

Designing and developing a new and sustainable loyalty concept.

Loyalty campaigns are campaigns stores implement with the goal of maintaining and rewarding loyal customer and attracting new customers. These days the topic of sustainability has become more and more important, which leads to customers asking these stores to find more sustainable options. The company BiOBUDDi is a toy company that recently has decided to start developing loyalty campaigns besides developing their own products. Their goal here is to be the company that will help stores by finding a more sustainable option in loyalty campaigns.

Taking all this into account, the aim of the assignment discussed in this report is to design and develop a new concept for a loyalty campaign that is sustainable but still attractive to the users. The campaign has to be attractive to the users to be work and thus be profitable for the store. Before starting the design phase of the assignment, it is important to first fully understand the different aspects of the assignment. Therefore a research plan was set-up. There are three main aspects; the loyalty campaign part, the sustainability part and the user part.

Since I am new to the world of loyalty campaigns it was decided to look into what loyalty campaigns are and its history. To understand what has been done in the past and what makes one successful a competitors analysis was conducted.

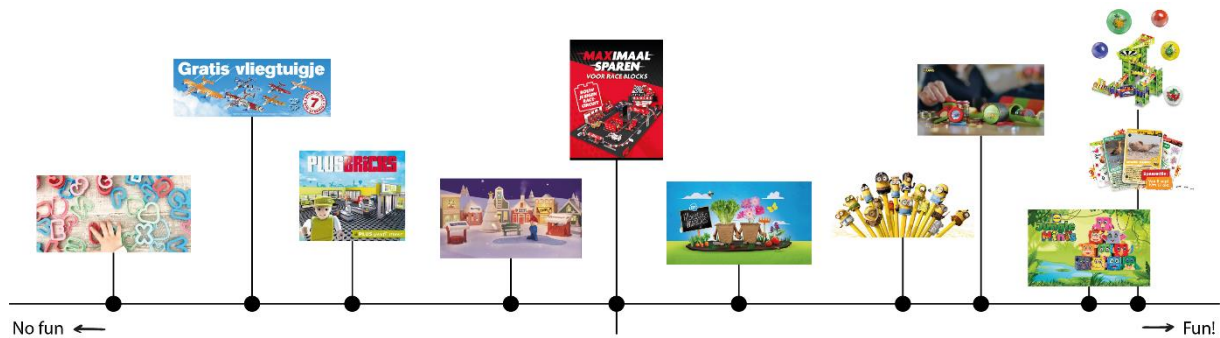


Graph of loyalty campaigns done in the past

During my studies I have heard a lot of the term sustainability and it was made very clear that it nowadays is important to take sustainability into account when designing. Therefore the choice was made to look into sustainability to determine for myself what it actually means and how one can actually design for it. As it was made clear beforehand that the company BiOBUDDi works with its

own developed plastic, plastics and most importantly the different types of plastics were given a closer look.

The last important aspect of the assignment is the user. To get a complete overview, a stakeholder analysis was conducted. From this it was decided to get into contact with parents and caregivers via an online survey and to include children in the design and development process via co-design sessions. In the first co-design session the goal was to understand the wishes of children. The results were that they liked to collect things in general, but especially products that were immediately recognisable, visually attractive and with which one could immediately do something. The children were unable to explain why this were their wishes, therefore some literature research followed.



A graph with the results of the opinion of children on past loyalty campaigns

Having completed all the research the requirements were drawn up and the design phase could be started. Four concept directions were created from these requirements and turned into mood boards. Children were then asked to give their opinion on these concepts in a co-design session. From this one concept was a clear winner and two were definite losers. However, the hypothesis was made that this winning concept was not their favourite concept, they just liked the mood board and the visuals the best.

This hypothesis was checked in the following co-design session. The two remaining concepts were worked out further and presented in new mood boards that were similar in the visual style. The two remaining concepts were that of a castle and that of a game, where the castle concept was the clear winner in the previous session. From this session, the hypothesis turned out to be true and the game concept was chosen as the final one.

As a game has many elements to it there was a lot to do during the development phase of this assignment. The most important aspects of the development was to make sure the sustainability part was still being taken into account and to especially find a way to incorporate elements that made the user aware of the environment and sustainability and elements that would encourage the user to think of reusing parts of the product. As was found in the previous co-design sessions, children find images and graphics very important. That is why the co-design session in this phase mostly focussed on the graphics. The children were tasked with choosing the ones that looked the best, but also the ones that were the best for their function in the game. As it has to look good, but also be clear and work logistically.

Eventually the end result is an innovative concept for a loyalty campaign that is sustainable in terms of material use, making the user aware and supporting reusability, but also attractive to its users as children were involved in the design process.

This product was tested and evaluated by testing session with both a group of adults and two groups of children and by conducting a requirement analysis. Both tests were positive.

Unfortunately there is a N.D.A. at play in this assignment, therefore I am not able to show the final result. However, the final result may be found in the supermarket one day.