

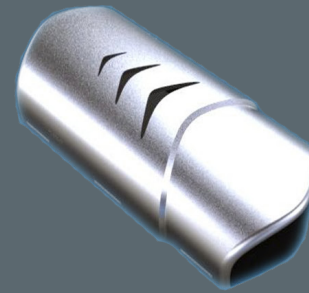


Timbr : A loyalty program based experience design for Customers and Merchants

Summer internship project

Piyush Vinod Churad | 136330007
Interaction Design (2013-15)
Industrial Design Centre, IIT Bombay

Timbr, incubated under
Society of Innovation and Entrepreneurship,
(SINE), IIT Bombay



Declaration

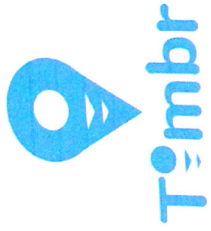
I declare that this written document represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources.

I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.



Piyush Churad
136330007
Industrial Design Centre,
Indian Institute of Technology, Bombay



20th June 2014

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Piyush Vinod Churad**, student of Industrial Design Centre (M.Des, Interaction Design), IIT Bombay, has successfully completed his internship as an Interaction Designer with **Timbr**, incubated under Society of Innovation and Entrepreneurship, IIT Bombay (SINE), Mumbai from **May 5th 2014 to June 20th 2014**.

During his tenure of internship, he worked on a project titled 'Timbr'. The project included

1. A Mobile based loyalty program application for users based on their shopping patterns
2. A Web based application for Merchants to follow customers' shopping patterns.

His role was to design the experience for both customers and merchants which involved building the Information architecture, User Studies, User Interface Design, User Experience Design and Logo Design.

We found him hardworking, inquisitive and dedicated to our projects. He demonstrated good design skills with a self-motivated attitude to learn new things. His performance exceeded expectations and was able to complete project successfully on time.

We wish him every success in life.

Rishabh Verma
Co-founder, Timbr

Timbr, SINE IIT Bombay

CM-04, 4th Floor - SINE incubator, KReSIT, IIT Bombay - 400076
Email: info@timbr.in Phone No: +91-98-6915-6273

Acknowledgement

I would like to extend my sincere thanks to everyone at Timbr, incubated under Society of Innovation and Entrepreneurship, IIT Bombay (SINE) for giving me this opportunity and making my tenure at Timbr enjoyable and full of learnings. I especially thank the co-founders of Timbr Mr.Prateek Sharma and Mr.Rishabh Verma for giving me this opportunity to work on Timbr project. Thanks to Society of Innovation and Entrepreneurship, IIT Bombay.'

I would like to thank Priya Canadas, Aidren Quental to guide me through the project and working with them. Thanks to the development team, Piyush Chauhan and Ashwin Paranjape. Many thanks to Juzer Tambawala, Adwait Dongare.

A sincere thank you to each user who helped me in doing my research. Thank you Maharaj Arumugham and Sylvan Lobo for all your help. A big thank you to all my friends, family and well wishers for being there all the good and bad times.

Abstract

A merchant always wants his loyal customers to feel special every time they make use of the service being provided. Also for new customers, they should often visit and use the service whether it's a shopping brand or a restaurant. The Customers want to save their time and money in terms of travelling, searching for offers and other expenses. They need rewards of being loyal to their favorite brand implicitly.

Shopping with smartphones and tablets is becoming increasingly popular. It saves your time, money and helps customers make smarter spending decisions by putting detailed information. In addition to that making use of newer technologies lives of both customers and merchants can be made easier.

The aim of this project, Timbr, is to design a loyalty program based experience. It includes a mobile application for customers and a web based application for merchants. The design is based on the Beacon Technology which is used for detecting customers Check-Ins. The technology enables a smart phone or other device to perform actions when in close proximity to a Beacon device. With the help of Beacon Device, Timbr can approximately find its relative location to an iBeacon in a store.

Index

1 - Abstract

11 - Introduction

- 12 - Project Outline
- 13 - Ecosystem
- 14 - How does Timbr work

15 - Timeline

16 - Research and Analysis

- 17 - User Studies
- 18 - Analysis

21 - Findings

22 - Wireframing and Information Design

23 - Identity Design

24 - Persona

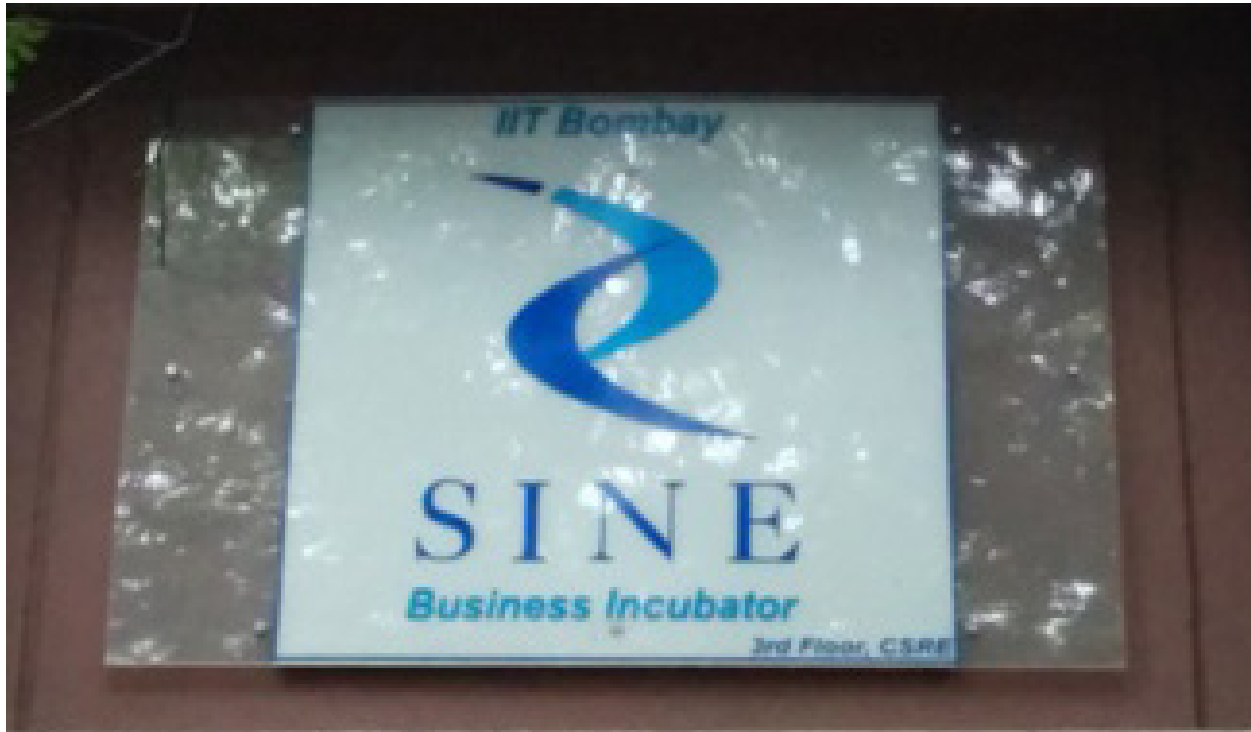
25 - Interface Design

32 - Conclusion

33 - References

Introduction

About the company :



SINE, Society for Innovation and Entrepreneurship, Established in 2004, is hosted by Indian Institute of Technology Bombay. SINE at IIT Bombay is an umbrella for promotion of entrepreneurship at IIT Bombay. It is a part of the University / Research Centre. SINE administers a Broad spectrum technology business incubator which provides support for technology based entrepreneurship. Timbr is one of such startup.



Timbr is an early-stage technology start-up incubated at SINE, IIT Bombay from. The Timbr core Team consists IIT Bombay alumni from diversified disciplines of engineering & technology. Timbr focuses on developing products with use of technology and design. It works in the area of user-centric design.

Project Outline :

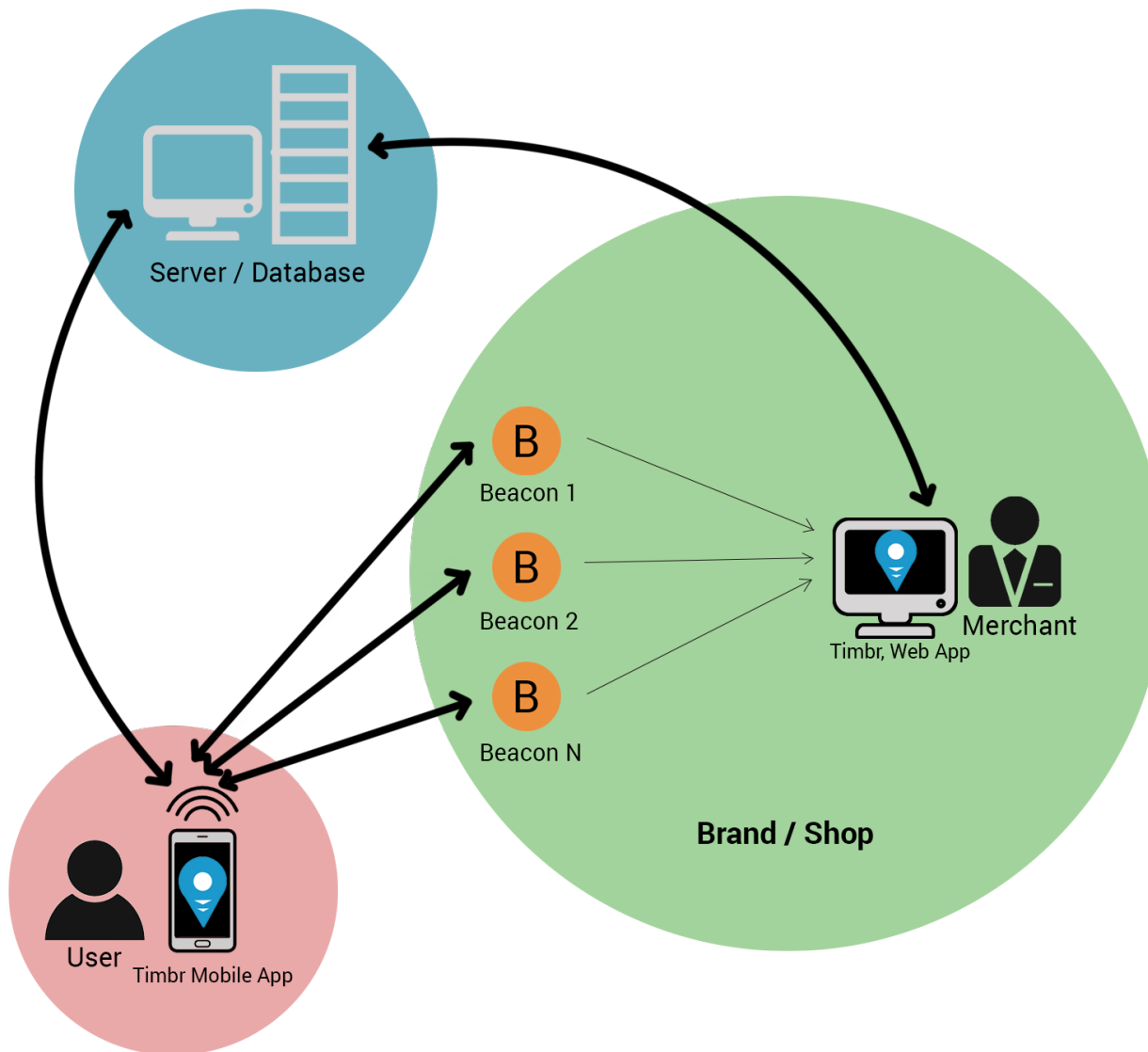


Timbr is about building their first prototype & mobile-product to disrupt the loyalty-business in Indian retail. It includes mobile based application for customers and Web based application for merchants. Main focus of this project is to enhance the overall experience of loyalty programs, by providing customers with offers from their favorite brands.

On merchants end, the web based application helps him to track customers and their shopping pattern. Timbr team built an innovative technology which uses sound (encrypted with data) to trigger an action on a smart-phone. The design is based on the Beacon Technology which makes it unique from other similar applications available in the market.

Beacon Technology :

The beacon technology is used for detecting customers Check-Ins. The technology enables a smart phone or other device to perform actions when in close proximity to a Beacon device. With the help of Beacon Device, Timbr can approximately find its relative location to an iBeacon in a store.



Eco-system of Timbr:

There are three important parts of the Timbr ecosystem. These three parts are interconnected with each other the way shown in the adjacent image. The parts are explained as follows.

Timbr Mobile App:

Users are provided with Timbr Mobile App, which is a smartphone application. The application has users profile saved in the app itself.

Brand / Shop:

The brand store can be installed with any number of beacon modules. All these beacon modules are connected to a centralized Timbr Web application which is also installed in the store. The access to the Timbr web app can be personalized only to the merchants.

Centralized Server / Database:

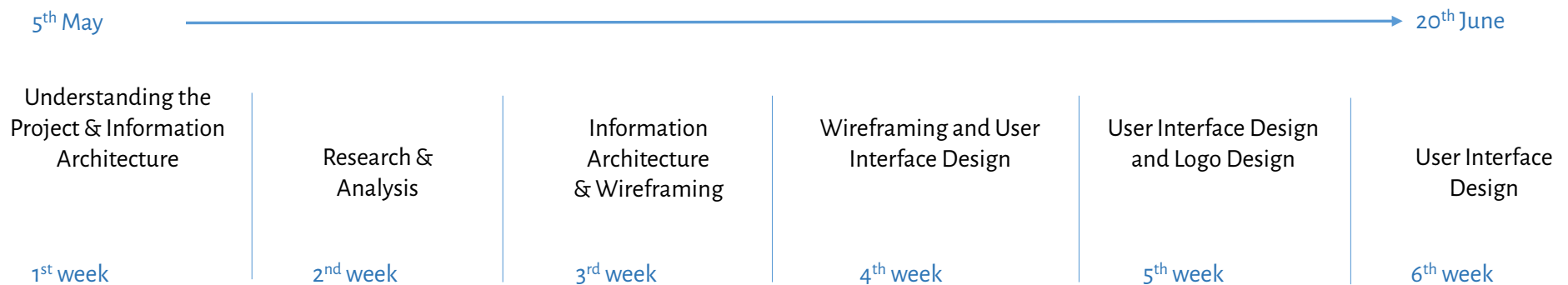
The centralized database synchronizes both the brand store web application and customer's mobile application. It stores all the data in its database. Customers and Merchants can access this data from anywhere anytime.

How does Timbr Ecosystem work :

- Whenever the customer enters a Brand store where the Beacon Modules are installed, it sends the signal for Check IN and Check OUT.
- The beacon modules detect the presence of customer's mobiles and sends feedback to the Timbr Web Application
- The merchant can analyse information related to the particular customer on this Timbr Web Application.
- The loyalty points are added to customer's loyalty account for each time he checks in the brand store and the loyalty levels are updated.
- Based on the loyalty status of the customer, (Silver-Gold-Platinum) in that particular brand store merchant sends offers on the customer's Timbr Mobile App.
- Customer can now redeem or decline these offers according to his likes and dislikes directly from his mobile app.
- Customers get to know the upcoming offers or special offers. Customers can see how many points he needs to avail the upcoming offers.
- The customer can receive offers from the brand store even outside the store.

Timeline

The tenure of internship project was of 6 weeks. The design constraints were given according to the project ecosystem explained earlier. A team of 2 designers was assigned for research and the product development. The Design process followed during the internship period is as follows.



Research & Analysis

Secondary Research:

Based on the nature of the project, the shopping experience and loyalty programmes, similar existing projects were analysed. Most of them use Mobile Application based service. These applications offers profile based custom-

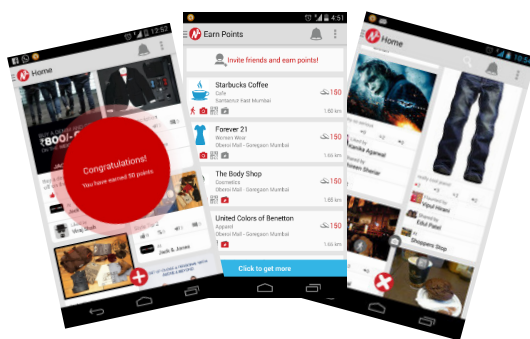
izations according to customers likes. They offer features like punch cards, Social sharing, Money aquisition, Chat, Reviews, Support and analytics. Some othem offer specific service while some offer more than one services such as Food ordering, Healthcare, Retail Shopping,, Entertainment, etc.



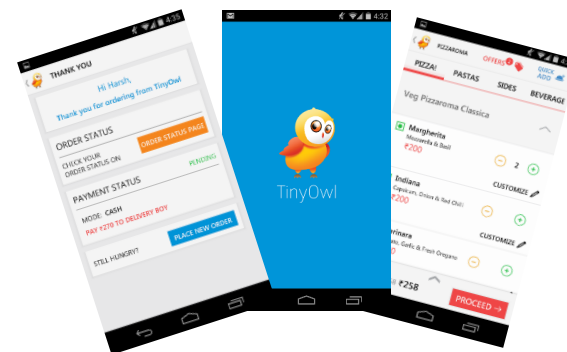
Belly | Loyalty reward program



Loyalblocks | Loyalty reward program



Niffler | Loyalty reward program Mobile App



Tiny Owl | Food Ordering Mobile App

User Studies

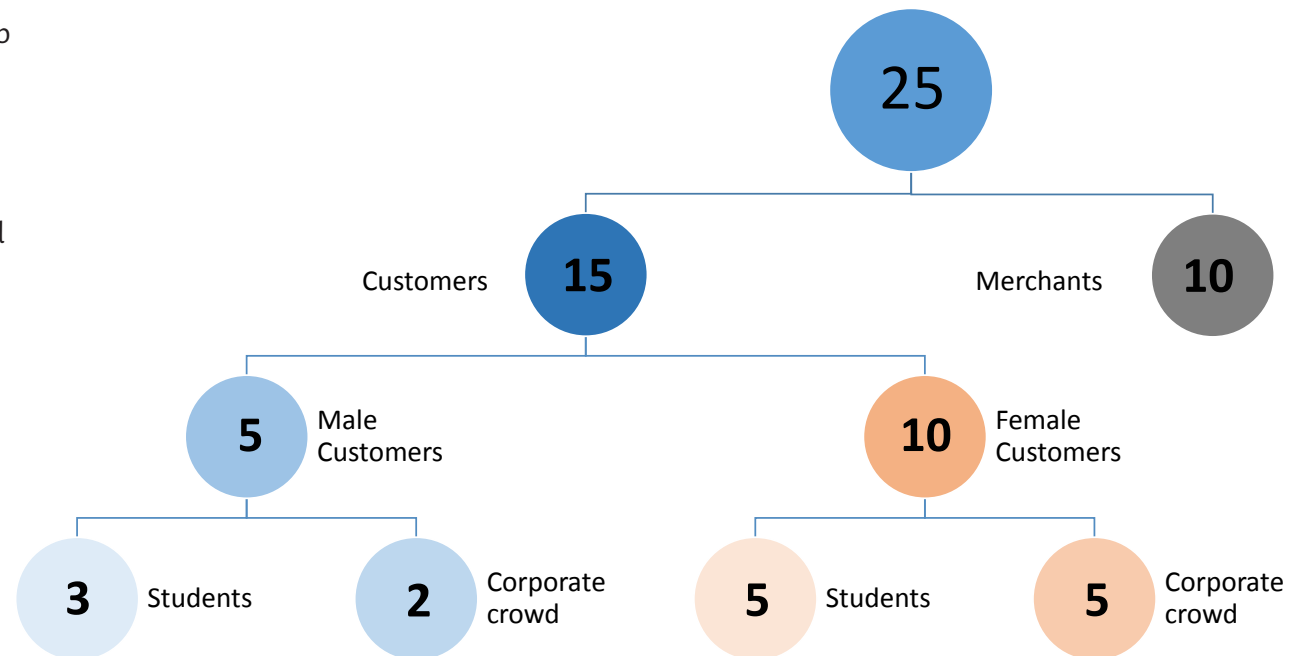
User Studies:

A total of 25 users were recruited from various brand stores and shopping malls. The user group was mix of female and male customers as the shopping experience varies from former group to later one.

The Merchants and Customers were interviewed considering the following screener.

User Profile:

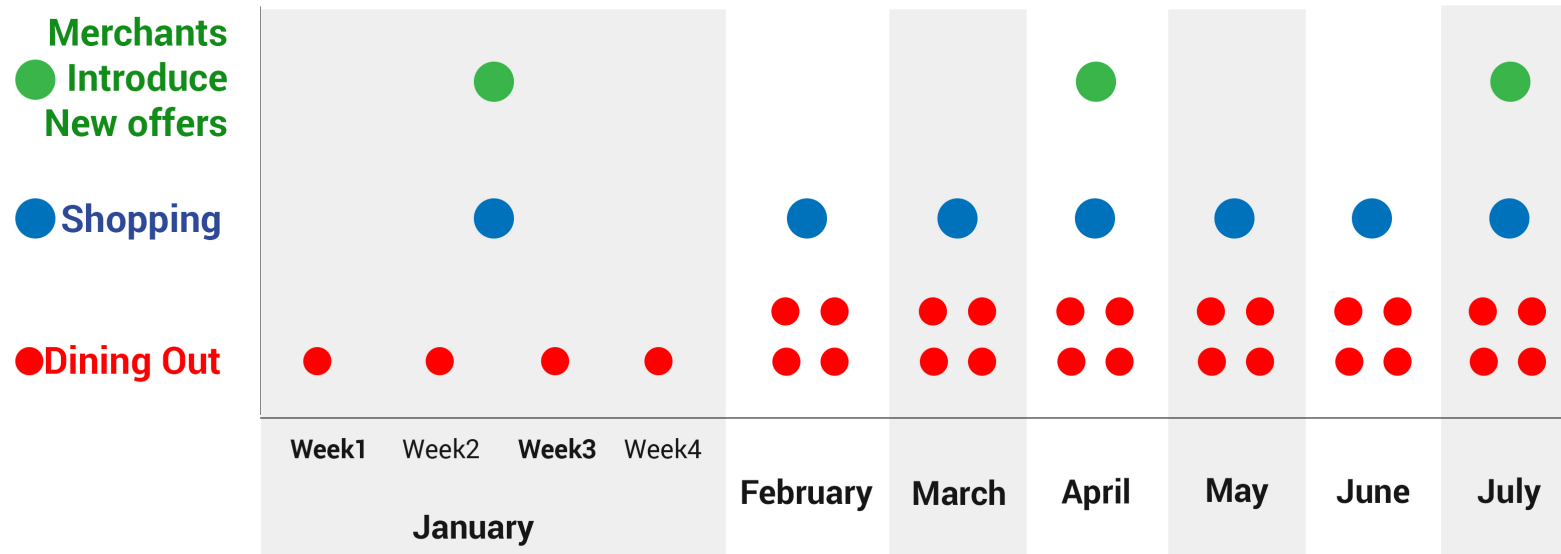
- Teenager - 18+ years
- Goes for shopping
- Goes to restaurants
- Uses at least 1 loyalty cards
- Uses smart phone



Analysis:

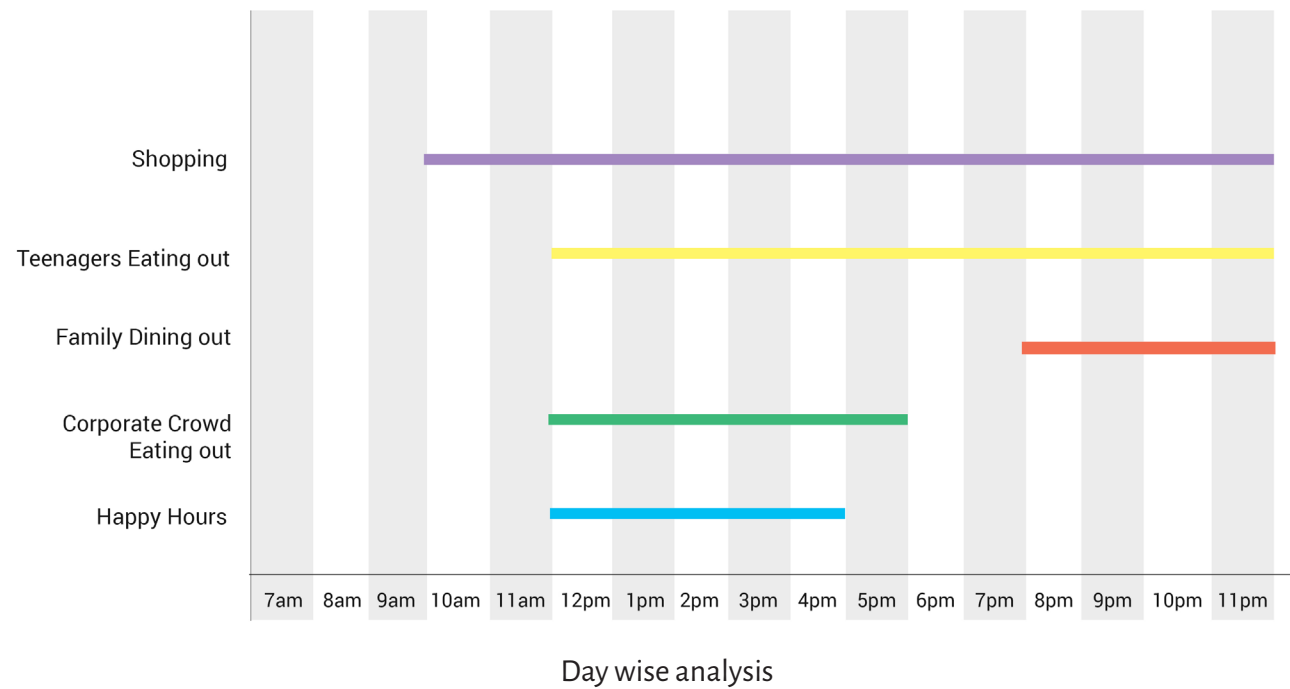
The data gathered from the user studies was analysed based on the time of the month, week, day and then the time of shopping.

- It was observed that the customers go for dining out atleast once a week.
- They opt for offline shopping for atleast once a month.
- Merchants introduce offers after every 2 months.



Month-Week wise analysis

- Customers go for shopping throughout the day.
- Teenagers opt for eating out from 11am onwards.
- Families go for dining out at night time.
- Corporate crowd is seen from afternoon till evening.
- Happy Hours are from afternoon till evening time.



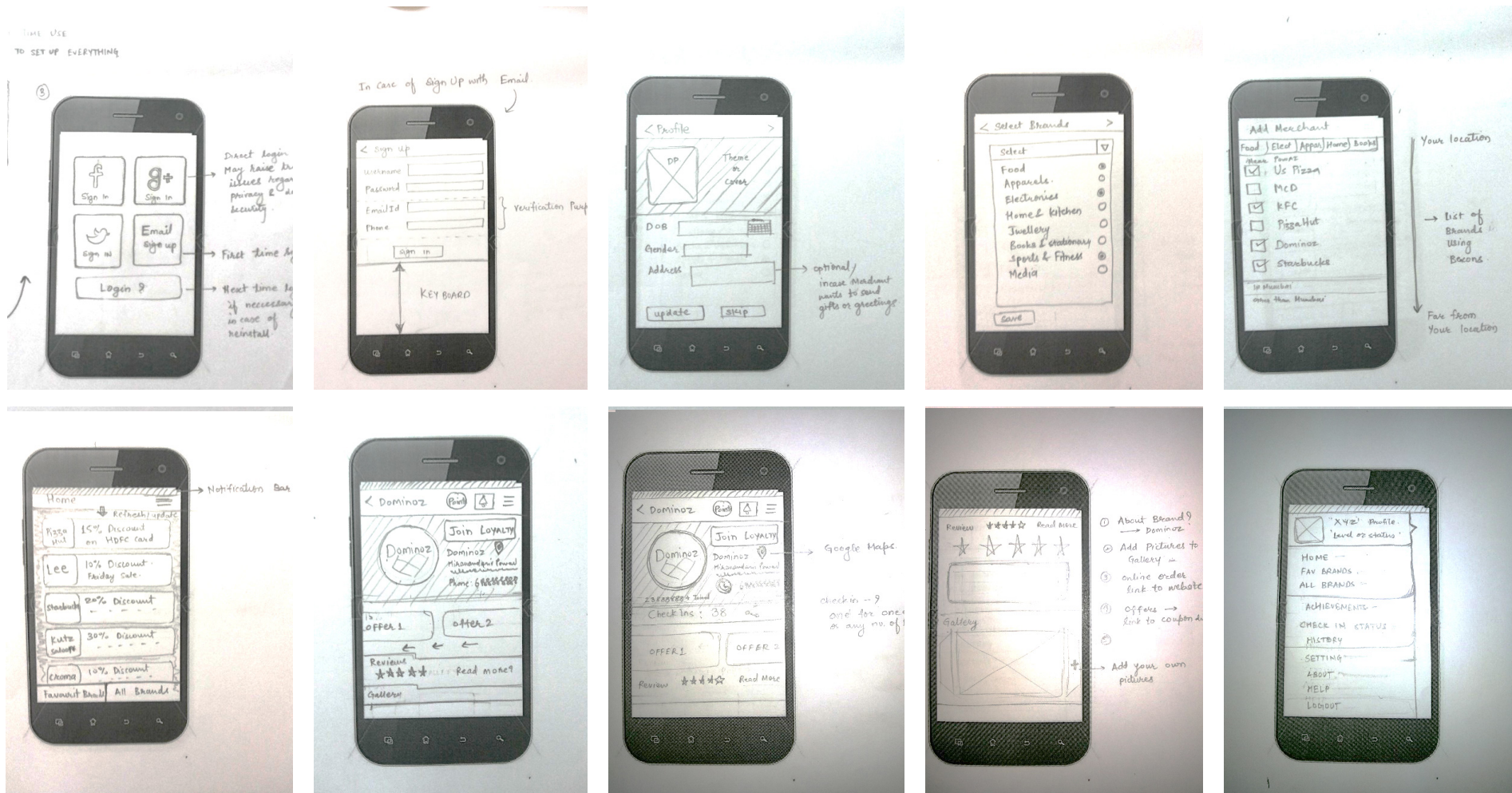


Experience map for the customers at the time of shopping

Findings:

- Customers have privacy and trust based issues regarding Facebook login as they fear of posting anything without their consent.
- Customers prefer nearby favorite places except for weekends to save time.
- Specialized Offers may trigger customers to check in to stores.
- Some of the customers do not know how to redeem points.
- Tangible returns are more preferred over reward points.
- Merchants send mailers and messages on regular intervals.
- Sometimes offers are neglected for special food or ambience.

Wireframing and Information Design



Identity Design



Iterations for ogo design



Final Logo Deisgn

Persona:



Sudhir Sharma

- Age: 25 years
- Occupation: Student
- Location: Powai, Mumbai

About Sudhir :

- Likes to explore new places
- Likes to hangout with friends in free time
- Foodie and likes Goan food
- A tech savvy and crazy for smartphones

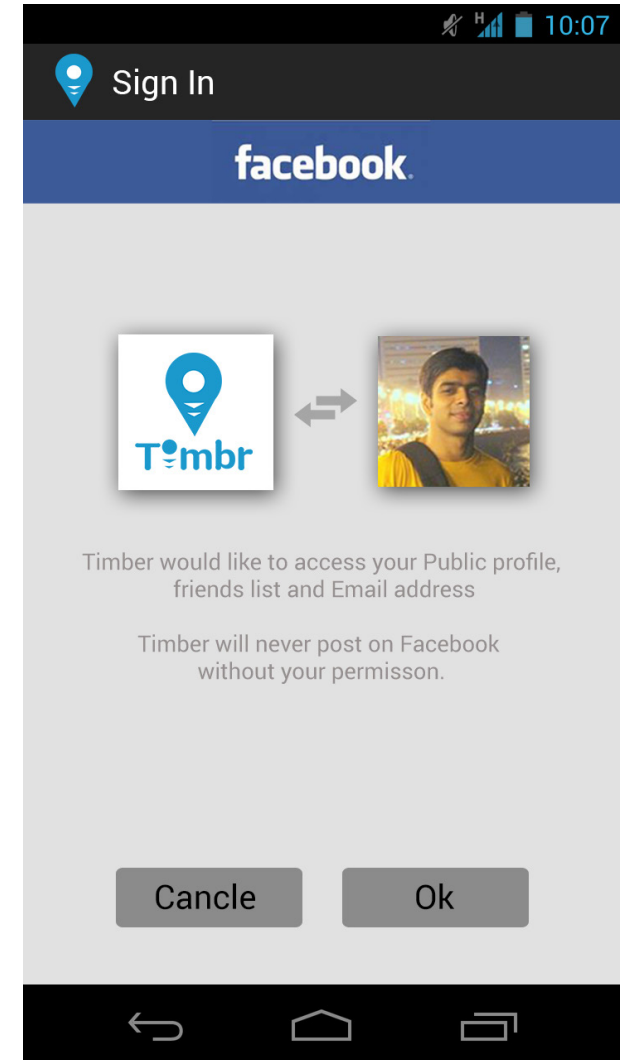
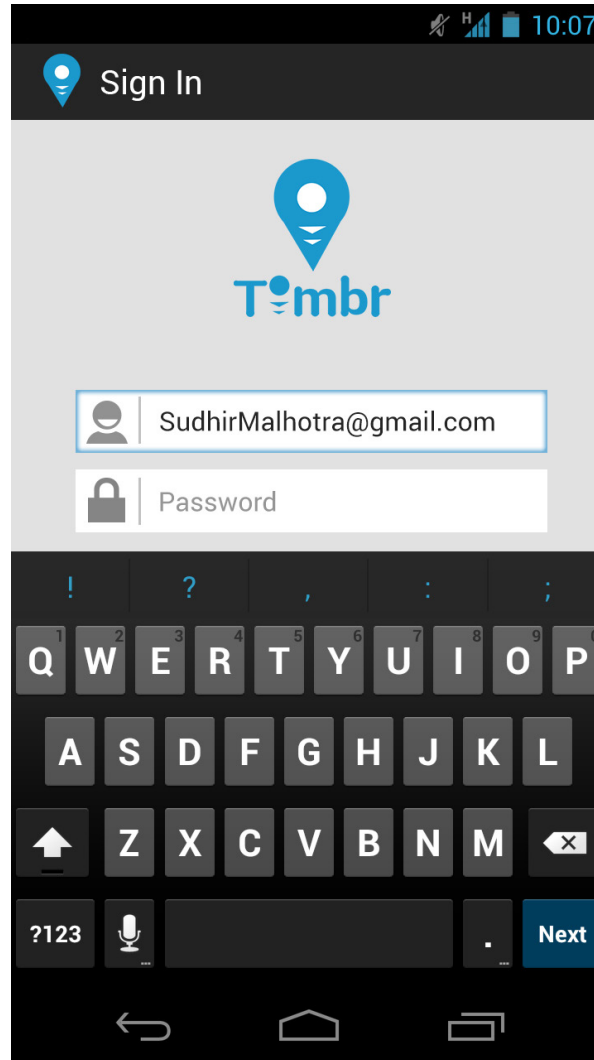
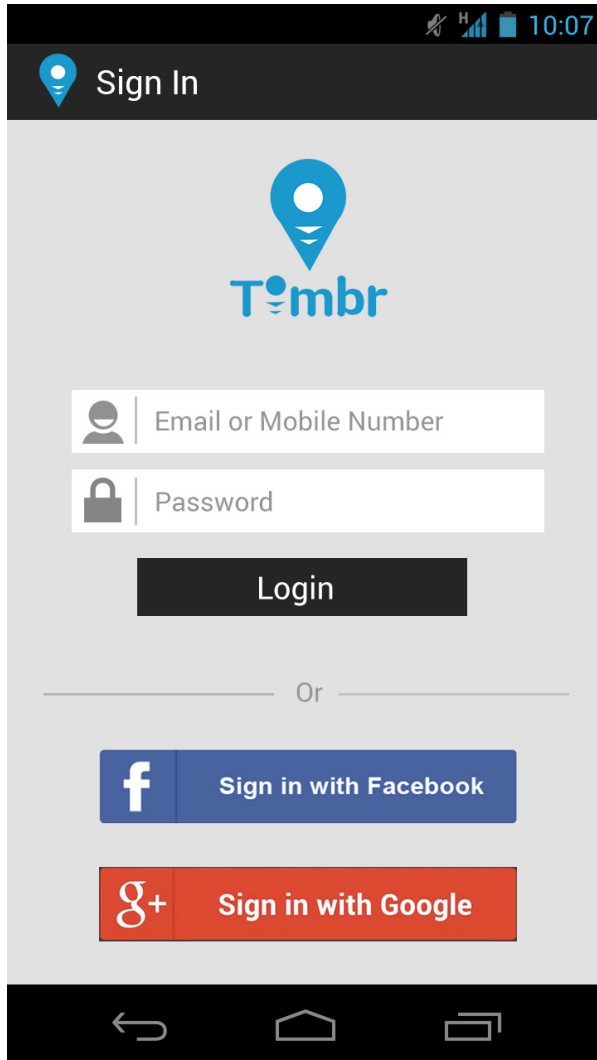
Implicit Needs :

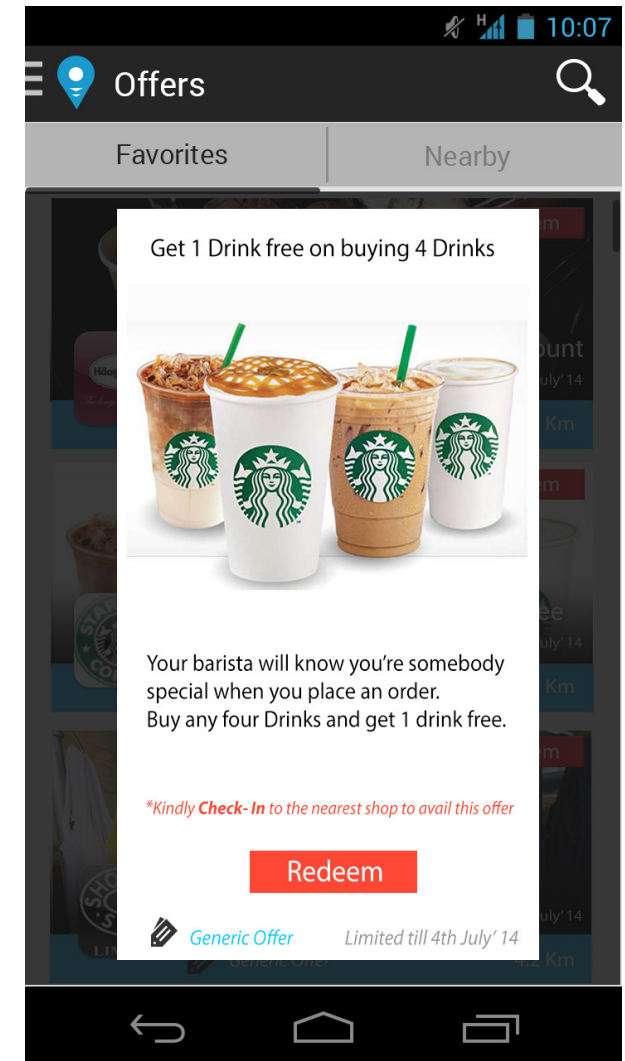
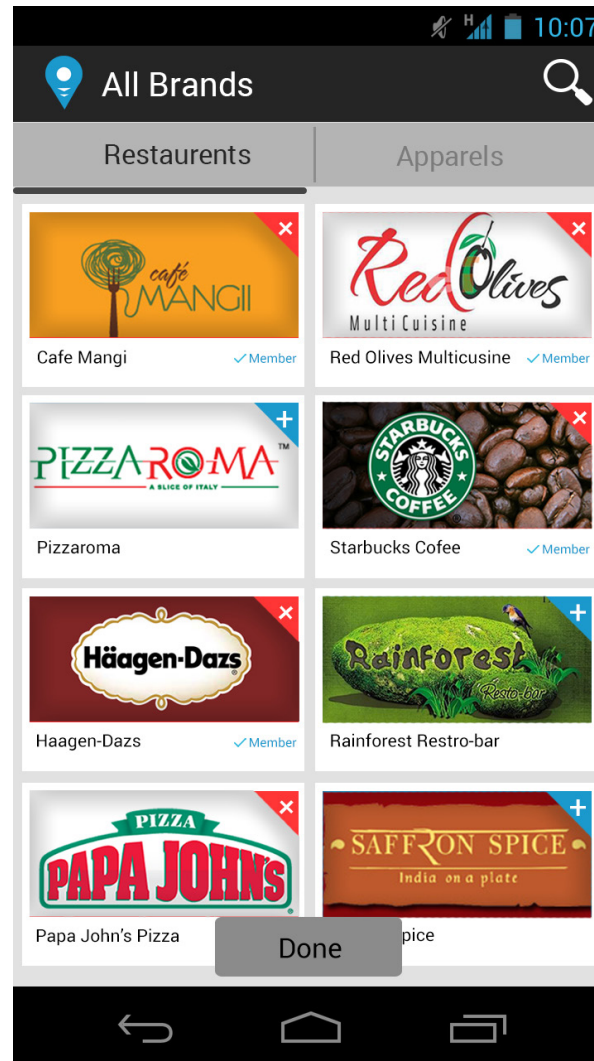
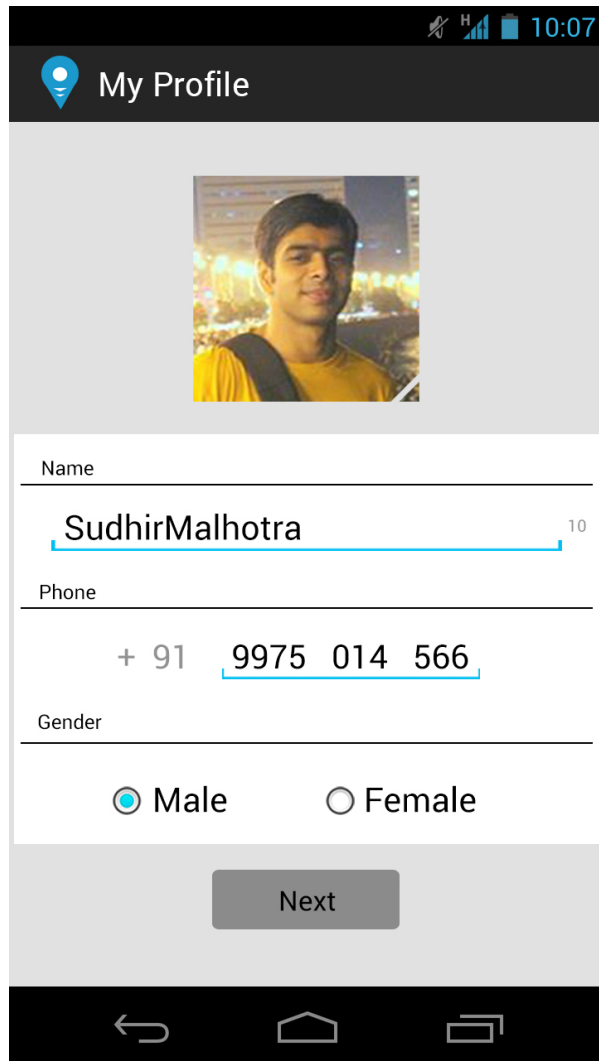
- Time should be saved for other works.
- Deals and offers should be exciting always and applicable for me.

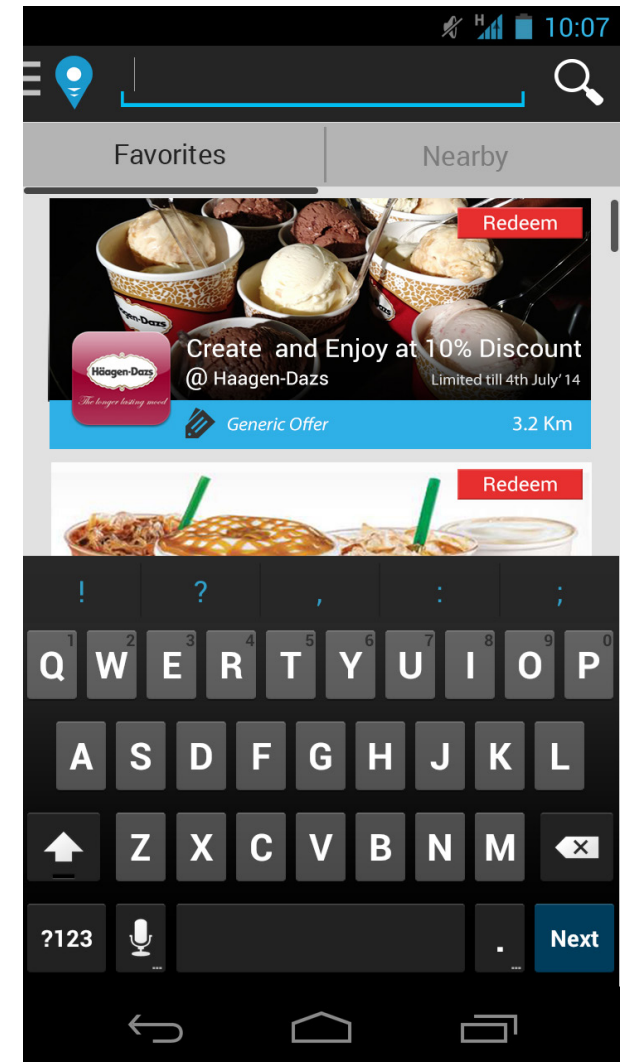
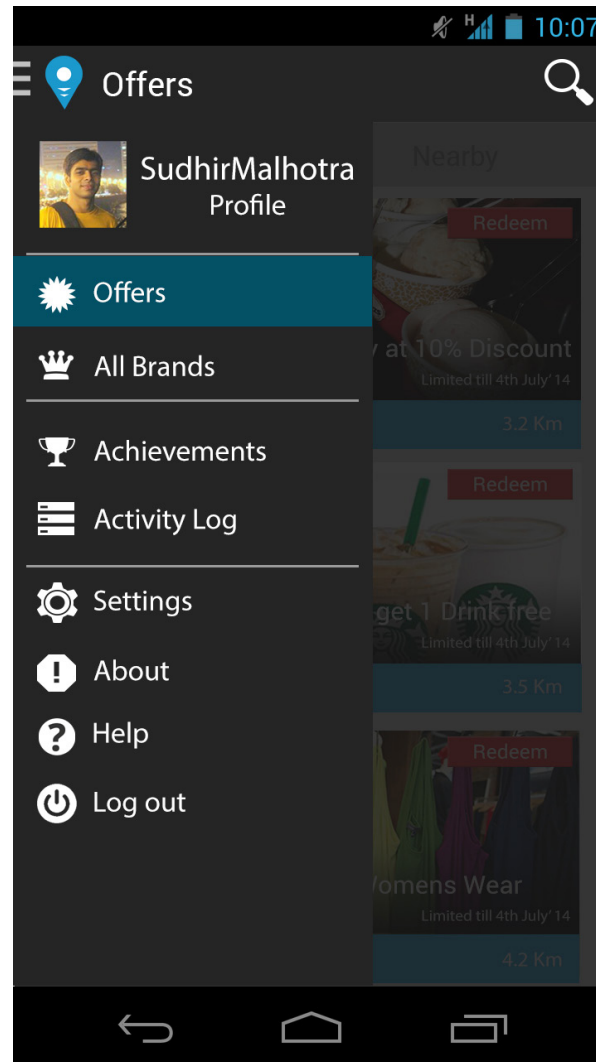
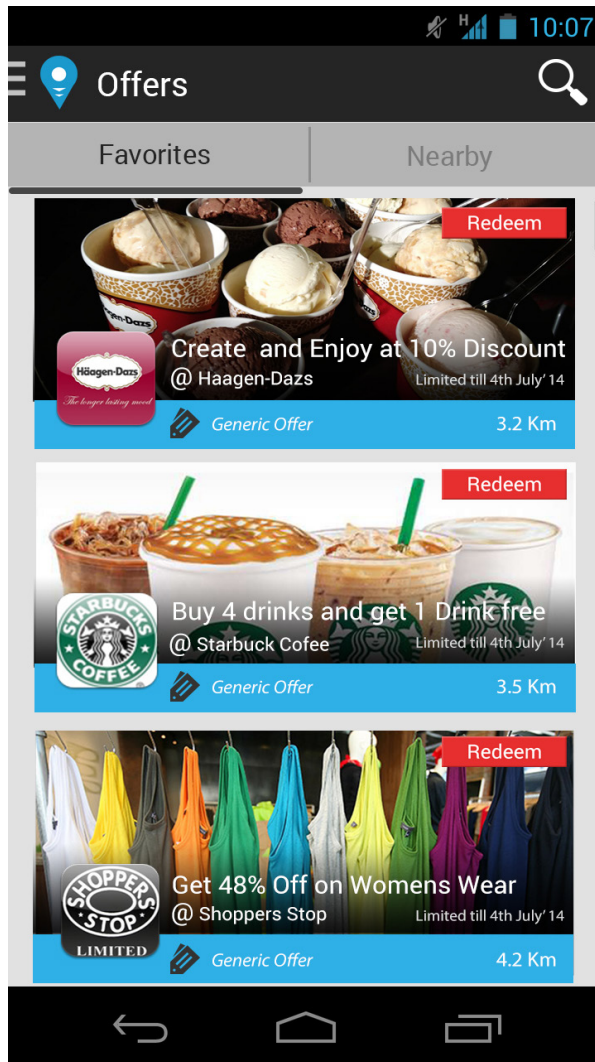
Explicit Needs :

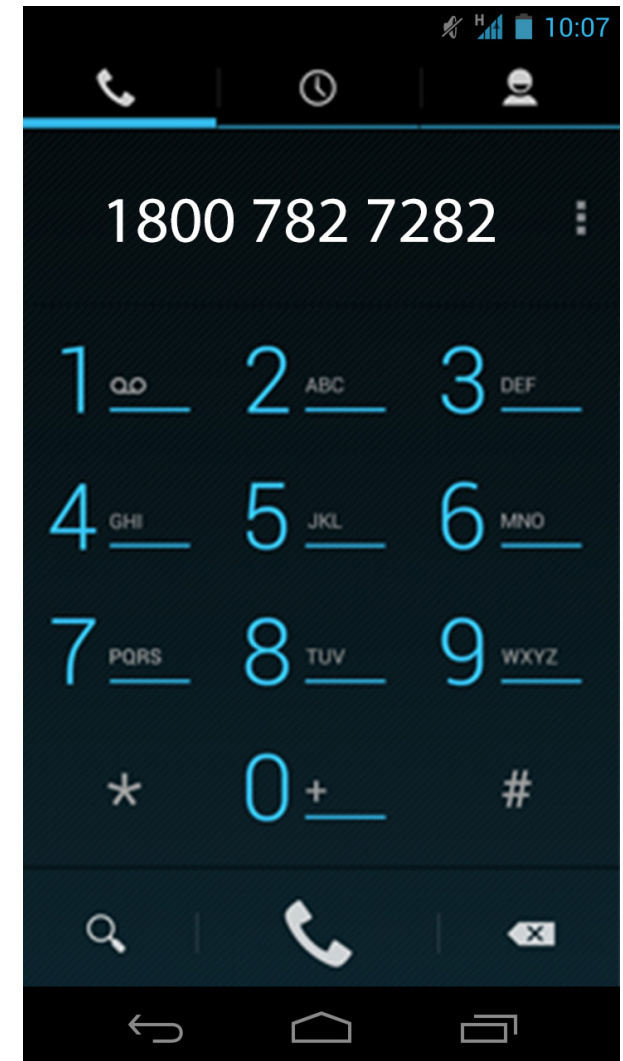
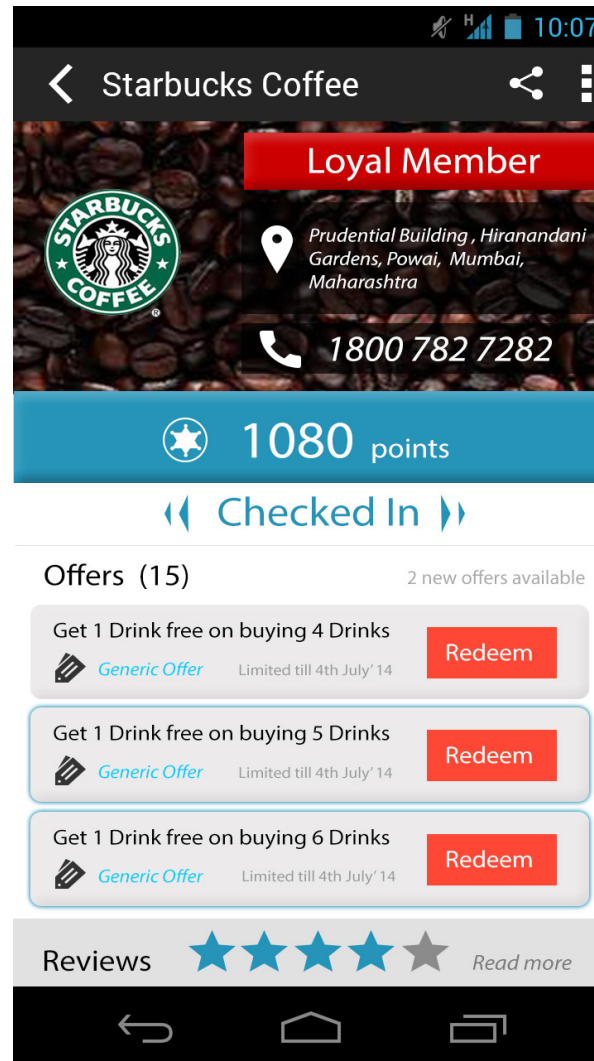
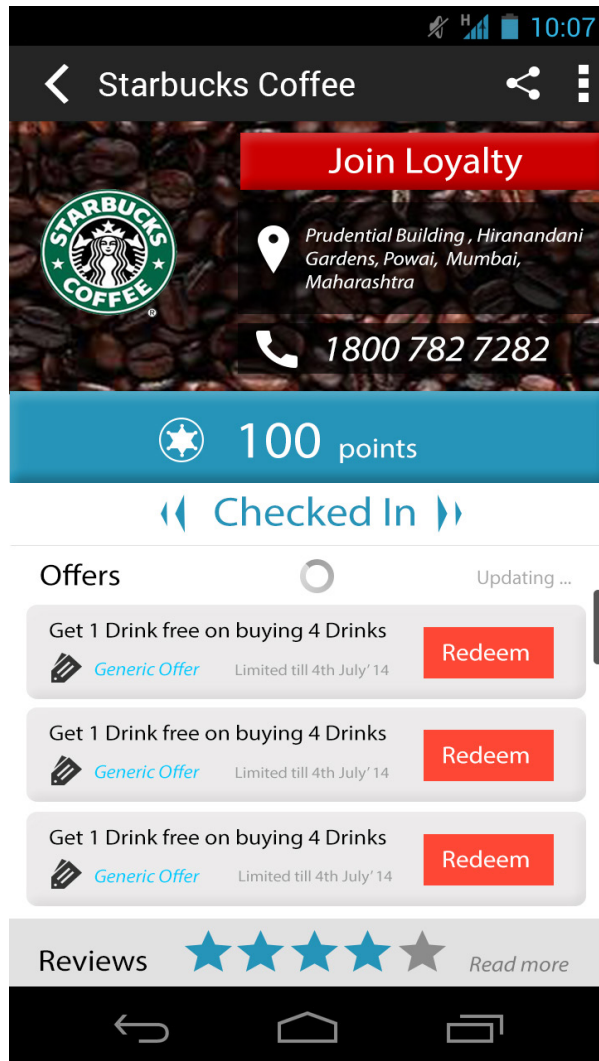
- Should get exclusive offers to save maximum money?
- Should not spend much time in window shopping.

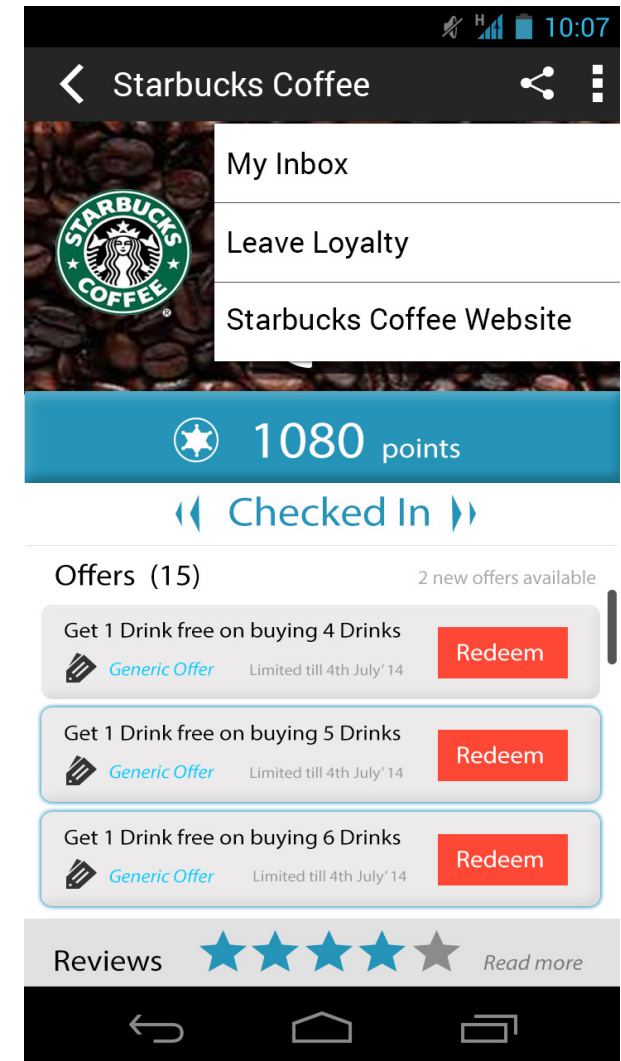
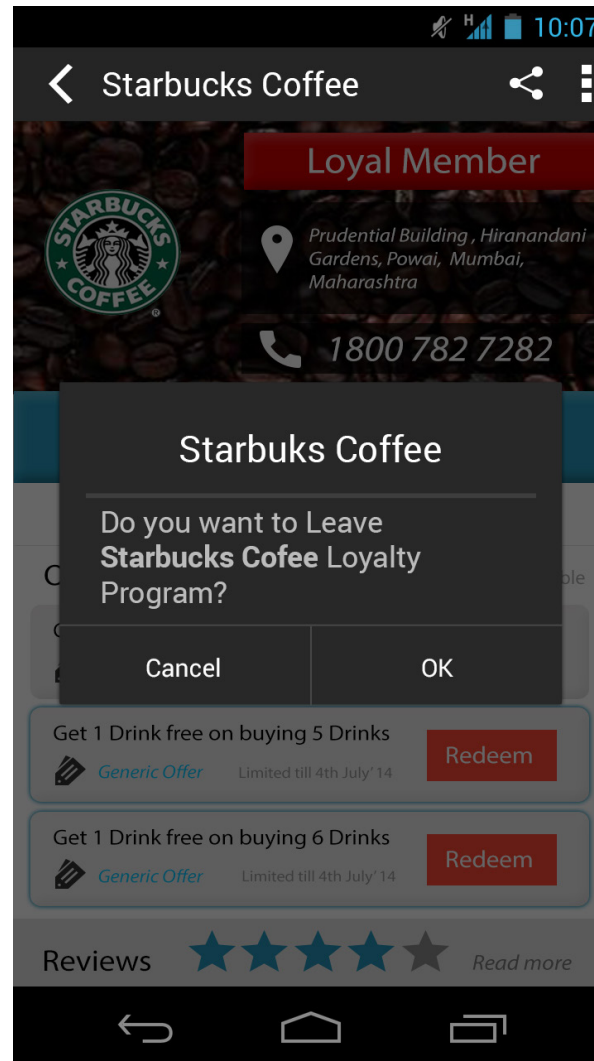
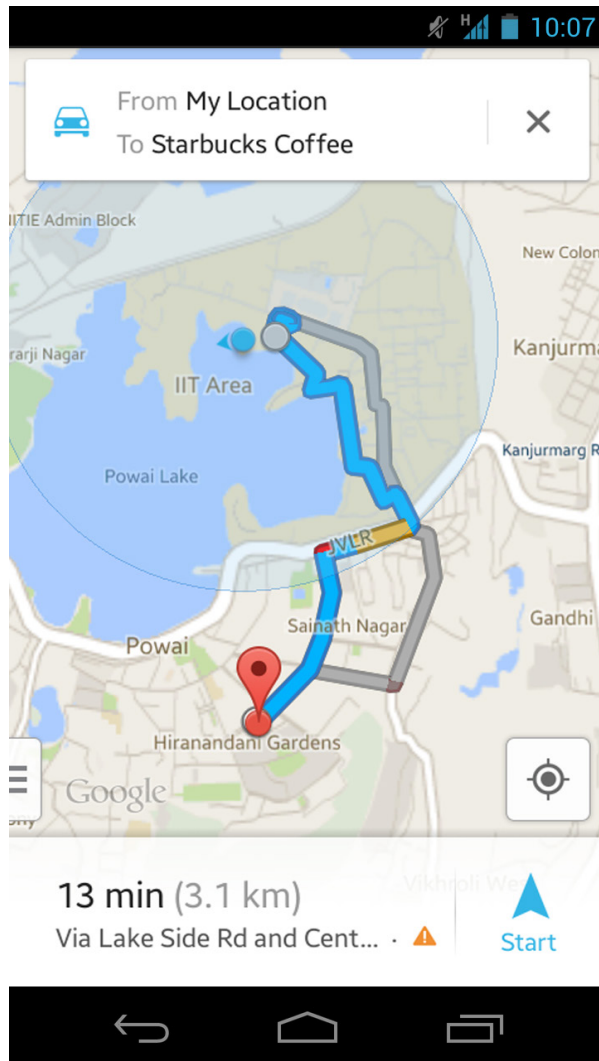
Interface Design

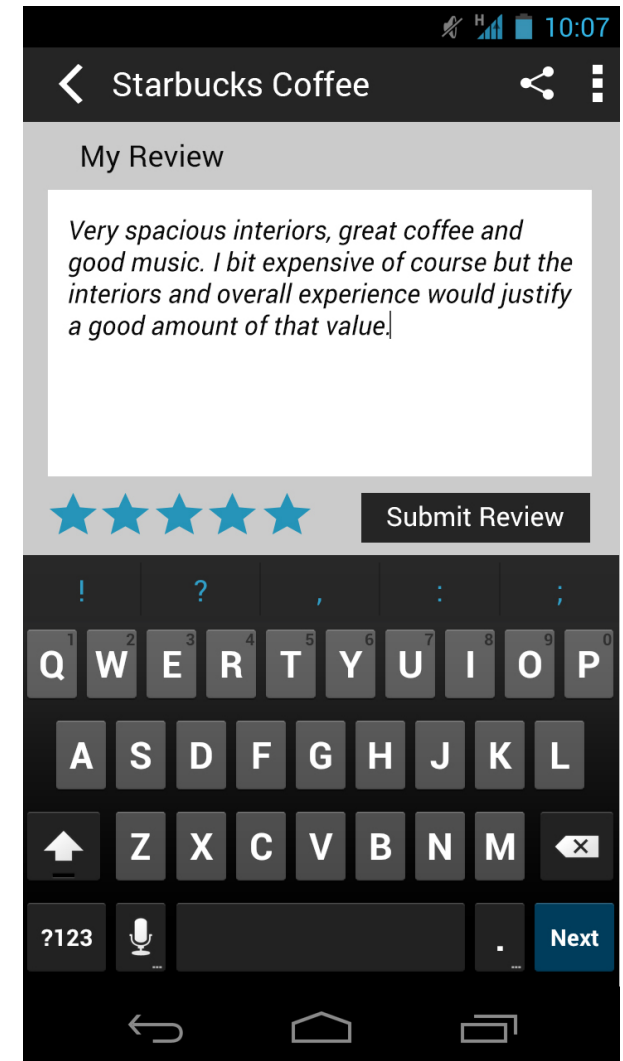
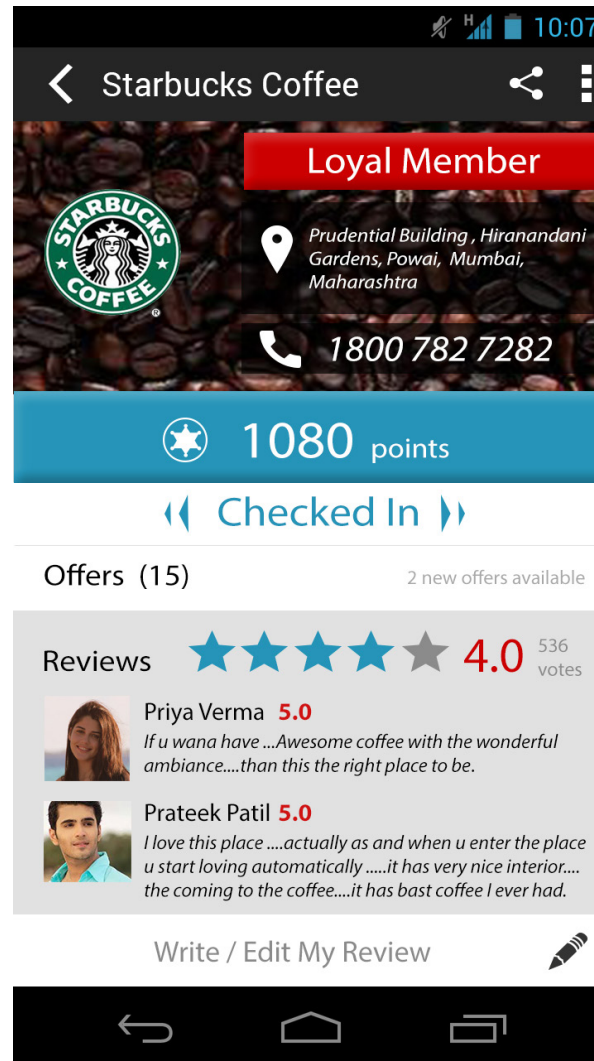
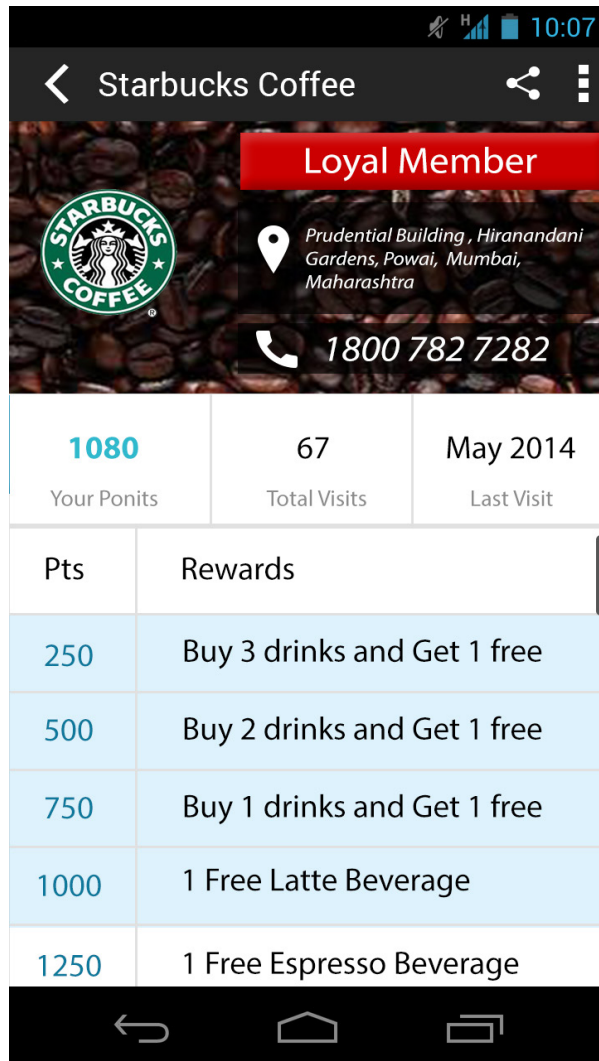


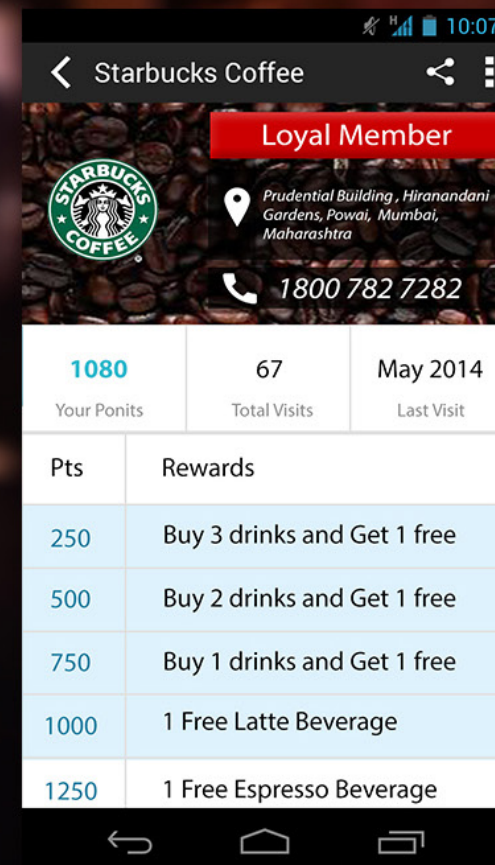
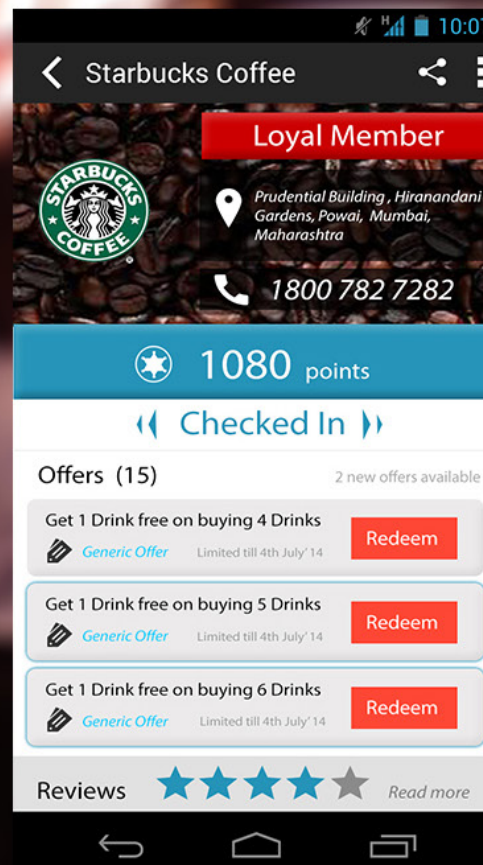
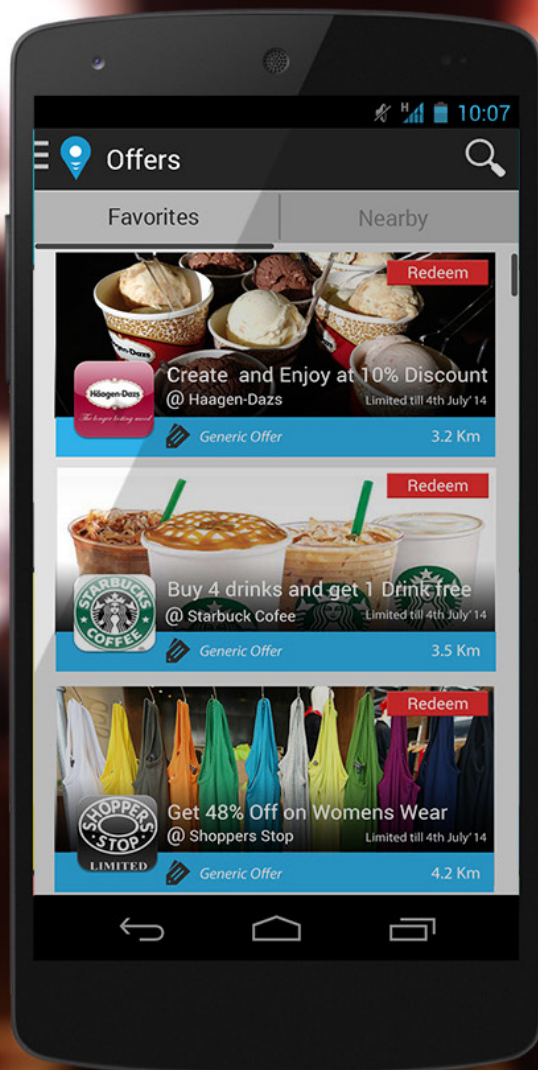
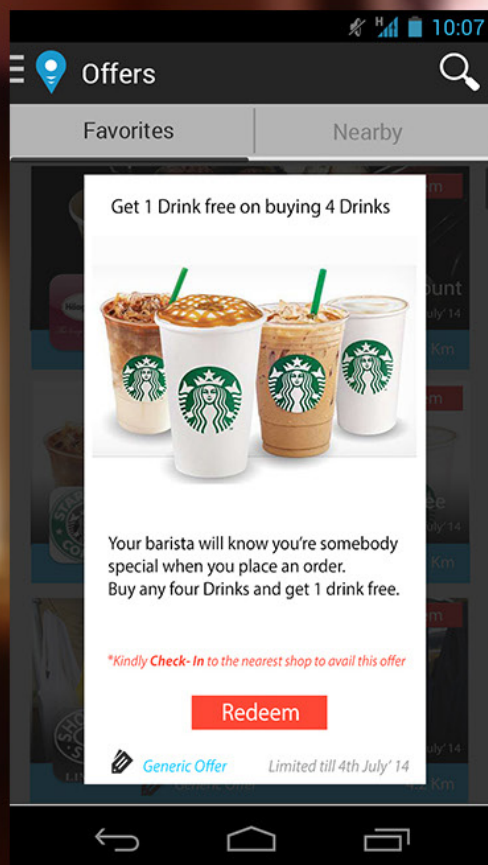












Conclusion

- Through this project a Real life application of Design methods in the process was explored and experienced.
- Evolving practical solutions by analyzing raw and assumed data.
- Considering the limited time, Prioritizing tasks and Parallel processing was done.
- Collaborative work with managers, engineers, marketing and developers with industry exposure was main key learning through the project.
- Prototyping softwares like Balsemic, Framer, Invision App were explored and studied.

References

1. Belly: Rewards you want at the places you love , <https://www.bellycard.com/>
2. Loyalblocks, <http://www.flok.com/how-it-works>
3. Niffler - Awesome Offers From Your Favourite Brands, <http://www.niffler.in/>
4. TinyOwl - Food Ordering App, <https://www.tinyowl.com/>