

dealio

University of Cincinnati Students need a more efficient way to manage coupons, deals, and event around the campus area to better improve their college experience and bring them to businesses in the UC community.

Currently, the Bearcash system is not reliable or efficient for University of Cincinnati students because it is overwhelming, unorganized, outdated, and not user-friendly.

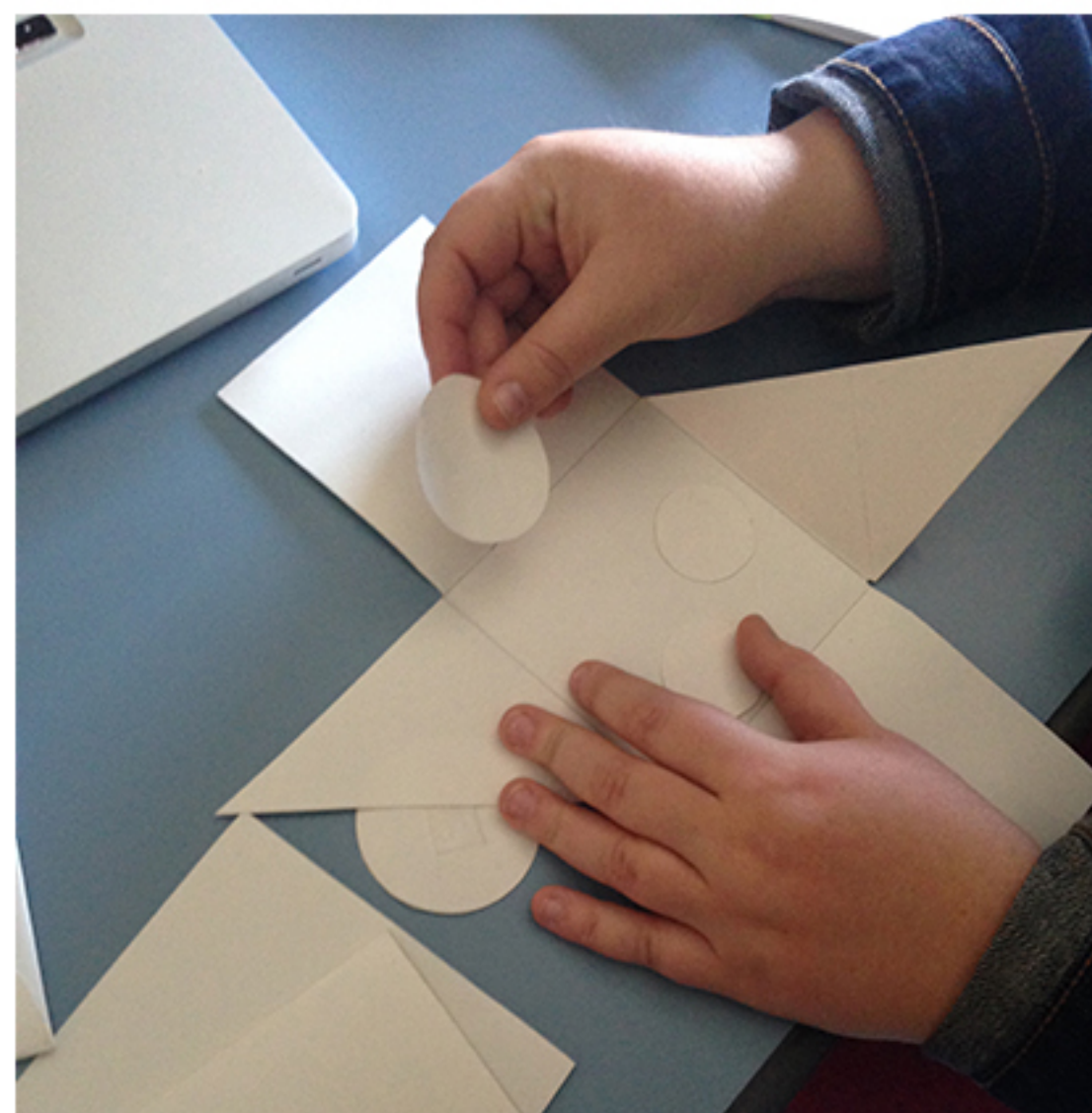
However, if the Bearcash system was changed, students would be more inclined to take advantage of the coupons, deals, and events around them and enhance their college experience and bring them to businesses in the UC community.



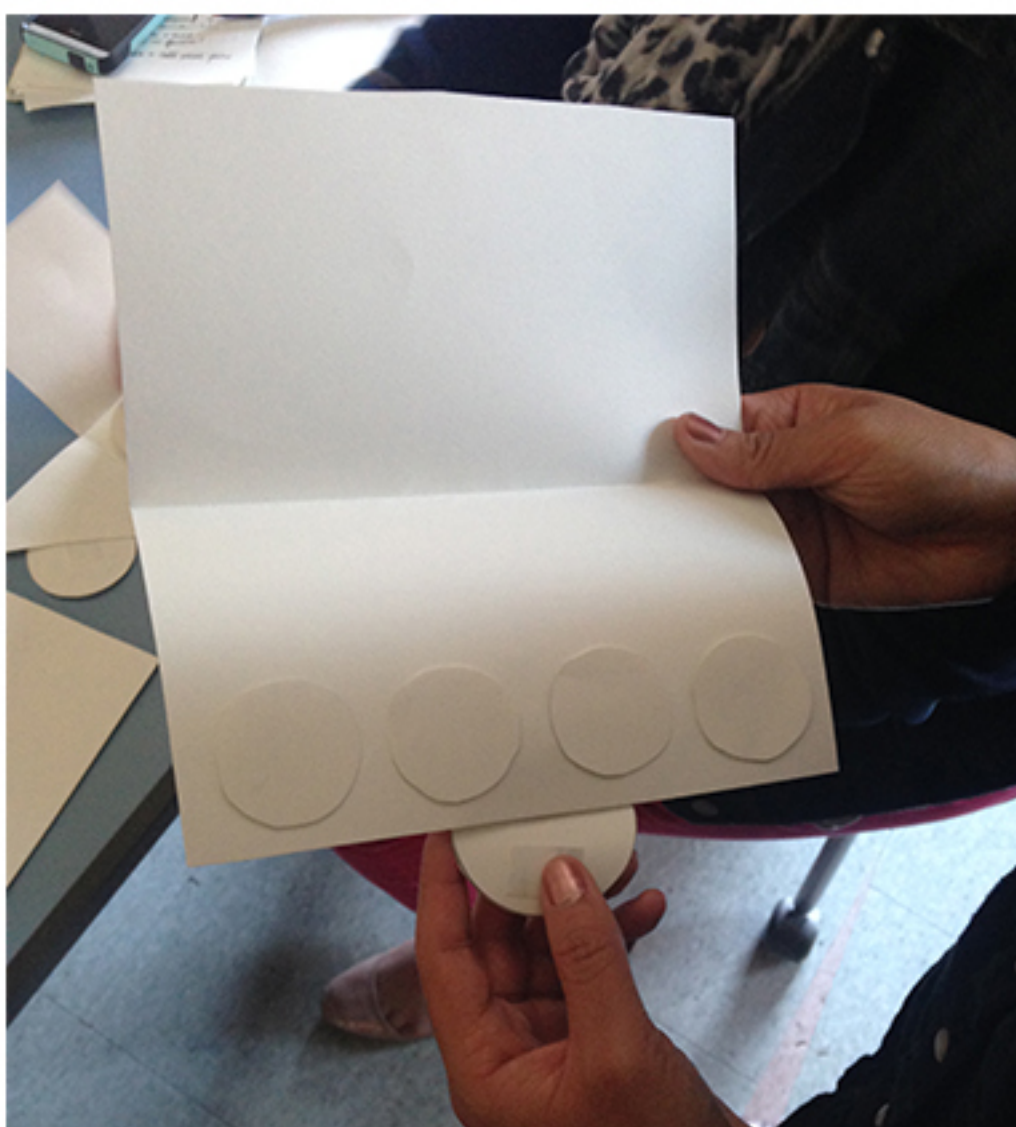
Round Robin 10/22



Round Robin 11/03



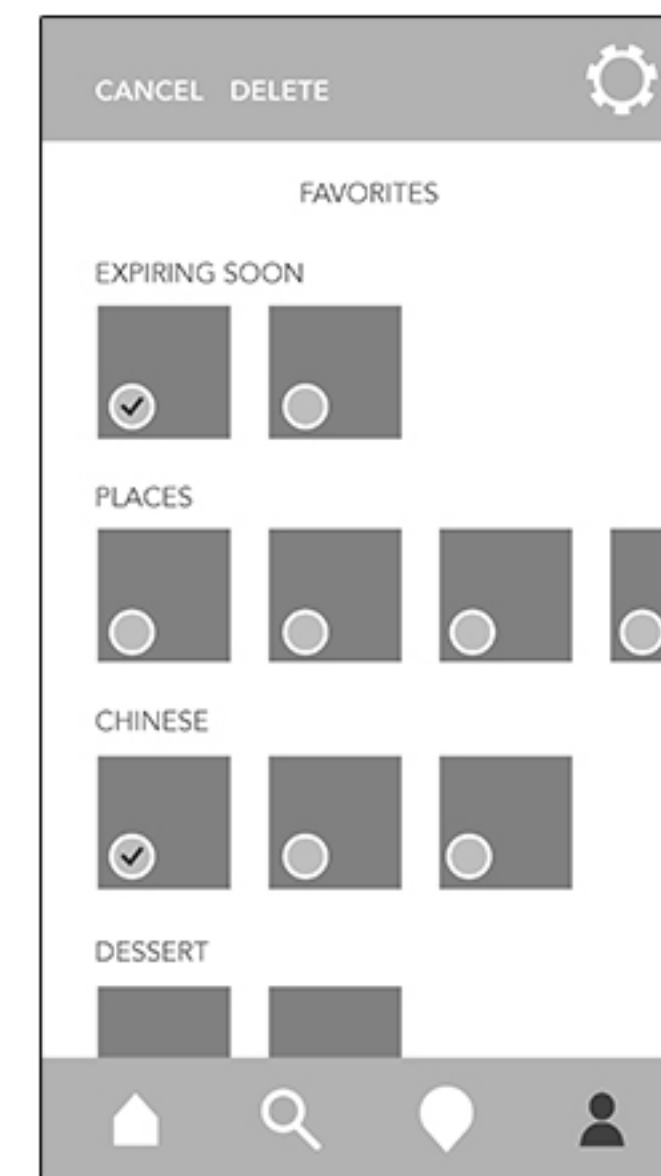
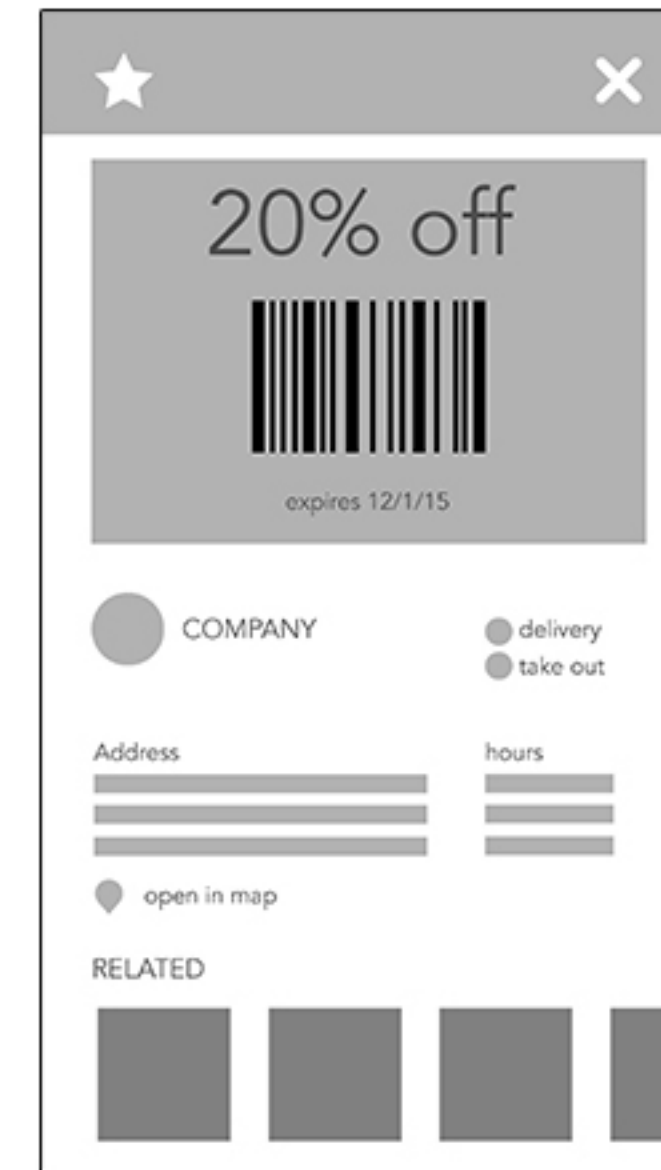
Main Mailer Mock-up



Personal Mailer Mock-up



Refined Wireframes



Refined Wireframes

inside of main mailer



outside of main mailer



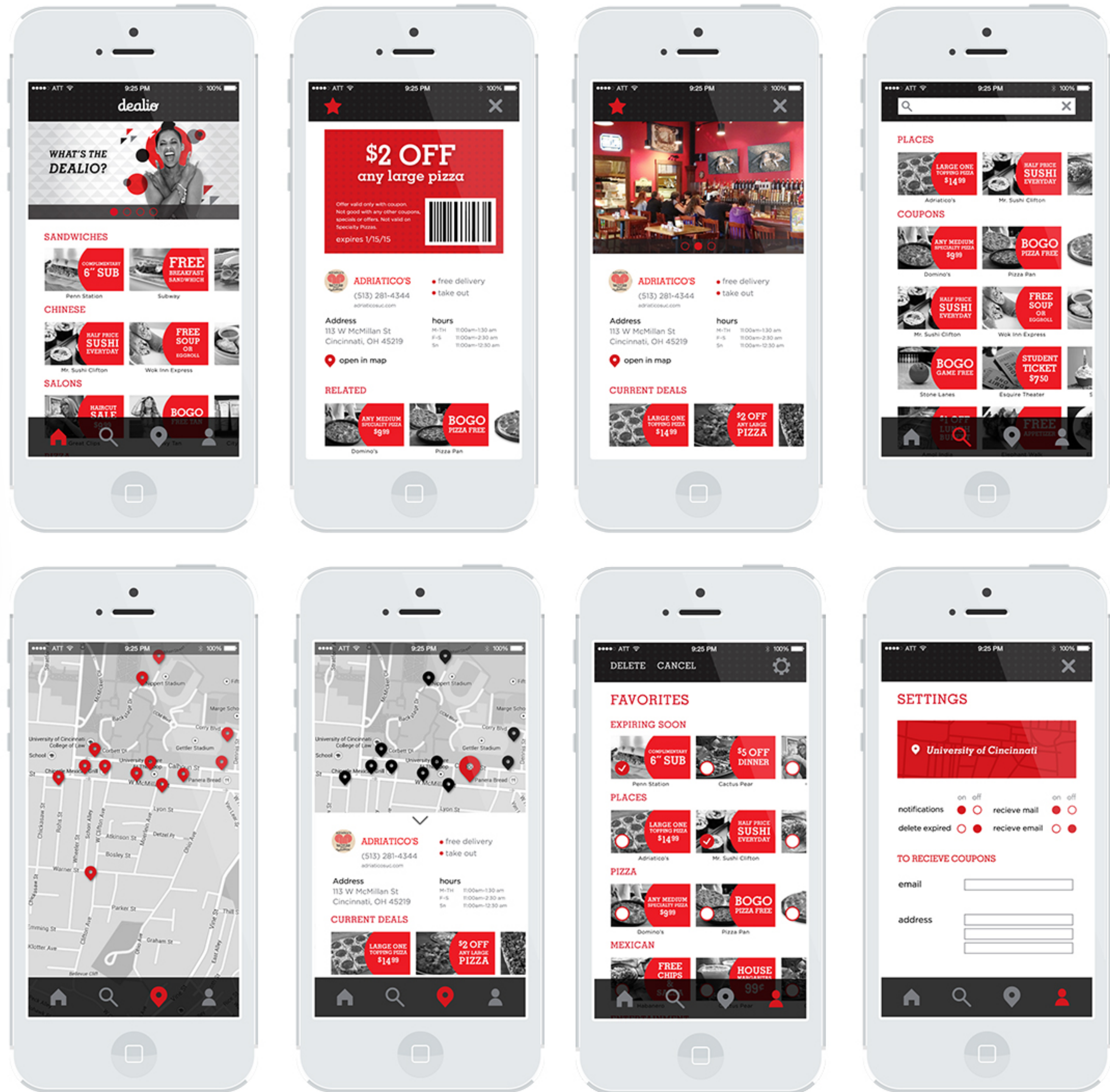
inside of personalized mailer



outside of personalized mailer

MAILER

Final initial mailer. Introduces the system to the user. This is more innovative and trendy to attract our target audience of UC freshman and new transfer students. The second mailer is the sent out periodically throughout the year and includes personalized dealios that match the users favorite coupons in the app.



APPLICATION

Reflects the overall branding of the Dealio system. Features four main sections: home page for browsing dealios, a search page, an interactive map, and finally a profile where you can view your favorite coupons.

**ADDITIONAL LAYOUT OPTIONS****WINDOW CLINGS**

These will be placed on storefront windows and doors to let people walking by know that you can use Dealio coupons there. Store owner will receive one set of clings that they can set up however they would like on their storefront.