

# Stamp cart test

## Why am I doing this?

The client asked me to make a stamp card to increase loyalty and returning customers. However a stamp card is something people tend to forget often or will stop looking at it. It sits in their wallet without a purpose. So I want to find out what I can do to make sure this won't happen.

***“How can the visual design of the stamp card motivate customers to use it frequently and return to the salon?”***

## How am I doing this?

I showed my stamp card to the target audience and asked them to perform a **Think Aloud**. I asked them to share their first impression and opinion with me, whether it's positive or not.

## What did I find out?

- The reward/discount was not visible enough and didn't excite or intrigue them to use the stamp card.
- Seeing the card should immediately think of what they can get out of it, a discount.

## So?

A think aloud is important for a media outing like a stamp card. First impressions are important. If the card does not convey a certain need to use it, they will forget it and stop using it. The insights from this test will help me to give the stamp card more meaning and excitement for the customers to use it.