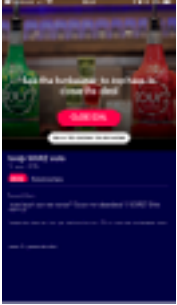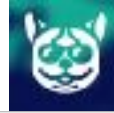|	piggy	(dog logo)	HEMA	(Starbucks logo)
Register/ login	Facebook or email	Facebook	No register/ login needed Register/ login with email for customer card usage	None Optional name and email for newsletter
Locations services	Used for showing nearby stores on the home screen map. App still works without services accept user has to search for his location manually	Used for showing nearby bars in the discount and bars lists. App still works without services accept user has to search for discounts and bars	Used for nearby Hema locations. Makes it easy for web shop pick up at store location.	n/a
Discounts	Get x amount of discount for x amount of points.	Get x amount of discount for one time. no saving up points for discounts. Bars predefine their discounts, user gets to use it once.	Get x amount of discount for x amount of points. Get x amount of discount for selected products without points.	Get 1 free drink after getting 9 stamps on your card.
Scanning/ getting the discount	 Personal QR code scanned at the cash register with an iPad. (on phone and physical tag)	 Hand the phone to personnel of the bar. They have to close the deal.	 Personal QR code scanned at the cash register with register scanner. (on phone and physical card)	 Stamp card. Stamped at the cash register. 1 or more stamps per visit depending on the barista.

	piggy	(cat logo)	HEMA	Starbucks
User profile	Name and email required. Optional: salutation, date of birth, home address & phone number.	Name, email, date of birth & Home address required. Can't adjust or add anything.	Salutation, email, name, date of birth & address required. Optional: company & phone number.	n/a
System	Earn points by spending at stores that support piggy.	Use all available discounts once.	Earn points by spending at the stores. Get discount on preselected products.	Get a stamp with every cup of coffee you buy.
Locations	Available at participating stores.	Available at participating stores.	Available at all Hema stores.	Available at all Starbucks stores.
Push notifications	Has push notifications. About point updates and new deals.	Has push notifications. New deals nearby you.	Has push notifications. About new products and discounts.	n/a
Physical card	✓		✓	✓
Main focus (of the app)	Nearby stores	Nearby bars	Web shop	Stamps
Discount codes	QR code specific to discounts.	No codes. Show app to bartender… Discount had a timeout when activated.	Vouchers get added to your Hema card. The discount is used when QR is scanned. You have to buy the voucher before you can use it.	The stamp book itself is the discount. Full cards get collected when u get the free drink.