

**Dawwerni** دورني

V3 edition · 2026

# The Dawwerni Playbook

8 ways businesses turn visits into reviews, repeat  
customers and sales

[www.dawwerni.com](http://www.dawwerni.com)



# How to use this playbook

Dawwerni is one tool with many uses: a QR code or a link opens a short game, the customer wins a reward for the next visit, is invited to follow you and to leave an honest Google review, and lands in your CRM.

This playbook shows the eight ways our clients use it. Each page gives you the recommended settings, reward ideas, the exact words for your team or your post, and the numbers to watch.

One rule protects you everywhere: the reward is for the visit or the purchase, never for the review. The review is always invited, optional and honest — that is what Google's policy requires, and it is what makes the reviews credible.

- 1 A game shared on social media
- 2 The game link on Google Maps
- 3 A kiosk screen at the counter
- 4 QR flyers on the tables
- 5 A travel agency collecting leads
- 6 An online shop driving repeat orders
- 7 A barbershop where the wait is a puzzle
- 8 The café that plays after every payment

# The games, redesigned (V3)

Real captures of what your customers see on their phone. 10 games, 13 themes, and two multiplayer formats. Your colours, your logo, your prizes, no app to download.



## 13 THEMES, ONE CLICK



- Quick visits (café, bakery): wheel or Stop the counter, 10 seconds.
- Customers wait (salon, restaurant): memory, match-3 or puzzle.
- Groups at a table: Table Duel, the winner takes the prize (Premium).
- Events and weekly nights: Live Quiz Night on your TV (Premium).

# New in V3: the modules

Turn them on for your business type during setup. Items marked Premium need the Premium plan to go live or to export.

## Web wallet card

Points or stamps, VIP level and a QR, on the customer's phone. Works offline.

## Product catalog

Photos and prices, opened from the QR or your bio link.

## Gift cards

Sold at the counter, used in several times.

## Instagram / TikTok contests

Entry page, verifiable draw, bonus entries in store.

## Social Studio + Reels Studio Premium

Post templates and editor; text or faceless Reels, story CTAs, AI script writer.

## Brand kit

Logo and colours applied to games, posts and posters.

## Table Duel & Live Quiz Night Premium

Multiplayer: every player becomes a contact. Demo room for everyone.

## Real estate pack

Window TV with a QR per listing, free home-value estimate, buyer quiz, paid referrals, listing reels.

## Team permissions & stay signed in

Role templates, module by module; sign out of all devices in one click.

## VIP levels

Silver, Gold, VIP with a points multiplier.

## Appointments

Booking page, reminders, no double booking.

## Phone shop pack

Repair tickets with public tracking and WhatsApp updates, warranty reminders, trade-in estimate.

## Neighbour partnerships

Cross-offers with nearby shops, no customer data shared.

## Print Studio Premium

Table tents, posters, stickers at real print size; 31 Premium templates.

## Premium game builder Premium

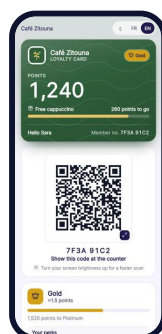
8 one-click templates, true-to-life preview, test spin.

## Dawwerni Screens (TV) Premium

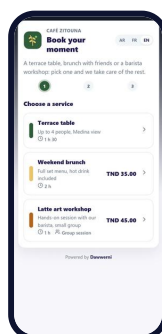
Any TV becomes a menu board or promo screen: 13 menu styles, 16+ promos, playlists, QR on screen, live karaoke and quiz nights.

## Loyalty wall & Dawwerni Shop

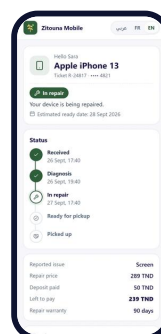
A shareable GitHub-style activity wall; ready-made designs, reels and passes.



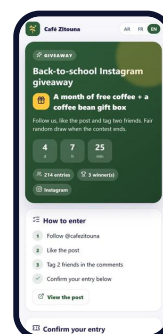
Web wallet card



Booking page



Repair tracking



Contest page

Coming soon, you vote in the app ("Apps & features" → "Coming soon"): WhatsApp automations, referral program, Apple & Google Wallet card...



# A game shared on social media

Turn followers into visits: the audience plays online, wins a reward valid in store, and comes to redeem it.

**Who it is for:** Shops, cafés, brands with an Instagram/Facebook/TikTok audience

## RECOMMENDED SETUP

|            |                                              |
|------------|----------------------------------------------|
| Game       | Spin wheel, mystery door or Stop the counter |
| Reward     | Small gift or 10–15% on the next visit       |
| Play limit | 1 play per phone number per week             |
| Expiry     | 7 days                                       |

## STEP BY STEP

- 1 Create the game and set the prize quantities
- 2 Post it: a reel or a story with the link in bio, plus a WhatsApp broadcast
- 3 The winner shows the code at the counter, staff validates it

## REWARD IDEAS

A free extra (dessert, coffee, sample)

10% on the next purchase

One rare big prize people film

“Bring a friend” double reward

## WHAT TO SAY / WRITE

Post: “Spin the wheel, win your gift, and come pick it up this week 🎁 Link in bio.”  
Story sticker: “Everyone wins something.”

## WHAT TO MEASURE

- Plays per post
- Codes redeemed in store
- New followers
- Cost of gifts vs sales of redeemers



## The game link on Google Maps

People who find you on Maps play before visiting; after the visit they are invited to leave a review.

**Who it is for:** Any business found on Google Maps: restaurants, salons, pharmacies, clinics

### RECOMMENDED SETUP

|            |                                 |
|------------|---------------------------------|
| Game       | Spin wheel                      |
| Reward     | Welcome gift on the first visit |
| Play limit | 1 play per number per month     |
| Expiry     | 14 days                         |

### STEP BY STEP

- 1 Add the Dawwerni link as the “Website” or “Booking” button on your Google Business Profile
- 2 Mention it in the description and in a Google post: “Play before you come”
- 3 After the visit, the Dawwerni page invites an honest review (optional, no reward attached)

### REWARD IDEAS

Welcome coffee or drink

Free consultation / sample

5% on the first purchase

### WHAT TO SAY / WRITE

Profile description: “New here? Play our welcome game and pick up your gift on your first visit.” Review invite (automatic): “How was your visit? Your honest review helps other customers.”

### WHAT TO MEASURE

- Clicks on the profile link
- First-visit codes redeemed
- Reviews per week (before / after)



## A kiosk screen at the counter

A tablet in kiosk mode: the customer plays after paying and leaves with a reason to come back.

**Who it is for:** Fast food, cafés, minimarkets, any counter with a queue

### RECOMMENDED SETUP

|            |                                                    |
|------------|----------------------------------------------------|
| Game       | Spin wheel or Stop the counter                     |
| Reward     | Next-visit gift, 70% small / 25% discount / 5% big |
| Play limit | 1 play per purchase, staff unlocks                 |
| Expiry     | 7–10 days                                          |

### STEP BY STEP

- 1 Any Android/iPad tablet on a stand, Dawwerni in kiosk mode
- 2 After payment, staff says the 7-second line and turns the screen
- 3 The code is shown on screen or sent by SMS/WhatsApp; staff validates it next time

### REWARD IDEAS

- Free drink upgrade
- Free side with the next meal
- 2-for-1 on a quiet day
- One big prize a week

### WHAT TO SAY / WRITE

Cashier: “You have a spin! Tap the screen — your gift is for next time.”

### WHAT TO MEASURE

- Plays per 100 tickets
- Redemption rate within expiry
- Average ticket of redeemers



## QR flyers on the tables

Waiting time becomes a brand moment: scan, play, follow, and leave with a gift for next time.

**Who it is for:** Restaurants, cafés, tea rooms, waiting rooms

### RECOMMENDED SETUP

|            |                                                 |
|------------|-------------------------------------------------|
| Game       | Mystery door (waiting) or wheel (after payment) |
| Reward     | Next-visit gift + points                        |
| Play limit | 1 play per number per day                       |
| Expiry     | 7 days                                          |

### STEP BY STEP

- 1 Print an A6 table tent: headline, what you can win, 3 icons (scan → play → win), big QR
- 2 Place one per table and one at the counter
- 3 Check scans → plays → redemptions weekly and refresh prizes monthly

### REWARD IDEAS

Free dessert next visit

Double points today

Free drink for the table of 4+

### WHAT TO SAY / WRITE

Flyer headline: "While you wait — scan, play, win." Waiter: "Scan the card, everyone at the table can play."

### WHAT TO MEASURE

- Scans per table per day
- Followers gained
- Redemptions within 7 days



# A travel agency collecting leads

A shared game that captures name, phone and destination — then follow-up by segment.

**Who it is for:** Travel agencies, Umrah organisers, tour operators

## RECOMMENDED SETUP

|            |                                                     |
|------------|-----------------------------------------------------|
| Game       | Spin wheel with destination question                |
| Reward     | Discount on the next trip, free transfer or upgrade |
| Play limit | 1 play per number                                   |
| Expiry     | 60 days                                             |

## STEP BY STEP

- 1 Create the game with a mandatory field: "Where do you want to go?"
- 2 Share on Facebook, Instagram and WhatsApp groups
- 3 Segment leads (Umrah, summer, honeymoon) and send the matching offer

## REWARD IDEAS

- Airport transfer offered
- Room upgrade
- Fixed discount on the next booking
- Travel kit

## WHAT TO SAY / WRITE

Post: "Where to next? Spin, win a discount on your trip, and tell us your dream destination."

## WHAT TO MEASURE

- Leads per campaign
- Leads per destination
- Bookings from leads within 60 days



## An online shop driving repeat orders

The game lives on the site, the confirmation page and a QR card in the parcel; the reward is for the next order.

**Who it is for:** Online shops, Instagram sellers, delivery brands

### RECOMMENDED SETUP

|            |                                         |
|------------|-----------------------------------------|
| Game       | Stop the counter or wheel               |
| Reward     | Code for the next order, minimum basket |
| Play limit | 1 play per order                        |
| Expiry     | 30 days                                 |

### STEP BY STEP

- 1 Put the link on the order-confirmation page and print a QR card for every parcel
- 2 Reward = unique code valid on the next order only
- 3 Automate: birthday offer and a win-back message after 60 days without an order

### REWARD IDEAS

- Free shipping next order
- 10% over a minimum basket
- Free sample or accessory

### WHAT TO SAY / WRITE

Parcel card: "Thank you! Scan to play — your gift is waiting for your next order."

### WHAT TO MEASURE

- Plays per 100 parcels
- Second-order rate at 30/60 days
- Revenue from win-back messages



## A barbershop where the wait is a puzzle

A longer game fills the wait, points reward every visit, and a reminder brings the client back on time.

**Who it is for:** Barbershops, hair salons, spas, clinics with waiting time

### RECOMMENDED SETUP

|            |                                         |
|------------|-----------------------------------------|
| Game       | Puzzle, match-3 or memory (2–4 minutes) |
| Reward     | Points per visit; gift at 5 visits      |
| Play limit | 1 play per visit                        |
| Expiry     | Points: 6 months                        |

### STEP BY STEP

- 1 QR at the reception and in the waiting area
- 2 Client checks in, plays while waiting, earns points
- 3 Automatic reminder at 3–4 weeks + review invitation after the cut

### REWARD IDEAS

Free beard trim at 5 visits

Product sample

Priority slot on Saturday

### WHAT TO SAY / WRITE

Reception: “Scan here, play while you wait — every visit earns points.” Reminder message: “It’s been 4 weeks — book your slot, your points are waiting.”

### WHAT TO MEASURE

- Walk-outs per week
- Rebooking rate
- Reviews per month



# The café that plays after every payment

QR at the counter, 10 seconds of play, a gift for the next visit, points and a birthday offer on autopilot.

**Who it is for:** Cafés, restaurants, bakeries, any high-frequency business

## RECOMMENDED SETUP

|            |                                              |
|------------|----------------------------------------------|
| Game       | Wheel (Coffee theme) or Table Duel (Premium) |
| Reward     | Next-visit gift + 10 points per visit        |
| Play limit | 1 play per purchase                          |
| Expiry     | 7 days                                       |

## STEP BY STEP

- 1 QR sticker next to the card terminal
- 2 Cashier says the 7-second line after payment
- 3 Points, birthday offer and 30-day win-back run automatically

## REWARD IDEAS

Espresso shot / small pastry

Size upgrade

Free coffee at 100 points

Birthday dessert

## WHAT TO SAY / WRITE

Cashier: "Scan this, you've got a spin — your gift is for next time."

## WHAT TO MEASURE

- Plays per 100 tickets
- Return rate at 30 days
- Reviews and followers per month

## Which use case is right for you?

| Your situation                                 | Start with          | Then add                    |
|------------------------------------------------|---------------------|-----------------------------|
| Lots of walk-in customers, short visits        | Café after payment  | QR flyers on tables         |
| Customers wait (salon, clinic, restaurant)     | Waiting-room puzzle | Google Maps link            |
| Strong social media audience                   | Social media game   | Kiosk screen at the counter |
| You sell online or deliver                     | Online shop game    | Win-back after 60 days      |
| You sell services with quotes (travel, events) | Lead-capture game   | Follow-up by segment        |
| Few reviews on Google Maps                     | Google Maps link    | Café after payment          |

### Start your 7-day free trial

Setup takes about 10 minutes. No app for your customers to download.

[www.dawwerni.com](http://www.dawwerni.com)

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