UP Smiles Project

Presentation Memo

Confidentiality Agreement

This document contains important information that should be kept within our circuit of relationship and therefore after the delivering of this document we request that a small group of people may have access to it and should only use the information for the business between this two companies only.

The concepts, brands and operations contained in this document with the only exception of third party brands, are all registered in the Industrial Property for the use of referred markets and cannot be used otherwise.

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Introduction

This project consists in a mobile and online loyalty system based on Location Based-Services (LBS), providing a communication network between the University of Porto and his students, specially those from Erasmus Program.

The main goal is providing information about the courses, resources needed as accommodation, canteens, classes and exams, the city's culture, and inviting the biggest number of students as possible to attend the University of Porto through a loyalty mecanism.

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Introduction

This is implemented by using a recent technology (LBS) that excludes the using of physical cards/tickets becoming its management much more practical and intuitive. The costs of equipments, payment transactions and other resources are significantly reduced.

The system will also be integrated with other acceding entities such as the Associação dos Comerciantes do Porto and its Associates, allowing an interchange in terms of the employability of the students. They can gain credits by doing part-time jobs, training jobs, buying articles in stores, etc). This enables economic growth of the commercial stores in O'Porto.

Location Based Services - Concept

This is a kind of services implemented for communication terminals/3G mobile devices that allow users / devices locate people, vehicles, facilities, services or machines. They can use as a communication base GPS, Maps, GSM, Wi-Fi, Bluetooth. It can be started from:

❑ **Users :** Knowing the location of a specific place and how to get there;

❑ **LBS Servers: :** Detecting the proximity of potential customers for a particular site that is making promotional campaigns and immediately sends Broadcast Messages to users who are covered by a radius predefined.
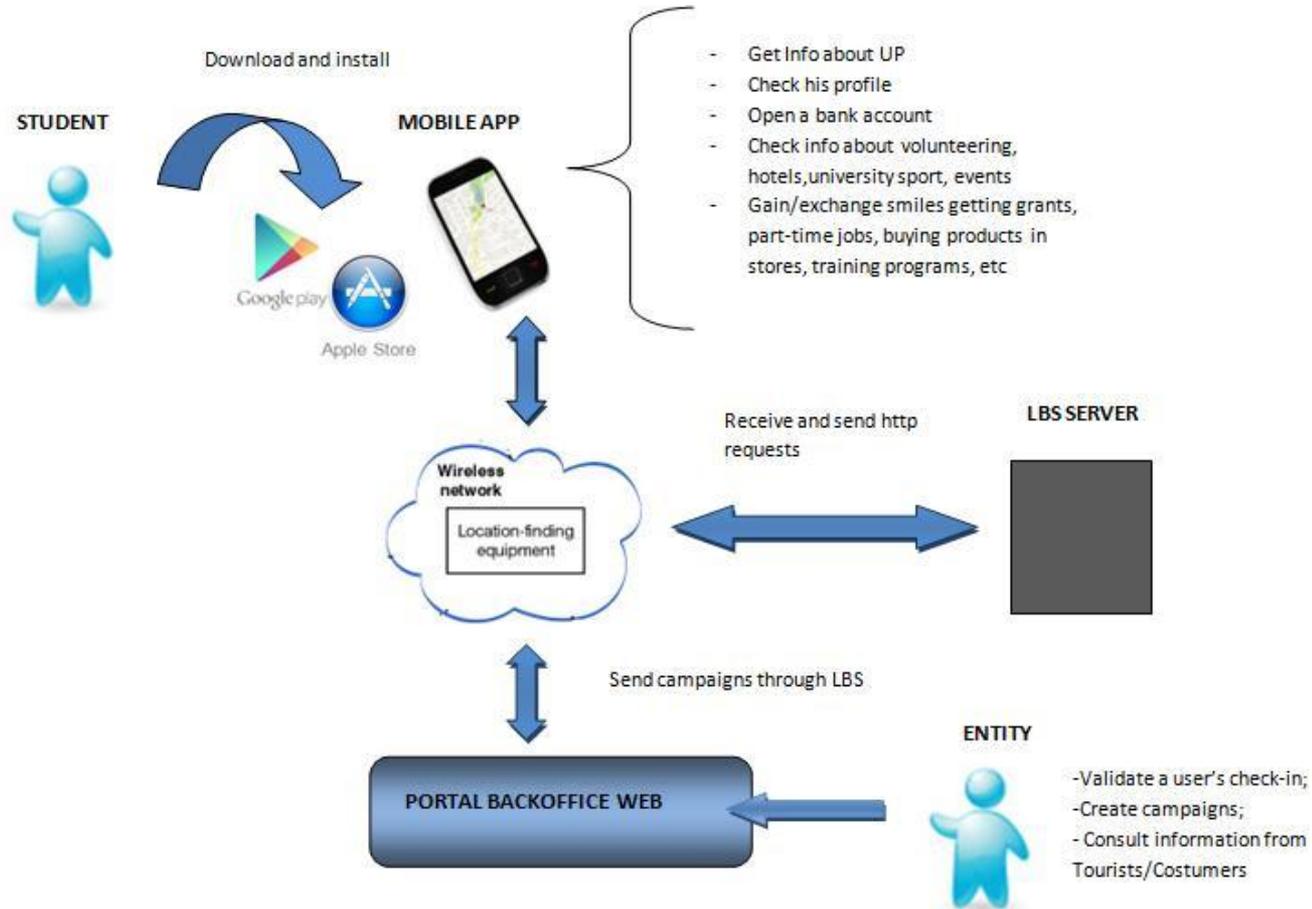
Background/Features

The system will be formed by:

▪**Mobile Application:** Available free in Android and Iphone for the UP Students. It requires the Student's credentials from the University to login. After the successful login he can get information about the Faculties,Courses, his profile, general information as accomodation,sports,volunteering,events, open a bank account and get access to the commercial entities which provide credits by using their products/services. It will be in English and other languages.

▪**Website Backoffice:** To be accessed by UP and acceding Entities. Each one will be able to validate the transaction performed by customers in his establishment (acquire credits by shopping and exchanging) and create/send promotional campaigns (broadcast messages) to students on a certain radius of proximity.

Project (Scheme)

App Mobile Features

Items	Description
Profile	General Profile: Name, email, country, credits balance. Student Profile: Course,Class,Year. Get dates of incoming tests/exams.
Faculties	General Info about Faculties that belong to UP: Services, courses and jobs related. (with LBS)
Acommodation	Available accomodation (with LBS)
Bank Account	Open a bank account in Santander Bank.
Volunteering	Info about Entities that accept volunteering and the kind of work.
Sports	Info about sports englobed by UP: type, time, events, championships.
Events/Parties	Info about the University parties, congress (with LBS)
Training	Get info and earn credits by accepting training jobs
Scholarships	Earn credits for aquiring scholarships in investigation works/projects
Part-time Jobs	Part-time jobs allowing credits aquisition
Discounts	(*) See slide 10

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App Mobile Features (cont.)

Eg: Watch the list of categories and profile information.
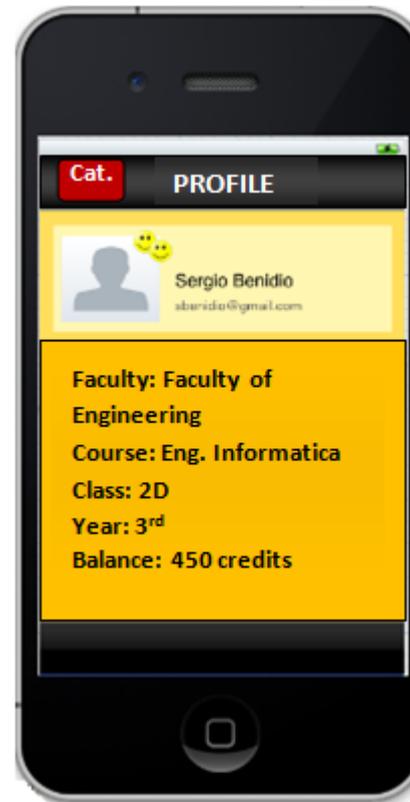
App Mobile Features (cont.)

The option **Discounts** allows the exchange of the accumulated credits by articles/services on the students' interest or acquire credits by shopping some items.

Tab	Sub menu	Descrição
Discounts	Shops	Buy items/services in acceded shops.
	School Suplies	Buy necessary articles to study (books, pencils, etc).
	Restaurants	Aquire meals with credits
	Cultural Events	Buy tickets for cinema/theatre/concerts and music festivals
	Training Courses	Pay training courses (foreign languages, it courses, etc).

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App Mobile Features (cont.)

Eg: Search nearest restaurants with this service.

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App Web Features

To be accessed by UP and Entities that want use this service. A person of one of these stores will have Admin credentials to manage students transactions.
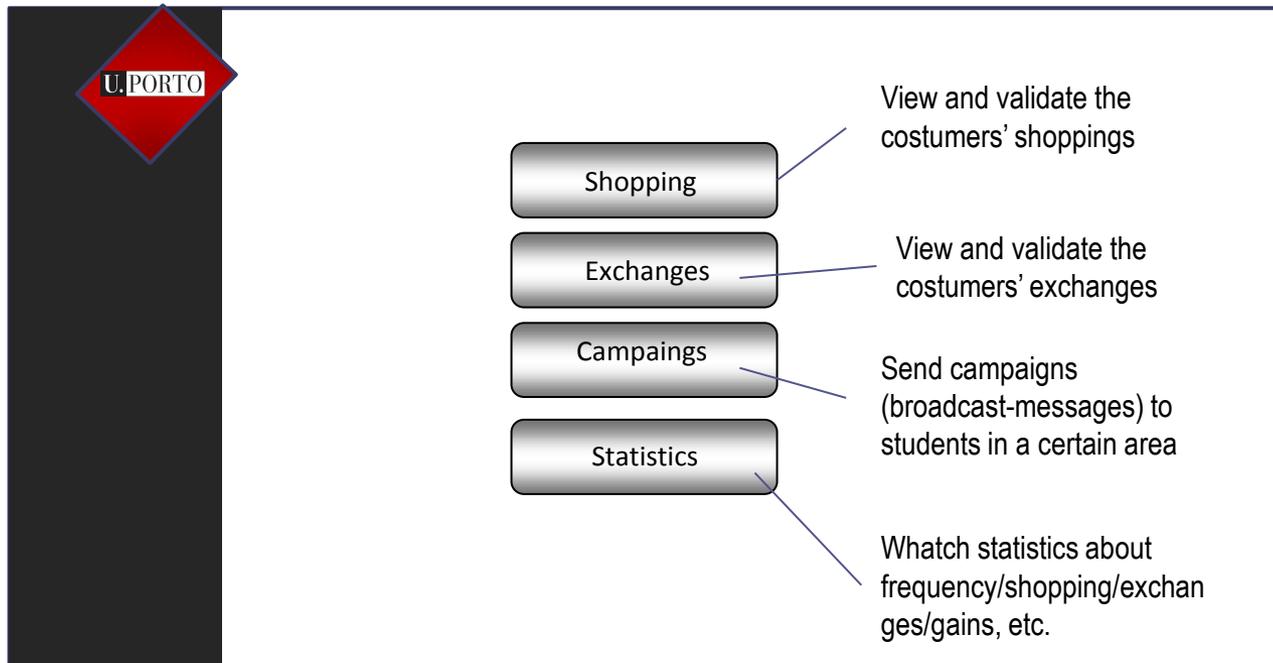
Entity:

Login:

Password:

Login   **Register**

A new store can subsript the service through registrating

App Web Features (cont.)

Here the Administrator can check and validate specific transactions in his establishment choosing an option:

Shopping	View and validate the costumers' shoppings
Exchanges	View and validate the costumers' exchanges
Campaings	Send campaigns (broadcast-messages) to students in a certain area
Statistics	Whatch statistics about frequency/shopping/exchanges/gains, etc.

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Credits' Rules

❑ The student earns a certain number of credits by buying products/services after validation and they are cumulative;

❑ He can later exchange some credits by products/services. When this option is choosed a voucher is generated to be validated by the store. The time of use is restrictive;

❑The credits acquired by part-time jobs will have more value that the other conventional ones. The main goal is implementing work routines in the students and encorage the institutions to give tips;

❑The credits are valid per 2 years starting from the aquisition date; if after that period the student doesn't use them the respective value in euros is returned to Interactive Platforms Limited.

Projecto (App Web)

Um utilizador das entidades aderentes (administrador) terá acesso a um backoffice web (via pc ou smartphone/tablet), onde após o login poderá:

▪Validar as entradas dos utilizadores; este recebe uma notificação que o cliente efectuou a compra e valida confirmando a operação;

▪Verificar o histórico de entradas por data

▪Criar e enviar por broadcast messages (LBS) campanhas publicitárias.

Advantages

➢Do Advertising quickly with minimum of financial expenses about the University of Porto, its courses and connected Entities inviting foreign students to frequent it;

➢ Dynamize and increase the students frequency in the acceding commercial spaces through the benefits provided by the application's use, allowing the commerce's growth in the O'Porto city;

➢ Being at the forefront in the new technologies without further expenses in specific devices, once it's directed to smartphones (almost every people has one);

➢ Allow a bigger including of potential customers from interchange programs like Erasmus, Leonardo da Vinci, etc;

➢ Make easier the accesses and choices to the students contributting to the increase of their life quality and of the economic growth in the shops and other Entities which will use this service in the O'Porto city.

➢Make easier the communication between the sponsors interested in this platform.

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End

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