

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.

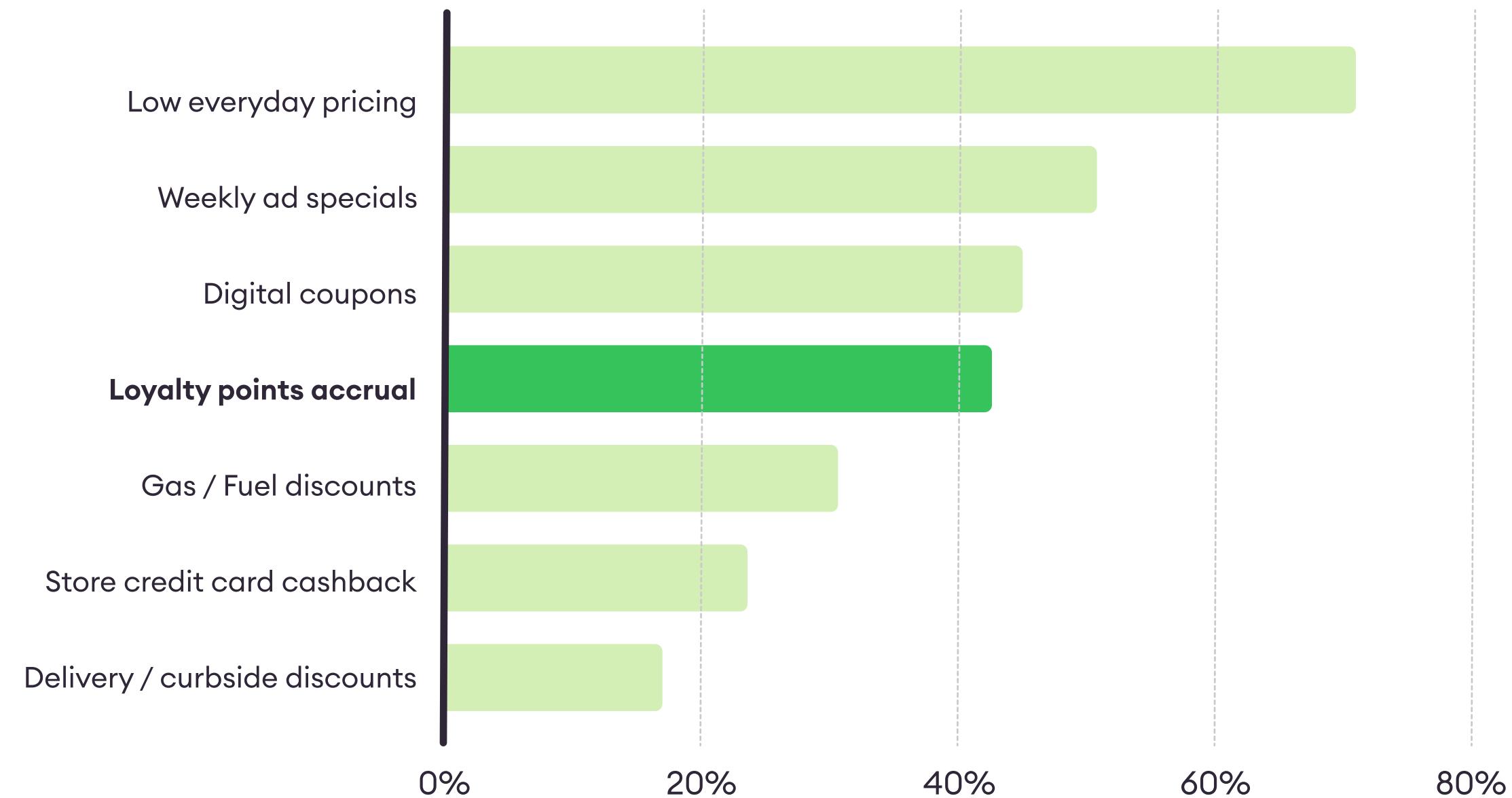
Source - Loyalty Stats as of 3/14/24

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.

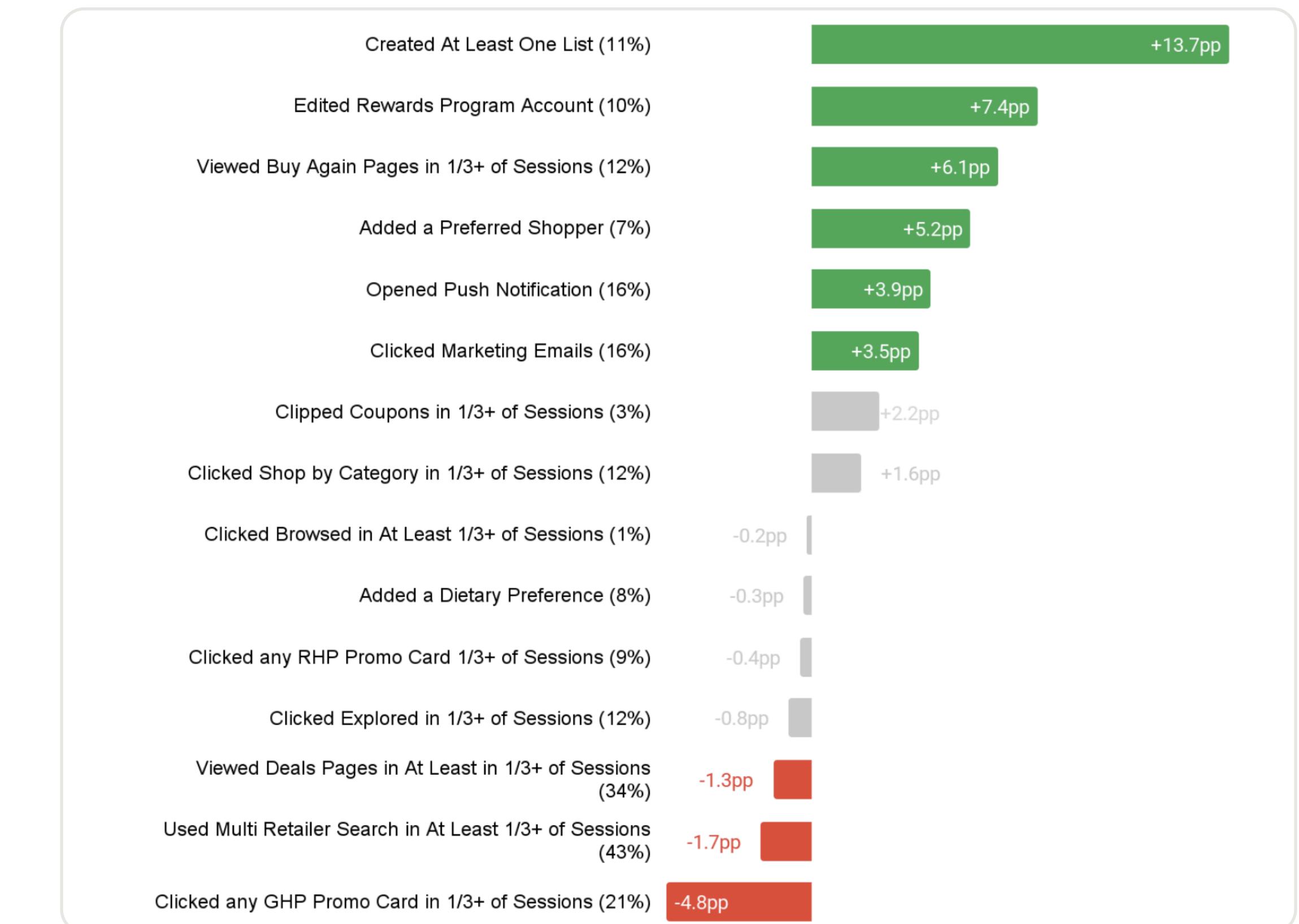


Chart: What digital engagement behaviors drive habituation?

STATUS QUO

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

User enters Shipt

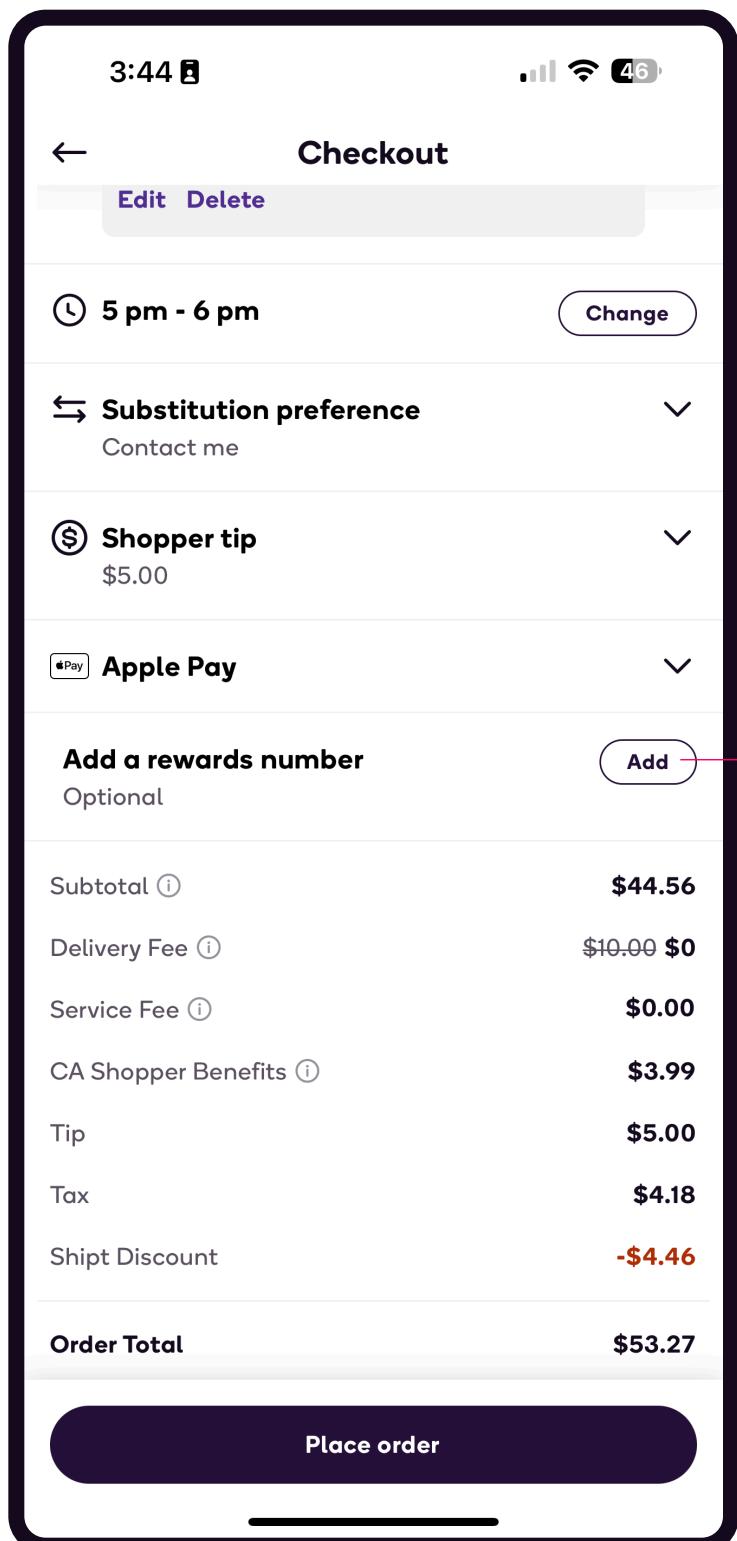
User choose a Retailer

User builds a Cart

User places
their Order

Only one callout at the end of their shopping journey

User enters Shipt



Members see this callout to add a rewards number during checkout

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

User choose a Retailer

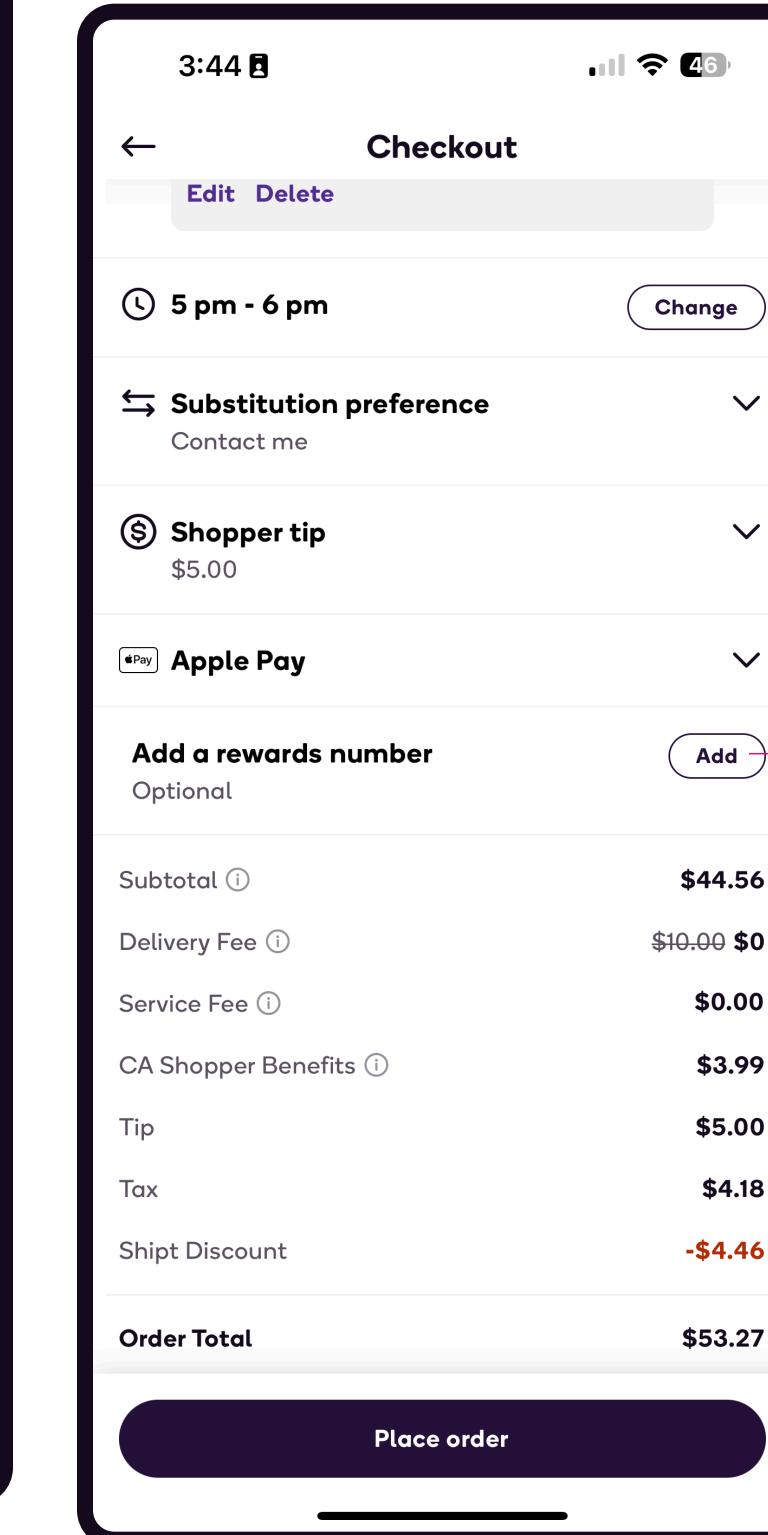
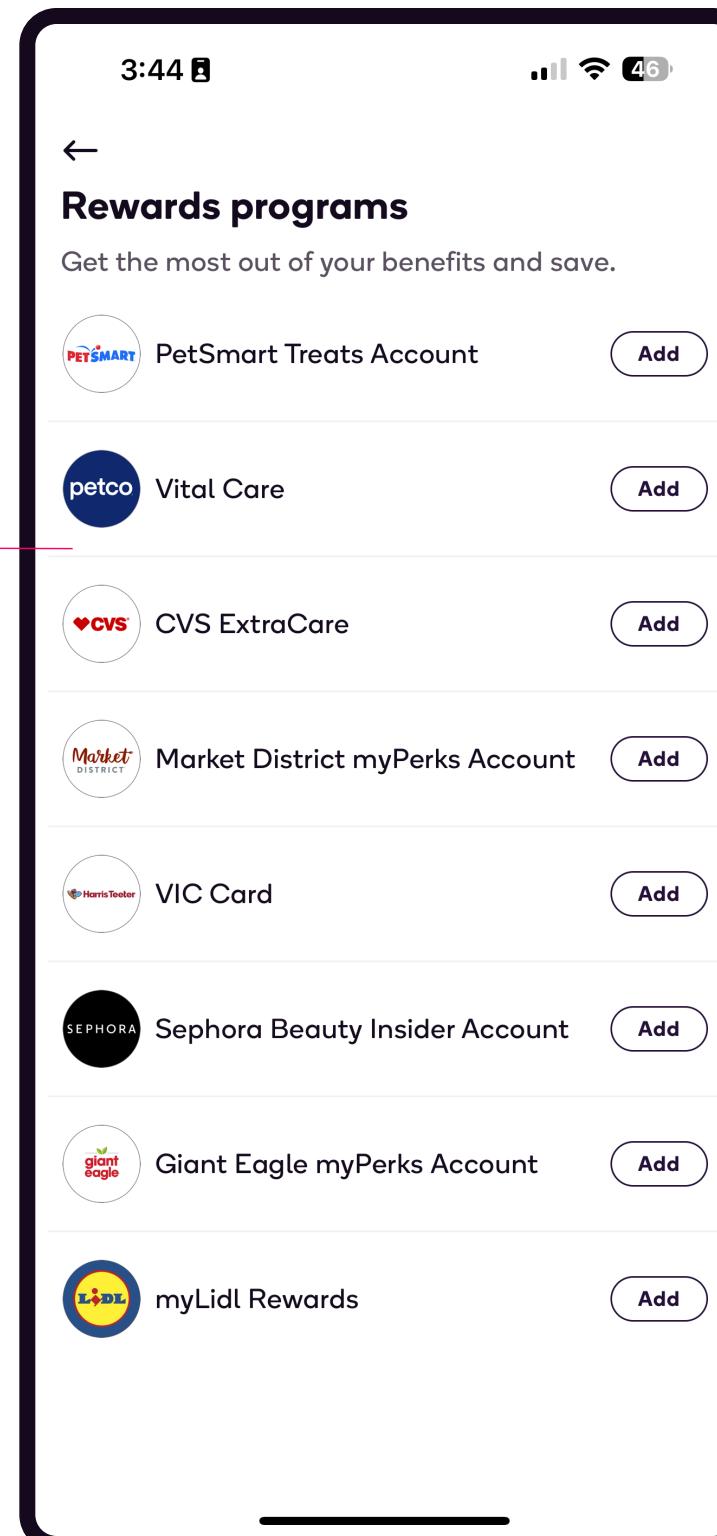
User builds a Cart

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



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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

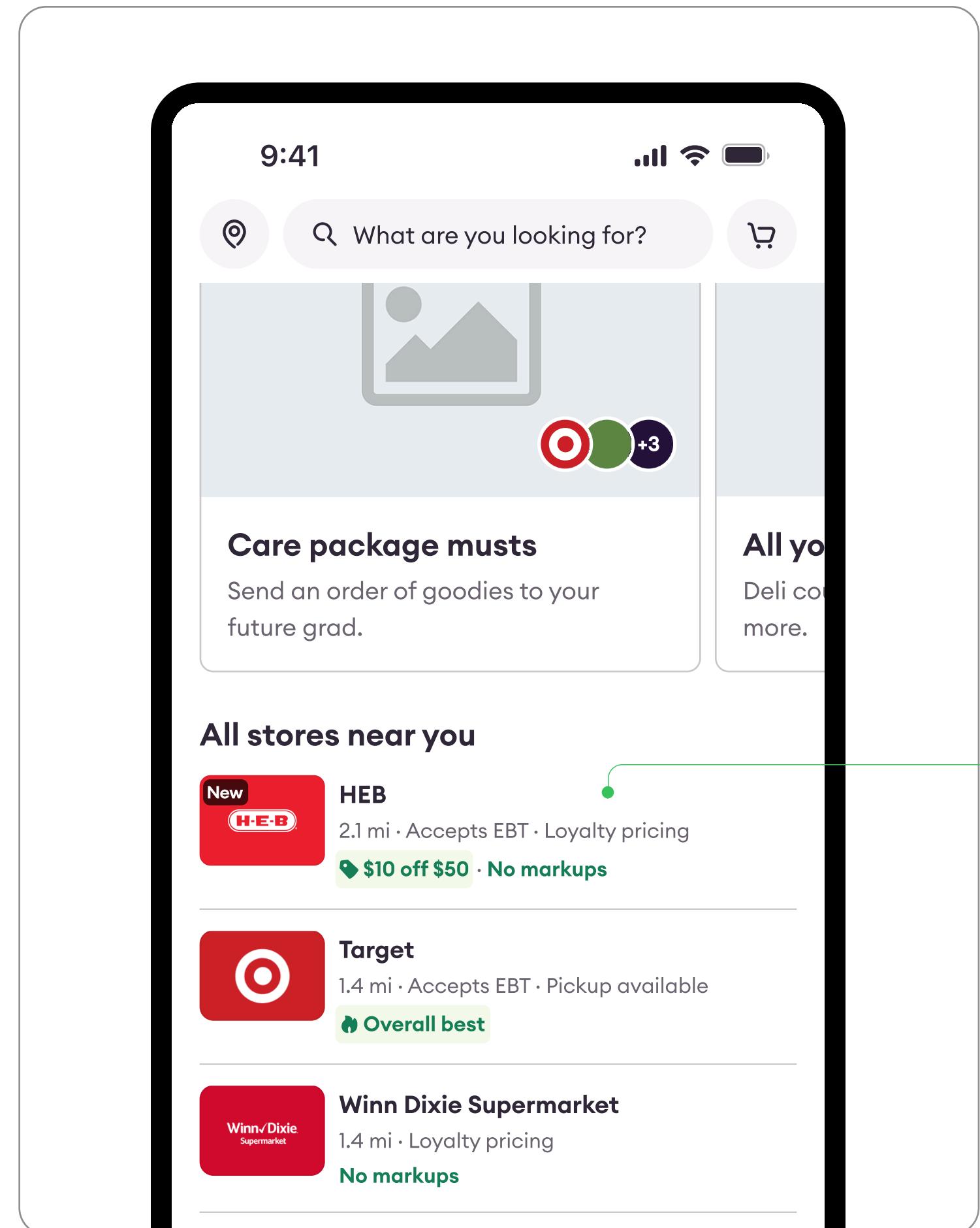
Design explorations

Part 1

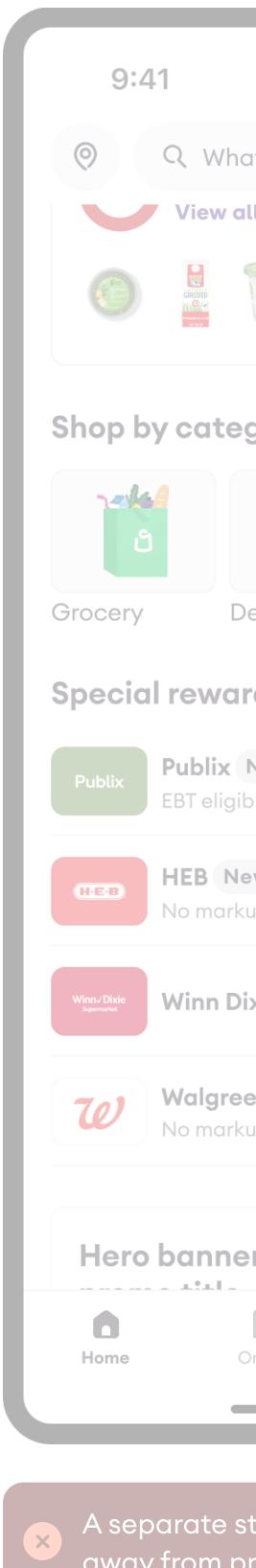
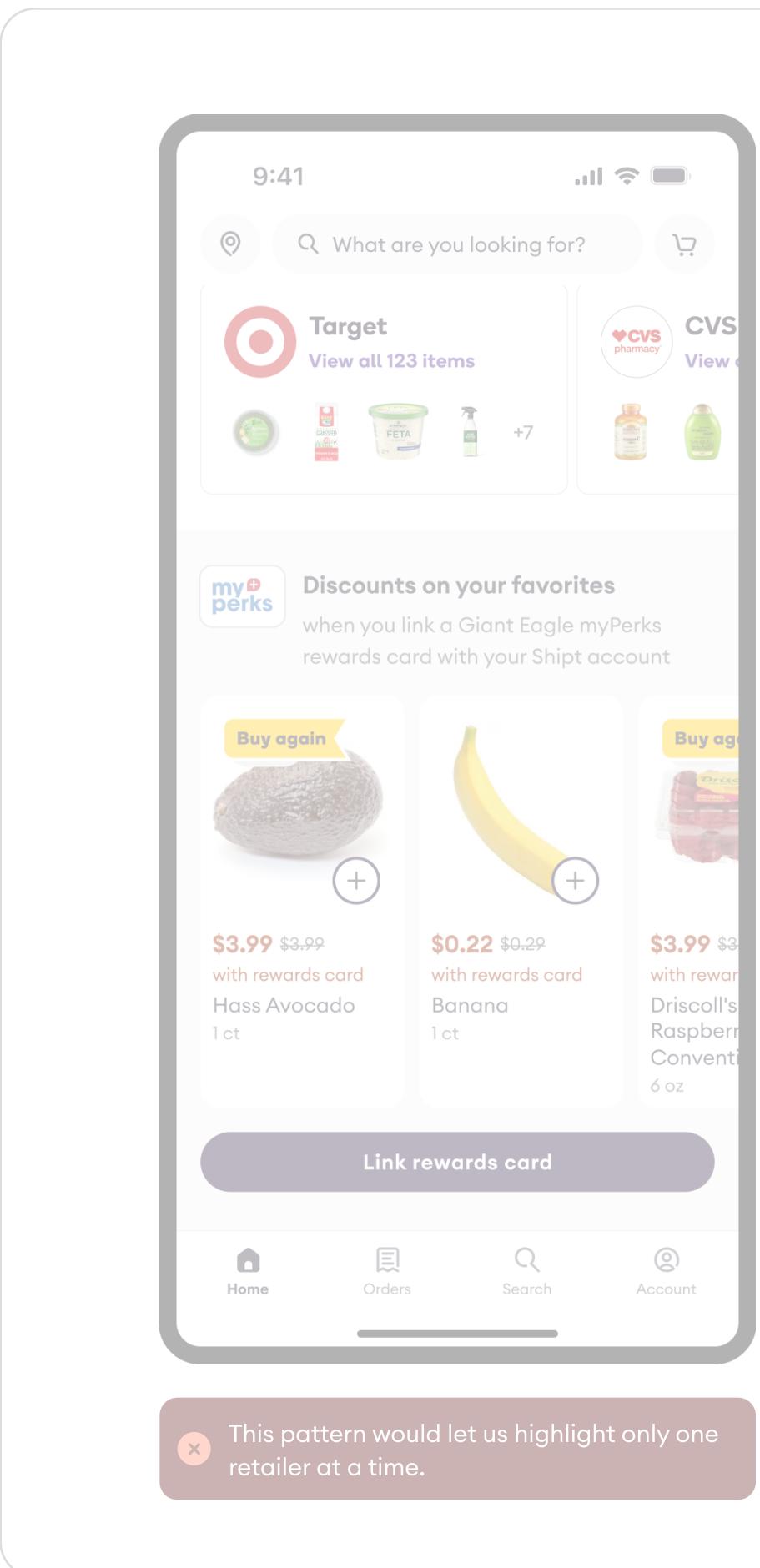
When users enter Shipt

Helping members choose where to shop

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

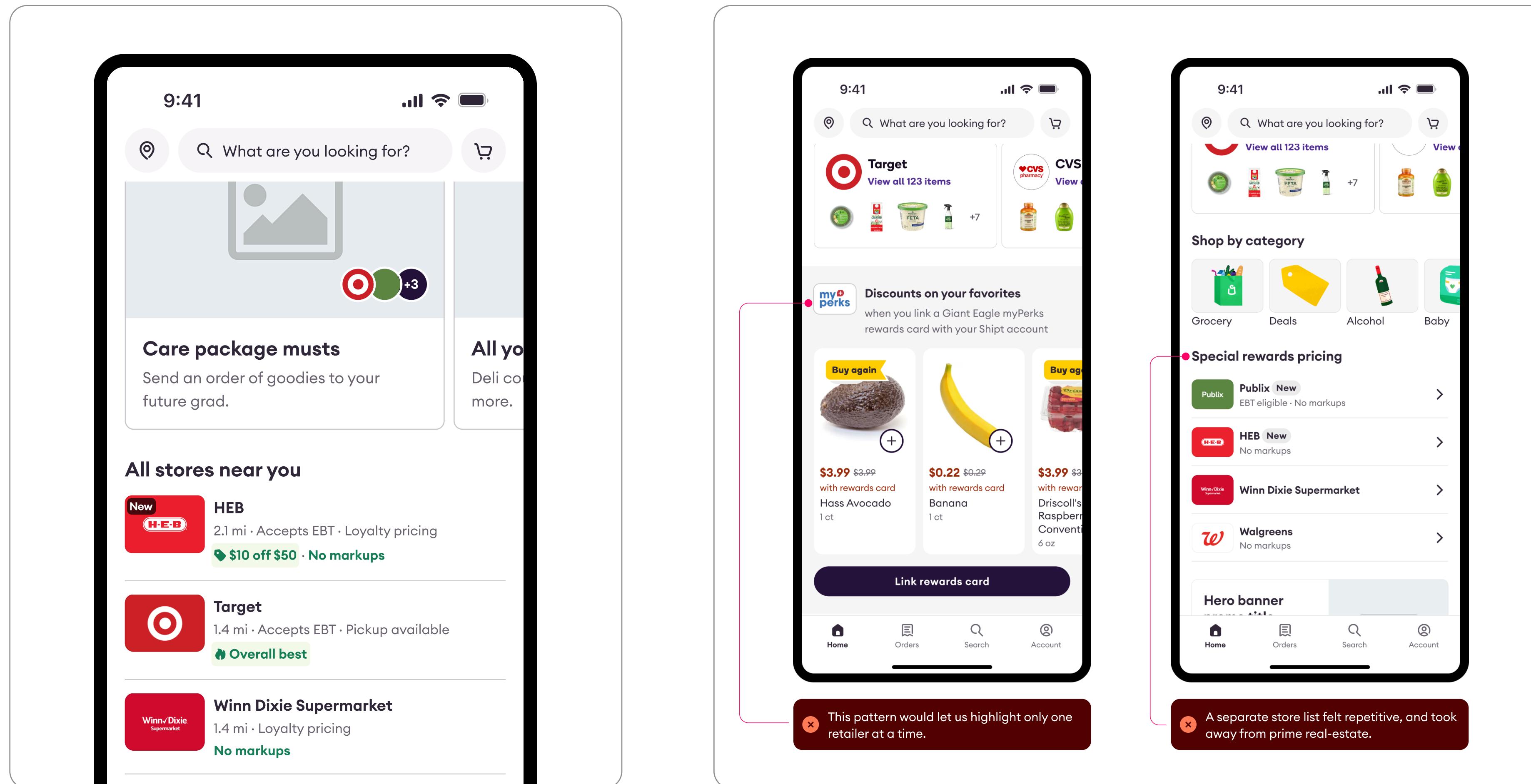


Retailers that offer reduced pricing are attributed as such.



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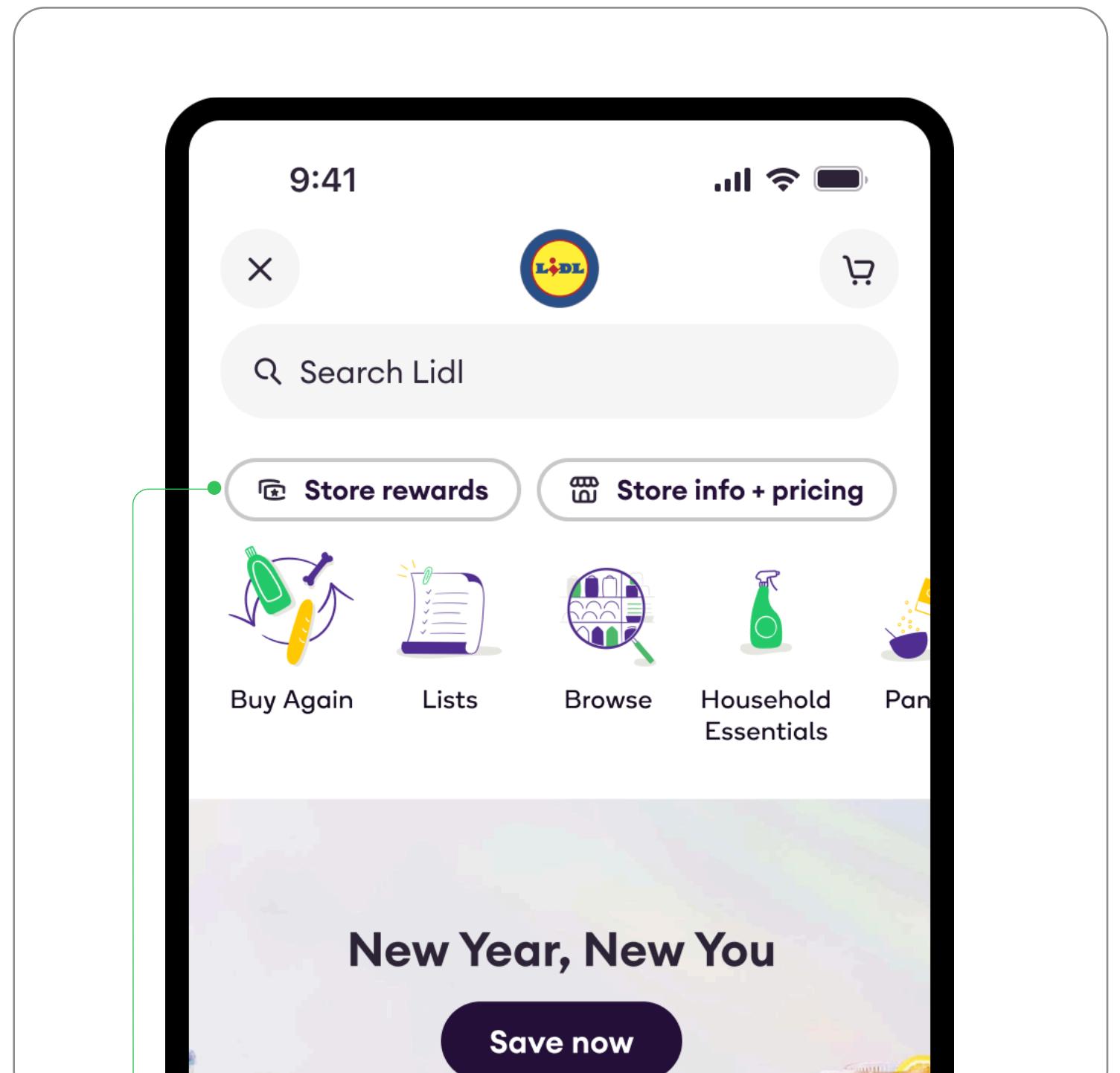


Part 2

When users enter a Retailer

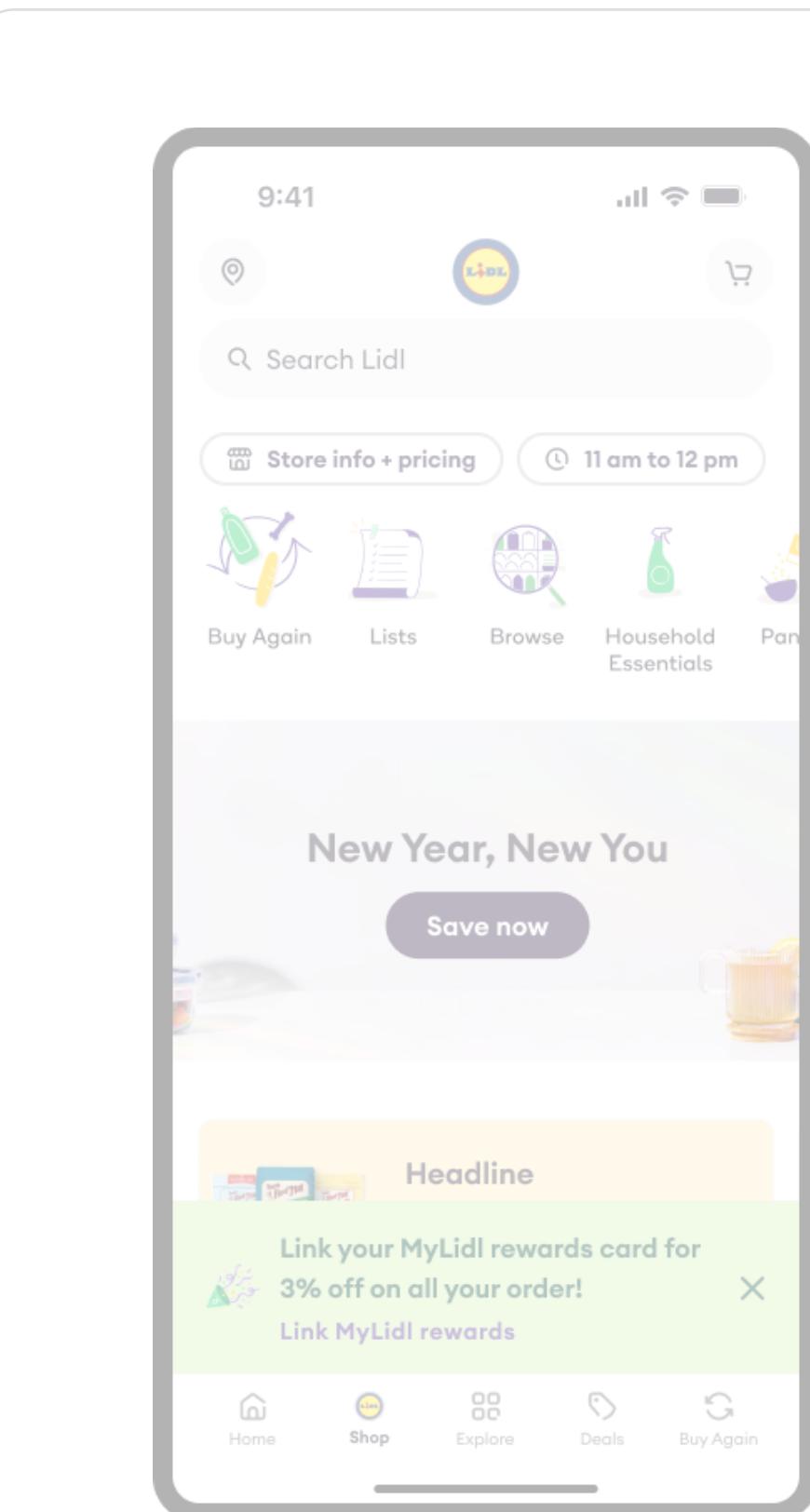
How did we make this feature more visible?

A new entry point on the Retailer Homepage

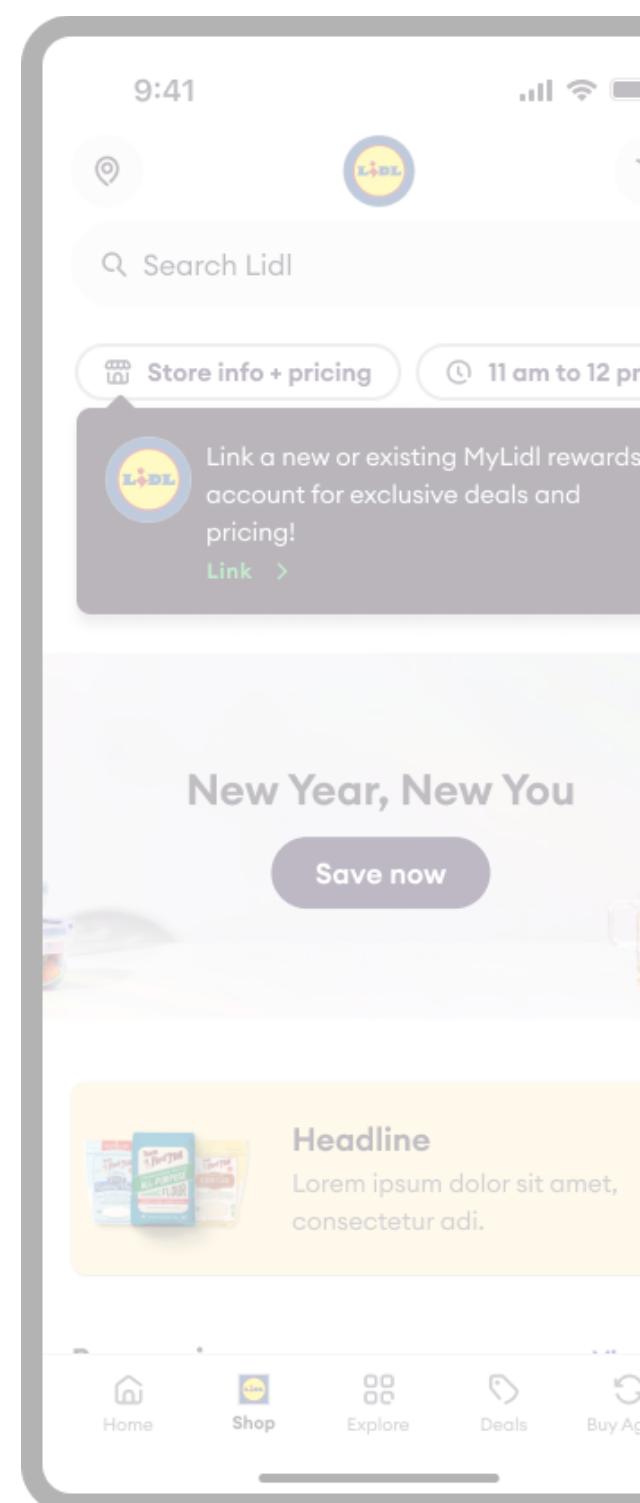


When the user enters the RHP, they see a 'store rewards' pill at the top.

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



This pattern took too much space, and once dismissed would leave the user back to square one



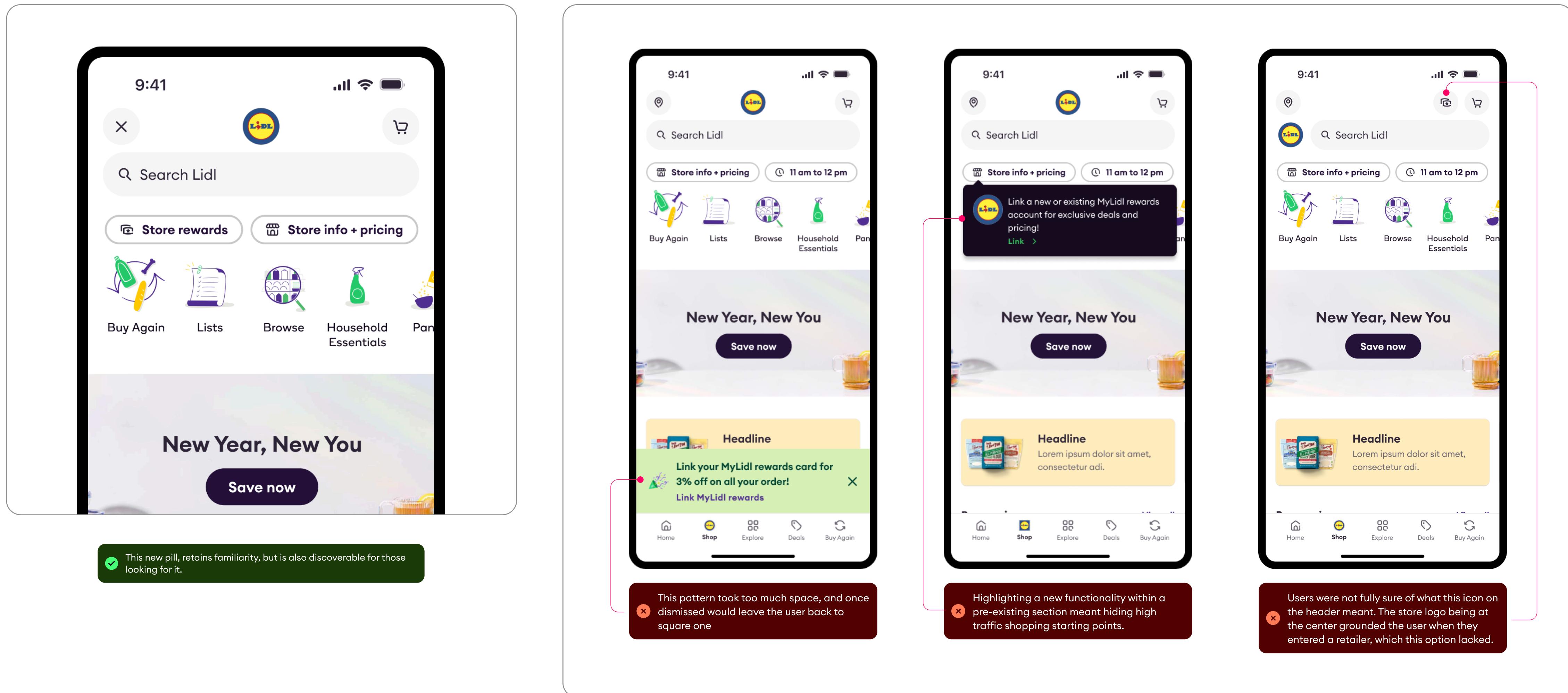
Headline
Lorem ipsum dolor sit amet, consectetur adi.

Home Shop Explore Deals Buy Again

Headline
Highlighting a new functionality within pre-existing section meant hiding high traffic shopping starting points.

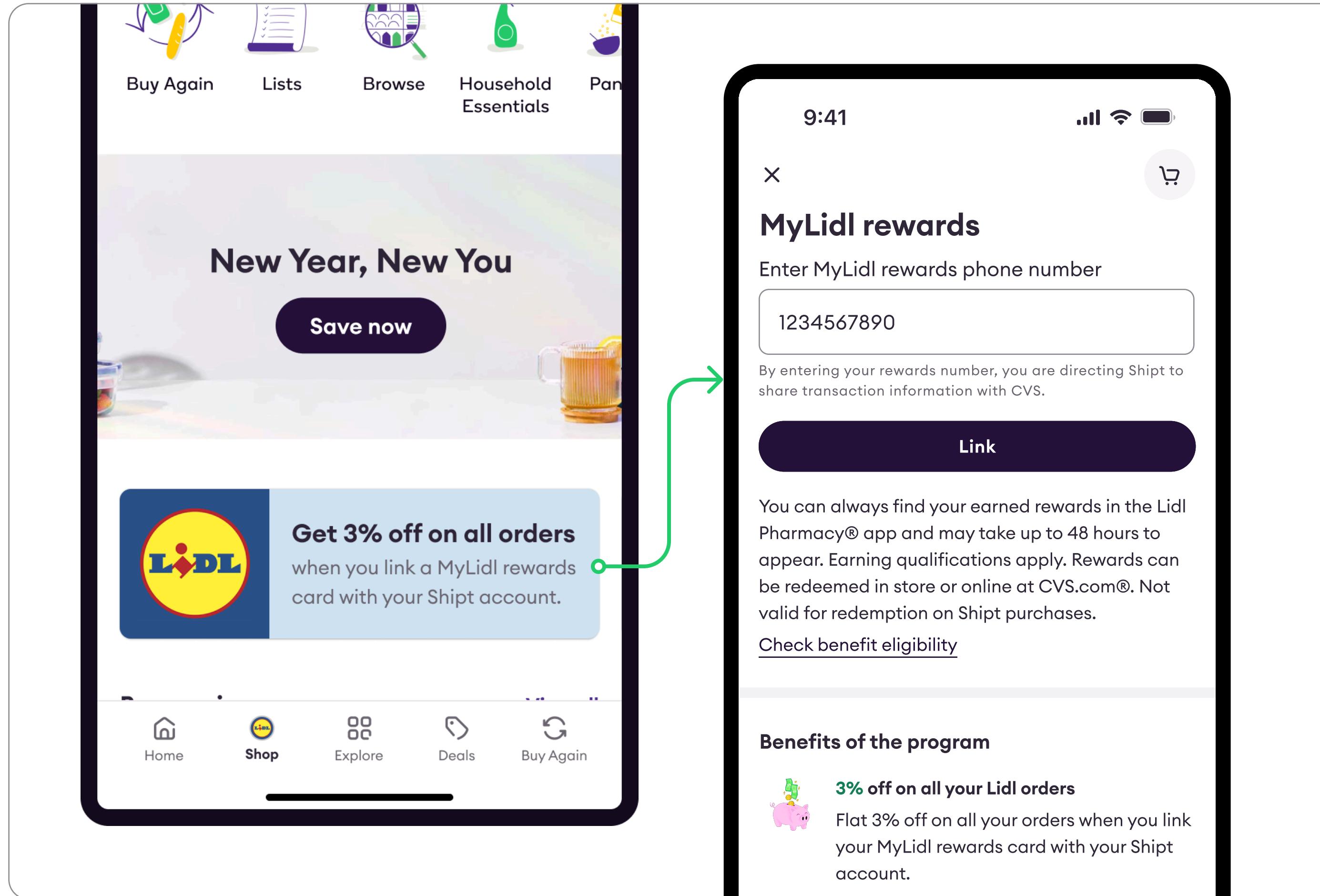
How did we make this feature more visible?

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.

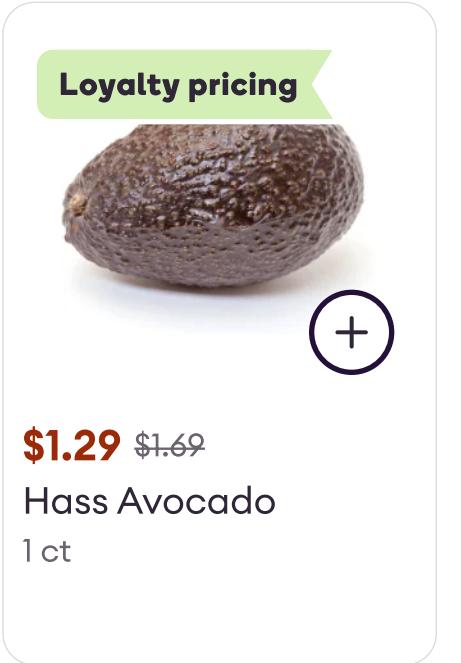
Part 3

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.

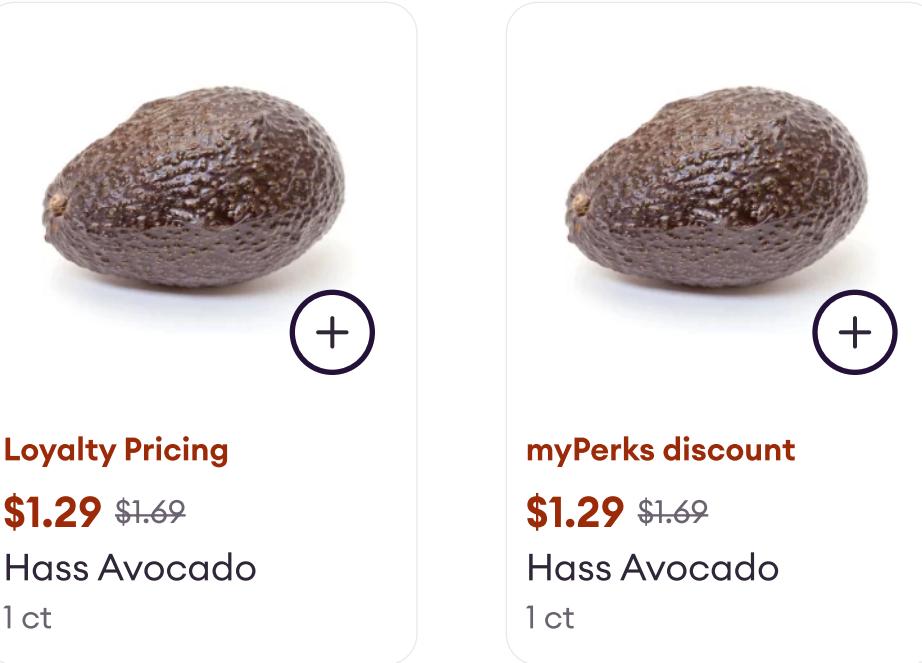
Iteration #1 - Badge Overlay



\$1.29 \$1.69
Hass Avocado
1 ct

✓ High Visibility ✗ Visually loud
✗ Covers the Product image

Iteration #2 - Inline Secondary Text

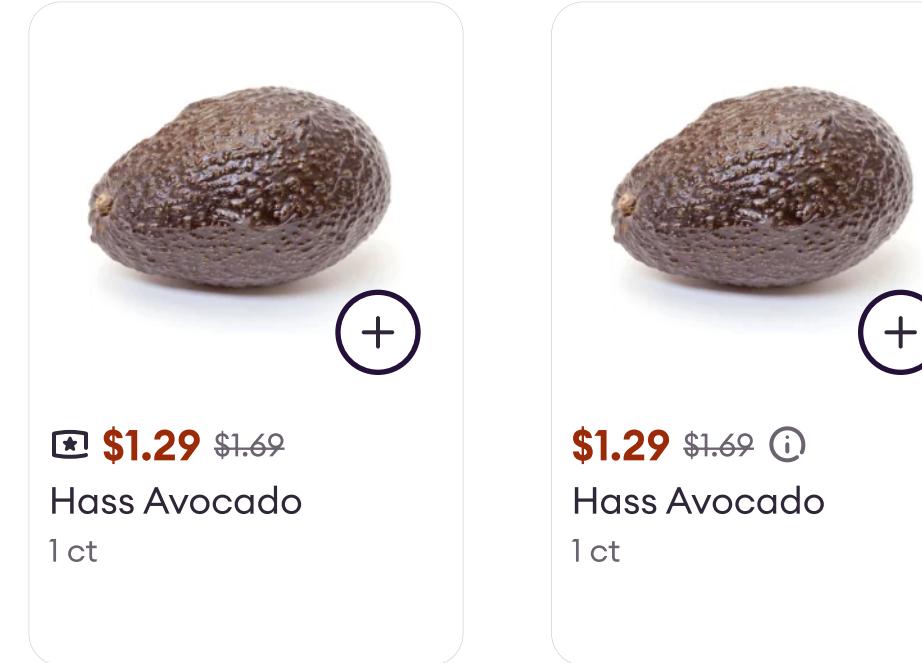


\$1.29 \$1.69
Hass Avocado
1 ct

\$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

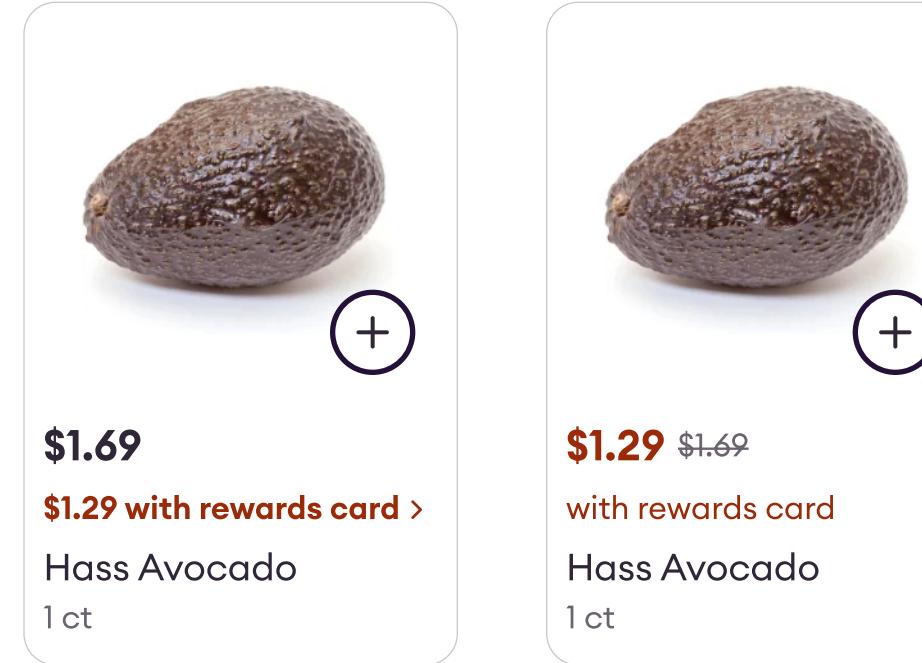


\$1.29 \$1.69
Hass Avocado
1 ct

\$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

\$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.

The image displays two screenshots of the Shipt app illustrating a loyalty pricing strategy for apples.

Left Screenshot: Product Selection Screen

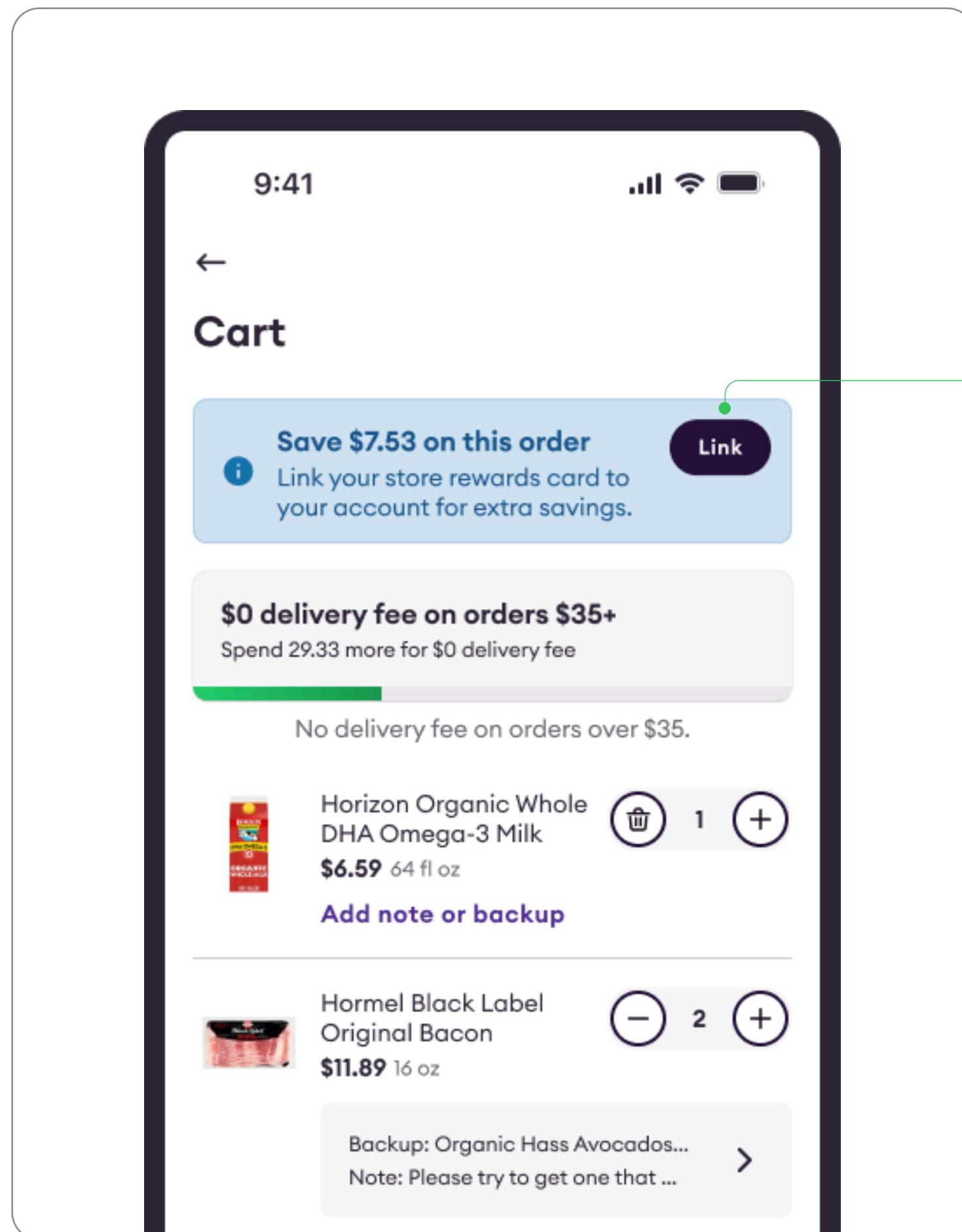
- Time: 9:41
- Search bar: apples
- Category tabs: Produce, Beverages, Electronics, Baby
- Buy Again** section:
 - Honeycrisp Apples - 3lb... \$6.19 3 lb
 - Granny Apples 4.29 3 lb
- “apples”** section:
 - Gala Apple 1 ct \$1.69
 - Granny Smith Apples, Large 1 ct \$1.29 with rewards card > \$0.29

Right Screenshot: Loyalty Program Integration

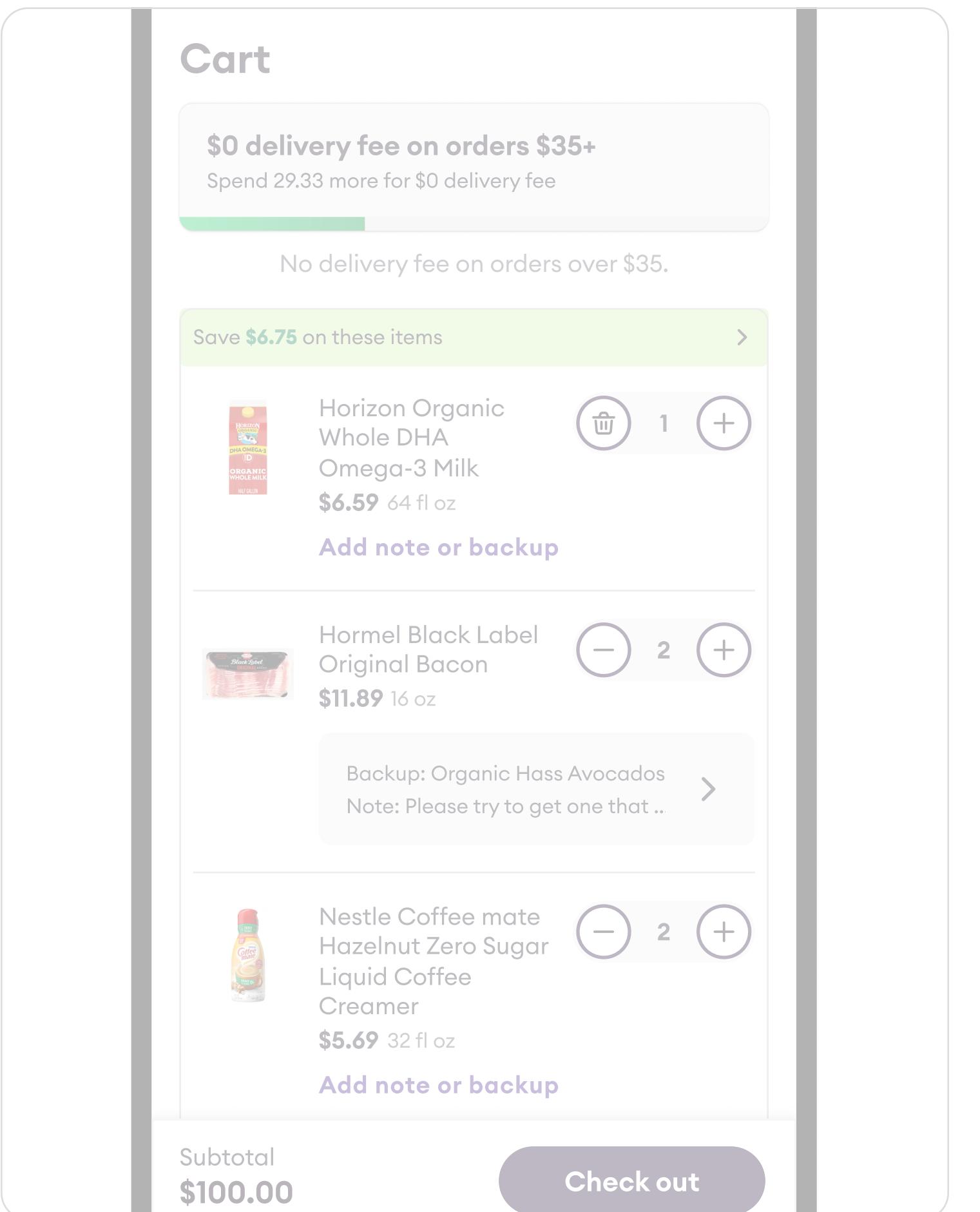
- Time: 9:41
- Search bar: apples
- Category tabs: Produce, Beverages, Electronics, Baby
- MyLidl rewards** overlay:
 - Enter MyLidl rewards phone number: 1234567890
 - Text: By entering your rewards number, you are directing Shipt to share transaction information with CVS.
 - Link button
 - Text: You can always find your earned rewards in the Lidl Pharmacy® app and may take up to 48 hours to appear. Earning qualifications apply. Rewards can be redeemed in store or online at CVS.com®. Not valid for redemption on Shipt purchases.
 - Check benefit eligibility
 - Benefits of the program**
 - 3% off on all your Lidl orders** (Icon: piggy bank)
 - Flat 3% off on all your orders when you link your MyLidl rewards card with your Shipt account.
 - Earn as you shop** (Icon: wallet)
 - Earn reward points as you shop at Lidl. You can redeem these points for future orders.
 - Join now button
- Buy Again** section:
 - Honeycrisp Apples - 3lb... \$6.19 3 lb
 - Granny Apples 4.29 3 lb
- “apples”** section:
 - Gala Apple 1 ct \$1.29 \$1.69 with rewards card
 - Granny Smith Apples, Large 1 ct \$0.29

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.



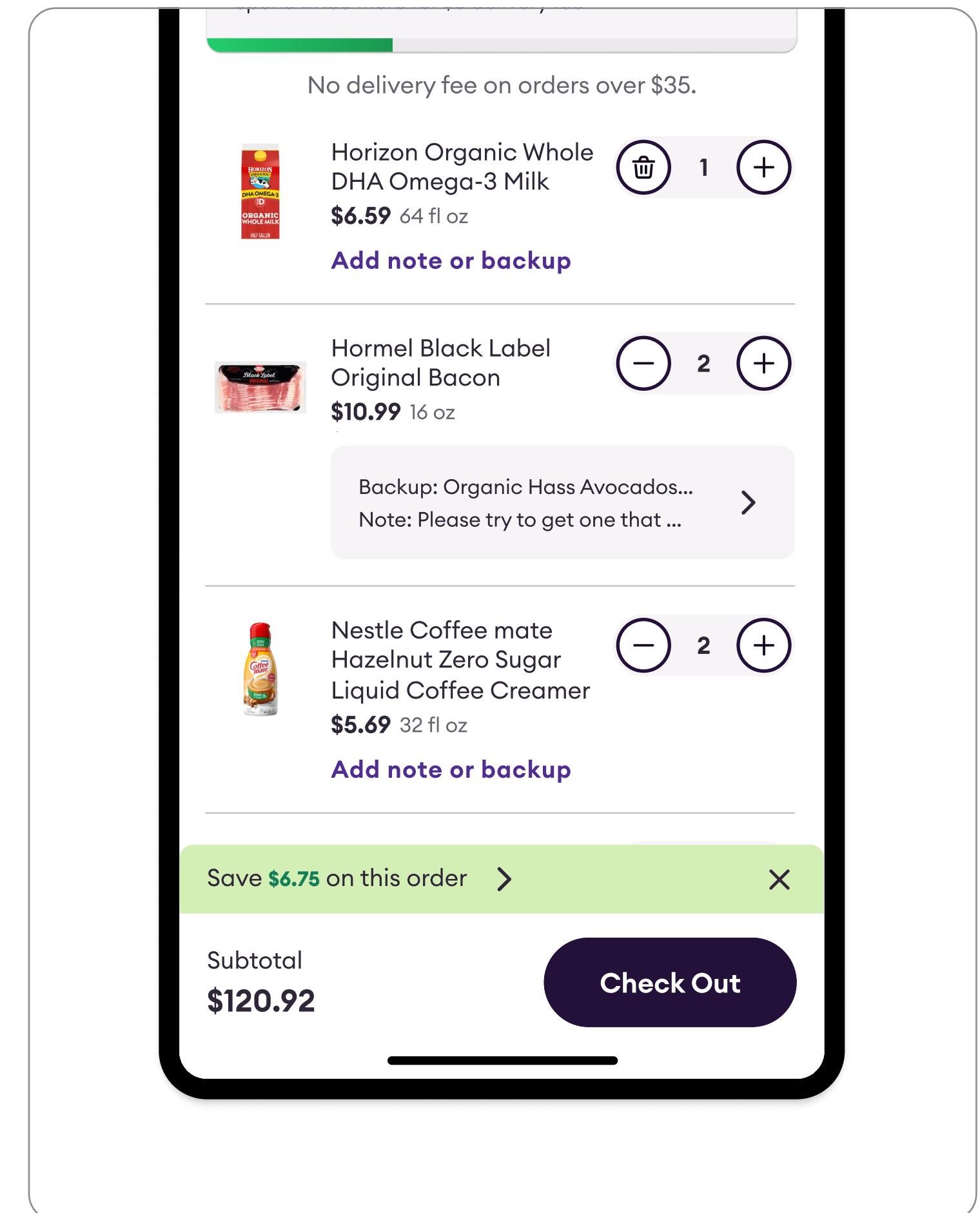
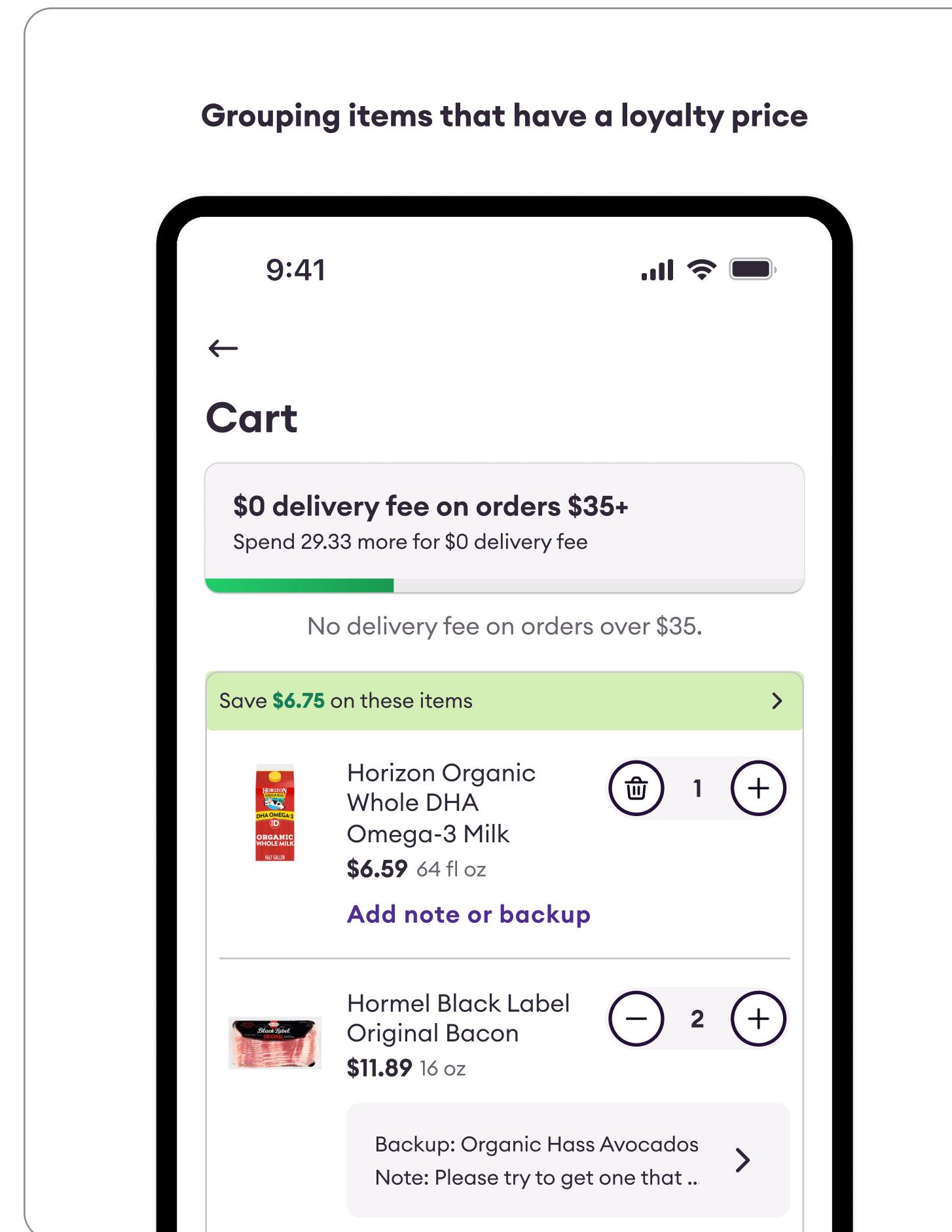
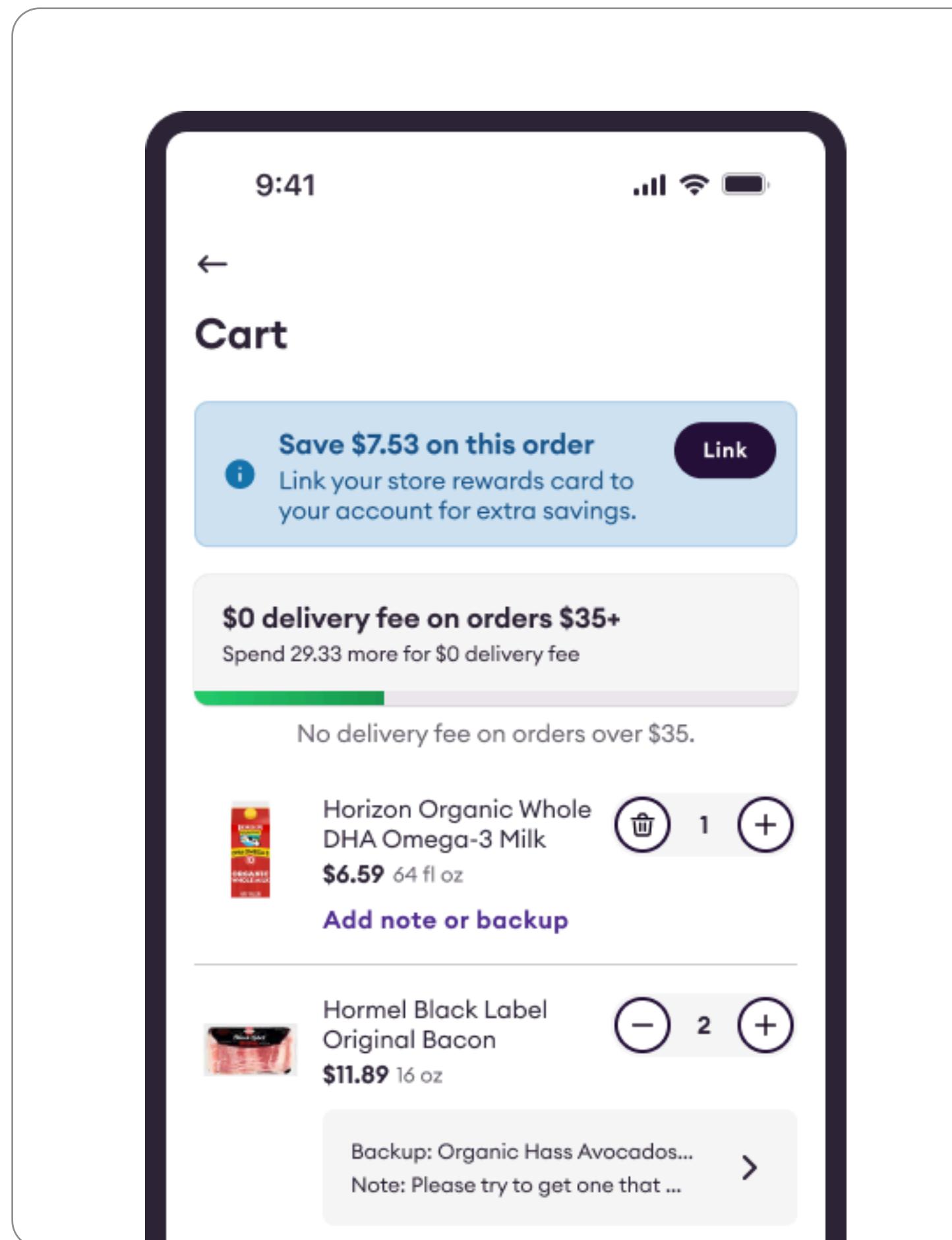
When members were reviewing their cart, we encouraged members to interact with the feature by highlighting cumulative savings.

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 savings tracker (from loyalty).

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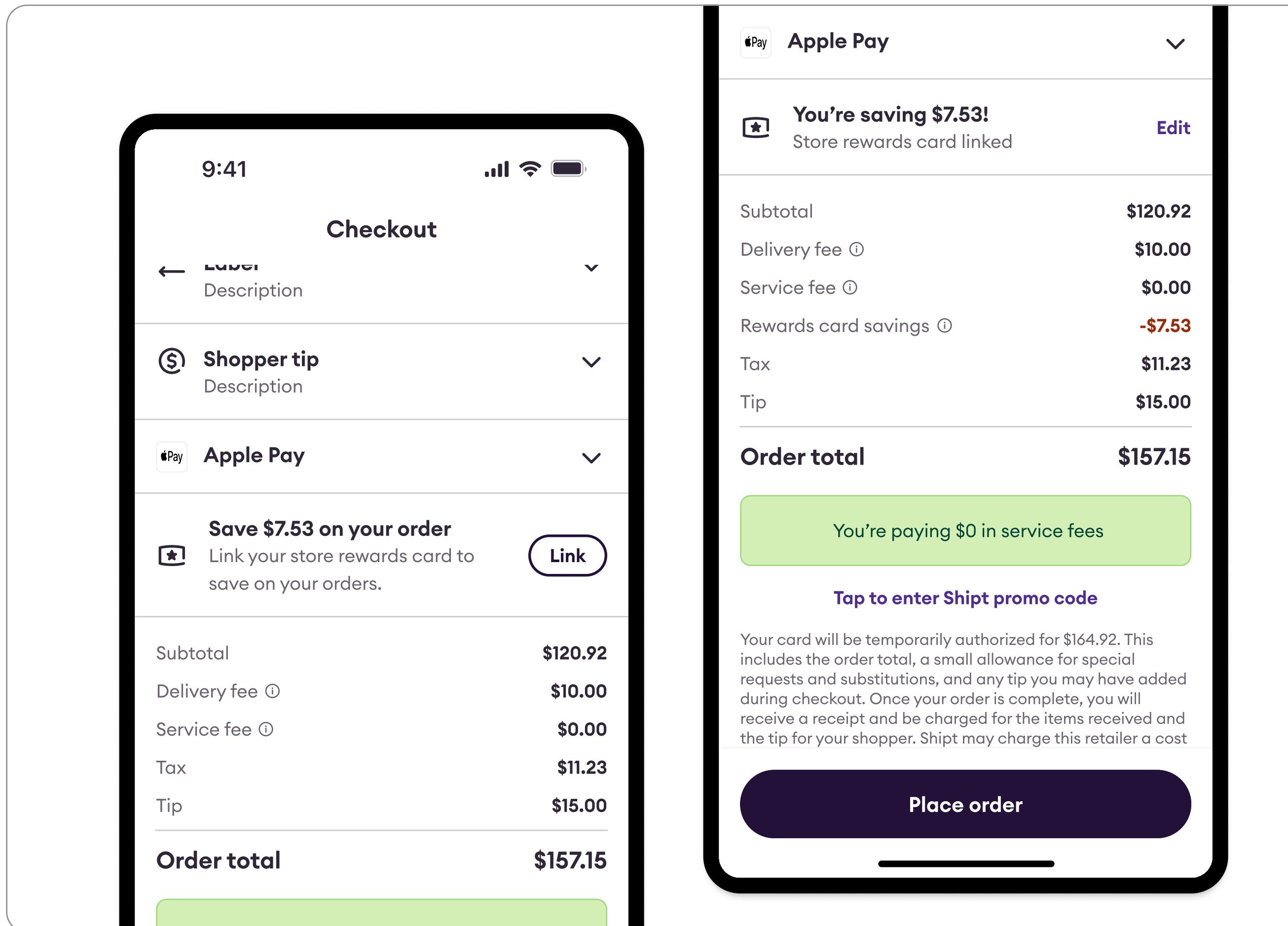
The use case of this banner was too limited, and it unearthed opportunity to build a consistent savings tracker (from loyalty, promos, coupons & more), which was beyond the scope of this work.

Part 4

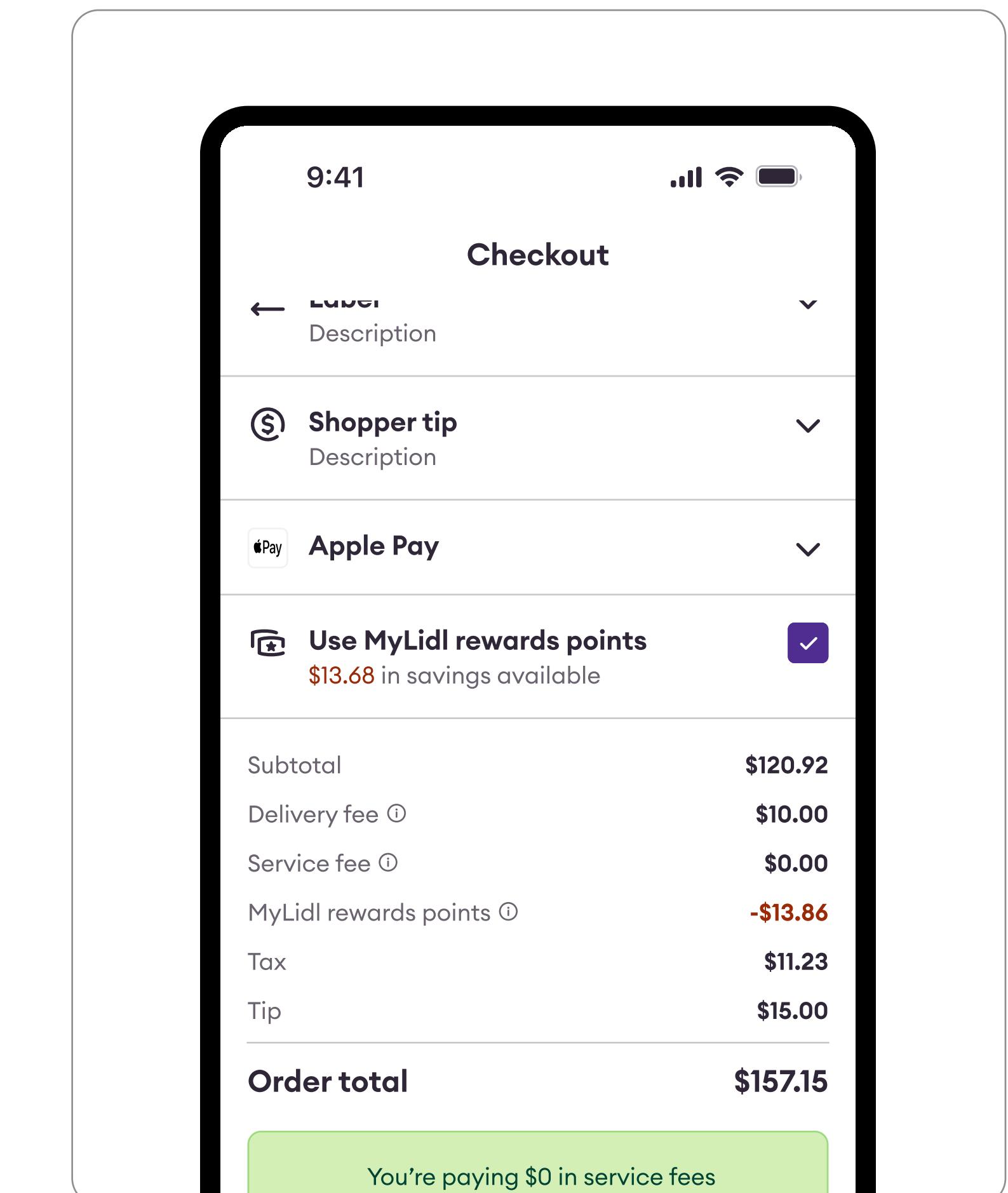
When members are placing their Order

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.



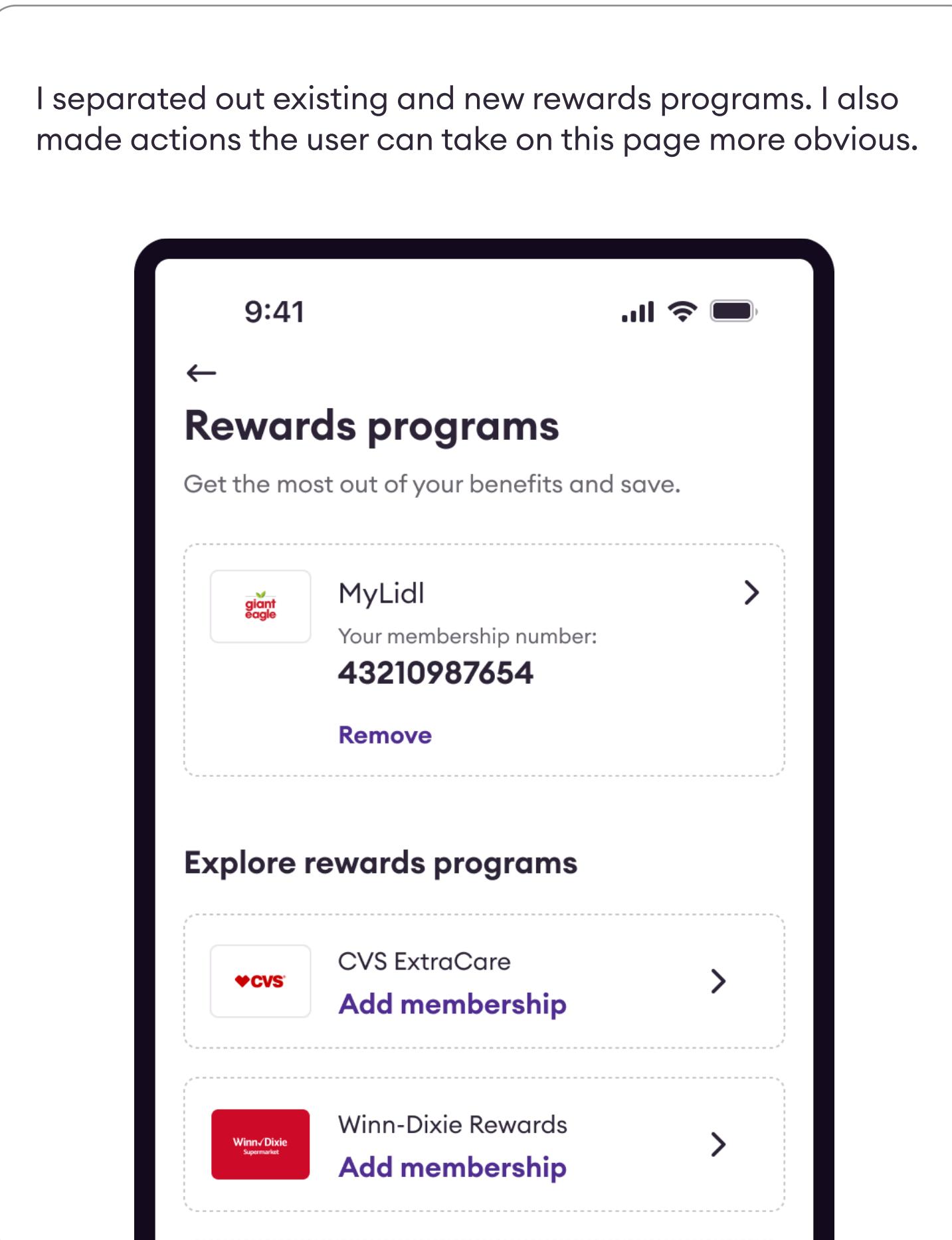
Allowing members to use the benefits they have accrued, with just one tap.

Part 5

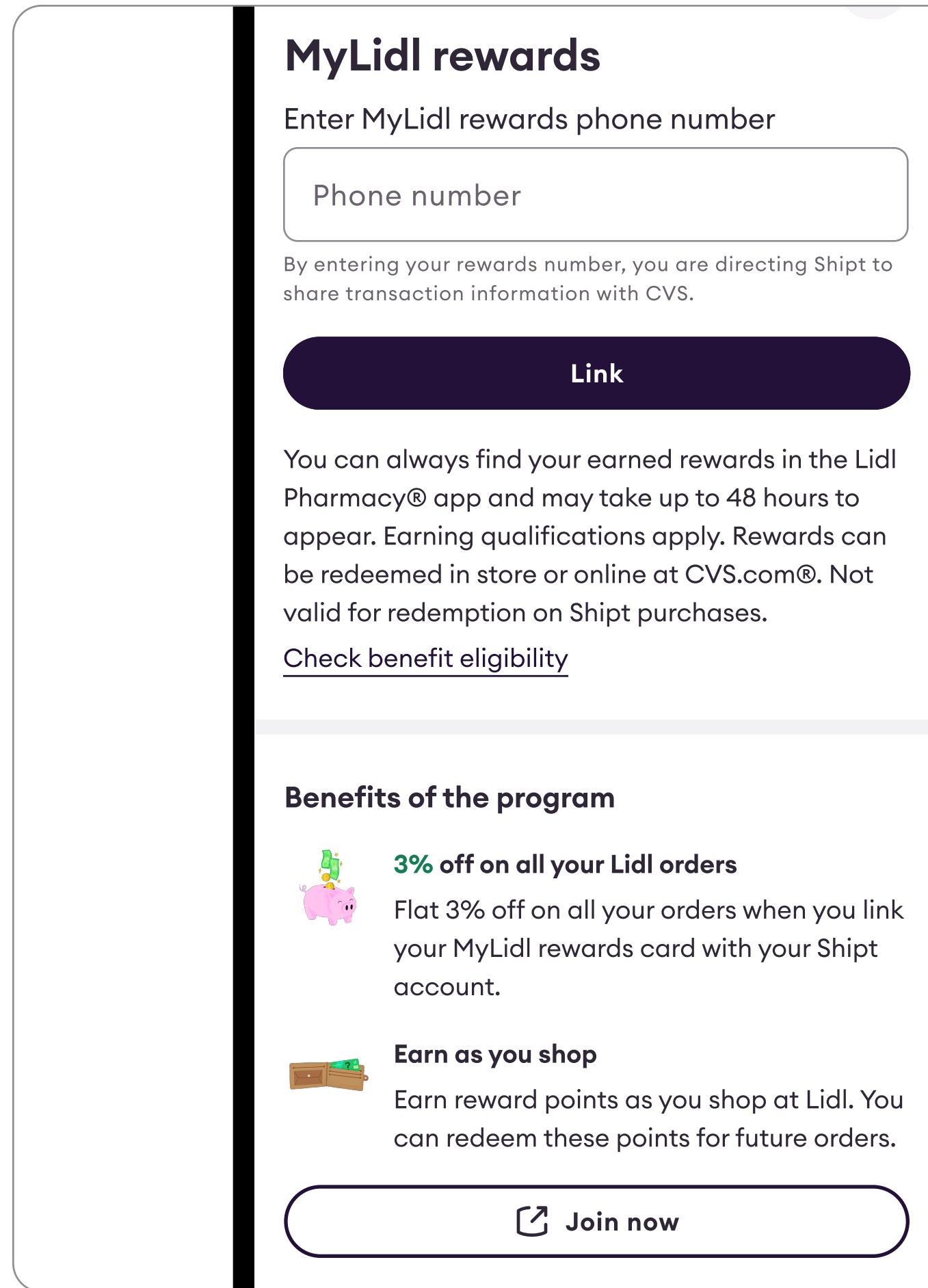
A home renovation

A full revamp of Rewards Programs home

There were multiple easy UX wins here for the taking.



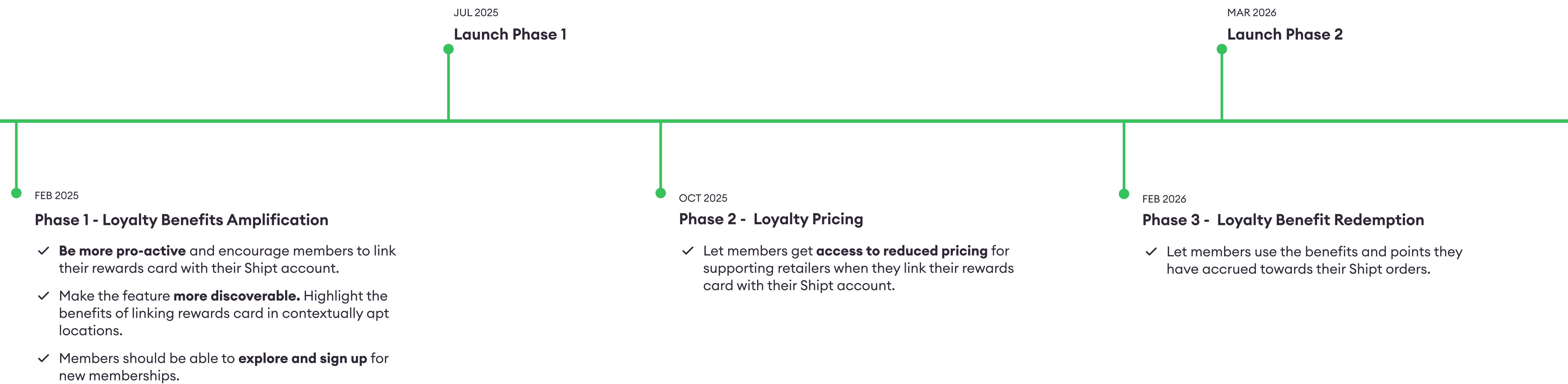
I separated out existing and new rewards programs. I also made actions the user can take on this page more obvious.



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

I also redesigned how we displayed perks of retailer loyalty programs, making them more readable and standardized. Until now, this was simply a text blurb, entirely up to our retail partners.

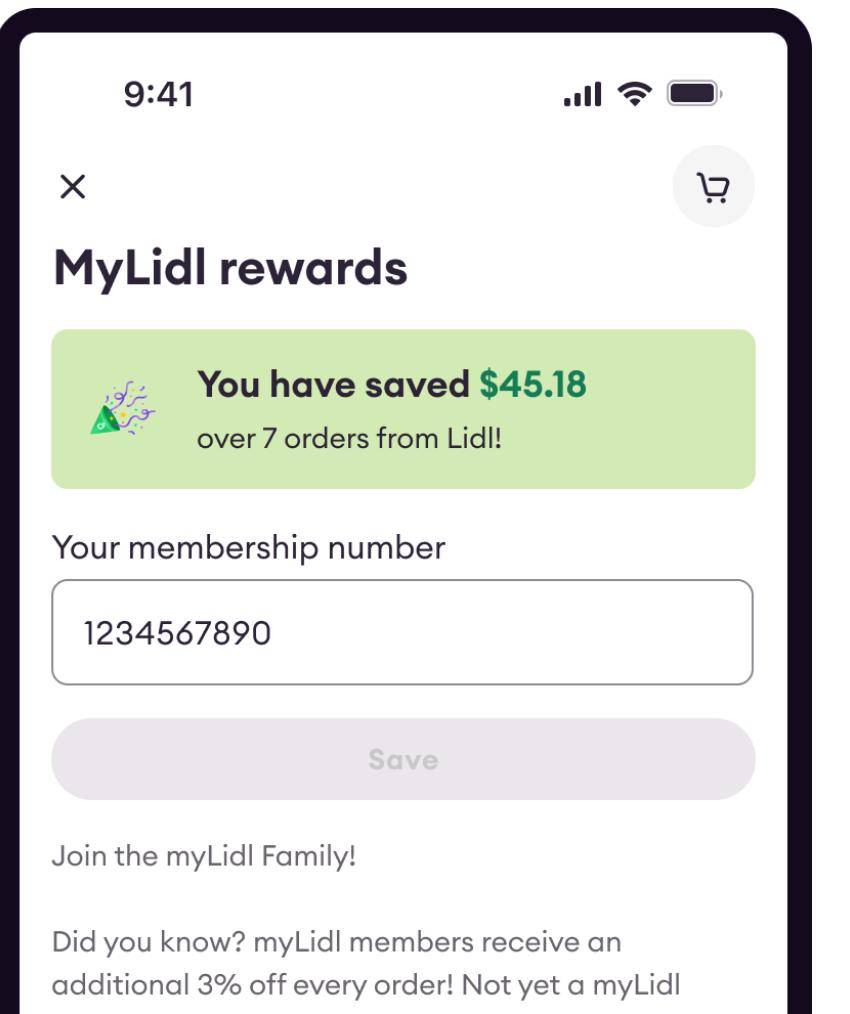
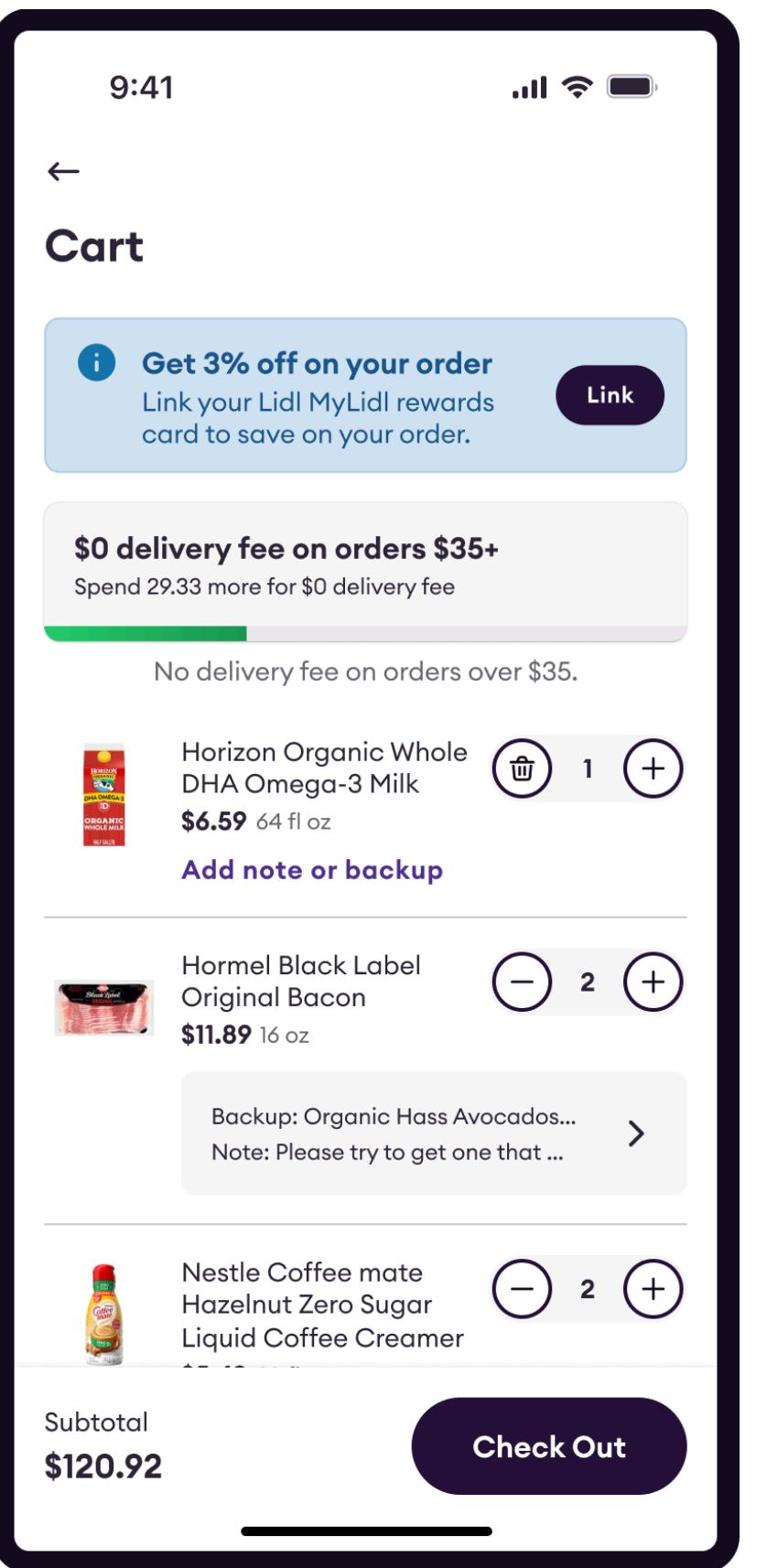
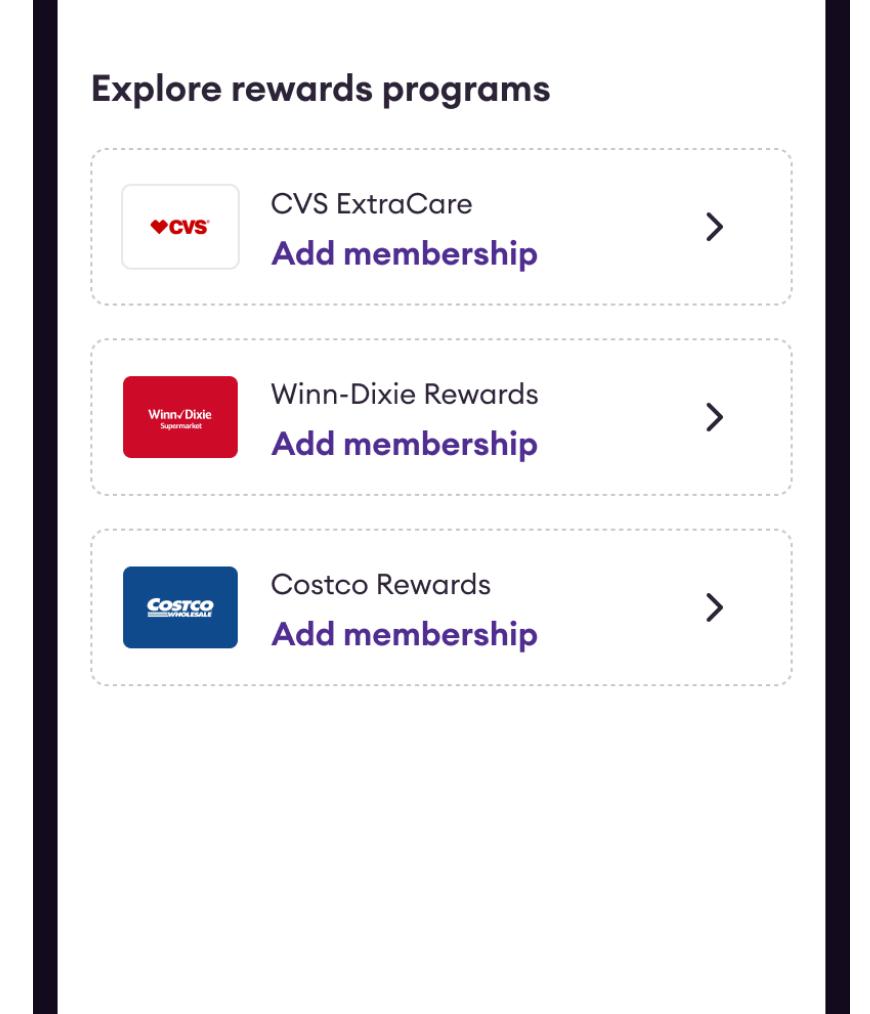
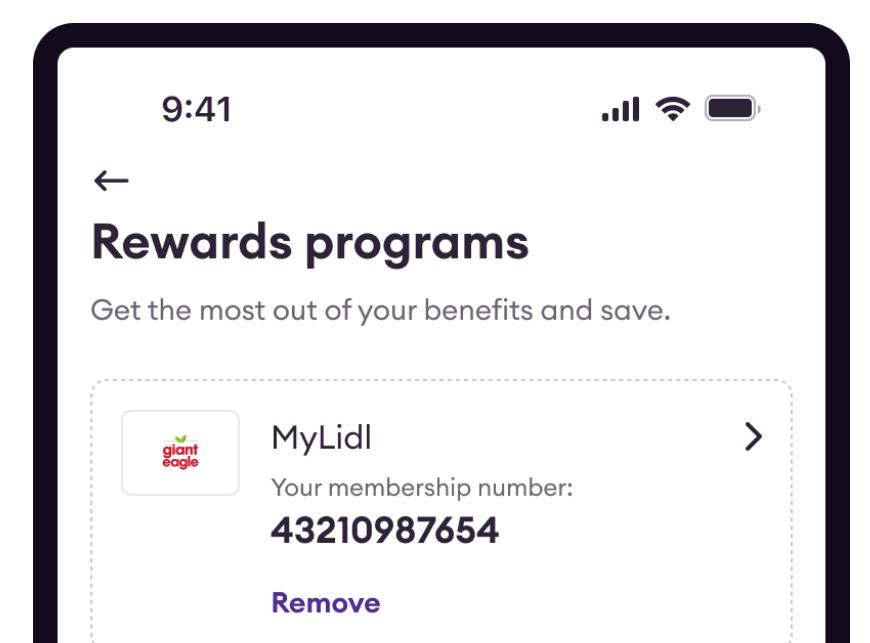
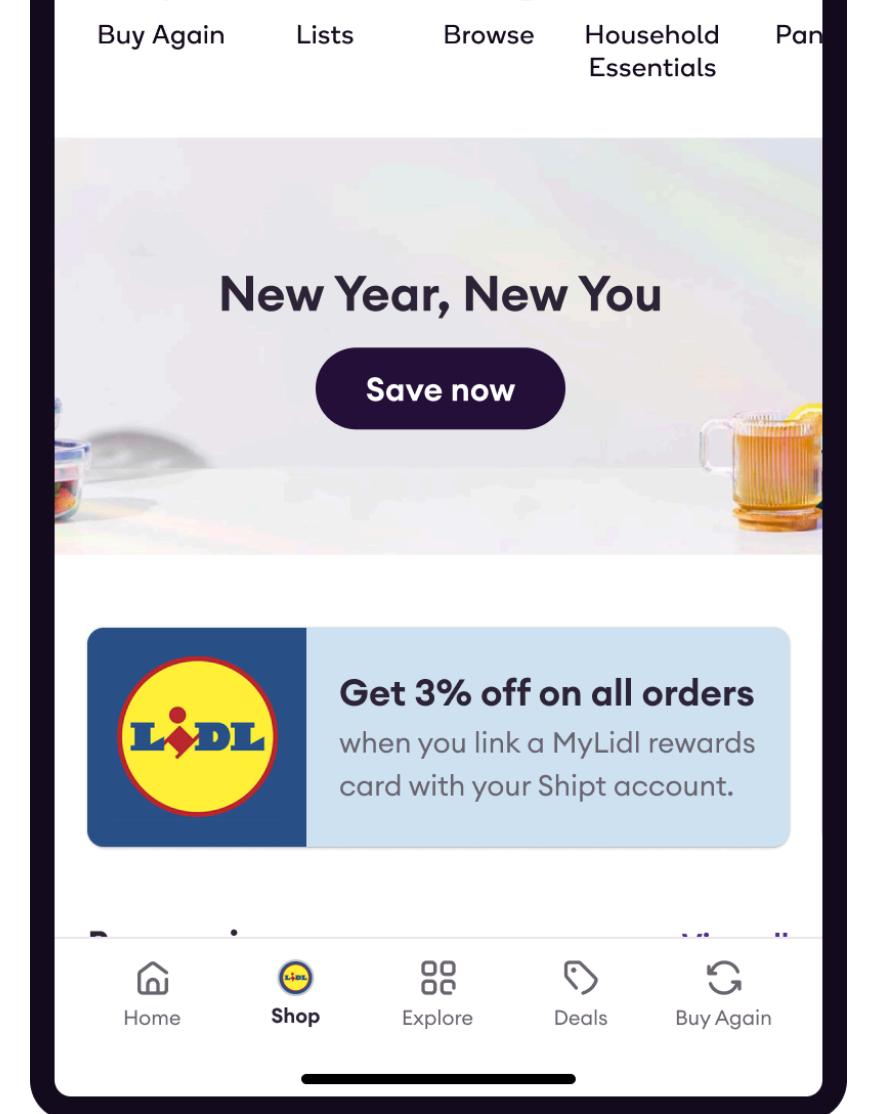
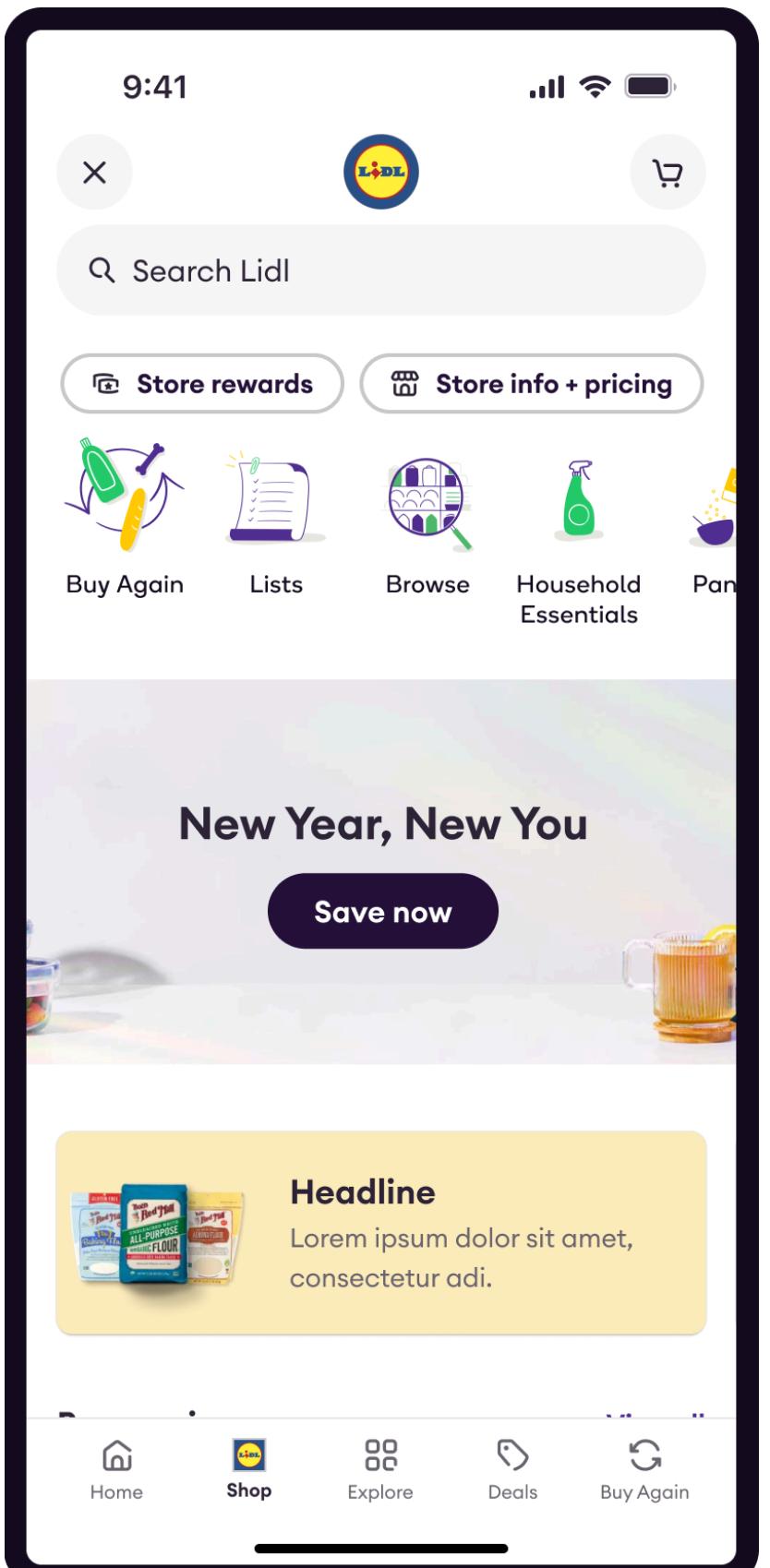
We split this work into three phases.



We launched Phase 1 as an experiment

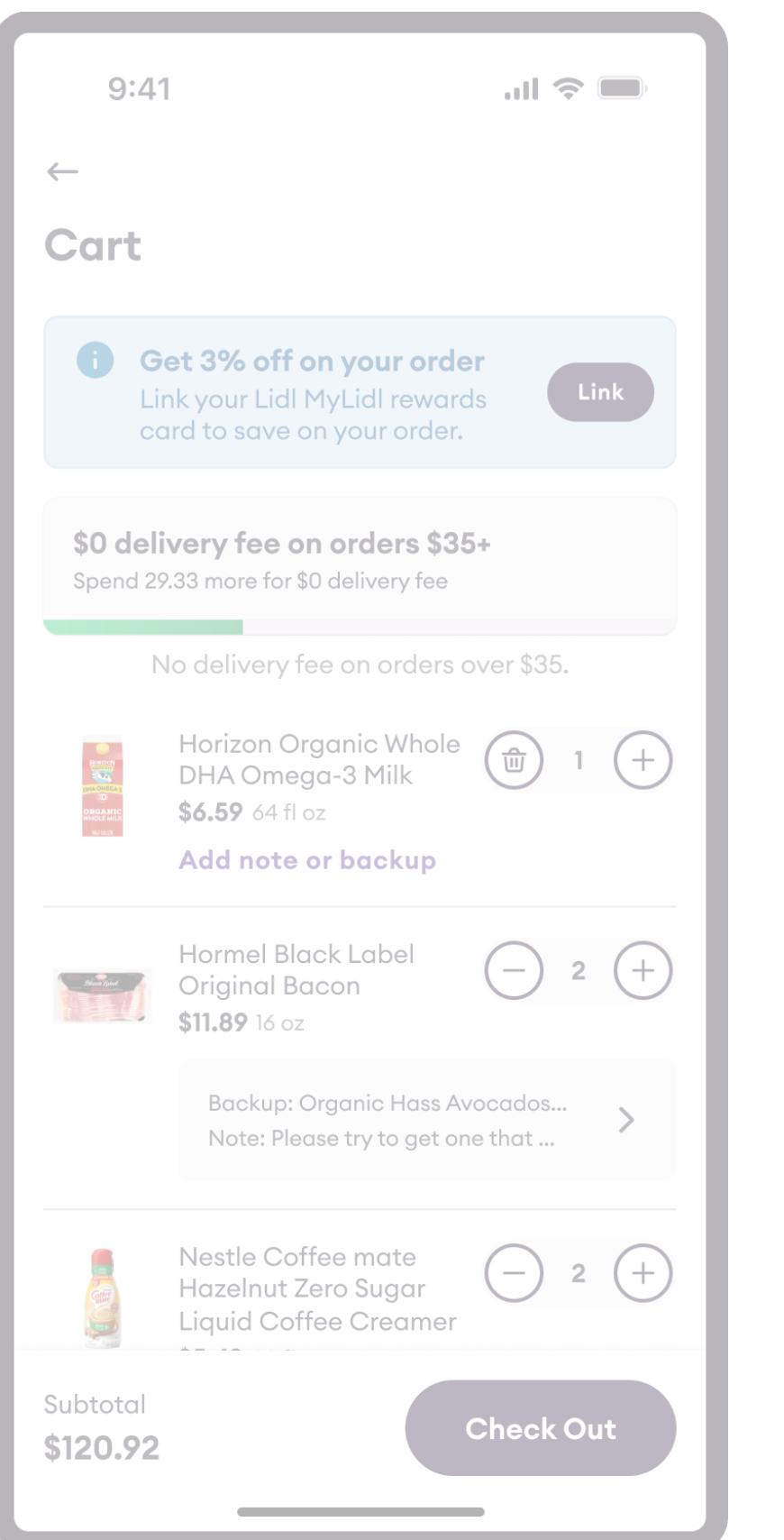
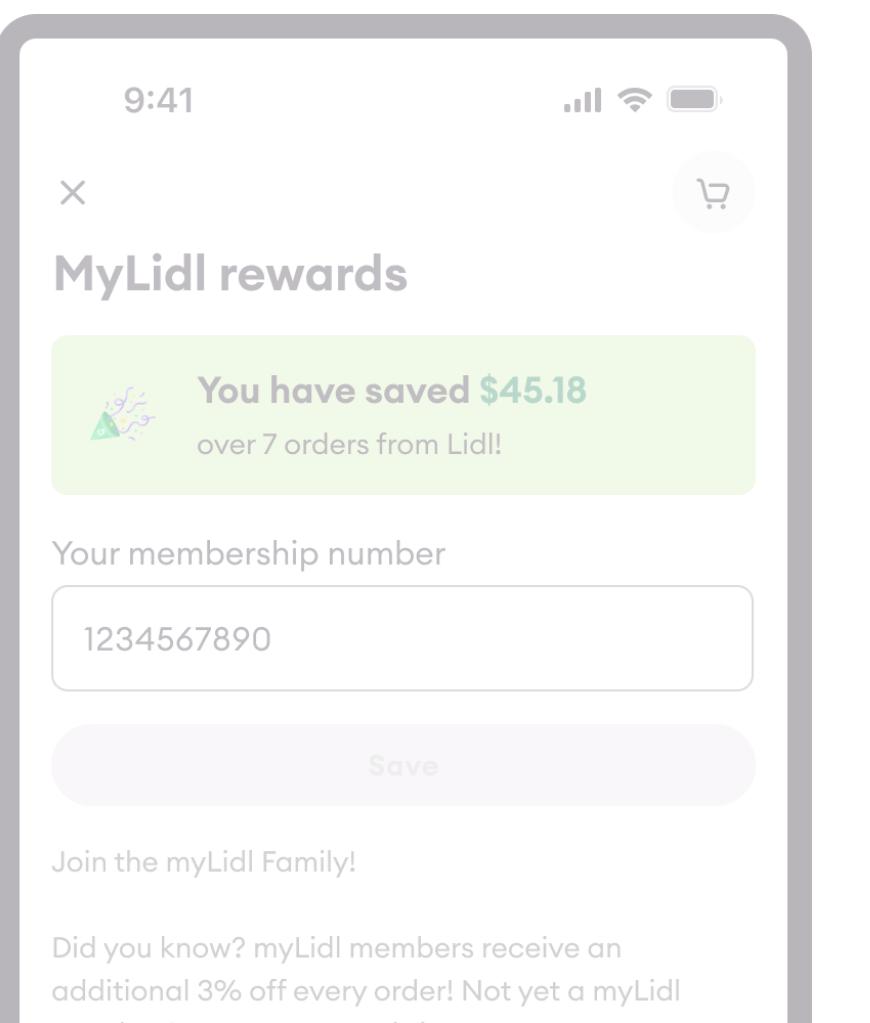
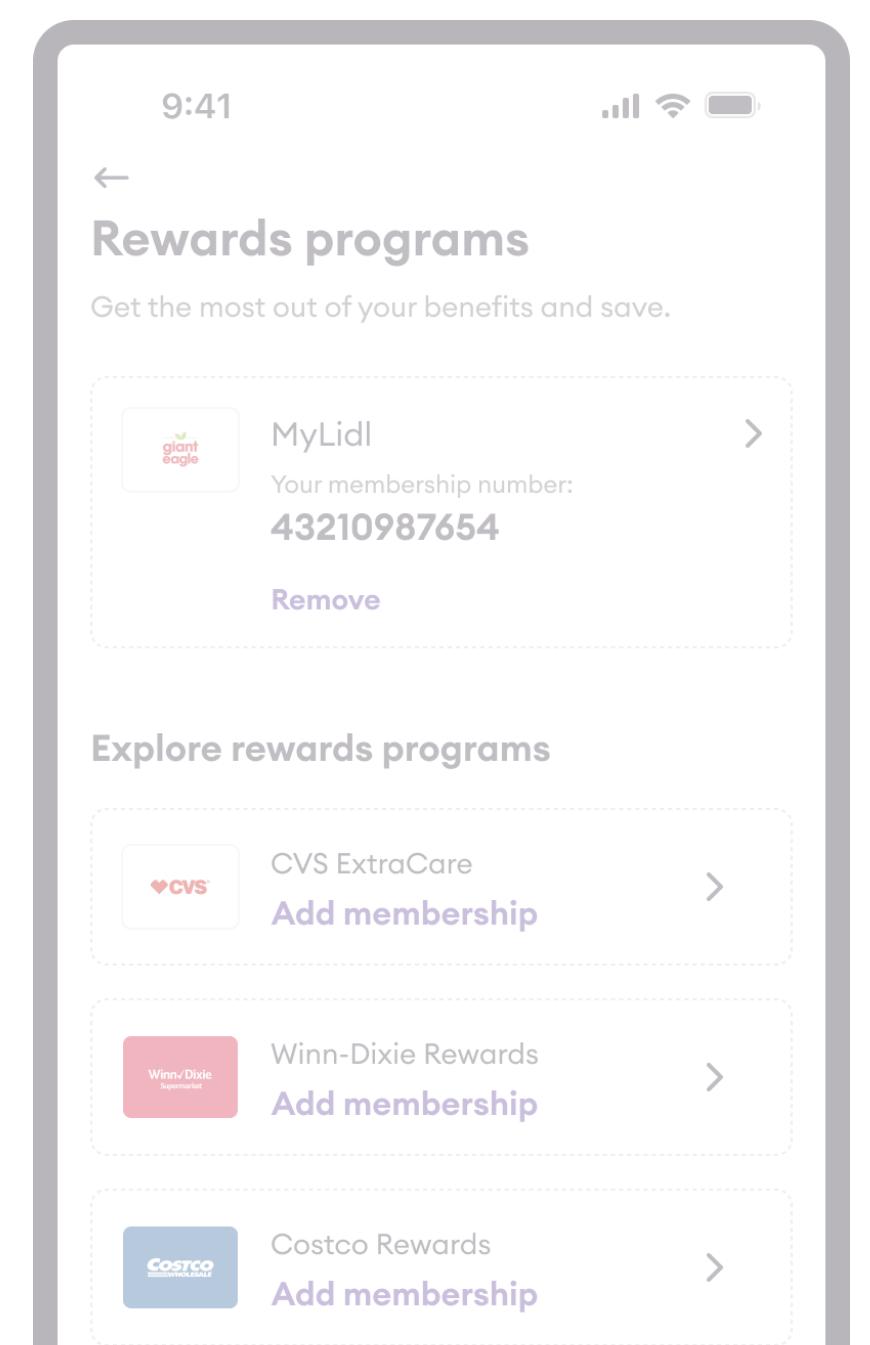
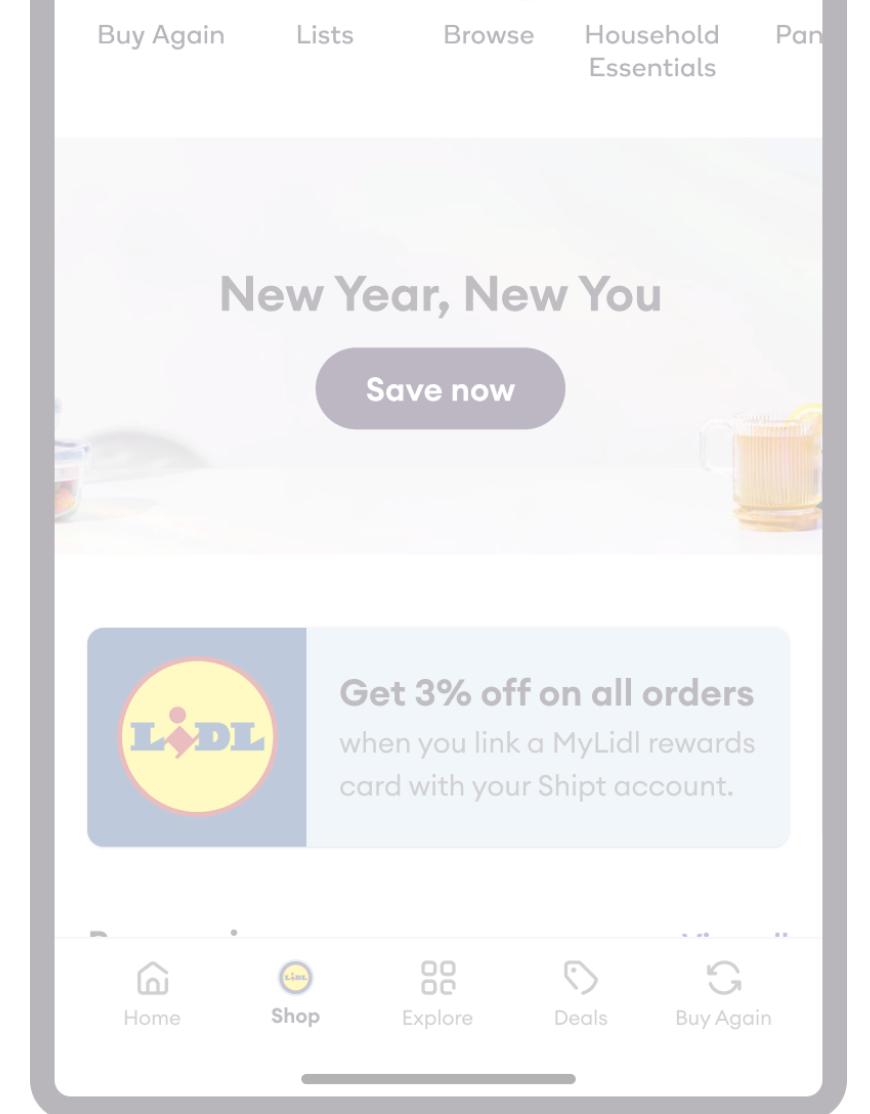
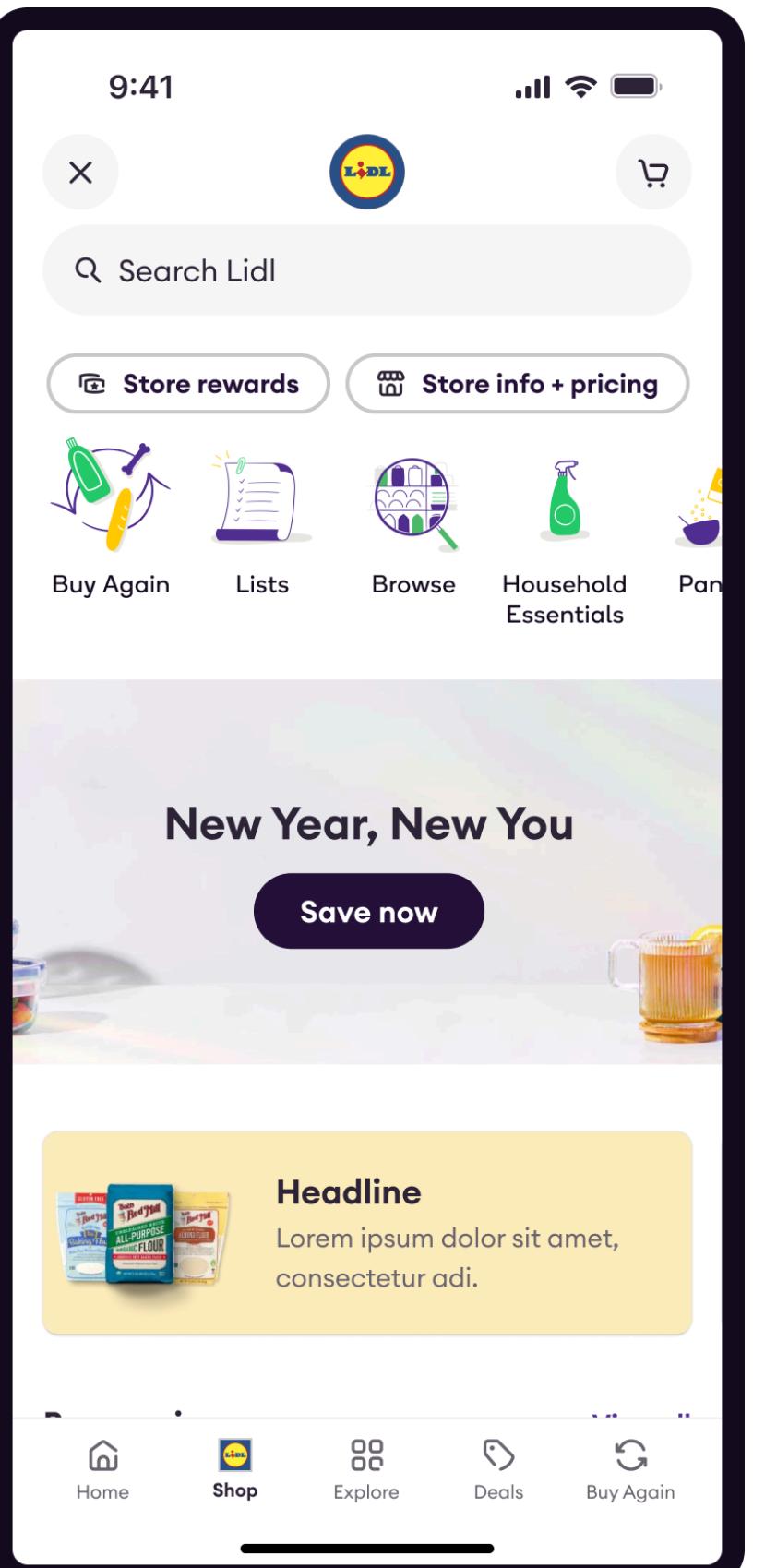
RECAP

Phase 1 Designs



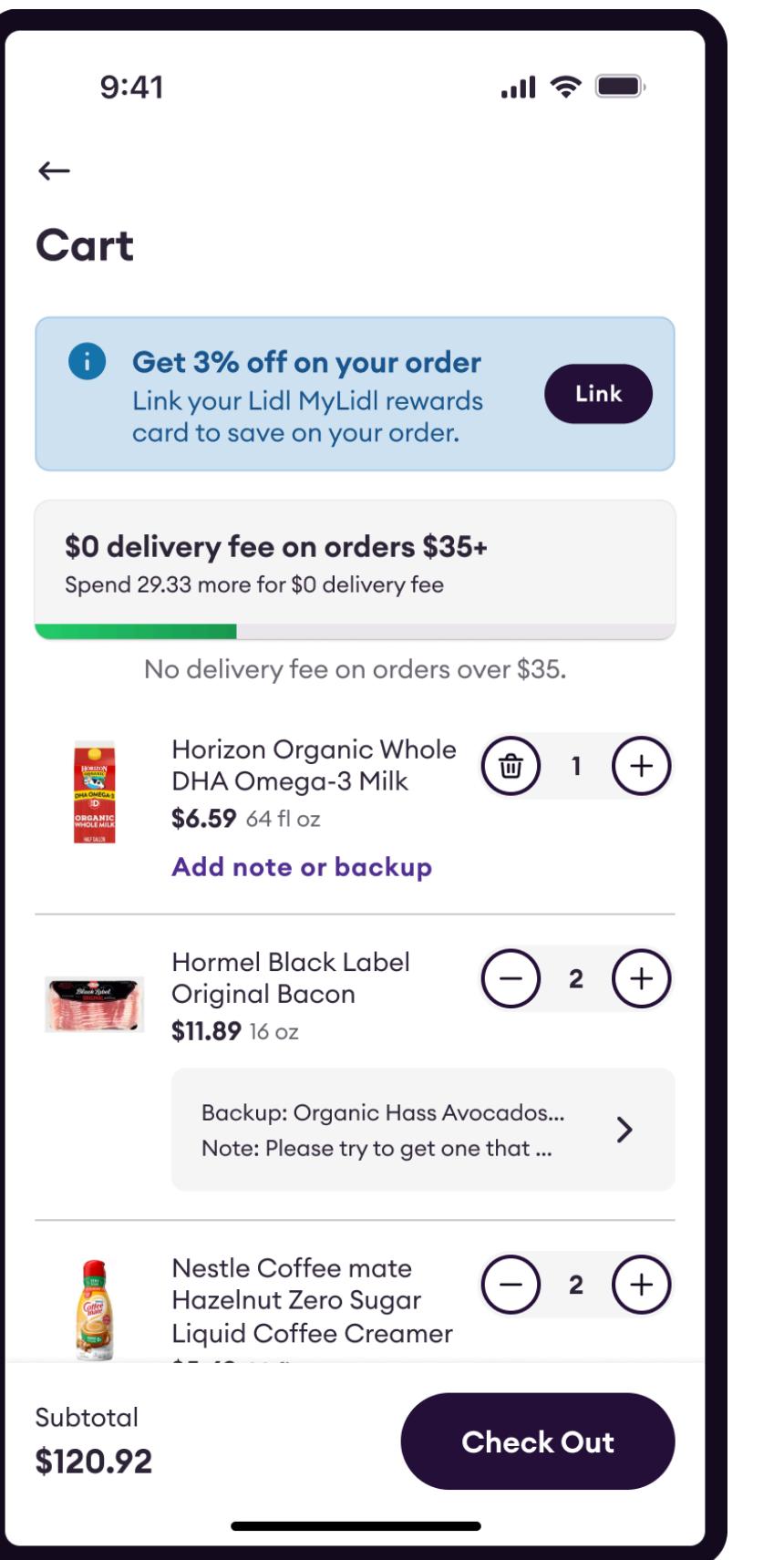
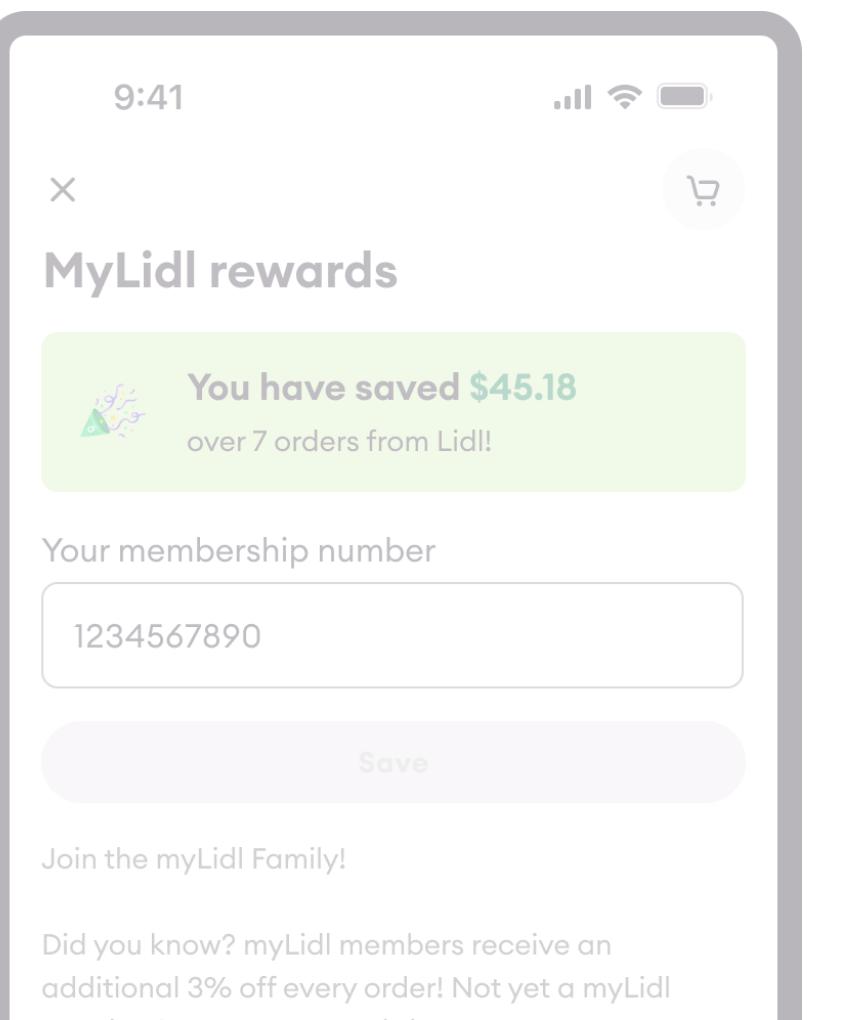
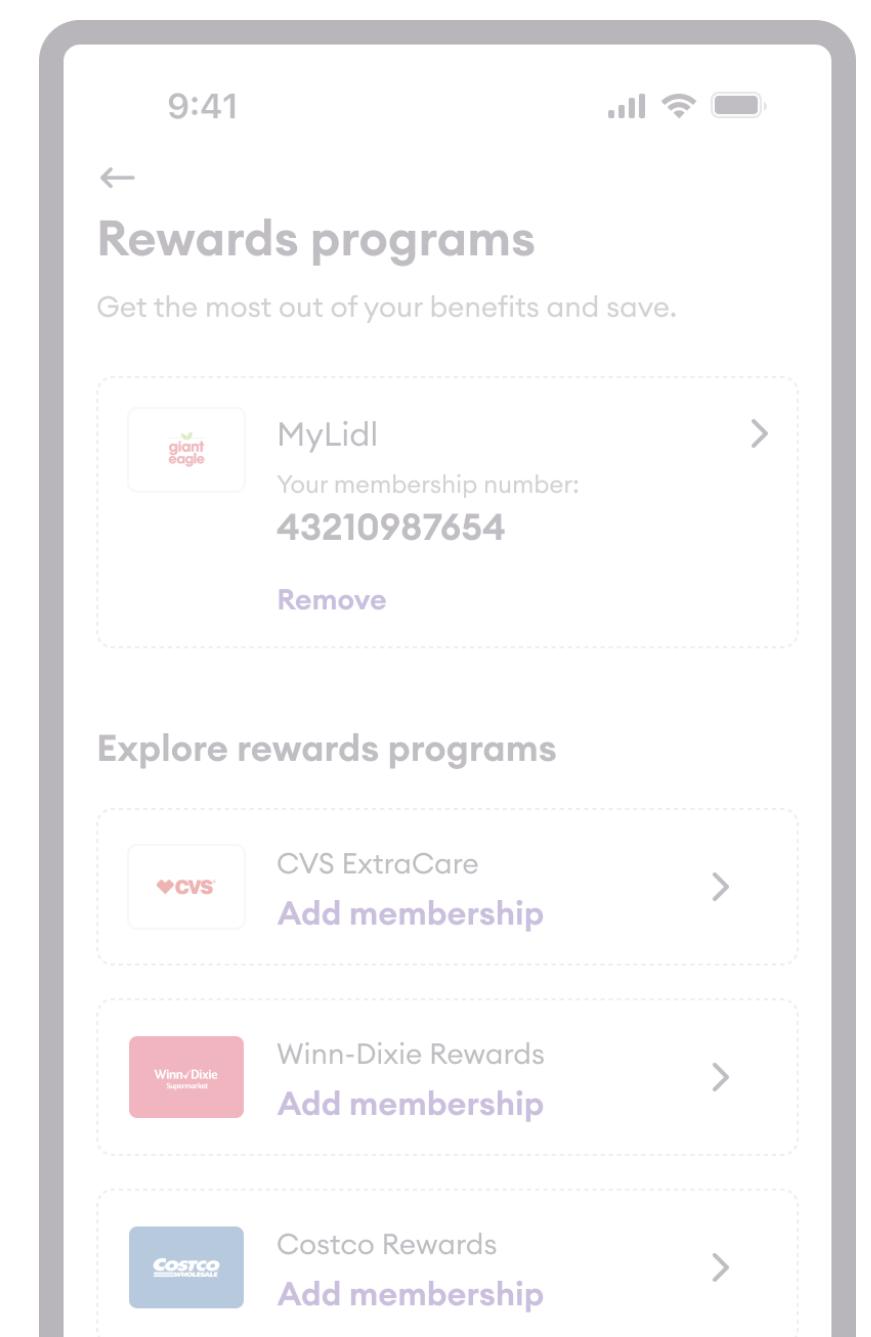
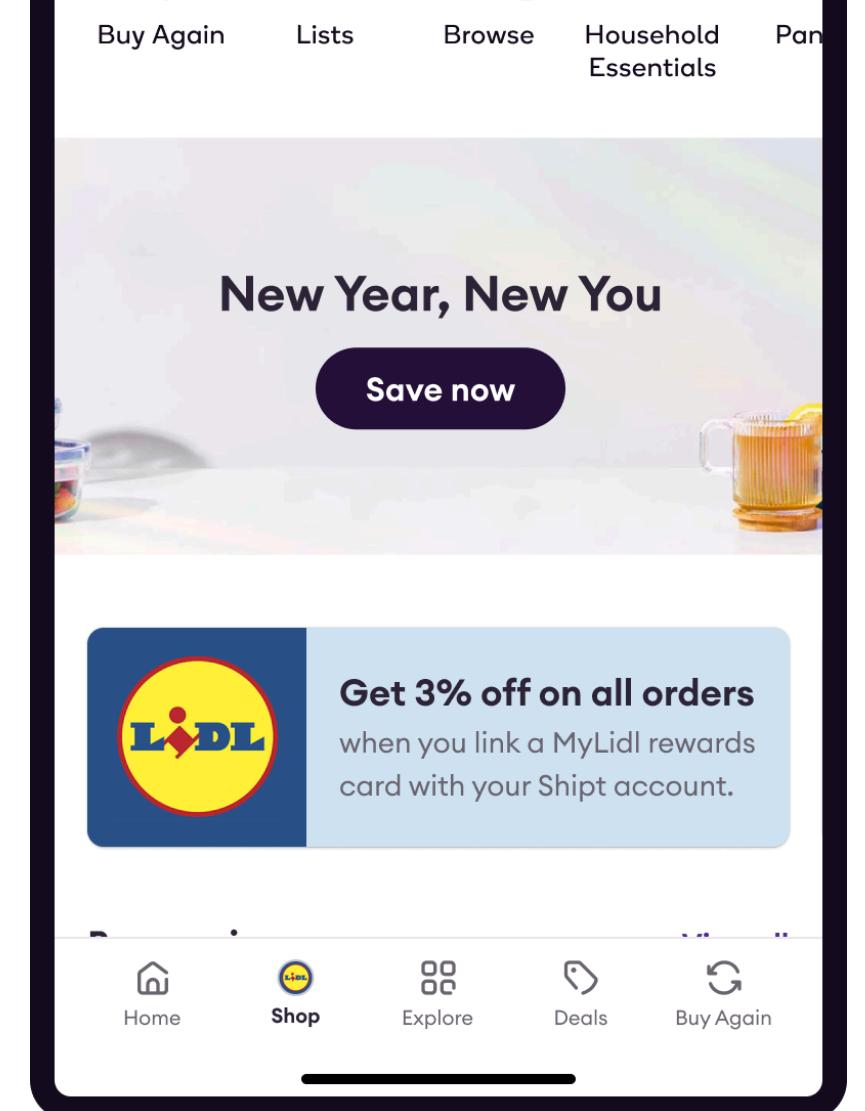
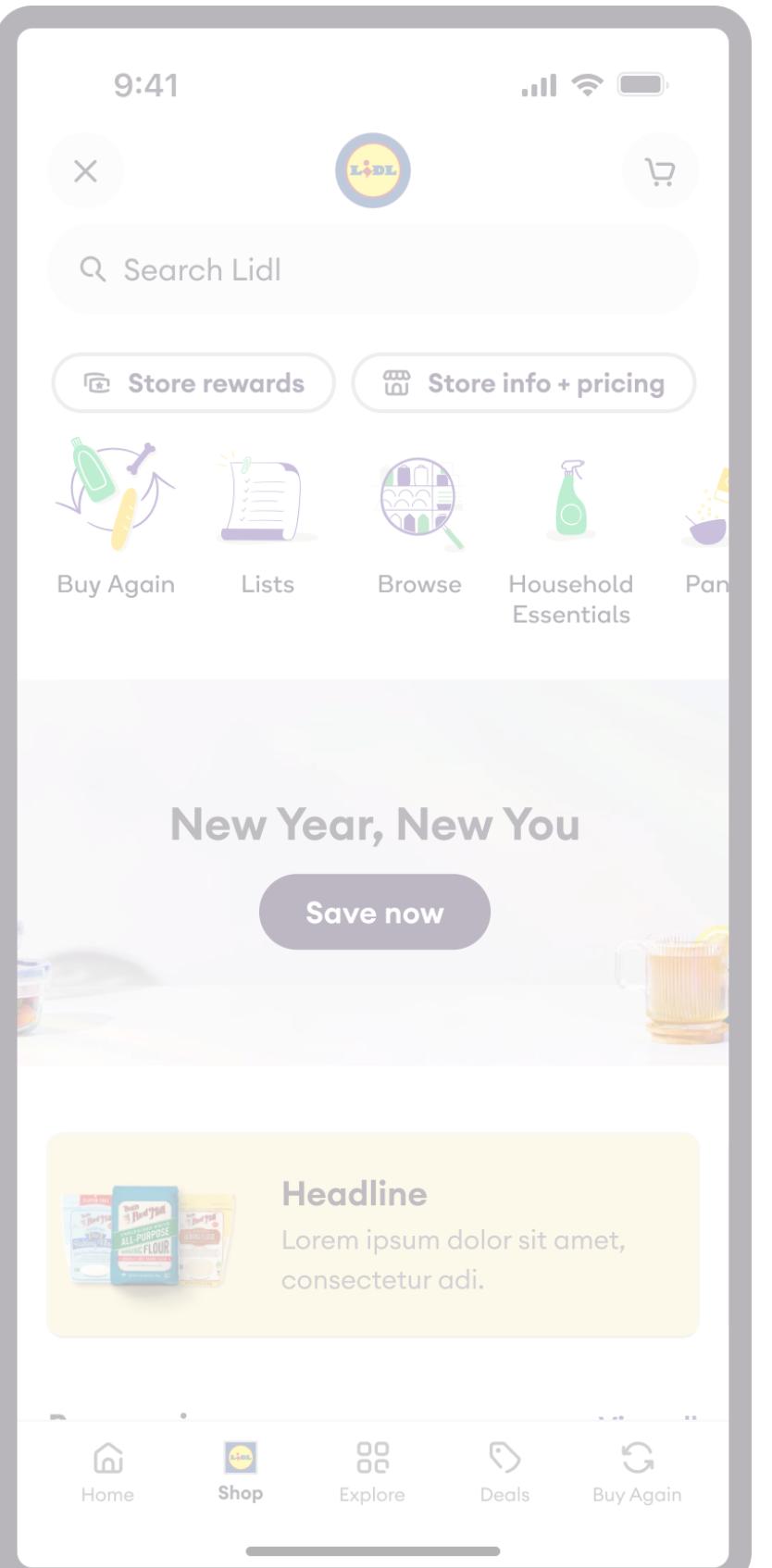
PHASE 1 DESIGNS

A new entry point on the RHP



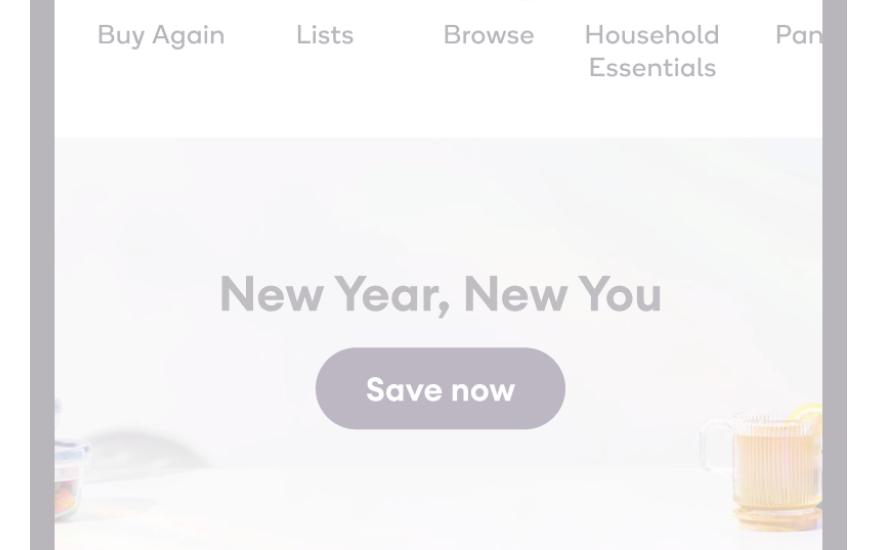
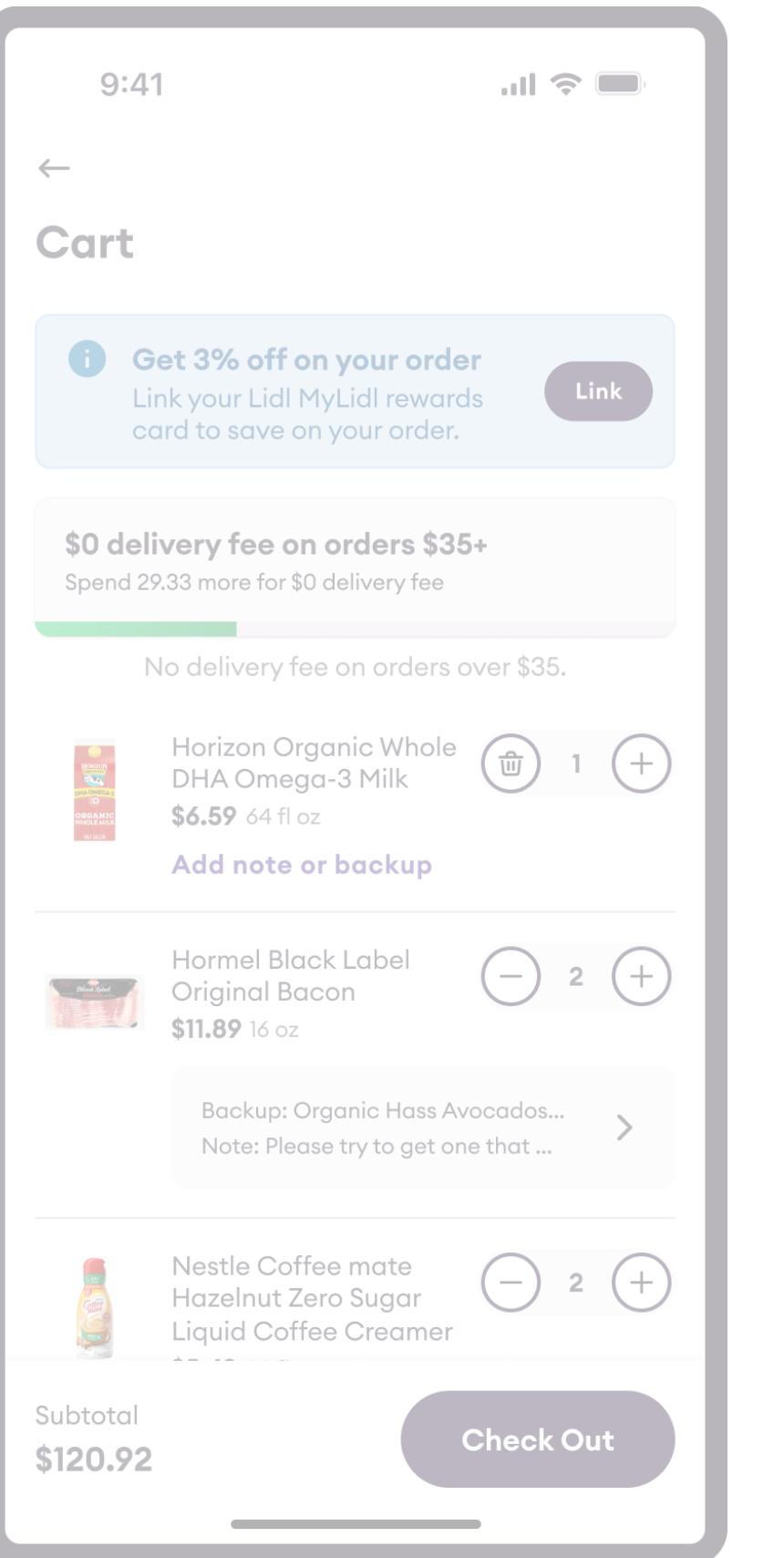
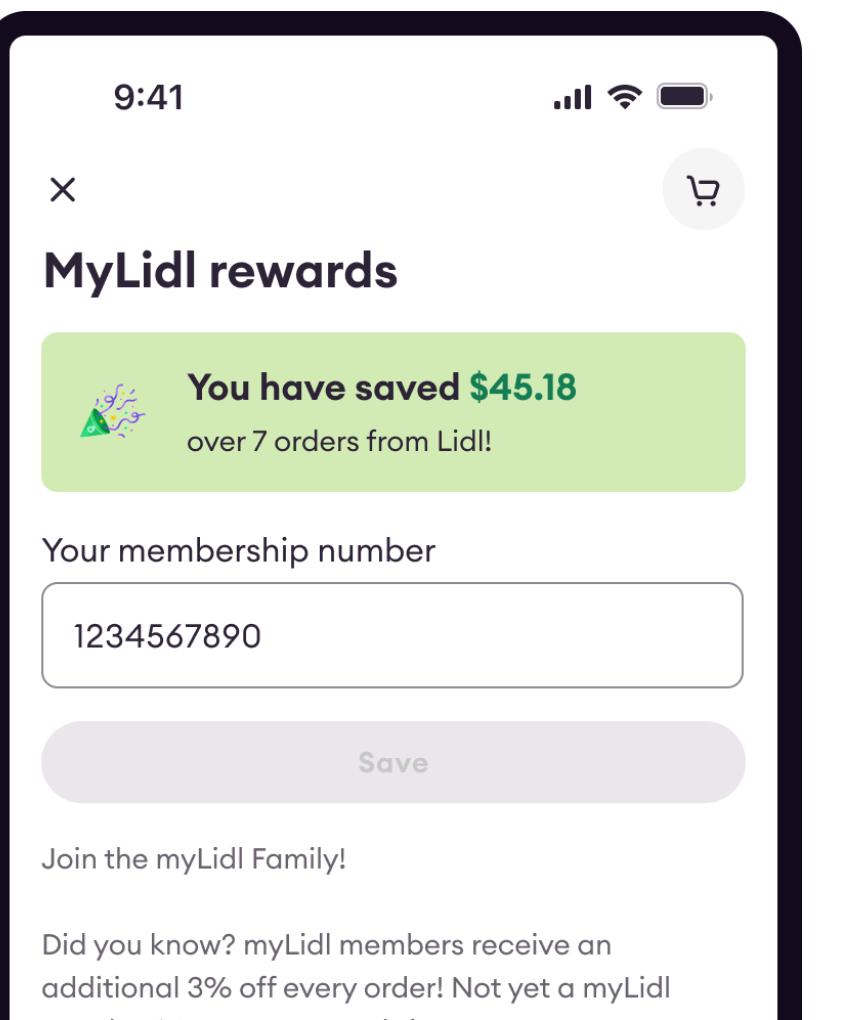
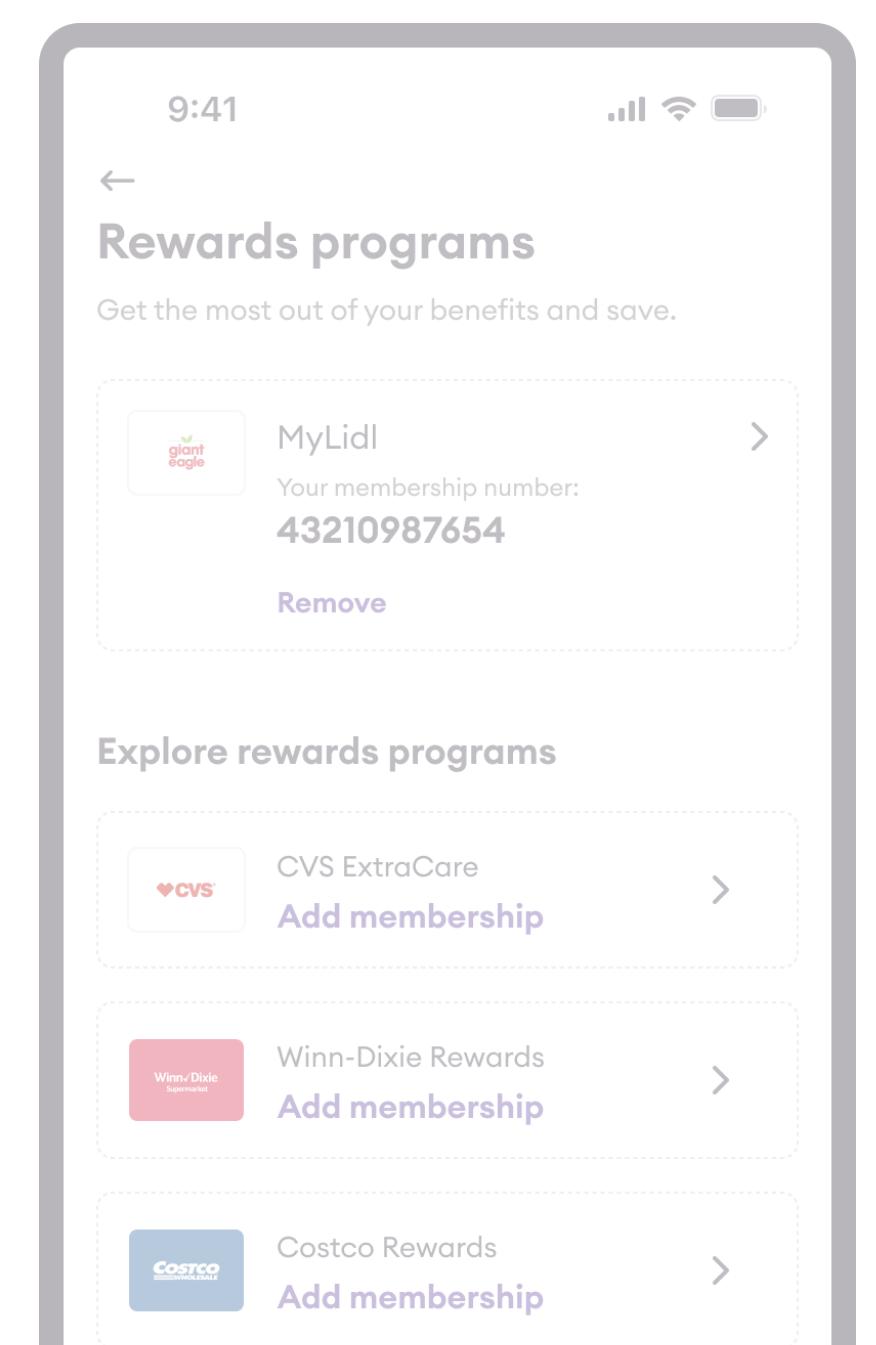
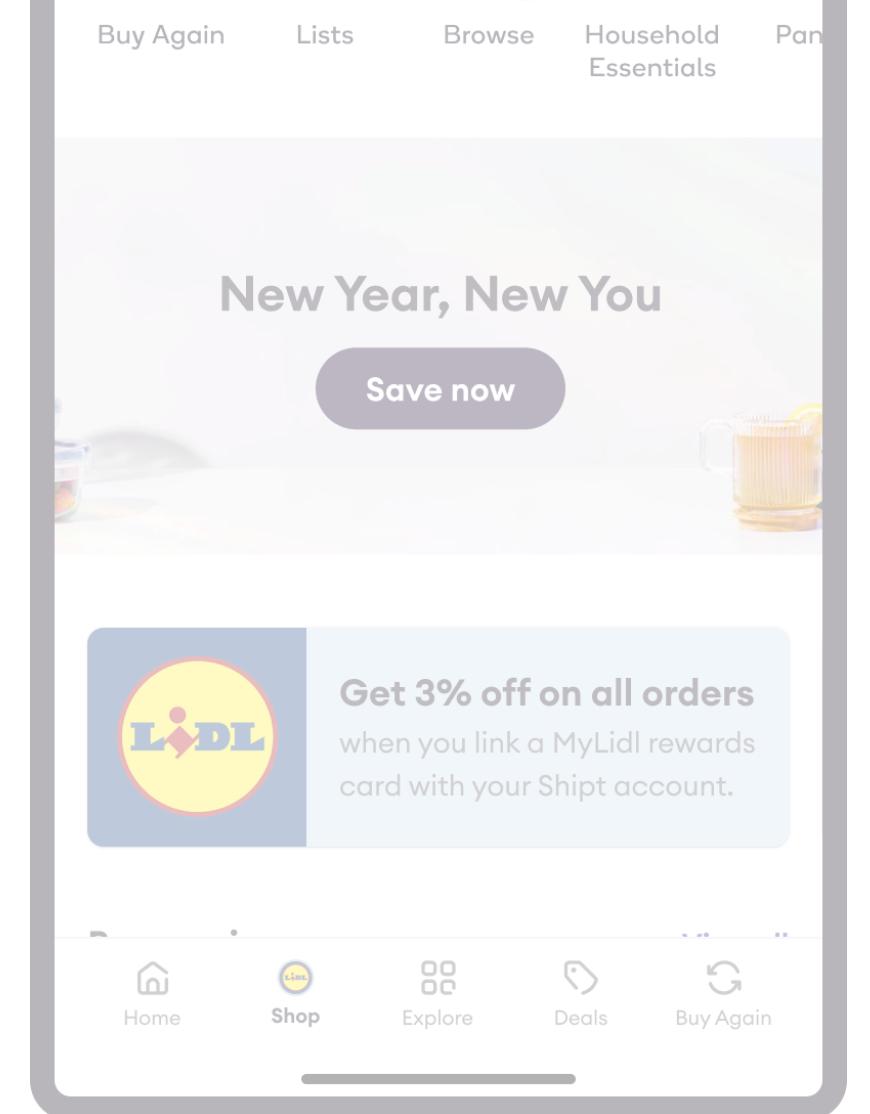
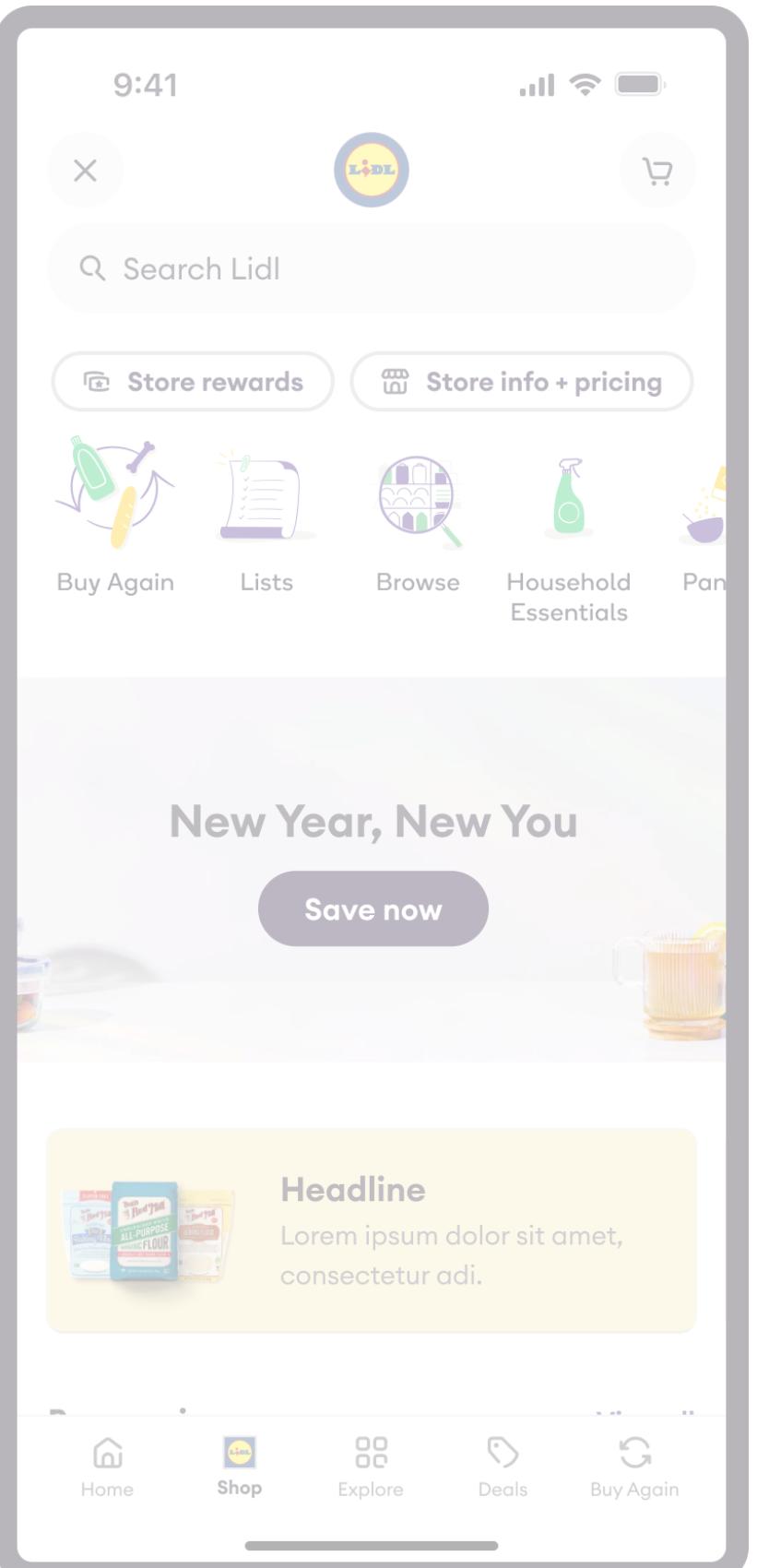
PHASE 1 DESIGNS

Additional contextual callouts



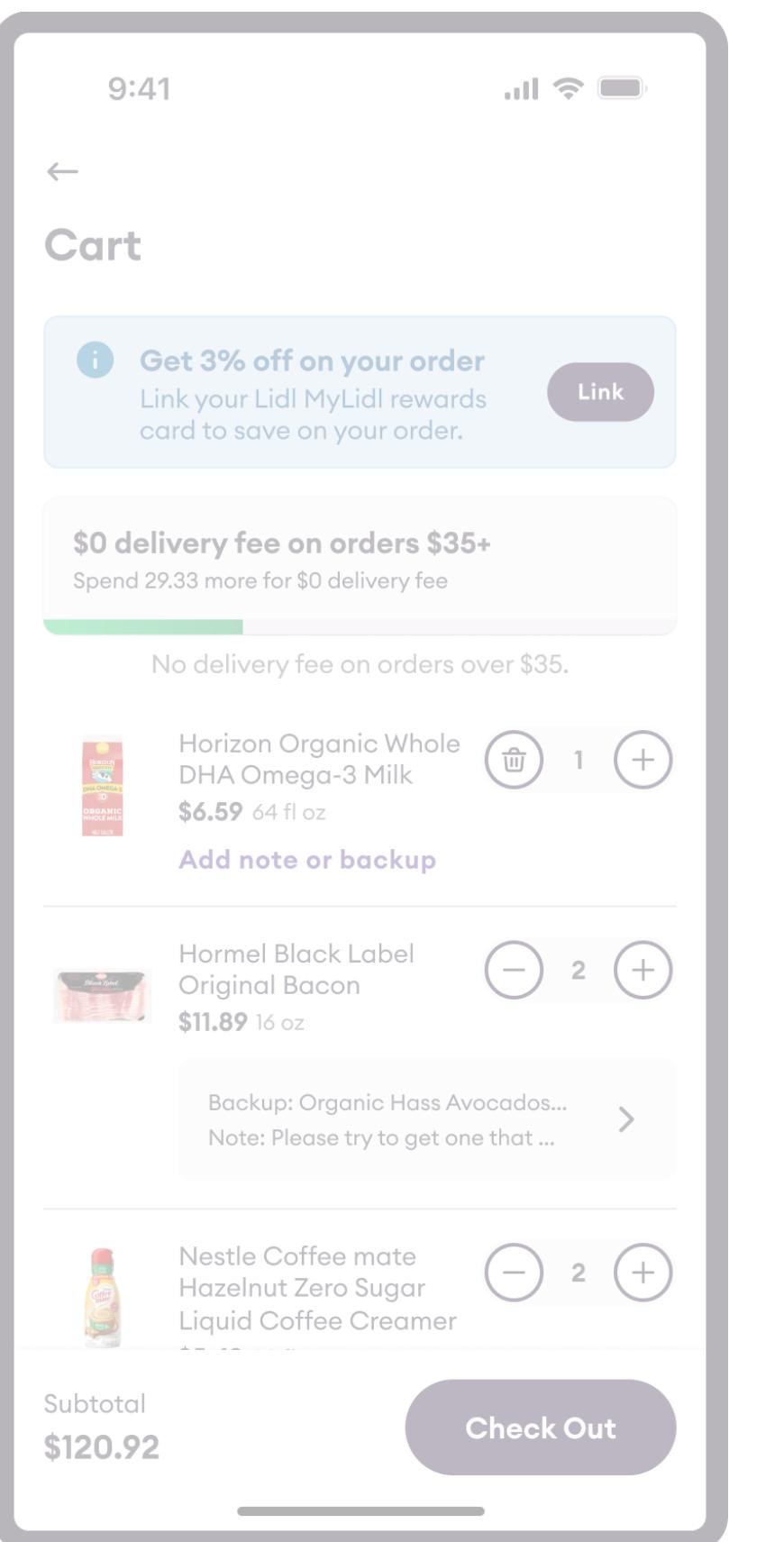
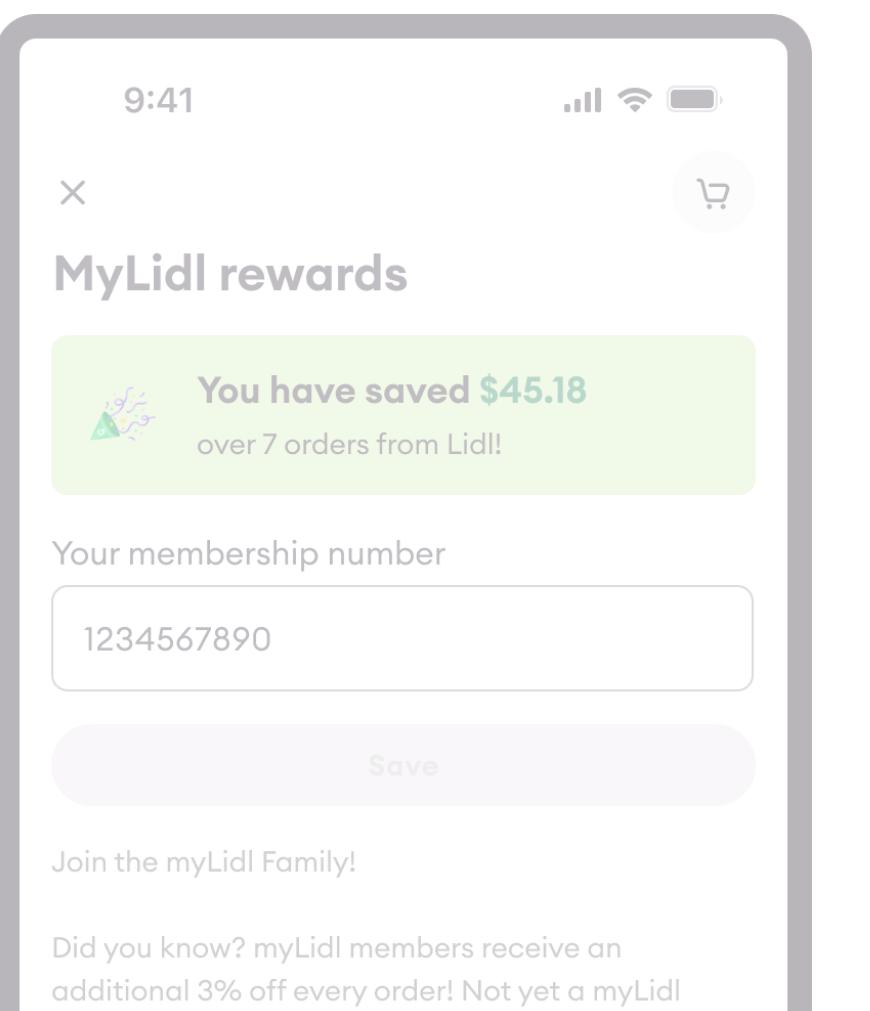
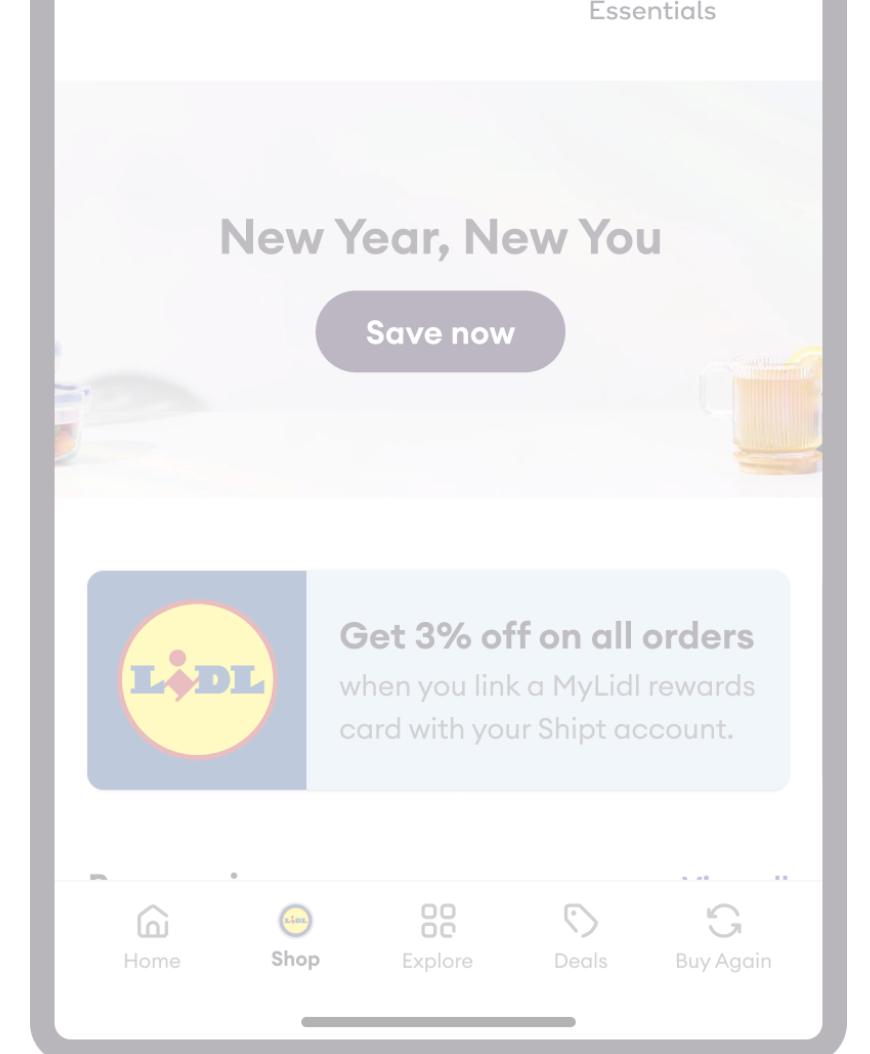
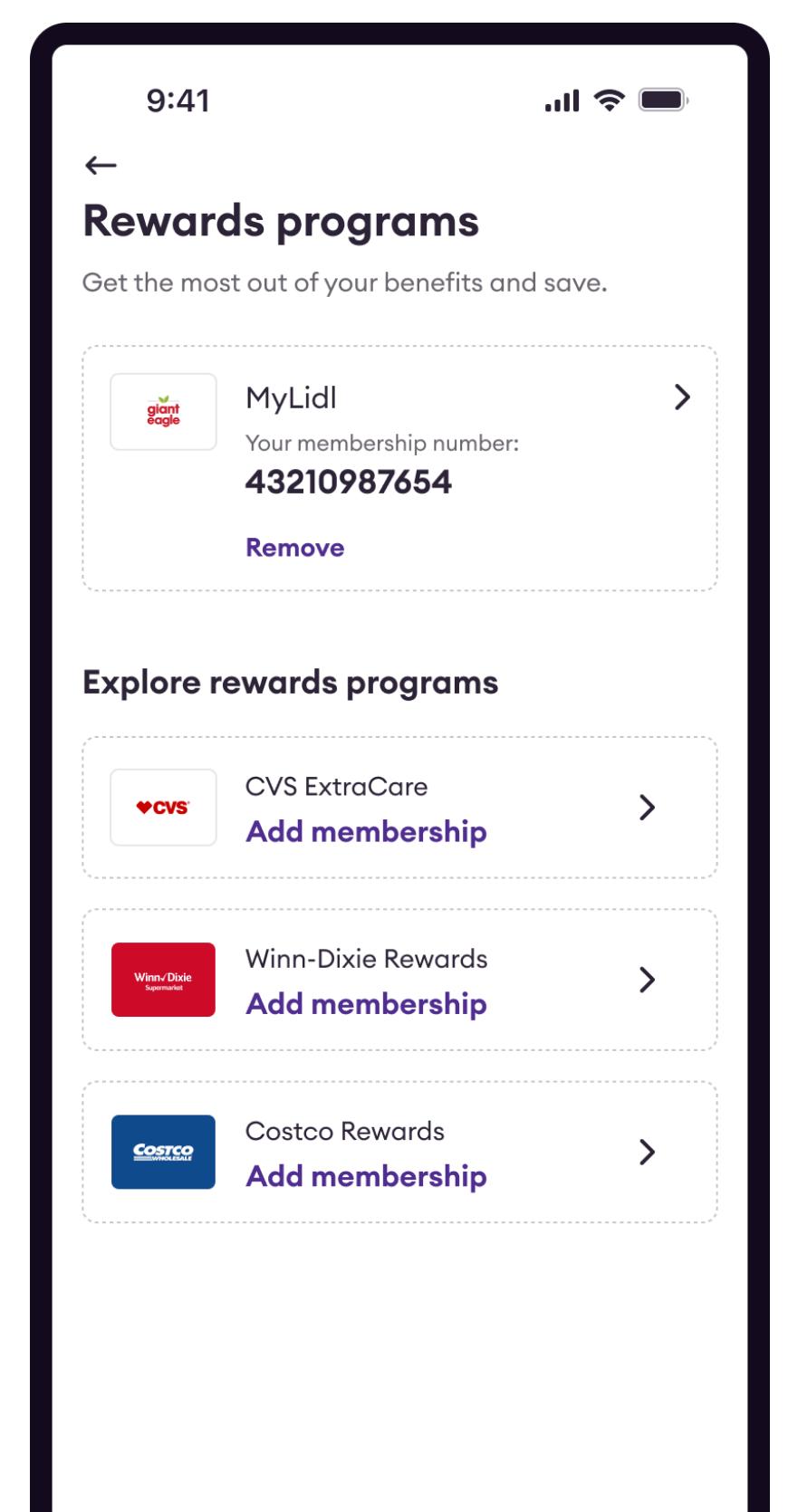
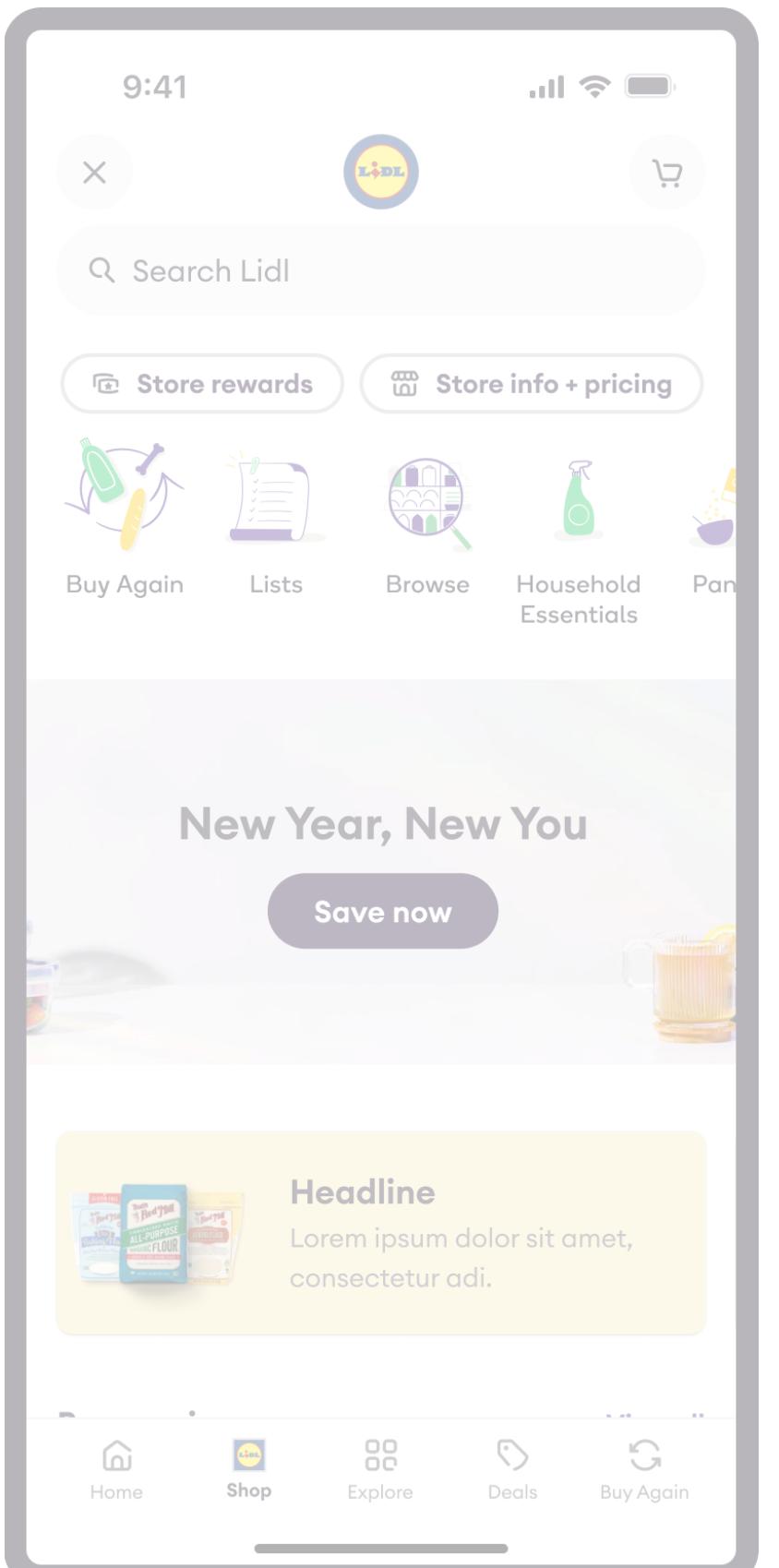
PHASE 1 DESIGNS

Highlighting why linking matters



PHASE 1 DESIGNS

A revamped home for Rewards Programs



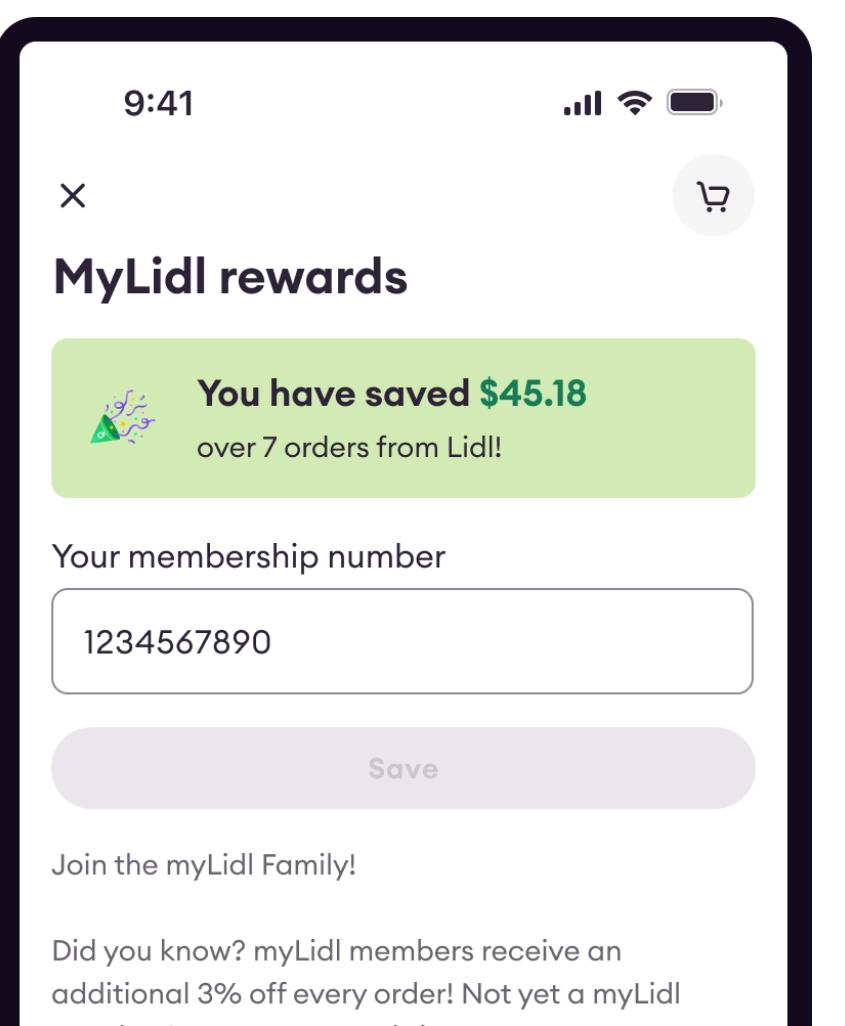
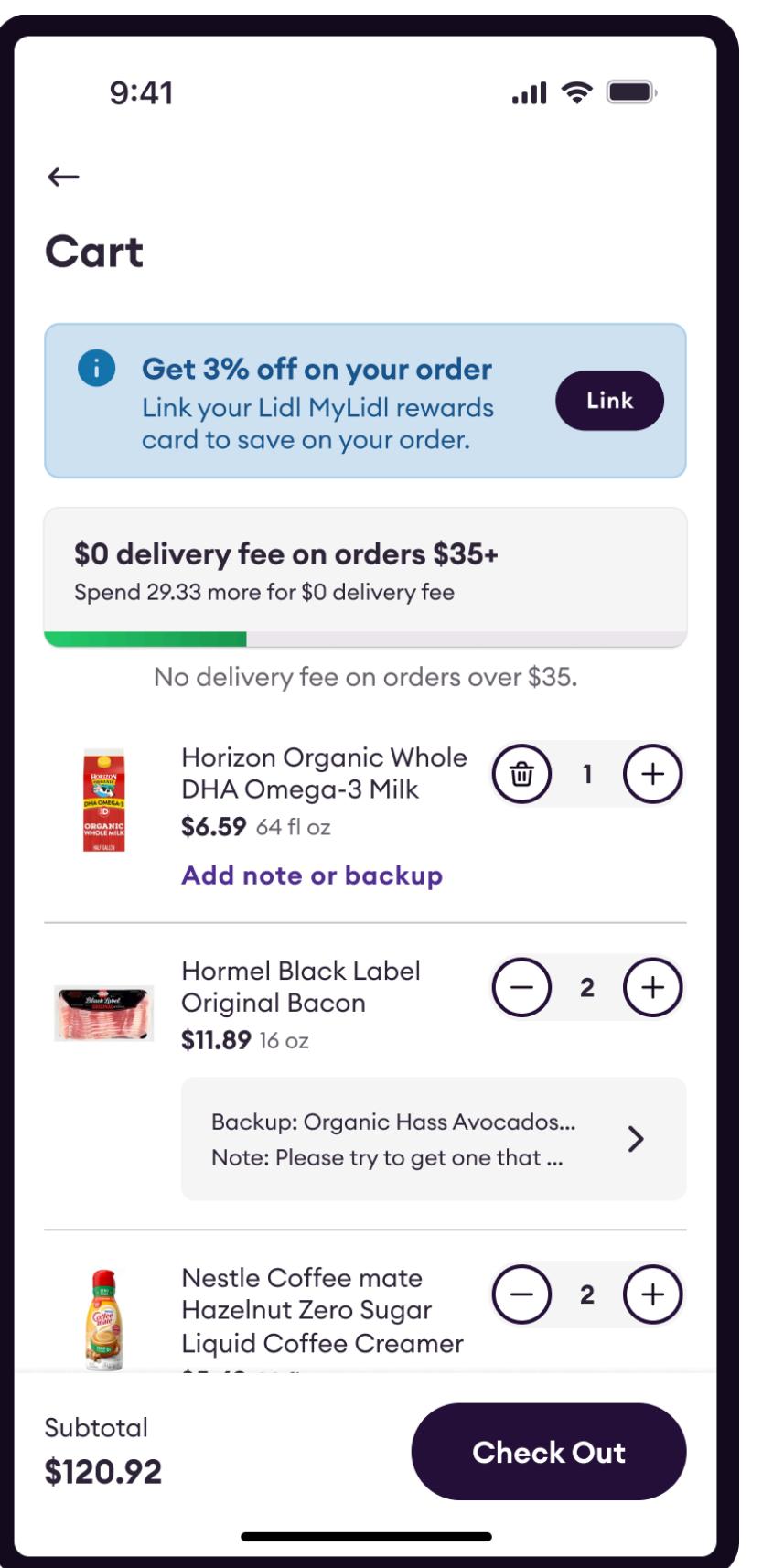
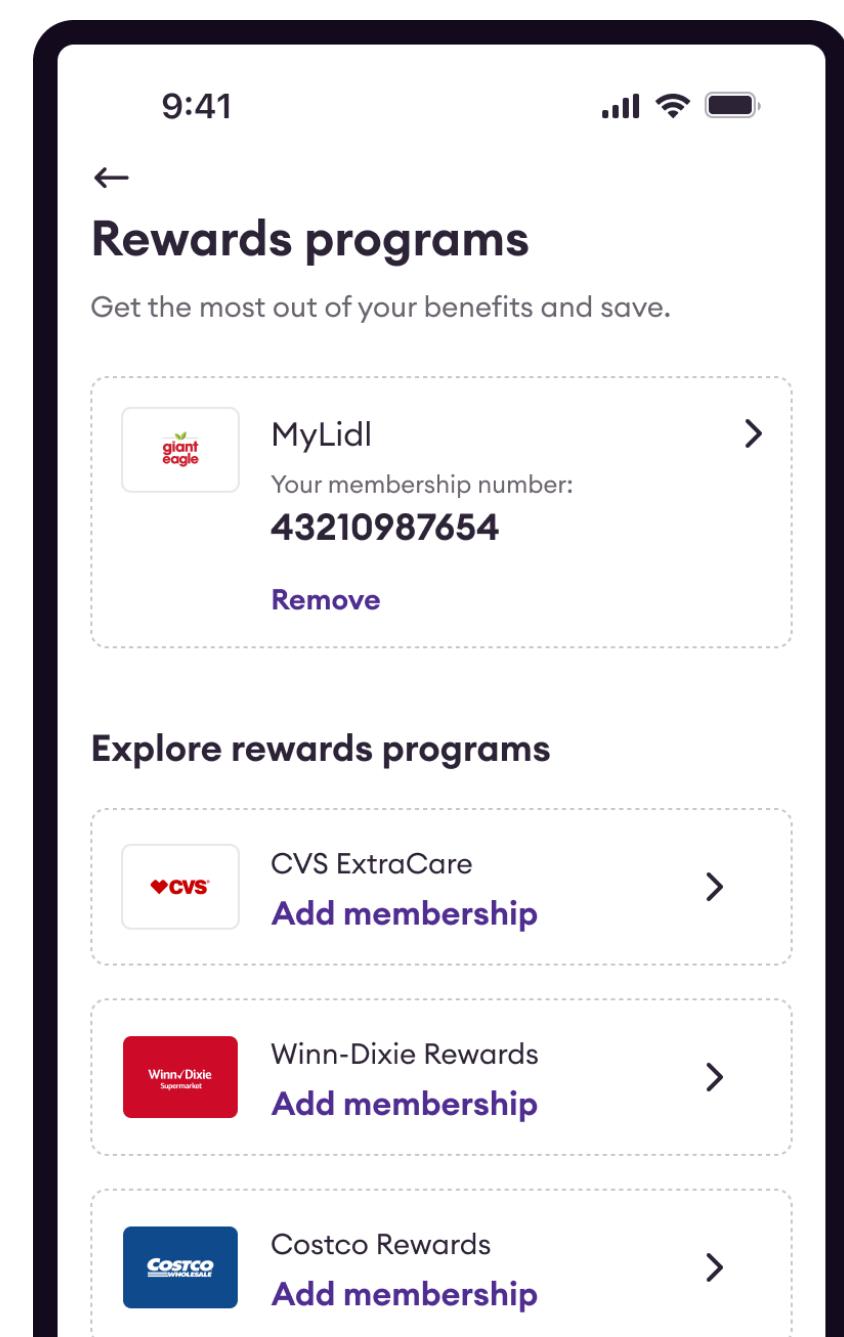
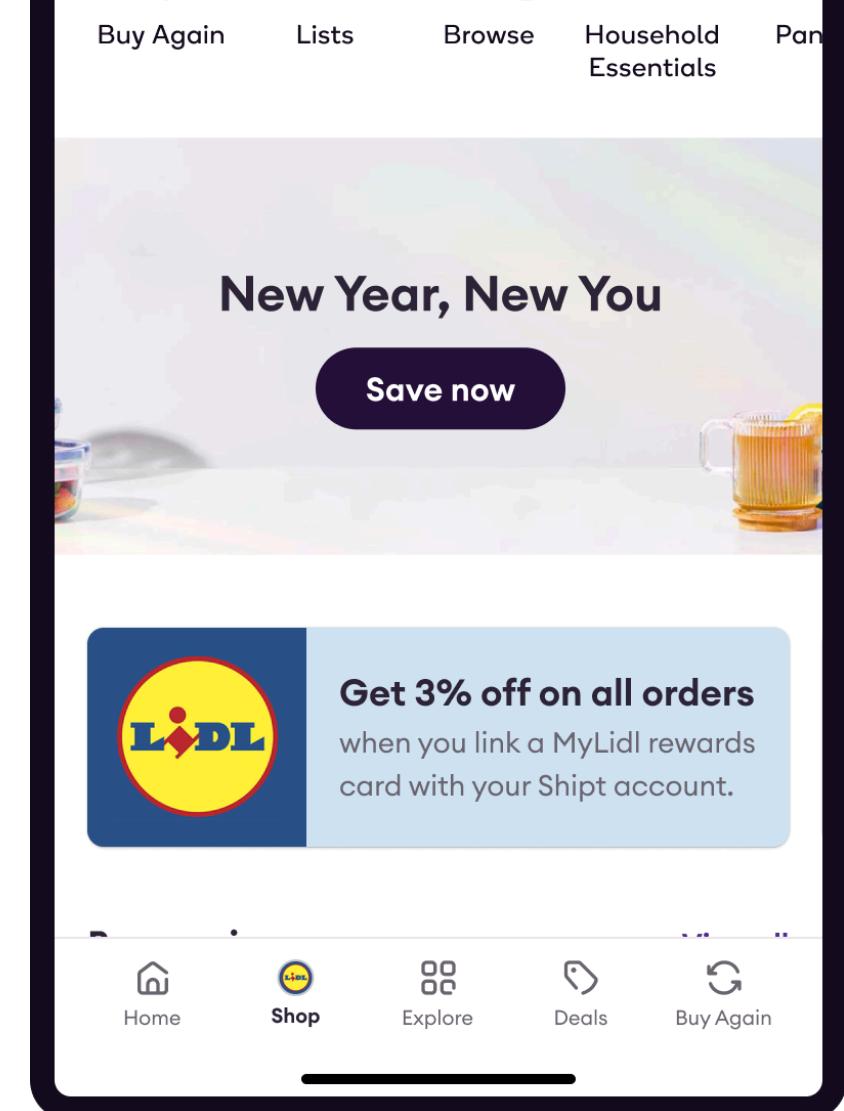
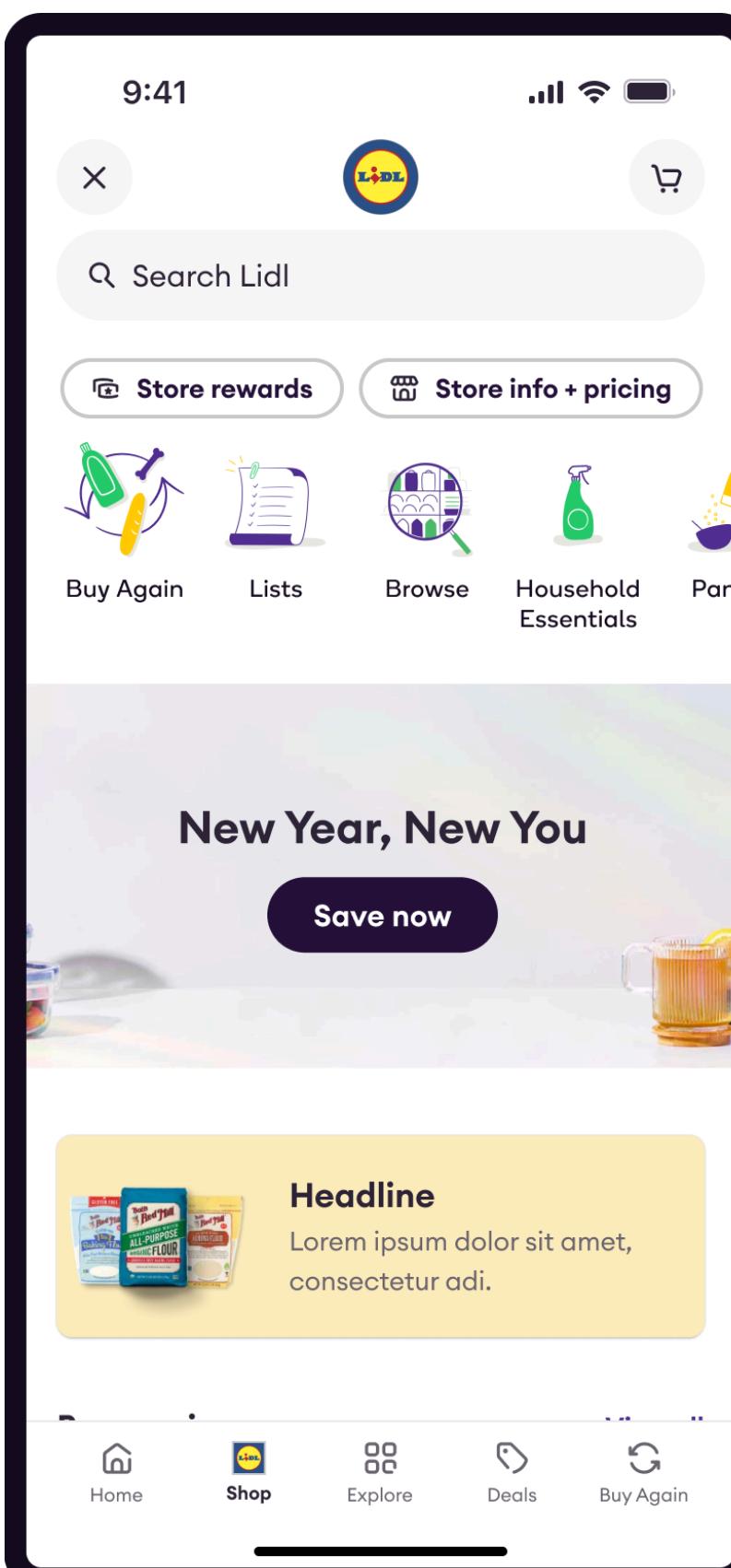
Impact

+137.8%

in Loyalty program enrollment.

+0.9%

in Average Order Value.



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

Thank you!