Interactive media design: Stamp card

Why?

The client asked me to make a stamp card to get returning clients. However, most of the time people tend to forget they have one or stop using it if it doesn't seem valuable. I wanted to find out how to make a stamp card that feels worth using.

How?

I did a think aloud with the target audience and asked them to share their first impressions and their honest opinions while looking at the card. This will help me find out where to improve or not.

What?

The main insight was that the discount/reward wasn't visible enough and what they would gain while using it, so:

- I made the discount more prominent to motivate them using a larger font and better layout. I purposely chose to place it as the 10th stamp, so they would be more motivated to get to the 10th stamp.
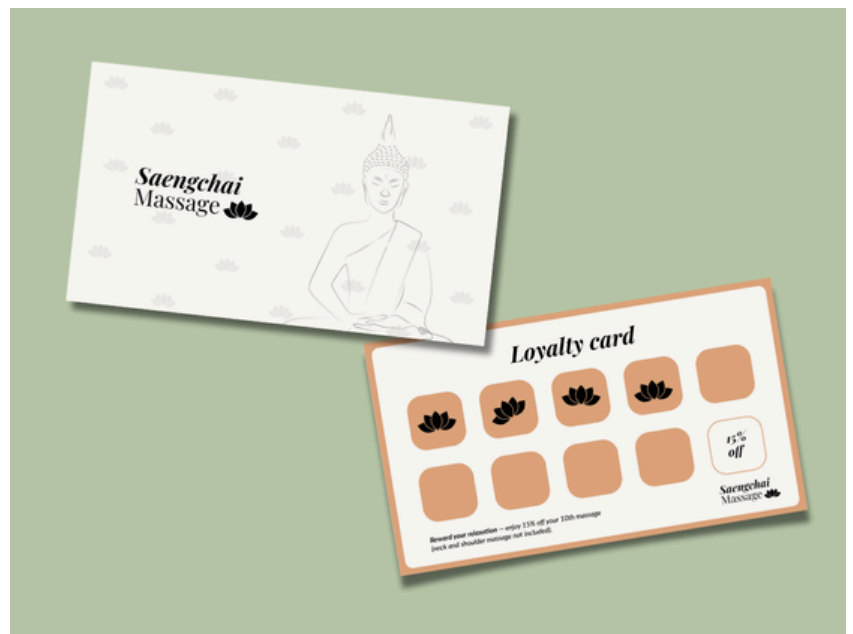
So?

Because of this test I was able to test and validate my design choices. The feedback taught me that a stamp card should highlight the value it offers to motivate your customers. This is a valuable insight I will use for future products if I need to motivate them to take action.