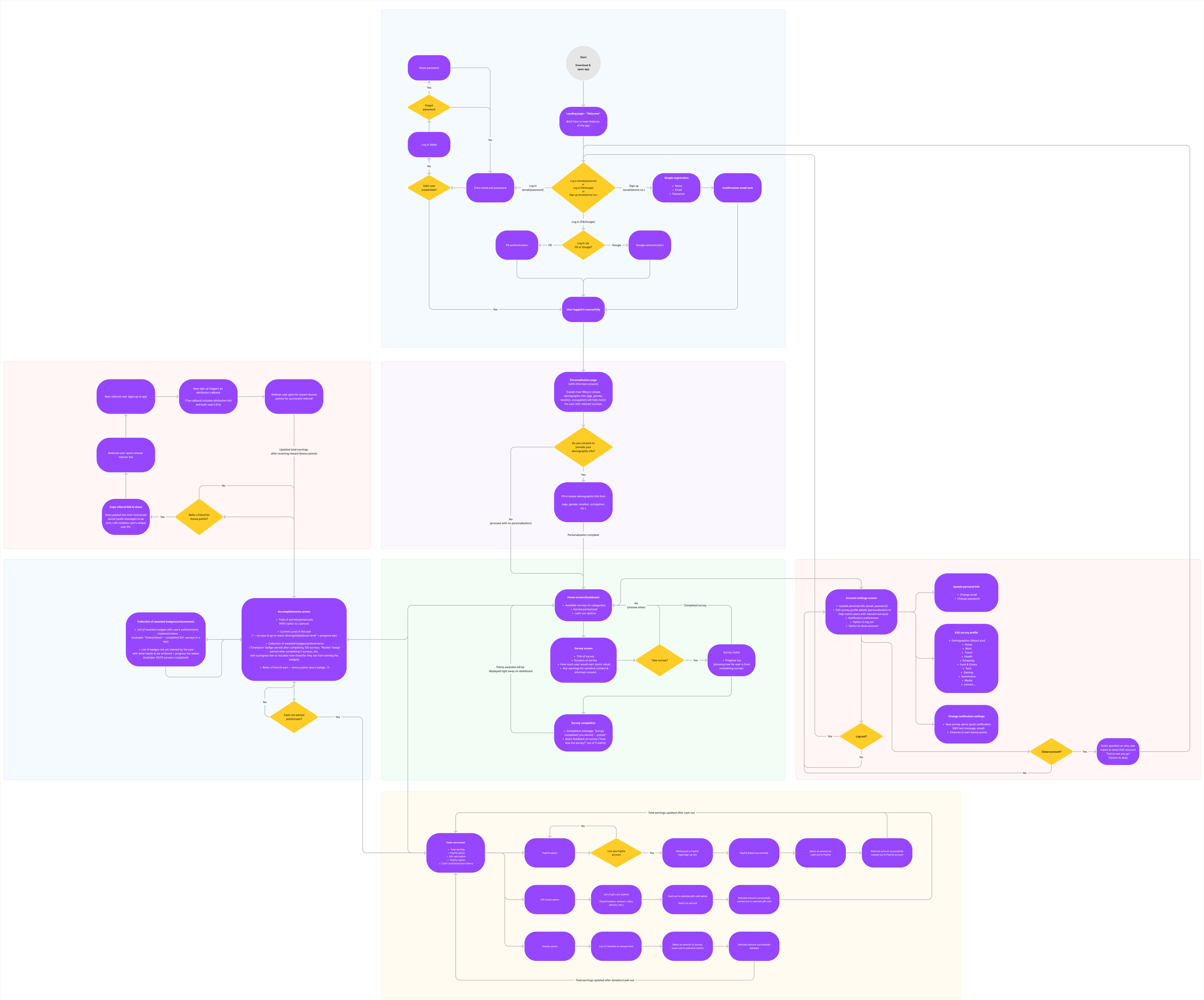
Start
Download & open app
Landing page - "Welcome"
Brief intro to main features of the app
Log in (email/password) or Log in (FB/Google) or Sign up (email/phone no.)
Log in (email/password)
Enter email and password
Valid user credentials?
No
Log in failed
No
Forgot password?
Yes
Reset password
No
Sign up (email/phone no.)
Simple registration
• Name
• Email
• Password
Confirmation email sent
Log in (FB/Google)
Log in via FB or Google?
FB
FB authentication
Google
Google authentication
Yes
User logged in succesfully
Personalisation page (with informed consent)
Explain how filling in simple demographic info (age, gender, location, occupation) will help match the user with relevant surveys.
Do you consent to provide your demographic info?
Yes
Fill in simple demographic info form
(age, gender, location, occupation, etc.)
No (proceed with no personalisation)
Personalisation complete
Home screen/Dashboard
• Available surveys (in categories)
• Earned points/cash
• cash-out options
No (choose other)
Completed survey
Survey screen
• Title of survey
• Duration of survey
• How much user would earn (point value)
• Any warnings for sensitive content & informed consent
Take survey?
Yes
Survey starts
• Progress bar (showing how far user is from completing survey)
Survey completion
• Completion message: "Survey completed! you earned -- points!"
• Quick feedback on survey ("how was the survey?" out of 5 starts)
Points awarded will be displayed right away on dashboard
Account settings screen
• Update personal info (email, password)
• Edit survey profile details (personalisation to help match users with relevant surveys)
• Notification preferences
• Option to log out
• Option to close account
Update personal info
• Change email
• Change password
Edit survey profile
• Demographics (About you)
• Home
• Work
• Travel
• Health
• Shopping
• Food & Drinks
• Tech
• Gaming
• Automotive
• Media
• Leisure...
Change notification settings
• New survey alerts (push notification, SMS text message, email)
• Chances to earn bonus points
Yes
Log out?
No
Close account?
Yes
Quick question on why user wants to close their account "Sad to see you go" (Option to skip)
No
New referred user signs up to app
New sign up triggers an attribution callback
(The callback includes attribution info and both user's IDs)
Referrer user gets his reward (bonus points) for successful referral
Updated total earnings after receiving reward (bonus points)
Referred user opens shared referrer link
Copy referral link to share
(then pasted into their text/email/social media messages to be sent. Link contains user's unique user ID).
Yes
Refer a friend for bonus points?
No
Collection of awarded badges/achievements
• List of awarded badges with user's achievements explained below
(example: "Overachiever" - completed 20+ surveys in a day)
• List of badges not yet claimed by the user with what needs to be achieved + progress bar below
(example: 05/10 surveys completed)
Accomplishments screen
• Total of earned points/cash
(With option to cashout)
• Current Level of the user
("-- surveys to go to reach silver/gold/platinum level" + progress bar)
• Collection of awarded badges/achievements
("Champion" badge earned after completing 100 surveys, "Rookie" badge earned after completing 5 surveys, etc.
with a progress bar to visualise how close/far they are from earning the badges)
• Refer a friend & earn -- bonus points (and a badge...?)
No
Cash out earned points/cash?
Yes
Total earnings updated after cash out
Cash-out screen
• Total earning
• PayPal option
• Gift card option
• Charity option
• Cash-out/transaction history
No
PayPal option
Link new PayPal account
Yes
Redirected to PayPal login/sign up site
PayPal linked successfully
Select an amount to cash out to PayPal
Selected amount successfully cashed out to PayPal account
Gift Cards option
List of gift card options
(Supermarkets, amazon, cafes, delivery, etc.)
Cash out to selected gift card option
Select an amount
Selected amount successfully cashed out to selected gift card
Charity option
List of Charities to choose from
Select an amount to donate (cash out) to selected charity
Selected amount successfully donated
Total earnings updated after donation/cash out