

Card Connection

2016 Intern Roadmap Project

Executive Summary

12M users • **\$500B** market • **97%** physical gift cards
(2012)

Product

- Leverage RMN Wallet as card storage
- Integrate wallet data into RMN experience

Benefit

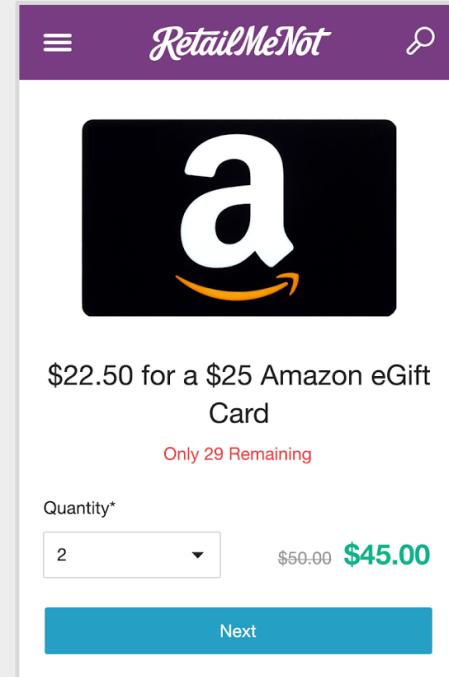
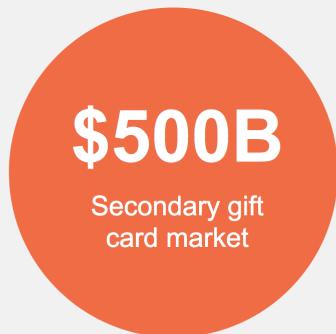
- Influence GC lifetime
- Introduce new utility

KPI Lift

- 
- New Members
 - Member MAU

Discounted Gift Cards

U.S. GIFT CARD MARKET



The image shows a screenshot of the RetailMeNot mobile application. At the top, there is a purple header bar with the RetailMeNot logo and a search icon. Below the header, there is a large black button featuring the white Amazon 'a' logo with the orange smile arrow underneath it. To the right of the button, the text '\$22.50 for a \$25 Amazon eGift Card' is displayed in black. Below this text, in red, is 'Only 29 Remaining'. Further down, there is a form field labeled 'Quantity*' with a dropdown menu set to '2'. To the right of the dropdown, the price '\$50.00' is shown in green, followed by the total amount '\$45.00' in green. At the bottom of the screen is a large blue 'Next' button.

Mobile Wallet Usage

| % US mobile wallet users who have used the feature | | |
|--|------------------|-----|
| 1. | Redeem Coupons | 39% |
| 2. | Online Bill Pay | 34% |
| 3. | Loyalty Cards | 30% |
| 4. | Barcode Scanning | 29% |
| 5. | Gift Cards | 25% |

Physical Disconnect

97% gift card purchases are physical (2012)

55% shoppers take 2+ trips to spend a gift card

Annual breakage @ 1%

= **\$1.2 B**

Avg Unused GC value per American

= **\$100**

Affected Users

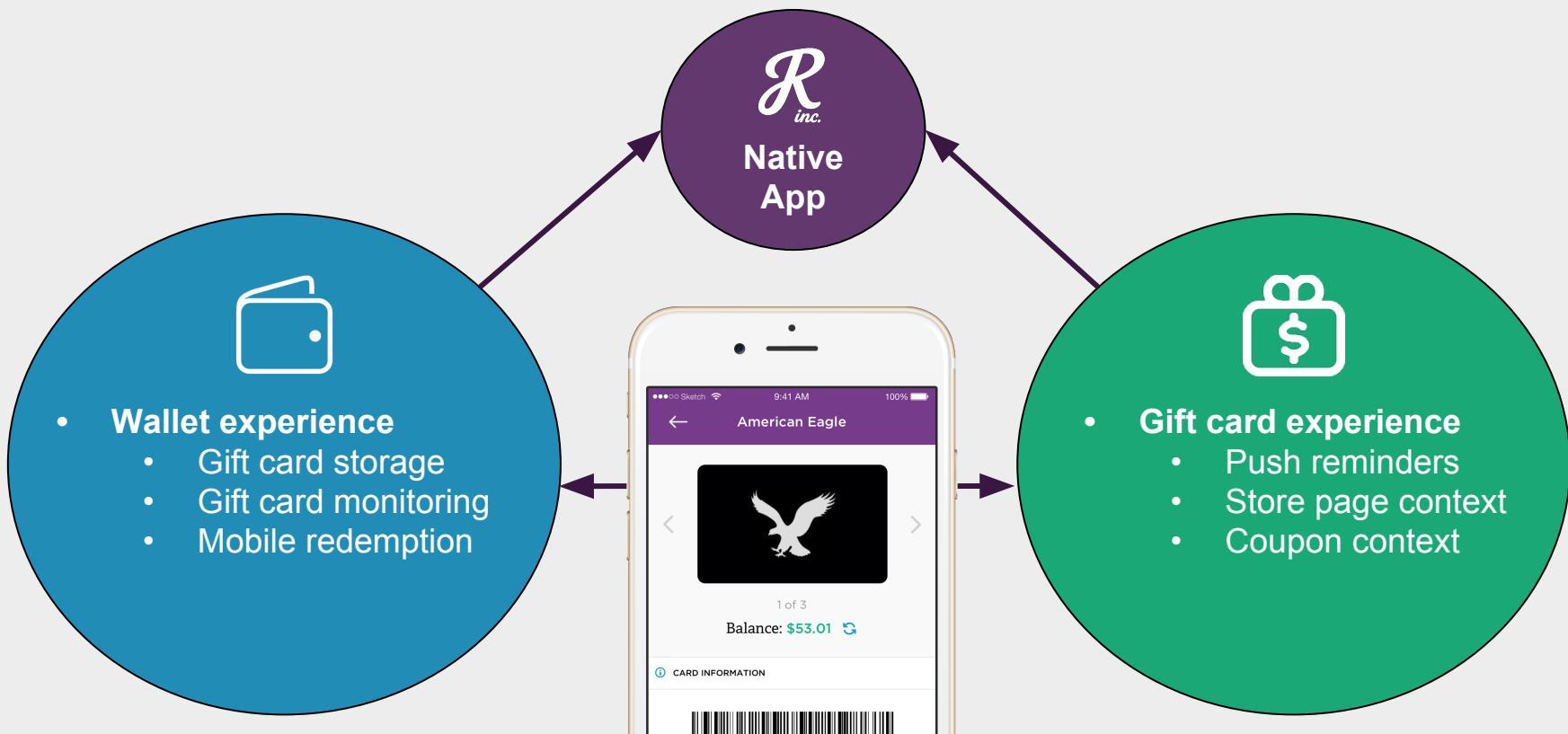
= **12 M**



Sources of Breakage

- I forgot it!
- I don't want to carry it!
- How much is on it?
- What should I buy?

Establish the Card Connection



Impact Pivotal Areas



Gift Cards

- Influence GC spend
- Monitor use case

New Utilities



In-Store

- Mobile redemption
- Drive foot traffic

Higher Funnel



Members

- Clear wallet value
- Member value-prop

User Retention

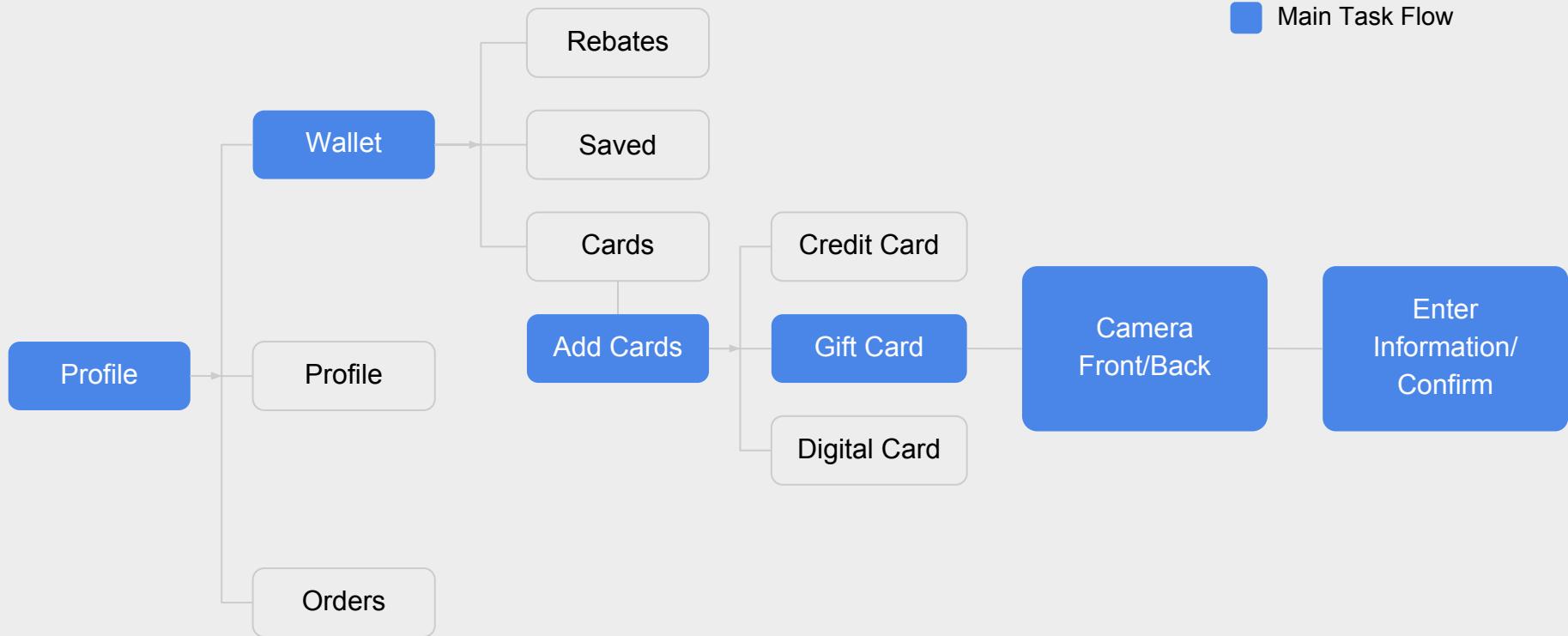




Phase 1

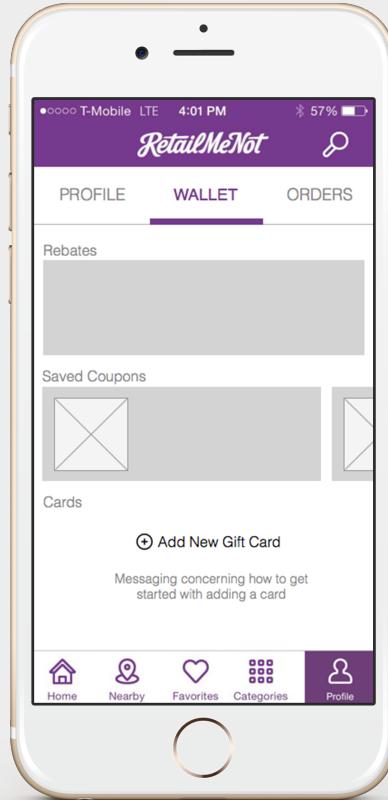
Low Fidelity Wireframing

Adding a Gift Card Process Flow



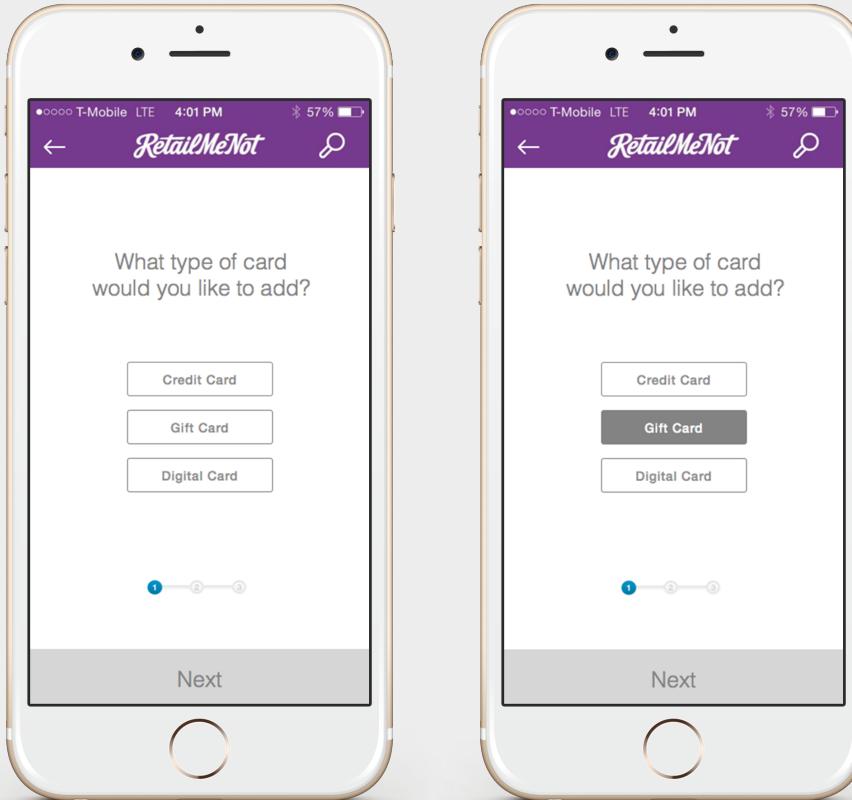
Adding Cards

- 4 step process
 - Add Card



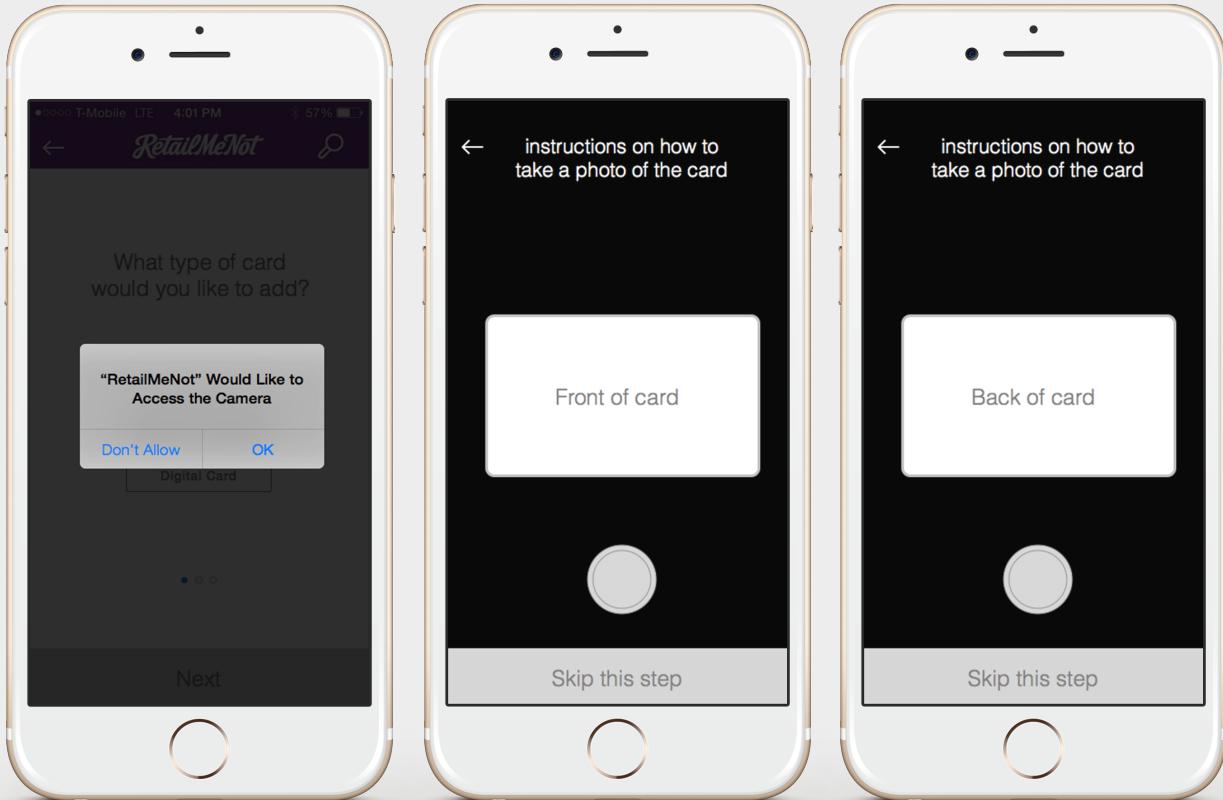
Adding Cards

- 4 step process
 - Add Card
 - Select Type



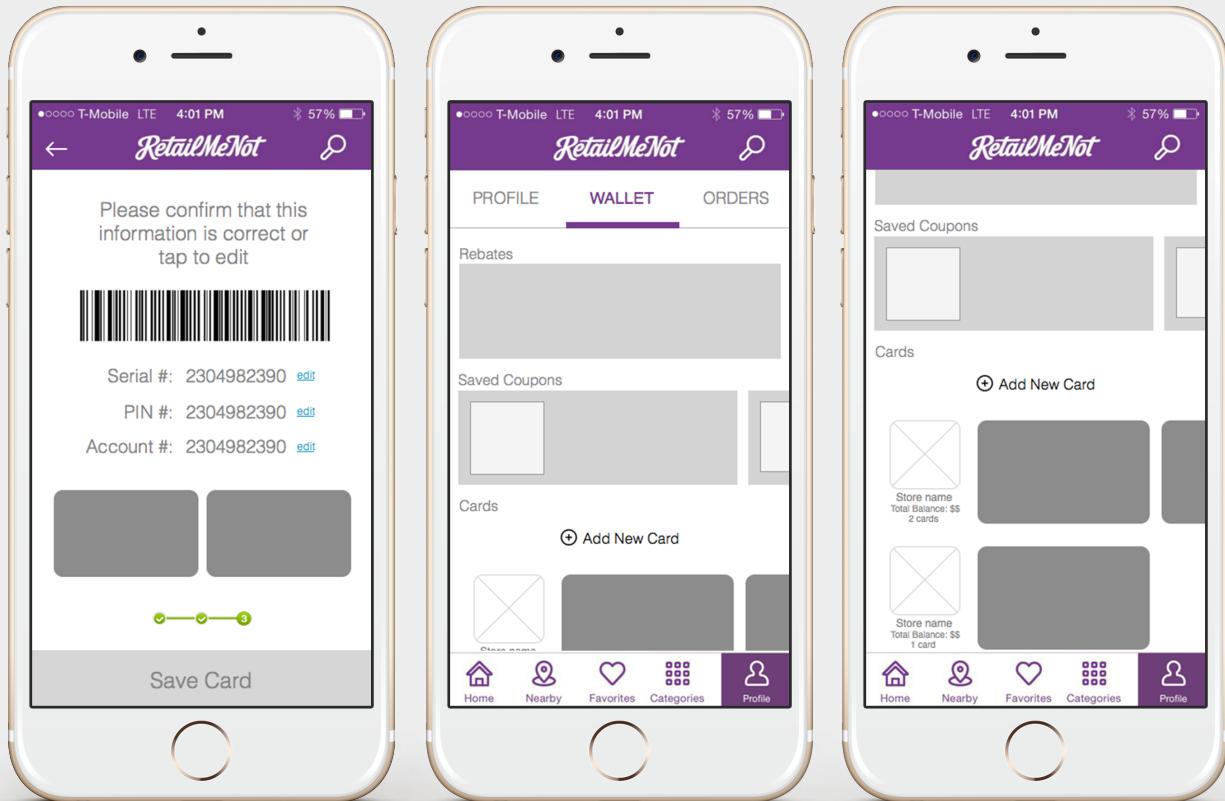
Adding Cards

- 4 step process
 - Add Card
 - Select Type
 - Scanning

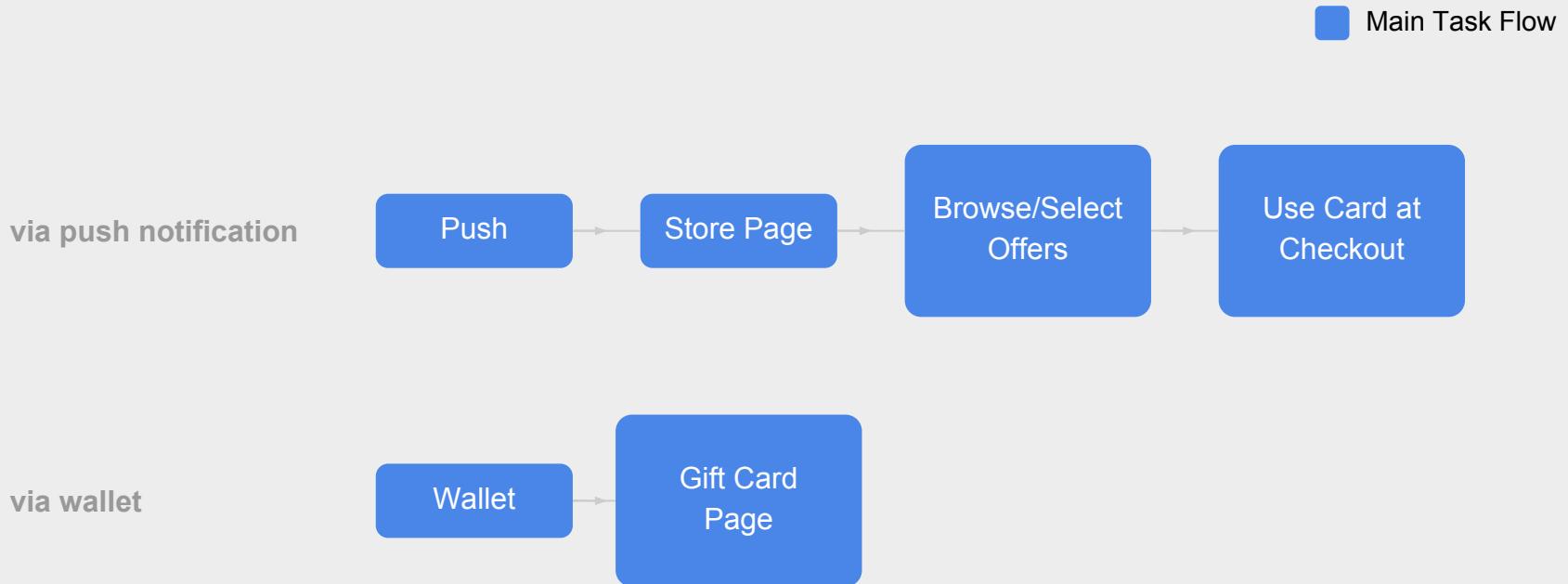


Adding Cards

- 4 step process
 - Add Card
 - Select Type
 - Scanning
 - Confirm

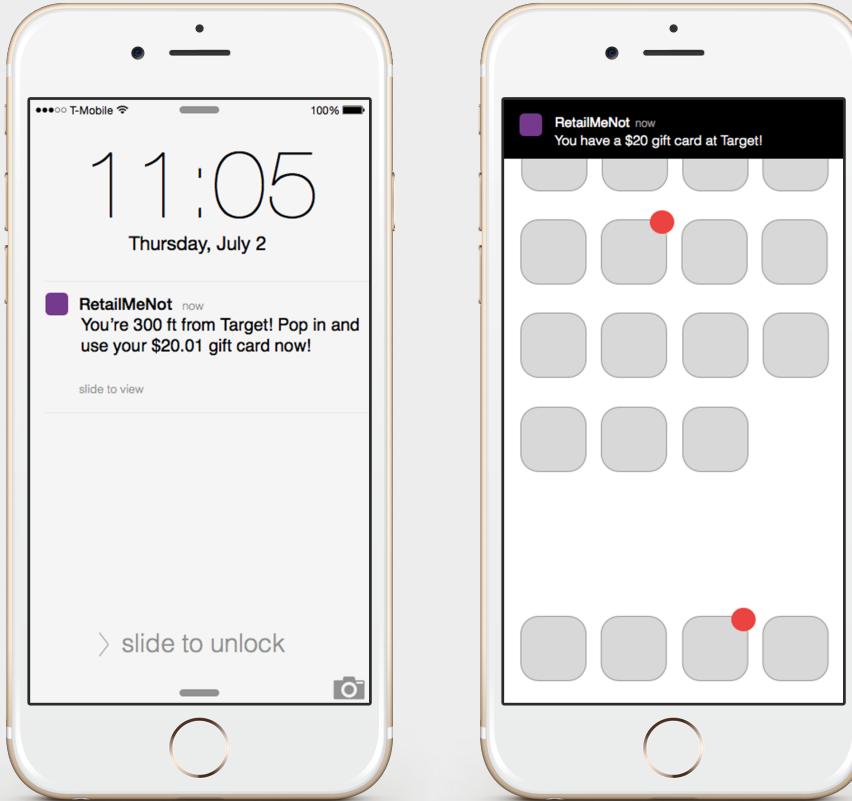


Using a Gift Card User Flow



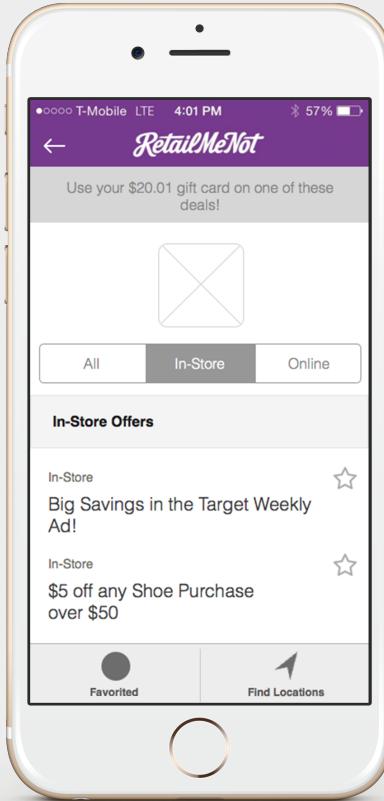
Gift Card Reminders

- Push reminder if nearby or in-store
- Drive in-store foot traffic



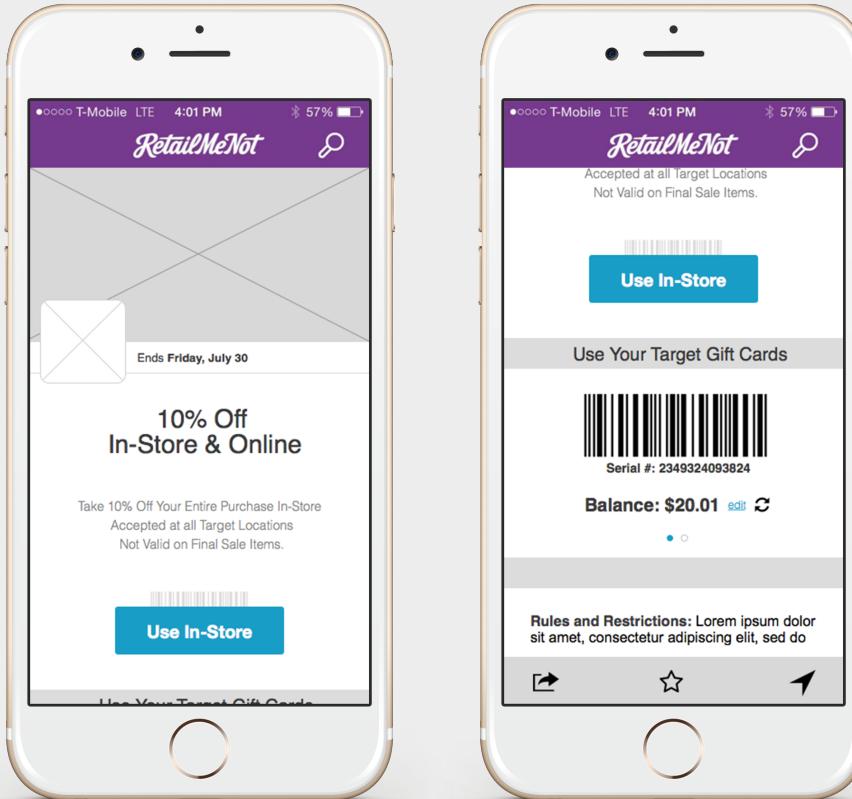
Store Page Context

- Personal experience
- Unintrusive awareness



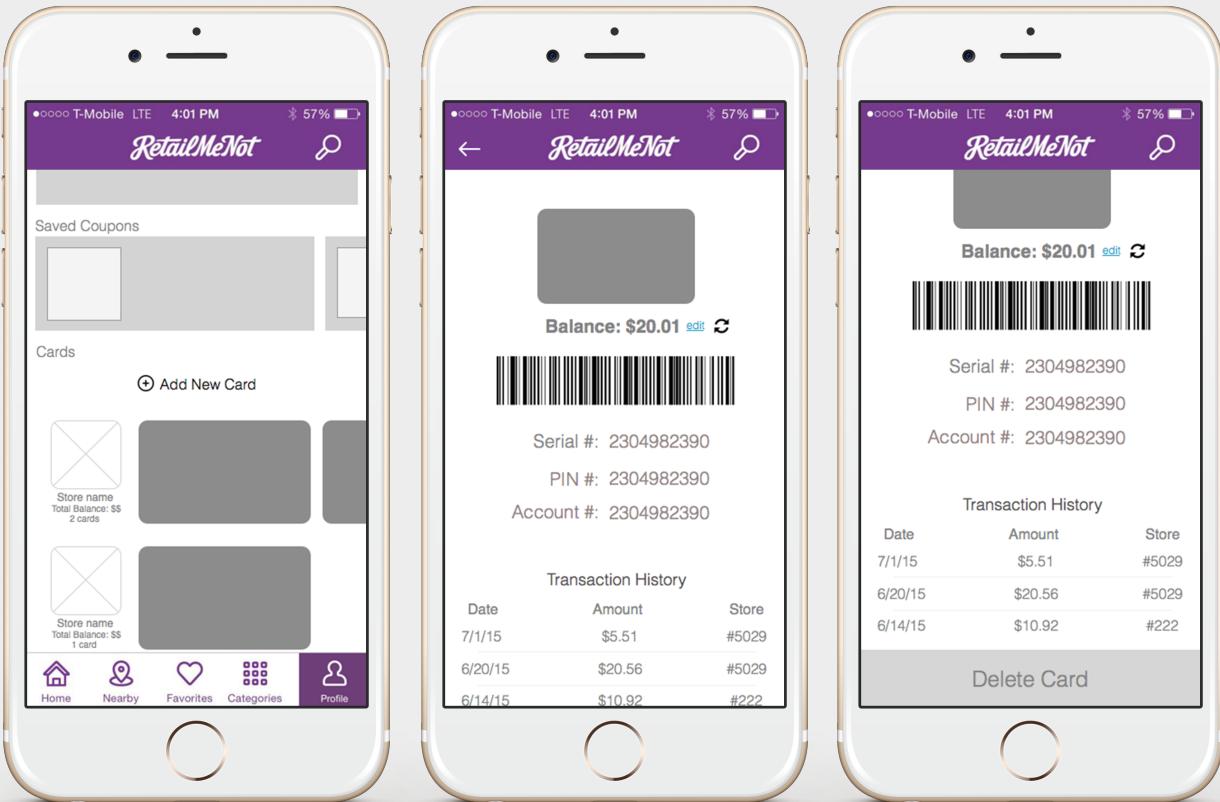
Coupon Integration

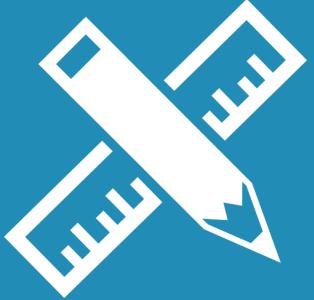
- Direct redemption access



Card Monitoring

- Mobile redemption
- Real-time balances
- Transaction history
- Aggregate balances





Phase 2

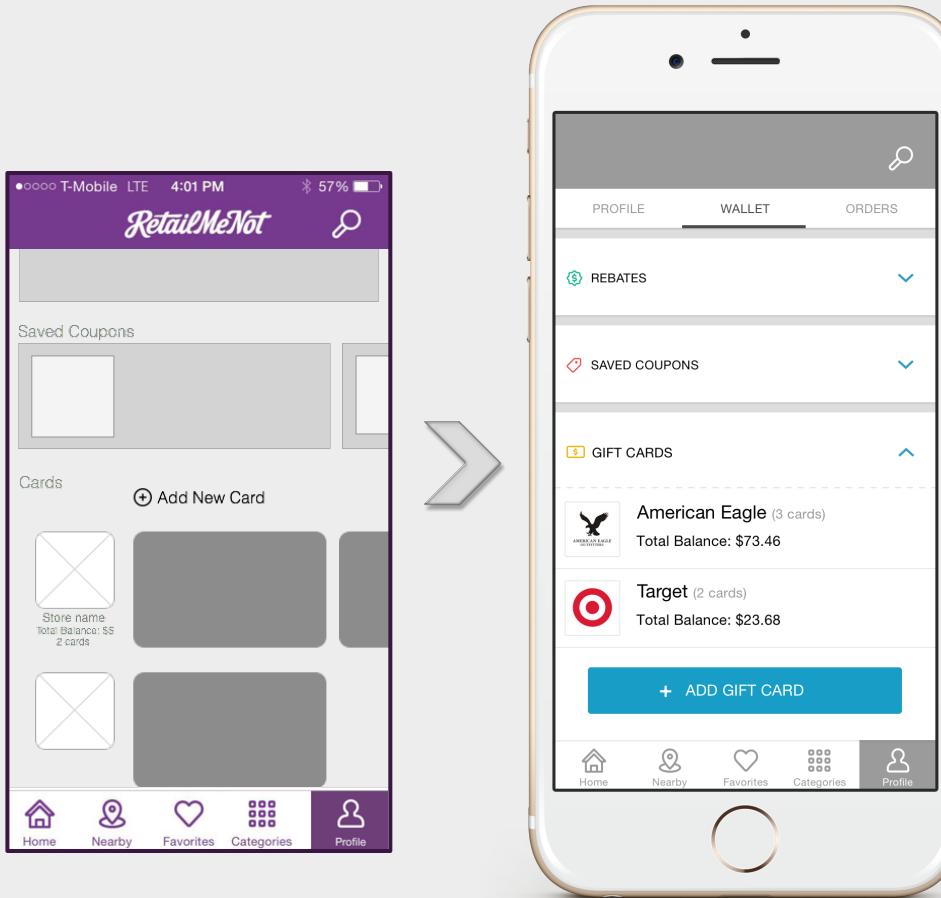
Prototype v1.0 - Wireframes to Testing Changes

Lo-fi → Hi-fi

Member Wallet

What Changed?

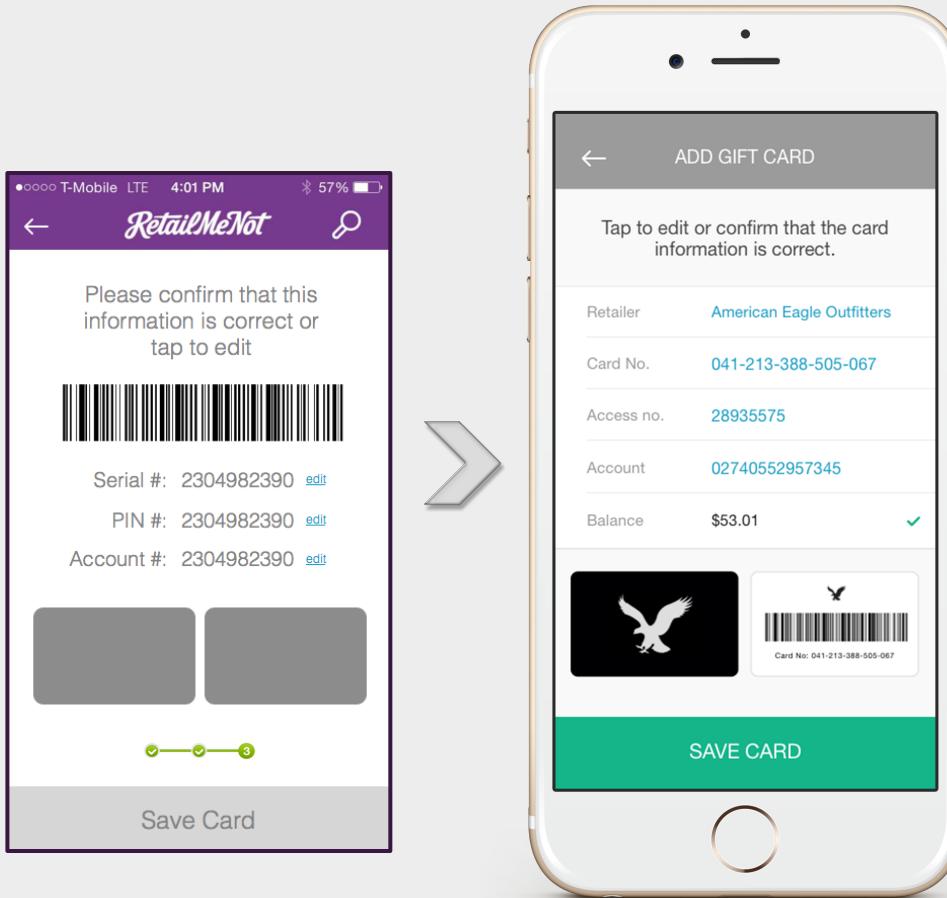
- Design standards
- Maximizing space
- Simpler interactions



Confirm Card

What Changed?

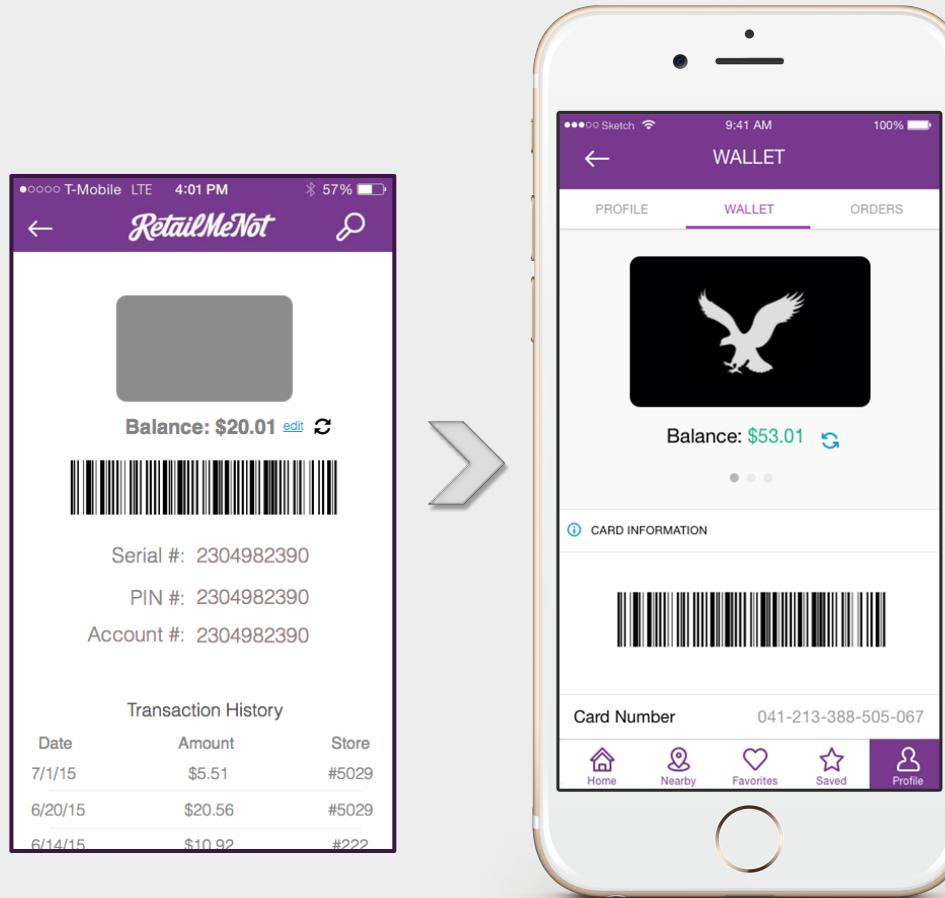
- Barcode removal
- Editable text
- Balance check
- Upload steps removal



Card Details

What Changed?

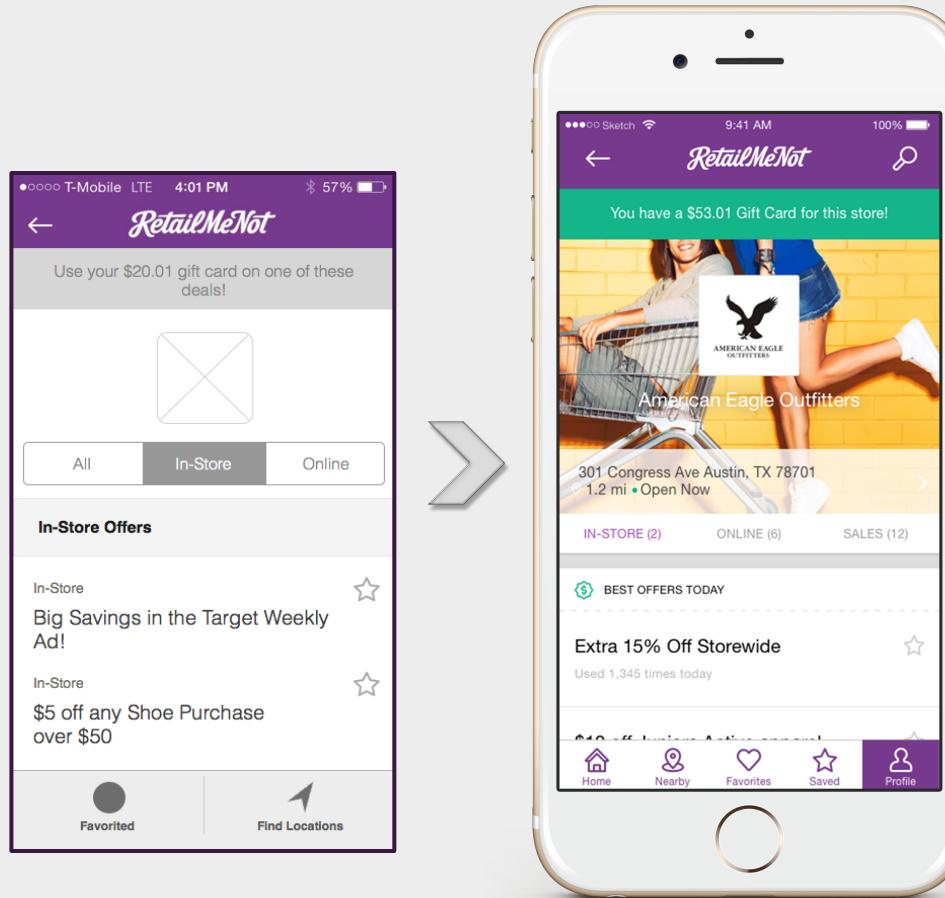
- Design standards
- View multiple cards
- Inclusion of navigation



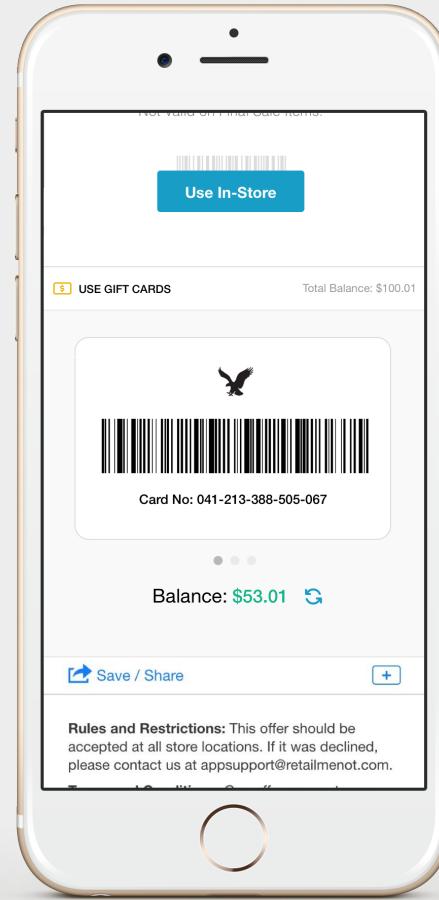
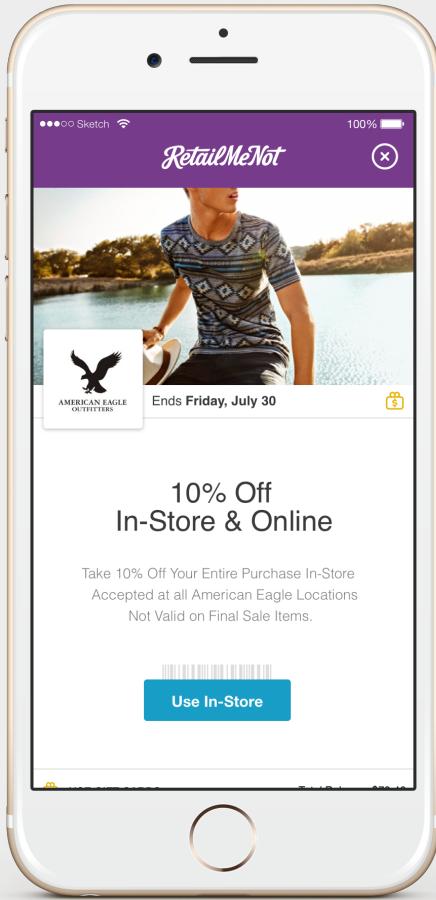
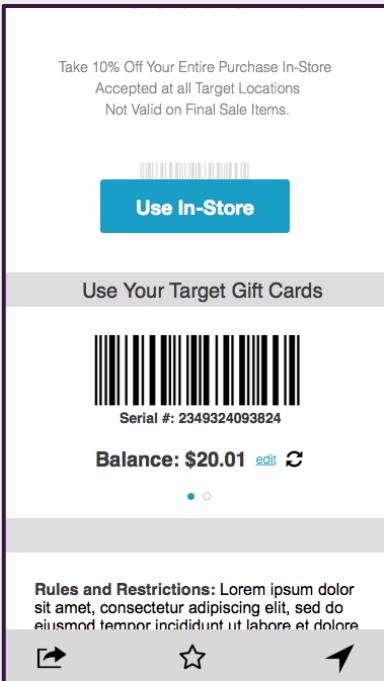
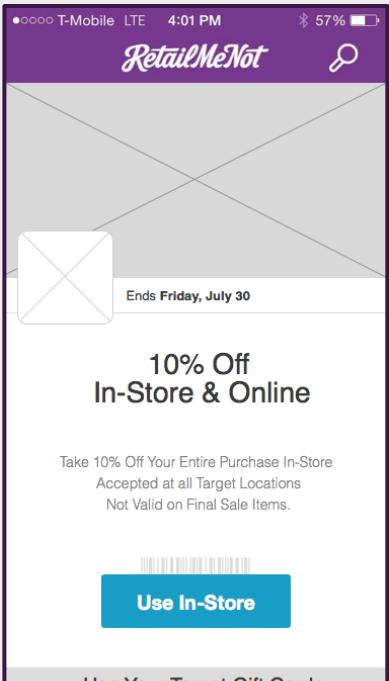
Store Page

What Changed?

- Design standards



Coupon Page



RetailMeNot.inc.



Key Findings From Round 1 Testing

UserTesting.com + Dogfooding

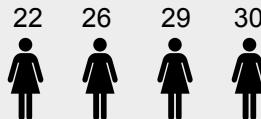


Pre-test questions: gift card pain points and how many gift cards owned

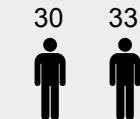
| Adding Cards | Using Cards | Pushing Cards |
|-------------------|----------------------------|--------------------------------------|
| Entering manually | Accessing card details | Are notifications enticing |
| Editing card info | Did page meet expectations | Meeting landing expectations |
| User interest | Scrolling between cards | Using gift card and coupon together |
| Ease of use | Using card in-store | Mobility between store and card page |

User Testing™

6 Users Tested:



4 Females



2 Males



Avg 3 gift cards

| | We Got Right | We Can Do Better |
|--------------------------|---|---|
| Adding Cards | <ul style="list-style-type: none">100% agreed “very easy” | <ul style="list-style-type: none">Card security |
| Using Cards | <ul style="list-style-type: none">100% understood redemption | <ul style="list-style-type: none">Retailer redemptionNavigation issues |
| Pushing Cards | <ul style="list-style-type: none">100% agree would go in-store | <ul style="list-style-type: none">None |
| Concept Learnings | <ul style="list-style-type: none">Easy coupon accessUsers want GC savings100% recommend to friend | <ul style="list-style-type: none">Forgetting is #1 pain pointUsers need assurance on safety and ability to use |



Dogfooding

9 Users Tested:



3 Females

6 Males



Avg 3.6 gift cards

| | We Got Right | We Can Do Better |
|--------------------------|---|---|
| Adding Cards | <ul style="list-style-type: none">• 100% agreed “very easy” | <ul style="list-style-type: none">• Page title descriptions |
| Using Cards | <ul style="list-style-type: none">• 100% understood redemption | <ul style="list-style-type: none">• Landing pages are pivotal• Navigation issues |
| Pushing Cards | <ul style="list-style-type: none">• 100% agree would go in-store | <ul style="list-style-type: none">• Copy isn’t clear |
| Concept Learnings | <ul style="list-style-type: none">• Clean + easy• Beneficial | <ul style="list-style-type: none">• Visual scrollability• Metadata visibility |



Phase 2

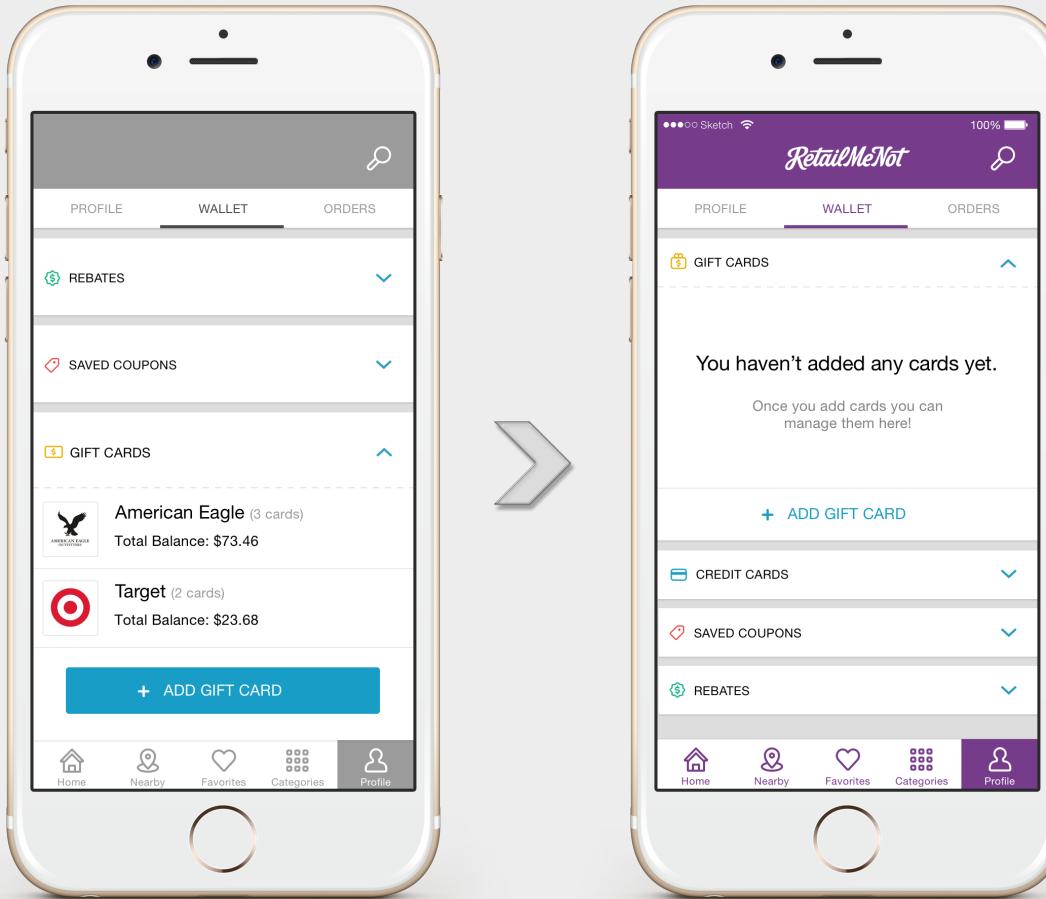
Prototype v2.0 - UserTesting.com to Usability Session

Hi-fi iterative design

Member Wallet

What Changed?

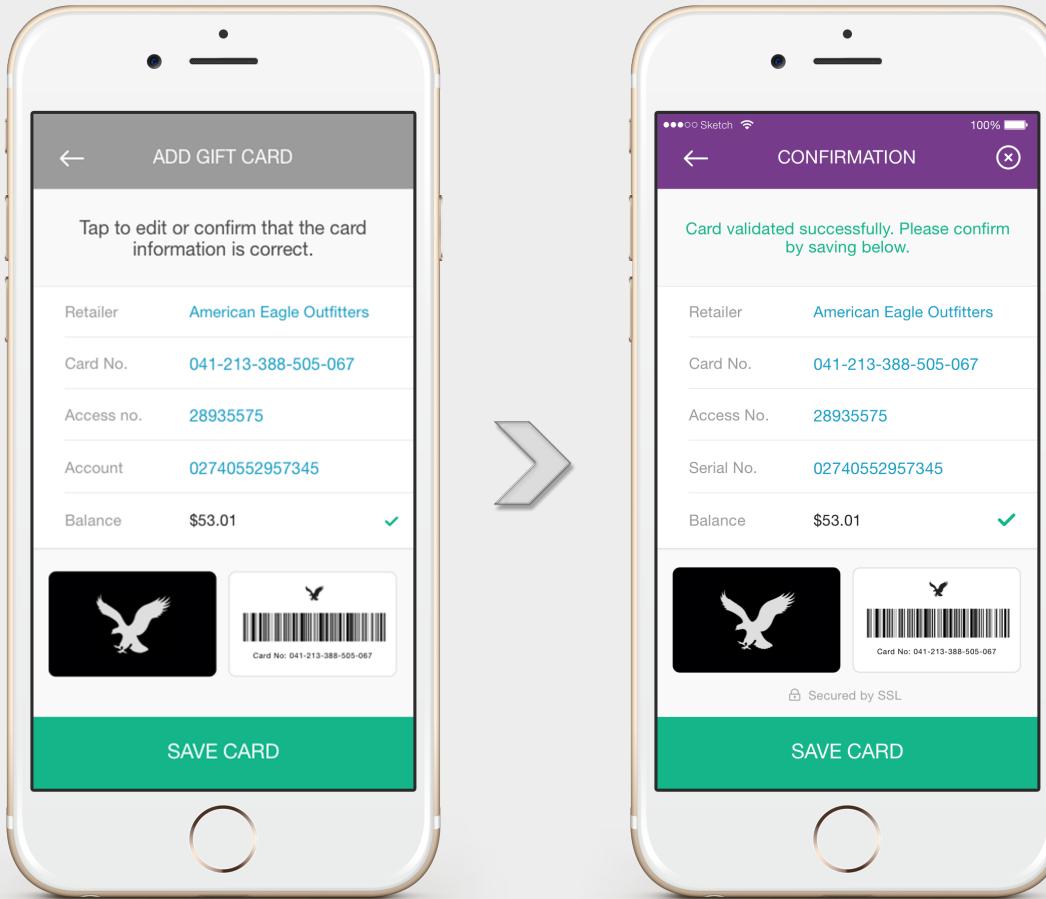
- Design standards
- Reorganization



Confirm Card

What Changed?

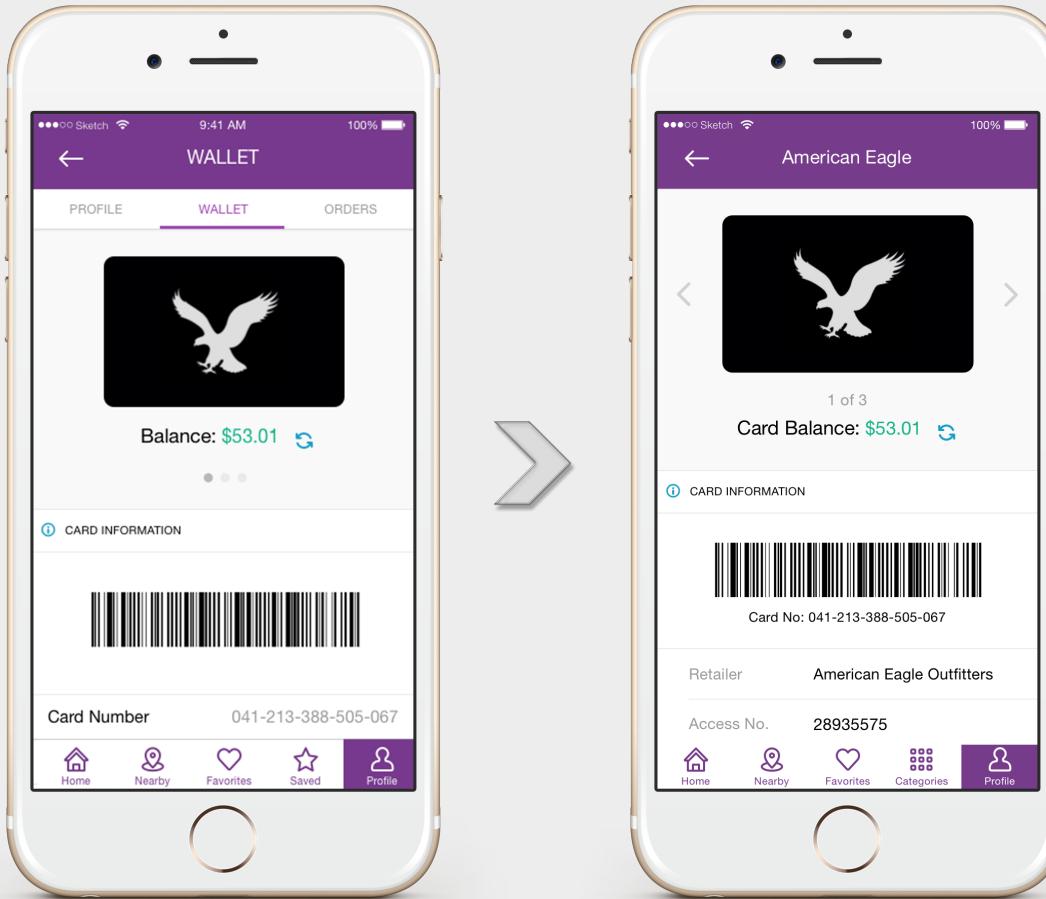
- Helper text
- Security confirmation
- “Emergency exit” in corner



Card Details

What Changed?

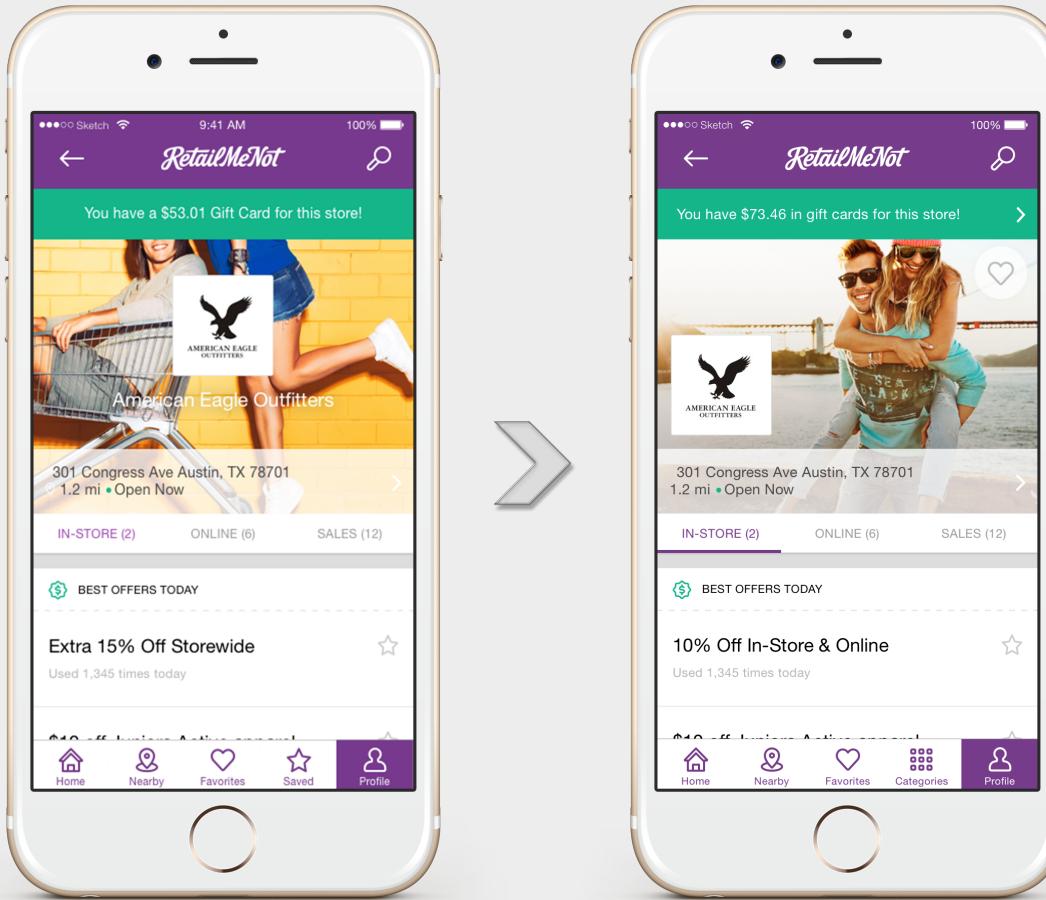
- Exclusion of top navigation
- Card to card navigation
- Above the fold card details



Store Page

What Changed?

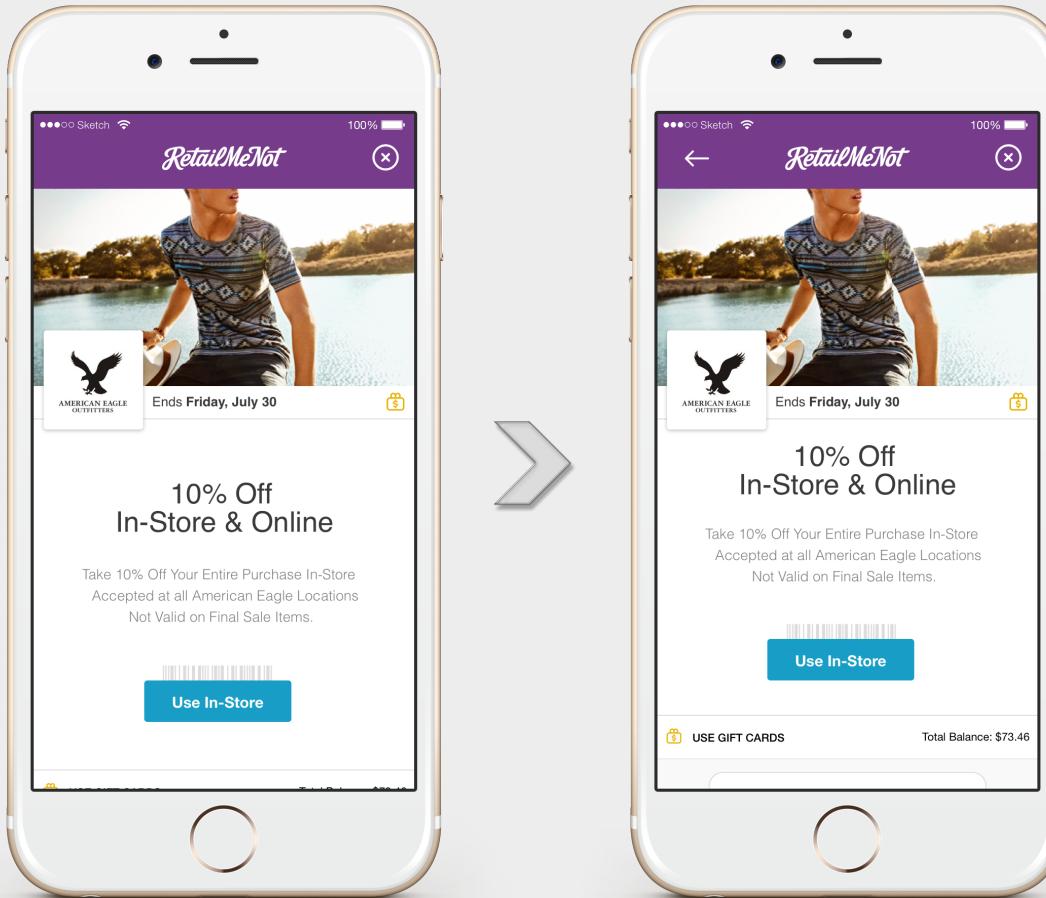
- Clickable top banner
- Design standards



Coupon Page

What Changed?

- Gift card icon above the fold
- Back arrow
- Card to card navigation





Key Findings

Moderated Usability Session

Usability Testing

6 Users Tested:



| | We Got Right | We Can Do Better |
|--------------------------|--|--|
| Adding Cards | <ul style="list-style-type: none">Thought process was intuitive | <ul style="list-style-type: none">Users need confirmation after adding |
| Viewing Cards | <ul style="list-style-type: none">Liked multiple cards on “one” page | <ul style="list-style-type: none">Prominence of # of cards |
| Concept Learnings | <ul style="list-style-type: none">Validated profile creationAvg. “I would use” 4.4 out of 5 | <ul style="list-style-type: none">Value messaging does not capture value |

R

Questions?

R

Appendix

Key Changes From UserTesting.com To Present

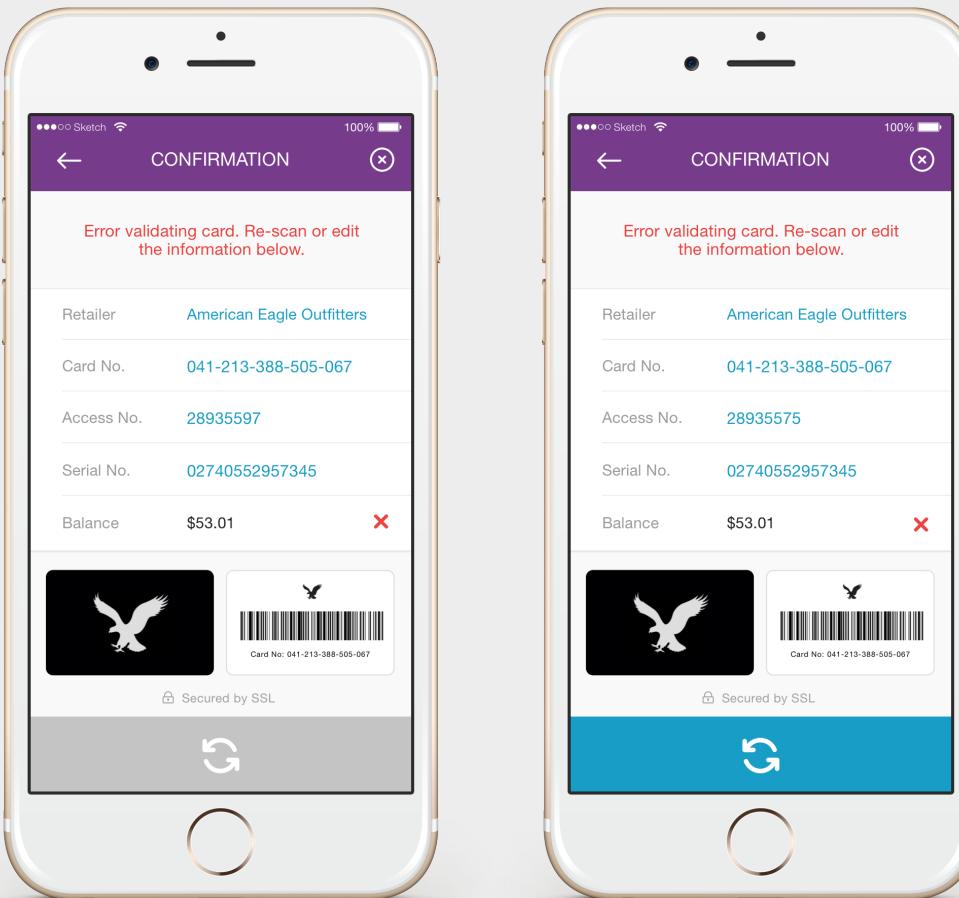
| Problem | Solution |
|-----------------------------------|--|
| Are my cards safe? | <ul style="list-style-type: none">• Visual assurance |
| Will the retailer accept my card? | <ul style="list-style-type: none">• Terms of redemption |
| Out of sight, out of mind | <ul style="list-style-type: none">• Condense landing pages |
| I need context what card I'm on | <ul style="list-style-type: none">• Multi-card navigation redesign |
| Let me navigate where I want | <ul style="list-style-type: none">• Gift card ←→ Store page |

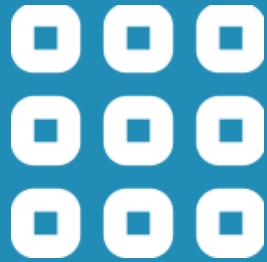


Error Scenario

When OCR decides to fail

Workflow





Competitive Landscape

Competition



War of Mobile Payments
Point of Access



Only Buy + Sell



Not Functional

How We Differentiate



**Geofence
Investment**



**Shopping + Saving
Use Case**



**Retailer
Relationships**

Passbook

Passbook

- Key Demo: 25-34 year olds
- ~70% use for coupons

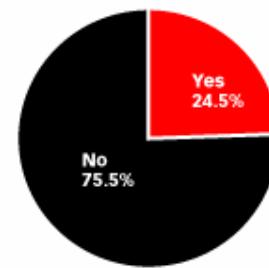
In-store use cases are validated

RMN Leverages

- Shopping + saving use case
- Retail relationships
- Gift card marketplace

US Mobile Device Users Who Have Used Apple's Passbook, by Age, Q2 2014

% of respondents in each group



Note: in the past 6 months

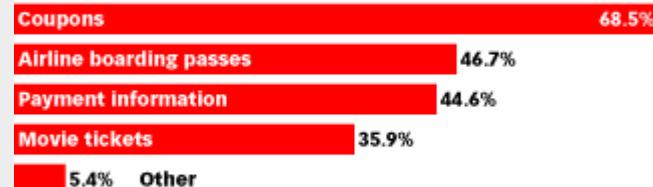
Source: BlueHornet, "2014 Consumer Views of Email Marketing" conducted by Flagship Research, Aug 27, 2014

179143

www.emarketer.com

Ways in Which US Mobile Device Users Have Used Apple Passbook, Q2 2014

% of respondents



Note: in the past 6 months; among those who have used Apple's Passbook
Source: BlueHornet, "2014 Consumer Views of Email Marketing" conducted by Flagship Research, Aug 27, 2014

179144

www.emarketer.com

Google Wallet

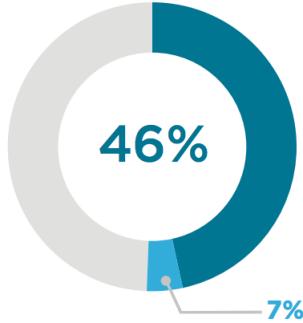
| % used by smartphone users at least once | Platform |
|--|---------------|
| 29% | Starbucks App |
| 25% | Google Wallet |
| 10% | Visa Checkout |
| 9% | PayPal Wallet |

- Retail Apps can beat tech giants
 - Users value rewards + delight
- 41% of North American smartphone users are aware of mobile payment → 16% use it



Loyalty Cards

Mobile Loyalty



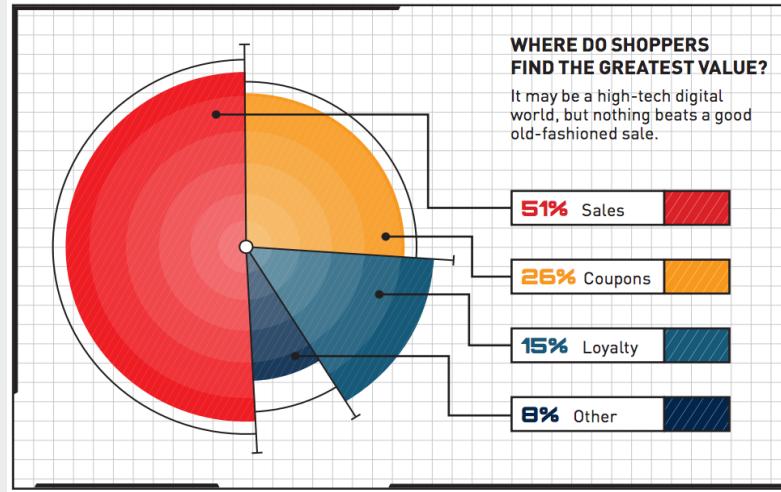
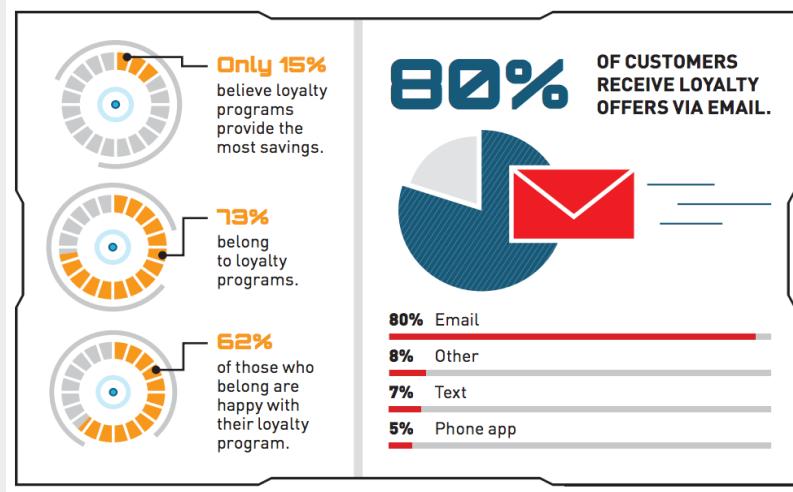
Despite **46%** of consumers wanting a store-branded smartphone app, only **7%** plan to use one.

13.3 ↑
(10.9 cards in 2014)

Average # of Loyalty Program Memberships

- Leverage RMN GC Marketplace as a rewards platform
 - Users sway heavily towards agnostic credit (Visa, Amazon, etc.)
- In RMN Top 50 Stores
 - 23% real loyalty cards
 - 77% loyalty credit card / online / none

Opportunity



- Give rewards for gift card purchases
- Obtain rewards for purchases made with gift cards
- Leverage RMN Marketplace as a loyalty platform



Misc. Content

Push Is Personal

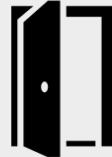


Relationship
focused push

40-80%
open rate



Explicit affinity → price + merchant



Re-open the
opt-in

↑ 278%
app launches

Primary Stakeholders



- User Education
- Customer Service
- Conflict Resolution



Card
Connection



- Selling Opportunities
- User GC Stats
- Ways to Engage

Why Now?

Member Center Makeover

- Profile
- **Wallet**
- Orders



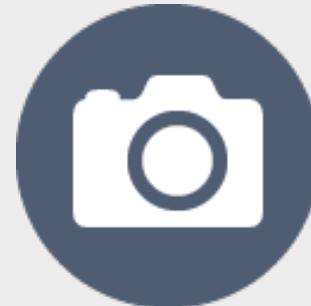
Gift Card Marketplace

- Credit Card Storage
- P2P Card Exchange



Tech Timing

- Image Recognition



Sources

<http://blog.thanx.com/push-notification-open-rate-statistics-50-80>

<http://mailchimp.com/resources/research/email-marketing-benchmarks/>

<http://www.emarketer.com/Article/Do-People-Actually-Use-Apple-Passbook/1011278>

<http://www.statista.com/statistics/412206/mobile-wallet-activities-popular-region-purchase/>

<http://blackhawknetwork.com/blackhawk-network-and-paypal-collaborate-to-bring-gift-card-services-to-the-digital-wallet/>

<https://www.cardcash.com/gift-card-statistics/>

http://blackhawknetwork.com/wp-content/uploads/2014/09/VO_GiftCardEvolution_NonRev_spring2014.pdf

Sources (cont'd)

<http://www.emarketer.com/Article/Proof-App-Push-Notifications-Actually-Matter/1011149>

<https://www.internetretailer.com/2014/10/14/what-kind-push-notifications-are-you-sending-customers>