



Proposal to Add Emoji: Receipt

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Abstract

We are requesting the addition of a receipt emoji. The receipt emoji could be in general an emoji for all activities indicating physical or digital payments. The formal name could be RECEIPT, with aliases that include INVOICE, BILL, PAYMENT, and PURCHASE.



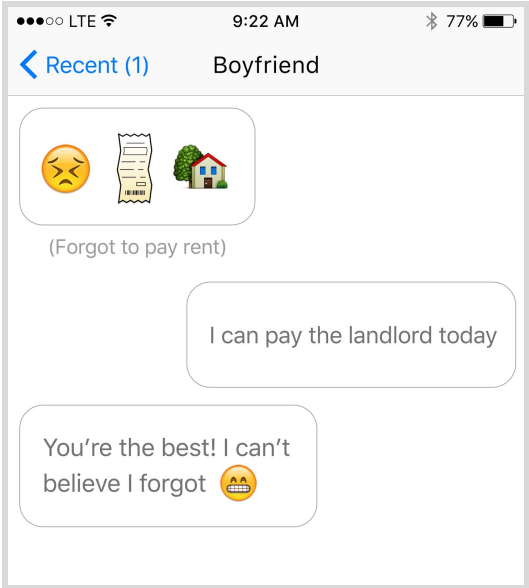
Emoji exploration 1, receipt with money bills - Example placement on Apple's emoji keyboard



Emoji exploration 2, receipt with money bills and coins - Example placement on Apple's emoji keyboard



Emoji exploration 3, receipt with more distinct shape - Example placement on Apple's emoji keyboard - This is the preferred version used throughout this proposal.



Example usage 1: Reference to outstanding bill

Introduction

What is a receipt

According to Wikipedia, “a **receipt** is a written acknowledgment that a specified article or **payment** has been received. A receipt records the sale of goods or provision of a service.” Millions of consumers use online commerce on a daily basis nowadays and online financial networks such as PayPal provide digital receipts via email, messaging networks such as Facebook Messenger, Venmo, SMS as well as social networks.

Why emojis matter in online commerce

Online commerce on social networks have become a convenient and pervasive way for consumers and merchants to interact. Using a receipt emoji enhances the user experience by providing an easily recognizable symbol to capture the semantics of the final step of an exchange.

Recently there has also been an increase in the interaction between customer service agents (humans and bots) and customers that is new and unique. The receipt emoji would allow a customer service agent to easily discuss completed payments, pending transactions, and scheduled bills. This larger vocabulary would also benefit bots to be able to easily differentiate between the the intent of a customer. For example, a bot could use money with wings emoji to trigger a payment and receipt emoji to discuss completed payments.

Need for digital receipts as Emoji

Digital receipts as emoji are becoming a major part of the “visual vocabulary” millions of online consumers use on a day to day basis. The rise of social commerce (i.e. commerce on social networks) has accelerated this phenomenon.

Extending the visual vocabulary universe with Emoji

Defining digital receipts as emoji also extends the visual vocabulary related to the exchange of value between businesses, individuals, and groups. Casual commerce, where consumers buy as they browse product advertising on social platforms, can also benefit from visual representation of imagery related to commerce.

Standardization drives Interoperability even for Emoji

- Drives interoperability across networks - e.g. financial, social, messaging, shopping
- A receipt emoji will enable all payment gateways and financial networks to communicate purchase receipts and sale transaction notifications to their users using common symbols for interoperability.
- Lowering the barriers to sharing information
- Accessible to more users overcoming languages barriers
- Emojis visual vocabulary, which may be language but not culture neutral, can also reduce language barriers.

Support

A. Compatibility:

Adding the receipt emoji would contribute to making commerce more conversational and lighthearted on social and messaging platforms.

It would also allow for more wider variety of visual vocabulary in social selling experiences.

B. Expected usage:

1. Frequency - the receipt emoji would have a worldwide application. Throughout the world receipts are used between merchants, individuals, and groups as a request or record of payment/money exchange.



Japanese receipt



South African receipt



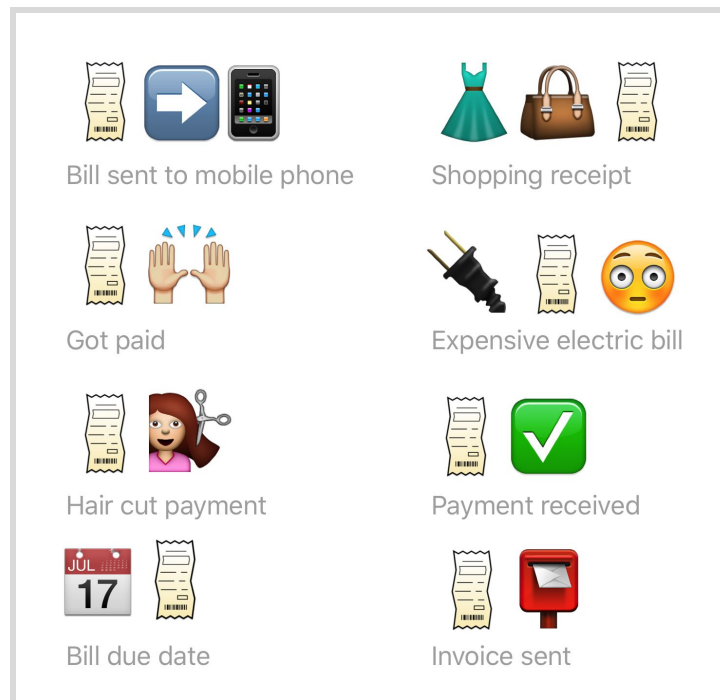
French receipt



United States receipt

2. Multiple usages

The receipt emoji could also be interpreted as: bill of sale, invoice, payment, buy/sell, commerce, sold, paid, or purchased.



Example usage 2: Based on the context, there is a large opportunity to utilize the receipt emoji

Additionally, the “receipt” emoji could be used beyond a commerce context. The term “receipt” also has a slang interpretation as a form of evidence in a social situation.

TOP DEFINITION



receipts

1. To disbelieve something so much that some kind of hard evidence is required.
2. To be so frustrated by a social situation that you wish there was some kind of red tape to guide it with.

http://www.urbandictionary.com/define.php?term=receipts&utm_source=search-action



Icarus
@ColdGoldie

Follow

This brings a whole new meaning to " I have the receipts"

twitter.com/fvizr/status/8...

8:16 AM - 7 Jun 2017

604 515



lemonade heux
@jstcwarrior

Follow

oh no mama... this taking dragging culture to a whole new level.
tea and receipts have been upgraded

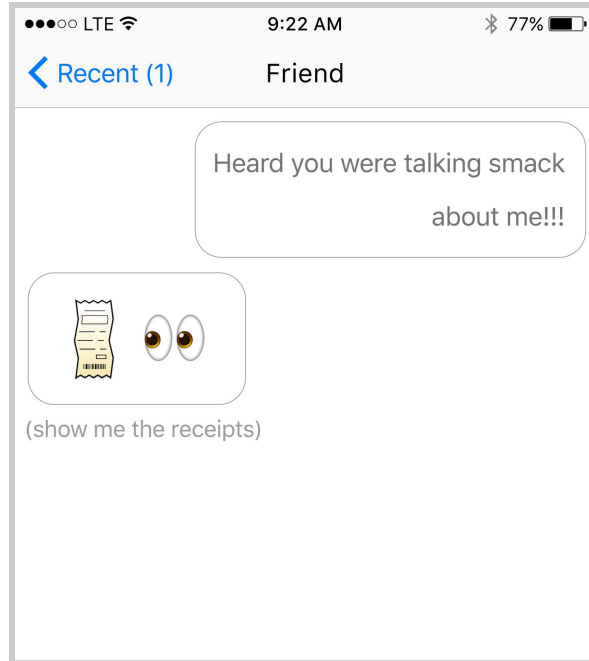
twitter.com/fvizr/status/8...

8:05 PM - 5 Jun 2017

12,951 21,515

Example usage 3:

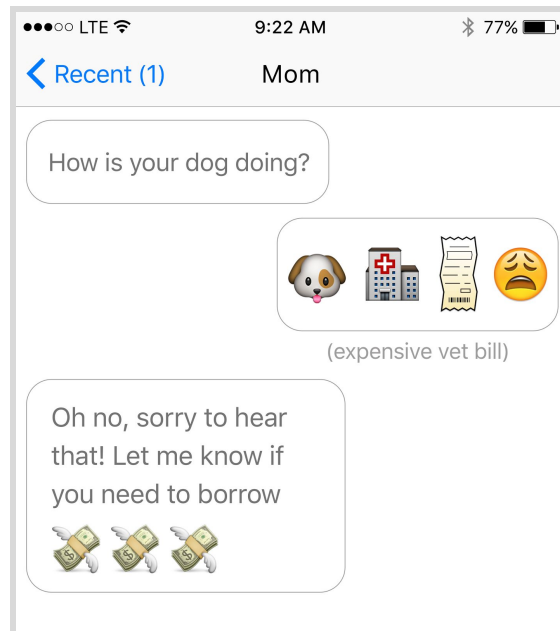
https://www.buzzfeed.com/tanyachen/ios-11-the-upgrade-of-receipts?utm_term=.tdY6eXwJE#.ehzEnpjV6



Example usage 4: Reference to slang usage of receipts

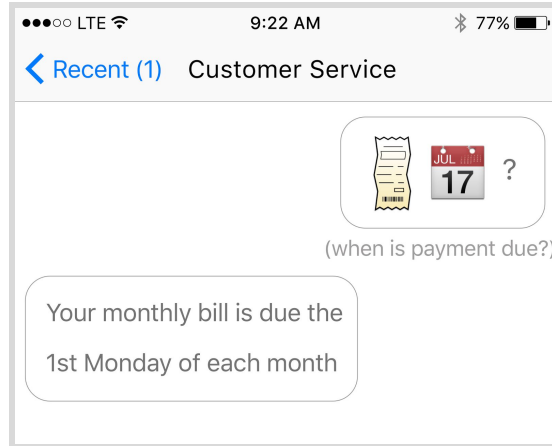
3. Emotional connection

Strong emotions related to money when it is owed or received

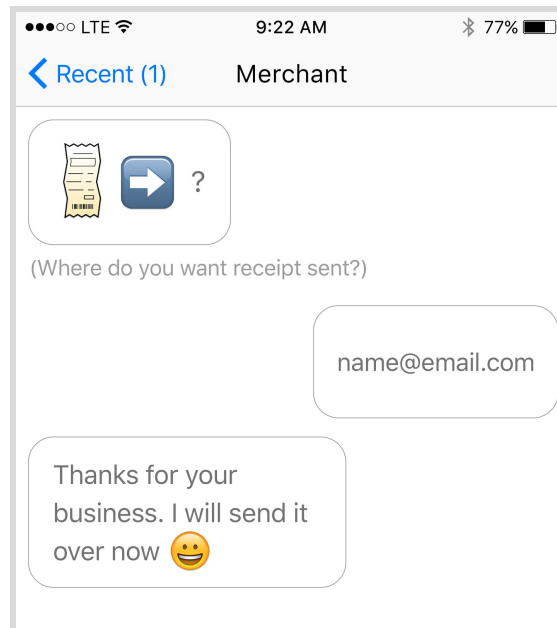


Example usage 5: Reference to a bill with an expression of emotion

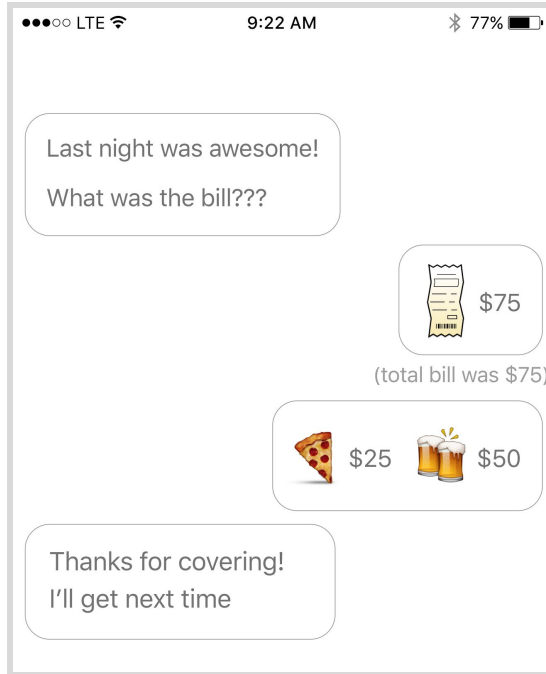
4. Persistence



Example usage 6: Reference to recurring payment between an individual and a business



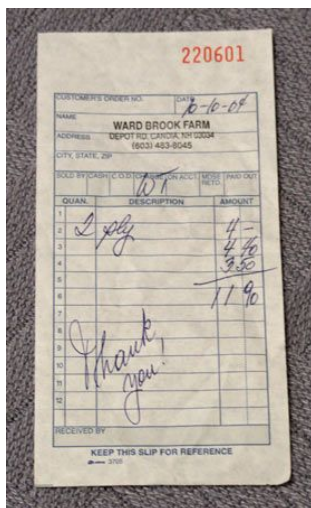
Example usage 7: Reference to where a receipt should be delivered



Example usage 8: Reference to money spent

C. Image distinctiveness

Receipts can be generated by hand, point of sale terminals, cash registers, or digitally. Although there is a large variety of ways to generate receipts, most receipts have similar features (merchant name, line items, and total amount).



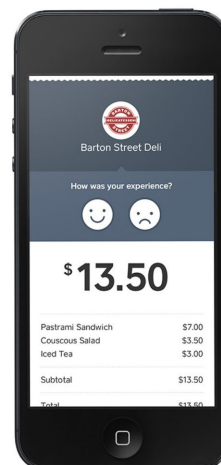
Hand written receipt



Store receipt



Terminal printed receipt

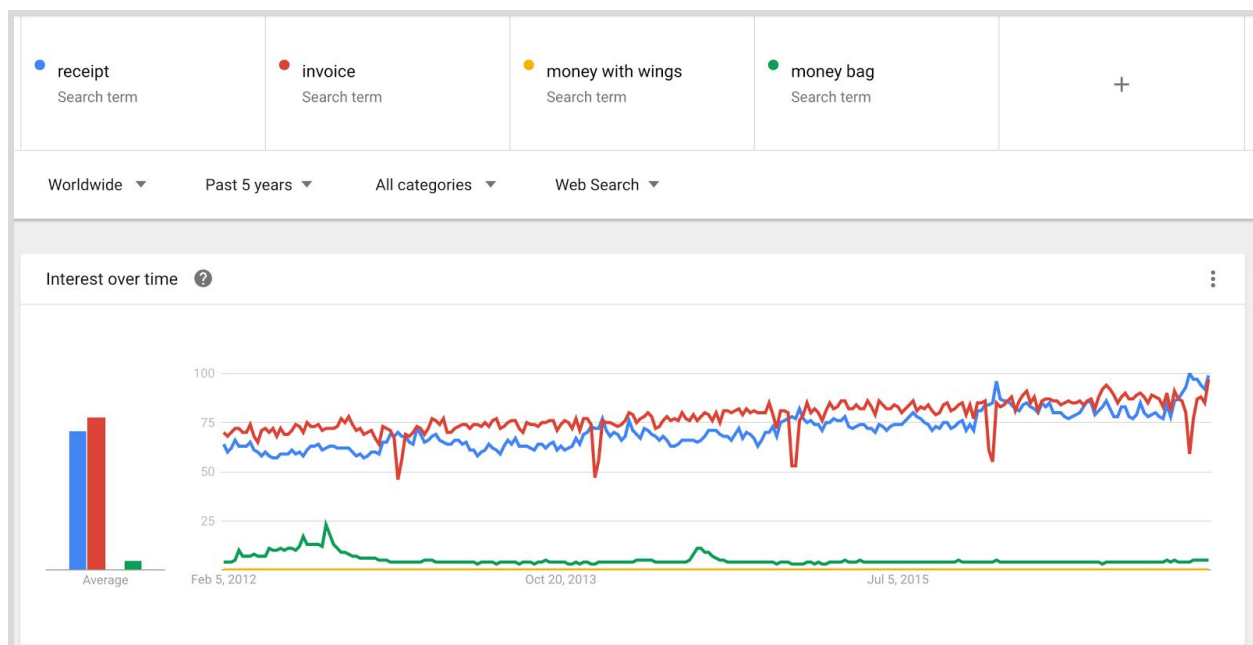


Digital receipt

D. Completeness

The receipt emoji would complement the existing commerce related emojis. For example, money with wings is commonly used for the act of sending money and the receipt emoji could represent requesting of money or a completing purchase.

E. Frequency of request



<https://www.google.com/trends/explore?q=receipt,invoice,money%20with%20wings,money%20bag>
 (Google trend from Feb 4th, 2017)

Factors for Exclusion

F. Overly specific

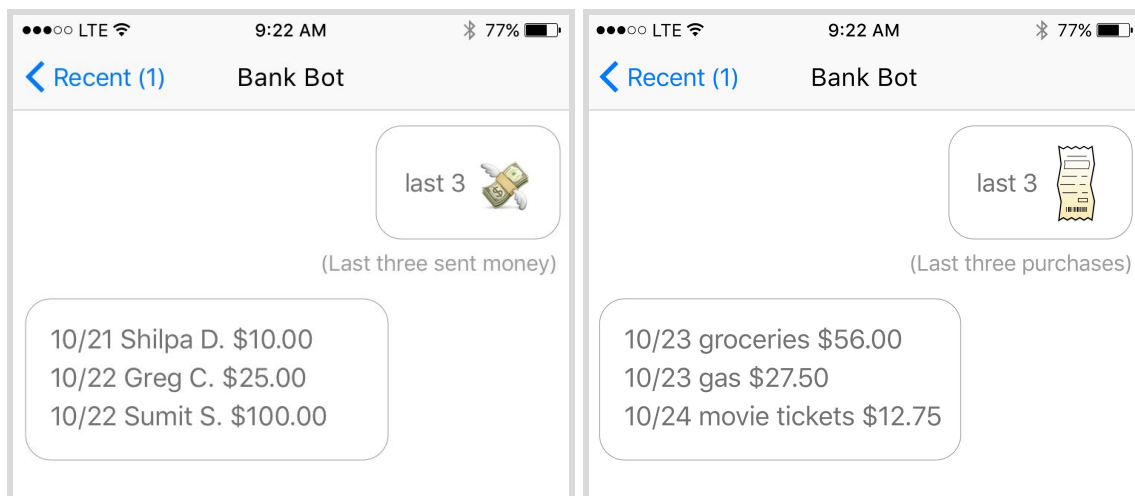
The receipt emoji is not overly specific because it has many interpretations depending on the context of how it is used. For example it can range from being interpreted as the act of completing a purchase to a business being legit.

G. Open-ended

Since money exchanged between businesses, groups, and individuals has many stages, there are many applications for the receipt emoji.

H. Already representable

Although there are already several existing money related emojis (U+1F911 money mouth face, U+1F4B0 money bag, U+1F4B8 money with wings, U+1F4B5 dollar banknote). The receipt emoji is distinctly different because it has a strong association to formal payments/purchases, completed money transferring from one party to another, and actions related to commerce.



Example usage 9:

In the above examples, there is a distinct difference between the receipt emoji and money with wings emoji. For example: When interacting with a bank's bot on a messaging platform there is a need for specific references to sending money (money transfer based money with wings) and purchases (commerce based, receipt).

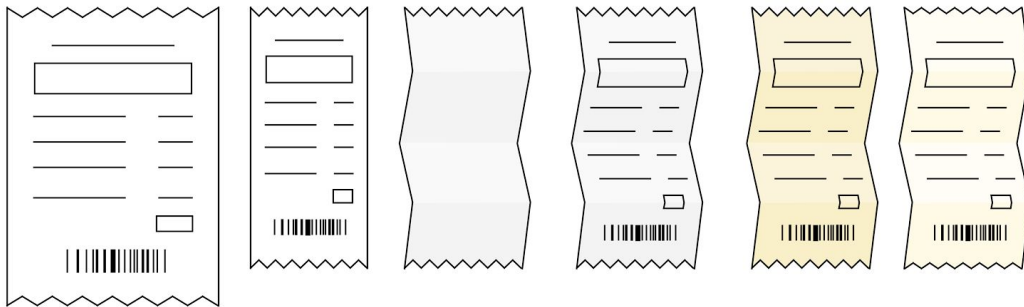
There are also several document related emojis (U+1F4C4 page facing up and U+1F4C3 page with curl). A person could easily confuse the page facing up and page with curl emoji as a contract if it is used in the place of receipt emoji. However,

there are notable characteristics of the receipt emoji that make it visually different. Key distinctions could include a ripped paper border, lines to denote purchased items, and header image related to commerce.

I. Logos, brands, UI icons, signage, specific people, deities

The receipt emoji is generic and does not have reference to specific logos, brands, UI icons, signage, specific people, or deities

Appendix
Receipt explorations





References

Paper receipt:

<http://www.grumpyknitter.com/fof/receipt.jpg>

Store receipt:

<http://project-swatch.com/wp-content/uploads/2014/01/target-receipt.jpg>

Terminal receipt:

<http://blog.zerodean.com/wp-content/uploads/2014/01/gas-receipt.jpg>

Email receipt:

<https://squareup.com/au/townsquare/images/posts/2015-05-04-Why-You-Should-Ditch-Your-Receipt-Printer-and-Go-Paperless-BlogPost.jpg>

Japanese receipt:

http://www.chekyang.com/musings/wp-content/uploads/2011/01/blog-2010-japan-OLYP-5714-home-receipts_thumb.jpg

South Africa receipt:

<http://www.travellingmcds.com/2013/08/texan-burger-johannesburg-south-africa.html>

French receipt:

<http://www.jennifermclagan.com/wp-content/uploads/2011/06/O-de-C-receipt.jpg>

United States receipt:

<https://s3-media4.fl.yelpcdn.com/bphoto/5CpUIxE5O6o2QA8G9p4wnw/o.jpg>