



APOGÉE

MOBILE APP

Politecnico di Milano
Facoltà del Design
Product Service System Design MSc

APOGÉE
Strategic Document

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APOGÉE'S MOBILE APP ORIENTATION MANUAL

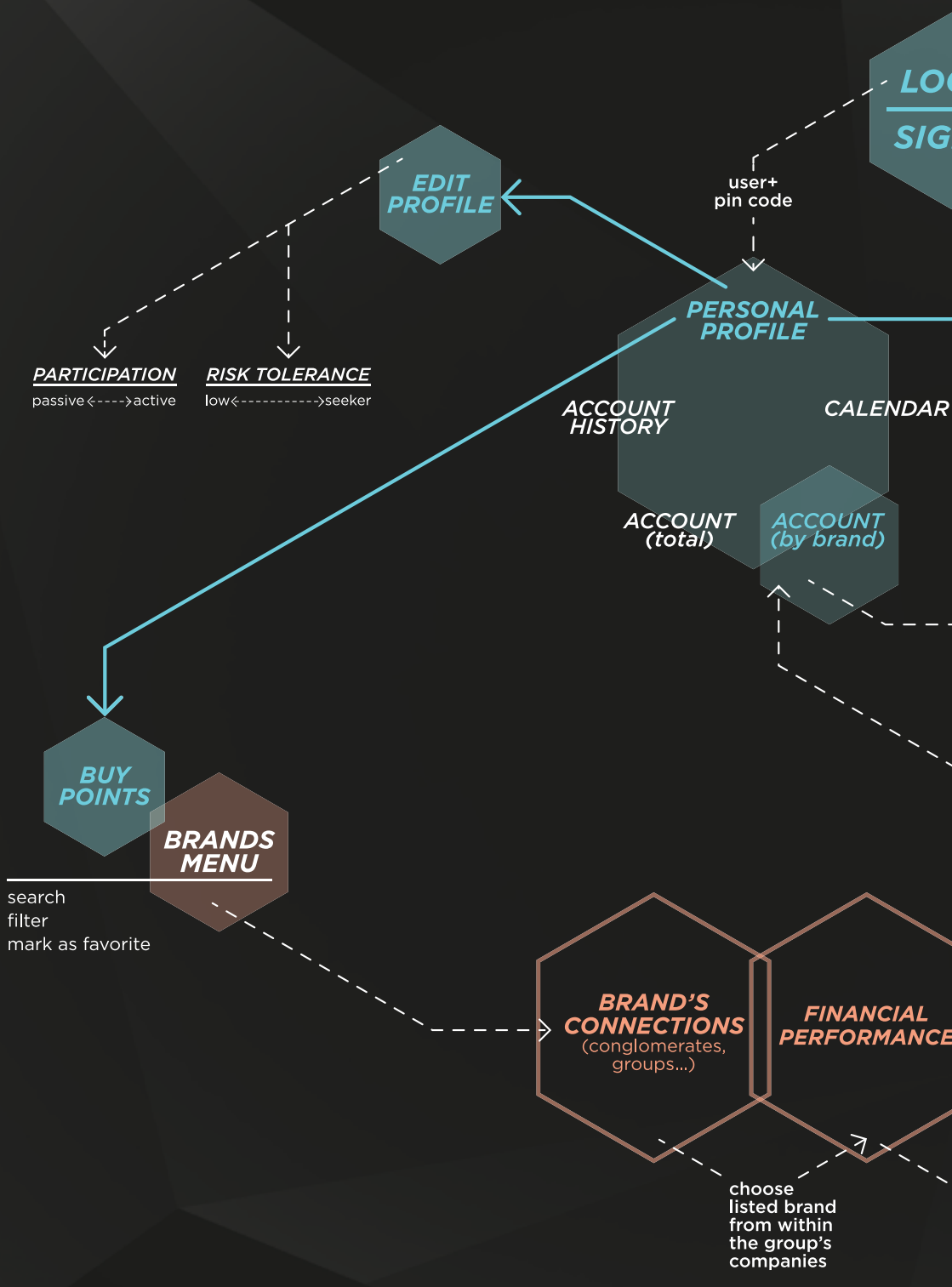
Apogée relies almost completely on a mobile platform that allows its users to perform any of its key activities anywhere and at any time. Now, more than ever, banking services must comply to the insisting need of portable services that raise the quality paradigm from reachable to omnipresent.

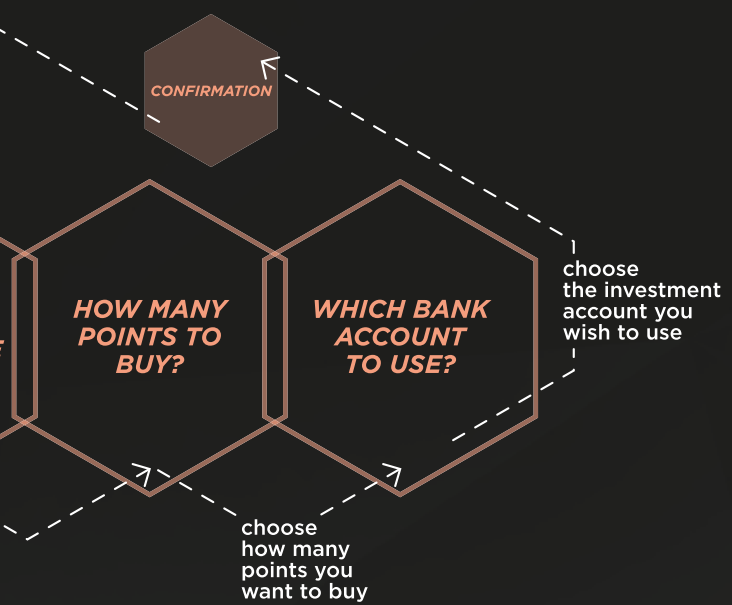
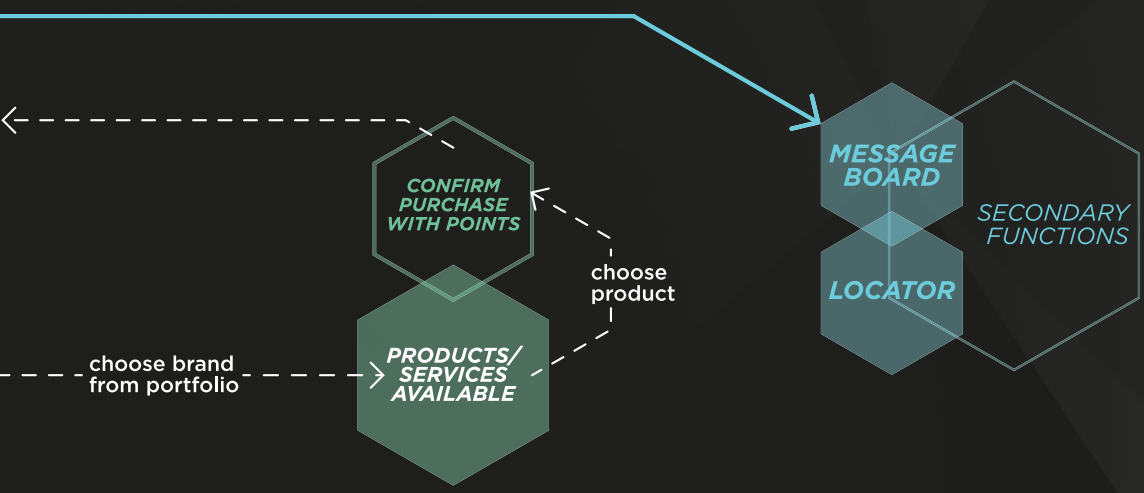
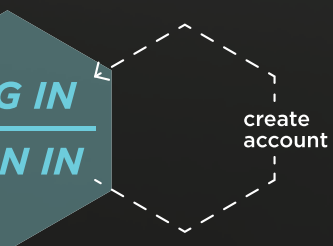
This present volume intends to explain the main operations that can be performed in Apogée's mobile app. It goes through maneuvering across the several functions of each user's profile page, buying Apogée points by investing in one's favorite luxury brand and purchasing Apogée exclusive products or services by redeeming Apogée points towards its unique offer.



FOLLOWING SPREAD

Apogée's mobile App map





LOG IN

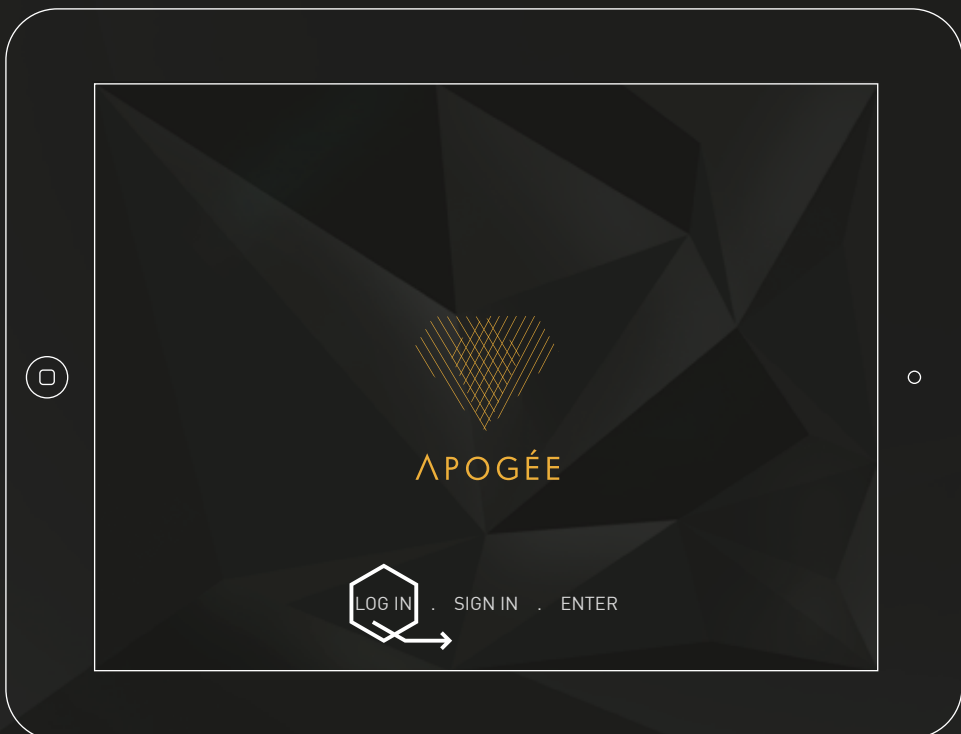
AND PROFILE PAGE





LOG IN & PROFILE PAGE

When an user opens Apogée's app, he is given the chance to "sign in" - with data provided by his bank -, "log in" or "enter" an area for non-customers that depicts, in a very broad and superficial manner, what can be attained by joining Apogée.





LOG IN

enter card number

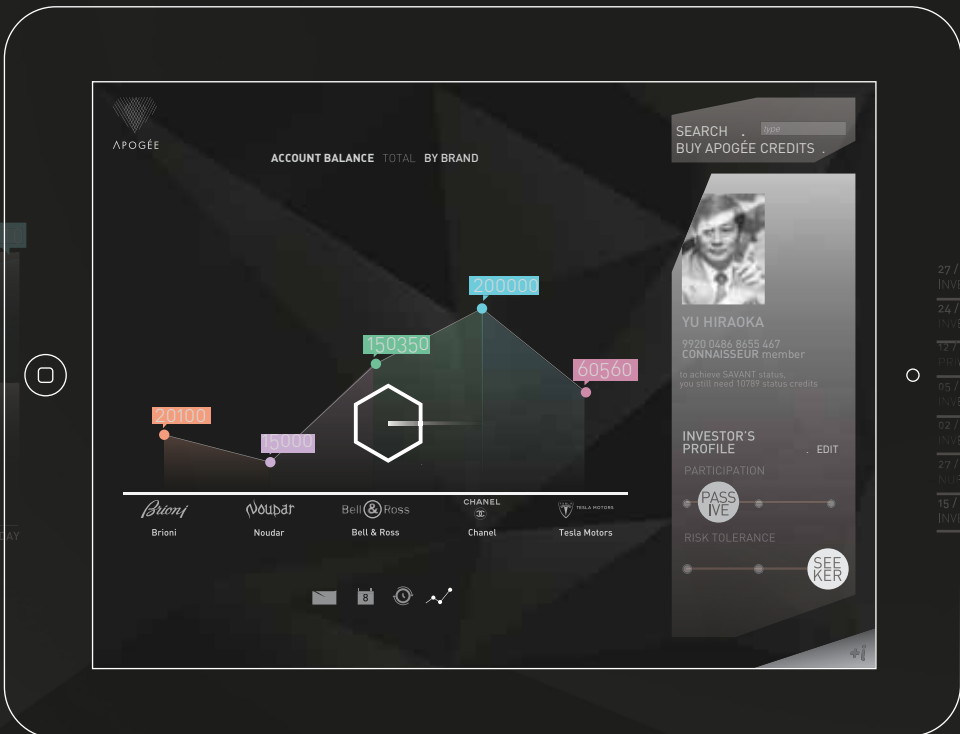
enter password



LOG IN & PROFILE PAGE

Each client's "Profile Page" in Apogée's mobile app enables users to scroll through all of its functions.

By swiping laterally, each user will be able to consult his calendar, investment/purchase history, Apogée points account (total) and - as depicted below -, his Apogée points account by brand.



OPERATIONS HISTORIC



SLA MOTORS

CALENDAR



LOG IN & PROFILE PAGE

1, 2,
3, 4:

1. "Apogée Points Account by brand", 2. "Total Apogée Points Account", 3. "Investment/Purchase History", 4. "Calendar".

1. The "Apogée Points Account" by brand screen allows clients to know how many points they have bought from each of the brands in their investment portfolio. By selecting one of

the brands, they will reach the full menu of products/services exclusively provided by that brand to Apogée customers.

2. The "Total Apogée Points Account" screen permits users to check the total of points attained until that moment and understand how far they are from arriving at a higher client status.

3. The "Investment/Purchase History" screen is a simple way

to keep track of the operations performed by each user in Apogée's app.

4. The "Calendar" screen is where clients can consult the appointments they have made through Apogée. Be it event invitations - purchased with Apogée points - or a meeting with the bank's asset manager: all commitments will be portrayed in this sections of the app.



Users can swipe through a spectrum that ranges from "avoider" to "seeker"

RISK TOLERANCE MENU

Users can swipe through a spectrum that ranges from "passive" to "active"

INVESTMENT PARTICIPATION MENU

NAVIGATION TOOLS





APOGÉE SORT

SECRET

ACQUA DI PARMA

CÉLINE

MIU MIU

FASHION GOURMET

A. LANGE & SÖHNE

VACHERON CONSTANTIN

GUCCI

PANERAI

BENTLEY

MIDO

Mercedes GL
by VILNER
Custom made 01/01

The background of the image shows the interior of a car, featuring black leather seats with white stitching and a dashboard with a wood-grain finish. A tablet is mounted on the dashboard, displaying a website with a dark background and a white logo. The text "INVEST" is prominently displayed in the center of the image, flanked by two horizontal white lines.

INVEST

AND BUY APOGÉE POINTS

INVEST & BUY APOGÉE POINTS

In the upper-right corner of the “Profile Page” screen, each user will find the “Buy Apogée Points” button. By clicking on this button, one will arrive at a menu showing all the brands he has access to.

The “Brands Menu” allows customers to browse through all the companies that are made available to them - according to their member status - and in which they can invest.

Selection tools are also available: “Search”, “Bookmark” and “Select by Market/Category”.

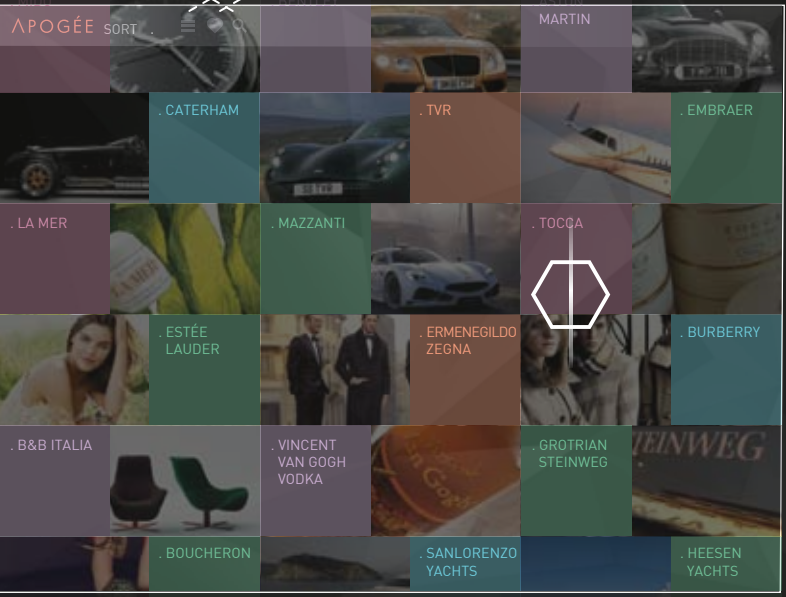
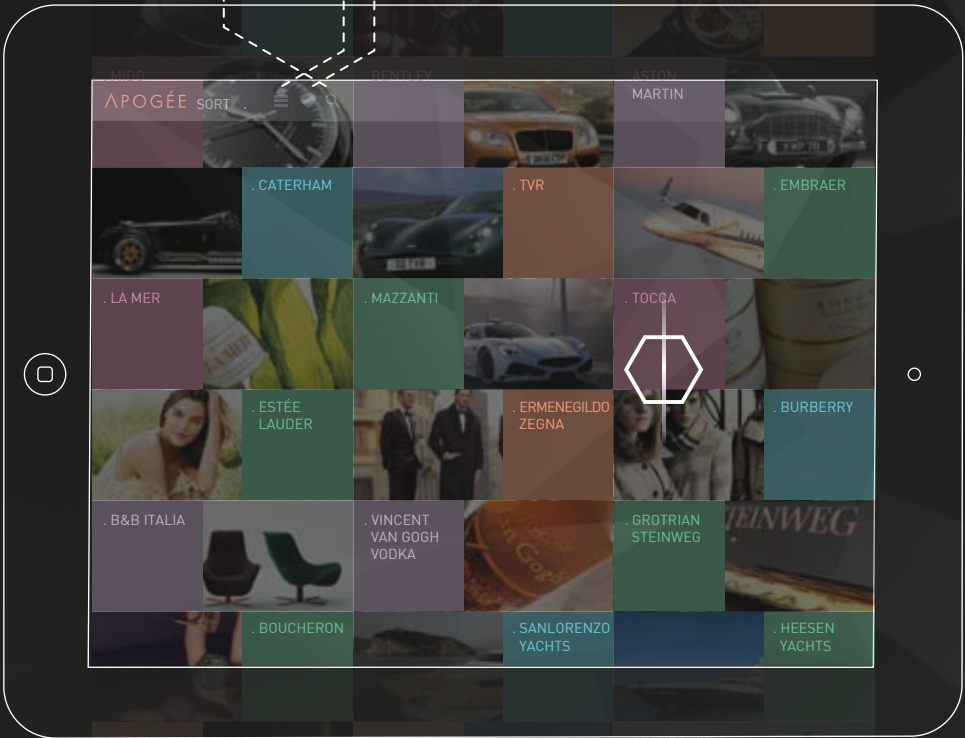


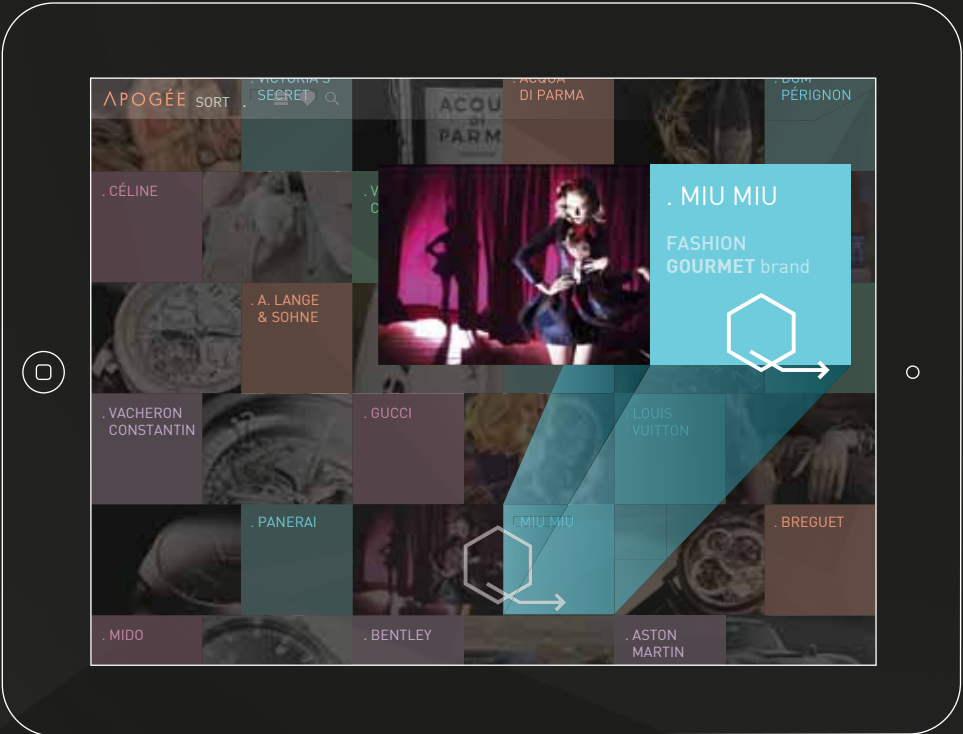


SEARCH

SELECT BY MARKET/CATEGORY

BOOKMARK





INVEST & BUY APOGÉE POINTS

After selecting a brand in the “Brands Menu”, each client will arrive at a screen explaining the brand’s connections.

In Apogée, members can benefit from products from all the companies within the same conglomerate as long as they invest in the mother firm. For instance, in the example pictured below, a client chose *Prada* in the “Brands Menu” and afterwards is shown the firm’s

links, where he can understand that the only publicly listed company within that group is *PRADA SpA*, the mother company of the conglomerate.

In this screen, a client is only given the chance of going forward by selecting publicly listed companies from within the group.



INVEST & BUY APOGÉE POINTS

After selecting the listed company to invest in, each client is given the chance of consulting its financial performance - in all the markets it is listed in -, its related news and business information.

Select "Invest" to move forward.



INVEST & BUY APOGÉE POINTS

1, 2,
3, 4:

1. Select Financial Product; 2. How many points to Buy?; 3. Investment Account to Use?; 4. Confirmation.

1. Clients are given the option between an "Indexed Deposit Account" - Apogée's entry level product" and "Investment Fund" - Apogée's high-tier product.

2. Users scroll through a preset number of options of points they can buy.

3. Each Apogée account is associated with one or more investment accounts. Each client must choose which one to use in each operation.

4. Listing of all the details regarding the operation in course.





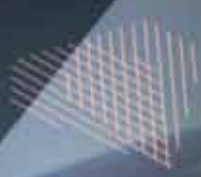
APOGÉE

THANK YOU!

THE PRADA GROUP AND APOGÉE THANK YOU FOR INVESTING.

ENJOY YOUR CREDITS!





APOGÉE



TESLA MOTORS

THANK YOU!

TESLA AND APOGÉE HOPE YOU ENJOY YOUR PURCHASE.

HAVE A GREAT TIME WITH YOUR TESLA!

We will get in touch with you to set up the date

PURCHASE

APOGÉE PRODUCTS BY
SPENDING APOGÉE POINTS

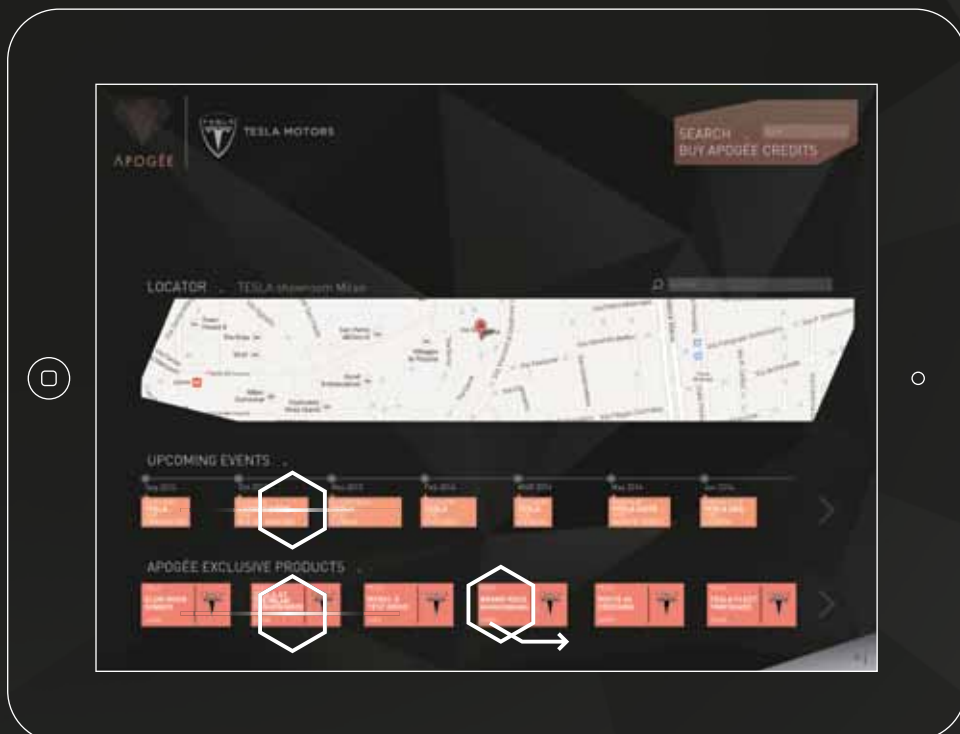


PURCHASE APOGÉE EXCLUSIVE PRODUCTS

After selecting a brand from his investment portfolio, each client will arrive at that company's "Product/Service Menu".

In here, he will be able to swipe through events, exclusive products and services that are made available only to Apogée clients.

In this screen, clients can also consult the brand's nearest client-touchpoint.



PURCHASE APOGÉE EXCLUSIVE PRODUCTS

1, 2,
3:

1. Description of the Product/
Service;

2. Price - in Apogée points -
confirmation;

3. Farewell and confirmation
message.





watch how the application works
password: apogee

