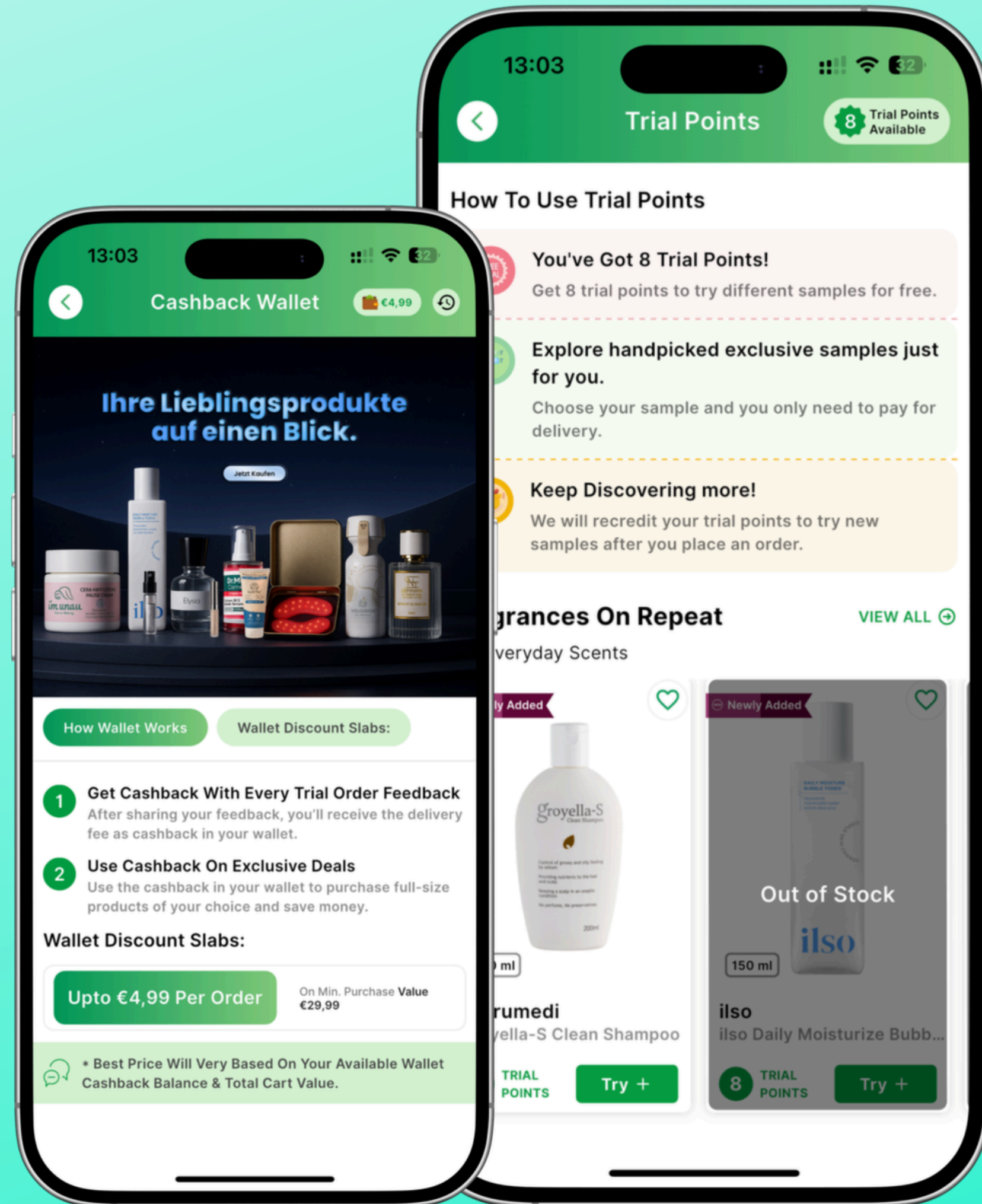


Case Study



Try More. Earn More. Love More.



We Help Your Ideas Grow

Canws is a software development studio that builds scalable, design-led digital products. With 8yrs of expertise and over 300+ projects shipped with a top rating of 4.9★. We combine strategy, design, and engineering to turn complex ideas into market-ready solutions. Fast, reliable, built for long-term growth.



The Challenge

A fast-growing European startup, Vankazo, needed a complete, production-ready try-to-earn platform built from the ground up — covering user onboarding, trial points system, feedback collection, cashback rewards, membership tiers, voucher management, and third-party delivery integration — all aligned with EU consumer regulations and delivered cost-efficiently.

Our mission was to deliver a fully integrated rewards ecosystem — faster and leaner than any off-the-shelf loyalty platform.



Client
Vankazo



Domain
Rewards / Consumer Tech



Engagement
End-to-End Build



CLOUD
AWS





Trial Points System
8 trial points per order – repeatable, engaging



Membership Tiers
Unlock premium trials, free gifts, higher rewards



Feedback-to-Cashback
Share feedback → earn cashback (3-month validity)



Partner Dashboard
Real-time analytics for brands



Delivery Integration
Third-party logistics with fee transparency



Vouchers & Gift Cards
Platform-native brand-specific card support

9:41



TRYING IS FUN



Sign in with Apple



Sign in with Google



Sign in with Email

Continue as **Guest** >

Supported By



Kofinanziert von der Europäischen Union

GO-TO-MARKET

GUTSCHEIN

Ministerium für Wirtschaft, Industrie, Klimaschutz und Energie des Landes Nordrhein-Westfalen

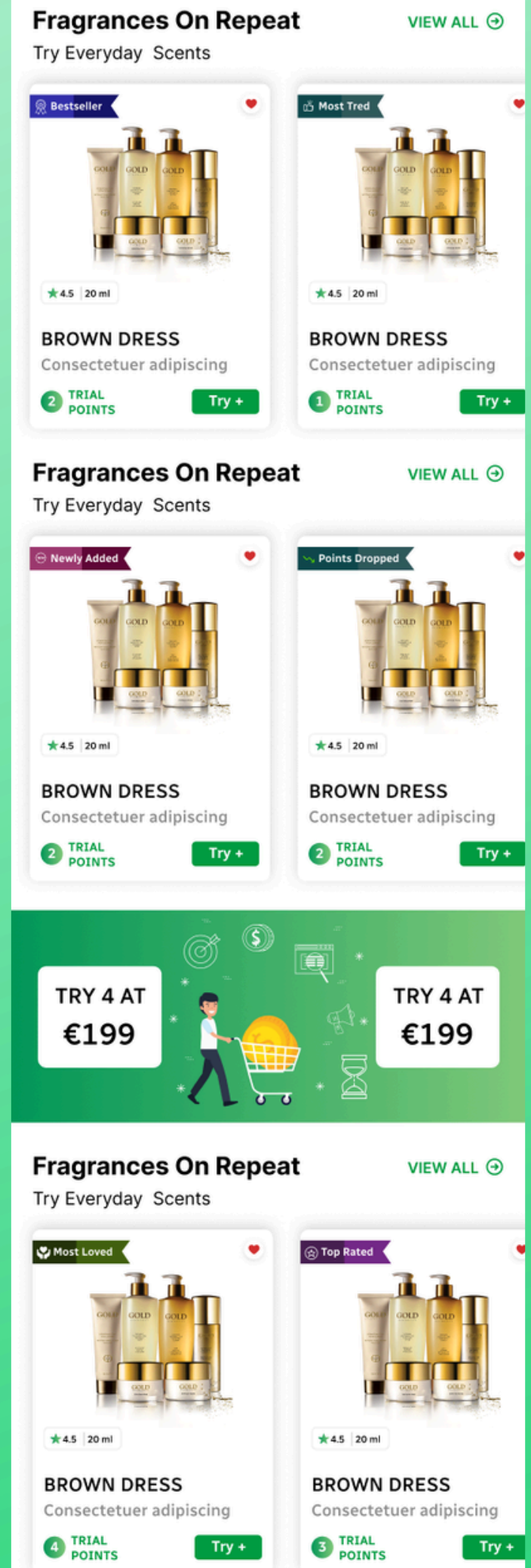
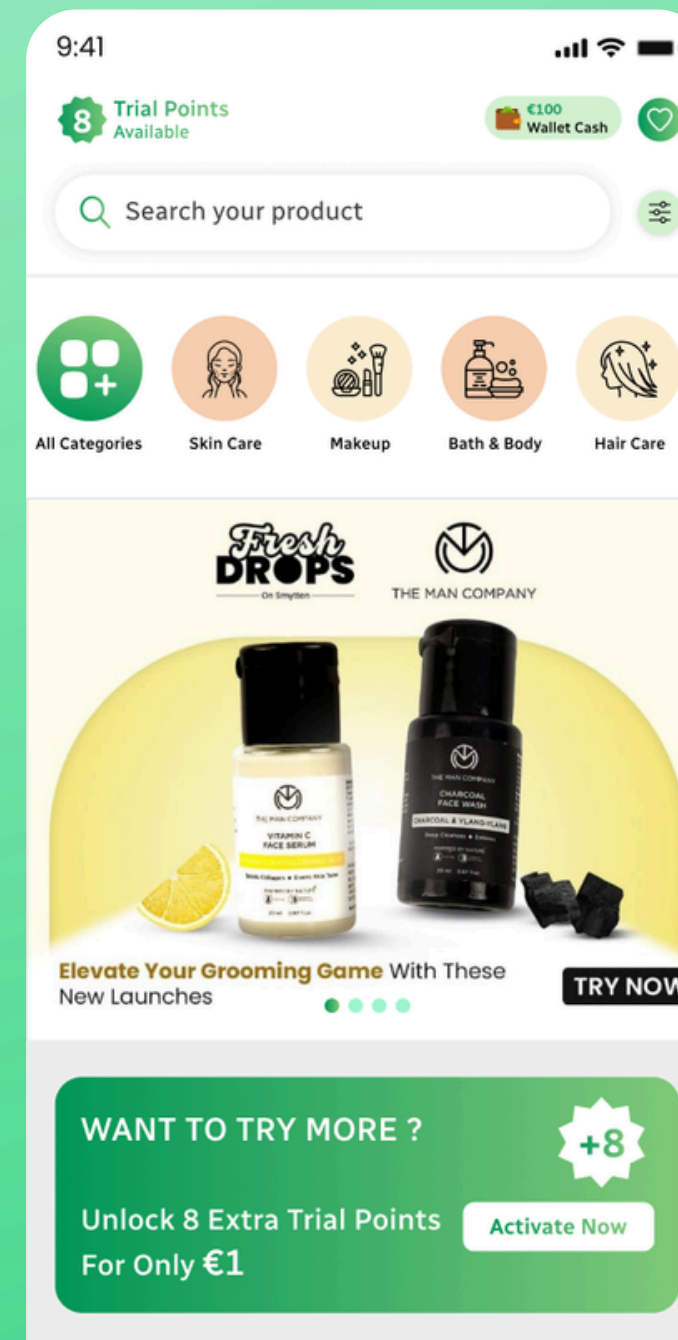


Design and development

App Design & User Experience

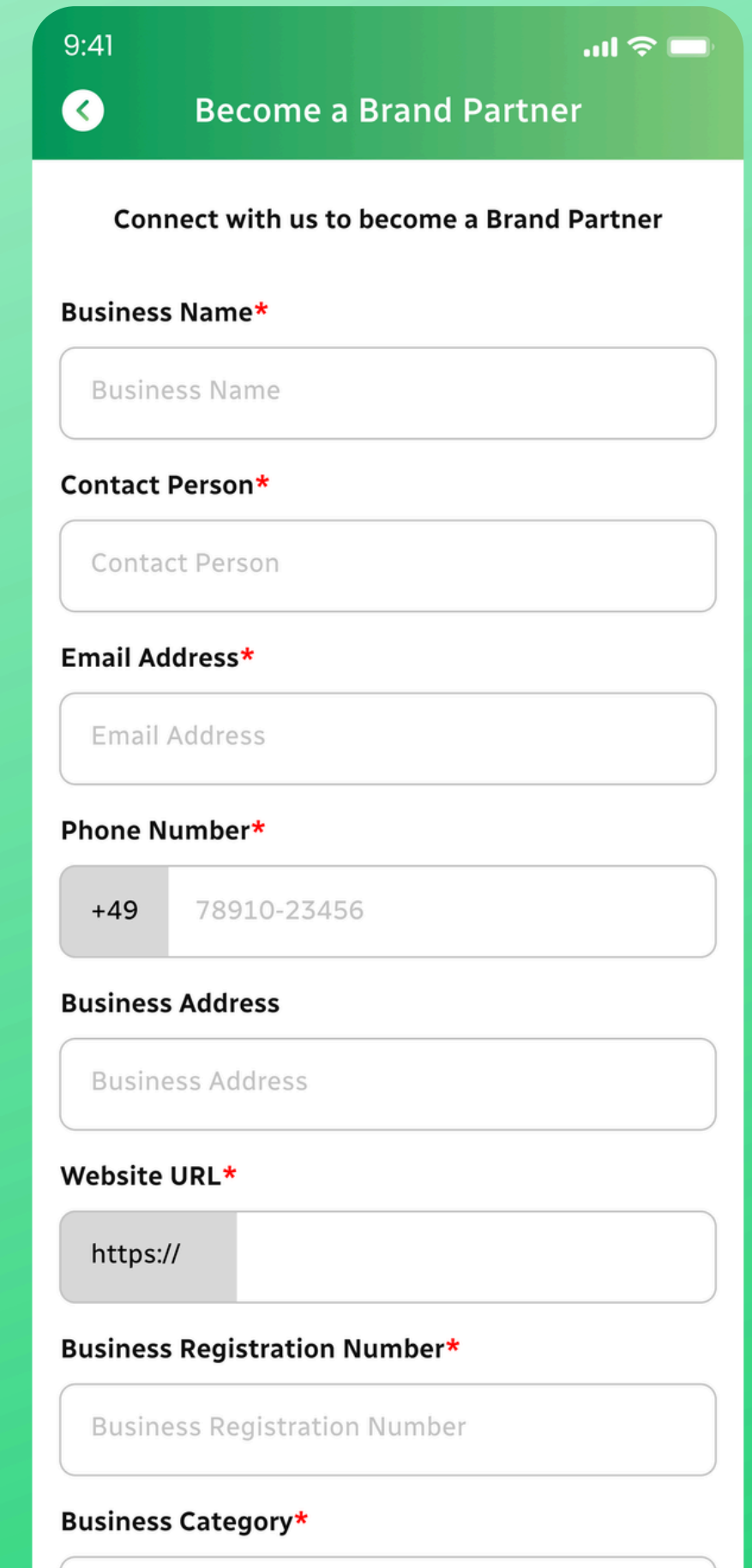
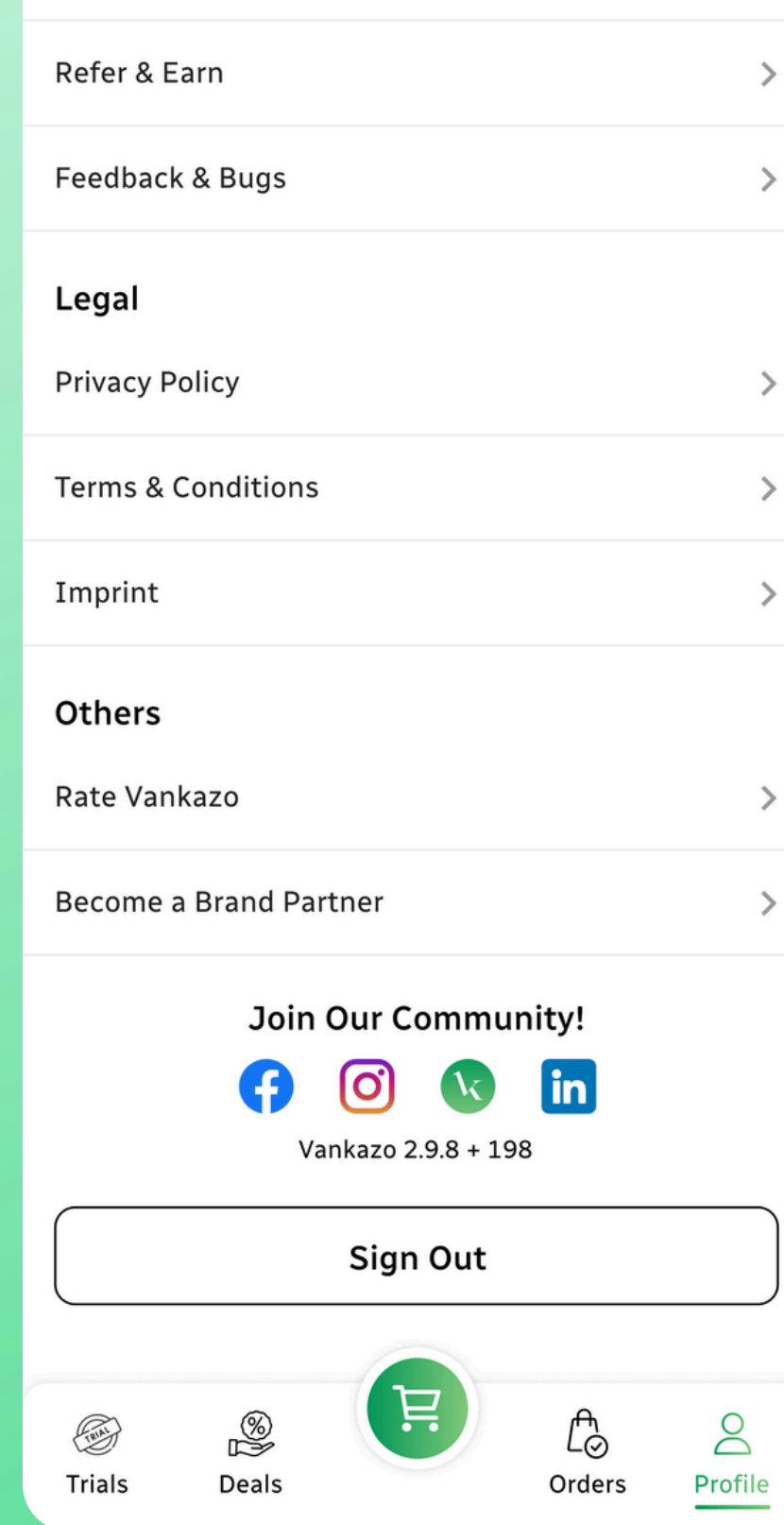
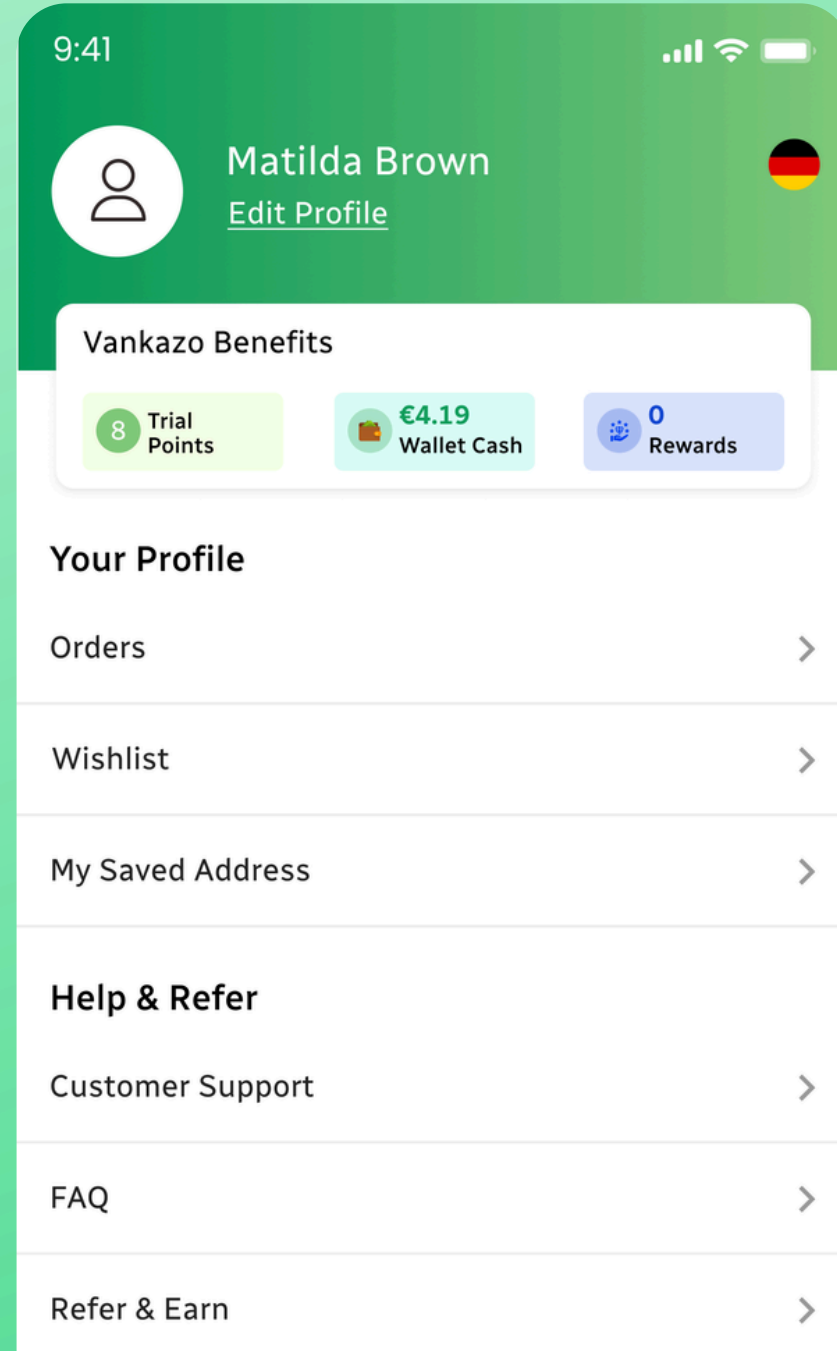
We designed and developed every customer-facing and partner screen — from onboarding flows to cashback redemption — combining intuitive UX with reward mechanics.

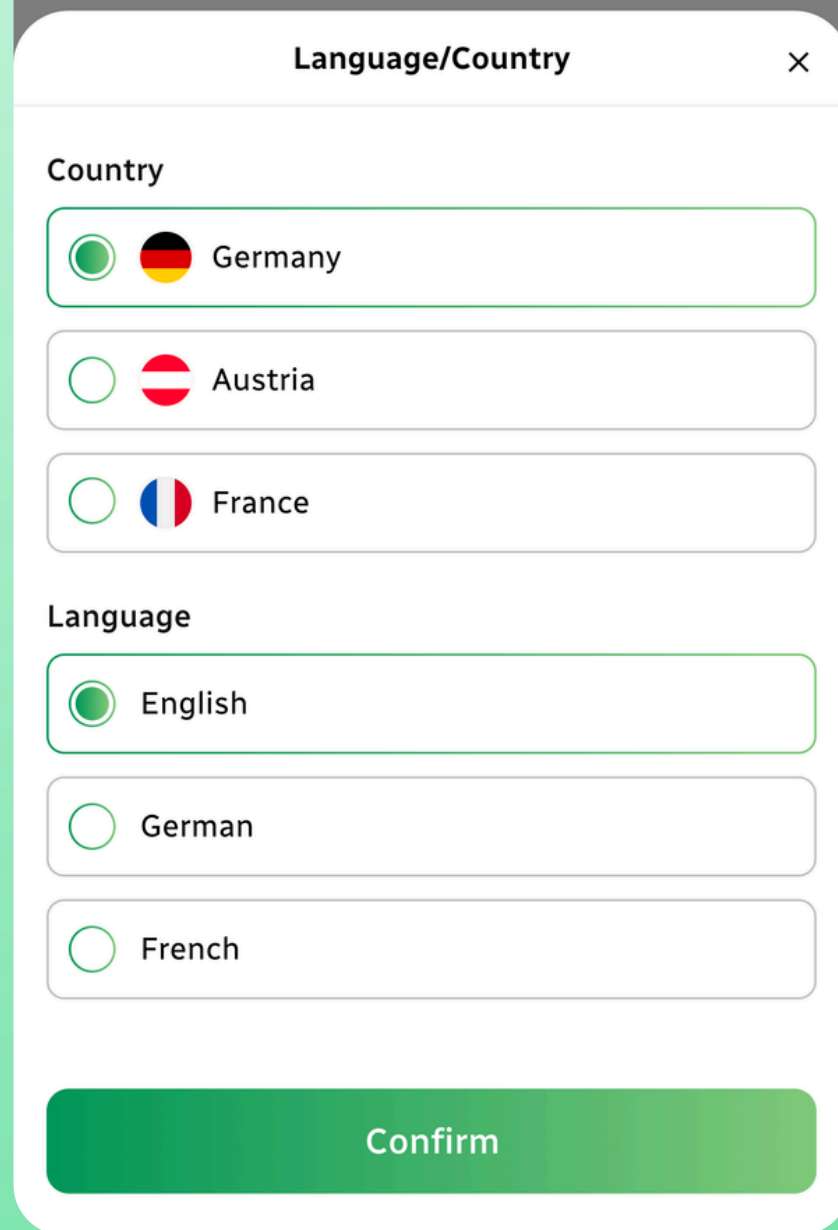
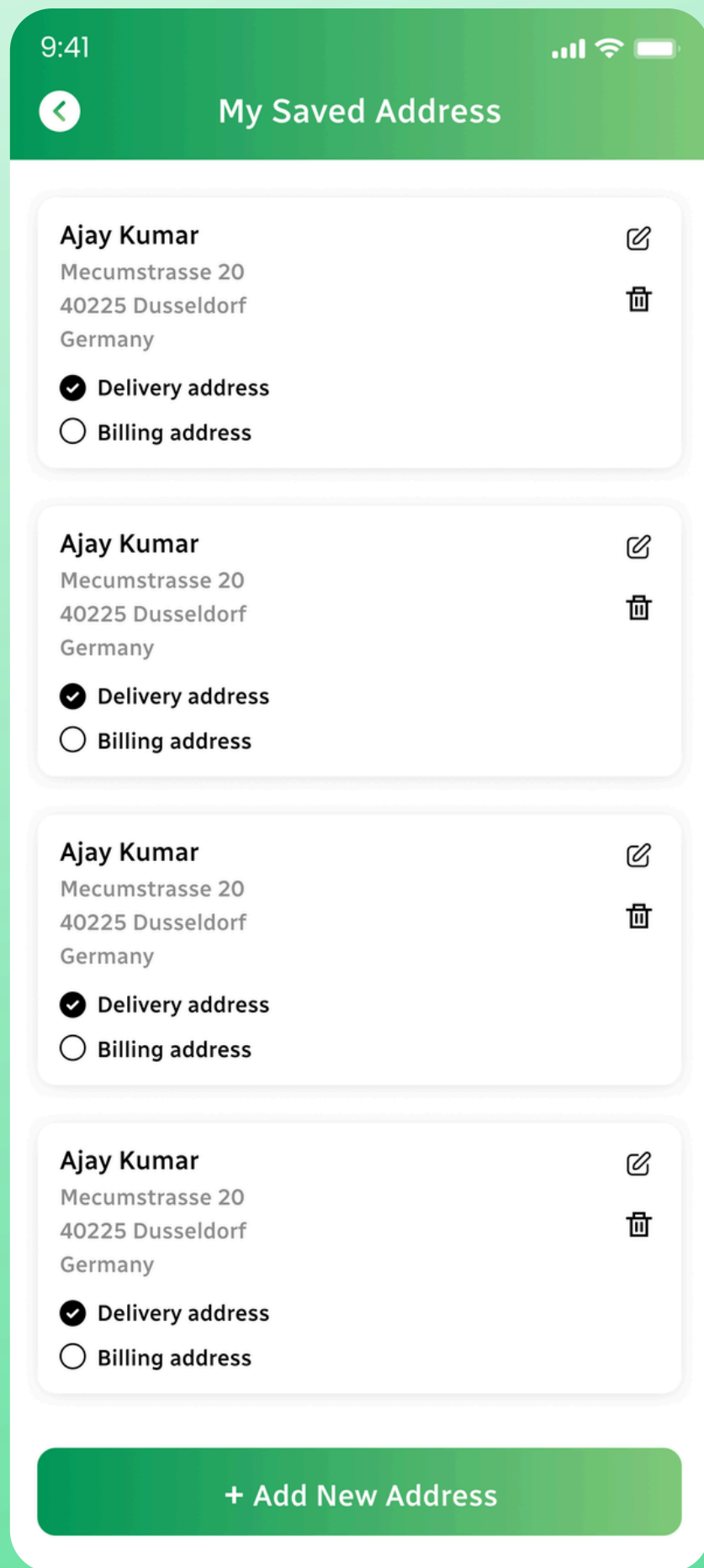
- User Research & Product Strategy
- High-Fidelity UI & Design System
- Mobile-First (iOS & Android)
- Trial → Feedback → Earn → Redeem flows



Architecture & Delivery

We built a scalable, event-driven backend to handle trial points, cashback expiry, membership upgrades, and brand partner analytics — with real-time feedback collection and third-party delivery API integration.





End-to-End Delivery

All core reward systems built, integrated, and deployed in a single release

100%

Regulatory compliant — EU consumer protection & data privacy standards met

Day 1

Production ready — scalable AWS architecture with CI/CD pipelines ensuring stable, secure deployments

40-60%

Cost saving vs. building with traditional loyalty platform vendors

What We Can Build For You

With a 10+ year experienced team and 20+ products shipped, we're ready to be your end-to-end tech partner.

Product Development & Full-Stack Engineering

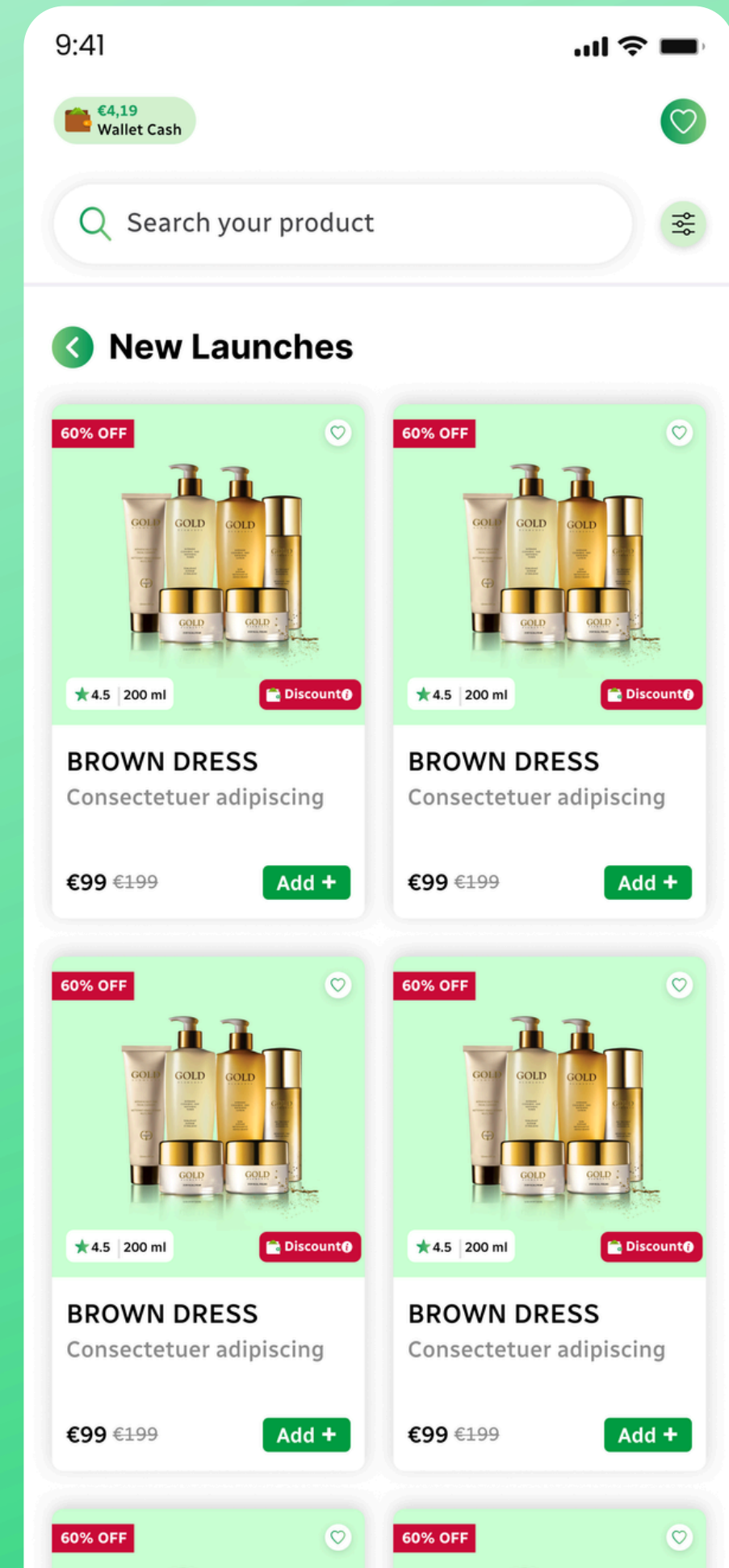
MVP Build & Market Validation

Rewards & Loyalty Platforms

AI-Driven Personalization Engines

Tech Team as a Service

Digital Transformation & Legacy Modernization



Mockups


Grid of product cards for 'BROWN DRESS' (Consectetuer adipiscing) with trial points and 'Try +' buttons.

- Top Row: 3 TRIAL POINTS, 2 TRIAL POINTS
- Middle Row: Newly Added (4 TRIAL POINTS), Points Dropped (2 TRIAL POINTS)
- Bottom Row: Most Loved (2 TRIAL POINTS), Top Rated (3 TRIAL POINTS)

Each card includes a product image, a 4.5 star rating, and '20 ml' volume.

9:41 | My Cart

Deals Order (1 Item)

 **The Man Company** Gift Card
-10% OFF
€9 €10

Payment Summary €24,01

Deals Order (1 Item)	
XYZ Gift Card	€30
Product Discount	€1
Wallet Cash	€4,99
Product Subtotal	€27
Order Total inkl. MwSt.	€24,01

Your voucher will be sent to your email shortly.

Wallet Cash

You can use up to €4,99 from your Wallet Cashback per order on minimum order value of 29,99 Euros.

9:41 | Address & Payment

+ Add New Address

Payment Summary €5

Trial Order (3 Items)




Delivery Fee	€4,99
Extra Trial Pass	€1,00
Order Total inkl. MwSt.	€5

Rewards Unlocked

- 8 Trial Points Recredit
- €4,99 Wallet Cash

Standard Delivery: 1-3 Working Days

Select Payment Methods

- Debit/Credit Cards 
- Apply Pay 
- Klarna 

Was the product easy to apply/use?

Very Easy Easy Neutral Difficult

Effectiveness*

Did you notice the desired effect of the product?

Yes Yes Neutral No

Likelihood to Purchase*

Would you consider buying the full-size version of this product?

Very Good Good Moderate Poor

Product Top Features*

Removes Dirt Dryness Dirt Other

Minimum 1 must be selected

Please describe your experience to help us understand better

Type minimum 30 characters and guide others in choosing better products...

Help brands improve sustainably & get +10 Reward.


Next



Mockups

9:41 €100 Wallet Cash

Cashback Wallet



How Wallet Works | Wallet Discount Slabs | FAQ

- 1 Get Cashback With Every Trial Order Feedback**
After sharing your feedback, you'll receive the delivery fee as cashback in your wallet.
- 2 Use Cashback On Exclusive Deals**
Use the cashback in your wallet to purchase full-size products of your choice and save money.

Wallet Discount Slabs:

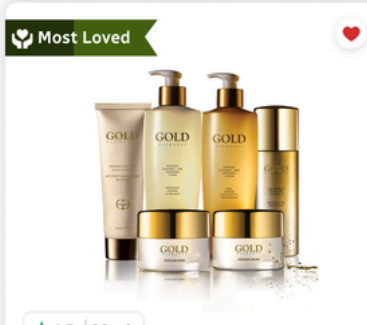
Upto €4,99 Per Order | On Min. Purchase Value €29,99

You Buy
& Find What Suits you

Recommended Trial Packs! [VIEW ALL](#)

Try Everyday Scents

Most Loved

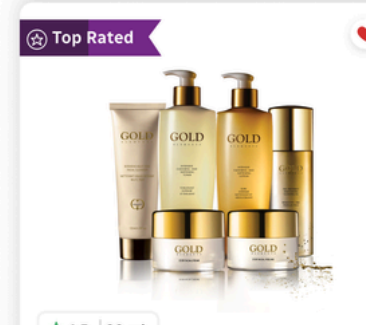


★ 4.5 | 20 ml

BROWN DRESS
Consectetuer adipiscing

4 TRIAL POINTS [Try +](#)

Top Rated



★ 4.5 | 20 ml

BROWN DRESS
Consectetuer adipiscing

3 TRIAL POINTS [Try +](#)

Frequently Asked Questions

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been.

Notes

Top - Bargamot, Lemon, Mint

Lorem Ipsum is simply dummy text of the. +

Lorem Ipsum is simply dummy text of the. +

9:41

Address & Payment

Delivery Address [Change](#)

Vivak Kumar
Mecumstrasse 20
40225 Dusseldorf
Germany

Billing Address [Change](#)

Vivak Kumar
Mecumstrasse 20
40225 Dusseldorf
Germany

Payment Summary

Trial Order (3 Items)	
Delivery Fee	€4,99
Order Total inkl. MwSt.	€4,99

Rewards Unlocked

- 8 Trial Points Recredit
- €4,99 Wallet Cash

Deals Order (1 Item)

Product	€35
---------	-----

Was the product **easy to apply/use?**

Very Easy | **Easy** | Neutral | Difficult

Effectiveness*
Did you notice the desired **effect of the product?**

Yes | **Yes** | Neutral | No

Likelihood to Purchase*
Would you consider buying the full-size **version of this product?**

Very Good | **Good** | Moderate | Poor

Product Top Features*

Removes Dirt | **Dryness** | Dirt | Other

Minimum 1 must be selected

Please describe your experience to help us understand better

Type minimum 30 characters and guide others in choosing better products...

Help brands improve sustainably & get +10 Reward.

[Next](#)



Let's Build Something Impactful

Have an idea, a challenge, or a product to scale?
Let's collaborate and bring it to life.

 +919056369655

 info@canws.com

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