



MyBuyr New Development Brief

For obvious reasons, do **not** share this document or its contents unless given permission by Arthur Morris, founder of MyBuyr.

Done

In development

Not started

Contents:

1. Web styling
2. Web pages
3. Site functionality
4. Partner settings
5. Additional data

SECTION 1 - WEB STYLING:

Colors

- #023e56 / "Brand blue"
- #000000 / Black

Fonts

- LTFunkBold
Used for: Headings and subheadings
Color: Brand blue for both
- Amaranth
Used for: Body text, button text, and hyperlinks
Color: Black for body text; white for button text; brand blue for hyperlinks

Buttons

Style: Thick with round sides
Color: Brand blue

Input fields

Style: Thick with round sides
Color: White with faint black outline
Placeholder text? Yes, in gray, following the format "Enter your..." for customer-typing fields and login fields, "Enter the..." for partner-typing fields about the customers

SECTION 2 - WEB PAGES:

Navigation menu [Header and footer] [Accessible to customers and partners alike]

- Home page
Purpose: Displays brand information, product images and instructions in an easy-to-read format

- Contact page
Purpose: Provides a contact form as well as our email address, so that customers and potential partners can communicate with us
Marketing opt-in checkbox? Yes (key notes: empty by default)
Key details: Add the copy below:

Heading: "Contact us"

Body: "For any enquiries, you can get in touch with us here. Please allow us up to 24 hours to reply, thank you."

Additional body 1 [Just below input fields]: "If you'd like to become a partner, you can contact us here too."

Link to:

Additional body 2 [Just above Submit button]: "Would you like to receive marketing emails from us?"

- **Partner Login page**

Purpose: The page where partners log into their account

Key details: View a screenshot of its current state here: [Screenshot](#)

Partner pages [Easily accessible for partners once they're logged in]

- **Waiting page**

Purpose: Keeps partners on a reasonably contentless page that reduces customer PII exposure and reminds the partners to scan the next card/Qr when ready

Key details: Add the copy below:

Heading: "Sit tight while we wait for the next user"

Body: "During inactivity, we prefer to keep our users' personal information hidden, which is why we use this page."

Additional body [At the bottom of the page]: "If you'd like, you can view [Today's users](#)."

- **Today's Users page**

Purpose: Shows a list of customer first names who've purchased using MyBuyr since 00:00 that day, along with the amount (£) each of them spent

Hidden partner pages [Partners must be logged in and scan a card/Qr to view these pages]

- **Identification page**

Purpose: The page the partner arrives on after scanning a card/Qr, which allows them to search for the correct customer

- **Spending's Portal page**

Purpose: Used to track customer spending's and deliver rewards accordingly

Key details: View a screenshot of its current state here: [Screenshot](#)

Hidden customer pages

- **Join page**

Purpose: Presents a sign-up form to capture essential information and subscribe them to our marketing emails

Marketing opt-in checkbox? Yes (key notes: filled by default)

Key details: Add the copy below:

Heading: "Join us below"

Body: "Sign up with the information below. We collect your mobile number for your own security and peace of mind by sending you a text message after your orders to confirm them."

Additional body [Beneath main body]: "Temporarily, you can only pick up our cards in store, from one of our partners. But once you have a card, you'll be able to use it with our other partners too."

Key details: View a screenshot of its current state here: [Screenshot](#)

Thank-you pages

- **Join Thank-you page**

Purpose: Thanks customers for giving us their details on the Join page

Key details: Add the copy below:

Heading: "Thank you for joining!"

Body: "You can now begin to enjoy the Buyr Benefits you deserve. Just give your card to the staff taking your order and it'll be processed towards the reward."

Additional body [Beneath main body]: "You may now [close the page](#)."

- **Contact Thank-you page**

Purpose: Thanks customers or partners for reaching out to us

Key details: Add the copy below:

Heading: "Thank you for reaching out to us!"

Body: "We'll get back to you as soon as we can."

Additional body [Beneath main body]: "You may now [close the page](#)."

Legal pages

- **Terms and conditions**

Purpose: Legal

- **Privacy policy**

Purpose: Legal

SECTION 3 - SITE FUNCTIONALITY:

Partner accounts

Access to: Waiting page (key notes: it's the login landing page); **Today's Customers page** (key notes: 30-second auto-redirect to Waiting page for PII security); Identification page (key notes: requires card/QR scan); **Spending's Portal page** (key notes: requires card/QR scan)
Logging out: Automatic logout after 3 hours of inactivity

- Upon login, the partner is taken to the Waiting page, reminding the partner to scan the next card
Hyperlinks on the page: [Today's users](#) (key notes: takes partner to Today's Customers page)

Customer signs up via Join page

Input fields: First name; Email address; Phone number; Date of birth (key notes: all fields are mandatory)
Buttons: Join us

- Upon submission by pressing the Join us button, the customer is taken to a Thank-you page and is given a unique 6-digit MyBuyr ID in the database
Page instructions: Customer is told they are ready to use their card and can close the page
Hyperlinks on the page: [close the page](#) (key notes: page closes upon pressing)

Scanning a card/QR [partners only]

Links to: Identification page (key notes: requires partner to be logged into their account)

- Identification page searches the partner's account database for the correct customer
Search input fields: First name; Date of birth; Email address (key notes: aligned in the order they're written)
Buttons on the page: Back (key notes: returns partner to Waiting page)
 - While typing the First name, Date of birth, and Email address, a list should appear and update in real time to make it easier to find the customer
 - Press on the correct customer and a popup appears, which prompts partner to confirm the customer's email address
Popup's buttons: Confirmed; Cancel
 - If confirmed, the partner is taken to the Spending's Portal page
 - If canceled, the popup simply gets closed with no url redirect

Using the Spending's Portal page [partners only]

Buttons on the page: Submit (key notes: submits Next order amount to database; updates amount spent in portal); Done (key notes: returns to Waiting page); Reset (key notes: only visible when Reward Threshold is met; resets amount spent to £0; removes reward text)

Hyperlinks on the page: [Quick Price Calculator](#)

Extra styling: Amount spent value - changes from black to 'brand blue' (key notes: only when customer reaches Reward Threshold)

- All three buttons activate a confirmation popup before proceeding to execute the above actions
Popup's buttons: Confirm; Cancel

- Quick Price Calculator hyperlink opens up a section beneath it to calculate discounted price
Section's input fields: Order price (£); Discount size (%)
Buttons: Calculate
 - Pressing the Calculate button auto-populates the Next order amount field with the generated answer and then the Quick Price Calculator section disappears
- As mentioned, once the partner has finished, they press the Done button to return to the Waiting page

Contact page

Buttons: Submit

Input fields: First name; Email address; Reason for contacting us

Hyperlinks on the page: ...you can contact us [here](#) too.

- After pressing submit and assuming the email address has a valid format, they're then taken to a Thank-you page
Thank-you page hyperlinks: [close the page](#) (key notes: page closes upon pressing)
- Pressing on the above hyperlink opens a popup that asks them to send an email to partner-support@mybuyr.com

SECTION 4 - PARTNER SETTINGS:

- **Threshold reward** - The reward text that appears on the partner's Spending's Portal page
- **Threshold amount** - The amount of money (£) the customer must spend, at once or over time, with the partner to activate the reward
- **Reward timer** - The total number of days after the customer's reward activation, required to automatically reset the customer's Amount spent on the Spending's Portal page
If empty: It's unlimited
 - If the partner has a Reward Timer and a customer activates the reward, a line of text appears beneath the reward text on the Spending's Portal page, saying "Active until DD/MM", which would be the date after the timer has expired
- **Reward usage** - The number of times the Spending's Portal page can be submitted for a single customer, while the reward is active, before automatically resetting the Amount spent
If empty: It's unlimited

SECTION 5 - ADDITIONAL DATA:

- **Customer lifetime spendings (per partner)** - The customer's total amount spent with the partner, disregarding the times it was reset on the Spending Portal page