



Walkby

Take advantage of the moment

Maryam Rabbanifard

02189952

Academy of Art University,

Graduate School of Web Design & New Media

Original Midpoint Proposal

Date of Presentation

Time of Presentation

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Resume

MARYAM RABBANIFARD
2075 Sutter St. Apt#319
San Francisco, CA, 94115
310 . 948 . 3312
rabbanifard.m@gmail.com

EXPERIENCE

UI/UX Design Internship
EventBee, San Francisco, CA, Jun 2013- Present
 . User Interface design. User Experience design. Branding. Wireframes. Logo and Icon design.
 . Mobile UI design from concept to completion.

UI/UX Design Internship
Agile 3 Solutions, San Francisco, CA, Jun 2013- Present
 . User Interface design. User Experience design. Branding. Wireframes. Logo and Icon design.

EDUCATION

- . Academy of Art University- Master of Web Design and NewMedia (2012-2014), San Francisco, CA.
- . UC Berkeley Extension- Interior Design and Architecture (January 2010- July 2010), San Francisco, CA.
- . Jahad Deneshgahi University- BA in Graphic Design (January 1998- May 2002), Tehran, Iran.

SKILLS

CS6, Branding, Perspective drawing,Typography, UI/UX Design, Logo Design, Wireframes, Quick Sketching (Pastel/ Color pencil/ Acrylic), Project and Timeline Development, Photography, Material Boards, Space Planning, Microsoft Word and Power Point.

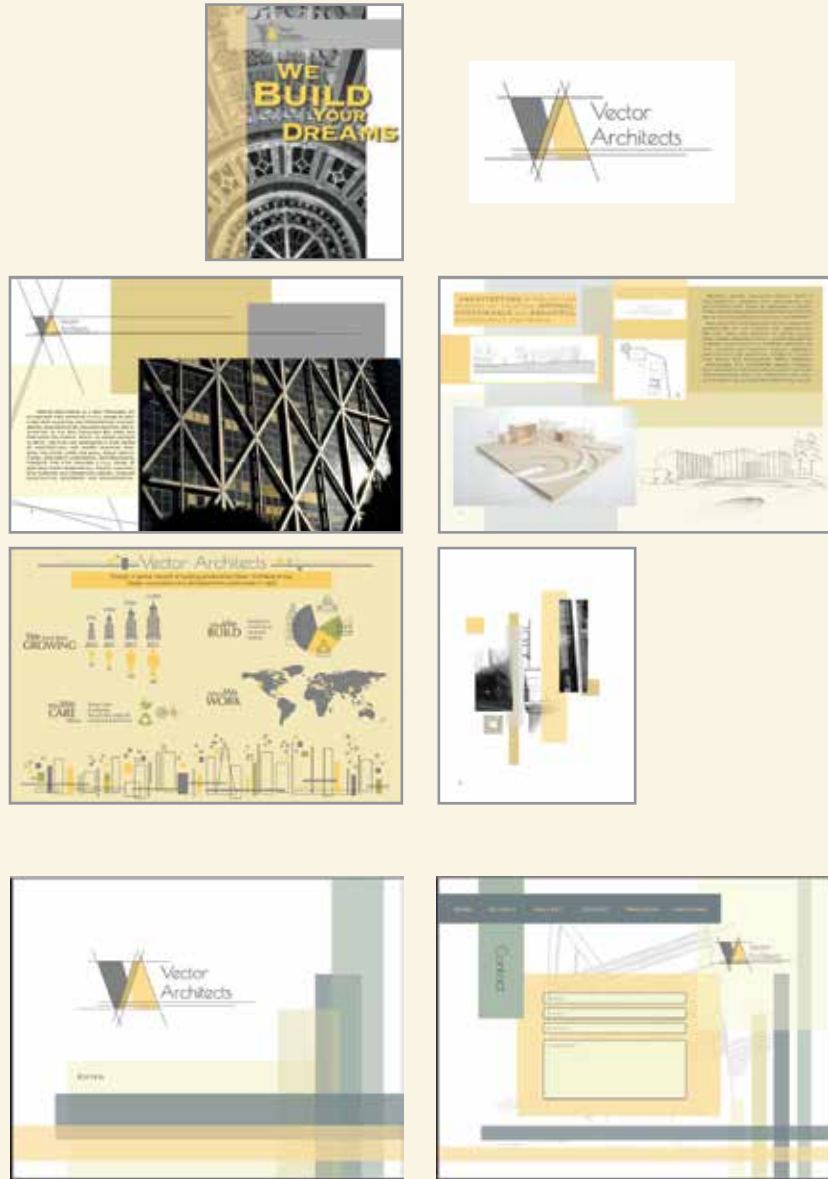
Other Language: Farsi



Portfolio



<https://maryamrabbanifard.jux.com/>



DESCRIPTION

This website was created for my WNM 605: MS: TYPOGRAPHY FOR DIGITAL MASTERS class. I designed the logo, brochure, Infographic and website for an Architecture company.

SOFTWARE

Illustrator, Photoshop, InDesign

TYPE

Website and Brochure for print.



DESCRIPTION

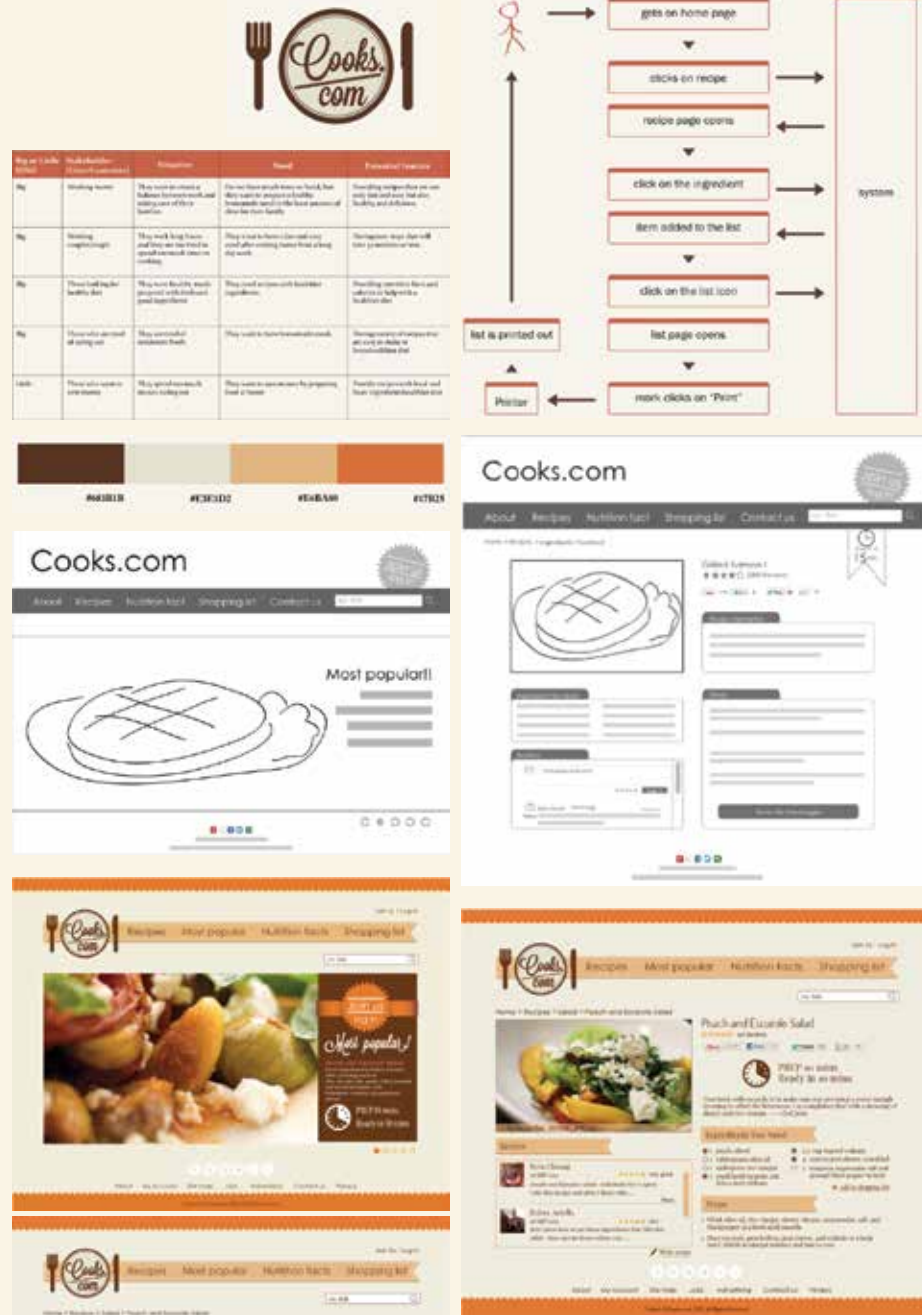
This was a UI/UX Design I did for a startup company. It was an internship job and I was in charge for the complete design of their new iPhone application from concept to completion. My responsibilities included creating the task flows, wireframes, logo and mockups.

SOFTWARE

Illustrator, Photoshop

TYPE

iPhone application



DESCRIPTION

This website was a group project, created for my final project in WNM 606: MS: PRINCIPLES OF UX class. We picked an existing website and changed the design and UX. Using the research and personas we created, we came up with new site map, task flows and wireframes for the application and we redesigned the look of the application as well. We improved the UX and UI of the application with the changes we made.

SOFTWARE

Illustrator, Photoshop

TYPE

Website

Thesis Abstract

We all know about the recession and slow down in global economy today and how it has been effecting businesses and consumer confidence. Consumers are more careful with how they spend their money and they want to get the best deals they can find. Having access to the internet at any time and anywhere and social and mobile applications have redefined and changed the relationship between the businesses and consumers.

Based on research:

- . 60% of consumers say they're searching online more to get the best price
- . Online retail is booming with a year-to-year growth rate of 28%
- . Online shoppers in the united states spent \$202 Billion in 2011, \$226 Billion in 2012 and is expected to be \$248.7 Billion in 2014 and a compounded growth of 10% is forecast for the next five years.
- . 50% of consumers would consider ending their relationship with a retailer if they are not given relevant content and offers.
- . 53% of consumers have stopped an in store purchase as a result of using their mobile phone and 30% have because they found a better price online.
- .31% of retailers are conflicted as to wether new technologies in-store will be tools or distraction . Yet consumer surveys have shown time and time again that technologies like mobile apps and QR codes linking to product information have driven people to make a purchase in store.

50%

of consumers would consider ending their relationship with a retailer if they are not given relevant content and offers.

ORF Council

31%

of retailers are conflicted as to whether new technologies in-store will be tools or distractions.

IBM Research

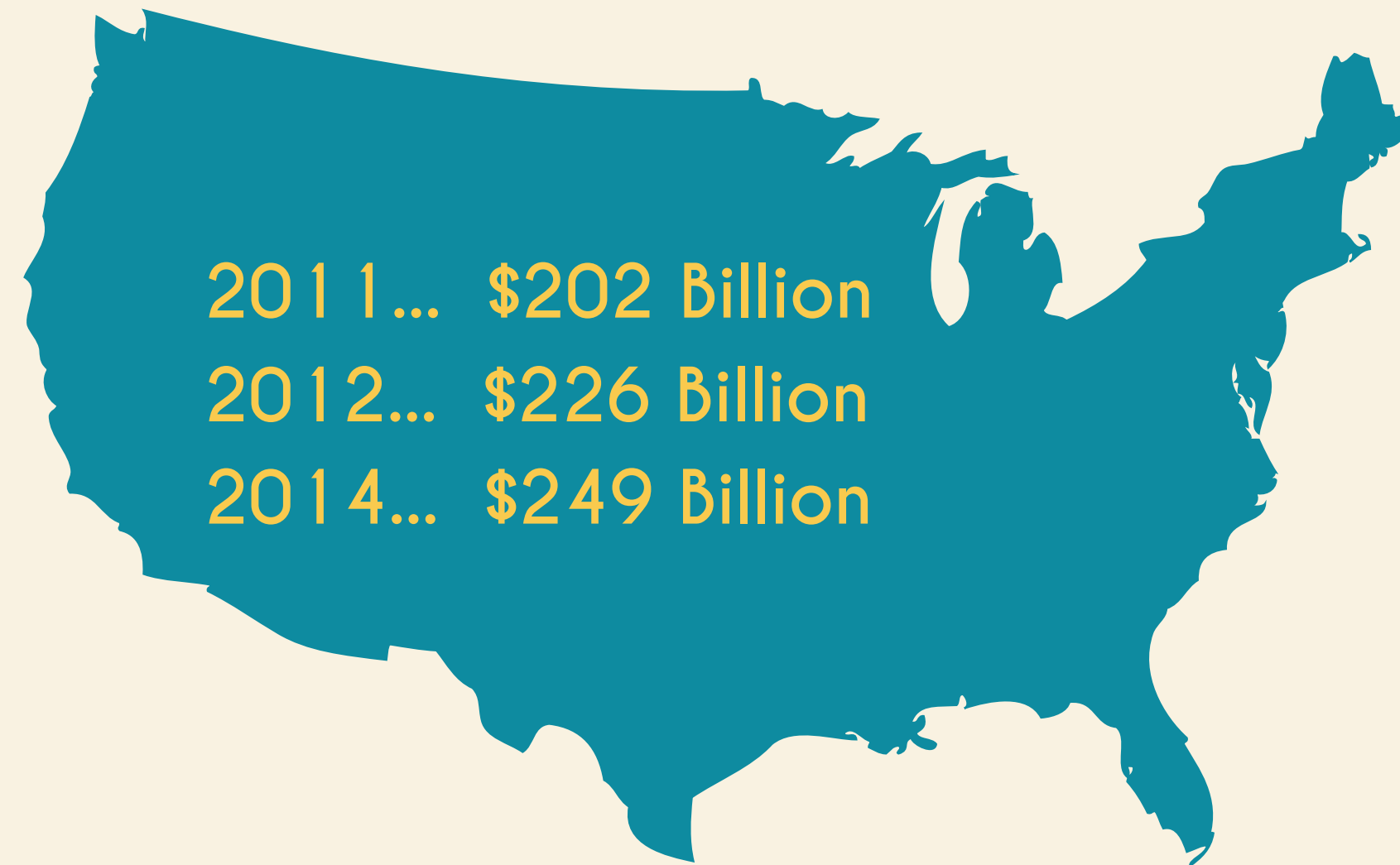
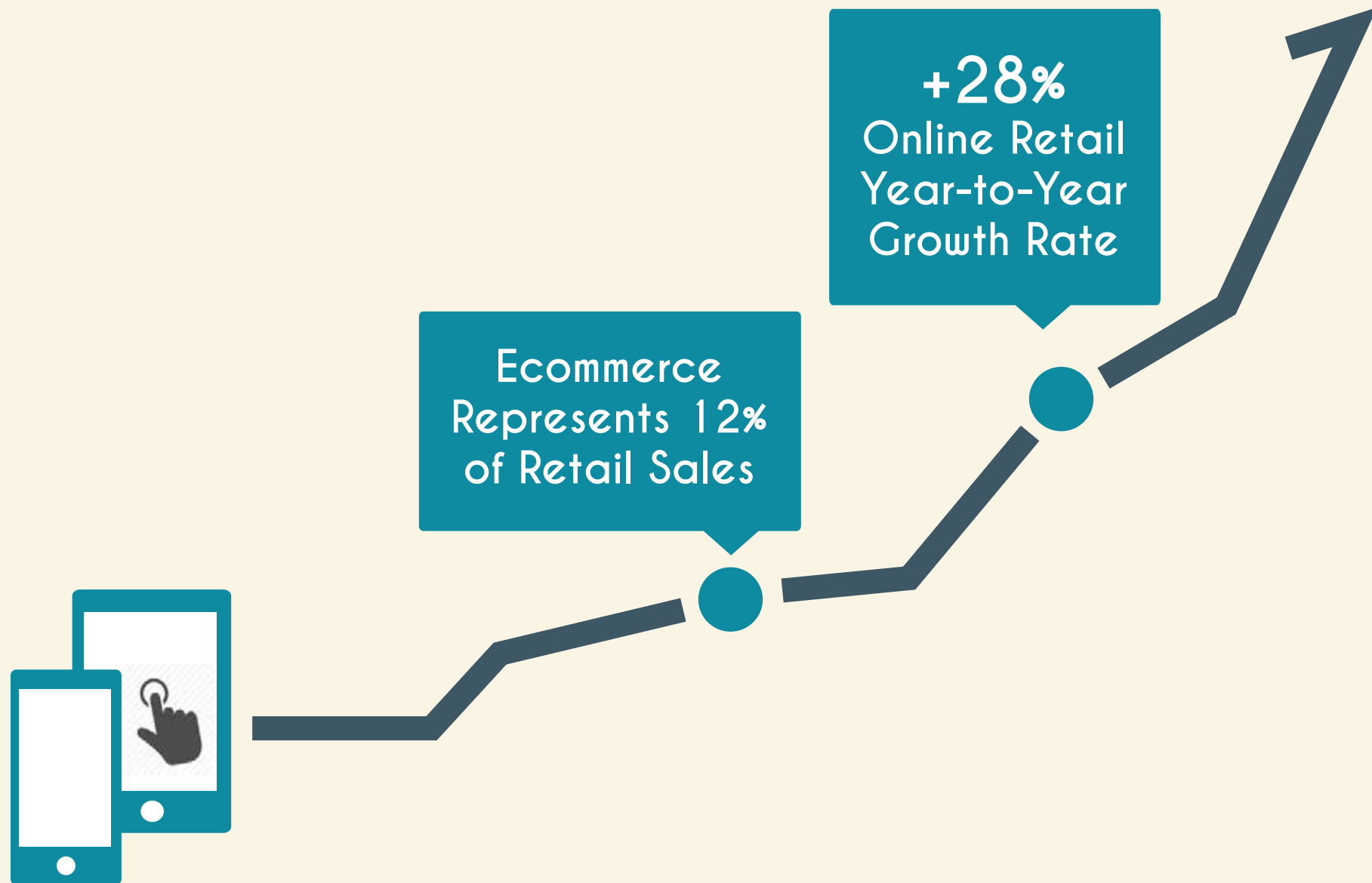
53%

of consumers have stopped an in-store purchase as a result of using their mobile phone, and

30%

have because they found a better price online.

Nation's Commerce Daily



Another important fact that is being effected by this shopping trend is: While shopping is now faster and more convenient and has given consumers unlimited purchasing options, it has failed to capture the most important aspect of the shopping journey- The one-on-one personalized experience.



So how can we solve this problem and find a way to make this technology be beneficial to these businesses? how can we engage in store shoppers and those looking for an activity to do, with a better, in the moment experience? Moment of truth.The very instant when the consumer discovers a need that takes an experience from expected to exceptional.

MOMENT OF TRUTH

The very instant when the consumer discovers a need that takes an experience from

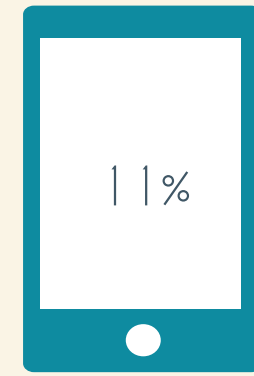
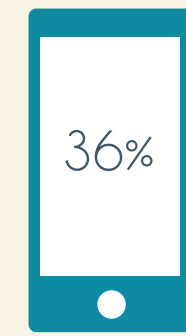
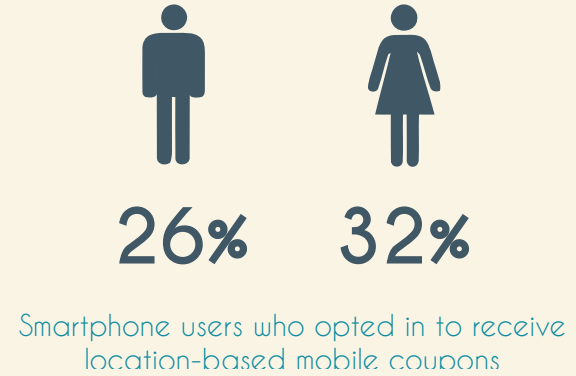
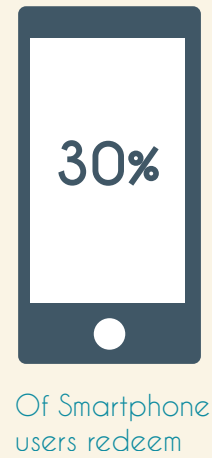
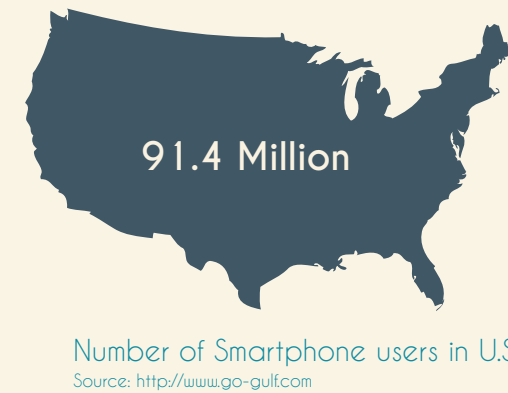
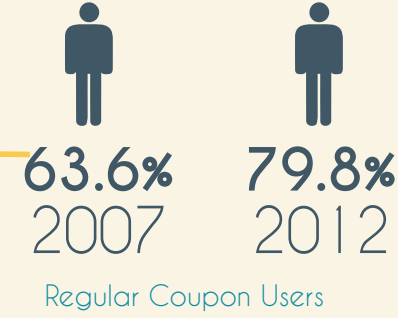
Expected to

EXCEPTIONAL

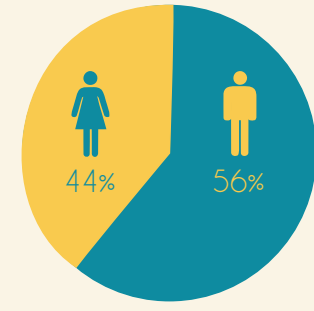
They must have the power to drive engagement and conversion, staying relevant with costumers and delivering compelling offers and content at the right time to drive conversion which is the ultimate goal of all marketers.

Project Proposal

Walkby is an iPhone application that will change your money saving experience.

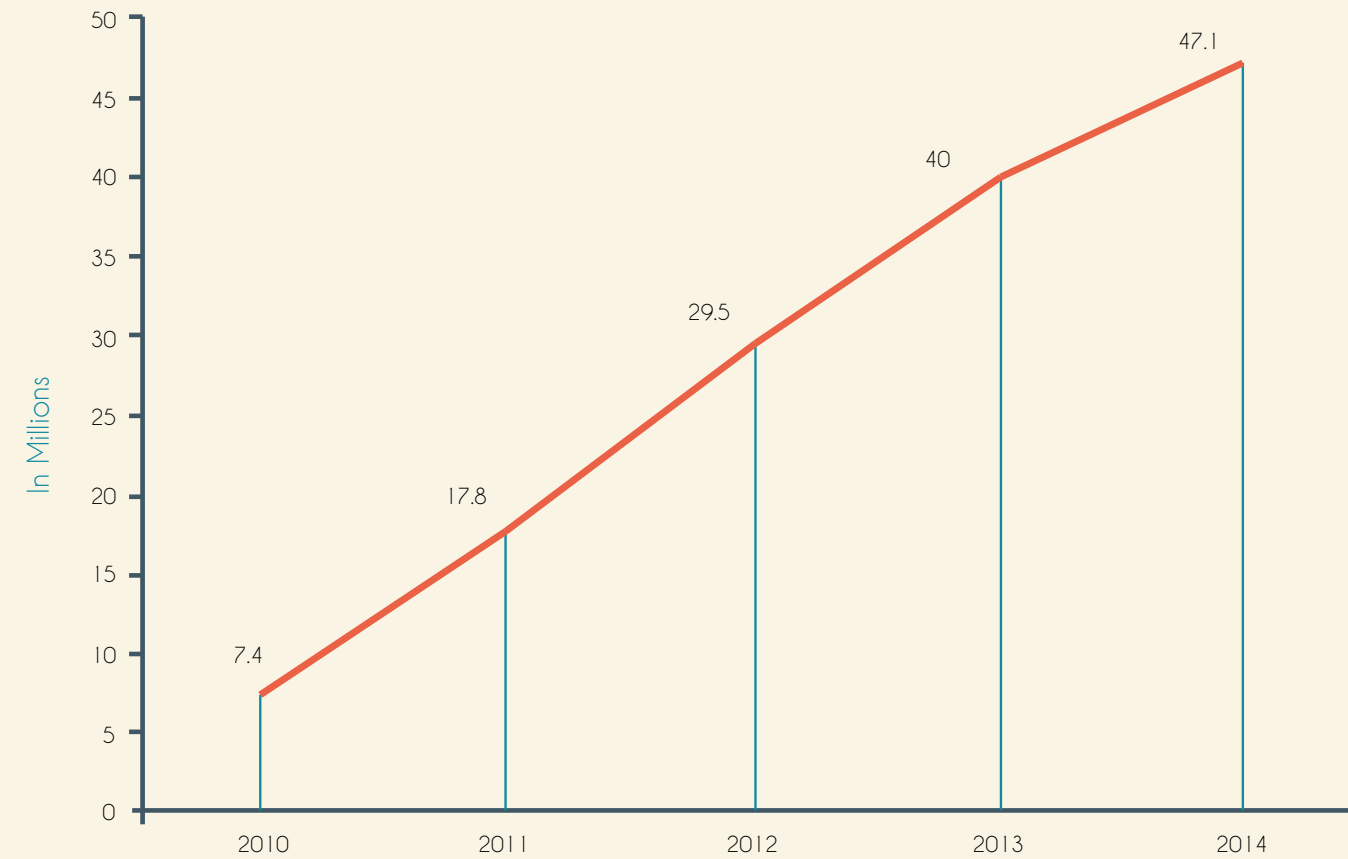


Owners who redeemed a coupon on their device
Smartphone vs Tablet



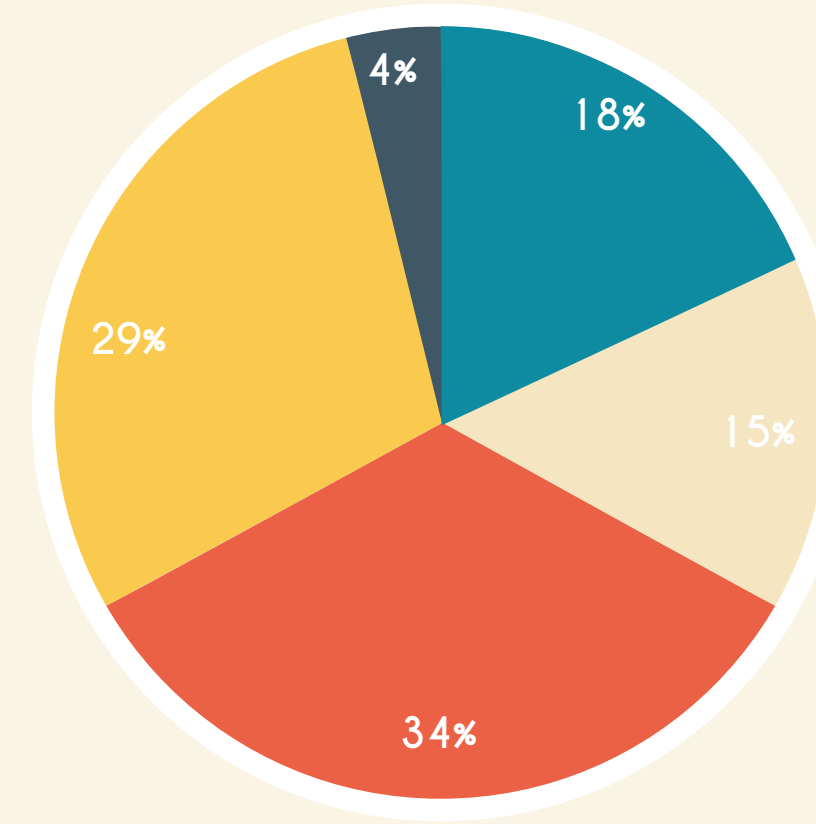
Gender Comparison, Smartphone users
Source: Flurry Analytics, Sep 2012

“47% of surveyed shoppers want retailers to send them a coupon while they’re in-store or nearby.”



U.S. Smart Phone Mobile Coupon Users

Source: <http://www.go-gulf.com>



“How interested would you be in a mobile app that allowed you to receive notifications for geo-targeted coupons on your smartphone?”

- Very interested
- Interested
- Somewhat interested
- Not at all interested
- I already have such an app on my smartphone

Interest in Geo-Targeted Mobile Coupons - April 2013
(% of Smartphone Users)

marketingcharts.com
Source: CouponCabin.com/Harris Interactive

“ In 2012, 54% of travelers were expected to search for coupons while on vacation. ”

Social Media



845 million+ users



140 million users



150 million users

“56.1% of US moms share coupons and sale incentive information on social media sites”

- . 85% of customers expect businesses to be active in social media.
- . 77% of people like getting exclusive offers that they can redeem via Facebook. We assign more value to products that are less available
- . 77% of online shoppers use reviews to make purchase decisions.
- . Social Proof: 81% of customers reach out to friends and family members on social networking sites for advice before purchasing products.
- . 78% of consumers trust peer recommendations – only 14% trust ads.
- . 36% of people trust brands more when they have a social presence.
- . After a brand engages with a prospect, 36% of people prompted to purchase, 20% of people prompted to recommend that brand, 3% changed their impression of that brand, 8% changed their awareness of the brand.
- . In 2011, 33% of men and 47% of women identified social media as their primary source for coupons.

“ 53.2M US consumers will use mobile coupons by 2014 ”

- . 39% of smartphone owners use their devices to redeem mobile coupons in-store, compared to just 10% of tablet users.
- . The number of mobile coupon users has jumped 10% since 2010.
- . Approximately 25 million Americans use mobile coupon apps each month.
- . In 2011, 21% of shoppers searched for coupons while in-store.
- . In 2011, 37% off smartphone users redeemed location-based coupons, while 42% more expressed interest in doing so.
- . Overall, mobile and online coupon redemption exceeds traditional newspaper coupon redemption.

Some Facts

“Walkby will be your guide, your wallet, your money saver and a source for you to get new ideas and share yours. This app gives you the advantage of seeing the deals for the places and activities you like, when you are close enough to actually take advantage of it.”

All the people who use this app can share their experience and recommend items or special deals on twitter, Instagram and Facebook. That way users can see what their friends are buying and will know about the deals that are going on.

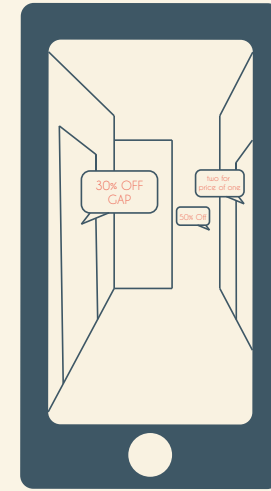
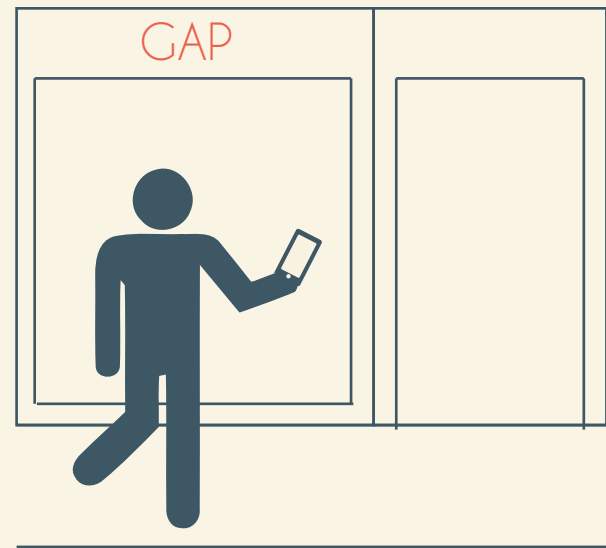
You can see all the businesses that have deals around you by holding up your iPhone. Using augmented technology, the application shows you the deals for each place and you can tap on each one and see the details about it.

With Walkby

You wont need to use a card or cash when you shop with this application. The sales person will find you on the store’s application and process the payment through the application and your card that is already saved on the application would be charged. Walkby also saves you receipts for you can always find them easily.

Walkby sends you pop-up notifications about the deals around you. If you are interested in that deal you can easily open and see the details.

This is a simple illustrations of showing a task on walkby.



competitors

1

Groupon- This iPhone application delivers deals for stuff to do, see, eat and buy in 500 cities. Every deal is available to use immediately. You can buy and redeem Groupon deals directly from your iOS device. There is an expiration date for your vouchers. You can also share these deals with others via social media.

PROS

- . Delivering Deals.
- . Being able to use the deal emmediately.
- . Being able to search for deals and things to do.
- . Being able to buy and redeem deals directly from iOS device.
- . being able to share a deal with friends.

CONS

- . Havning to check everyday for deals and not getting any notifications.
- . There is an expiration date for vouchers.
- . There is no reminder to notify that your voucher is expiaring.
- . The categories presented are not very usefull. There are many random deals in most categories.



2

Living Social- This application also delivers deals like Groupon. You see all the deal and you can buy them directly on your iPhone. You can share the deals with your friends. You can use the deal by showing it to the merchant.

PROS

- . Delivering Deals.
- . Being able to use the deal emmediately.
- . Being able to search for deals and things to do.
- . Being able to buy and redeem deals directly from iOS device.
- . being able to share a deal with friends.

CONS

- . Havning to check everyday for deals and not getting any notifications.
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3

GeoPerks- GeoPerks is a “Check In companion” that notifies you of your membership discounts when you check in at places/venues on facebook or foursquare. It is like your personal membership discount assistatnt. GeoPerks uses Edtuit’s database of the perks offered to the holders of hundreds of different rewards cards, from alumni associations to credit cards to AAA. You connect your Foursquare (or Facebook) account, tell GeoPerks which cards you have, and it sits back and waits for you to check in at a spot where you can save some money. When you do, it sends an alert to your phone with details on the potential savings.

PROS

- . Getting push notifications about deals around you.
- . being able to share a deal with friends.

CONS

- . Having to “Check In” in each location to be able to get the deals notifications.
- . You only benefit from it if you have a membership with the business that is offering the deal.
- . You only get notified about deals on certain businesses and not those you havn’t used before. That is very limiting.



Competitive Matrix

	Delivering deals	Being able to use the deal immediately	Sharing the deal via social media	Getting notifications in location	Recomending deals via social media	Having Square wallet payment system	Saving receipts
Groupon	📍	📍	📍				
Living Social	📍	📍					
Geo Perks	📍	📍		📍			
Walkby	📍	📍	📍	📍	📍	📍	📍

Inspirations

GeoQpons- This application provides in-store coupons and deals from national retailers and restaurants. Its a mobile coupon wallet with organized coupons. You can search coupons by category or by entering your zip code and seeing deals in your ares. You can save the coupon and use them when you need them.(As long as they are valid). You can also set an alert and the app notifies you when there is a deal for a specific place that you like. You redeem the coupon by showing it when shopping. You can share the coupons wit other people.(This app is my inspiration for offering deals and coupons)

1

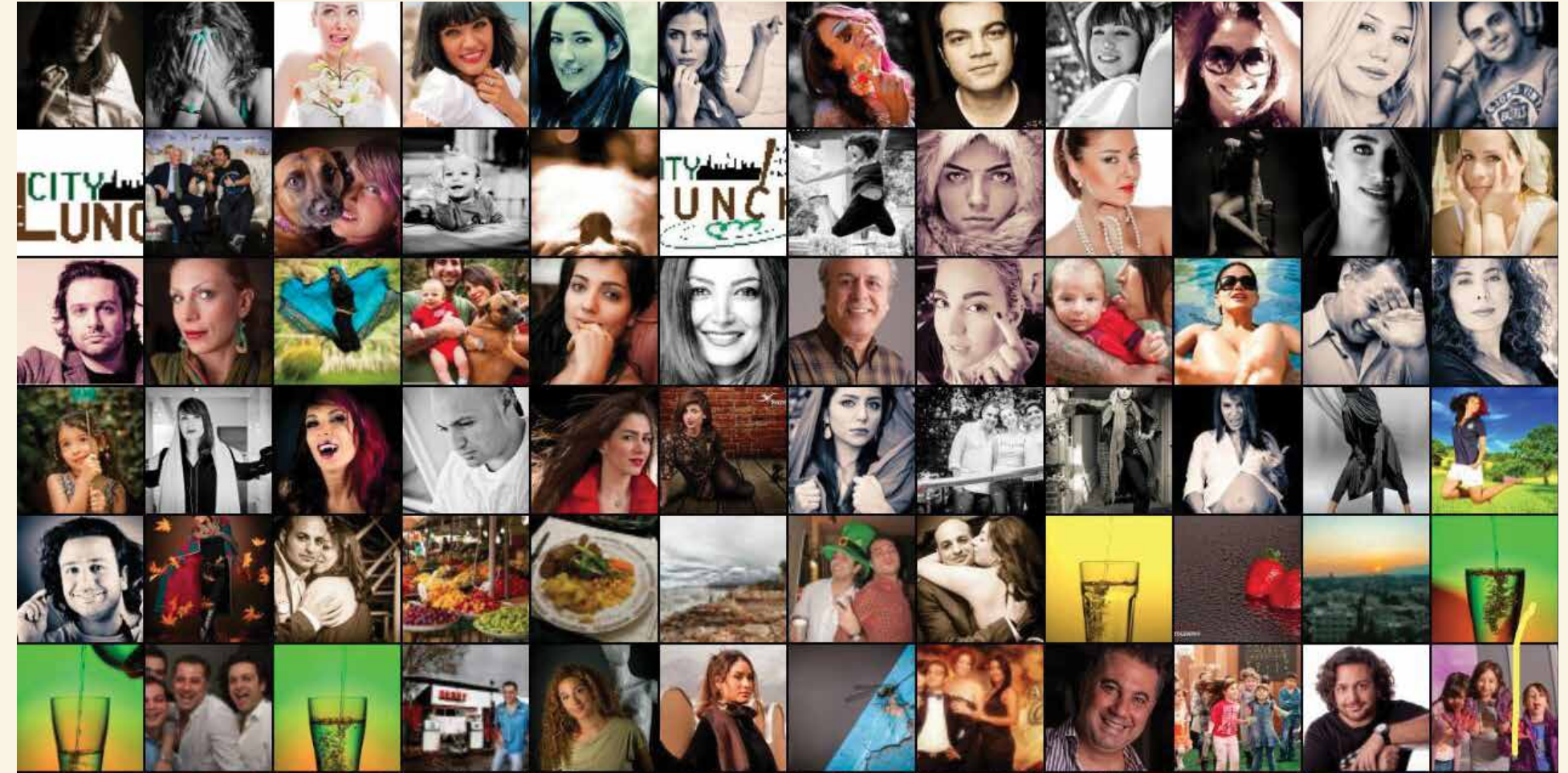
Spotify- This is a music application that gives you access to millions of songs. In this application you can share what you listen to with your friends. It is connected to your Facebook as well, so your friends can see what you are listening to and you can recommend songs and albums to them as well. (This all is my inspiration for sharing deals with friends and making recommendations)

2

Square Wallet- This application allows you to find local businesses anywhere you are. Square Wallet puts your credit card, loyalty cards and receipts into one app. Open the app, check into the business you are visiting, then say your name name at checkout to pay and your linked payment card is charged automatically.(This app is my inspiration for payment method and saving receipts)

3

Target Audience & Personas



TARGET AUDIENCE

Based on the research I have done, I have found my audience to have the following characteristics:

Age 25-45

Access to smartphone

PERSONAS

I have developed my personas based on the research I have done and how I want to show the application and the use of it for real people in their every day lives. They represent different backgrounds and lifestyles. having these personas in mind I complete my design process trying to meet their needs and goals when using this application.



Leena & Craig

The new in town, experimental couple

“We love to try new things to do. We rather know what options we have around us right when we decide to do something.”

DEMOGRAPHICS

Age: 32- 34

Hometown: Atlanta, GA

City: San Francisco, CA

Occupation: Graphic designer and Software engineer

Appliances: iPhone 4 and 5

MOST VISITED SITES

Facebook, Twitter, Groupon, Instagram, Linckedin,Vimeo, Dribble, Techcrunch,-Gigaom,Mashable

Leena and Craig moved to San Francisco 5 months ago. They love exploring the city and trying new places. They usally go out and walk around the city. When they decide to eat or go to a movie or a game they want to be able to see what is available around them. They also want to be able to enjoy all these activities and save as much money as they can, so they want to be able to find the places that have special offers and deals

NEEDS

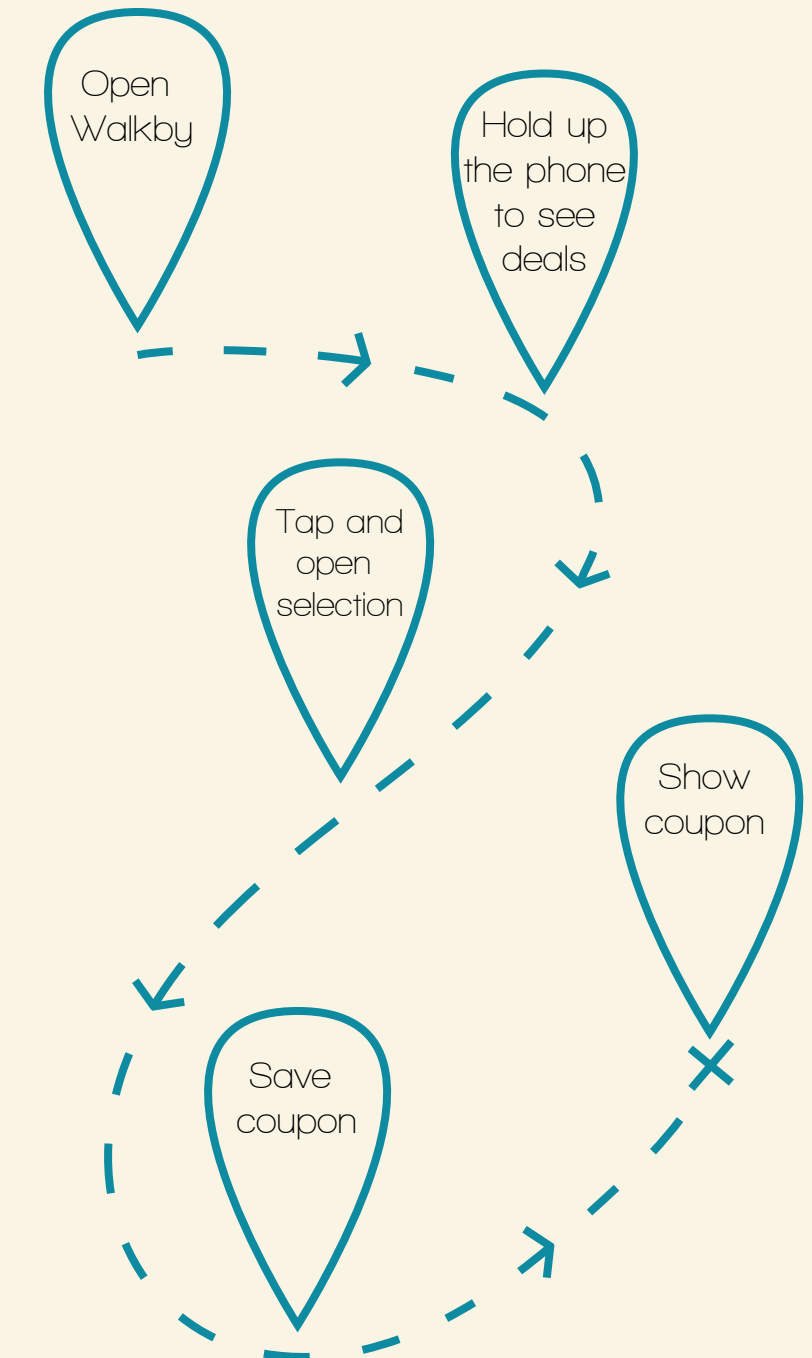
- . Finding new places to try when they are out in the city
- . Being able to have a good time without spending too much money.

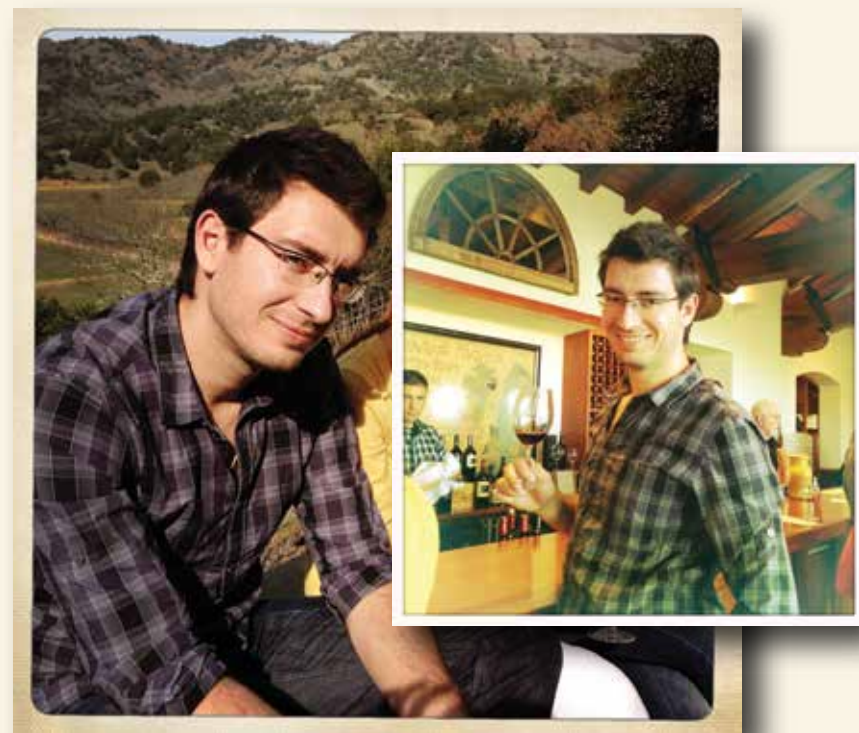
GOALS

- . Locate places around them with the best deals.
- . Save money
- . Find options close by instead of having to spend time searching for it.

User Flow Leena & Craig: Find an activity

We met up for happy hour in a new bar our friends recommended after work and after an hour we decided to find a place to have dinner. We have never been in this neighborhood before and didn't know what options we had. We were hungry and needed to find a place with a reasonable price close by. We used walkby and found french restaurant with 20% off deal a block away.





Mike

The hard working CEO

“I want fast, painless and money saving shopping experience”

DEMOGRAPHICS

Age: 40

Hometown: Boston, MA

City: Manhattan, NY

Occupation: Startup CEO

Appliances: iPhone5 and Android

MOST VISITED SITES

Twitter, Linckedin, Techcrunch, Forbes,

Mike is the CEO of a fast-paced start up in San Francisco. He works 50-60 hours a week and when it comes to personal matters such as shopping, he has very limited time. That is why he never has the time to keep up with deals and special offers and whenever he needs something he ends up paying too much money and wasting too much time trying to find a good deal. He wants to be able to make his shopping experience as easy and time and money saving as possible.

NEEDS

- . Knowing about deals and promotions when shopping
- . Being able to use the deal right away.
- . Not having to worry about wasting too much time for shopping
- . Getting what he wants and getting out of the store as fast as possible

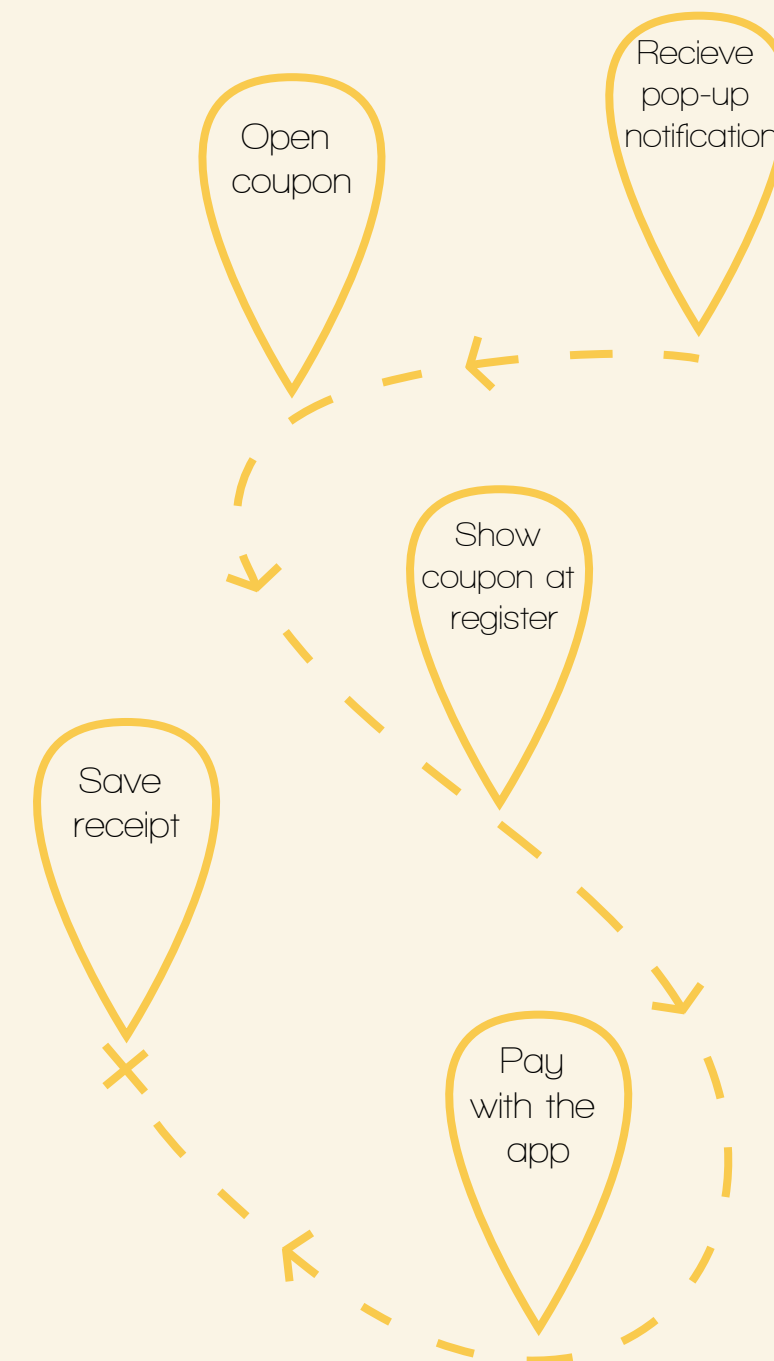
GOALS

- . Being notified about the deals around him as soon as he gets to the shopping mall.
- . Saving money
- . Having an app that saves the deals for him and notifies him when they are getting expired.
- . Having an app that allows him to make a payment with, in one easy and fast step.



User Flow Mike: Fast & easy shopping

I had to buy a suit for an upcoming business trip. I had only an hour to get to the mall, find what I needed and get back to the office for my next meeting with a client. As soon as I walked in the mall I opened Walkby and saw all the stores around me that had special offers. I chose the one from the store I liked and saved it. I walked in, found a suite and showed my coupon to the sales person. They charged my account on walkby and I walked out. I found what I came for, Saved some money on it and had enough time to grab a coffee before my meeting.





Hannah

social network active, mom

“I want to get the word out to my friends when I find a good deal”

DEMOGRAPHICS

Age: 29

Hometown: Sacramento, CA

City: Santa Monica, CA

Occupation: Housewife

Appliance: iPhone 5

MOST VISITED SITES

Facebook, Instagram, Twitter, Youtube, iDealie, Cool mom, Dr. Mommy, Amazon, Groupon

Hannah is a stay home mom with 1 year old twins. Since she is too busy being a mom and has no time to see her friends in person, she is very active on social networking. She makes several shopping trips during the month for herself and the twins. She is always looking for good deals and a way to shop smarter and save money and when she finds them, she likes to share it with her friends so they can take advantage of it as well. She also wants to be able to see what her friends find so she can use them if she needs to.

NEEDS

- . An easy way of sharing her findings
- . Being able to see her friends findings

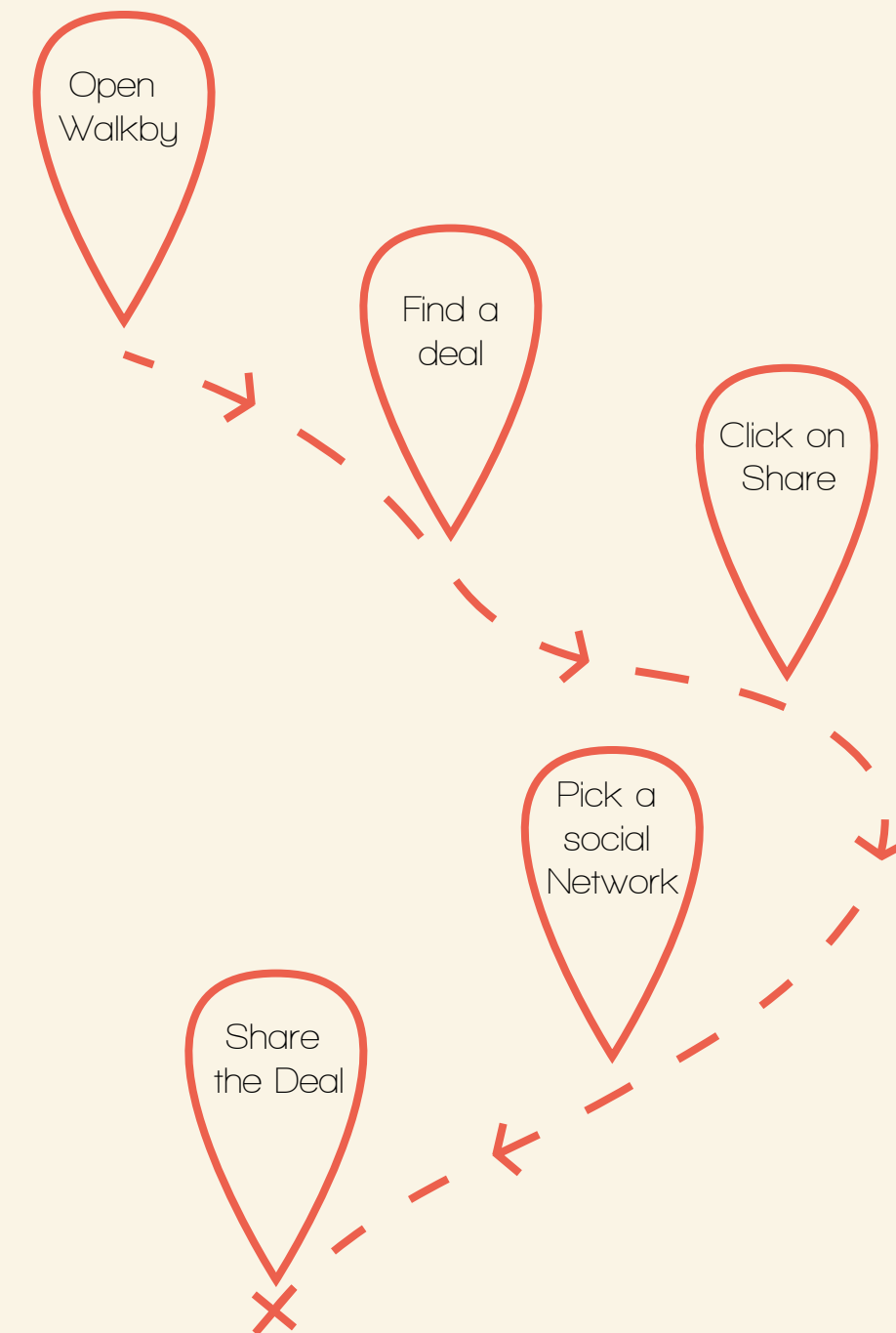
GOALS

- . Share a deal or an item with friends on social network.
- . See deals and items her friend post on social network.
- . To be able to suggest a deal to a friend on social network



User Flow Hannah: Share Deal

I was shopping at the mall when I got a pop up from a store that has very cute baby cloths. I had to check it out. With twins, you can never have enough baby cloths. I found a super cute outfit for the twins and got 30% off. I had to share this with my other mommy friends. I know they love this brand and would want to know about the deal . I shared the deal on Facebook and posted a picture of the outfits I bought.





Shawn

The neighborhood cafe owner

"I love my usual, everyday customers, but it's always nice to bring new people in."

DEMOGRAPHICS

Age: 36

Hometown: Carmel, CA

City: Berkeley, CA

Occupation: Cafe owner

Appliances: iPhone 4 & iPad

MOST VISITED SITES

Facebook, Twitter, Groupon, Instagram, Youtube.

Shawn opened his cafe in Berkeley 2 years ago. He has his regular customers that come in to get their coffee and cupcake in the morning and those who come in to enjoy a cup of tea while working or studying. He wants to be able to bring more foot traffic in and be able to make his customers have a better experience. That is why he chose this application to help him bring more people in and have them enjoy the discount he is offering and pay with the application as well, which makes it easier and faster for them.

NEEDS

- . Getting more foot traffic in.
- . giving the customers a better and more efficient experience.

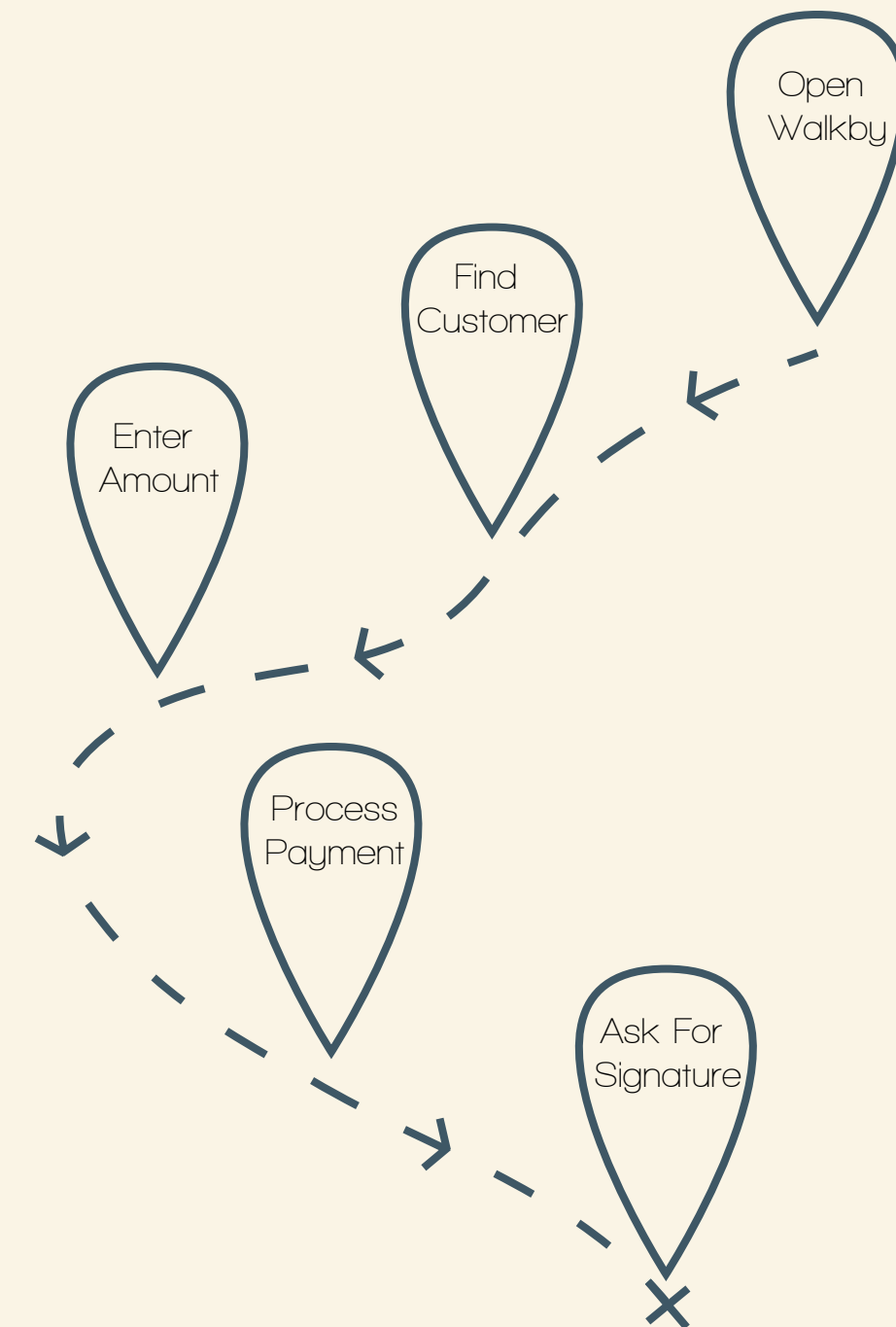
GOALS

- . Bringing more people in by offering special deals.
- . Being able to help customers pay in a more efficient way in busy hours.
- . Having an application that allows him to process the payments and notify people passing by of his daily deals.

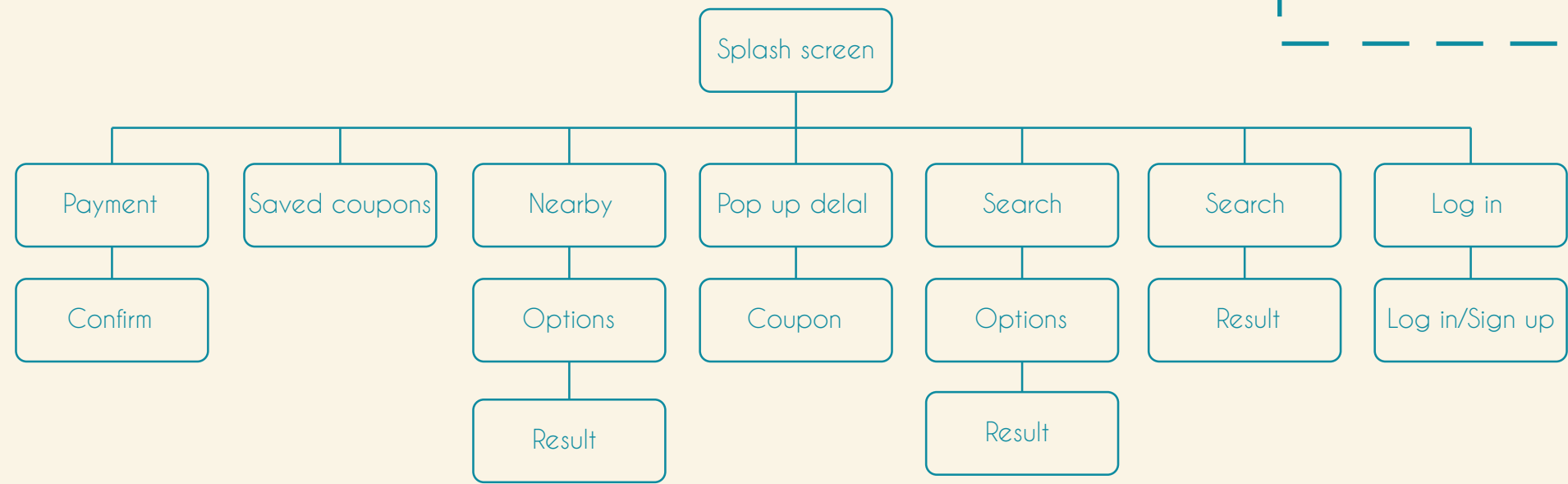


User Flow Shawn: More customers & better Customer service

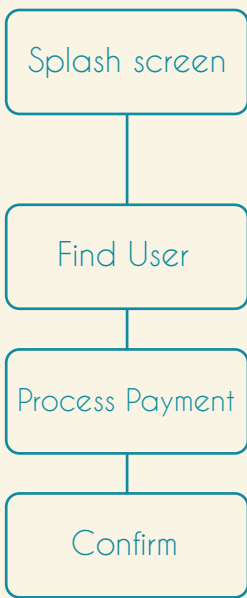
A customer walked in to my Cafe because he recieved the pop-up coupon about our lunch deal for the day. He grabed a sandwich and a soda and told me his name. I opend Walkby and saw his name. I prcessed the payment through the application with the credit card he had setup on the application. He signed and walked out.



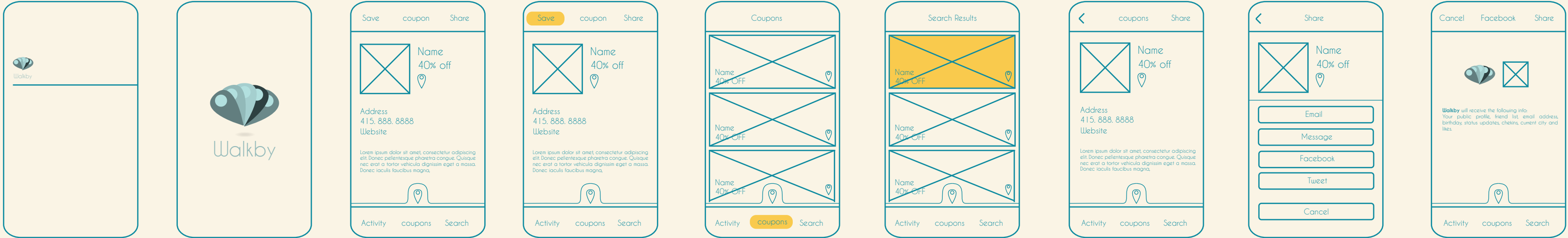
Site Map For Users



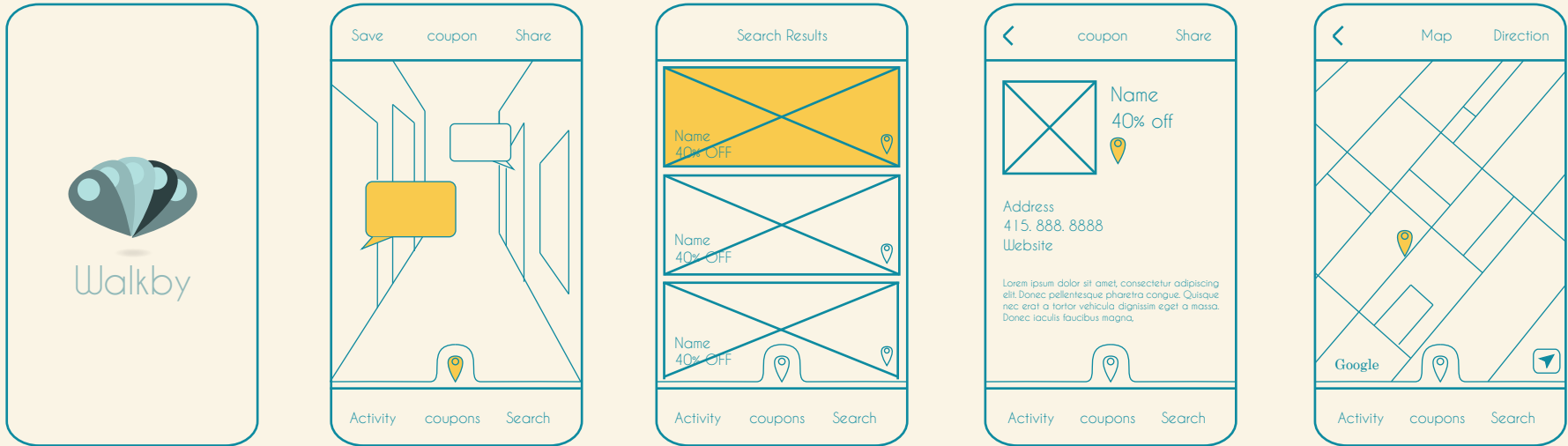
Site Map For Business Owners



Wireframe



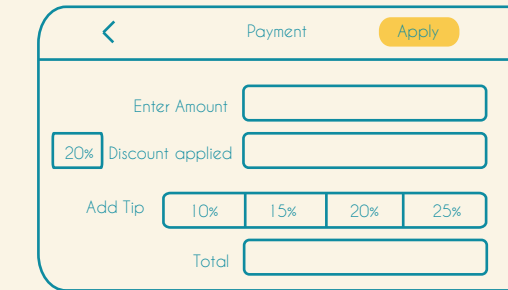
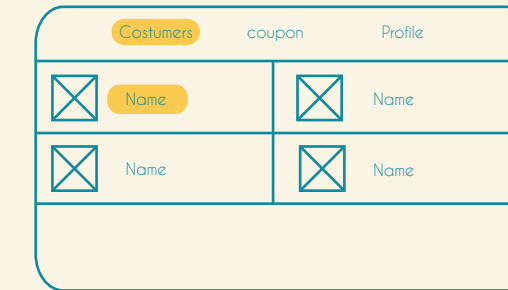
In this wireframe, users opens Walkby and by holding the iPhone up and the augmented reality technology, they can see the places that are offering deals. They taps on the deal and saves the deal. By going to coupons they can pull the up the saved coupon and show it to the sales person and also share it on social media with their friends.



In this wireframe, users opens the application to search for a deal or activity nearby. They can search for either an item, specific place or select one of the categories recommended by the application. They can see the location on the map as well.



Business Owner Wireframe



In this wireframe, the business owner finds the perosn on the application and charges them for the service or purchase through the application.

Proof of Concept

This represents some of the main functions of Walkby and how the user interacts with the application.

Leena and Craig are out on a Sunday in San Francisco. They are exploring the city and walking around.

Step 1/11

She swipes the notification to open the application and see the details of the deal.

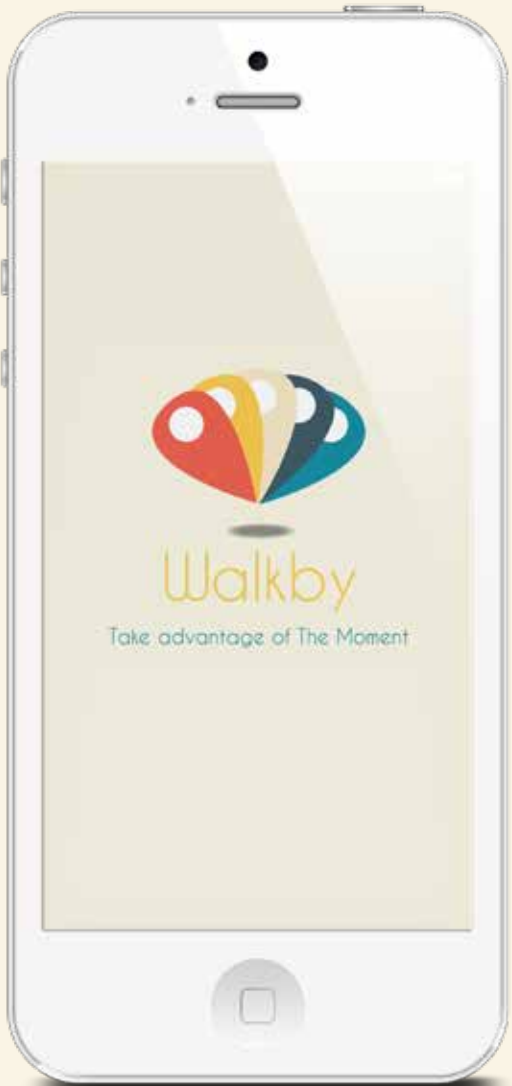
Gesture:

Swip to open



Step 2/11

Walkby application opens.



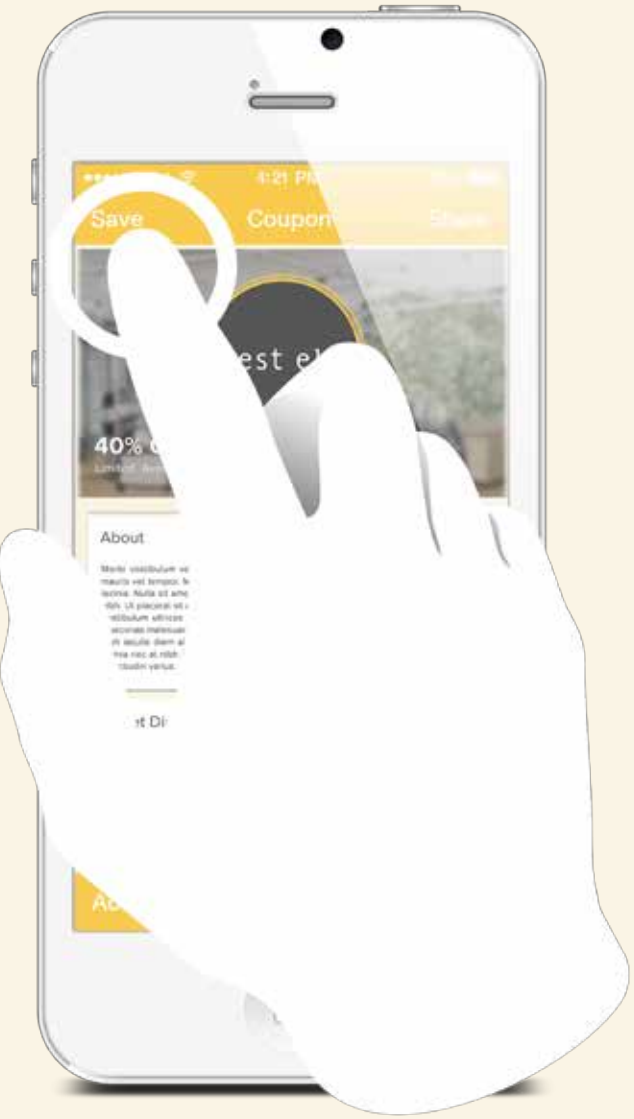
Leena and Craig are out on a Sunday in San Francisco. They are exploring the city and walking around.

Step 3/11

Leena receives a pop-up notification on her phone about a deal nearby. She sees that it is from a store that she likes.

Gesture:

Tap to Save



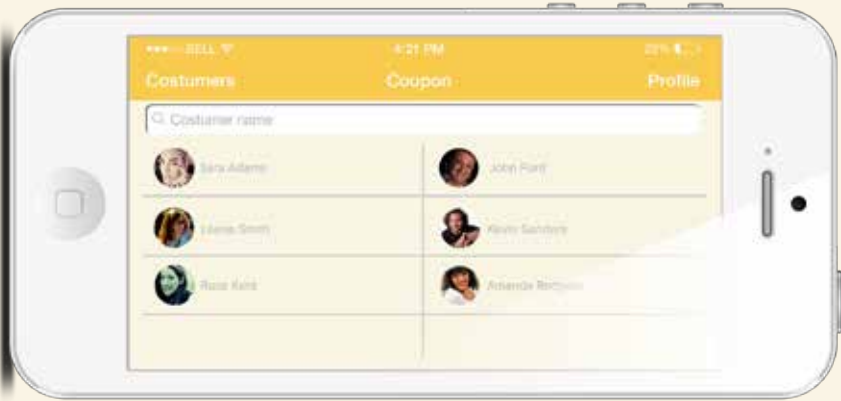
She goes to the store and shows the coupon at the register. The sales person finds her name on his Walkby.

Step 4/11

The sales person finds Leena on his application.

Gesture:

Tap to pick.



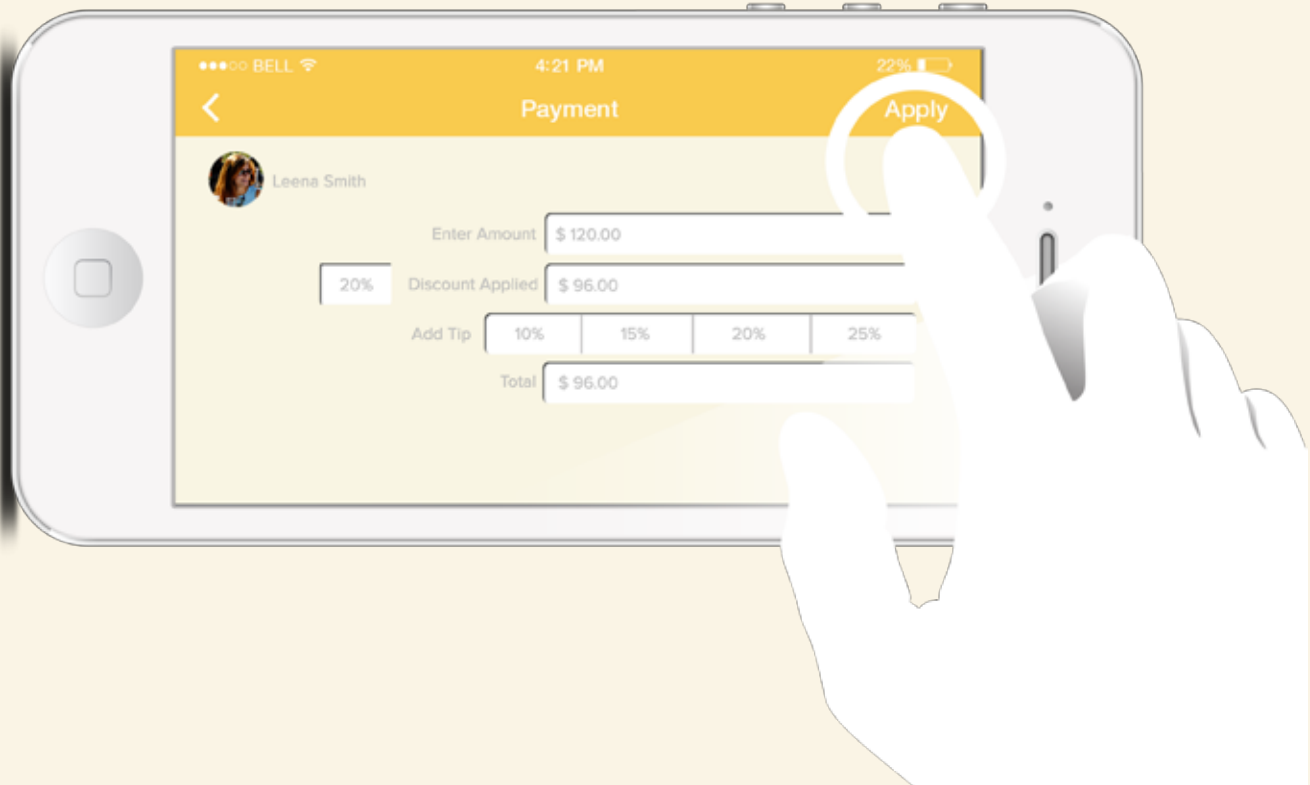
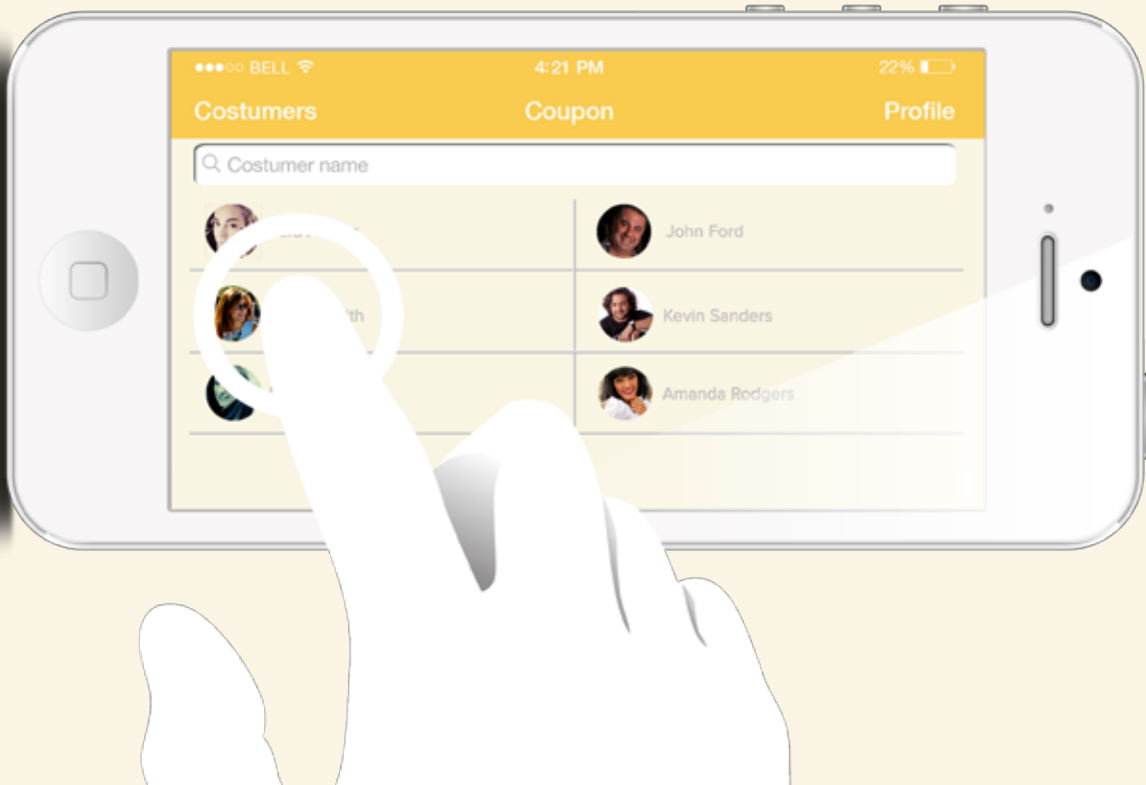
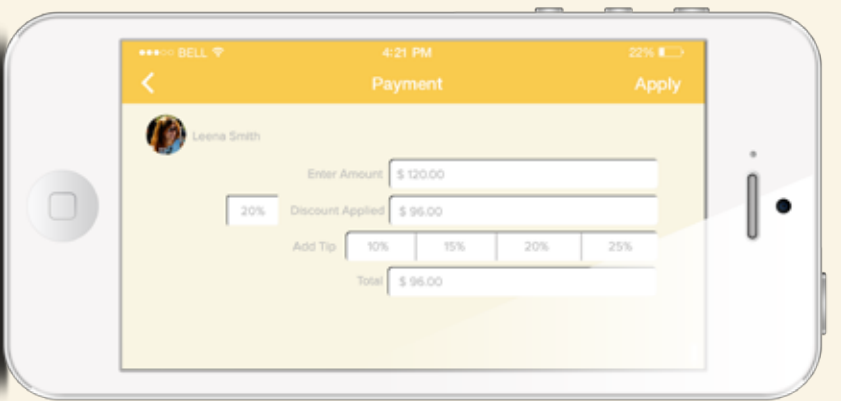
The sales person opens the payment screen for the payment process.

Step 5/11

He enters the amount and applies the discount. He confirms the total with Leena and completes the the transaction by taping on apply.

Gesture:

Tap to apply



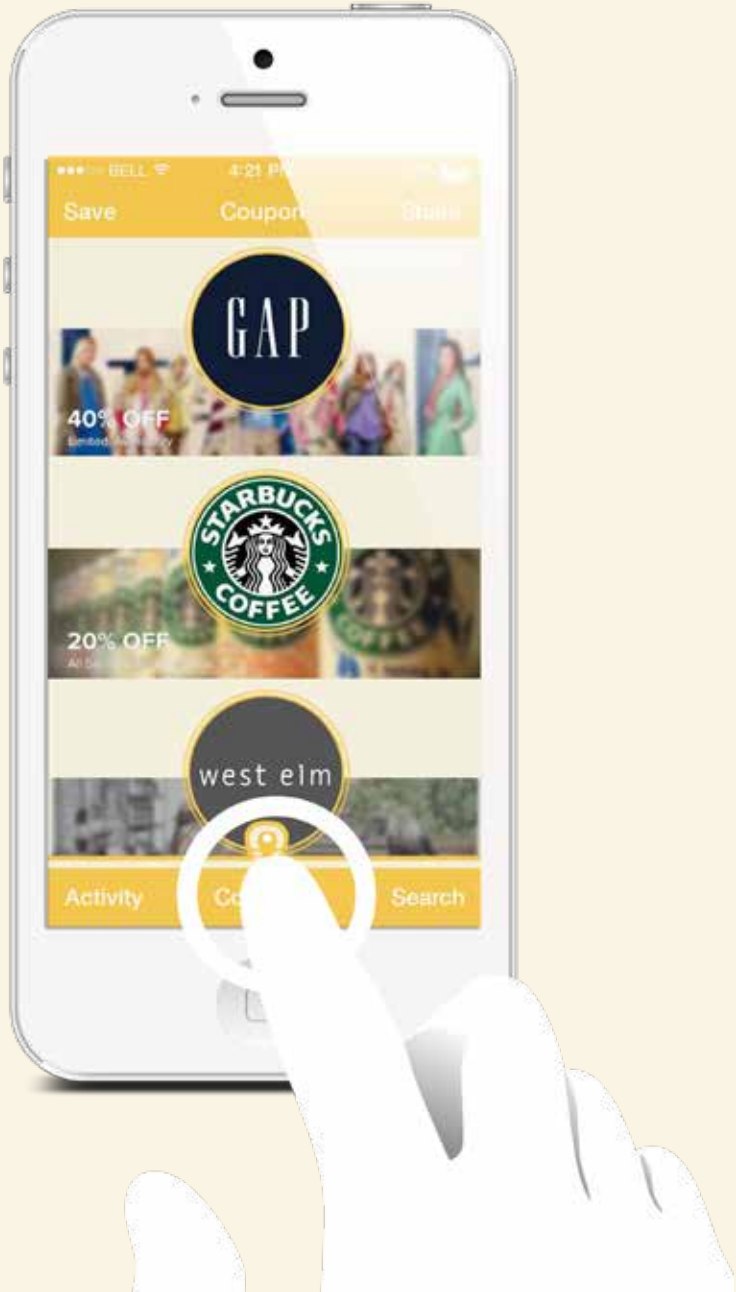
They want to have dinner and they want to try a new place and they want it to be close by.

Step 6/11

They tap on the nearby icon.

Gesture:

Tap to open



They hold the phone in the direction they want and see the deals around on the screen and find a restaurant close by that has a good deal.

Step 7/11

They tap on the deal to see the details of the deal.

Gesture:

Tap to open

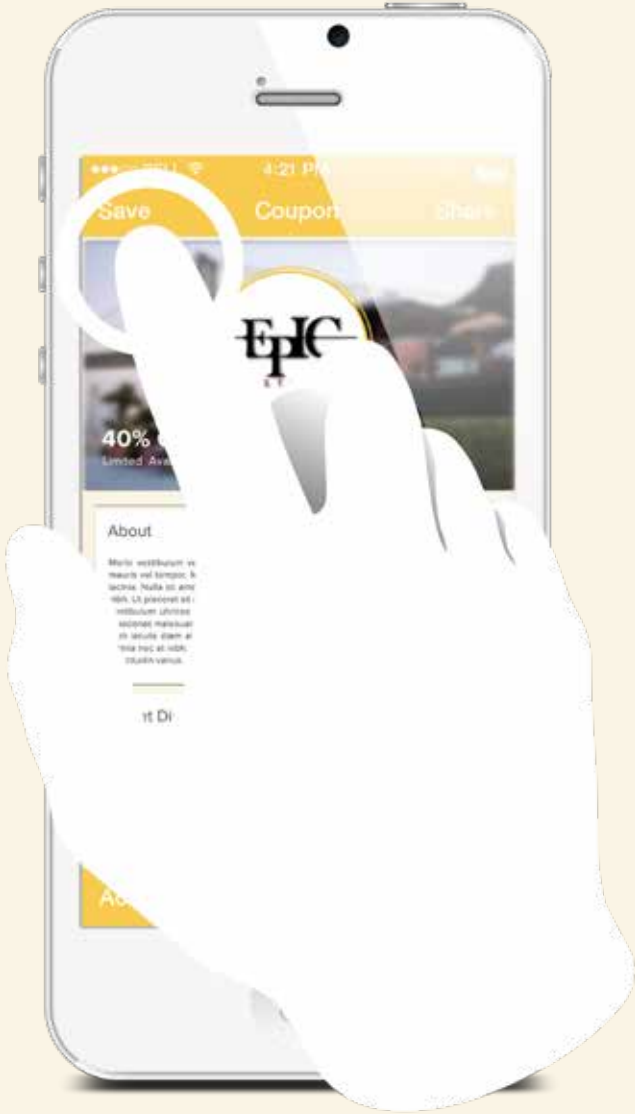


Step 8/11

They save the deal to use it later in the restaurant.

Gesture:

Tap to save.



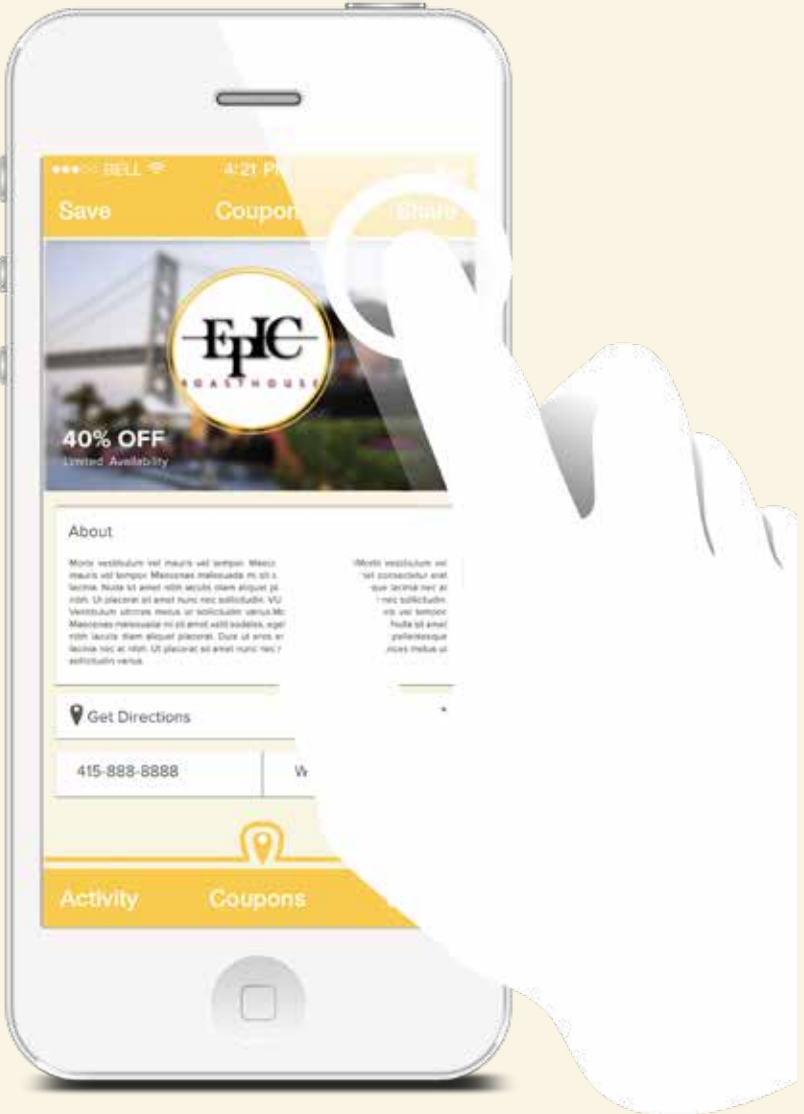
They enjoy the food very much and decide to share this deal with their friends on Facebook.

Step 9/11

Leena taps on share.

Gesture:

Tap to share



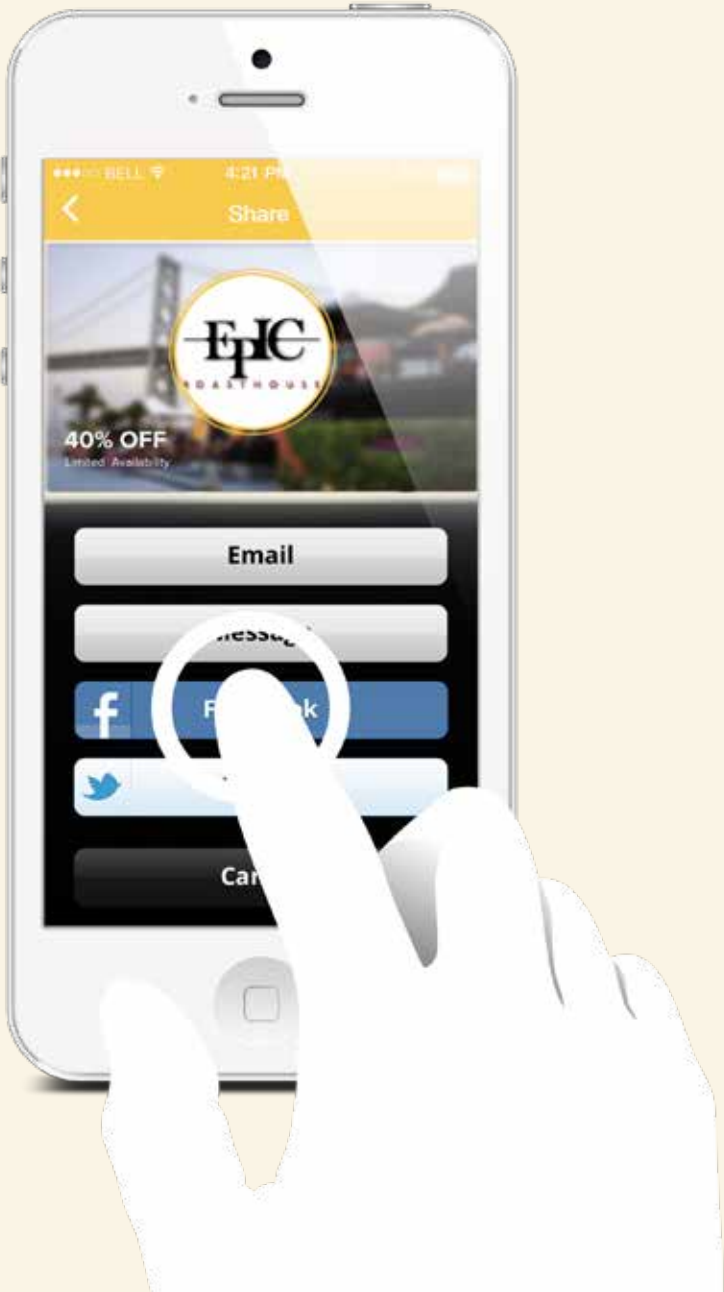
A menu pops up with options to chose from.

Step 10/11

She selects Facebook from the options.

Gesture:

Tap to select.



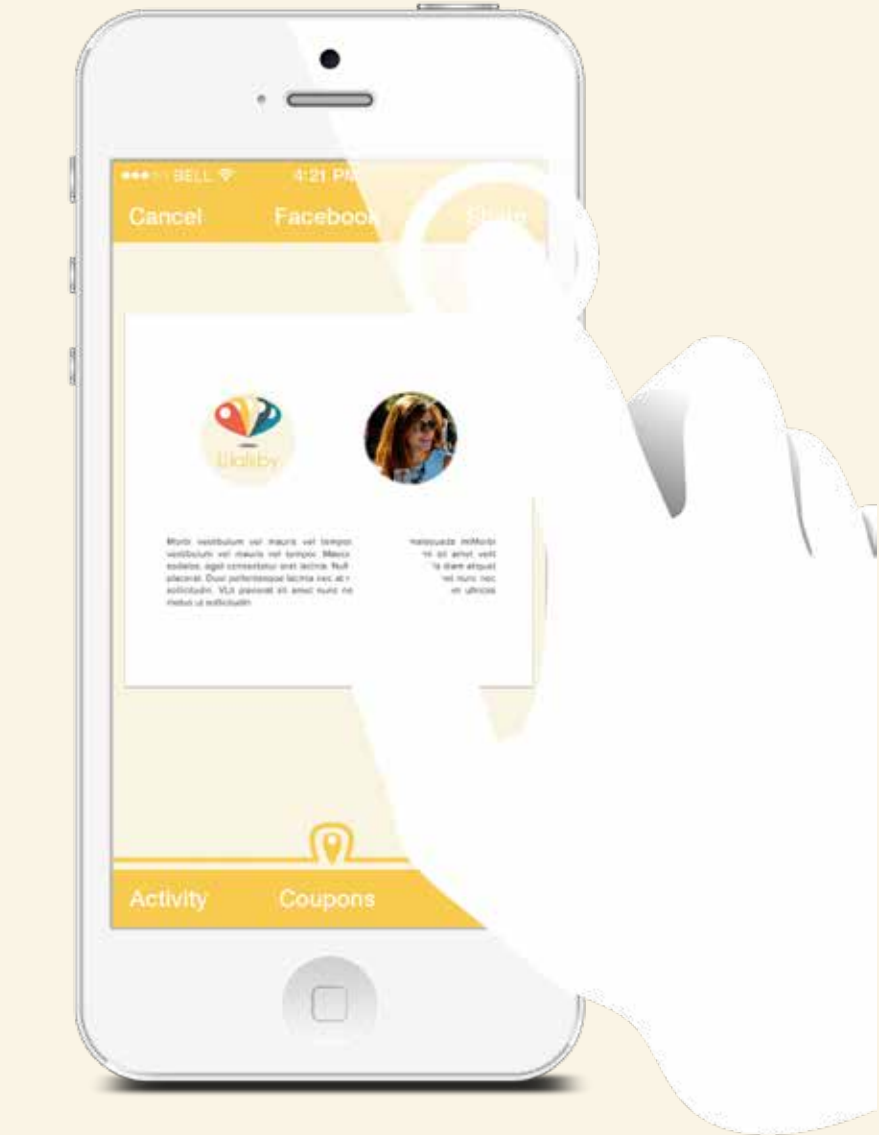
They enjoy the food very much and decide to share this deal with their friends on Facebook.

Step 11/11

Leena taps on share.

Gesture:

Tap to share





Mood Board

I chose this color pallet to present joy, activity and variety. Colors that catch the eye and are warm and pleasant to the eye. The type face (Caviar Dream) also represents the same values by having the fun curves and the over all shape of characters.

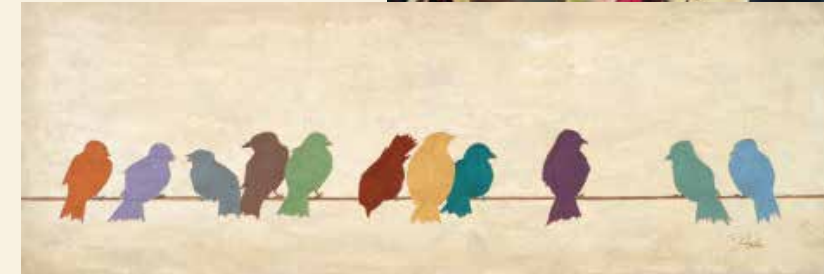


Walkby



Take advantage of the moment

Caviar Dreams- Regular/Bold





Logo Design



Walkby



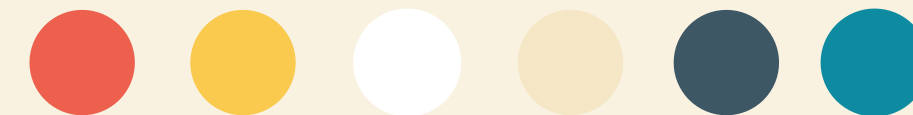
Walkby



Walkby



Walkby



Color Palette

Caviar Dreams

1234567890 qwertyuiopasdfghjklzxcvbnm



Craig and Leena are enjoying a Beautiful Sunday in San Francisco.



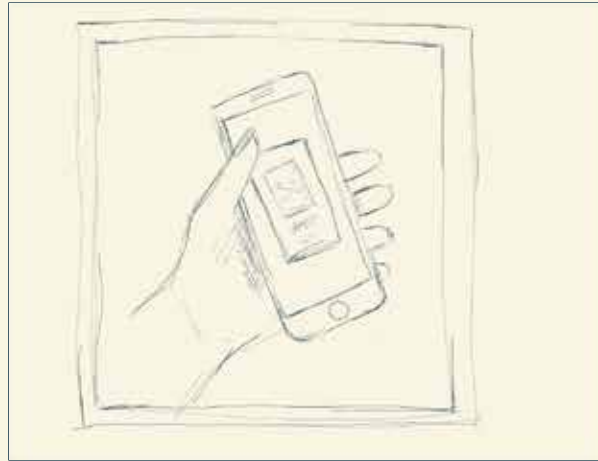
As they are walking around and window shopping, Leena receives a pop-up notification on her smart phone.



They find an item they like and they take it to the register.



Leena shows the coupon at the register and the sales lady asks for her name.



It happens to be from a store she likes. They decide to check it out.



She opens the coupon.



The sales person finds her name on her Walkby and the amount and processes the payment right there on the application, using the credit card information that Leena has saved on Walkby.



They took advantage of the deal and got what they wanted.





It's time for dinner and they wanna find a place nearby to eat. They open Walkby and search for a french restaurant.



They open Walkby and search for a french restaurant.



It's time for dinner and they wanna find a place nearby to eat. They open Walkby and search for a french restaurant.



They pull up the coupon they saved in the restaurant.



They find a place that looks interesting to them and open the deal for that restaurant.



They save the coupon and head to the restaurant using the map that has been provided by the application.

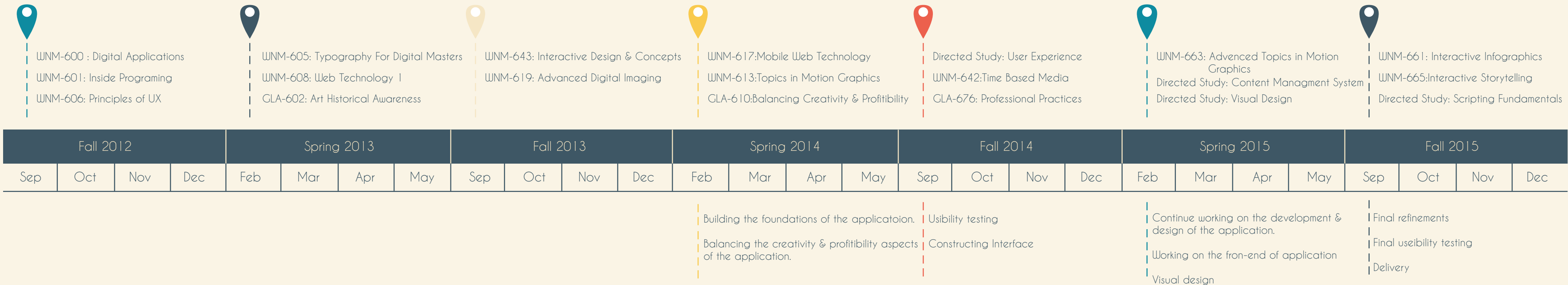


And they show it to the waiter.



Exploring new places shopping, a great meal and they managed to save a lot of money as well... It's been a great Sunday!





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