

# perks + challenges

## Project Background:

Giant Eagle is rebranding their perkUp Challenges into a new "perks Challenge". Giant Eagle customers(loyalty cardholders) can earn extra perks by completing certain tasks including shopping in a certain category or visit giant eagle frequently. Perks can be used to redeem cash. 50 perks = \$1

## UI Platform:

Challenge module: Mobile app (ios/android)

Challenge Landing Page: Web (mobile/desktop)

Challenge Messages: Email, Content card(mobile app), in-store Signages

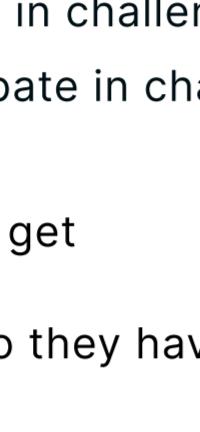
## Team Scope:

2 UX designers, Creative Content Team(for email/content card design)

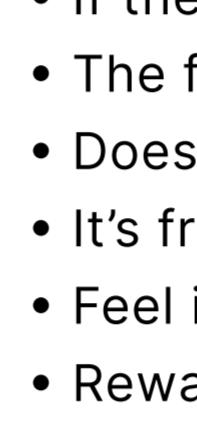
## My Role:

As the lead UX designer in this project, I was responsible to plan and conduct research to learn about user preferences, understand user pain points and user needs, create wireframes, low-fi and high-fi prototypes, and conduct usability tests.

## RESEARCH



### Customer Complaint Audit



### User Interview

## Existing Customer Painpoints

From previous customer complaints

### Customers not seeing perks added to their account:

- It will take up to 24 hours for perks to load to their account, same as progress notifications

### Customers didn't correctly complete the challenges:

- GC, RX, dry cleaning, lottery doesn't count in most grocery shopping challenges  
- Price limit apply before tax and after coupons  
- Customers are not clear do they need to finish all tasks to get bonus perks

### Customer find it hard to track their challenges:

- Customers cannot tell if they successfully signed up  
Email sign up button doesn't work  
- Customer cannot find the email describing the challenges  
Customers expect to find challenges under their account  
- Customer not clear on start date of the challenges  
- Customer cannot tell if they made a progress in their challenges  
- Customer cannot tell if they successfully finished their challenges

## Key information customers need to know/Preferences

from user research

### • Requirements: how to complete the challenges

- o What products qualify for challenges;
- o Does giftcard count in challenges;
- o What stores participate in challenges;

### • Rewards: What do they get

### • Timeframe: By when do they have to complete the challenges

### • Progress: Did they win any perks? How did they win these perks?

- o How does gianteagle track their progress;

### What encourage me to take challenges

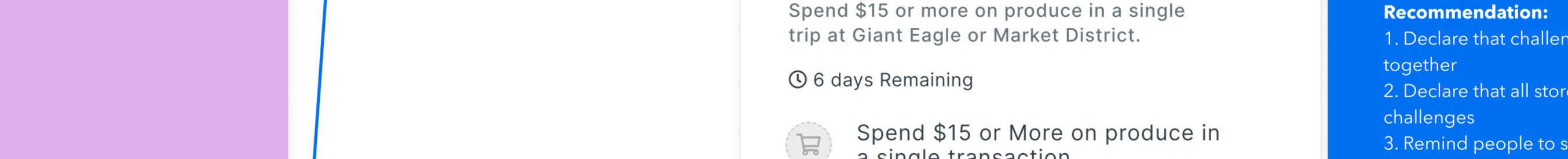
- If the challenges are easy to complete
- The freedom of choosing to complete the challenge
- Doesn't take a long time
- It's free
- Feel in control
- Rewards are beneficial to me

### What discourage me from completing a challenge:

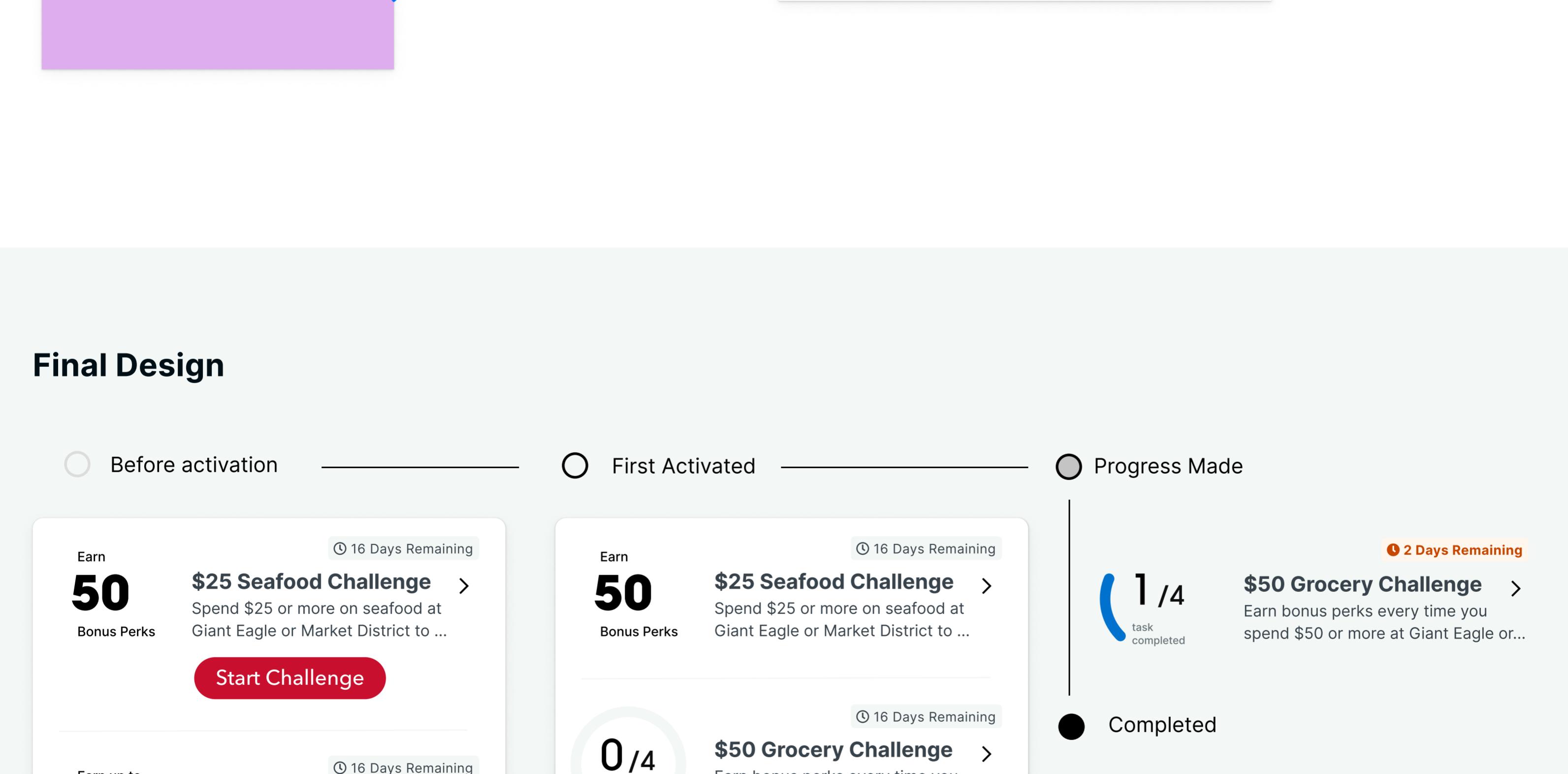
- Insufficient time to complete the challenges
- Challenges are too hard
- Additional steps to complete the challenges

Example: Survey

## DESIGN



## MVP LOFI FLOW - PROPOSING

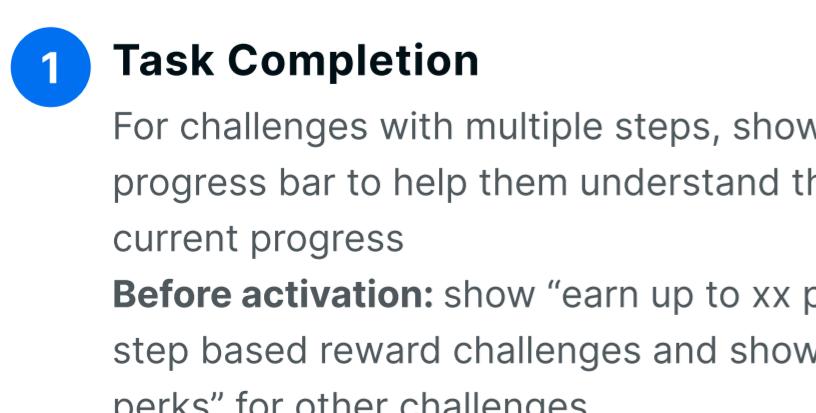


## Usability Test

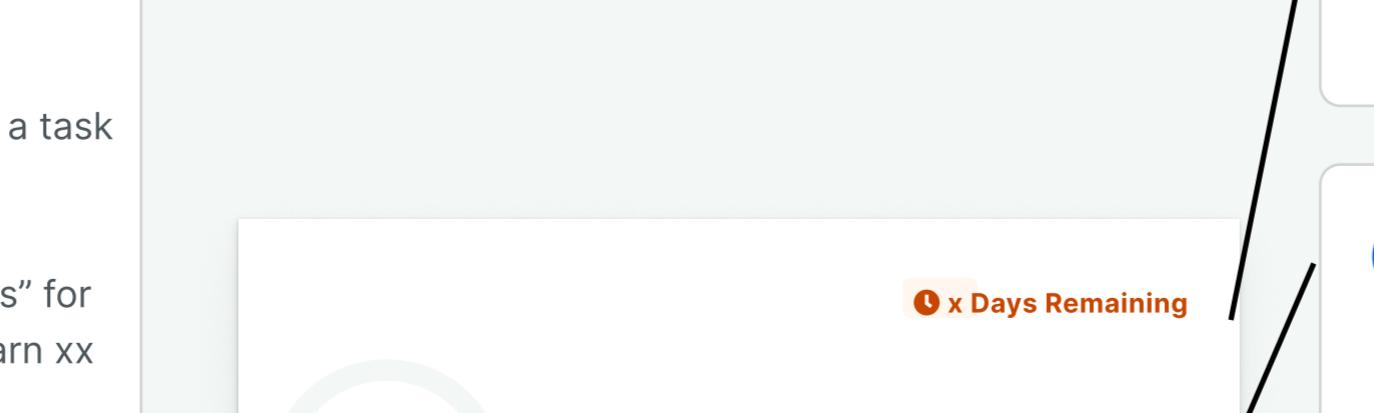
Participants were asked to see the screens below and share their thoughts, explained if they want to participate the challenge or not

- Unmoderated user tests on usertesting.com
- Participant: 10 GEAC(Giant Eagle Advantage Card) holders

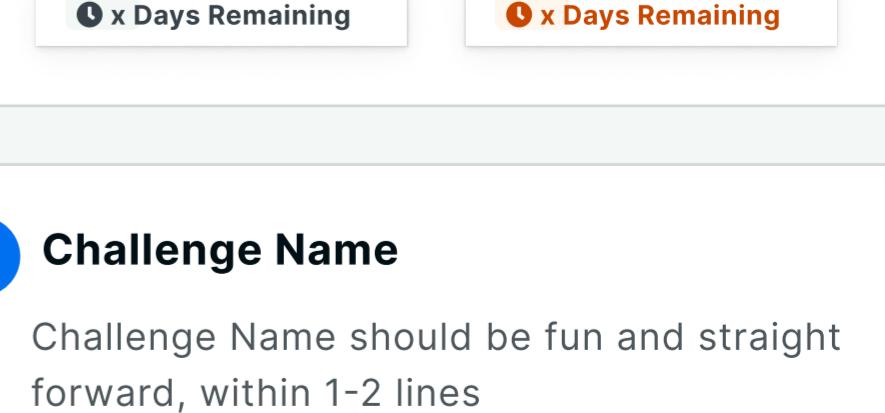
### 1. Onboarding



### 2. Explore Challenges



### 3. Track Challenges



### 1 Task Completion

For challenges with multiple steps, showing a task progress bar to help them understand their current progress

Before activation: show "earn up to xx perks" for step based reward challenges and show "earn xx perks" for other challenges

After activation: show progress circle for multi-step challenges

### 2 Subtasks

For challenges with multiple steps, show what those steps are. (ss brief as possible, details should be included in descriptions)

For frequency challenges:

For cross-sell challenges:

For completed steps:

Complete - XX perks earned

**Recommendation:**  
Putting challenges together with perks and perk history can help users have a better view of what they earned and how they earned them.

\*Excluding lottery, dry cleaning and giftcards.

Your progress  
**40/100 perks earned**

Complete - 25 perks earned  
Complete - 15 perks earned

Earn XX perks  
Spend XX on Category

\*All Giant Eagle and Market District locations participate in myperk challenges. Purchases must meet requirements after coupons and before tax. Advantage Card must be scanned. It can take up to 24 hours for perks to load to your account. Restriction apply, see website for terms and conditions for more details.

**Recommendation:**  
1. Declare that challenges can be done together  
2. Declare that all stores participate in challenges  
3. Remind people to scan their card in order to make their purchase count

\*It can take up to 24 hours for perks to load to your account.  
\*Purchases need to meet requirements after coupons and before tax.  
Shop at any gianteagle or market district in your area and remember to scan your advantage card at check out to complete the challenges

Your progress  
**40/100 perks earned**

Complete - XX perks earned

Otherwise, show:  
Your progress

## Final Design

