





1. 'Hey smart shopper' is a statement with multiple objectives:

- Addressing the user and praising their 'smart' decision to download the app
- Being a smart shopper is goal they can aspire to and a goal which the app can help them achieve

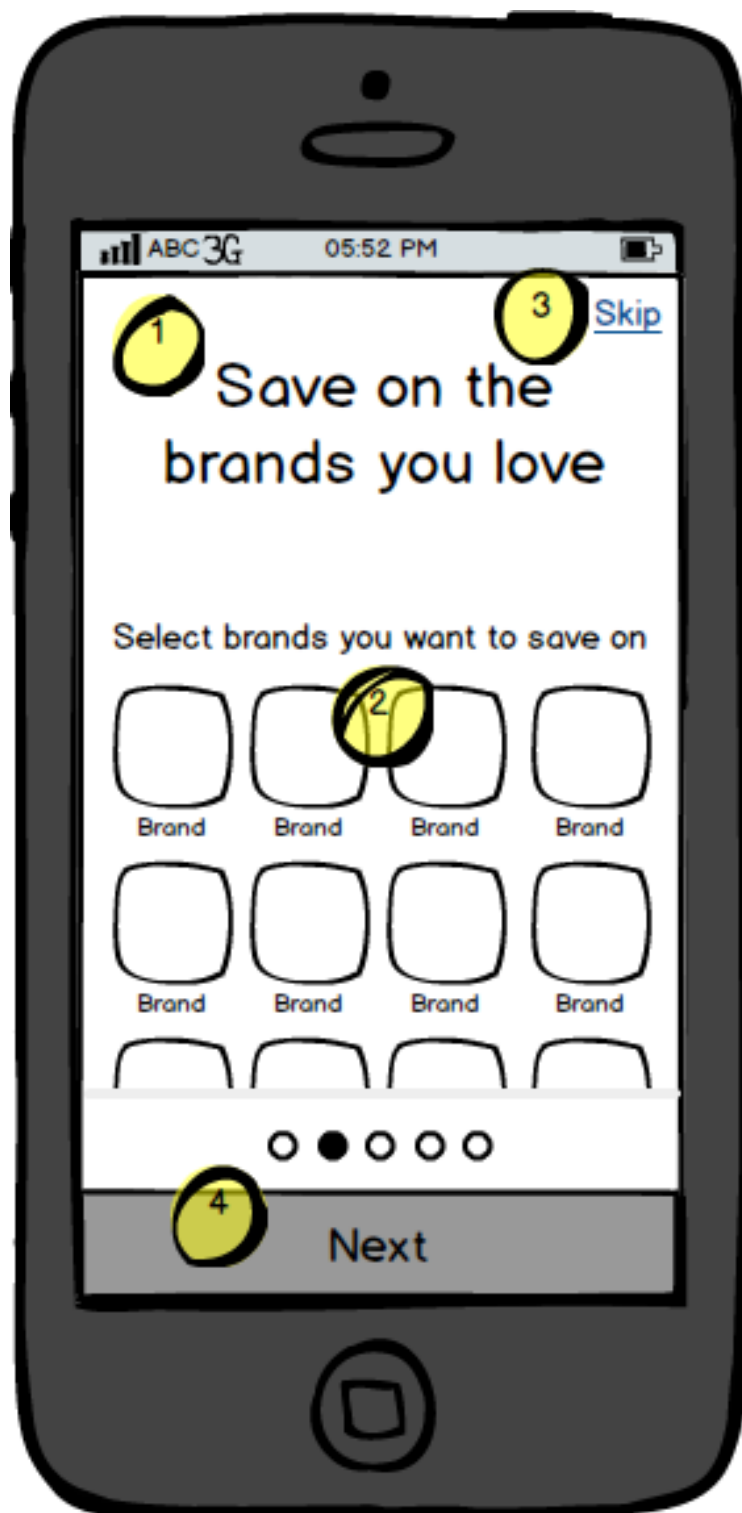
2. The recommended pathways for the users are:

- Learn about the app
- Sign up
- Log in

Hence they are displayed more prominently.

3. 'Skip' lets the user go straight to the 'Discover' page of the app without taking a tour, signing up or logging in. This gives user more control over the interaction with the app and more confidence on the app. Forcing users down a restricted path can increase frustration. The 'Discover' page is shown because it let's the user explore offers without any specific goal in mind.

4. Page indicators show the number of pages in the onboarding process and the current page the user is on.



1. Display a prominent header that summarises this value proposition for the user.

2. The most popular brands will be displayed here. The popularity can be determined by how often users look for a particular brand across different channels or just mobile.

The selection process makes the onboarding more interactive, and lets the user personalise the content to their interests. Displaying the brands makes the app look credible. If the user already likes a particular brand, then their positive association with the brand can extend to the app. This list can also be used to display interests such as 'shoes', restaurants, etc.

3. 'Skip' on the onboarding pages lets the user skip the tour and go to the sign up / log in page.

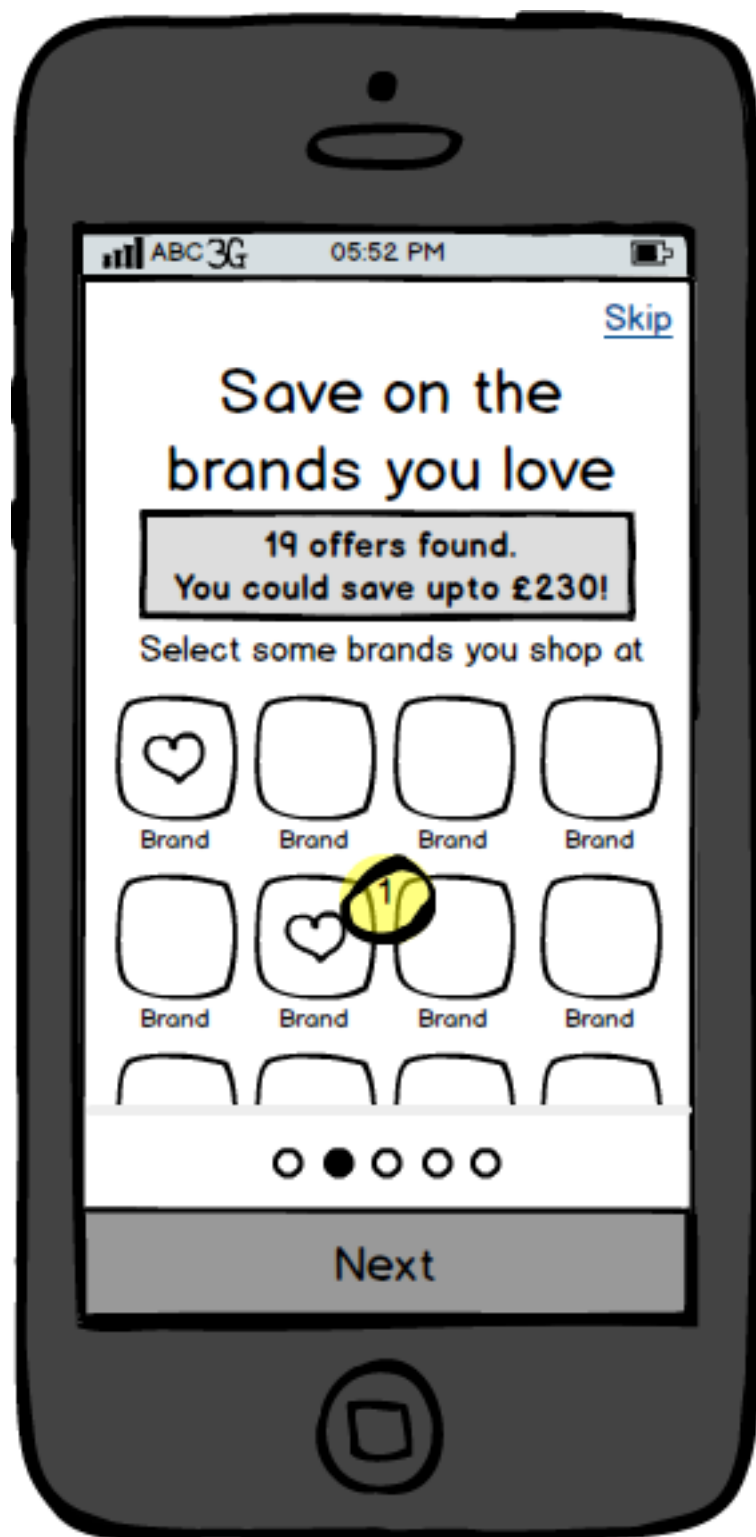
4. User can swipe on this page or tap the 'Next' button to go to the next page (Location access permission).



1. The treatment on the brand image will change as the user selects the brands.

2. As the user selects brands, the page will display the number of offers found for that brand and the maximum (or average TBD) savings possible. This acts as an incentive for the user to use the app.

3. Users can scroll down this list to view more brands (or interests).

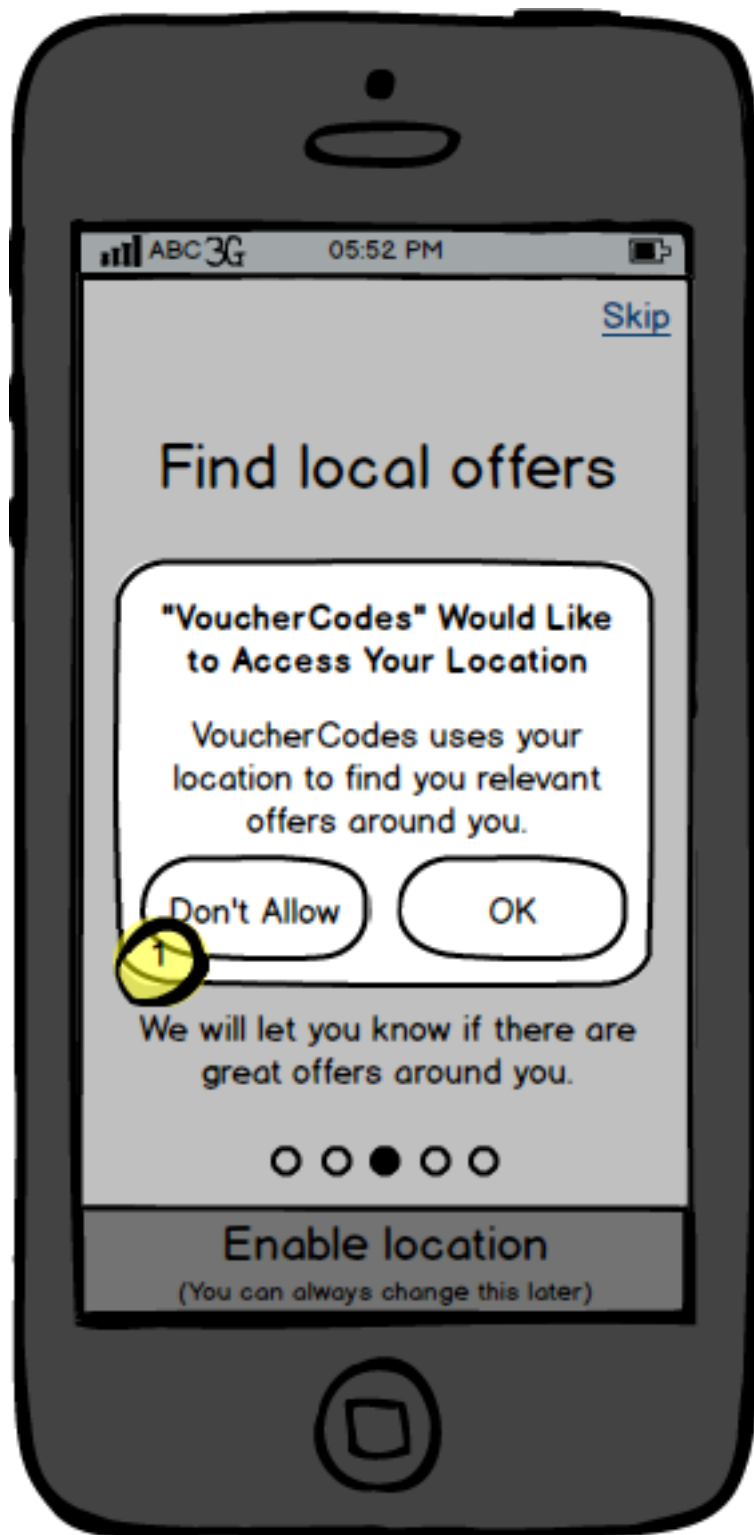


1. As the user selects more brands, the number of offers and amount of savings increase. This adds elements of gamification to the onboarding experience.



1. Short blurb on the value proposition of location-based offers. This page also primes the user to give the app permission to use the user's location.

2. The button clearly tells the user what is being asked of them and also reassures them that they can change their decision later so that they are more willing to go ahead.



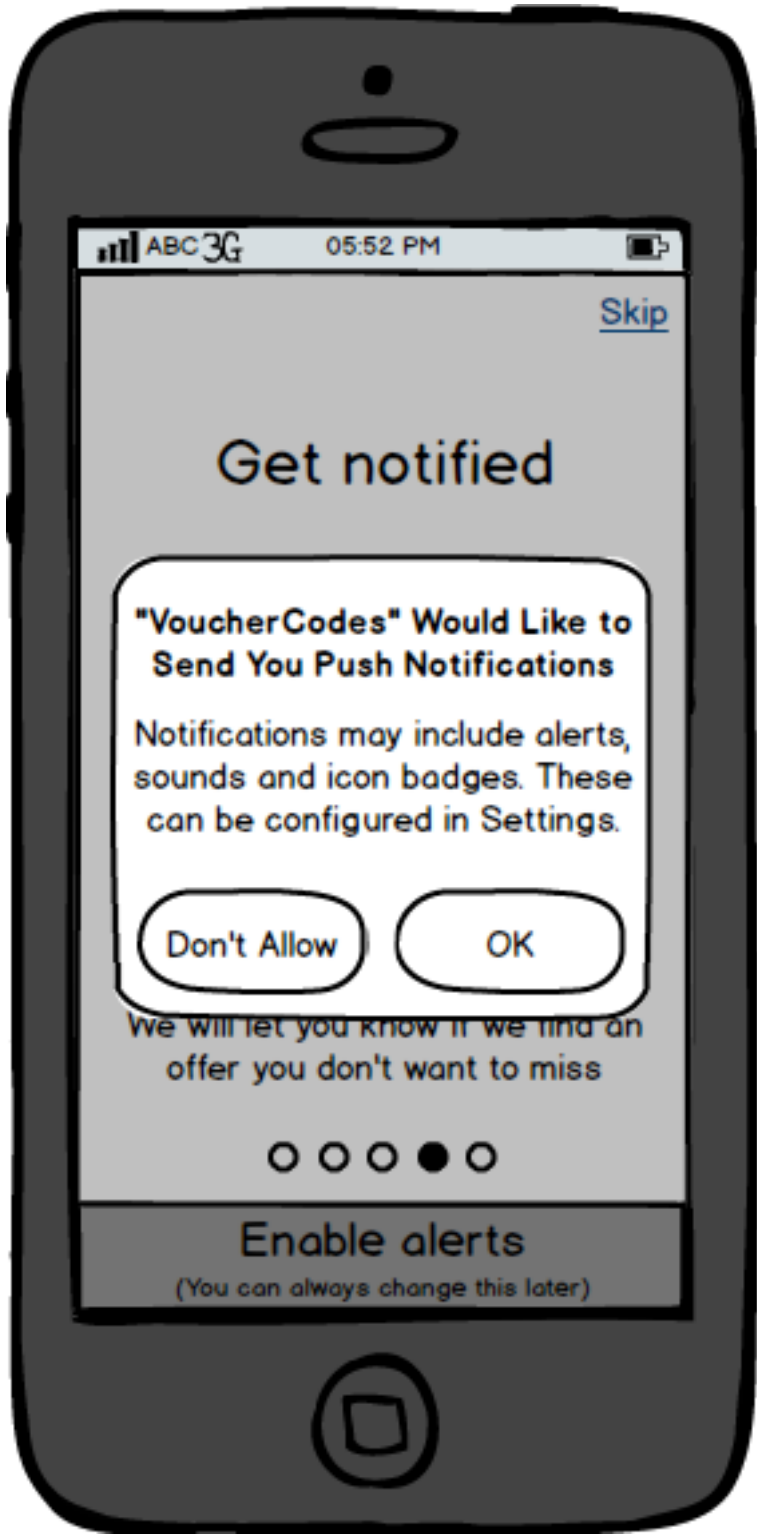
1. This is the system notification displayed by the operating system of the mobile device to ask the user for permission to access their location information. Showing this screen without priming the user with the benefits first reduces the chances of the user granting permission.





1. This page informs the user about the push notification feature and its benefit.





ABC 3G 05:52 PM

[Skip](#)

## Get notified

**"VoucherCodes" Would Like to Send You Push Notifications**

Notifications may include alerts, sounds and icon badges. These can be configured in Settings.

Don't Allow

OK

We will let you know if we find an offer you don't want to miss

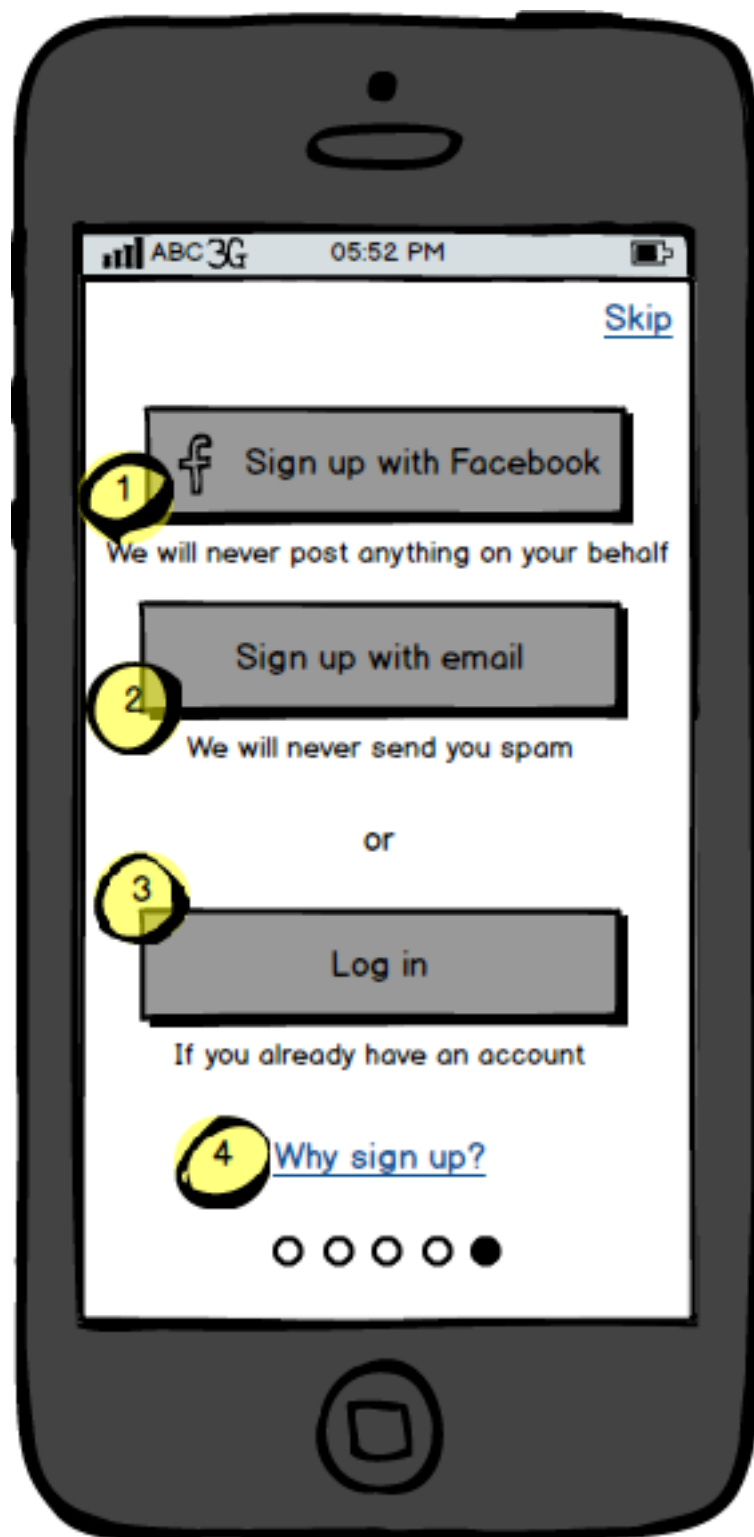


Enable alerts

(You can always change this later)



1. This page primes the user to sign up or log in.  
[OBSOLETE]



#### 1. Sign up with Facebook

The copy below the button addresses the user's concern of signing up with Facebook.

#### 2. Sign up with email

This copy below the button addresses the user's concern of signing up with email.

#### 3. Log in for users with existing accounts

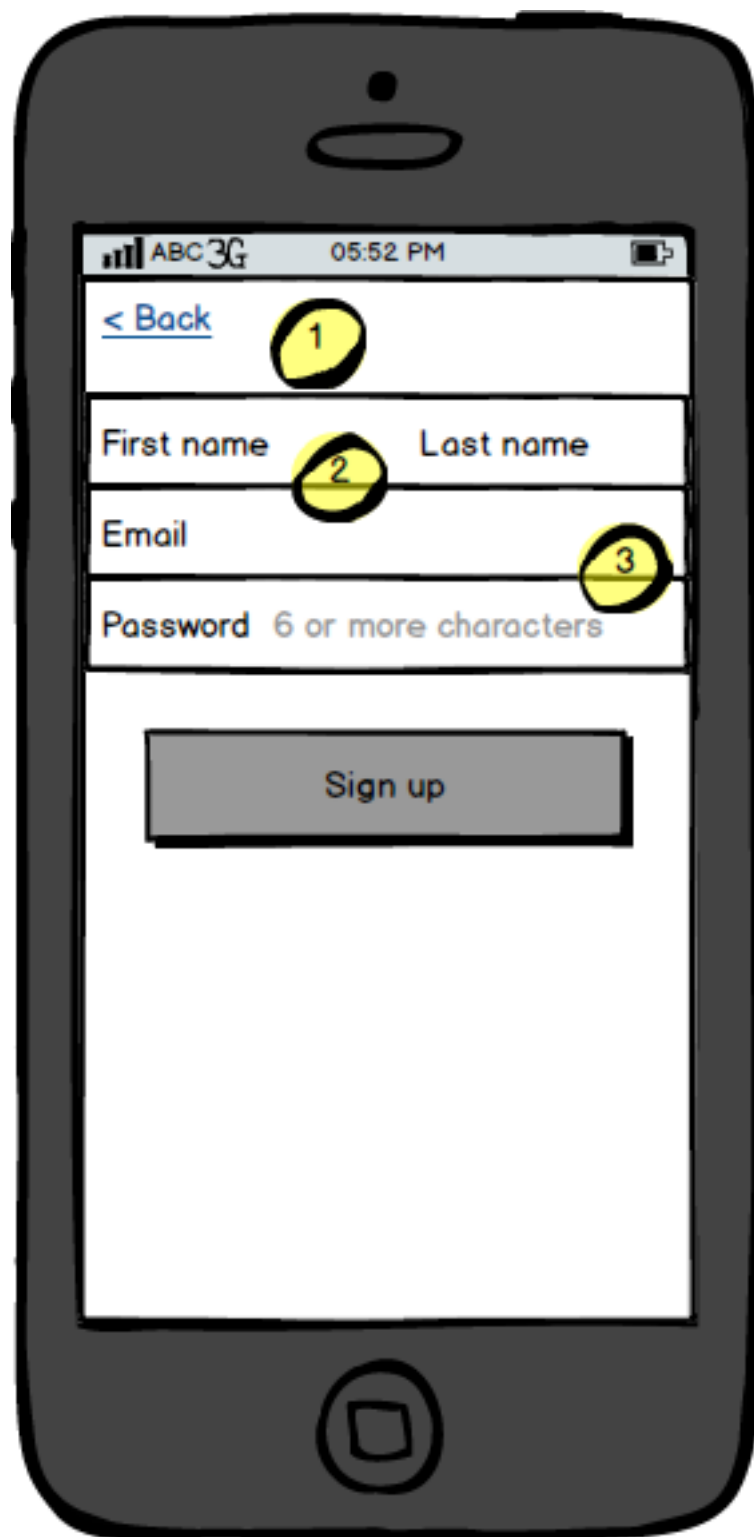
4. If the user is still hesitant to sign up, this link gives them more reasons / benefits of signing up.



1. This page shows the benefits of signing up.

2. This button takes the user back to the sign up / log in page.

3. If the user is still not convinced about signing up, then the app still gives them a pathway to take to continue their engagement.



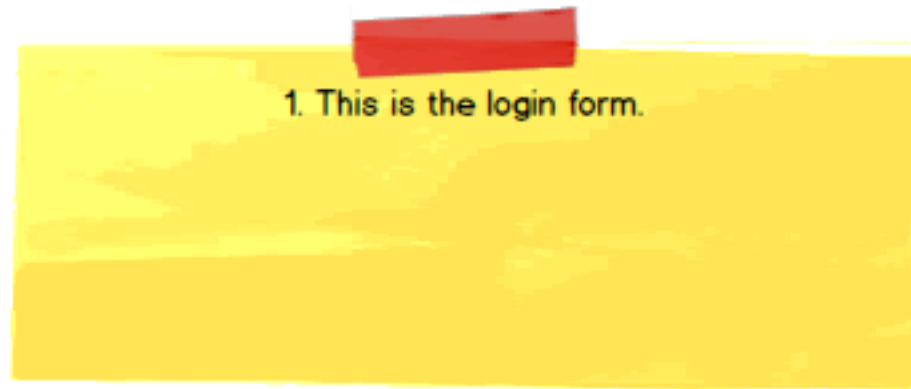
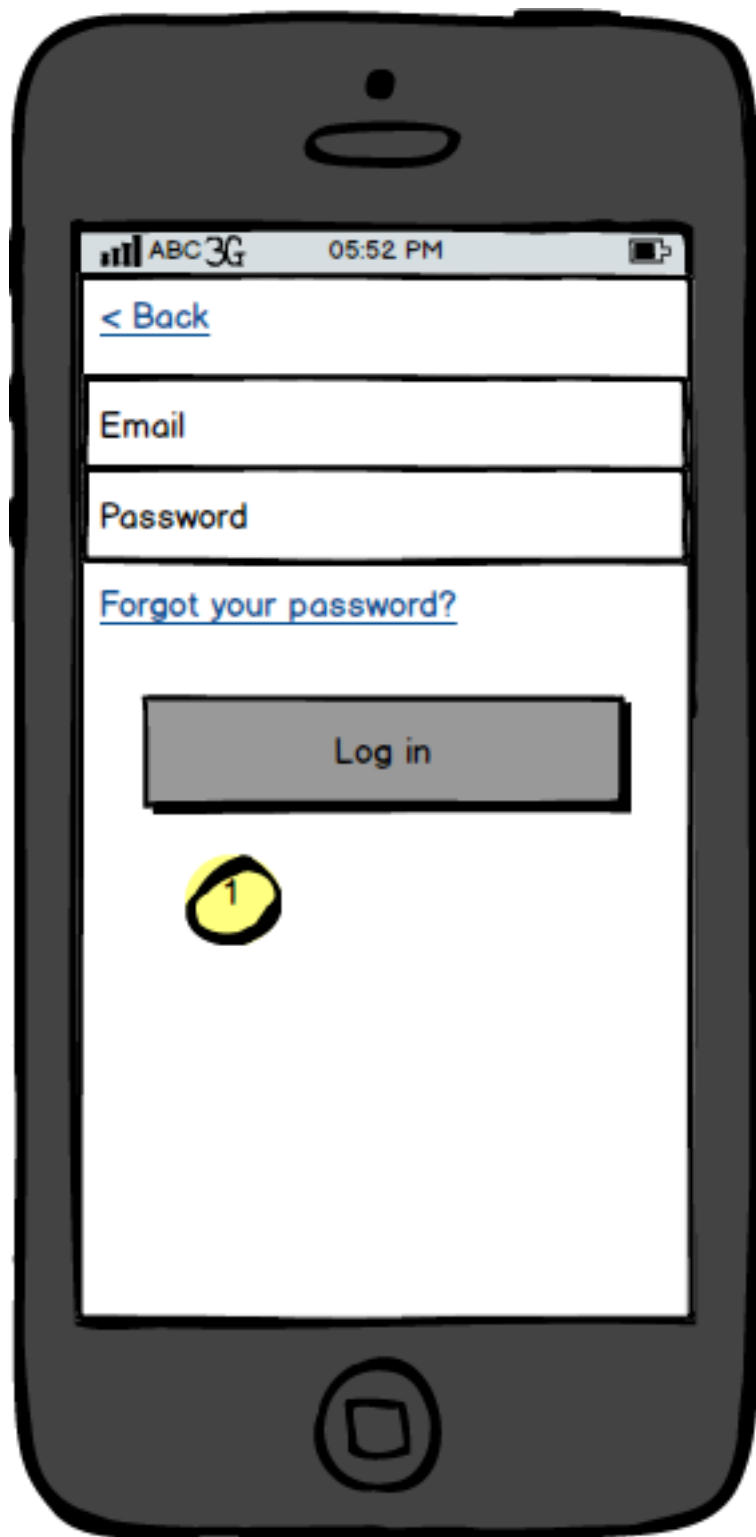
1. This is a much more simplified sign up form which only asks for the bare essentials from the user at this stage. Other profile information can be progressively collected from the user later.

2. When the user clicks on a field and starts typing, the field label disappears and will be replaced by the user's input text.

Another possible (and more user-friendly) pattern is to move the field label above the input so that the user does not have to remember what information they were meant to enter. See example below:

First name	Last name
Sarah	

3. Stating the password requirements upfront reduces chances of error and frustration.





1. This page shows the location-based offers around the user's location. This can be the user's current location or the location in their profile.

2. This is a quick way to save an offer without having to go into the offer details page.

3. The tabs gives quick access to the most used features on the app. It also makes the features more prominently visible.

4. The + button lets users add their own offers. This is an example of how SocialCodes can be integrated into the app.

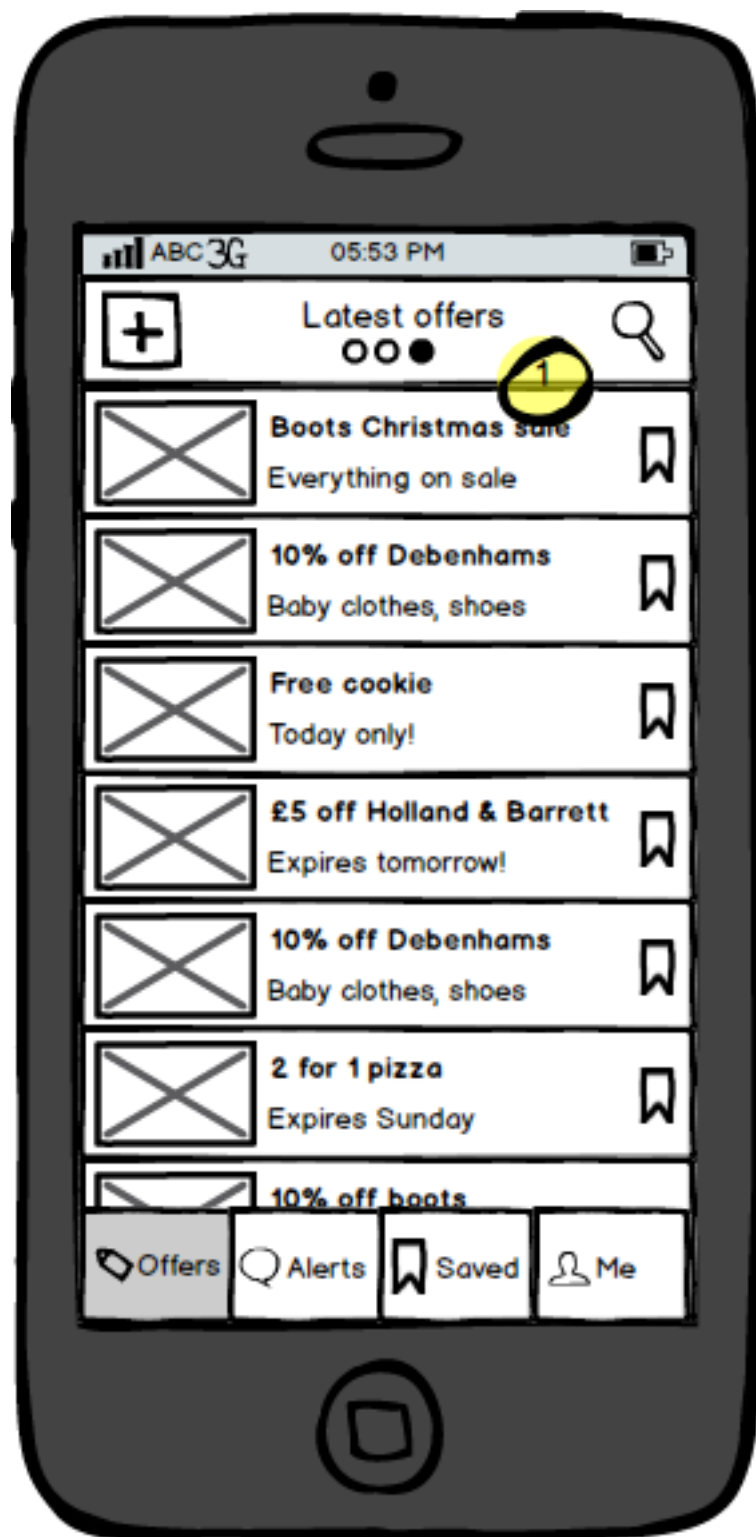
5. This is the search button that lets users search for offers based on keywords, brands or location.

6. The page indicators indicate that there are 3 pages within the 'Offers' tab.

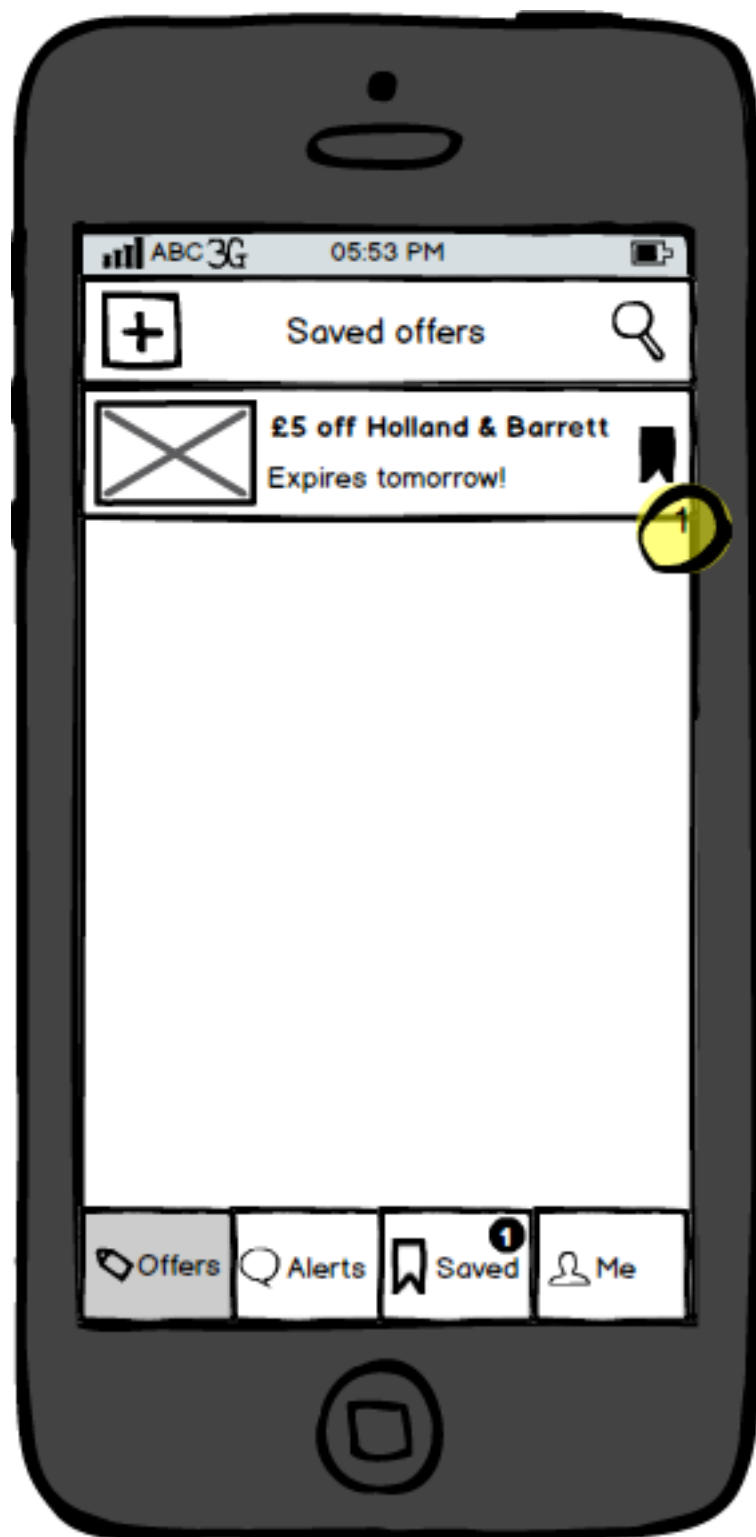




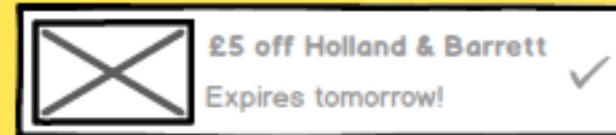
1. Tapping the icon changes the visual treatment of the icon and displays an alert on the 'Saved' tab with the number of newly saved offers.

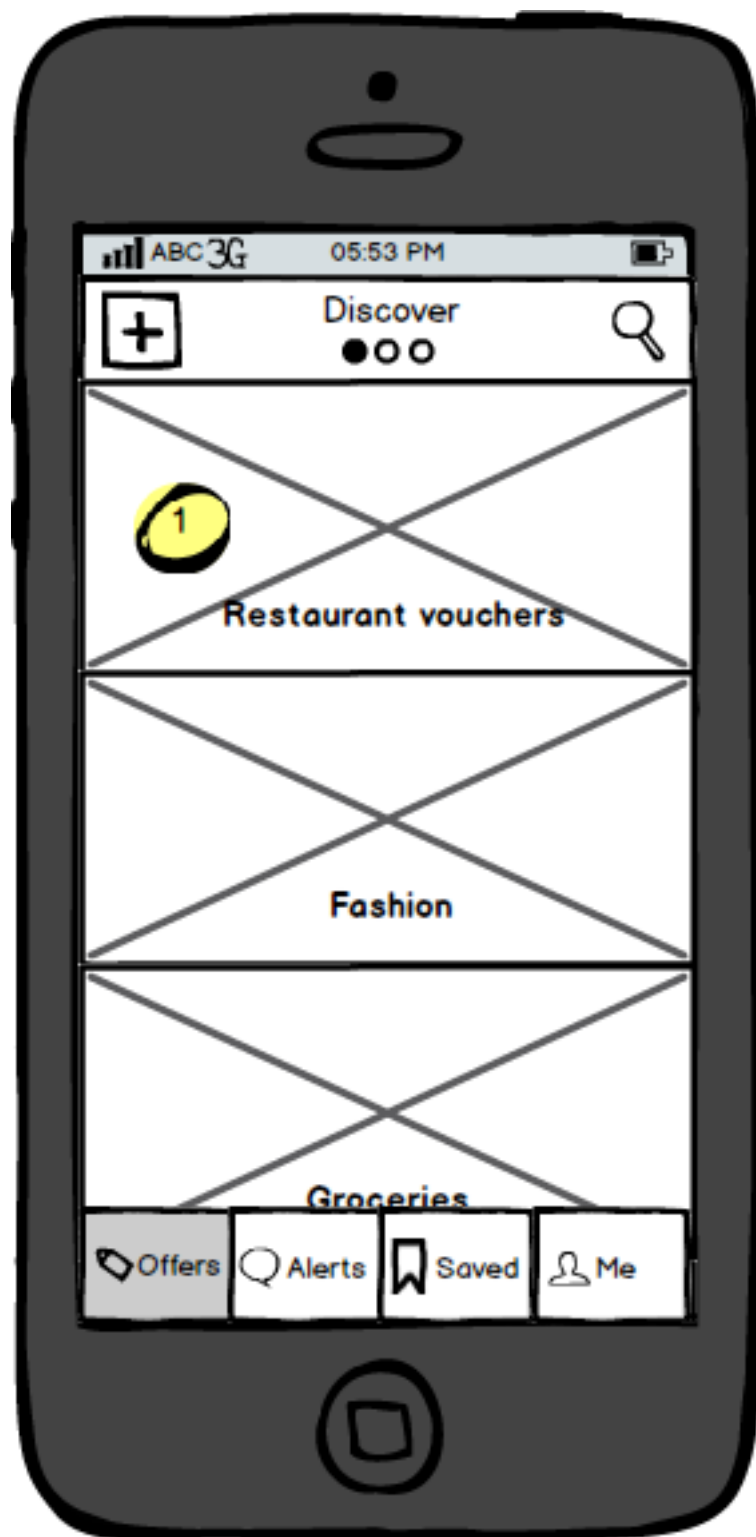


1. This page shows a list of the latest offers. This is similar to a newsfeed which keeps the user engaged for more content. The list can be refreshed by the user when they swipe the list down and release it. Or new offers can be pushed to the list.



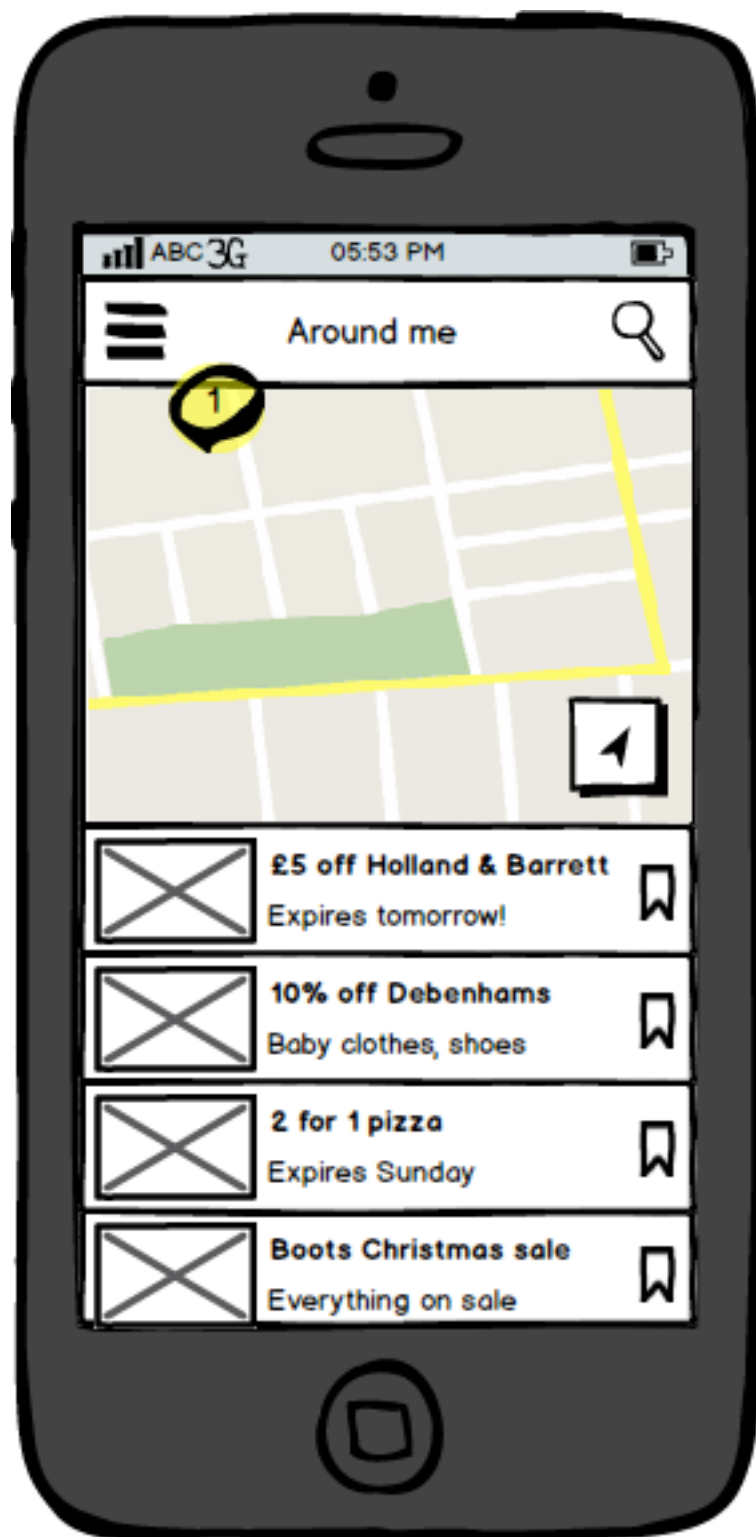
1. Tapping the icon 'unsaves' the offer from the saved list. A recommended pattern to use here would be to persist the item on the list but fade the copy and show a faded tick symbol. Tapping on the tick symbol lets the user undo their decision, if they have accidentally 'unsaved' the offer. If the user navigates away from this page, then the 'unsaved' item can be removed from the list. See example below:





1. This is a discovery and exploration page which shows featured offers and other relevant content to help the user recognise any relevant needs..

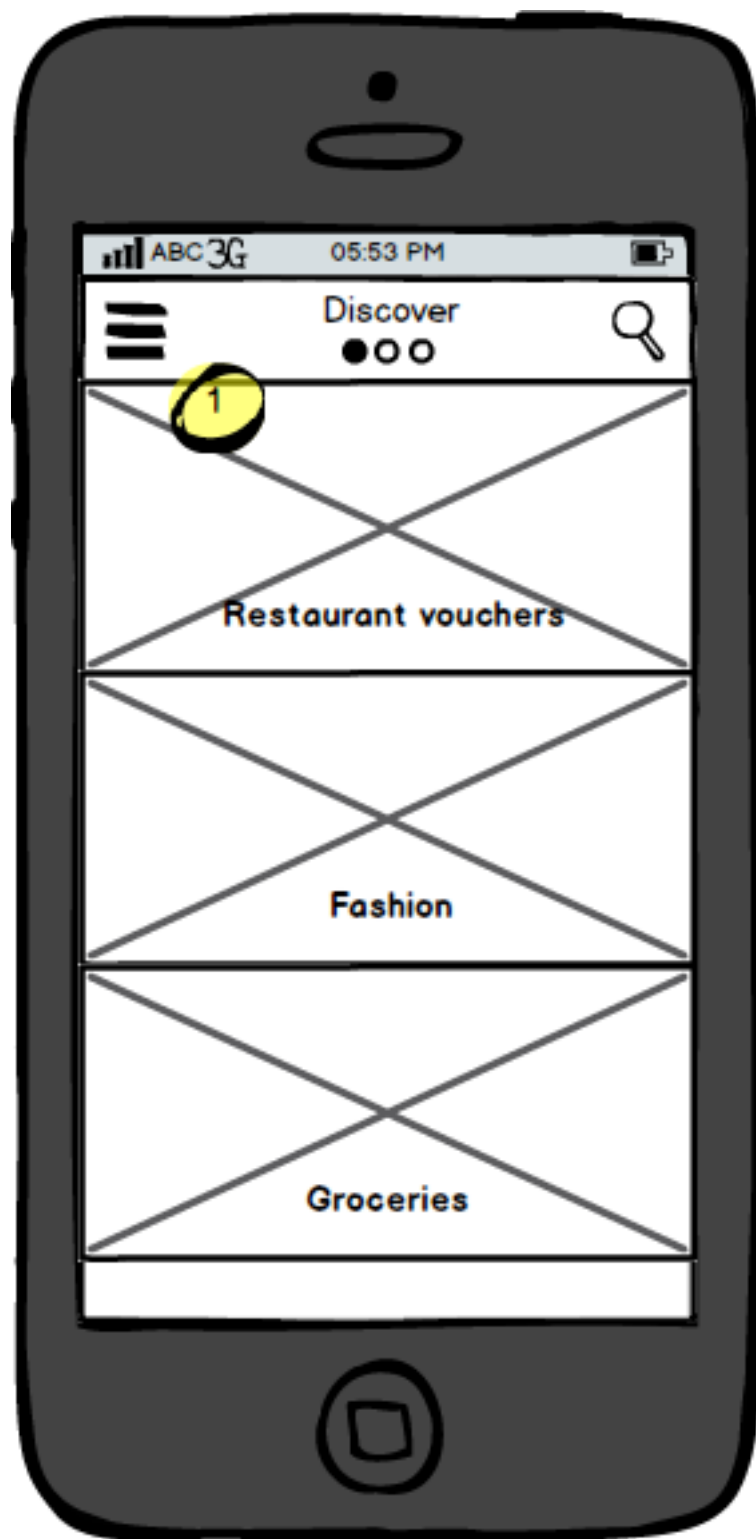
The user can swipe horizontally on the page to go to the other pages within the 'Offers' tab (Around me, Latest offers).



1. This is an alternative design of the 'Around me' page with the hamburger icon and without the tabs at the bottom.

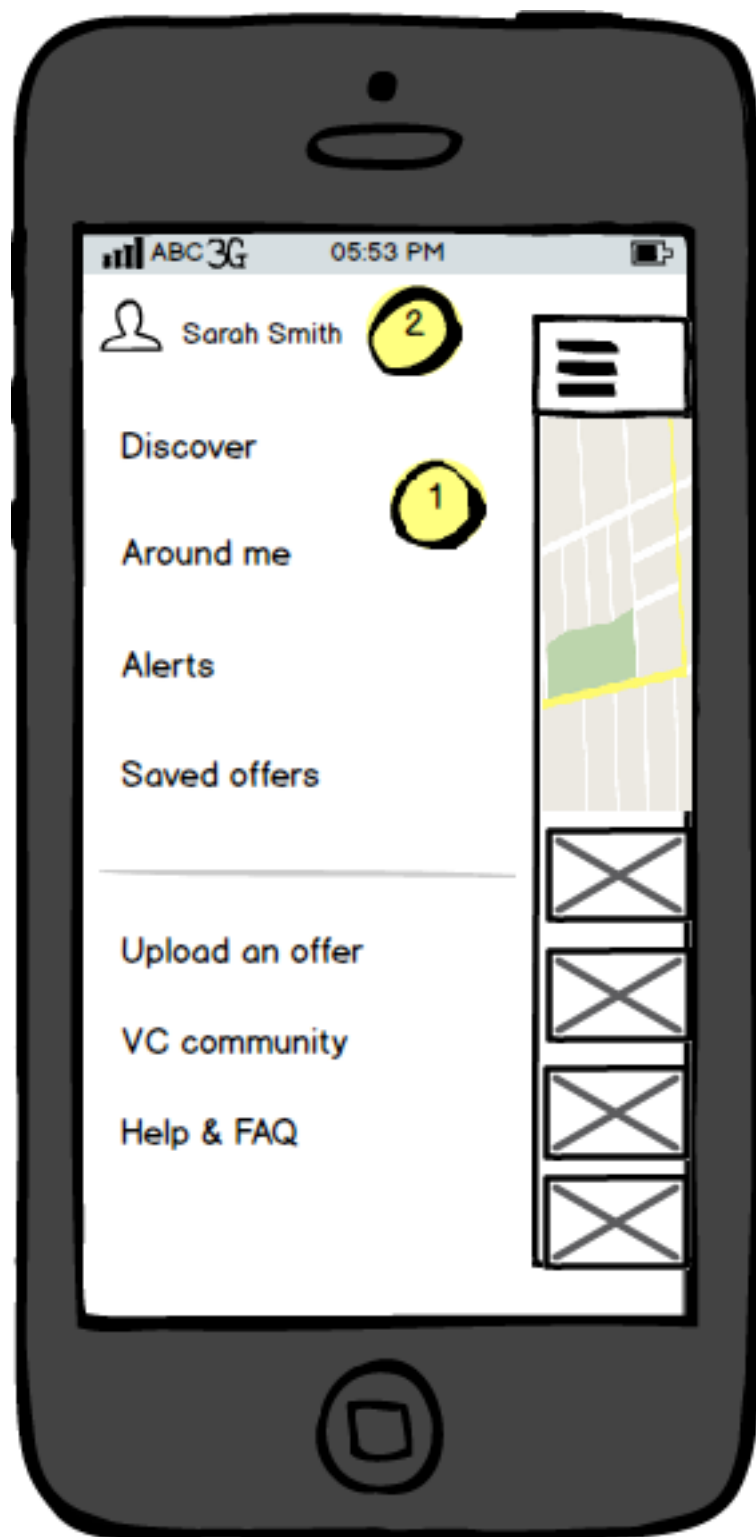


1. This is an example of the 'Around me' page without the map.



1. This is an alternative design of the 'Discover' page with the hamburger icon and without the tabs at the bottom.

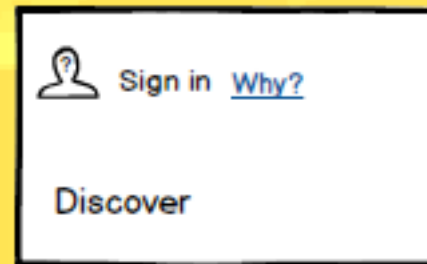


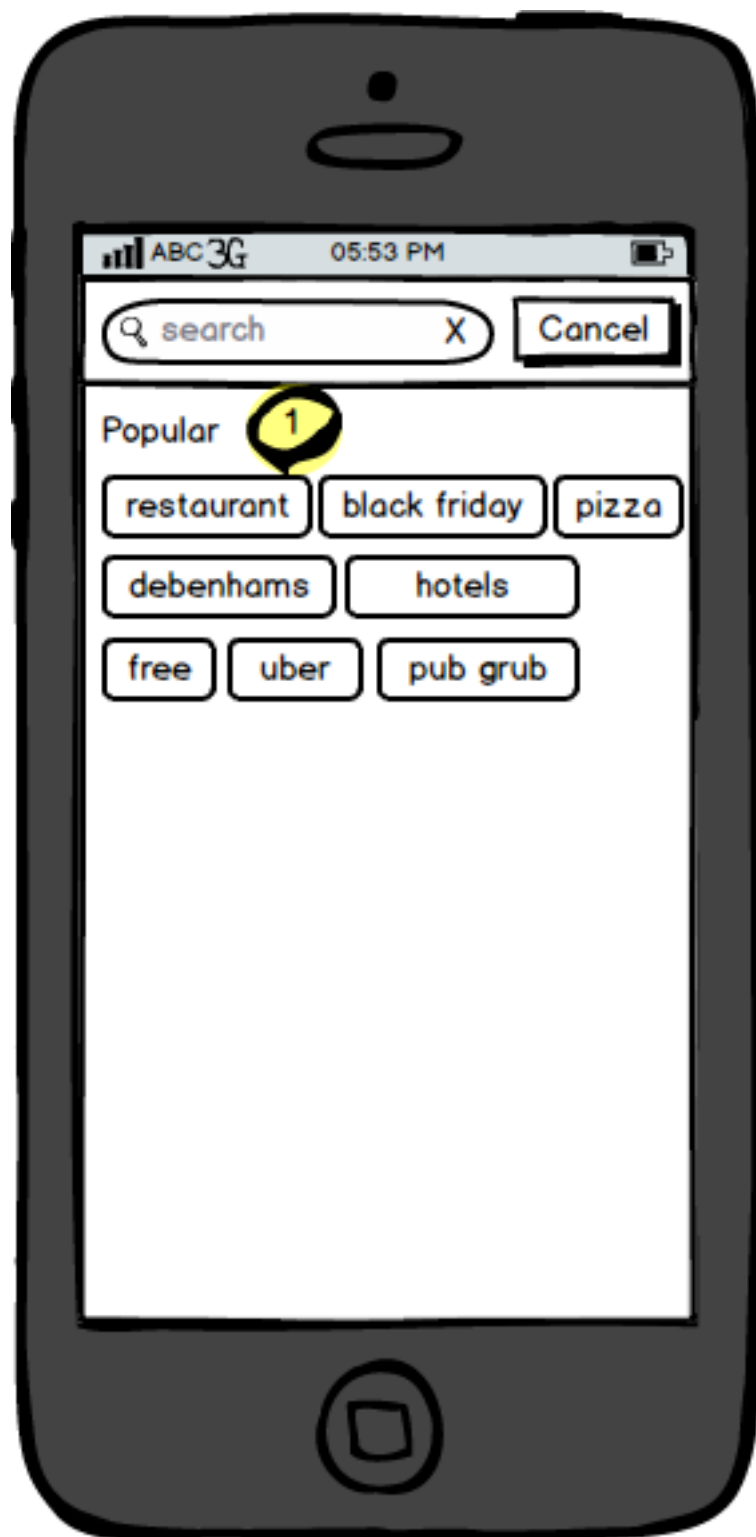


1. This is the menu that is shown when the hamburger menu icon is tapped.

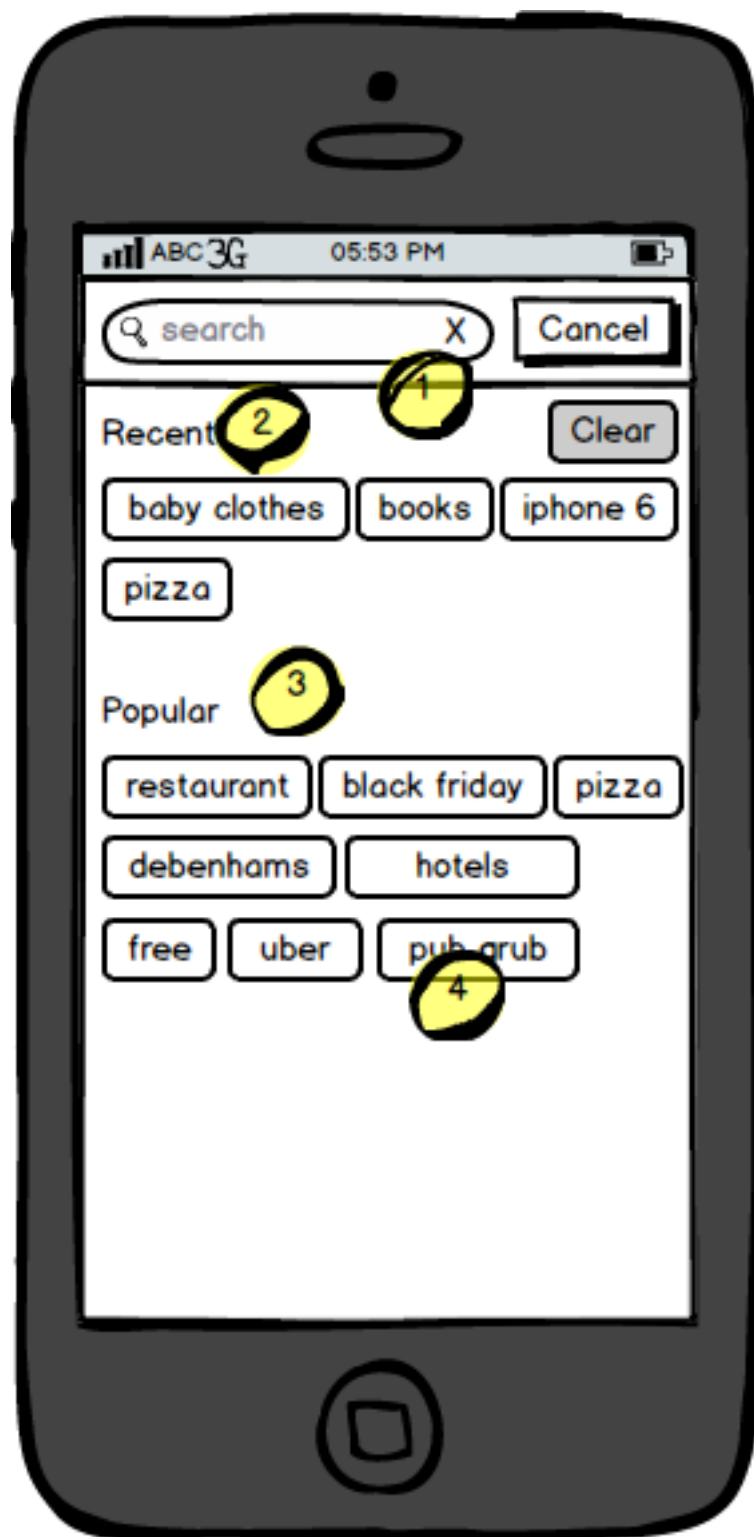
1. Tapping the user's name shows the user's profile with badges, progress, activities etc. The user's profile picture is also displayed next to the name.

If the user is not signed in, then the following is displayed instead.





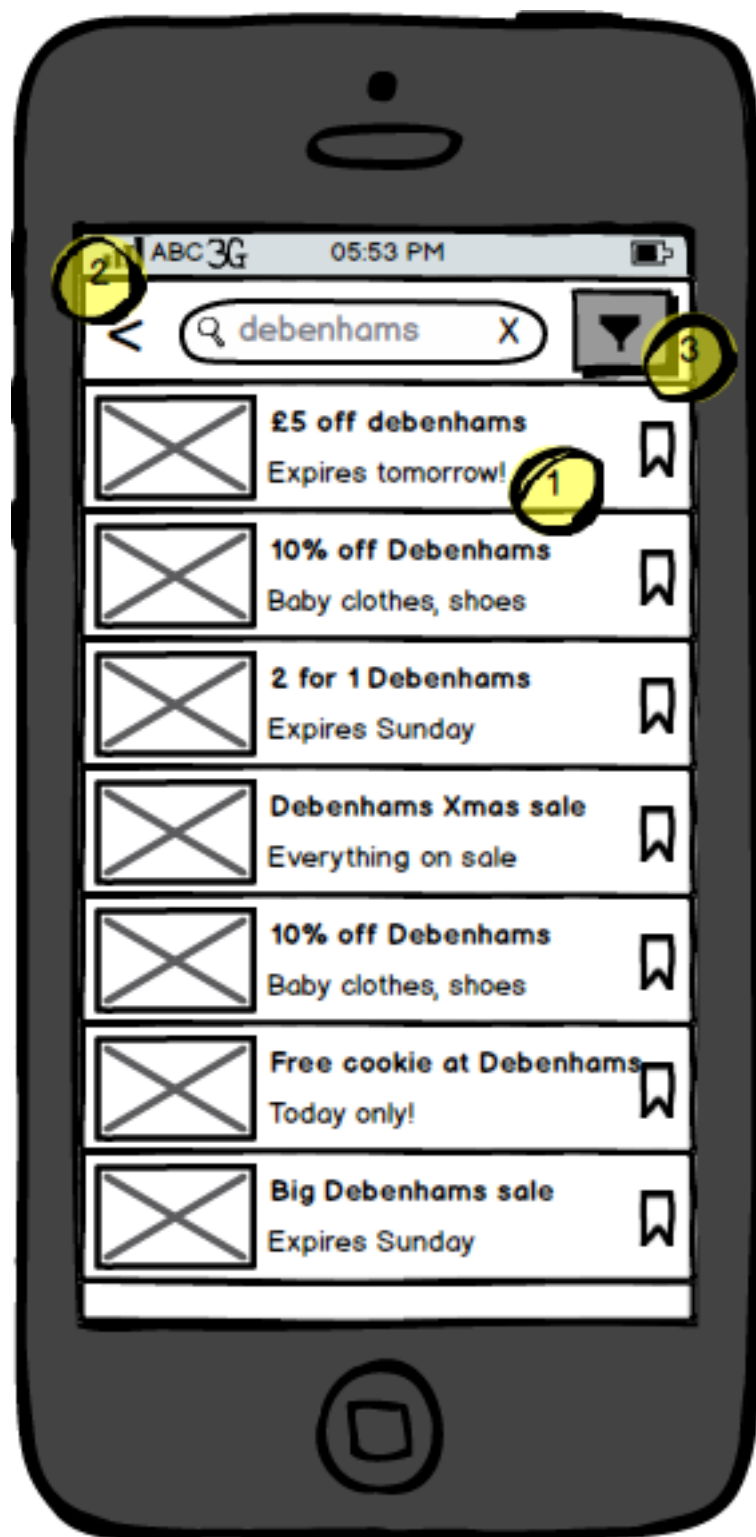
1. This is the search page after the 'Recent' list is cleared.



1. This is the search page where users can search for offers based on keywords, stores and brands. The search should suggest results as you type.

2. The items in the 'Recent' list are recent searches performed by the user. This lets the user repeatedly search for offers without having to type the entire keyword again. The list can be cleared by tapping the 'Clear' button.

2. The items in the 'Popular' list are popular searches performed by all the users of VoucherCodes. This list demonstrates the use of social proofing to persuade the user to search for things they otherwise would not have looked for and helps the user recognise a need.



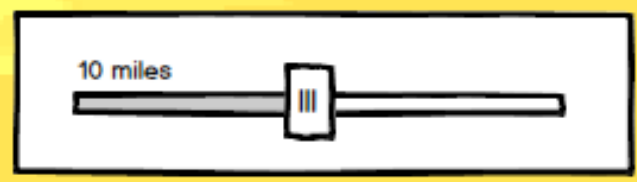
1. This page shows the search results.

2. Clicking the < takes the user back to whatever page they were on when they clicked the search button (magnifying glass).

3. This is the filter button to filter the search results.

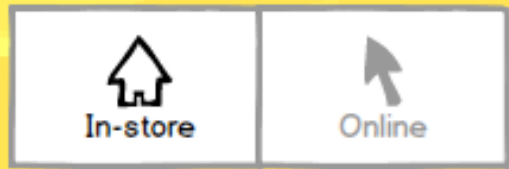


1. This is a slider which can be dragged to change the radius of search around either the user's current location or any other location. Dragging the slider updates the distance (see example below):



2. The user can change the location by clicking on the link.

3. This has the same behaviour as checkboxes which lets the user search for in-store only, online only or both offers. The example below shows the user deselecting the online option:



4. Clicking on the 'Apply filters' button applies the filter and shows the search results with the filters applied.