All-Seeing Eye User's Guide

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1   Introduction

All-Seeing Eye (ASE) is a customer loyalty application for the Apple iPad. It provides a membership-based rewards program for bars, restaurants, or other service-industry establishments. Customers are encouraged to increase their rewards by referring their friends and family to the membership program.

Customers sign up for the membership program by filling out a short form with some identifying information. The establishment employees enter the customer's information into All-Seeing Eye's database, assign the customer a barcode number, and issue the customer a membership card with the matching barcode.

When customers pay their bill, they can provide the server or bartender with their membership card. The establishment employee scans the card using All-Seeing Eye running on an iPad,which informs the employee of what discounts the customer is eligible for.

All-Seeing Eye's core customer benefits are fixed discount rates based on the number of members the customer has referred, and an additional one-time monetary credits that are rewarded to customers when they increase their reward level through referrals.

The default rewards program features three levels:

- **Level 1**

    - 2% Discount on all purchases
    - Establishment-specific bonuses

- **Level 2** (10 Referrals + Establishment Rules)

    - 5% Discount on all purchases
    - One-time $20 credit
    - Establishment-specific bonuses

- **Level 3** (30 Referrals + Establishment Rules)

    - 10% Discount on all purchases
    - One-time $40 credit
    - Establishment-specific bonuses

2   Hardware Configuration

2.1   Apple iPad Devices

All-Seeing Eye requires Apple iPad devices to operate. Only one iPad is required, however multiple may be used if an establishment expects high traffic, or has multiple points-of-sale.

All-Seeing Eye must be installed on each iPad through the Apple Ad-Hoc app distribution mechanisms. Installation of the app on iPads is not covered in this document, and should be performed by All-Seeing Eye's provider.

NOTICE
Although multiple iPads can *scan* membership cards, **only one** iPad can add, edit, or upgrade customers per establishment.

2.2 Dropbox

All-Seeing Eye maintains a *customer database*, a list of all registered customers and their personal information. In order to share this database with multiple iPad devices, the database must be stored on the Internet. All-Seeing Eye accomplishes this by using the free Dropbox service for data storage. Broadband Internet access is a mandatory requirement for using All-Seeing Eye.

Prior to using All-Seeing Eye, the establishment must register an account with Dropbox. Every device will need the Dropbox credentials entered on first launch. Managers should have access to the establishment's Dropbox credentials. It is advised to keep these safe, however, as anyone with access to the Dropbox account also has access to your customers' personal information.

2.3 Master versus Viewer Devices

Only **one** iPad per establishment is a *master device.* This is the only station that can add, delete, edit, and upgrade customers. The other devices are *viewer devices* – they can scan membership cards, but cannot modify anything about the customers.

It is recommended that the *master device* be located at the main or most commonly used point-of-sale. Alternatively, it could be located in the back of house. However, keep in mind that the master device must be accessed to upgrade a customer to the next level, so employees will need access to it during normal operation.

It is recommended that one device is always configured as the master. However, each device asks if it should be the master each time All-Seeing Eye is launched. It is possible to change which device is the master from day to day.
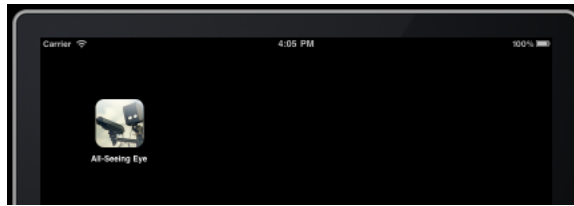
You must be **very careful** to never have two devices configured as the master at the same time. If this happens, **customer data can be permanently lost**.
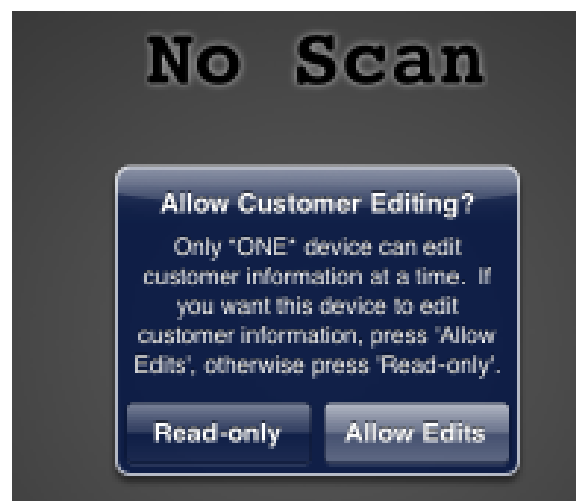
3 Running and Exiting

3.1 Launch the App

The All-Seeing Eye icon will appear on the home screen of each iPad. To launch All-Seeing Eye, simply touch its icon.

You will be prompted during launch to answer some questions. These are:

Dropbox Login
You will be prompted to enter your Dropbox credentials if none are stored. If Dropbox credentials are already stored on the device, you will be asked whether you wish to use them (answer **yes**), or whether you wish to login using a different account (answer **no**). Typically, you will answer **yes**

Allow Customer Editing?
You will be prompted for whether this device is a *master device*, and can edit customer data. **ONLY ONE DEVICE PER ESTABLISHMENT CAN BE THE MASTER**. If this device should be the master, answer **Allow Edits**. If this is a *reader device* and will only be used for scanning, answer **Read-only**. Typically, you will answer **Read-only**.

After answering the login questions, All-Seeing Eye must download the latest customer database from the Internet. The screen will be overlayed with red until the download is finished, and the application is not usable during this time. When the screen changes to grey, All-Seeing Eye is ready for use.

Logging into Dropbox for the first time:

Logging into Dropbox with saved credentials:
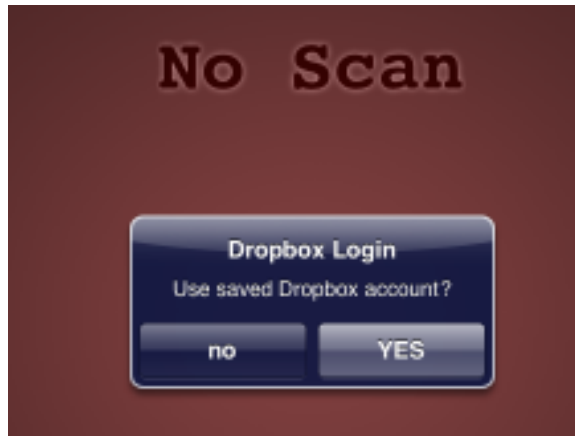
3.2   Exit the App

To exit All-Seeing Eye, first make sure you are at the scanning interface. This is the normal scanning screen, with customer data in a grey box and a camera view at the top. If there are any popups or editing menus open, you must exit them first or data may be lost.

Exit All-Seeing Eye like any other iPad application:

- Press the 'Home' button to send ASE to the background

- Double-tap the 'Home' button to see backgrounded applications

- Press and hold the ASE icon until it begins to wiggle

- Press the '-' symbol in the corner of the icon to close it
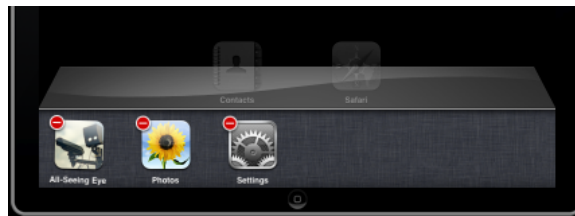

4   Customer Administration

Customer administration is performed from within the All-Seeing Eye application. This is how new members are added, accounts are deleted, and customer information is updated.

4.1   Open the Administration View

To open the Administration View, swipe two fingers from left to right across the iPad while All-Seeing Eye is open and the camera view is visible. If your touches registered, a table with a white background should come into view.

If you receive a pop-up entitled **Take Over Lock?**, you must be very careful. This popup means a master device already has control over the customer database. If you are **absolutely certain** that no other

device is configured to be the master, and that no other device is editing the database, you can press **Take Over Lock** to become the master. Note that if two devices attempt to edit the database at the same time, **customer data can be permanently lost!!** If you are uncertain, the safest action is to close All-Seeing Eye on ALL iPads within your establishment, and re-open each one while being certain to only configure one device as the master.
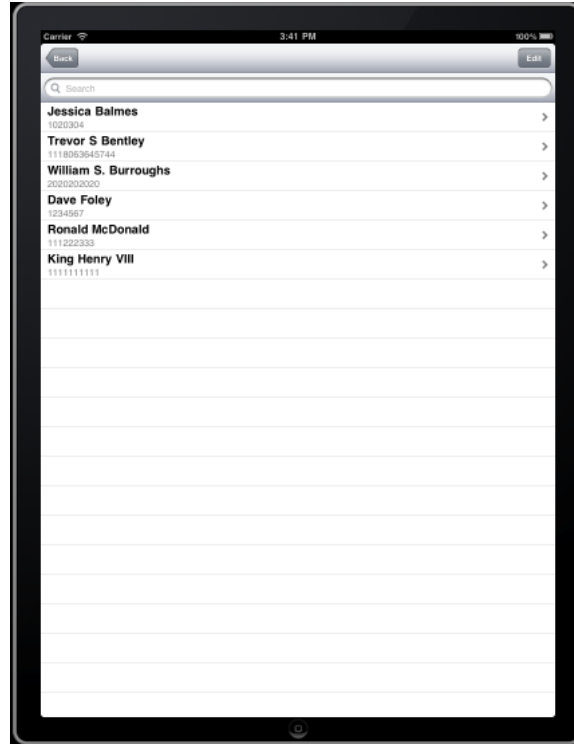
4.2 Add Customers

To add a customer, click the 'Edit' button in the top right corner, then click the '+' button that appears in the top left corner. An empty form should appear, ready for customer information to be added.

The standard customer fields are:

name Customer's name

barcode Customer's barcode (from his/her membership card)

referrer Barcode of the customer who referred him/her

phone Phone number

street Street address

street2 Street address (continued)

city Customer's city

state Customer's state

zip Customer's zipcode

birthday Customer's date of birth

**referral site** Where customer heard about your establishment

notes Internal notes for employees regarding customer's account

When you are finished entering data, press the 'Save' button to add the new customer.

## 4.3   Looking Up Customers

Customers can be looked up by scrolling through the table (they are sorted by the last word in their full name). For large customer databases, however, it is much easier to use the search function.

To search for a customer, tap the search bar at the top of the Administration View. You can then type text or numbers to search any part of the customer's name or barcode.
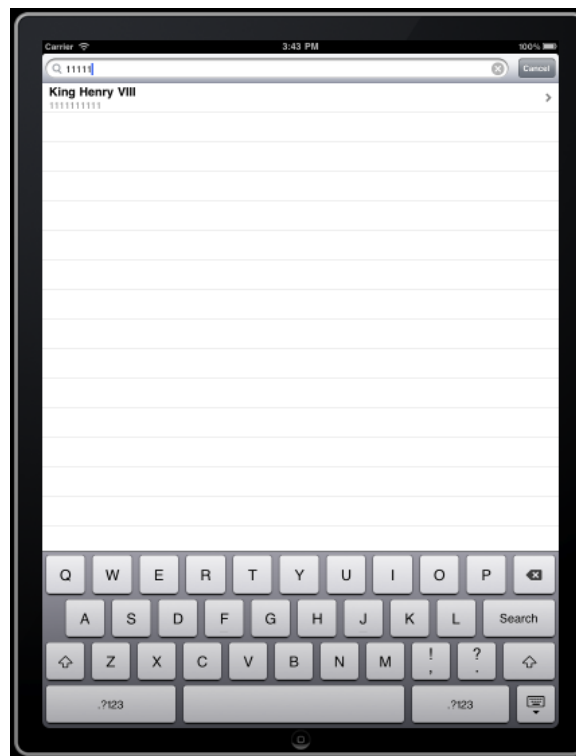

4.4   Edit Customers

To edit a customer's data, simply click on their row in the table. When you are finished editing data, you can press 'Save' to save your changes, or 'Cancel' to go back without saving.
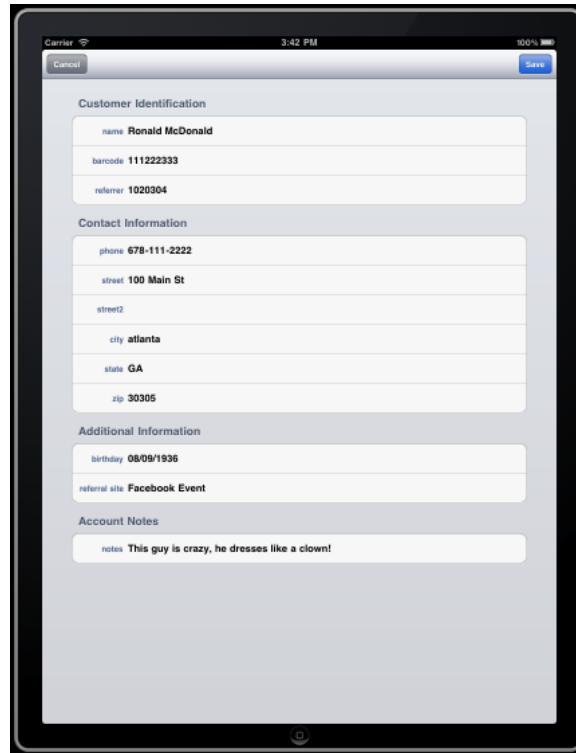
4.5 Delete Customers

To delete a customer, press the 'Edit' button in the top right corner, then press the '-' sign that appears to the left of the customer you wish to delete in the table. Press the 'Delete' button that appears, and the customer will be **permanently deleted**. There is no way to undo a deletion.
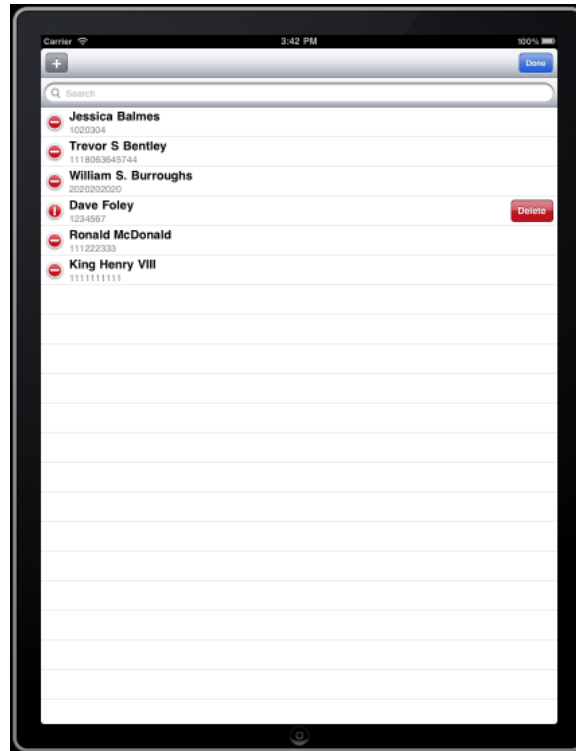
4.6   Exit the Administration View

To exit the Administration View, simply press the 'Back' button and you will be returned to the scanning interface. In the background, All-Seeing Eye will upload the latest version of the database to Dropbox.

5   Scanning Membership Cards

5.1   Normal Scan

During normal operation, All-Seeing Eye displays a camera view in the top of the frame, and customer information at the bottom. When no scan is active, it will display "No Scan".

To scan a membership card, hold the card underneath the iPad so that the barcode is visible between the red markers in the camera view. It is important that the barcode be well lit, and held steady. If necessary, your establishment may need to install a small light underneath the iPad. Optionally, you can also install a card holder to keep the card steady.

When the barcode is scanned, the screen will briefly flash white. If the barcode is invalid, "No account found!" will be displayed. Otherwise, the customer's name, rewards level, and current rewards will be displayed on the screen for a few minutes.
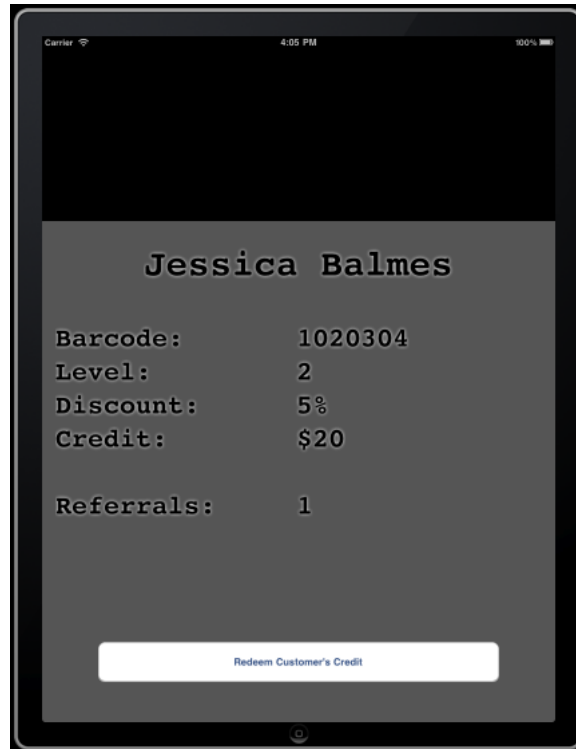
5.2 Level Upgrade

If a customer's card is scanned and the customer has enough referrals to increase in rewards levels, a popup will appear asking the employee to certify that the customer has met all of the requirements to upgrade. If the customer has, the employee can press a button to upgrade him or her to the next level. Otherwise, the upgrade can be deferred.

Customers can **only be upgraded on a master device**. If the customer is ready to upgrade, but the scan was performed on a viewer device, the employee must take the membership card to the establishment's master device, re-scan it, and perform the account update there.
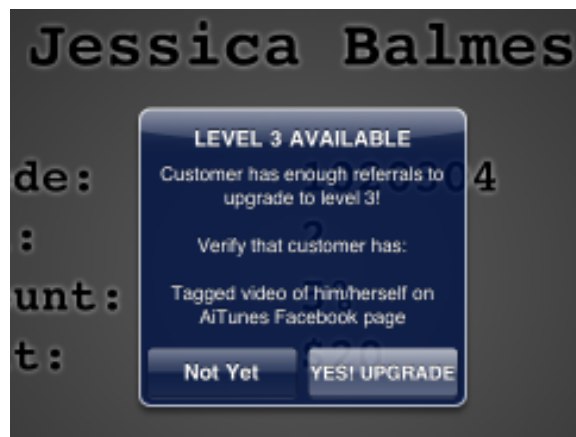
6 Final Recommendations

6.1 Security

Customer's personal information is confidential. Access to the raw database should be restricted by ensuring that only those necessary have the Dropbox account credentials. The iPads themselves should be securely safeguarded against theft, vandalism, and access by non-employees.

6.2 Backups

All-Seeing Eye does not perform backups of its customer database. Computer data can easily be corrupted or lost, so maintaining a backup is **absolutely necessary**.

Your establishment should take all steps necessary to regularly backup the Dropbox account used by All-Seeing Eye. Preferably, this should be done by having a computer with Dropbox access backup the account on at least a daily basis.

7 Handling Problems

7.1 Corrupt Database or Customer Info Lost

First, be sure to cleanly close ALL instances of All-Seeing Eye in your establishment before attempting to access the database.

The Dropbox service provides *file versioning*, which keeps old copies of files for a limited amount of time. If your customer database is corrupted, you can login to the Dropbox interface on a PC, navigate to the *all-seeing-eye* directory, and restore a previous version of *database.sql* by clicking the drop-down arrow near it and selecting a *Previous Versions*. This will give you a list of file versions, and you can select one from before the corruption occurred and click *Restore*.