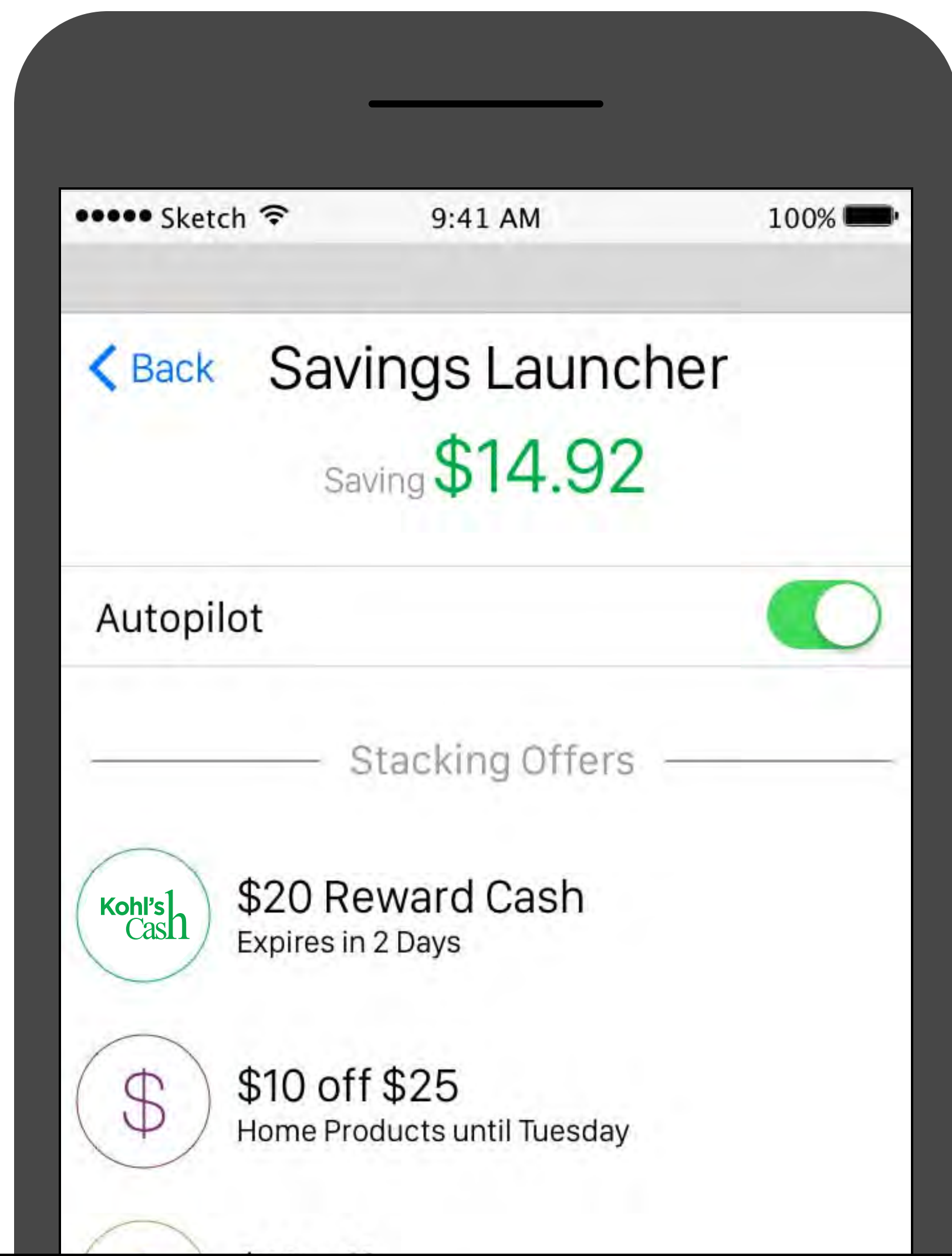


# Savings Launcher

discounts without the Kohl's Math



A customer once told us "I shouldn't need a Ph.D. to check out," so we made discounts more accessible for new customers.

After 3 months of biweekly testing, we presented our findings to business partners and the Savings Launcher, estimated to make \$108 million was funded for 2017.

## Timeframe

3 months

concepting, research and pitch

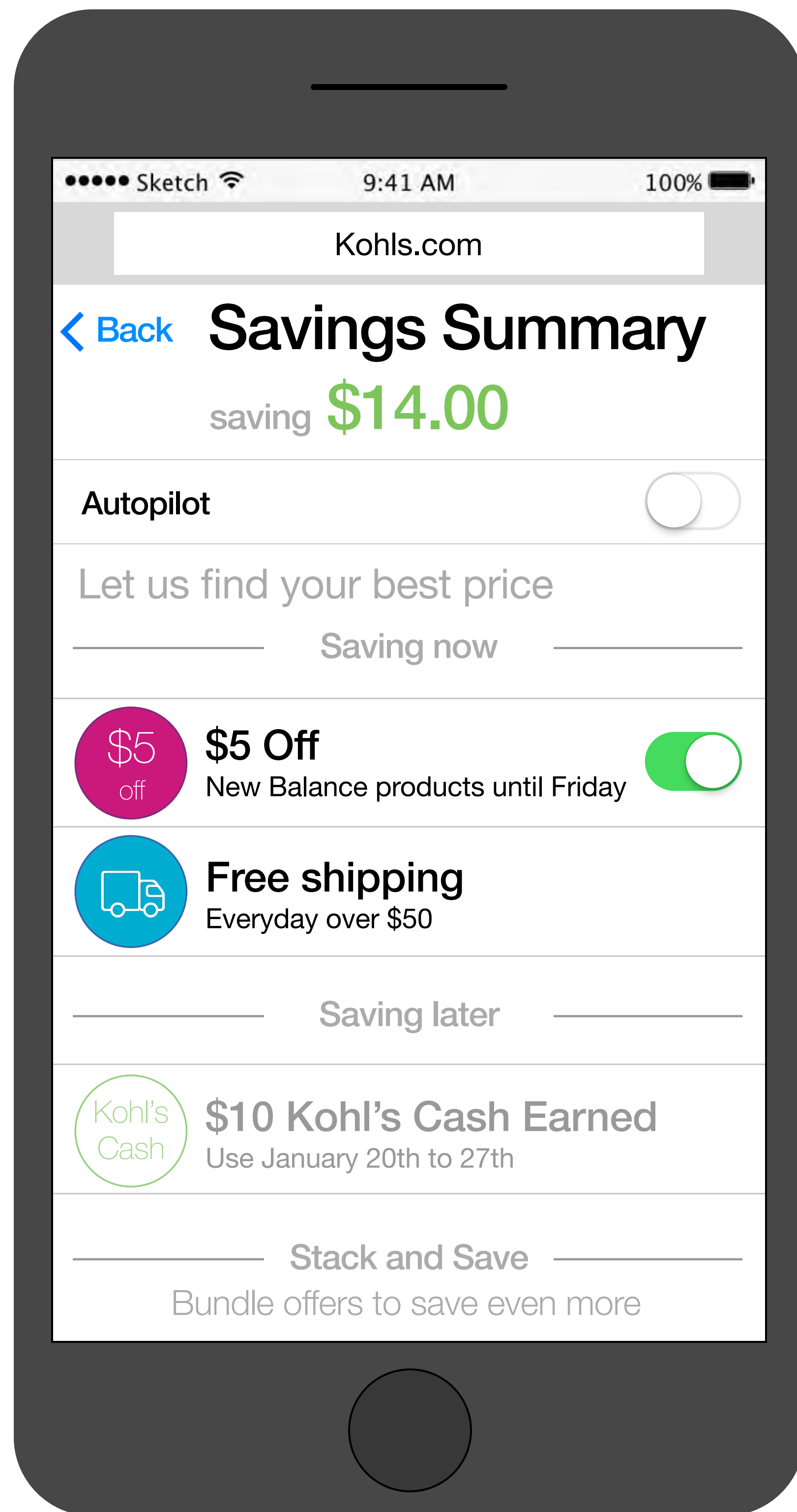
## Phase 1 shipped

April 2017

## Role

Experience  
Designer

Designed by Joel Wisneski  
[hi@Joelski.design](mailto:hi@Joelski.design)



# What we did

The blue-sky version of the Savings Launcher was pitched to Kohl's as a way to rethink the discount model and drive more business.

The product lets customers see their true price accounting for sales, discounts and Kohl's cash.

Sales

\$20m

since April 2017

As little as

1-click

for the best deal

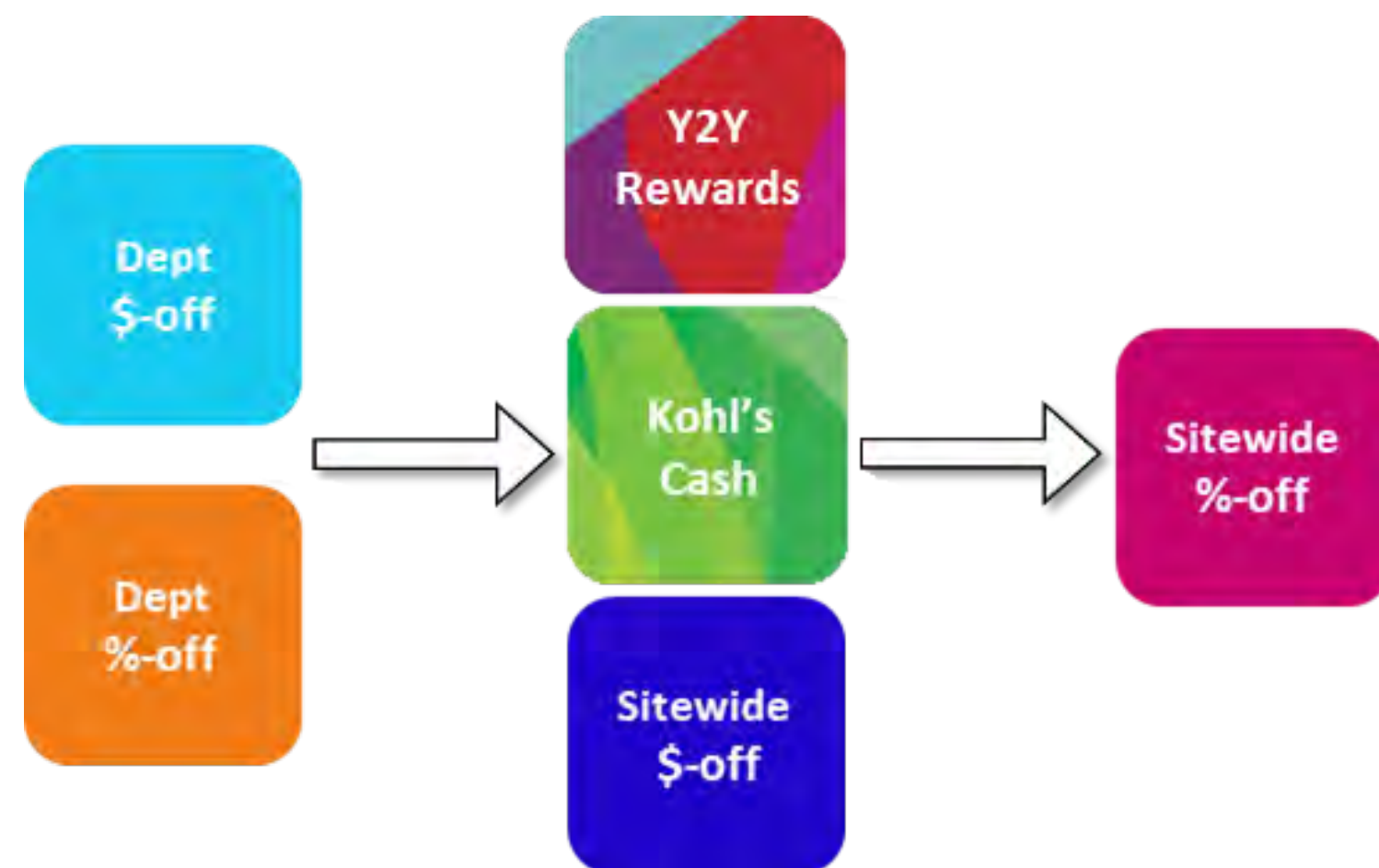


# Why we did it

don't make it hard for people to give you money

As early as November of 2016, while working on **The Mini Bag**, the idea of a “true price” started to surface in our concepting. We hypothesized that new customers wouldn't want to gather various discounts, stack the offers and compare prices when shopping.

After digging in the FAQ's we found the way Kohl's allows customers to stack offers and we found this diagram. We used this to guide the rules that the Savings Launcher would follow.



Thank you cs.kohls.com

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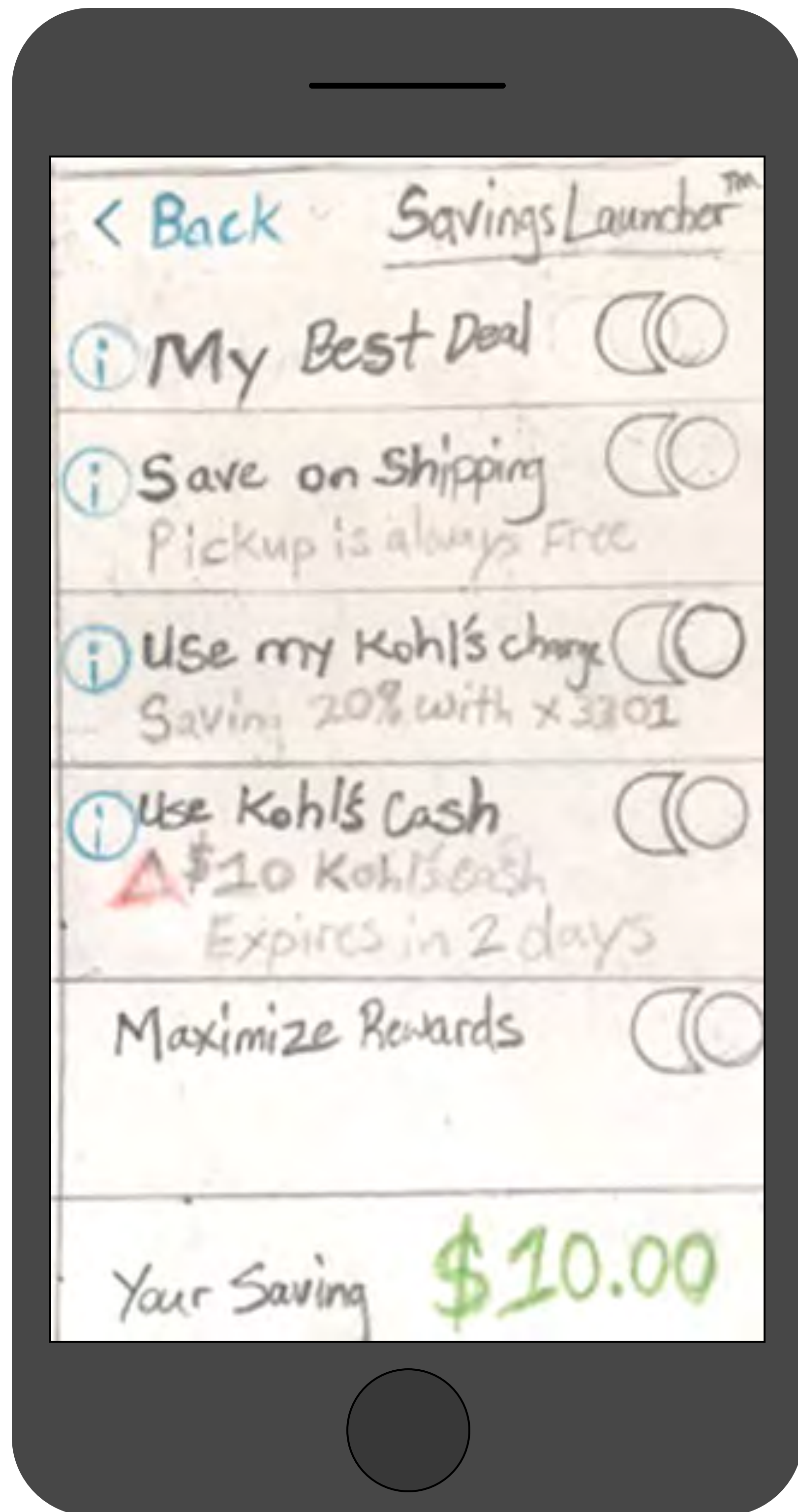
# From nothing

it all started with a quote and a sketch

*"I shouldn't need a Ph.D. to check out."* - A Kohl's Customer

The customer is right. Don't make it hard for someone to give you money. We simplified the current model of finding and stacking offers to something more akin to preferences.

In the first version a customer doesn't see the complexity of offers, just a few options to save money. Kohl's takes care of the math.



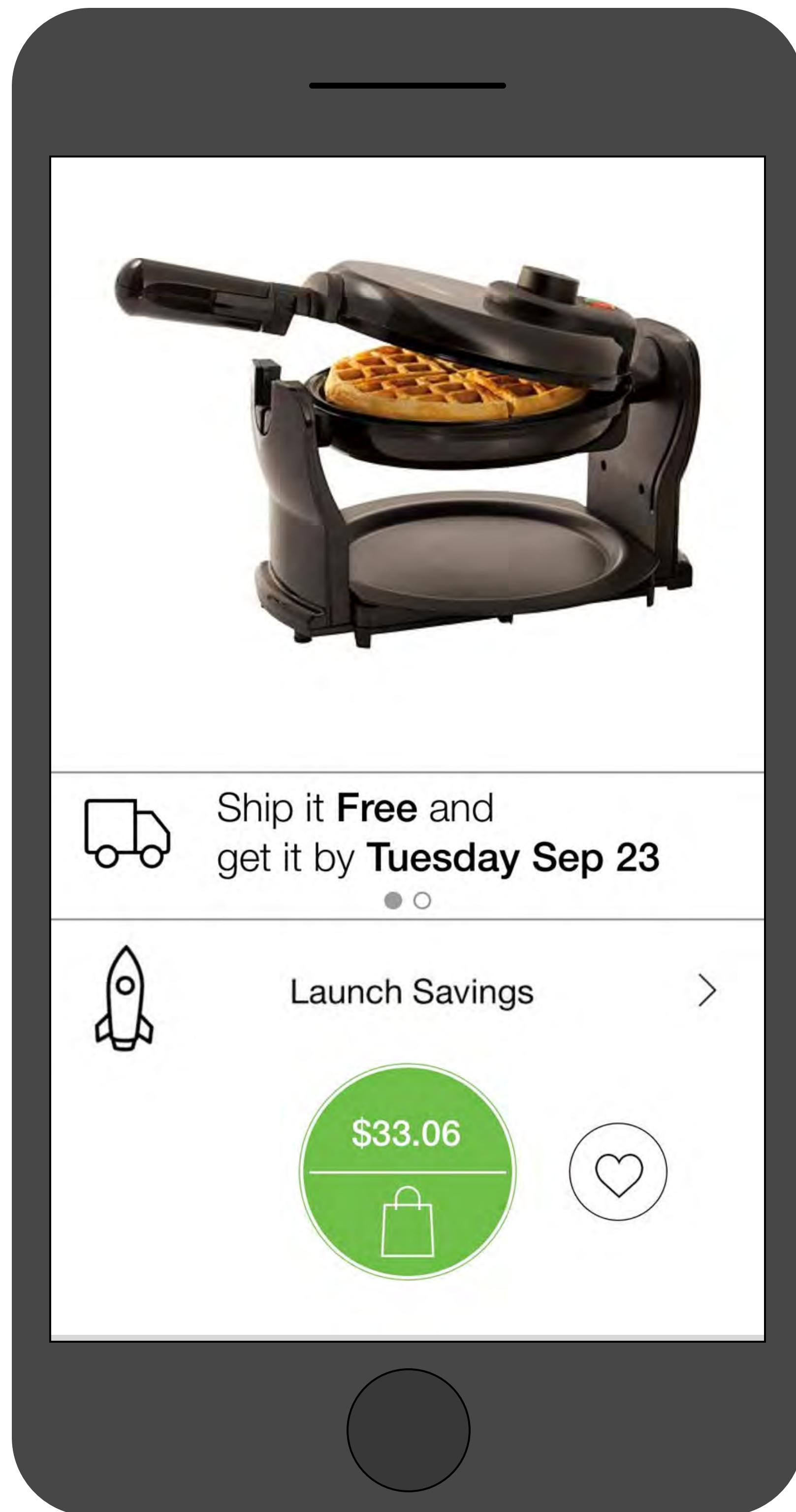
# Co-creating

from conversations with customers

We didn't just design something and ask for feedback, we left some very obvious stones unturned and let our customers show us what they expected.

The tests started with the most minimal version we could create. Every other week, in a new round of tests, we added elements from our previous conversations.

Soon we had what we were sure was the best version of the Savings Launcher for new and existing Kohl's customers.



# Onboarding

without a single onboarding screen

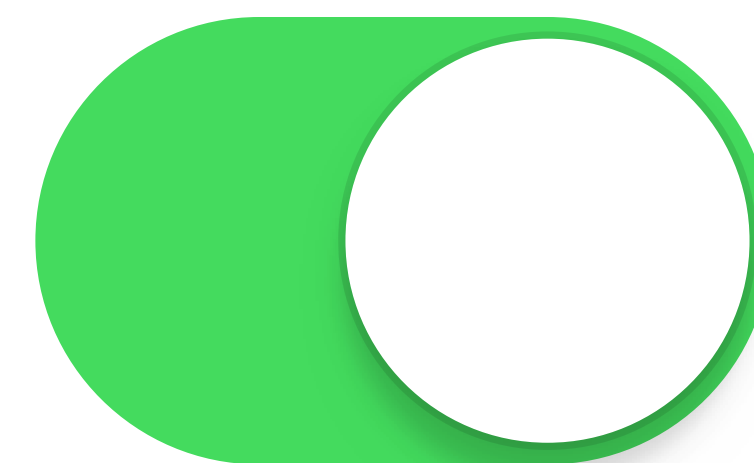
Up to this point Kohl's held to the belief that customers want to do the work. We challenged that theory in a big way.

No one knew what "Autopilot" meant but each of the 24 customers tried it. The customer turned it on, then off and on again. All but 2 left the feature on and everyone understood we were stacking discounts for them.

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## Autopilot

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We chose to show, rather than tell, our customers how we're working on their behalf.



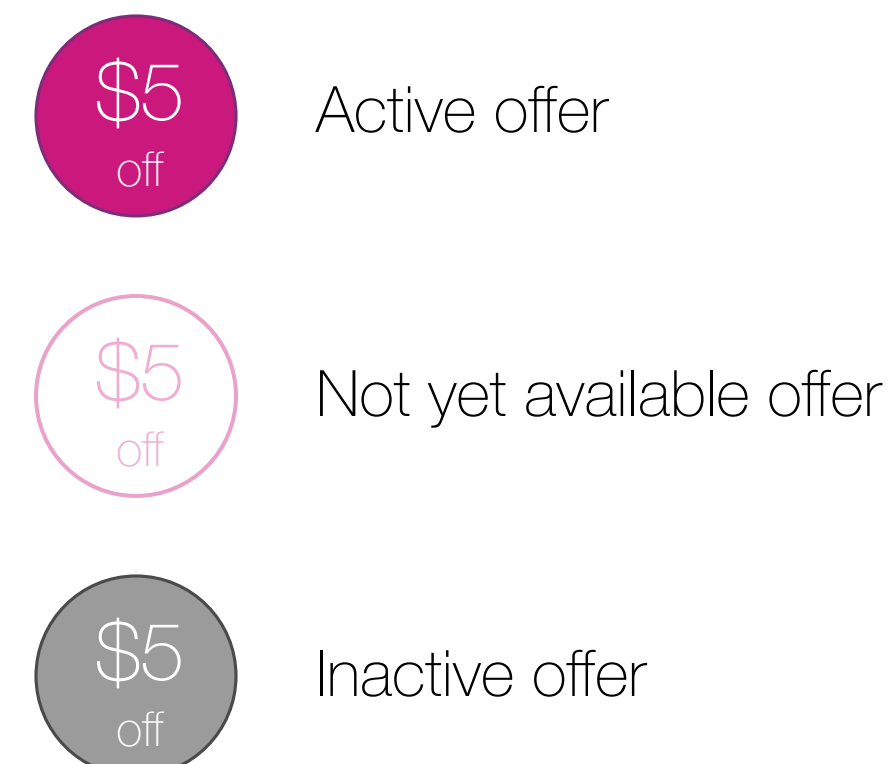
# Pulling it all together

with a focus on business value

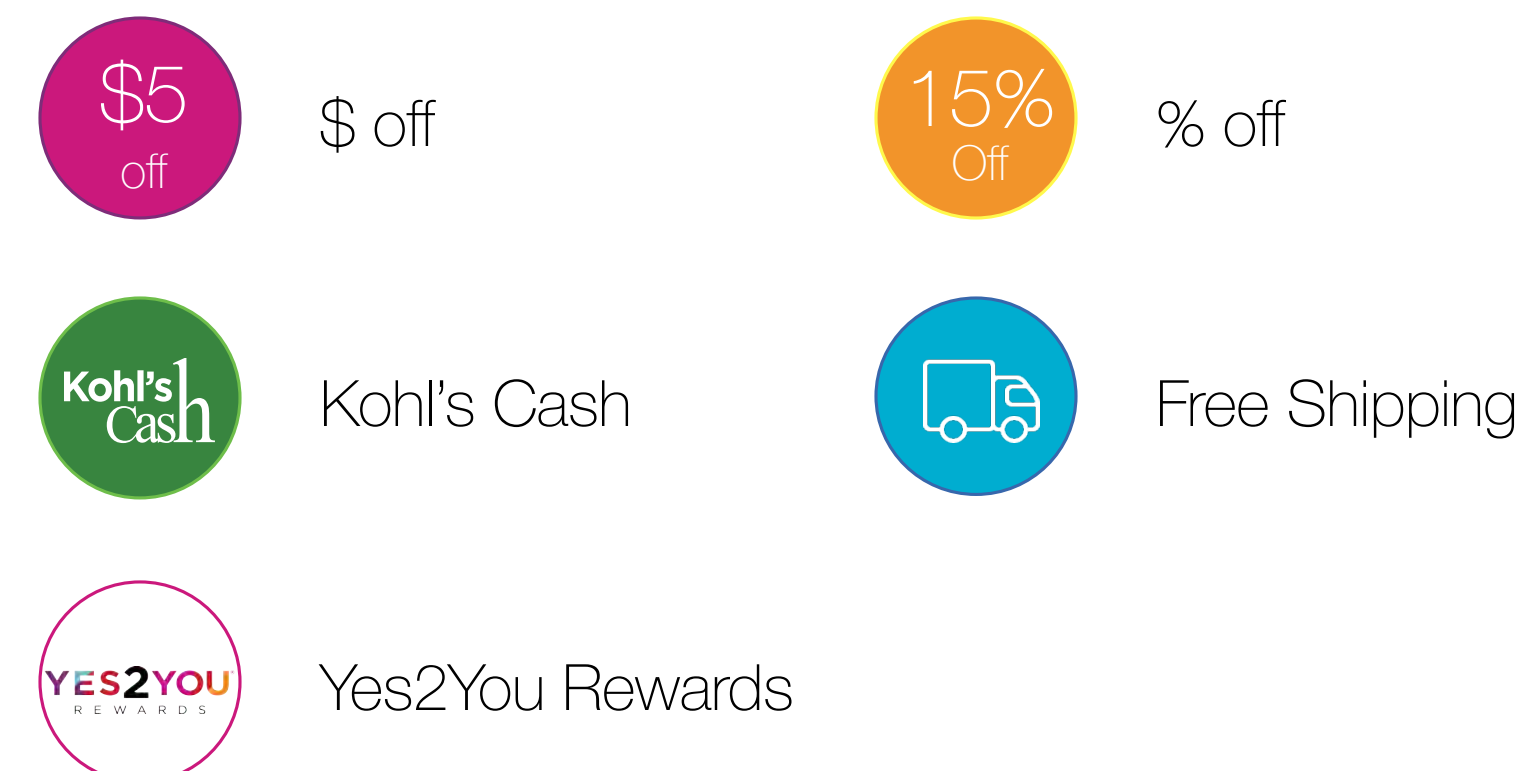
For the business the focus was on profit. Kohl's is a high margin department store and we needed a good reason to cut into that.

We found the customers trusted Kohl's to give them the best deal and that branding opportunity, coupled with conversion estimates, more than made up for a pilot test. Soon it was known as **Your Price**.

## Offer states

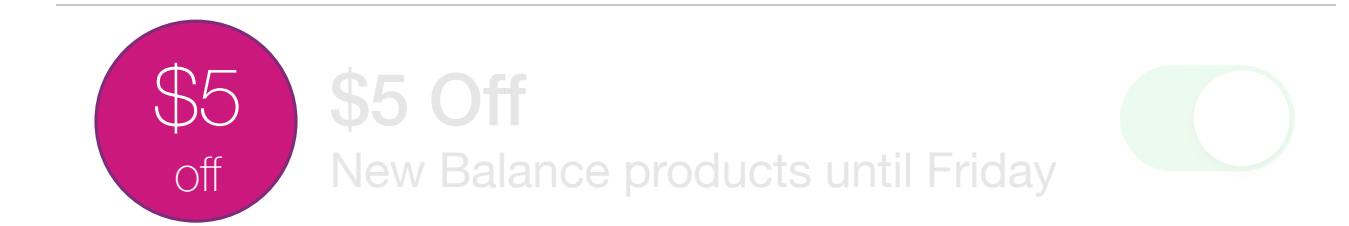


## Offer types

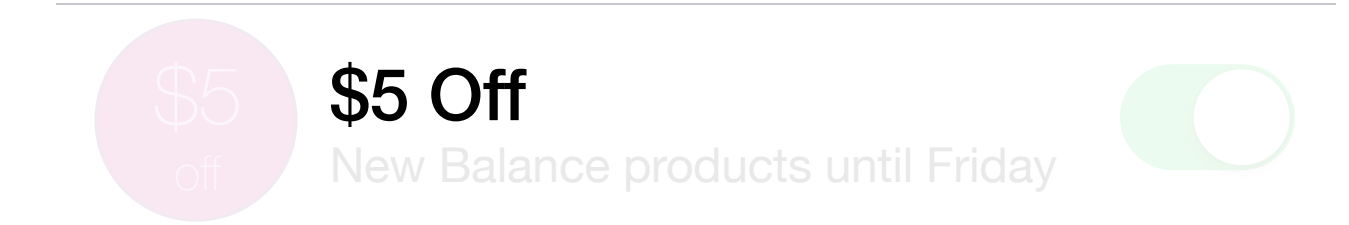


## The anatomy of an offer

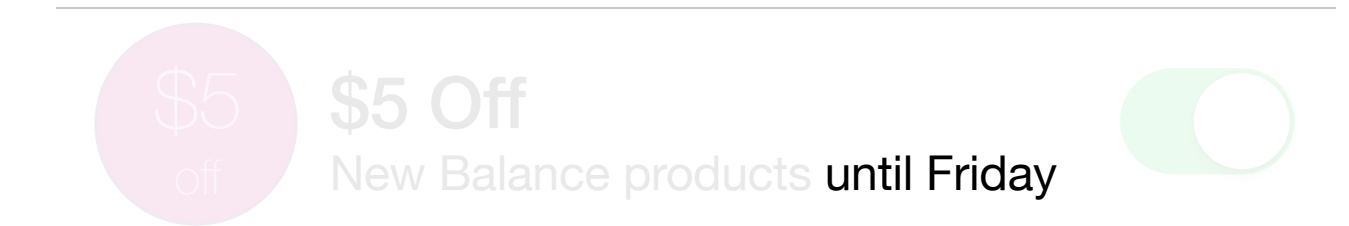
### The base offer



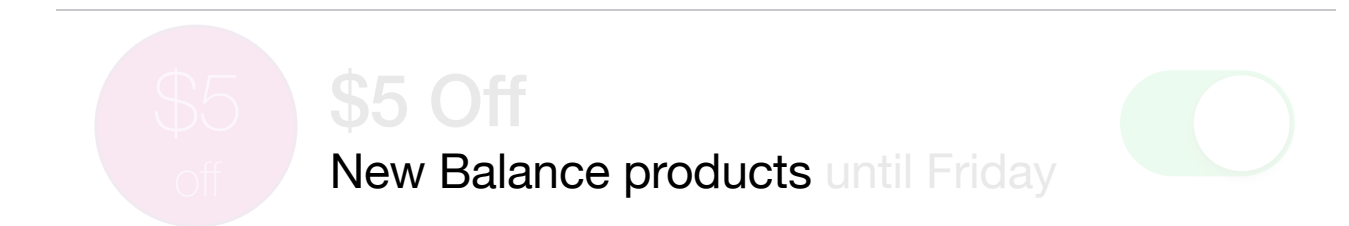
### The discount



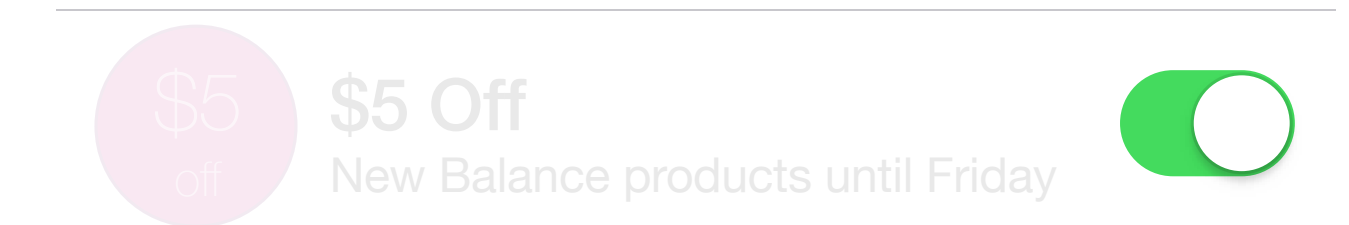
### The timeframe



### The restrictions



### The control



# Live now at Kohl's

check out phase 1 today



 Search



Joel



\$22.21



Check Out

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**25%  
OFF**



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or say "hey"

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