



POWERED BY LOYALTY PRO

# THE Chester App



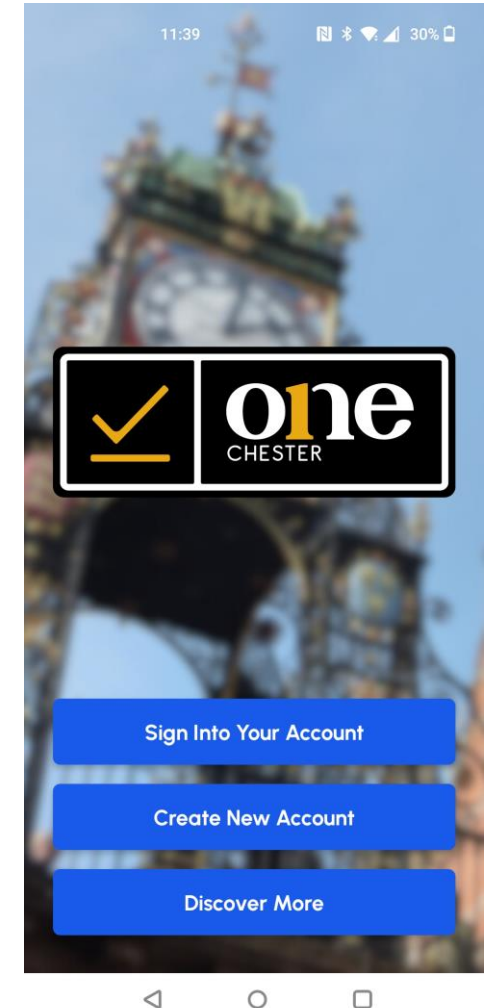
# About the App

The app is designed to appeal to both local residents and visitors who are looking for information about local attractions, services, news, events, and special offers.

It includes the ability to search for and redeem current offers at retail sites and visitor attractions, but it's more than just a loyalty scheme, it's also:-

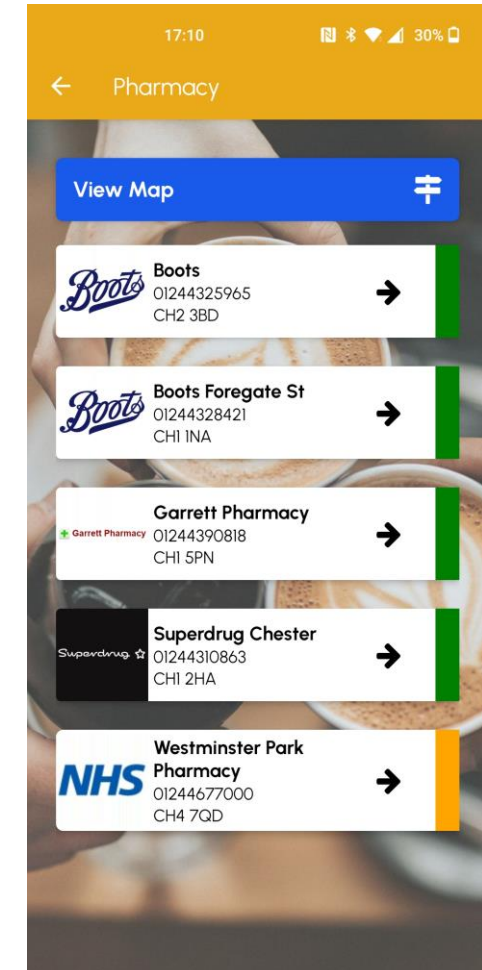
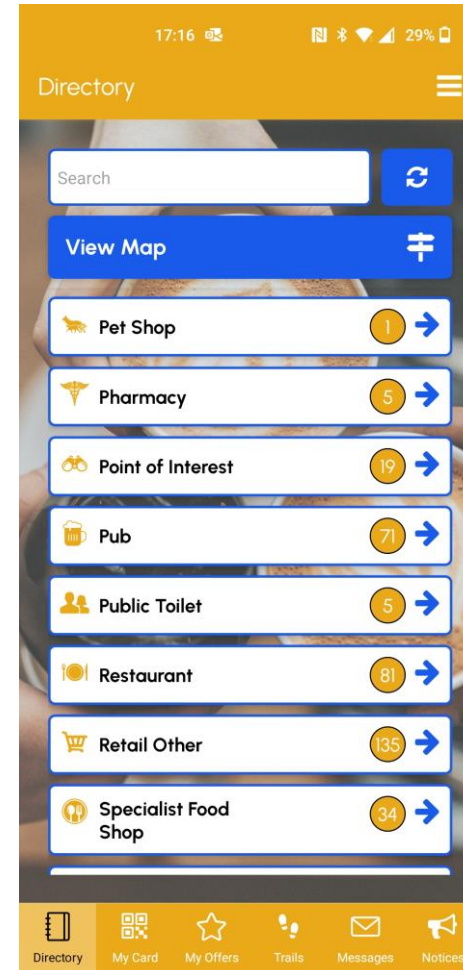
- A comprehensive directory for locating businesses and services in the city and checking out what they offer
- A cost effective and fast communications tool for passing news etc to the city residents.
- A way of recording and tracking usage of services such as foodbanks and sharing the data with the stakeholders
- A tool for locating and showcasing the city and its attractions – including via games and trails.
- A hub linking to many other local websites which provide detailed information to residents and visitors.

The original app was designed and tested in 2017/18 with 20 sites in Hoole under the “Love Hoole” branding. We have now added over 1300 sites, with every business premises and point of interest in CH1 postcodes now listed. We are busy adding CH2, CH3 and CH4. New features are continually being added. The current release is version 2.3.



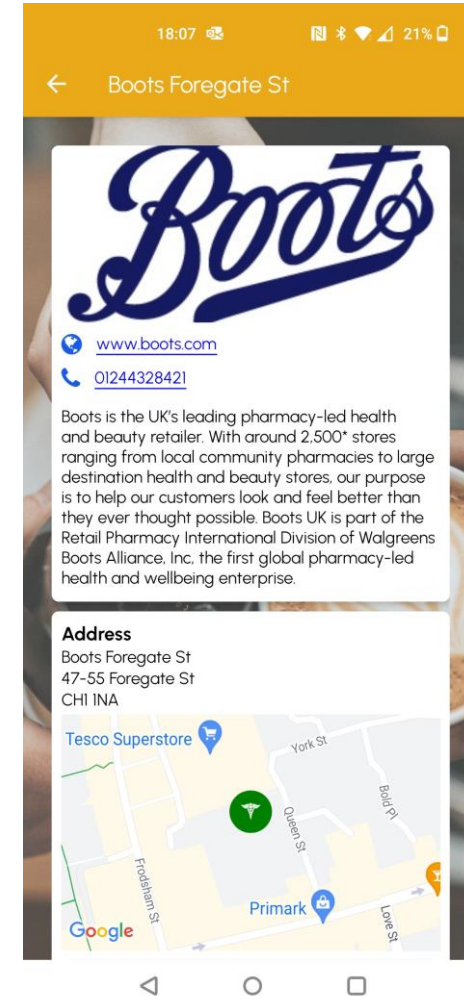
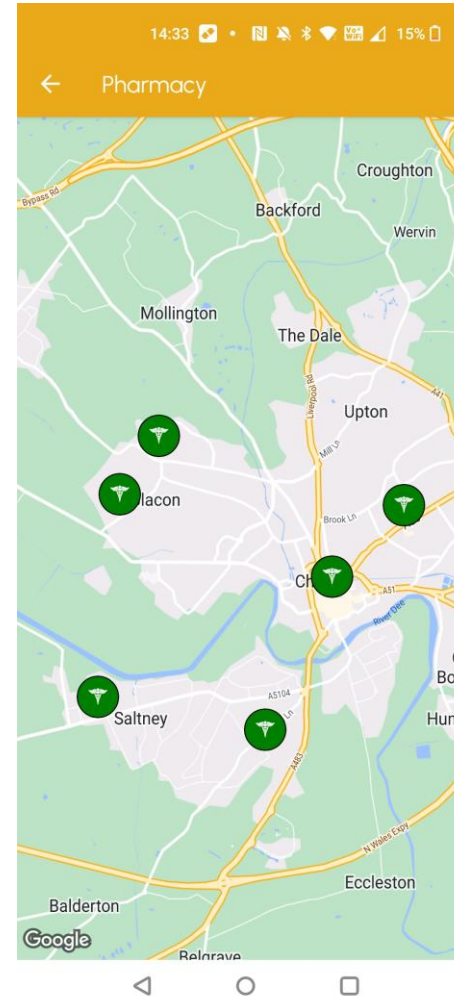
# Directory

- The directory displays venues by business type.
- The number value is the total number of venues in the sector. Clicking on the sector lists the venues.
- Eg to find an open Pharmacy click on the Pharmacy icon, currently open pharmacies show with a green tab.
- Businesses can be searched for directly by entering part of the name into the search box.
- Clicking on “view map” shows you the filtered locations.



# Directory Maps

- Our maps now integrate with *what 3 words* for a more accurate pushpin position accurate to 3m, we have located the pushpin at the main entrance of the premises.
- The Icon colour indicates (where known) whether the venue is currently open.
- Clicking on a venue from the directory or the map pushpin takes you to the detail page for the selected venue, which includes a link to the venue website.

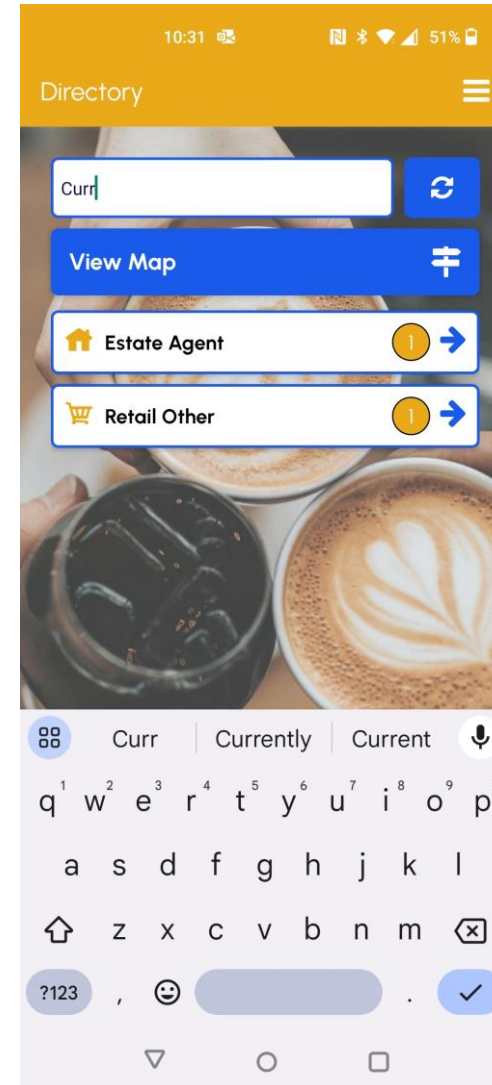


# Directory Searches

The directory can be searched directly for known businesses by entering the business name into the search box. The lists filter dynamically as characters are added to show only businesses whose name includes the relevant characters.

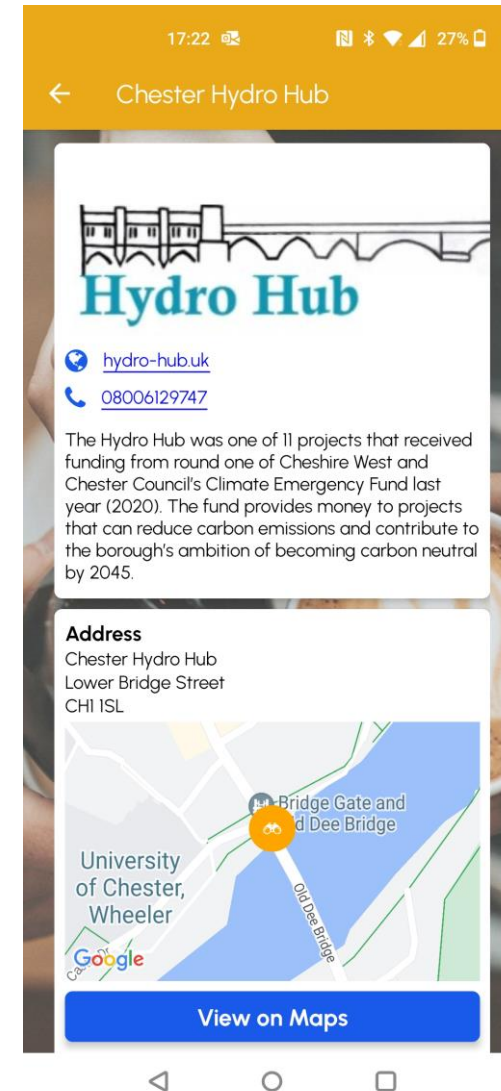
Offers can be searched for a keyword within the offer description. Allowing the app user to search for offers on specific products.

Hence visitors can find their favourite stores, browse online, and be directed to the site.



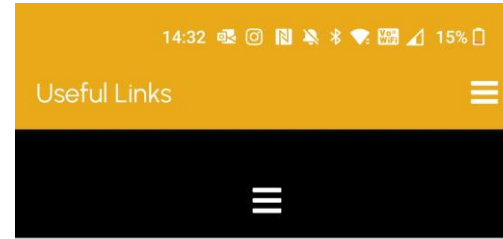
# Venue Detail

- Each listing includes a description with branding or venue photo.
- Clicking into venue detail displays the venue address together with an individual map showing the location.
- View a business and open their location in Apple or Google maps for easy navigation.
- Current Offers are displayed by scrolling down.
- Venues have a clickable link to their own website, and also a viewable pdf with details of their products



# Useful Links

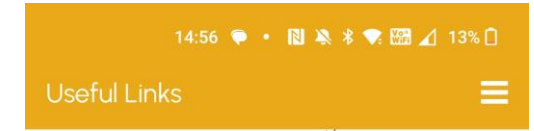
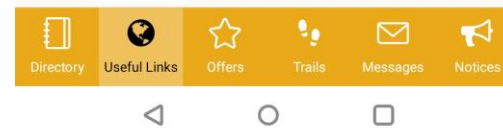
- This page brings up a list of other websites which have useful information for the city residents and visitors. Each listing has a clickable link to the website.
- At the top of the page is a map showing up to date road traffic information for the city.
- Included here is a link to the One-Chester facebook page which provides a forum for discussions and information posted by members, and a thread for feedback on the app.



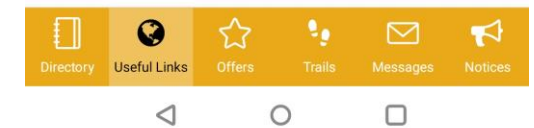
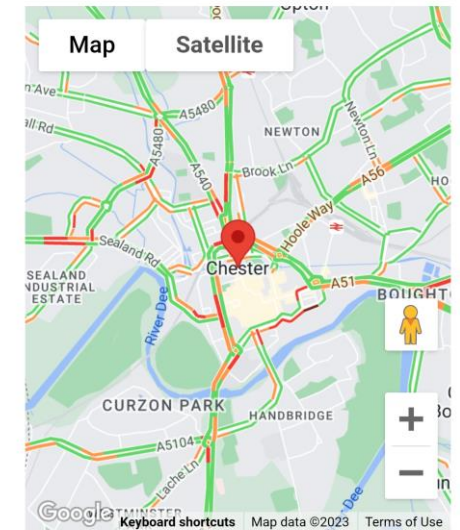
Welcome to the One-Chester local resources page. We have added links on here to various local websites which provide useful information and assistance during the covid-19 crisis and beyond.

Scroll down to view the links...

Check out traffic and congestion around



Chester City Centre.



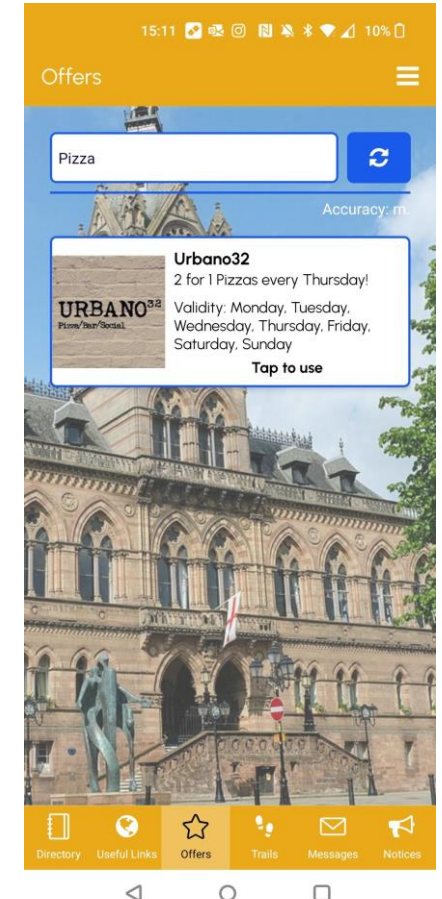
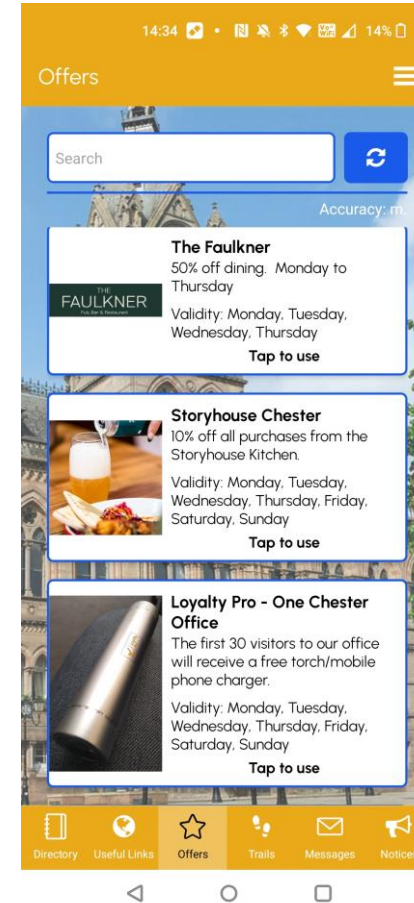
# Offers

Each venue can provide one offer. These offers can be changed via our web portal.

To ensure businesses are treated equally offers are ordered by proximity to the current location, the refresh button recalculates the position and re-orders accordingly.

Offers show on the app, on the community web pages, and also on the fortnightly mailer sent to all members.

Offers can be searched for a keyword within the offer description, thus allowing the app user to search for offers on specific products (eg: cocktails or pizza).



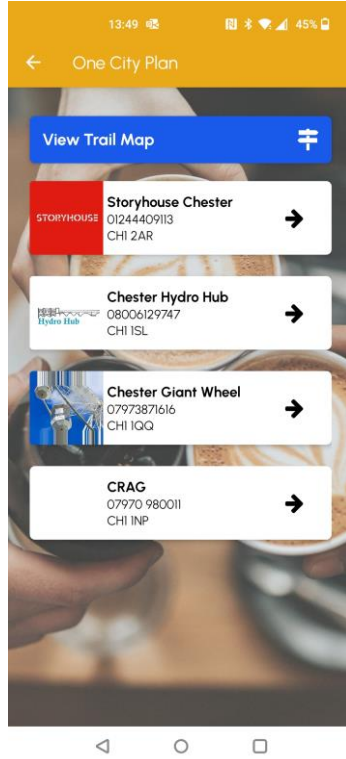


# Trails

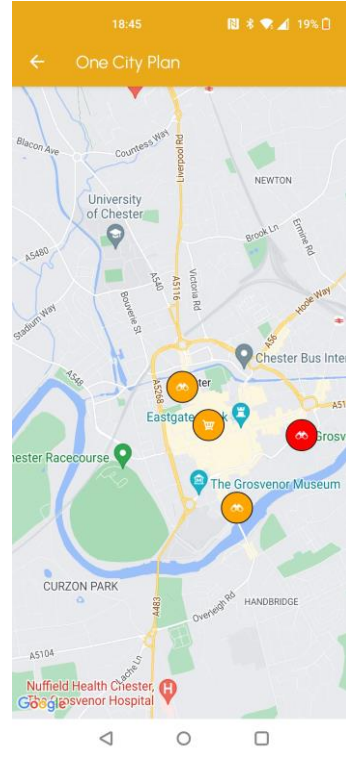
Trails are a new app feature whereby sites can be grouped together to form a trail for marketing, promotional or tourist information.



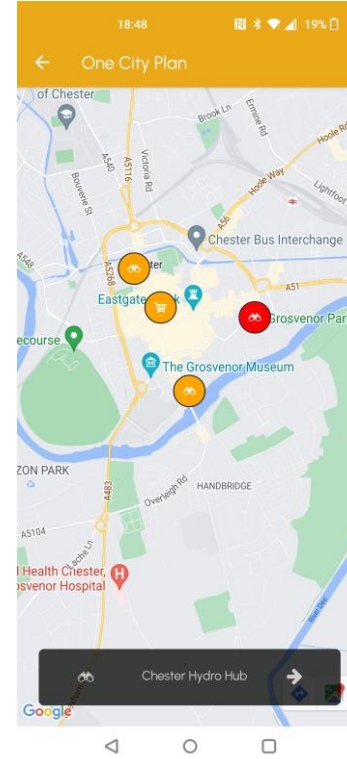
When first loaded the app shows a list of trails available together with a description for each.



After choosing a trail the directory shows the sites.



Trails can also be used in map view. Sites are shown with an icon denoting their business type. (Where there are green circles with numbers in pinch out to expand and see those sites)



Click on any site to display its name and then click the arrow to see info about that site.

