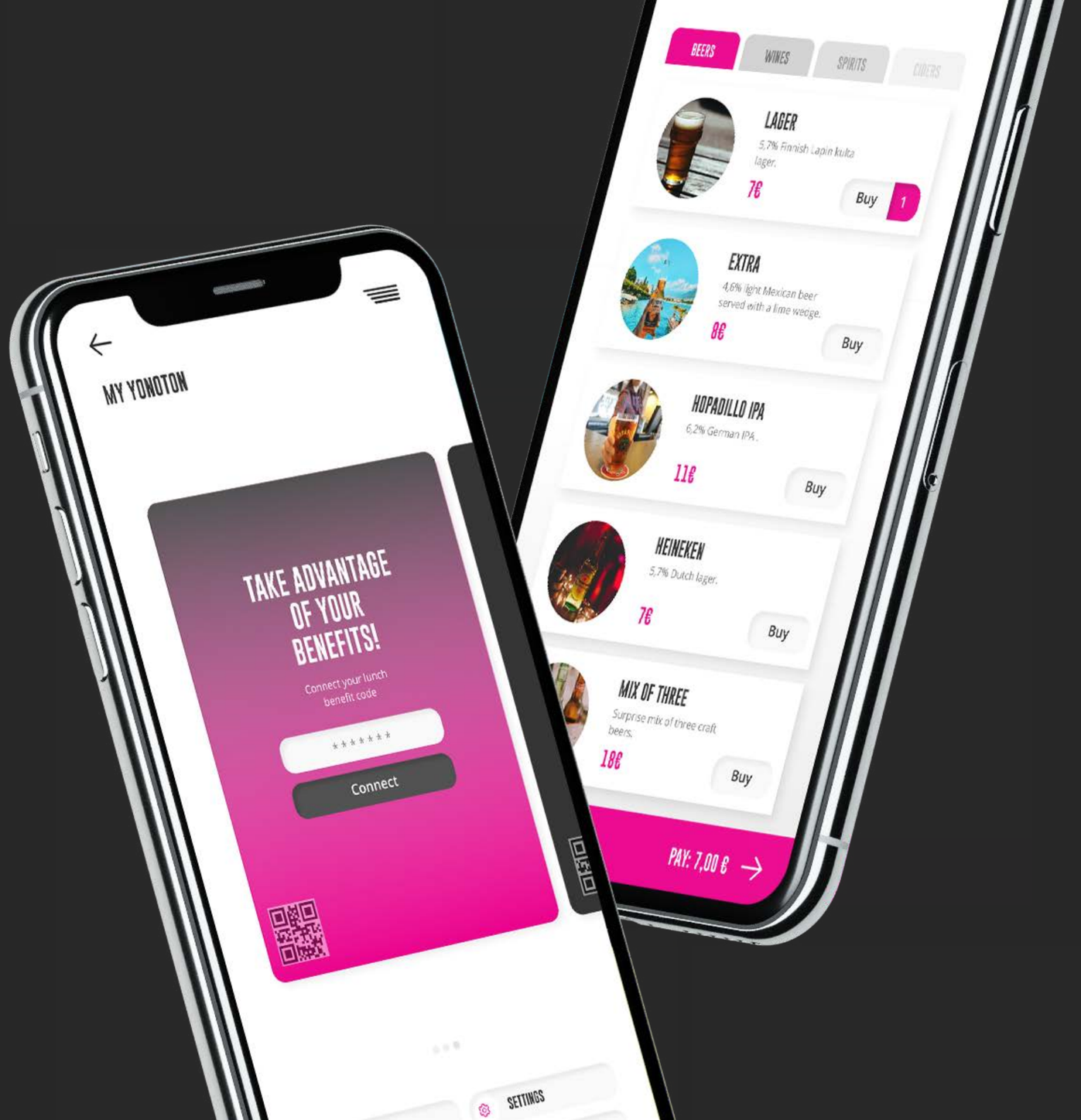
Revenue driven platform

For managing digital ordering and purchases

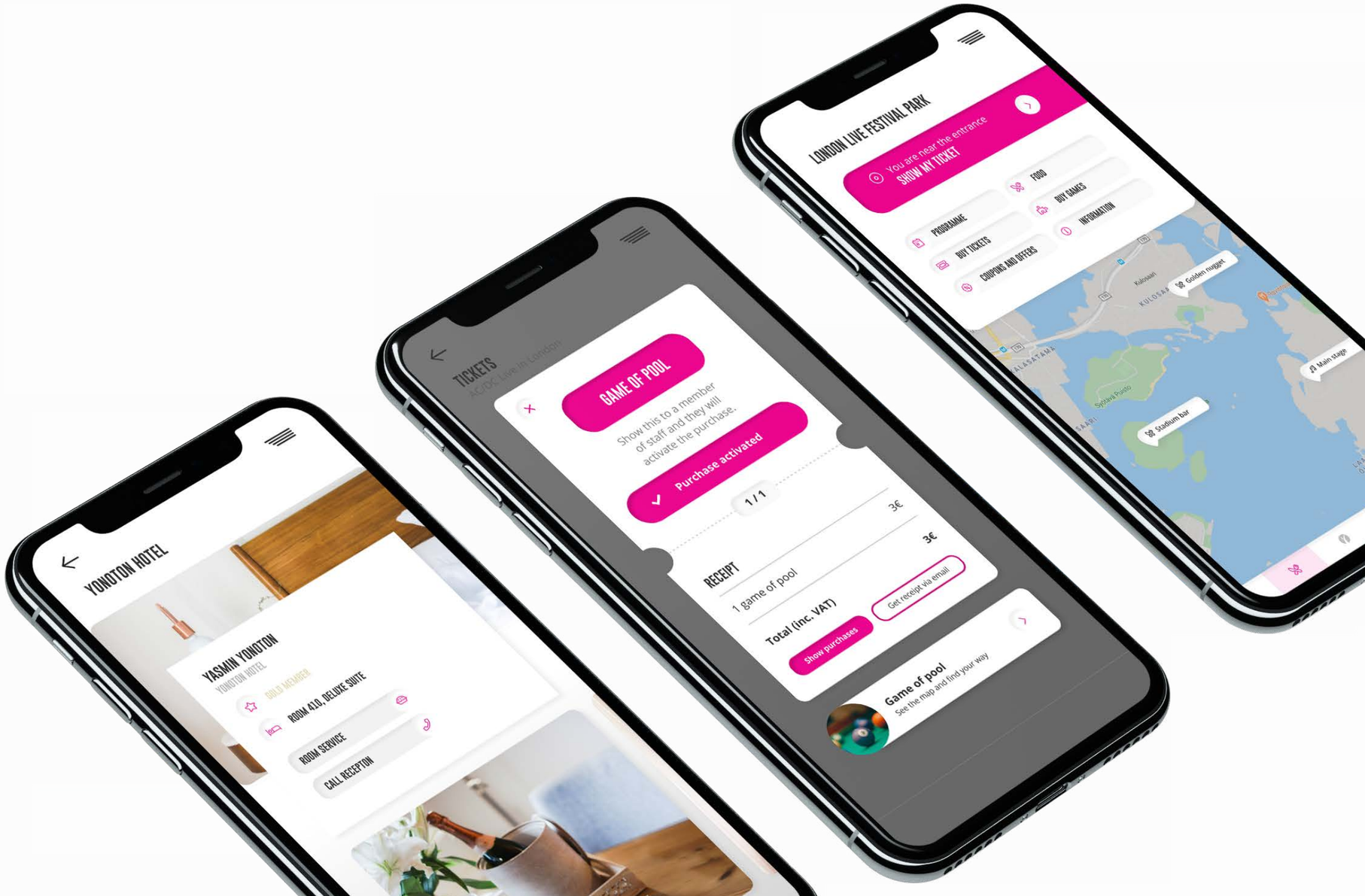
Yonoton Service Description

powered by yonoton



Yonoton Service Description

Yonoton is a versatile SaaS platform that manages digital ordering and purchase processes. Yonoton's revenue-driven technology is designed to be truly flexible and scalable to provide the perfect fit for various needs within the scope of different venues ranging from global restaurant and nightclub chains to theme parks and mass events.



1. Registration

Consumer can start to use the platform features by creating a personal account. In order to create a personal account consumer should go through the registration process (Figure 1).

The registration process is simple, well-designed, and includes an effective engagement strategy. Registration illustrated in the pictures is using Google's Firebase login with SMS code. Alternatively the login can be conducted with email verification, or using some other 3rd party registration service. Registered users can fully enjoy the package of services provided by the platform.

First of all, consumer should accept application's terms and conditions and then press "Sign up with a phone number" to carry out registration.

After that everything the consumer needs to do is to provide a phone number and press the "Sign up" button. If the consumer submitted an appropriate phone number, he/she will receive a verification code, which should be posted in the "Code" field.

To finish up the registration process, the consumer must press the "Confirm" button. If the pasted code aligns with the one provided by the system, the personal account will be successfully created.

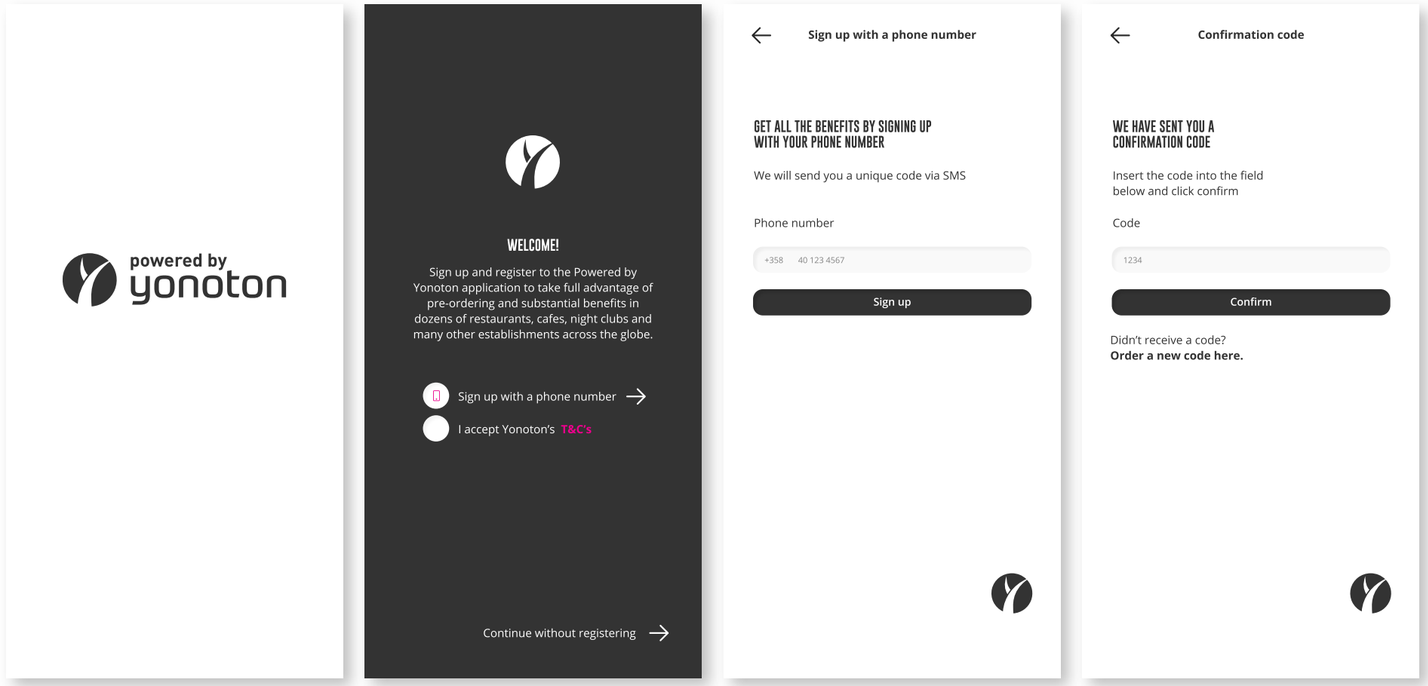


Figure 1 - Registration process

2.1 Personal Profile

All of the data provided by the customer at the registration stage can be changed or updated on the Personal Profile -page. On this page, the consumer can look throught membership cards as well (Figure 1).

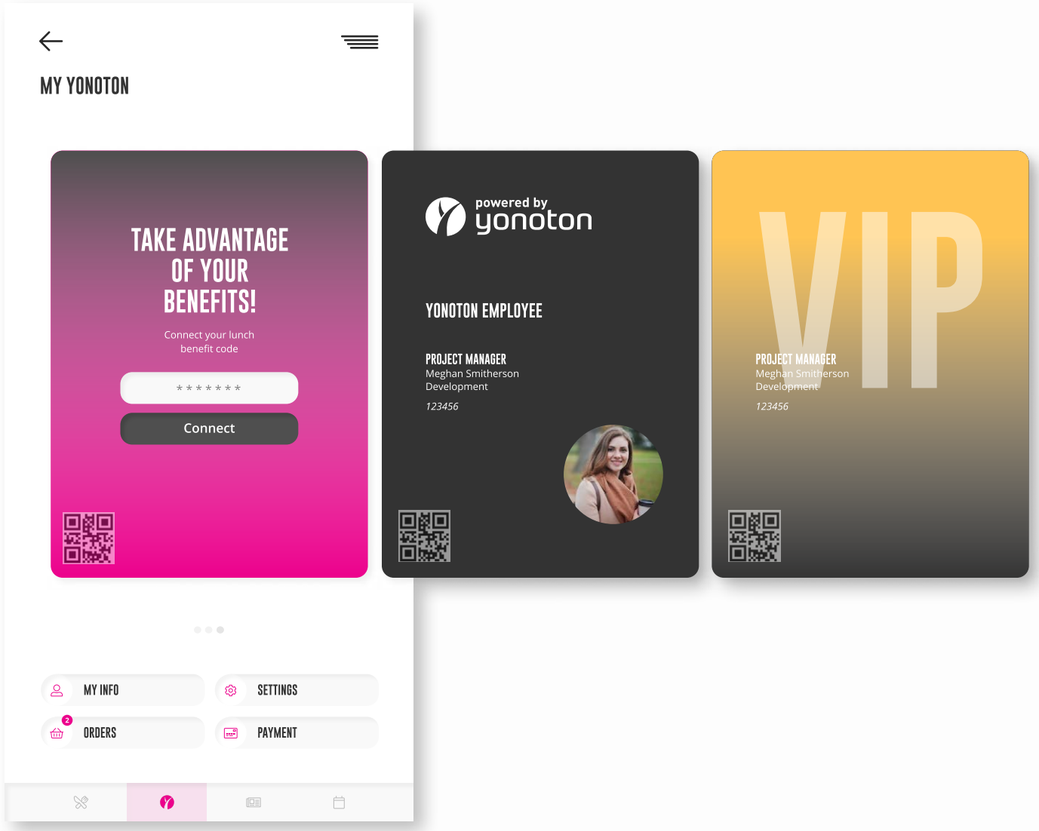


Figure 1 - Membership cards

Settings

For user convenience, there is a possibility to choose the platform language (specified in the admin console). The default language of the platform is set in the administration console by the app admins. This setting can be changed anytime.

The consumer can sign out of the application by pressing the appropriate button (Figure 1).

Orders

Once paying for the order, the consumer receives a receipt in the form of a QR-code with additional information on the order (date, order status, type of delivery) (Figure 2). All receipts are stored on the "Orders" page.

The consumer has the possibility to look through any order (saved, paid, successfully completed, rejected) on the "Orders" page.

Consumer is able to find out information on certain orders: name of the merchant, order date, delivery cost, delivery details (delivery address, type of delivery, customer's contact data), list of the ordered products and their price, total price for the order, and details on order status. Details on order status are automatically updated.

Personal information

Consumers may add, change, or update such personal information as Name, Last Name, email address, or any other information that has been set active from the management console for the specific app.

The verified information (phone number / email) can't be changed. If the consumer wants to change the verified information, he/she must get back to the registration page and create a new account (Figure 3).

Here, the consumer may also change marketing settings, he/she can activate the mailing and (or) SMS notifications or deactivate them.

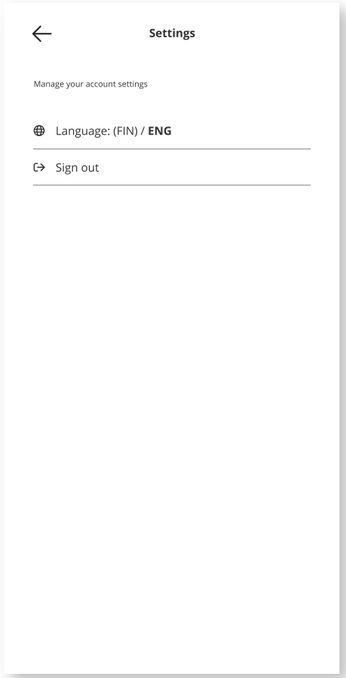


Figure 1 - Settings page

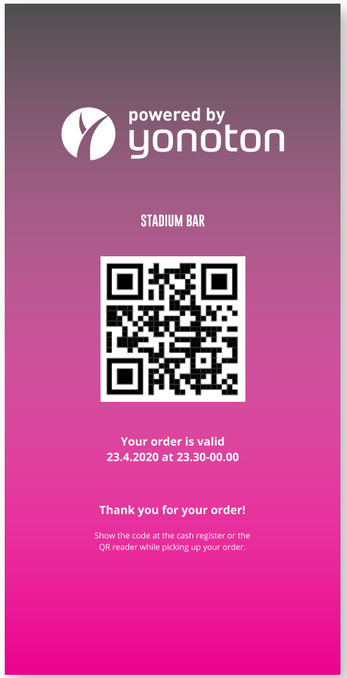


Figure 2 - Order receipt

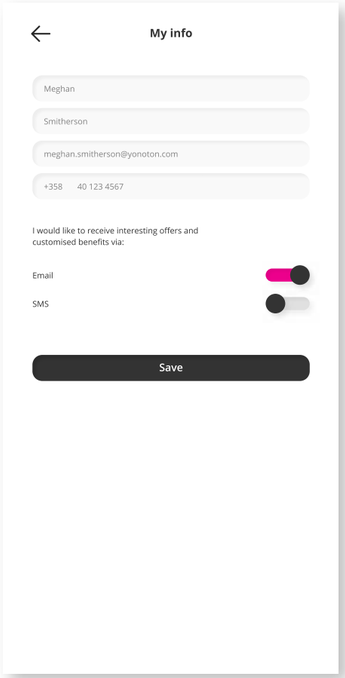


Figure 3 - My information

2.2 Payment methods

Yonoton service provides customers an opportunity to carry out transactions by means of credit cards issued by world-known payment systems (Visa, MasterCard etc.). Transactions can also be conducted by means of online payment systems (ApplePay, MobilePay, etc,). The payment method selection list consists of the payment methods that the merchant user has activated and agreed with the payment providers. The payment onboarding flow is dependant on the payment type. The payment provider might use different onboarding flow than illustrated here.

Consumer is able to fill in the card data manually or by means of scanning (Figure 1). Card details and all other sensitive data is protected.

The consumer may manage the payment cards (add new cards, delete saved ones) and payment systems cards integrated to the app (Figure 2).

Before carrying out the transaction, the customer may choose a payment method (the saved card from the list; online payment system connected to the app) (Figure - 3).

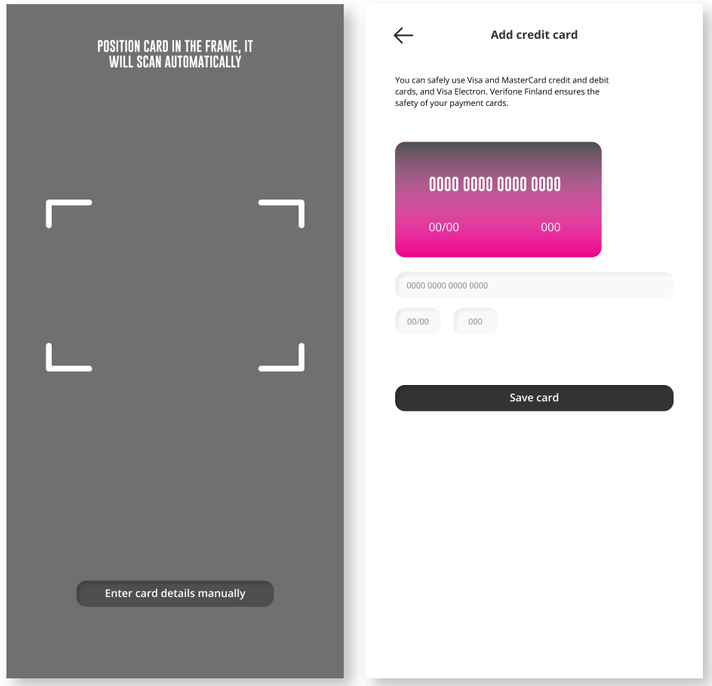


Figure 1 - Methods to fill in card data

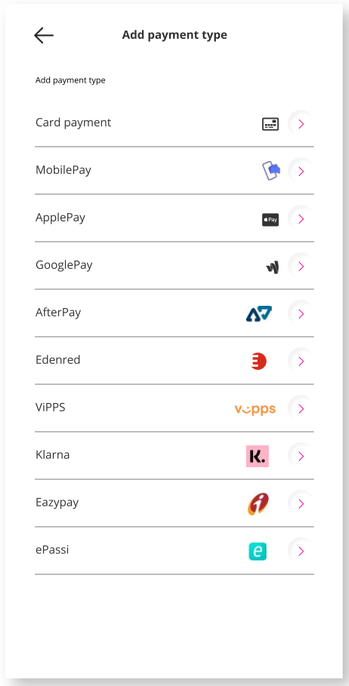


Figure 2 - Payment types

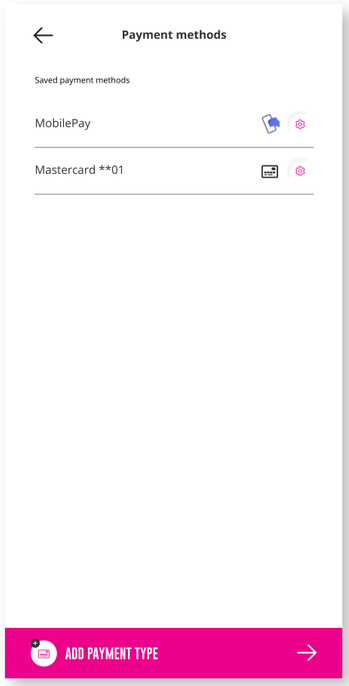


Figure 3 - Payment methods

2.3, 2.4 News*, events* and programme

News*

Yonoton service provides an opportunity to keep up with the lates news and offers. It informs consumers about up to date promotions and profitable offers (Figure 1)

If the consumer is interested in certain information, he/she may click on the event to find out more about it.

Events*

Throug Yonoton, the consumer is always informed about currents events taking place nearby. Surfing through the “Events” page, the user can find the event that he/she would like to attend. Yonoton submits to the user data on venue offers, the place, and date where the event is going to be (Figure 2).

Programme

Having chosen a place to attend, consumer may look through the provided programme (Figure 3). Clicking on a certain event of the programme, consumer may find out more information about it.

*Not part of the basic service package

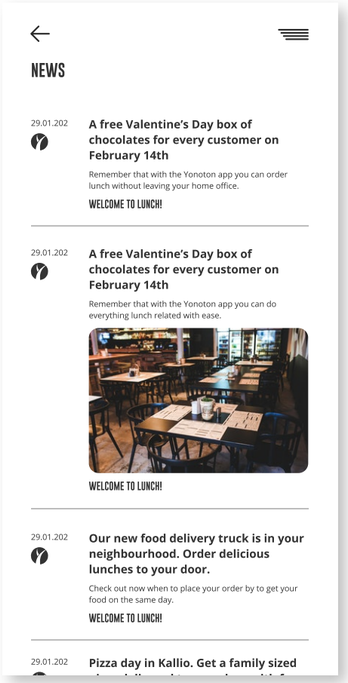


Figure 1 - News

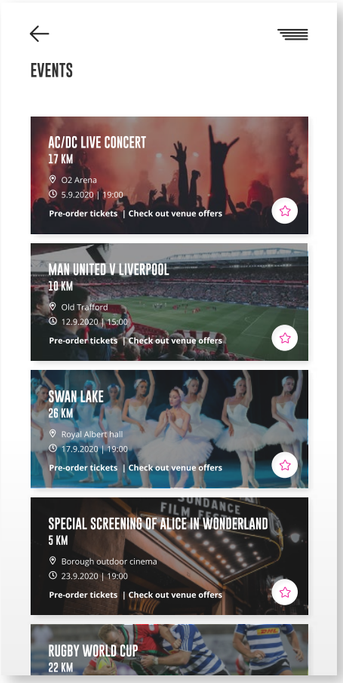


Figure 2 - Events

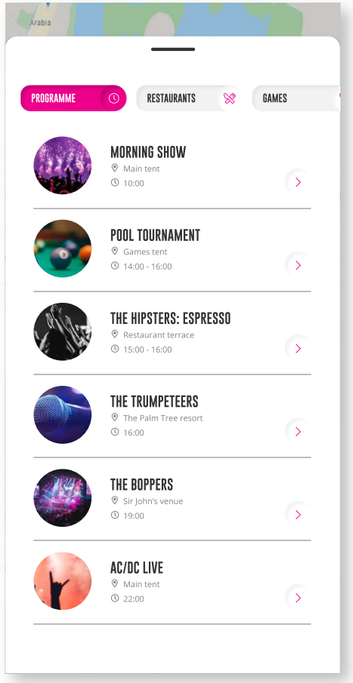


Figure 3 - Programme of London Live Festival Park

3.1.1, 3.1.2, 3.1.3, 3.1.4 Home delivery, pre-order delivery, delivery truck, ice cream truck*

By means of Yonoton services, it is possible to get products delivered home without bothering about parking or queues.

For home delivery consumer inserts such details as post code, street, apartment number, floor and other information. Besides to be in touch with delivery service members, consumer gives the phone number for the certain delivery.

The phone number which consumer used to create an account is a default one. But it can be changed for a certain order.

Consumer may insert the additional information that can be used to deliver the order as swiftly as possible.

Yonoton takes care of consumer convenience and health. That's why the service provides an opportunity to deliver the order to the door. Consumer can get the desirable order without a need to meet the driver, it will be left at the consumer's door (Figure 1).

Pre-order home delivery

It must be pointed out that the Yonoton service supports pre-order delivery. By choosing this delivery method, the consumer can receive an order in the most suitable time. This time is established by the customer before paying for the order (Figure 2).

*Not part of the basic service package

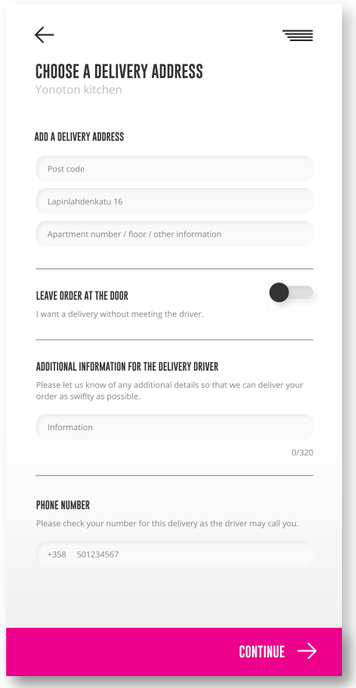


Figure 1 -Delivery details

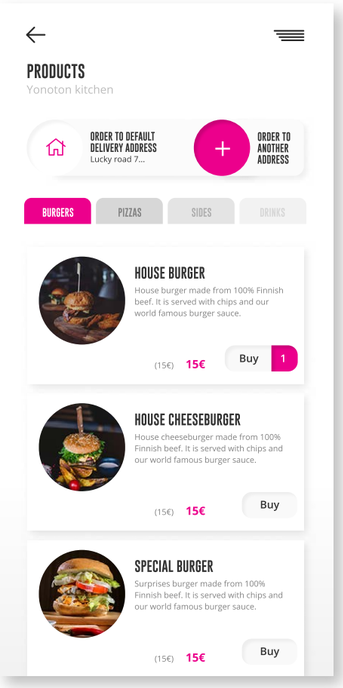


Figure 2 -Setting of delivery time

3.2 Table delivery

By means of Yonoton services, restaurants can set the scene for a great guests' dining experience by increasing the transparency and reducing the wait time of order.

To make an order to the table consumer has to choose a corresponding delivery method and then insert table number (Figure 1).

Once delivery data is inserted, the consumer selects products to buy. All chosen products are stored in the cart. Before initializing the payment consumer can carry out the pre-order check. It must be pointed out, that the order should be prepared by the entity as soon as possible (Figure 2).

Having paid for the order, the consumer receives a receipt in the form of a QR-code. When the order is ready, the customer receives notification, after that the order is delivered to the table. To get the order consumer should put through the authentification process. In order to do it, he/she needs to submit QR-code to the waiter (alternatively the QR code presentation can be skipped, if the merchant so chooses). If the authentication process is completed successfully, the consumer receives a desirable order.

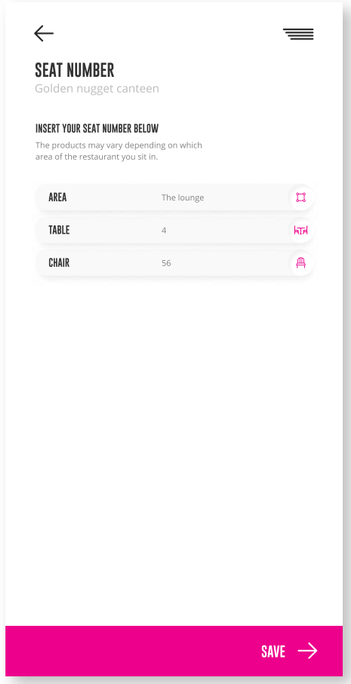


Figure 1 - Table number

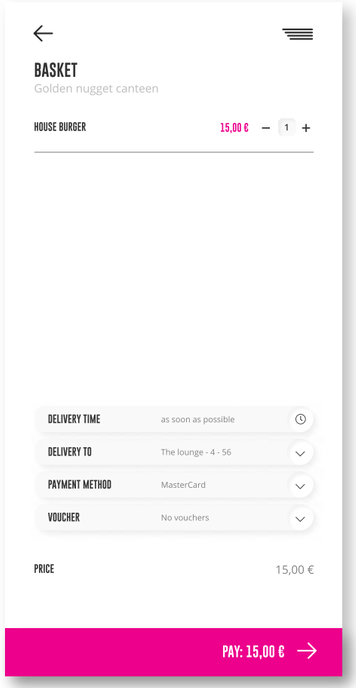


Figure 2 - Basket

3.3 Bar counter pick-up

One of the main aims of Yonoton platform is to reduce the amount of time that customers spend, waiting to be served in any restaurant or bar. In order to achieve the established goal, Yonoton provides an opportunity to customers to make pre-order and then pick up the desirable product from the selected bar/restaraunt.

After selecting the bar/restaurant customer chooses “Order to the bar” function. Having selected the product and paid for it, customer receives a receipt in the form of a QR-code (Figure 1).

It must be pointed out, that the order should be prepared by the entity as soon as possible (Figure 2).

As soon as the order is ready, the customer receives the notification. To get the order consumer should go to the counter and put through the authentification process. In order to do it, he/she needs to submit QR-code to the barman (or alternatively the QR-code presentation can be skipped, if the merchant so chooses. Orders can be found from the counter tablet by its search functions as well). If the authentication process is completed successfully, the consumer receives a desirable order.

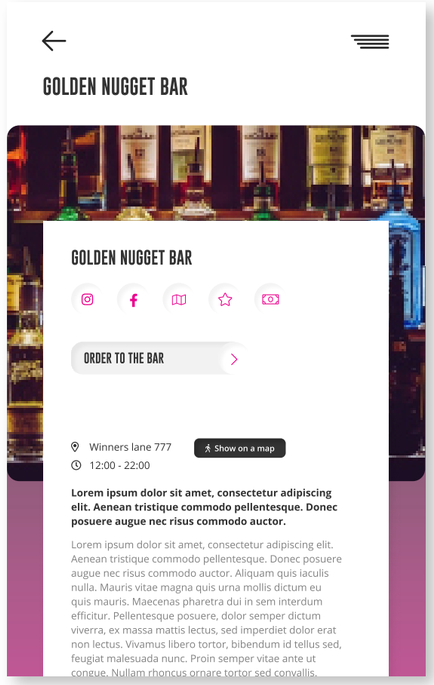


Figure 1 - Order to the bar

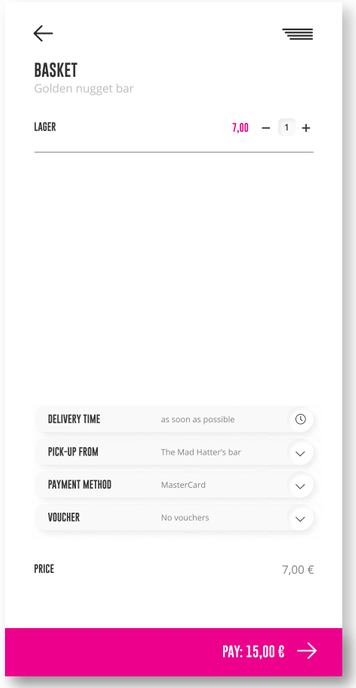


Figure 2 - Basket (order details)

3.4 Order to the seat

By means of Yonoton services customer can make an order from the seat using the smart device without needing to congregate around the stands.

To make an order with a delivery to the seat, consumer must choose the appropriate delivery method and insert the seat number (area, row, chair) (Figure 1).

Once delivery data is inserted, the consumer selects products to buy. All chosen products are stored in the cart. Before initializing the payment consumer can carry out the pre-order check. It must be pointed out, that the order should be prepared and delivered by the entity as soon as possible (Figure 2).

Having paid for the order, the consumer receives a receipt in the form of a QR-code. When the order is ready, the customer receives notification, after that the order is delivered to the seat by the delivery service member.

To get the order consumer should put through the authentification process. In order to do it, he/she needs to submit QR-code to the delivery service member. If the authentification process is completed successfully, the consumer receives a desirable order. Alternatively, the QR-code presentation can be skipped, if the merchant so chooses. The delivery person can mark the desired order as “delivered” without the QR-code scanning by using the merchant’s device’s search functions.

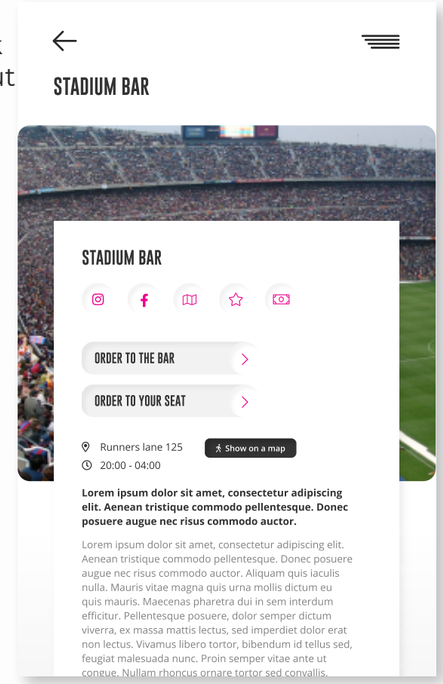
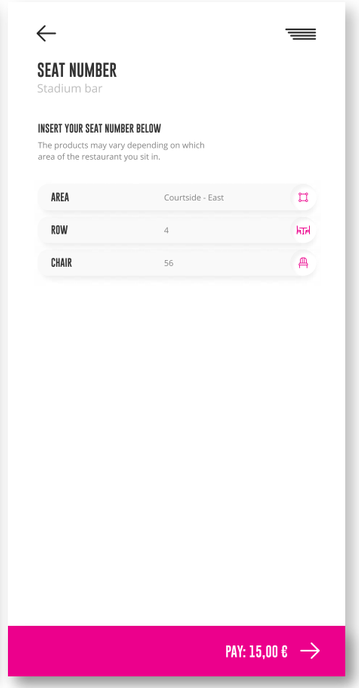


Figure 1 - Order details



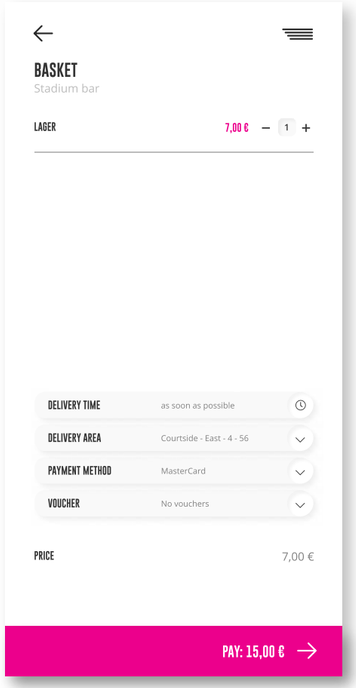


Figure 2 - Pre-order check

3.5 Room service

Yonoton provides digital room services for hotels. By means of their smart devices hotel guests can order food, drinks, other products in a safe, contactless manner.

By means of platform customer can whether to make an order to the room or to contact reception (Figure 1).

To make an order customer has to insert the number of the room, then select desirable products, provide required information about the order (etc. payment method, voucher) and initialize payment for the order. Before carrying out transaction customer should conduct pre-order check to make sure that provided data is correct (Figure 2).

It must be pointed out, that the order is prepared and delivered by the hotel service as soon as possible or alternatively to a time slot selected by the user.

Having paid for the order, the consumer receives a receipt in the form of a QR-code. When the order is ready, the customer receives notification, after that the order is delivered to the room.

To get the order consumer should put through the authentification process. In order to do it, he/she needs to submit QR-code to the waiter. If the authentification process is completed successfully, the consumer receives a desirable order. Alternatively the QR-code presentation process can be skipped, if the merchant allows it. The deliverer can mark the order as “delivered” by using the merchant’s device’s search functions.

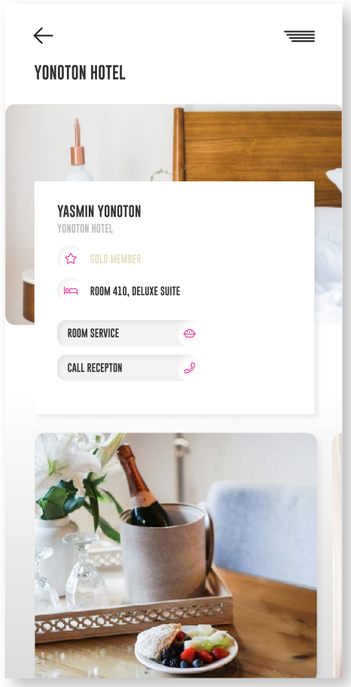
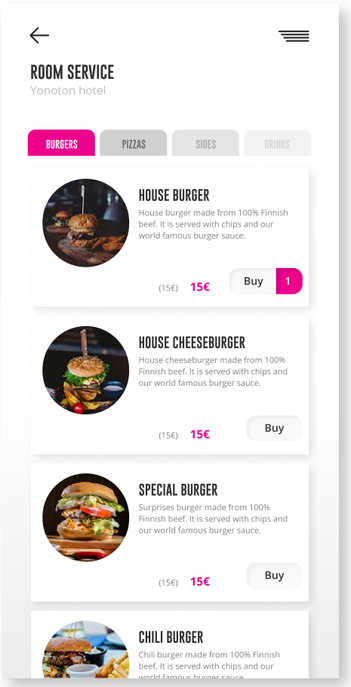


Figure 1 - Room service



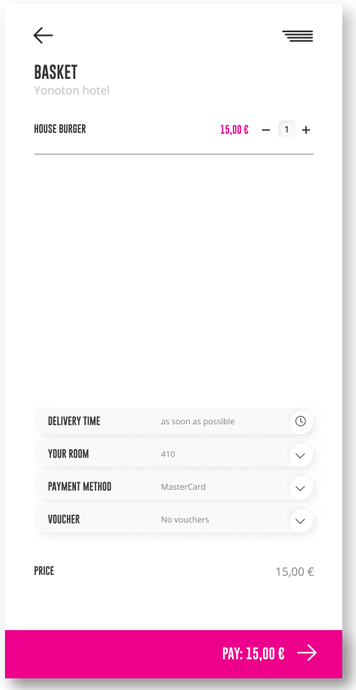


Figure 2 - Pre-order check

4.1 Ticket purchase

Being on the frontline of the digital era Yonoton provides an opportunity to buy tickets online for concerts, sports, theater, family, and other events. Ordering tickets by means of Yonoton platform suits busy modern citizens, who do not have enough free time to spend it on a huge stage in a simple box office.

Having chosen the event consumer admires to attend, he/she needs to provide additional information (date and time of attendance, amount of people, type of ticket) (Figure 1).

After confirming the correctness of the provided data, the consumer can carry out a payment transaction.

Having paid for the order consumer receives the ticket with a QR-code and information about the event (the title of the event, event venue, type of ticket, number of the seat, date and time of the event, ticket number) (Figure 2).

Alternatively, the Yonoton's ticket function can also be used through 3rd party systems. Meaning that the consumer can complete the ticket purchase process in a 3rd party system and the ticket presentation process is only conducted by Yonoton's systems.

Paid tickets are stored in "My tickets" section (Figure 3).

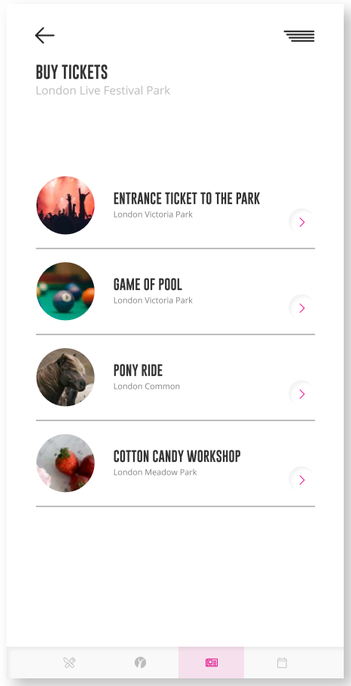
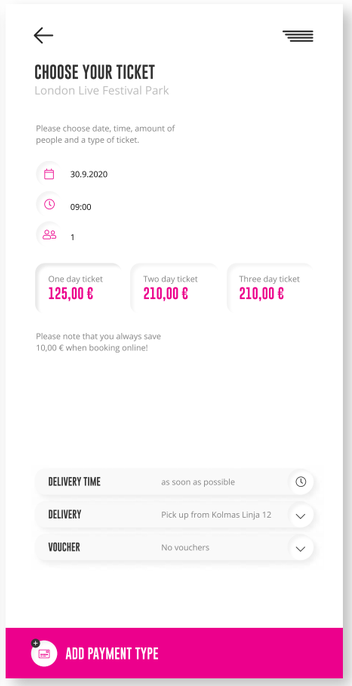


Figure 1 - Ticket purchase



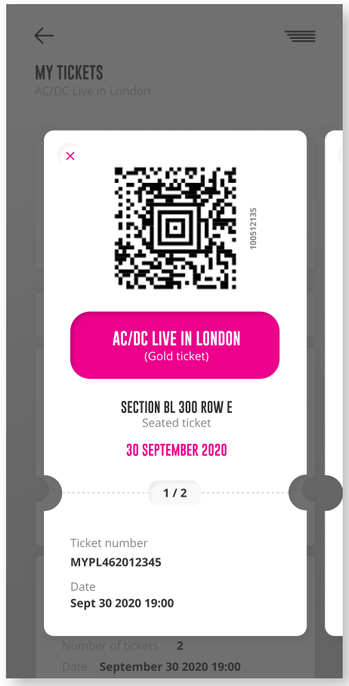


Figure 2 - Information about the event

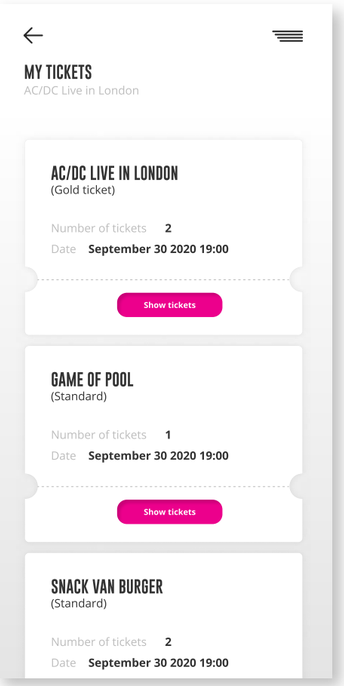


Figure 3 - My tickets section

4.2 Ticket scan/access control

Once the consumer has chosen a certain ticket from the list of paid tickets, QR-code, and additional information on the ticket are shown (Figure 1).

QR-code should be provided to a staff member of the event. To be activated ticket should successfully put through the verification process. If the verification process is completed successfully, the consumer can dive into the unique atmosphere of the event. Once the ticket has been activated it becomes disabled for further usage.

To use “in event ticket” consumer needs to submit it to the staff member and they will activate it by swiping the slider, or alternatively using a QR-code in the ticket. After confirming ticket activation it becomes disabled for further usage (Figure 2).

Figure 1 - Information on the ticket

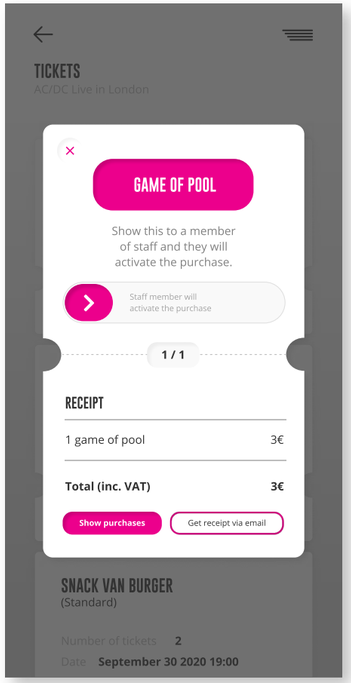


Figure 2 - In event ticket

4.3 In event tickets

Yonoton provides an opportunity to buy different kinds of entertaining tickets (“in event ticket”) over the certain event.

Once the customer has chosen the entertaining event would like to attend, or the game would like to buy, he/she needs to provide additional information (amount of tickets, coupon the person would like to use, method of payment etc.) (Figure 1).

After confirming the correctness of the provided data, the consumer can carry out a payment transaction.

Having paid for the order consumer receives an electronic “in event ticket” which includes such information as the title of the event or the game, type of ticket, the price, VAT (Figure 2).

Paid tickets are stored in “My tickets” section.

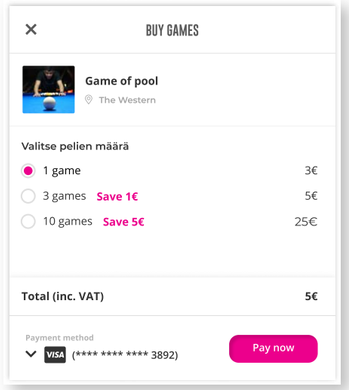


Figure 1 - Order particularities

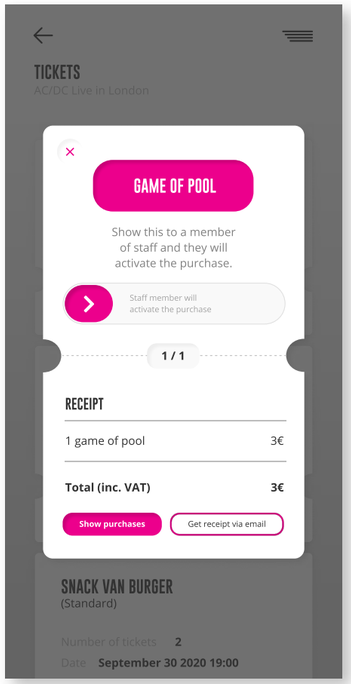


Figure 2 - In event ticket

5. Payment flow

Yonoton service makes it easy to accept and manage online payments. It provides the possibility to carry out transactions by means of cards, issued by world know payment systems (Visa, MasterCard etc.) as well as online payment systems.

Having chosen the product to buy, consumer can manage its amount, delivery particularities, as well as a payment method (Figure 1).

It must be pointed out that consumer can use different coupons (if there are any) to reduce the price.

Besides the price can be reduced if the consumer connects an employee, VIP, or stamp card to the personal account. In case of using an employee card, the price can be reduced for the customer, due to partial compensation paid by an employer.

If the transaction is successfully carried out, the consumer receives a certain notification and the ticket with QR-code or “in event ticket”.

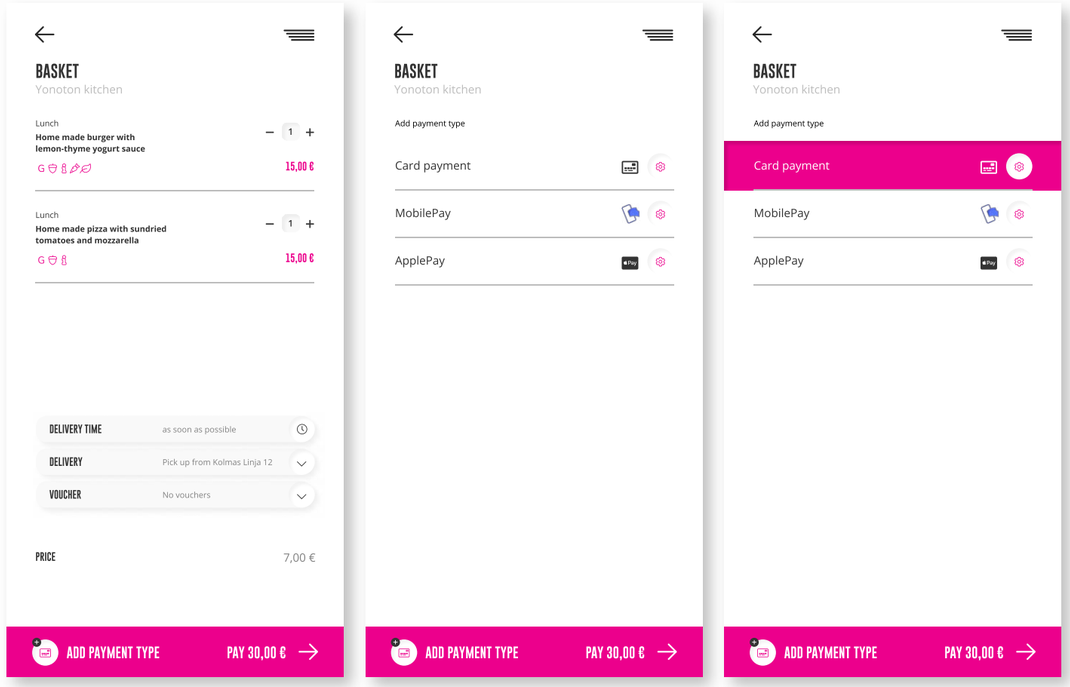


Figure 1 -Payment method choice

6.1 Selecting on the map

An interactive map, which is integrated in Yonoton platform, provides customer access to up-to-date information on restaurants, bars, events and other places nearby .

The system detects the location of the user based on the information inserted by the customer. The user can choose the place on the map or find a certain place using the search bar (Figure 1).

To make search easier for the customer there is a possibility to sort places by the categories.

Having selected place on the interactive map, the customer may find out more information about it: its name, location (address), working hours, contact details (Figure 2). Besides, the user can build the route to the place.

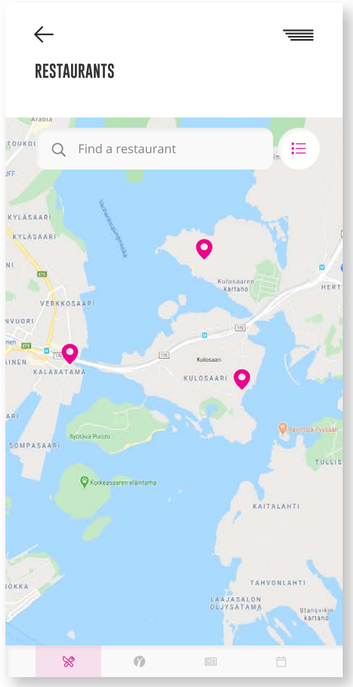


Figure 1 - Searching using an interactive map

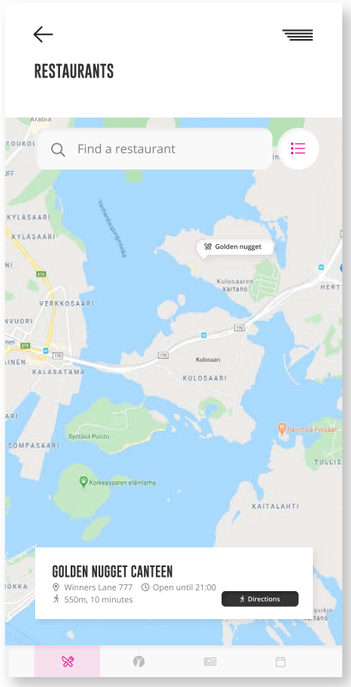


Figure 2 - Information on the selected place

6.2 Geofencing*

Businesses integrated Yonoton service can take advantage of geofencing. By means of geofencing businesses provide customers the offers that are relevant to their interests and needs. Sending the offers at the right time may increase the odds that customer purchase the product or visit the event.

Based on the address inserted by the consumer platform finds the best restaurants, bars, events, and other places the customer would like to attend nearby (Figure 1).

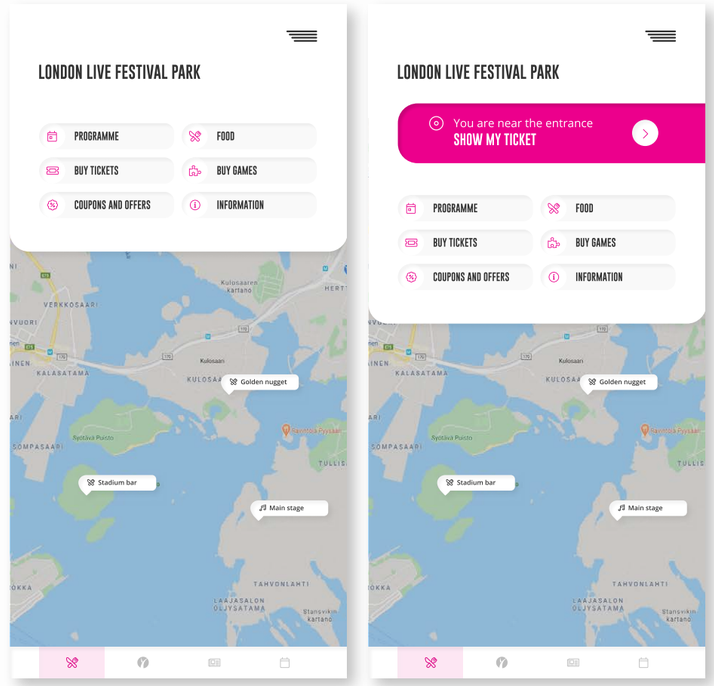


Figure 1 - Geofencing

*Not part of the basic service package

6.3 Way finding*

Based on the adress inserted by the consumer the map, integrated in Yonoton service, finds the best restaurants, bars, events and other places the customer would like to attend nearby.

As soon as customer has chosen the place on the map, the system creates the most suitable route for the customer to reach it. The customer finds out information on distance to the selected place, and approximate time to reach it (Figure 1).

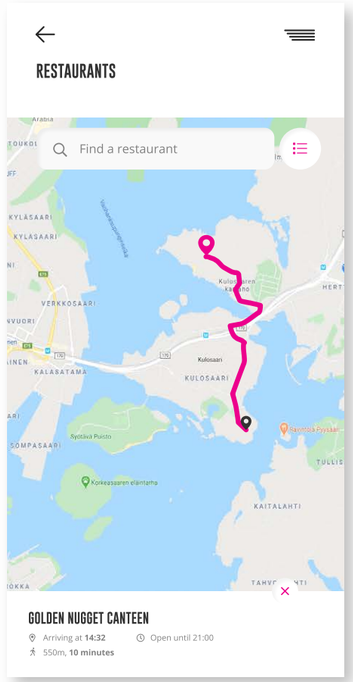


Figure 1 - Route to the selected place

*Not part of the basic service package

7.1 Menu & product options

Yonoton platform has a simple, highly intuitive user interface that aids in easy navigation.

The places available for visiting, or businesses render products or services, are sorted into categories depending on the type of products or services. When the customer taps on a specific category, the list of places, belonging to the category, appears.

Having chosen the restaurant, event, or company consumer can surf through a list of available products, services. To make it more convenient, all products, services are sorted into the groups (etc. burger, pizzas, sides, drinks) (Figure 1).

The platform renders a lot of product options in order to diversify customers and their shopping experience.

Having chosen the product, the customer can choose extra options dedicated to it (Figure 2).

The product distributor can determine the options available for the customer. Based on the business model of the distributor, options can be provided for free or with an extra charge. The settings are regulated through the special Management tool connected to the platform (Figure 3).

All chosen products are stored in the cart. Before initializing the payment consumer can carry out the pre-order checks. Consumers can manage the number of products in the cart, method of payment, delivery method, vouchers (Figure 4).

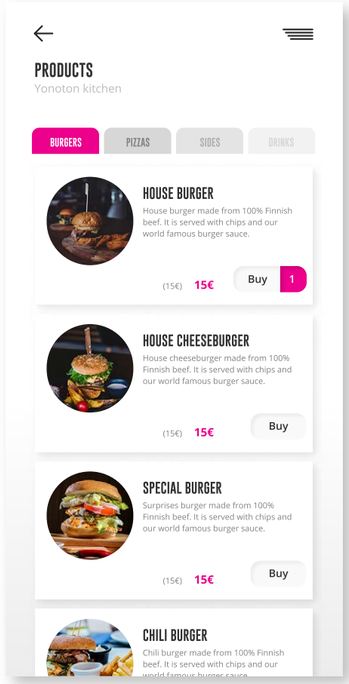


Figure 1 - List of products

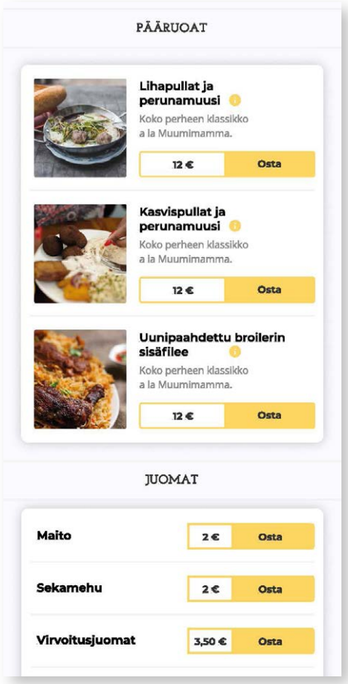


Figure 2 - Product options

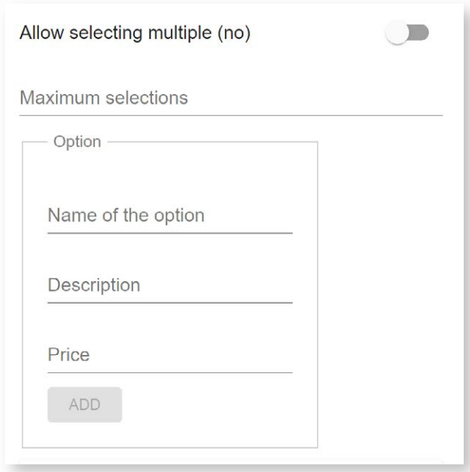


Figure 3 - Management tool (product options settings)

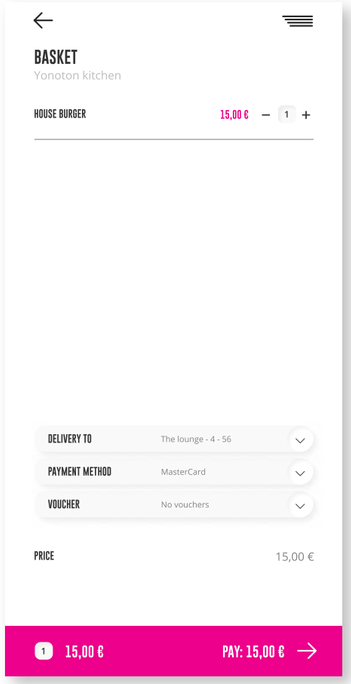


Figure 4 - Pre-order check

7.2 Employer compensation

To take advantage of the benefits provided by the company customer is working for, he/she may connect the employee card to reduce the price of the product, due to partial compensation paid by an employer.

Employee cards are stored in “Personal profile” page.

Having chosen the products, the order price automatically reduced due to partial compensation within the amount provided by the employee card (Figure 1).

On the basket, user may see how much money, he/she saved due to employer compensation.

The company giving the compensation can restrict who gets the employer card that grants the compensation. Multiple compensation schemas can be run simultaneously. For example employer card number can be used as a key to activate the benefits. The company can also restrict how many times the compensation benefit can be used in a given timeframe.

The compensation pricing can be formed in three ways:

- Own set of prices
- Absolute amount discount
- Percentage discount

Yonoton’s back office will generate a compensation report for invoicing purposes based on the usage of the compensation.

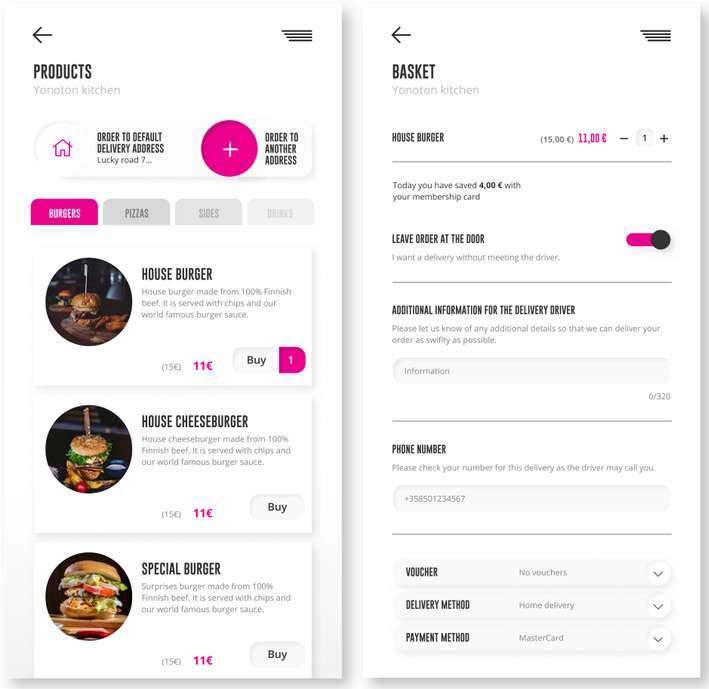
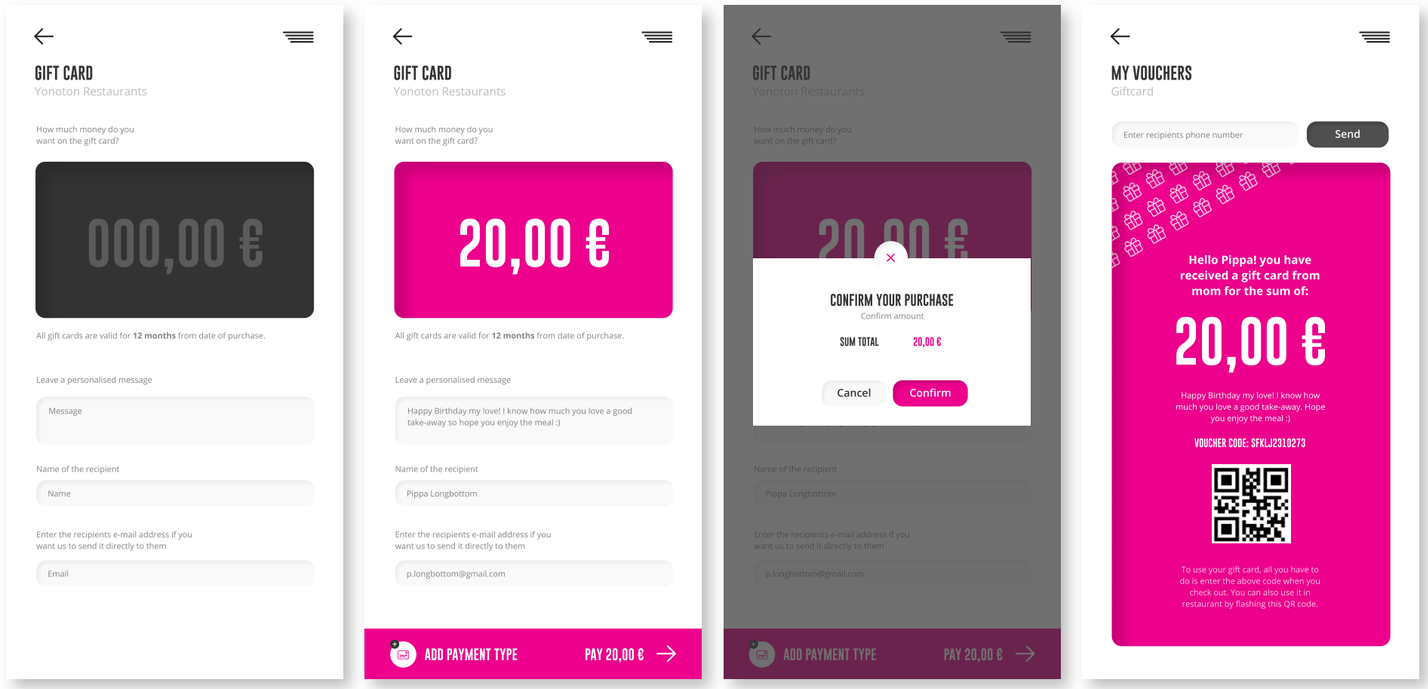


Figure 1 - Partial compensation of the order price

7.3.1 Gift card purchase*

Yonoton service provides an easy and fast way to buy and send gift cards online. A gift card is a prepaid debit card that contains a specific amount of money available for use for a variety of purchases.

To buy a gift card, the consumer has to set the amount of money available for use and provide additional data on the recipient (name of the recipient, e-mail address). If the customer inserts the email of the recipient, the gift card will be directly sent to the provided address. But is the customer doesn't submit information on the recipient, the gift card is stored in the "My vouchers" page. It can be used directly by the customer or sent to another person for the validity of the card (Figure 1).



ure 1 - The gift card purchase

*Not part of the basic service package

7.3.2 Gift card use*

As soon as cutomer gets the gift card, he/she receive notification with the link to the card (Figure 1).

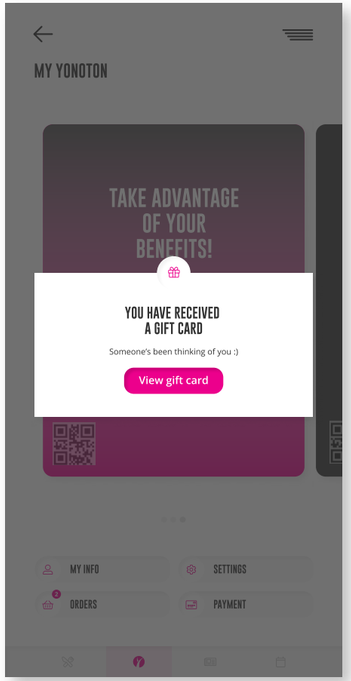
The card includes information of the card's sender (personalized data provided by the sender), amount of money available for use, ID of the card and QR-code.

The card is stored in "My vouchers" page.

In order to reduce the total price of the products, consumer may use the gift card, by choosing it from the list of available vouchers (Figure 2).

The gift card also can be used in the restaraunts by flashing QR-code of the card.

*Not part of the basic service package



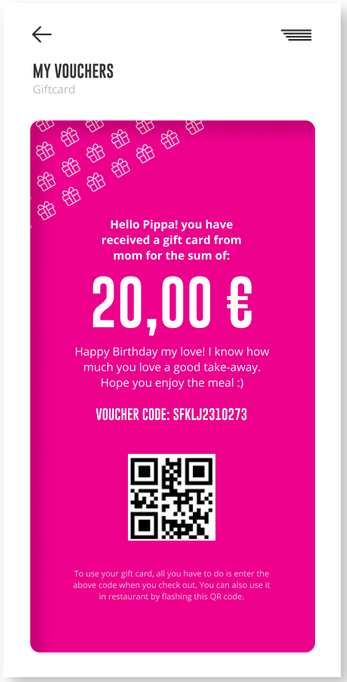


Figure 1 - Gift card receive

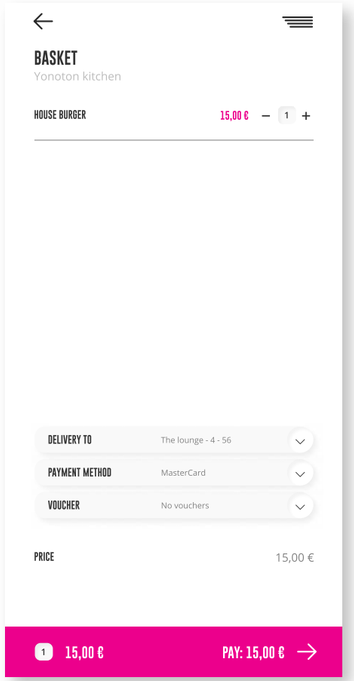


Figure 2 - Gift card choice from the list of vouchers

8. Push notifications

Push notifications provide consumers an opportunity to stay in contact with service. Push notifications is a great way to notify customers about any important changes, updates as well as to convey messages of urgency, such as breaking news or limited-time offers.

There are three main types of push notifications: banner, badge, alerts.

Banner notifications are short messages that pop up and disappear. They can contain the beginning of a message, or contain alerts for some events.

Badge notifications look like a red badge applied to the app's icon, usually with a number.'

Alerts stay on-screen until consumer manually deletes them (Figure 1).

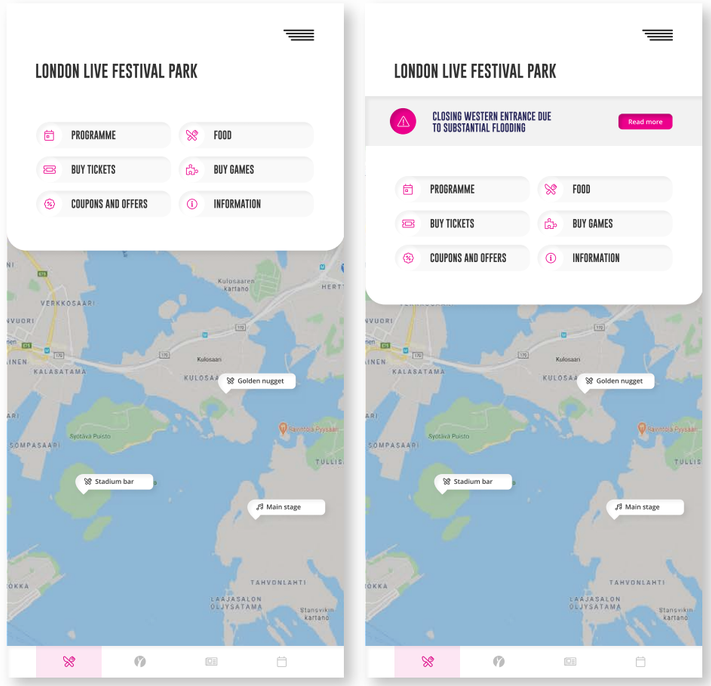


Figure 1 - Alert notification about closing entrance

9.1 Wristband onboarding*

The integration with Yonoton platform provides an opportunity for the merchant's to use wristbands to reduce the number of visitors waiting at various entrances and sales locations. Wristbands render quick and easy cashless payment opportunities at food and beverage outlets, gift shops, and more. Wristband payment takes approximately half the time compared to using credit cards or cash.

After getting the wristband, the consumer may connect it to the personal account using the ID on the wristband.

On the Wrist band page, consumer may add new wristbands by clicking on "Add a new wrist band". Consumer may insert ID, which can be found on the inside of the band, and name the wristband. After accepting wrist band terms & conditions, consumer may save provided data.

All saved wristbands are depicted on the Wrist band page. By clicking on the particular wristband, the consumer can modify its settings (Figure 1).

On the Modify page, the customer may change the name of the wristband, add/ change payment method, and set the amount of money allowed to spend per day. All changes are saved by clicking on the "Save" button (Figure 2).

If the consumer wants to purchase something, attends the entertaining event or game, he/she cand do it by presenting a wristband to a reader installed at a point of sale and connected to the payment terminal.

*Not part of the basic service package

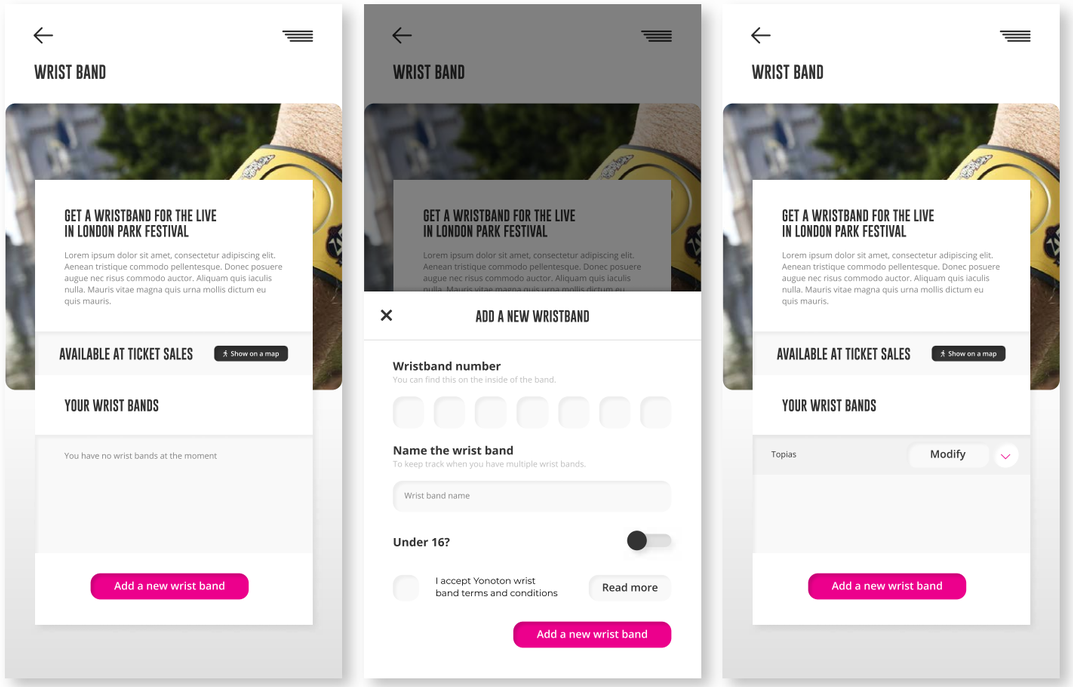


Figure 1 - Wrist band settings

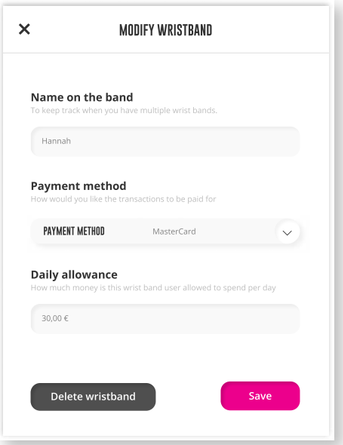


Figure 2 - Modification of wristband settings

9.2 Child wristband onboarding*

Using wristbands, customers do not need to distribute cash to the children or other family members or friends. The parent's payment method will be used for the child wristband and the parent can choose the amount available for the wristband. All the parent needs to do is to connect child wristband to his/her account and indicate that the bracelet will be used by a child (Figure 1).

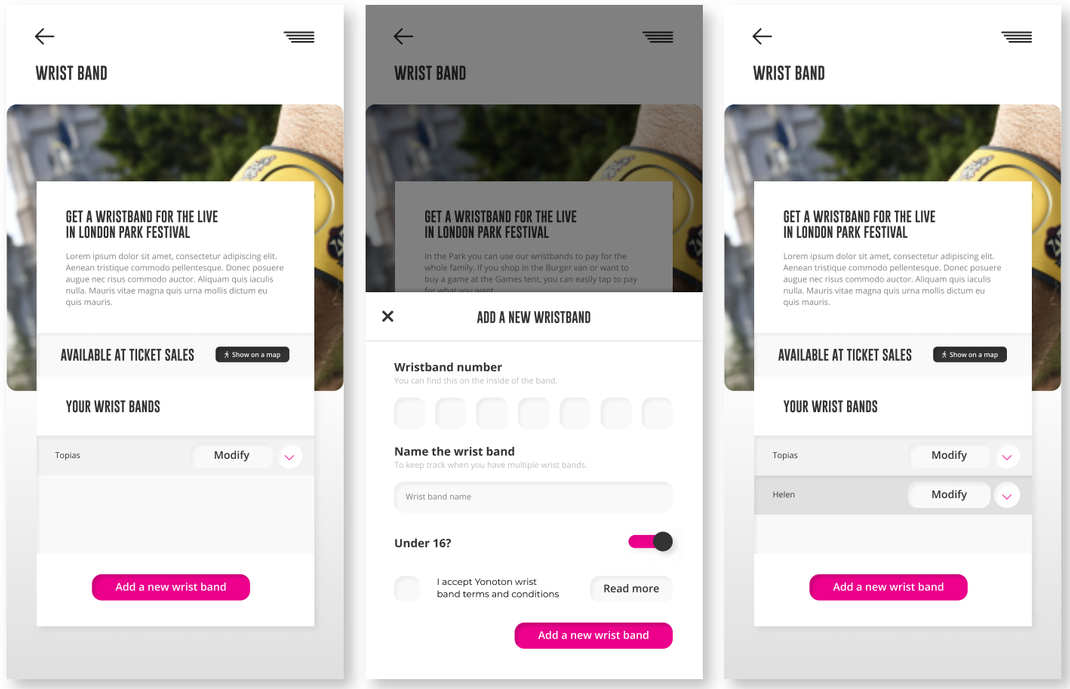


Figure 1 - The setting of child wristband

*Not part of the basic service package

9.3 Money allocation*

The platform provides the possibility to check all purchases made by the wristband owner as well as control over the expenses.

The platform renders the opportunity to set the amount of money the wristband owner is allowed to spend per day (Figure 1). The set amount can be increased or decreased by the account owner. This feature is used especially for allocating money to the child wristbands.

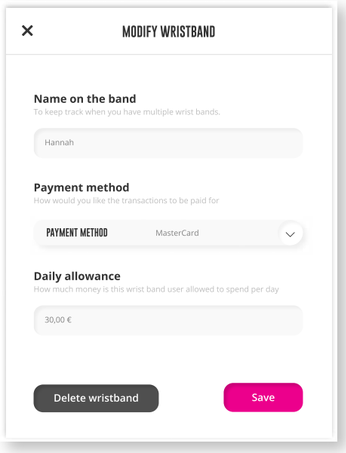


Figure 1 - The setting of money allocation

*Not part of the basic service package

9.4 View money spent*

A customer can find out information on products and services acquired using the selected wristband: the name of the product or service, the place where it was purchased, the price, and date (Figure 1).

It must be pointed out that data on purchases can be obtained by the account holder with respect to any wristband connected to the account.

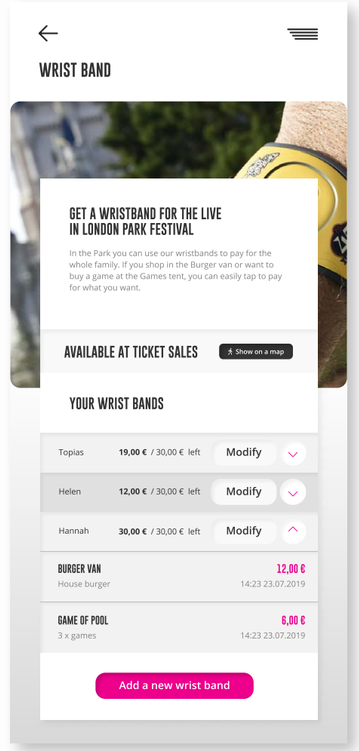


Figure 1 - Information on purchases made through chosen wristband

*Not part of the basic service package

10.1, 10.2 Membership cards and activation codes

On the Personal Profile page, the consumer can look through such membership cards as an employee, VIP, and stamp cards.

To take advantage of his/her status, the consumer may enter the ID of the membership card, which might provide benefits, or scan its QR-code using the smartphone to connect the card to the app (Figure 1).

Using a carousel the consumer may look through all cards saved at the system. Each card includes common information on the membership card, QR-code, and list of benefits provided by the card (Figure 2).

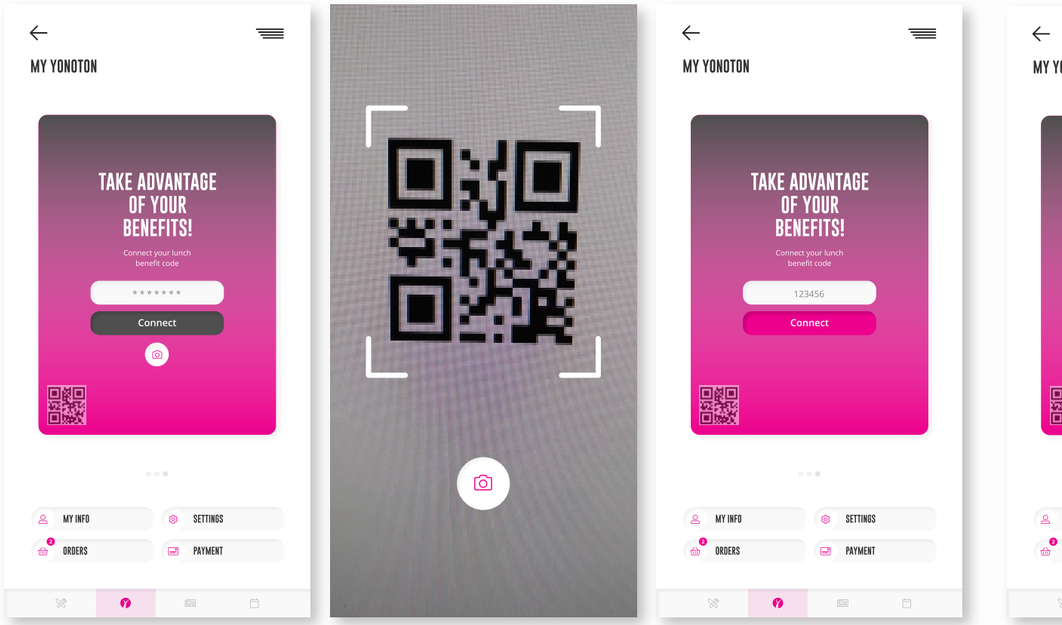


Figure 1 - Methods of membership card data inserting

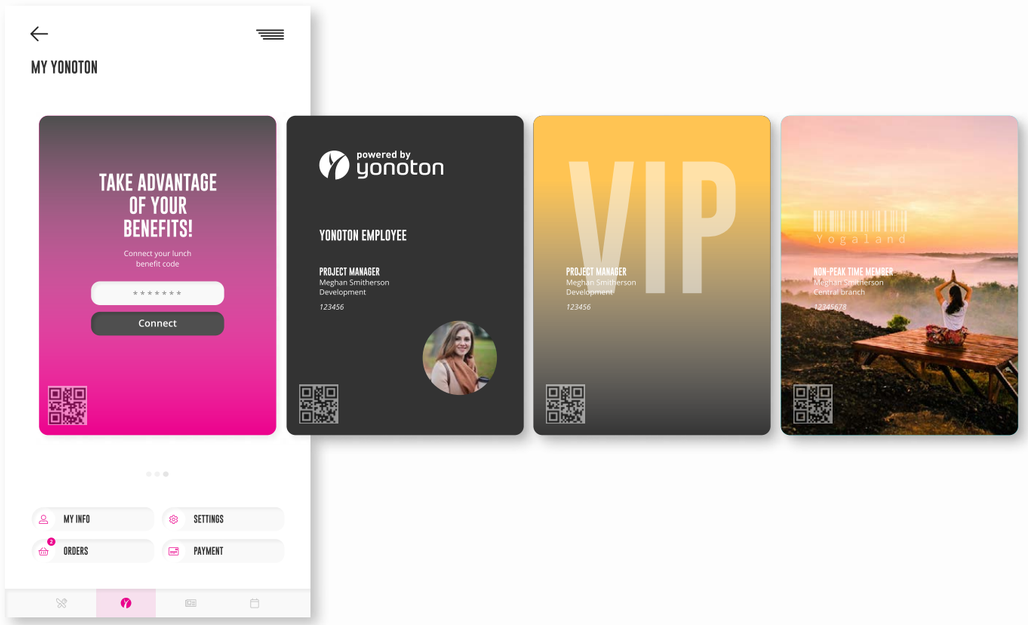


Figure 2 - List of membership cards available for the customer

10.3 Single & multi use coupon

All coupons available for the consumer are stored in the Coupon page. There are two types of coupons: single-use and multi-use (Figure 1).

Single-use coupons are coupons that can be used only once and only by a specific customer (Figure 2).

Multiple-use codes can be used established a number of times by the customer. This number is correlated to the available amount of the same coupons (Figure 3).

Coupons can be chosen by the customer before carrying out a payment transaction to reduce the total price of the ordered product.

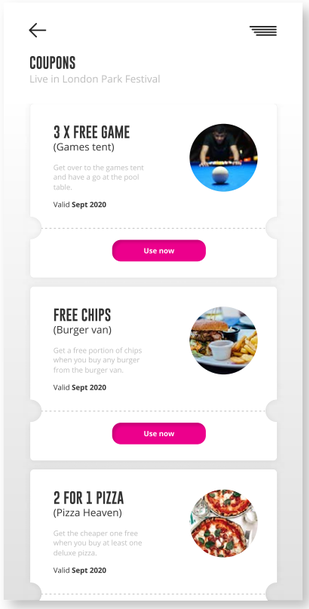


Figure 1 - Coupons page

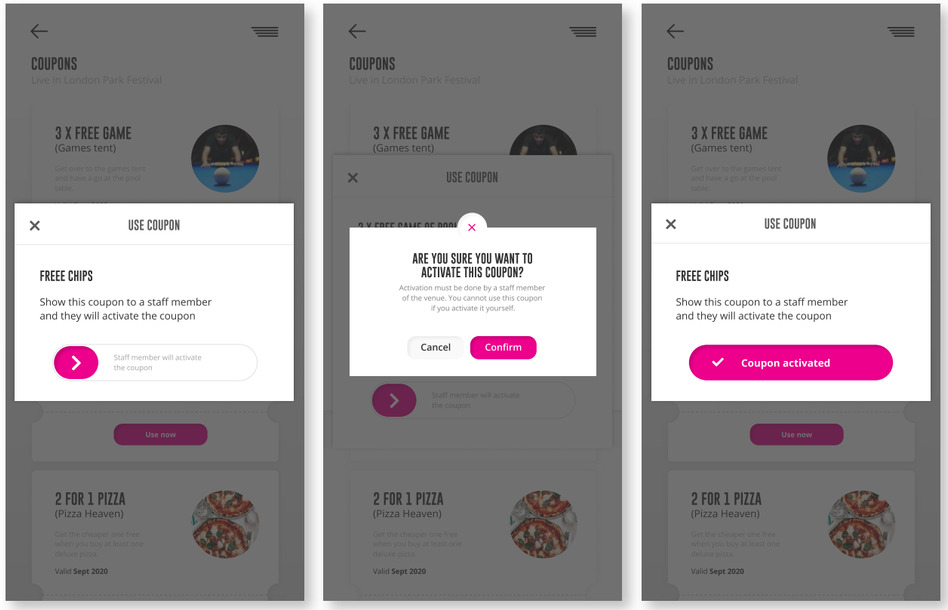


Figure 2 - Single-use coupons

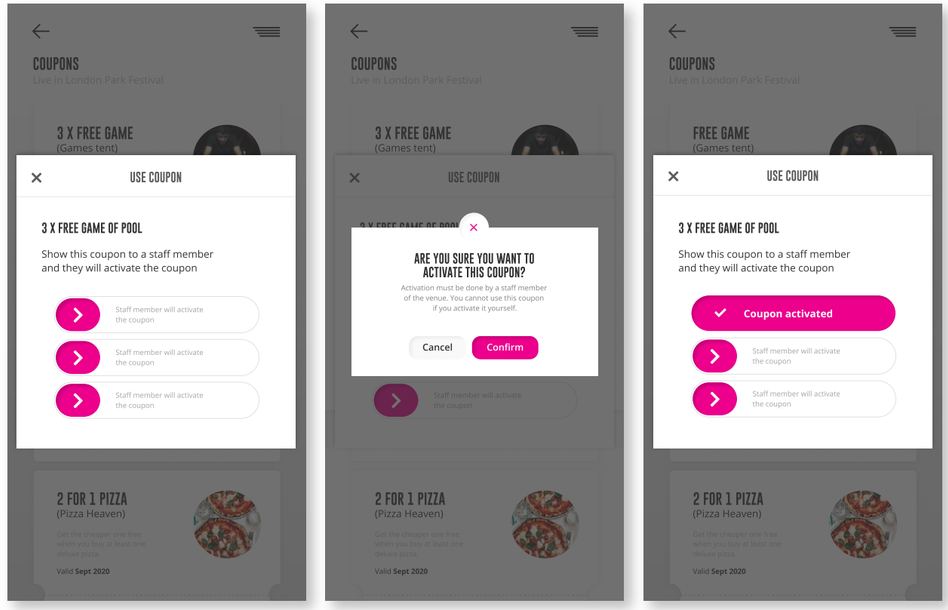


Figure 3 - Multi-use coupons

10.4 Raffle*

Yonoton platform enables to host raffles and prize competitions online. The platform contributes to making competitions transparent and fair for both hosts and entrants so that everyone's interests are aligned.

To enter a raffle, the customer has to accept its terms (Figure 1).

If the consumer wins the prize, he/she receives banner notification with the link to the reward (Figure 2).

If the reward provides a reduction of the price on the products distributed within the platform, it has the form of a coupon. The won coupons are stored in My coupons page.

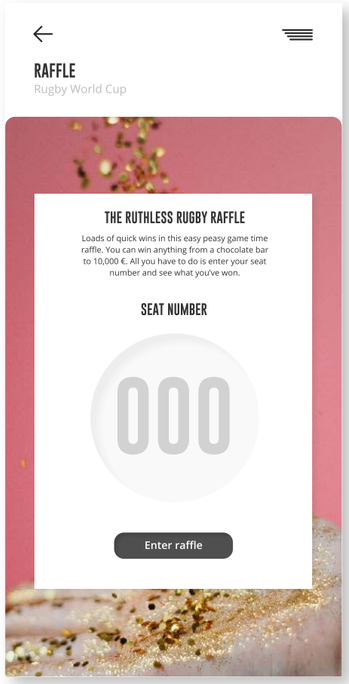
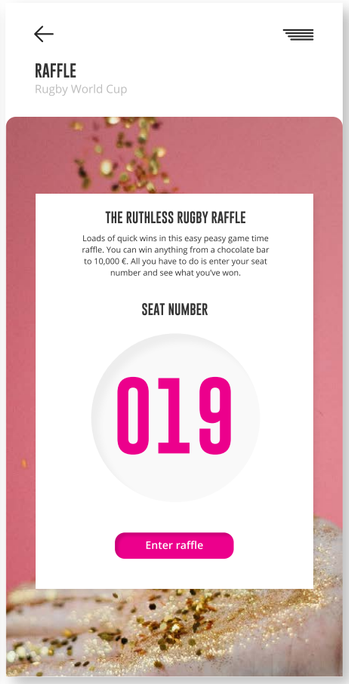


Figure 1 - Participation in raffle



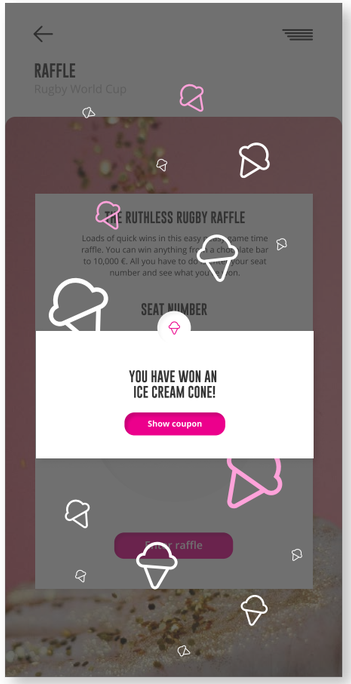


Figure 2 - Winning notification

*Not part of the basic service package

10.5 Scratch coupon*

The option of a scratch coupon is incorporated in the Yonoton platform. The customers can scratch the coupon with their finger movement to win alluring discounts (Figure 1).

If the consumer wins the prize, he/she receives notification with the link to the reward (Figure 2).

If the reward provides a reduction of the price on the products distributed within the platform, it has the form of a coupon. The won coupons are stored in My coupons page.

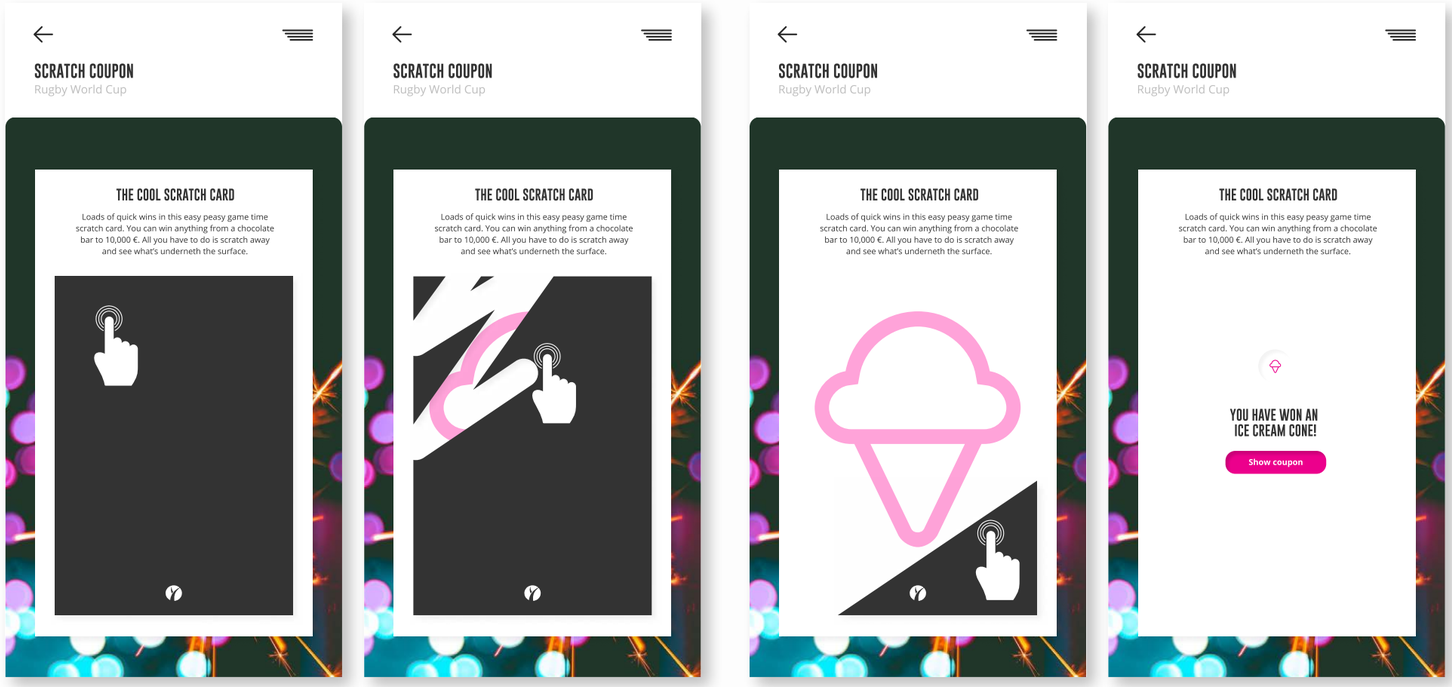


Figure 1 - Scratch coupon

2 - Winning notification

*Not part of the basic service package

10.6 Stamp card*

A digital stamp card is a modern version of the traditional loyalty card that is managed through the platform. Stamp cards give customers the freedom to gain rewards or redeem points right from their smart devices (Figure 1).

Stamps are collected by using the purchase option of the app. The merchant can specify the amount when the stamp is received.

Alternative method of collecting stamps is to use the QR-code of the stamp cards. Each stamp card has a unique QR-code. While receiving the order consumer submits loyalty card QR-code to the staff member to get a stamp.

When the amount of stamps in the card reaches a set amount, the consumer may receive the discount to the products distributed by the entity issued the card or other bonus.

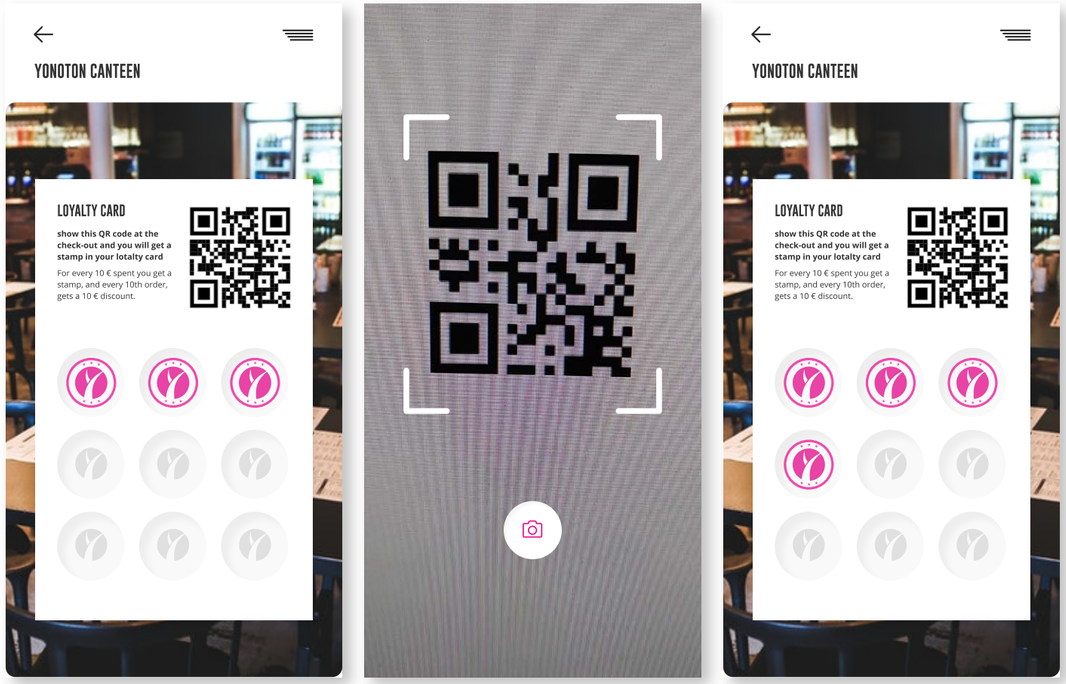


Figure 1 - Digital stamp card

*Not part of the basic service package

10.7.1 Competitions*

Through the platform, consumers may attend on competitions set live by the merchant. To take part in the competition, consumer needs to choose the game, fill in the desired information and wait for the end results. (Figure 1).

Once the information has been filled, the customer receives a notification (Figure 2).

If the customer wins the valuable reward, he/she will be immediately notified about it.

*Not part of the basic service package

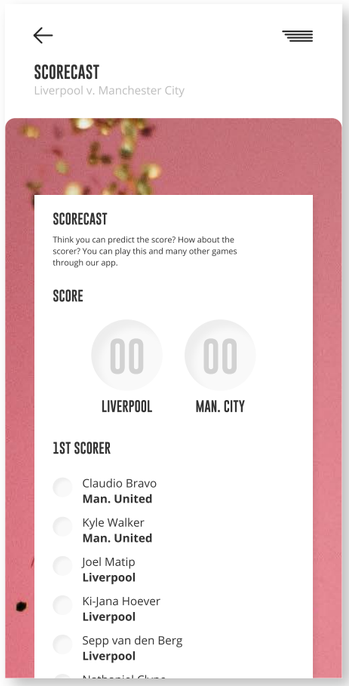
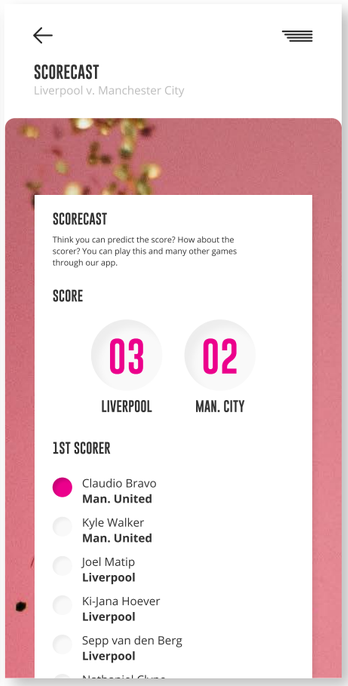


Figure 1 - Competition participation



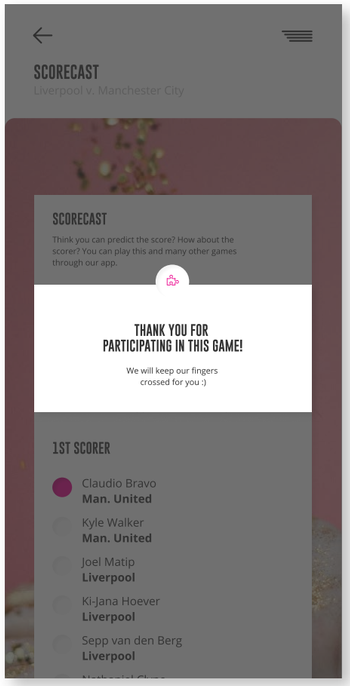


Figure 2 - Notification of a participation

10.7.2 Voting*

Voting can be set on by the merchant for various reasons. It can be used for asking the quality services, or it can be a marketing related phenomena. The platform collects reviews and ratings for events, products, services that the merchant desires.

There are several voting methods provided by the system such as simple thumb up or thumb down. After voting, consumers may look at the results (Figure 1).

Sometimes voting can be carried out by means of rating system stars. The customer is asked to rate product, service, or event on a scale from 1 to 5 stars (Figure 2).

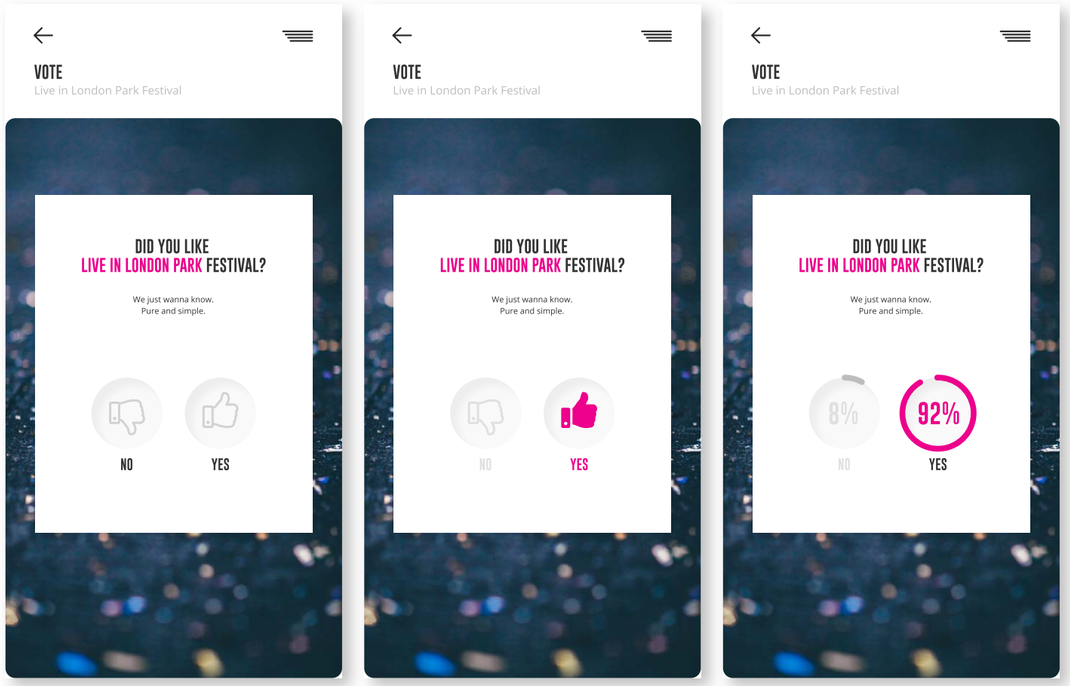


Figure 1 - Rating by thumbing

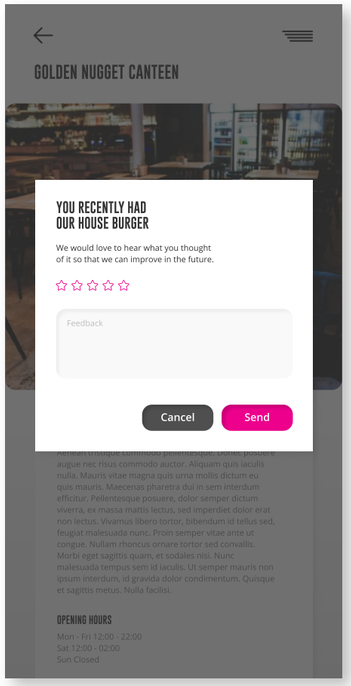


Figure 2 - Rating system stars

*Not part of the basic service package

11.1,11.2.1,11.2.2, 11.3 Open feedback, feedback to location, feedback to location pop-up, feedback to product bought

Customer feedback is information provided by clients about their satisfaction or dissatisfaction with a product or service and about the experience they had with the platform.

Having analyzed the feedback gathered by the platform, a customer may receive unique data that helps taking business decisions and improve products and services quality. Besides base on feedback, it is possible to measure customer satisfaction and create the best customer experience.

It must be pointed out that customer feedback is a reliable source for information to other consumers.

Consume may leave a comment about the place he/she visited or the company the services used, by clicking the “Feedback” button. Having submitted feedback, the consumer receives the banner notification (Figure 1).

After the consumer receives the desirable order, a popup window appears to get consumer’s thought of it. Customer may ignore it or provide a review about product, service (Figure 2).

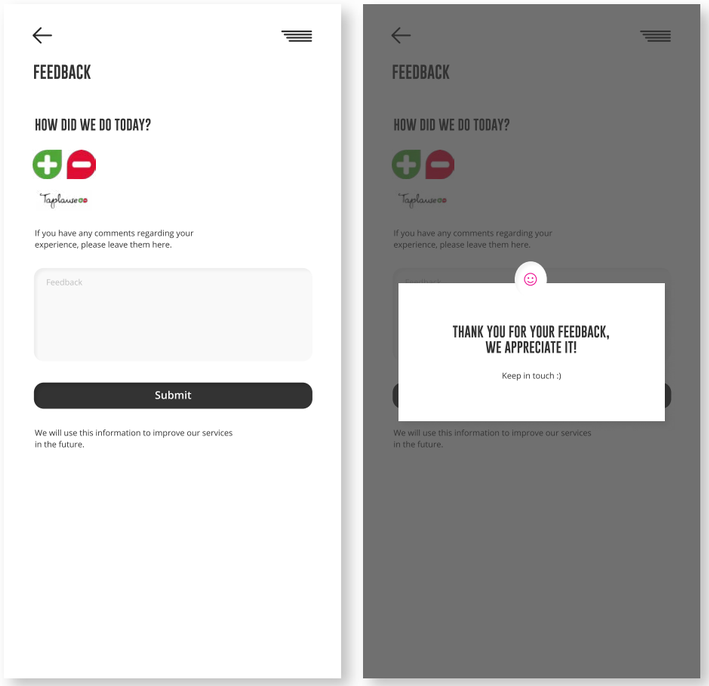


Figure 1 - Customer feedback

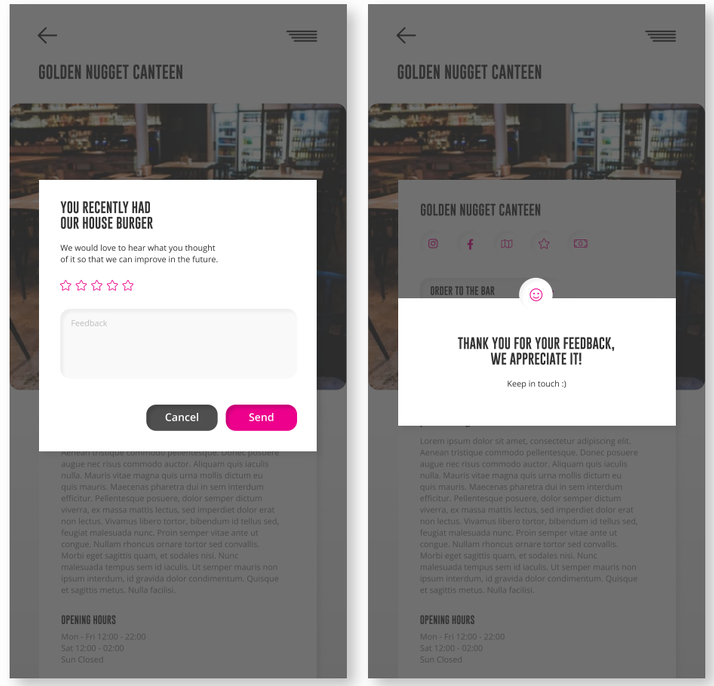
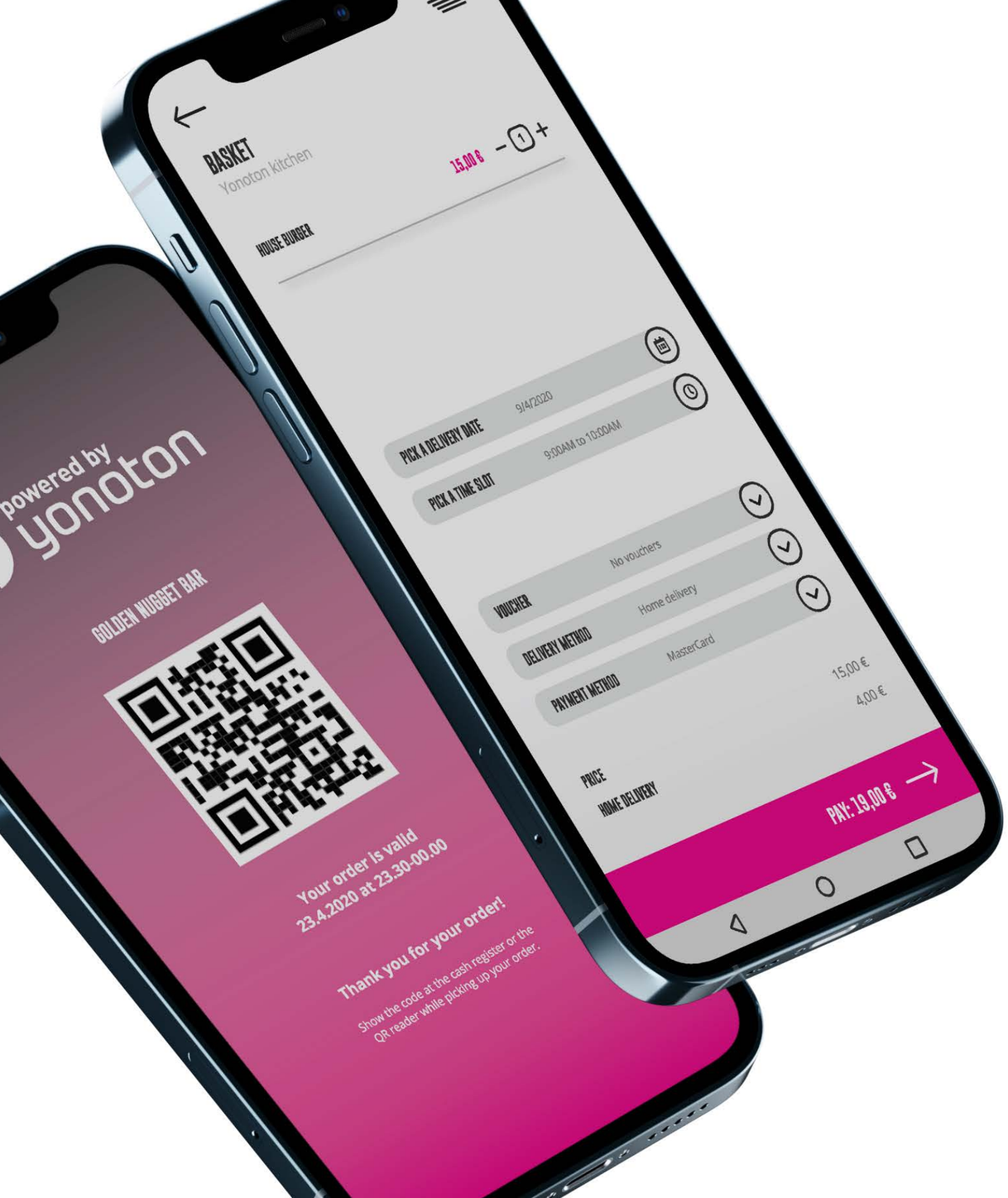


Figure 2 - Popup window to get customer feedback



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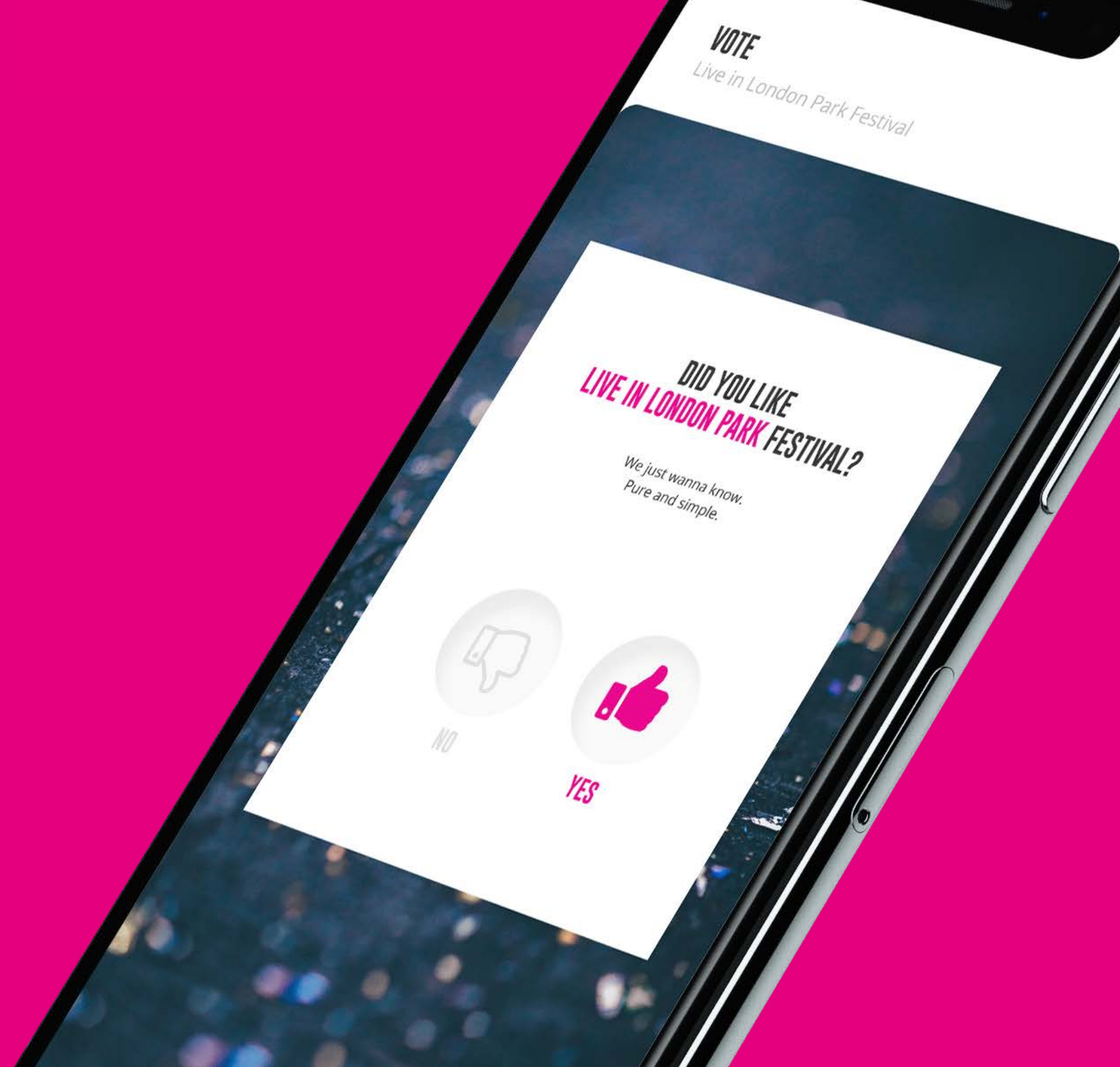
sales@yonoton.com
www.yonoton.com

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