

THE REWARDINATOR

“REWARDS APP ENGINE”

POS SYSTEM INTEGRATION

Research suggests that “Aloha” and “Micros” are the two most common POS systems in the restaurant industry, so we will need to be able to work with those. The Lyons Group, our possible first client uses POSitouch, which is also fairly common. The app will need to be able to function across those three systems, with the ability to add more in the future.

SIMPLE GUIDED SIGN-UP

Upon downloading the App for the first time the user is prompted to enter this information and register for the App. User name, password & email. And the option to log-in if already a member of existing rewards program (this will merge with existing accounts).

LOADING SCREEN

Client logo Image. This can be changed through the dashboard to include seasonal messages, promos, announcements, etc... Basically just a jpeg or other static image that can be changed through the Client dashboard.

PUSH NOTIFICATION

Upon downloading, opening & registering the app for the first time you are greeted with a “push notification” and rewarded. Every time you do something with the app you are rewarded. Rewards are accumulated and tracked in the “My Rewards” section.



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FEATURES

1. MY REWARDS

Monitors, tracks and organizes rewards earned. Ability to redeem, etc... This needs to be customizable for each client.

2. STORE LOCATOR

MULTIPLE LOCATIONS:

GPS directions, options to click on each location for specific information (hours, website, directions, one-touch calling, etc.)

SINGLE LOCATION:

Provide directions and store info, but the buttons to other locations will not be necessary. For example if we got Kings regionally we would need options for Back Bay, Dedham & Burlington(not yet open), if we got The Social Club we'd only need directions and info.

3. CHECK IN

Integrated with Foursquare & Facebook, automatically activates “Place” and adds it to your post. There is also a “Check-In” section in the Client’s dashboard, they can monitor check ins, see how many etc. This way if a user does not have facebook or foursquare they are still checking in.

“Geo Push Notifications”

Welcome to “Restaurant X”, thank you messages, etc... User has the option to turn this on and off through the settings.

4. SHARE

Integrated with twitter, facebook, instagram, pintrest, google+(incase someone actually uses it), as well as “email to a friend”. Instagram & pintrest buttons give the option to choose from your camera roll, or to open up the camera app prior to posting. Photos are watermarked with a small Client logo.

5. SHOP/MENU

For a restaurant this is the digital menu. Each menu item has the ability to be rated in terms of popularity and guest rating. Think foodler, as items are ordered over time they can be organized by popularity: appetizers, entrees, cocktails, etc... There is also a rating system, this way the client can see what the most popular dishes are, and if an item is consistently rated poorly they can ax it.

6. PAY

Ability to pay the bill through the app. Has buttons to automatically tip 15%, 20%, Other Amount or to leave a cash tip. Ability to split the check between guests.

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FEATURES CONT'D

7. SETTINGS

Ability to change username, email and password. Turn Push notifications on & off, turn geo push notifications on and off.

8. HISTORY

Tracks purchases and orders, maintains a database of what the user ordered and when. How and if they rated what they ate.

For example: On April 1, 2013 you ordered the fish & chips and rated it 4 stars.

9. USER GENERATED PHOTO GALLERY

Photos are submitted to the gallery either via upload or through a unique hashtag. There would have to be an approval stage in the client dashboard to prevent pranks or tampering.

10. PROMOS

All of your coupons, messages, ads, etc under one roof. Essentially just a photo or multimedia(videos/audio) gallery.

11. QR SCANNER

Ability to scan QR codes without having to open a separate app.



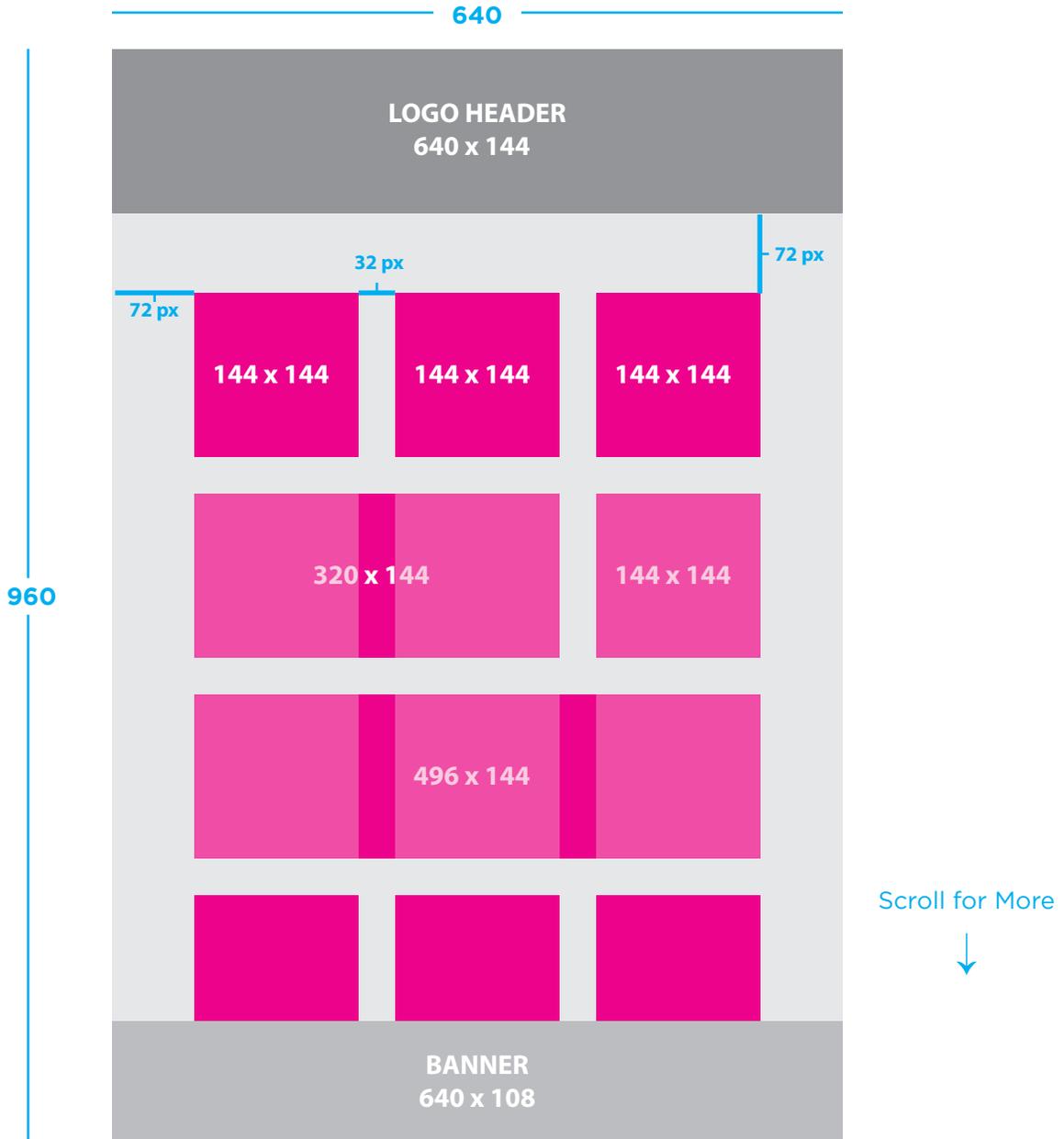
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WIRE FRAME

“iPhone 4” Home Screen

Based on a simple grid with 144x144 pixel squares. The template should also be responsive for the android OS, basically expanding or contracting the margins or padding, and possibly through scaling. There was a lot more iPhone information to be found, and I was not able to find specific screen sizes for androids.



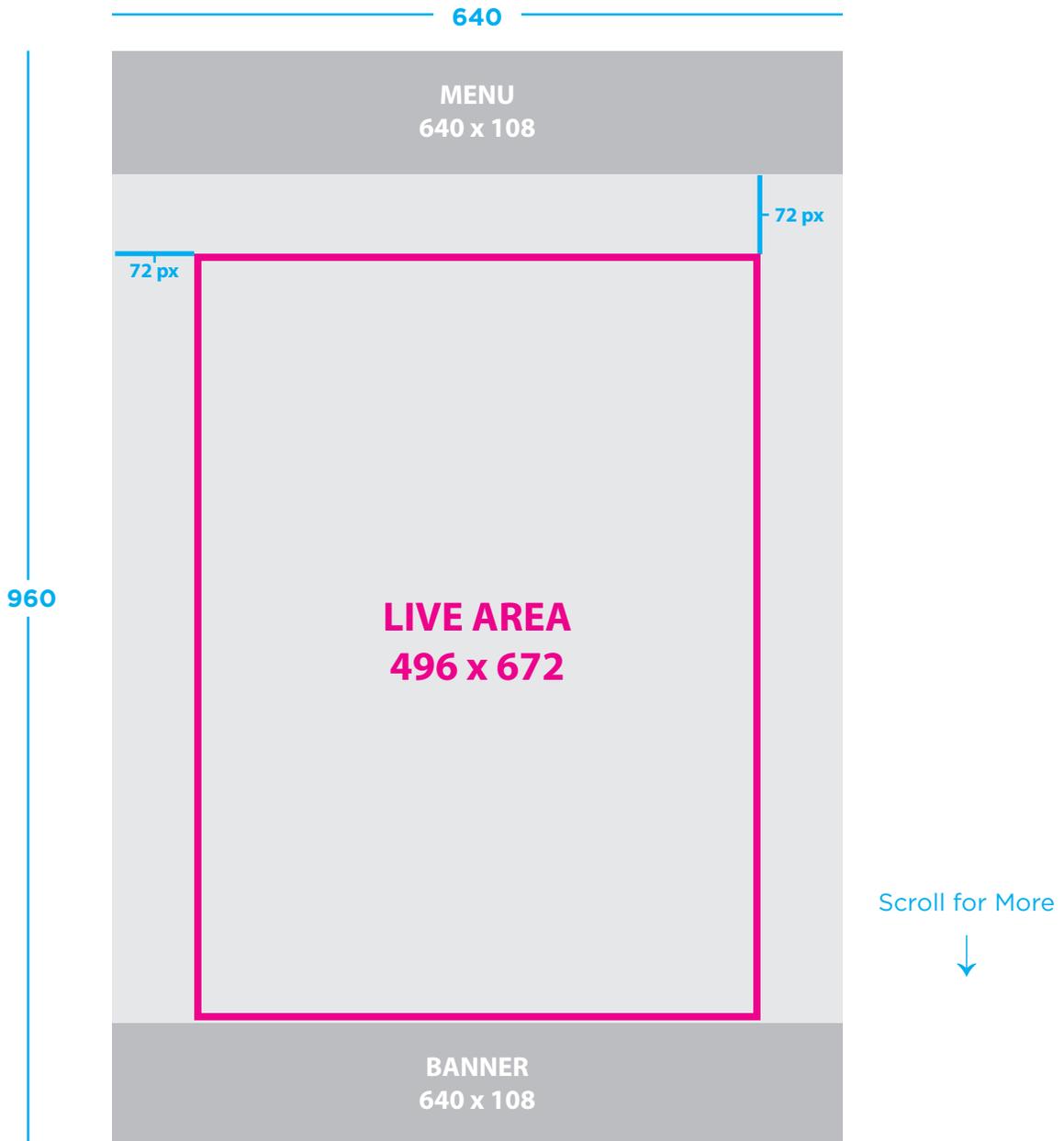
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WIRE FRAME

“iPhone 4” Internal Screens

Here the menu would contain a BACK button, and others such as HOME, REWARDS, etc...



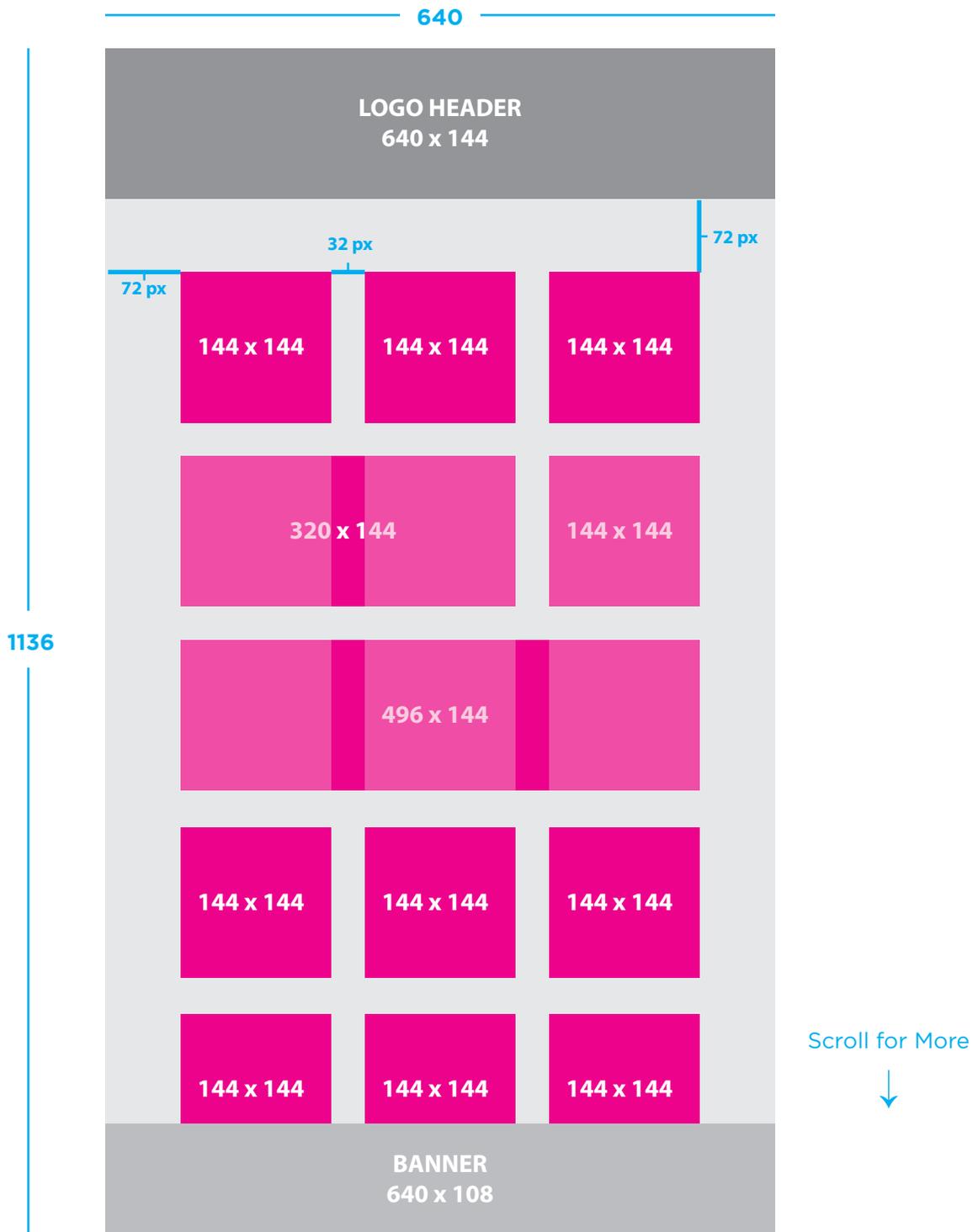
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WIRE FRAME

“iPhone 5” Home Screen

Based on a simple grid with 144x144 pixel squares.



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