



GIFT BOMB

Feature Development Roadmap

GUIDES FOR DEVELOPMENT

- Users: People who want to give and receive gifts, local businesses that want to empower customers to give gift cards to their businesses.
- Goals: To encourage spontaneous and scheduled gifting in a surprising and delightful way.

We are a mobile gift card app supporting local businesses.

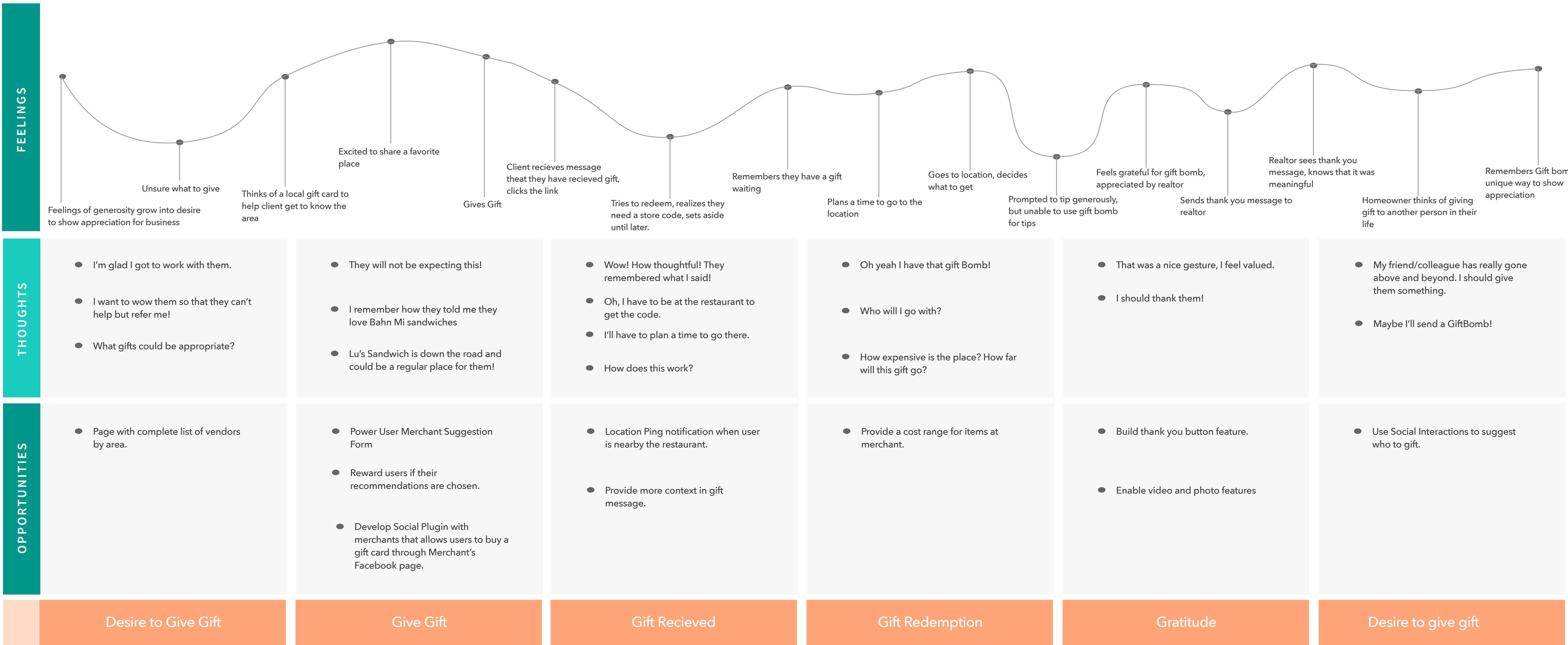
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Gift Sender Journey Map



TOUCHPOINTS



FEATURES FOR DEVELOPMENT

Strategic Feature Selection

After understanding the vision and needs of the business and its users, our team developed a large pool of ideas and submitted them to the business to review their priority and the estimate their cost of development. With this information in mind the team then culled the ideas with group voting. To evaluate the top 10 ideas we surveyed Giftbomb users using a Kano analysis to select most needed features.

The three suggested features to the right were selected based on a their ability to attract new users and build loyalty with current users. A custom text message content feature will build trust with potential new users and increase adoption rates. A location reminder to redeem will help reduce the amount of time between receipt and redemption. This will ensure that the wow factor has not worn off by the time the Giftbomb is used. The final feature allows current users to easily share Giftbomb with more people by streamlining the process of sending gifts to multiple people.

Beyond the scope of the 6-8 week development timeframe, the most important features the user survey revealed were the ability to suggest businesses, the ability to share your Giftbomb experience across social networks, and the ability to “Rebomb” a gift you received to another friend.

Feature	Dev. Time
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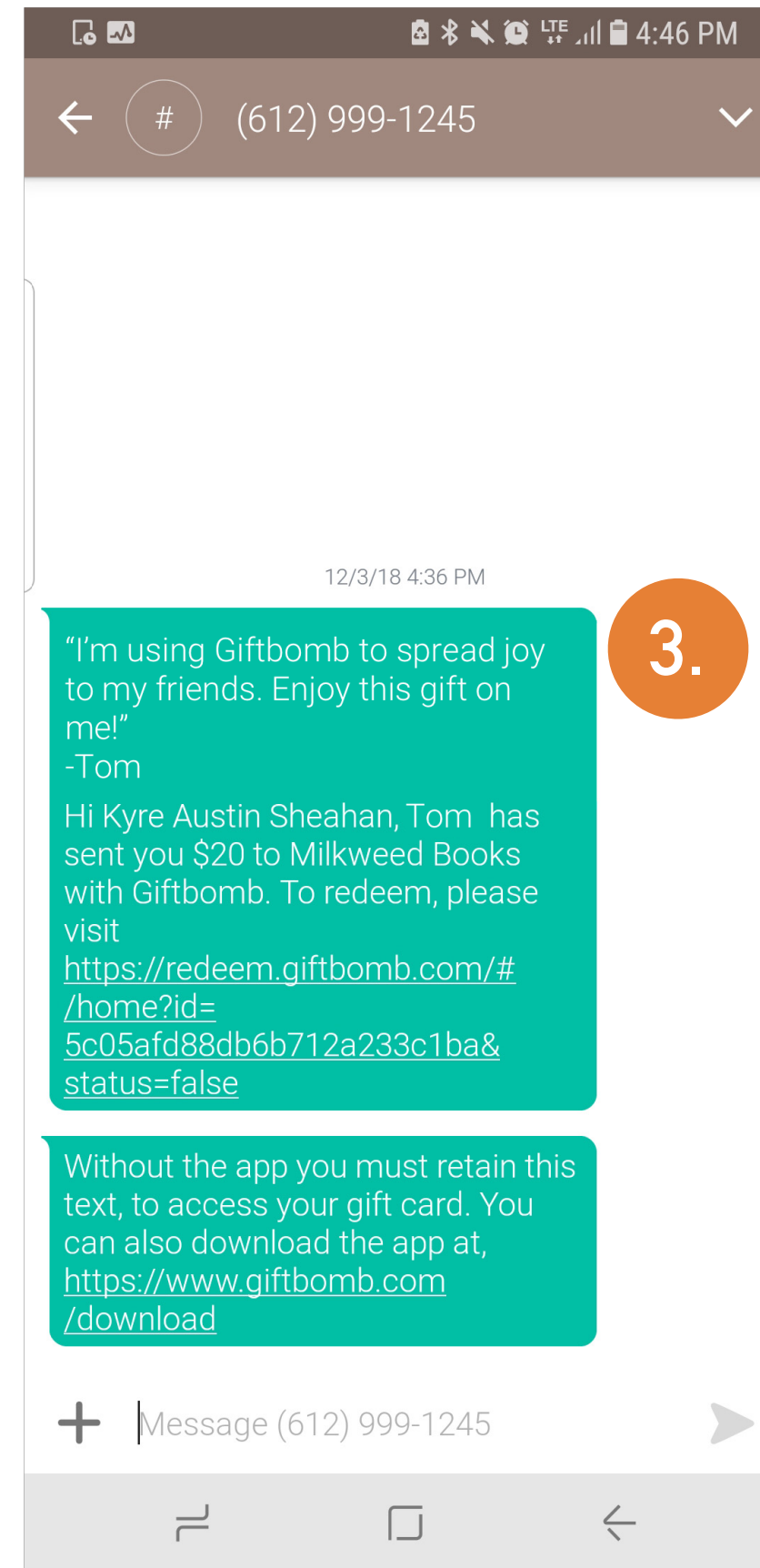
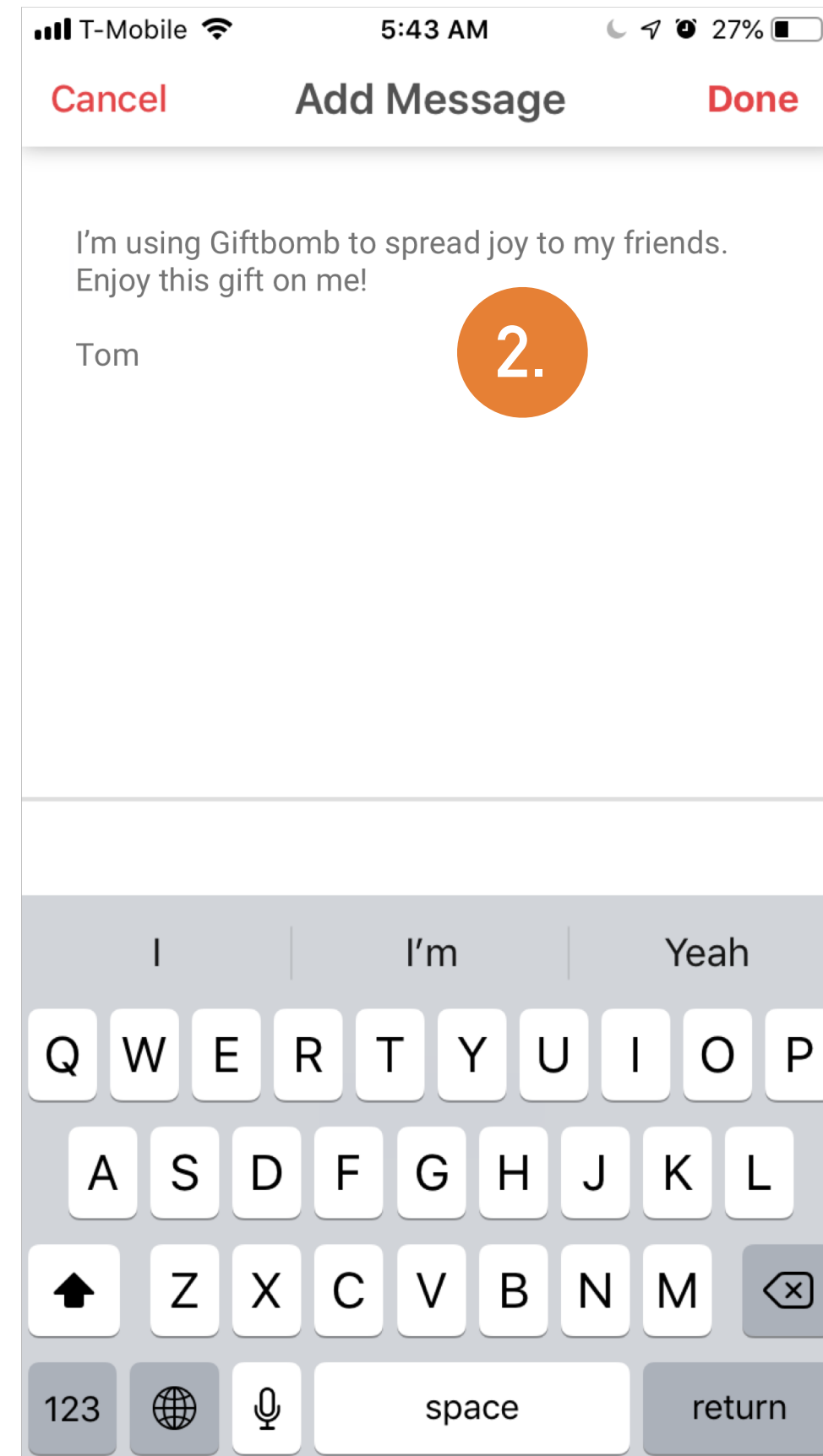
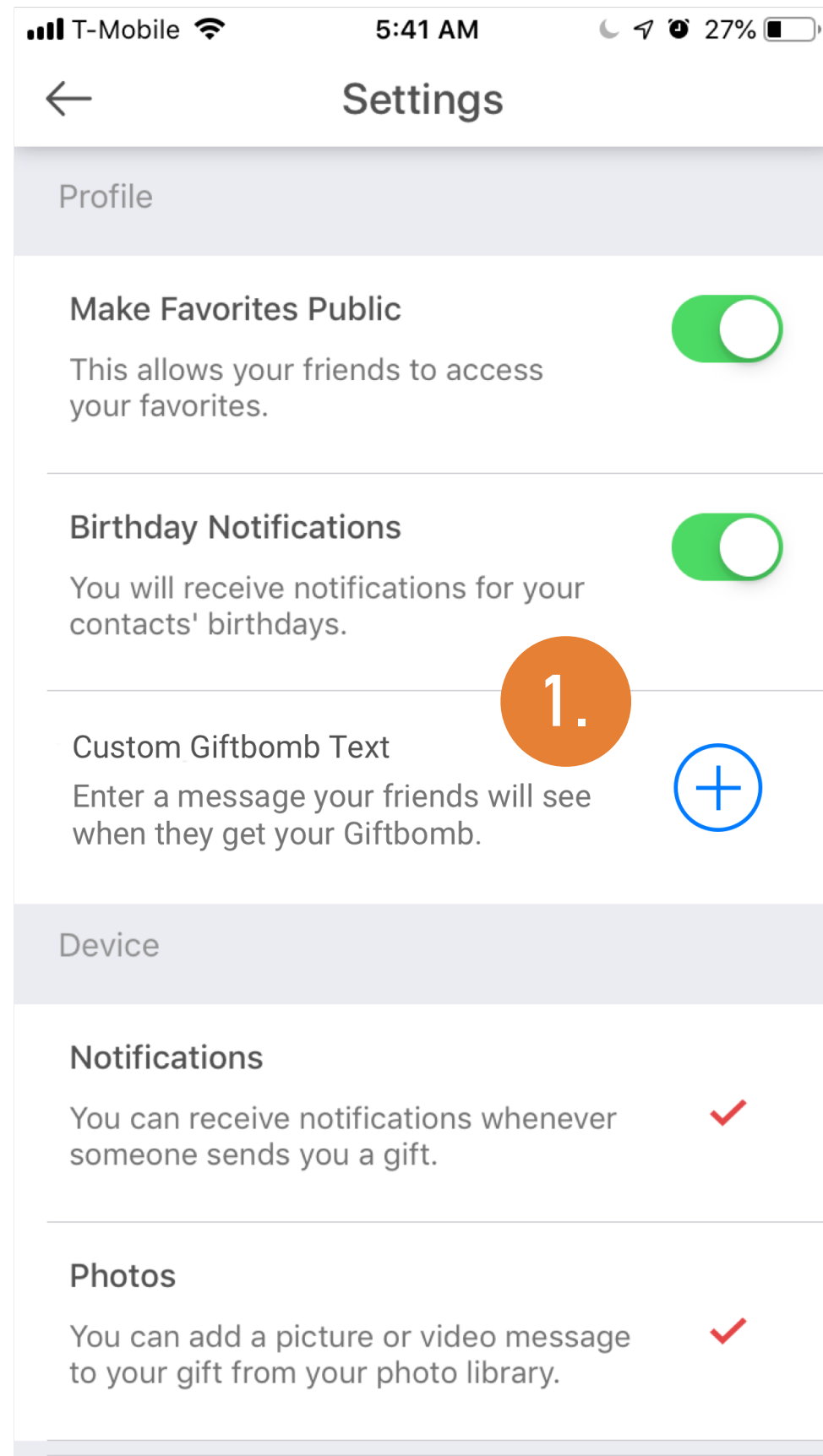
Custom Text Message Content 1 wk.

Location Reminder to Redeem	3 wks.
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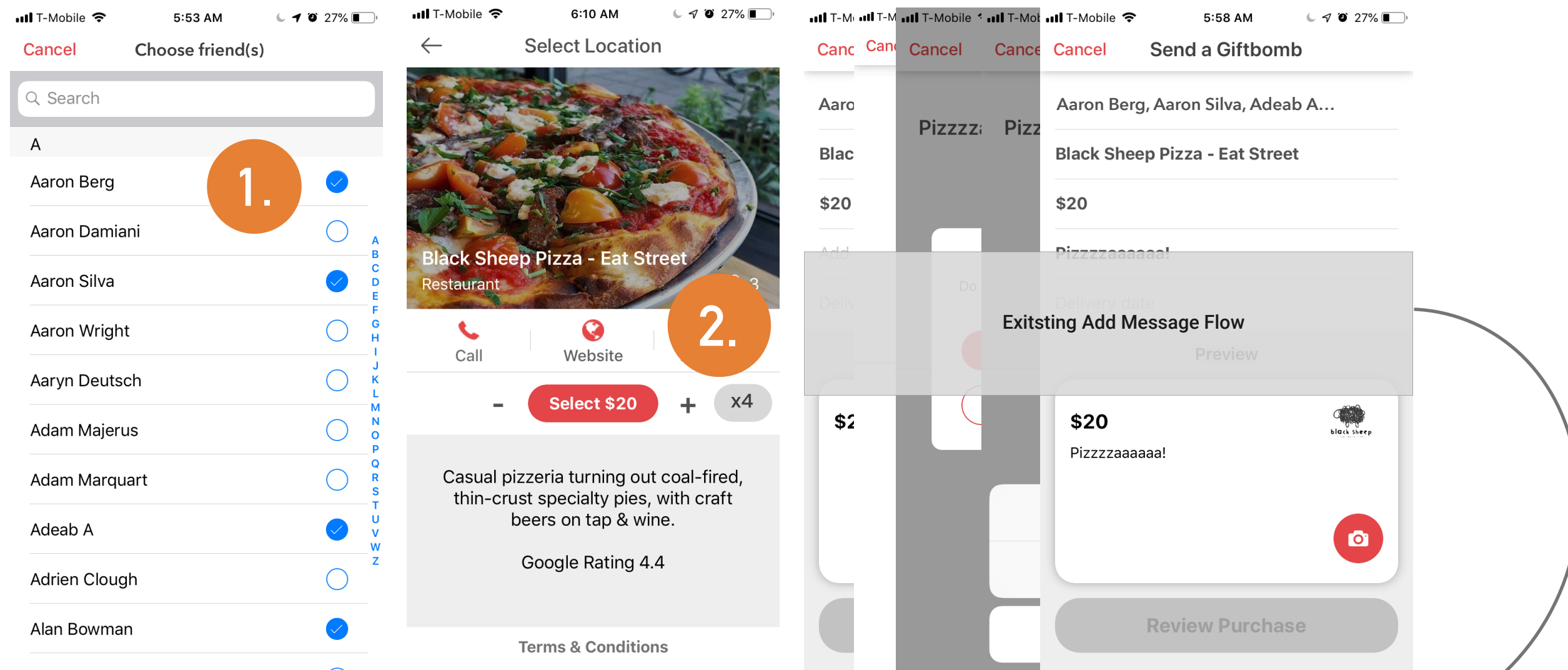
Bulk Gift Bomb Purchase 3 wks.

CUSTOM TEXT MESSAGE CONTENT

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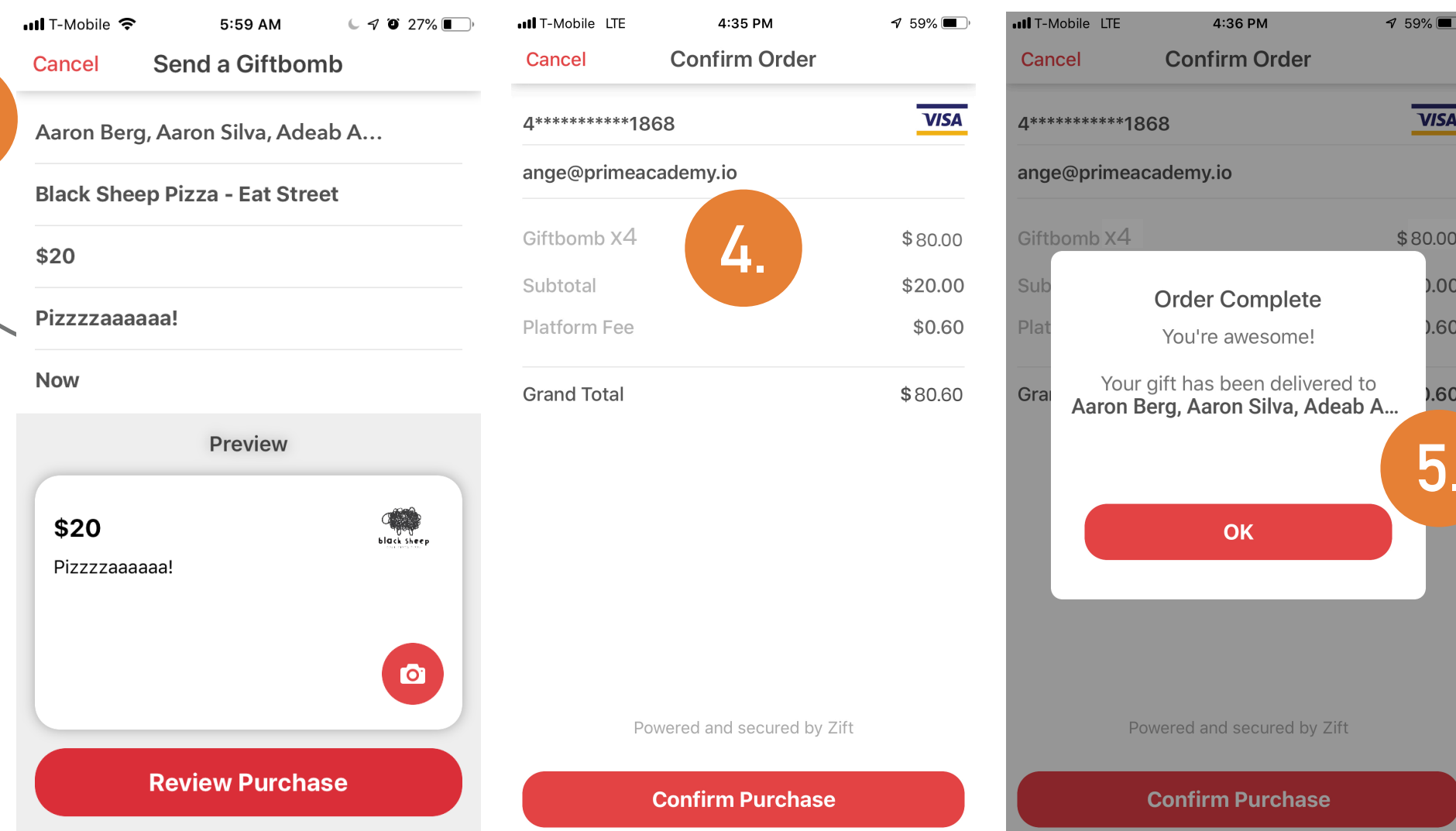


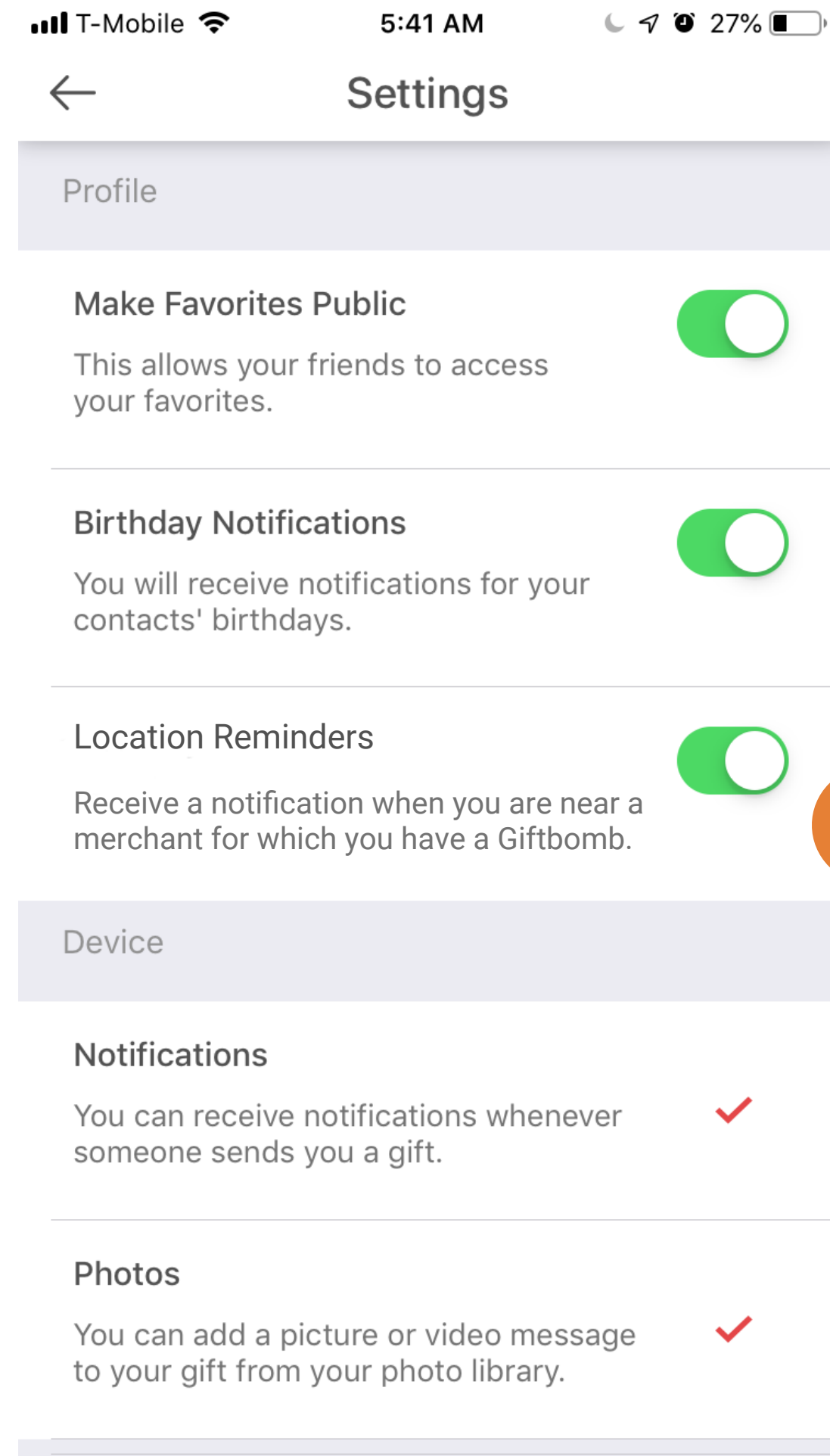
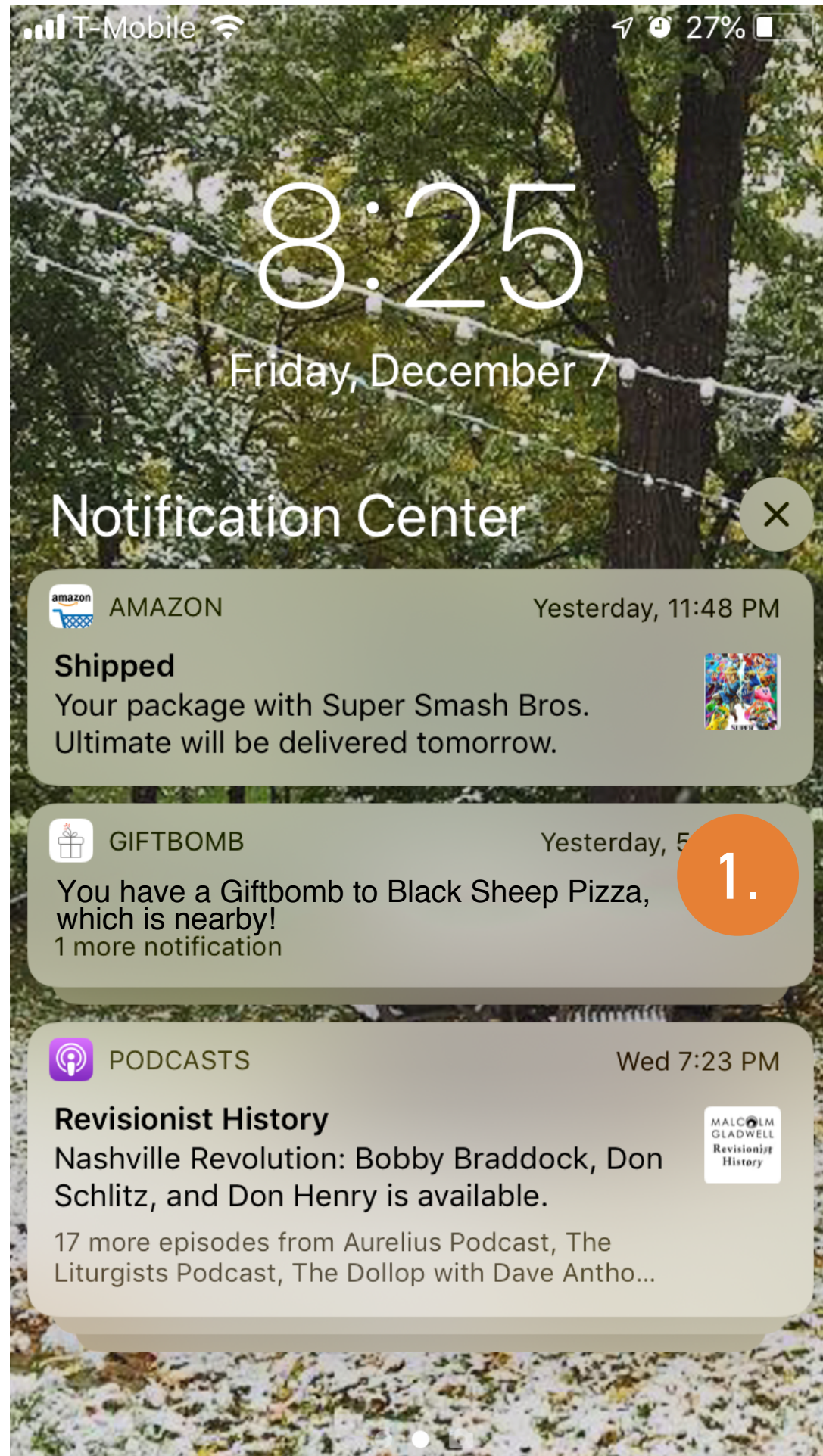
1. In settings, the user can click the add button to customize the message Giftbomb sends out with their invitation text message.
2. The user has entered a custom message to the invitation text message. This adds personalization and the user's unique voice, but can be general enough for all recipients.
3. Here is the custom message, with the users preset greeting.



BULK GIFTBOMB PURCHASE

1. The user is able to select multiple contacts to select at once.
2. The user is reminded how many contacts they have selected as the user selects a merchant and are choosing their gift amount.
3. The list of users selected to be Giftbombed is shown in the completed Send dialogue box.
4. The number of Giftbombs to be purchased is again shown in-line with the corresponding item total.
5. The order confirmation shows multiple names from those selected, confirming that the gift bombs were purchased for multiple people.





LOCATION REMINDER TO REDEEM

1. The user enters the location radius of a merchant they have an unredeemed Giftbomb for, receive a notification reminding them of the gift from their friend. This will help lower the average time before redemption.
2. In user settings, user can flip a toggle switch to activate or deactivate this feature.

THANK YOU!

Questions?: Please contact me. tom@tomdebruyn.com

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