

Vandelay Solutions



Personalization for
Increased Engagement

Agenda

1. Introduction
2. Problem Space
3. Revised HMW
4. Solution Ideation
5. High Fidelity Prototype
6. Development Handoff
7. Demonstration
8. Next Steps + Key Learning

Vandelay Solutions Team

Software Engineers

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UX Designers

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Data Analyst

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Aeroplan

Air Canada's loyalty program

We want to help members...

1. Get great rewards fast
2. Understand how to use and redeem points



Aeroplan Goals

1 mil

the number of members enrolled in Aeroplan in 2022.

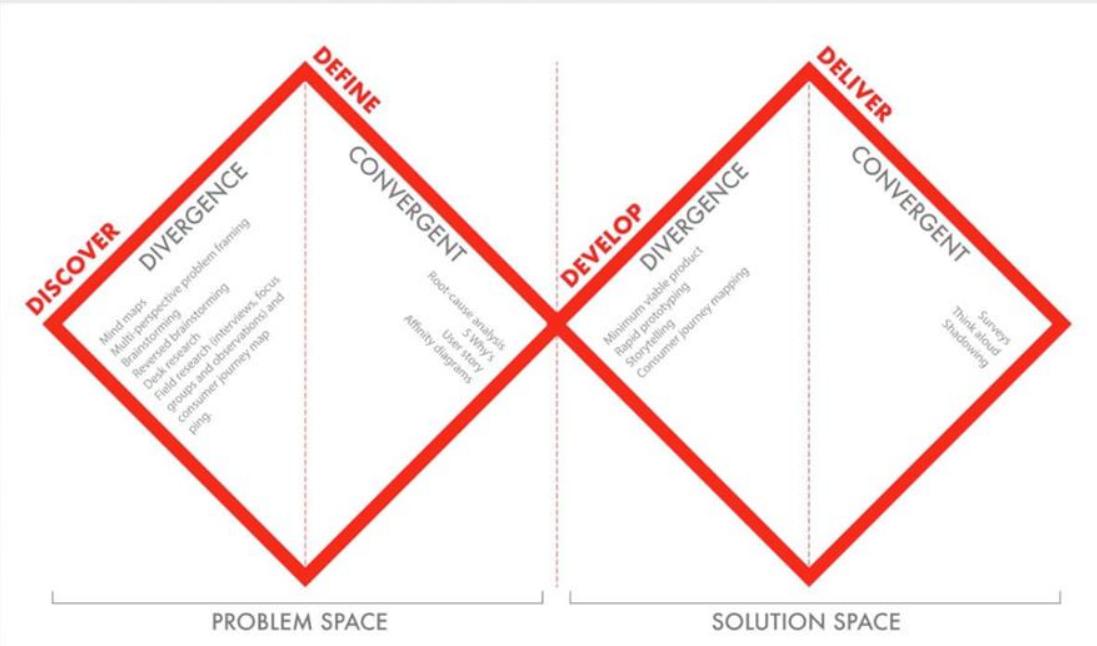
8 mil

the number of members we aim to keep engaged with Aeroplan in 2023.

Our Approach

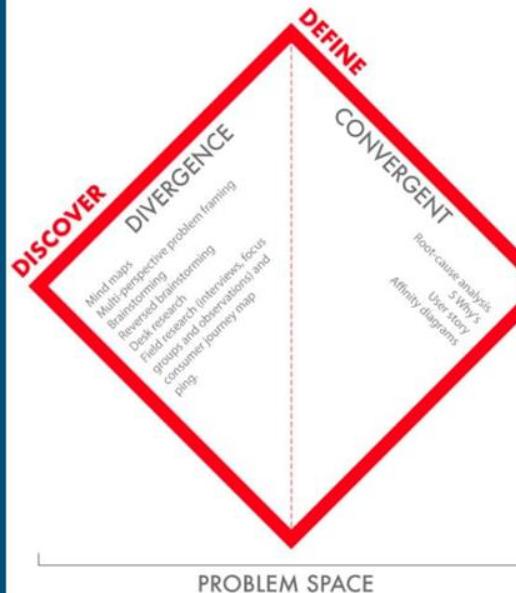
Design the Right Thing

Design the Thing Right

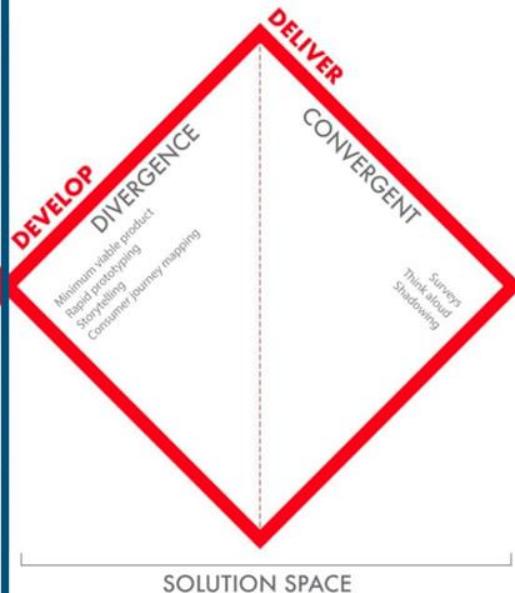


Our Approach

Design the Right Thing



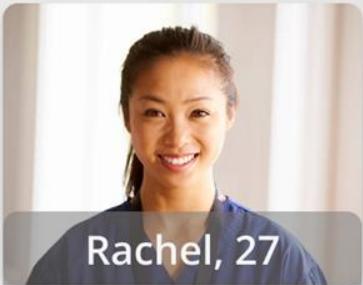
Design the Thing Right



Initial: How might we...

...personalize the digital product experience for Aeroplan's web and mobile apps for both frequent flyers and everyday earners to increase engagement among members?

Personas



- Flies 1-2 times a year
- Prioritizes affordability
- Redeems point through flights and hotel accommodations
- Uses the web app

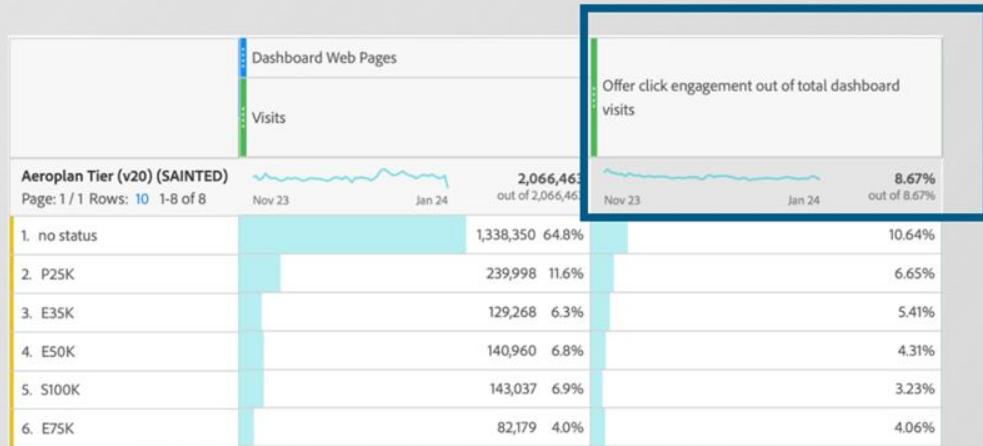


- Flies 1-2 times per month, plus leisure trips
- Prioritizes convenience and efficiency
- Enjoys Aeroplan Elite benefits instead of points
- Motivated to maintain his status
- Uses the mobile app

Engagement Data

Only 8.67% of users offer click engagement out of total dashboard visits.

Super elite members had 6.9% dashboard visits and are the third most visited group, but are the lowest CTR group.



Problem Space

My Offers dashboard provides an amazing amount of options, but viewing all at once may be overwhelming
Michael and Rachel.

The screenshot displays the Starbucks Offers dashboard with three main sections:

- Your exclusive offers**: A header with categories: View all, Everyday, Travel, and eStore.
- Link to unlock Starbucks offers**:
 - Link your Starbucks® Rewards account in 60 seconds.
 - Not a Starbucks Rewards member? Link now and you can earn 500 points if you make your first purchase within 7 days.
 - Convert Aeroplan points to Starbucks Stars.
 - Earn 100 points.
 - Earn 25 points.
- Link to unlock Uber offers**:
 - Link your account to your Uber + Uber Eats account in 60 seconds.
 - Catch a new rider bonus.
 - Rack up points with Airport Rides.
 - Premium points for Premium Rides.
 - Redeem for your next Ride.
- Link to unlock Uber Eats offers**: View all locked offers (4).

Secondary Research

The Paradox of Choice: balancing choices and happiness.

Psychologist Dr. Barry Schwartz describes that the overabundance of choice leads to unhappiness.

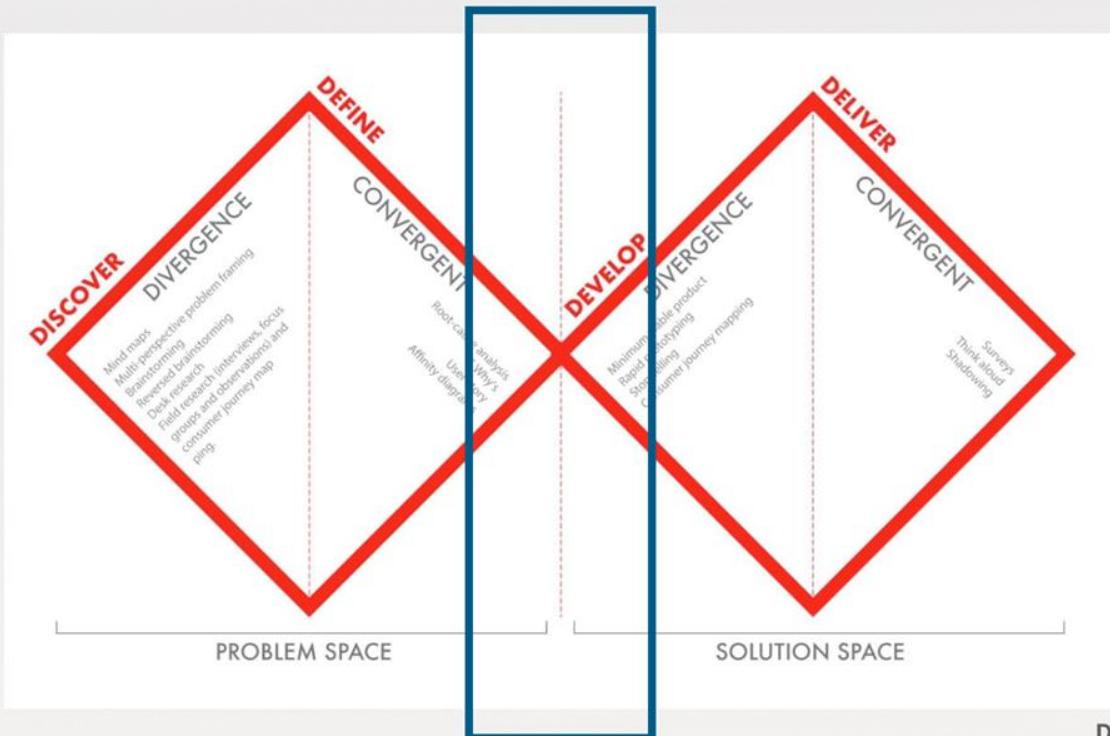


Secondary Research

“Choice overload reduces engagement, decision quality, and satisfaction”.

Dr. Sheena Iyengar

Problem Definition

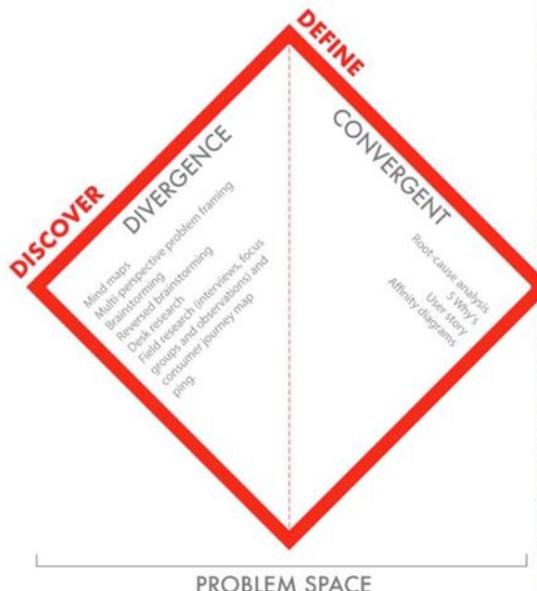


Revised: How might we...

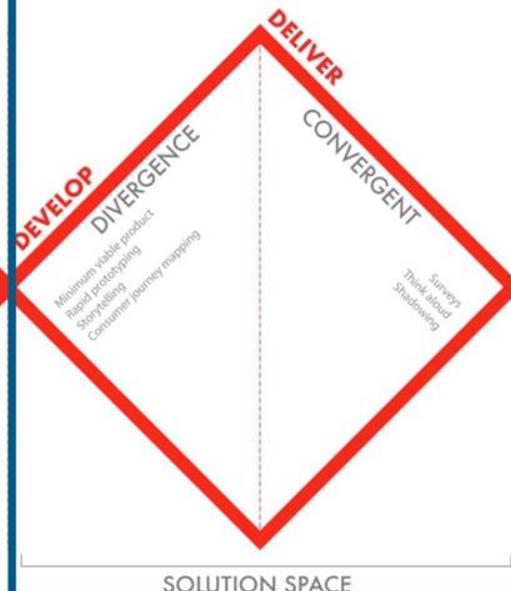
...reduce choice paralysis and personalize the My Offers dashboard in order to increase member click engagement?

Our Approach

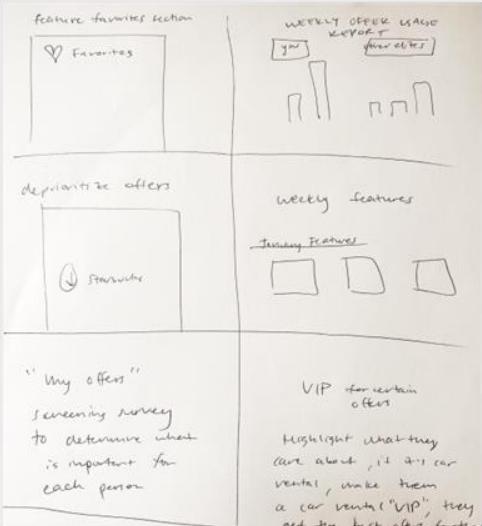
Design the Right Thing



Design the Thing Right



Solution Ideation



--SURVEY--
Which topic are you more interested in spending points on?
travel ? everyday items ? both?

--DROP DOWN MENU--
main points page to display account info with drop down menu for points spending options

--FAVORITES--
favorites feature - star items you want to track status on

--LESS OPTIONS--
eliminating everyday and view all options, those options are displayed with the e-store page, everything is linked to e-store anyways

Early Designs

The image displays two wireframe designs for a mobile application interface, likely a travel rewards app.

Left Wireframe:

- Header:** "Safe Travels, Michael!"
- Section:** Points card
- Text:** Your next trip is to [redacted]
- Buttons:** "Redeem Points Locally" (dark grey button), "My favorites ❤"
- Section:** My Offer Options
- Sub-sections:** Travel sub-header, Everyday sub-header, eStore sub-header
- Text:** View All

Right Wireframe:

- Section:** February Promotions
- Text:** My favorites ❤
- Section:** My Offer Options
- Sub-sections:** Travel sub-header, Everyday sub-header, eStore sub-header
- Text:** View All

Brand Development

Aa Arial

the quick brown fox jumps over the lazy dog

Primary



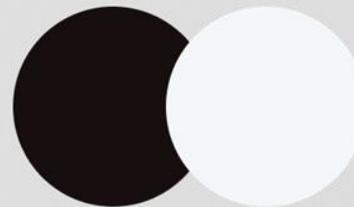
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Accent



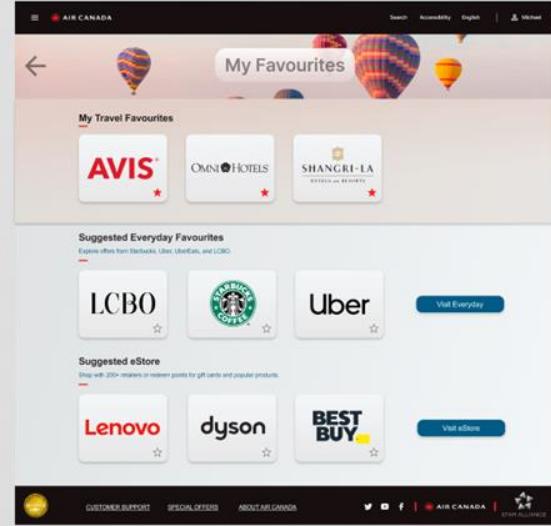
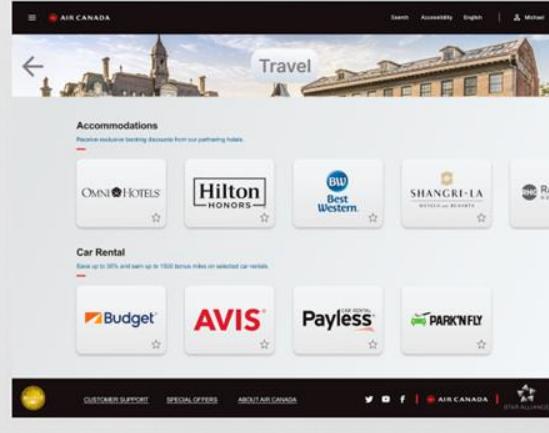
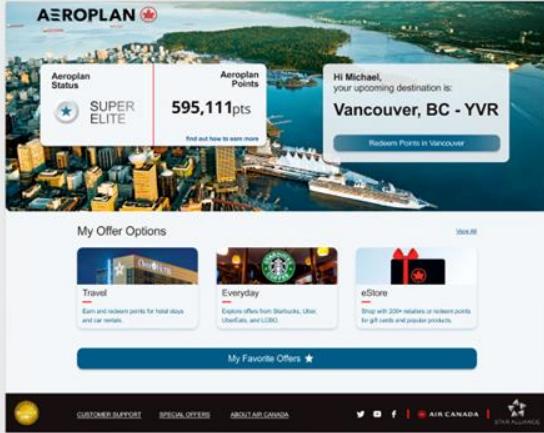
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Neutrals



#171212

#F2F5F7



High Fidelity Design

Develop: Hi-fi Prototype

20

Design Handoff

One page assigned to each SE



Collaborated using GitHub and check-ins
with UX

Constant communication to ensure
consistency



Next Steps

Finish building

User Testing

A/B Testing and
Sentiment Analysis:
evaluate impact of
changes

Key Learnings

Communicate early

Teamwork

Trust the Process

Thank You!