Need to know three things

* The Product
* The Problem
* The Impact (results/outcome)

1-3-1 method \*8

* One headline
* Three lines of body copy
* One asset (visual)

Use different headings

1. **Setting** – The Product
2. **Characters –** the Competition and Users
3. **Conflict –** the Problem
4. **The Big Idea –** the Solution
5. **Resolution –** the Outcome

Good way to outline case study:

* Headline with result
* Role/team/time/deliverables
* Primary insight 1 – activities that solve it
* Primary insight 2 – activities that solve it
* Primary insight 3 – activities that solve it
* Outcomes / conclusion

**Here’s why we did this”**; way too much “Next, I did this…”

**The product**

* Transurban
* mobile payment app that allows customers to pay for tolls using their phones
* No prepaying, no commitment, no transponder

**Objective:**

Create a **new customer rewards program** to encourage current and new GoToll customers **to use GoToll more frequently**.

Customers should be able to **earn points by frequency of use** and/or safe driving behavior

Points could be used towards:

a. Services within GoToll (e.g., reduced toll fees);

b. Services from partner companies (e.g., Uber);

c. Cash back (our research suggests this is most favorable)

Users desire a system that offers easy rewards and instant savings without complex programs or commitments. They seek a simple, convenient, and reliable service that helps save money on tolls and provides real-time travel information.

The goal is to **shift the focus from the negative perception of toll expenses to the positive aspects** of timely, cost-saving, and rewarding travel experiences.

Transurban is an active alliance member of the USDOT National Road Safety Strategy by conducting research and engineering improvements following the Safe System Approach

The rewards program that you design should provide incentives for safe driving

**Methods**

* SME interviews
* Competitor analysis
* User journey mapping
* Card sorting use cases
* Information hierarchy

**Interviews**

* Easy Rewards: Users want simple rewards like cash back or immediate savings, not complicated programs.
* Simple and Convenient: They prefer toll payment processes that are easy and hassle-free.
* Instant Savings: Users like getting discounts right away, not after waiting to accumulate points.
* Reliable Travel Info: They value features that help them plan routes and know when to expect traffic.
* Save Money: Users are most interested in saving money on tolls, so focus on clear discounts and deals.

**Competitor Analysis**

* Variety of reward systems
* Some automatic, some manual

**User Journey**

* Opportunities for safe driving and passive use 🡪 in line with set-it-and-forget-it business model.

**“Tournament-style” Reward system**

* Cashback
* First time waiver
* Off-peak hours incentives

**Collaborations**

* Parking decks
* Ridesharing
* Rental agencies

**Low income benefits** 🡪 engaging new users

* Programs for low-income users for discounted toll user

**Individual reward preferences during onboarding**

* Ask users early what sort of rewards they are interested in