

Apple Wallet

Customer Experience Walk-Through

December 2023

Apple Wallet: Why?

Why are we doing it?

1. 60% of all LocalFlavor.com visits originate from an iPhone.
2. We want to make it quick and easy for a Local Flavor customer to find their certificates and coupons so that they are more likely to redeem them.
3. By enabling Apple Wallet, the customer will no longer have to navigate to Local Flavor on their phone, log in to their account, and search for the correct certificate.
4. Apple Wallet passes will put bring the Local Flavor experience to the customer's fingertips, eliminating multiple steps for redemption.

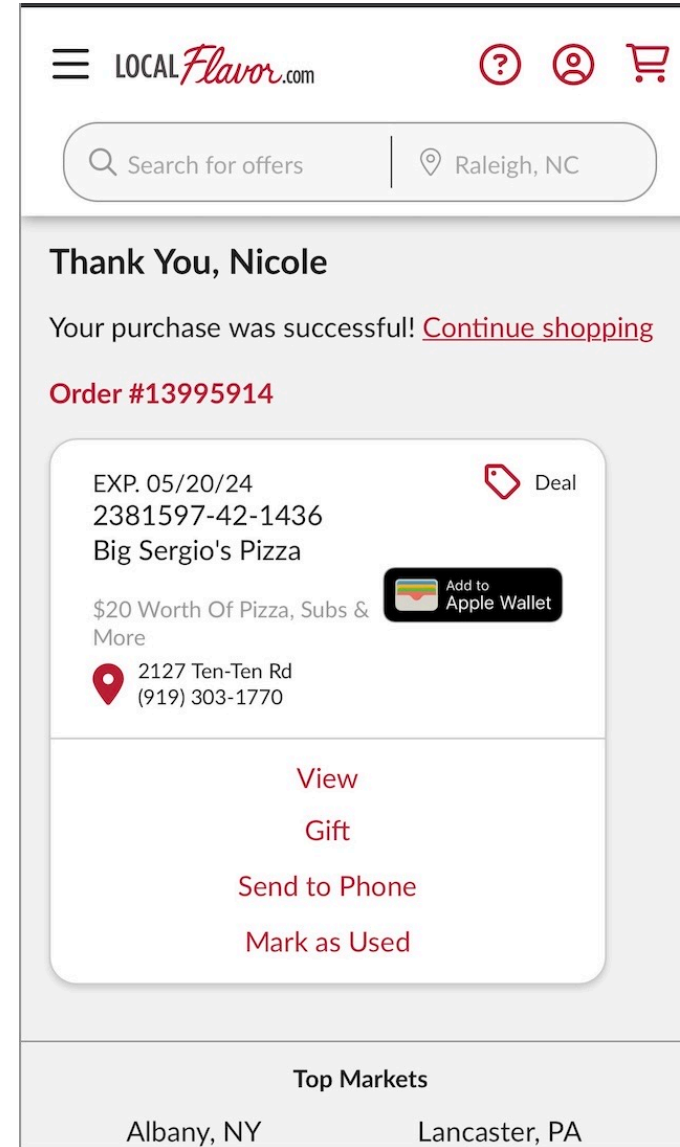
Apple Wallet: What?

What is it?

1. Apple iPhones have an app called a 'Wallet' that is used to save digital information such as coupons, membership cards, event tickets, forms of payment, and more.
2. Apple Wallet 'passes' are digital representations of information that might previously be on paper or plastic.
3. We are adding the ability to generate a pass from a Local Flavor certificate or coupon, storing the pass in the Apple Wallet app.

Step 1: Purchasing A Certificate

1. Using their iPhone, the customer purchases a certificate on LocalFlavor.com.
2. A new 'Add to Apple Wallet' icon appears as an option on the Thank You page.
3. Alternatively, a customer can navigate to their Local Flavor account, find a previously-purchased certificate, and choose the 'Add to Apple Wallet' option to add the pass post-purchase.



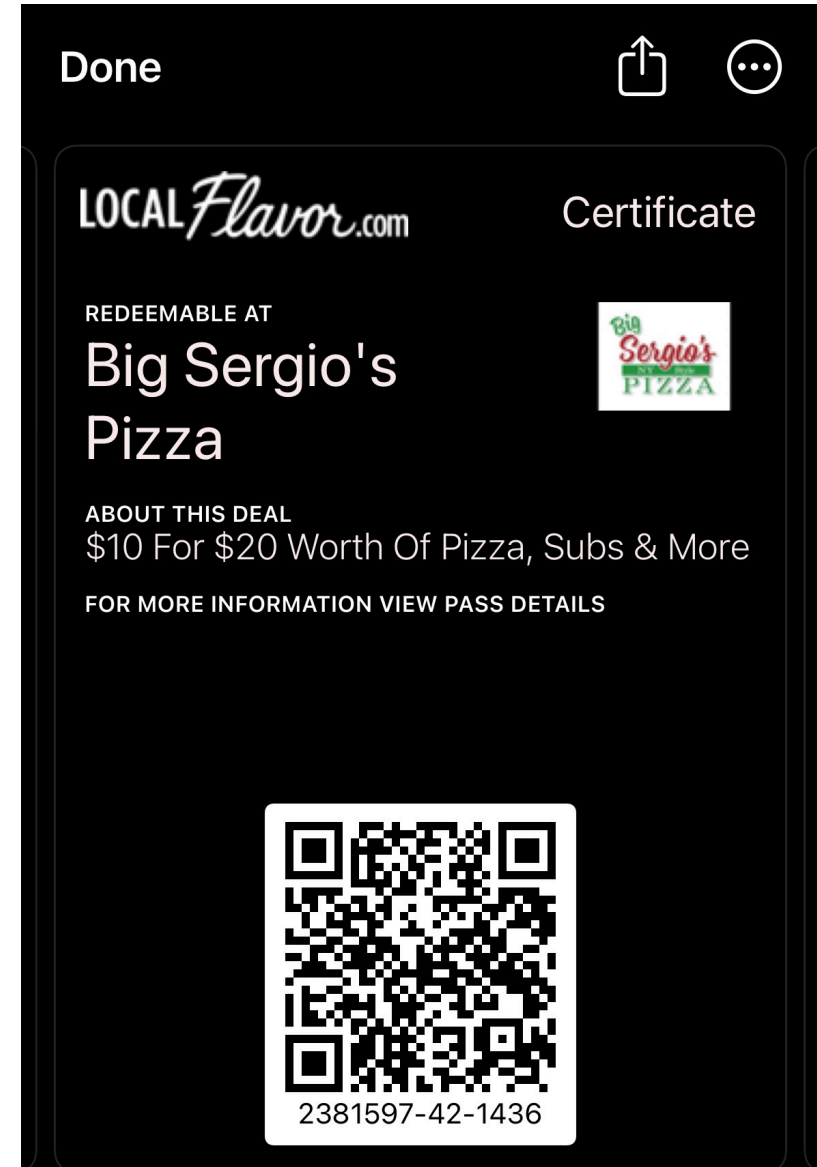
Step 2: Adding the Certificate to the Apple Wallet

1. Using their iPhone, the customer clicks the 'Add to Apple Wallet' icon on the Thank You page of LocalFlavor.com or from the certificate page of LocalFlavor.com.
2. The customer's iPhone opens the 'Wallet' app.
3. The customer clicks the 'Add' icon on the top, right corner of the screen. The certificate is then added as a 'pass' in the Wallet.



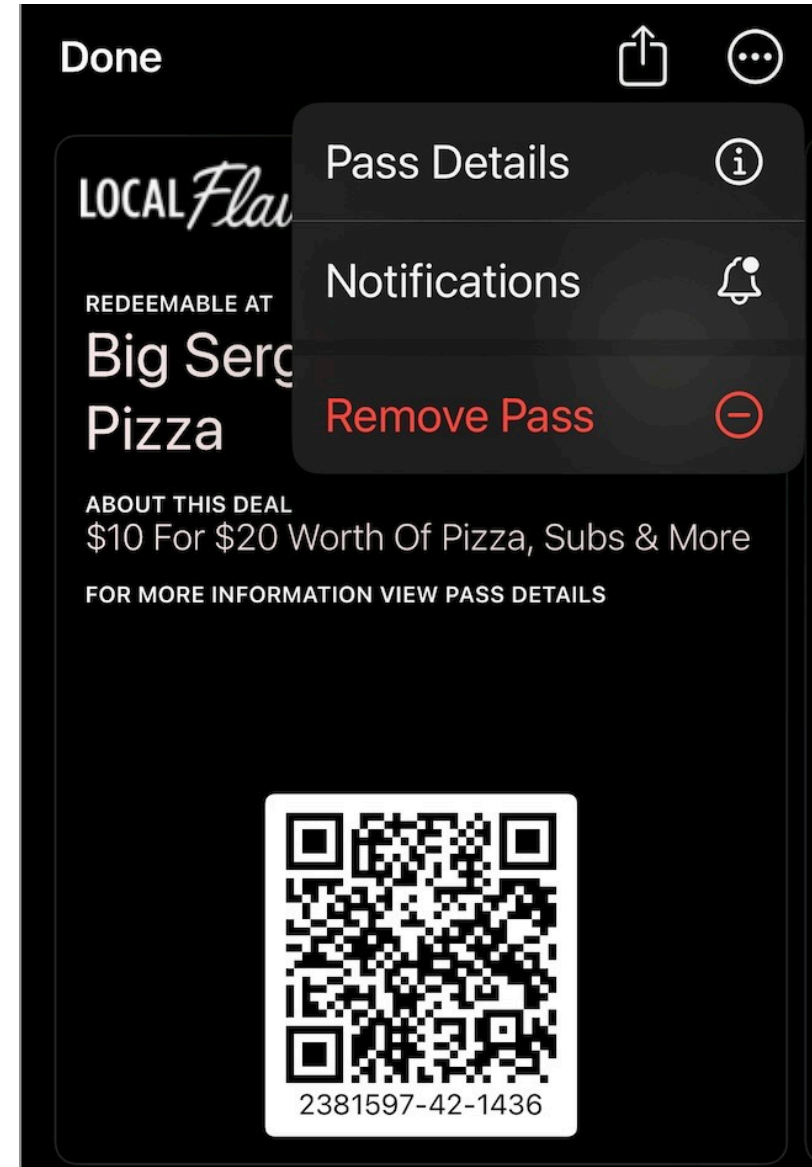
Step 3: Viewing the Certificate Front

1. The customer navigates to the Wallet app on their iPhone.
2. The customer locates the desired certificate from Local Flavor.
3. The following information is found on the Wallet pass:
 - i. 'Certificate' indicating that this is a deal, not a coupon
 - ii. Business name
 - iii. Deal details
 - iv. QR Code for use by the merchant to redeem the offer
 - v. Certificate number under the QR Code



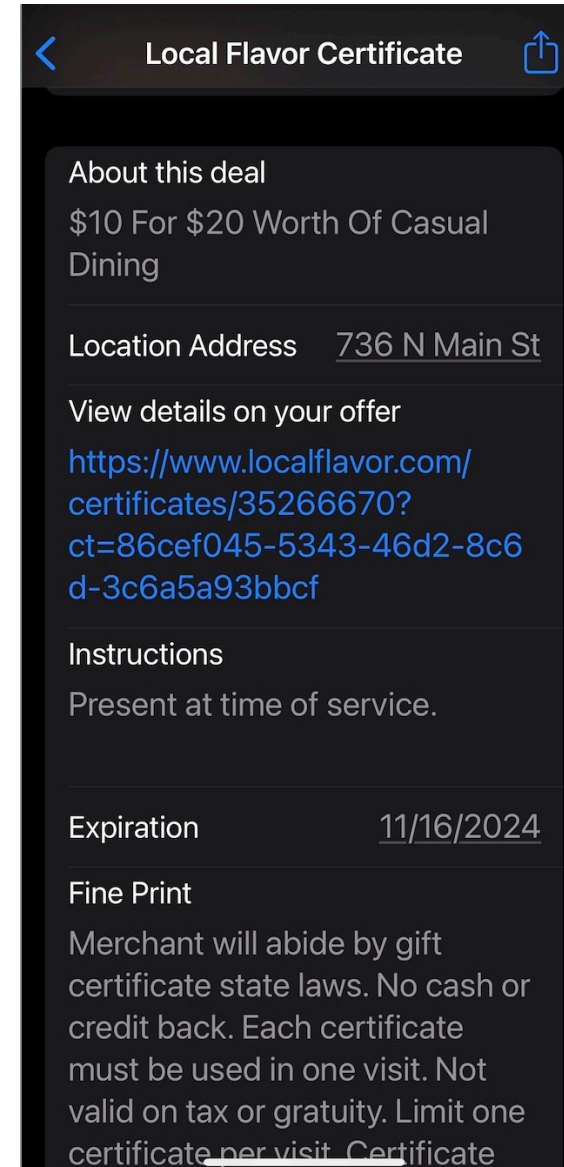
Step 4: Finding the Certificate Details

1. More certificate information can be found on the back of the pass.
2. The back of the wallet pass can be viewed by clicking on the 'three dots' icon on the top, right corner and selecting, 'Pass Details'.
3. The pass will flip over to display additional details on the back.



Step 5: Viewing the Certificate Details

1. The back of the pass contains more information for the customer and the merchant to assist with redemption:
 - i. Deal description
 - ii. Business address
 - iii. A link to the deal details on LocalFlavor.com
 - iv. Redemption instructions
 - v. Expiration date
 - vi. The Fine Print
 - vii. The Terms and Conditions
2. Clicking the link takes the user to the certificate details page on LocalFlavor.com.



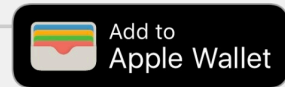
Step 6 (Optional): Viewing the Deal on LocalFlavor.com

1. Should the merchant wish to see the certificate on LocalFlavor.com, the customer can click the link that is displayed on the back of the Wallet pass, under 'Pass Details'.
2. This step is NOT necessary, as the certificate can be redeemed by scanning the QR Code on the front of the Wallet Pass.
3. Clicking the link takes the user to the same page on LocalFlavor.com that would be used if the customer did NOT use the Apple Wallet pass. This can act as a backup for the merchant should they have questions about the deal.

 Print Certificate

 Redeem Certificate

LOCAL *Flavor*.com 2381597-42-1436



**\$20 Worth Of Pizza,
Subs & More**

Redeemable only at

Big Sergio's Pizza
2127 Ten-Ten Rd
Apex, NC 27539
[9193031770](tel:9193031770)



Valid From
11/20/23



Expires On
05/20/24

Merchant will abide by gift certificate state laws. No cash or credit back. Each certificate must be used in one visit. Not valid on tax or gratuity. Limit one certificate per table, per visit. Certificate cannot be used in conjunction with any other certificate, coupon, special or promotion. Gratuity not included; please tip on the pre-discounted total. Valid for dine in and take-out. Not valid on delivery.

Step 7: Redeeming the Certificate

1. Using their own device to redeem the certificate, the merchant will scan the QR code on the Wallet pass.
2. A browser window will open on the merchant's device to display the same redemption screen on LocalFlavor.com that is shown when a paper certificate is scanned. The redemption experience is exactly the same.
3. The merchant will enter the pre-discounted amount (total bill) of the purchase and click 'redeem'.

localflavor.com

LOCAL *Flavor*.com

Redeem Certificates

Enter the certificate numbers and the full price value of the respective purchases.

Certificate Number
2381597421436

\$ Full Price Value
60.00


Add Certificate Get Details


Redeem

What about Apple Wallet for Coupons?


Step 1: Adding Coupons to the Wallet

1. Apple Wallet can be used for coupons the same that they can be used for certificates.
2. The 'Add to Apple Wallet' option is shown immediately after the customer clips the coupon.
3. Clicking 'Add to Apple Wallet' will create a pass for the coupon and add it to the customer's Wallet app.

 Print Coupon


 Redeem Coupon

LOCAL *Flavor*.com 9555534-53-2231

 Add to Apple Wallet

\$100 off all new service upgrade/panel upgrades.

Redeemable only at
Right Electrical
CALL FOR A FREE ESTIMATE!
[9844805730](tel:9844805730)

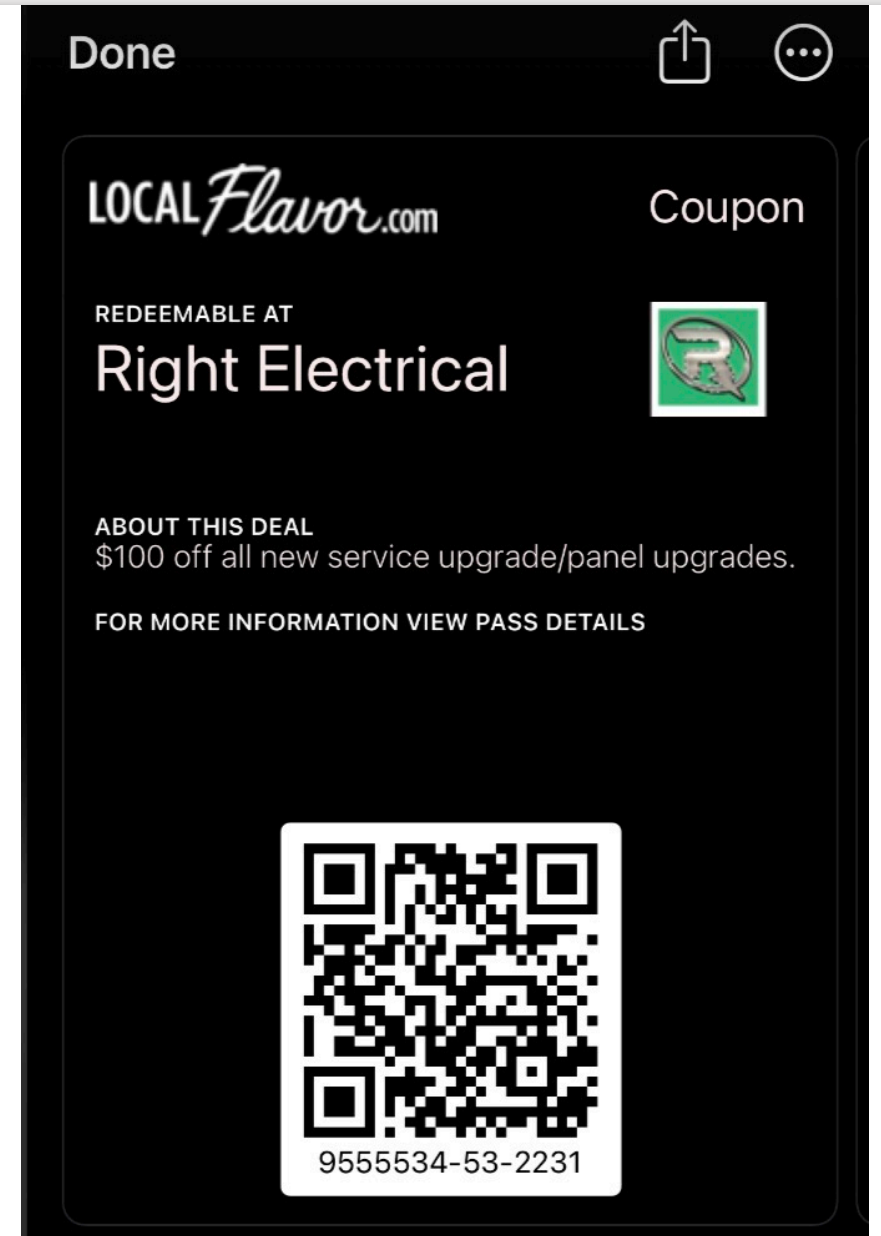


Valid From 11/29/23 > Expires On 12/26/23

\$100 off all new service upgrade/panel upgrades. With this coupon. Not valid with other offers or prior purchases. Expires 12/26/23.

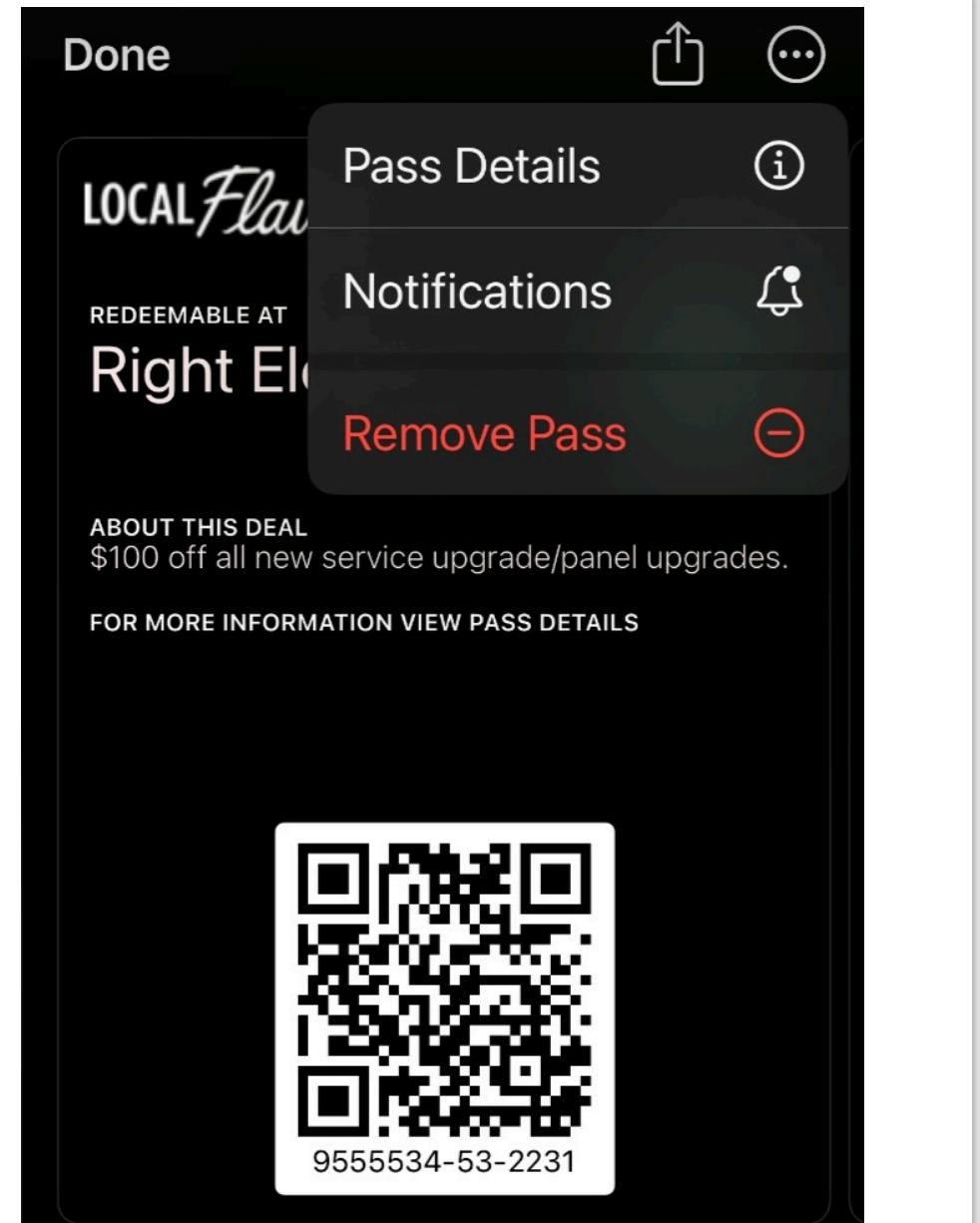
Step 2: Viewing the Coupon

1. Just like with a certificate, the customer navigates to the Wallet app on their iPhone.
2. The customer locates the desired coupon from Local Flavor.
3. The following information is found on the Wallet pass:
 - i. 'Coupon' indicating that this is a coupon, not a certificate
 - ii. Business name
 - iii. Deal details
 - iv. QR Code for use by the merchant to redeem the offer
 - v. Coupon number under the QR Code



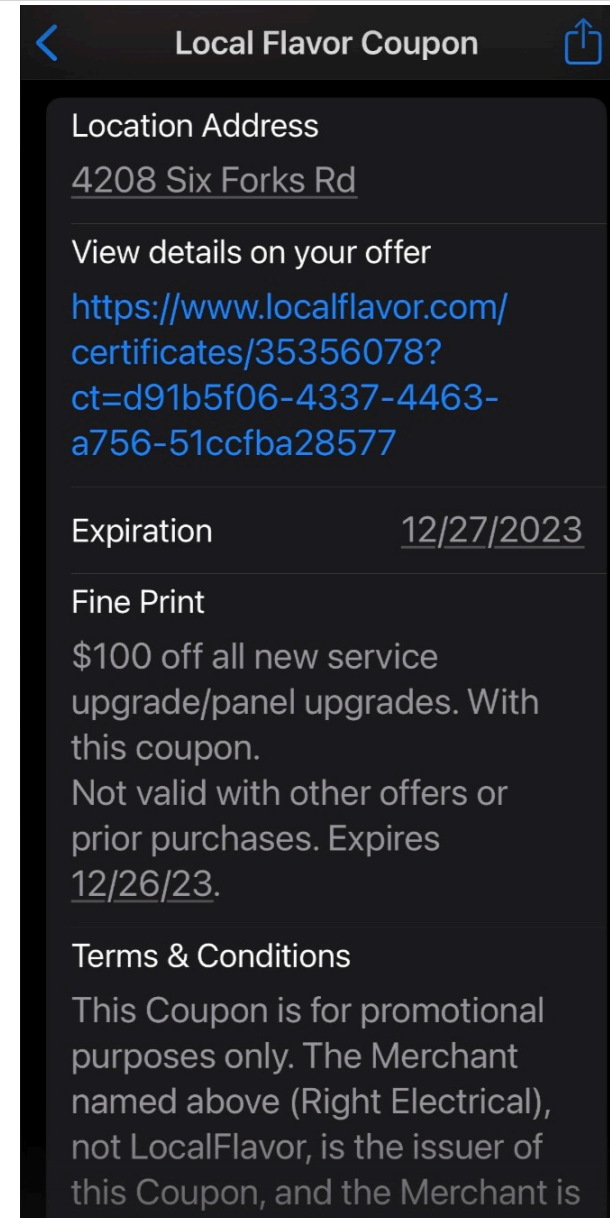
Step 3: Finding the Coupon Details

1. More coupon information can be found on the back of the pass.
2. The back of the wallet pass can be viewed by clicking on the 'three dots' icon on the top, right corner and selecting, 'Pass Details'.
3. The pass will flip over to display additional details on the back.



Step 4: Viewing the Coupon Details

1. The back of the pass contains more information for the customer and the merchant to assist with redemption:
 - i. Business address
 - ii. A link to the coupon details on LocalFlavor.com
 - iii. Expiration date
 - iv. The Fine Print
 - v. The Terms and Conditions
2. Clicking the link takes the user to the coupon details page on LocalFlavor.com.



Important Take-Aways

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Apple Wallet is an app on an iPhone that allows consumers to save information digitally.

Enabling Apple Wallet for Local Flavor gives consumers an additional path to download their certificates and coupons.

We already give consumers the ability to download coupons and certificates today. Redeeming certificates and coupons also uses a QR Code.

Scanning from the Apple Wallet uses the workflow as scanning the QR code on a paper certificate or coupon. There is nothing different.

Questions?

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