

## Loyalty based points feature

**Aim:** Implementing loyalty points program to incentivise users for in-app purchases and loyalty.

**Background:** The loyalty-based points feature is to be implemented to attract and retain customers for the car wash app. It rewards both members and non-members for in-app purchases, gaining loyalty and increasing spending.

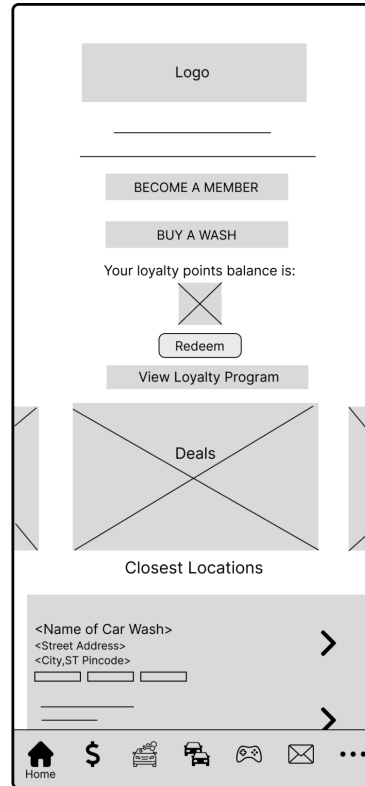
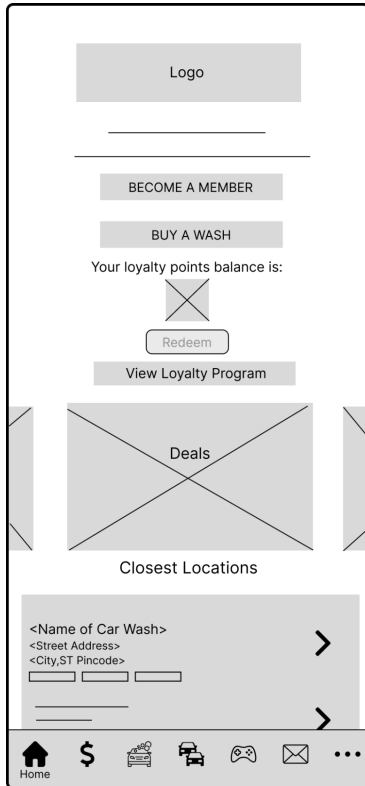
### User flow:

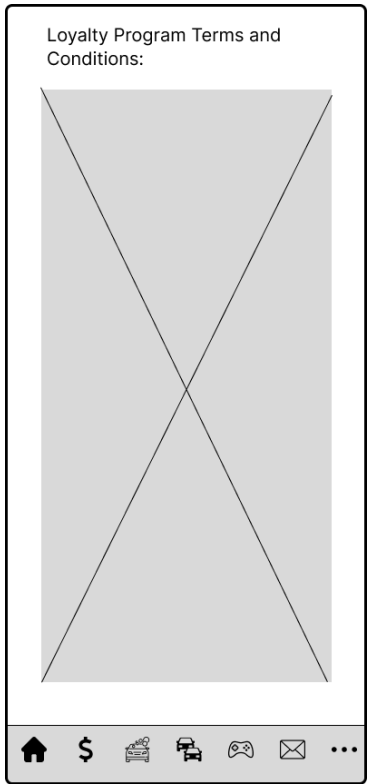
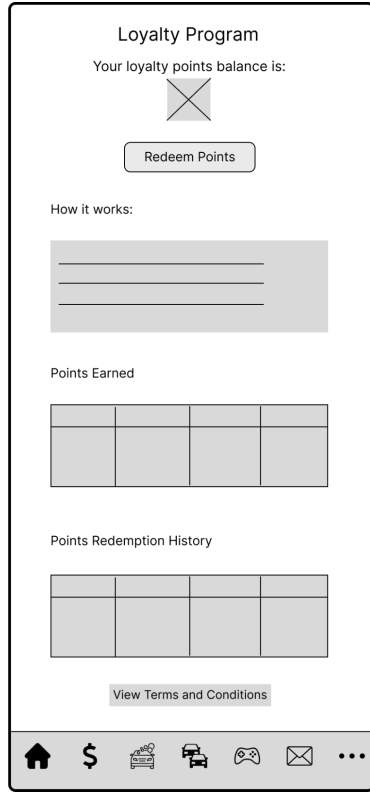
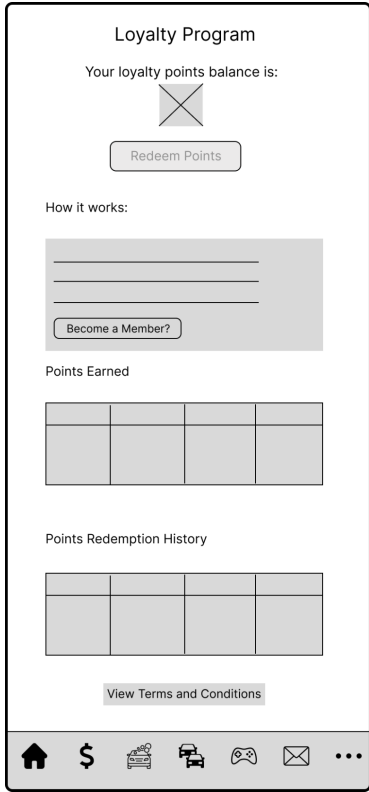
1. Users can see the loyalty points, View Loyalty Program and Redeem Points button on the home screen.
2. Once the user clicks on the “View Loyalty Program” button, they are taken to a Loyalty Program page. On this page users can see a button to redeem points, the information on loyalty points program, number of points they have earned till now, a history of redemptions. Points earned against each wash purchased by the user. For non-members they can see the perks of becoming a member and will see a hyperlink to the Membership page.
3. After clicking on the redeem button, The user will be directed to the Wash page, where they can see a list of auto washes near them and once they choose an auto wash they will see services available at the auto wash which can be redeemed using the loyalty points. When a user clicks on any of the services to see more details, the user can see the cost in USD and the loyalty points required to purchase the car wash.
4. Users will have the option to make purchases by either fully redeeming the required points or using a combination of cash and points.
5. If the user does not have enough points to redeem the wash, they can choose to purchase it with the available payment options.

### KPIs to be measured:

1. Points earned per user: This helps measure engagement and activity levels in the program. An increase over time shows the program is effective at driving usage.
2. Redemption rate: The percentage of points earned that are actually redeemed. A high redemption rate indicates the rewards being offered have value to users.
3. Incremental revenue: Revenue generated from users redeeming points for washes and services. This helps quantify the direct impact of the loyalty program.

**Wireframes:**





## User stories:

"As a [persona], I [want to], [so that]."

1. As a user, I want to see my loyalty points on the home screen so that I can track my reward points earned.
2. As a user, I want to redeem the loyalty points so that I can purchase car wash (or other in-app services available).
3. As a user, I want to see the number of points I receive per wash so that I can track my progress.
4. As a user, I want to purchase the carwash using the payment options available so that I can purchase the car wash even if I don't have the required loyalty points.
5. As a user, I want to view my transaction history to track the points earned and redeemed.
6. As a user, I want to understand the benefits and details of the loyalty program, so that I can make informed decisions about my purchases and participation in the program.
7. As a user, I want to purchase the carwash with a combination of cash and points.
8. As a user, I want to be notified whenever I earn loyalty points so that it's easy for me to track the progress.

## User Story:

As a user, I want to see my loyalty points on the home screen so that I can track my reward points earned.

## Developer specs:

### Loyalty Points Balance Visualization:

On the home screen, display points earned by user

### Points Calculation:

10 points equal 1 USD

The points will be calculated in the following way for the following washes:

1. Normal car wash:
  - a. For the members: The user will earn 50 points per ride.
  - b. For the non-members: The user will earn 35 points per ride.
2. Deluxe Car wash:
  - a. For the members: The user will earn 75 points per ride.
  - b. For the non-members: The user will earn 60 points per ride.
3. Premium Car wash:
  - a. For the members: The user will earn 100 points per ride.
  - b. For the non-members: The user will earn 85 points per ride.

Loyalty Points Earning Table:

Wash Type	Member	Non-Member
Normal	50 points	35 points
Deluxe	75 points	60 points
Premium	100 points	85 points

We need to create a new table in our database, this Loyalty Program table will store the following information:

<CarWashID> - unique id for every car wash

<CarWashShopID> - unique id for car wash shop

<Timestamp> - time and date of car wash

<Membership> - Is the user a member or not? Displayed by Y/N

<Points Earned> - Points earned by the user for each car wash. This will be updated based on the membership flag and Loyalty Points Earning Table

<RedemptionFlag> - Did the user redeem points for this car wash? Displayed by Y or N

<Points Redeemed> - This will display the number of points redeemed against the car wash.

Example:

CarWashID	CarWashShopID	Wash Type	Timestamp	Membership	Points Earned	RedemptionFlag	Points Redeemed
xyz1	a1	Deluxe	7/18/2023 9:42:20	Yes	75	Y	100
xyz2	a2	Normal	7/19/2023 10:22:20	No	35	N	-
xyz3	a3	Normal	7/20/2023 9:12:20	No	35	N	-
xyz4	a4	Deluxe	7/21/2023 19:00:20	No	60	Y	200
xyz5	a5	Premium	7/22/2023 16:42:20	Yes	100	N	-

Following 2 tables will be displayed in the Loyalty Program page derived from Loyalty Program table-

Points Earned:

<CarWashID>, <CarWashShopID>, <CarWashShopName>, <Timestamp>, <Points Earned>

### Redemption History:

<CarWashID>, <CarWashShopID>, <CarWashShopName>, <Timestamp>, <Points Redeemed>

#### Note:

1. Based on the <RedemptionFlag>, If the flag is N the entry will be shown in Points Earned table, else it will be shown in the Redemption History table.
2. <CarWashShopName> can be pulled from the database based on the <CarWashID>

### Calculation of Points balance:

Points balance= (Summation of Points Earned from Points Earned table) - (Summation of Points Redeemed from Redemption History)

### Redeem points button:

A 'Redeem points' button should be displayed to allow the user to redeem points for car wash.

### View Loyalty Program button:

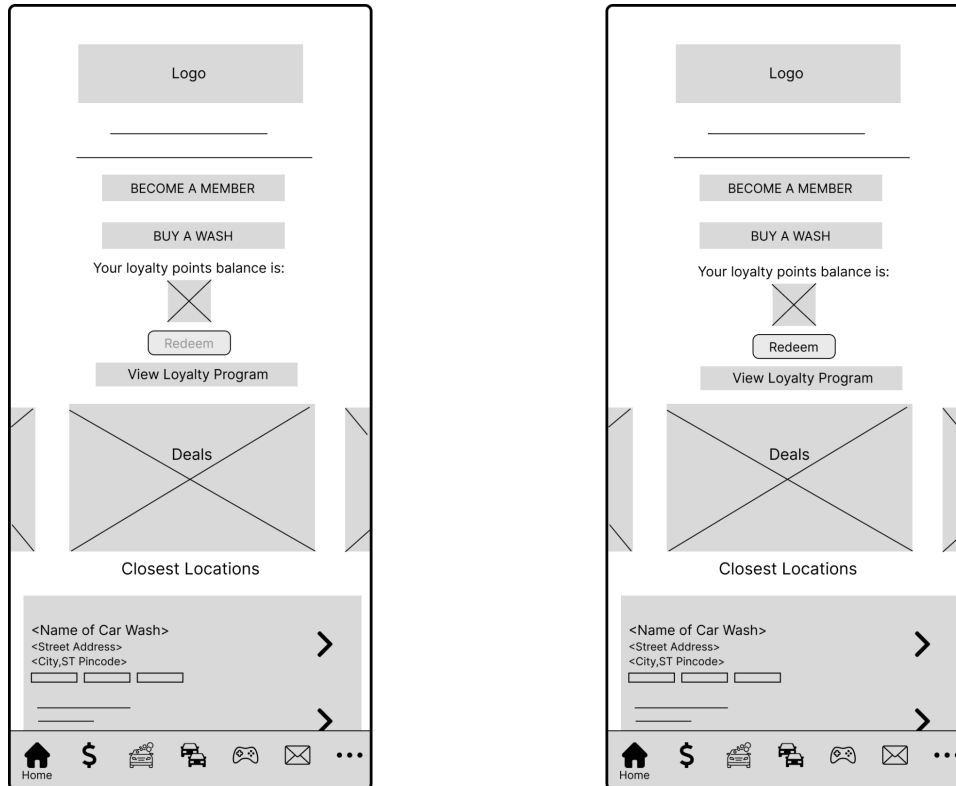
A 'View Loyalty Program' button should be displayed below the loyalty points balance visualization for the user to visit the Loyalty Program Page.

### Message to user:

Following message should be displayed to user:

"Your loyalty points balance is [Points balance]."

## Wireframe:



## Acceptance Criteria:

1. The user should see a message following message on the loyalty points balance visualization:  
"Your loyalty points balance is [Points balance]:"
2. The loyalty points balance visualization should display real-time data
3. The "View Loyalty Program" button should be displayed below the loyalty points balance visualization.
4. After clicking on the "View Loyalty Program" button, the user should be redirected to the Loyalty Program page.
5. The Points balance should be calculated as the sum of Points Earned minus the sum of Points Redeemed.
6. After clicking on the "Redeem Points" button the user should be redirected to the Wash page, so that it can go ahead with the redeeming process.

### **Future Scope:**

1. Currently, the loyalty program supports redemption of points for three types of car washes. However, as a future enhancement, the system should be expanded to allow users to redeem their points for other car wash types, additional services, and special deals.
2. Based on the results, we could also add a tier based loyalty program, to incentivise the users who spend more with higher point rates.

### **Additional grooming required for user stories:**

1. As a user, I want to see my loyalty points on the home screen so that I can track my reward points earned.
2. As a user, I want to redeem the loyalty points so that I can purchase car wash (or other in-app services available).  
*-Updating Wash page and check out to support redemption of points. Including other types of car washes, additional services, and special deals in the loyalty program.*
3. As a user, I want to see the number of points I receive per wash so that I can track my progress.  
*-Pulling data from Points Earned table and displaying it. Making sure it gets updated every time a user buys a car wash.*
4. As a user, I want to purchase the carwash using the payment options available so that I can purchase the car wash even if I don't have the required loyalty points or don't want to redeem points.  
*-Allowing users multiple options to purchase car wash i.e. via points, credit card, debit card etc. so that user doesn't have to go back and redo the process to purchase car wash in-case the user doesn't have required points or doesn't want to redeem points. This'll require an updated user interface.*
5. As a user, I want to view my transaction history to track the points earned and redeemed.  
*-Pulling data from the Redemption History Table and displaying it. Making sure it gets updated every time a user redeems.*
6. As a user, I want to understand the benefits and details of the loyalty program, so that I can make informed decisions about my purchases and participation in the program.  
*-We will create a "How it works" section to help users understand how the loyalty program functions. Additionally, we'll develop "Terms and Conditions" that will be added to the dedicated page, providing clear information to users about the program's rules and guidelines.*
7. As a user, I want to purchase the car wash with a combination of cash and points.  
*-This'll require updated payment logic which supports use of points as well as cash.*



8. As a user, I want to be notified whenever I earn loyalty points so that it's easy for me to track the progress.  
*-This'll require creation of notifications. If required and permissible, we can add email or sms as well.*