

Digital Offers Community Group - Use Cases

Abstract

A digital offer, such as a coupon, voucher, reward, or loyalty card, is designed to enhance the merchant/customer relationship. The use cases outlined here are provided in order to make progress toward making it easier and more secure for all actors in the digital offers ecosystem to manage, distribute, use, and settle digital offers via the Web in a more standardized and interoperable fashion. The use cases in this document focus on concrete scenarios that the technology defined by the group should address.

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Introduction

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The W3C Digital Offers Community Group at the W3C is investigating the use cases and requirements around digital offers. The goal of the Community Group is to determine if there is a sufficient understanding and need to merit the creation of a W3C Working Group to develop Recommendations in this space.

Importance of this Work

[EXPLAIN WHY THIS WORK IS IMPORTANT]

Use Case Model

This document presents an aggregate use case model, comprised of Needs, Roles, Tasks, Sequences, and Interactions. Taken together, these models define the use cases that the Digital Offers Community Group will address.

Needs define the problem space that Digital Offers address. Roles specify the roles different entities play when interacting with Blockchains. Tasks define the functions users can accomplish and sequences demonstrate how tasks might be realized by interactions between entities over time.

As with all models, this use case model is neither exhaustive nor complete. The listed uses cannot exhaustively capture all possible use cases. Similarly, the models do not completely characterize the use cases represented. However, the combined model provides specific, coherent guidance for the work ahead.

Roles

There are three roles supported by the digital offers ecosystem: Customer, Merchant, Vendor.

Customer

The entity that uses digital offers at a Merchant location.

Merchant

The entity that interacts directly with the customer and their digital offers.

Vendor

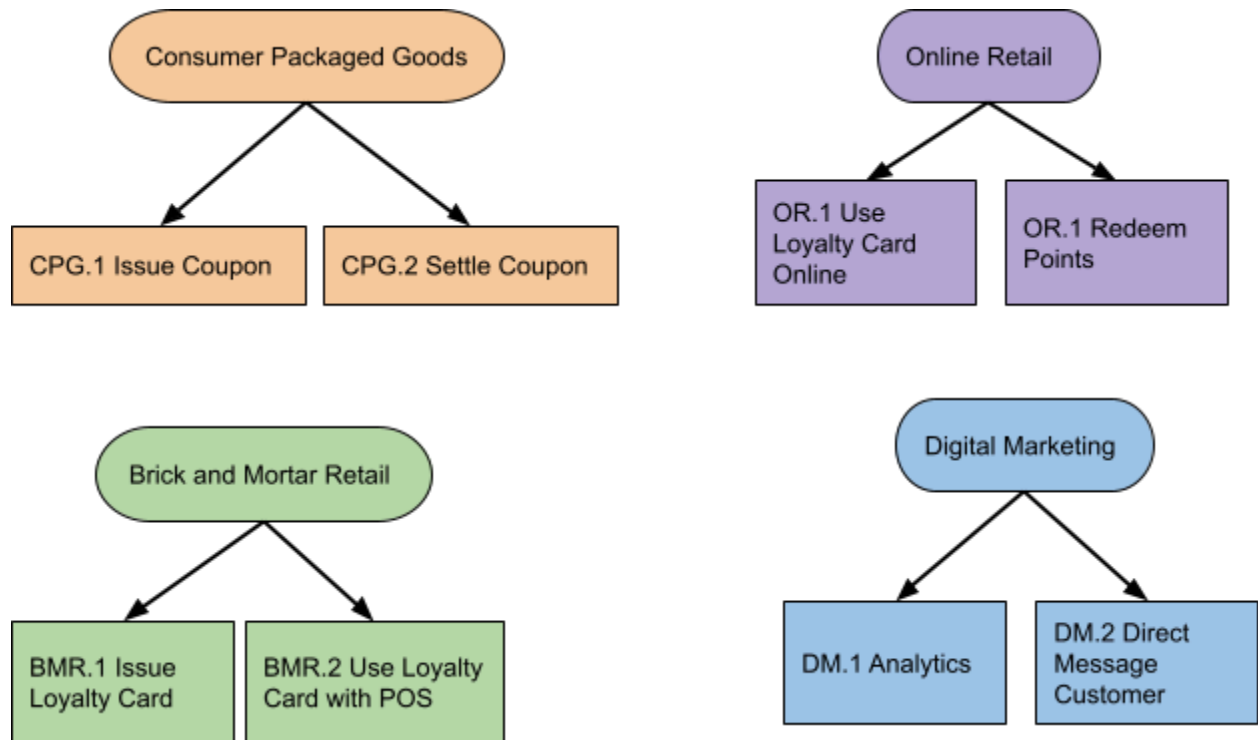
The entity that distributes digital offers and processes redemptions for those digital offers.

Financial Service Providers (Processor / Clearing House)

An optional 3rd party entity that processes and/or settles the coupon.

Needs

Digital Offers address Needs in a number of key domains:



Consumer Packaged Goods

- Distribution to Mobile Devices without App Installation
- Controls on Distribution
- Distribution via email
- Distribution via manufacturer website
- Individualized Coupon Issuance
- 'One per Customer' Discount Code Issuance
- 'One per Customer' QRCode Issuance
- Restriction of offer based on age restricted product
- Restriction of offer based on customer segment/expired coupon
- Easy Digital Offer Storage and Redemption
- Decentralized Lookup
- Ability to Distinguish Funding Sources
- Near Real-Time Funding
- Immediate merchant coupon reimbursement in sale

Brick and Mortar Retail

- Distribution at point of purchase
- Redemption of Offers Received "Out of App"
- Streamlined Redemption during Standardized Checkout
- Redemption of offer received from Merchant website

- Multi-tender Payments - Combining Coupons and Money
- Instore multi-tender
- Controls on Redemption

Online Retail

- Interoperable Clip and Save
- Distribution via merchant website
- Mobile Wallet Use
- Third Party Coupon Use
- Redemption of offer received on social media
- Redemption of offer received as SMS message
- Online multi-tender
- Restriction of offer based on payment method selection
- Restriction of offer based on previous use

Digital Marketing

- Digital Offer Tracking
- Coupon tracking

Tasks and Requirements

Use cases are often used as a driver for requirements. While the users of digital offer have needs across many domains, the tasks associated with those needs span the domains. This section summarizes those tasks, as well as requirements related to the tasks, and maps the tasks and requirements back to the associated needs.

Management and Distribution

Management and distribution handles how coupons are managed by Vendors and Merchants and made available to Customers.

Issue Digital Offer

Requirement	It MUST be possible for any entity to issue a digital coupon or loyalty card.
Motivation	Organizations need a way to issue digital coupons and loyalty cards that are verifiable, trusted, and useful.

Needs	CPG.1. Issue Coupon, BMR.1. Issue Loyalty Card
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Store Digital Offer

Requirement	
Motivation	
Needs	

Track Reach, Resonance, and Reaction

Requirement	
Motivation	
Needs	

Redemption

Redemption handles how Customers clip, store, review, and redeem digital offers (or pair an offer with a buy action) during a transaction.

Use Digital offer

Requirement	It MUST be possible for a customer to use an issued digital offer..
Motivation	Organizations need a way to ensure that digital offers may be consumed by the customer.
Needs	OR.1. Use Coupon Online, BMR.2. Use Loyalty Card with POS

Multi-tender Payment

Requirement	
Motivation	

Needs	
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Restrict Redemption

Requirement	
Motivation	
Needs	

Settlement

Settlement handles how merchants and coupon distributors track redemptions and reimbursements.

Settle Coupon

Requirement	
Motivation	
Needs	

Near Real-Time Funding

Requirement	
Motivation	
Needs	

Interaction Diagrams

The transaction examples in this section describe basic ways in which digital offer might be used. They are not meant to be architecturally constraining. Instead, they are meant to help illustrate the basic way it *could* be done in a typical interaction. Again - please remember that it is just an example, and should not be thought of as the canonical way such an digital offer environment must be implemented.

Stories

Interaction stories describe a complete story where only part of the story is applicable to the Tasks or User Sequences in this document. They help paint a picture of the sort of environment that digital offer will operate within.