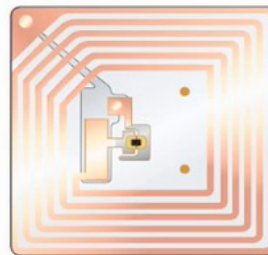


1/2 **Networked Loyalty**



THIS STICKER...

...HAS AN EMBEDDED RFID TAG



Solution

Networked coffee mugs provide an update to the old 10th-cup-free punch-card customer loyalty program. Our highly modular system allows any coffee shop to use one of our mug readers, link it to their name and physical location, and get started immediately with the program. Shops will sell RFID-enabled stickers at a low cost to customers who provide their own reusable coffee mug. Once the sticker is applied to a mug, that mug can be scanned at any participating coffee shop's reader to log refills anywhere the customer goes.

The BetaCup (we liked the name, so we went with it!) reader - the in-store device that reads each mug's sticker - provides haptic feedback in the form of a light thud to let the customer know that the mug was indeed scanned. The customer will feel the vibration through the cup. It also provides visual feedback with low powered LED lights when a 10-cup milestone is reached, so that baristas and servers will know when to issue a free refill. Each scan is

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Networked Loyalty

Creative's profile



joshbg2k PRO
Designer, Developer

Creative's top 5 skills

Mobile Apps, Photography, User Experience