PassKit

Integrating Passbook into Your Ecosystem

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Passbook

Re-imagine what's in your pocket

Notes:

Passbook

Enriching customer experiences with PassKit

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Notes:

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GAPP Shop Gift Card

A pass implementation

GAPP

Notes:

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Overview

A. GAPP Shop Gift Card
B. Leveraging Existing Systems
C. Determining Complexity
D. Tips and Tricks

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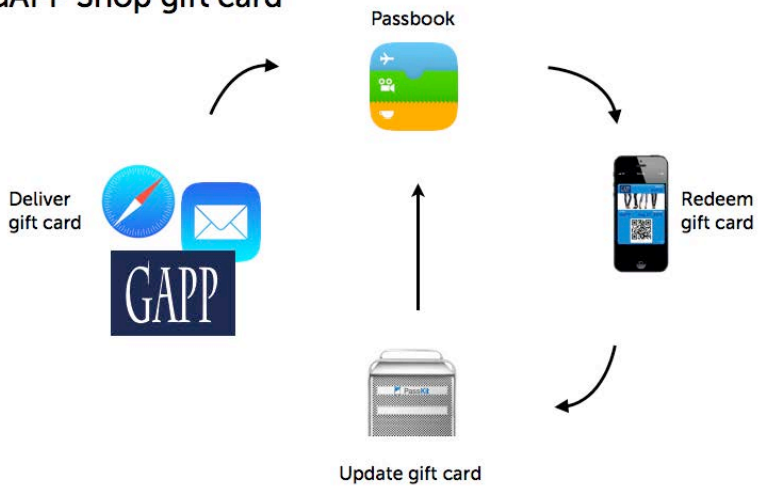
GAPP Shop Gift Card

Lifecycle Review

Lifecycle

GAPP Shop gift card



Notes:

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Deliver the Pass

Getting the gift card to the right use

Customer Acquires the Pass

Step One – purchase

Notes:

Customer Acquires the Pass

Step Two – populate gift card recipient details

Notes:

Customer Acquires the Pass

Step Three – user receives a gift card

Notes:

Customer Acquires the Pass

Step Four – user clicks add to Passbook

Notes:

Customer Acquires the Pass

Step Five – user receives store gift card

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Deliver the Pass

GAPP Shop gift card goals

- Passbook should make it easier
- Existing avenues shouldn't get harder
- Integrate with existing systems

Companion app not required!

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Use the Pass

Using the gift card

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Use the Pass

Purchase in retail GAPP Shop (Offline)

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Use the Pass

Purchase on the web or on the phone (Online)

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Use the Pass

GAPP Store gift card goals

- Leverage existing systems
  - Retail Store
    - Point of sale device
    - Optical scanners
  - Web
  - Phone
- Omni channel

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Human Factor

Retail employees

- Retail employees
- Build a great point of sale user interface
- Which scanner do i use?
  - Laser scanner
  - Optical scanner
  - Handheld 3D scanner
- Any training for employees?

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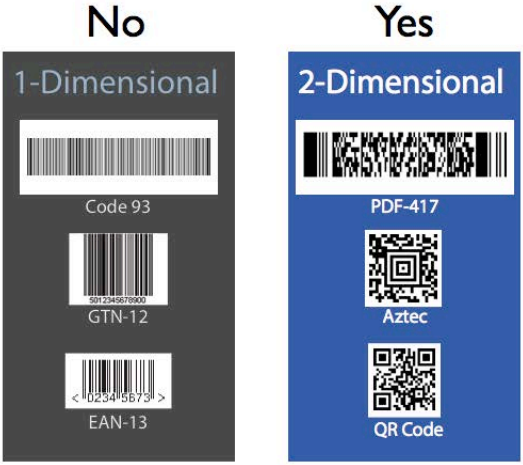
Barcodes



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Human Factor

Retail employees

- Target user-experience consistency
- Repeatability
- Reproducibility

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Update the Pass

Updating the gift card

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Feedback Loop

Keeping your passes alive

- Once a redemption occurs, update the pass
- Feeds back into human factor and customer engagement
- Use PassKit Push Update service

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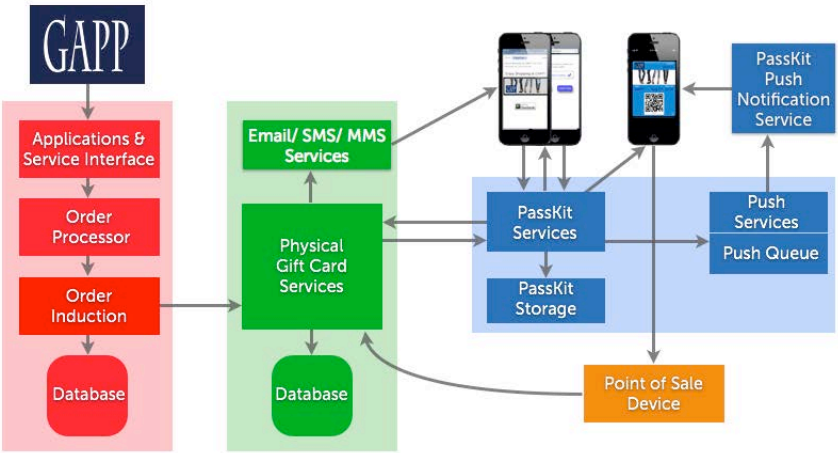
Leveraging your existing systems

Typical Systems Diagram



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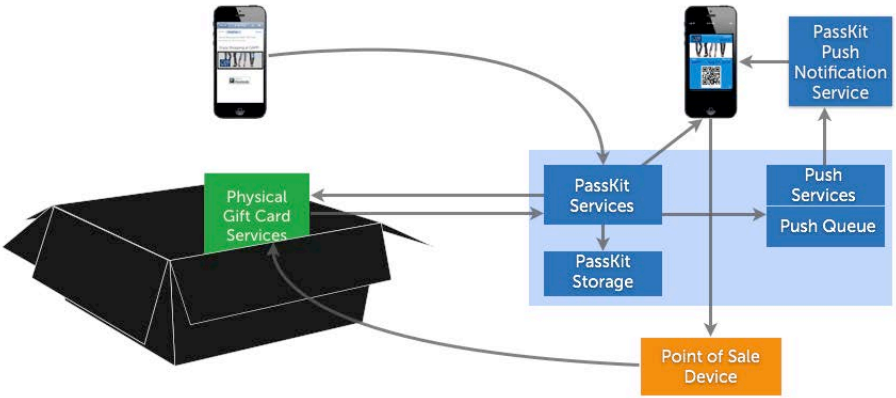
Push to the Black Box

API= Communication link between systems



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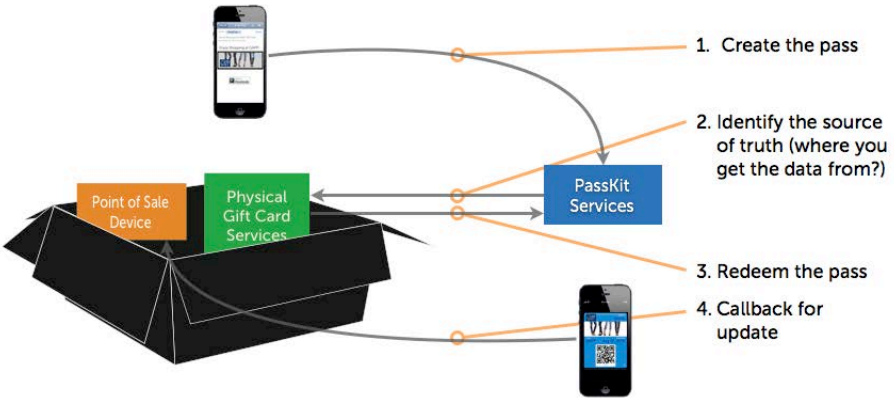
Identify the Minimum Interface

Only maintain the boxes that are relevant



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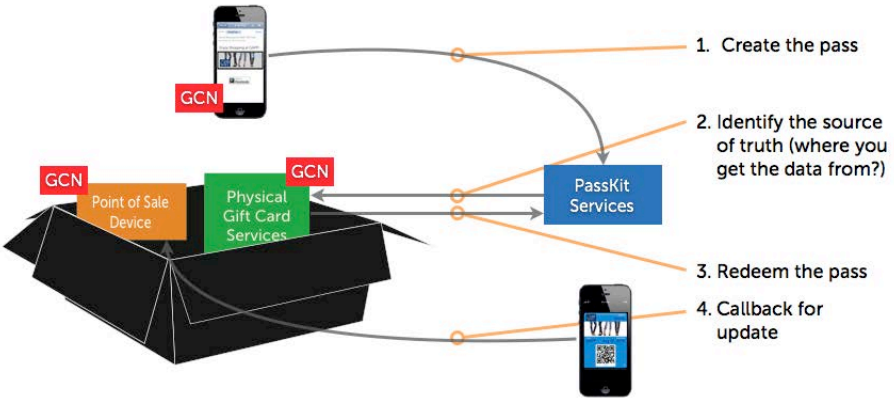
Common Identifier



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Common Identifier

Value known by all interfacing systems

- Gift card number
- Club card number
- Insurance policy number
- Order number
- Event ID
- Event ID with a customer ID

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Determining Complexity

A way to anticipate the level of effort

Facets of Complexity

1. Value
2. Uniqueness
3. Static vs. Dynamic
4. Scale
5. System Integration

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Levels

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1. Value

Newspaper Coupon	Movie Ticket	Boarding Pass
		
		

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2. Uniqueness

Multiple use Multiple person	Multiple use Single person	Quantified use
		
Eg: Subway coupon	Eg: GAPP membership card	Eg: Boarding ticket
		

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3. Static vs. Dynamic

Informational

Eg: Coffee shop coupon

Time sensitive

Eg: Event show time

Multi-state

Eg: Basketball match scoring

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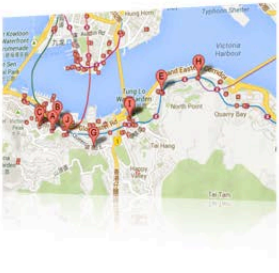
4. Scale

Few

More

Many use



Eg: No. of locations/Passes/Point of Sales

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5. System Integration

iPhone/ Android	Electronic only	Tentcards, emails, mobile apps, online/ offline ads
		
Eg: Smart phone	Eg: POS System	Eg: All channels
		

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Complexity ≠ Better

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Tips and Tricks

Something for every complexity level

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Tips – Basic

1. Loss on Internet Connectivity
2. Push update services

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1. Loss on Internet Connectivity

Impacts performance, security and reliability

- Issuers
- Users

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2. Push update services

Impacts performance, security and reliability

- Push update services are not 100% reliable

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Tips – Intermediate

1. Validate Significant Contents
2. Monitor

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1. Validate Significant Contents

Impacts security

- Anyone can create a pass
- The pass is not authoritative
- Always check the source of truth
  Eg. is the pass info up-to-date?
- Depends on level of integration

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2. Monitor

Impacts reliability

- Be the first to know when your systems go down
- There are numerous external websites that do monitoring
  - Build a query against one of your production test passes
  - Validate response is right/ wrong
- Internal logging systems
  - Asset sizes
  - Certificate expiration warnings (signing and push notification)
- Internal monitoring

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Tips – Advanced

For the most complex passes

1. Distinguish Test and Production Passes
2. Build in Debug-ability

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1. Distinguish Test and Production

Remember the pass type identifier

Pass Type Identifier

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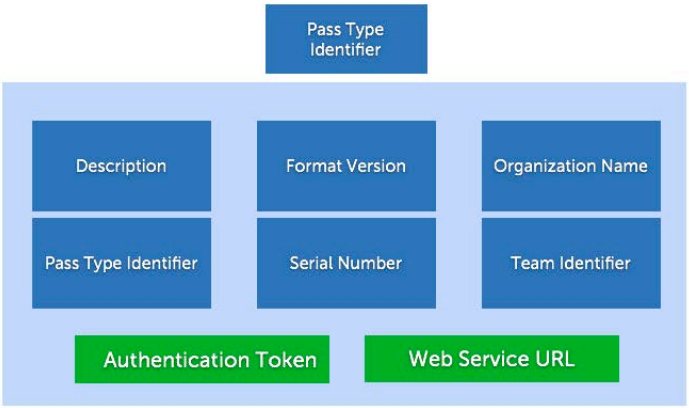
1. Distinguish Test and Production

Passbook package contents



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2. Build in Debugging

Impacts reliability

- Be ready to troubleshoot it in production
- Leverage the back of pass for debug information
- Have a test serial number for production
- Turn on a flag on this test pass
- Display extra information on the back of pass
  - Host or data center
  - Locations
  - Last updated date

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Summary

A. GAPP Shop Gift Card
B. Leveraging Existing Systems
C. Determining Complexity
D. Tips and Tricks

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Learn everything about PassKit:
http://passkit.com/support.html