

A FRANKENDESIGN PRESENTATION || 18 OCTOBER 2022

Roadmaps and Potholes

Who needs a two-sided marketplace anyway?

History

Merchant-centric (2017)

Marketplace Experience/MXP (2020)

Full Menu (2022)

Groupon owned the discount experience market but had nowhere to go from there.

Consumers would try a merchant once for the discount but Groupon did little to foster the ongoing consumer/merchant relationship.

Merchant's could not afford 50% discounts to the same customer as often as a consumer would like.

Being a deal site, it was hard for us to admit:






Price gets the attention, but other factors drive conversion.



Convenience, consumer reviews, and merchant marketing are companion incentives to value.

- Booking with yield management
- Consumer reviews that are searchable and relevant
- Business information with hours, location, and staff, and full menus

SEP 24, 2012 @ 02:22 PM 2,517 VIEWS

Groupon Acquires Savored For Restaurant Reservations

 **Tomio Geron**, CONTRIBUTOR
[FULL BIO](#) 
Opinions expressed by Forbes Contributors are their own.


[Groupon](#) has [acquired](#) startup [Savored](#), which provides high-end restaurants with online reservations. Terms of the deal were not disclosed.

Savored helps restaurants fill empty tables, by offering discounts of up to 40% on meals. The company has had more than 1,000 restaurants use its service.

The addition of Savored will give Groupon access to higher-end restaurants, many of which can be hesitant to slash pricing and margins to do a Groupon deal. Savored also provides a reservations tool and “yield management” tools to help restaurants increase their customers at slower times.

Consumers pay \$10 to book a reservation on Savored, but then get up to 40% off of their bill, according to [AllThingsD](#). Restaurants keep all of the profits from the deals.

Savored will continue to operate its service as part of Groupon, Savored cofounder and CEO Ben McKean said in a [blog post](#).



(Photo credit: Wikipedia)



GROUPON 4,800 PTS

Home **Local** Goods Getaways Clearance Coupons Best Sellers

\$15 for \$30 Worth of Sushi or \$25 for \$50 Worth of Japanese Cuisine for Dinner for Two

Sakesan Bistro

90% of 367 customers recommend

\$15

Select option

\$30 Value for Sushi 50% off ~~was \$15~~ **\$15**

\$50 Value for Japanese Dinner for Two 50% off ~~was \$25~~ **\$25**

Select Party Size

Select Date & Time

BUY!

SHARE THIS DEAL

In a Nutshell

At this sushi-focused spot, munch on a variety of fresh rolls, including vegetarian options, or try a hot pot or donburi.

Fine Print

Promotional value expires 120 days after purchase. Amount paid never expires. May be repurchased every 90 days. Limit 1 per person. Limit 1 per visit. 1 voucher per table. Dine-in only. Valid for dinner only. Not valid with any other offers or happy hour specials. No cash back. Merchant is solely responsible to purchasers for the care and quality of the advertised goods and services.

The Deal

- \$15 for \$30 worth of sushi and Japanese cuisine for dinner for two
- See the menu here.

Sakesan Sushi & Bistro

Inside a frameless glass room with a glowing TV screen and a long table surrounded by a low wooden bench with padded seats, you know you're going to open your mouth. But you might not know if more things will be going in or coming out. The space is Sakesan Sushi & Bistro's private karaoke room, and there, large parties can belt their hearts out in between sipping a variety of sakes and munching on party trays loaded with sushi. The large glass wall separating this room from the dining room allows groups to have their privacy while still being able to get a passing waiter's attention by fogging up the glass and writing a message.

Smaller groups can perch at low tatami dining tables out in the dining room or head to the sleek white sushi bar. There, they can watch chefs tuck avocado slices into a seaweed wrap or assemble the Aloha roll, which is built with shrimp tempura, tuna, fresh mango, tobiko, and unagi sauce.

\$15

\$30 Value for Sushi

Select party size

1 2 3 4 5 6 7 8

Select date & time

BUY!

\$15

\$30 Value for Sushi

Select party size

2 People

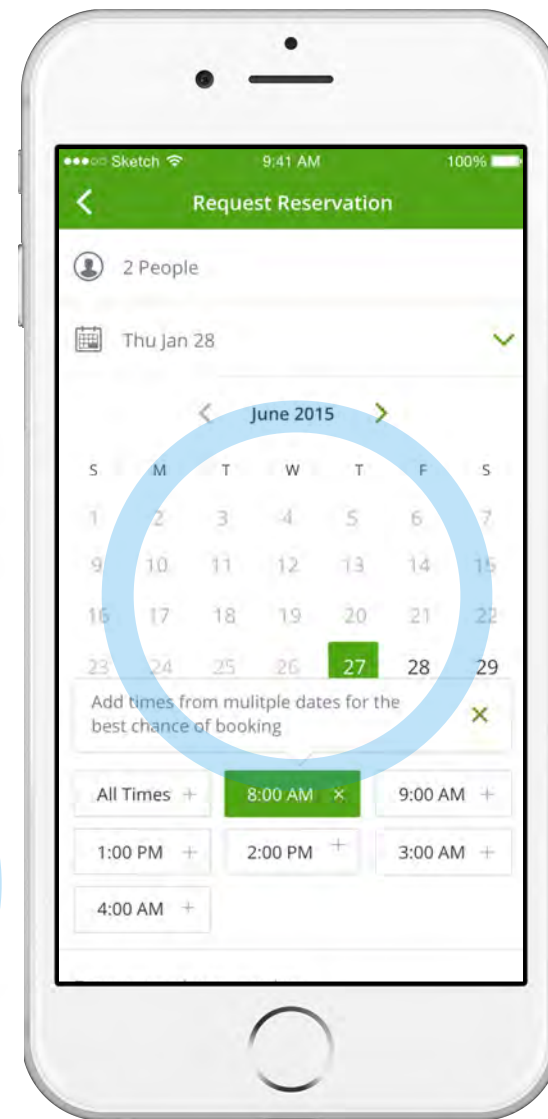
Select date & time

May 2015

11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

9:00 AM 9:30 AM 10:00 AM 10:30 AM 11:00 AM 11:30 AM 12:00 PM 12:30 PM 1:00 PM 1:30 PM 2:00 PM 2:30 PM 3:00 PM 3:30 PM 4:00 PM

BUY!



GROUPON

Complete Your Order

Item Description	Reservation	Unit Price	Quantity	Subtotal
50% Off at sakesan Sushi & Bistro	2 People Mon May 11, 11:00 AM	\$15.00	x 1	\$15.00
Order Total:				\$15.00

Use a promotion or gift code

Reservation Details

Phone Number*

Send me reminders via text messages. What's this?

Payment Information

Pay With Existing Card

Visa Number: ****-1111

 Mastercard Number: ****-5432

By clicking Complete Order I accept the [Terms and Conditions](#) and [Privacy Policy](#).

Complete Order

Company

- About Groupon
- Jobs
- Blog
- Press
- Investor Relations
- Management Team
- In Your Community

Work with Groupon

- Join the Groupon Marketplace
- Run a Groupon Deal
- Learn More about Groupon Merchant
- Affiliate Program

More

- Customer Support
- FAQ
- Coupons
- Gift Cards
- Gift Shop
- Shop by Brand

Follow Us

Get the Groupon Mobile App

Our Promise To You

We're confident in your Groupon experience and back it with the Groupon Promise. [Learn more.](#)

Unbeatable Deals for Local Adventures

Discover huge discounts and fun activities in your city with Groupon. Check out daily deals for [restaurants](#), [spas](#).

GROUPON

Congrats on your shiny new Groupon!

Mon May 11, 11:00 AM **2 People** **Sakesan Bistro**
1112 W Sakesan Ave
Chicago, IL 60612
[Directions](#)

Your reservation is complete. Enjoy your Groupon.
You can view, change, or cancel your reservation by visiting [My Reservations](#)

\$40 Value for Asian Cuisine

SHARE THIS DEAL

More Recommendations [View All](#)

Party-Supply Rentals

Carnival Parties
Maspeh

~~\$288~~ **From \$99**

Japanese and Korean Cuisine

Ichiban Japanese & Korean Restaurant
West End

~~\$48~~ **\$20**

New Furnace Installation

SAI Heating & Cooling

~~\$2,999~~

Massages sold online (2017)

1. **Message Envy**®



Massages sold online (2017)

1. **Message Envy**[®] 2. **GROUPON**

Groupon buys PrettyQuick, Coco Meers' Chicago-based booking service



Chicago-based Groupon acquires salon-booking app PrettyQuick for an undisclosed sum. Coco Meers, right, is the CEO of PrettyQuick. (Michael Tercha, Chicago Tribune; Andrew A. Nelles, for Blue Sky)



By **Meg Graham** · **Contact Reporter**
Blue Sky

SHARE THIS



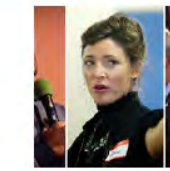
Why Groupon bought Chicago-based startup PrettyQuick

JUNE 5, 2015, 3:13 PM

Groupon has acquired Chicago-based salon and spa appointment-booking service PrettyQuick, the company announced Friday.

PrettyQuick, founded in 2012 by [Coco Meers](#), will continue to operate as a standalone brand, with

In case you missed it

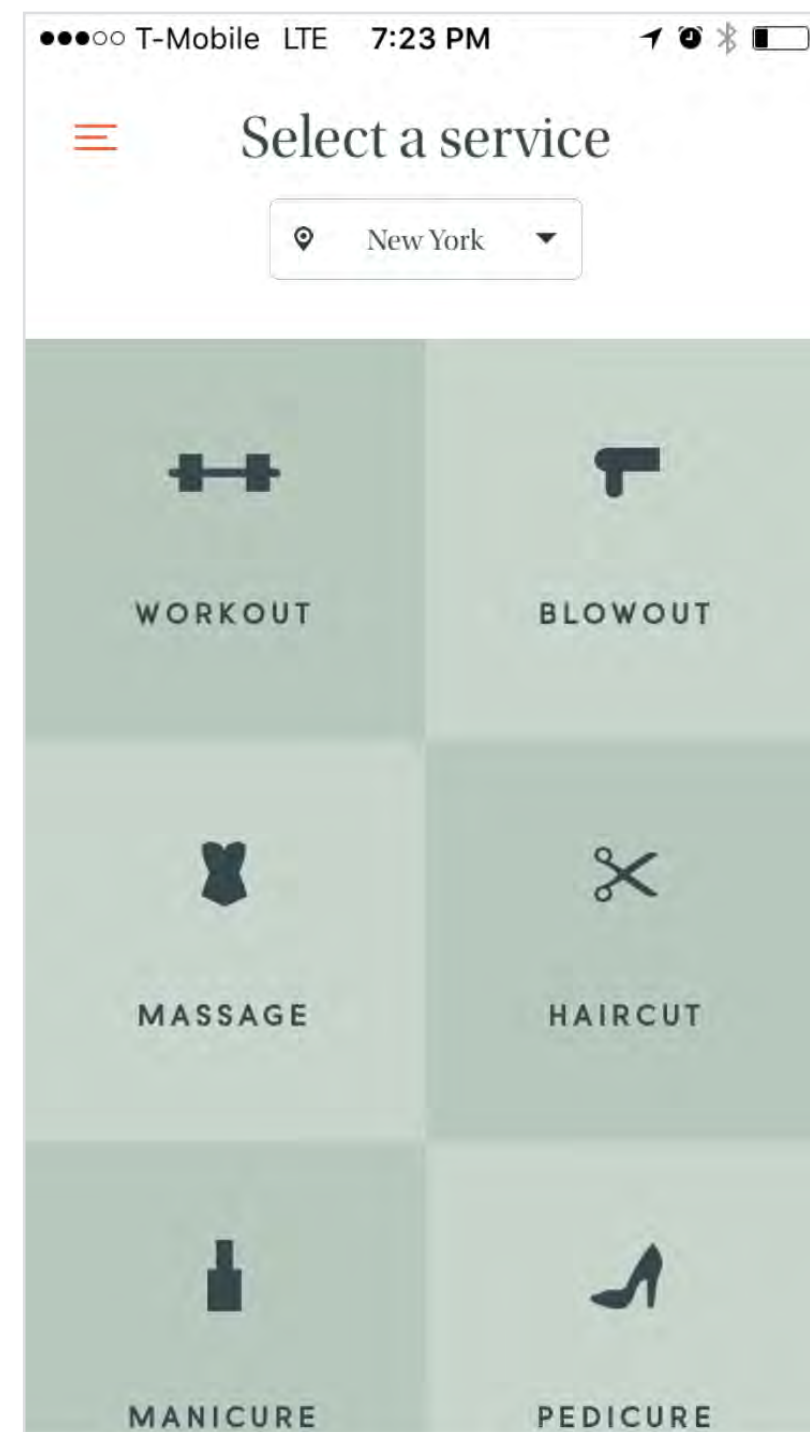


Chicago CEOs show the value of listening to customers, watching data

NOV. 18, 2014



Service Categories



BEAUTIFIED

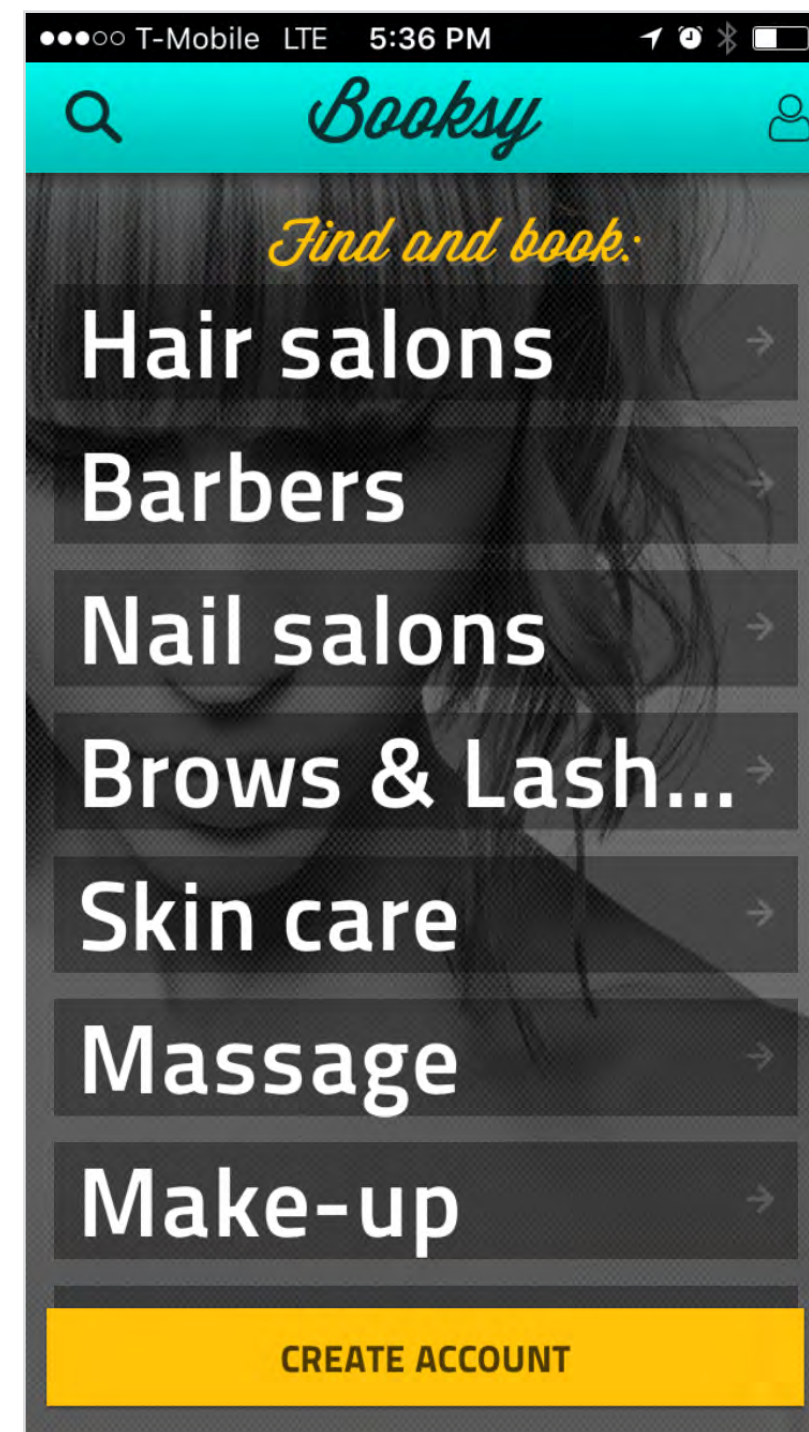
After required login...

Hamburger Menu (Account, Meta)

Location Selector

Categories

VALUE PROP: Urgency



BOOKSY

Search Icon

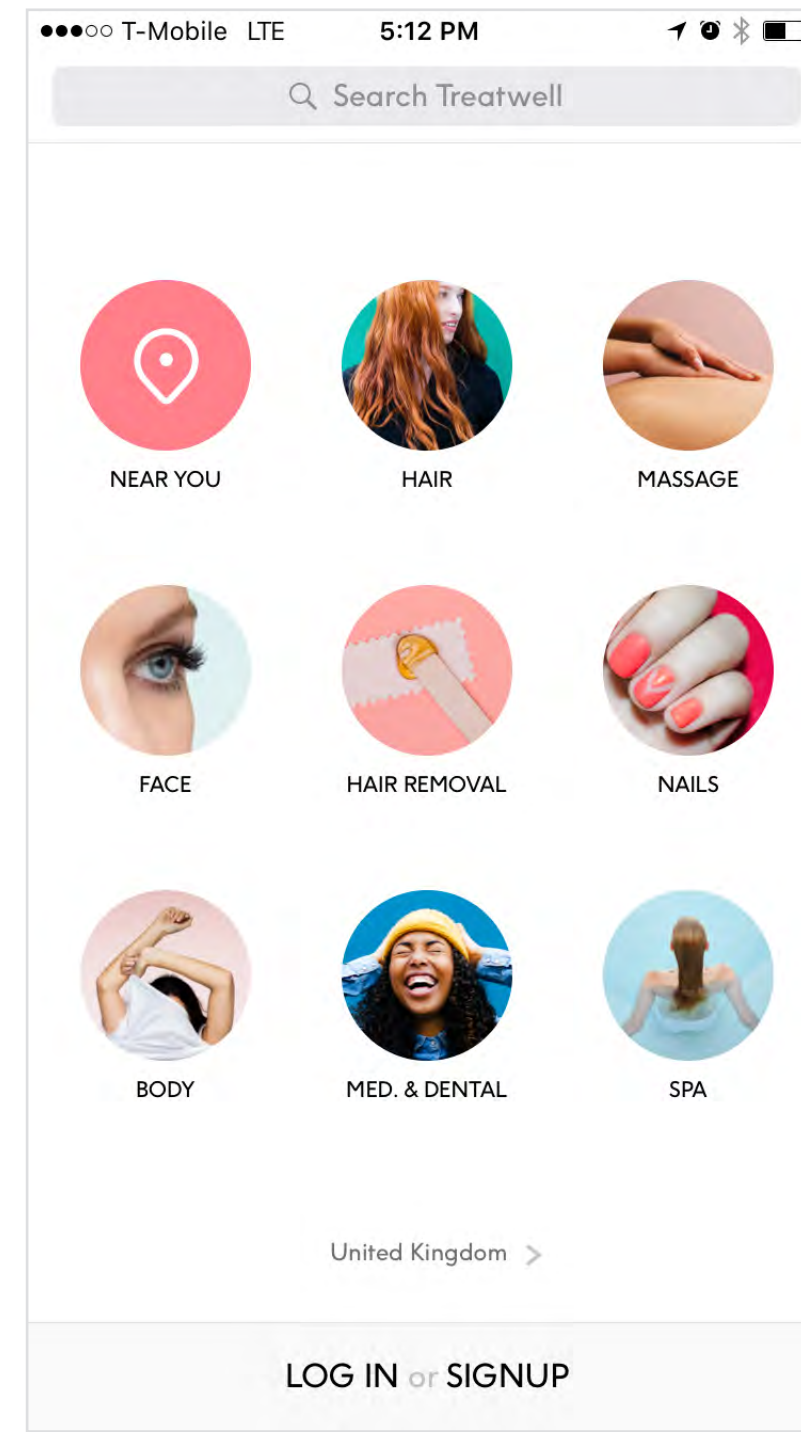
Account Icon

Categories

Create Account (First Time)

VALUE PROP: Discovery

Search



TREATWELL

Search Field

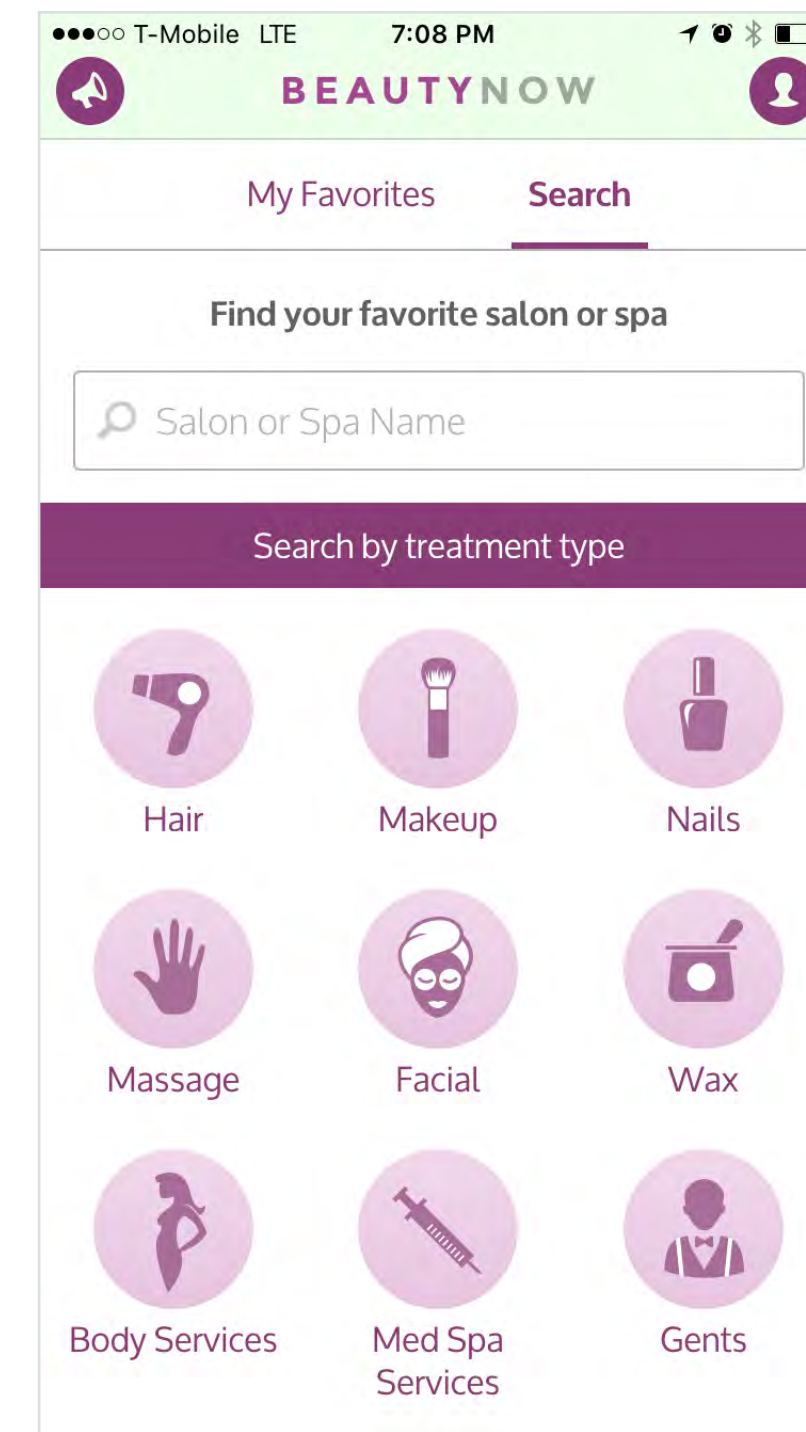
Distance Category

Services Categories

Country

Account Login / Sign Up

VALUE PROP: Convenience



BEAUTYNOW

After required login...

Feedback

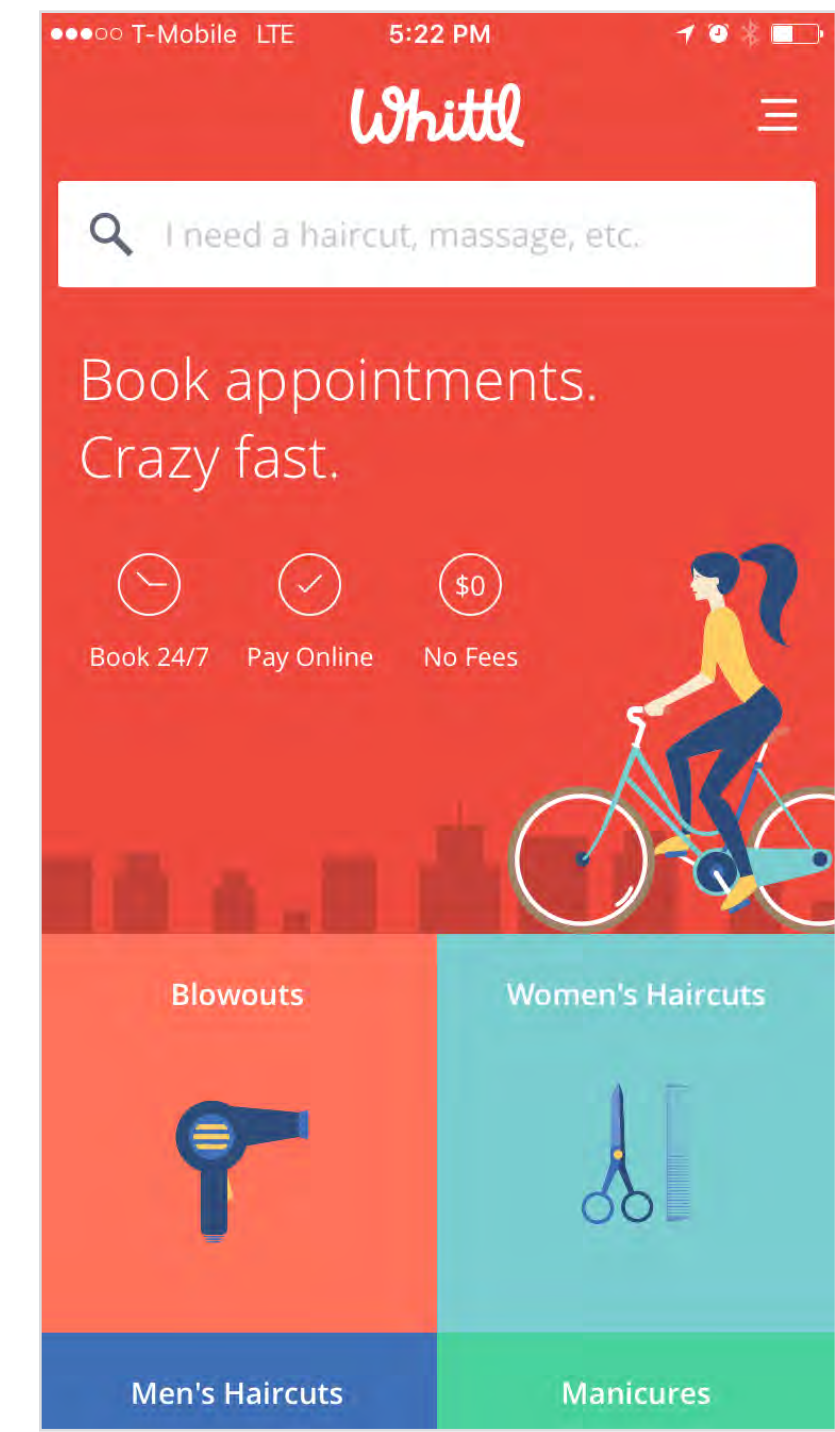
Account Menu (& Meta)

My Favorites

Search / Search Field

Categories

VALUE PROP: Instantaneous



WHITTL

Hamburger Menu (Account)

Search Field

Branding

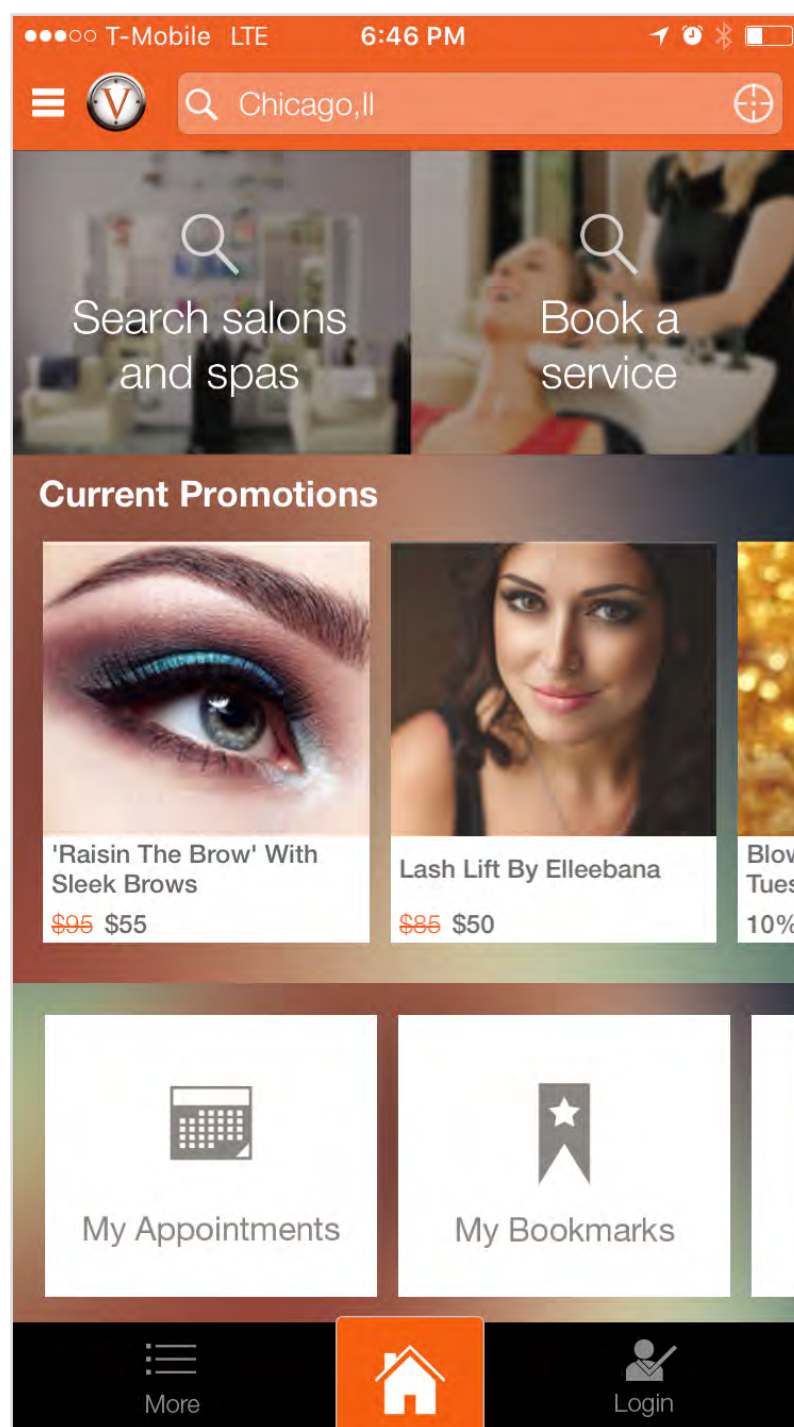
Categories

Search Icon

VALUE PROP: Convenience

Search

Promotions

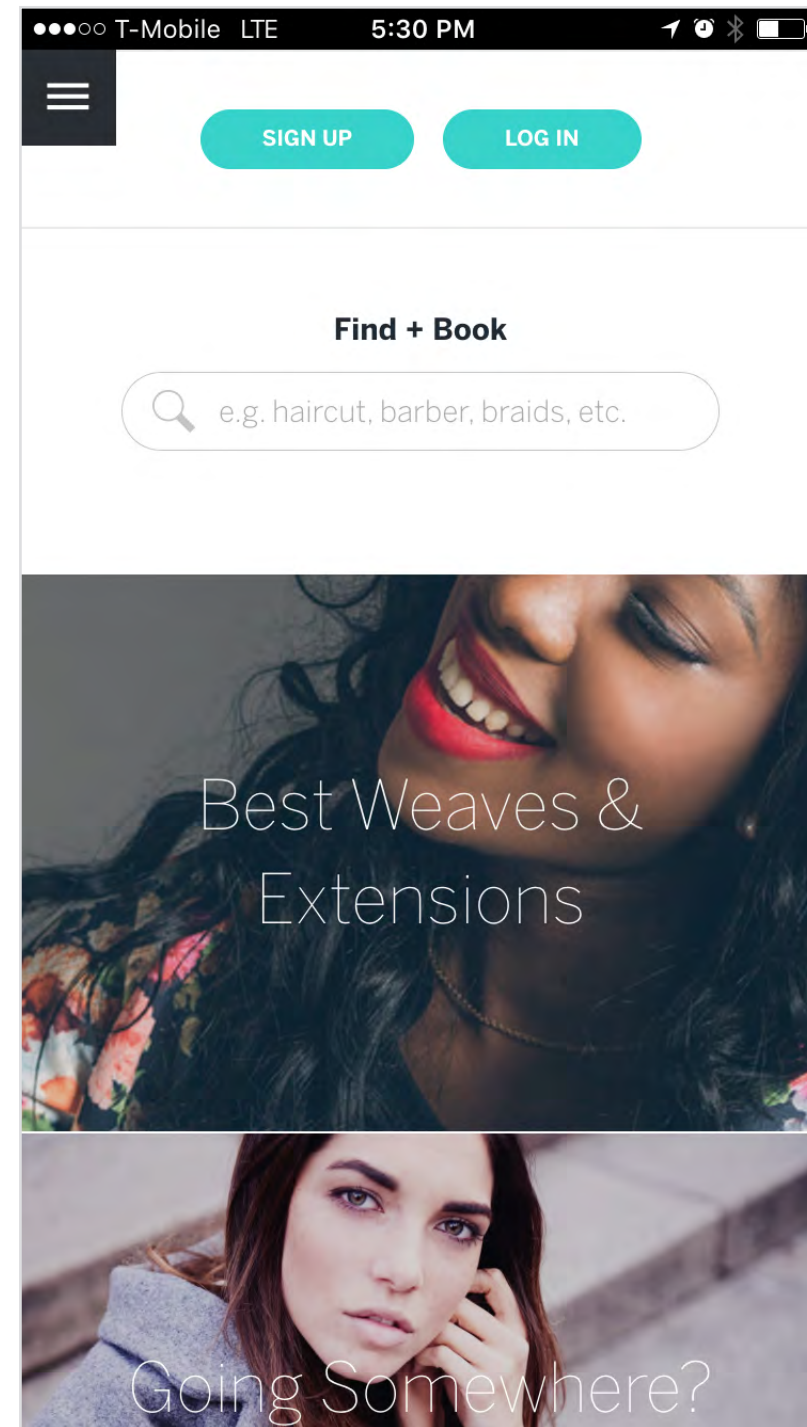


VAGARO

Hamburger Menu (Account)
 Search Field
 Search by Business
 Search by Service
 Promotions
 Account Tools
 Hamburger Menu (Duplicated)
 Home
 Login

VALUE PROP: Discovery

Browse + Merchandising

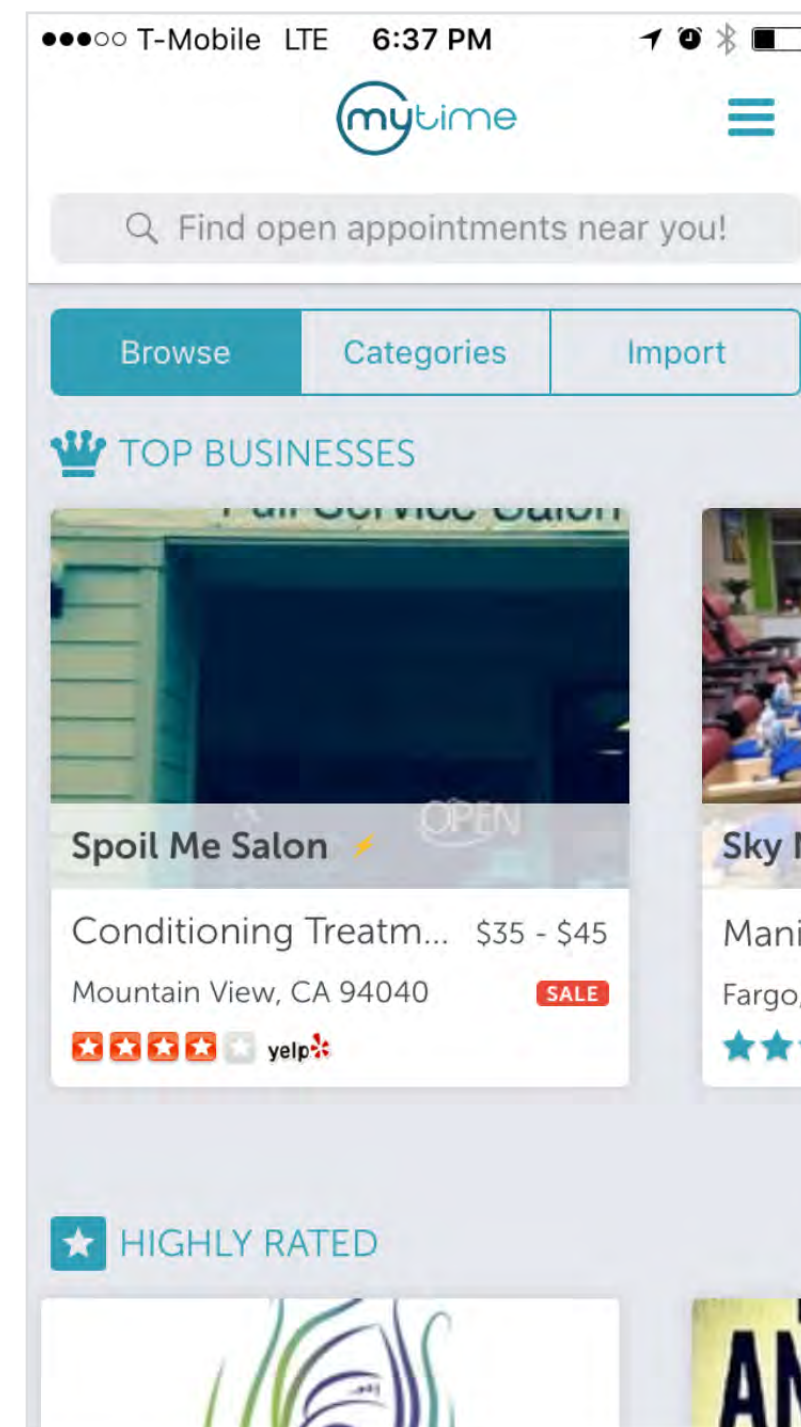


STYLE SEAT

Hamburger Menu
 Account Login / Sign Up
 Search Field
 Topical Categories

VALUE PROP: Location

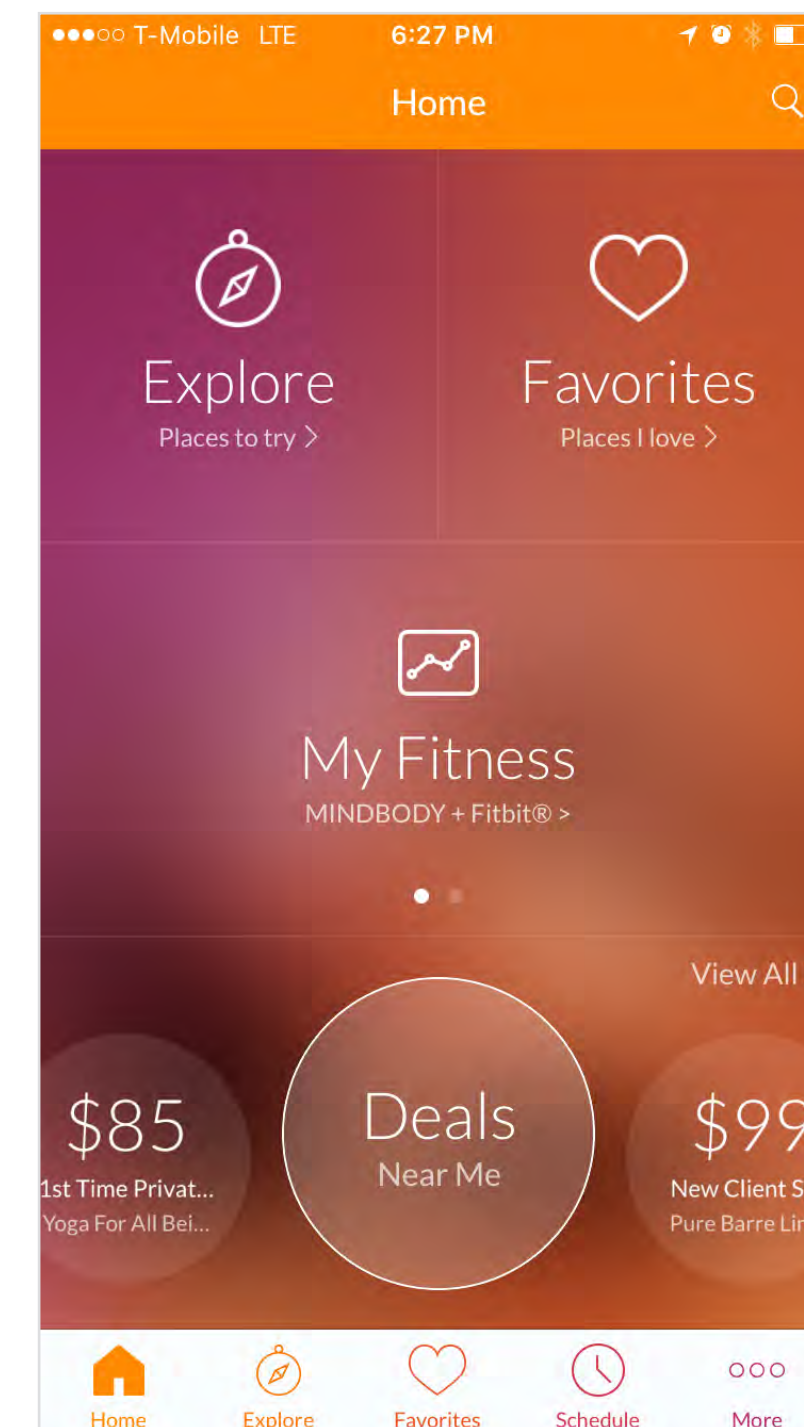
Promotions



MY TIME

Hamburger Menu: Account Tools
 Search Field
 Browse
 Categories
 Import
 Curated Categories: Ranked, Rated,
 Mobile, Deals

VALUE PROP: Variety

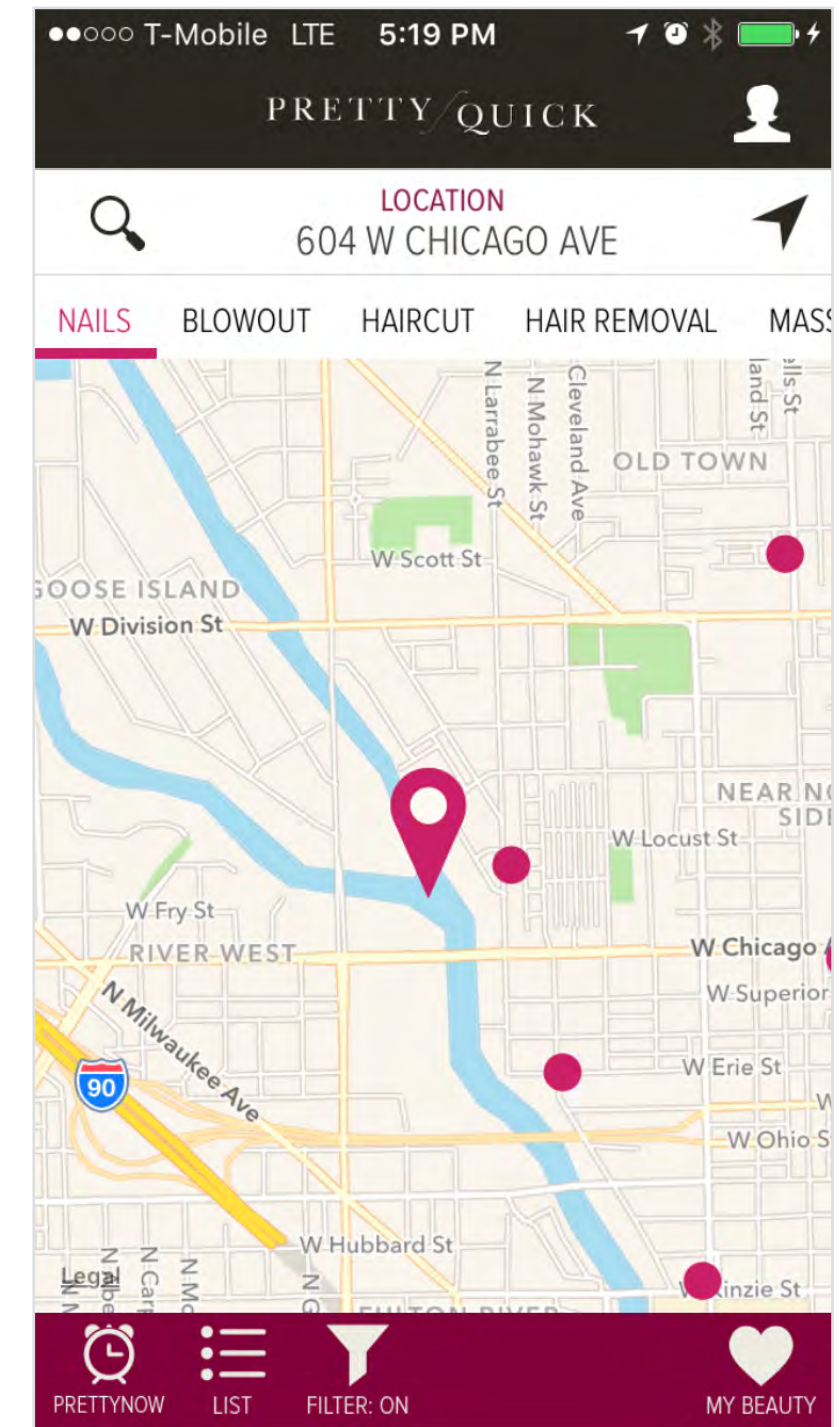


MINDBODY

Search Icon
 Explore Category Drill-Down
 Favorites
 Quick Access Carousel
 Deals
 Menu: Home, Explore, Favorites,
 Schedule, More/Account

VALUE PROP: Discovery

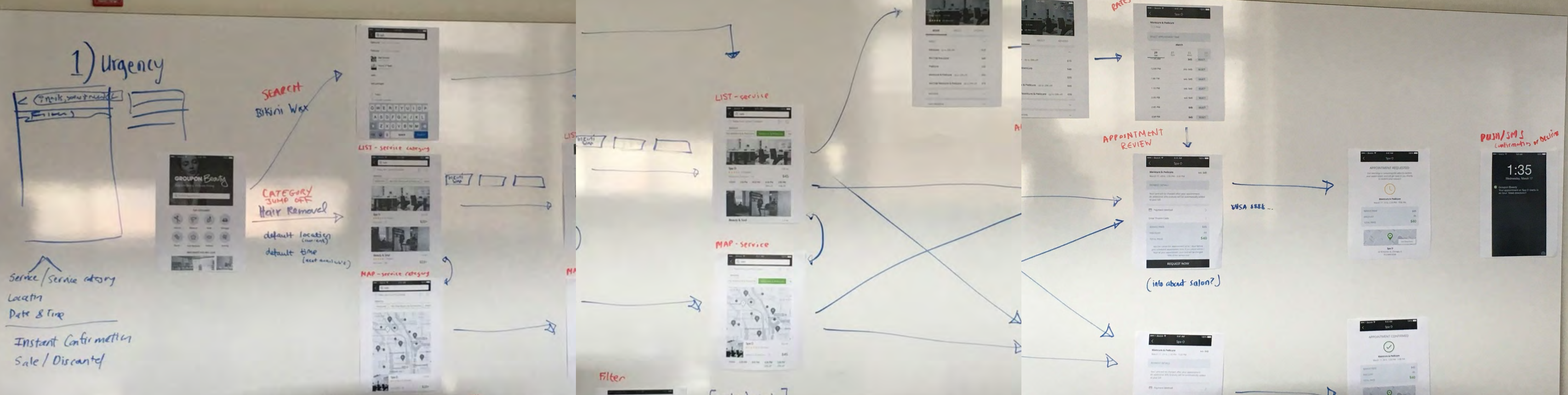
Location



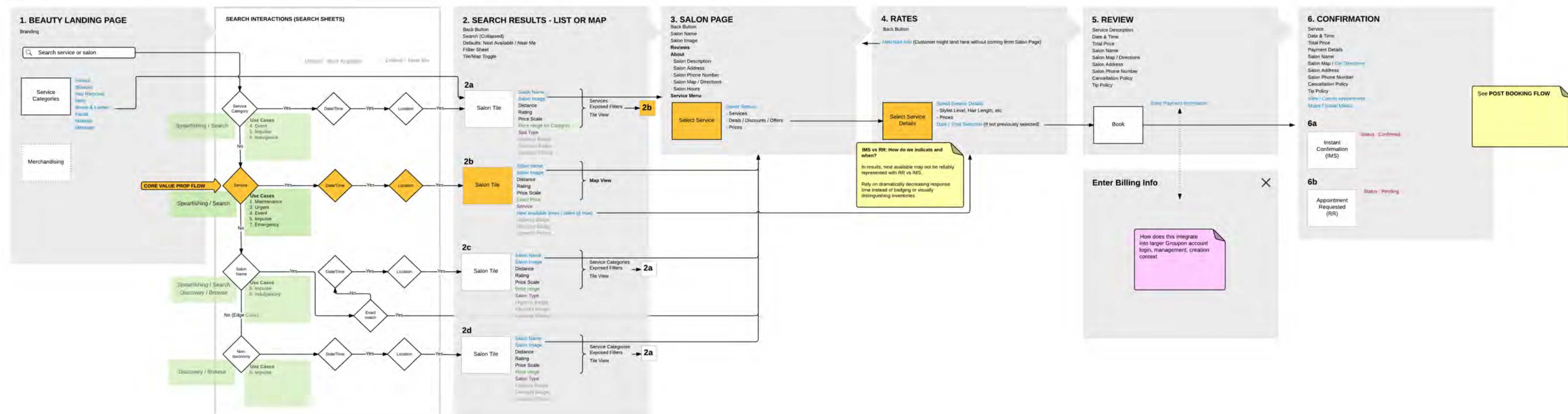
PRETTY QUICK

Account Icon
 Search Icon
 Location
 Categories
 Map
 Pretty Now
 List View
 Filters

VALUE PROP: Instantaneous

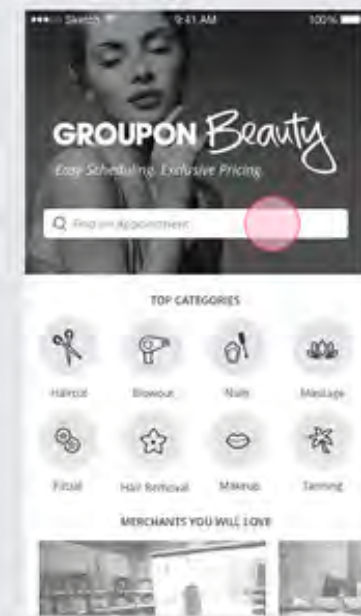


GROUPON Beauty BOOKING PATH FLOW CATEGORY TO CONFIRMATION v03



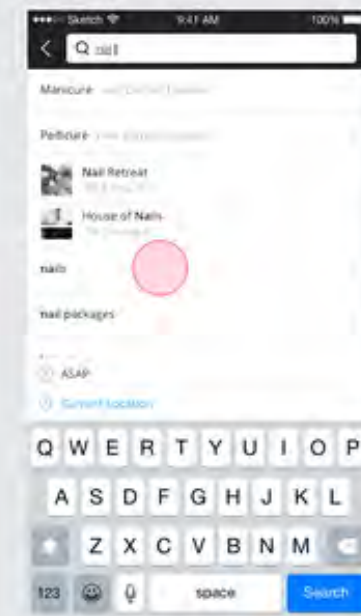
1. Urgency

Landing Page



From Beauty Landing Page, user is prompted to interact with the Search Field.

Search



User begins typing 'Nails' into the search field and is given a set of auto-complete results. They tap on 'nails' further down the auto-complete list.

Accordion for defaults load consecutively and left as defaults: Next Available and Current Location.

List Results



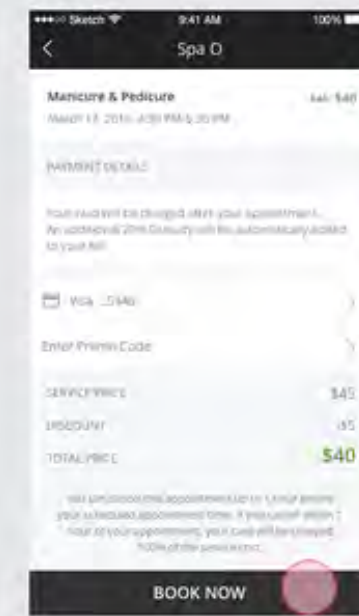
Lands on a Search Results Page with Salon Tiles for 'Nail Salons'. User is prompted to find salons that offer a Manicure & Pedicure package by interacting with the exposed category filter.

List Results



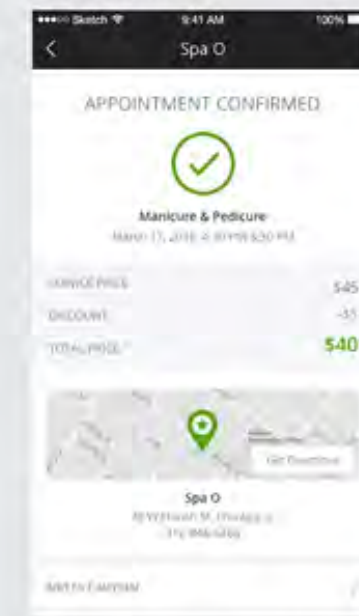
Time pills are injected into the Salon Tiles after a specific category is selected. User interacts with the pills to select a specific appointment time showing a 20% discount.

Review



User skips directly to the Appointment Review screen where they are given more details about their appointment and prompted by a "Book Now" CTA.

Confirmation



User successfully books their Manicure & Pedicure appointment and is brought to a Confirmation page. They will also receive confirmation emails.

2. Maintenance

Push Notification



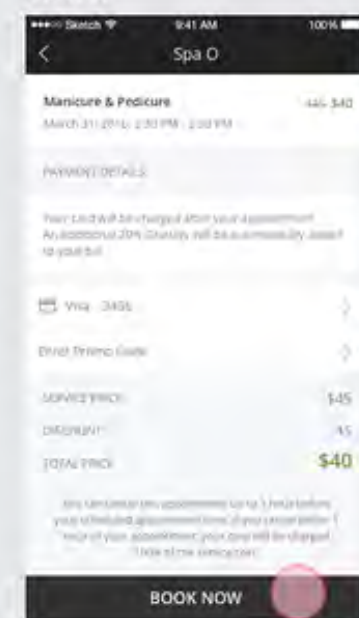
User is prompted with a push notification a few weeks after their previously booked Manicure & Pedicure asking if they would like to schedule another appointment.

Rates



Upon interacting with the notification, they are taken to the Appointment Rates page for the same Salon where they are able to select a new appointment date/time.

Review



After they select a time slot, they are taken to the Appointment Review page where they are prompted to 'Book Now' by the CTA.

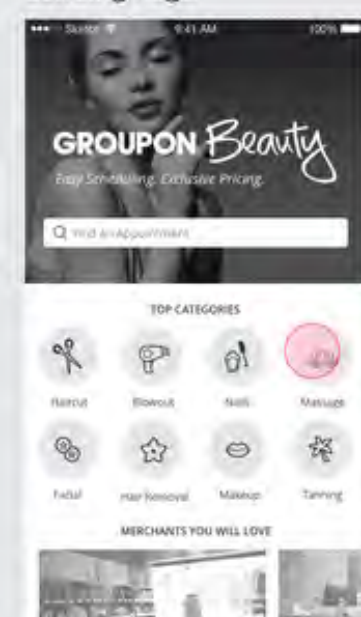
Confirmation



User successfully rebooks their Manicure & Pedicure appointment with instant confirmation.

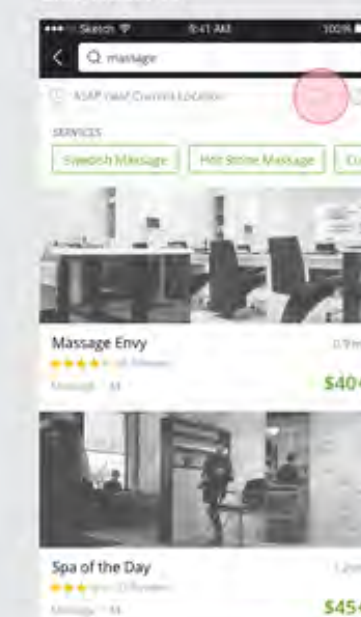
3. Indulgence

Landing Page



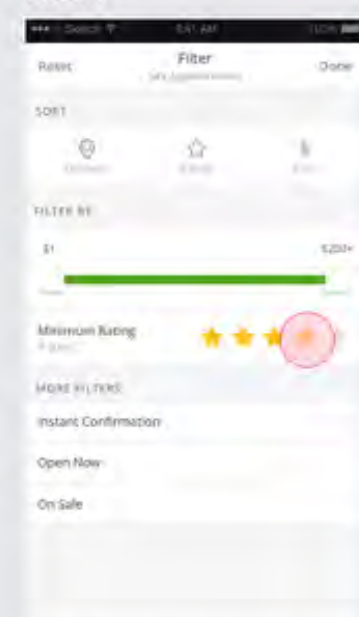
From Beauty Landing Page, user selects the "Massage" Category icon.

List Results



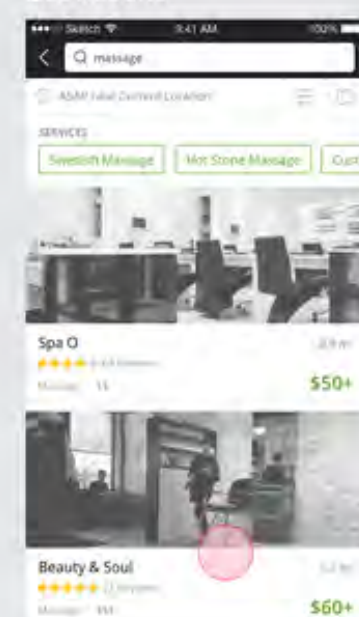
They are taken to a Massage Search Results page with Salon Tiles specializing in Massage. They want a highly rated Spa and are prompted to tap the filter icon.

Filters



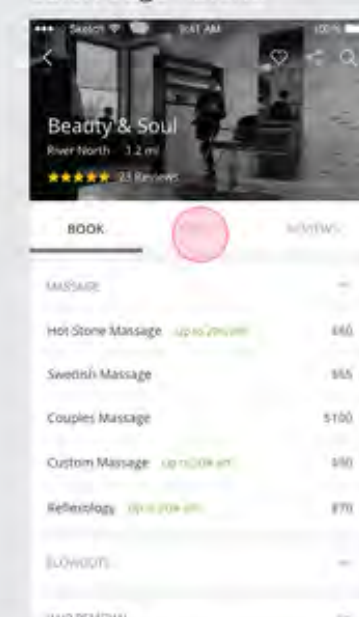
The filter sheet slides up and they interact with the rating selector to only view 4-star+ Salons/Spas.

List Results



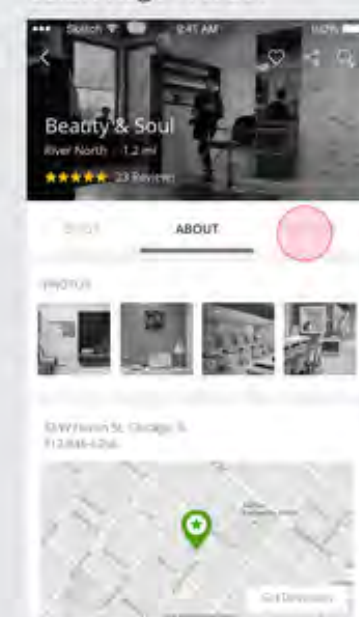
The search results repopulate with only 4-star+ Salon Tiles and the User selects a 5-star result from the list.

Salon Page - Menu



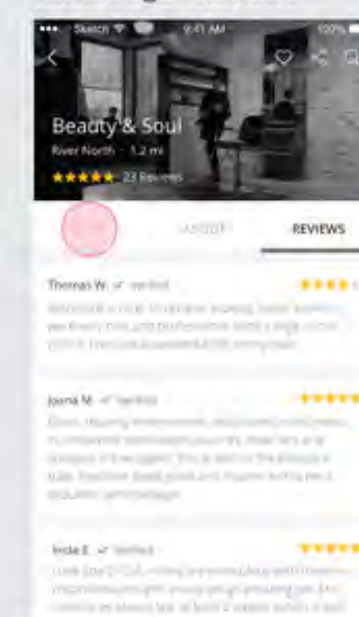
User is taken to the Salon/Spa Landing Page, they want to know more about the salon and tap the About tab.

Salon Page - About



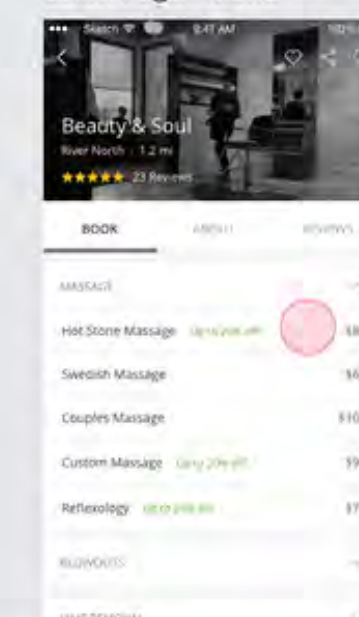
User is shown various information about the Salon, such as exact location, hours, and more photos of services and the interior of the establishment. They want to see what other customers thought about the Salon/Spa and tap the Reviews Tab.

Salon Page - Reviews



User can go through lists of reviews by other Groupon Beauty App users to see if they want to stay with this salon. User likes what they see and taps the Book tab to select an appointment (at this point, user could go back to search results and select a new spa).

Salon Page - Menu



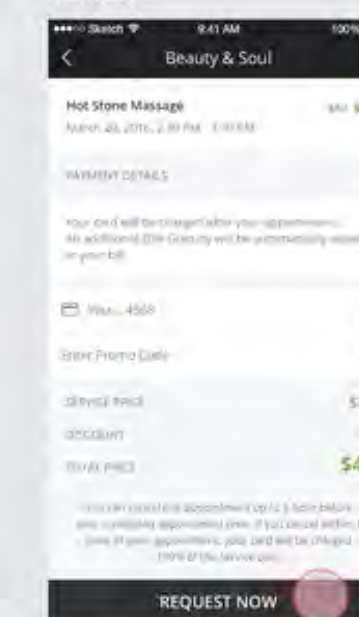
User sees 'Hot Stone Massage' is discounted and taps it.

Rates



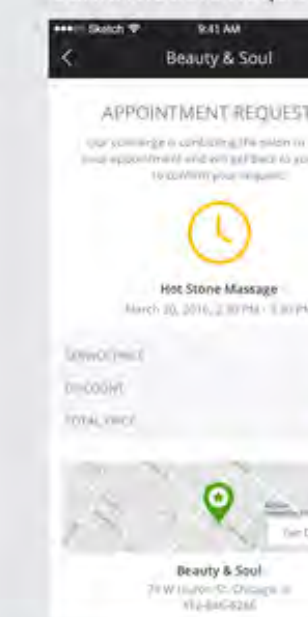
User is taken to the Appointment Rates page and interacts with the calendar and time selectors to find a discounted appointment slot.

Review



User is taken to the Appointment Review page, where they are given additional info about their appointment. The CTA now says 'Request Now' instead of 'Book Now' and they tap it.

Confirmation/Request



User is taken to the Appointment Confirmation screen, where they are told we are contacting the salon and will contact them shortly with confirmation of their requested appointment.

Appointment Details

SELECT A SERVICE
All Massage

WHEN
Today, Anytime

AUGUST

TODAY 4 5 6 7 8 9 10

Anytime Morning Afternoon Evening

Find Appointments

Find Services & Salons Near me

SERVICE All Massage WHEN Today, Anytime FILTER

72 SALONS & SPAS

Miyuko's Massage 0.2 mi (82)

Hot Stone Massage (60 min)

TODAY \$120

5:00 PM \$100 5:30 PM \$110 6:00 PM \$120

Home Categories Notifications My Stuff

Beauty & Soul Med Spa • 33 E Webster St. • .2 mi

SELECT A SERVICE TO BOOK

Massage \$75-200 Discounts Available

Facials \$55-85

Nails \$15-50 Discounts Available

Hair Removal \$15-75

What You Should Know

Book Now
Seamlessly schedule appointments from an extensive menu of services.

Pay Later
No upfront payment! You'll be automatically charged after your appointment for the service and gratuity you choose.

Instant Confirmation
Real time availability enables instant appointment confirmations.

Cancellation Policy
Cancel within 4 hours of the appointment start time to avoid the salon or spa's BeautyNow cancellation fee equal to the price of the service when booked.

About Beauty & Soul

A private practice for the well being and care of the body and spirit through the art of Esthetics and Energy work. This includes Skin Care Therapy, Hair Removal, Relaxation Therapy, Energy Healing Meditation, and Clairvoyant Reading.

Select Service

Beauty & Soul 33 E Webster St. 102 Reviews

Swedish Massage 90 min \$120

Swedish Massage 120 min \$160 Up to 10% Off Select Times

Hot Stone Massage 60 min \$100

Hot Stone Massage 90 min \$150

Hot Stone Massage 120 min \$200

Couples Massage 60 min \$175

Reflexology \$75

Select Appointment Time

Beauty & Soul Swedish Massage - 60 min Up to 25% Off Select Times

AUGUST

TODAY 4 5 6 7 8 9 10

2:30 PM \$75

2:45 PM \$100

3:00 PM \$100

3:15 PM \$100

3:00 PM \$100

3:15 PM \$100

Appointment Review

Beauty & Soul 33 E Webster St. 102 Reviews

Swedish Massage - 60 min Today, August 4, 2016, 2:30 PM

You will be charged after your appointment.

CANCELLATION POLICY
Appointments cancelled within 4 hours of the appointment start time will result in the salon or spa's BeautyNow cancellation fee equivalent to price of the service when booked.

CLIENT DETAILS
Megan Doe 312-867-5309 Change

PAYMENT DETAILS
Total Due Now \$0.00

Due After Service
Swedish Massage - 60 min \$100.00
20% Gratuity \$20.00
Discount: 25% Off -\$25.00
Total \$95.00

Enter Promo Code

Gratuity: \$20.00
15% 20% 25% Custom

By confirming this appointment, I agree to Groupo's Current Terms of Use and Privacy Statement.

Beauty & Soul

Appointment Confirmed

Swedish Massage - 60 min Today, Aug 4, 2016, 2:30 PM

WHAT HAPPENS NEXT

- Yay! Your appointment is confirmed. Beauty & Soul is expecting you at your scheduled time.
- Payment is a breeze — you'll be automatically charged for the service and gratuity to your saved payment method after your appointment.
- Lookout for confirmation and reminder notifications.

Beauty & Soul .2 mi 3 min

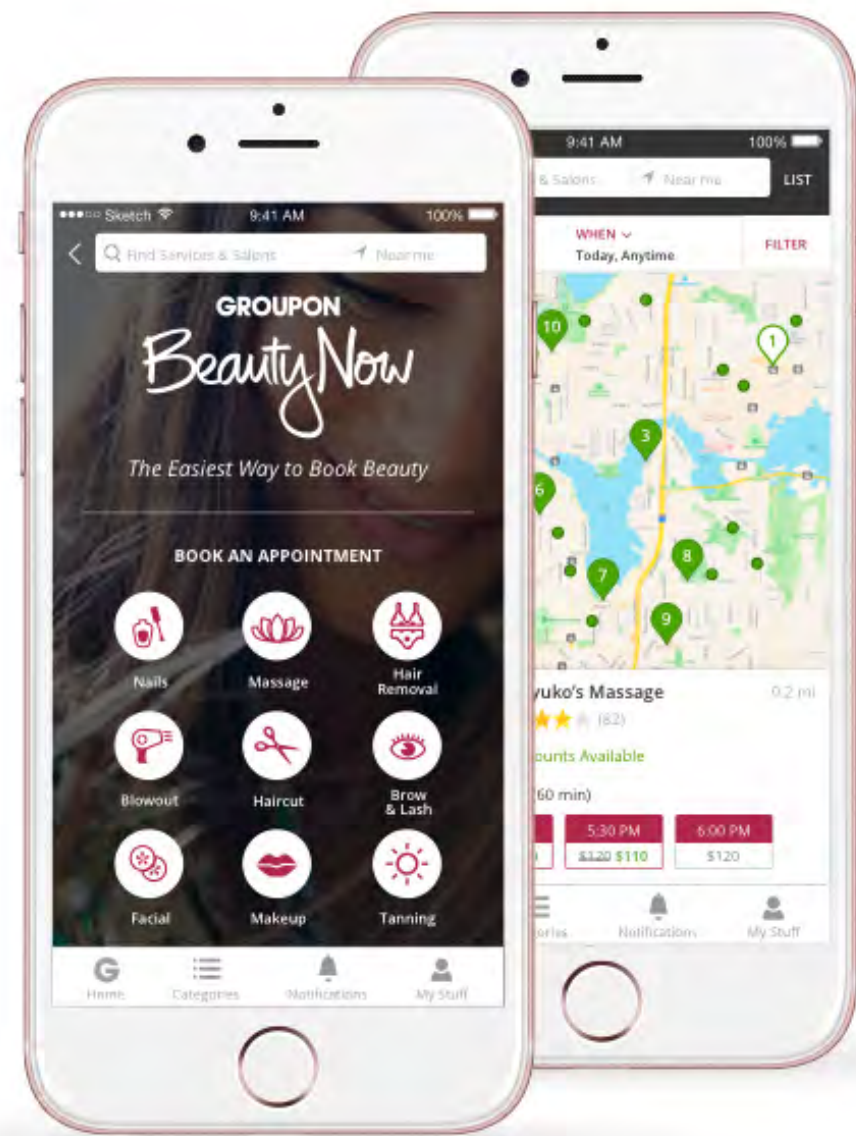
33 E Webster St. Anywhere, USA

Open Now: 9:00 AM-7:00 PM

CLIENT DETAILS
Megan Doe 312-867-5309

PAYMENT DETAILS
Total Due Now \$0.00

Due After Service
Swedish Massage - 60 min \$100.00



Seamless Booking

Book your service, arrive at your scheduled time and enjoy!



Discounted Appointments

Enjoy discounts during select times at top salons and spas near you.



Cashless Payment

Payment is applied post-service with our cashless, voucher-less experience.

Have a salon or spa you want to grow?

Gain more exposure and bring in great clients with BeautyNow. [Get Started](#)

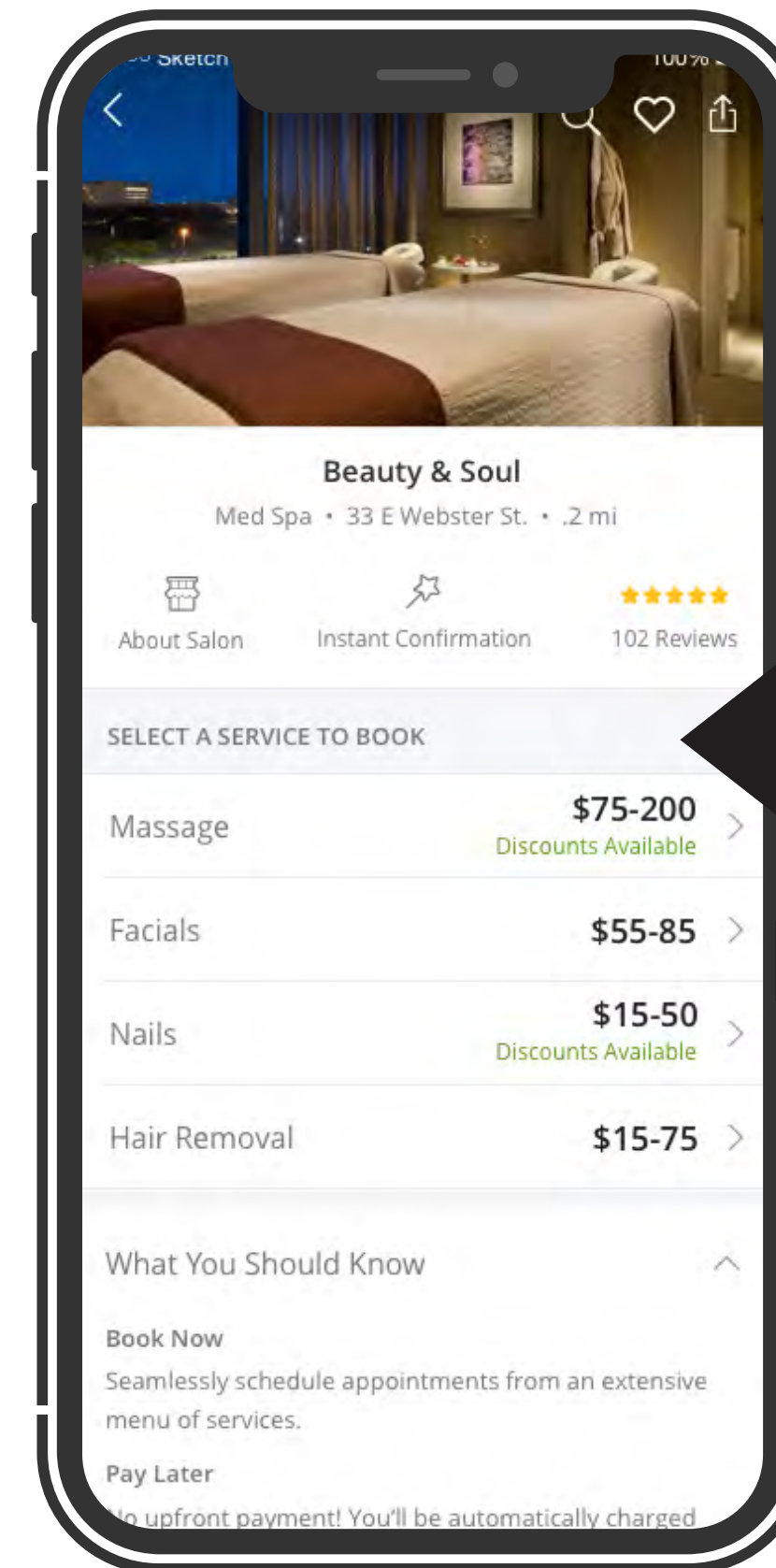


Fig 1: Salon services page

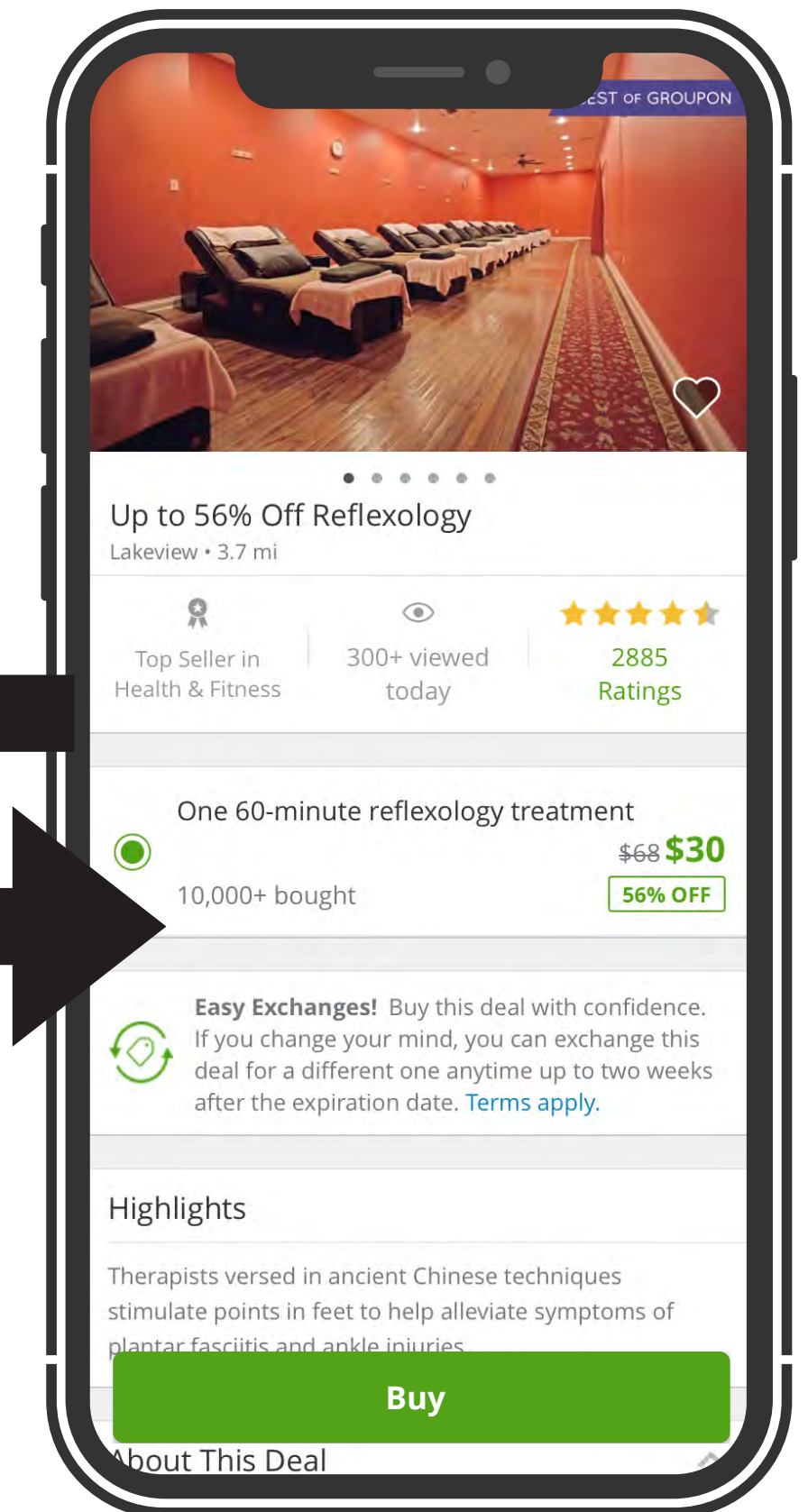


Fig 2: Groupon deal page

This is not a deal page, it's a merchant page.

Conversion hinges on time, date, location, salon and service quality...and price. Our architecture, page templates, and even our design system could not support this.

Consumers told us this did not fit our ecosystem.

Merchant Centric

Yelp was incentivizing merchant platformization with deals, booking, and delivery. Meituan was the #1 deal site in Asia with a merchant-first focus. Treatwell was a rapid success in the UK. Highest converting Google SEO traffic arrived through the merchant window, not offerings.

Being deal-centric simply does not accommodate growth.

- Delivery and takeout
- Cash-back loyalty
- Appointments/booking
- Coupons

Merchant inventory could cross categories and was scattered across multiple deal pages.

Merchant Centric Search

1. We almost pull this off now
2. Current layouts accommodate most of what we need
3. Exposed filters decrease risk for co-ranking clutter
4. Intent makes this successful

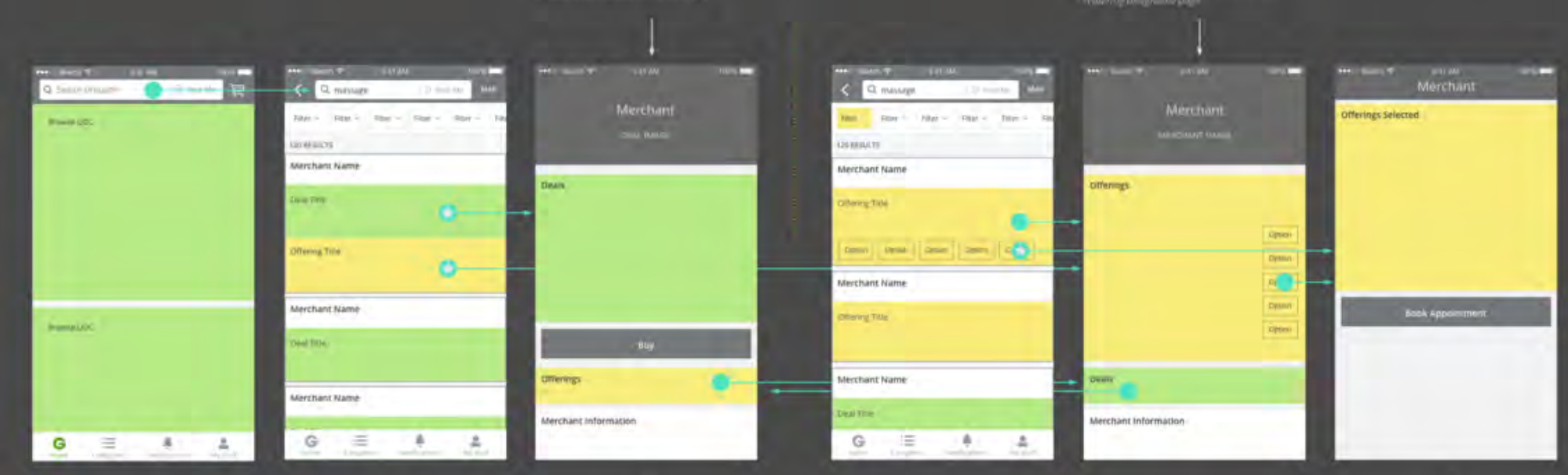
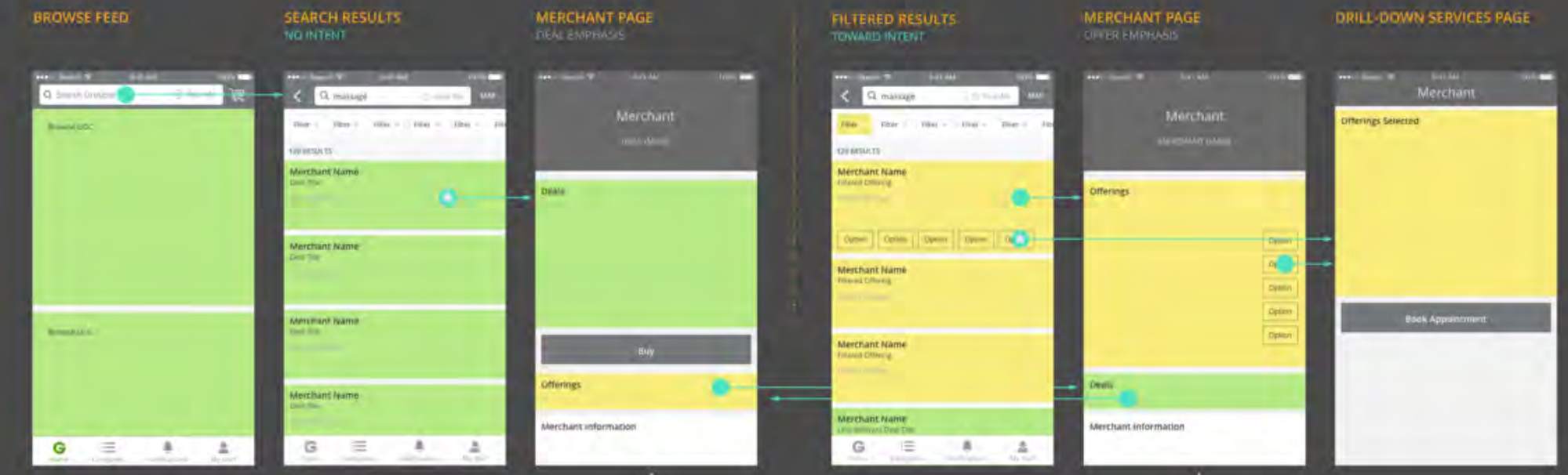
Merchant Emphasis Diagram

Meituan
Yelp



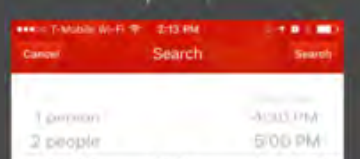
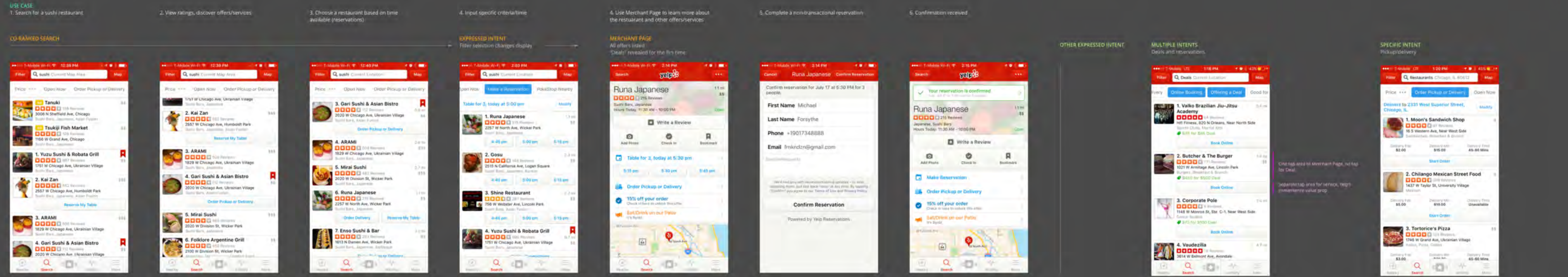
Offer Emphasis Diagram

Nuomi



Yelp: Search Sushi

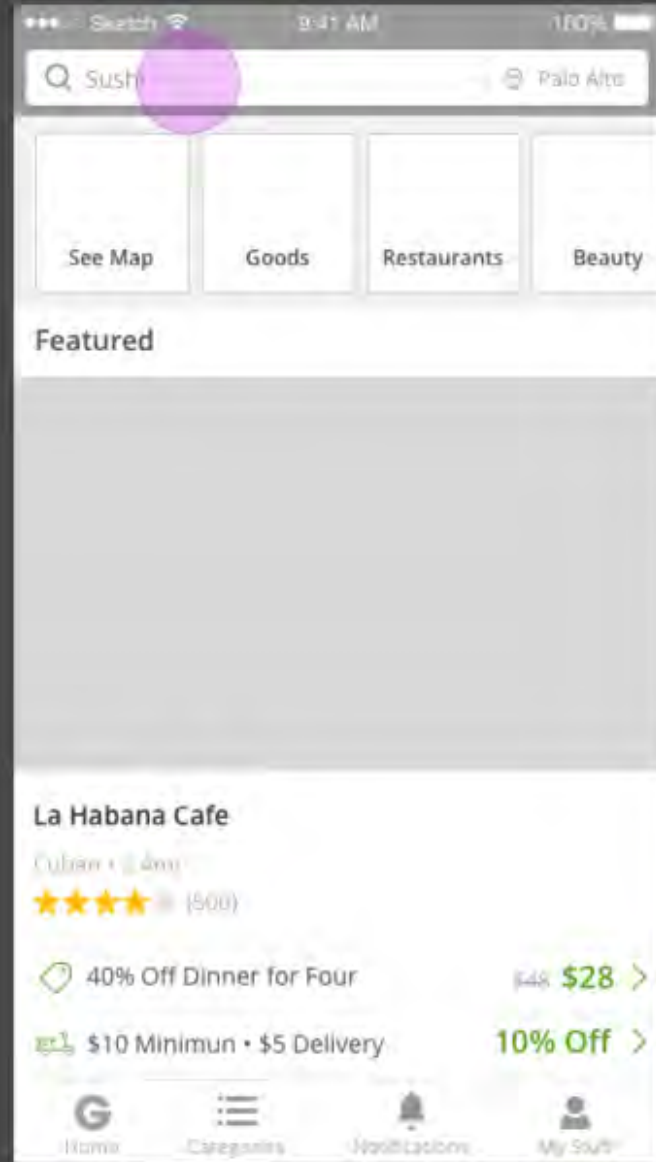
- Merchant/Review driven
- Deals are secondary, not surfaced in SERP unless intent expressed
- Offers are exposed more robustly as intent becomes more specific



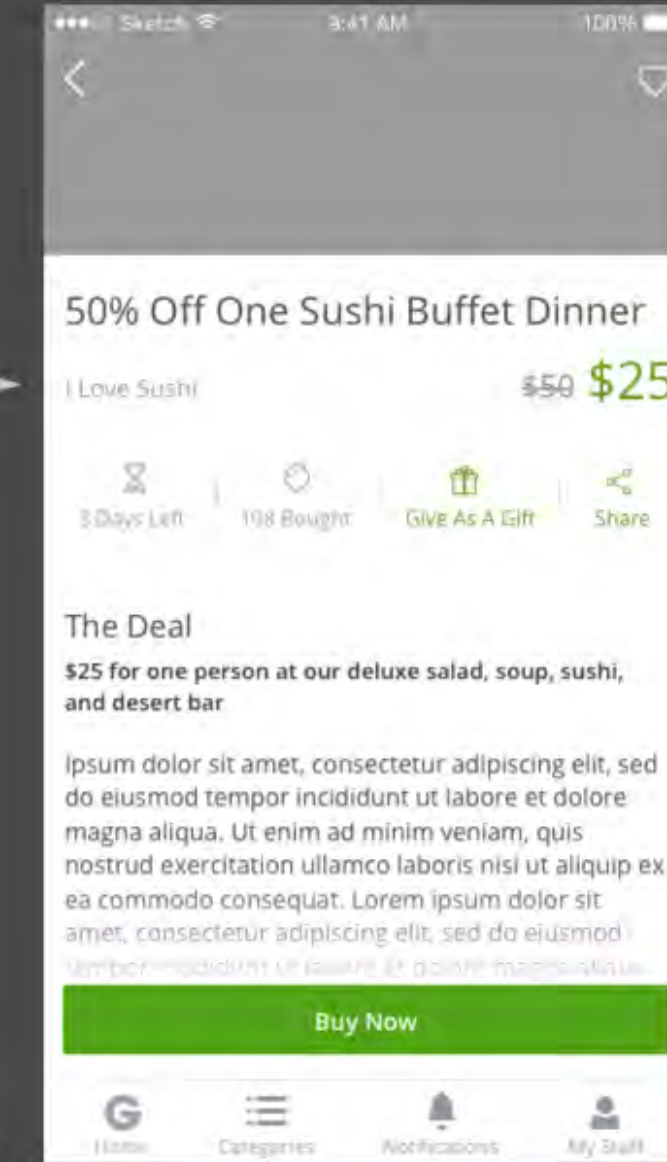
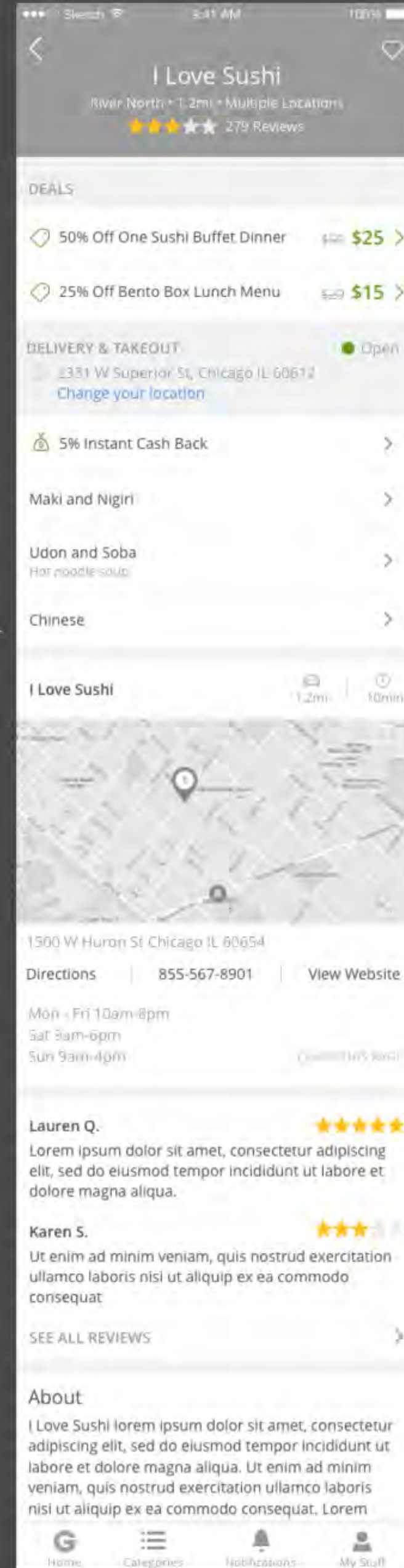
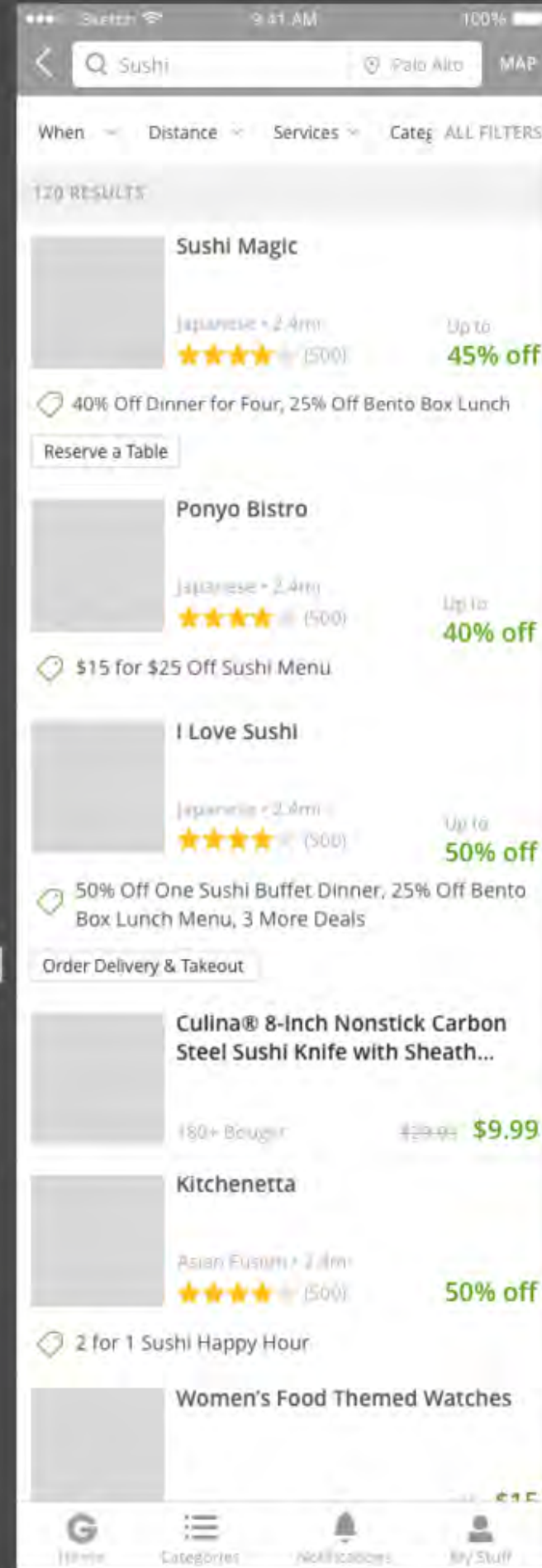
04/20/2016

Search Sushi

- Mixed feed
- Variations on list view inventory
- DTF on multiple deals
- Merchant page
- Deal page takeover



With combined inventory Merchant Page, separate touch point is not necessary in this flow (unlike Yelp)



Integrated GTG: TBD





Merchant Centric Overview

03|2017

WHAT WE WANT GENERAL FEEDBACK ON

☺ Everything here is work-in-progress. This project spans many moving targets.

General feedback on the merchant centric model and approaches

- “I like this”
- “I like this, but...”
- “What the heck are you doing — where are my deals?!”

The flow options — favorites to fails, and of course suggestions.

Opinions on multiple touch points in cards

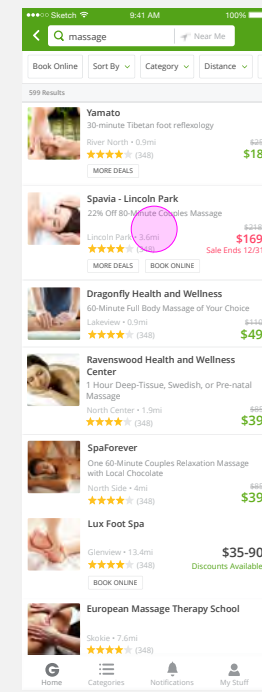
Opinions on the representation of Deal vs. non-deal offerings: particularly distinction or equalization?

General critiques of visual systems

SINGLE TAP MULTI DESTINATION

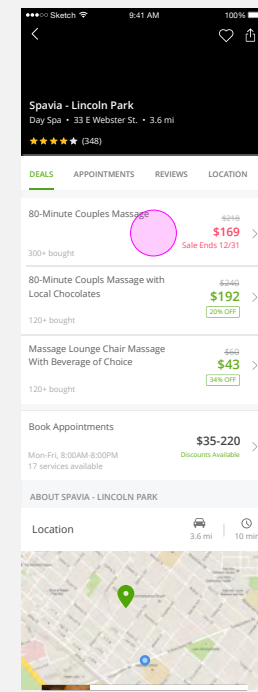
⚠ Does single tap penalize multi-offering merchants but forcing their customers through a merchant page just because they have multiple offerings?

Janet is searching for a massage. She notices that Spavia has many offerings so she taps.

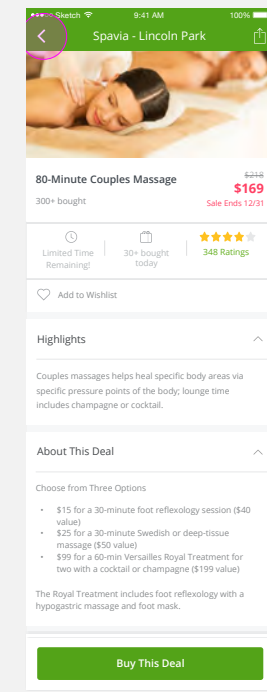


⚠ If single-option deals perform better, does this multi-offering merchant page suffer from the same friction?

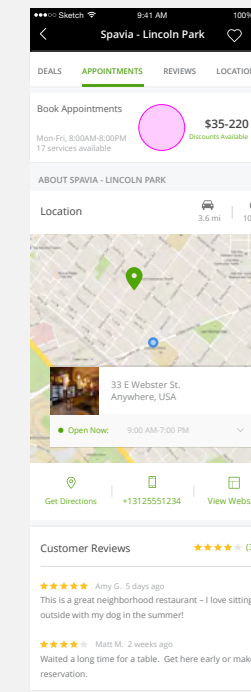
Janet is taken to a page with all deals exposed with other offerings and complete merchant information. She taps the featured deal.



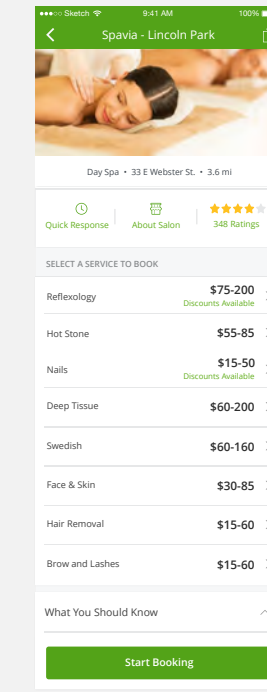
Janet is taken to the deal detail page where she can enter the transaction flow. She likes the deal but remembering seeing an option for appointments and wants to go back and check it out.



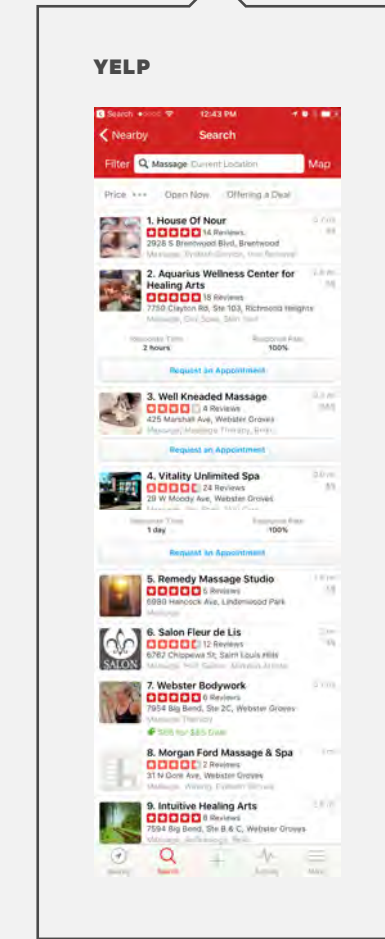
Back on the merchant page, Janet scrolls or taps to appointments and taps the appointments option.



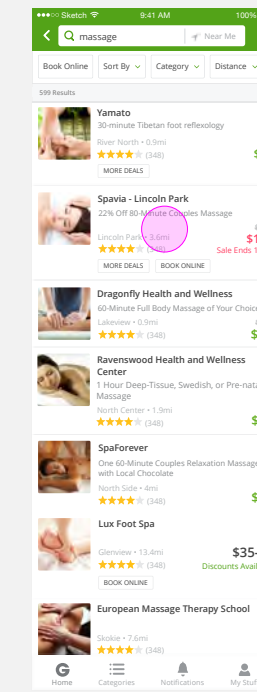
Janet lands on the salon page with all services and information relevant to booking.



SINGLE TAP MERCHANT DESTINATION

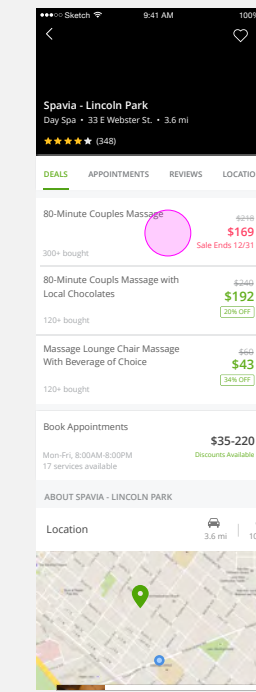


Janet is searching for a massage. She notices that Spavia has many offerings so she taps.



⚠ In an attempt to reduce clicks and Redundant Decision Friction, we elevated all deal options to be listed as deals on the merchant page.

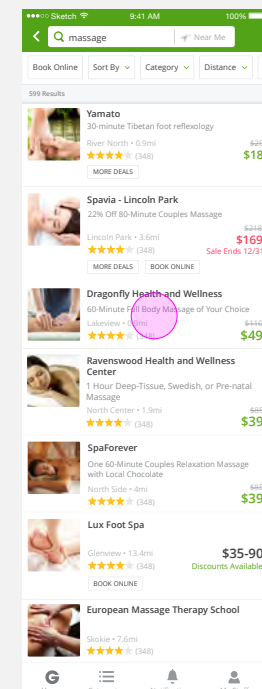
Janet is taken to a page with all deals exposed with other offerings and complete merchant information. She taps the featured deal.



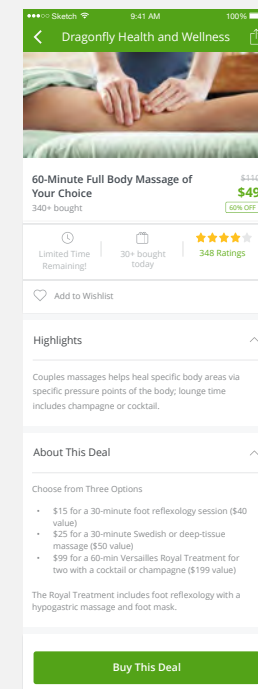
⚠ Without knowing intent, we cannot judge if this is an extra step to primary destination.

⚠ Extra step to primary destination.

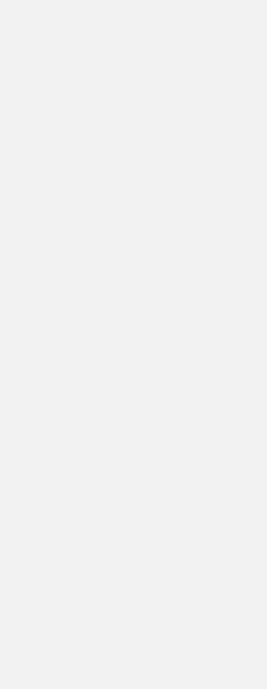
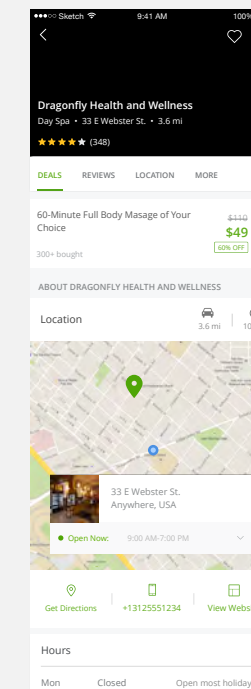
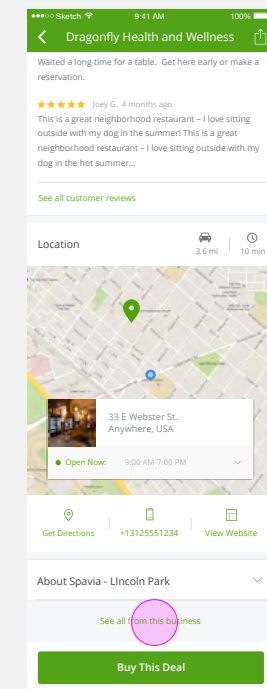
Janet comes back to search for a massage and taps Dragonfly's "massage of your choice" deal and taps the card.



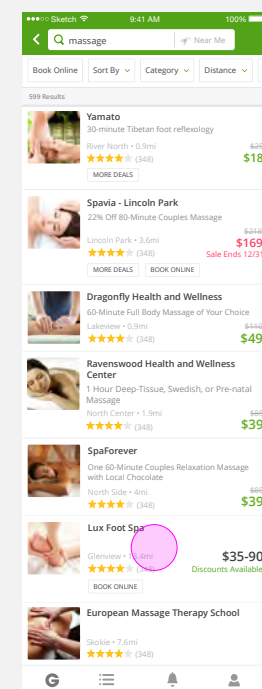
Janet is taken to the deal details page where she can learn about the merchant and enter the transaction flow to purchase the deal.



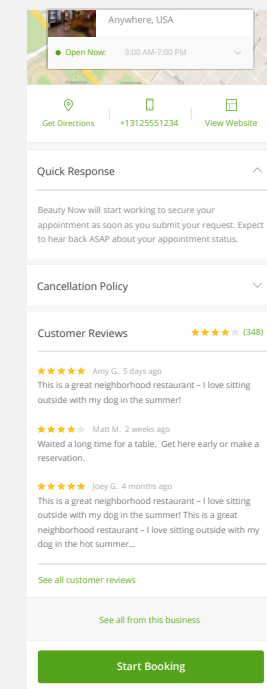
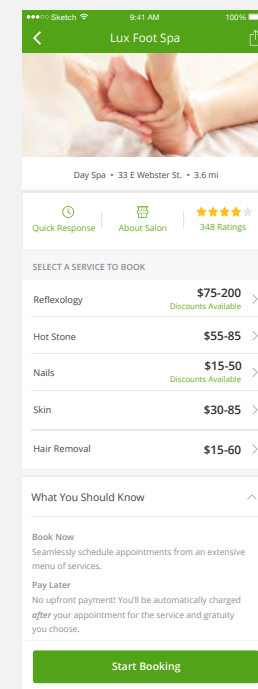
Janet scrolls to the bottom where she finds a link to get full merchant information and see other possible offerings.



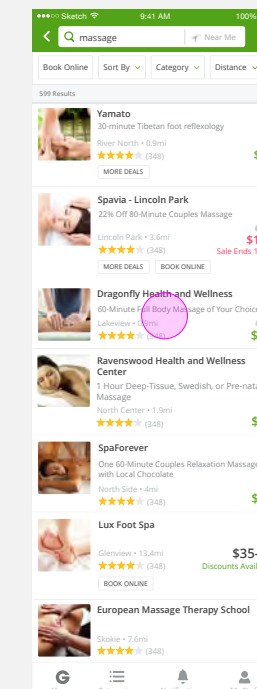
Janet remembers seeing an option to book appointments and comes back to a massage search. Lux Foot Spa has a range of prices and a booking tag so she taps the card.



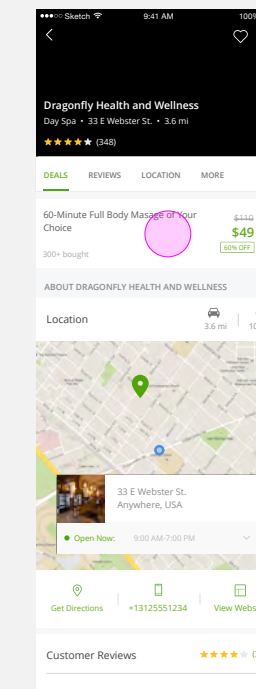
Janet lands on the salon page where she sees all the services offered and merchant information that can help her decide if she likes the salon. From here she can enter the booking flow.



Janet comes back to search for a massage and likes Dragonfly's "massage of your choice" deal and taps the card.

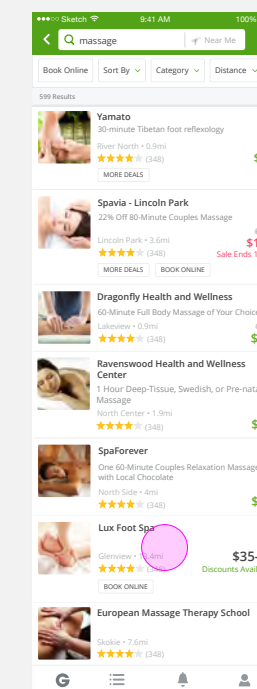


Janet is taken to a merchant page with the deal and complete merchant information to help her decide if she likes this salon. She taps the deal.

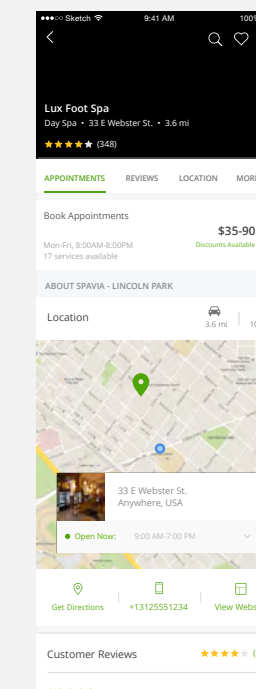


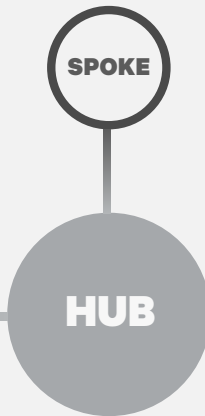
⚠ Extra step to primary destination.

Janet remembers seeing an option to book appointments and comes back to a massage search. Lux Foot Spa has a range of prices and a booking tag so she taps the card.



Janet lands on the merchant page with the booking option and complete merchant information that helps her decide if she likes the salon. She taps the booking option.





MERCHANT VS. OFFERINGS PAGES

SALON PAGE

MERCHANT PAGE APPOINTMENTS ONLY

MERCHANT PAGE MULTI OFFERING

MERCHANT PAGE SINGLE DEAL

DEAL PAGE

Lux Foot Spa
Day Spa • 33 E Webster St. • 3.6 mi

4.8 (348)

APPOINTMENTS REVIEWS LOCATION MORE

Book Appointments **\$35-90**
17 services available

ABOUT SPAVA - LINCOLN PARK

Location 3.6 mi 10 min

Hours: Mon Closed, Today 11am - 9pm, Wed 11am - 9pm, Thu 11am - 9pm, Fri 11am - 9pm, Sat 8am - 4pm, Sun 11am - 4pm

Customer Reviews 4.8 (348)

From Our Editors

Spavia - Lincoln Park offers a wide variety of classic American dishes. Diners beware — Gemini Bistro does not offer low-fat cuisine. Gemini Bistro also operates a bar, so a round of drinks with dinner is not out of the question. Need to catch up on some work or the latest news? Get online at Gemini Bistro with their complimentary wifi. Got the whole gang with you? Gemini Bistro is a great pick for large parties. Outdoor dining doesn't get much better than the beautiful patio at Gemini Bistro.

Give the restaurant a call to reserve your table ahead of time. Shake off the stiff workday duds at Gemini Bistro — attire is casual. Always five minutes behind schedule? Pick up your food to go instead.

There's nearby street parking available as well as a valet service.

A night out here can be a bit pricey, so prepare to shell out a bit more. Visa, Mastercard, Discover, and American Express are all accepted. Reviewers rave about the dinner menu at the restaurant, though breakfast and lunch are also served.

See everything from this business

Start Booking

See All Deals Up To **34% Off**

420+ bought

Lux Foot Spa
Day Spa • 33 E Webster St. • 3.6 mi

4.8 (348)

APPOINTMENTS REVIEWS LOCATION MORE

Book Appointments **\$35-90**
17 services available

ABOUT SPAVA - LINCOLN PARK

Location 3.6 mi 10 min

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A night out here can be a bit pricey, so prepare to shell out a bit more. Visa, Mastercard, Discover, and American Express are all accepted. Reviewers rave about the dinner menu at the restaurant, though breakfast and lunch are also served.

Cross-sells

Spavia - Lincoln Park
Day Spa • 33 E Webster St. • 3.6 mi

4.8 (348)

DETAILS APPOINTMENTS REVIEWS LOCATION

60-Minute Couples Massage **\$169**
350+ bought

80-Minute Couples Massage with Local Chocolates **\$192**
120+ bought

Massage Lounge Chair Massage With Beverage of Choice **\$43**
120+ bought

Book Appointments **\$35-220**
17 services available

ABOUT SPAVA - LINCOLN PARK

Location 3.6 mi 10 min

Hours: Mon Closed, Today 11am - 9pm, Wed 11am - 9pm, Thu 11am - 9pm, Fri 11am - 9pm, Sat 8am - 4pm, Sun 11am - 4pm

Customer Reviews 4.8 (348)

From Our Editors

Spavia - Lincoln Park offers a wide variety of classic American dishes. Diners beware — Gemini Bistro does not offer low-fat cuisine. Gemini Bistro also operates a bar, so a round of drinks with dinner is not out of the question. Need to catch up on some work or the latest news? Get online at Gemini Bistro with their complimentary wifi. Got the whole gang with you? Gemini Bistro is a great pick for large parties. Outdoor dining doesn't get much better than the beautiful patio at Gemini Bistro.

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A night out here can be a bit pricey, so prepare to shell out a bit more. Visa, Mastercard, Discover, and American Express are all accepted. Reviewers rave about the dinner menu at the restaurant, though breakfast and lunch are also served.

Dragonfly Health and Wellness
Day Spa • 33 E Webster St. • 3.6 mi

4.8 (348)

DETAILS REVIEWS LOCATION MORE

60-Minute Full Body Massage of Your Choice **\$49**
300+ bought

ABOUT DRAGONFLY HEALTH AND WELLNESS

Location 3.6 mi 10 min

Hours: Mon Closed, Today 11am - 9pm, Wed 11am - 9pm, Thu 11am - 9pm, Fri 11am - 9pm, Sat 8am - 4pm, Sun 11am - 4pm

Customer Reviews 4.8 (348)

From Our Editors

Spavia - Lincoln Park offers a wide variety of classic American dishes. Diners beware — Gemini Bistro does not offer low-fat cuisine. Gemini Bistro also operates a bar, so a round of drinks with dinner is not out of the question. Need to catch up on some work or the latest news? Get online at Gemini Bistro with their complimentary wifi. Got the whole gang with you? Gemini Bistro is a great pick for large parties. Outdoor dining doesn't get much better than the beautiful patio at Gemini Bistro.

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Dragonfly Health and Wellness
Day Spa • 33 E Webster St. • 3.6 mi

4.8 (348)

60-Minute Full Body Massage of Your Choice **\$49**
340+ bought

Limited Time Remaining 30+ bought today

348 Ratings

Add to Wishlist

Highlights

Couples massages helps heat specific body areas via specific pressure points of the body. Lounge time includes champagne or cocktail.

About This Deal

Choose from Three Options

- \$15 for a 30-minute foot reflexology session (\$40 value)
- \$25 for a 30-minute Swedish or deep-tissue massage (\$50 value)
- \$99 for a 60-min Versalux Royal Treatment for two with a cocktail or champagne (\$199 value)

The Royal Treatment includes foot reflexology with a hypoglycemic massage and foot mask.

Fine Print

Promotional value expires 120 days after purchase. Amount paid never expires.

Appointment required. Limit 1 per person, may buy 1 additional as gift. Limit 1 per visit. Valid only for option purchased. All goods or services must be used by the same person. 12-hour cancellation policy. Not valid with any other offers or specials. 30-minute Tibetan Foot Reflexology offered only Monday-Friday.

See the rules that apply to all deals.

This is a great neighborhood restaurant - I love sitting outside with my dog in the summer!

Merchant is solely responsible to purchasers for the care and quality of the advertised goods and services.

Customer Reviews 4.8 (348)

From Our Editors

Spavia - Lincoln Park offers a wide variety of classic American dishes. Diners beware — Gemini Bistro does not offer low-fat cuisine. Gemini Bistro also operates a bar, so a round of drinks with dinner is not out of the question. Need to catch up on some work or the latest news? Get online at Gemini Bistro with their complimentary wifi. Got the whole gang with you? Gemini Bistro is a great pick for large parties. Outdoor dining doesn't get much better than the beautiful patio at Gemini Bistro.

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A night out here can be a bit pricey, so prepare to shell out a bit more. Visa, Mastercard, Discover, and American Express are all accepted. Reviewers rave about the dinner menu at the restaurant, though breakfast and lunch are also served.

See everything from this business

Buy This Deal

See All Deals Up To **34% Off**

420+ bought

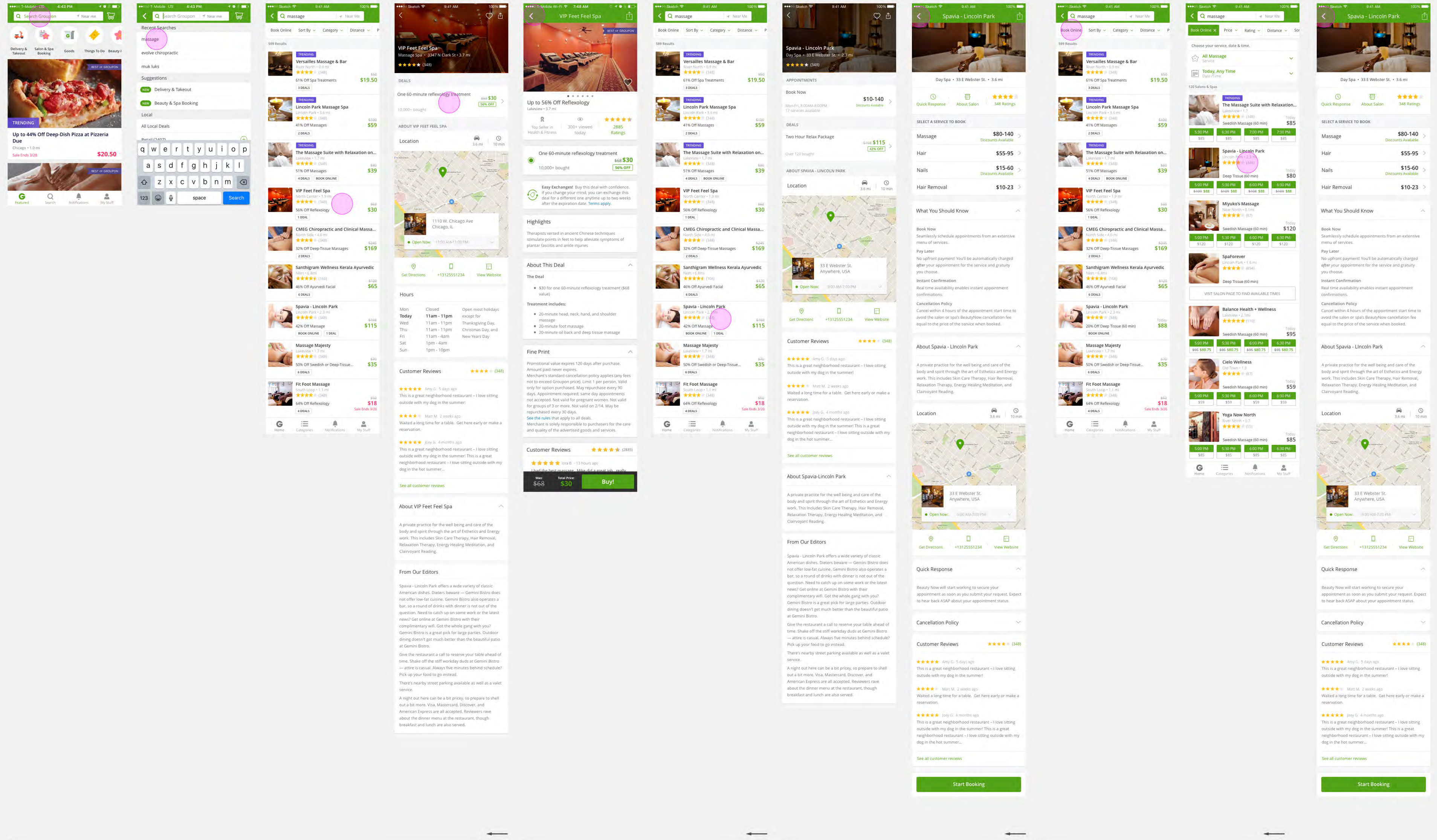
Book Appointments From **\$59**
17 services available

If this remains about all related options, do we include a link back to the merchant page?

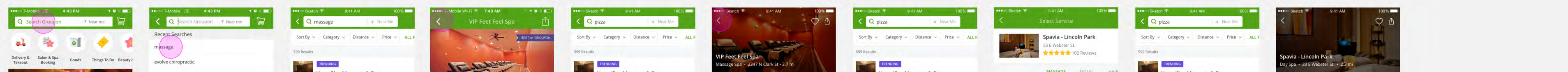


USER FLOWS

HB&W Single Tap



HB&W Multi-tap





Sketch 9:41 AM 100%

message Near Me

Sort By Category Distance Price ALL F

599 Results

Versailles Massage & Bar
River North • 0.9 mi
★★★★★ (348)

- 30 Minute Swedish / Deep Tissue Therapy Massage ~~\$50~~ **\$19.50** (61% OFF)
- 30-Minute Foot Reflexology ~~\$40~~ **\$12** (70% OFF)

See more

Lincoln Park Massage Spa
Lincoln Park • 3.6 mi
★★★★★ (348)

- 60-Minute Swedish or Deep Tissue ~~\$105~~ **\$59** (45% OFF)
- One 75-Minute Swedish or Deep Tissue ~~\$125~~ **\$89** (42% OFF)

See more

The Massage Suite with Relaxation...
Lakeview • 1.7 mi
★★★★★ (348)

- 60-Minute Swedish Massage ~~\$80~~ **\$64** (20% OFF) Book Online
- 60-Minute Full Body Massage of Your Choice ~~\$110~~ **\$49** (52% OFF)

See more

VIP Feet Feel Spa
North Center • 1.9 mi
★★★★★ (348)

- 1 Hour Deep-Tissue, Swedish, or Pre-natal Massage ~~\$68~~ **\$30** (20% OFF)

CMEG Chiropractic and Clinical Ma...
North Side • 4.0 mi
★★★★★ (348)

- Three 60-Minute Deep Tissue Massages ~~\$245~~ **\$169** (32% OFF)
- Five 60-Minute Deep Tissue Massages ~~\$405~~ **\$275** (32% OFF)

Santhigram Wellness Kerala Ayurve...
Niles • 6.8 mi
★★★★★ (348)

- 30 Minute Swedish / Deep Tissue Therapy Massage ~~\$65~~ **\$120** (46% OFF)

T-Mobile Wi-Fi 7:48 AM

VIP Feet Feel Spa

BEST OF Groupon

Up to 56% Off Reflexology
Lakeview • 3.7 mi

Top Seller in Health & Fitness 300+ viewed today 2885 Ratings

One 60-minute reflexology treatment ~~\$68~~ **\$30** (56% OFF)
10,000+ bought

Easy Exchanges! Buy this deal with confidence. If you change your mind, you can exchange this deal for a different one anytime up to two weeks after the expiration date. [Terms apply.](#)

Highlights
Therapists versed in ancient Chinese techniques stimulate points in feet to help alleviate symptoms of plantar fasciitis and ankle injuries

About This Deal

The Deal

- \$30 for one 60-minute reflexology treatment (\$68 value)

Treatment includes:

- 20-minute head, neck, hand, and shoulder massage
- 20-minute foot massage
- 20-minute oil back and deep tissue massage

Fine Print

Promotional value expires 120 days after purchase. Amount paid never expires. Merchant's standard cancellation policy applies (any fees not to exceed Groupon price). Limit 1 per person. Valid only for option purchased. May repurchase every 90 days. Appointment required; same day appointments not accepted. Not valid for pregnant women. Not valid for groups of 3 or more. Not valid on 2/14. May be repurchased every 30 days. [See the rules](#) that apply to all deals. Merchant is solely responsible to purchasers for the care and quality of the advertised goods and services.

Sketch 9:41 AM 100%

pizza Near Me

Sort By Category Distance Price ALL F

599 Results

Versailles Massage & Bar
River North • 0.9 mi
★★★★★ (348)

- 30 Minute Swedish / Deep Tissue Therapy Massage ~~\$50~~ **\$19.50** (61% OFF)
- 30-Minute Foot Reflexology ~~\$40~~ **\$12** (70% OFF)

See more

Lincoln Park Massage Spa
Lincoln Park • 3.6 mi
★★★★★ (348)

- 60-Minute Swedish or Deep Tissue ~~\$105~~ **\$59** (45% OFF)
- One 75-Minute Swedish or Deep Tissue ~~\$125~~ **\$89** (42% OFF)

See more

The Massage Suite with Relaxation...
Lakeview • 1.7 mi
★★★★★ (348)

- 60-Minute Swedish Massage ~~\$80~~ **\$64** (20% OFF) Book Online
- 60-Minute Full Body Massage of Your Choice ~~\$110~~ **\$49** (52% OFF)

See more

VIP Feet Feel Spa
North Center • 1.9 mi
★★★★★ (348)

- 1 Hour Deep-Tissue, Swedish, or Pre-natal Massage ~~\$68~~ **\$30** (20% OFF)

CMEG Chiropractic and Clinical Ma...
North Side • 4.0 mi
★★★★★ (348)

- Three 60-Minute Deep Tissue Massages ~~\$245~~ **\$169** (32% OFF)
- Five 60-Minute Deep Tissue Massages ~~\$405~~ **\$275** (32% OFF)

Santhigram Wellness Kerala Ayurve...
Niles • 6.8 mi
★★★★★ (348)

- 30 Minute Swedish / Deep Tissue Therapy Massage ~~\$65~~ **\$120** (46% OFF)

Sketch 9:41 AM 100%

VIP Feet Feel Spa
Massage Spa • 3347 N Clark St • 3.7 mi
★★★★★ (348)

DEALS

One 60-minute reflexology treatment ~~\$68~~ **\$30** (56% OFF)
10,000+ bought

ABOUT VIP FEET FEEL SPA

Location 3.6 mi 10 min

1110 W. Chicago Ave
Chicago, IL

Open Now: 11:00 AM - 11:00 PM

Get Directions +13125551234 View Website

Hours

Mon	Closed	Open most holidays except for
Today	11am - 11pm	
Wed	11am - 11pm	Thanksgiving Day,
Thu	11am - 11pm	Christmas Day, and
Fri	11am - 4am	New Years Day
Sat	1pm - 4am	
Sun	1pm - 10pm	

Customer Reviews ★★★★★ (348)

★★★★★ Amy G. 5 days ago
This is a great neighborhood restaurant - I love sitting outside with my dog in the summer!

★★★★★ Matt M. 2 weeks ago
Waited a long time for a table. Get here early or make a reservation.

★★★★★ Joey G. 4 months ago

Sketch 9:41 AM 100%

VIP Feet Feel Spa
North Center • 1.9 mi
★★★★★ (348)

- 1 Hour Deep-Tissue, Swedish, or Pre-natal Massage ~~\$68~~ **\$30** (20% OFF)

CMEG Chiropractic and Clinical Ma...
North Side • 4.0 mi
★★★★★ (348)

- Three 60-Minute Deep Tissue Massages ~~\$245~~ **\$169** (32% OFF)
- Five 60-Minute Deep Tissue Massages ~~\$405~~ **\$275** (32% OFF)

Santhigram Wellness Kerala Ayurve...
Niles • 6.8 mi
★★★★★ (348)

- 30 Minute Swedish / Deep Tissue Therapy Massage ~~\$65~~ **\$120** (46% OFF)
- 30-Minute Foot Reflexology ~~\$40~~ **\$12** (70% OFF)

See more

Spavia - Lincoln Park
Lincoln Park • 2.3 mi
★★★★★ (348)

- Messages Book Online 7 SERVICES Today **\$80+**
- Two Hour Relax Package ~~\$198~~ **\$115** (42% OFF)

Massage Majesty
Lakeview • 1.7 mi
★★★★★ (348)

- 30 Minute Swedish / Deep Tissue Massage ~~\$50~~ **\$25** (50% OFF)
- 60 Minute Swedish / Deep Tissue Massage ~~\$70~~ **\$35** (50% OFF)

See more

Fit Foot Massage
South Loop • 1.1 mi
★★★★★ (348)

- 30 Minute Foot Reflexology Treatment ~~\$50~~ **\$18** (Sale Ends 3/20)
- 60 Minute Foot Reflexology Treatment ~~\$70~~ **\$30** (Sale Ends 3/20)

See more

Home Categories Notifications My Stuff

Sketch 9:41 AM 100%

Select Service

Spavia - Lincoln Park
33 E Webster St.
★★★★★ 102 Reviews

MASSAGE FACIAL HAIR

Swedish Massage
60 min Up to 25% Off Select Times **\$80**

Swedish Massage
90 min **\$115**

Swedish Massage
120 min **\$140**

Hot Stone Massage
60 min Up to 10% Off Select Times **\$100**

Hot Stone Massage
90 min **\$100**

Custom Massage
60 min **\$110**

Reflexology
60 min **\$90**


UDC Variants iOS

CURRENT SMALL UDC (CONTROL)



Healthy Zu Spa
51% off- Reflexology Massages
Upper East Side • 0.2mi
TRENDING
★★★★★ (500) ~~\$299~~ **\$149**

UDC TRANSLATED TO FLAT CARDS




Healthy Zu Spa
West Town • 1.1 mi
TRENDING
★★★★★ (348)

One 30-Min Reflexology Couples Massage Package	\$39 \$16 Sale Ends 5/10
One 60-Min Reflexology Massage Package	\$50 \$20 Sale Ends 5/10

[View All Options](#)

CURRENT LARGE UDC (CONTROL)

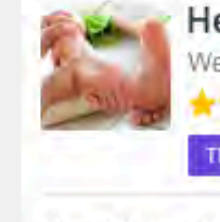


TRENDING

61% Off Deep Tissue Massage with Hot Stones For Two

West Town • 1.1 mi
★★★★★ (500) ~~\$299~~ **\$149**

FLAT CARDS 17.10




Healthy Zu Spa
West Town • 1.1 mi
★★★★★ (348)
TRENDING

One 30-Min Reflexology Couples Massage Package	\$39 \$16 Sale Ends 5/10
One 60-Min Reflexology Massage Package	\$50 \$20 Sale Ends 5/10

[View All Options](#)


Android

CURRENT SMALL UDC (CONTROL)



Donec facilisis tortor ut augue lac...
Luigi's Pizzeria
West Town • 1.1 mi
TRENDING
★★★★★ (500) ~~\$25~~ **\$19**
Sale Ends 6/19

UDC TRANSLATED TO FLAT CARDS



Healthy Zu Spa
West Town • 1.1 mi
TRENDING
★★★★★ (348)

One 30-Min Reflexology Couples Massage Package	\$39 \$16 Sale Ends 5/10
One 60-Min Reflexology Massage Package	\$50 \$20 Sale Ends 5/10

[View All Options](#)

CURRENT LARGE UDC (CONTROL)

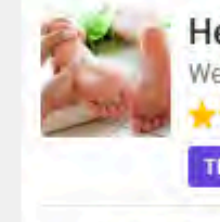


TRENDING

Donec facilisis tortor ut augue lacinia at viverra est semper Donec facilisis tortor larpagus ra ...

West Town • 1.1 mi
★★★★★ (999+) ~~\$56~~ **\$28**
Sale Ends 6/19

FLAT CARDS 17.10



Healthy Zu Spa
West Town • 1.1 mi
★★★★★ (348)
TRENDING

One 30-Min Reflexology Couples Massage Package	\$39 \$16 Sale Ends 5/10
One 60-Min Reflexology Massage Package	\$50 \$20 Sale Ends 5/10

[See More](#)

Impressions

-9%



Impressions

-9%

Conversion **win!**

+12%



Cashless Booking

When you book your service, arrive at your scheduled time and enjoy!

Discounted Appointments

Enjoy special discounts during select times at top-rated salons and spas near you.

Cashless Payment

Payment is applied post-service with our cashless, voice-activated experience.

Have you ever thought you wanted to grow?

Gain more clients and grow your business.

[Get Started](#)

New priorities, new roadmaps, until...

We definitely had many site maintenance issues to tackle. For instance, the account/my stuff sections had not been updated in years. We had spent years marketing to merchants without further streamlining onboarding and the Merchant Center experience.

New Sr Leadership

New leadership ushered in a time of vertical customization. We didn't have to reinvent Grouon if customers engaged Health and Beauty differently than Things To Do (Events).

Priorities changed—but we knew things

- Merchants like customers, not discounts.
- Merchants want more of a customizable platform
- Merchants don't have time to manage another marketing platform (see previous)
- Consumers want to find their favorite merchants.
- Consumers jump to other sites for UGC and merchant info.
- Consumers would buy more from the same merchant if they knew it was on Groupon.
- Consumers shop the way they think, not the way a business runs.

Friction that we knew would show up elsewhere

- Relevance was too tied to price
- We had no effective means of personalization
- Leading with local only worked if we had deal density especially in map view
- Retaining merchants meant retaining consumers meant retaining merchants meant...

MXP // Marketplace Experience

Executive leadership saw stagnant growth and prioritized features to create a personalized, highly relevant, intent-driven experience for consumers and dedicated resource and tool for merchants.



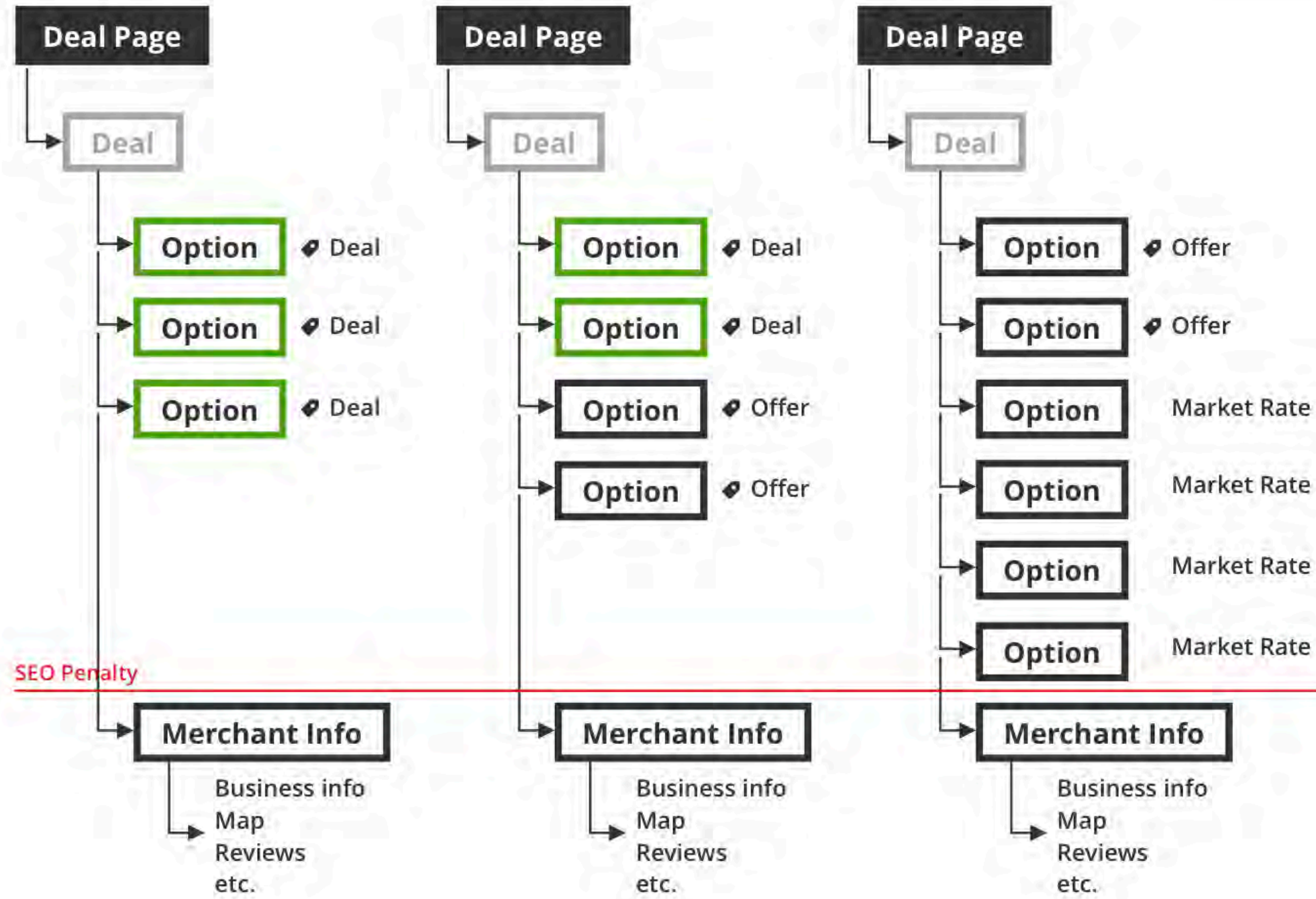
Vs.



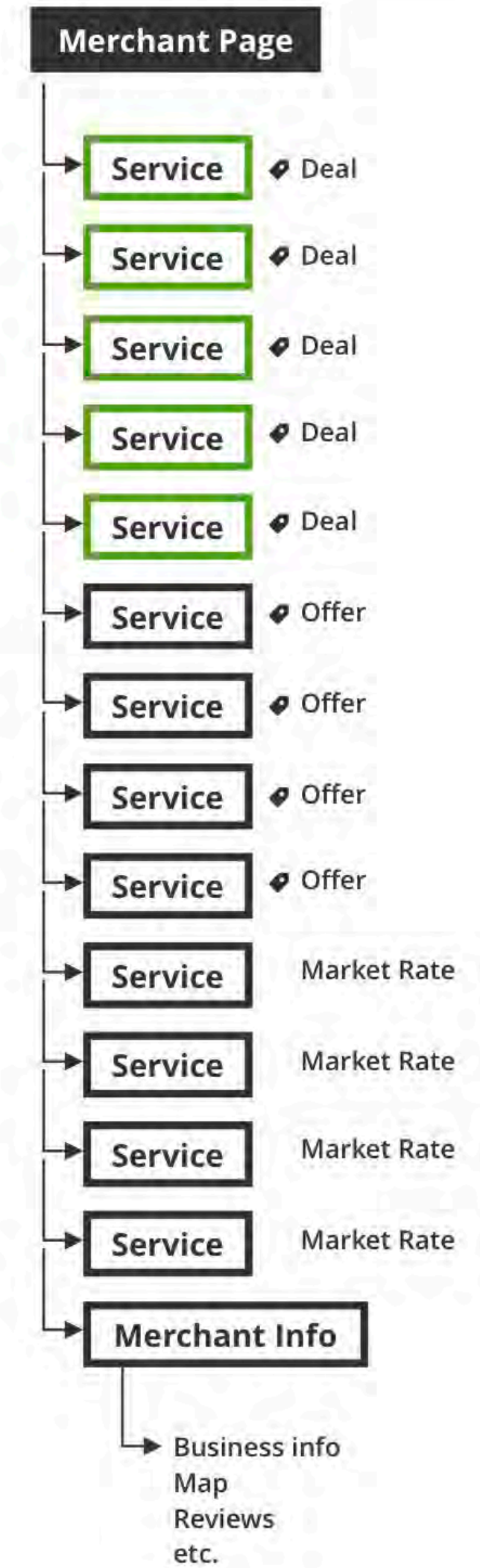
Testing the marketplace experience

- Tiered offerings gave merchants more options to be on our platform
- Consumers saw more inventory and were more prone to repeat purchase
- Searching by deal and merchant increased conversion
- Consumers were very open to cross-selling and cross-category bundling
- Showing more inventory from any single merchant contributed to trust and added consumer value
- A test participant called us the “anti-Amazon,” a marketplace for local goods and services—we ate that #\$%& up!

Merchant



Merchant



The One-Week Flow

Our VP of Product wondered if we had an example of how a Groupon Marketplace Experience would look and function. I dug up our merchant centric work from two years ago, added our evolved design system and features releases since then and...viola!

[Sketch file »»](#)

Bigger persistent problems

Our deal architecture mapped merchants to campaigns. Furthermore, there was no intelligence baked into our architecture to link merchant offerings across categories.

Ex. Spa Chicago offers massages and skin care. Our architecture saw two categories, two merchants.

Scope!



Tiered Offerings

Our deal pages were not meant to handle more than three/four deal options. Tiered Offerings were handing us twenty-to-fifty options per merchant. That had to get better and more targeted. And merchants were ignoring our categories to game the system.

Full Menu

Rebuild our deal page/deal menu to accommodate twenty+ options.

Engineering bonus: While we're at it, can we patch category data to aggregate all merchant offers even from non-tiered-offering merchants?

Aggregation

- Each deal had its own category.
- Each deal had its own fine print.
- Each deal had its own image gallery.
- Each deal had merchant- and deal-specific reviews.
- Each deal had a specific redemption type (Buy now, cartable, bookable)

Once again we were solving merchant-centric problems

But with as little disruption as possible addressing urgent needs.

Figma »»

Full menu limited feature release

In May 2022 we finally saw the very first merchant-centric pages of Groupon featuring an aggregated full menu of all merchant deals on Groupon—true one-stop-shopping to build consumer/merchant loyalty and trust.

Results TBD.

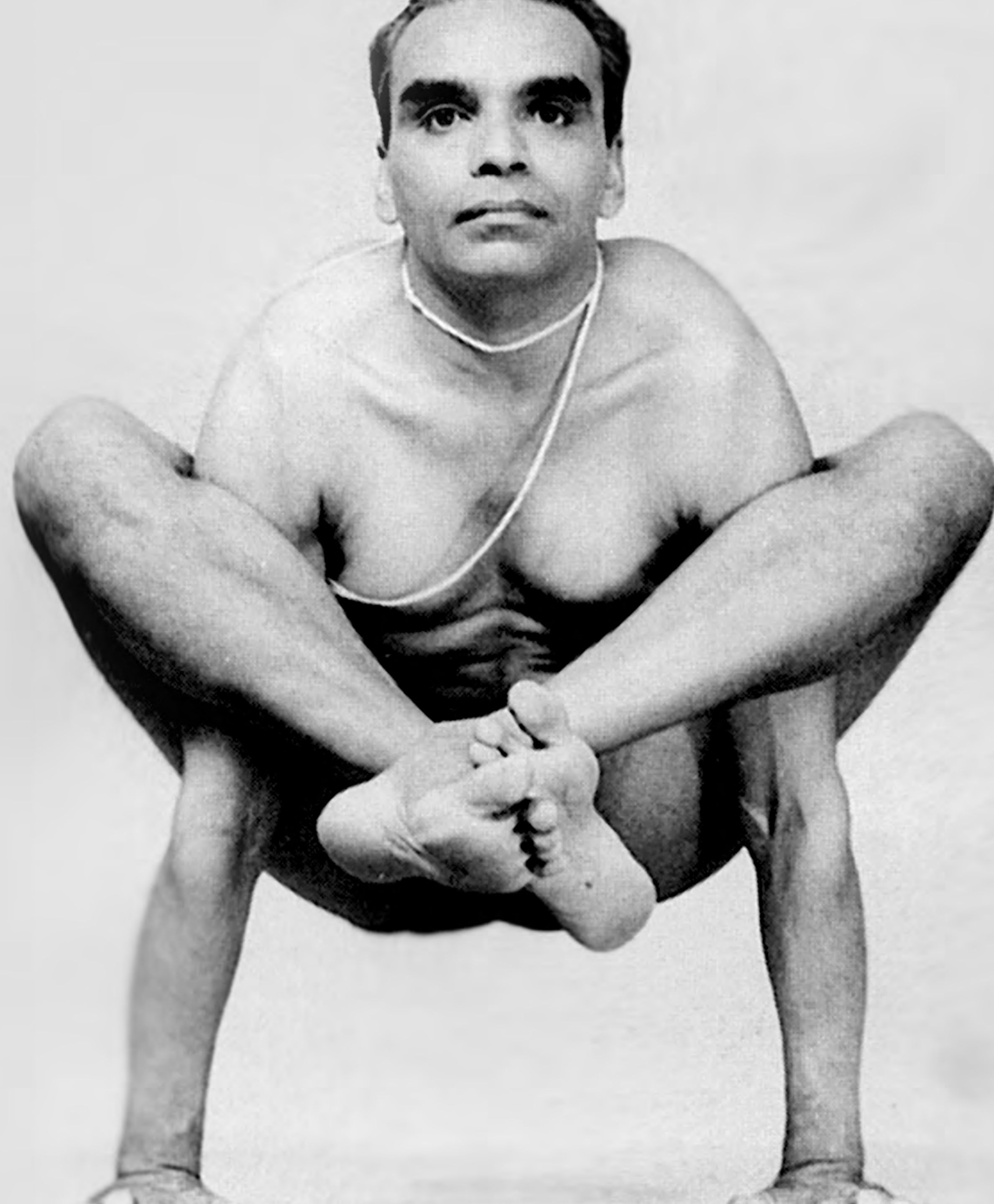
www.frankendesign.com



“
**Power is balance, flexibility,
and strength.**

B.K.S. Iyengar, Yogi

”



A black and white close-up portrait of Peter Kropotkin, showing his eyes through round glasses and a very full, long white beard. The background is dark and out of focus.

“

**It is only those who do nothing
who makes no mistake.**

Peter Kropotkin, Russian Philosopher & Anarchist Revolutionary

”

Q // A

All inquiries welcome.

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