

# **Qantas Shopping Earn**

## **– UX & Design case study**

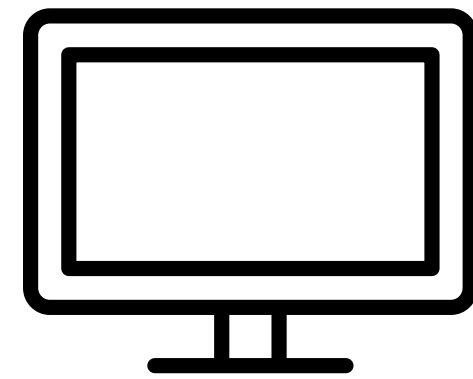
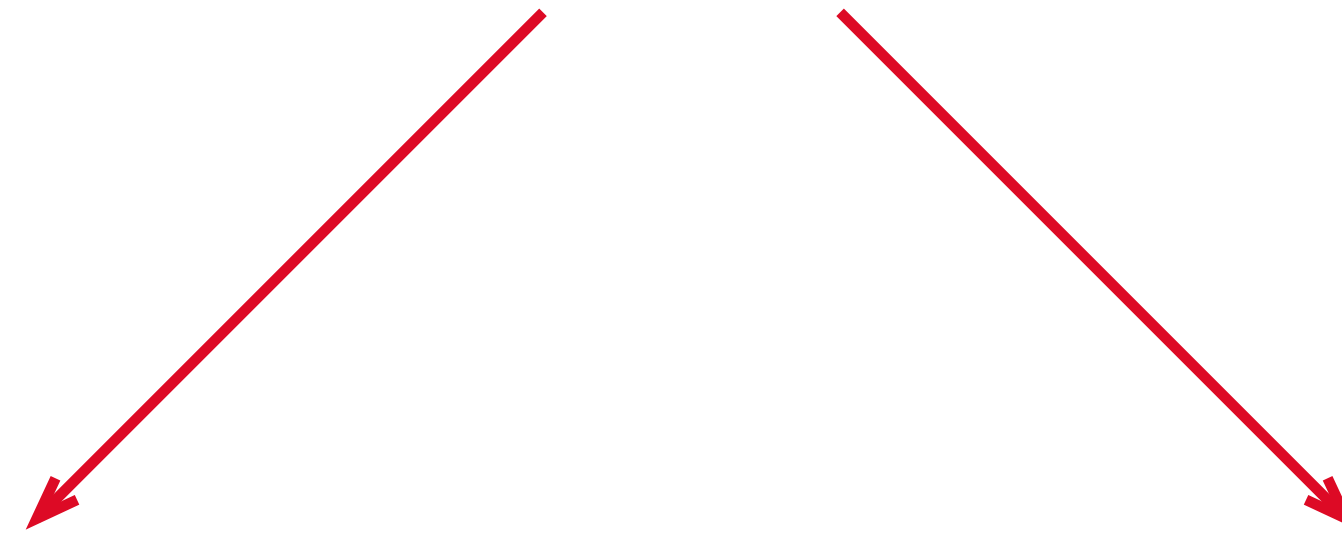


Laura Trouiller 2018

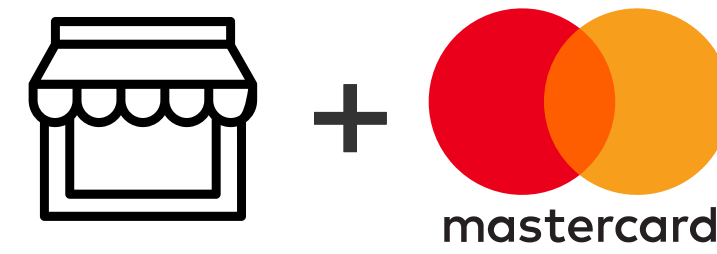
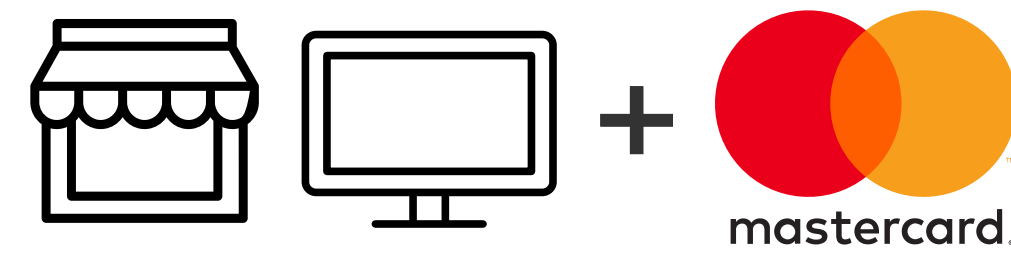
# Overview



Qantas Shopping Earn



Online Mall



Card Offers

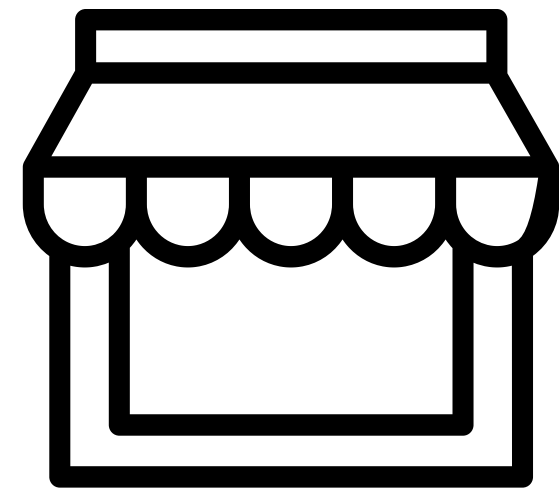
# Context



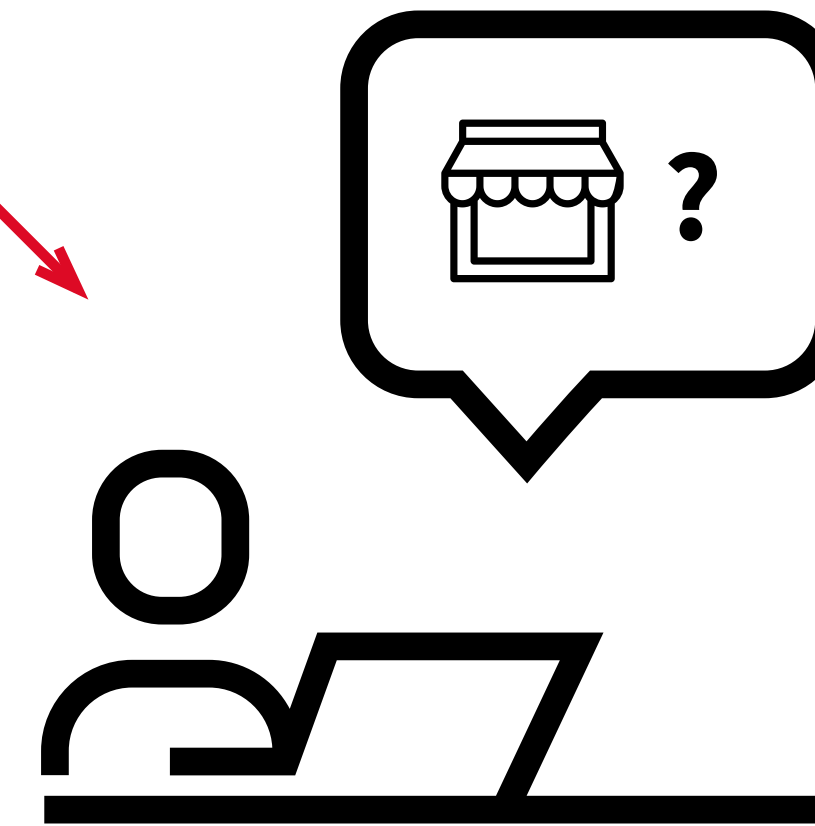
## Challenge

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**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

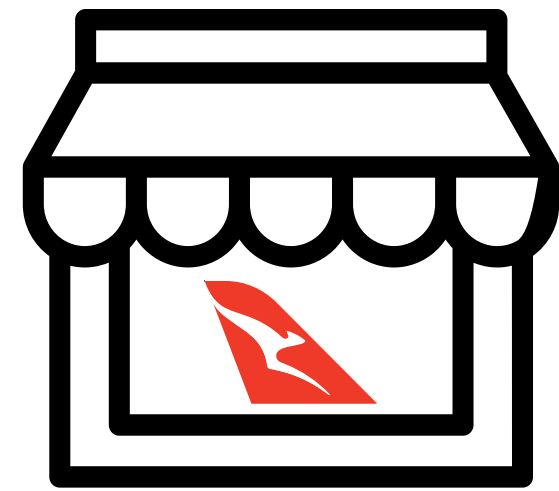
# Challenge



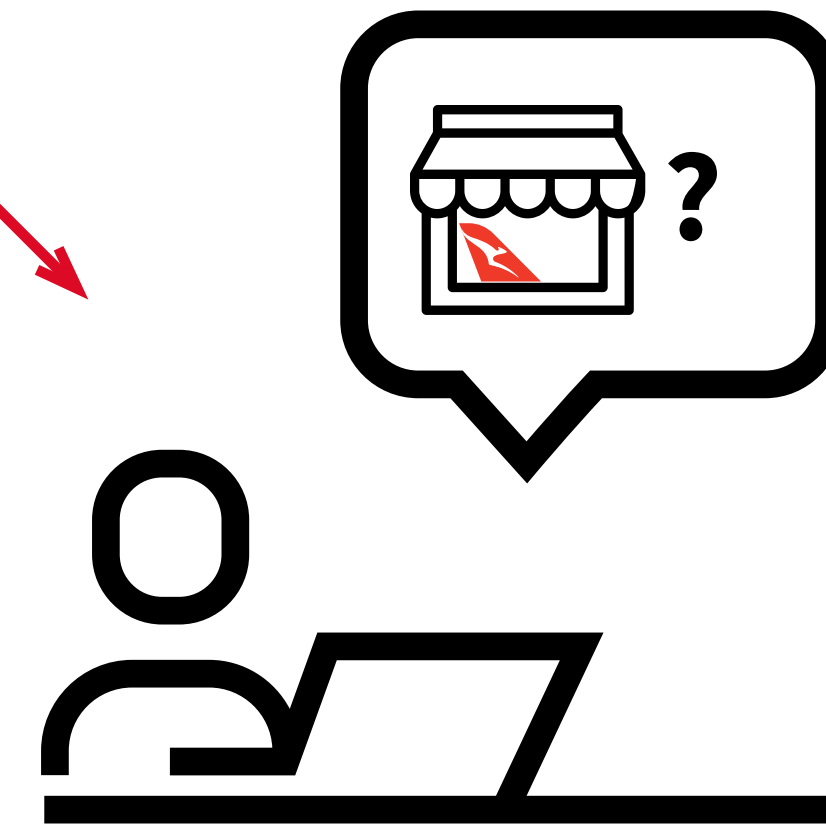
# Solution



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



Whilst they are out  
and about shopping

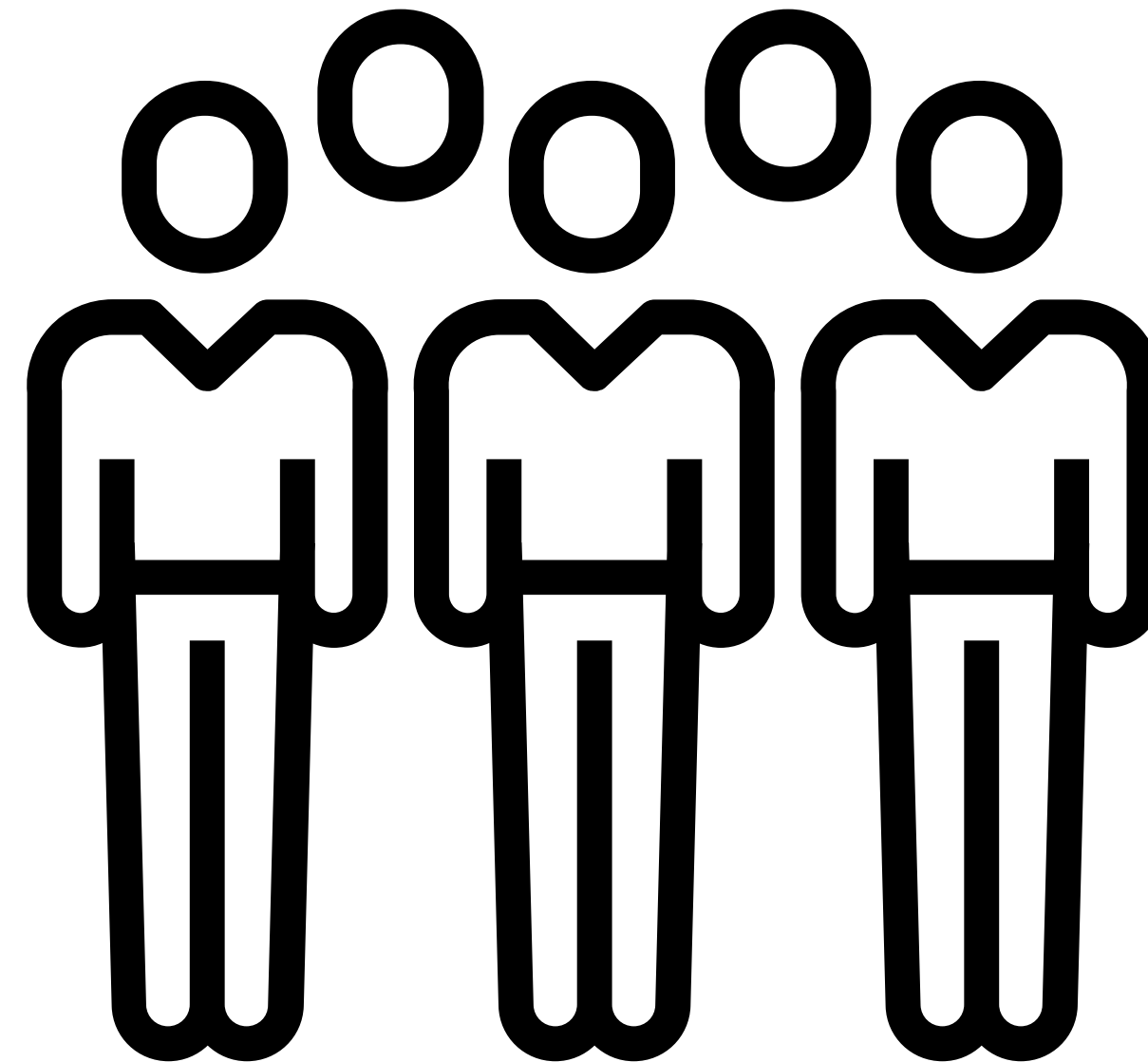


Whilst they are not out shopping  
but trying to decide on where to go

## 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

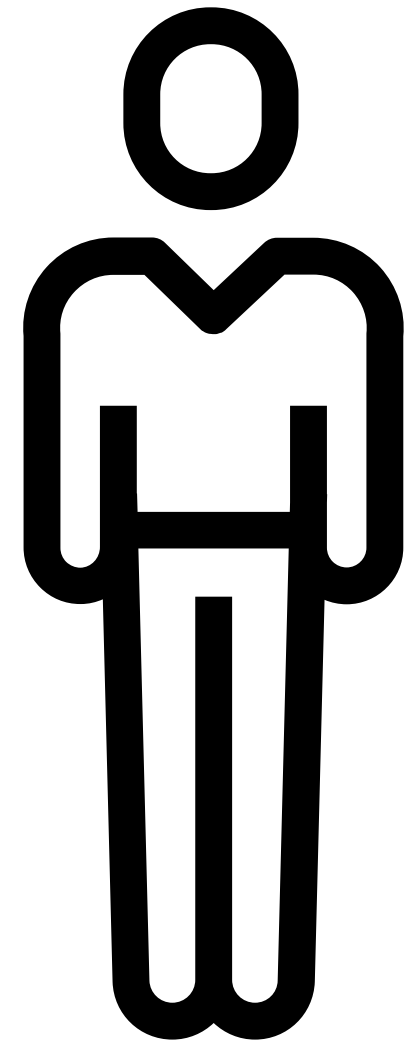
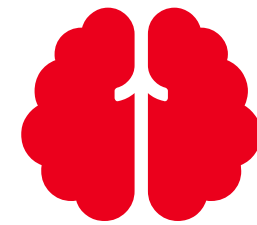
## Testing

A/B Testing

Usability Check

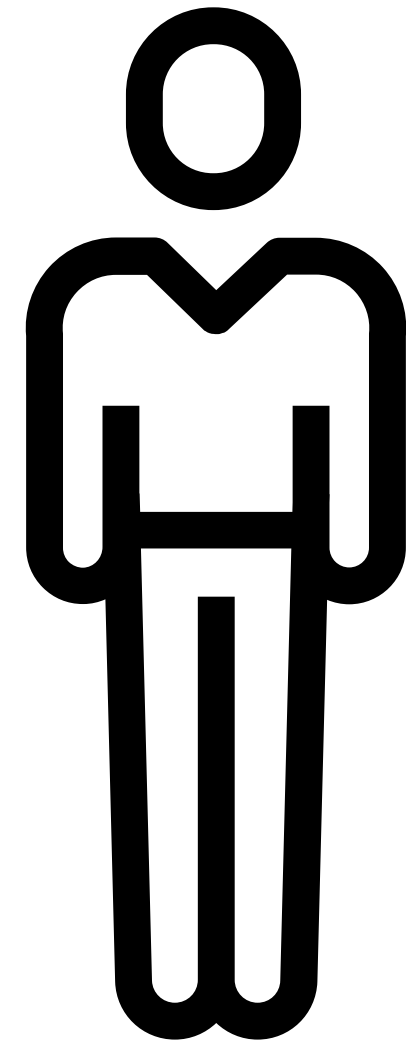


# Personas



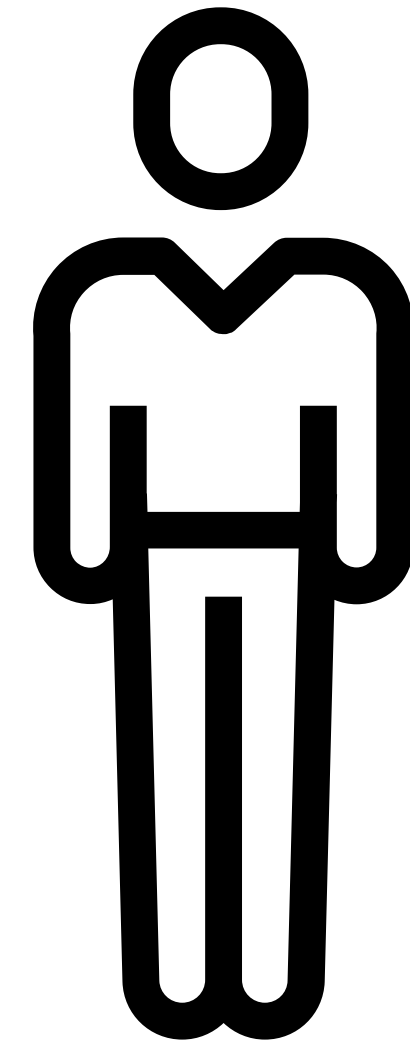
**Loyalist**

*“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

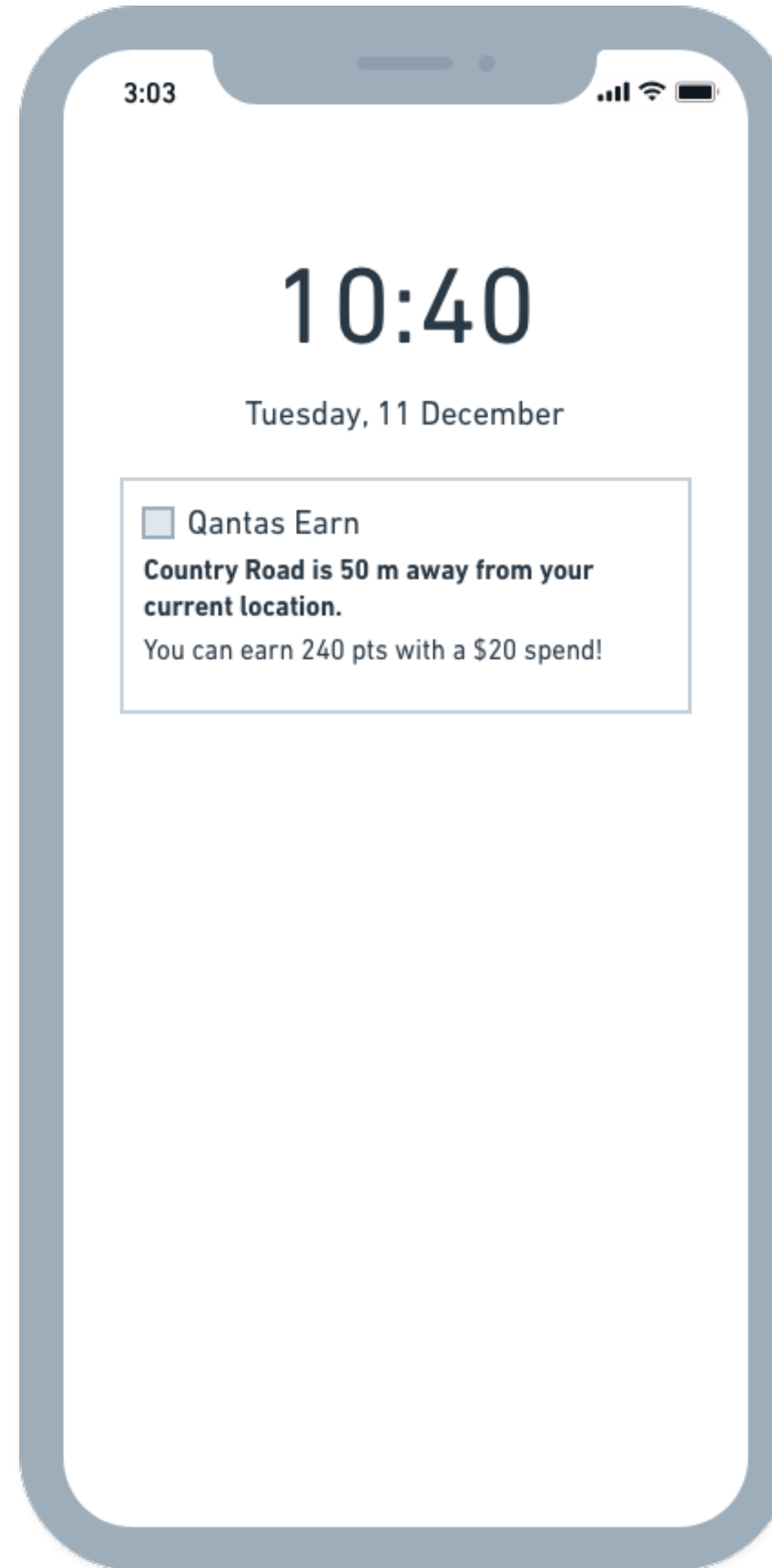
Signs attached to a product / item in a store showcasing the current promotion

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**



3:03



10:40

Tuesday, 11 December

Qantas Earn

**Country Road is 50 m away from your current location.**

You can earn 240 pts with a \$20 spend!

# 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

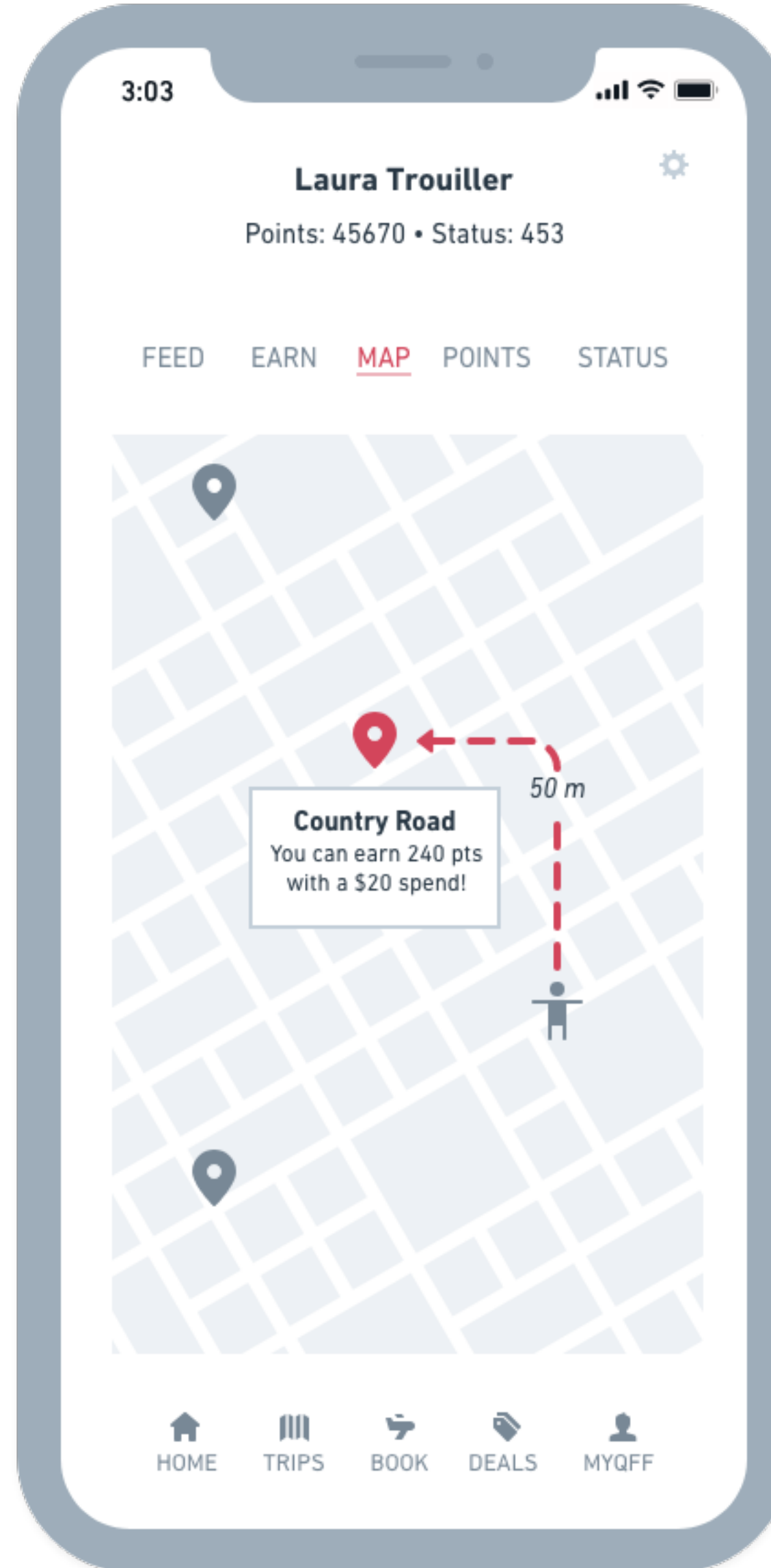
Newsletters from the stores

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

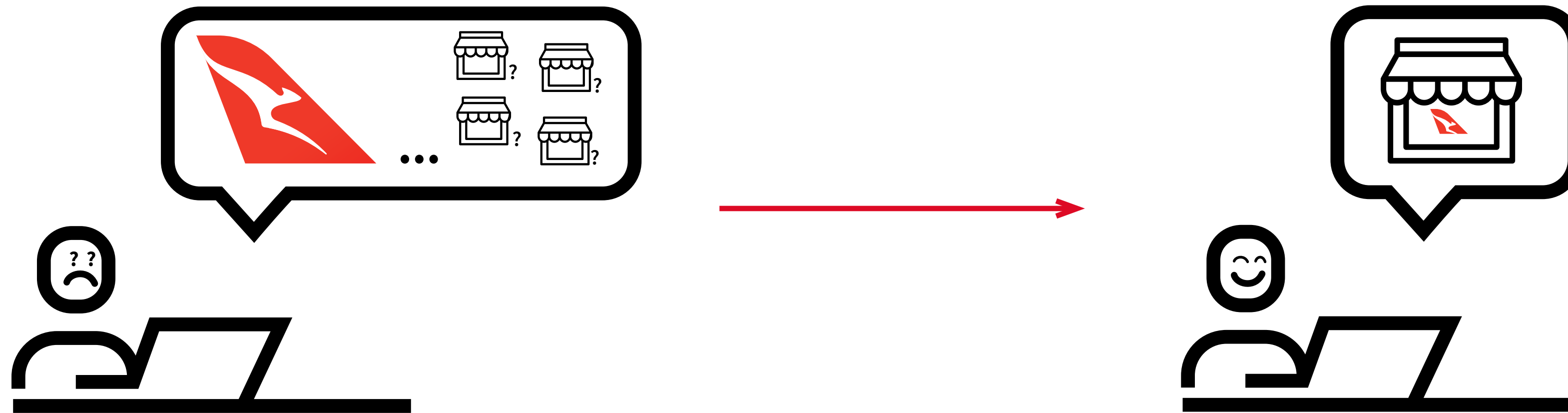
Check out the amazing new offers we send you each week and activate your favourites.

### 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

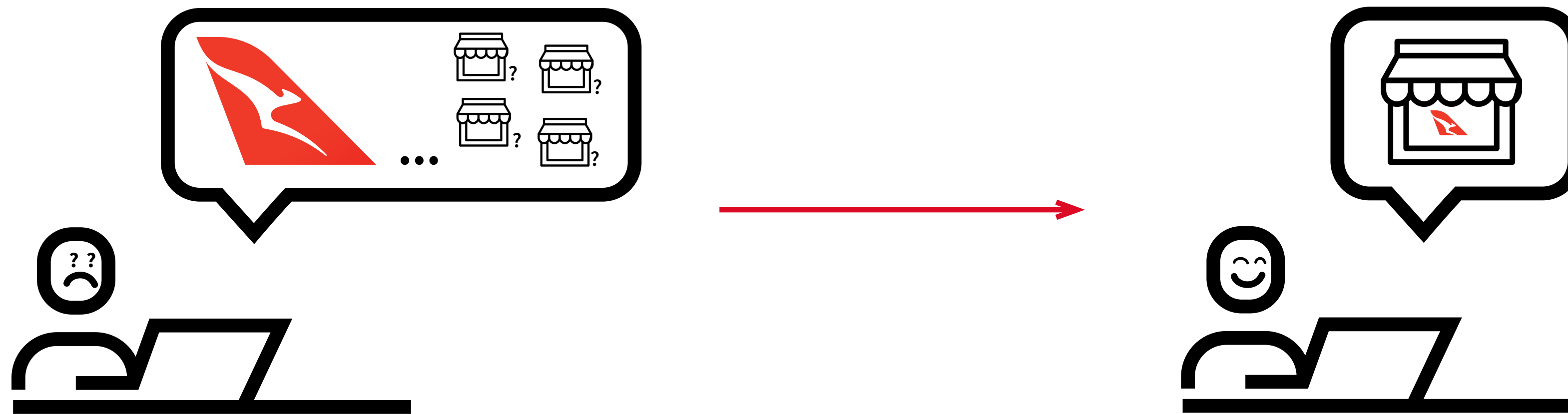


**Hick's Law**

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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[BROWSE OFFERS BY STORE](#)

## 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!**

