

SERVA Digital Activation – Product Brief

1. Objective

Introduce a low-friction, high-visibility in-app digital activation that allows brands to own premium space within an event.

- Create exclusive inventory (1 brand per event)
- Generate new revenue stream (R10k–R20k per event)
- Maintain minimal disruption to user flow

2. User App Experience (Front-End)

2.1 Entry Point

When a user taps into an event:

- They are intercepted by a full-screen branded page
- This acts as a temporary takeover

2.2 Branded Landing Screen

Elements:

- Full-screen branded background (image)
- Optional headline/message
- Two clear CTAs:

1. Primary: “Go to Activation”

2. Secondary: “View Other Stores”

Purpose:

- Force high visibility
- Keep friction low (only 1 decision)

2.3 Activation Flow

Option 1: User clicks “Go to Activation”

- Redirect to a special branded menu page

Activation Menu Page:

- Custom version of the standard menu
- Includes:
 - Brand/event background styling
 - Optional promotional messaging
 - Only brand-specific items

Option 2: User clicks "View Other Stores"

- Bypasses activation
- Lands on standard event vendor list

2.4 Key UX Principles

- One interruption only (on event entry)
- No repeated blocking after first interaction (optional improvement)
- Fast load, image-optimised
- Clear escape route (secondary CTA)

3. Admin / Internal Platform (SERVA Dashboard)

3.1 Activation Setup (Per Event)

A. Landing Page

- Upload background image
- Headline/message (optional)

B. Activation Menu Page

- Upload background image
- Configure vendor (brand)
- Select menu items to display

3.2 Data Structure (Conceptual)

Per Event:

- activation_enabled (boolean)
- activation_brand_vendor_id
- landing_background_image_url
- activation_background_image_url
- activation_message
- activation_menu_items[]

3.3 Behaviour Rules

- If activation is enabled → show takeover screen
- If not → normal event flow
- Only one activation per event

4. Commercial Model

4.1 Core Value Proposition

- Guaranteed 100% visibility to all users entering event
- Exclusive placement (no competition)
- Direct conversion into purchases

4.2 Scarcity Mechanism

- Only 1 activation slot per event
- Creates urgency and premium positioning

4.3 Pricing Strategy

- Base range: R10,000 – R20,000 per event
- Adjust based on:
 - Event size (attendance)
 - Brand prominence
 - Duration / multi-day events

5. Why This Works

For Brands:

- Guaranteed impressions
- Direct link to purchase
- Controlled branded environment

For SERVA:

- High-margin revenue stream
- No operational complexity increase
- Uses existing menu infrastructure

For Users:

- Minimal friction
- Clear choice
- Potentially relevant offers