

Promo*Pass*

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PromoPass

Our app allows small businesses to easily distribute promotional ads and informs people walking in the area of the activities and deals.

Push notifications notify users of promotions in their immediate vicinity

The app uses Gimbal device, a Bluetooth beacon



The Gimbal Beacon

Low-energy

Cost-effective

Up to 50 meter radius

Secure transmissions



Gimbal Proximity
Beacon Series 10

\$ 5.00



Gimbal Proximity
Beacon Series 21

\$ 30.00



Gimbal Proximity
Beacon U-Series 5

\$ 25.00

gimbal.com

Vocabulary

Let's keep it simple.

Providers: Small businesses on University Blvd

Consumers: Visitors and locals looking for fun but cheap activities

Ads: Promotional pages of information created and sent by the provider and viewed by the consumer

User Motivation

Providers

For small businesses trying to spread the word about their services or products, *PromoPass* is practically free advertisements.

Consumers

For tourists or residents who frequent the Strip, *PromoPass* updates them on the deals and activities in their proximity.

Consumer Features

Relevance

Location proximity shows what businesses are nearby
Businesses can show advertisements for sales and specials

Issue Reporting

Consumers can report problems if information is inaccurate

Consumer Features

Customization

Add providers to favorites, which are given a higher priority

Bookmark/favorite specific advertisements

Option to hide future notifications from certain providers or hide particular advertisements

Provider Features

Ad Templates

Make advertisements look polished and professional
Offer a variety of templates to choose from

Ad History

Allow providers to view previously created ads

Future Features

Favorites

Consumers can view activity of favorite providers at all times regardless of location

Profits Tracking

Provider can compare sales with advertising history for profit analysis

Custom Layout

Providers will be able to customize layout

Design



Three viewpoints:

1. Notification to Consumer

1. In App Consumer view

1. In App Provider view

Competitors

Shopular: One of our biggest competitors

Target: Department Stores

Commonality: Uses GPS location to indicate positioning in regards to stores, sends ads

Differences: Main target audience and mode of transport

Competitors

Flipp

Target: Grocery/Department Stores

Commonality: Sends Ads to phone

Differences: Mainly used for ad match

ShopKick: Reward system for visiting sites

Target: Department Stores

Commonality: Sends Ads to phone

Differences: Incentive of use (reward system)

Issues and Concerns

Differentiating from existing competitors

Solution: Target a specific niche

Smaller businesses around The Strip

Security concerns

People may want to modify provider data held on a server of their competitors

Solution: Use logins for providers; look into OpenID for authentication

Issues and Concerns

Bluetooth requirements

Promo*Pass*'s location services require bluetooth to work

Solution: Ideal case assumption:
People do have Bluetooth on

Issues and Concerns

Marketing

How do you get other people to download yet another app?

Solution: Benefits to both consumers and providers

To providers: distribute Gimbals to providers, who will promote our app through word of mouth and special deals

To consumers: will have easy access to information, as well as promotional deals and events

Big Picture

Promo*Pass* has great potential to be a forerunner in the advertising industry.

It helps small businesses compete with big corporations.

It even could bring awareness to charities and organizations trying to make a difference.

Promo*Pass*

Questions or concerns?