



UX Redesign— Logged-out Offer module redesign

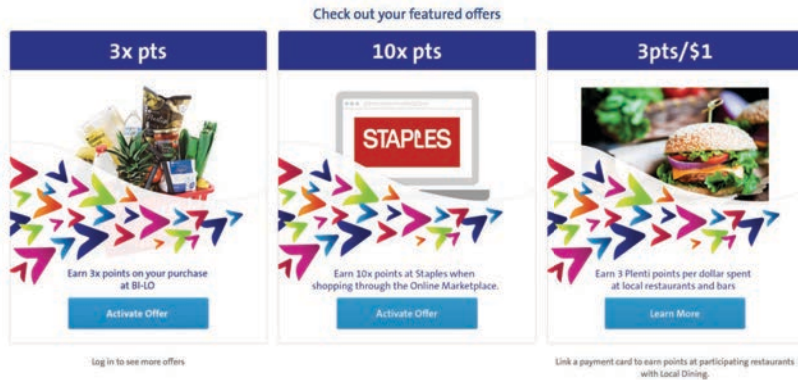
September 19th 2017

AGENDA

- 1.** Evaluate current Offers module & customer journey
- 2.** Consider customer & business goals
- 3.** Propose new Offers design KPIs
- 4.** Discuss wireframe variations—due to time, we might only
my top recommendation
- 5.** Define next steps

Current module

The Offers module was recently added to the logged-out homepage



- A month of analytics showed very little traction for the new functionalities

Link ID Report- New HP CTAs

US Plenti Web - Production -
Fri. 30 Jun. 2017 - Mon. 24 Jul. 2017

Link ID (v36)	Link Clicks (e135)		Total Registration	Offer Activations (e42)	
1. variant1_top_cta_ihaveacard_to_signup	26,270	63.6%	11,220	7,123	68.1%
2. variant1_link_need_help_login_to_plenti_to_forgot_password	5,649	13.7%	288	1,829	17.5%
3. variant1_top_cta_idonthaveacard_to_enrollment	4,502	10.9%	2,242	718	6.9%
4. variant1_btm_cta_joinforfree_to_enrollment	1,070	2.6%	531	202	1.9%
5. variant1_partner_offer_tile_to_partner_offers	853	2.1%	72	196	1.9%
6. variant1_localdining_offer_tile_to_localdining	814	2.0%	44	80	0.8%
7. variant1_btm_cta_login_to_partner_offers	719	1.7%	31	169	1.6%
8. variant1_how_it_works_cta_to_use_points	423	1.0%	37	43	0.4%
9. variant1_how_it_works_cta_to_earn_overview	336	0.8%	30	51	0.5%
10. variant1_marketplace_offer_tile_to_marketplace	331	0.8%	16	29	0.3%
11. variant1_how_it_works_cta_to_marketplace	116	0.3%	8	1	0.0%
Total	41,320		14,524	10,456	

UX evaluation: Current module

Check out your featured offers

3x pts

Earn 3x points on your purchase at BI-LO

Activate Offer

10x pts

plenti.com/marketplace

STAPLES

Earn 10x points at Staples when shopping through the Online Marketplace.

Activate Offer

3pts/\$1

Earn 3 Plenti points per dollar spent at local restaurants and bars

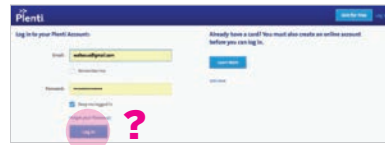
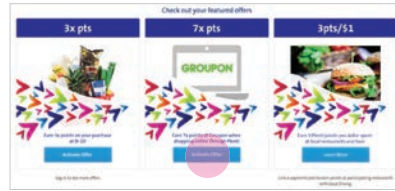
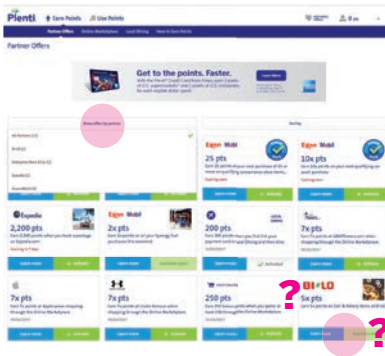
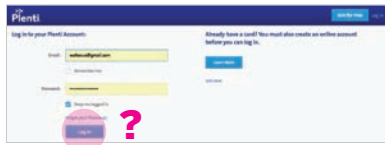
Learn More

Log in to see more offers

Link a payment card to earn points at participating restaurants with Local Dining.

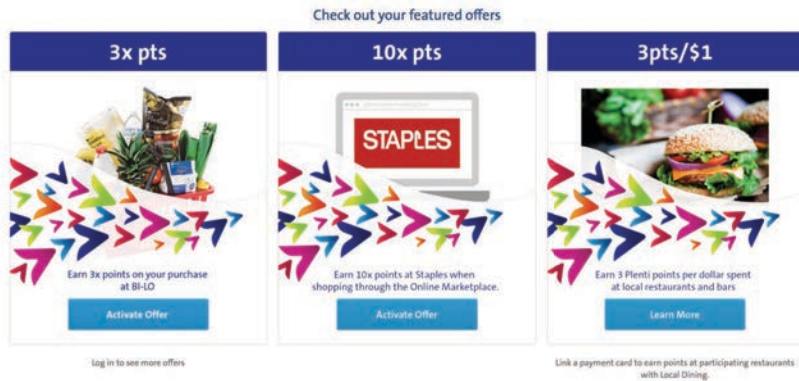
- Logged-out design varies greatly from logged-in design—leading to a confusing customer journey with similar information/functions presented differently across the site
- Not enough visual hierarchy—difficult to find the key information
- Cluttered with too many content entry points
- Requires weekly manual updates—value delivered vs effort level?

Current customer journey



- Journey is confusing—CTAs lead to unexpected, unhelpful results

Customer goals: Offers module



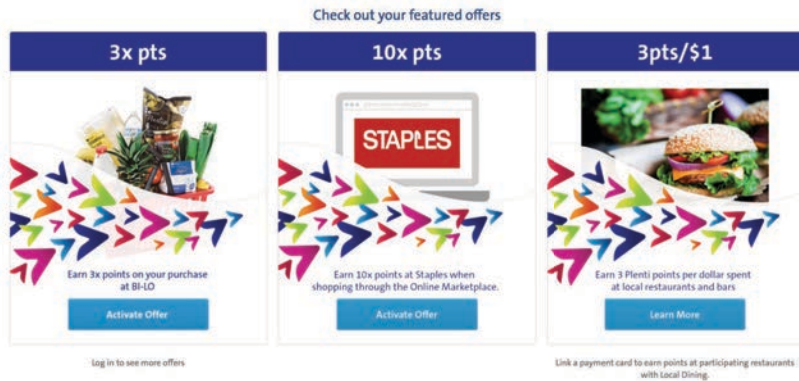
No. 1 customer goal: "How can Plenti make my life better/easier?"

- It will help me save money at retailers I already transact with
- It will educate me about new retailers, offering deals that benefit me
- It will show me new ways to shop & save online
- It will show me new ways to save at restaurants & bars
- It will be easy and fast to use—better than competitors

Customer considerations to keep in mind...

- Research shows people only remember 1/3 of what they learn during an experience—so it's vital to have a single clear, memorable takeaway
- Research shows that people decide not to use/delete apps 3-7 days after use
- It's a decision made after reflecting on the overall experience, not during the experience—so it's vital that the customer journey proved worthwhile and that the value props were proved out in a memorable way

Business goals: Offers module



No. 1 business goal: "How can this module increase the amount of customers signing/logging into Plenti?"

- It will offer customers clear, desirable value props
- It will be easy and quick to use
- It will be trustworthy
- It will focus on customer benefits, not business requirements
- It will have an easily-understood customer journey, with clear signposting along the way

Business considerations to think about

About 3% of customers currently interact with this module

- What is the balance between level of effort to redesign and expected results?
- To double engagement would generally considered a good result—but does increasing to 6% interaction move the needle enough?
- Even if we quadruple engagement—which would be highly unusual—would 12% interaction move the needle enough?
- If more than 90% of customers are interacting with the top CTAs, does it make more business sense to focus on that design & journey?

Possible KPIs for a new Offers module

- Increase clicks on the module itself - measure via analytics
- Increase sign/log in completions via Offers module - measure via analytics
- Improve overall customer experience and journey - measure via usability testing, team review, analytics
- Better alignment of visual design for logged-out and logged-in Offers modules - measure via team review, usability testing
- How can A/B testing be leveraged to measure KPIs?

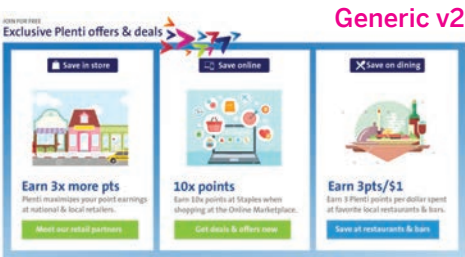
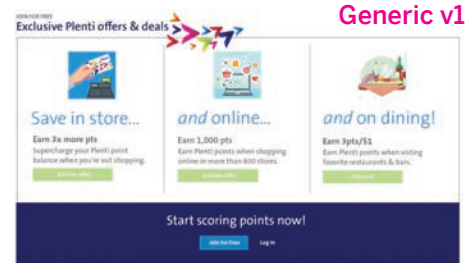
Proposed Offers – Overview

CURRENT



- 4 different UX scenarios
- Visual design still in progress
- Flock retained for branding but is de-emphasized

PROPOSALS



Proposed Offer – Generic v1

JOIN FOR FREE

Exclusive Plenti offers & deals



Save in store...

Earn 3x more pts

Supercharge your Plenti point balance when you're out shopping.

Activate offer



and online...

Earn 1,000 pts

Earn Plenti points when shopping online in more than 800 stores.

Activate offer



and on dining!

Earn 3pts/\$1

Earn Plenti points when visiting favorite restaurants & bars.

Link card

Start scoring points now!

Join for Free

Log in

- Focused on a single customer value proposition and actionable CTAs
- Better customer journey signposting
- Information is presented more simply and directly with clear hierarchies
- Visually consistent & appealing
- Doesn't require weekly updates

Proposed Offer – Generic v2

JOIN FOR FREE

Exclusive Plenti offers & deals



 Save in store



Earn 3x more pts

Plenti maximizes your point earnings at national & local retailers.

Meet our retail partners

 Save online



10x points

Earn 10x points at Staples when shopping at the Online Marketplace.

Get deals & offers now

 Save on dining



Earn 3pts/\$1

Earn 3 Plenti points per dollar spent at favorite local restaurants & bars.

Save at restaurants & bars

- Design more closely aligns to logged-in module
- Custom logos underline value props
- CTAs reinforce value props and describe customer journey

Proposed Offer – Targeted w partners

PLENTI EXCLUSIVES

This week's hottest offers



BI-LO



3x pts

Earn 3x points on your purchase at BI-LO.

Activate offer

GROUPON



10x points

Earn 10x points at Staples when shopping through the Online

See deals & offers

Local Dining



3pts/\$1

Earn 3 Plenti points per dollar spent at local restaurants and bars.

Learn more

- Requires weekly effort to update content
- Highlights partners & encourages trust via well-known brands
- CTAs seem actionable but often require a sign-in flow—so CTAs feel like bait & switch: The labels don't match the actions that follow
- Plenti's value prop less clear—people will focus on logos and CTAs

Proposed Offer – Targeted w partners, explanation

PLENTI EXCLUSIVES

This week's hottest offers



BI-LO



3x pts

Earn 3x points on your purchase at BI-LO.

[Activate offer](#)

Free sign in/log in required

GROUPON



10x points

Earn 10x points at Staples when shopping through the Online

[See deals & offers](#)

Free sign in/log in required

Local Dining



3pts/\$1

Earn 3 Plenti points per dollar spent at local restaurants and bars.

[Learn more](#)

- Additional copy point tells customers sign in is required (to minimize bait & switch feeling)—but will people even read it?

Proposed Offer – Targeted with Links

PLENTI EXCLUSIVES

This week's hottest offers



BI-LO



3x pts

Earn 3x points on your purchase at BI-LO.

[+ Activate](#) [Learn more](#)

GROUPON



10x points

Earn 10x points at Staples when shopping through the Online

[+ Activate](#) [Learn more](#)

× LOCAL DINING



3pts/\$1

Earn 3 Plenti points per dollar spent at local restaurants and bars.

[Learn more](#)

- Buttons replaced with links—per module style guide, only 1 button allowed per module

Next steps

Define priorities & discuss direction

Thanks!