

Wokby

Take advantage of the moment

About:

How many times have we clipped a coupon or received a deal in mail and put it aside to use later and have forgotten about it? Not all of us know about the new trends, what deals are going on around us or have time to keep up with it. But we all would like to know about it in a more convenient way. We like to know what others are buying and loving. We would like to know if our favorite store or restaurant is having a special offer going on and we would like to have all this information in one place rather than having to check many resources.

Wokby is an iPhone application that will change your money saving experience. it will be your guide, your personal styler, your wallet, your money savor 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.

Whit Wokby you can:

- Receive deal and coupon notifications right on your iPhone. As you are passing by different businesses, you will receive pop up notifications on your phone. If you are interested in that deal, you can use it right away.
- All the people who use this app can share their experience on tweeter, Instagram and Facebook. That way users can see what their friends are liking, enjoying or buying and that will also allow you to know about the deals that are going on as well.
- You can recommend items or special deals to a friend through this application.
- 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 name at checkout to pay and your linked payment card is charged automatically.
- Wokby saves all your receipts for you so you wouldn't have to worry about saving them or finding them in your email mailbox when you need them. You can simply search for them on the app.
- By using the coupons and items you buy or like, the applications generates an understanding of your taste and will recommend things that are closer to your taste and needs.

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.

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.

3

ideelee- ideele is an online shopping application. There are different sales every day and each sale lasts for only a few days. If you log in with your Facebook and make a purchase on this application, it will post on your Facebook that you have done so. But you cant see any details about it.

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 item with friends and making recommendations)

2

Square Wallet- 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 item with friends and making recommendations)

3