



# Walkby

## Take advantage of the moment

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Original Midpoint Proposal

Date of Presentation

Time of Presentation

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# Resume

MARYAM RABBANIFARD  
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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.

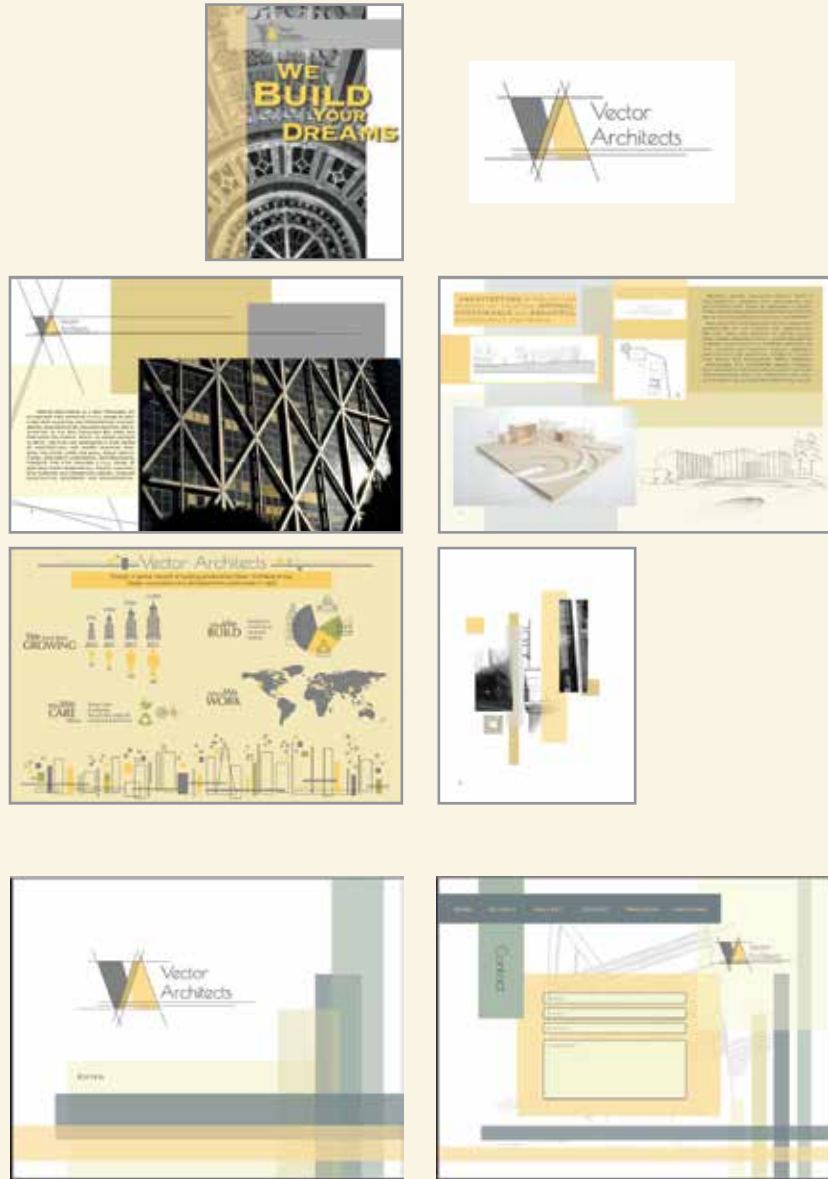
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# Portfolio



<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

Website

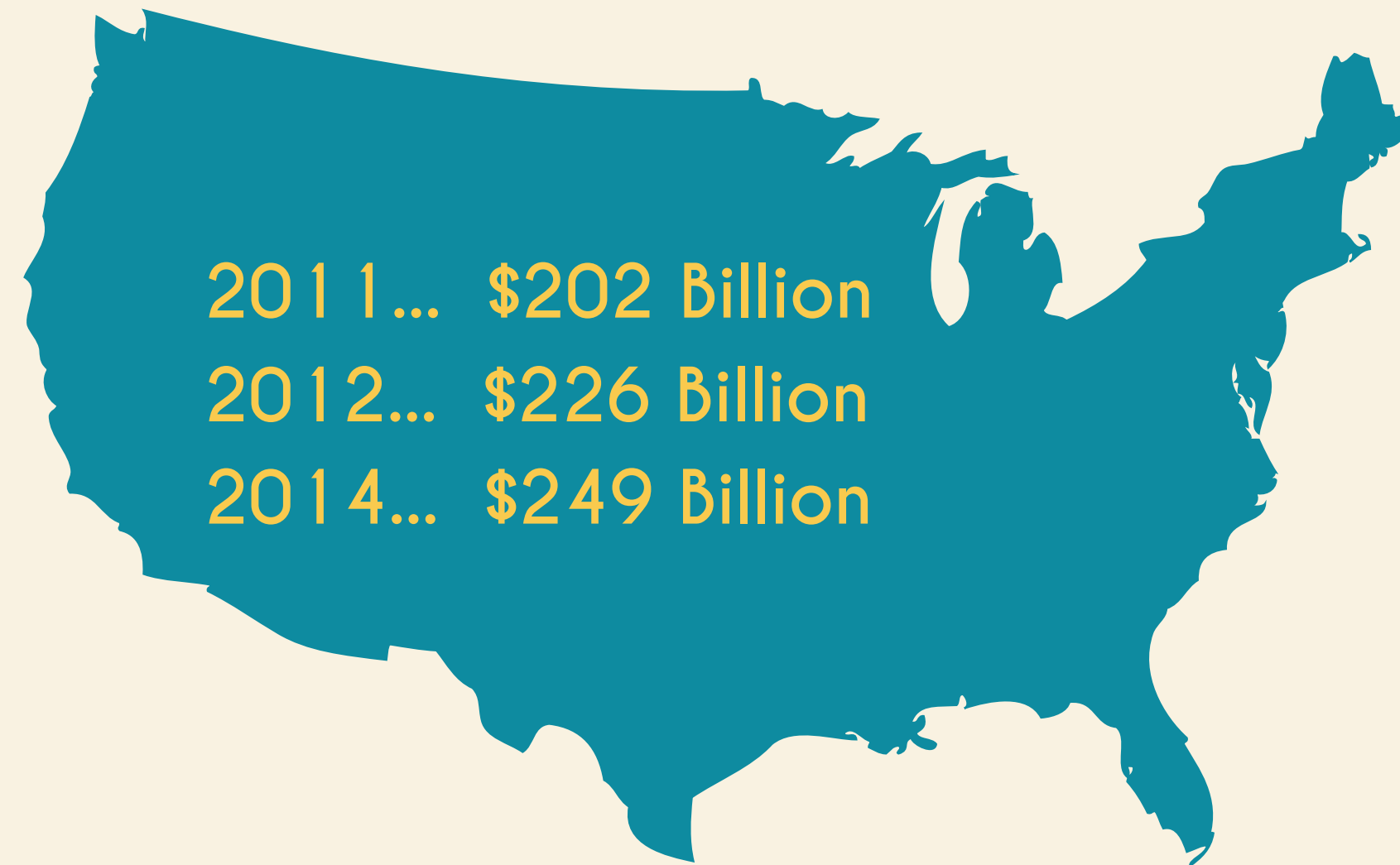
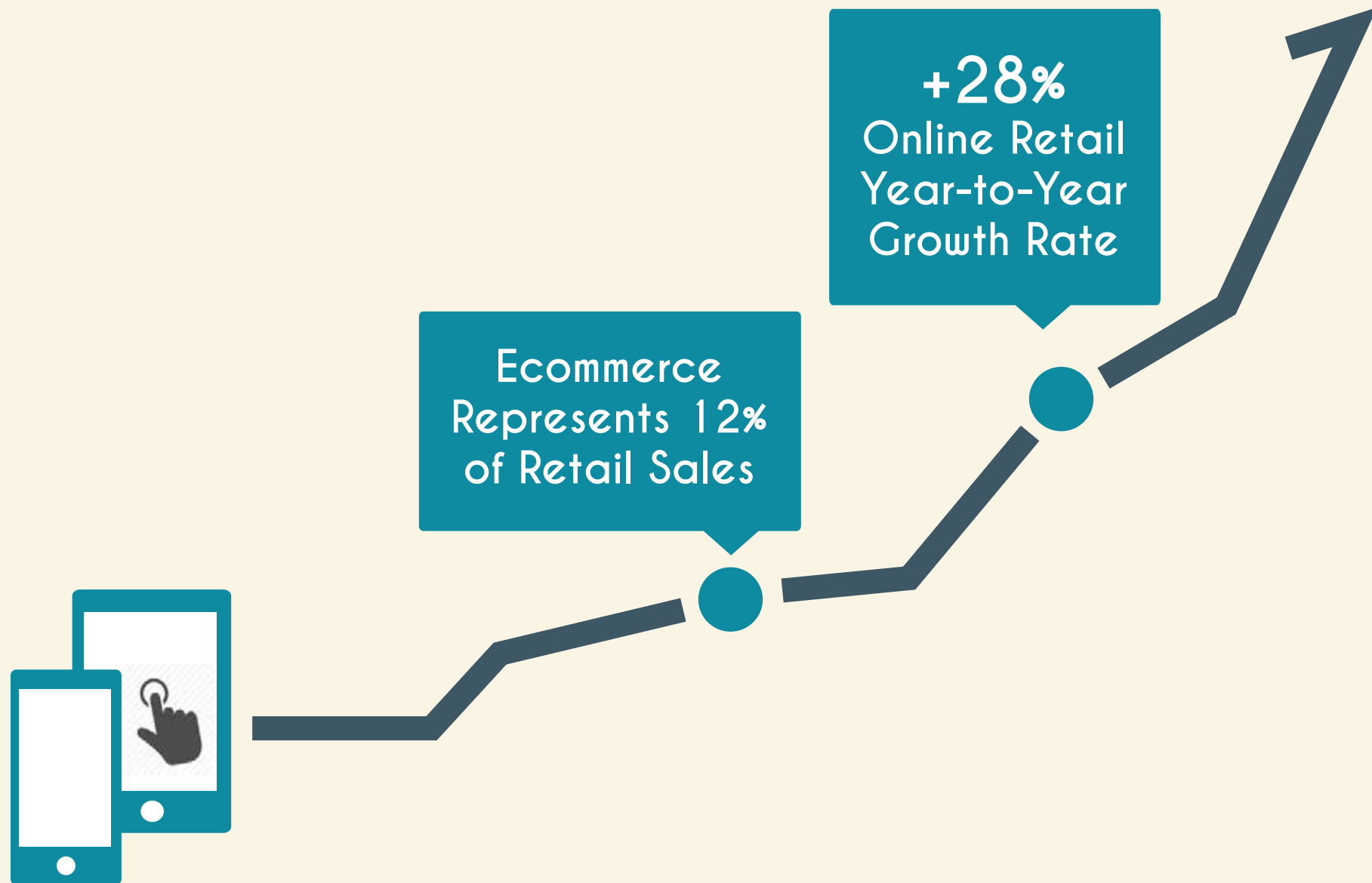
# Thesis Abstract

- 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 whether 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.

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

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

have because they found a better price online.





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.



63.6%  
2007

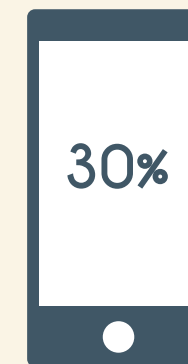
Regular Coupon Users



79.8%  
2012



Number of Smartphone users in U.S  
Source: <http://www.go-gulf.com>



Of Smartphone users redeem

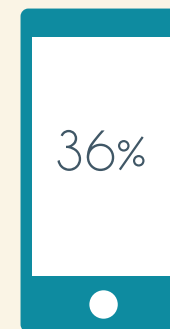


26%

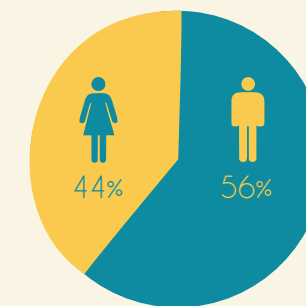
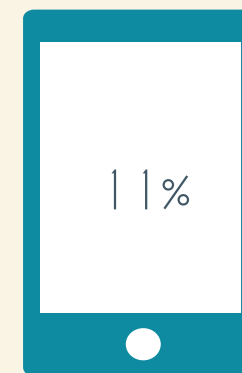
Smartphone users who opted in to receive location-based mobile coupons



32%

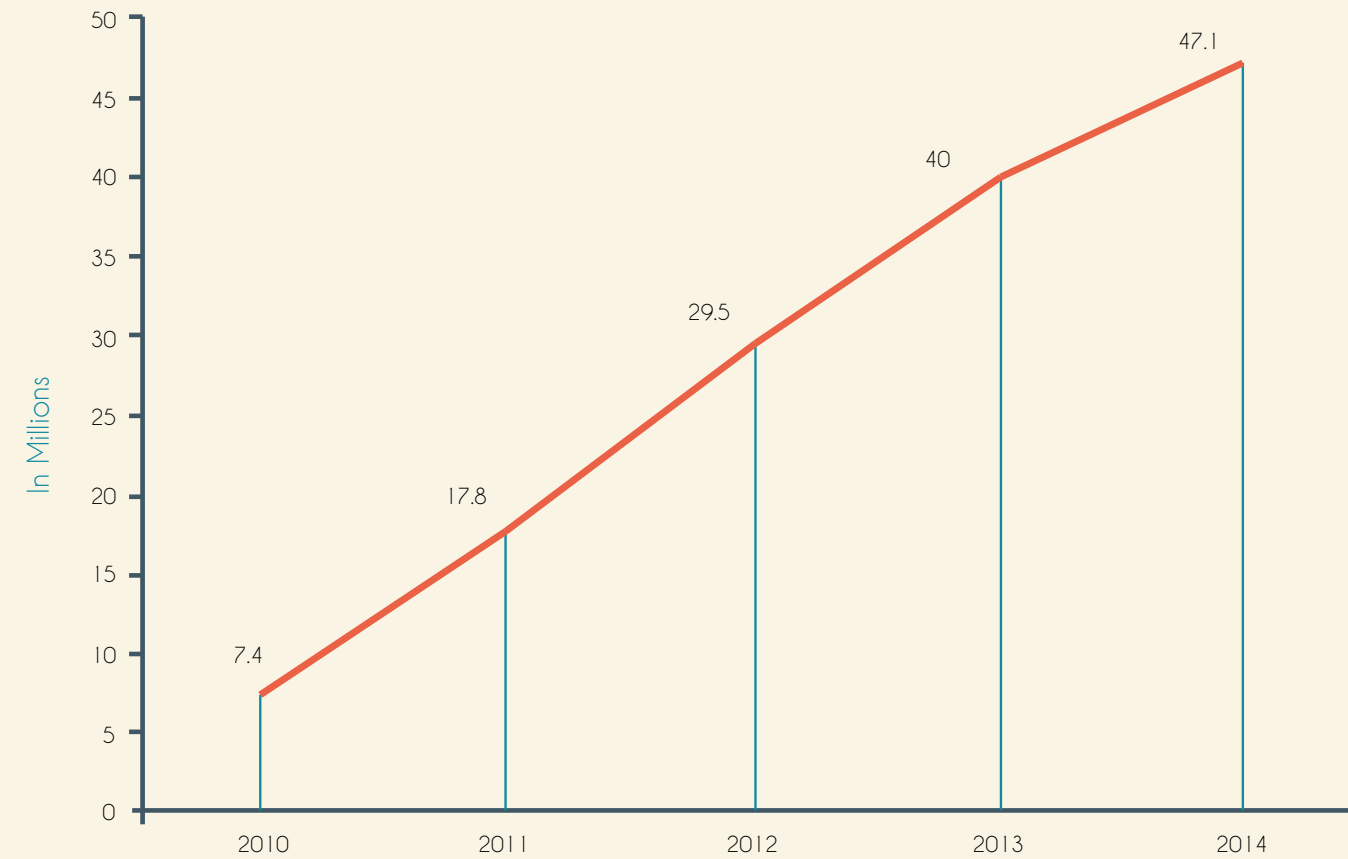


Owners who redeemed a coupon on their device  
Smartphone vs Tablet



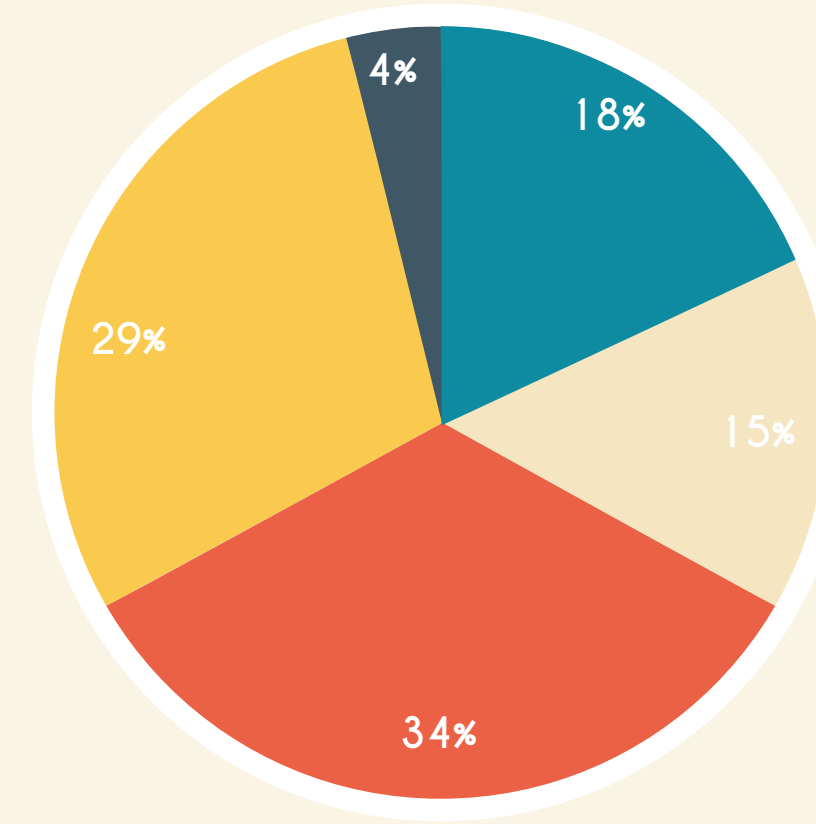
Gender Comparison, Smartphone users  
Source: Flurry Analytics, Sep 2012

“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.

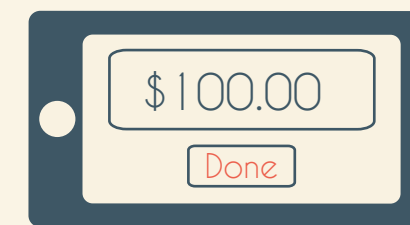
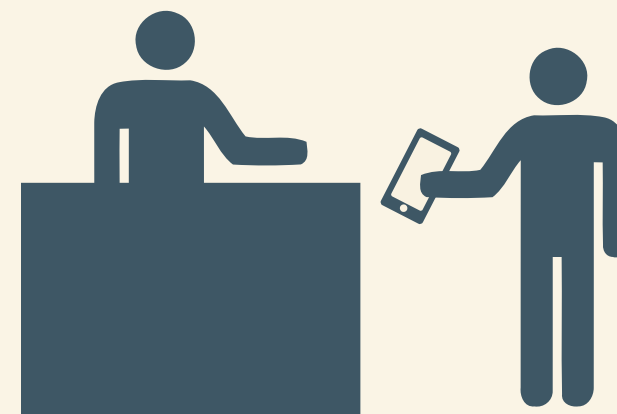
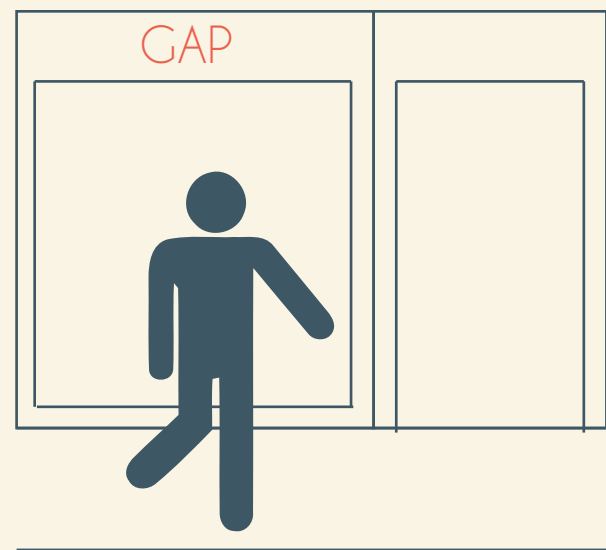
You receive pop-up notifications on your phone. If you are interested in that deal, you can get it right away.

With Walkby

You wont need to use a card or cash when you shop with this application. all you need to do is to walk in and show the coupon on your phone to the sales person. Open the app, check into the business you are visiting, then say your name at checkout to pay and your linked payment card is charged automatically.

Walkby saves all your receipts for you so you wouldn't have to worry about saving them or finding them in your inbox when you need them. You can simply search for them on the app.

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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- . The categories presented are not very usefull. There are many random deals in most categories.



# 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

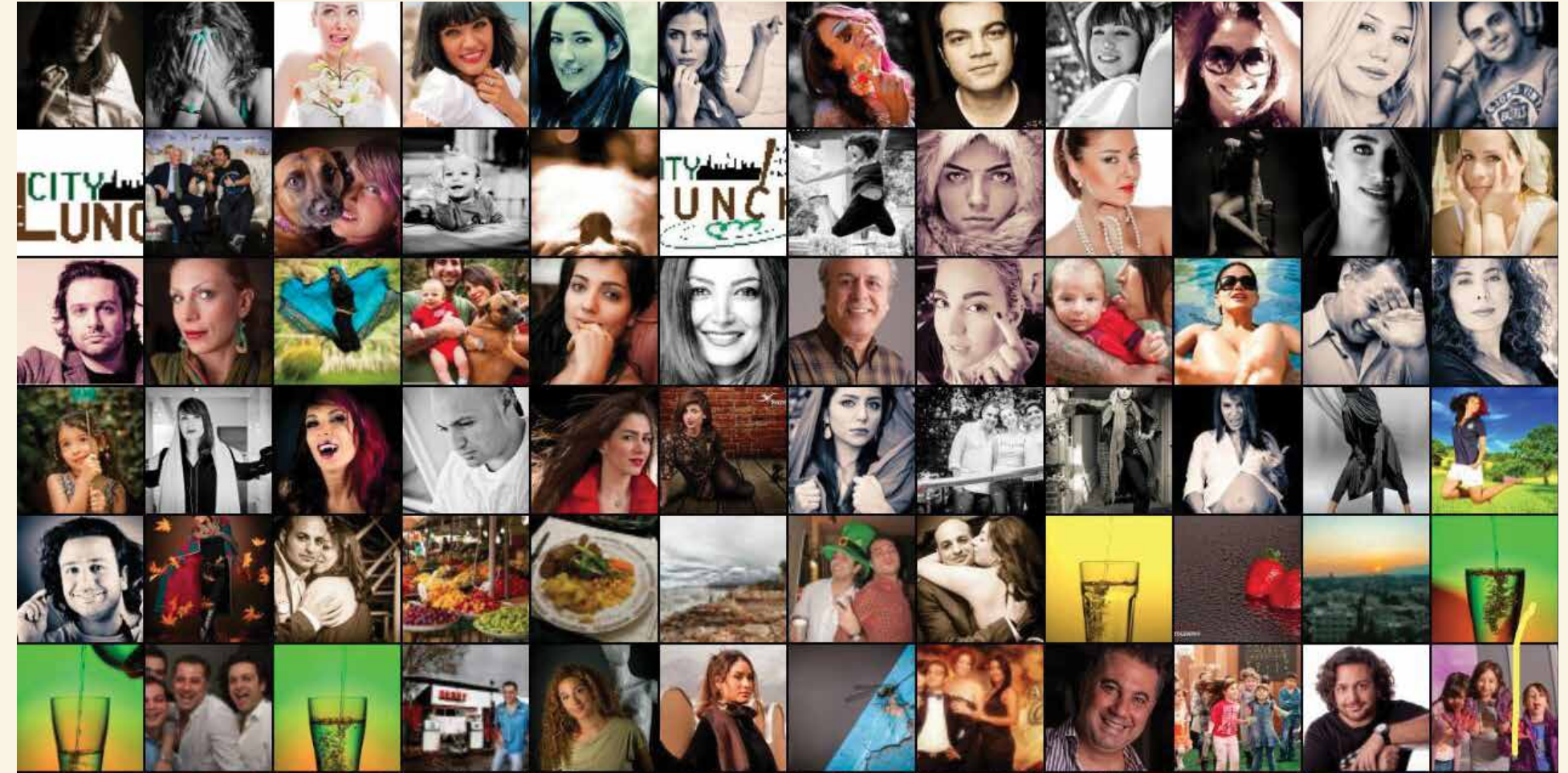
**Spotify-** This is a music application that gives you access to millions of songs. In this application you can share what you listen to with your friends. It is connected to your Facebook as well, so your friends can see what you are listening to and you can recommend songs and albums to them as well.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

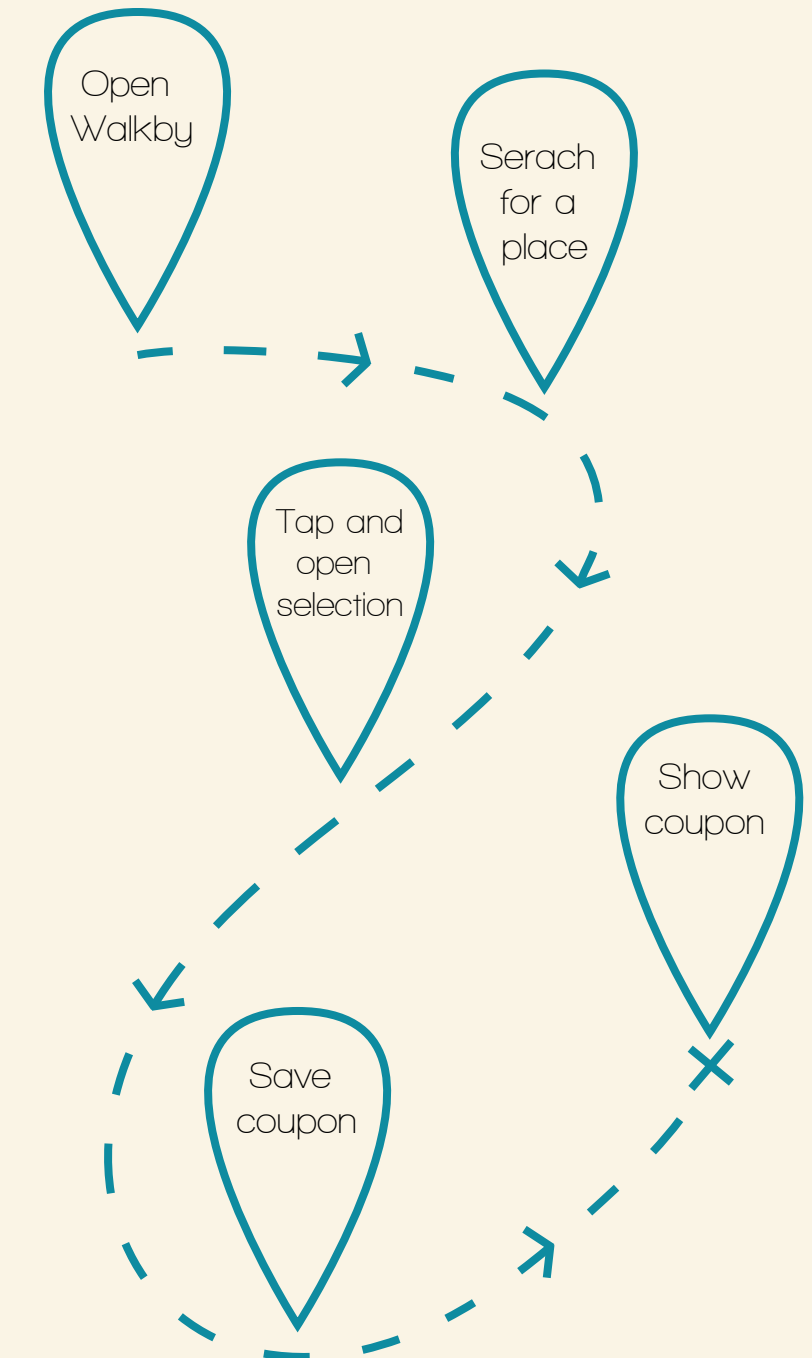
- . Finding new places to try when they are out in the city
- . Being able to have a good time without spending too much money.

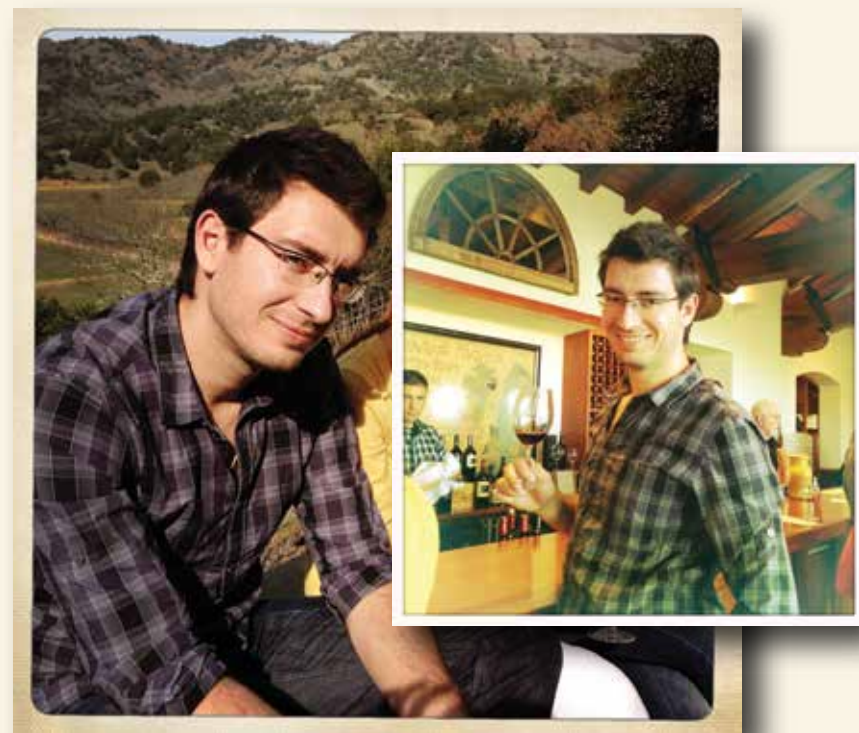
### GOALS

- . 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

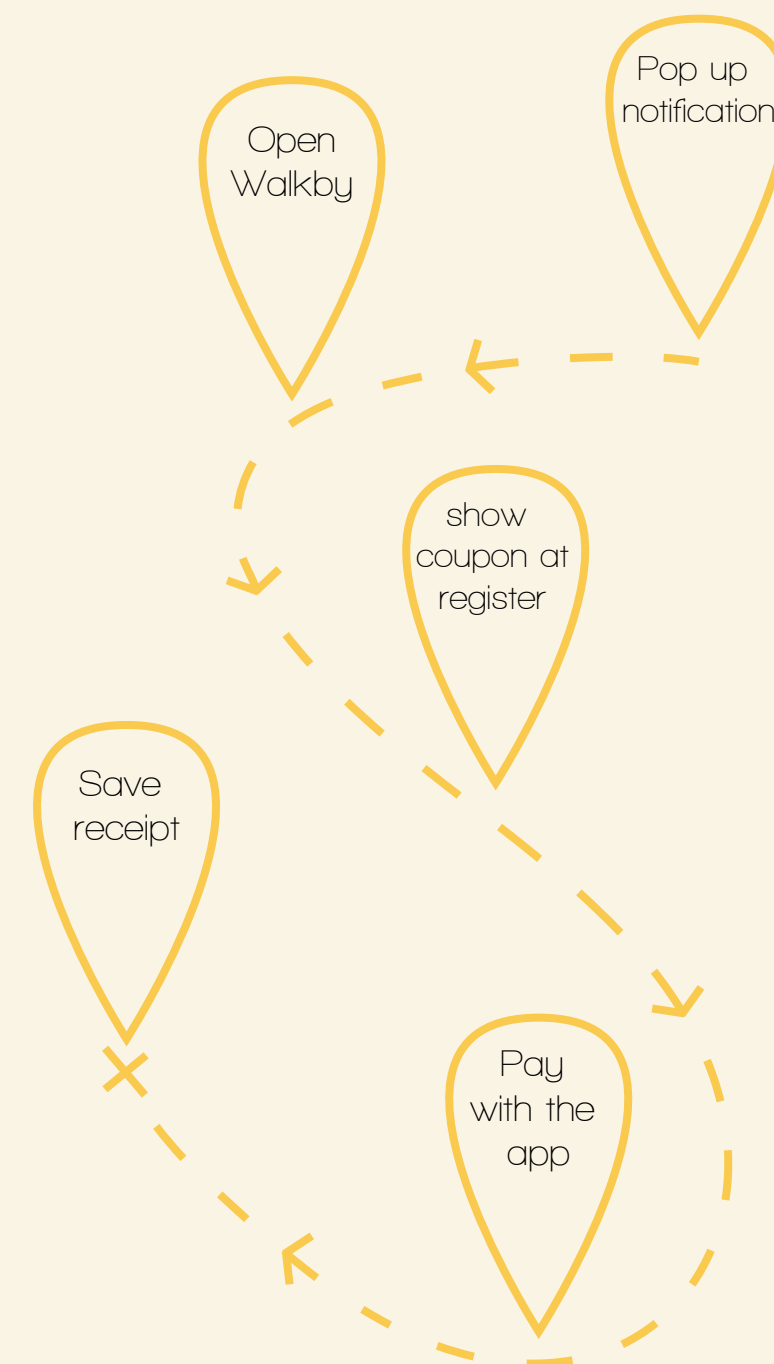
### GOALS

- . 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 received a few pop ups from walkby on my phone and I saved the ones from those places I usually shop at. 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

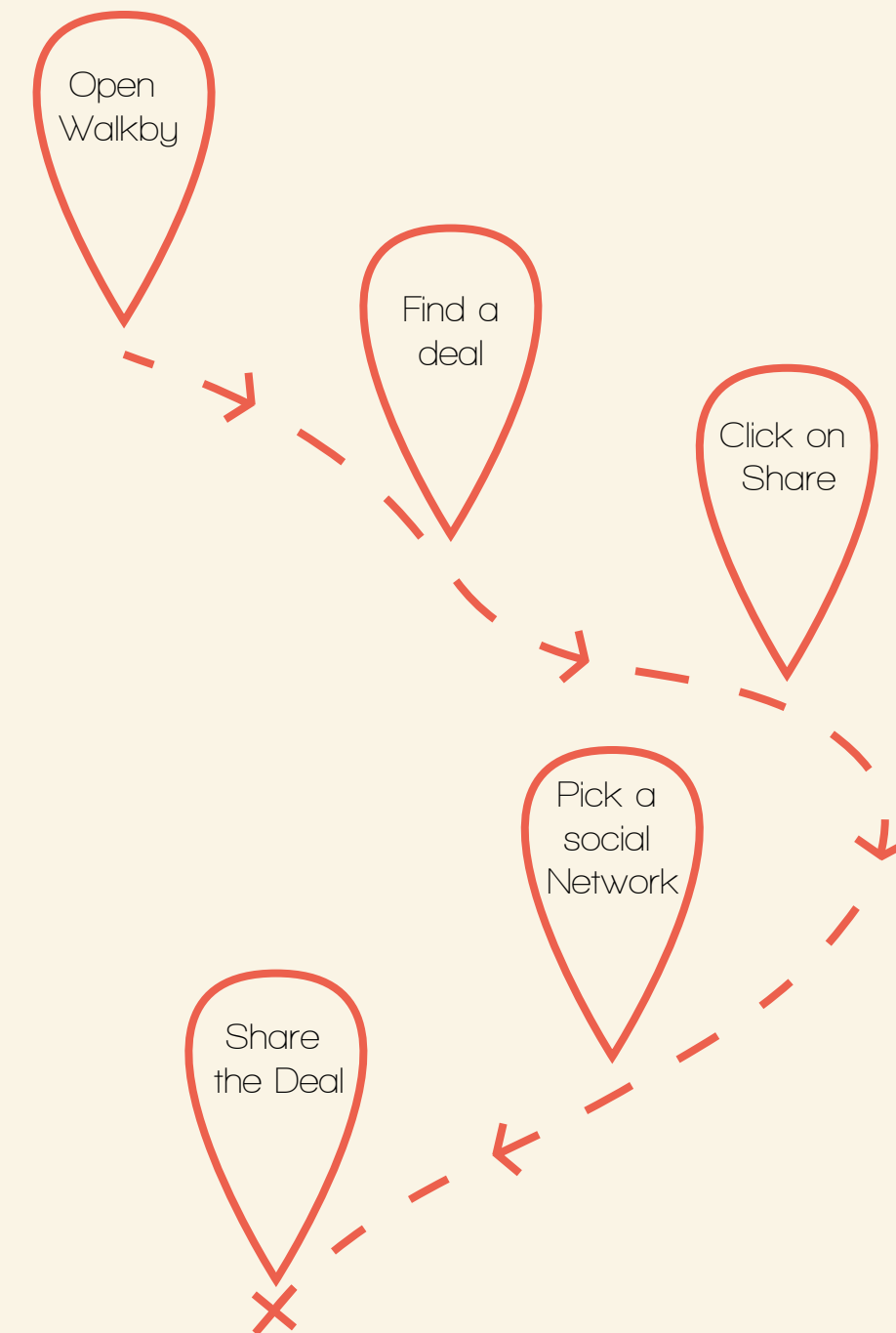
## GOALS

- . 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.

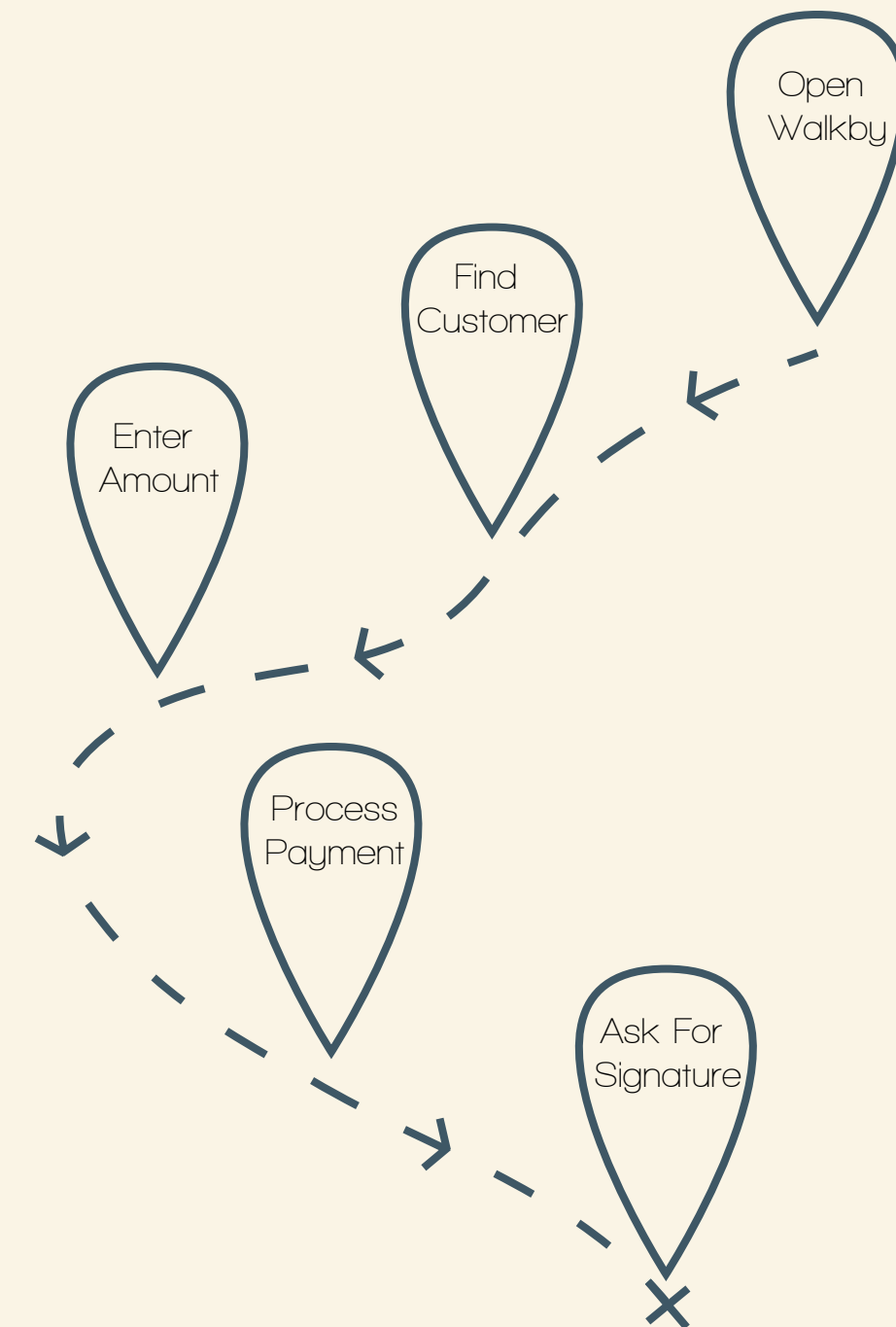
### GOALS

- . 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.

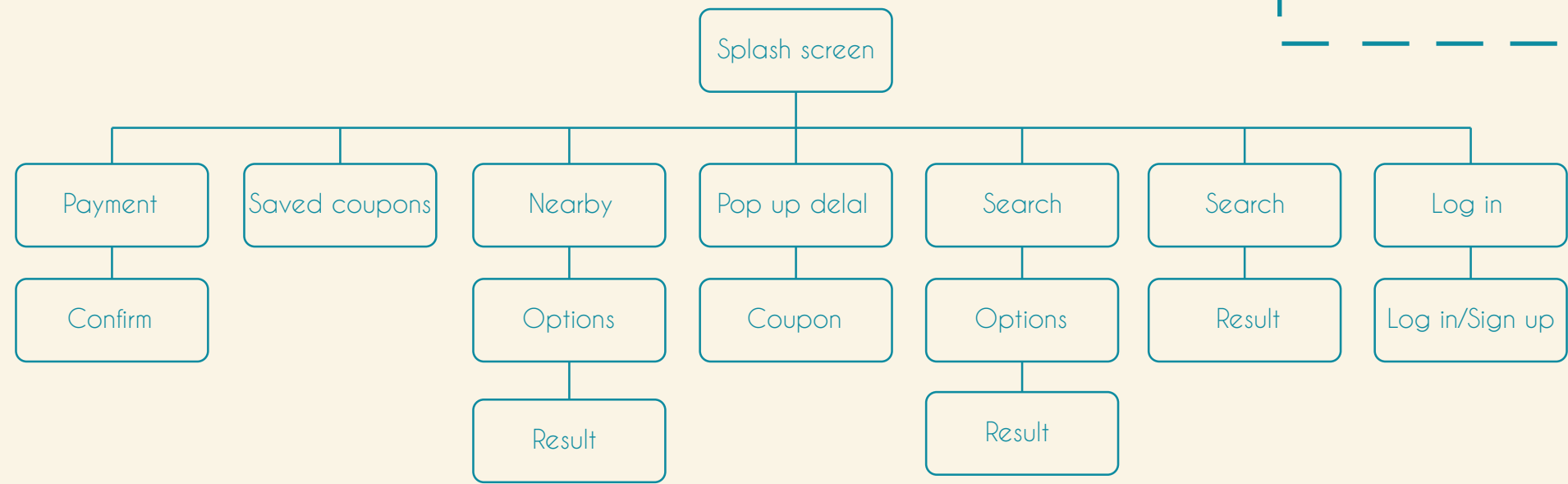


## User Flow Shawn: More customers & better Customer service

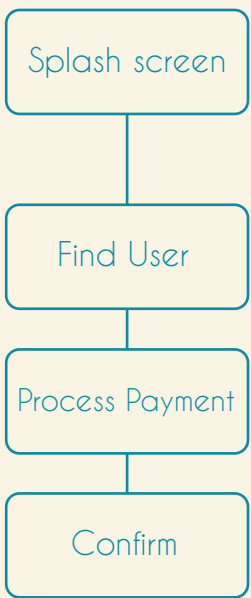
A customer walked in to my Cafe because he recieved the pop-up coupon about our lunch deal for the day. He grabed a sandwich and a soda and told me his name. I opend Walkby and saw his name. I prcessed the payment through the application with the credit card he had setup on the application. He signed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



# Site Map For Users

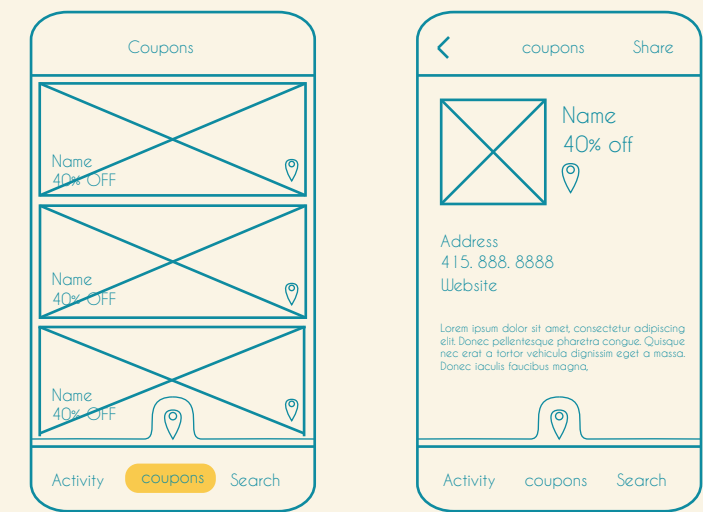
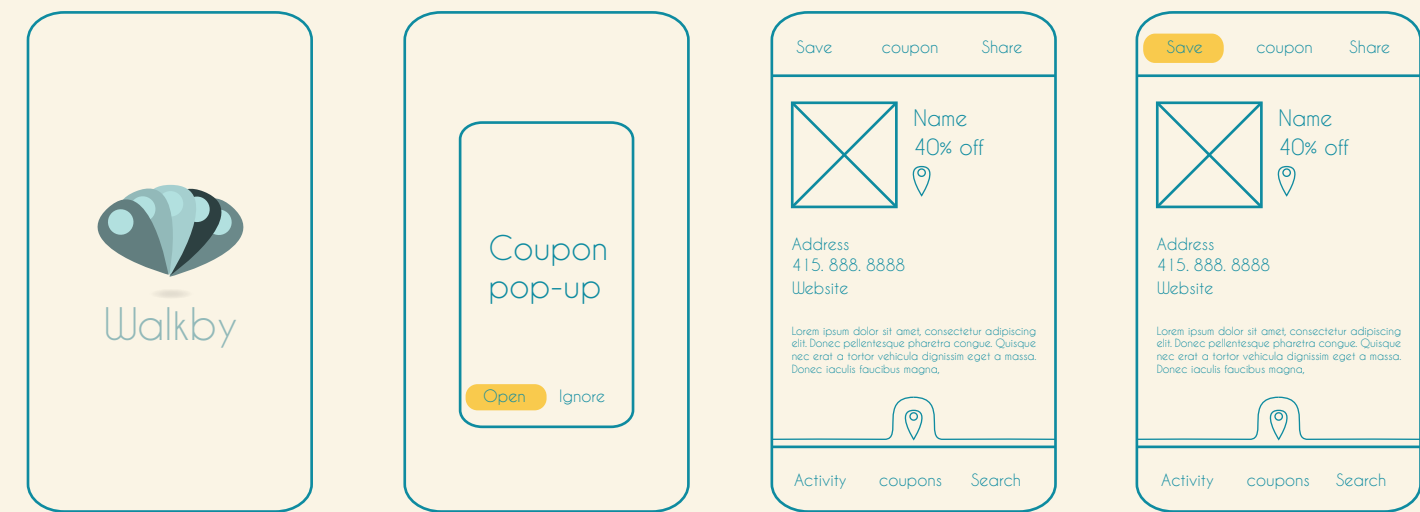


# Site Map For Business Owners





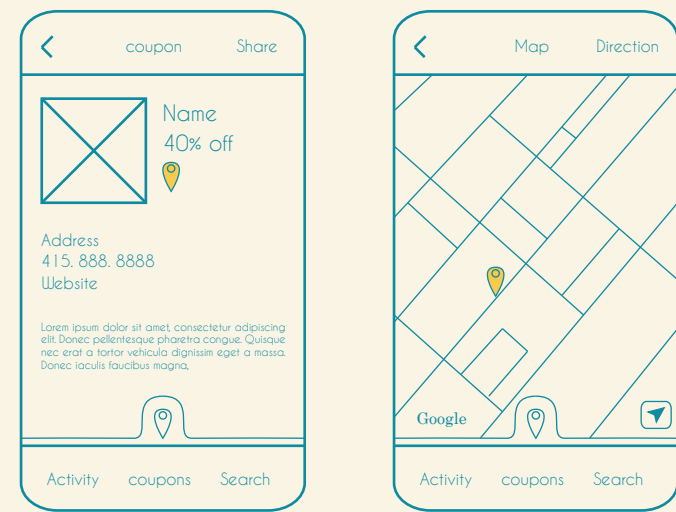
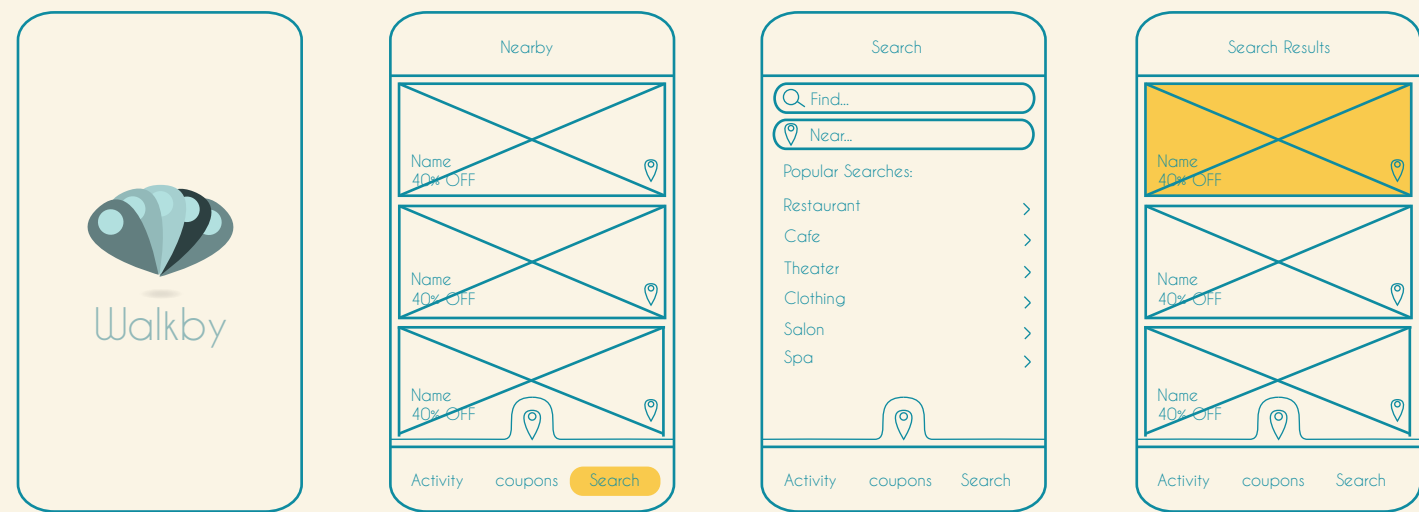
# Pop Up Wireframe



In this wireframe, the user receives a pop-up and saves the deal in the application. When it is time to use it, s/he opens the application and goes to the coupons screen and can pull up the saved coupon and show it at check out and use the discount.

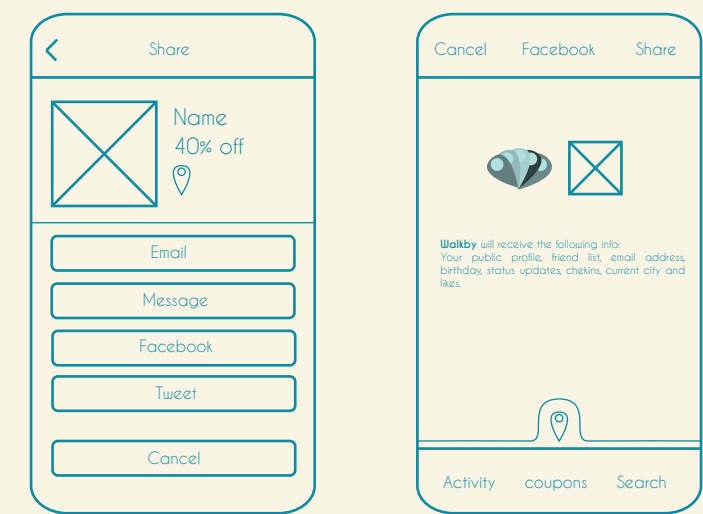
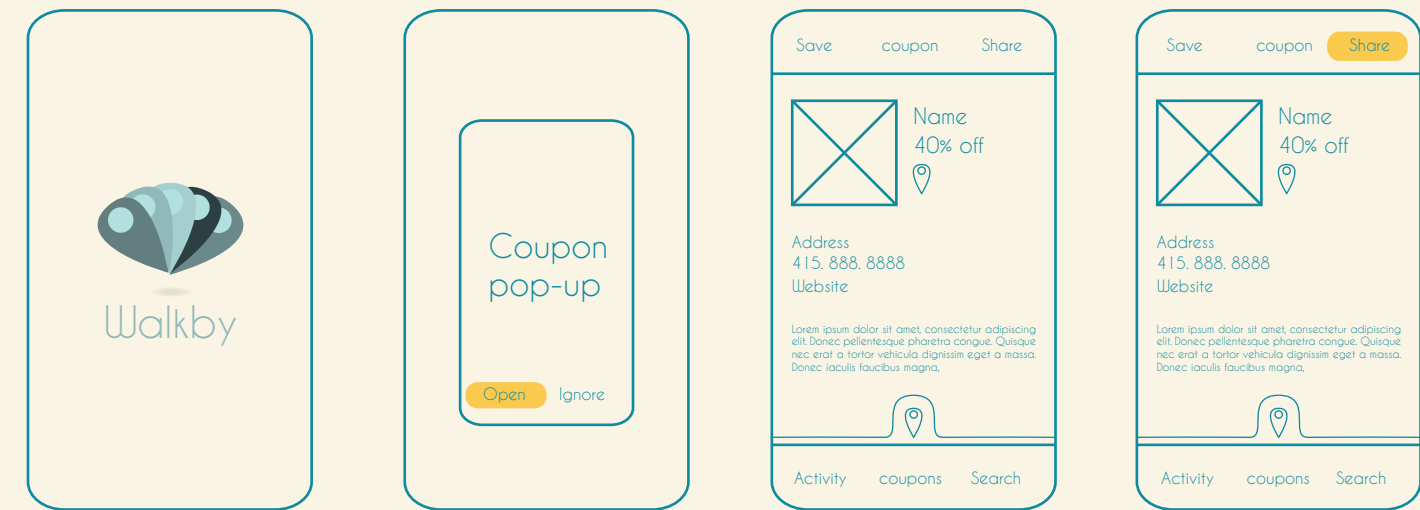


# Search Wireframe



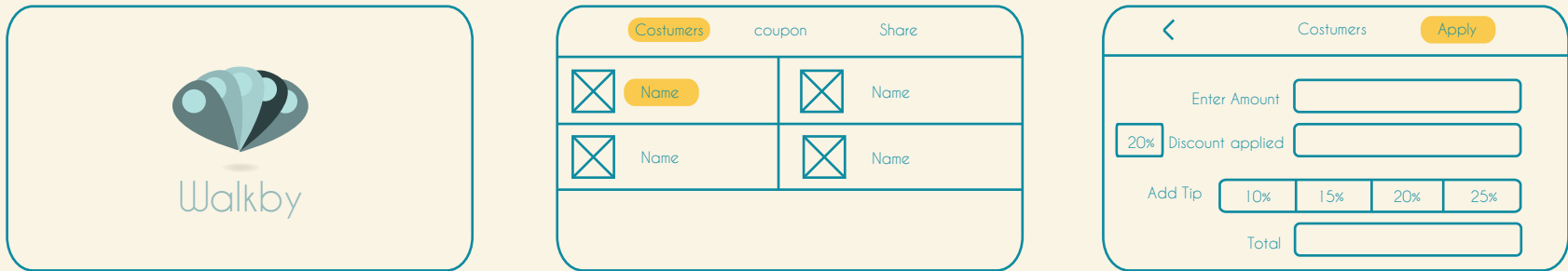
In this wireframe, the user opens the application to search for an activity nearby. S/he can search for either an item, specific place or select one of the categories recommended by the application.

# Sharing Wireframe



In this wireframe, the user can share the deal with others through email, message, Facebook and Twitter.

# Business Owner Wireframe



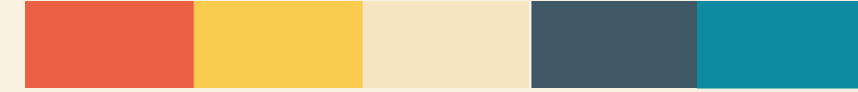
In this wireframe, the business owner finds the person on the application and charges them for the service or purchase through the application.



## Mood Board

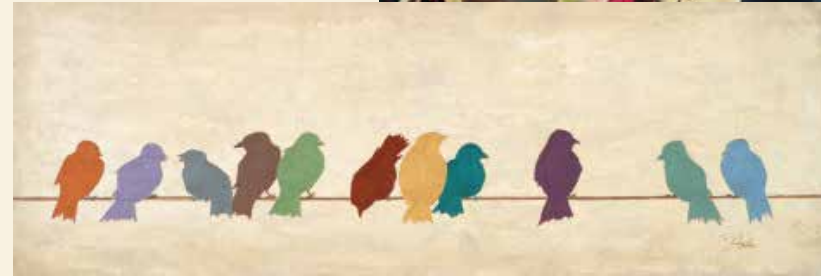
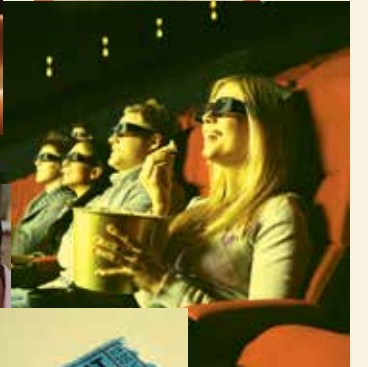


Walkby



Take advantage of the moment

Caviar Dreams- Regular/Bold





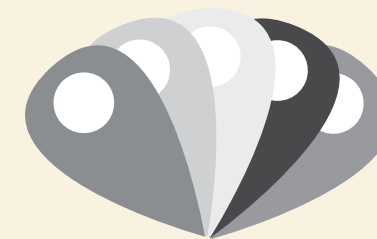
Logo Design



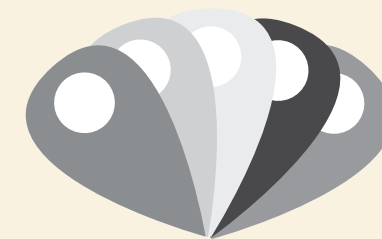
Walkby



Walkby



Walkby



Walkby



Color Palette

Caviar Dreams

1234567890 qwertyuiopasdfghjklzxcvbnm



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



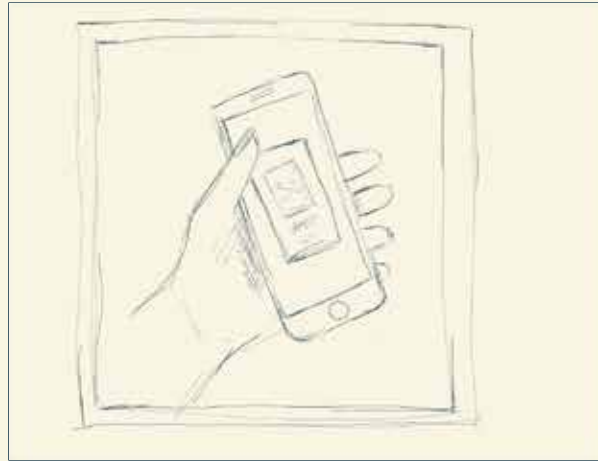
As they are walking around and window shopping, Leena receives a pop-up notification on her smart phone.



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.



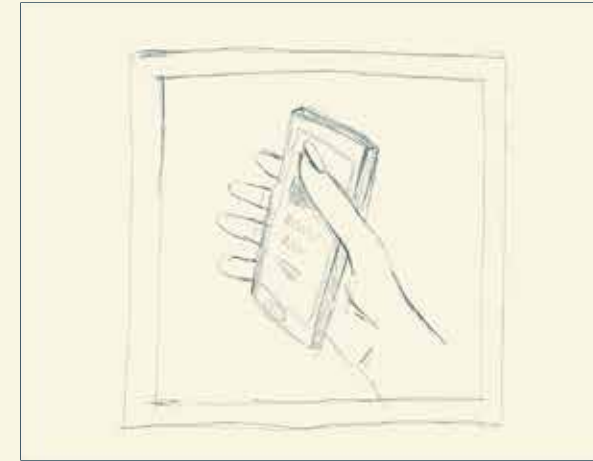
They pull up the coupon they saved in the restaurant.



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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