

Data transfer between
phone app and cloud
storage

V1

Shopper wants to scan a
physical coupon for
convenience

V2

Shopper wants to locate an
item in the store they are
standing in so they can pick
it up.

V3

Find nearby stores

V1

Send details of a coupon to a
vendor

V2

Person wants to send a
free Father's Day card to
express their love.

V3

Navigation to and within
store

V1

Movie-goer wants
popularity data stored in
database to enable finding
good movies.

V2

V3

Valuable

Valuable

Not valuable

Valuable

Not valuable

Valuable

Not Valuable

Not valuable

Valuable

Shopping list management

V1

Shopper wants to see the coupons that they have saved for reference

V2

Movie-goer wants to read movie reviews for a given movie so they can decide if they want to see it.

V3

Coupon management

V1

Shopper wants to see how many of their coupons can be used at a particular store for a particular shopping list to decide where to shop

V2

Person wants to pick a card for Christmas, Thanksgiving, Valentine's Day, or a Birthday because those are the occasions they care about.

V3

API to get information about catalog items and store inventory

V1

Create a database of coupons from all vendors

V2

Movie-goer wants to pay with app at ticket booth for convenience

V3

Valuable

Valuable

Valuable

Not valuable

Valuable

Valuable

Valuable. The person at the ticket booth will give them tickets after they pay.

Not valuable

Not valuable

Database of store locations
and store details

V1

Shopper wants to search
for coupons to save money

V2

Well-wisher wants the
convenience of paying for a
greeting card with Visa or
Mastercard

V3

User interface for iPhone,
Android, and Windows
Phone

V1

Getting in-store assistance

V1

Not valuable. Just the action
of paying.

Valuable

Not Valuable

Not valuable

Valuable

Select greeting card from card catalog

S

Select Mother's Day Card

S

Select Father's Day Card

S

Select Valentine's Day Card

S

Select Happy Birthday Card

S

Collect recipient information

S

Collect recipient's name and physical mail address

S

Collect recipient's name and e-mail address

S

Collect customized message

S

Customize colors

S

Generate card

S

Create physical version of card

S

Generate electronic version of card

S

Select custom images

S

Search for and add animated gifs

S

Handle payment

S

Take payment via Visa

S

Take payment via Master Card

S

Use promo code to pay

S

Free (no payment required)

S

Send card

S

Mail physical card using Post Office

S

Mail physical card using UPS

S

Mail physical card using Fedex

S

Send e-card electronically

S

1 Small	1 Small	1 Small	1 Small	1 Large
Extra	Extra	2 Small	2 Medium	2 Large
Extra	Extra	3 Small	3 Medium	3 Large
4 Small	4 Medium	4 Medium	4 Medium	4 Large
5 Small	5 Medium	5 Medium	5 Medium	5 Large