

## The user journey (UX) in the Money of Good system

Money of Good aims to promote inclusion and equality, so the system is designed so that the user experience (any kind of person) is extremely easy, affordable and attractive. Maximizing the number of users is essential to the success of Money of Good.

These are the two phases in the user journey:

### 1<sup>st</sup> Signing up in the system (3 steps)

1. Buy a MEMO
2. Create an account/wallet
3. Download and install the App

### 2<sup>nd</sup> Using the System (3 steps)

1. Turn on the MEMO device and connect it via Bluetooth to the app on the smartphone
2. Practice meditation / receive Money of Good credits
3. Make business transactions (transfer, pay and receive in \$ MoGs)

### 1<sup>st</sup> SIGNING UP IN THE SYSTEM

#### 1. Buying a MEMO

At the time of the official launch of Money of Good, MEMO device will be available for purchase in a wide variety of physical and online stores.

The consumer chooses the most convenient buying channel for him (eg Amazon, Walmart, Electronic shops). Or he goes to a physical store where he can test the device before buying it. He buys a MEMO with the payment condition he prefers. For example, at sight for \$ 149.00 or installment. The customer is previously informed by the communication campaign or at the store at the time of purchase that he will receive back the value of the purchase in Money of Good directly into his bank account (digital wallet) once he registers in the system.

#### 2. Creating an account/wallet

When opening the MEMO's box he reads a single instruction:

To get started go to [www.moneyofgood.org](http://www.moneyofgood.org) and create your account.

Then he follows the standard account creation procedure such as on platforms like Facebook, Gmail, PayPal, etc. (Enter your email and create a simple temporary password. Then you will receive an email that asks you to click on the link to confirm the account and password.)

Clicking on it he returns to the Money of Good website.

On the homepage, there are 3 video windows, each with an instructor (charismatic personalities from each country).

The user clicks on the instructor he prefers and the tutorial video begins.

The instructor says: now we will complete the first step. Please fill in your personal information to create your account.

When creating an account on the system the user automatically creates their bank account (digital wallet) in Money of Good and receives the password key.

The instructor then asks him to enter his bonus code that appears in the box of the MEMO purchase to receive the credit of G\$ 150,00 (\$ MoGs).

The user enters the code in the indicated field and then receives in his account (digital wallet) the credit in G\$ MoGs.

From this moment on he is already able to make transactions with other people who already have Money of Good account. Note: they will all have at least G\$ 150,00.

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### 3. Downloading and installing the application

The instructor of the tutorial video says:

Now get your Smartphone and go to the Google Play Store or Apple Store, look for the Money of Good App and click install. With this application, you will connect your smartphone to your MEMO to earn \$ MoG Credits every time you practice meditation.

The user downloads and installs the App and logs into his account.

### 2<sup>nd</sup> USING THE SYSTEM

#### 1. Turning on MEMO and connecting it via Bluetooth to the app on your smartphone

The instructor says: Now let's connect your MEMO to your smartphone so you can start practicing.

Turn on your MEMO by pressing the "X" button. Then access the Bluetooth option on your Smartphone and click Connect with MEMO.

If your MEMO tips are lit, it means you are already connected.

Put the MEMO on your head like this. (The instructor shows how to wear the headsensor device) Now run the application and click Test Connection. When all 4 sensors are green, your connection is OK.

Congratulations you are ready to start practicing and receiving \$ MoGs.

#### 2. Practicing meditation / earning Money of Good

The instructor says: Let's try a 2-minute session to see how it works?

Click on the welcome session and enjoy.

An audio tutorial guides the user in a simple practice of mindfulness, relaxation, and breathing. The user gets 2 \$ MoG credits to that practice time period.

#### 3. Making business transactions (transfer, pay and receive \$ MoGs)

The instructor explains how to make transactions in \$ MoGs. He says:

In the MoG App click on ACCOUNT to see your balance, make transfers and purchases in establishments that accept \$ MoGs through QR code.

To make a payment or transfer just enter the seller's code or use the camera of your smartphone to read his QR Code, then enter the amount and click transfer. Enter your password key and confirm the operation.

To receive a transfer or to be paid, simply inform your account number or show your QR Code so that the other person can transfer the money to you.

