

CoronaCard

A gift card for multiple restaurants that pays them immediately

Purpose

The CoronaCard solves the problem of consumers who want to help support their favorite restaurants during the Coronavirus lockdown by buying gift cards without the hassle of going to several different websites and entering their payment information multiple times.

Pain Points

Consumers:

- Finding the website for each of your favorite restaurants
- Repeatedly entering payment/CC information
- Security of all these different sites and payment gateways
- Carrying and managing multiple gift cards

Restaurants:

- Tracking and sending out gift cards
- Other “group” cards don’t transfer the money when the card is purchased
- Managing a “buy gift card” section on their websites

Solution

The CoronaCard eliminates all of these pain points by providing a single website and payment system for all participating restaurants; the consumer doesn’t have to worry about individual websites or entering payment information over and over and the restaurants don’t have to worry about managing their sites.

A single card is sent out so the consumer doesn’t have to manage multiple cards and can check how much money is left on the card for each restaurant at a single site.

The restaurants don’t have to send out cards and will receive the full value, less fees, immediately rather than having it doled out as the consumer uses the card as with some other “group” cards.

Workflows

There are several workflows that a consumer might use on the site.

Site visit

- A. Initial visit - the consumer hasn't bought a card before
- The user visits the home page. The page contains mostly marketing information as well as links or buttons to "Get started" and to log in to check balances. The logos of various participating restaurants are displayed.
 - The user clicks the "Get Started" button and is taken to the **Card** page where they can select which restaurants they want to include on their card. This is done as follows:
 - There is a list of popular/featured restaurant logos before the main selection area. Clicking on a logo adds it to the card instantly.
 - There is a list of town neighborhoods below the logos; clicking on an area opens a list of restaurants in that neighborhood and the user can add them to the card
 - There is a search box below the neighborhood list. The user can search for restaurants and then add them to the card.
 - There is a list of restaurants generated by the above actions and the user can use that list to remove restaurants from the card.
 - The user enters how much they want to spend. This can be done in multiple ways:
 - The user allocates how much each restaurant will get out of the total amount they want to spend. This can be done either by specifying an amount for each restaurant or clicking a button to distribute the total amount equally.
 - The user enters how much they want to spend at each restaurant and the total is calculated.
 - The user can adjust the amounts or remove a restaurant from the list; if they're distributing the total amount equally, that amount is recalculated as needed.
 - Once the user is satisfied with both the list of restaurants and the amount allocated to each one, they can proceed to the *Checkout* flow.
- B. The user returns to the site. They must have made an account to proceed.
- This is a similar flow from the *Initial Visit* flow with the following differences:
 - The user must log in.
 - The "Get Started" button changes to a "View Card" button
 - The **Card** page already lists all the restaurants on the card as well as the amount of money remaining for each restaurant.
 - They can still add new restaurants to the list. If they remove a restaurant from the list, they are told they will **not** get that money back. It is now a donation to the restaurant.
 - They can add money to each restaurant on the card. If they decrease the amount of money for any restaurant, they do **not** get that money back; it is also a donation.
 - If they have adjusted either the list of restaurants or the amount of money allocated to any restaurants, they have to check out again to make the change. In order to not have to save credit card info, they will have to enter their information again.
- C. The user clicks a link or scans a QR code on another site. They are brought to the "Get Started" page with a specific restaurant already selected.
- If they have an existing account, they can log in and be shown their existing card information but the specific restaurant is still selected for adding if it is not already on their card.

- The flow then proceeds in the same way as the *Initial Visit* flow. If they have an account, they can add or remove or adjust the amounts and restaurants on their card.
- They then proceed to the *Checkout* flow.

Checkout

- A popup window will open when the user checks out of **Card** page. This window will display the total amount the user is spending as well as a list of the restaurants selected. The window will have a “Cancel” button and a Close/X button so that the user can dismiss it should they decide to continue adjusting what is on their card.
 - The user will fill in their credit card information and their billing address.
 - They will be offered a place to put their mailing address as well as a “Same as my billing address” checkbox. We will also ask for their email address in order to send them a receipt.
 - The popup will also offer Apple Pay, Google Pay and Samsung Pay at least on the mobile site.
- Once they’ve paid, the popup will remove the CC and address information and offer them the opportunity to create an account using their email address as a login ID. As noted above, an account is not required but if they don’t create one, they won’t be able to return to adjust the amounts or restaurants on their card. This will be explained in text on the popup.
- Should they decide to create an account, we will show them a password prompt and some instructions on creating a secure password.
- There will be an “Done” button on the page that will dismiss it and return the user to the landing page.