

THE CONCEPT

A new
Onboarding
User Experience

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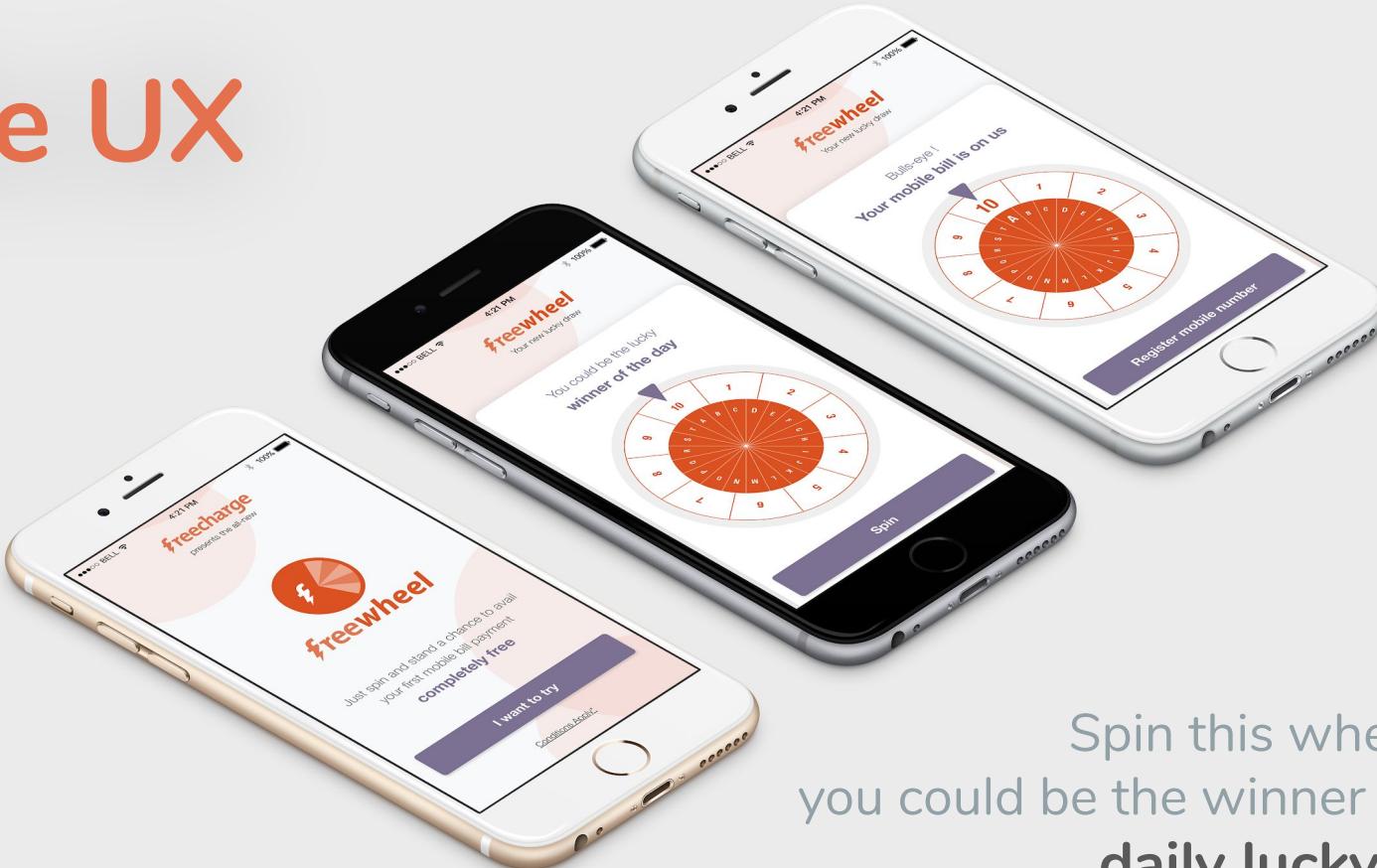
Wheel

Spinning the wheel has
always meant
fun, luck, arcade

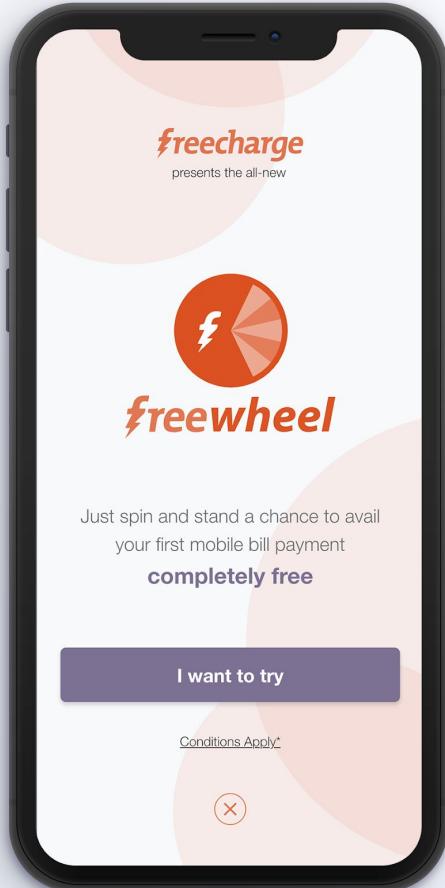
This age-old human
mental model still brings
delight for many, hence
ephemeral



The UX



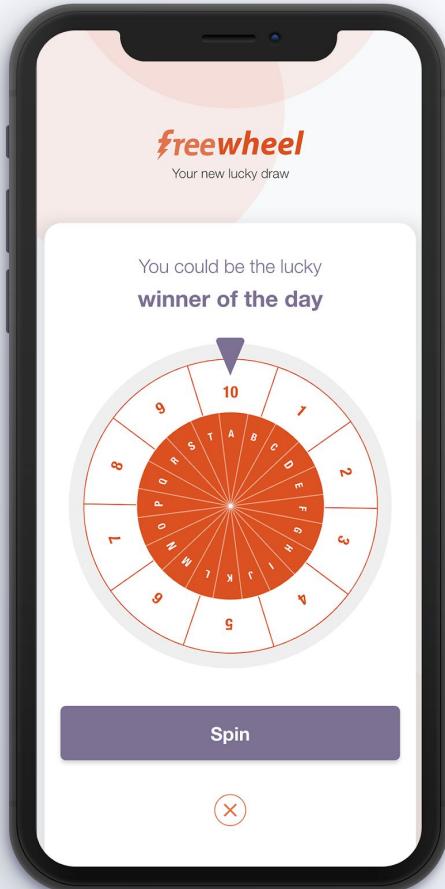
Spin this wheel and
you could be the winner for the
daily lucky draw



Teaser

- **Freewheel from Freecharge**
- Not just a campaign but an experience
- Less than a minute to spend but worth a try !

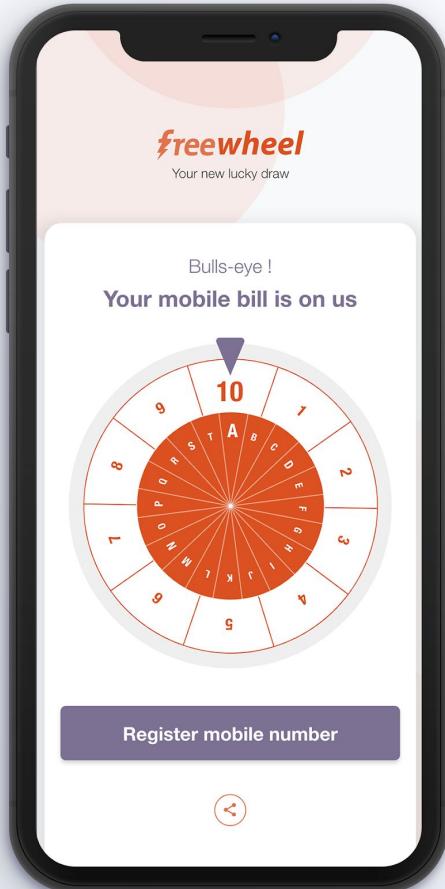
Quite new, but wait
I remember this ?



The Freewheel

- Two wheels spinning in opposite directions
- Inner dial with a daily random letter pattern
- Winning code independently generated

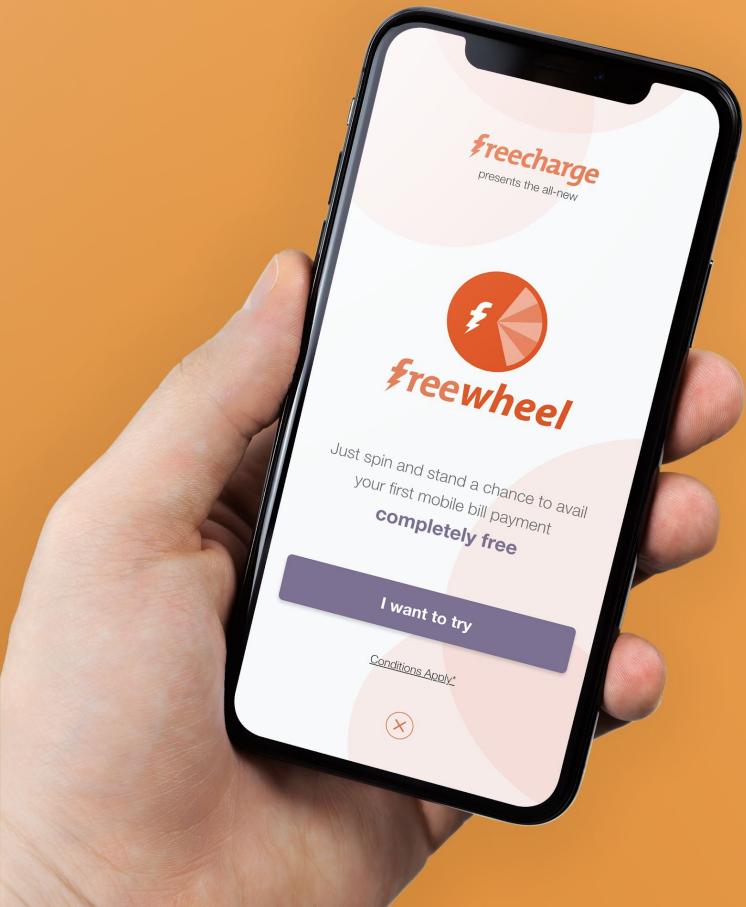
Will I be that
winner today ?



Bulls-eye...

- Winner gets his first mobile payment **free !**
- No entry barrier to register mobile#
- Share the joy on Whatsapp

Organic growth...
Successful Campaign



But why Wheel

Wheel and its spin is from
time-immemorial

visual language to resonate with FreeCharge branding
brand attachment and loyalty

casino's spin can relate FreeCharge to RummyCircle
incorrect mental model

Curious Mind

Our mind never
settles when teased
incessant playing !



Thank you

freewheel

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freecharge

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