

CURRENT PROJECT

Aeguana - Tossed Loyalty Scheme Feature

Background

Aeguana, a vending and automated retail company are collaborating with Tossed to introduce a loyalty scheme for customer purchases via vending machines.

My Role: UX design of administration site, mobile app, and vending machine touchscreens to incorporate the new loyalty scheme feature.

Tools: Adobe XD & Invision.

Project Description:

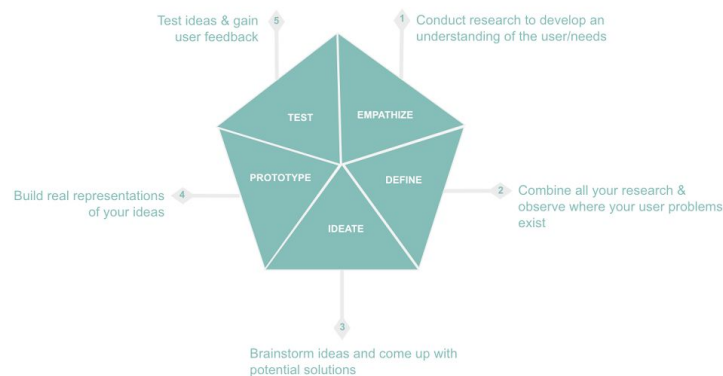
- Led the concept development of the initial idea, promoting a design thinking, human-centred approach.
- Conducted market & product research, focusing on competitors and existing solutions.
- Presented the research and findings to the CEO and team at Aeguana. As a result, the CEO approved the approach and assigned developers to work on the initial use cases and workflows identified for the admin backend site.
- Currently producing wireframes to bring the foundational concepts to life, which will be validated with end users and stakeholders at Tossed.
- As immediate next steps, I will be running a series of ideation sessions with the product team as well as iterating the wireframes, based on the results of our user research, and gradually adding fidelity to the prototypes.

A sample of my early research and analysis below.









An introduction to design thinking for the Aeguana team

Design Thinking Process

Aim is to iterate through the 5 phases of the design thinking process until the right solution is found.





A thorough analysis of the existing offering of competing and similar solutions

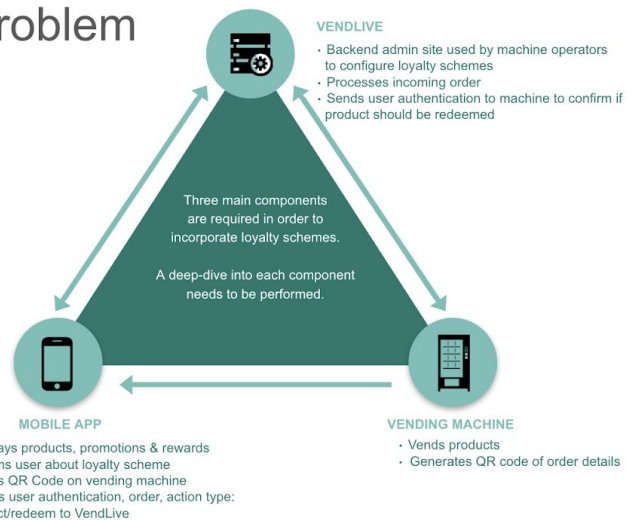
	COMPANY INFORMATION	HOW ARE REWARDS EARNED	HOW ARE REWARDS REDEEMED	PROS OF LOYALTY SCHEME	CONS OF LOYALTY SCHEME
	NAME: Broderick's Coffee Shop LOCATION: UK SERVICE: UK supplier of vending machines, takeaway coffee machines, managed cafés etc. LOYALTY SCHEME: Available via Pay4Vend mobile app	Download app & register email address, an account is created with introductory offer of £5 credit. Every purchase generates a virtual raffle ticket to each month's prize draw; prizes from partners e.g. Amazon, Vue, Zizzi etc.	Rewards can be redeemed via virtual raffle tickets.	Sign up bonus: £5 credit Cashless payment option - top up balance via credit cards, Google or Apple Pay.	Must pair mobile with machine to use app
	NAME: PayRange LOCATION: US & Canada SERVICE: Mobile payment solution for coin-operated machines for vending, parking, laundry, amusement etc. LOYALTY SCHEME: Available via PayRange mobile app	Download app & sign up. First purchase free. Collect 1 star for each mobile purchase.	For every 7 mobile purchases made on a given machine within a 60 day rolling period \$2 is added to user's account which can be redeemed on any operator's machine.	Sign up bonus: free purchase Cashless payment option - top up balance via credit cards, Google or Apple Pay. Offers marketing services for operators, further info here .	Stars are specific to a machine. Stars expire in 60 days.
	NAME: Boots LOCATION: UK SERVICE: Pharmacy-led retailer LOYALTY SCHEME: Advantage card, available as physical card and digital card via mobile app.	Download app or register card online. Collect points in store by scanning barcode on physical card or digital card in app. 4 points for each £1 spent. Each point is worth 1p.	In store swipe physical card or digital card in app and state that you want to redeem rewards. Sufficient points are required to pay in full for a purchase, part payment for a purchase using redeemed points is not allowed.	Load offers on card via app to boost points. Able to add points at later date by showing receipt to customer helpdesk.	No mobile payments.
	NAME: TESCO LOCATION: International SERVICE: Grocery store LOYALTY SCHEME: Tesco Clubcard, available as physical card and digital card via mobile app.	Download app or register card online. Collect points in store by scanning barcode on physical card or scanning QR code in app. 1 point for each £1 spent. Points add up to vouchers, 150 points = £1.50 voucher.	Points are converted into vouchers, digitally via the app or physically sent via post. To redeem either present digital voucher in app or paper voucher in store.	Tesco Pay+ app to collect points and pay in one scan. Get 3 times value of points when redeeming partner rewards. Card can be added to Apple wallet. Add points at later date by showing receipt to customer helpdesk.	Separate app required for mobile payments. Vouchers expire after 18 months.
	NAME: COSTA LOCATION: International SERVICE: Coffee shop LOYALTY SCHEME: Costa Coffee Club, available via physical coffee clubcard and mobile app.	Download online. Collect card or enter code & 5 point bonus.			
	NAME: Cafe Nero LOCATION: International SERVICE: Coffee Shop LOYALTY SCHEME: Loyalty Card, available as a paper stamp card and digital stamp card via mobile app.	Download. Collect Bonus cup 9. To call on pay app.			
	NAME: Starbucks LOCATION: International SERVICE: Coffee Shop LOYALTY SCHEME: Starbucks Rewards, available via physical card and mobile app.	Download online. Collect scans physical. Collect 50 stars in 12 months to become a Gold member & receive extra benefits (e.g. free espresso shot, Syrup, cream etc.).			
	NAME: Nandos LOCATION: International SERVICE: Restaurant LOYALTY SCHEME: Nandos Card available as physical card and digital card via mobile app.	Download app or register card online. Spend over £7 to earn a Chili. Collect Chillies in store by presenting physical card or card number via app.	Chillies are converted into rewards. 3 chillies = 1/4 chicken or fire starter 6 chillies = 1/2 chicken, single wrap, burger or pitta 10 chillies = whole chicken or single combo meal with reg fries. Redeem rewards by presenting physical card or card number via app.	Extra features: order online, location finder. Able to add Chillies at later date by adding code on receipt in app or at the till. Rewards expire after 12 months Earn maximum of 1 chili per day.	

Visualising the complex problem domain

Understanding the problem

In summary, a generic framework needs to be designed to enable:

-  Machine operators to configure Loyalty schemes on machines
-  End users to earn and redeem loyalty rewards



The first set of prioritised use cases that the Aeguana team will be working on

VendLive - use cases for collecting points

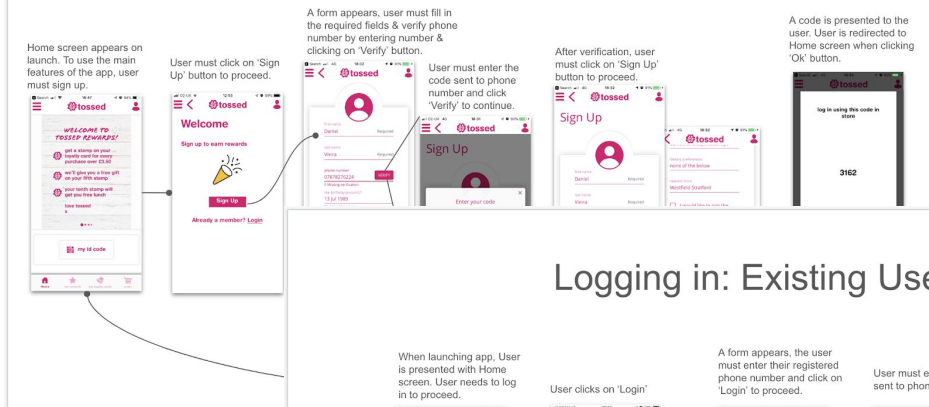
01	As an operator, I want users to collect 3 loyalty points when 1 chicken muscle mezze is in the order	<ul style="list-style-type: none">• Set chicken muscle mezze as Product• Set quantity of muscle mezze required to 1• Set loyalty points to be issued to user to 3
02	As an operator, I want users to collect 1 loyalty point for every pound they spend	<ul style="list-style-type: none">• Set order value minimum to 1• Set loyalty points to be issued to user to 1

VendLive - use cases for redeeming points

01	As an operator, I want users to redeem a free chicken muscle mezze when they have collected 300 points	<ul style="list-style-type: none">• Set chicken muscle mezze as Product• Set quantity of muscle mezze to reward to 1• Set loyalty points required from user to 300
02	As an operator, I want points to be transferred to credit so that users can redeem towards any product of the category Protein if user has enough credit to cover the product value	<ul style="list-style-type: none">• Set loyalty point credit value to 1 point = 1p• Set Protein as Category
03	As an operator I want points to be transferred to credit so that user can redeem towards any purchase	<ul style="list-style-type: none">• Set loyalty point credit value to 1 point = 1p• Select All to Product• Select All to Category
04	As an operator, I want points to be transferred to a voucher worth 1.5, valid for 30 days, when user reaches 200 points	<ul style="list-style-type: none">• Create voucher template A with predefined variables campaign name = A_Name, duration = 30 days, usage type = single, discount value = 1.5• Set voucher template A as the one to be used• Set loyalty points required from user to 200
05	As an operator, I want points to be transferred to a voucher that will offer 1 free chicken piri protein, valid for 60 days, when user reach 9 points	<ul style="list-style-type: none">• Create promotion B that gives 1 chicken piri protein for free• Create voucher template B with predefined variables campaign name = B_Name, duration = 60 days, usage type = single, promotion B• Set voucher template B as the one to be used• Set loyalty points required from user to 9

A UX review of the existing offering in this space

Registration: New User



Logging in: Existing User

