

IPAD APP & REWARDS

MY MOTHERCARE

COMPANY:
Mothercare

ROLE:
UX/UI Designer

TEAM:
1 Product owner
1 UX/UI Designer
2 Frontend developers
3 Backend developers

“BEING THERE FOR PARENTS AND THEIR FAMILIES. ALWAYS.”

BRAND VALUE STATEMENT

PROBLEM

My Mothercare is an exclusive club for customers that register for free, and are entitled to receive benefits, advice, promos and rewards before/after parenthood.

The current customer journey to register with My Mothercare is too long and complicated - having to commit to register in-store only, or online through a unique URL sent via email.

OBJECTIVE

To design a new user interface for an iPad application that customers can use to register to My Mothercare in-store. The application will have to be user friendly for both store staff and customers that are willing to register on the iPad versus the website.

The interface will be clear and simple to use, featuring large buttons, easy tap options and data fields/forms. If the adoption by store staff and customers find this helpful, and we get enough people registered in-store, then the new designs will roll out across the web also.

STRATEGY

Customers registering to My Mothercare, generates an average of 2-3 million pounds a year. In order to attract, engage and retain customers of My Mothercare, we want to make the sign-up process simple and fast. This is to entice customers and help them to save money by receiving benefits, promos, offers, discounts and exclusive rewards.

The interface must be user centred and be easy to understand for both store staff and customers. Over the next 2-3 months, we will have to conduct customer interviews, go in-store and talk to staff that use the current iPad app, and build an entire new journey.

UNDERSTAND USER ASSUMPTIONS

WHO IS THE USER?

- First time/current parents, or adopting
- Grandparents are signing up to receive benefits to share with their elder children who are expecting.
- Friends of the expecting and/or have children carer(s)
- Other related to those expecting or have children

WHAT PROBLEMS DOES OUR PRODUCT SOLVE?

- Reduces stress of signing up at the cash tills or lining up to pay
- Offers discounts, offers, promos, and more to help customers save money
- Helps parents to register fast in-store

WHAT FEATURES ARE IMPORTANT?

- Able to select and choose who the user is i.e. parent, grandparent, friend.
- Able to enter the due date or expected date of child - so CRM can target the customer in certain stages of their parenthood or pregnancy and offer advice and support.
- Capture child(s) details (upon consent), so we can target



WHERE DOES OUR PRODUCT FIT IN THEIR WORK OR LIFE?

- The once users register with My Mothercare club, they are supported with benefits and rewards to help them during their time of pre/post parenthood.

WHEN AND HOW IS OUR PRODUCT USED?

- Upon launch, it will be used in-store first by store staff - getting store customers to register there and then to start receiving benefits as they shop
- Customers can use My Mothercare club rewards either online or in-store
- Customers will be taking through a flow that allows them to enter information such as: their name, email, how the users are related to parent or child/children, child or children's names and ages, due date of the baby, standard GDPR and opt-ins

HOW SHOULD OUR PRODUCT LOOK AND BEHAVE?

- It should utilise the current branding of My Mothercare - so we don't confuse customers
- Design with all customer and user groups/segments in mind (store staff, parents, grandparents)
- Must be clear, easy to use and fast.
- The UI should be big, bold and friendly/playful to the user, with the least information on screen - i.e. big icons, bold colours, and fewer taps to get to the end result (reducing cognitive overload)

PERSONAS



MICHELLE

HAS 1 CHILD | 16 WEEKS PREGNANT | EXPECTING A BOY

"I'd like to walk in to Mothercare and be asked to sign up to My Mothercare at a separate computer, not at the till when I am completing my purchase. It's like that anywhere you go; you are asked to sign up when you are paying, which can be frustrating, especially when you have a child. I am expecting my second soon, and would like to sign up to receive discounts and special offers during the time before my pregnancy. I usually receive special offers by email, but they aren't catered to my needs or promoting what I want. I also had to sign up through the website, which was a slow and boring process."

GOALS:

- To sign up elsewhere than tills
- Receive email promos and discounts on products
- I would need and benefit from
- Find more information on certain products, and make comparisons

FRUSTRATIONS:

- Sign up is done online - website only
- Emails aren't catered to my needs & wants
- Sign up process is too long and tedious



CHLOE

FIRST TIME PREGNANT - 8 WEEKS

"It's my first time pregnant, and this is all new to me. I visited a Mothercare store once, and was overwhelmed, despite staff being friendly to me and helping me. still was clueless and didn't know where to being. I rely mostly on the Internet to tell me things or research stuff, but, the information is too much or scary to read. need to know specific details of my pregnancy, what to buy and when, and what to expect when the baby is due."

GOALS:

- To find more information out about pregnancy stages
- To take advantage of discounts and sales
- Getting help with what to buy

FRUSTRATIONS:

- Scared to research stuff online
- Can't find anywhere to get discounts on products for me and the baby
- Vouchers are for other items not related to pregnancy



ROBERT & JILL

GRANDPARENTS | DUE IN 2 WEEKS | EXPECTING A GIRL

"We are expecting our first grandchild, and we want to get our son and his partner some things for the baby when it's due. We both shop around for discounts and offers on anything baby related, since it's not cheap. We want to sign up to a store like Mothercare, to receive any promos or vouchers which we can use on items to get for our grandchild and the parents."

GOALS:

- Sign up and receive discounts and offers
- To watch cost and spending full price on items
- Help parents out with supplied and products when the baby is due

FRUSTRATIONS:

- Everywhere is expensive for baby products
- Know what too buy
- Not many discounts or selected items or much needed items

GOALS VS. NEEDS

BUSINESS GOALS

- Acquire more customers using my mothercare benefits
- To get 50% of parents (new/current) to register with my mothercare in-store
- To increase retention of active my mothercare users by targeting them with more communications and marketing
- Increase engagement in my mothercare rewards and offers

VS.

CUSTOMER NEEDS

- To receive more promotions, offers and rewards that increase saving money
- Gain value by registering or signing up, and instantly given access to exclusive deals
- To have everything in one place - i.e. advice, promos and offers
- To receive personal information and communications day/night

SUCCESS METRICS

01

To have 30% of customers register in-store to My Mothercare, and 50% sign up online within 3 months of launching (12 stores in UK - then roll out to all 75).

02

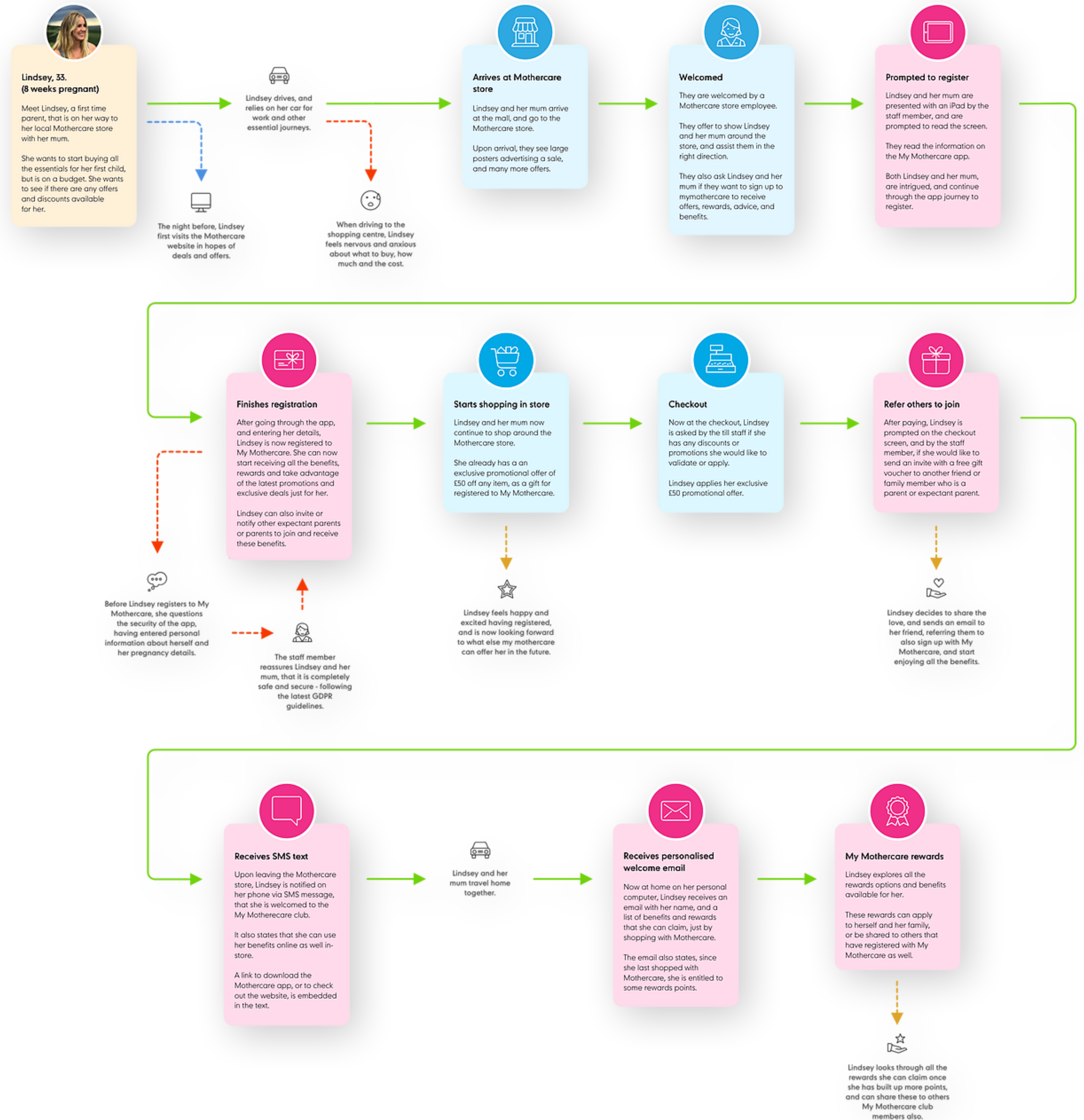
Customers accrue £250 worth of rewards points within 2 months of registering (depending on avg. customer spend of £50-100).

03

Customers refer at least 3 others to register to My Mothercare with a month.

DEFINE CUSTOMER JOURNEY

LINDSEY'S IN-STORE EXPERIENCE AND REGISTRATION



DEFINE USER JOURNEY

LINDSEY'S JOURNEY - MY MOTHERCARE APP & REWARDS

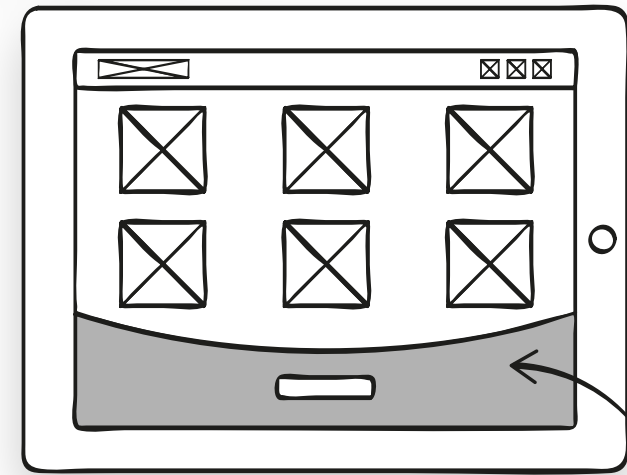
Lifecycle

| | AWARENESS | RESEARCH | CONSIDERATION | SIGN-UP / REGISTRATION | ADVOCACY |
|--------------------------|---|--|--|---|---|
| User Actions | <ul style="list-style-type: none"> GP tells her to start preparing, and buy essential baby items. Browses multiple baby retailer and e-commerce websites. Sees multiple offers from other retailers like Amazon, babiesrus, John Lewis, and Debenhams See blogs posts and articles on social media channels about mothercare and mymothercare rewards and club. | <ul style="list-style-type: none"> She researches where the best places are to buy baby clothes, food and essentials. Searches cheapest deals, bargains and offers, as well as customer loyalty. She searches "best baby retailer services" - she wants a good customer experience. Asks family and friends where the best places to go are. | <ul style="list-style-type: none"> Compares prices of baby strollers and car seats. - The most expensive items. Looks at offers and promotions on the mothercares homepage. Starts browsing Mothercares site, and see the offers page. Views My Mothercare page and steps how to register. | <ul style="list-style-type: none"> Makes an account with Mothercare and signs up to receive emails. Receives email with a banner about My Mothercare Follows through on email, and registers online for My Mothercare. | <ul style="list-style-type: none"> Goes online to claim first My Mothercare reward. Visits Mothercare store, and purchases in-store, also claiming reward points. Refers friends and a family members that are expectant parents, to also register to My Mothercare. |
| Customer goals | <ul style="list-style-type: none"> Start preparing house to welcome a new baby To be informed of when the baby is due | <ul style="list-style-type: none"> To get an idea of essential things to buy Search and browse around for offers and discounts To find one site that can bundle everything | <ul style="list-style-type: none"> To compare prices, specs and offers of certain high priced products - i.e. pushchairs and car sets Looking at other sites for best deals | <ul style="list-style-type: none"> To get personalised communication from retailer - suggesting products, and offer promotions, discounts and rewards | <ul style="list-style-type: none"> Claim rewards and view benefits Get personal advice and offers |
| Touchpoints | <ul style="list-style-type: none"> Doctor (GP) advice Internet ads Email | <ul style="list-style-type: none"> Internet - Google Social media Books / articles / blogs | <ul style="list-style-type: none"> Mothercare website Landing page banners Call outs On page ads | <ul style="list-style-type: none"> Email SMS text | <ul style="list-style-type: none"> Mothercare site: - basket - checkout In-store SMS text Email |
| Emotions/feelings | Worried, panicking, anxious | Overwhelmed, exhausted | Confident, pleased, calm | Concerned, Intrigued | Reassured, distressed |
| Thoughts | <p>"I'm 6 weeks pregnant! - I need to start preparing"</p> <p>"There's so much information, and things to buy"</p> | <p>"I'm on a budget - I must compare the best prices"</p> <p>"I have to start researching and asking people where are the best places to shop"</p> | <p>"There's a lot of offers on this site, and I don't know where to look"</p> <p>"This My Mothercare might be beneficial for me and my family - now and in the future"</p> | <p>"There's a lot of personal information I have to give..."</p> <p>"Is this safe?"</p> <p>"What offers or promotions can I claim now?"</p> | <p>"Wow, just by signing up, I already have an exclusive promotion"</p> <p>"How do I claim my rewards?"</p> |
| Pain points | | <ul style="list-style-type: none"> A lot of saturation on the internet can be cognitive overload Searching for the right product and price can be overwhelming - not knowing which is the best one | <ul style="list-style-type: none"> I don't know where to focus my attention A lot of product images and intense colours on site Too much content on a single page - including homepage | <ul style="list-style-type: none"> What are the benefits? or how can I find out more? Sign-up process seems a little long - a lot of personal info | <ul style="list-style-type: none"> Hard to see and search for rewards and promotions available now |
| Solutions | | <ul style="list-style-type: none"> Have better paid promotions on search engines like Google Show more branded Mothercare products on Amazon, Argos and Boots - with a click out banner to mothercare site. | <ul style="list-style-type: none"> Better designed layout of homepage more prominent search bar with suggestions Highlight "recommended" or "most view" - or have sections for first time parent | <ul style="list-style-type: none"> Have fewer steps to sign up Sign up or sign in with Google or social media Highlight more benefits of My Mothercare | <ul style="list-style-type: none"> Have a filter option - to filter out best rewards, or by expiration date |

IDEATE

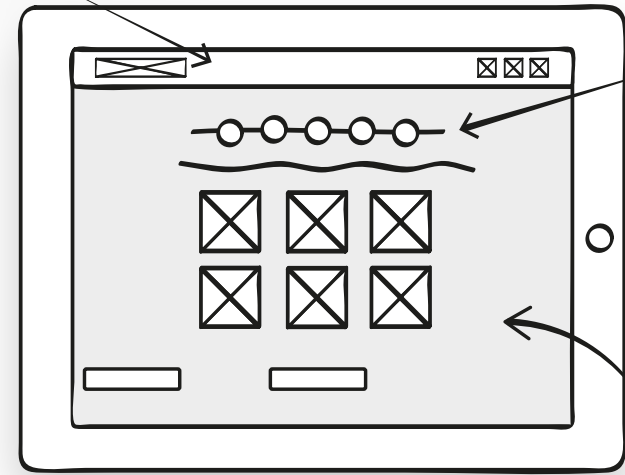
WIREFRAMES , USERFLOWS & MOCKS

MC Sketches



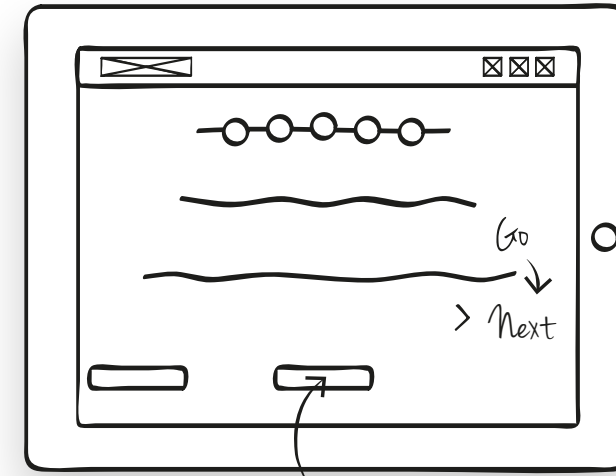
MC Pink

Header bar / MC Pink

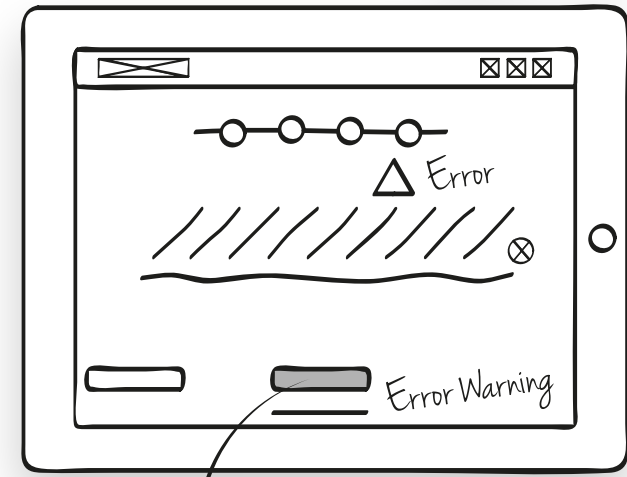


Progress bar

Background colour

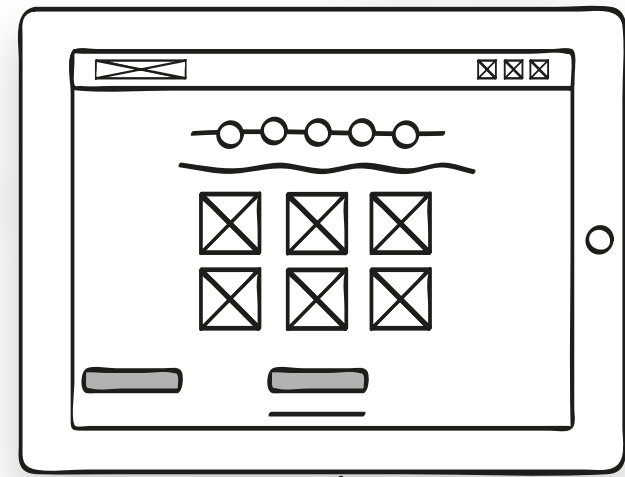


35m



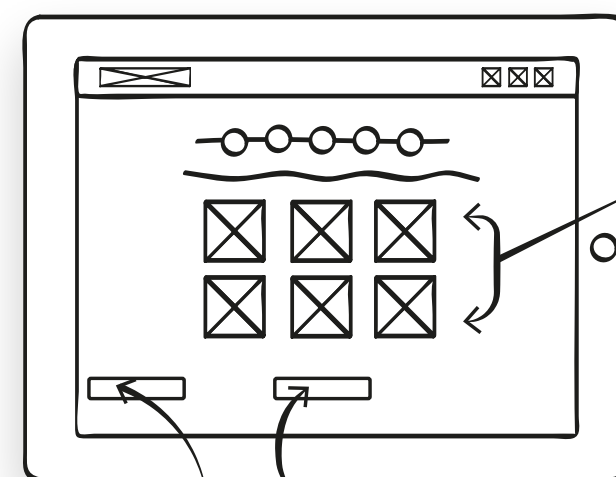
Keyboard up

Relative to Child



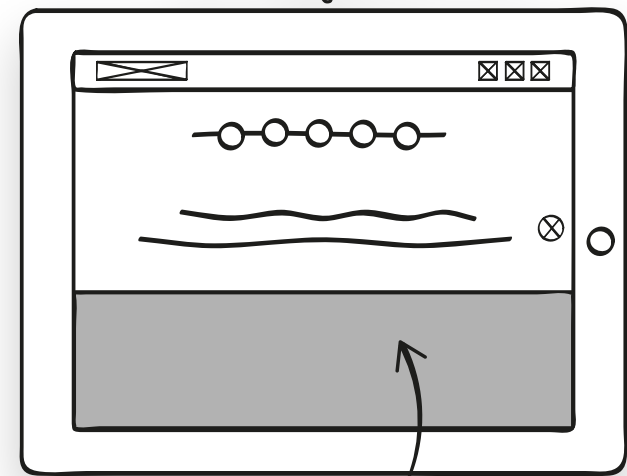
Back? prev.

Greyed out inactive



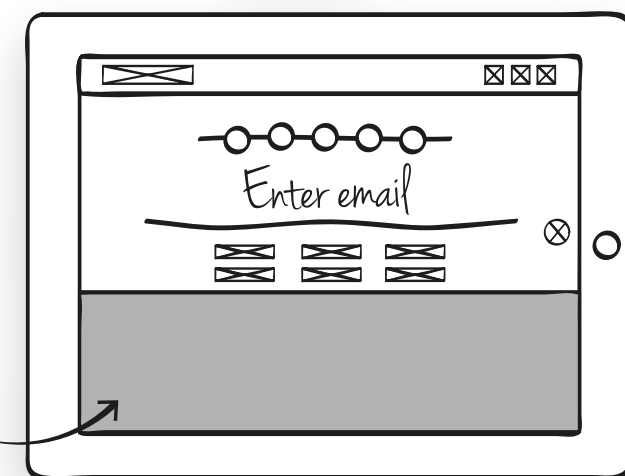
Choose relation / expecting?

Previous. Next action

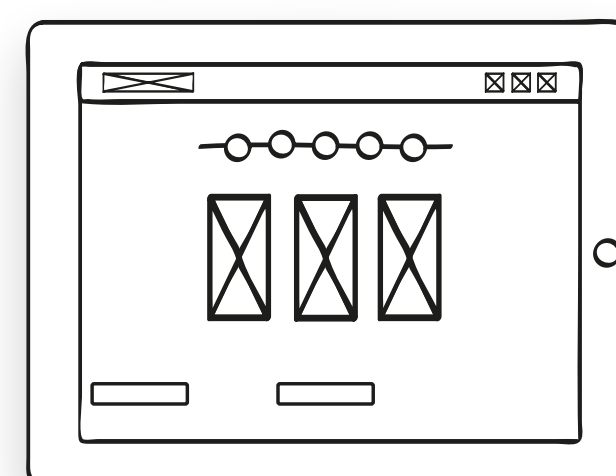


Keyboard

@email



Keyboard



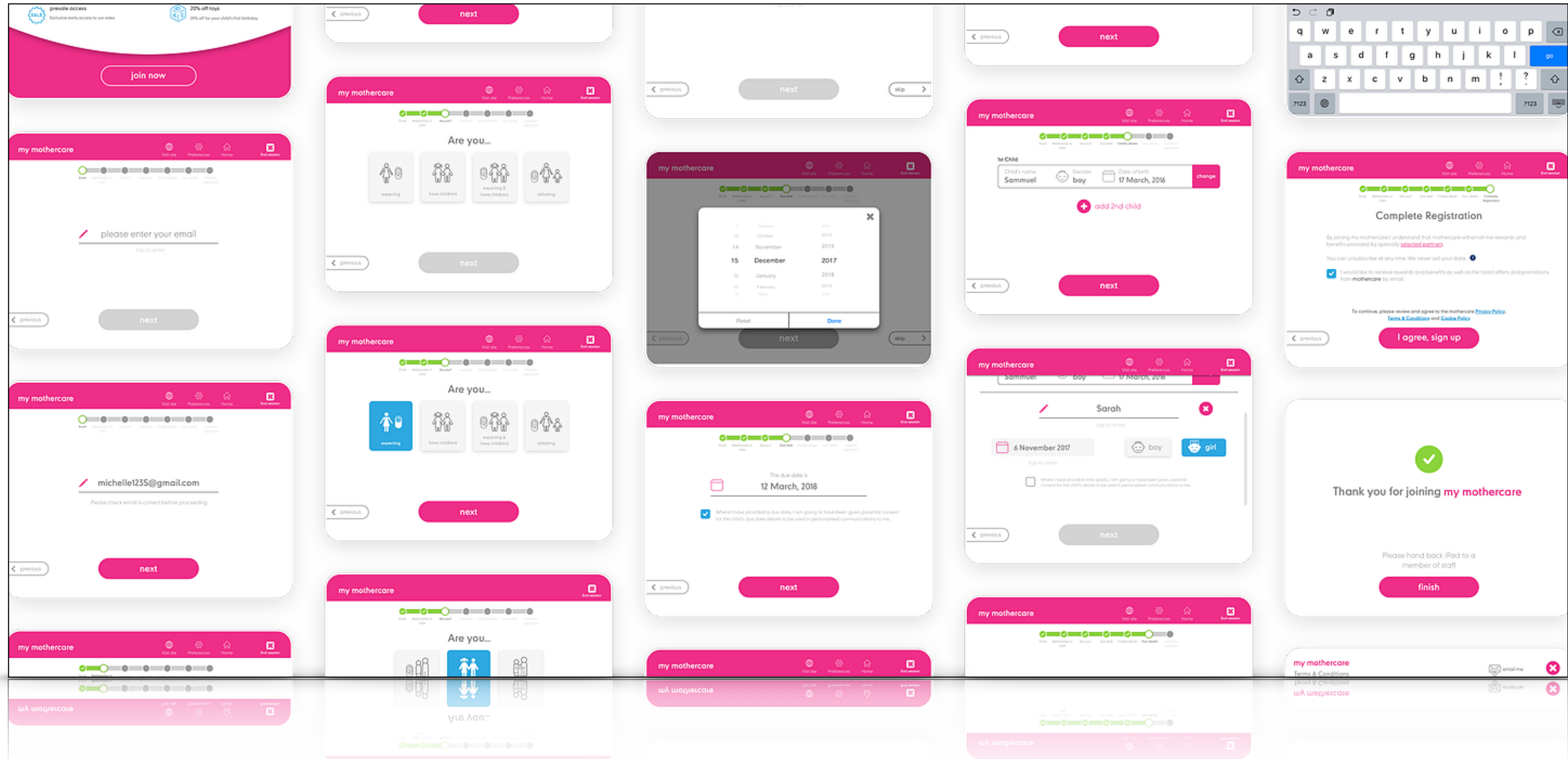
IDEATE

WIREFRAMES , USERFLOWS & MOCKS

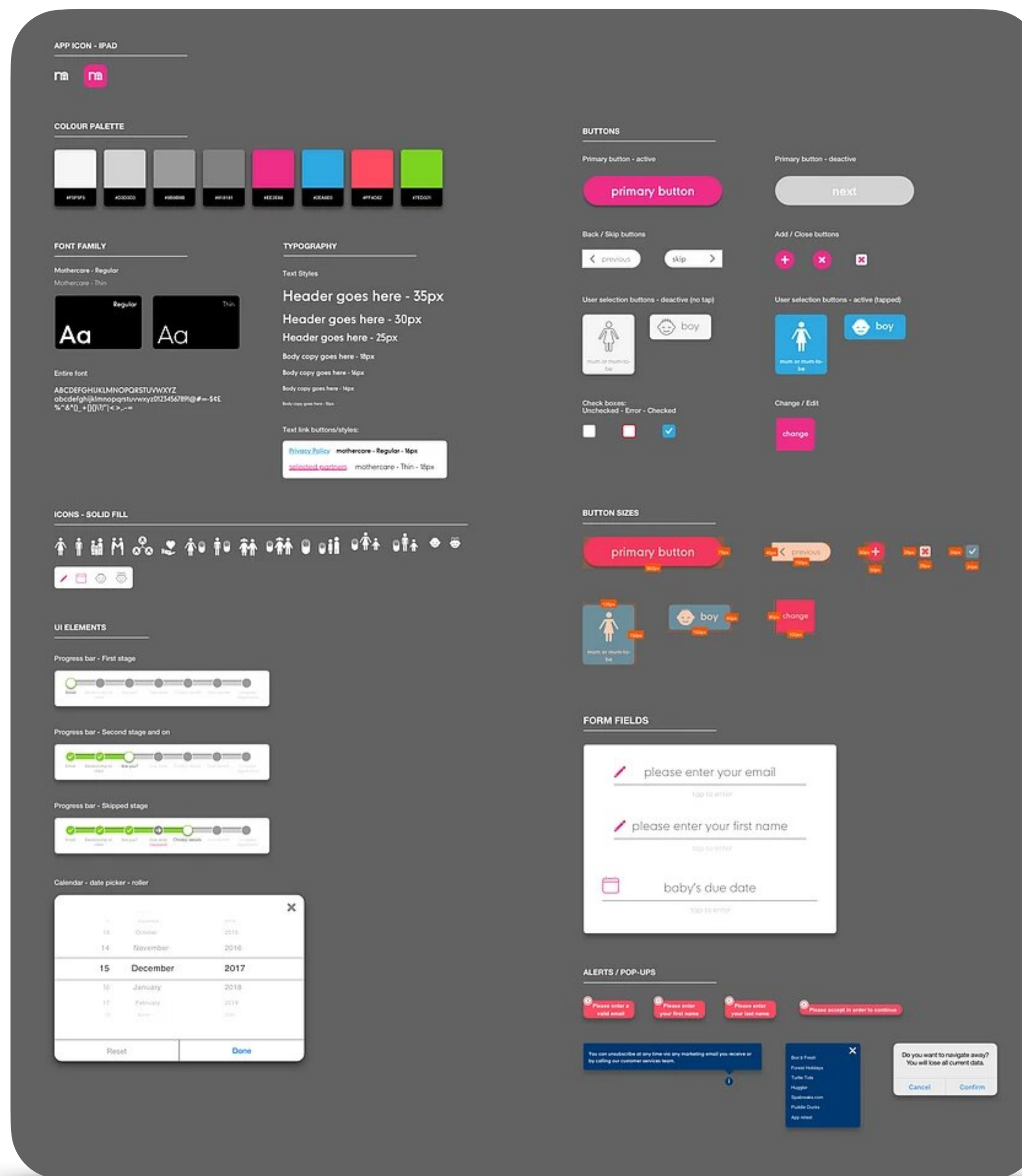


IDEATE

WIREFRAMES , USERFLOWS & MOCKS



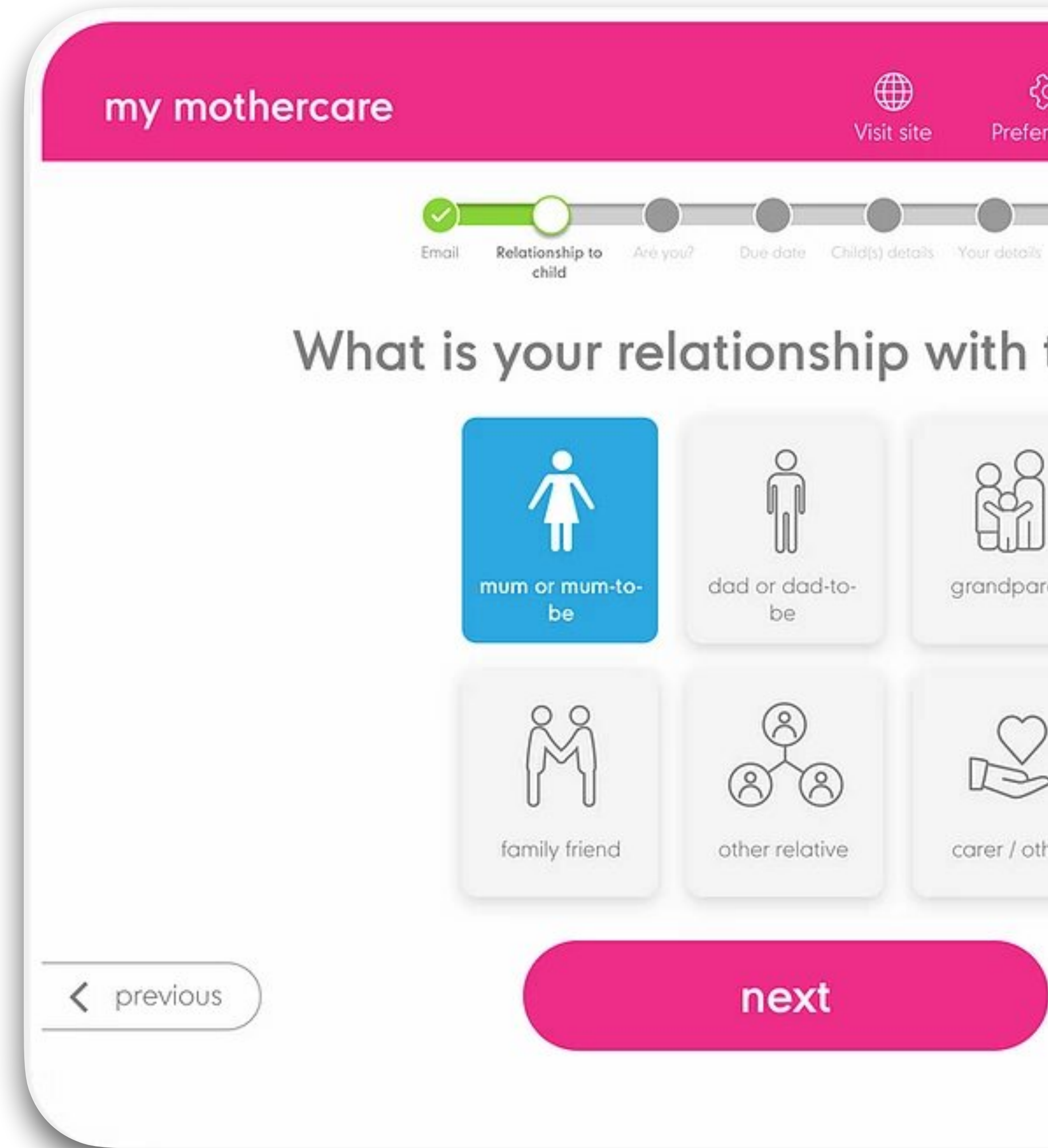
STYLE GUIDE



THE OUTCOME

The My Mothercare app was tested at three UK stores. It was well received by both staff and customers, and managed to register over 300 people in its first week.

We also saw engagement with offers and rewards in My Mothercare club up by 20%. After these soft launch metrics (1 week after), we launched to all 70 stores in the UK, and online. After a month in, we have had over 2000 people registering, and around 4 in 5 customers using their exclusive rewards and promos online and in-store.



EVALUATE STAFF REVIEWS



LIZZY

24 | FLOOR SALES STAFF | LEEDS

"Really great app! This makes it so much easier to use and get people signed up to My Mothercare. It's so colourful and on brand, not like the older version we had through the website. When greeting parents at the door, I am excited to give them the iPad, and have them sign up."

EASE OF USE



DESIGN



CLARITY



VALUE



RACHEL

32 | TRAVEL DEPT. | MILTON KEYNES

"The app is really useful now to get people signed up fast, and then continue their shopping in store. I like how easy it is to walk them through out on screen, and the large buttons make it even easier to progress."

EASE OF USE



DESIGN



CLARITY



VALUE



DOMINIC

40 | STORE MANAGER | WATFORD

"For our customers signing up to My Mothercare, this has been invaluable. It is so easy to use, with visual appeal and on brand. The big buttons make it simple for customers to tap around, and complete the sign up journey. I'm excited for this launch in more stores across the country!"

EASE OF USE



DESIGN



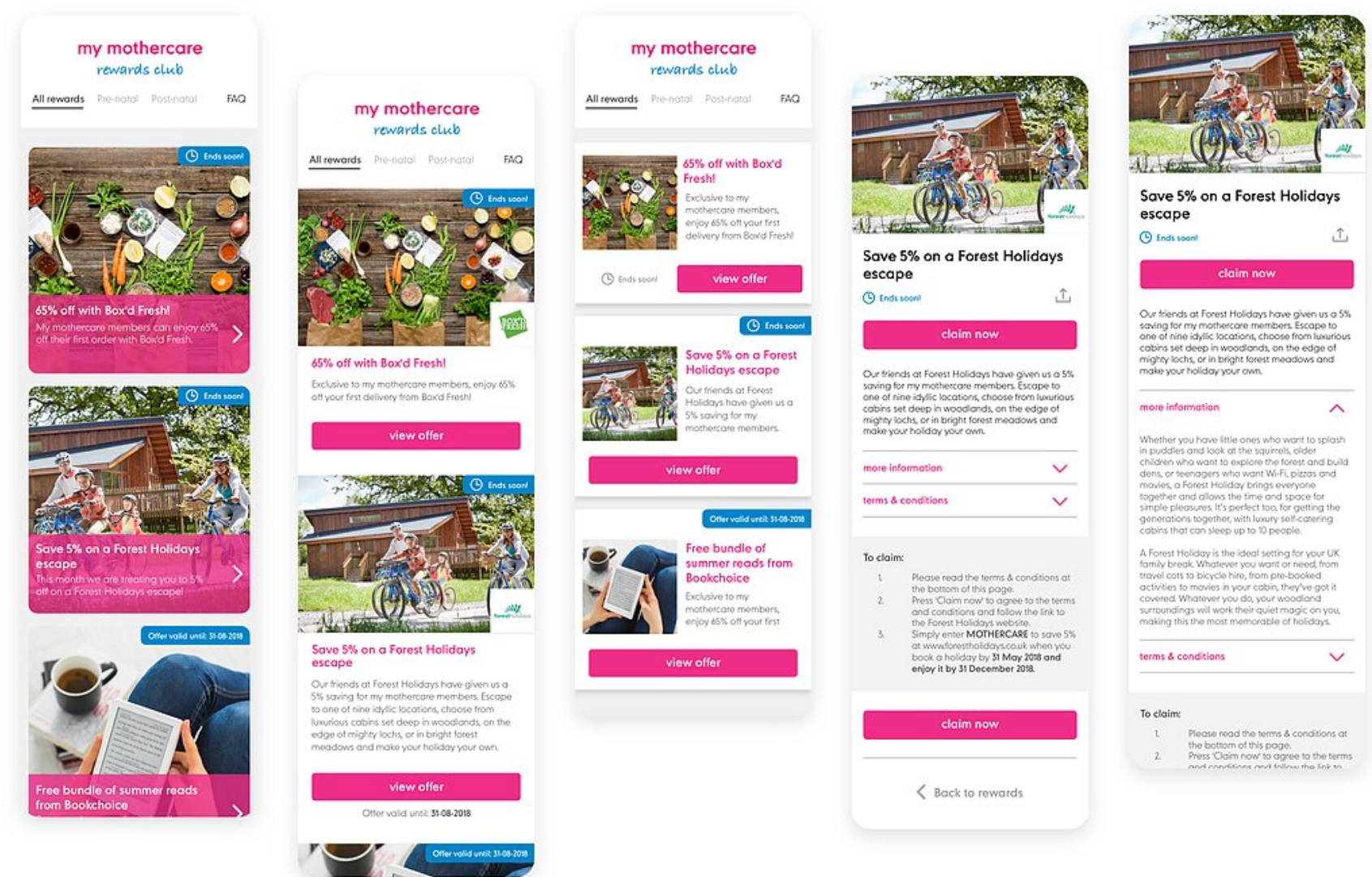
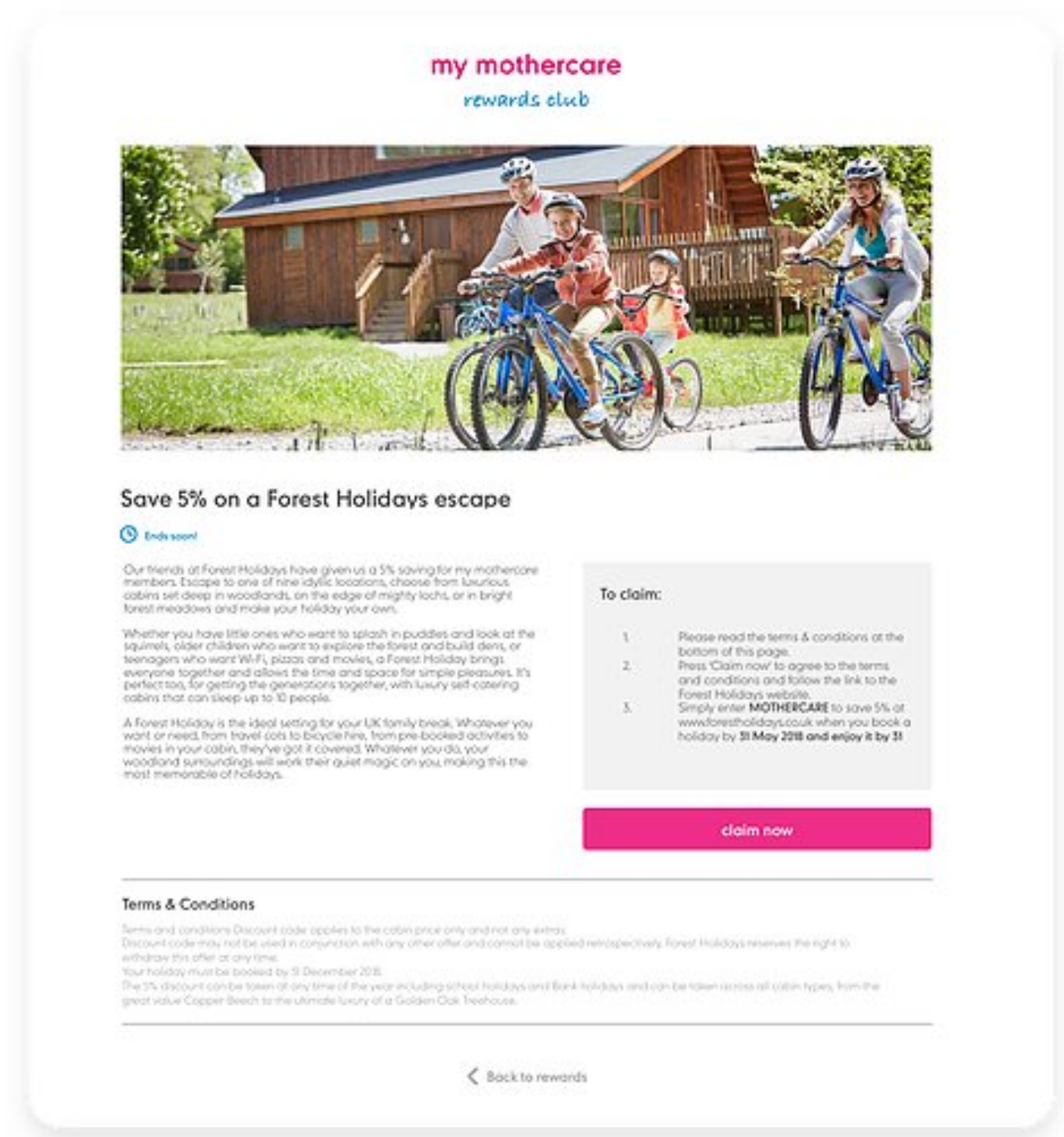
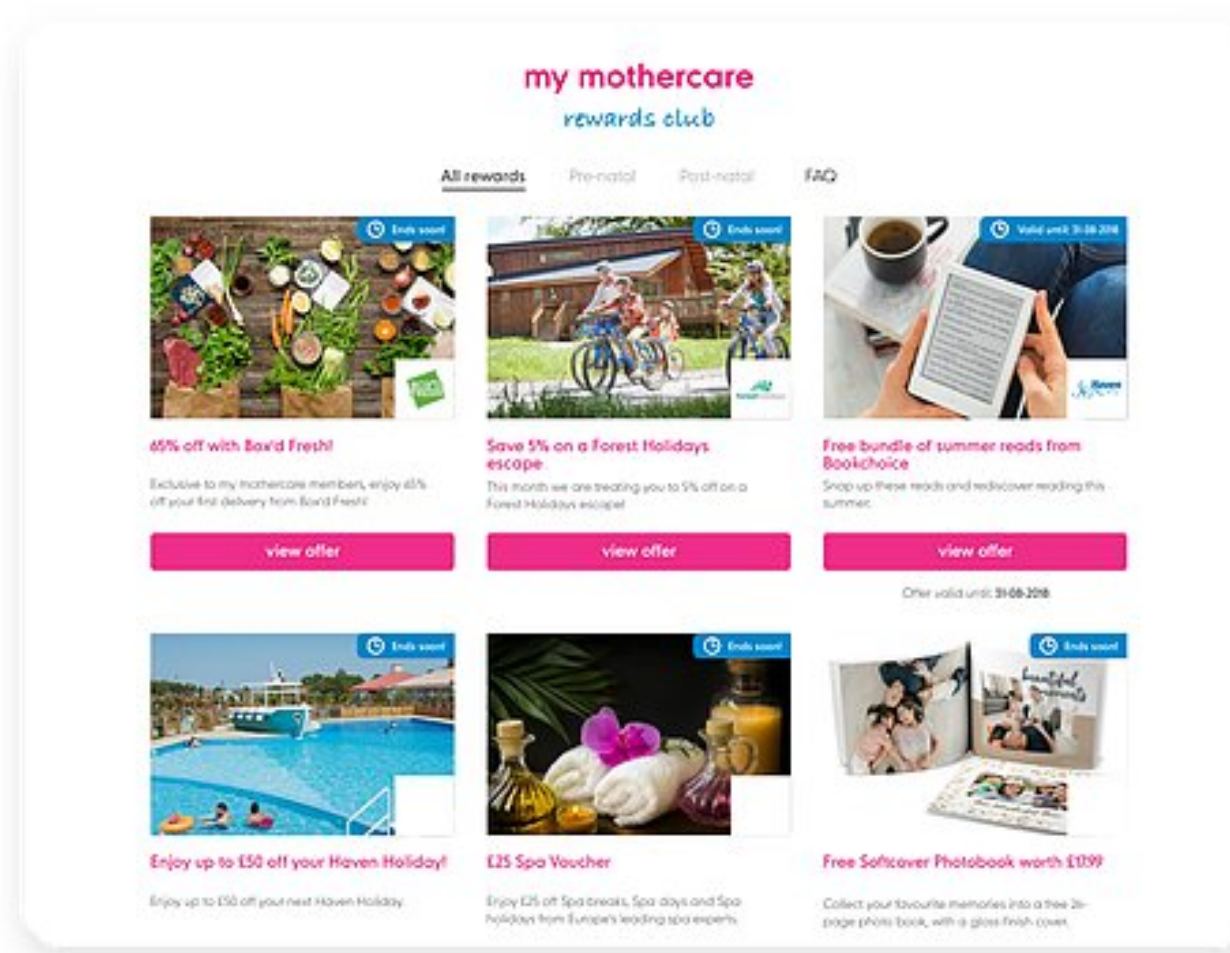
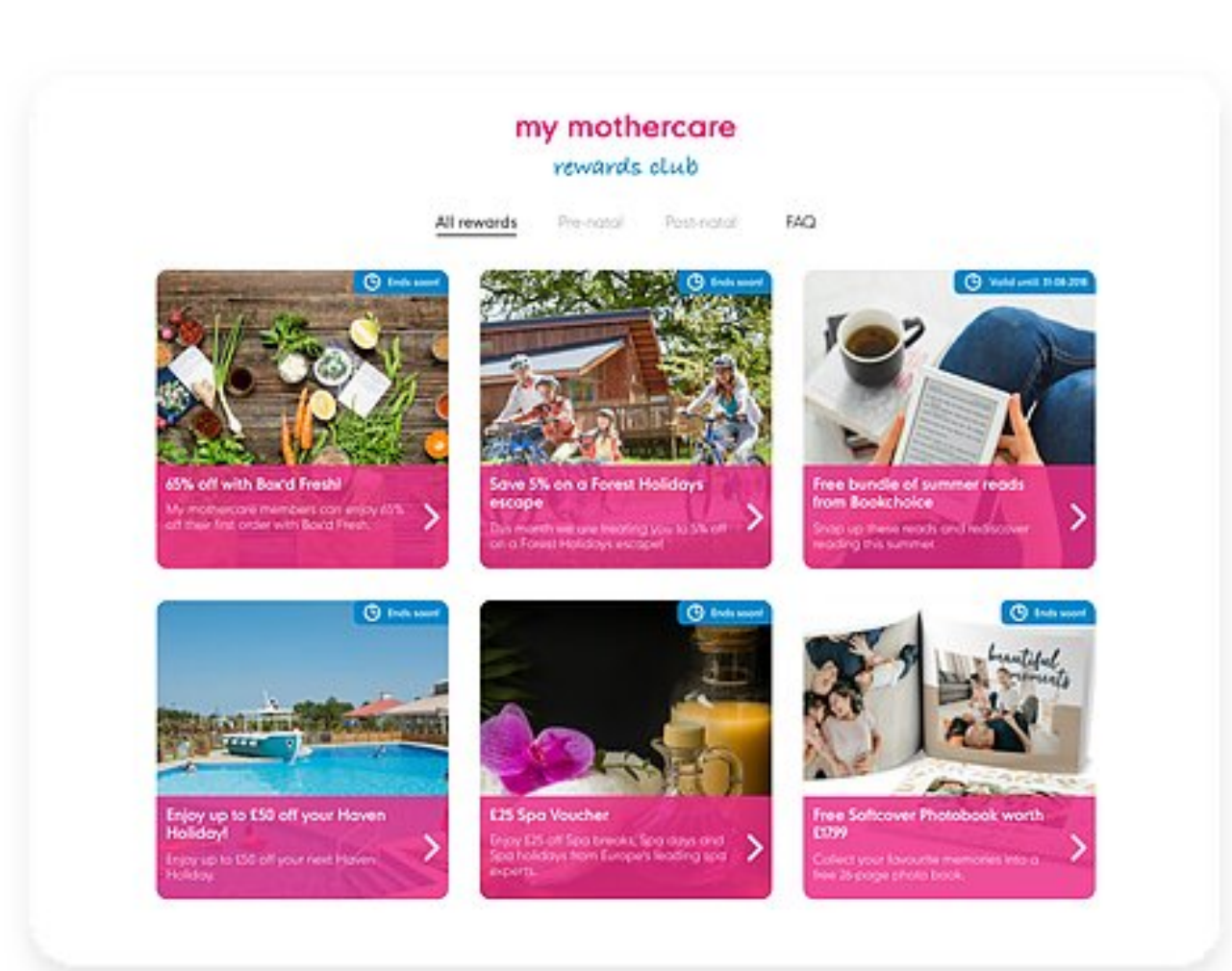
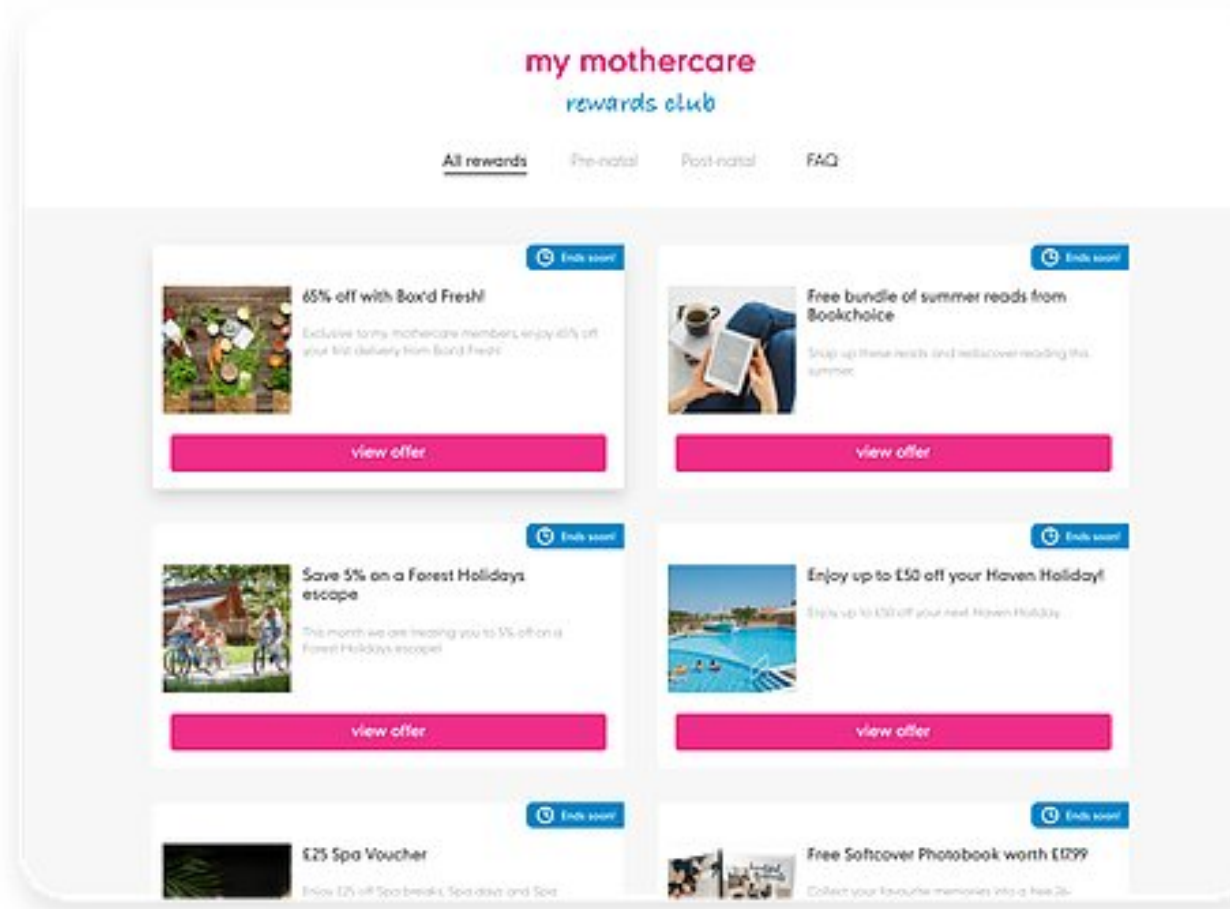
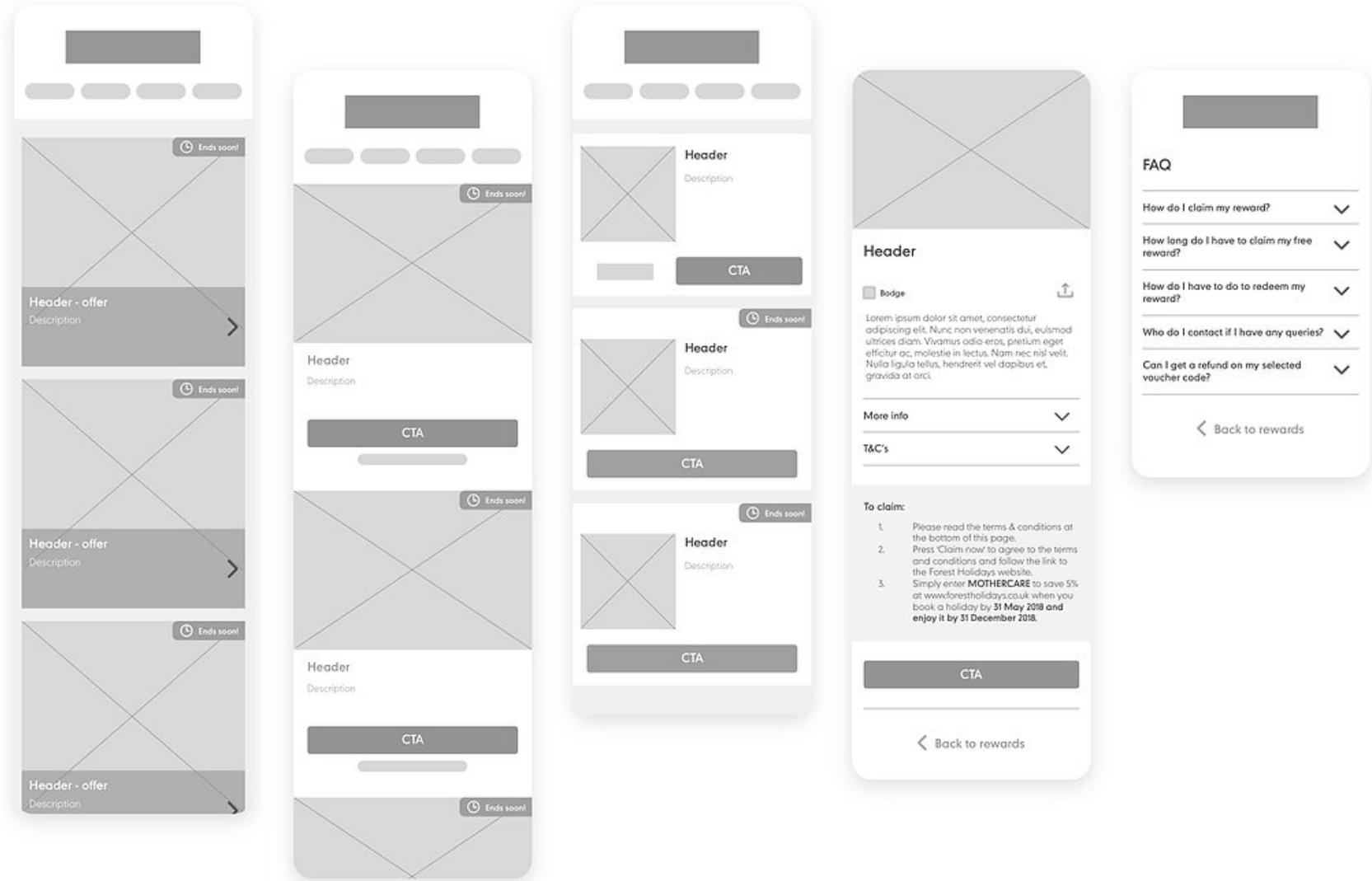
CLARITY



VALUE



MY MOTHERCARE REWARDS



LEARNINGS

The My Mothercare app was really a unique project to work on. I stepped out of my comfort zone from HQ, to meet actual in-store employees at Mothercare stores. I conducted user sessions and interviews with them and customers, to get a clear understanding of the task at hand.

Designing for such a different demographic and persona, was really challenging, because not only parents and store staff would use the app, but grandparents also. So, I had to make it easy and clear. I designed the UI with big buttons and controls to avoid frustration with small components as parents are going through a lot mentally and physically (especially pregnant women). I wanted to avoid too much cognitive overload.

With the rewards pages, again I designed a simple UI, that allows users to view all their rewards and filter them if needed. The UI cards with images really sold the reward in a visual sense – people were interacting more with rewards accompanied with an image.

