

FINAL SUMMARY

Unite is a team-buying web app that is a cross between Groupon and team buying/social commerce sites like Temu, Facily, and Pinduoduo. It is basically like a game in which users seek to get the lowest prices by working with friends and neighbours (as a team) to maximize order volumes. Sellers on the platform set volume targets which teams have to hit to secure wholesale price.

Teams are built on a geographic basis i.e. a team has to be made up of neighbours.

Users individually secure extra points (which can be exchanged for discounts) based on the volumes ordered by people they referred (their "children", if you will) and by people referred by those people ("grandchildren"). So there is a two-level reward scheme operating.

As a user gets more points he will rise in the ranking system. With each higher rank there are more potential rewards and bonuses.

GUIDELINES

(1). Overall Aesthetic is game-like: playful, bright, and colourful. But clean and classic at the same time: we don't want a look that goes "out of fashion" within the next two or three years.

(2). Referral is critical. Therefore the "Share" button (or whatever) should be easily accessible and visible on all relevant pages.

(3). The user's community is critical. Therefore the activity of the users "network" (the "children" and "grandchildren") must be somehow dynamically visible at most/all times. We want to project a sense of realtime dynamism, just like a game. The user should be able to somehow "see" things happening in the network (e.g. when someone in his network buys something).

(4). Like a game, the user's points, rank, and badges must always/usually be visible and we need an interesting visual effect when something happens that increases his points. Examples of actions that generate points include buying an item, when a "child" or "grandchild" buys an item, when someone you invited/referred creates an account, etc. We need a clear idea of the visual effect and how it would work.

PAGES

(1). Landing page. An attractive landing page that gives a brief overview of the concept and main features. We are going to roll out an MVP with just the landing page (which should include a sign-up form) so this page is critical and should be "self-contained" with it's signup inputs. The signup section must include a referral code so that we can track who referred whom.

(2). Available deals. A listing of all active deals with enough relevant information.

(3). Deal details page. This should show the standard price (the price the user would pay if he buys a small quantity), team price (the wholesale price based on the team hitting the required order volume), the points to be earned by buying the item, etc.

(4). Checkout page. In addition to normal checkout stuff on this page the user can convert points into currency (at an exchange rate that may vary from time to time). Example: if price is \$3,000 he may see that he has 1000 points in his wallet and the exchange rate is 1:1, so he can go ahead and convert to \$1,000 and the price now becomes \$2,000.

(5). Profile page. Where the user can see things like his performance (how his points were calculated), his lineage ("children" and "grandchildren"), points required to get to the next rank, his order history, etc.