

# THE CONCEPT

## A new Onboarding User Experience

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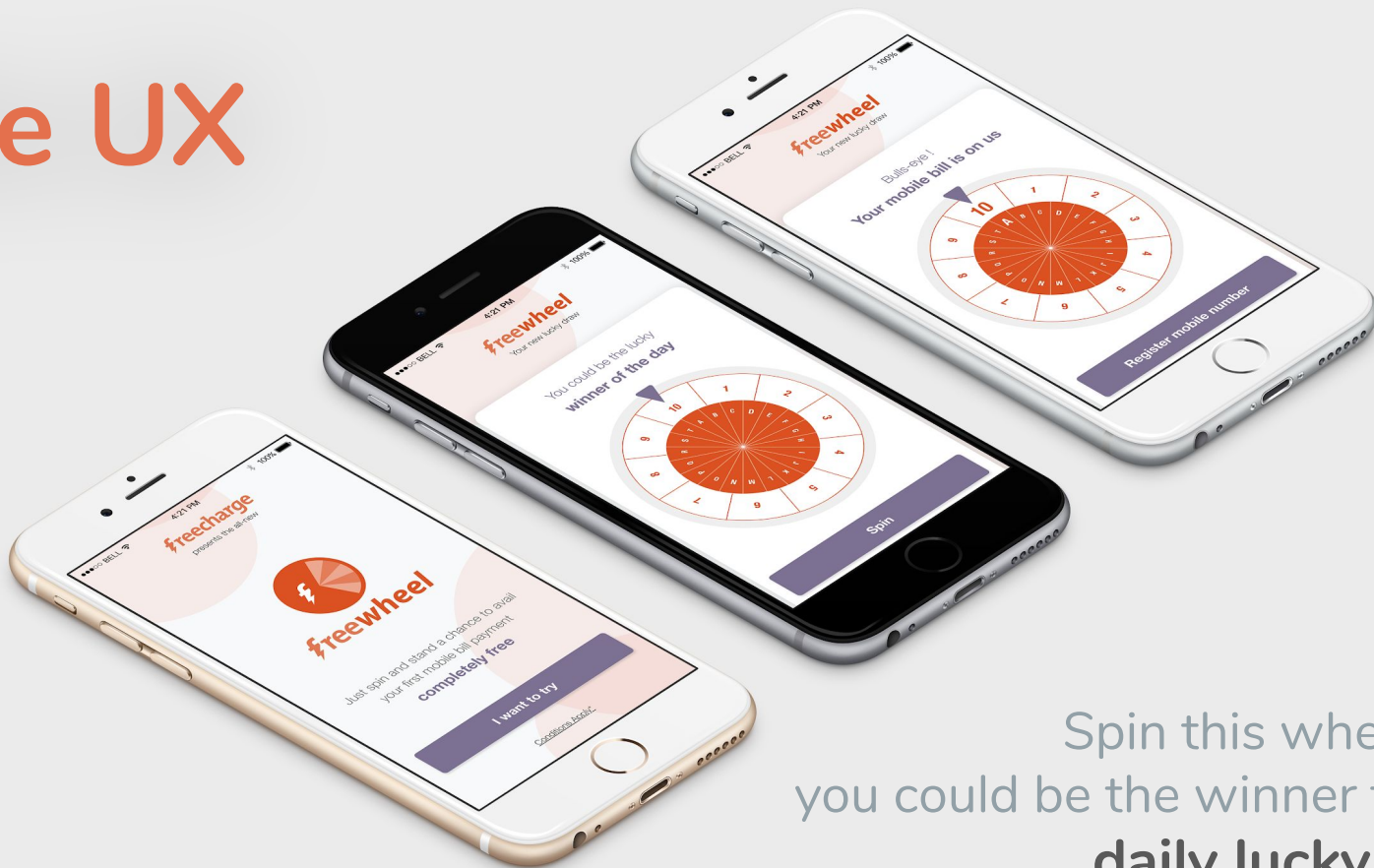
# Wheel

Spinning the wheel has  
always meant  
**fun, luck, arcade**

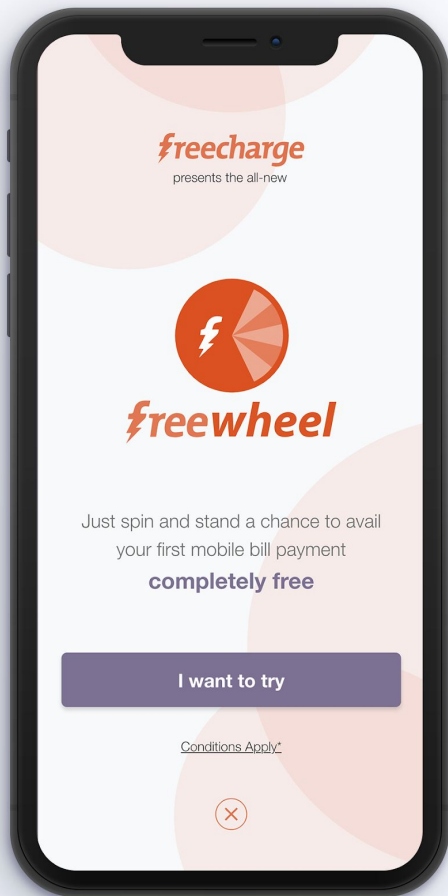
This age-old human  
mental model still brings  
delight for many, hence  
**ephemeral**



# The UX



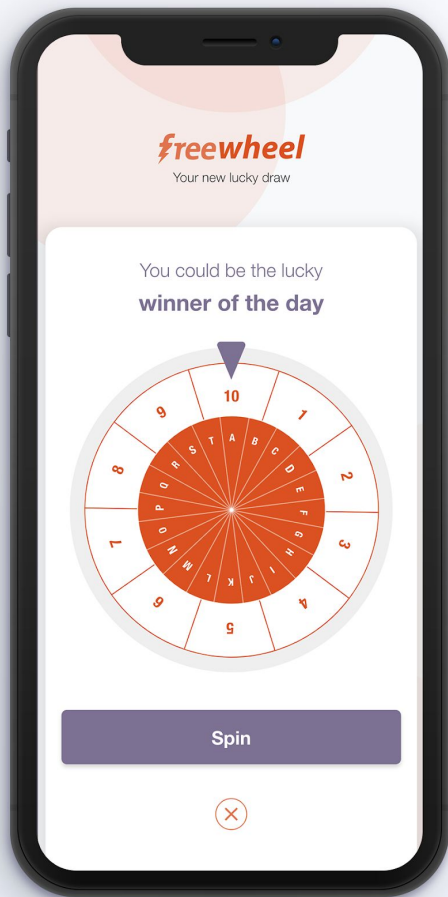
Spin this wheel and  
you could be the winner for the  
**daily lucky draw**



# 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 ?

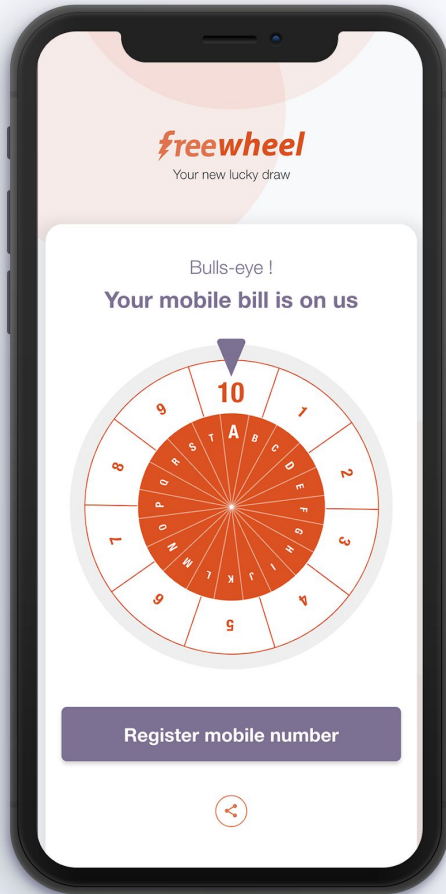


# The Freewheel

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

Will I be that  
**winner today ?**



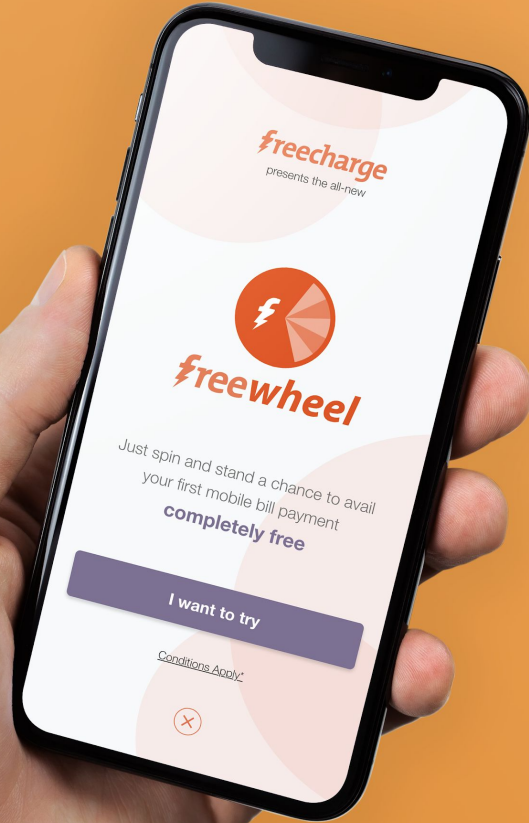


## Bulls-eye...

- 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

04



freecharge

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