

## **NEW EUROPEAN YOUTH CARD APP - BRIEF**

The European Youth Card mobile app has been in use since 2017 but has become outdated despite attempts to improve it. Numerous issues have been reported by users, including app timeouts, visual loading errors, and delayed discount updates.

To address these issues, the EYCA Board has decided to develop a new mobile app that will work alongside existing apps from European Youth Card organizations to serve cardholders. Importantly, this new app will not replace or compete with any app developed by EYCA members.

This new app will be treated as a platform to bring together European Youth Cardholders from different countries and enhance the European dimension of the European Youth Card programme. Cardholders will still be redirected to their local EYC provider to request their card and to access special opportunities available only to specific users.

Therefore, the launch of the European Youth Card app aims to achieve the following goals, given the varied ways that the EYC program is implemented across members:

1. Offer a common platform to all cardholders, regardless of their origin country.
2. Ensure that all cardholders can access their digital European Youth Card.
3. Provide cardholders with a dedicated space for their European Youth Card, where they can view discounts available, news related to EYCA, and other opportunities.
4. Provide a digital solution for member organizations without the financial or operational capacity to develop their own app. EYCA will cover development and maintenance costs, with the exception of language packs.
5. With the new app, EYCA will be able to create an audience of cardholders from different countries that has proven to be key in order to negotiate better discounts and opportunities across Europe.

### **Specifications of the app**

1. **Operating systems:** The development of the new European Youth Card App should be carried out for both iOS and Android operating systems. This will ensure that cardholders with different devices can access and use the app without any compatibility issues.
2. **Release of the app:** The app will be globally released despite EYCA's current presence in only 35 countries. Any person under the age of 31, regardless of their nationality, can purchase the European Youth Card and utilize the app.
3. **Age of users:** Users of the European Youth Card have varying age segments depending on the country where their card was issued. However, the universal requirement is that all users must be under the age of 31. To simplify this information, the age range for users will be set to 0-31 years old. Users who are 31 years old or older should not be able to create an account, and if they turn 31 after creating an account, they should be denied access based on this criterion.

4. **Card validity:** The validity of the European Youth Card varies from country to country. For example, in some countries, the validity is fixed to 12 months and after that the user must renew their membership whereas other organisations provide the card for a longer period of time. This should be envisioned to ensure that users that renew their membership can still access their account.

5. **Account Creation Process:**

- The user must download the mobile app which should be free of charge in Google Play and Apple Store.
- Once downloaded, the user will open the app and be prompted to the “sign in” or “create new account” page.
- If the user already has an account, they will have to type their username and password (the app should allow for saving the password in the device for automatic sign in). It is mandatory to provide a “forgot my password” system.
- If the user needs to create a brand-new account, they will be asked to provide the following information:
  - Card number: The user must have a card number prior to creating a new account. This will be validated in EYCA’s database and produce VALID/INVALID response.
    - If the response obtained is INVALID, the user must be informed to contact their European Youth Card provider as their card number does not exist within the database.
    - If the response obtained is VALID, the user will be prompted to the next step of the account creation process.
  - Username:
  - Password:
  - Full name: (in accordance to their legal name portrayed in their ID/Passport)
  - Date of birth:
    - If the date of birth indicates that the user is older than 31 years of age, the process should be cancelled immediately as the user is not eligible.
    - If the date of birth indicates that the user is under 31 years of age, then they will.
  - Accepting the terms & conditions and permissions to grant the app.

6. **User Interface:**

Even though we don’t have specific requirement for the user interface, the app must have the following sections:

- Card section:
  - Users should be able to view their digital card.
  - It would be rather positive to also allow cardholders to download their card directly into their wallet even though this is not compulsory.
  - The card design shown should be linked to the card type. This means that each organisation is given a card type within the database, therefore, the app must be able to show a different graphic based on that variable.
- Discount section:
  - Discounts must be shown in map grid based on geo-location
  - Users must be able to search discounts based on keywords, categories and countries.
- News section:
  - The news section should feed directly from the EYCA website.
- Settings section:
- Possibility for adding new sections should it be necessary

7. **Push notifications:** The app should enable the use of push notifications sent by EYCA. Additionally, users should receive push notifications 1 month, 15 days and the day before their card expire informing of the process to renew it. It should be possible to send push notifications to specific audiences (users from a specific organisation) or to all audiences.
8. **Data analytics:** EYCA should be able to access key statistics such as number of users, number of read articles, showcase the most common searches, etc.
9. **Language:** The default language for the app will be English. However, it must be possible for EYCA to add new languages in case organisations decide to use this app to all users.
10. **How many users can access the app?** Currently there are over 8M cardholders across Europe. The app should be capable of potentially having these many users and ensure even higher numbers in the future.
11. **Changes of personal data:** There should be a system in place to easily change personal data by system admins. Personal data cannot be changed by users directly to avoid sharing their membership.

## 12. General Data Protection Regulation - GDPR:

The General Data Protection Regulation (GDPR) is a regulation in EU law on data protection and privacy for all individuals within the European Union (EU) and the European Economic Area (EEA). The development of a new mobile app needs to be compliant with GDPR regulations to ensure that the privacy and personal data of users are protected.

To comply with GDPR, the app must have a privacy policy that clearly outlines how user data will be collected, processed, and stored. It should also include information on user rights, such as the right to access, correct, or delete their personal data. The app must also have appropriate technical and organizational measures in place to protect user data from unauthorized access, loss, or damage.

The development team must implement privacy by design and default principles throughout the app's development lifecycle. They should ensure that only necessary data is collected, that the data is processed lawfully, and that user consent is obtained for data collection and processing.

### **Bonus:**

The app would provide a forum section for cardholders to share their plans, questions or ideas with other peers. However, this forum should have strict filters for cursing and insults and not allow any publication right away.