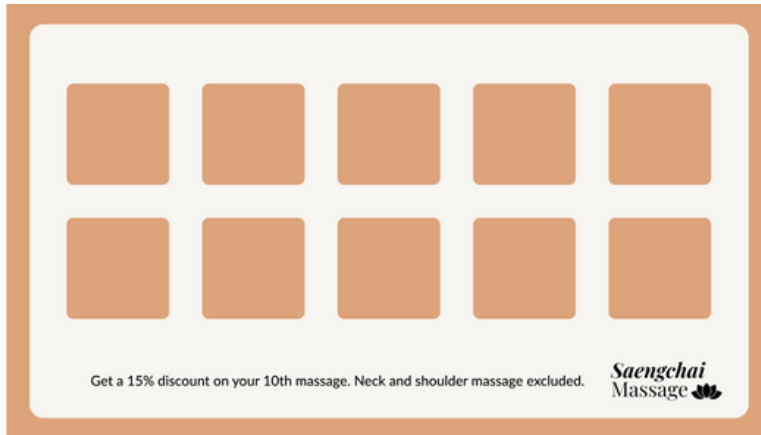


Creative iterations: stamp card

The client requested a stamp card to support customer loyalty. .

V1:



How:

My goal is to make sure the customer gets reminded of their stamp card, since most people forget they have one. To make sure that goal will be achieved I conducted a Think aloud:

- The reward (discount) isn't visible enough to grab your attention.
- The design didn't evoke the desire to use the stamp card.

V2:



Why:

I made the reward more visible by displaying it on the 10th stamp. This not only makes the discount more noticeable, but also encourages customers to complete their stamp card.

V3:



Validate:

While validating V2 the user suggested to add stamps to make the card more realistic. It helped improving the overall vibe of the stamp card.