



Partner Project Recap & Delivery



Agenda

- Project Brief Review
- Project Approach
- Survey/Data Collection
- Data Analysis/Survey Results
- Prototype



Project Brief

Overview:

Swipely is considering a new product called Swipely Ads that will allow merchants to engage with their customers post purchase. The product would serve as a way for merchants to increase retention by running targeted ads on Facebook right from the Swipely platform based on a customer's purchase history. The primary user persona of this product is the general manager at a restaurant who isn't very tech savvy, and is interested in improving loyalty of his customers.

Project goals:

1. Conduct independent market research, potential customer interviews and user testing to validate features of an Minimal Viable Product as described above.
2. Develop product requirements document describing product strategy, customer personas, user stories and success criteria for the product
3. Stitch together high fidelity prototype
4. Propose Go-to-market plan to accelerate customer adoption

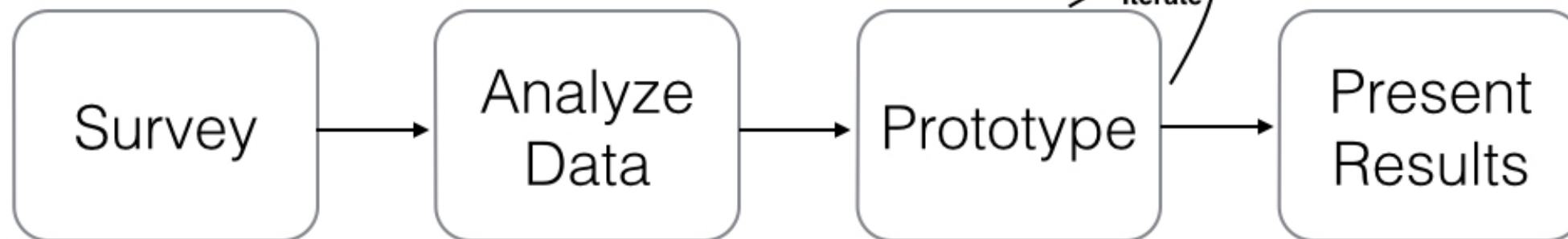
Sales & Tech Marketing:

- Conduct Research
- Develop Personas
- Target Restaurants
- Conduct Survey

- Market Strategy
- Sales Plan

- Collaborate with Dev

- Create Presentation
- Develop Strategy
- Develop Data Analysis Report



Product Design & Dev

- Conceptualize Survey App (collaborate with Marketing)
- Design & Wireframe
- Prototype
- Implement/Test

- Prototype Reqs
- Provide Reporting & Analysis tool to Sales

- Finalize Prototype Reqs
- Design & Architecture
- Implement Prototype

- Present Design & Architecture
- Present Demo



Swipely Ads Project Plan

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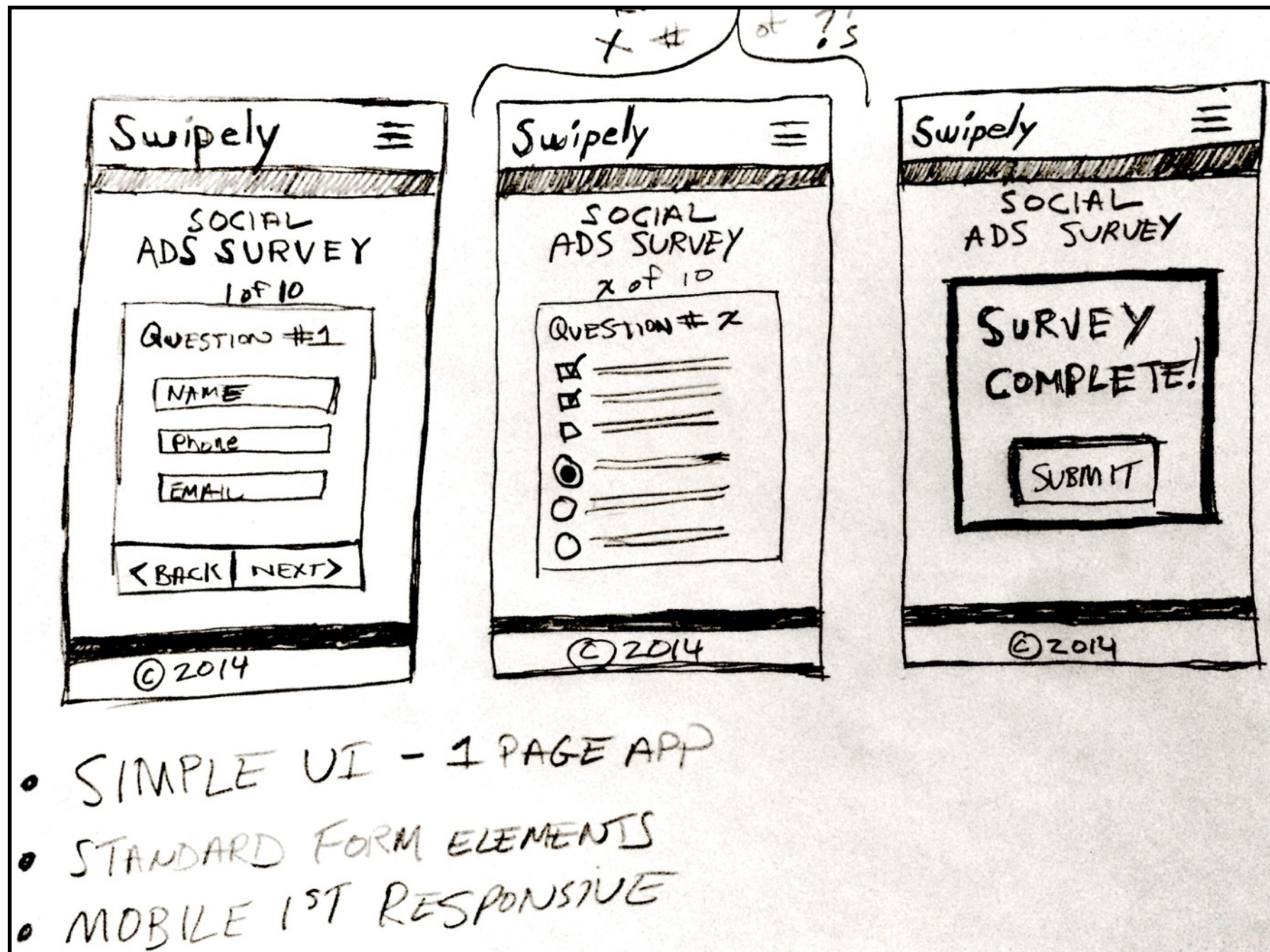
Survey App

- Conceptualize Survey App
- Design & Wireframe
- Architecture
- Prototype
- Implement/Test

Survey App Concept

- Create a simple to use data collection app
- Implement a set of logical questions
- Enable the app for mobile devices
- Collect the data in a central location

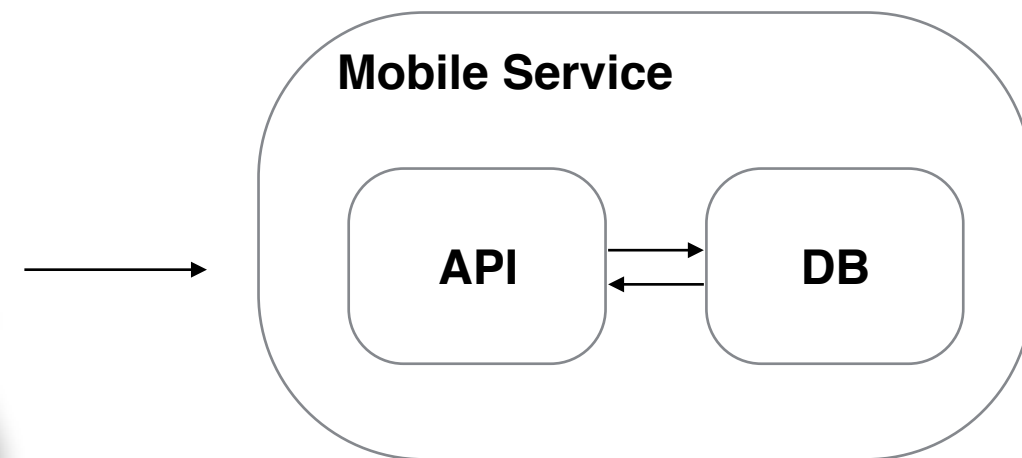
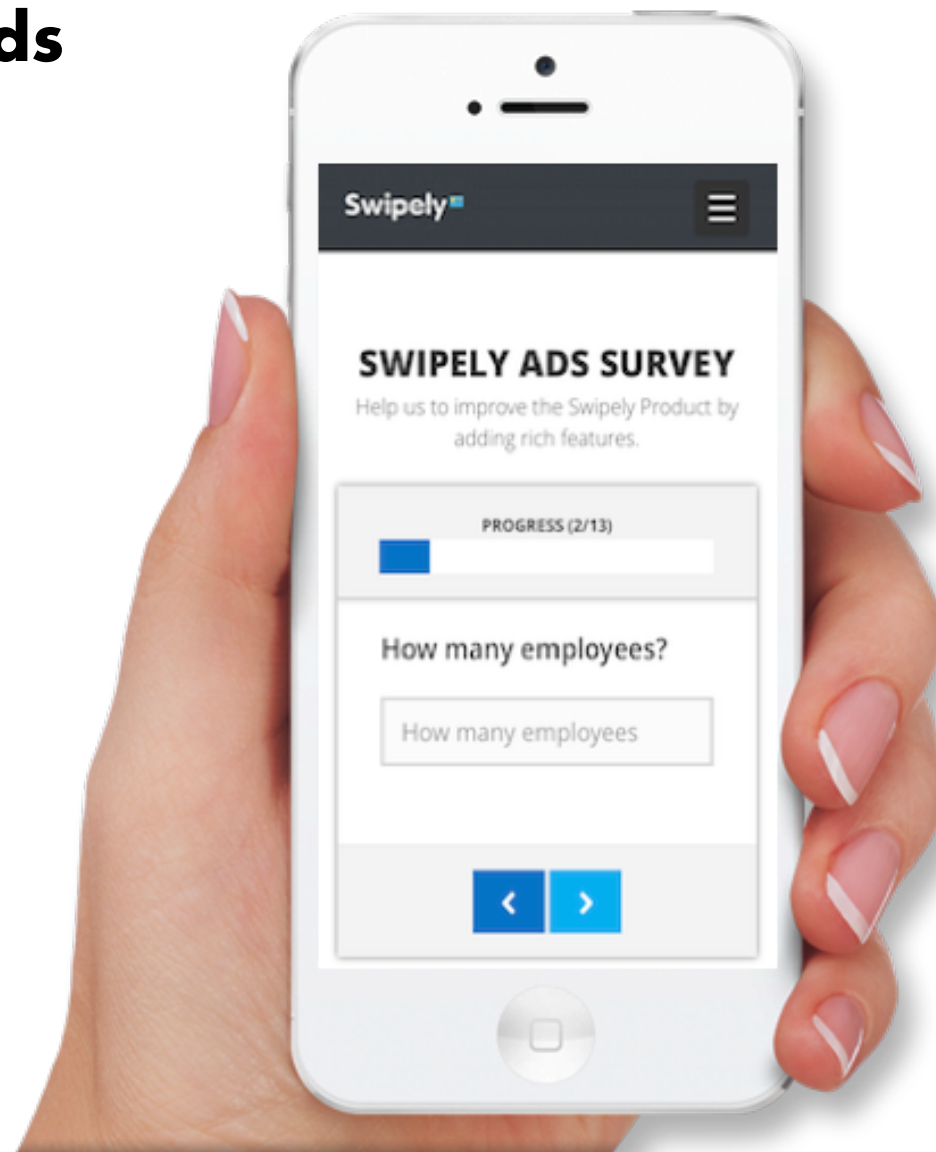
Wireframes



Architecture

The Swipely Ads Survey App

- HTML 5
- CSS 3
- Javascript
- Data API
- SQL Server
- Responsive

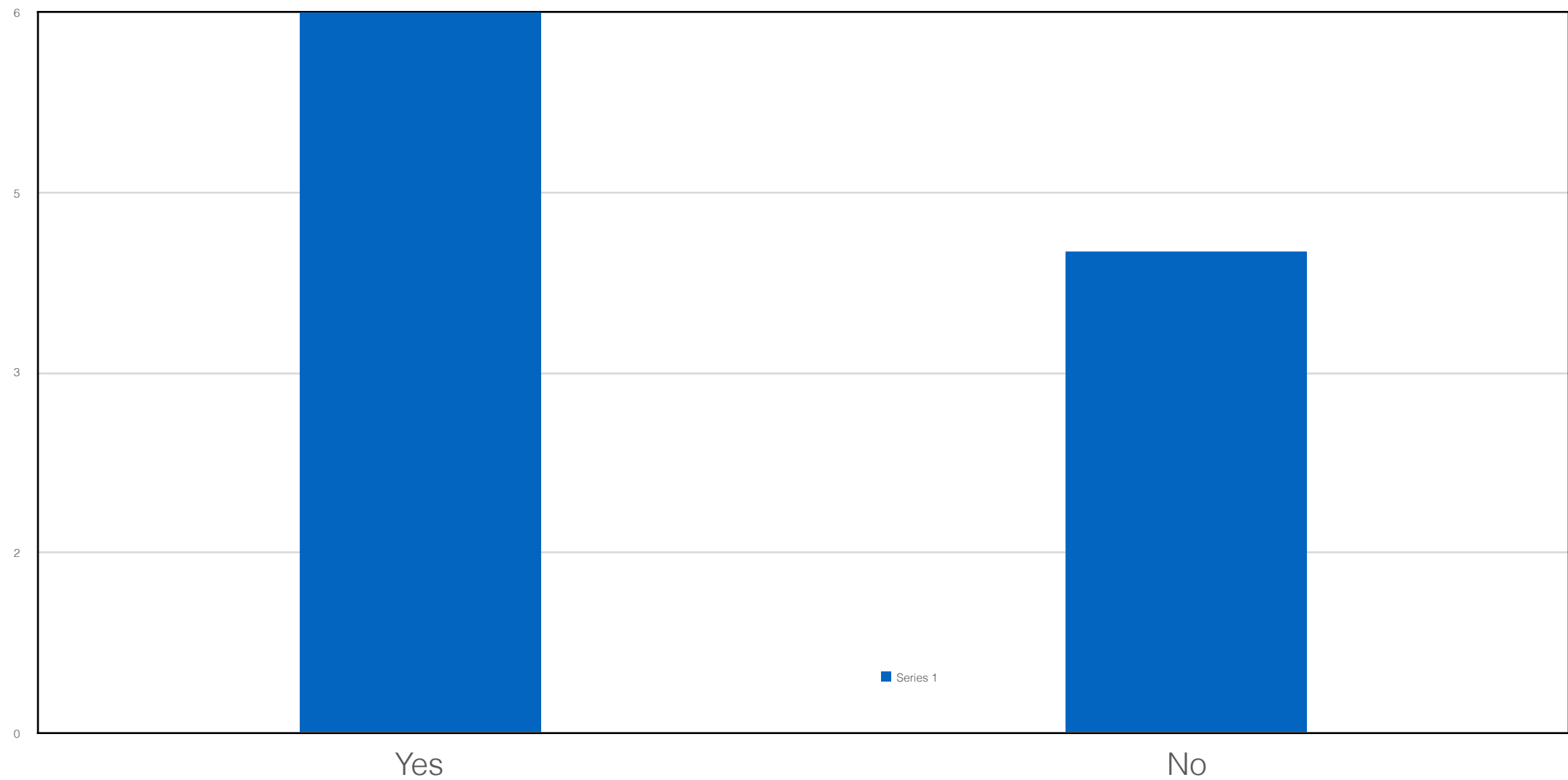


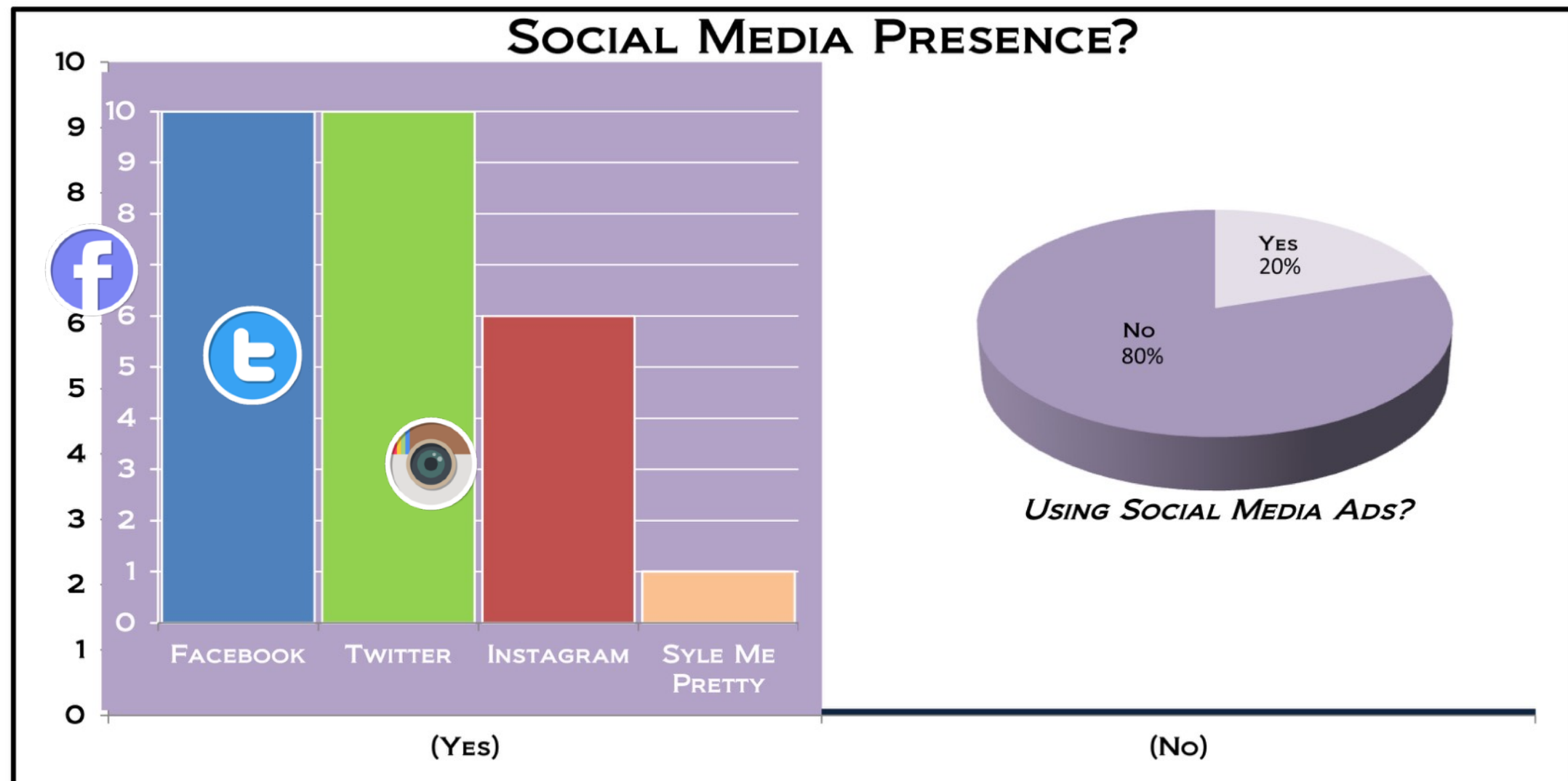


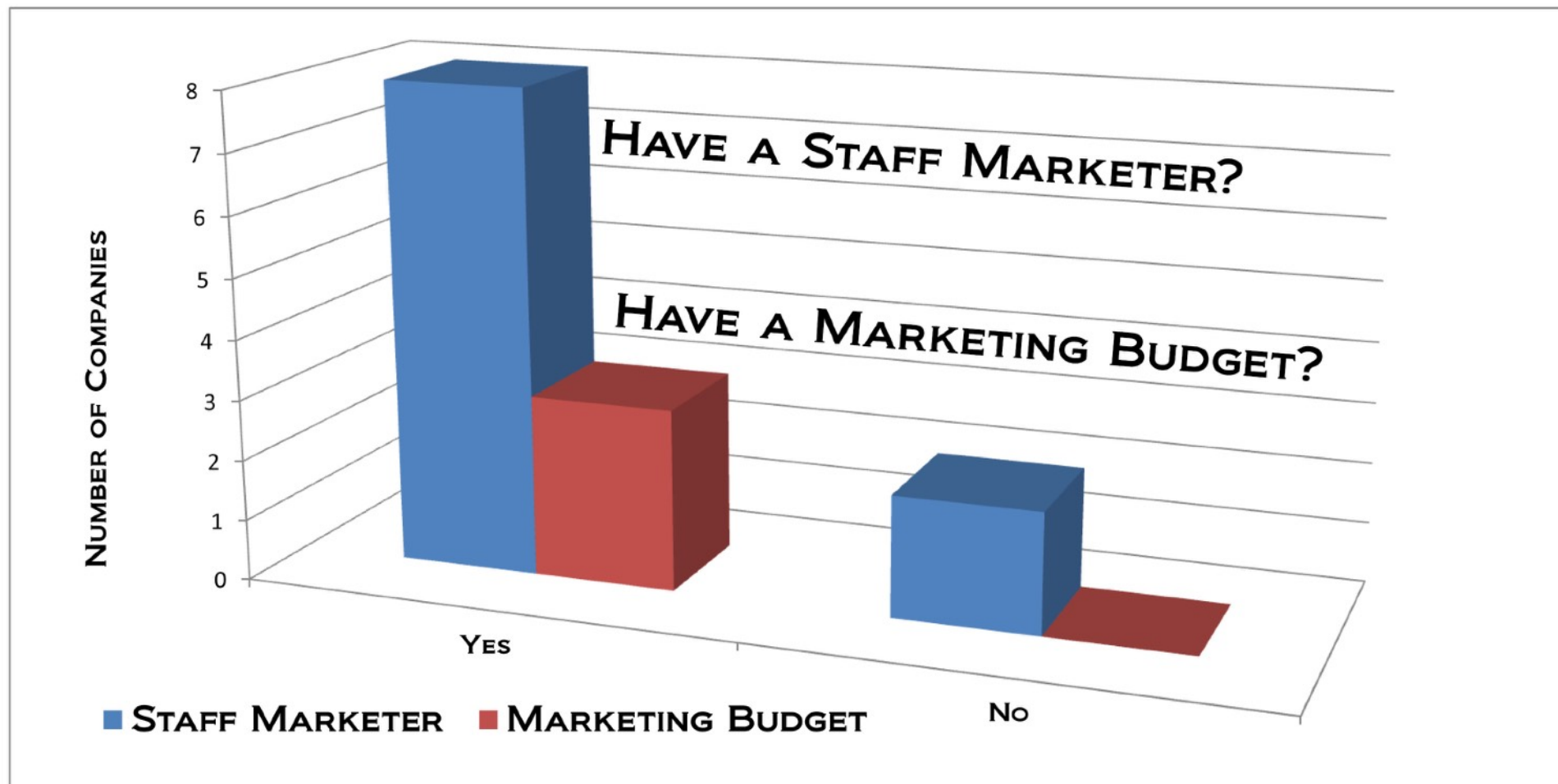
Survey Criteria

- Location
- Size of Restaurant
- Revenue
- Digital Marketing
- Using Technology to gain insight
- Interest in Social Media Marketing

Interested in social media ads







SwipelyAds Prototype

- Requirements
- Architecture
- Wireframes
- Prototype



Requirements

1. Mine /Integrate Ad related data from Swipely App

Menu Intelligence

Most Popular Items

Most Ordered items

Items that bring back customers

Customer/Demographic Info

Profitable Items

Best Customer Data

Shift Intelligence

Popular or less popular time periods

2. Schedule Ads/Campaigns (Frequency)

Daily, Weekly, Monthly

Autorepeat

3. Advertise on Multiple Social Networks

Facebook

Twitter

Instagram

4. Upload Ad Artwork

Allow for simple upload of Artwork

Maintain size/dimension information

Allow for responsive advertising

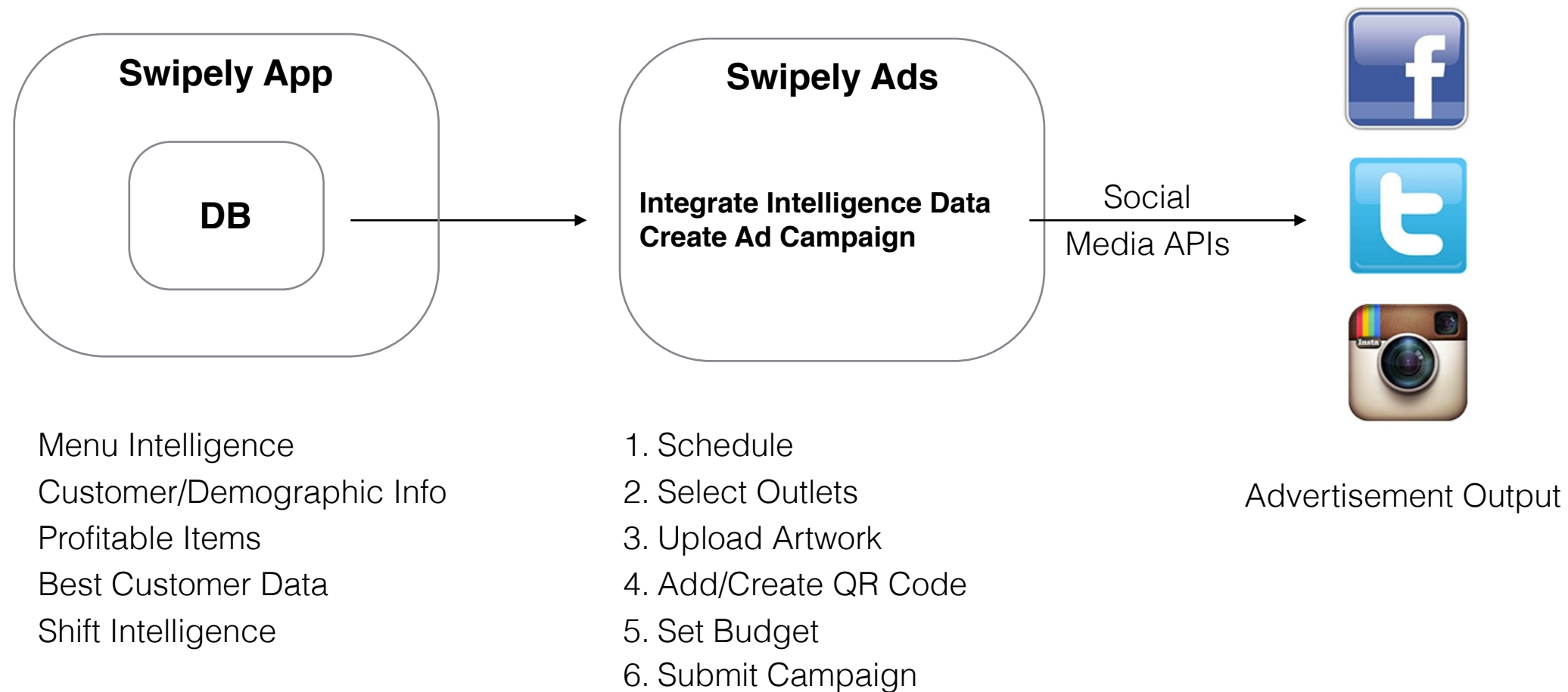
5. Add/Create QR code

Add or create

6. Select Budget

Manage budget per Social Media Network

Architecture



Wireframes

Swipely Ads

HELP

① SELECT DATES:

START DATE

END DATE

REPEAT

DAILY

WEEKLY

MONTHLY

DAYS:

☐ SUN ☒ THUR

☐ MON ☐ FRI

☐ TUE ☐ SAT

☐ WED

② SOCIAL MEDIA

☐ FACEBOOK

☐ TWITTER

☐ INSTAGRAM

③ QR CODE

NAME

COMPANY

WEBSITE

ADD

④ UPLOAD ARTWORK

EDIT

UPLOAD

CURRENT ARTWORK

USE

USE

USE

USE

⑤ SET BUDGET

\$ (USD) 350.00

TIME FRAME

LIFETIME

WEEK

MONTH

DAY

CANCEL

SUBMIT

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Prototype

Swipely
WHAT IS SOCIAL MEDIA MARKETING

SWIPELY ADS

1. Select Dates

mm/dd/yyyy

mm/dd/yyyy

Select Frequency ▾

☐ Sunday
☐ Monday
☐ Tuesday
☐ Wednesday
☐ Thursday
☐ Friday
☐ Saturday

2. Social Media

☐ Facebook
☐ Twitter
☐ Instagram

3. Artwork

Ad Copy

EDIT

4. QR Code

Name

Company

Phone

Http://

4. SwipelySmart

This area would be a smart engine interface that would intelligently recommend what products and services should be marketed based on the depth and breadth of the Swipely system.

5. Budget

(USD) \$350.00

Select Timeframe ▾

CANCEL

SUBMIT AD CAMPAIGN

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Thank You Swipely

Q&A