

Overhauling how Shipt does Retailer Loyalty Programs.

A series of thoughtful, incremental updates that come together to drive meaningful impact.

Introduction

Context

Although Shipt allowed members to connect their retailer loyalty programs to their Shipt account, this feature was **hidden** and not easy to find. We **weren't doing enough to inform** members of the feature.

Observation

Data and qualitative feedback showed that when members linked their loyalty accounts, they saved more, ordered more frequently, and expressed higher satisfaction – but the experience to do so wasn't easy or obvious.

Opportunity

This presented a clear opportunity to invest in loyalty – because doing it well could increase retention, AOV, strengthen retailer partnerships, and make Shipt's value proposition stickier for members.

Context

Retailer Loyalty Benefits provide actual and perceived value that customers expect; however adoption is low.

76%

of non-Shipt users cite cost as the one of the top two reasons they do not use delivery services.

Source - Barriers to Grocery Delivery, Jan 2025

41%

of Habituated Shipt members call out Loyalty Rewards as a key driver of value.

Source - Habituation Survey, Feb 2024

55%

of orders from retailers with loyalty linking include a loyalty profile, leaving a large portion untapped.

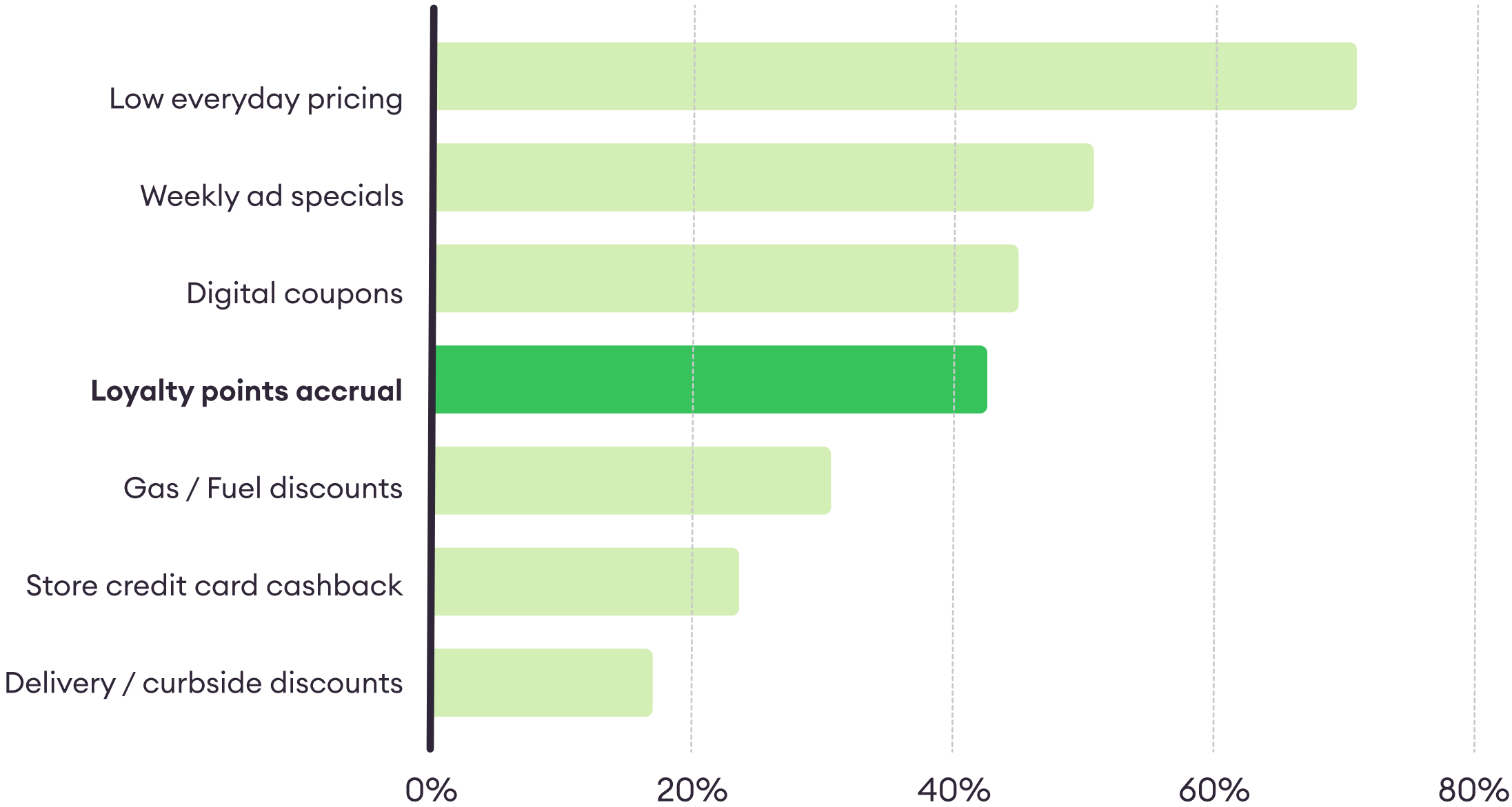
Source - Loyalty Stats as of 3/14/24

33%

of customers placed an order with a linked loyalty profile.

Source - Loyalty Stats as of 3/14/24

Among all grocery customers, loyalty programs remain a key differentiator when choosing where to shop.



Opportunity: Designing for Habit

- ✓ Editing rewards accounts was the 2nd strongest digital behavior tied to habituation.
- ✓ Loyalty wasn’t just a perk feature – it was a repeat-purchase lever.

Hypothesis

If we increased visibility and contextual relevance of loyalty benefits, we could drive enrollment and repeat spend.

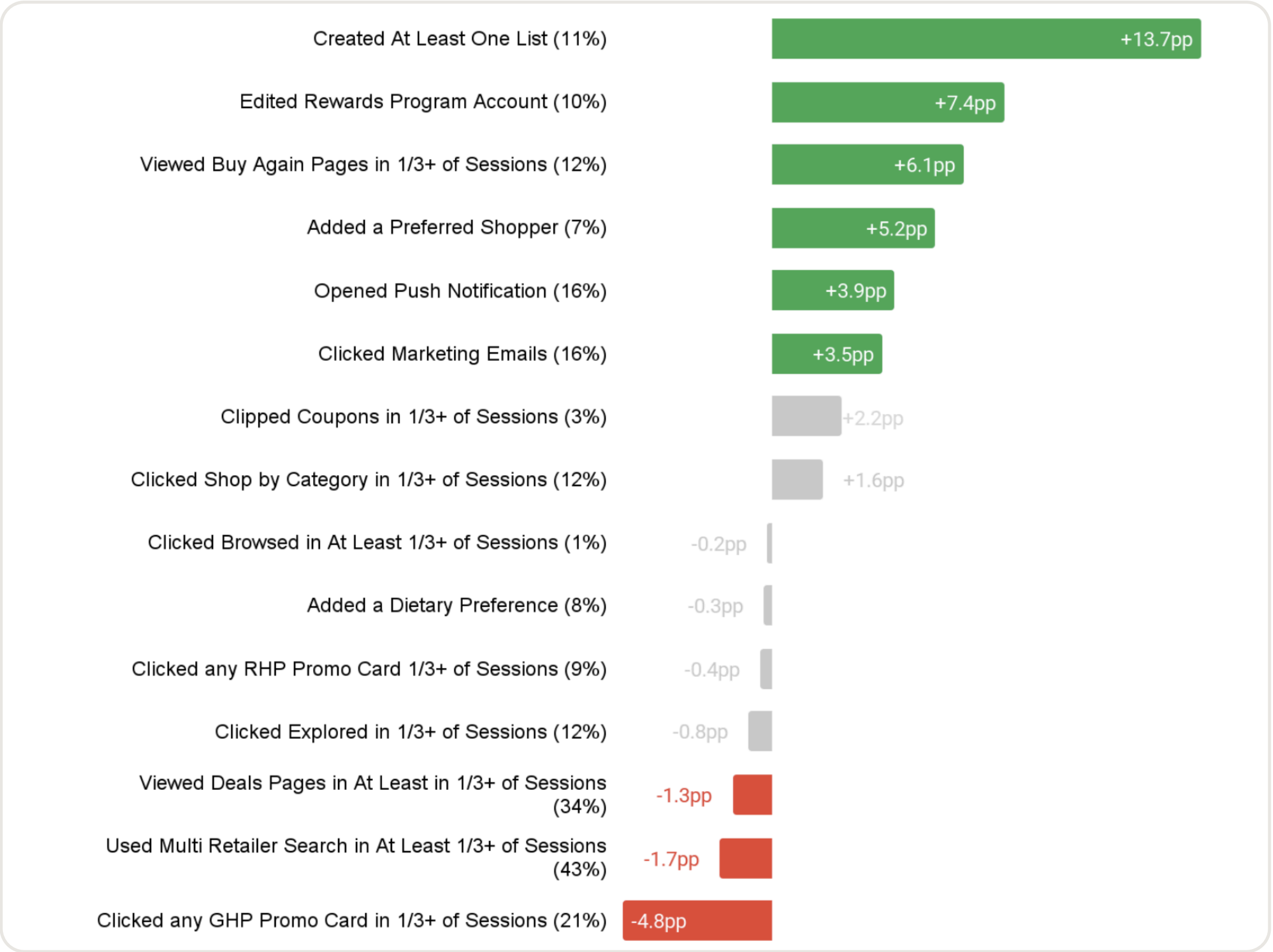


Chart: What digital engagement behaviors drive habituation?

STATUS QUO

Our existing Loyalty Program Ecosystem was lacking. We didn't meet the user where they were...

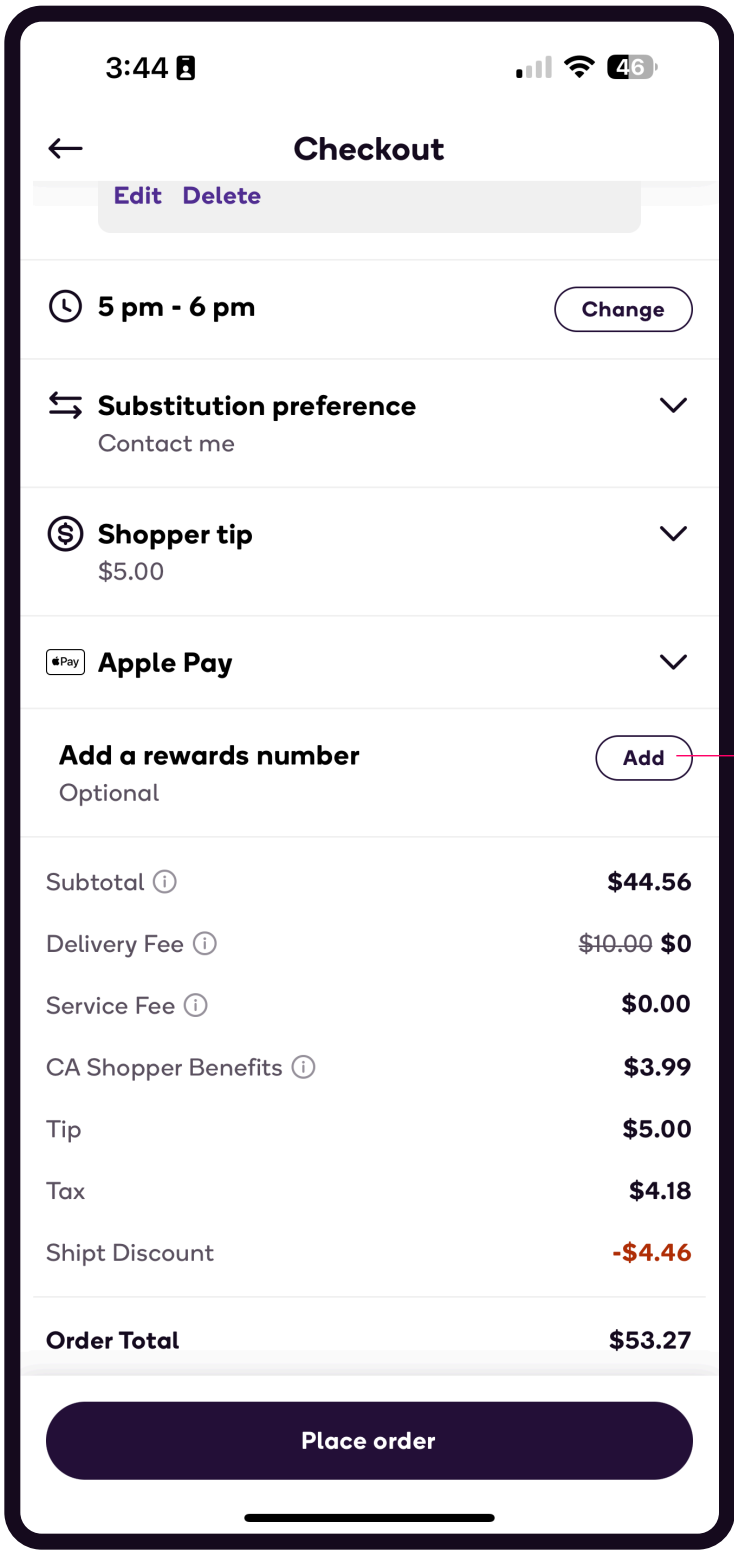
User enters Shipt

User choose a Retailer

User builds a Cart

**User places
their Order**

Only one callout at the end of their shopping journey



Members see this callout to add a rewards number during checkout

- They don’t know why they should add a rewards number.

User enters Shipt

User choose a Retailer

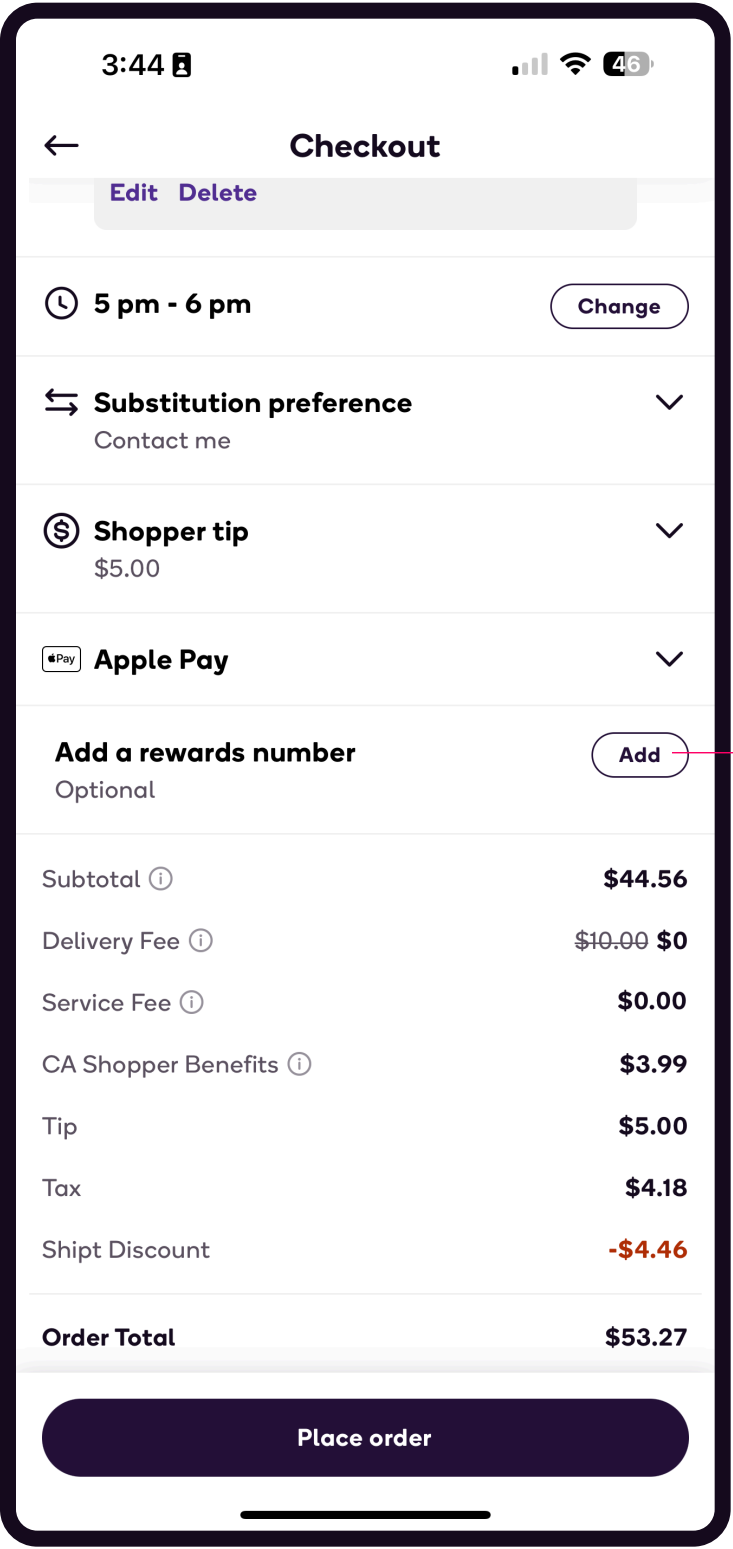
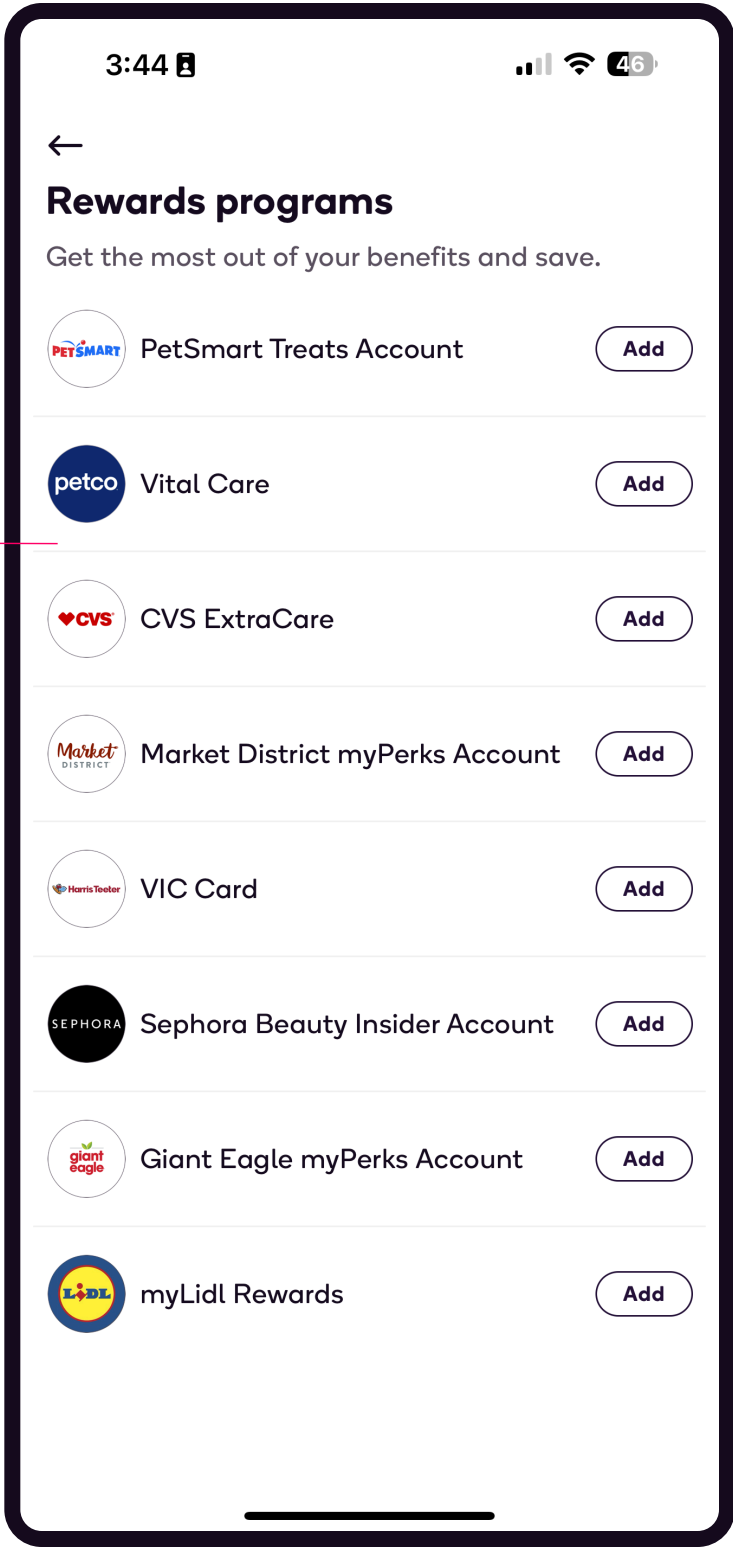
User builds a Cart

User places their Order

And another in Account.

Members could access this page from their ‘Account’

- This page is hidden in account.
- Users are not able to find out more about these rewards programs.



Members see this callout to add a rewards number during checkout

- They don’t know why they should add a rewards number.

A holistic loyalty program ecosystem lets members do three things...

Loyalty benefit accrual

Letting members link their loyalty cards with their Shipt account, and let them accrue these benefits

Immediate savings

Provide real-time markdowns and order discounts to members who have their rewards card linked

Loyalty benefit redemption

Let members use the benefits they have accrued towards their order

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Competitive Analysis

			
Loyalty benefit accrual Letting members link their loyalty cards with their Shipt account, and lets them accrue these benefits	✓	✓	✓
Immediate savings Provide real-time markdowns and order discounts to members who have their rewards card linked	✓	✓	✗
Loyalty benefit redemption Let members use the benefits they have accrued towards their order	✗	✗	✗

Design hypothesis

If Loyalty Benefits are:

- 1.**

Visible at the moment of intent,
- 2.**

Contextual to where the member is in their shopping journey, and
- 3.**

Reinforced with clear benefits of linking.

Then we increase:

- 1.**

Loyalty Program Enrollment
- 2.**

Average Order Value

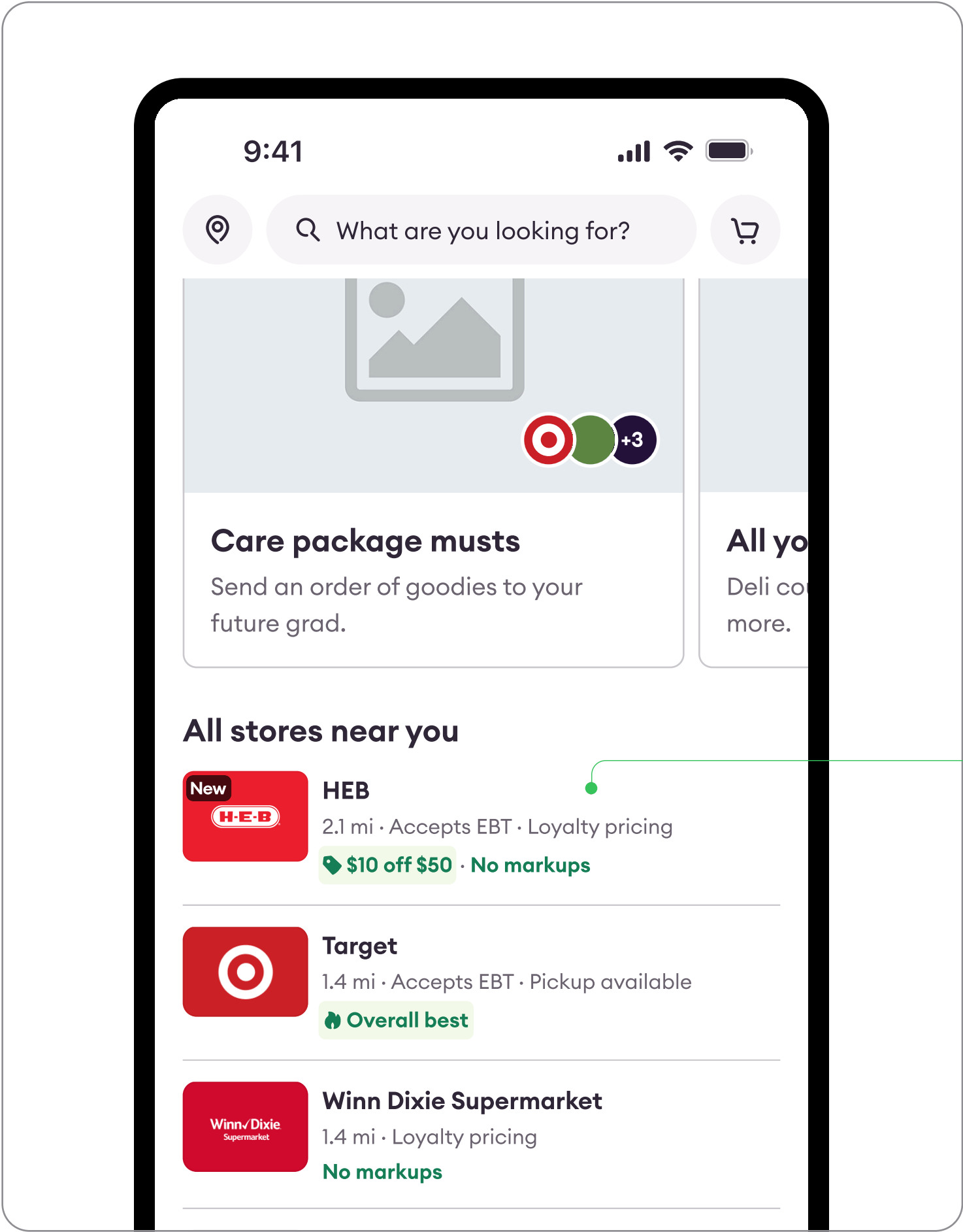
Design explorations

Part 1

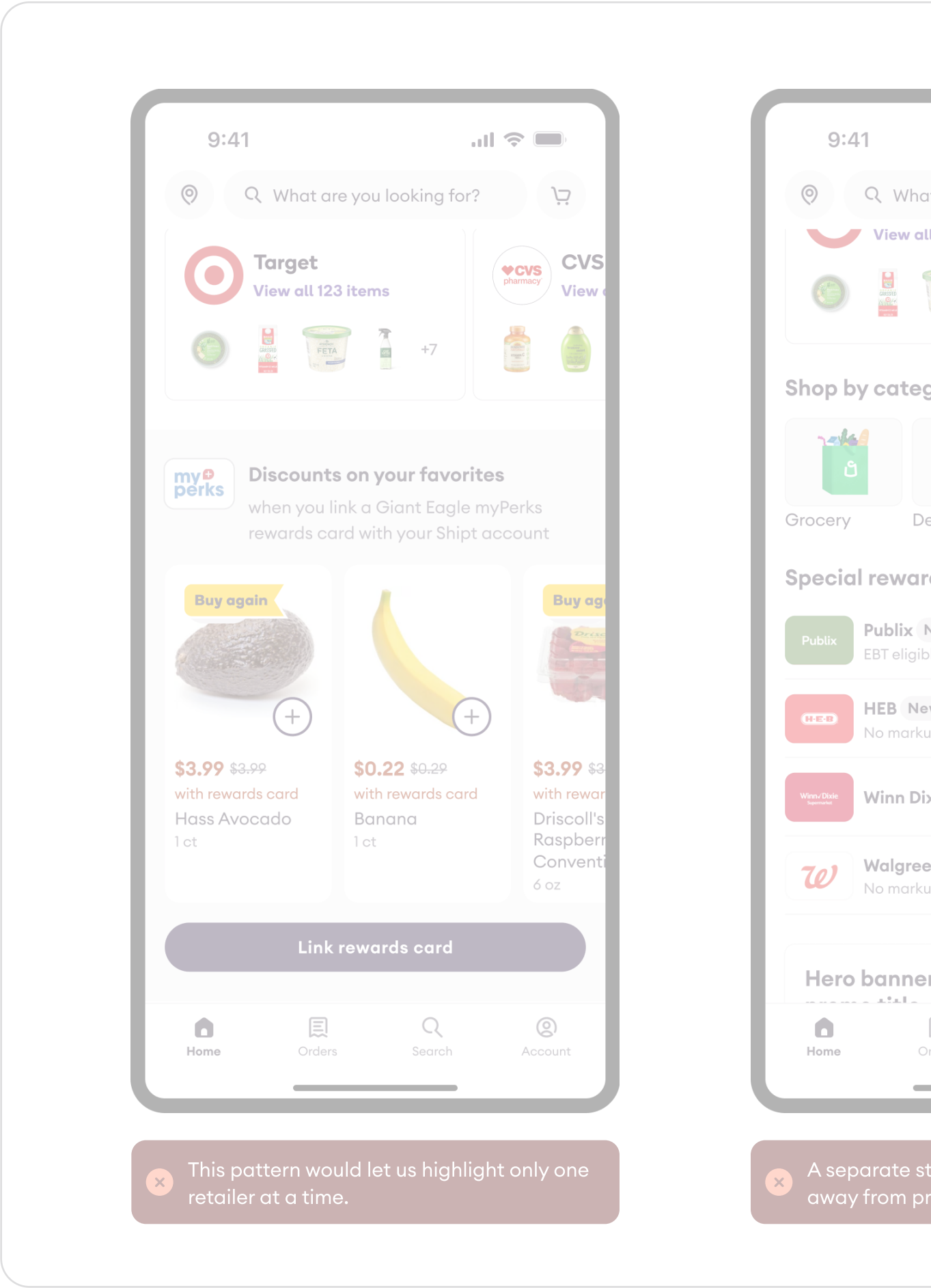
When users enter Shipt

Helping members choose where to shop

An internal study told us that loyalty programs remain a key differentiator when choosing where to shop.

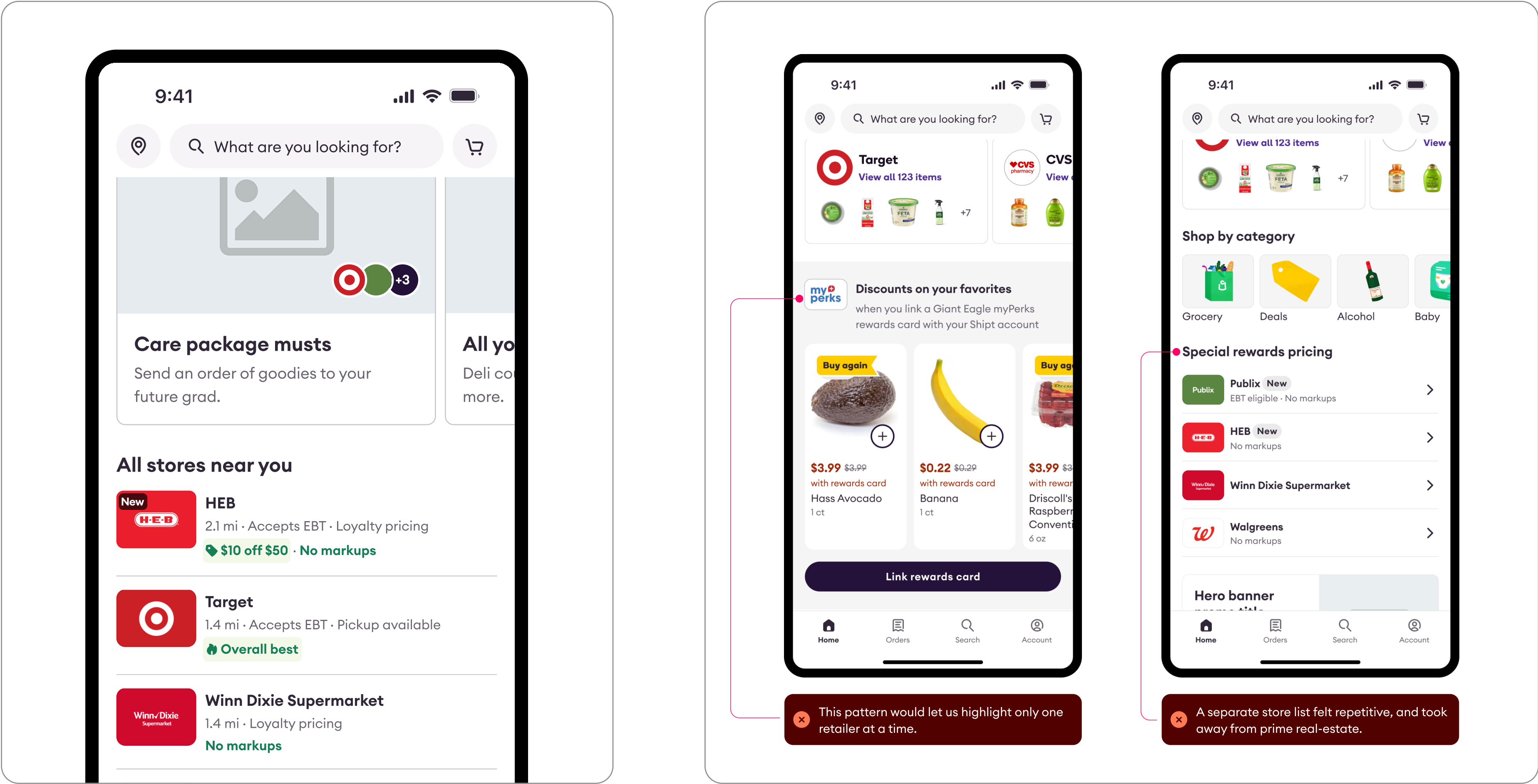


Retailers that offer reduced pricing are attributed as such.



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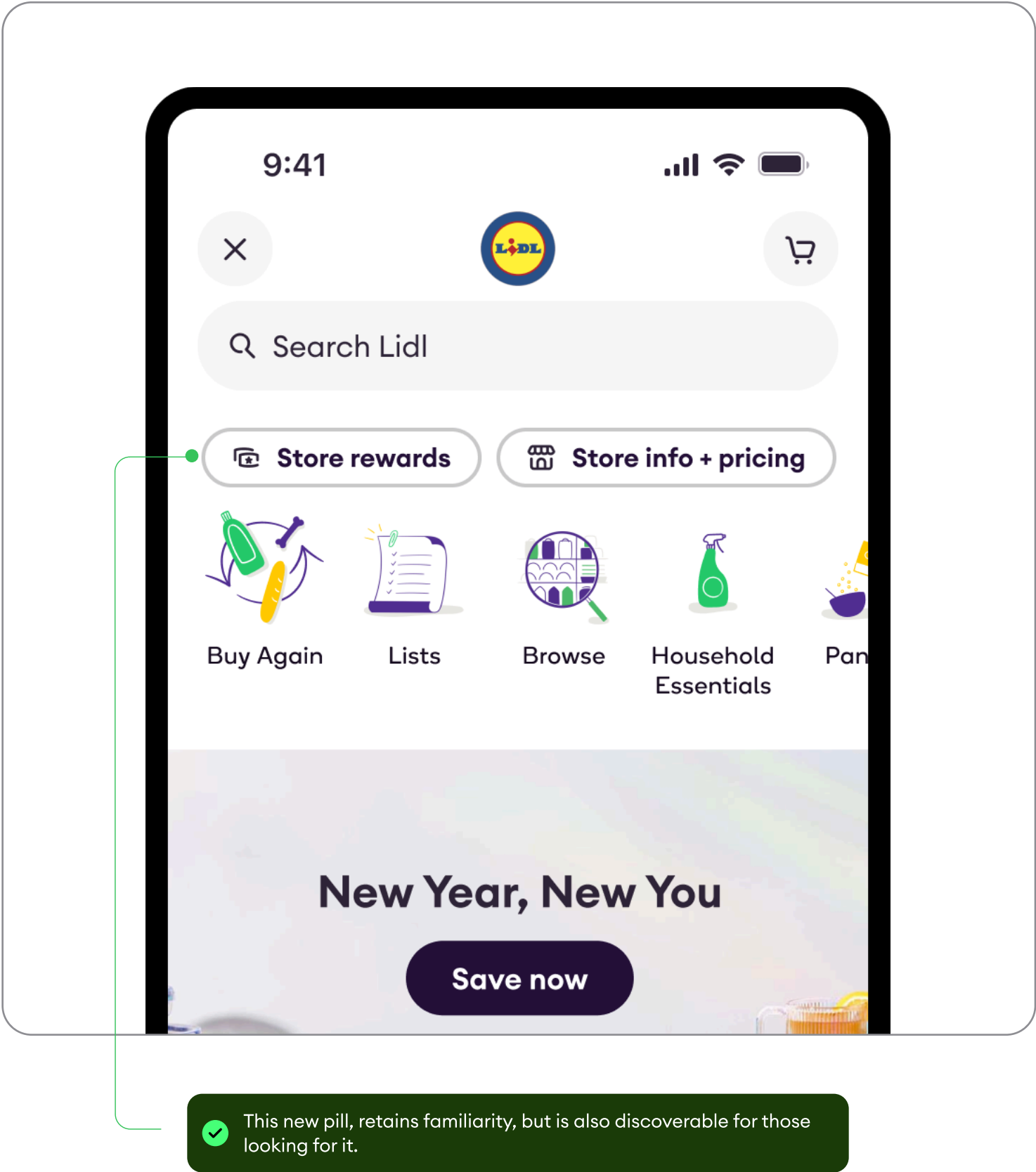


Part 2

When users enter a Retailer

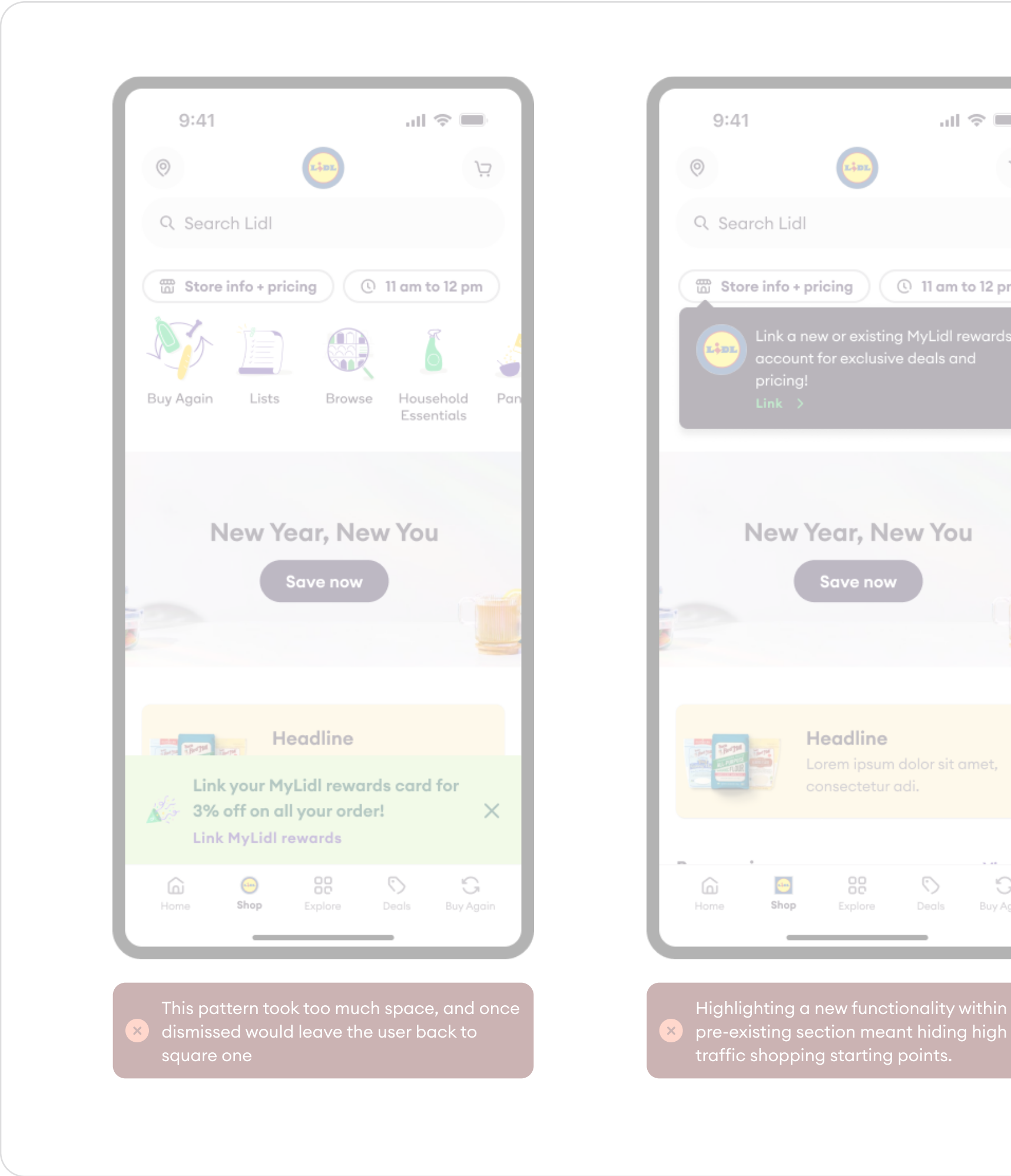
How did we make this feature more visible?

A new entry point on the Retailer Homepage



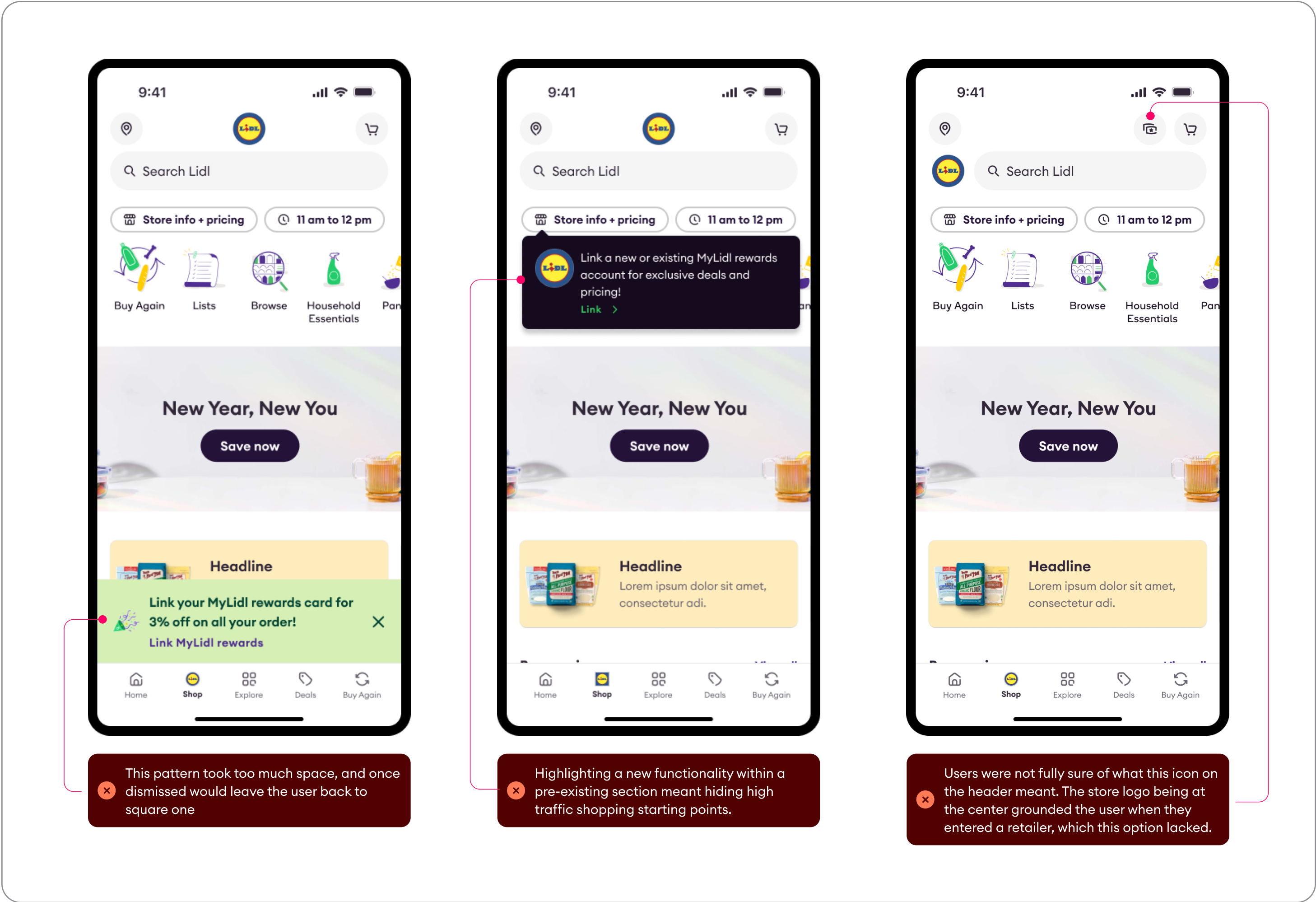
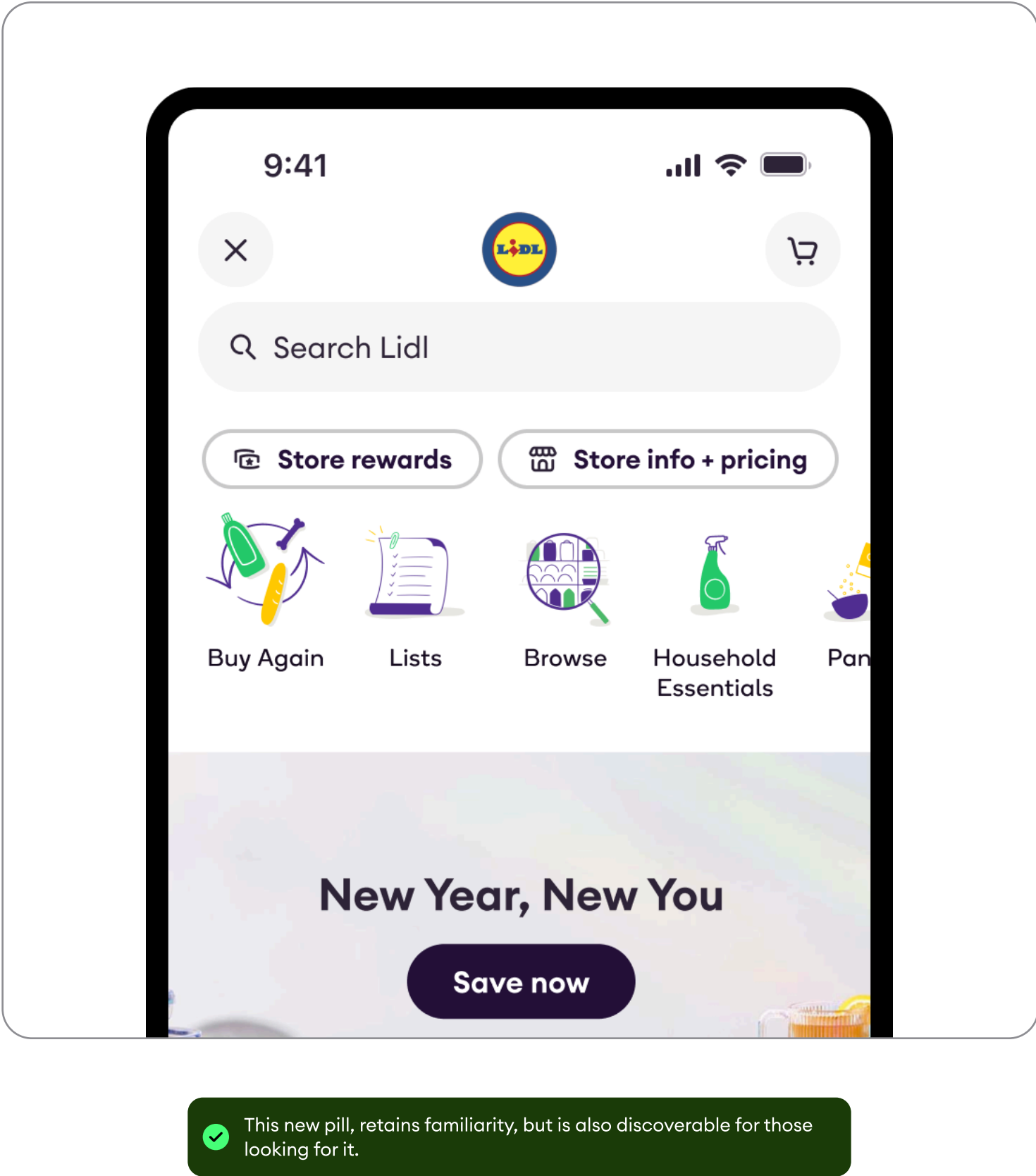
When the user enters the RHP, they see a ‘store rewards’ pill at the top.

This replaced the ‘delivery windows’ pill, which got little to no engagement.



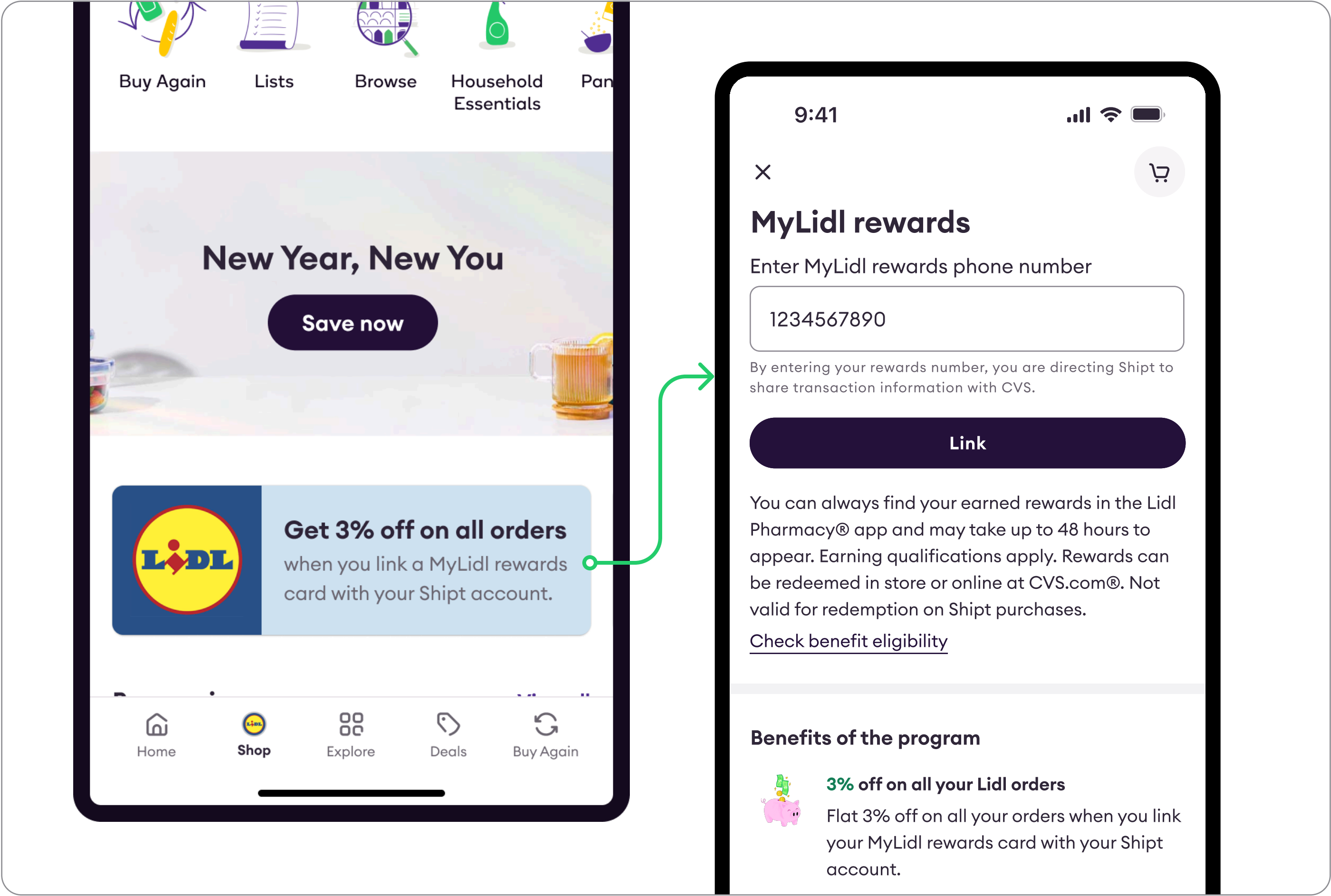
How did we make this feature more visible?

A new entry point on the Retailer Homepage



Special deals, highlighted.

When retailers offered a credit / discount when members linked their rewards card, we made sure to inform our members.



When retailers offer a promo for linking their rewards card, I highlighted them to our members using high visibility promo cards on the Retailer Homepage.

Part 3


When users build their Cart

Designing Loyalty Pricing at the Point of Decision

The product tile is the highest-frequency surface in the shopping journey.

Iteration #1 - Badge Overlay

Loyalty pricing



+

\$1.29

\$1.69

Hass Avocado

1 ct


✓ High Visibility

✗ Visually loud

✗ Covers the Product image

✗

Iteration #2 - Inline Secondary Text



+

Loyalty Pricing

\$1.29

\$1.69

Hass Avocado

1 ct

✓ High Visibility


✗ Low differentiation

✗ Added element in tile


✗ Retailer branding chaos

✗

Iteration #3 - Loyalty icon near price



+



\$1.29

\$1.69

Hass Avocado

1 ct

✓ Clean


✗ Icon meaning not obvious

✗ Added interaction in small tile

✓ Minimal disruption

✗

Iteration #4 - Dual Price Hierarchy



+

\$1.69

\$1.29

with rewards card >

Hass Avocado

1 ct

✓ Price transparency

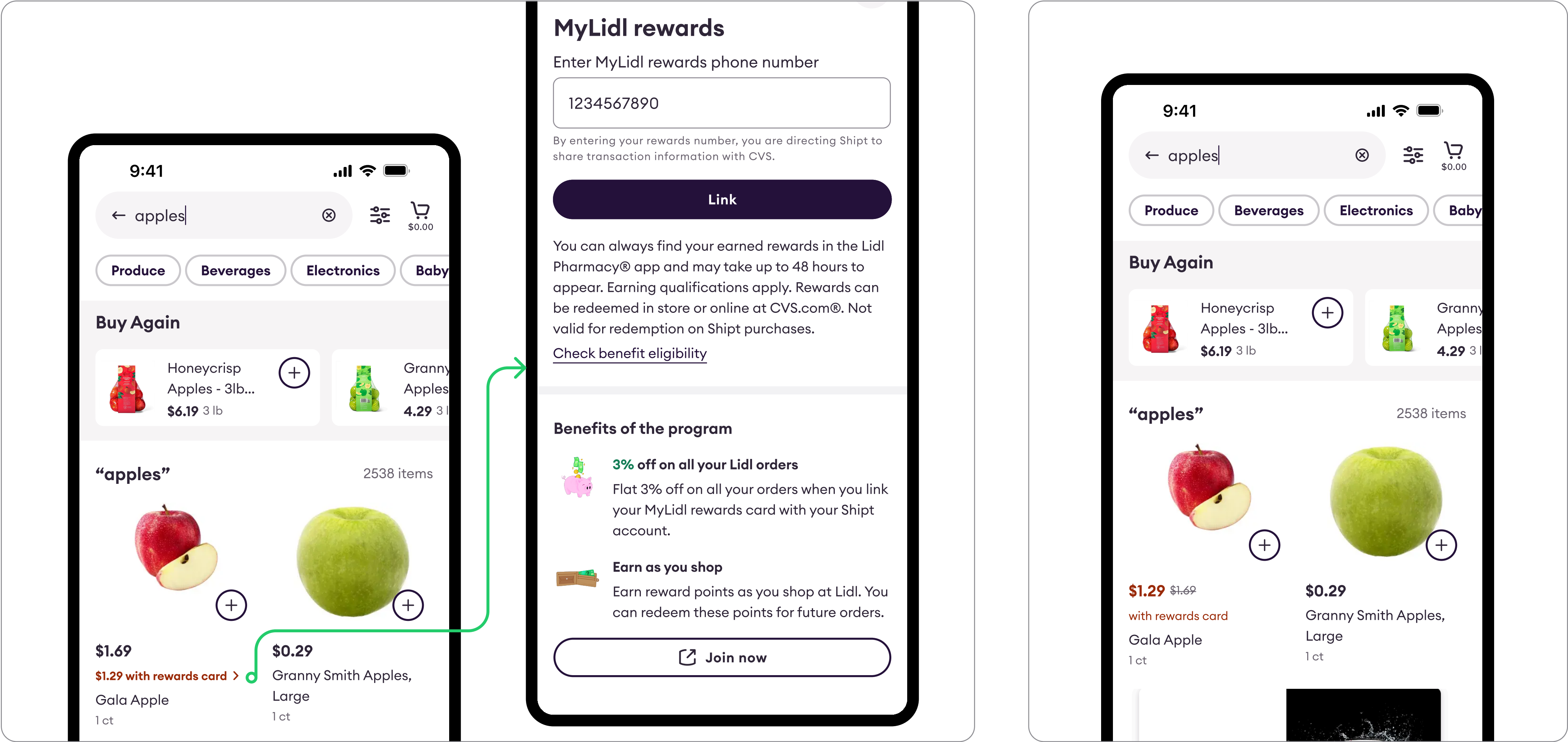
✓ Clear price anchor

✓ Preserves promo semantics

✓

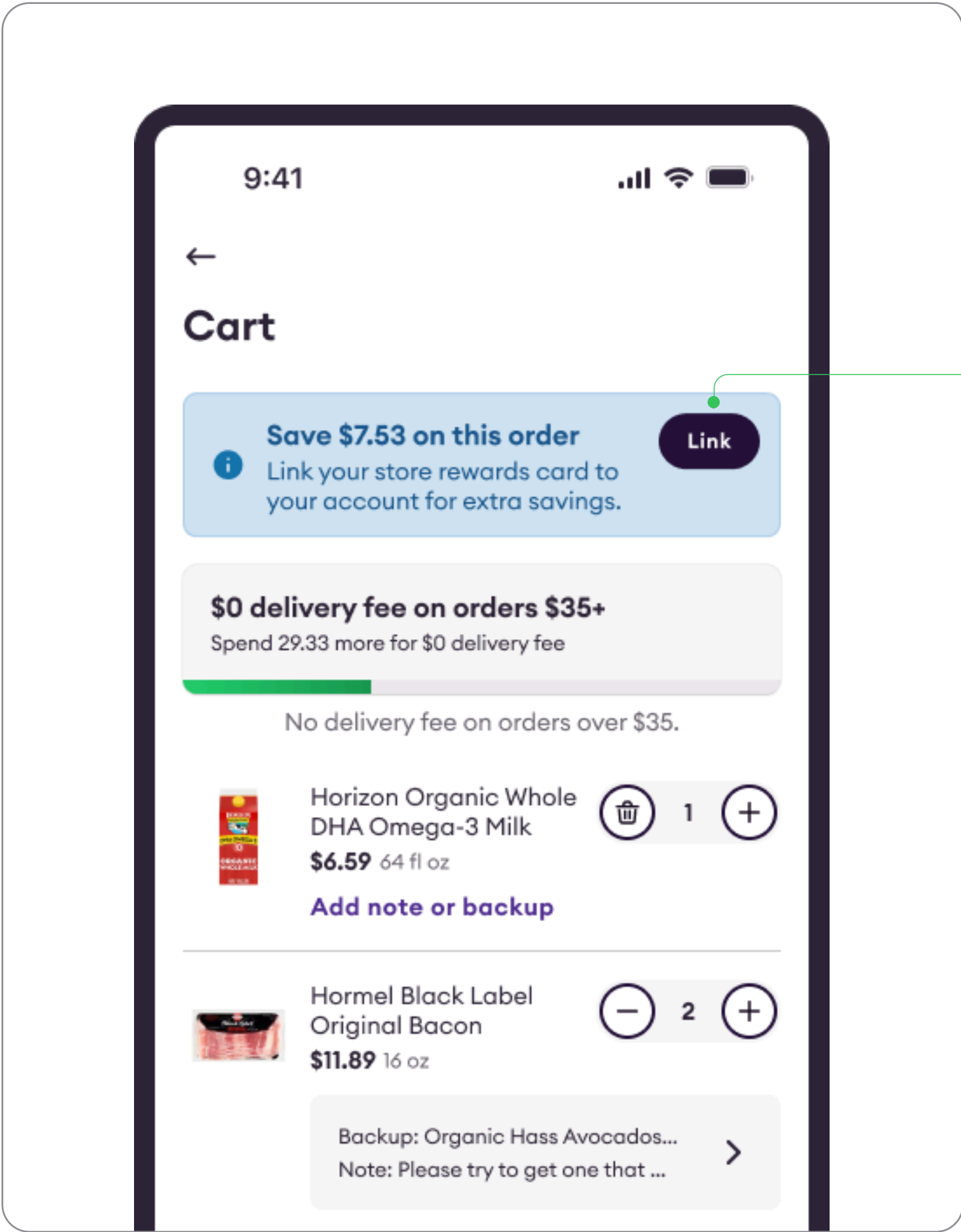
Designing Loyalty Pricing at the Point of Decision

What this looks like in-situ.



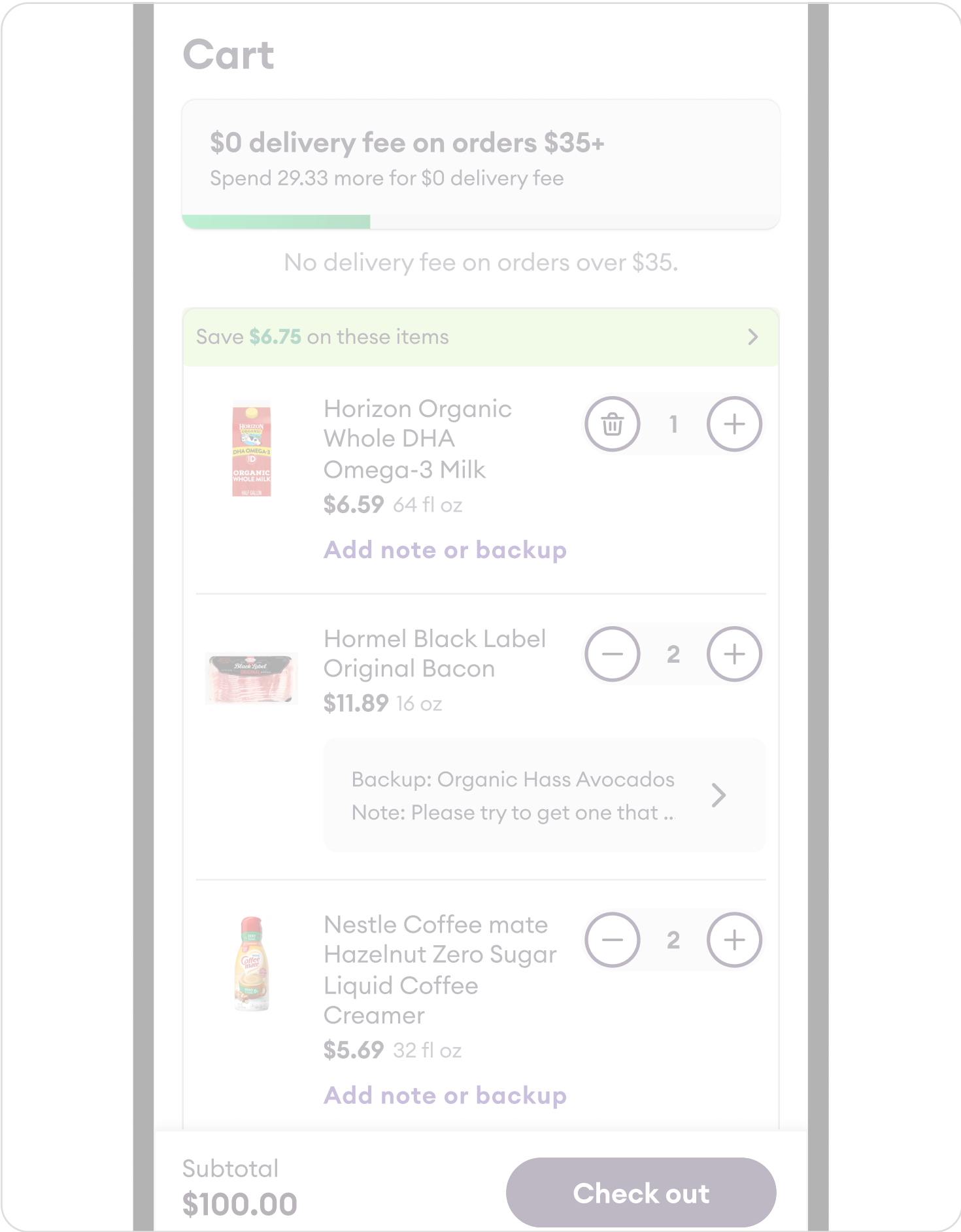
Loyalty Integrated into Cart

Showing members they can save on their current order - right then, right there.

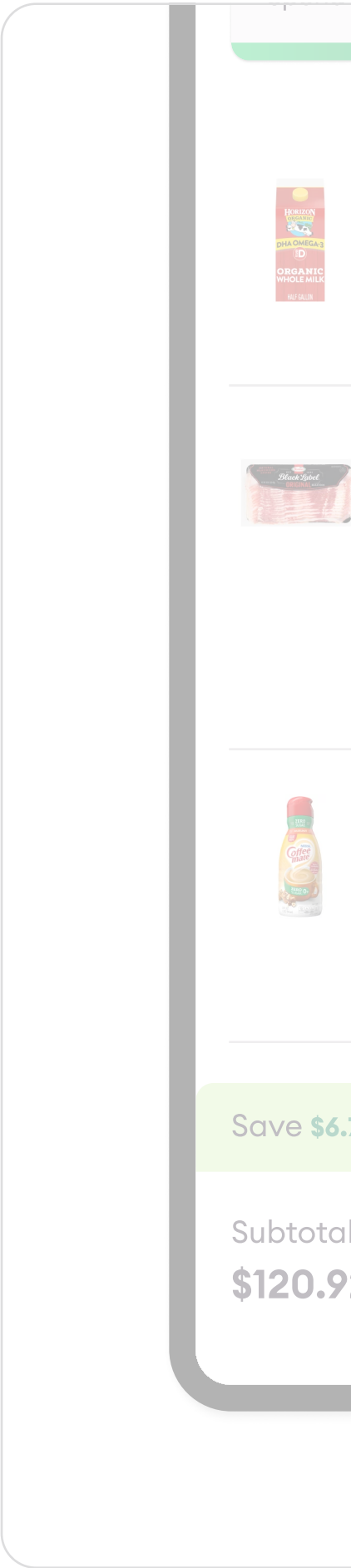


A banner at the top of the user’s Cart, highlighting the benefits of linking their rewards card.

When members were reviewing their cart, we encouraged members to interact with the feature by highlighting cumulative savings.



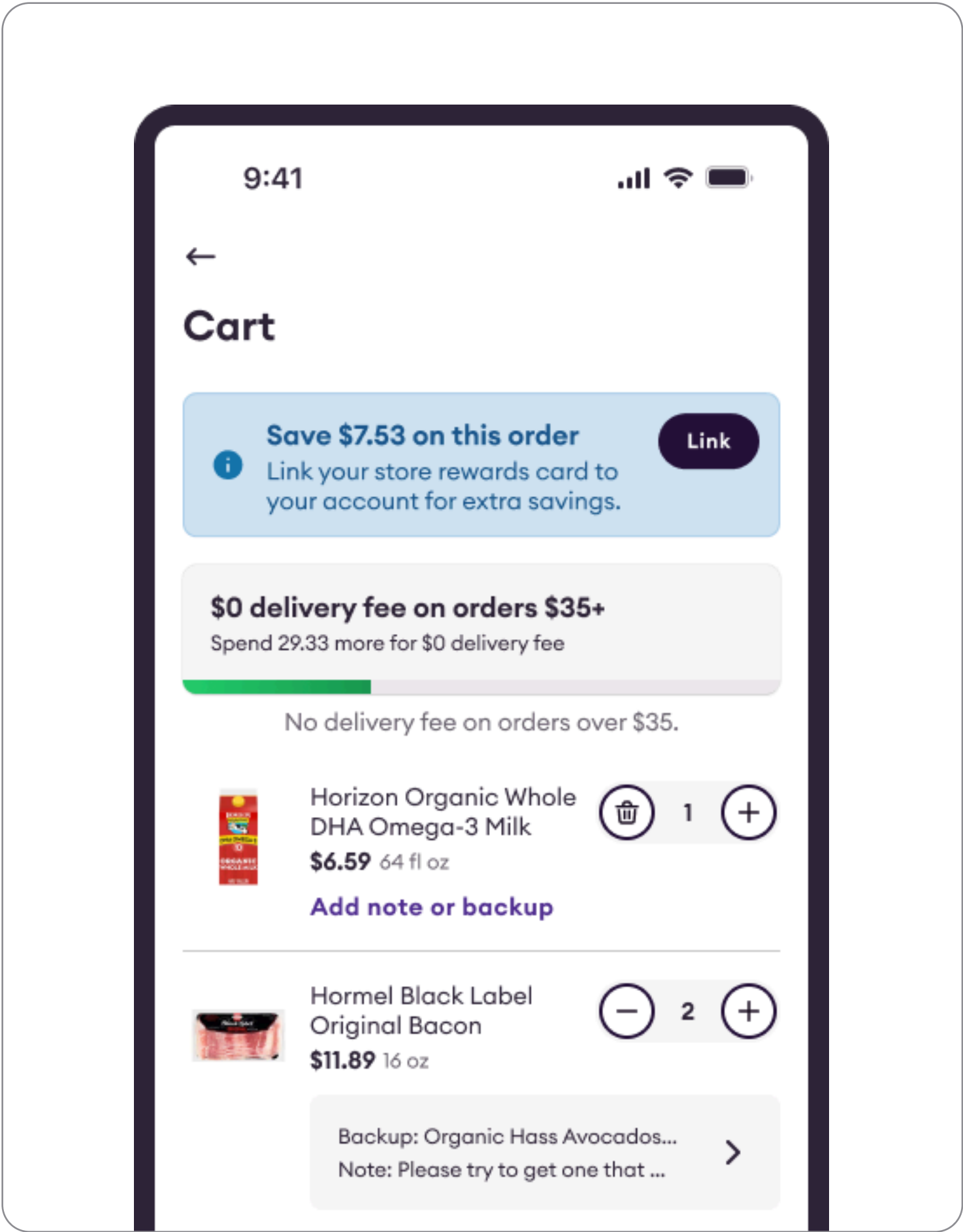
This option would mean having to change the order of items in cart from how they were added, going against the mental model of the users.



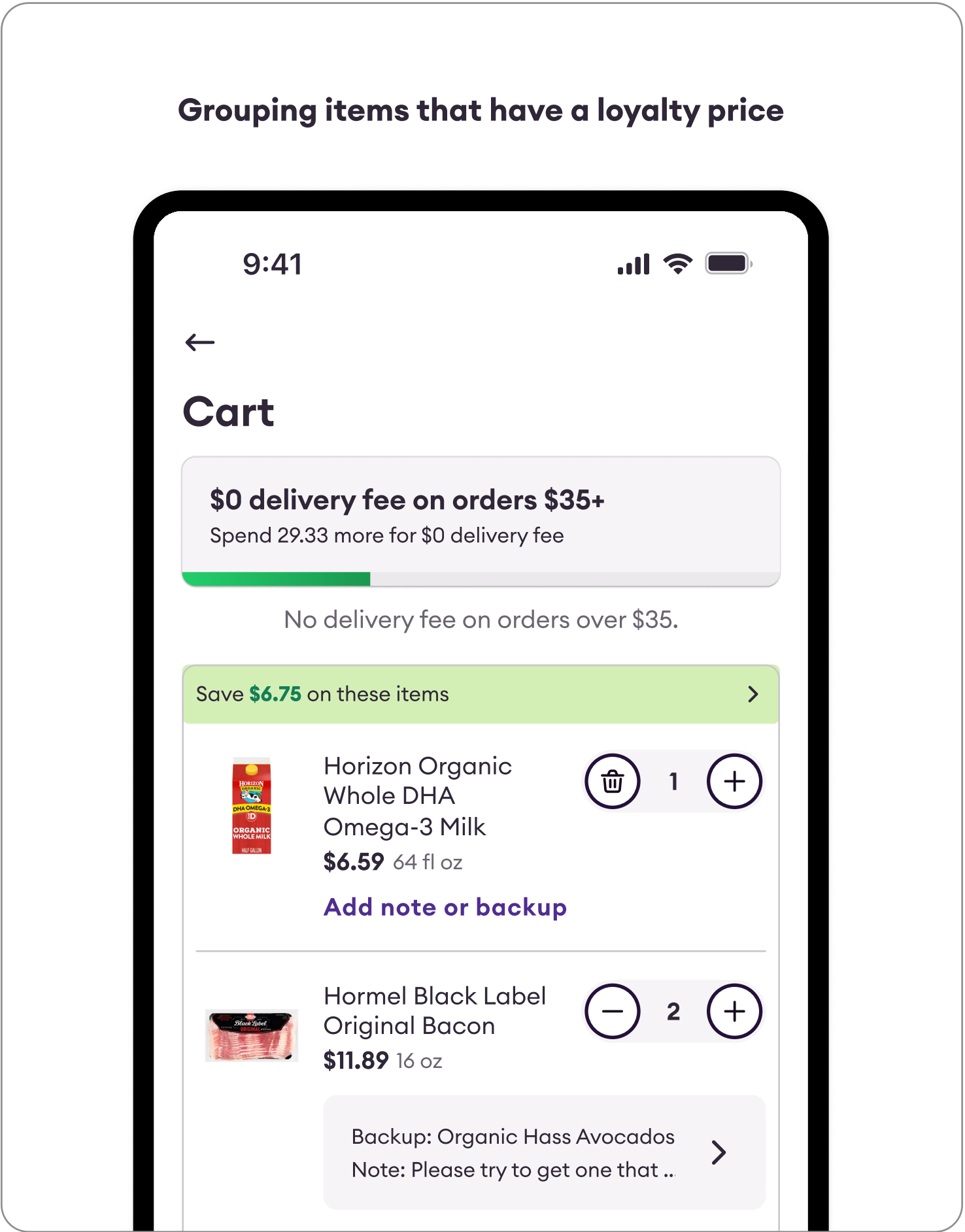
The use case of this banner is to show cumulative savings (from loyalty card) on the current order.

Loyalty Integrated into Cart

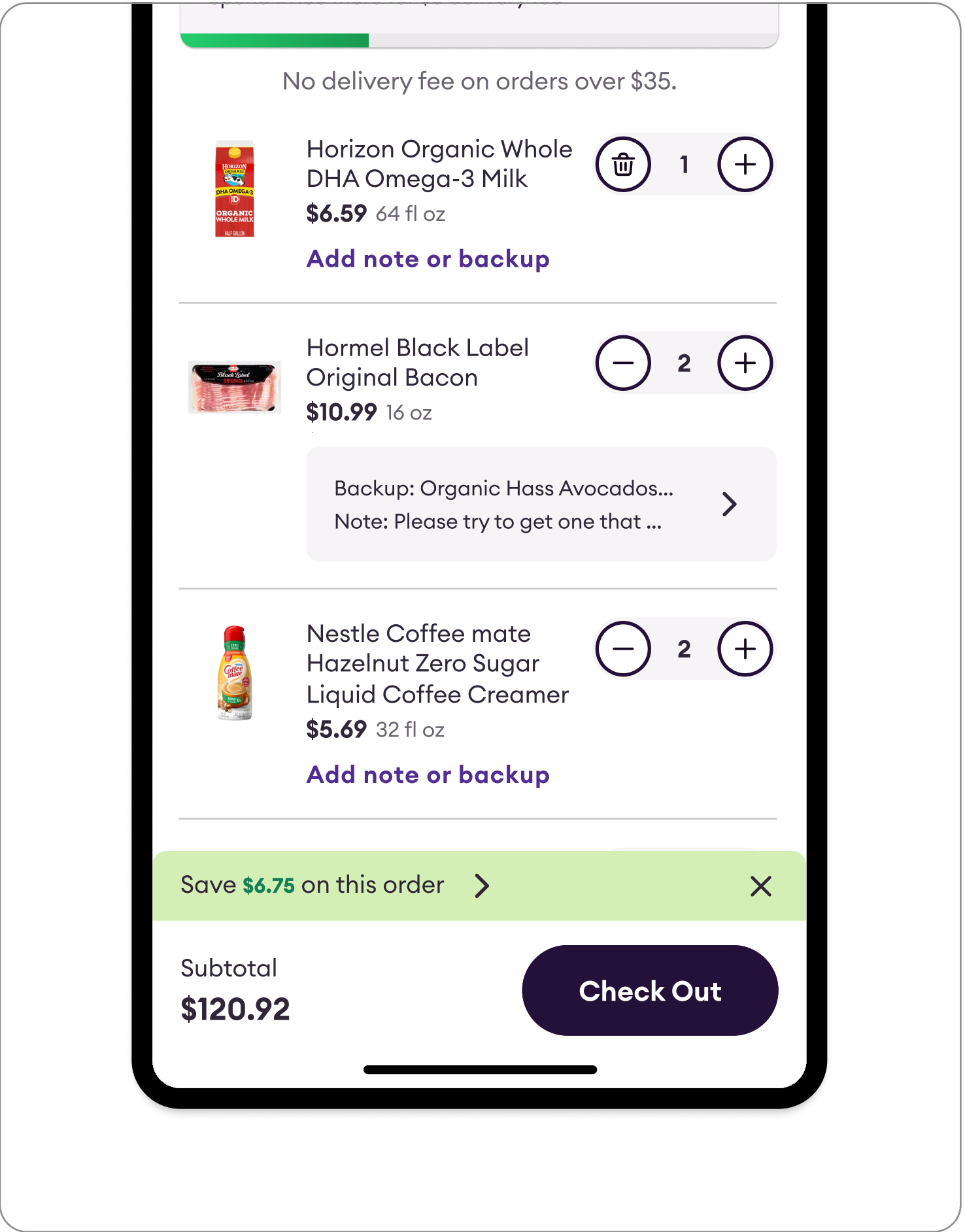
Showing members they can save on their current order - right then, right there.



✓ When members were reviewing their cart, we encouraged members to interact with the feature by highlighting cumulative savings.



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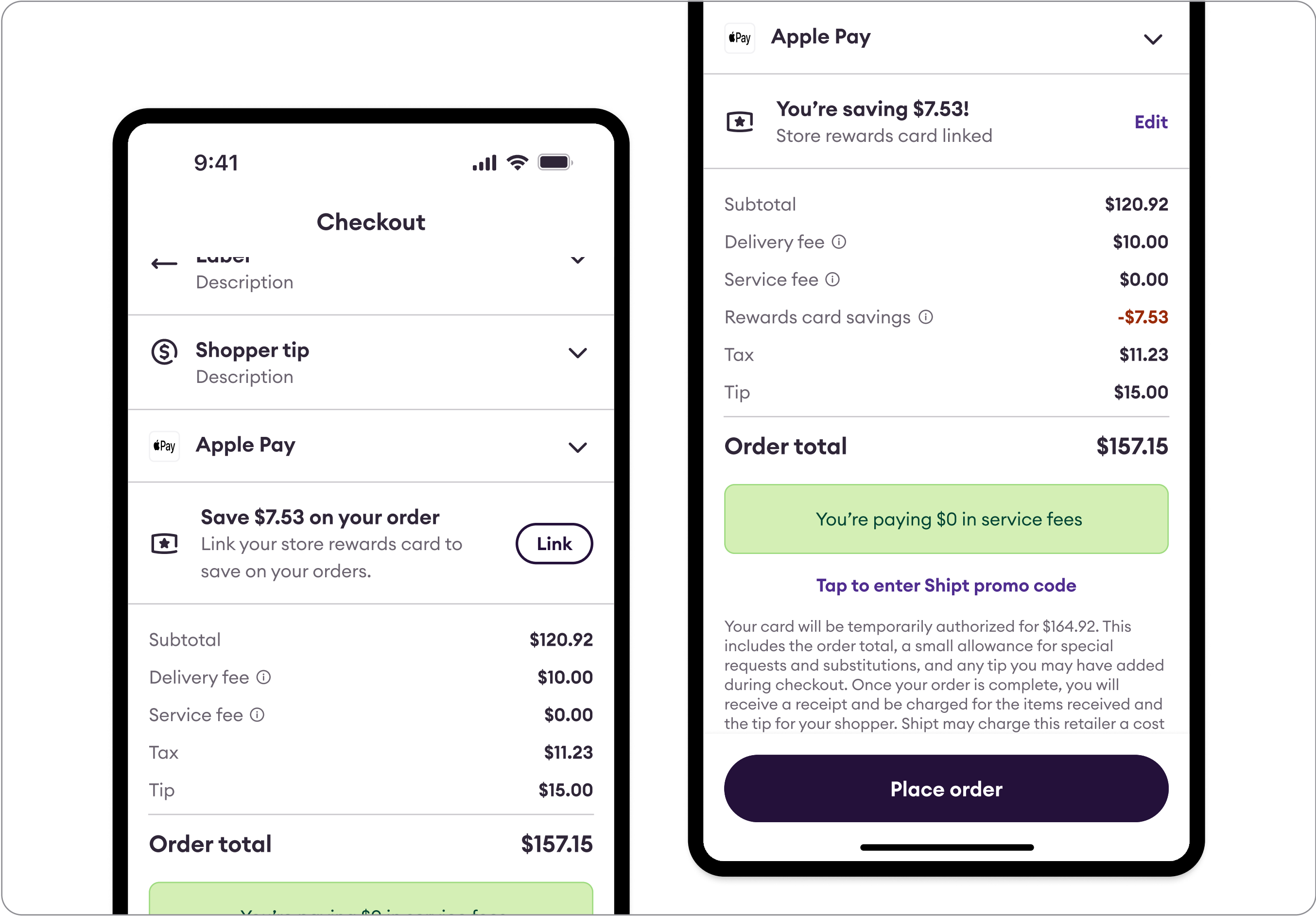
✗ The use case of this banner was too limited, and it unearthed opportunity to build a consistent savings tracker (from loyalty, promos, coupons & more), which was beyond the scope of this work.

Part 4

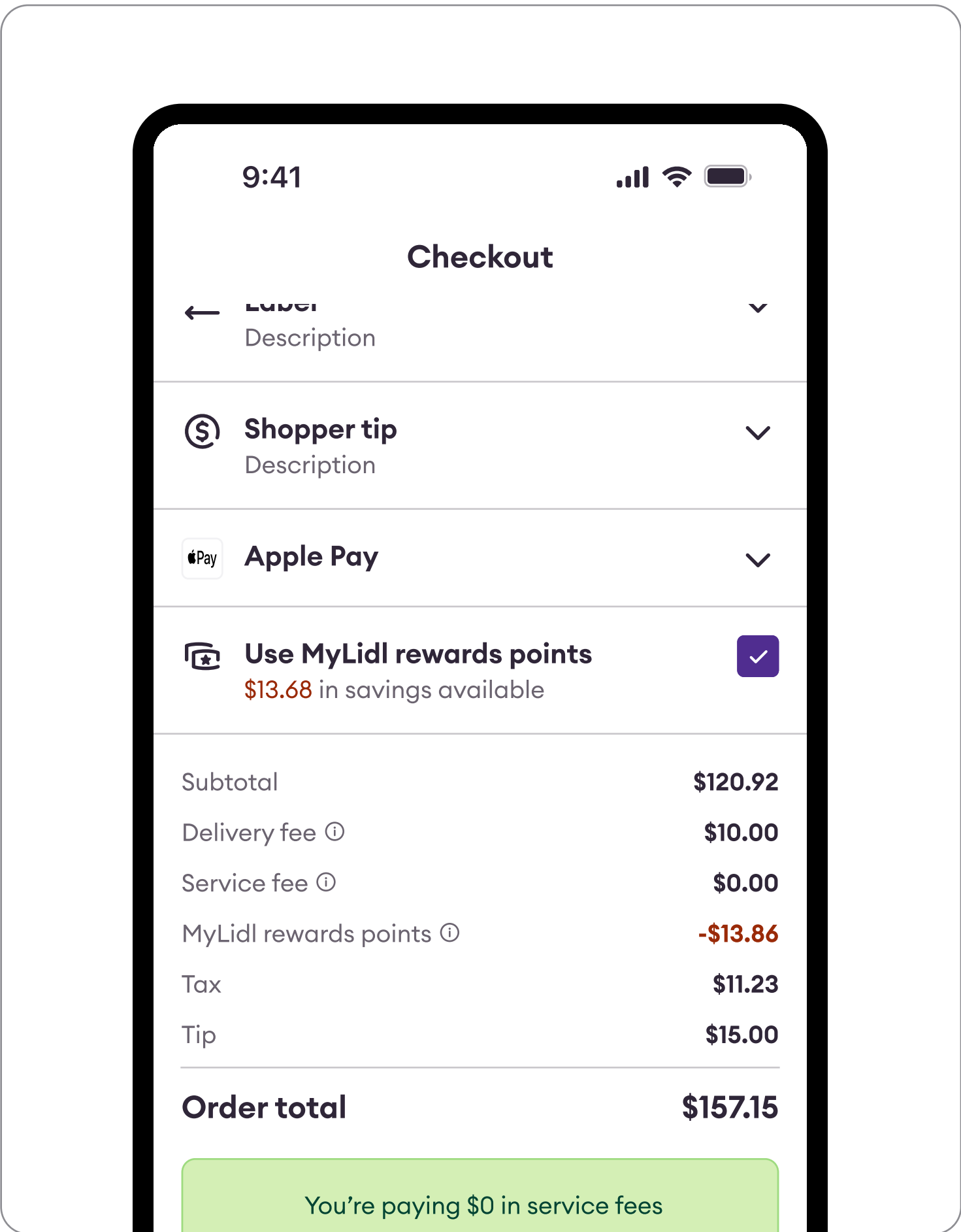
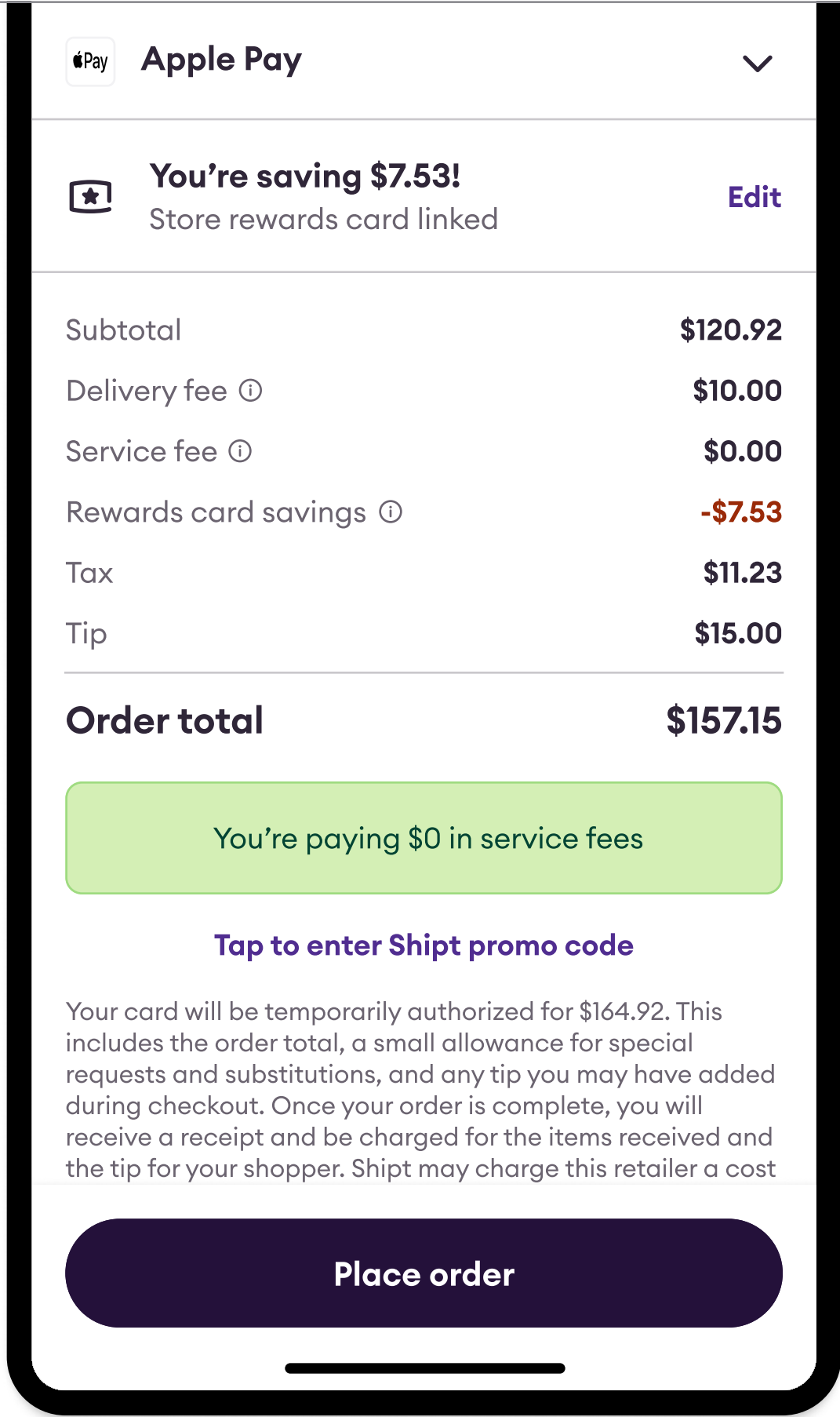
When members are placing their Order

The last chance.

At checkout, I included callouts that focused on savings for that order.



At checkout, members can link an existing program, not join one from scratch. This was done so as to not adversely impact checkout conversion.



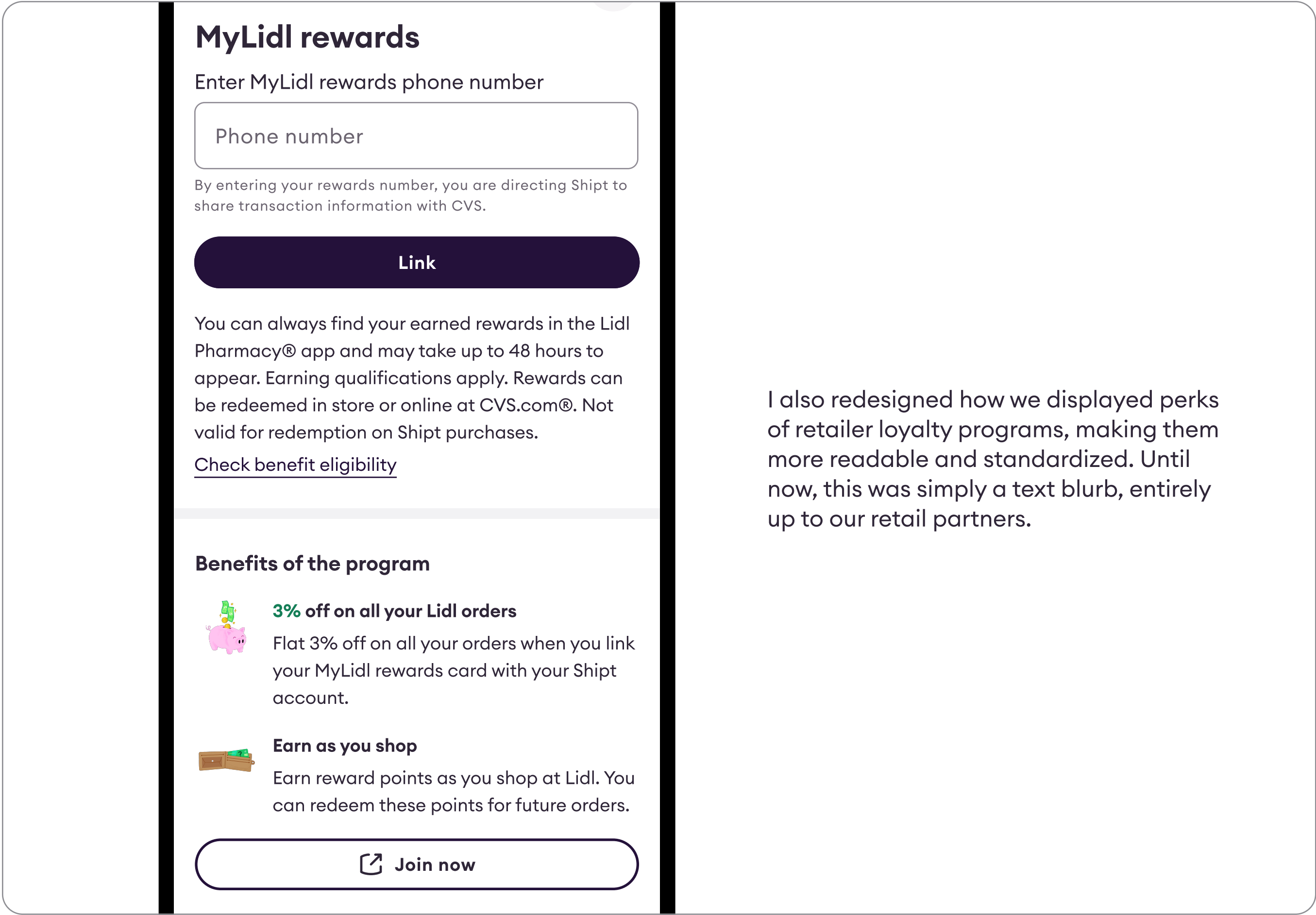
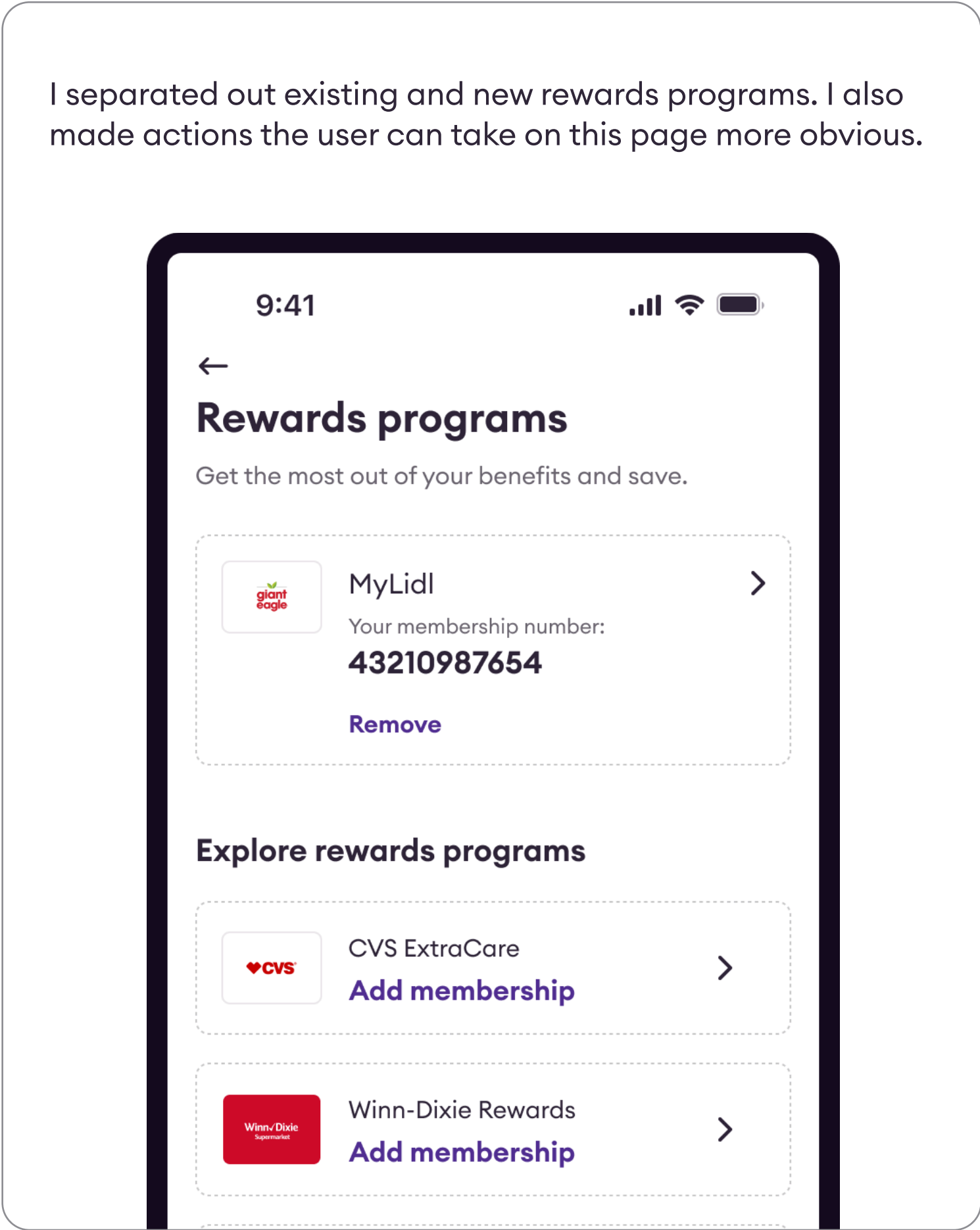
Allowing members to use the benefits they have accrued, with just one tap.

Part 5

A home renovation

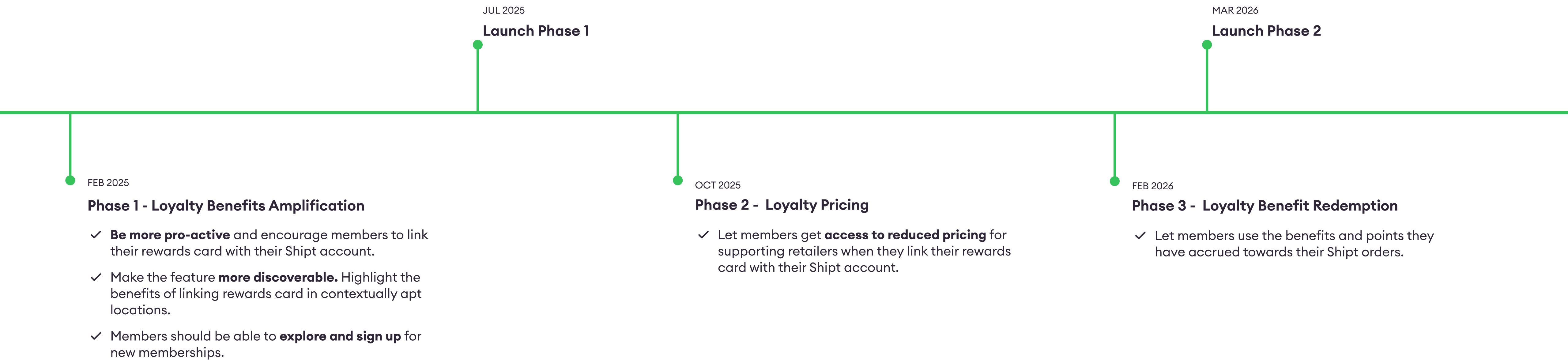
A full revamp of Rewards Programs home

There were multiple easy UX wins here for the taking.



✔ This model is a re-usable component that gets triggered from any Loyalty callout throughout the experience - one element, multiple uses.

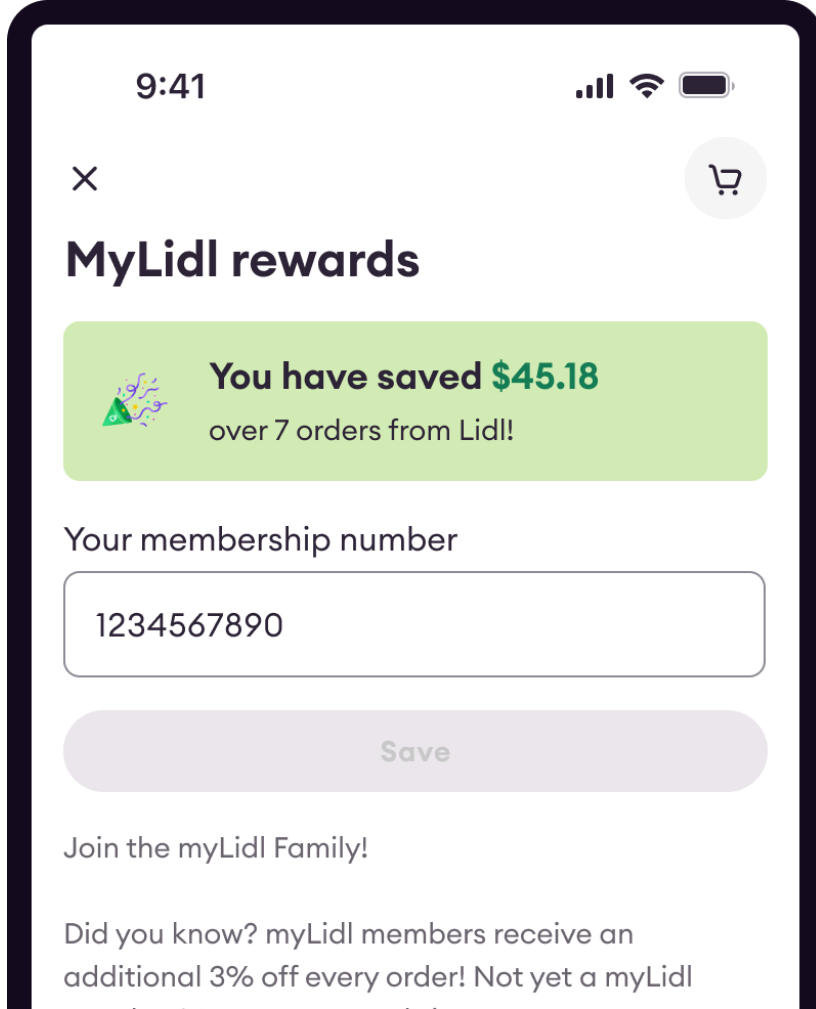
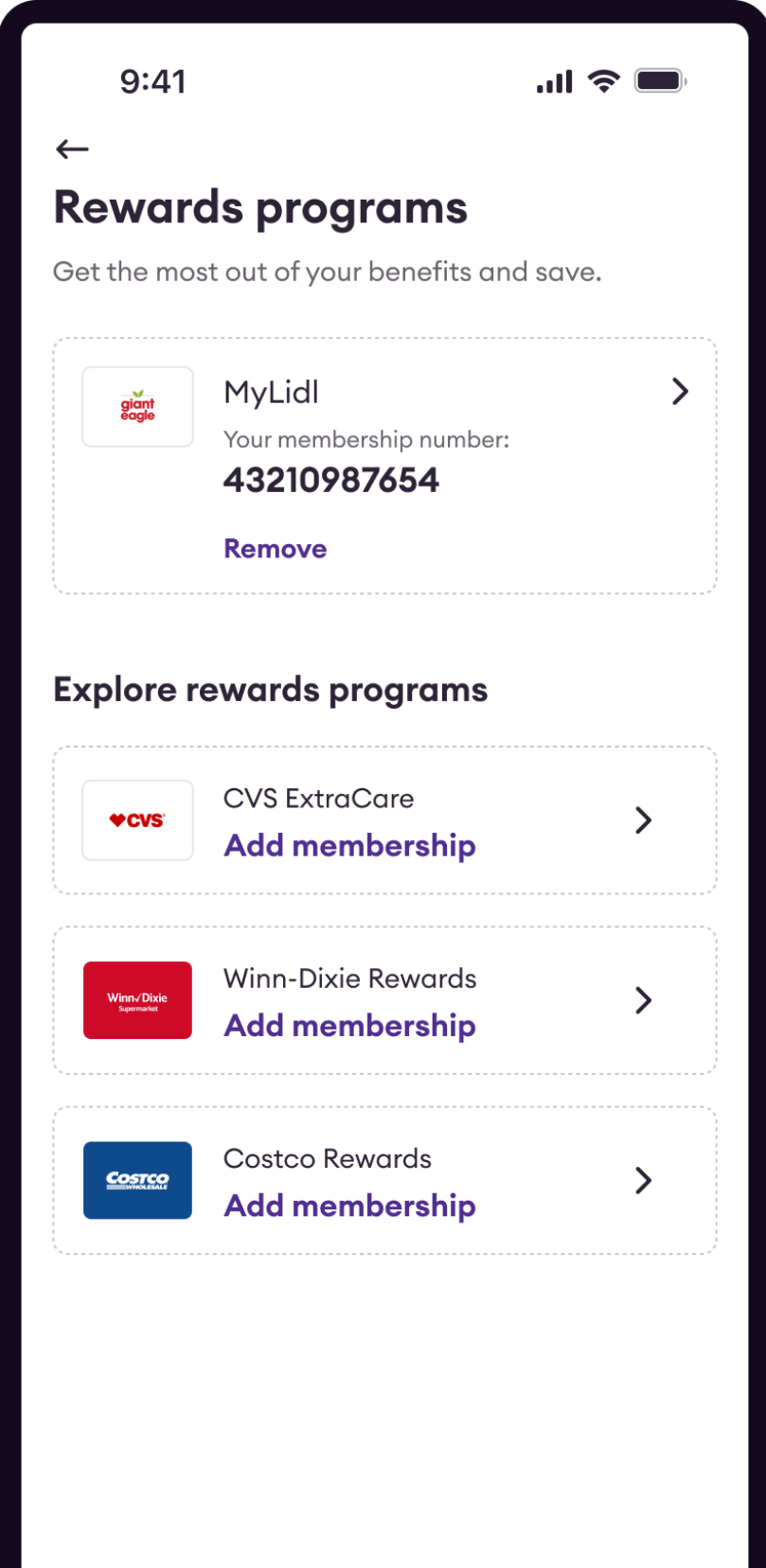
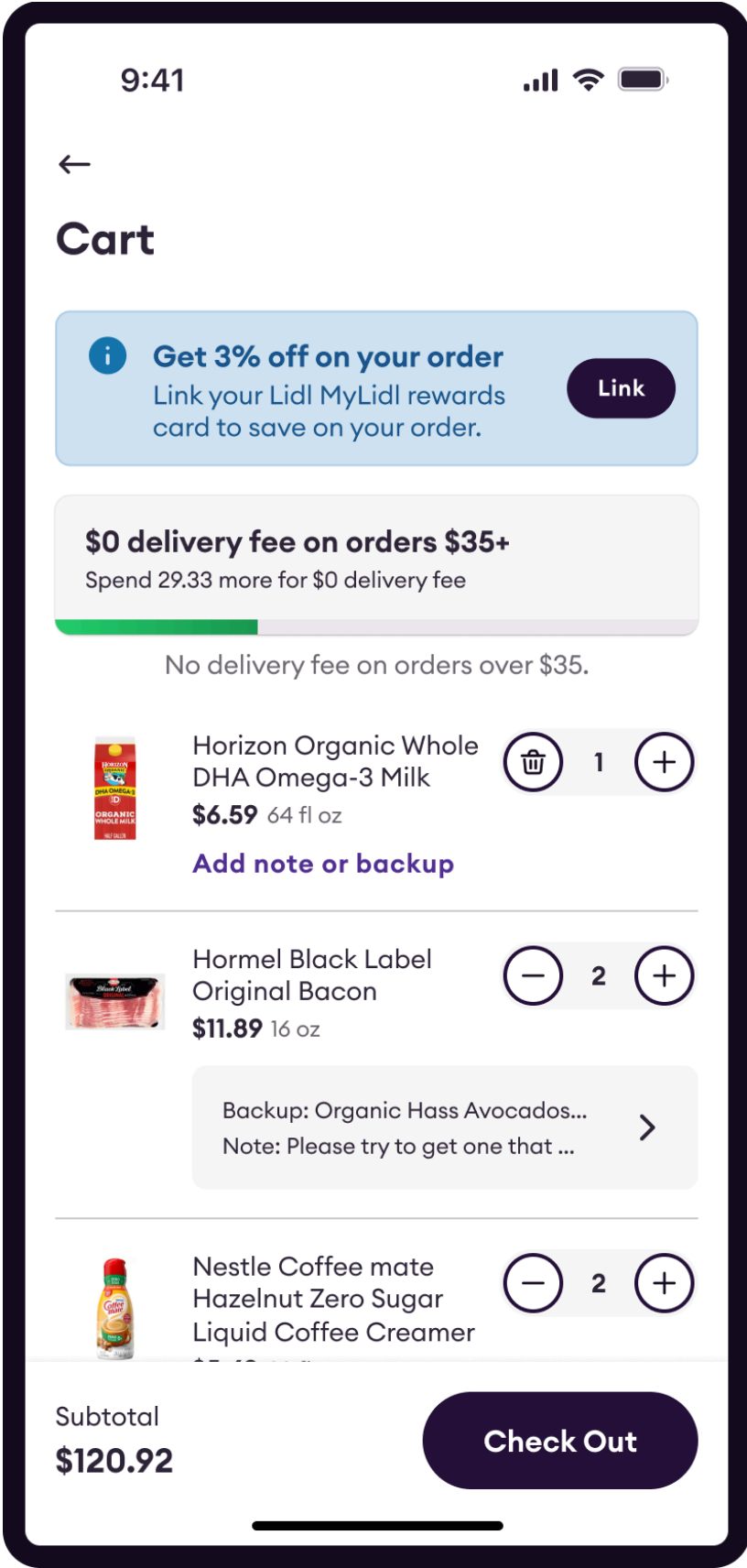
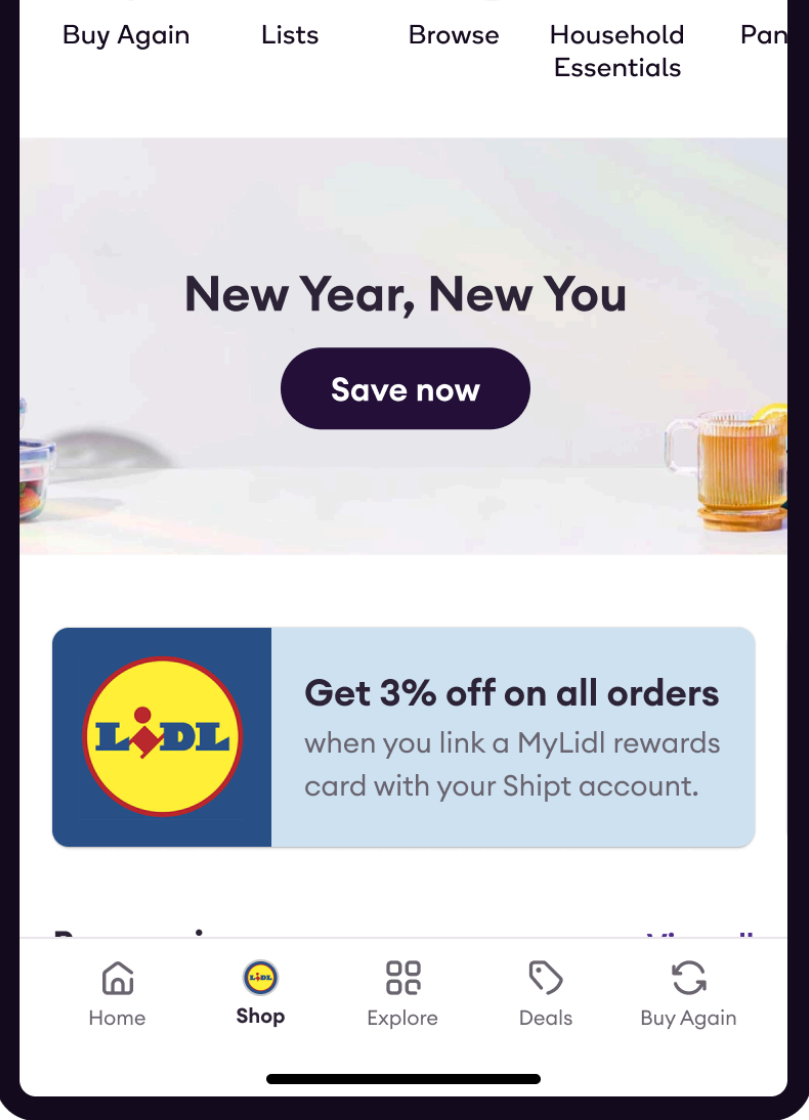
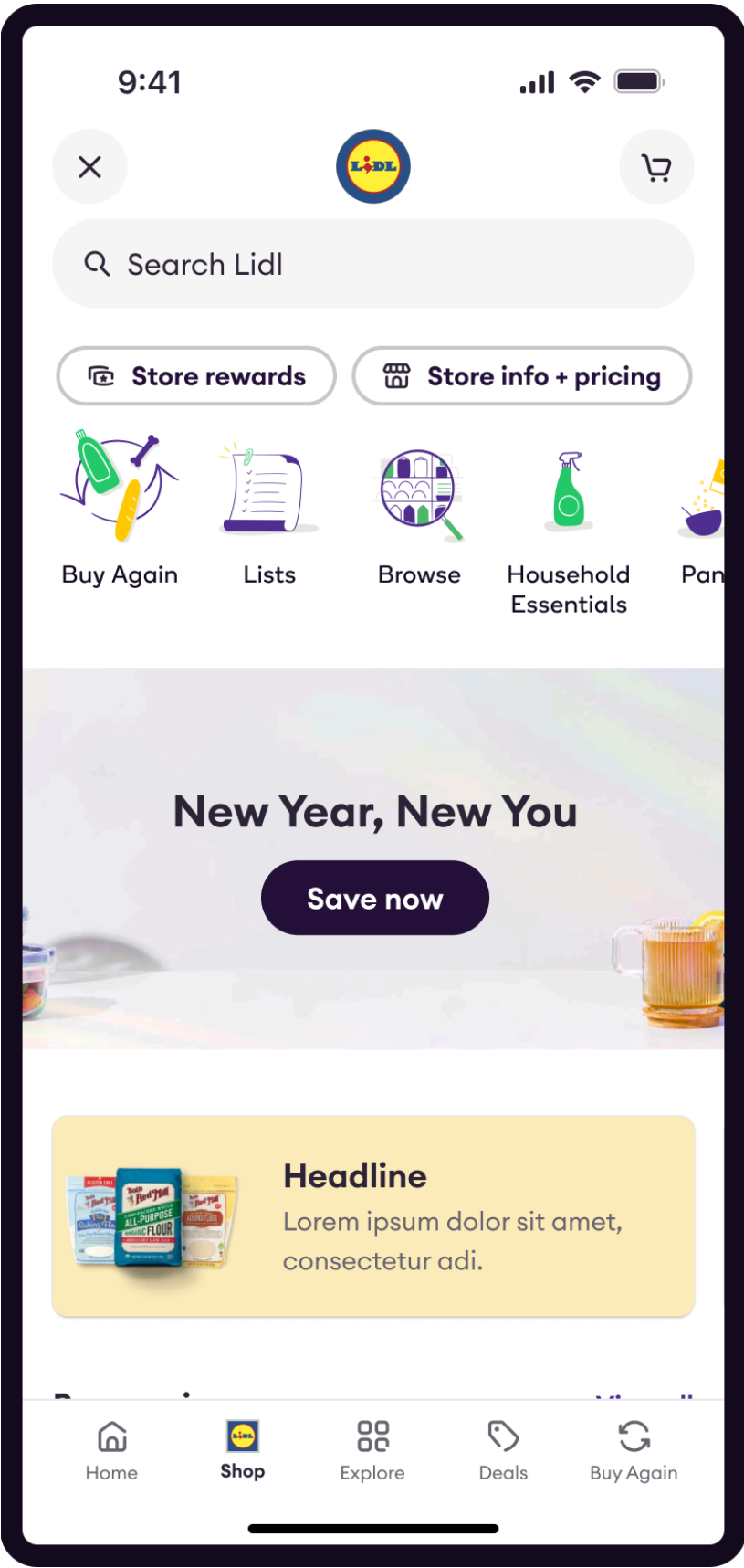
We split this work into three phases.



We launched Phase 1 as an experiment

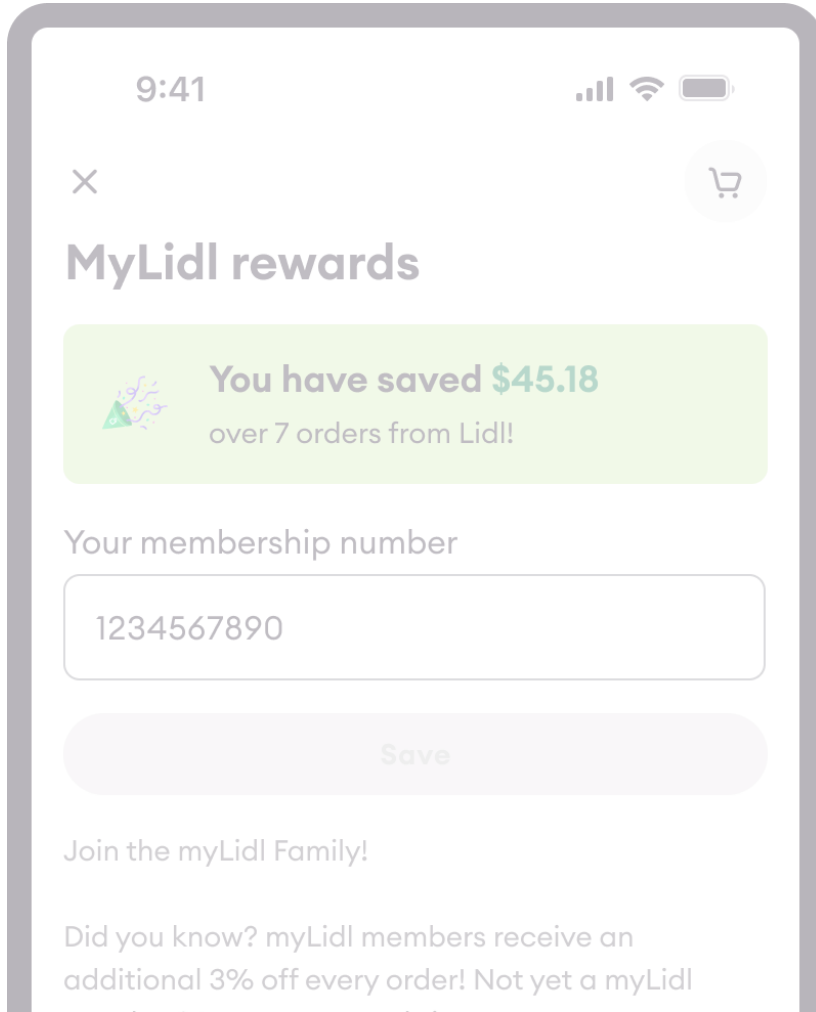
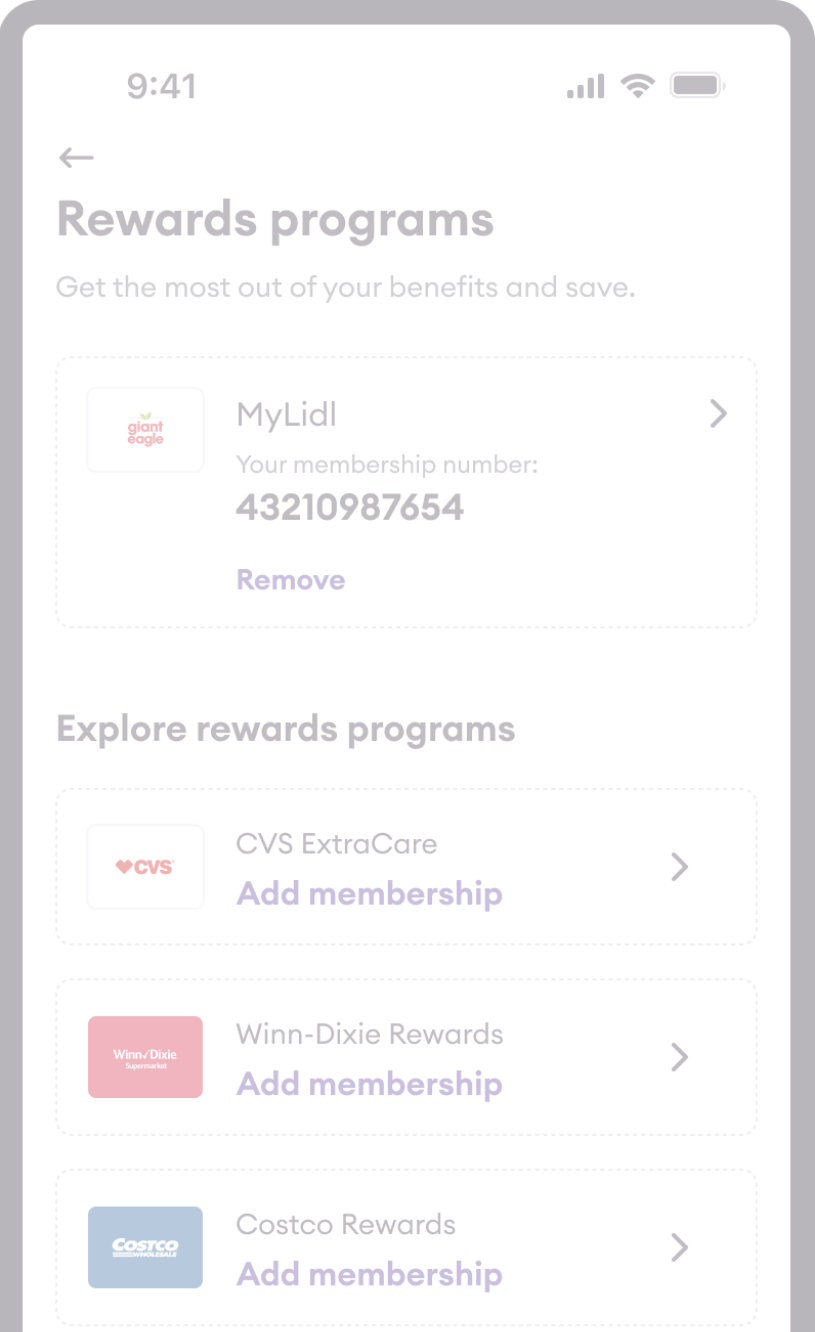
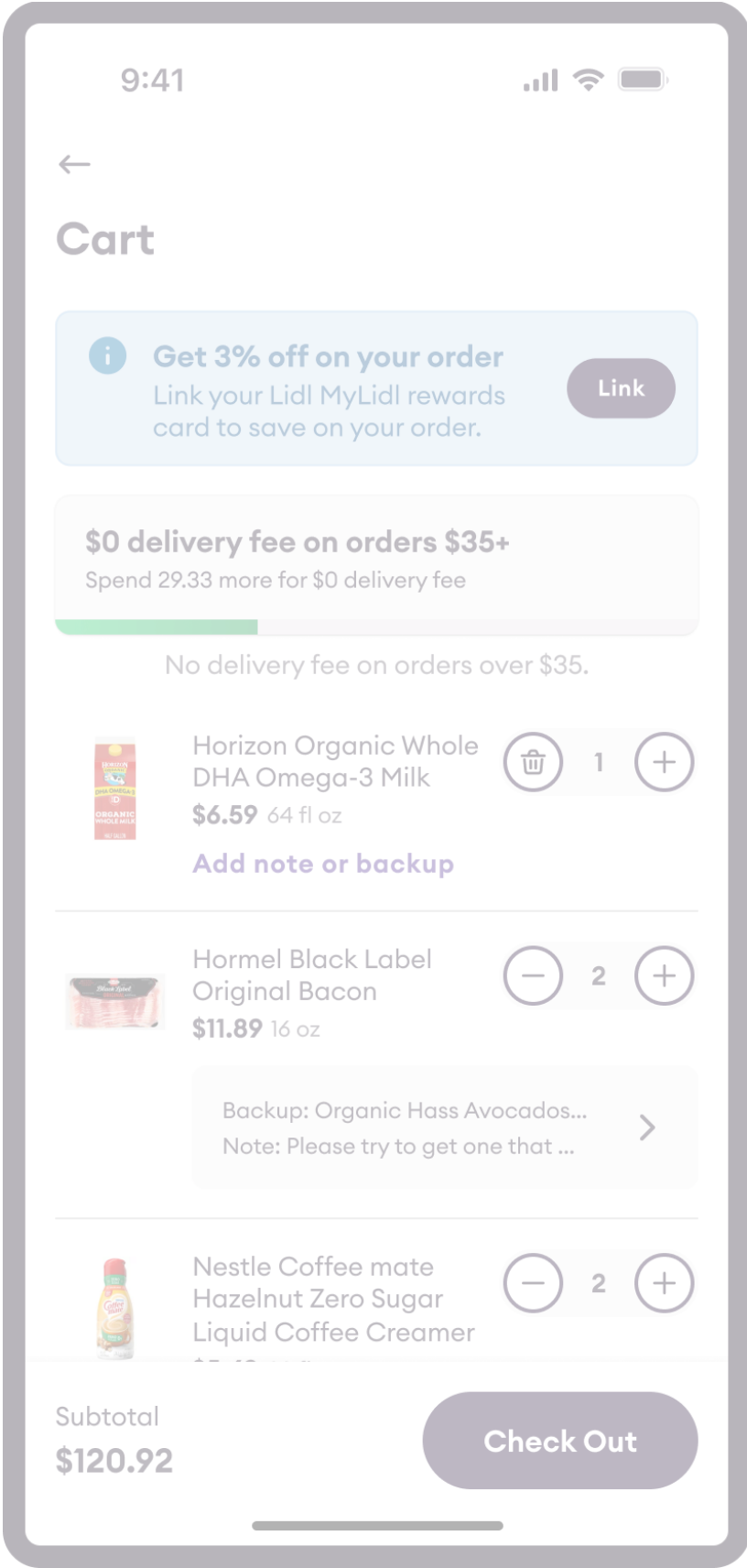
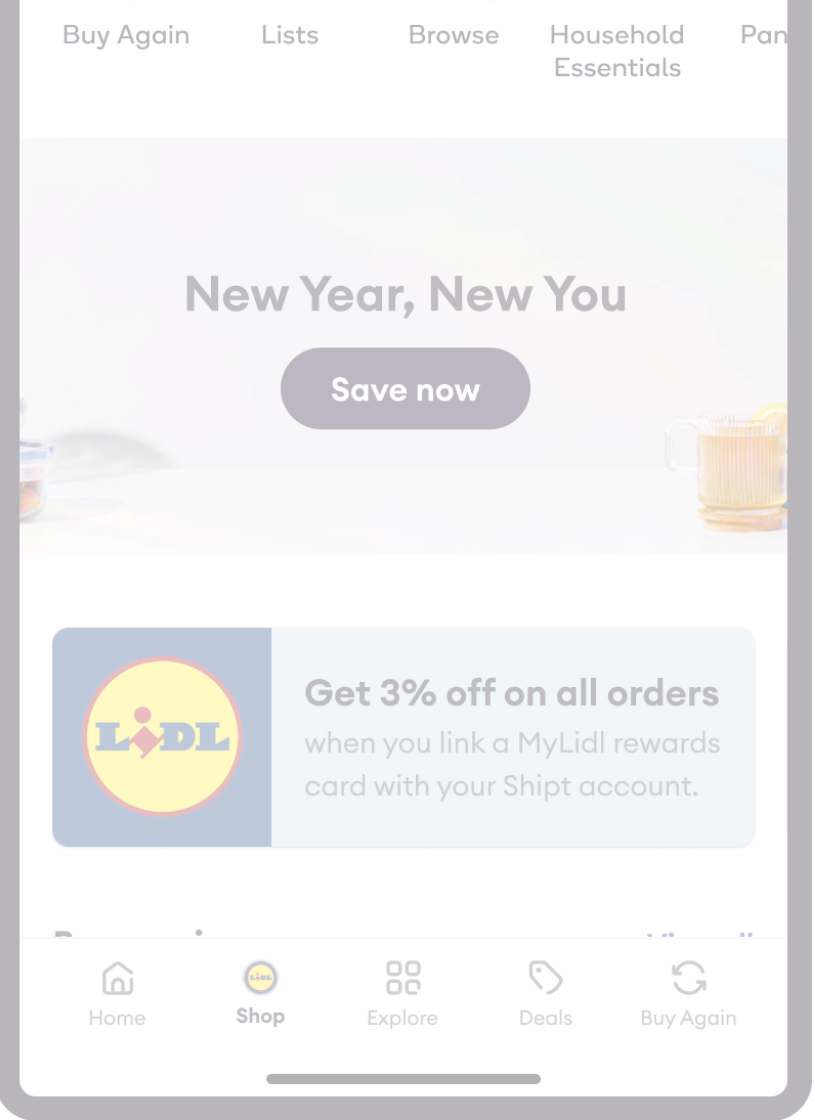
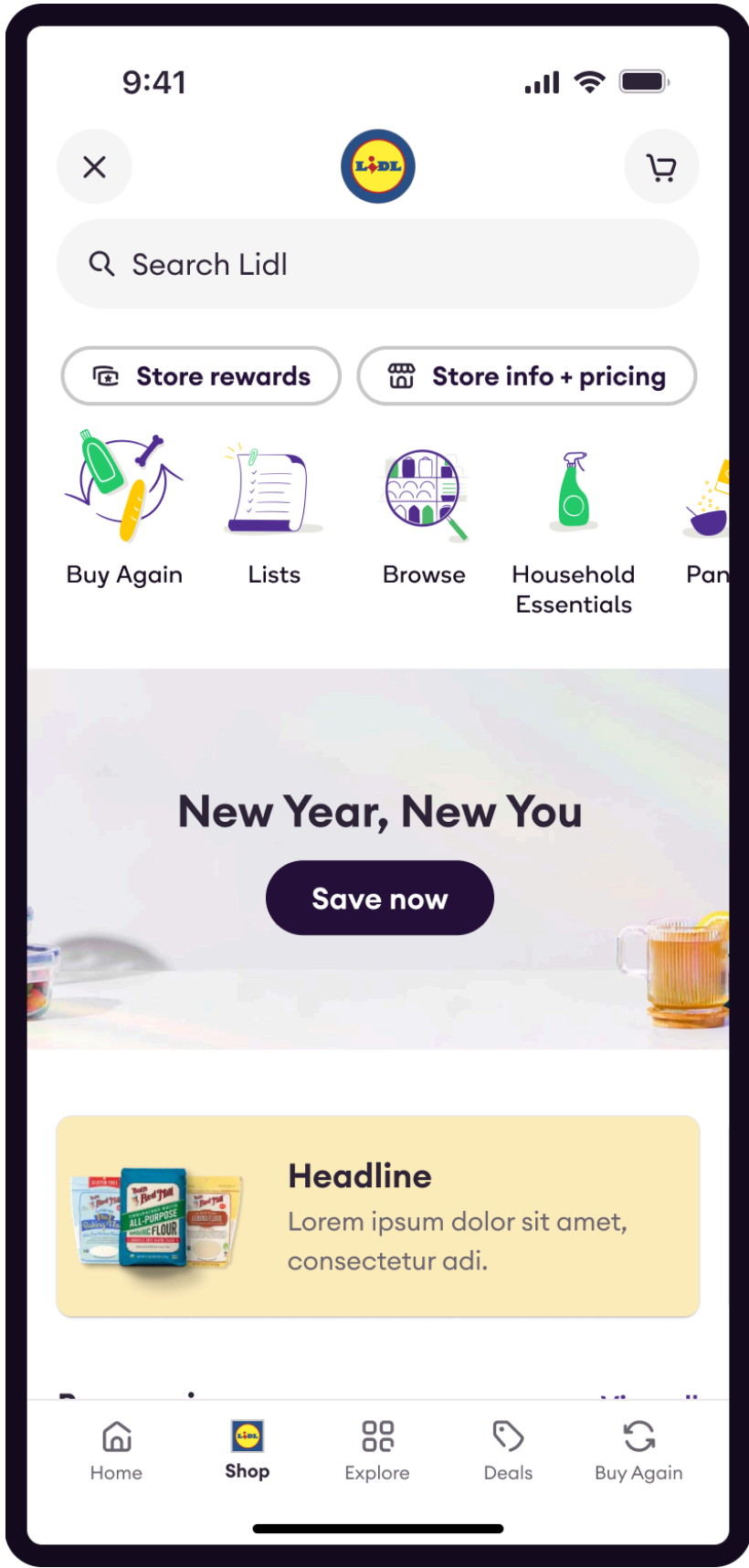
RECAP

Phase 1 Designs



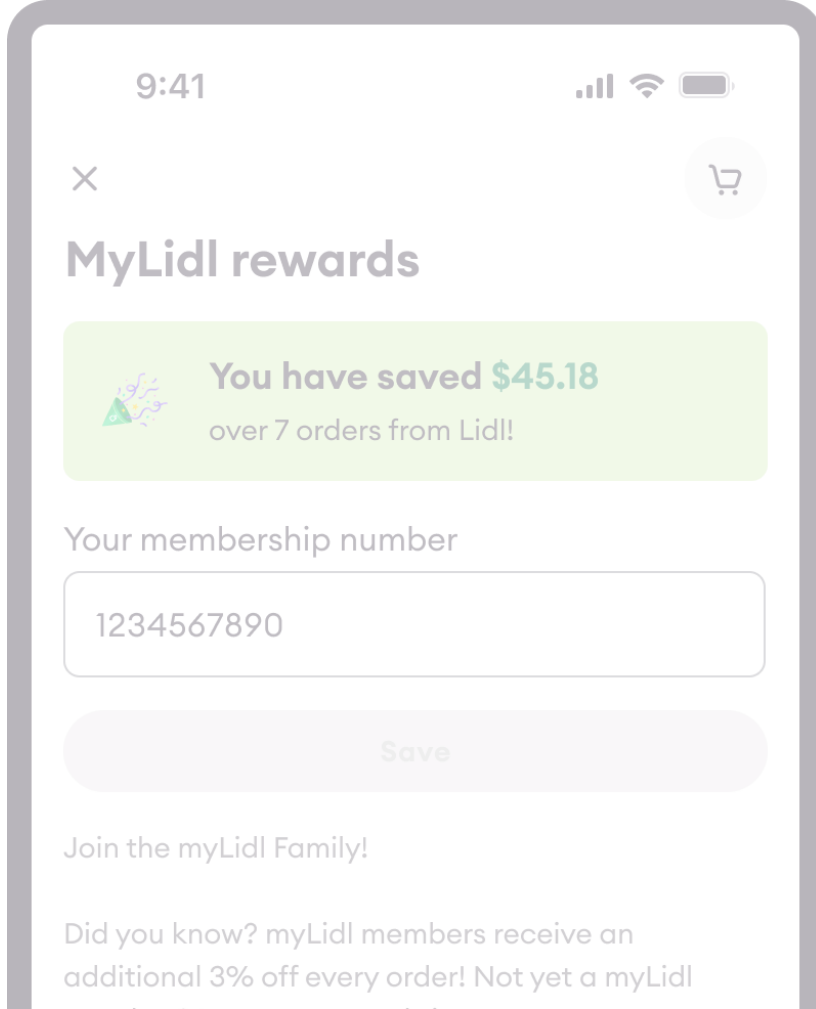
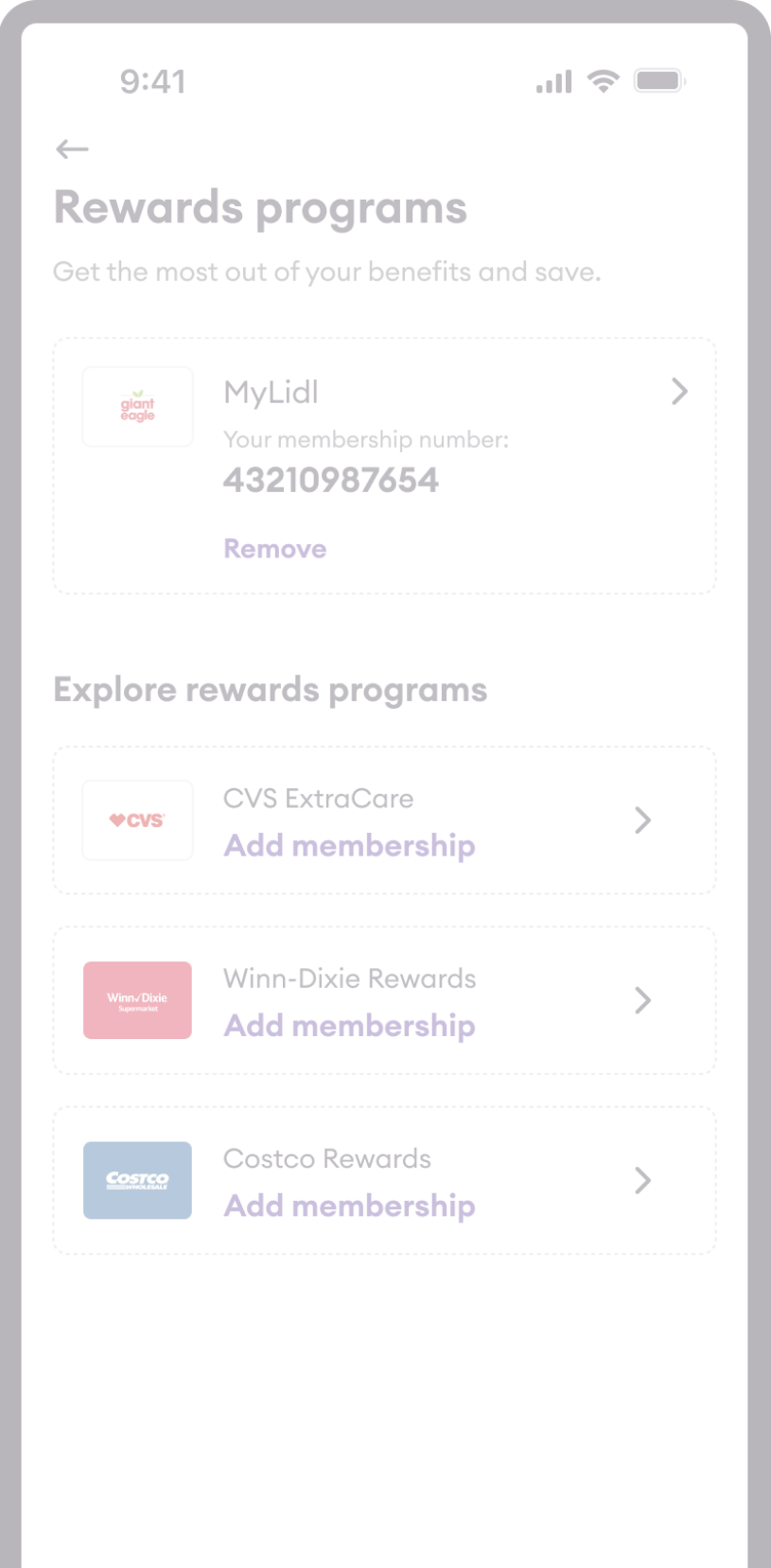
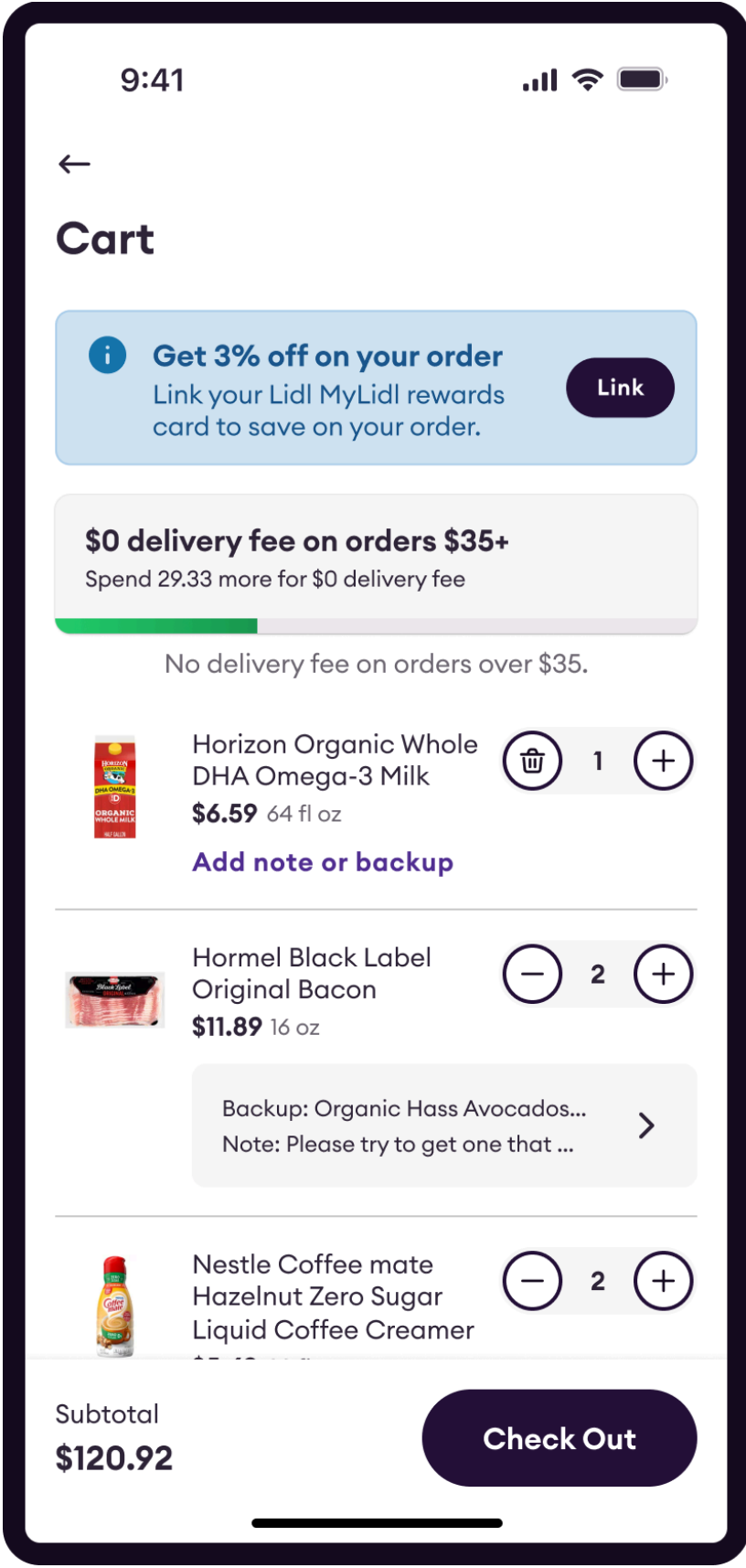
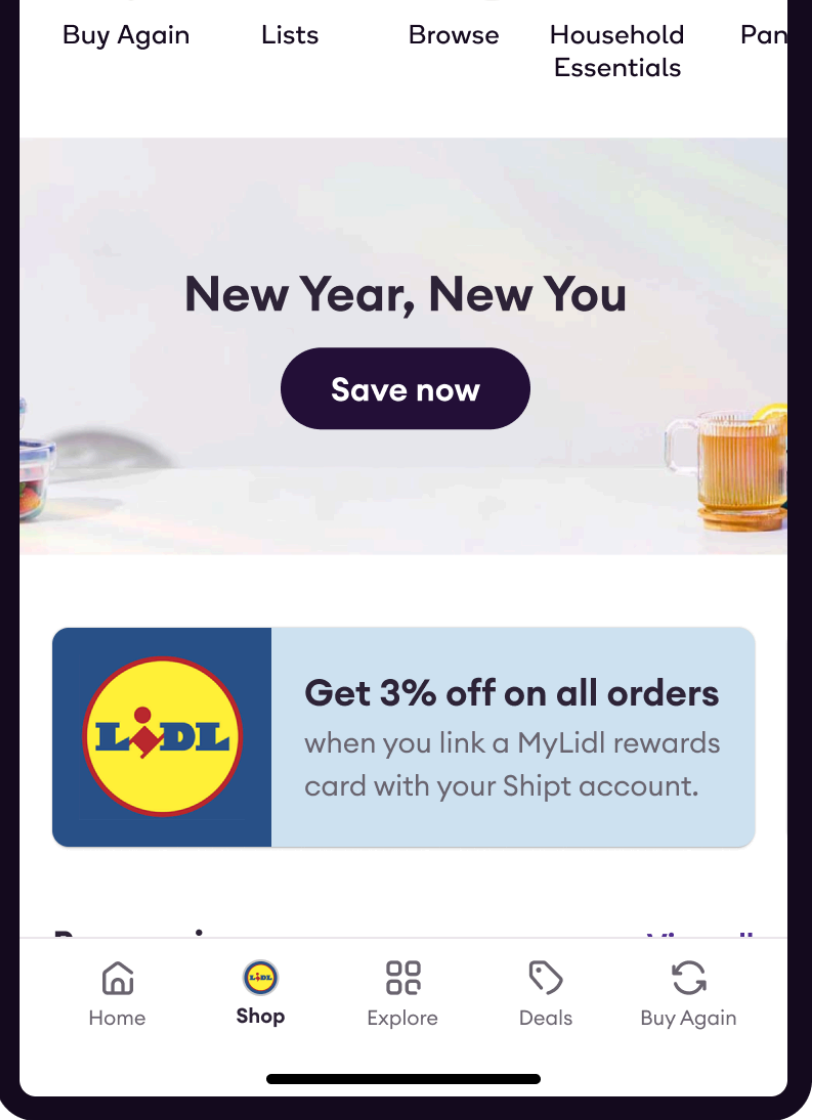
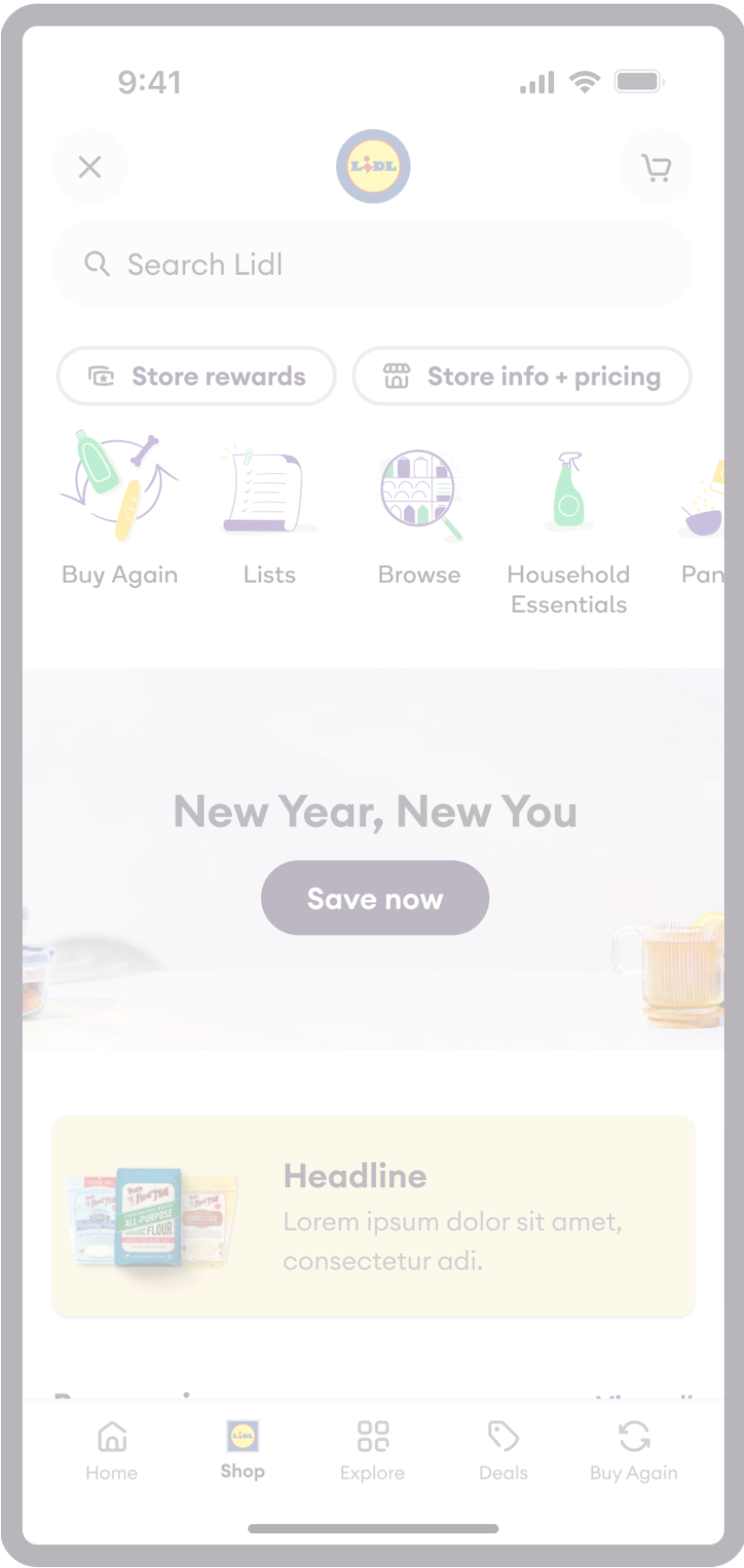
PHASE 1 DESIGNS

A new entry point on the RHP



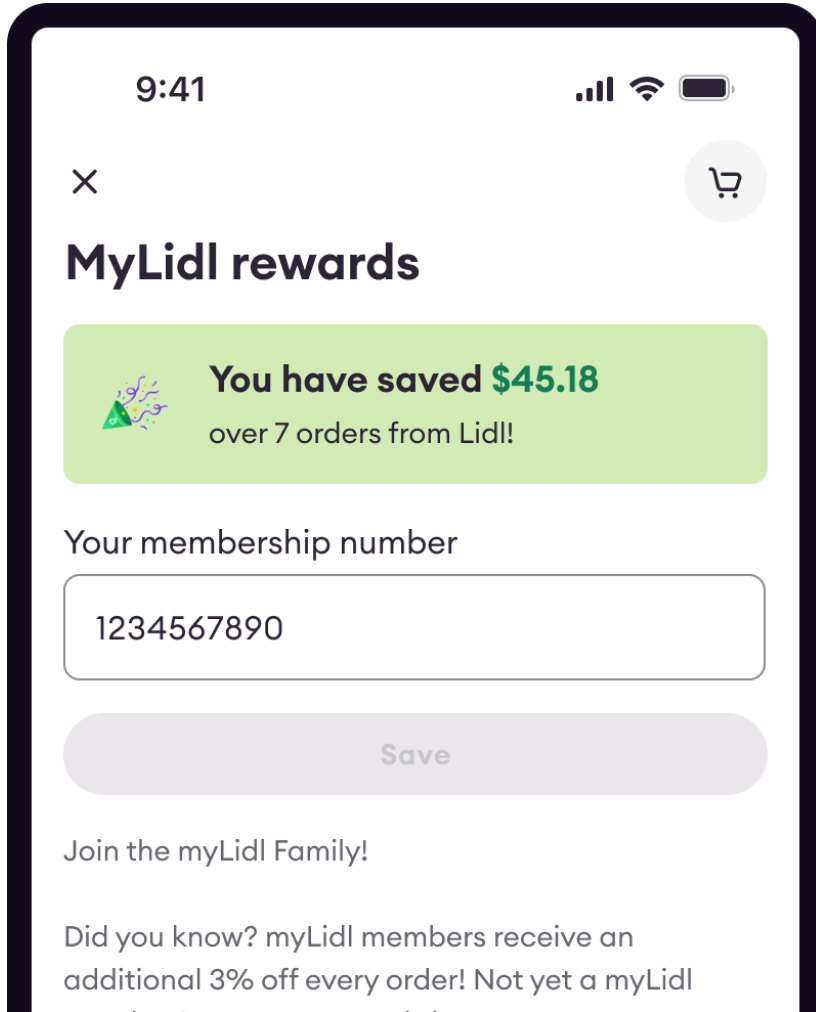
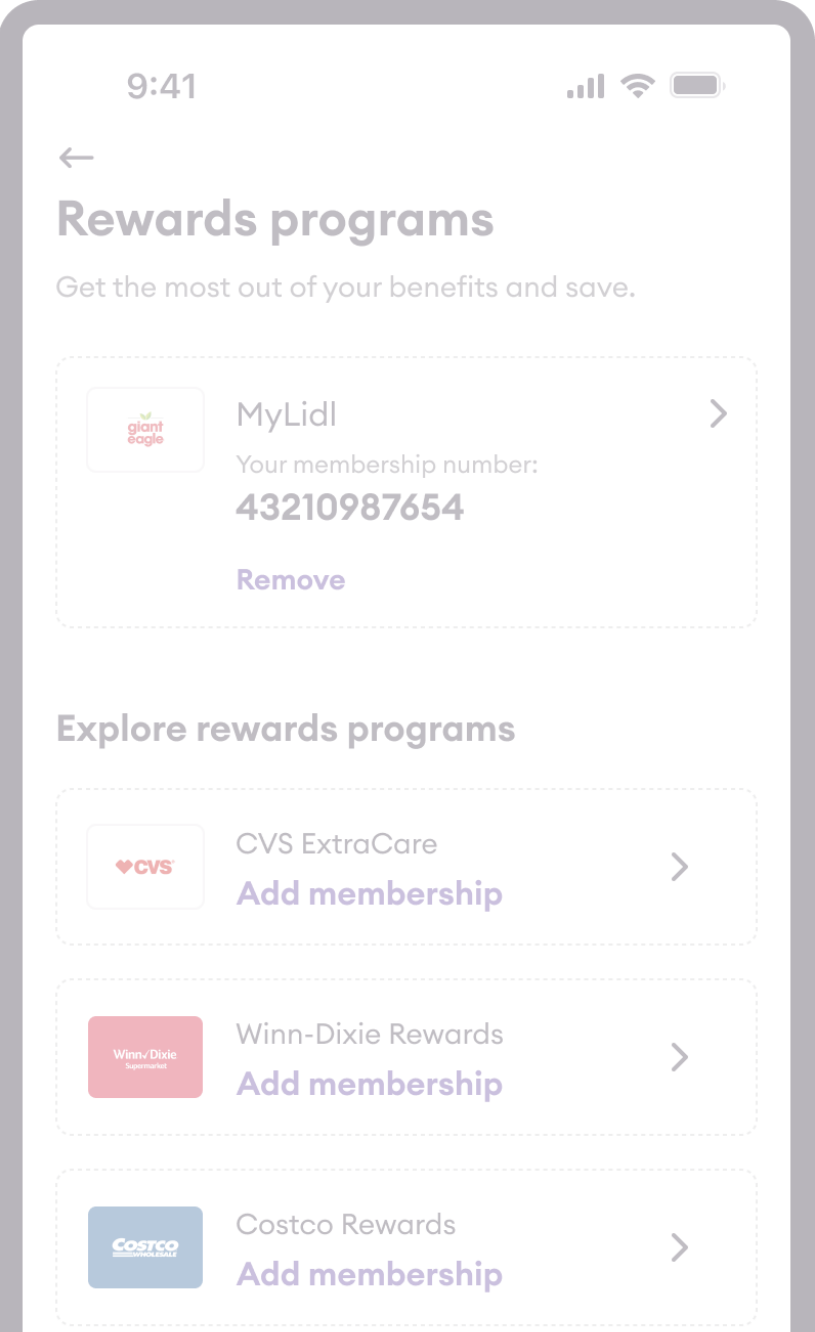
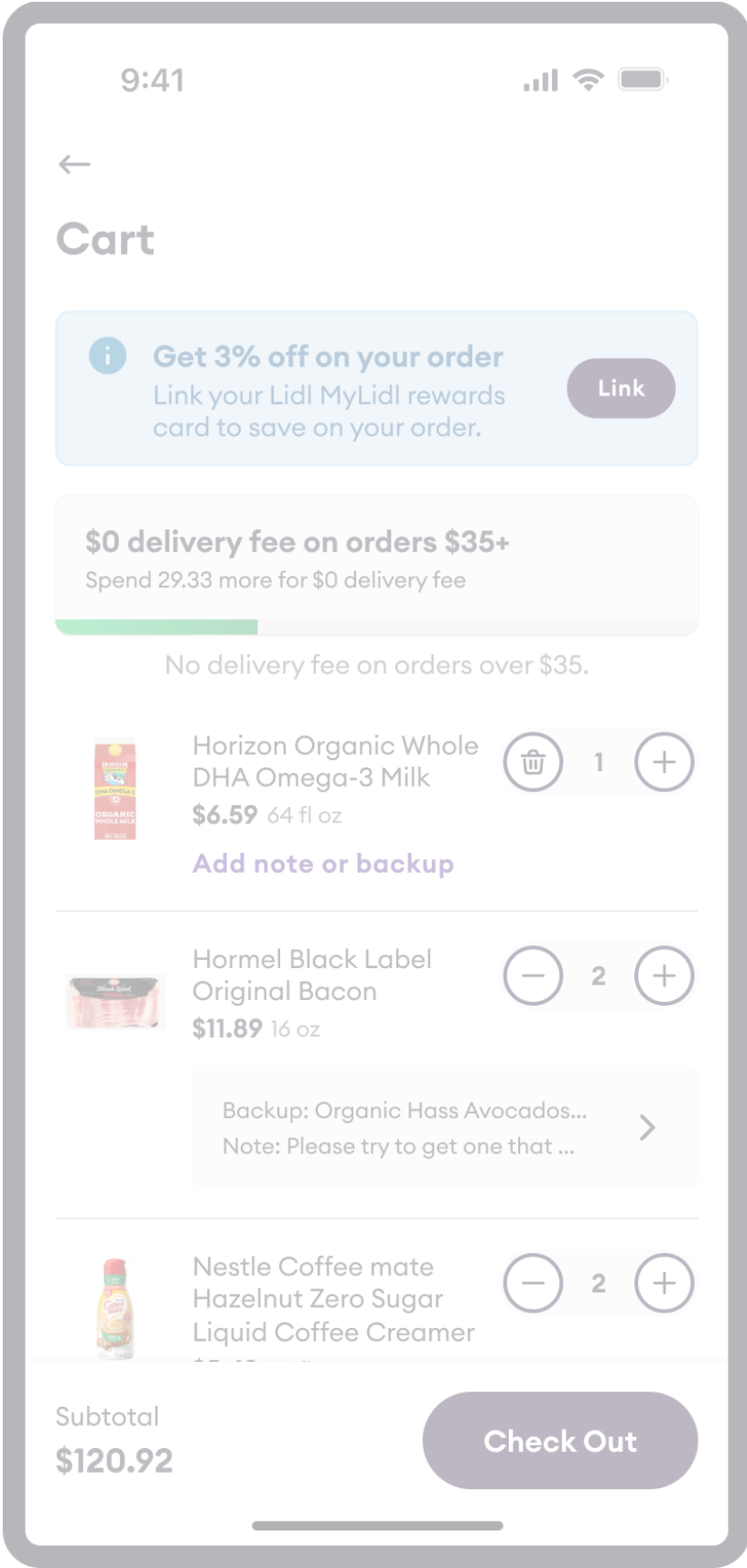
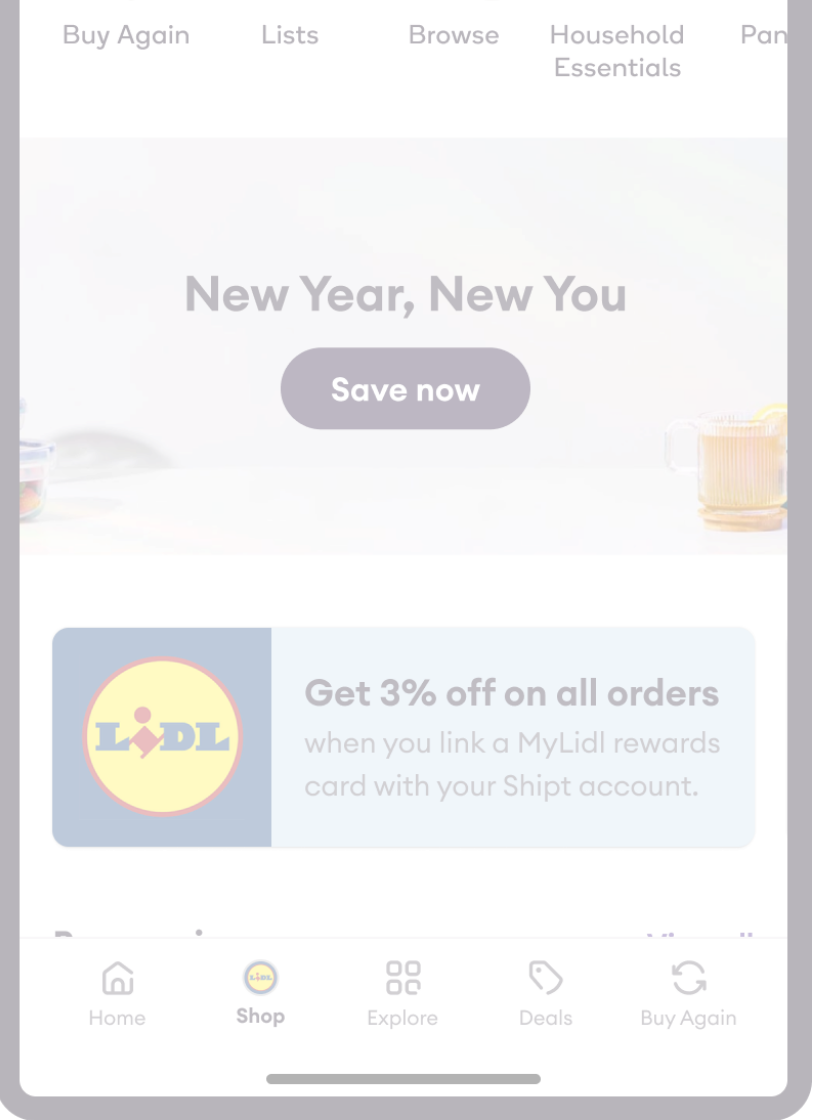
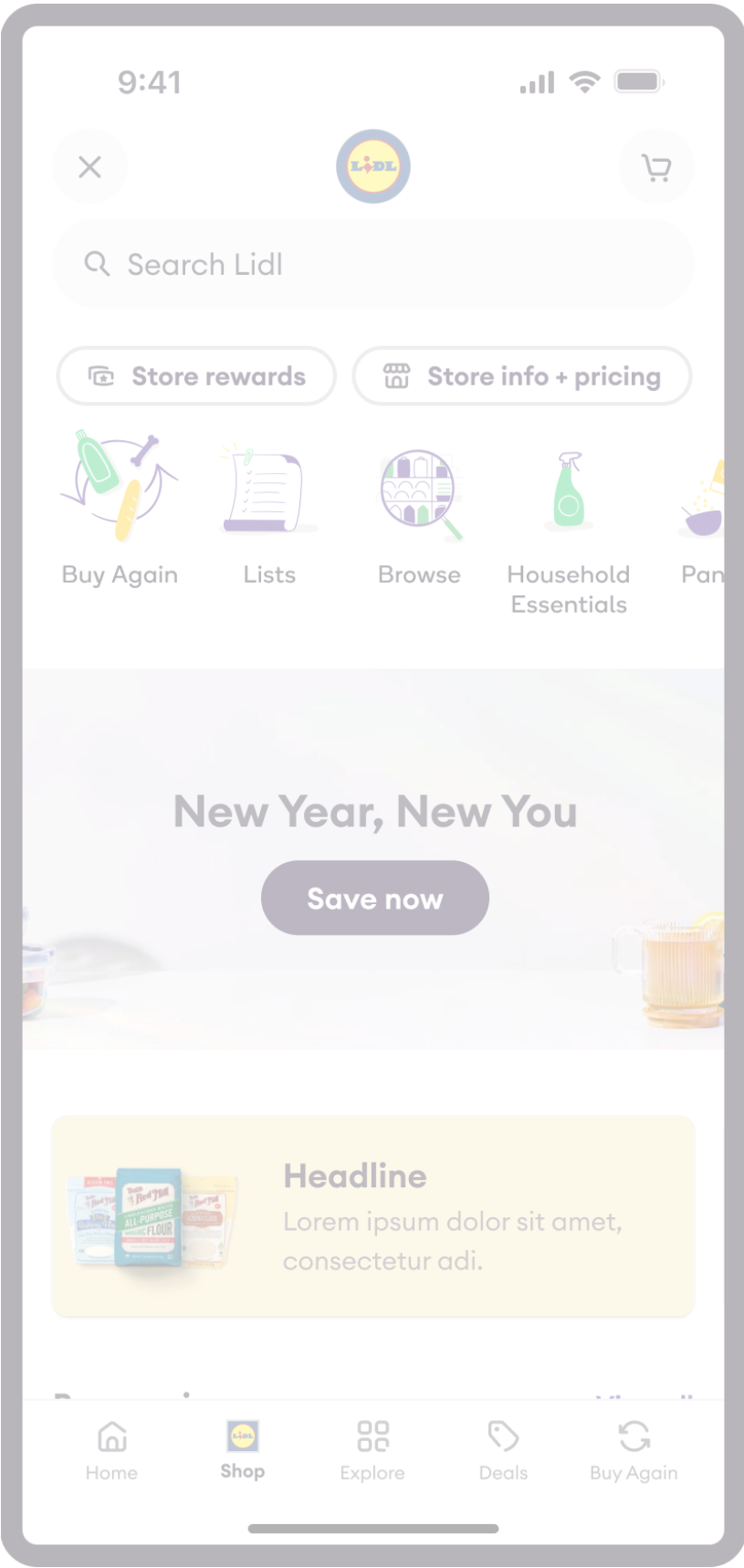
PHASE 1 DESIGNS

Additional contextual callouts



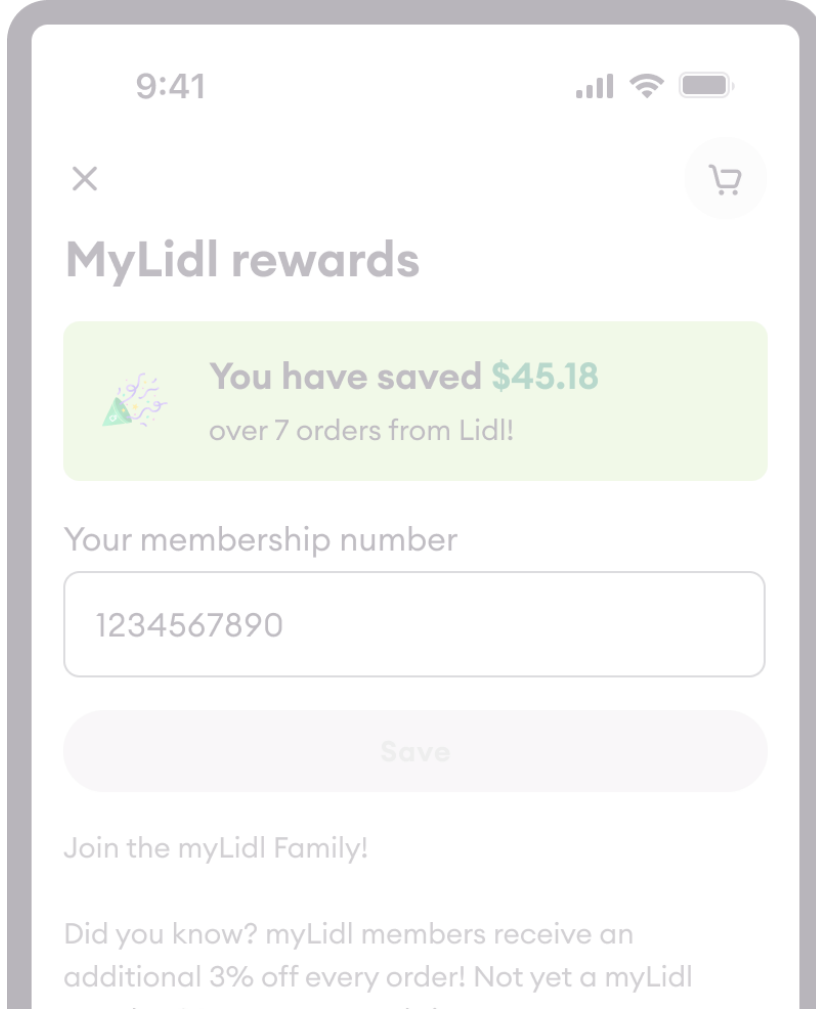
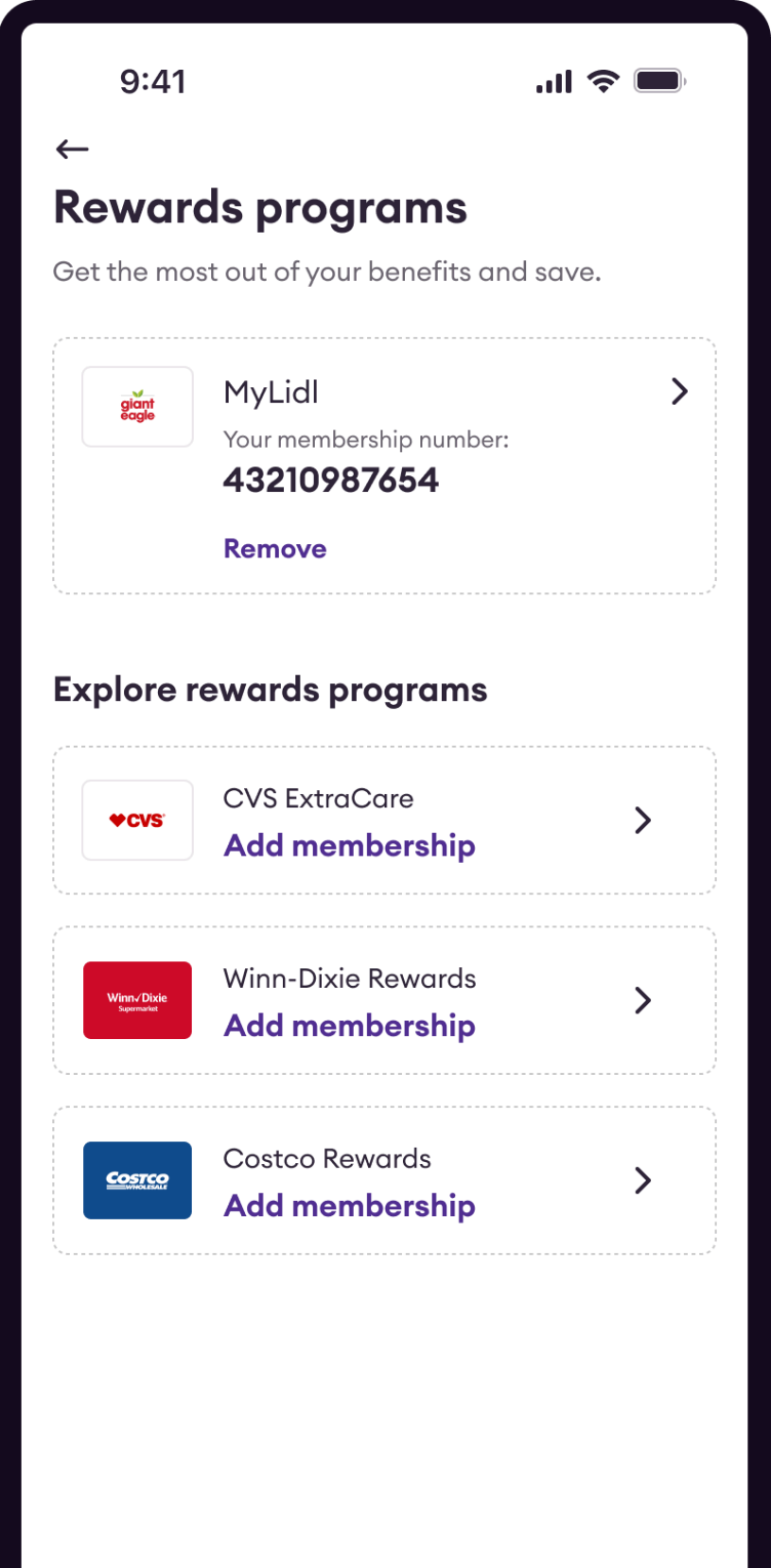
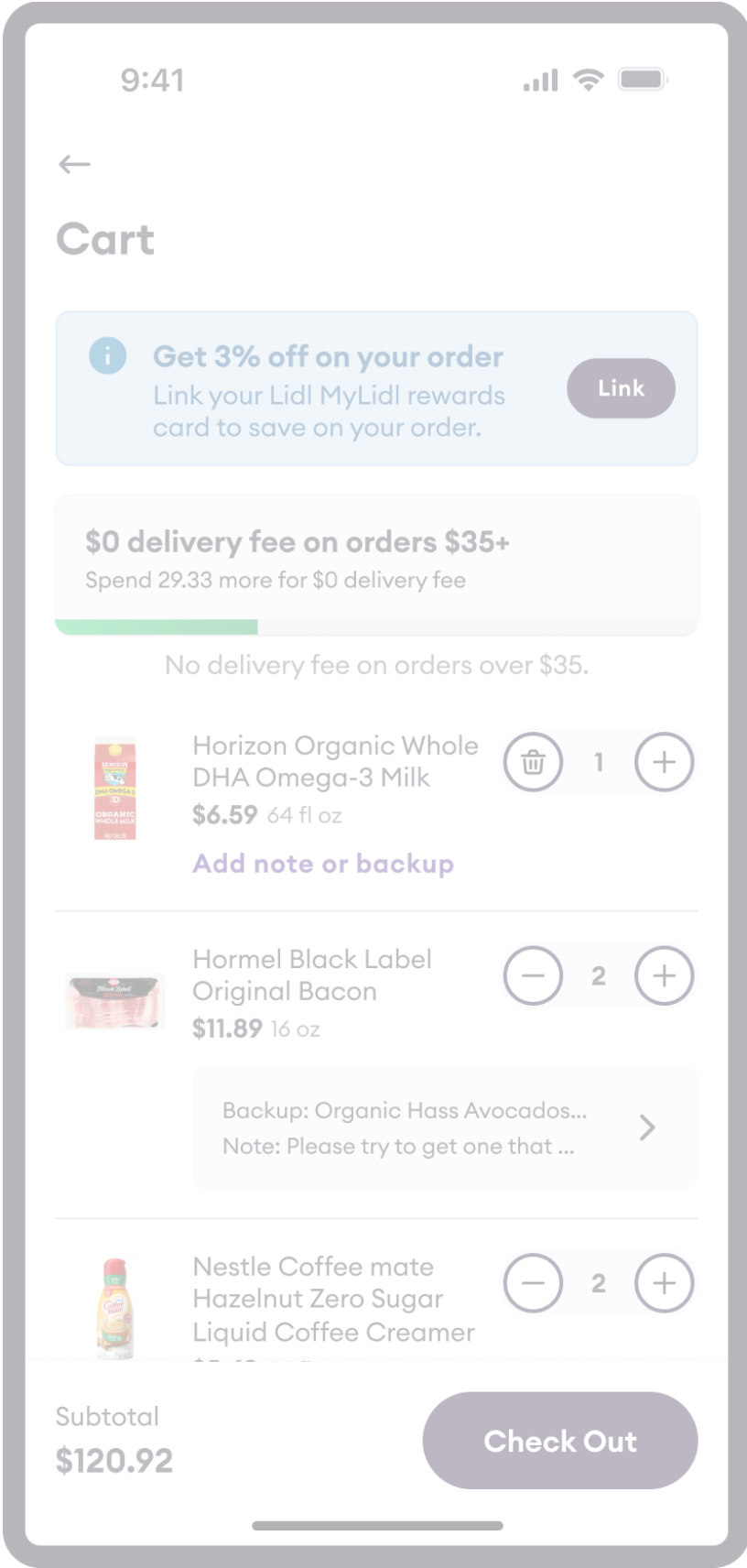
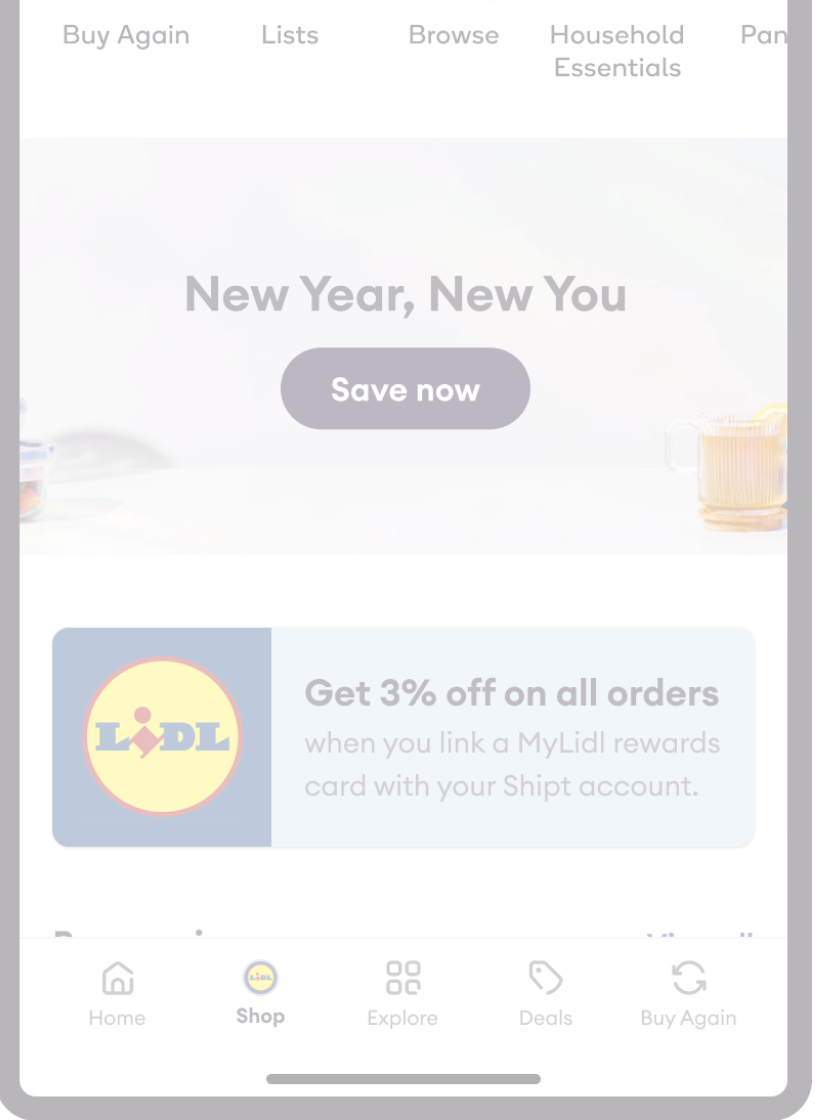
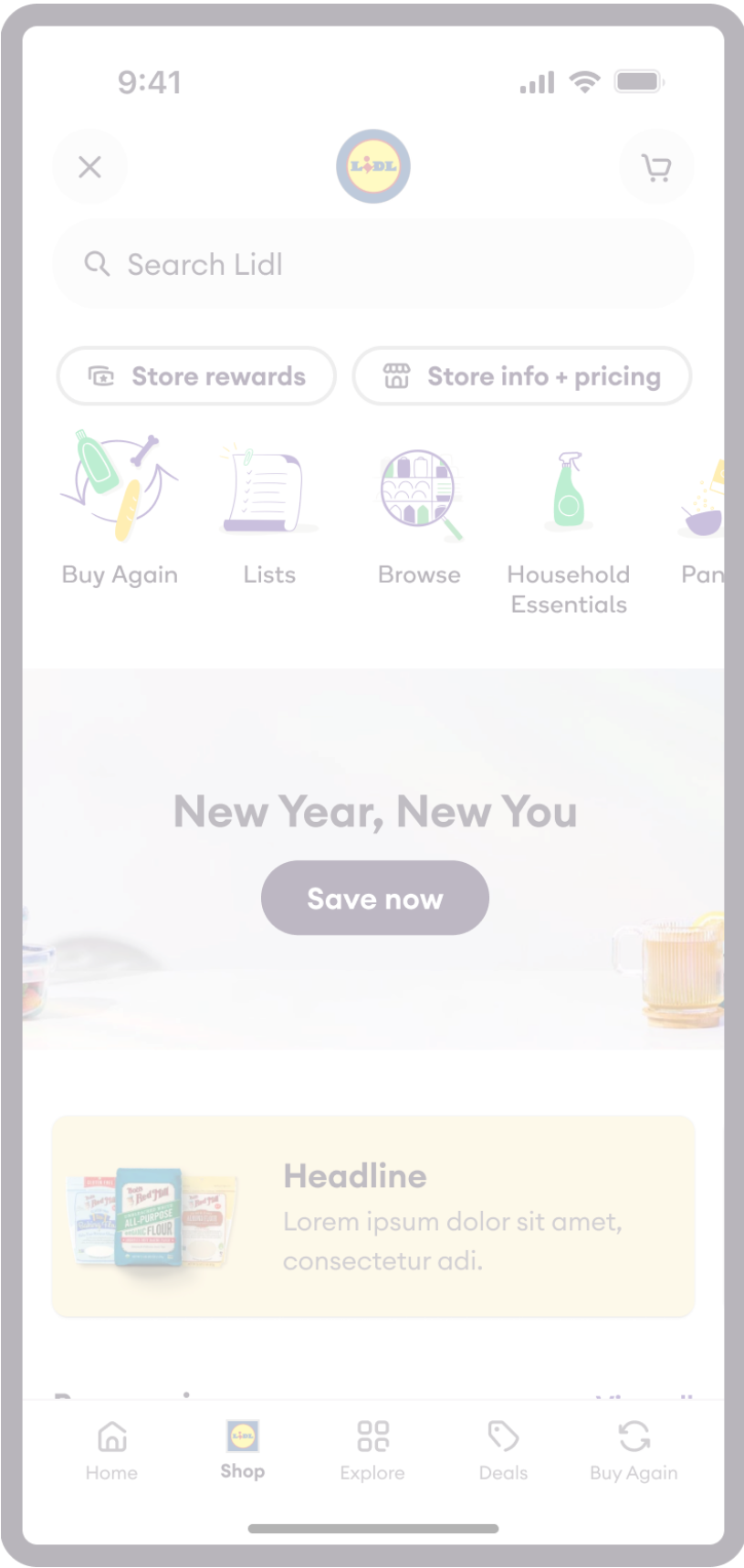
PHASE 1 DESIGNS

Highlighting why linking matters



PHASE 1 DESIGNS

A revamped home for Rewards Programs



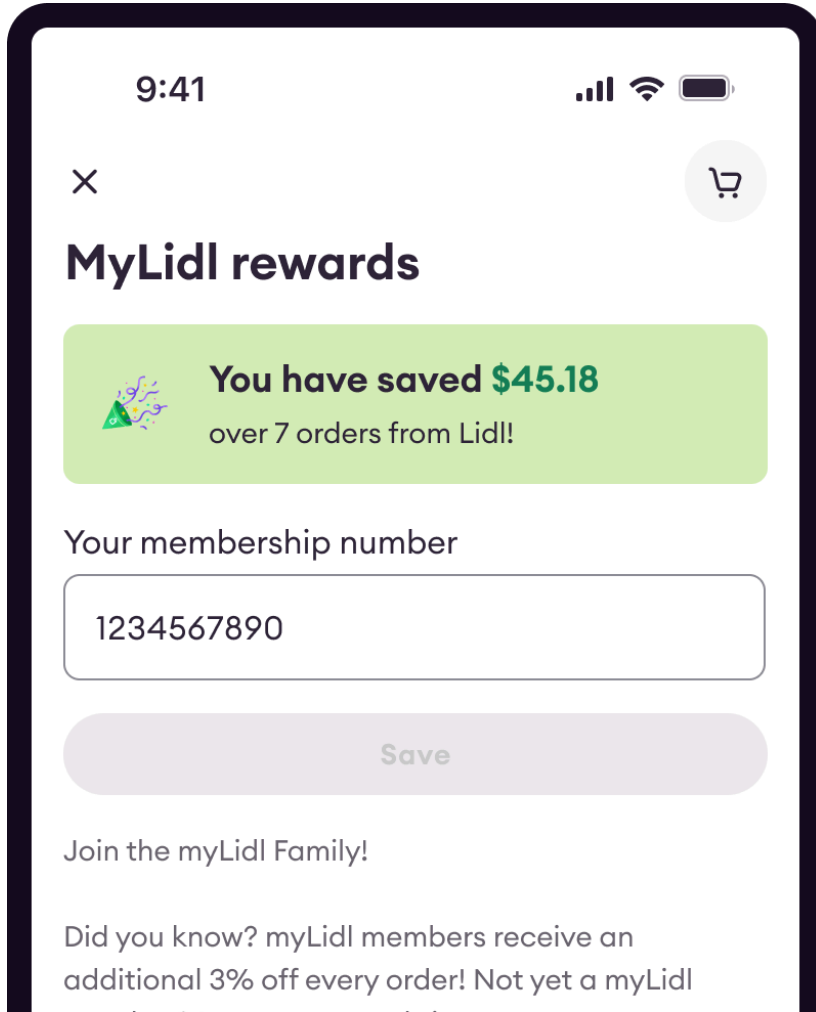
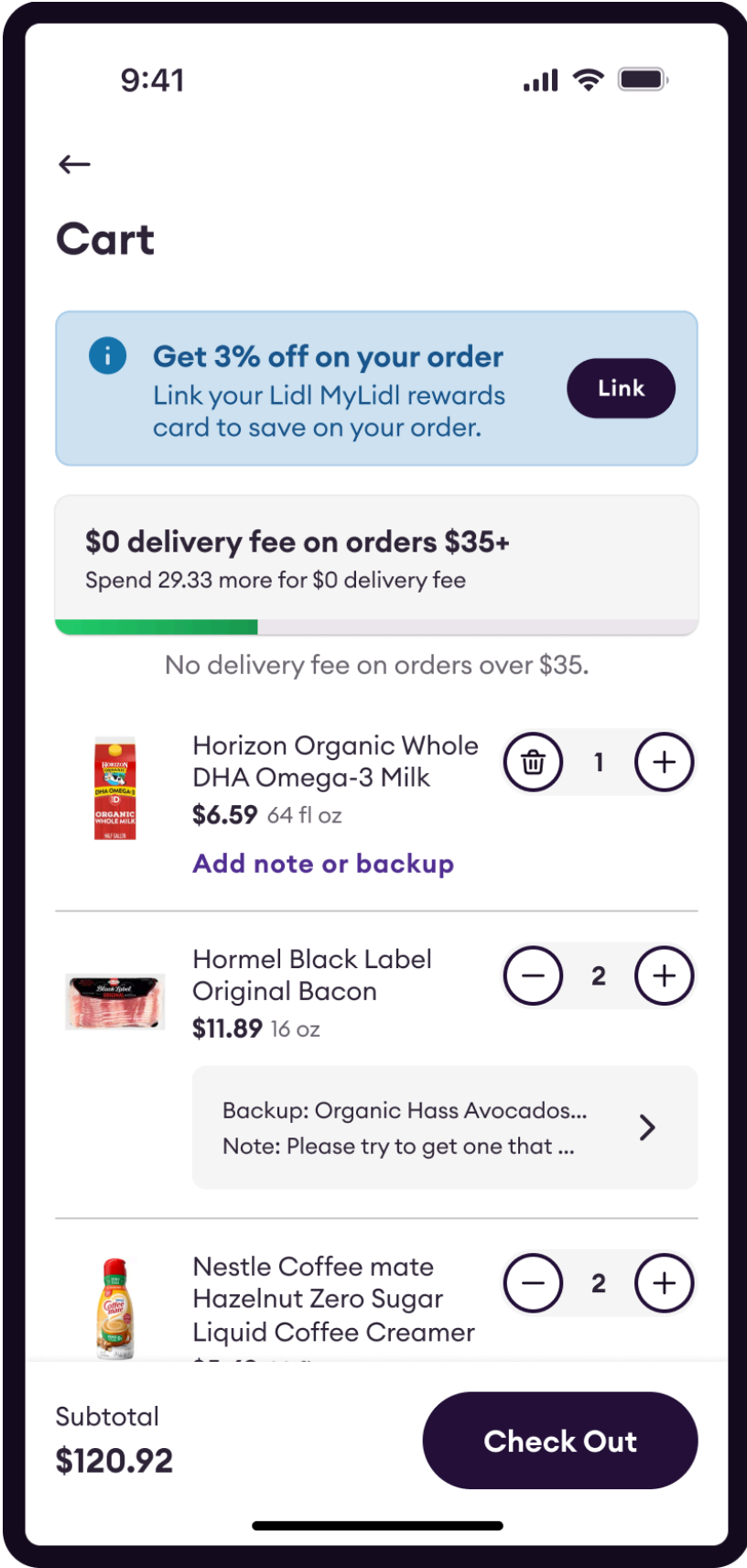
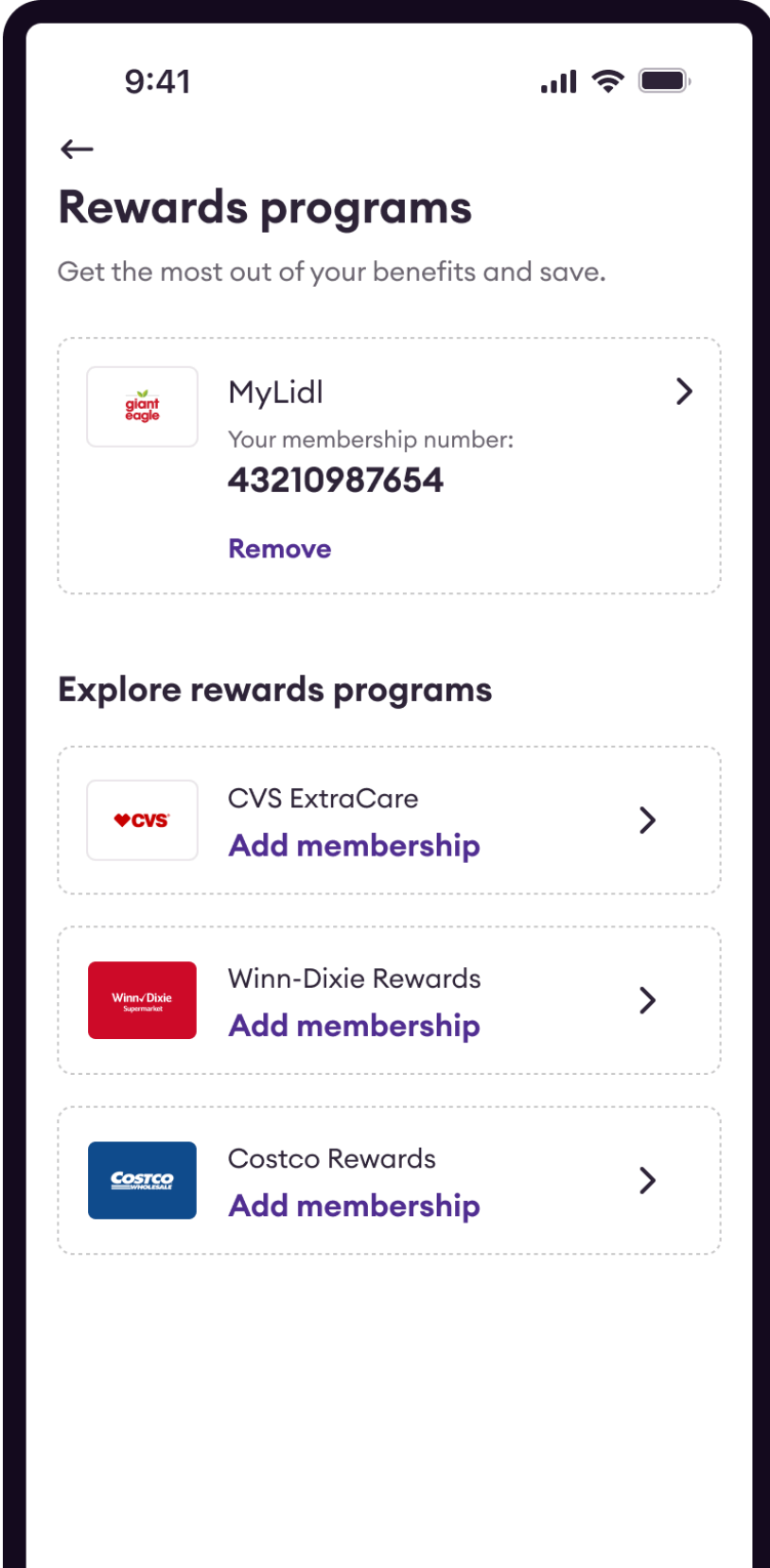
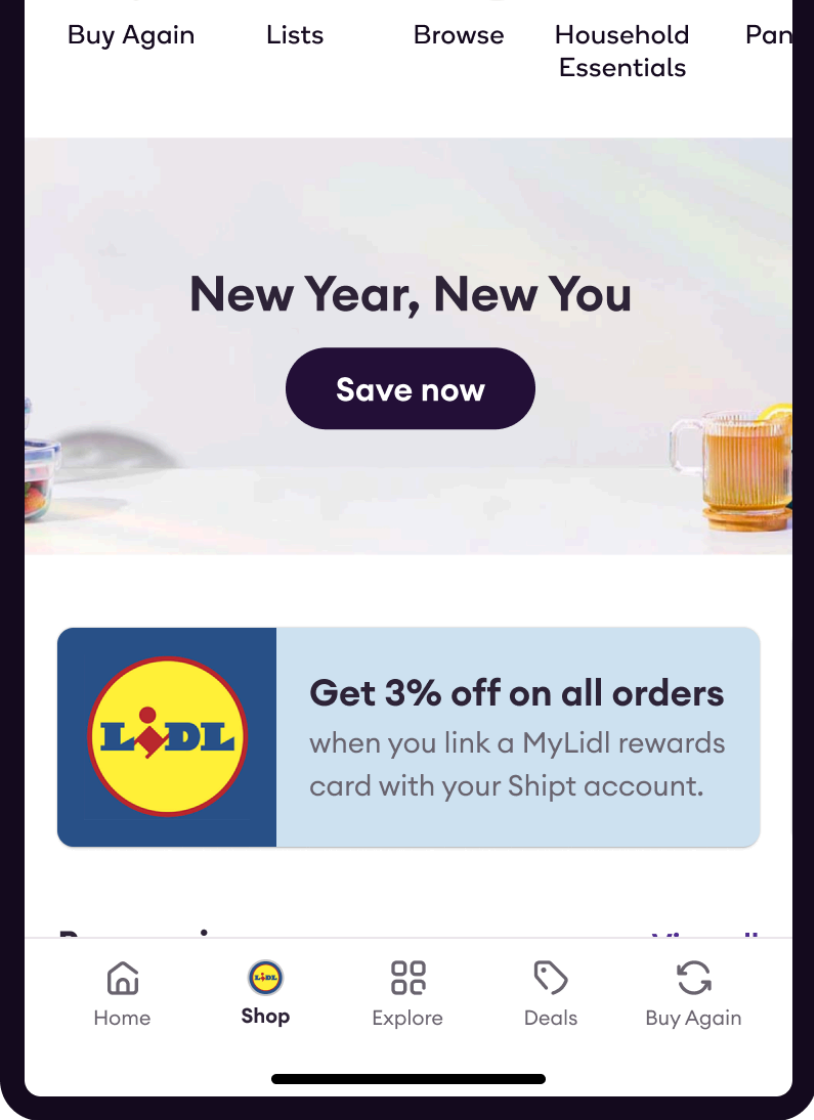
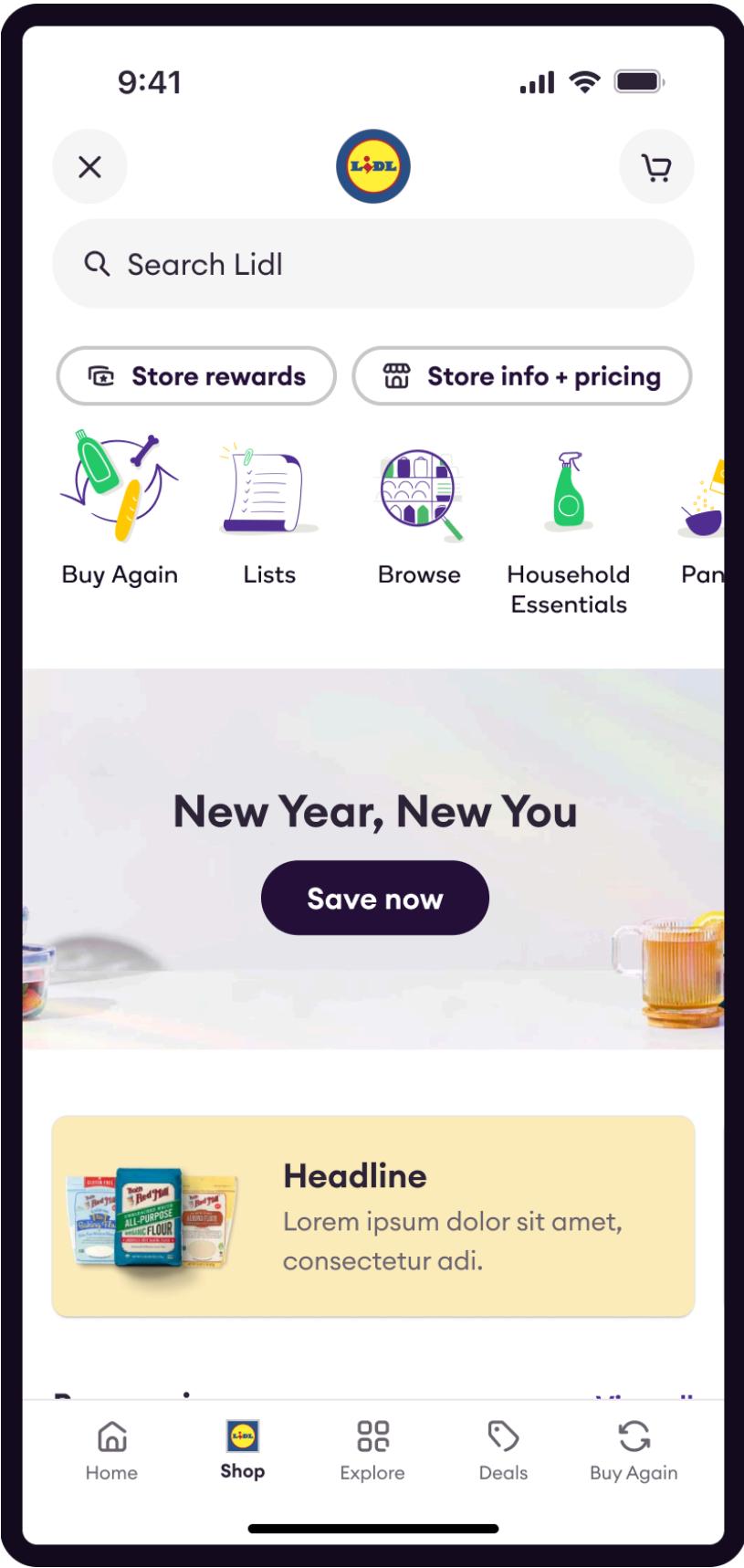
Impact

+137.8%

in Loyalty program enrollment.

+0.9%

in Average Order Value.



We are getting ready to launch Phase 2, & beyond!

Thank you!