DECATHLON

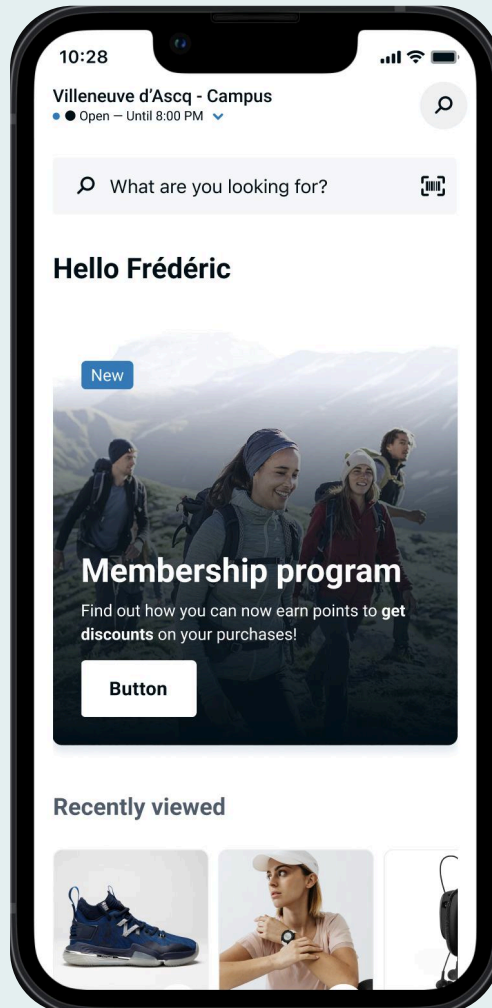# Designing Decathlon's Global Loyalty Program MVP

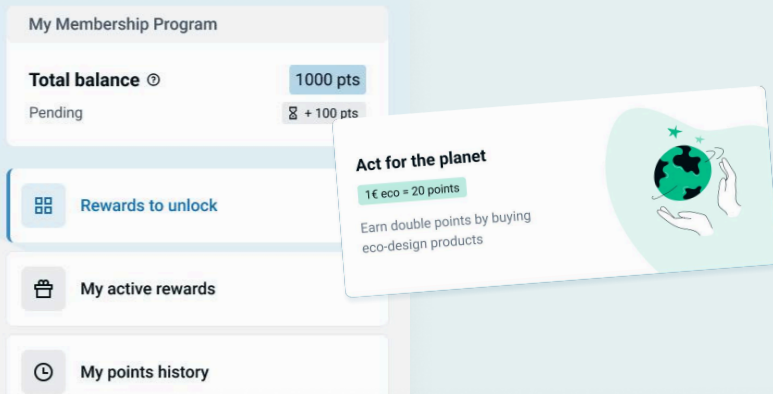MVP   Features creation   Design System   App & Web responsive
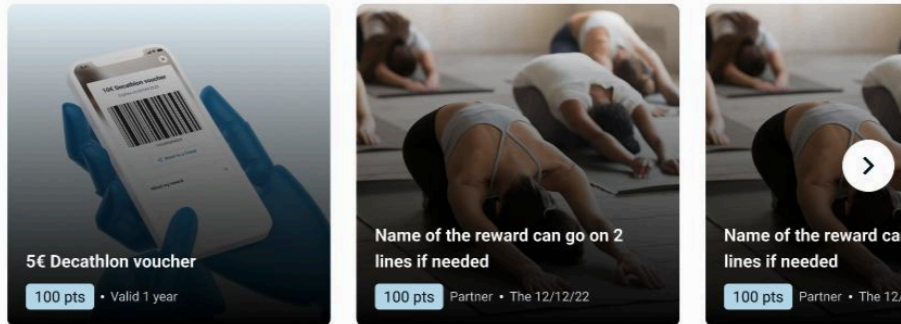
10 months (2022)

Contexte

With over 2,000 stores worldwide, Decathlon aimed to launch its **first membership program**, a unified experience across **app**, **web** and **desktop**, built on the **Vitamin Design System**.

Within a team of 5 designers, we worked on the **MVP** and **future evolutions** to ensure scalability across countries with different maturity levels.
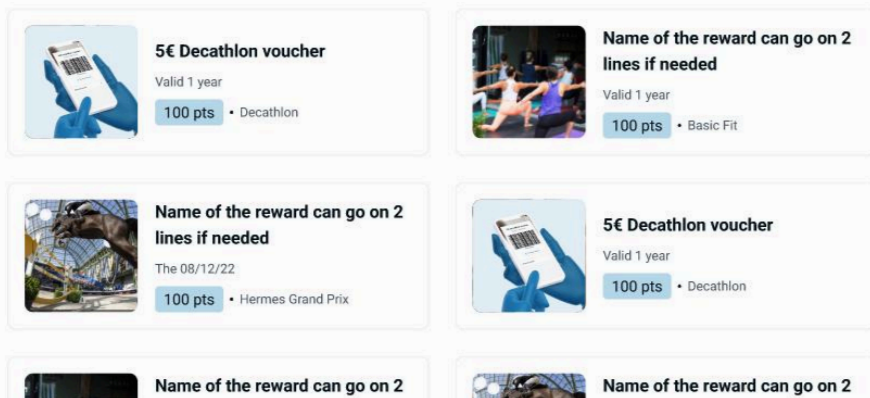
My role

— **Designing** and **testing** the end-to-end user experience for the membership

— **Shaped scalable visions** for the product

— **Structuring design workflows** and **versioning** for multiple countries

— Created **scalable components** integrated into the **Vitamin Design System**

Team of 5 designers (2 Product Designers, 2 UX Designers, 1 Design Facilitator)
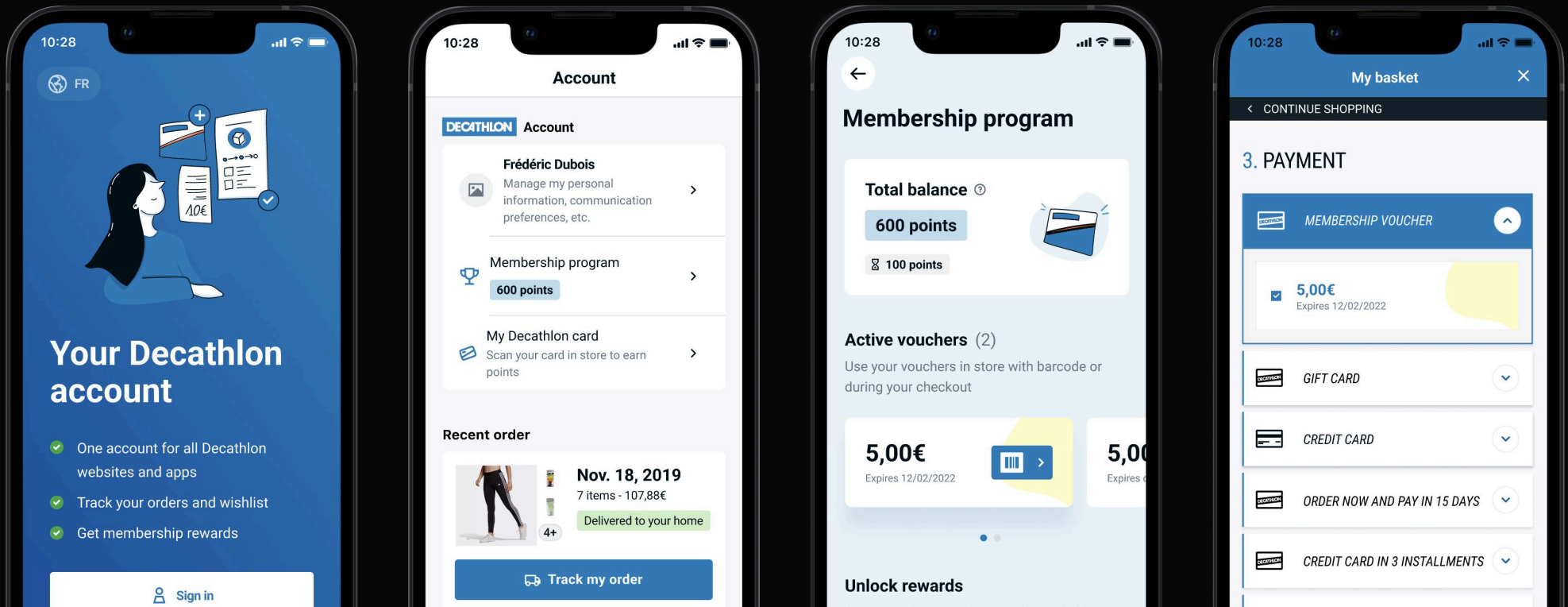
Define &
Design

Research and structure across all touchpoints

After some research, we identified **where** and **how** to integrate membership across **different products**.

→ The membership had to be displayed across several products (running app, health app, e-commerce, in-store) and managed from the e-commerce platform.
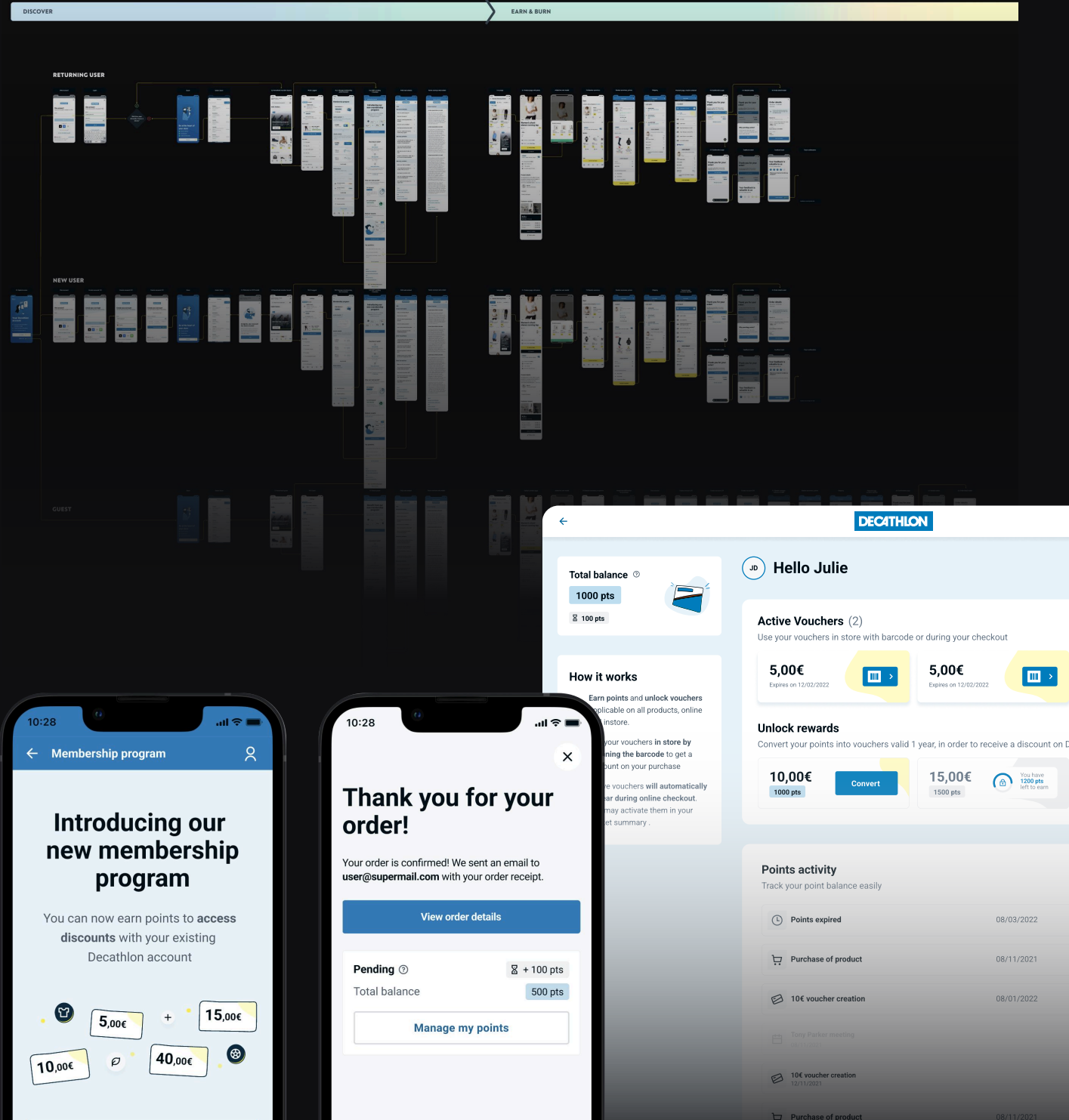
Create the first draft

— Designed the MVP during **sprints** to validate key flows quickly

— **Collaborated** with other countries who had built early MVPs to align on a **shared vision**

— Conducted **user tests** to validate the first ideas

— **Iterate** on wording, layout and components

DISCOVER | EARN & BURN

RETURNING USER

NEW USER

GUEST

DECATHLON

Total balance
1000 pts
100 pts

How it works

Earn points and unlock vouchers applicable on all products, online instore.

your vouchers in store by ning the barcode to get a nt on your purchase

vouchers will automatically during online checkout. may activate them in your t summary

Hello Julie

Active Vouchers (2)
Use your vouchers in store with barcode or during your checkout

5,00€
Expires on 12/02/2022

5,00€
Expires on 12/02/2022

Unlock rewards
Convert your points into vouchers valid 1 year, in order to receive a discount on De

10,00€
1000 pts
Convert

15,00€
1500 pts
You have
1200 pts
left to earn

Points activity
Track your point balance easily

Points expired   08/03/2022

Purchase of product   08/11/2021

10€ voucher creation   08/01/2022

10€ voucher creation

Purchase of product

10:28
Membership program

Introducing our new membership program

You can now earn points to **access discounts** with your existing Decathlon account

5,00€ + 15,00€

10,00€ 40,00€

10:28

Thank you for your order!

Your order is confirmed! We sent an email to user@supermail.com with your order receipt.

View order details

Pending   + 100 pts

Total balance   500 pts
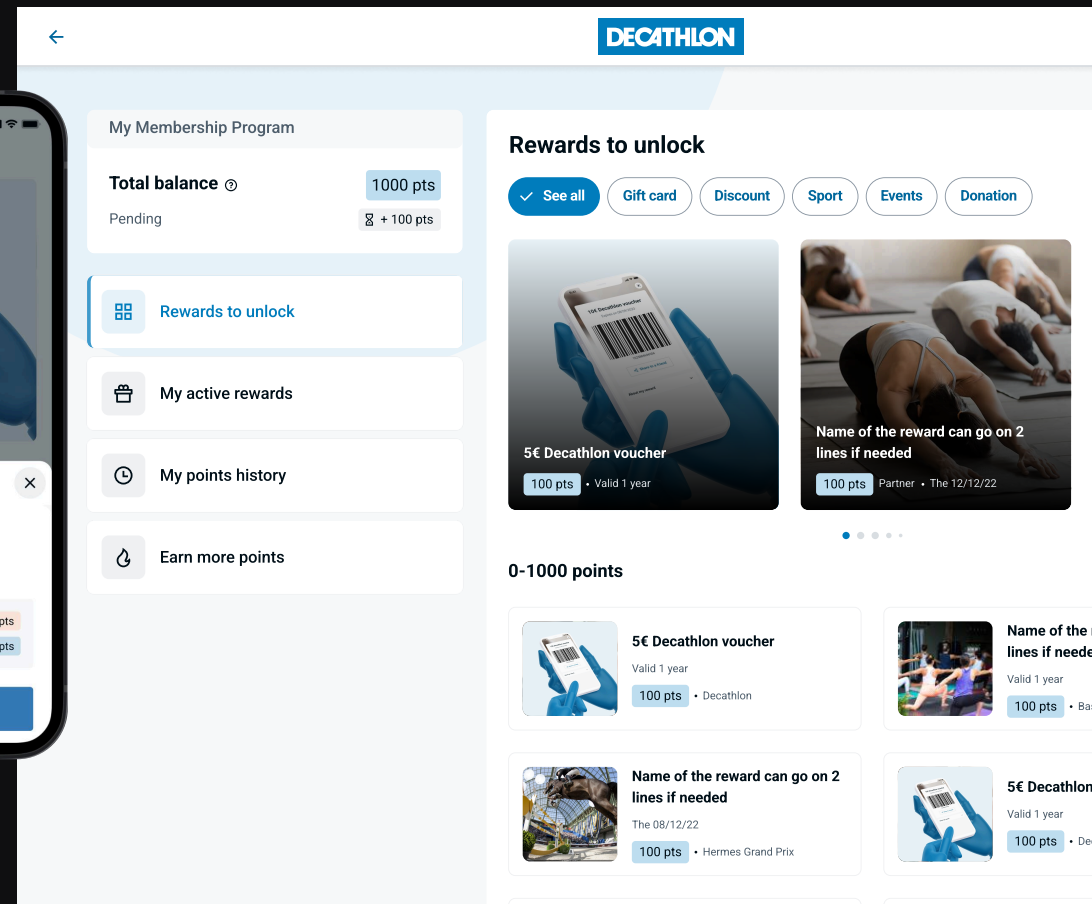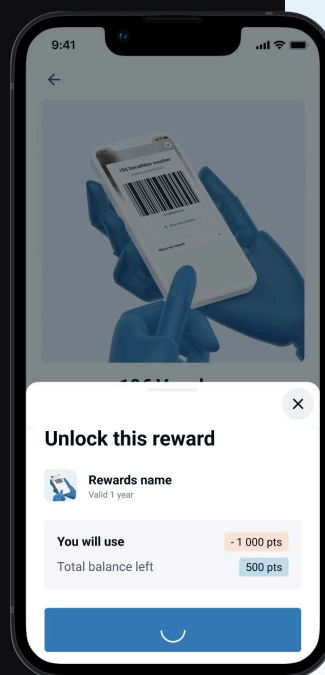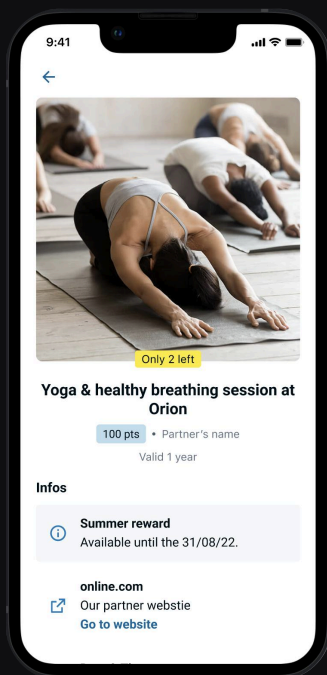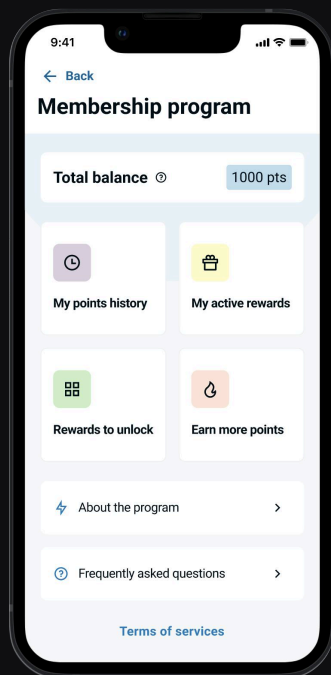
Manage my points

Shape a vision

Based on the MVP, we imagined a vision V1 and V1+ to **scale the concept** for the future and for the countries that already have a membership in place

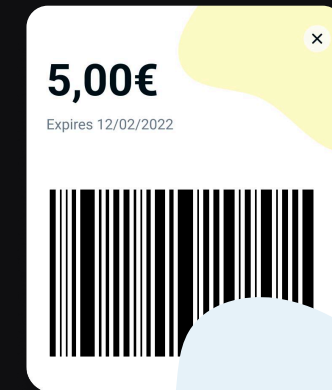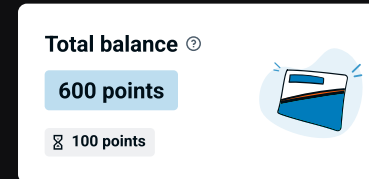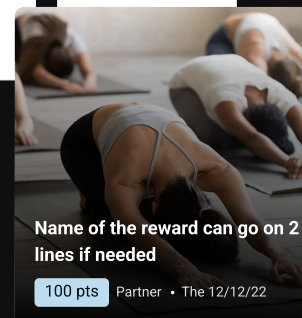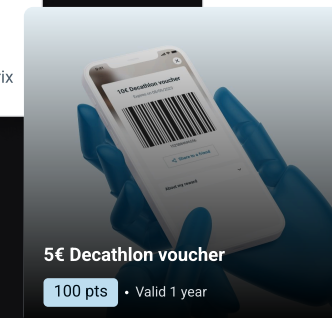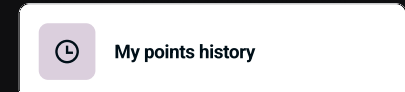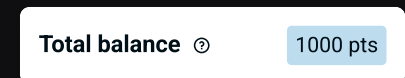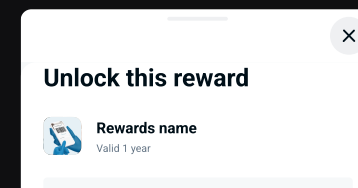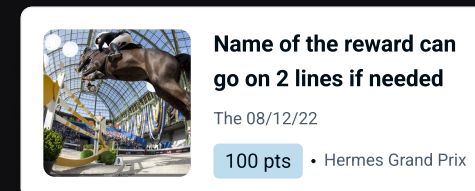→ We introduced **new features** to earn and use points

Establish
a visual identity

— Defined the **visual identity** of the membership and vouchers based on Decathlon's brand

— Balanced **speed and consistency** to deliver a consistent identity across the ecosystem

— **Improved and scale the UI** with pictures for the V1 and V1+

— Created **prototypes in different languages** for user testing

MVP

5,00€
Convert
500 pts

5,00€
Expires 12/02/2022

Total balance ⑦
600 points
⏳ 100 points

5,00€ **Activate**

10,00€ 🔒 400 pts left to earn

15,00€ 🔒 1400 pts left to earn

V1

5€ Decathlon voucher
Valid 1 year
100 pts • Decathlon

Total balance ⑦ 1000 pts

🕐 My points history

Name of the reward can go on 2 lines if needed
The 08/12/22
100 pts • Hermes Grand Prix

5€ Decathlon voucher
100 pts • Valid 1 year

Name of the reward can go on 2 lines if needed
100 pts • Partner • The 12/12/22

Unlock this reward
Rewards name
Valid 1 year

Design System
& Ops

Scale & Deliver
across countries

— **Built and documented components** for an integration on the Vitamin Design System (buttons, cards, vouchers…)

— Worked with the **Design System team** to ensure consistency

— **Scaled components** to easily **jump from MVP to V1**

— Ensured a **seamless implementatio**n with several tech teams through regular QA sessions and meetings

Membership components

Vitamin Design system

Cross countries implementation

MVP | V1 | V1+
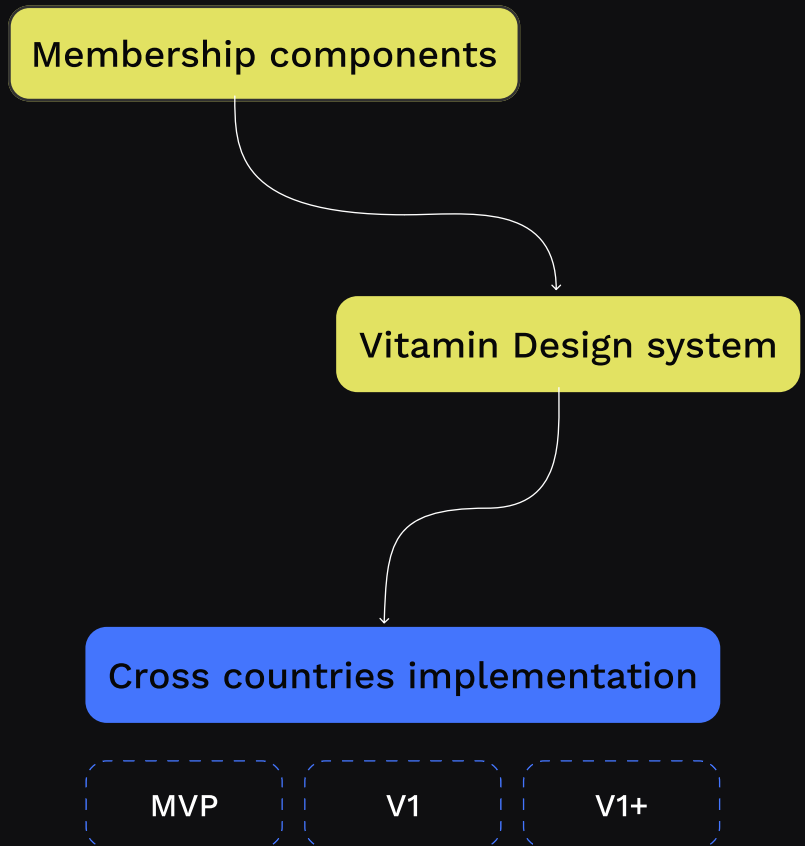
Versioning delivery for cross-country implementation

— Implemented **branching** and **versioning** in Figma for the MVP, V1, and V1+

— Mapped **end-to-end flows** and **specs** for screens to support the implementation for application, mobile and desktop

— **Organized the Figma structure** for cross-product and cross-version delivery, with dedicated WIP and delivery files
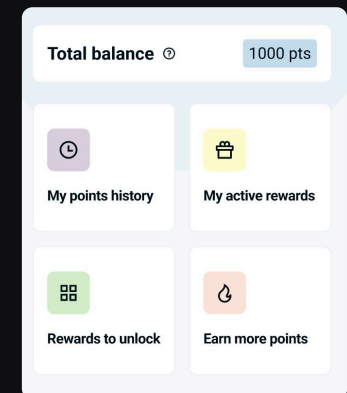
MVP
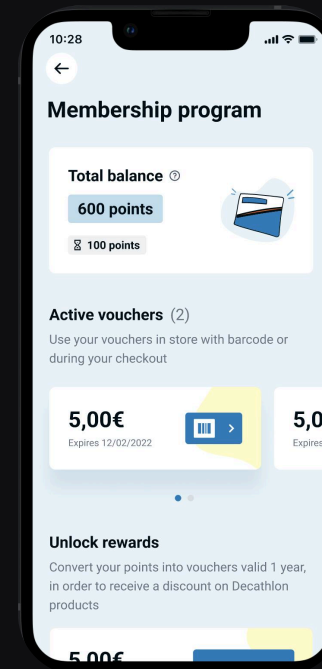
V1
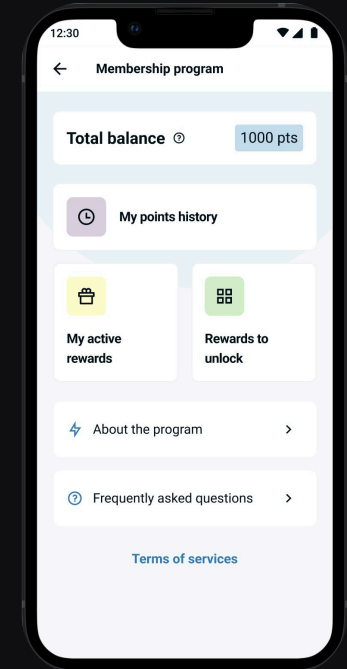
V1 +

Results
& learnings

— An MVP **ready for testing**, and a vision to guide the roadmap

— **One unified membership experience** across app, web, and in-store

— **Scalable components** integrated into the Vitamin Design System

Thanks to everyone I worked
with on this project

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