail Merchant Partners		Protect interests. Make every purchase reliable and refundable.
3	Mobile App	Two-way Evaluation	Value opinions. Record and follow up low-rated interactions.
		Anonymous Communication	Respect privacy. Ensure personal information stays private.
		Roadshow Algorithm	Connect convenience. Search for related Memo on your way.



Details

Components of a Memo

As an offerer, offer 10 % of price of the commodity as commission to let an offeree shop for you. Steps are as follows:

1. Search keywords of the commodity.

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   Each item of commodity in the search results contains a product name, a picture and a bar code. You can use them to further confirm which item you want to buy.
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2. Confirm the items and the number of items you want to buy.

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   The system can gather the price of a commodity sold in different shops (Shopping Points). You can adjust the price according to your budget, region or rating given to those Shopping Points. The more the Shoping Points selling that commodity, the higher the chance the Memo will be read.
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3. Confirm the place and time for settlement.
4. Pay the deposit.

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   The system will derive the highest selling price of the commodity sold in differnt Shopping Points as the deposit. 10 % of price of the commodity will be added up as the reward given to the offeree. During settlement, the deposit will be used to pay for the commodity which has been confirmed by the store of Shopping Point and has been accepted by an offeree. Balance (if there is any) will be returned to the digital wallet owned by the offerer. If you cannot pay the deposit, the Memo will not be posted.
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5. Post the Memo. If it is accepted by an offeree, follow the specified place and time to settle the transaction.

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   If you want to cancel a Memo which has not been accepted by an offeree, the deposit paid in advance will be fully returned. Otherwise, the price paid in advance for the commodity will be returned to the offerer while the remaining deposit, which is the reward of 10 % of the price, will be given to the offeree as a compensation.
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An offeree will be given 10 % of price of commodity as reward when helping the offerer to purchase in passing. Simple steps are as follows:

1. Input the destination you are heading to.

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   The system will search for the shortest route and provide Starting Points,
   Destinations and Shopping Points along it. You can choose relevant route
   according to your own time arrangement.
   ```

2. Choose the route and confirm the commodity which you can help others to buy in passing.
3. Follow the instructions to buy in passing and finish the settlement.

Components of Memo in details：

Deposit

Deposit is the amount of money paid by an offerer before sending out the Memo. It is used to pay for the commodity and reward for the offeree. The offeree can only secure the deposit after accepting the order to help the offerer to buy the commodity in passing. During settlement, the offerer reserves the right to decide whether to pay for the commodity if it is not in its intact form, e.g. the package is opened or damaged. The offeree does not need to give the commodity to the offerer if the offerer does not pay.

Shopping List

A shopping list consists of items of commodity. Items of commodity state clearly the name, picture, barcode, shopping point, price and number of items. Potential bypassers will only receive posts of Memo when their originally planned route and shopping points are approximate.

Potential offerees can choose the type of commodity and the number of it accroding to their own interest. By confirming the commodity and number of items they are willing to help the offerer to buy, they become a offeree. offerees should show a barcode to the cashier when they pay. The cashier will scan the barcode and check whether the commodity and number of items are correct. After checking, the offeree can pay and the cashier will put the items into a sealed bag with a receipt to ensure that the commodity will not be swapped. Meanwhile, the system will update the status of transaction, including commodity check, payment and sealing.

Place and Time for Settlement

Potential offerees will only receive relevant Memo when the time for settlement matches with the estimated arrival time and the place for settlement is approximate to the orginally planned route.

Key Support

Online Payment Platform

Online payment platforms include digital wallets and paying agents. They help transfer money and deal with the paid deposit so that the offerers are reassured to pay in advance and trust is built among users.

Business Partners

Shopping points (Stores) will do the quotation, promise to arrange refund for commodity that is unchecked and intact, as well as checking and putting the paid commodity into the sealed bag so as to avoid the commodity being swapped.

Once the sealed bag is opened, the commodity is checked. Stores reserve the right not to refund it. Regarding the commodity, the system only recommends those which are sealed or have standardized production, excluding cooked to order takeaways, vegetables, fruits, seafoods, meat, dairy and soy products that require constant low temperature storage.

Anonymous Communication

To provide users with instant voice, text and image messaging while protecting users' privacy.

Two-way Evaluation

Users can evaluate the interections they had with others after the settlement. Good ratings are specified by a default sentence while reasons must be given to verify bad ratings.

Offerer	**Offeree**
-	Difficult to find the shops
-	Shops are unfriendly
Difficult to contact the offeree	Difficult to contact the offerer
Difficult to find an offeree	Difficult to find an offerer
Waiting too long for the offeree	Waiting too long for the offerer
The offeree is impolite	The offerer is impolite
The commodity is damaged or lacked	-
Others	Others

If the users want to cancel the Memo of withdraw from an order,

reasons will be recorded by the system as reference.

Reasons for Offerers to Cancel Order	Reasons for Offerees to Withdraw
Do not need the item anymore	The commodity does not exist
Bought the item already	The commodity is sold
Want to get back the deposit	Route is changed
Others	Others

Roadshow Algorithm

The system defines 'extra travel distance no more than 15 minutes' as 'bypassing' with a speed of 1.25 meters per second by default.

The system will calculate the Shopping Points and Points of Settlement along the route using the Starting Points (may consider route of return) and Ending Points provided by the users. Users can let the system start roadshow algorithm by two ways:

Way	Default Starting Point	Default Destination	Set Notification
Directional Search	Current location or to enter by yourself	Must enter by yourself	√
General Search	Preset locations/routes and current location	Preset locations/routes	√

Ideal situations will be specially marked:

Ideal Situations	Brief Introduction
Shopping Point & Point of Settlement are approximate	Settle after purchased
Point of Settlement & My Destination are approximate	Settle when arrived
Shopping Point & My Starting Point are approximate	Start and purchase
Shopping Point & My Destination are the same (if consider route of return)	Same Shopping Point
Shopping Point & My Destination are approximate (if consider route of return)	Nearby Shopping Points
Point of Settlement & My Starting Point are approximate (if consider route of return)	Settle near the Starting Point

(Approximate：within 50m)

Safety Issues

Safety is our top priority.

1. **Identity and Face Verification**

   After providing email and mobile number for registration, you need to upload a picture of your Permanent ID Card (clearly visible with four corners shown) and a profile photo (clear, whole face with sunglasses and hat off) for further verification.

2. **Emergency Button**

   Quickly call and share your location and Memo interaction details with authorities to get help during the settlement whenever necessary.

3. **Share My Memo Interaction**

   Share your location and Memo interaction status with friends and family.

4. **Two-way Evaluation**

   Memo interactions with low ratings are recorded and followed up, and users may be removed.

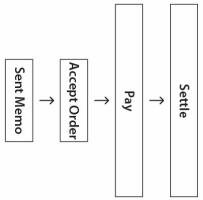
Business Model

Geo-targeting Advertising

System will display advertisement of related commodity according to geographic location.

Appendix I: Stream

Stream Detail Level 1 2 3



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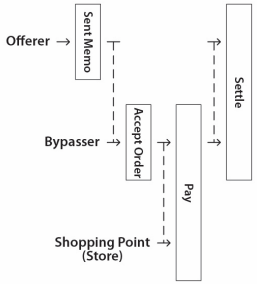

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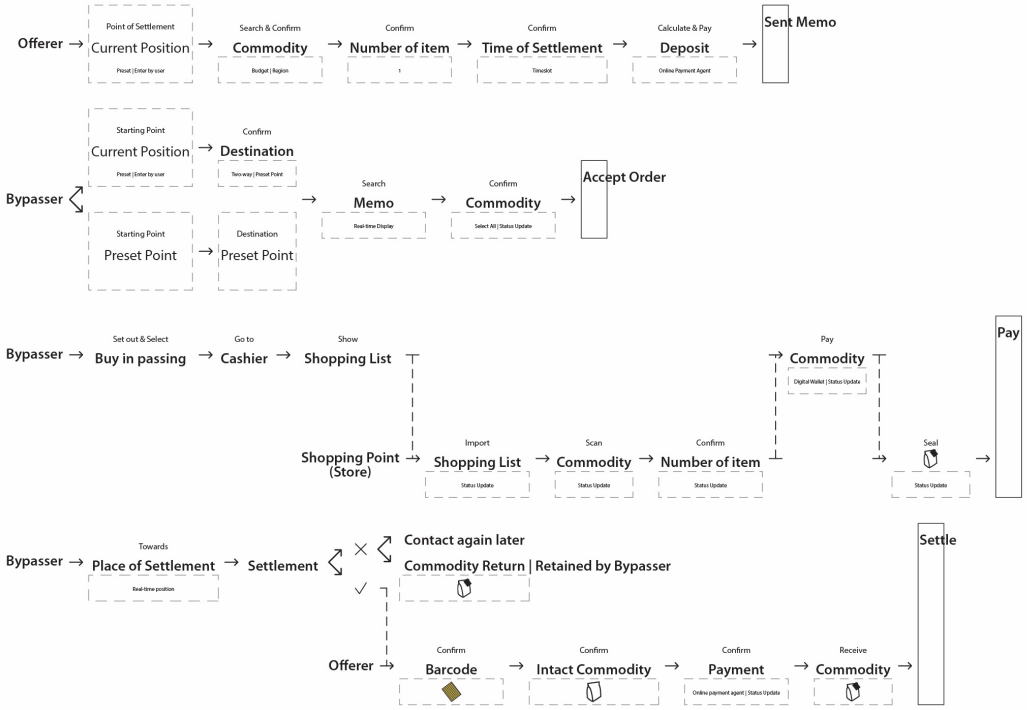

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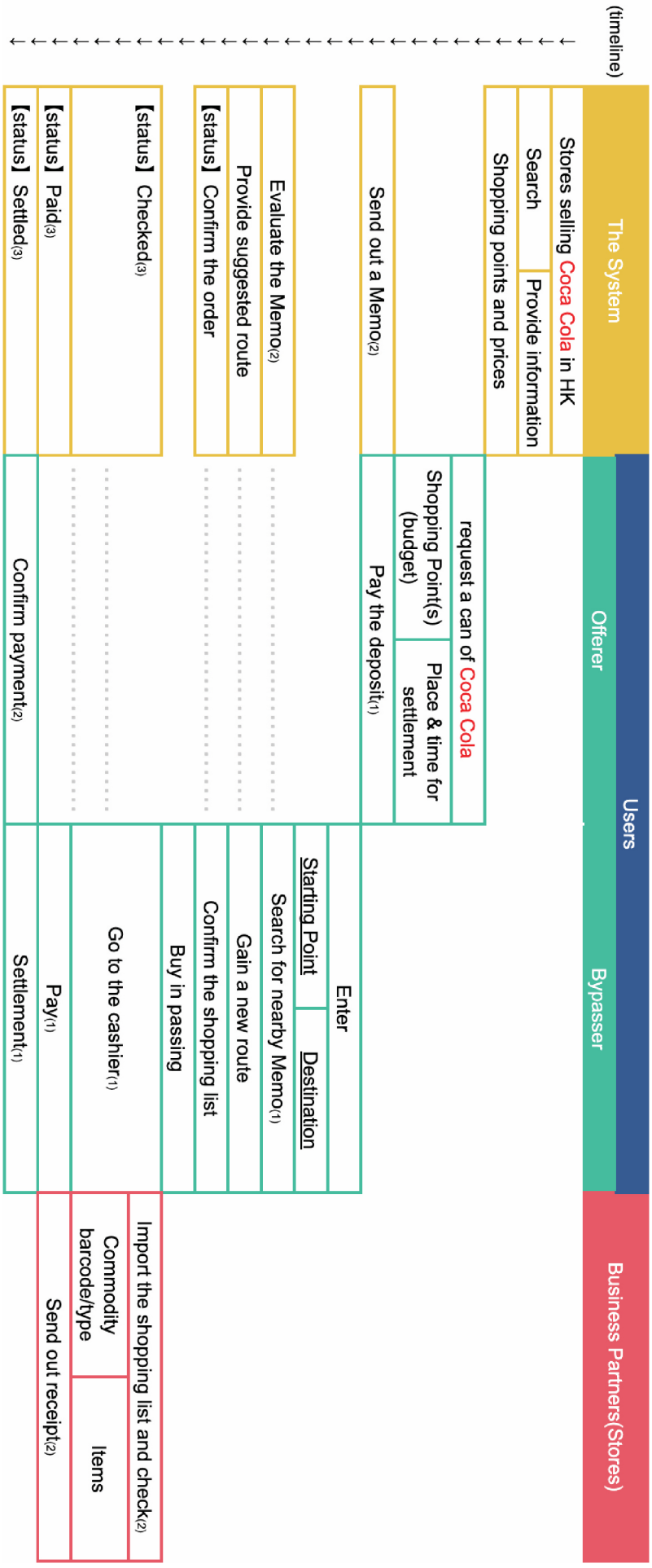
Appendix II: Exemplify by a can of Coca Cola