

# CupCred

## Sample Customer Journey (Visual Storyboard)

Sydney Chapter

# Scenario 1: User uses a reusable cup

It's time for a coffee break. I'm going to use CupCred and order a flat white from the cafe next to my office. I'll bring my reusable cup!



At the cafe, I greet Dave the barista and show him the QR code on my phone to scan and check my order.



I'm going to donate my CupCredits to my favourite women's health charity. I really feel like I'm making a difference and supporting them.



My coffee is ready! I'm so glad I can collect more CupCredits for being a loyal customer and will continue to use my reusable cup!

1. User orders a coffee from the CupCred app

2. Order is processed with cup selection

3. User chooses where to donate CupCredits

4. User arrives at cafe. Barista verifies order and scans QR code

5. User picks up coffee in a reusable cup and wins 20 CupCred points upon scanning the QR code

Once a charity or cause gains a certain amount of CupCredits, this is converted into a variety of relevant benefits and rewards.

# Scenario 2: User uses a disposable cup (recycles)

I really need a coffee. I'm going to use CupCred and order a cappuccino from the cafe across the road. Oops, I forgot, I left my reusable cup at home today.



I'm going to donate my CupCredits to my favourite charity - doctors without borders. I feel like I'm helping them by giving back.



At the cafe, I greet Dave the barista and show him the QR code on my phone to scan and check my order.



My coffee is ready! I'm going to dispose of my coffee cup in the bin and scan the QR code to get more CupCredits.

1. User orders a coffee from the CupCred app

2. Order is processed with cup selection (picks 'disposable cup' option)

3. User chooses where to donate CupCredits (after responsibly disposing of cup)

4. User arrives at cafe, barista verifies order and scans QR code

5. User picks up coffee and after finishing his coffee disposes of cup in the recycle bin and gets 10 points for disposing the cup in the right manner.

Once a charity or cause gains a certain amount of CupCredits, this is converted into a variety of relevant benefits and rewards.

# Scenario 3: User uses a disposable cup (does not recycle)

I'm running late to work but I need my coffee hit. I'm going to use CupCred and order a latte from the cafe near work so I can pick it up along the way. Oh no, I don't have a reusable cup. Oh well, I don't have the time.



At the cafe, I greet Dave the barista and show him the QR code on my phone to scan and check my order.



I'm going to donate my CupCredits to WWF as I care about animal welfare.. I like that CupCred makes a donation everytime I order a cup of coffee.



I have finished drinking my coffee. I don't have the time to go dispose it off in a recycle bin. Oh well, I will just do it the next time.

1. User orders a coffee from the CupCred app

2. Order is processed with cup selection

3. User chooses where to donate CupCredits (after responsible disposal of cup)

4. User arrives at cafe, barista verifies order and scans QR code

5. User picks up coffee but does not dispose of it in a responsible way. QR code goes unscanned and she loses 10 points.

Once a charity or cause gains a certain amount of CupCredits, this is converted into a variety of relevant benefits and rewards.

# THE IDEA: CupCred

**CupCred is an innovative consumer loyalty program that incentivises small acts to reduce the waste caused by single-use takeaway cups, whilst promoting retailers who are socially and sustainably responsible.**

A revolutionary way to incentivise consumers and businesses to avoid or correctly dispose of single-use cups. People have always been creatures of habit, but we are on a mission to prove that small behavioural changes can equate to big rewards for our planet.

With CupCred, you can earn points to 'give' or 'take' for acts as simple as bringing your reusable cup to participating stores, or returning your to-go fiber cups, lids, sleeves, straws or liners to be disposed of correctly.

If users opt to 'give' they donate their credits to environmental causes as part of a community donation program. Each month our stores will select three local causes to support, then users will elect to either donate their credits to one cause or spread the love across all three. Everybody gets something. Alternatively, users can accumulate and 'take' the credits for themselves to receive discounts on purchases at their favourite responsible stores.

It's an eco-wallet of sorts, flipping the age old loyalty card on its head through simple to use technology.