

Qantas Shopping Earn

– UX & Design case study

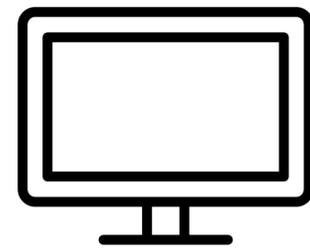
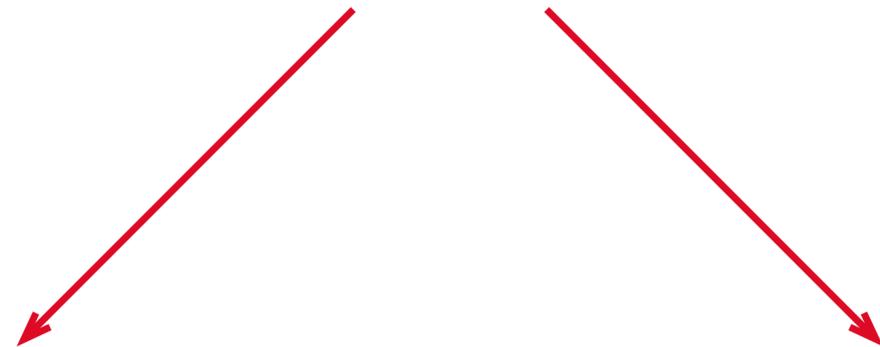


Laura Trouiller 2018

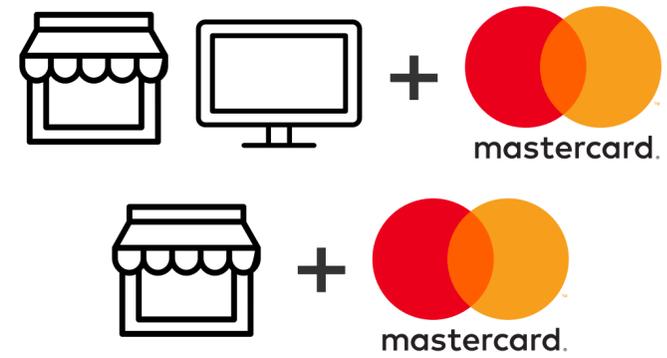
Overview



Qantas Shopping Earn



Online Mall



Card Offers

Context

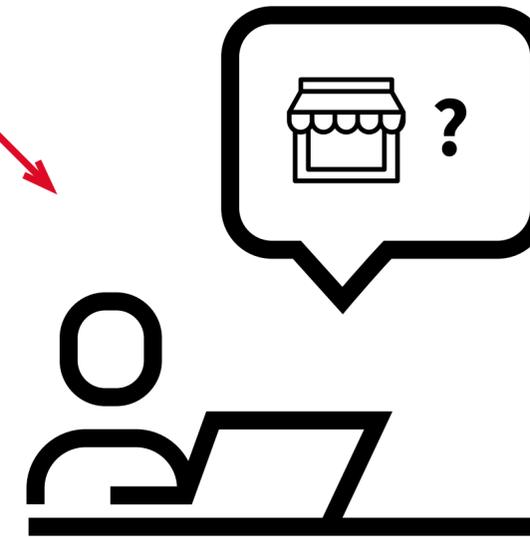


Challenge

Members would like to be able to find stores that they are able to shop in and earn points



Whilst they are out and about shopping



Whilst they are not out shopping but trying to decide on where to go

Challenge



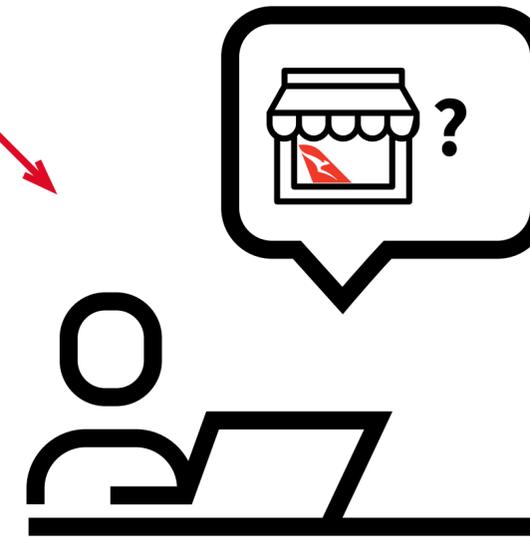
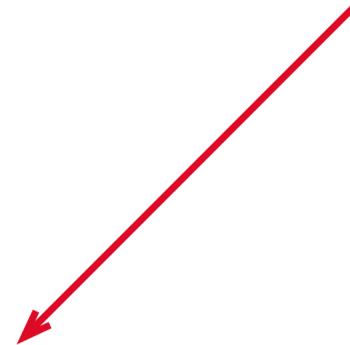
Solution



**Bringing Qantas Shopping Earn
into the customers' life**



Whilst they are out
and about shopping

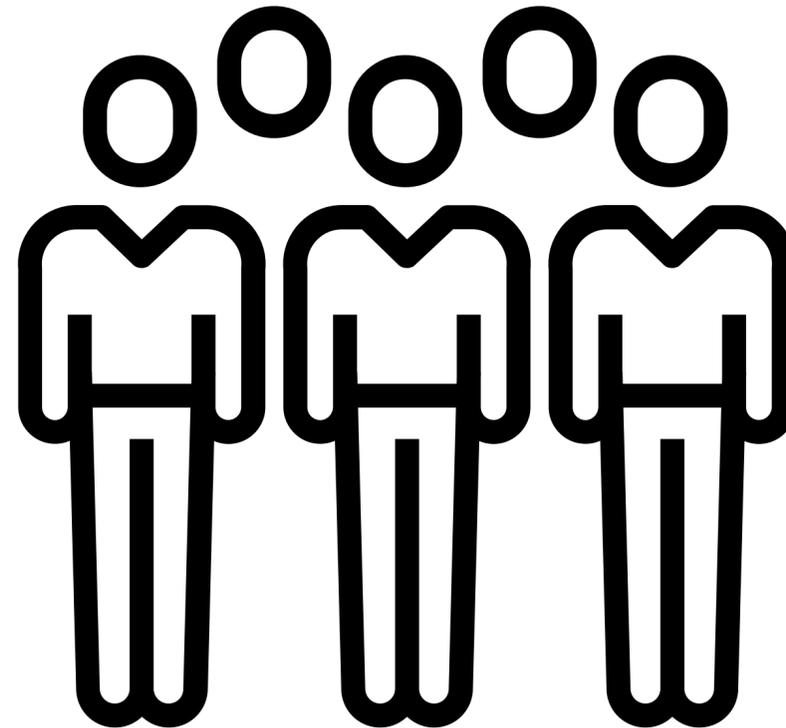


Whilst they are not out shopping
but trying to decide on where to go

Approach



Understand our customers and their habits,
so we can meet them where they are.



Process



Discovery

Competitive Analysis

Field Research

User Interviews

Heatmaps

Data Analysis (eg, localisation)

Define

Personas

User Journeys

User Stories

Design

Wireframing

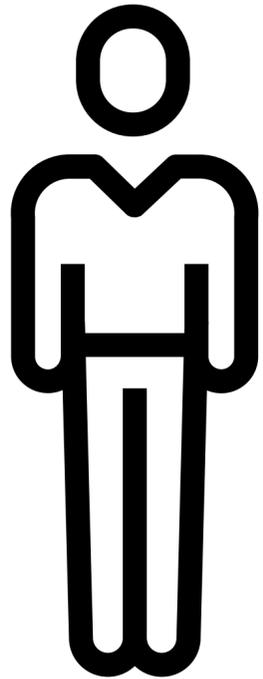
Prototyping

Testing

A/B Testing

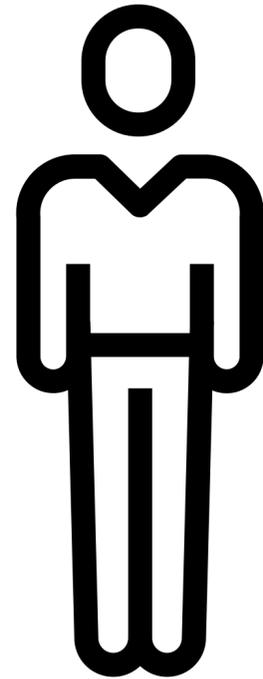
Usability Check

Personas



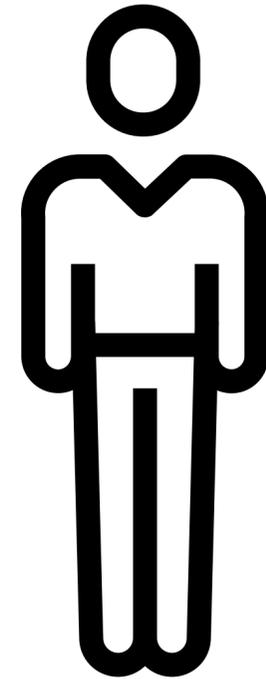
Loyalist

“I’ll follow you wherever you go!”



Need-Based Consumer

“I’m only here because you’ve got the best offer... for now.”



Bargain Hunter

“I’m obsessed with a good bargain!”

In Store



Solutions

Stickers on the stores windows

Signs or stickers at the cash register

Signs attached to a product / item in a store showcasing the current promotion

Newsletters from the stores

In-app notifications from the stores apps

In Store



Solutions

Stickers on the stores windows

Signs or stickers at the cash register

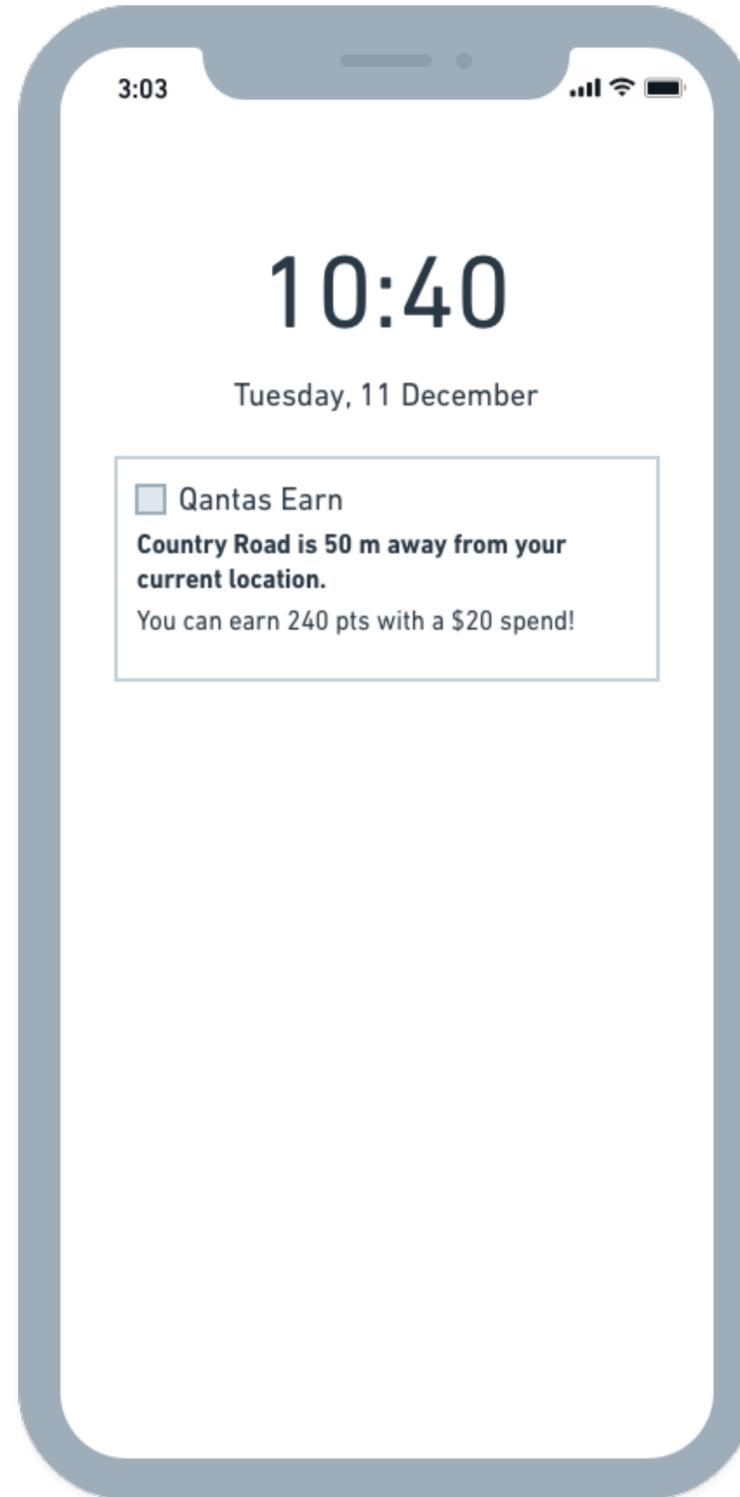
Signs attached to a product / item in a store showcasing the current promotion

Newsletters from the stores

In-app notifications from the stores apps

✓ **Location-based notifications from the Qantas app when customers approach a particular store**

In Store



In Store



Solutions

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Signs or stickers at the cash register

Signs attached to a product / item in a store showcasing the current promotion

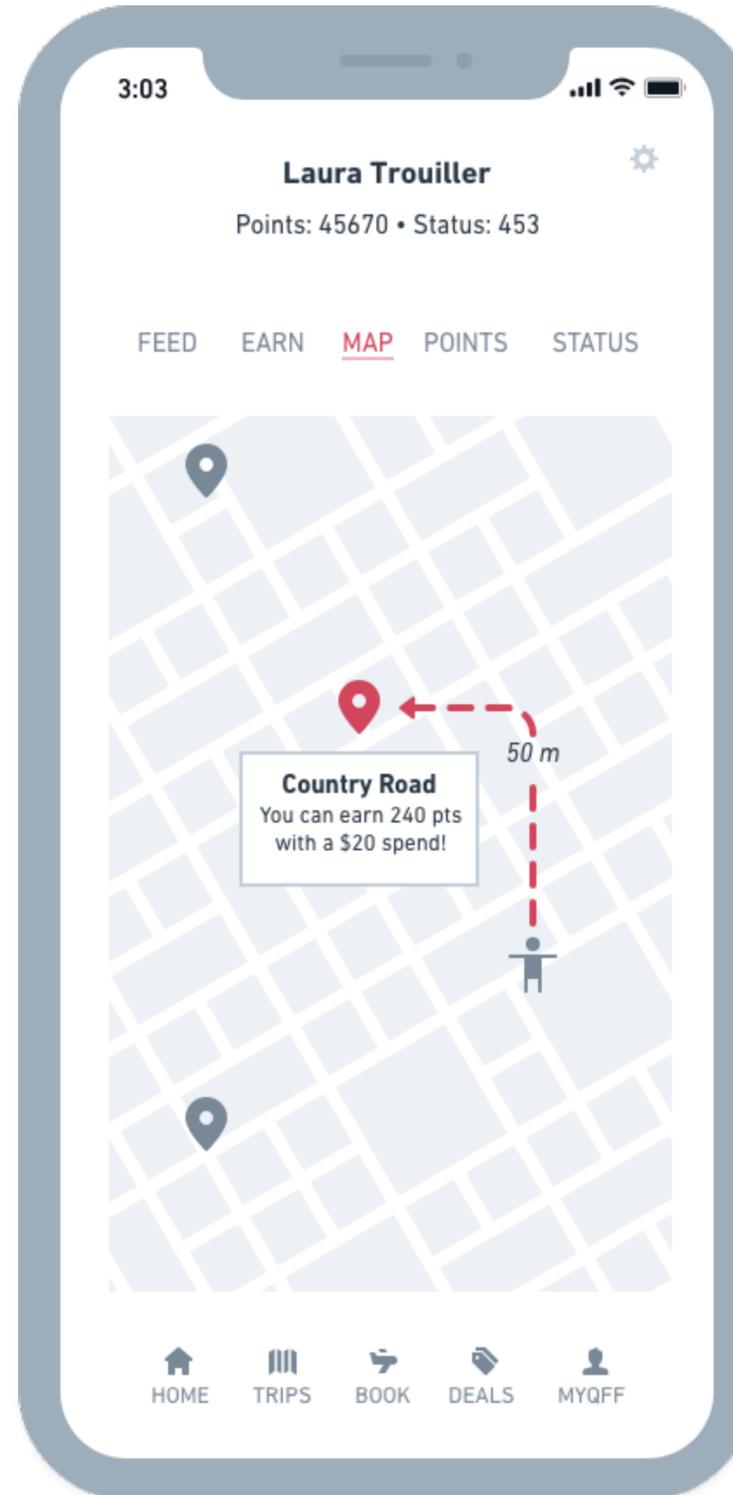
Newsletters from the stores

In-app notifications from the stores apps

Location-based notifications from the Qantas app when customers approach a particular store

✓ A map integrated to the Qantas app with partner stores and user geolocation

In Store



Online

Online Mall



1. Always start at Qantas Shopping

Log in with your Frequent Flyer details and [enable cookies](#) so we can track the points you earn.

2. Find a store and shop online

Search for your favourite store, click through to their website and shop as normal.

3. Be rewarded

Sit back and we'll automatically credit the Qantas Points to your Frequent Flyer account.

[BROWSE OFFERS BY STORE](#)

Card Offers



1. Link your Mastercard®

Link as many Australian Mastercard® credit cards to your Frequent Flyer account as you like.

2. Activate offers you love

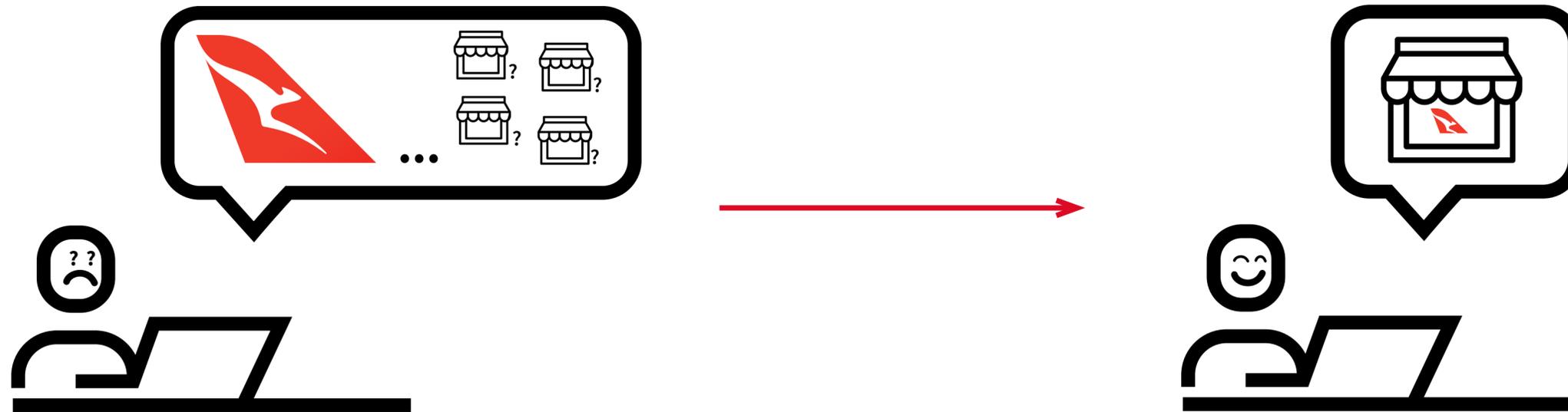
Check out the amazing new offers we send you each week and activate your favourites.

3. Pay with your linked Mastercard®

Shop activated offers in-store or online before they expire and watch the points roll in.

[LINK YOUR MASTERCARD®](#)

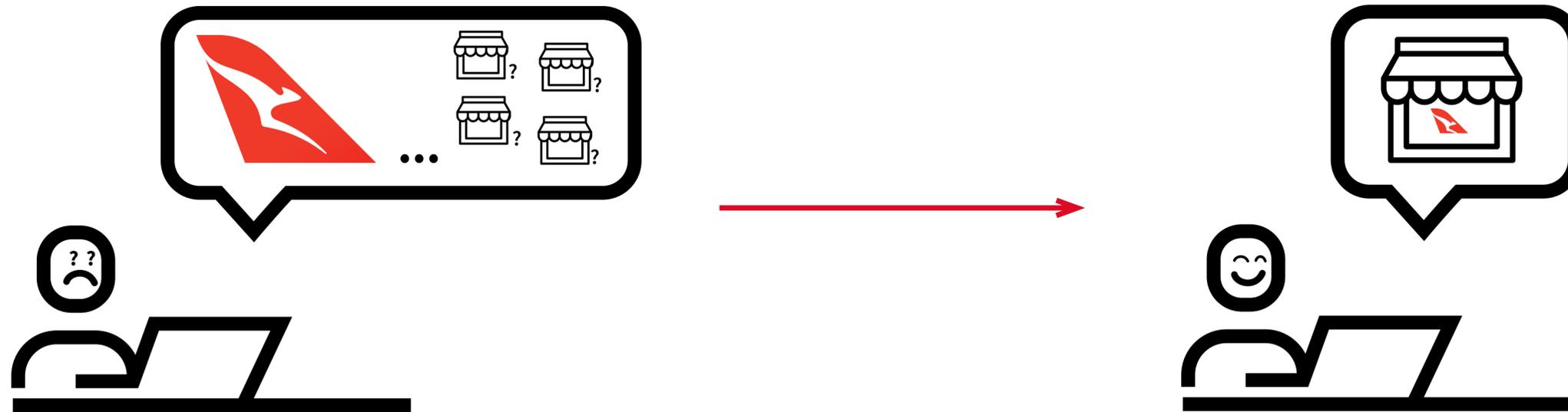
Online



Hick's Law

The time it takes to make a decision increases with the number and complexity of choices.

Online



Reducing friction and cognitive load

= less frustration

= faster decisions

= more engagement / purchases!

Online



Online Mall



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Solutions

✓ Chrome plugin (like Honey)

✓ Section in stores websites to link QFF account

Online



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LINK YOUR MASTERCARD®

Solutions

- ✓ Linking Mastercard should automatically activate the offers
- ✓ Customers receive a notification / email to let them know they've earned new points

Merci!

