

Overhauling how Shipt does Retailer Loyalty Programs.

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

The TL;DR

The Problem

Loyalty linking was buried. One touchpoint, at the end of checkout, with no explanation of why it mattered. 67% of eligible members never linked.

The Work

Redesigned loyalty across the entire shopping journey – store selection, retailer homepage, product tiles, cart, and checkout. Built a reusable component system any team can extend.

The Outcome

+137.8% loyalty enrollment
+0.9% average order value

Phase 2 launching March 2026

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.

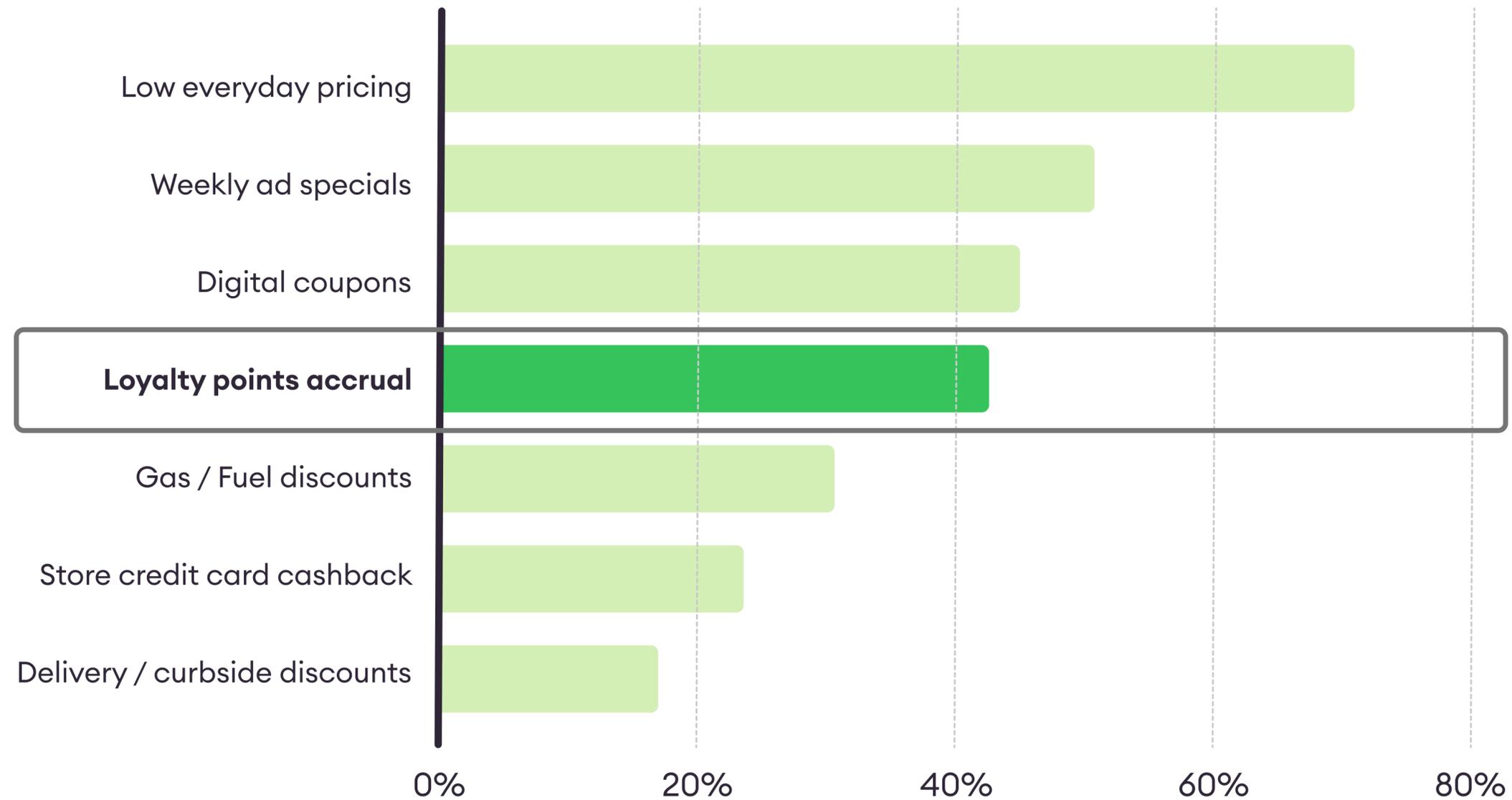
Source - Loyalty Stats as of 3/14/24

33%

of customers placed an order with a linked loyalty profile.

Source - Loyalty Stats as of 3/14/24

Loyalty pricing and points accrual rank among the top 4 reasons customers choose where to shop.



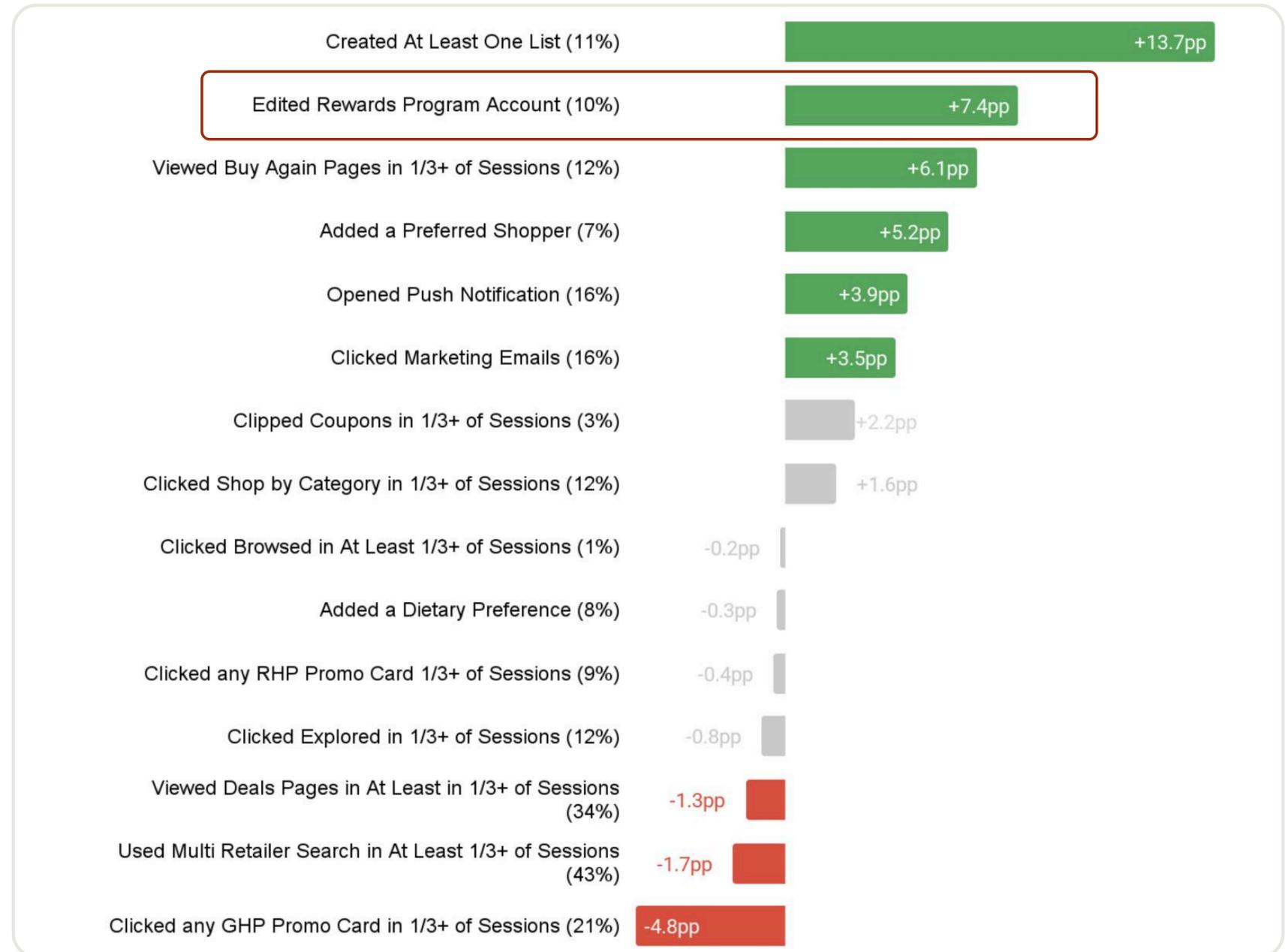
Opportunity: Designing for Habit

- ✓ 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...

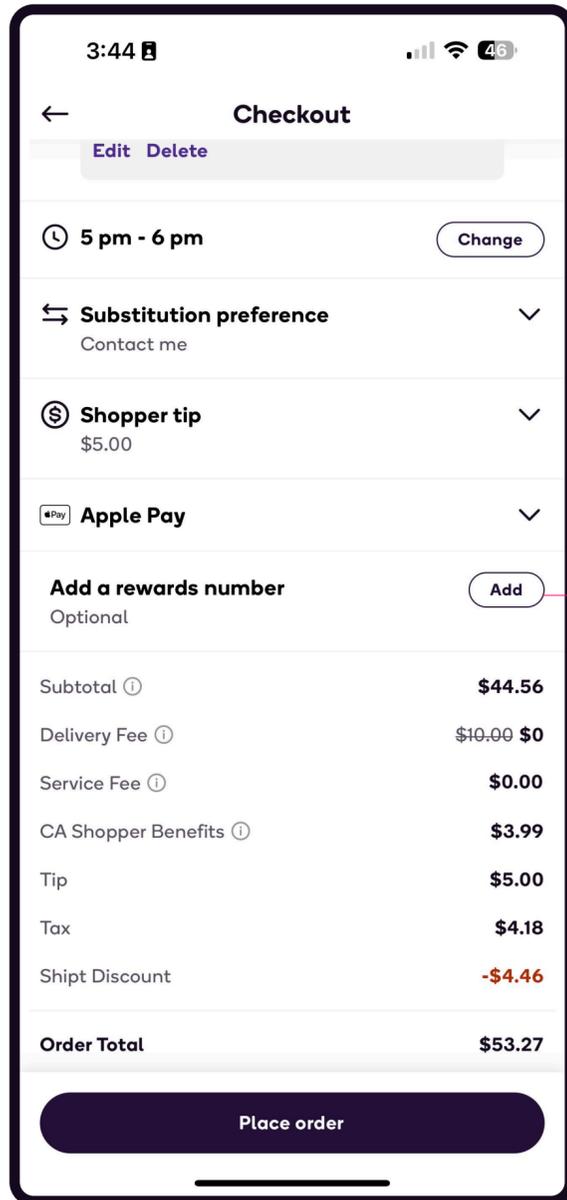
User enters Shipt

User choose a Retailer

User builds a Cart

User places their Order

We had only one callout. At the last second.



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

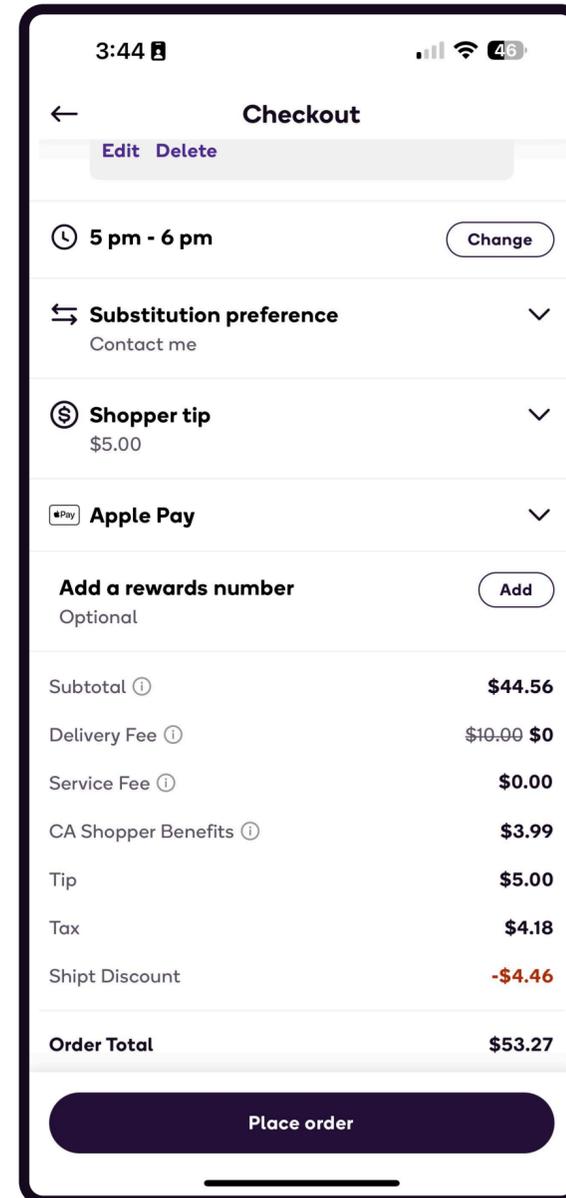
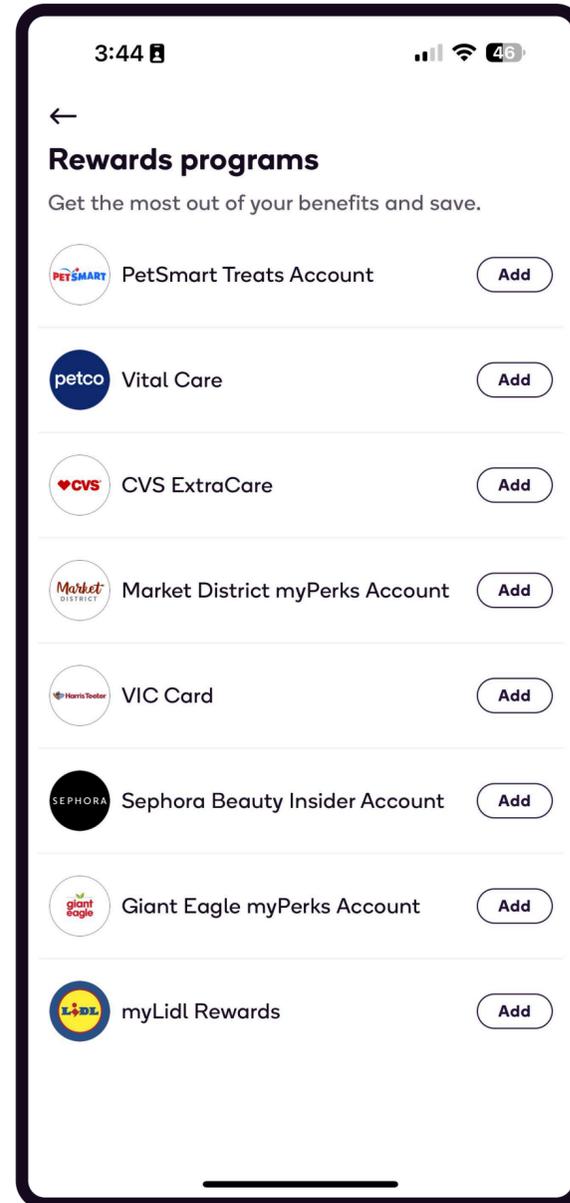
User builds a Cart

User places their Order

And a disconnected 'home' 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.



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

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

Competitive Analysis

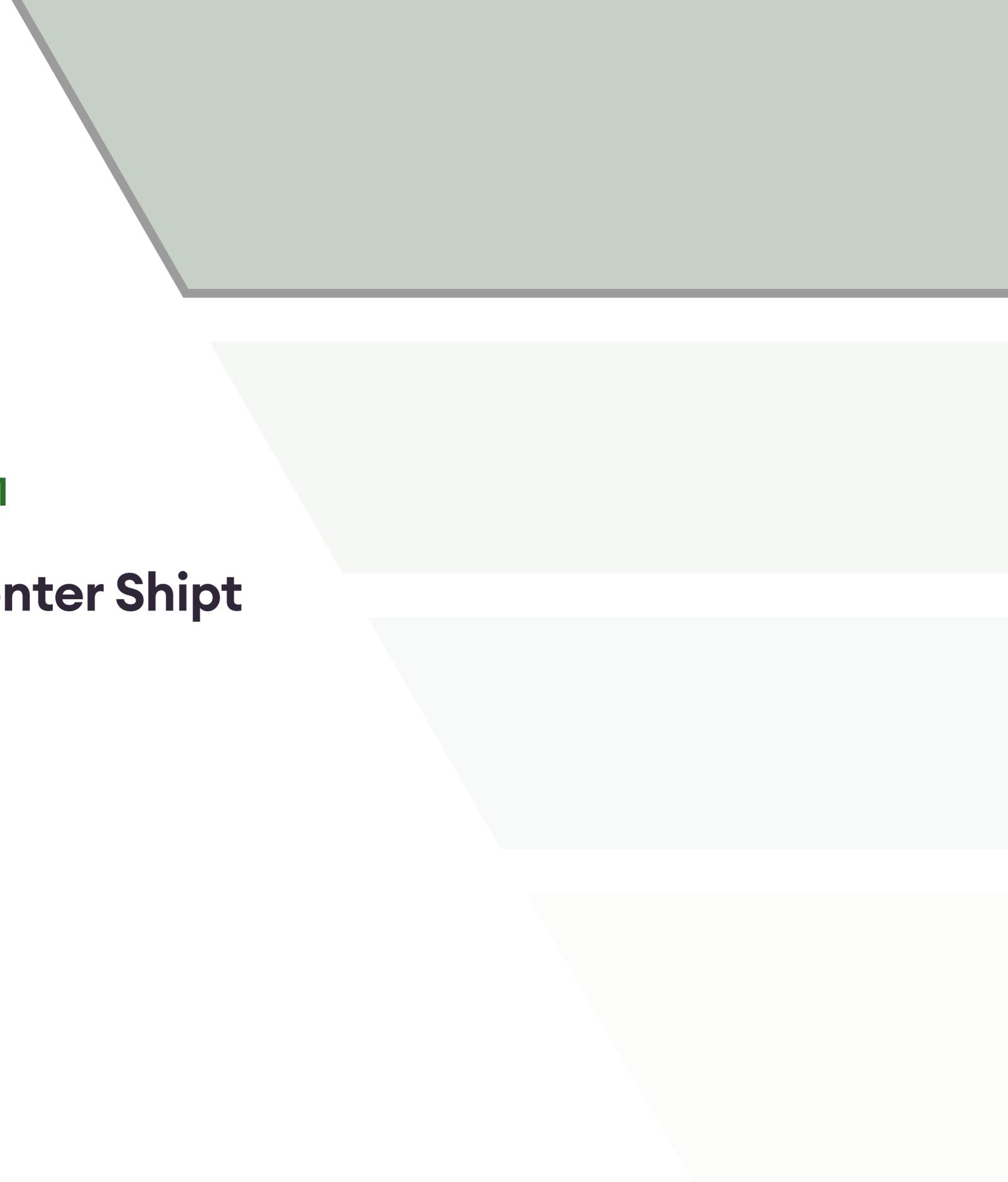
			
Loyalty benefit accrual Letting members link their loyalty cards with their Shipt account, and lets them accrue these benefits	✓	✓	✓
Immediate savings Provide real-time markdowns and order discounts to members who have their rewards card linked	✓	✓	✗
Loyalty benefit redemption Let members use the benefits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

Hypothesis

If loyalty benefits are **visible at the moment of intent, contextual to the shopping journey, and reinforced with **clear value** — we increase enrollment and AOV.**

Design explorations

The approach was to weave Loyalty in the shopping journey.



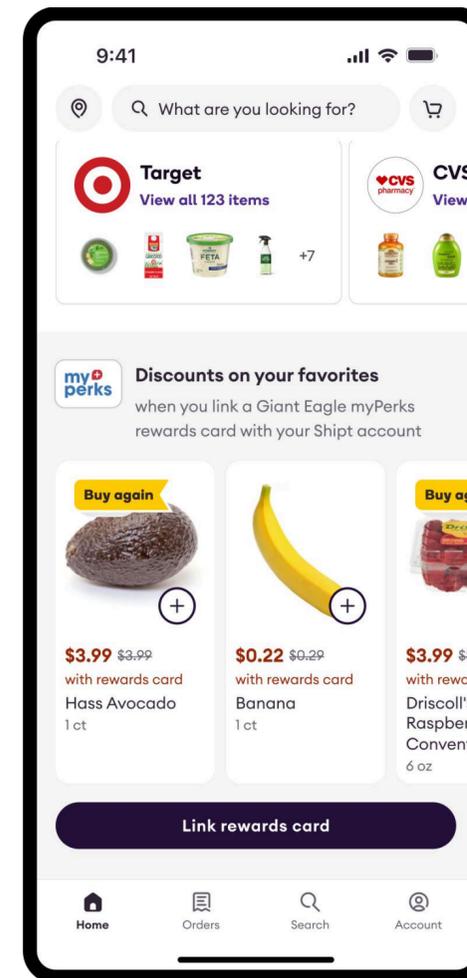
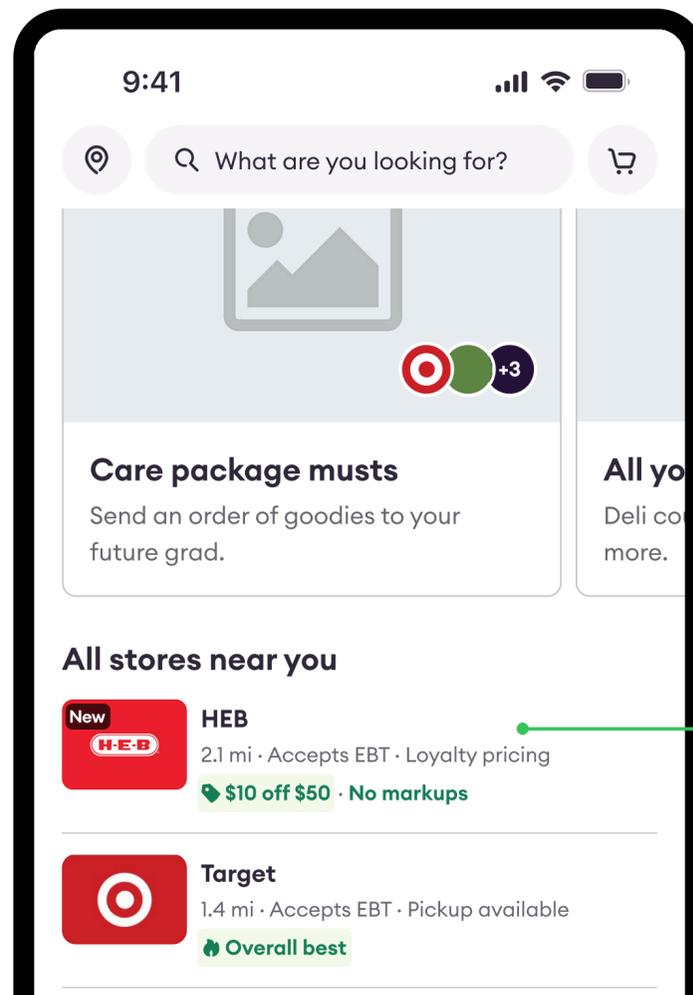
Part 1

When users enter Shipt

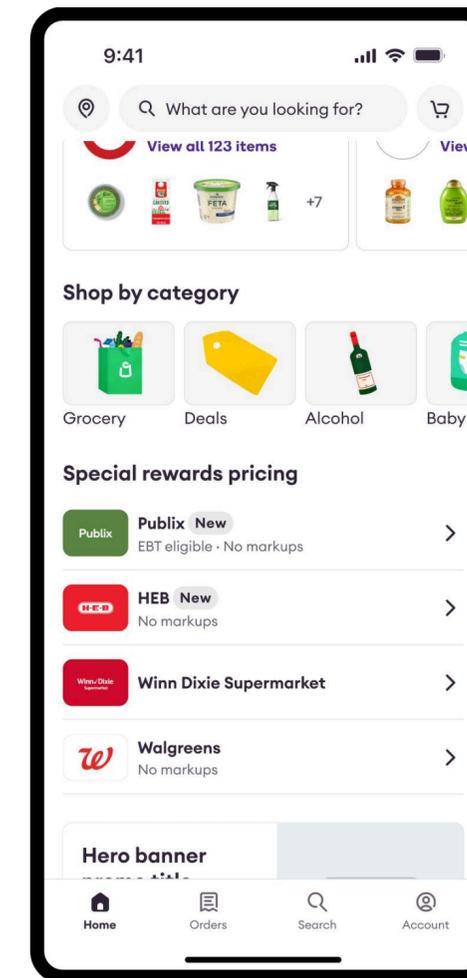
Helping members choose where to shop

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.

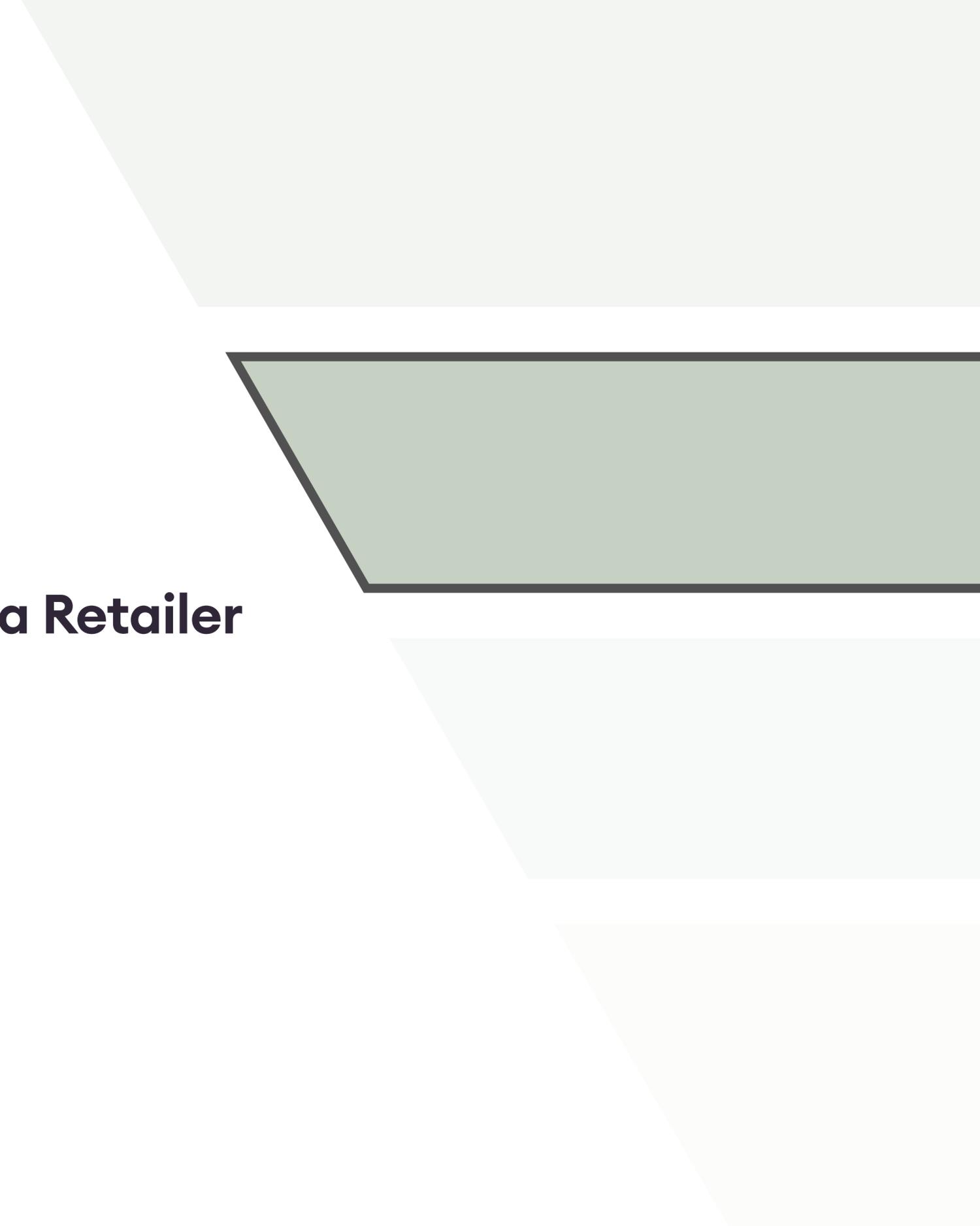


✗ This pattern would let us highlight only one retailer at a time.



✗ A separate store list felt repetitive, and took away from prime real-estate.





Part 2

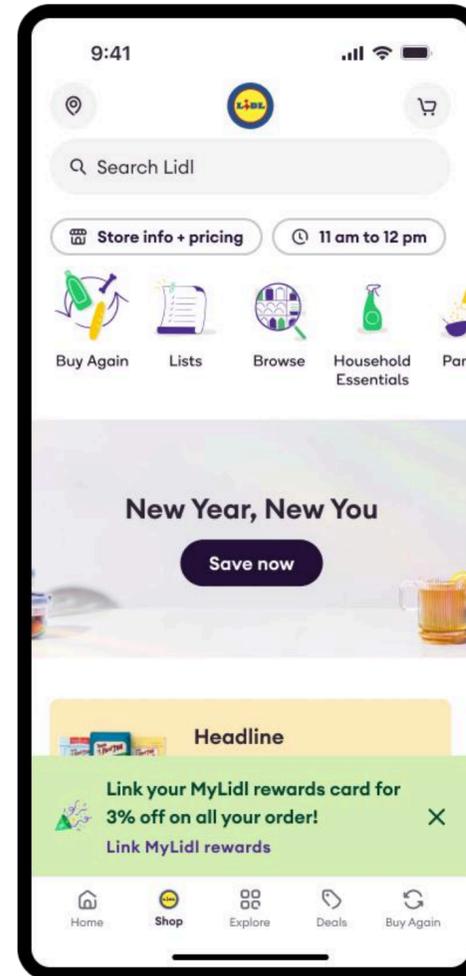
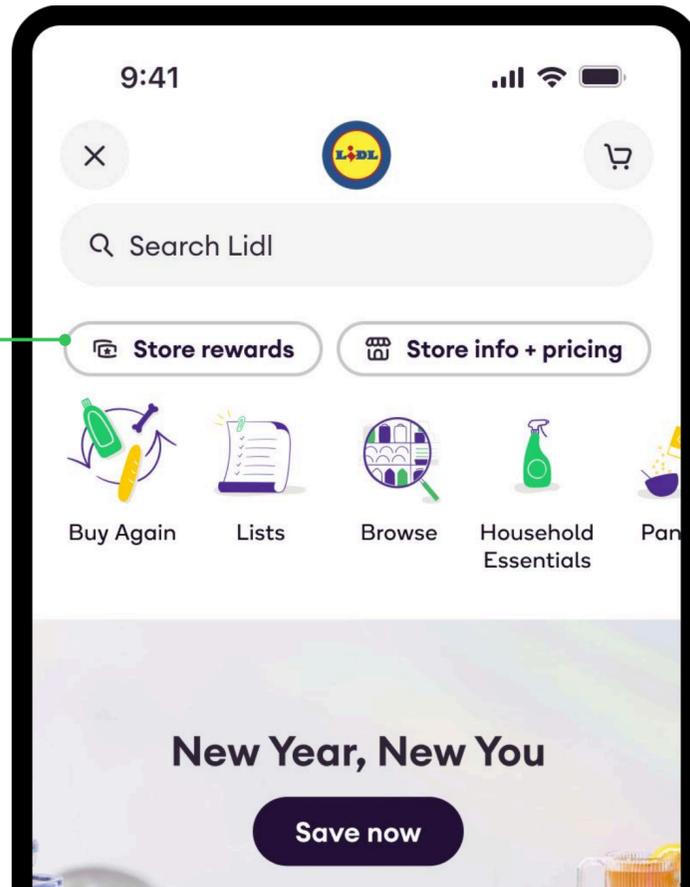
When users enter a Retailer

How did we make this feature more visible?

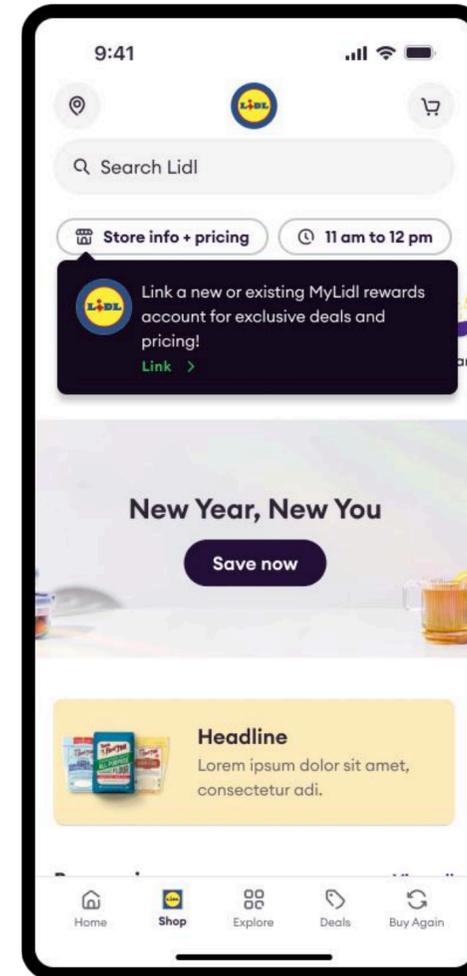
A new entry point on the Retailer Homepage

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.

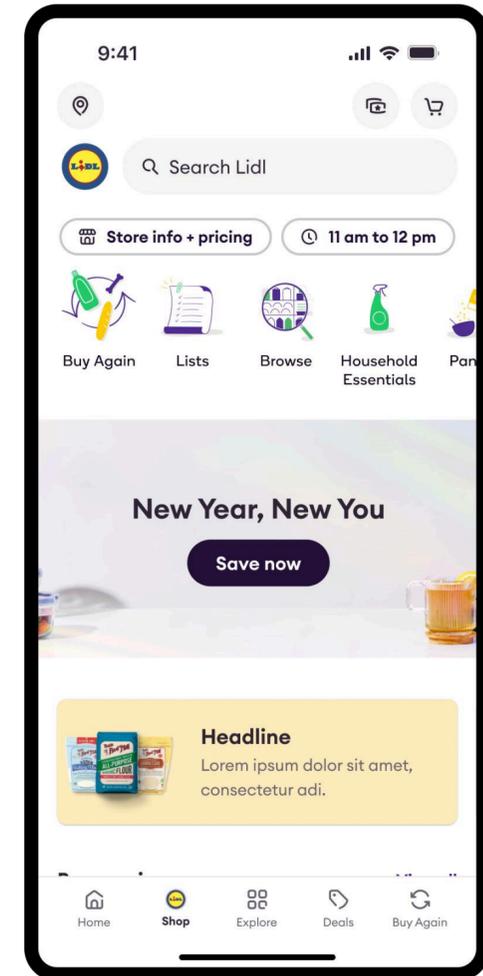
✓ This new pill, retains familiarity, but is also discoverable for those looking for it.



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



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

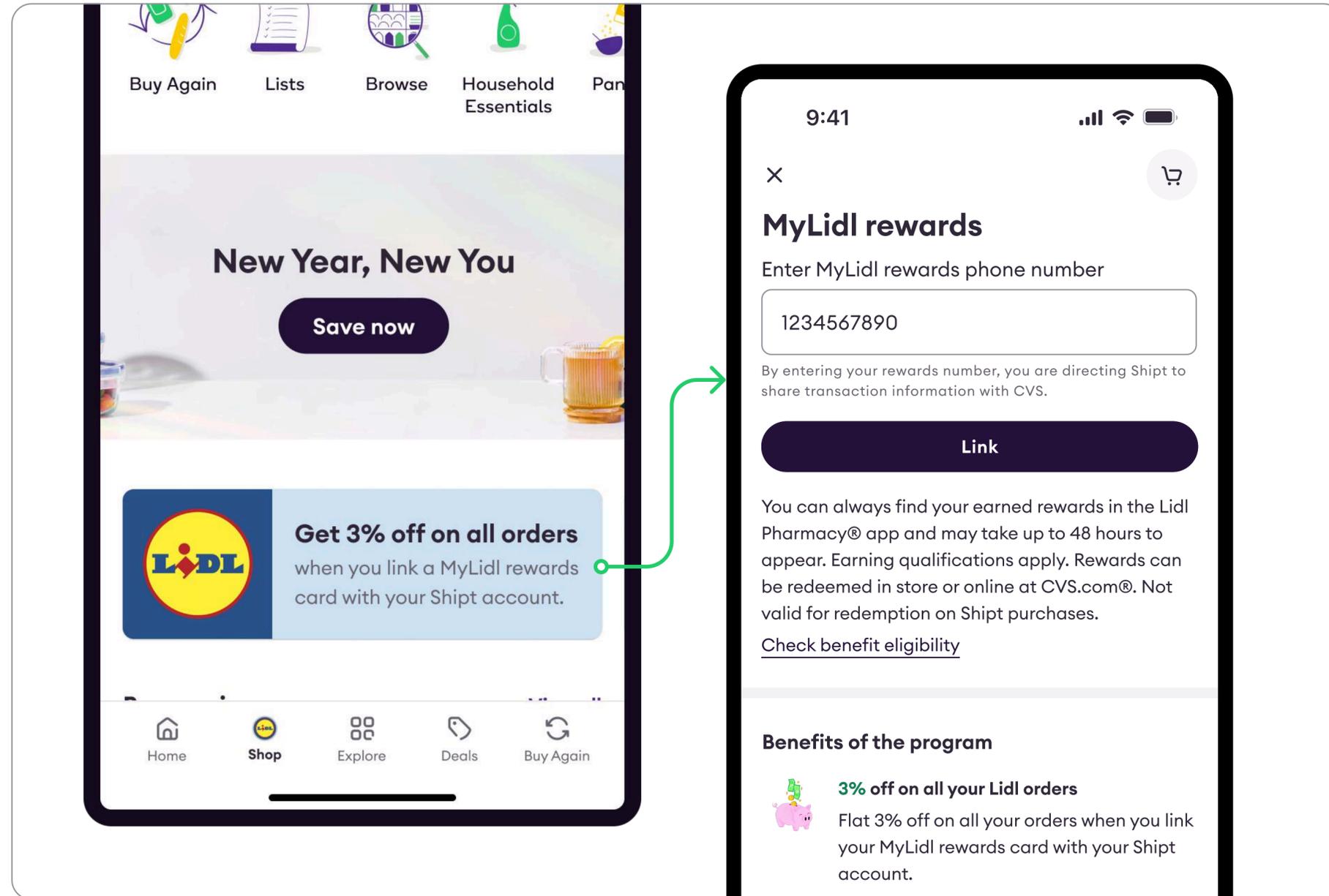


✗ Users were not fully sure of what this icon on the header meant. The store logo being at the center grounded the user when they entered a retailer, which this option lacked.



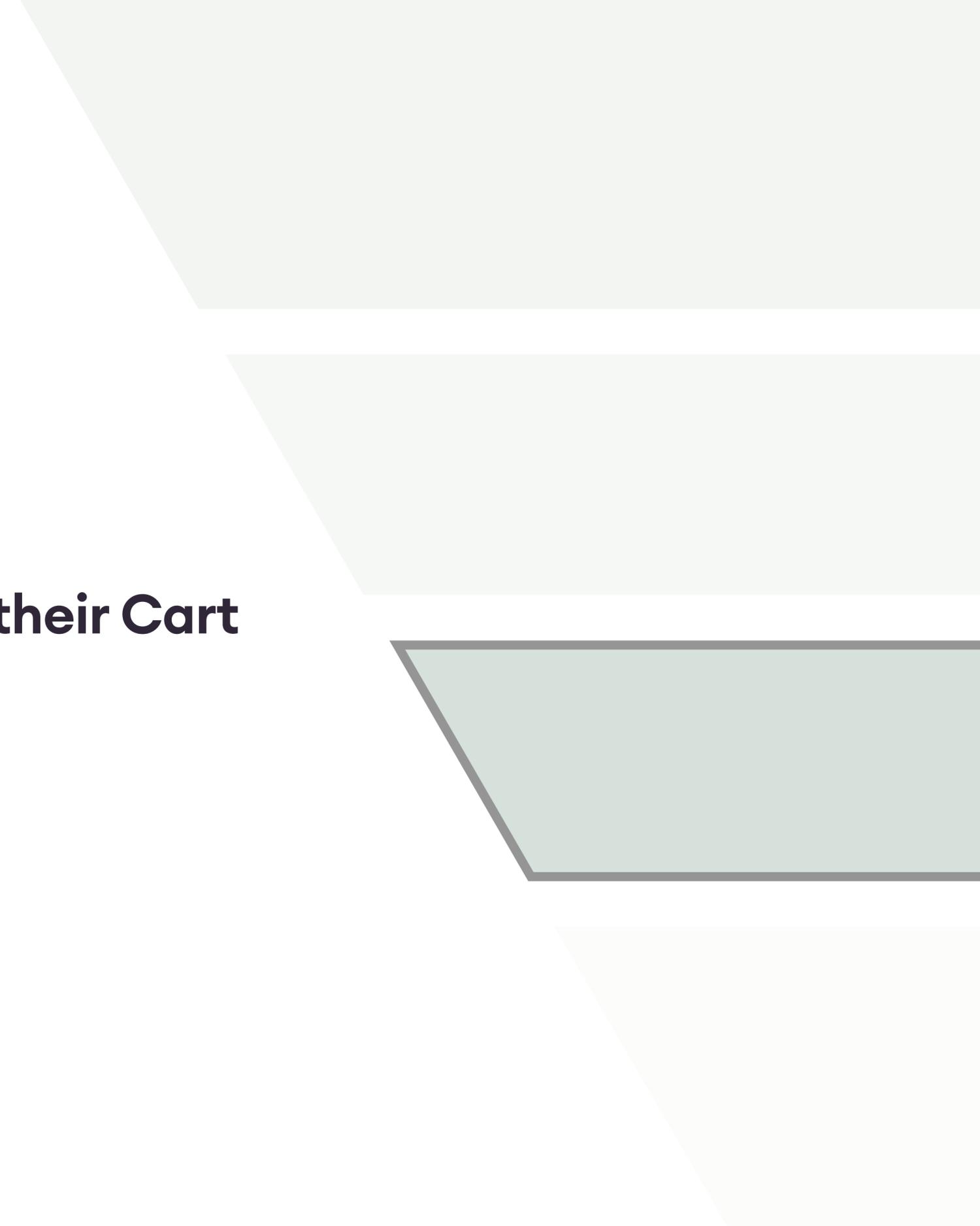
Special deals, highlighted.

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.

✓ Leverages existing promo placements



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. We implemented a Dual price hierarchy – it communicates both the savings and the original price without requiring the member to calculate the difference.

Iteration #1 - Badge Overlay

- ✓ High Visibility
- ✗ Visually loud
- ✗ Covers the Product image

Iteration #2 - Inline Secondary Text

- ✓ High Visibility
- ✗ Low differentiation
- ✗ Added element in tile
- ✗ Retailer branding chaos

Iteration #3 - Loyalty icon near price

- ✓ Clean
- ✗ Icon meaning not obvious
- ✗ Added interaction in small tile
- ✓ Minimal disruption

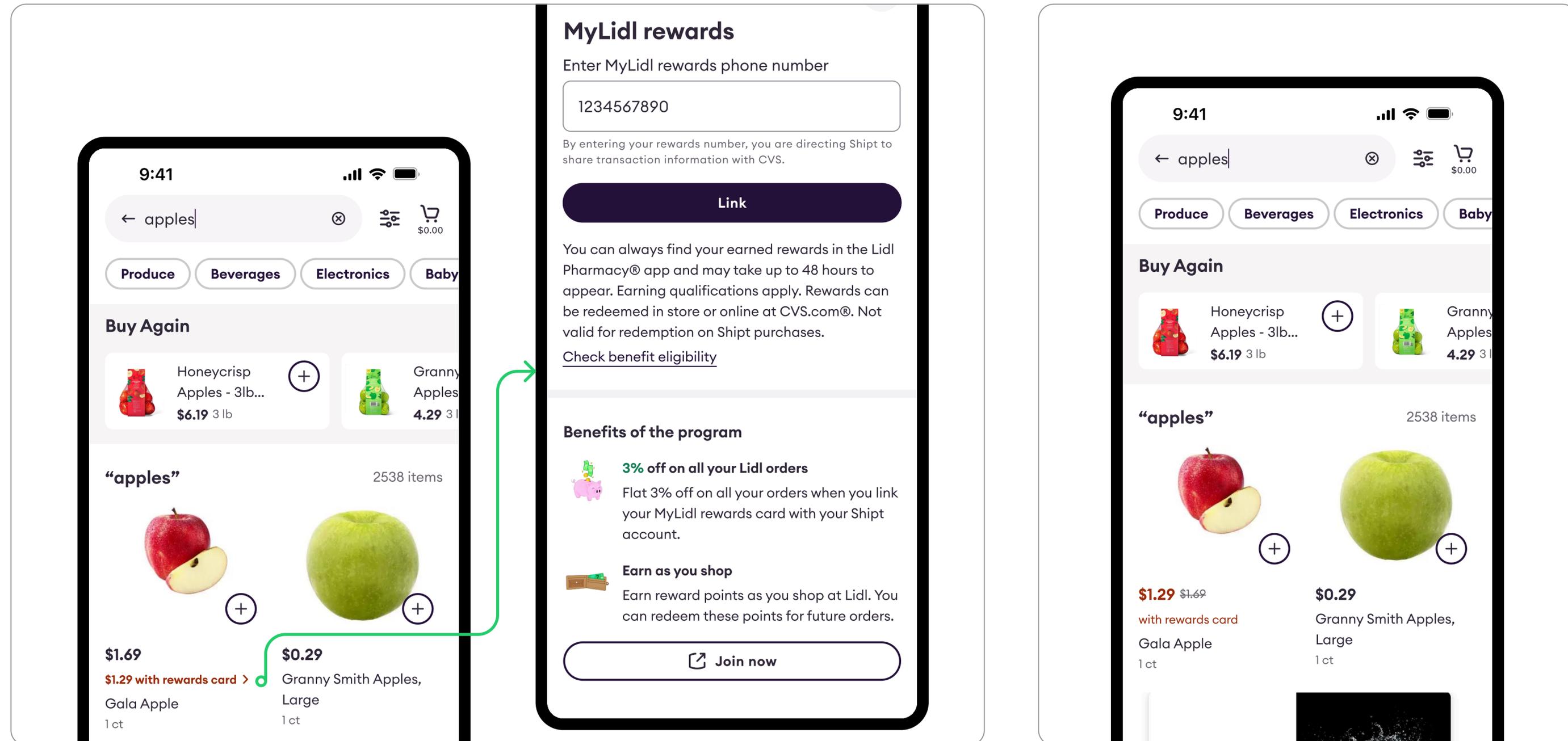
Iteration #4 - Dual Price Hierarchy

- ✓ Price transparency
- ✓ Clear price anchor
- ✓ Preserves promo semantics



Designing Loyalty Pricing at the Point of Decision

What this looks like in-situ.

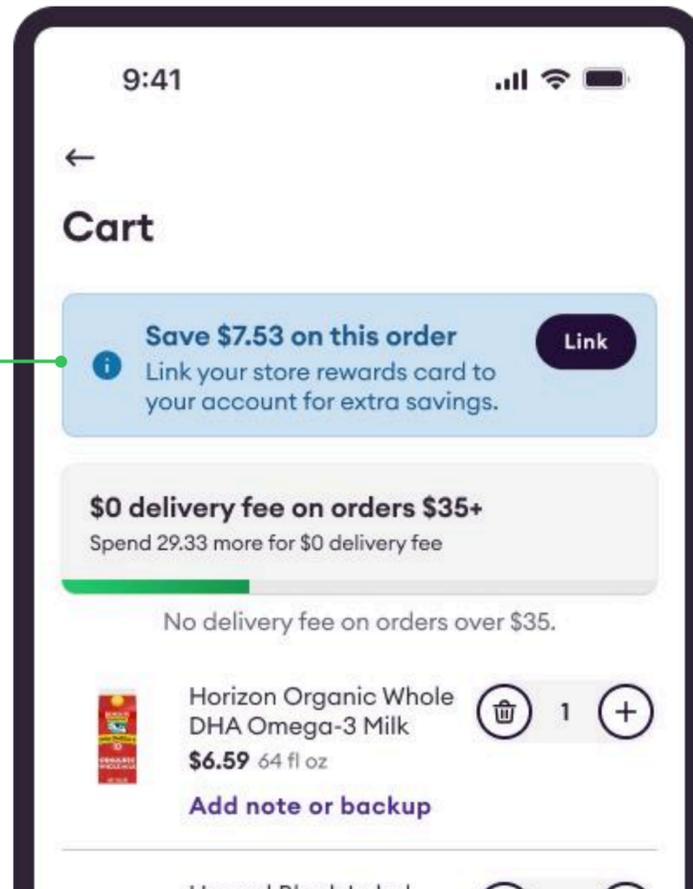


Loyalty Integrated into Cart

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

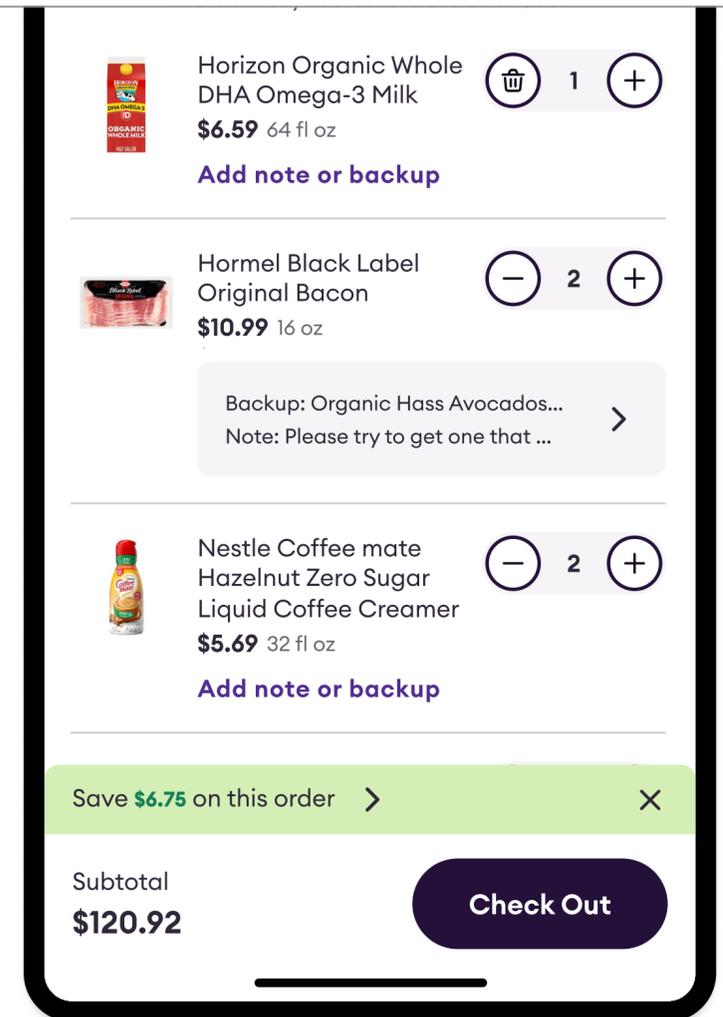
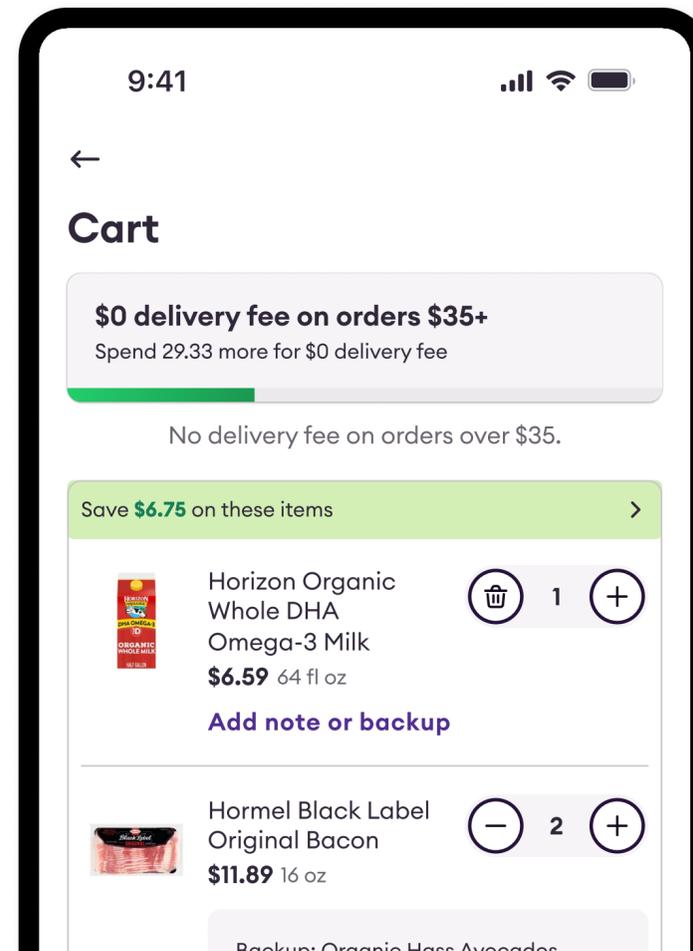
A banner at the top of the user's Cart, highlighting the benefits of linking their rewards card.

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



Grouping items that have a loyalty price: Cart order reflects addition sequence – reordering breaks user mental model.

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.



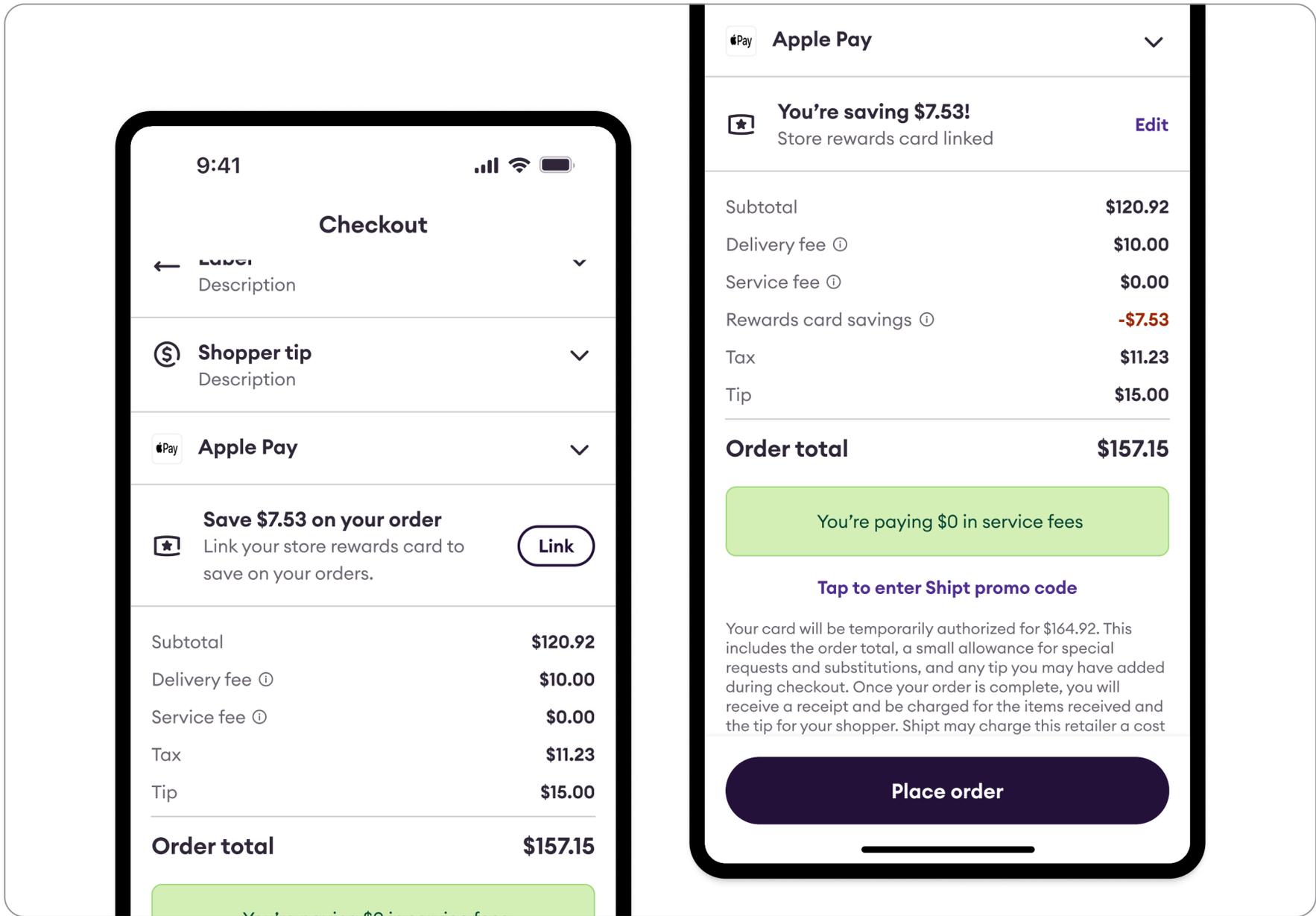
The use case of this banner was too limited, and it unearthed opportunity to build a consistent savings tracker (from loyalty, promos, coupons & more), which was beyond the scope of this work.



Part 4

When members are placing their Order

At checkout, we let members link an existing program — not join a new one. Protecting conversion while still capturing savings.



✓ At checkout, the Loyalty callouts highlighted the savings potential for that order.

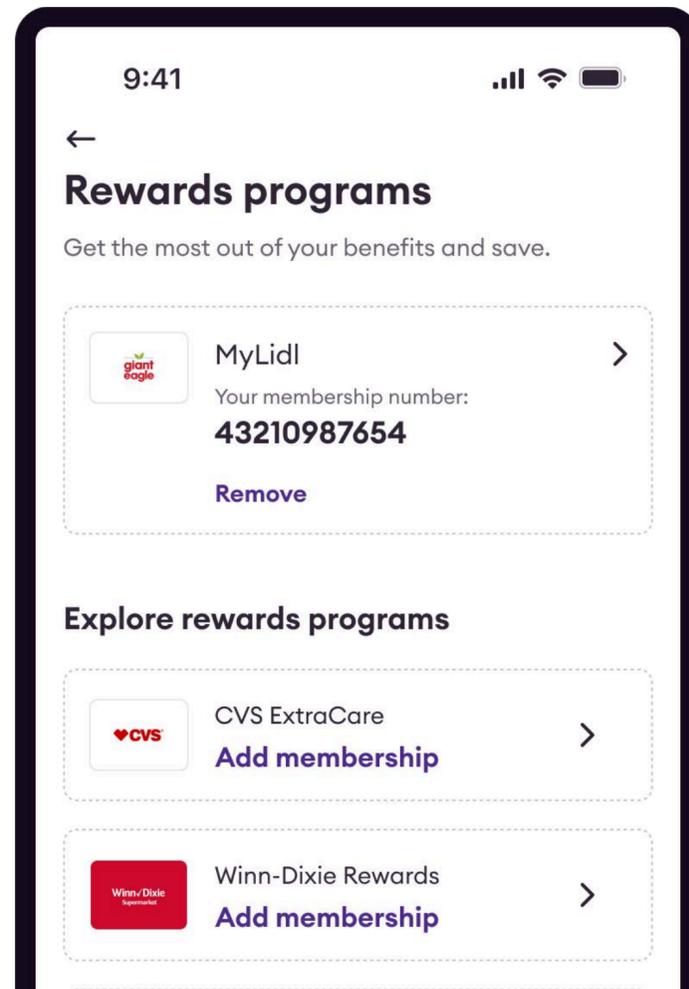
Part 5

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.



MyLidl rewards

Enter MyLidl rewards phone number

By entering your rewards number, you are directing Shipt to share transaction information with CVS.

Link

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

Flat 3% off on all your orders when you link your MyLidl rewards card with your Shipt account.



Earn as you shop

Earn reward points as you shop at Lidl. You can redeem these points for future orders.

Join now

When a user taps on any loyalty program, a modal pops up revealing more information about the program.

One reusable component, triggered from any loyalty touchpoint across the experience.

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.

JUL 2025

Launch Phase 1

MAR 2026

Launch Phase 2

FEB 2025

Phase 1 - Loyalty Benefits Amplification

- ✓ **Be more pro-active** and encourage members to link their rewards card with their Shipt account.
- ✓ Make the feature **more discoverable**. Highlight the benefits of linking rewards card in contextually apt locations.
- ✓ Members should be able to **explore and sign up** for new memberships.

OCT 2025

Phase 2 - Loyalty Pricing

- ✓ Let members get **access to reduced pricing** for supporting retailers when they link their rewards card with their Shipt account.

FEB 2026

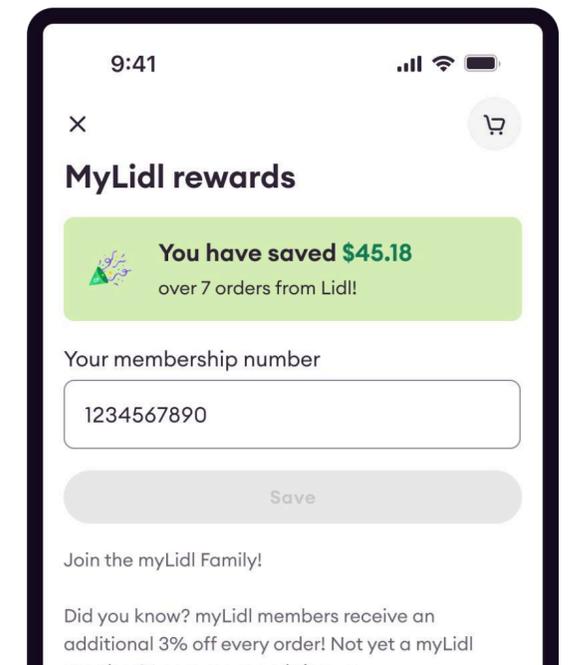
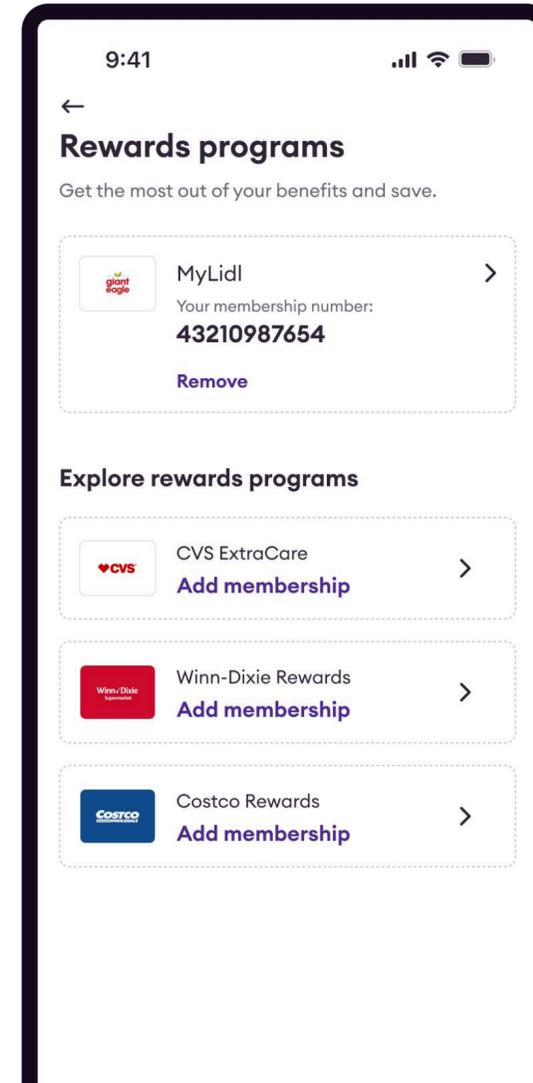
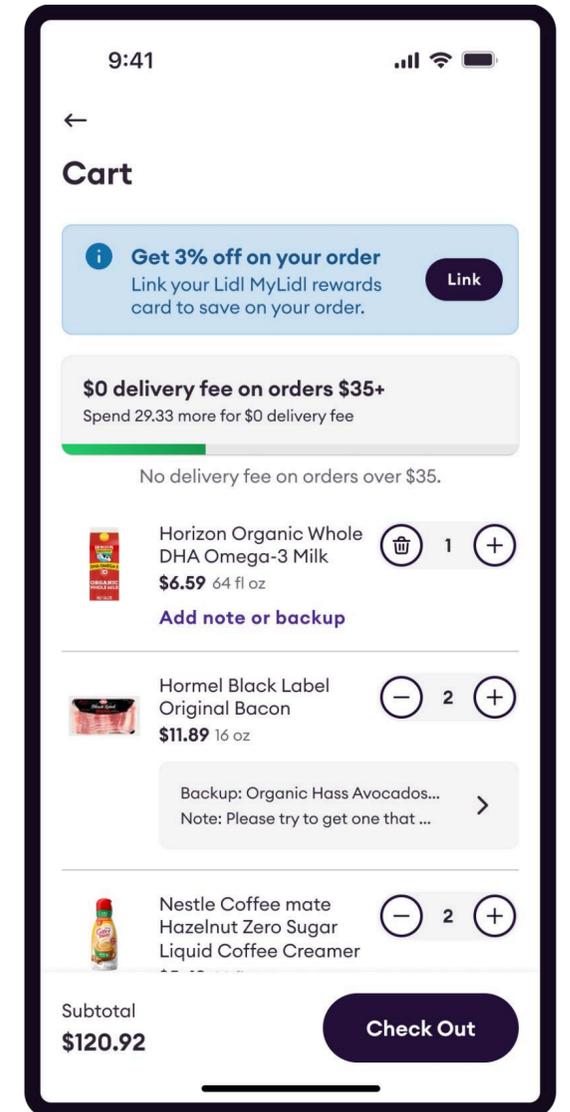
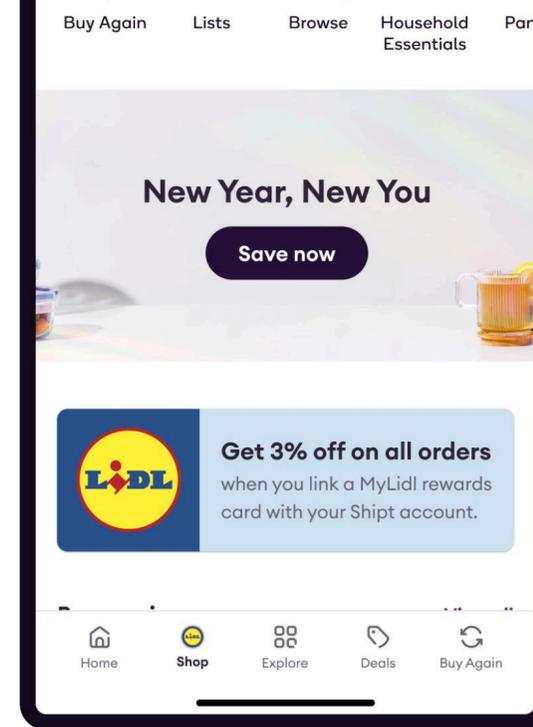
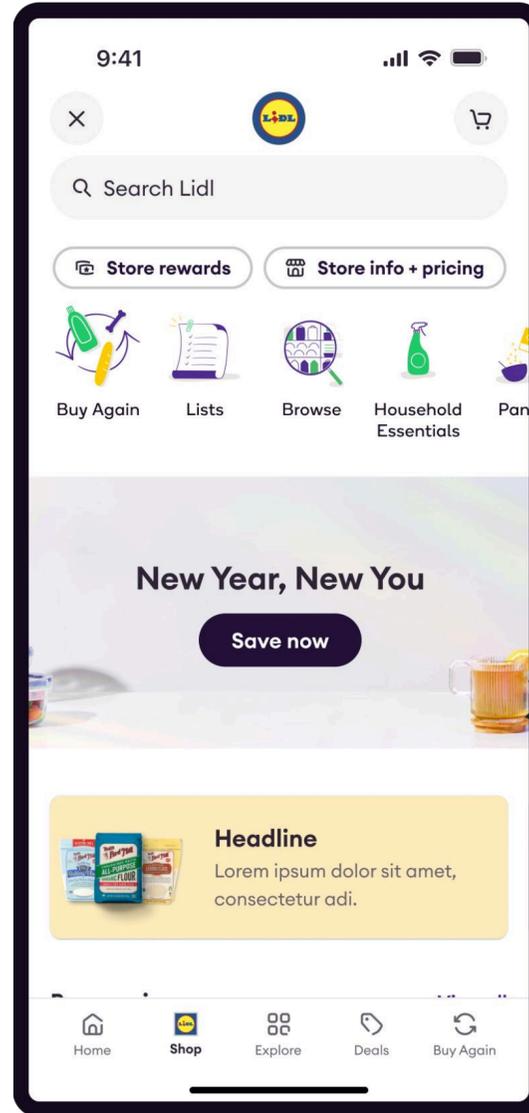
Phase 3 - Loyalty Benefit Redemption

- ✓ Let members use the benefits and points they have accrued towards their Shipt orders.

We launched Phase 1 as an experiment

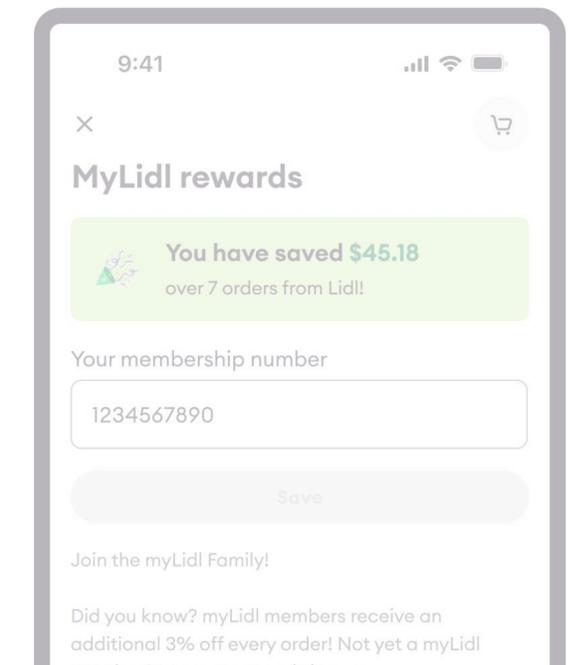
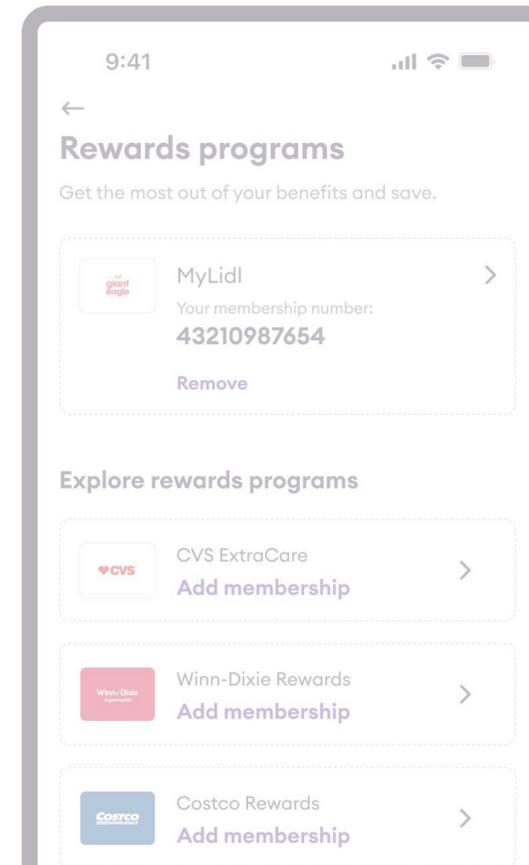
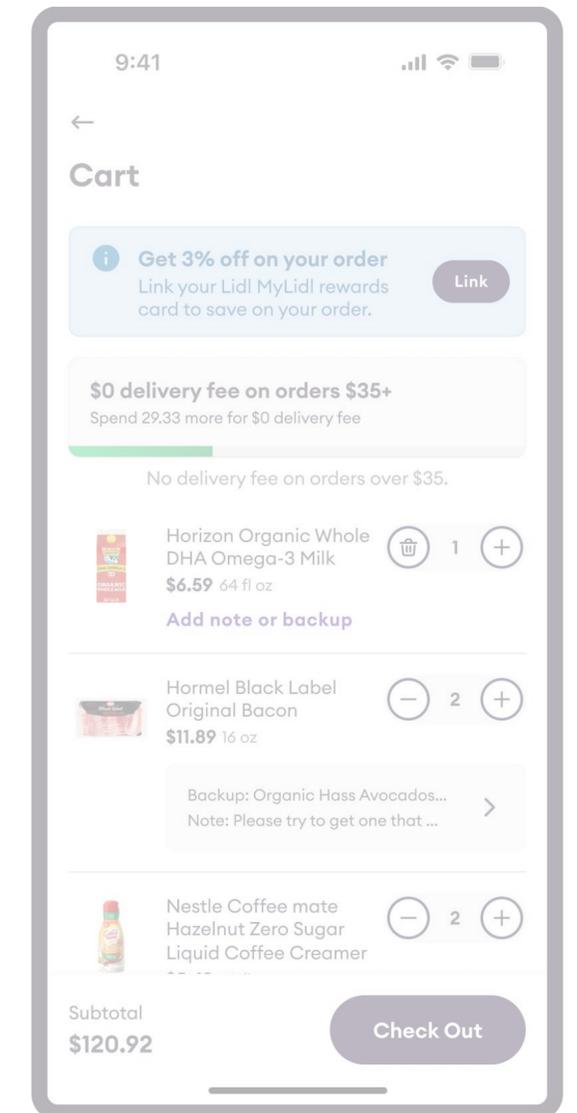
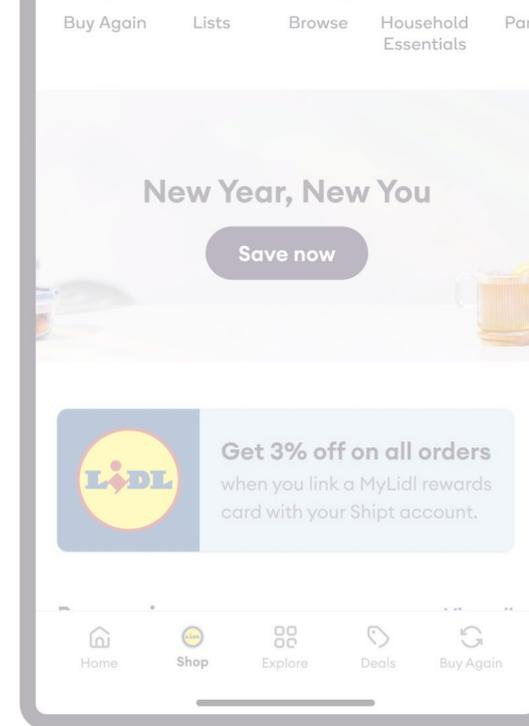
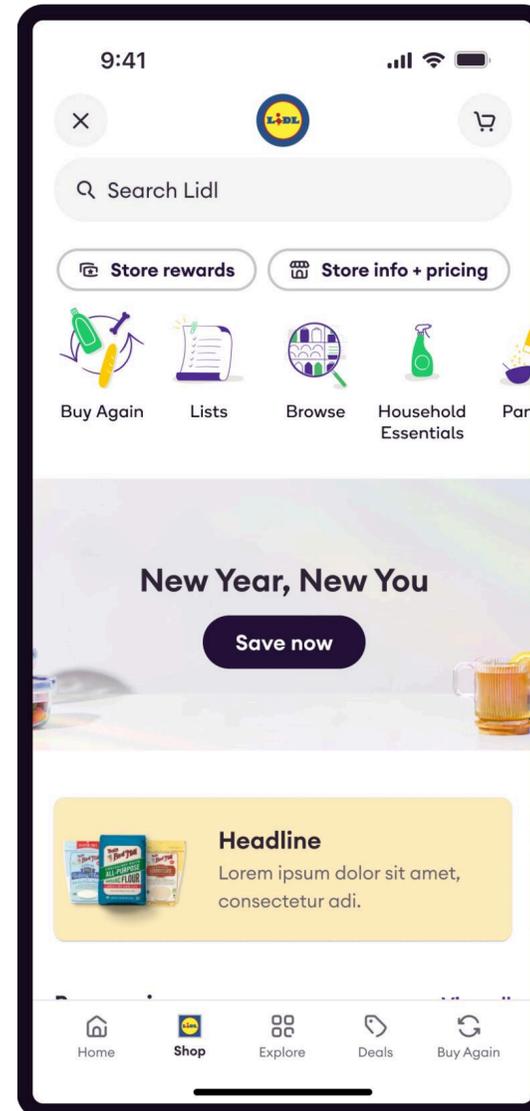
RECAP

Phase 1 Designs



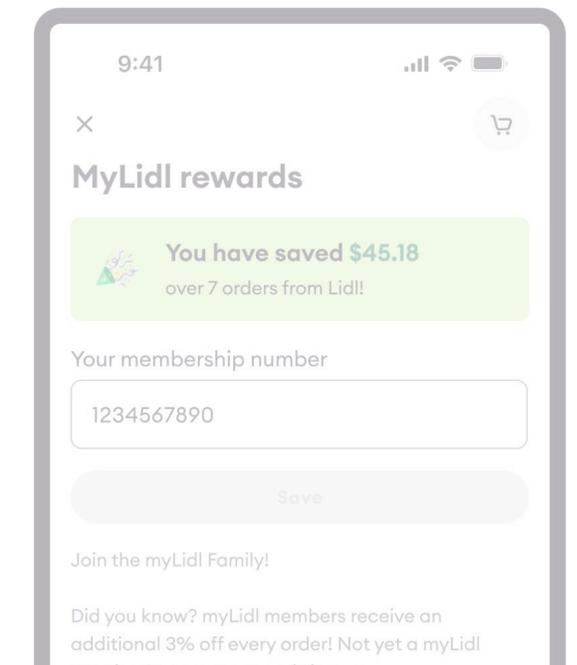
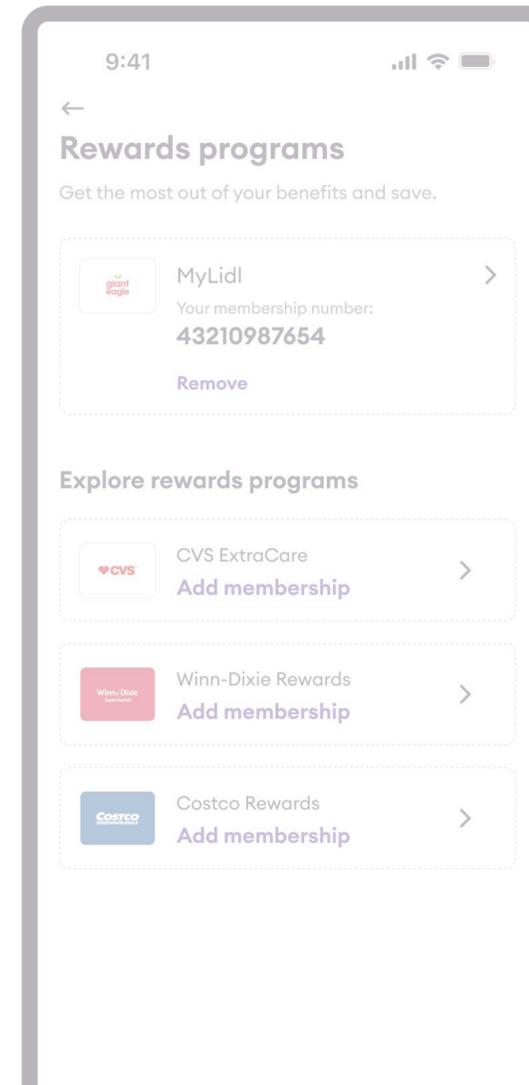
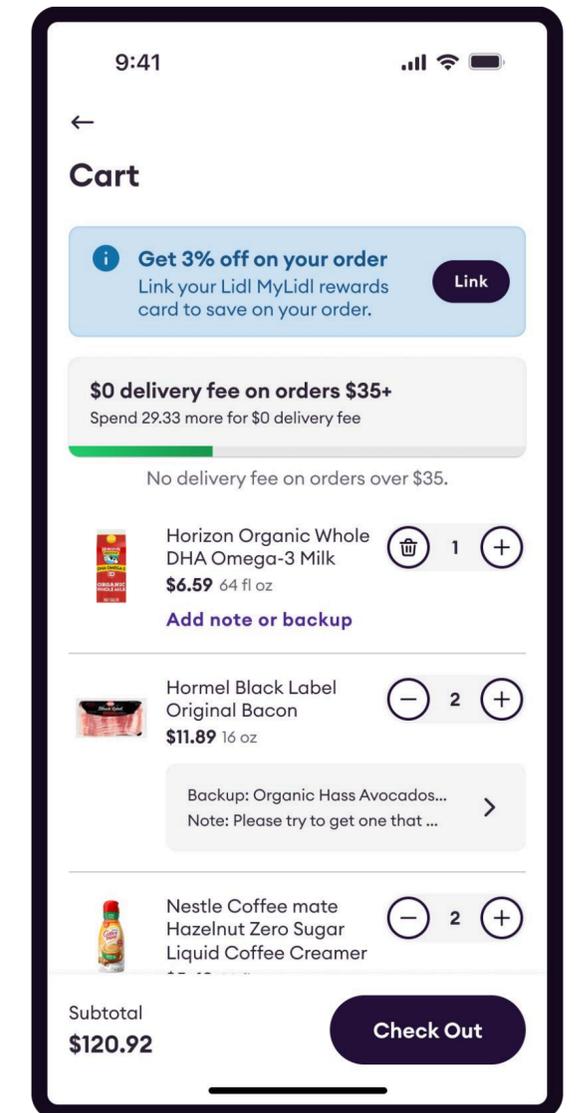
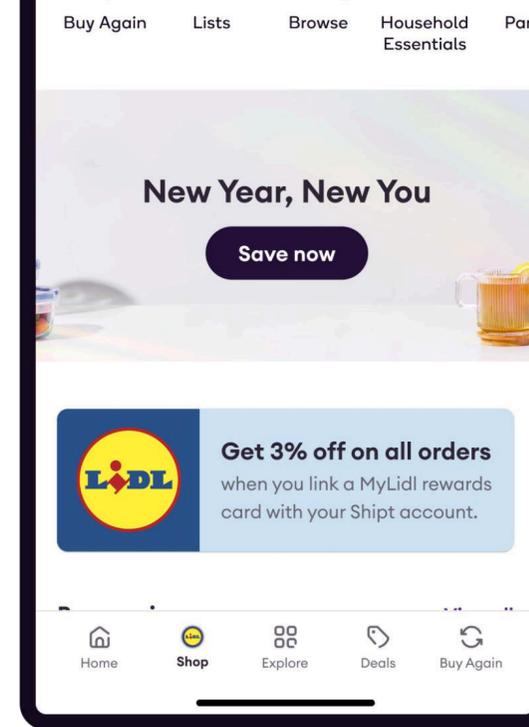
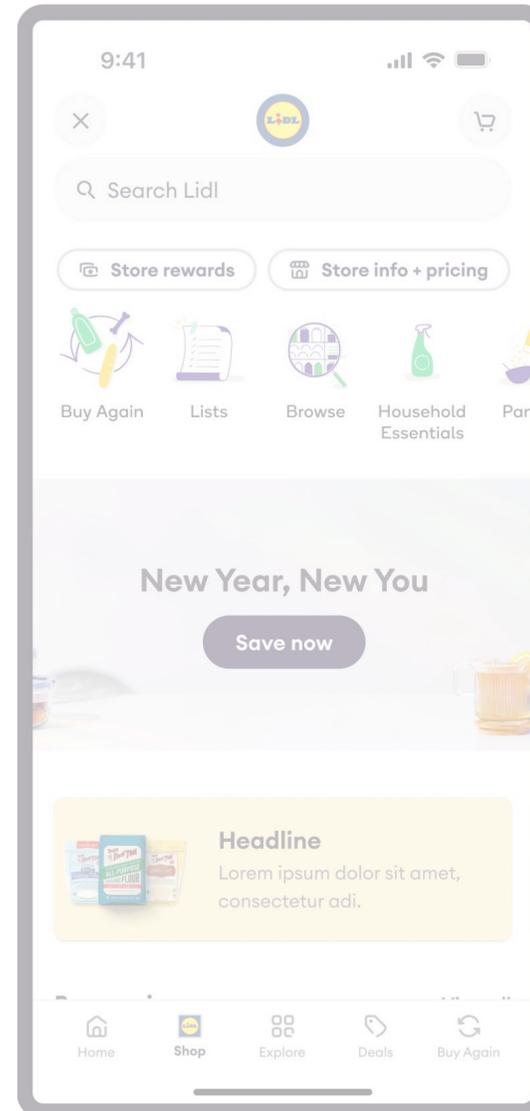
PHASE 1 DESIGNS

A new entry point on the RHP



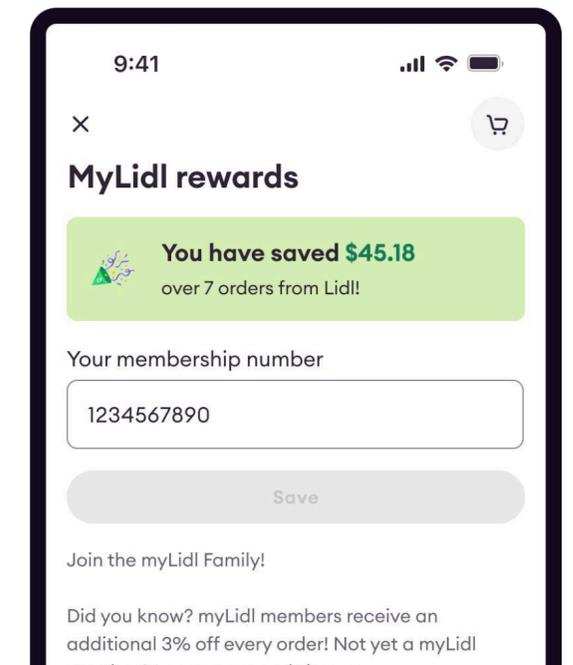
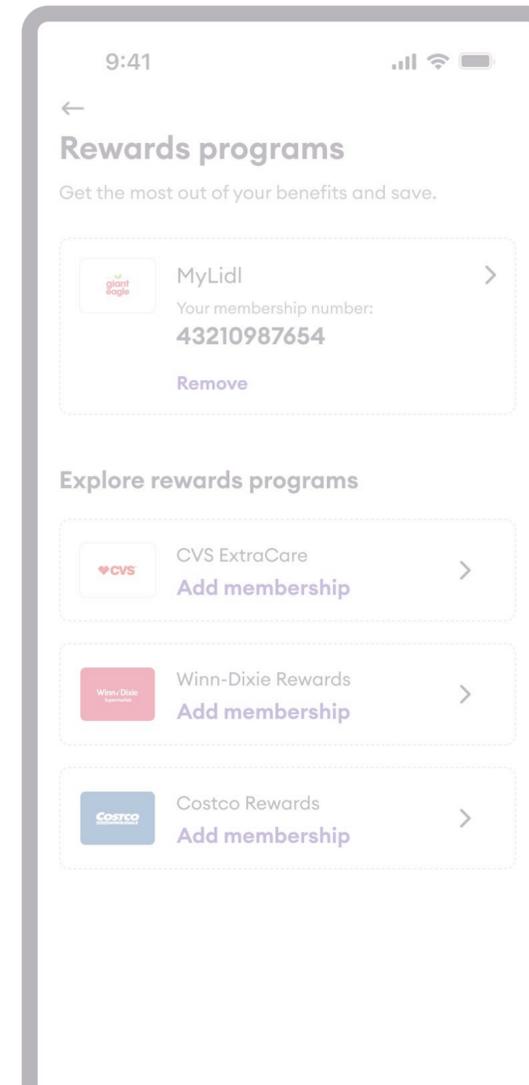
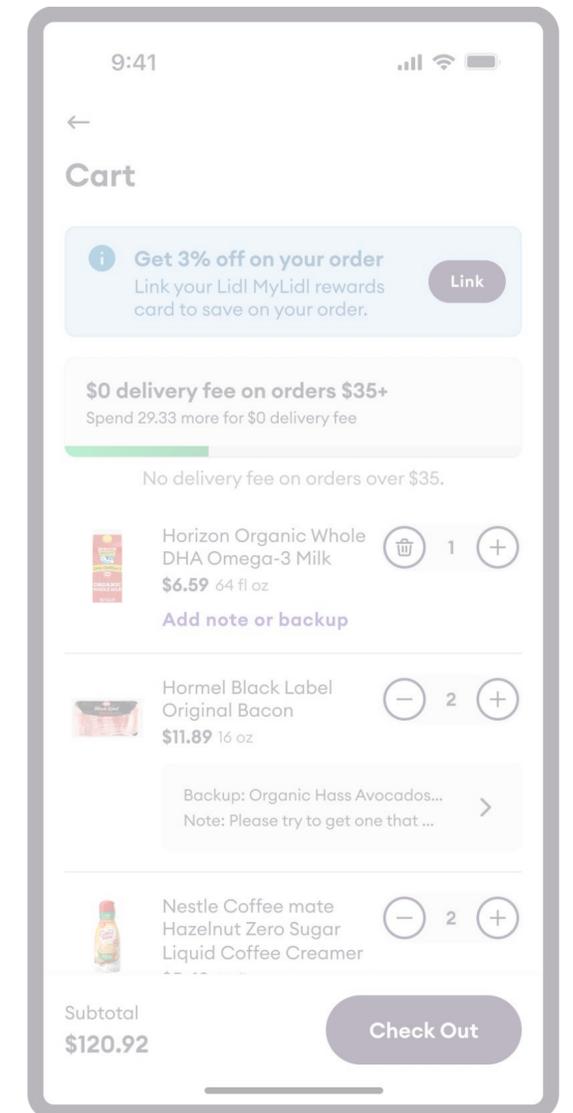
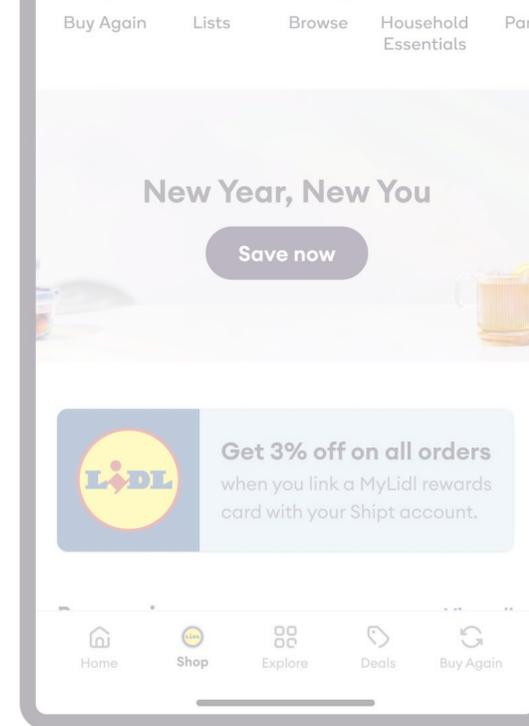
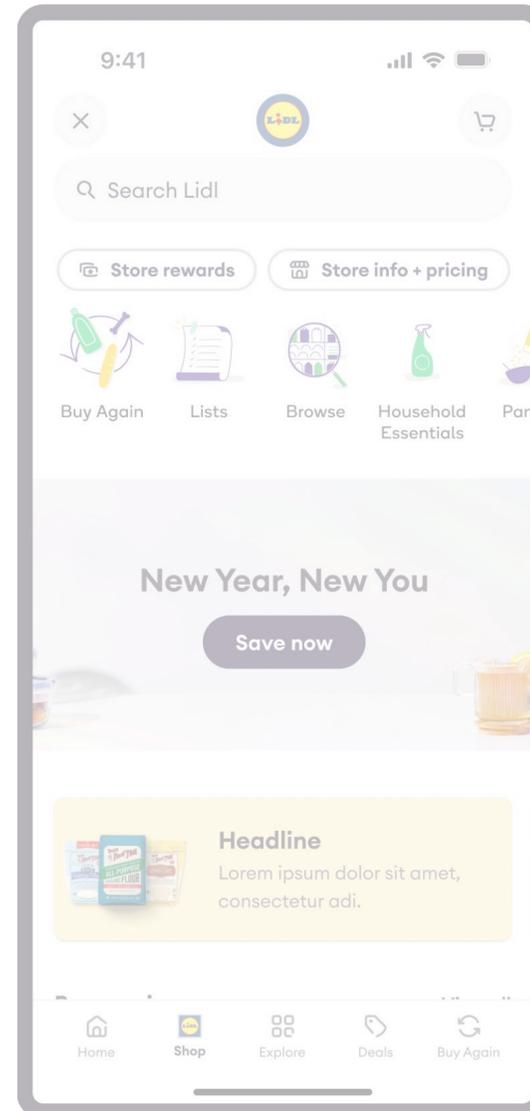
PHASE 1 DESIGNS

Additional contextual callouts



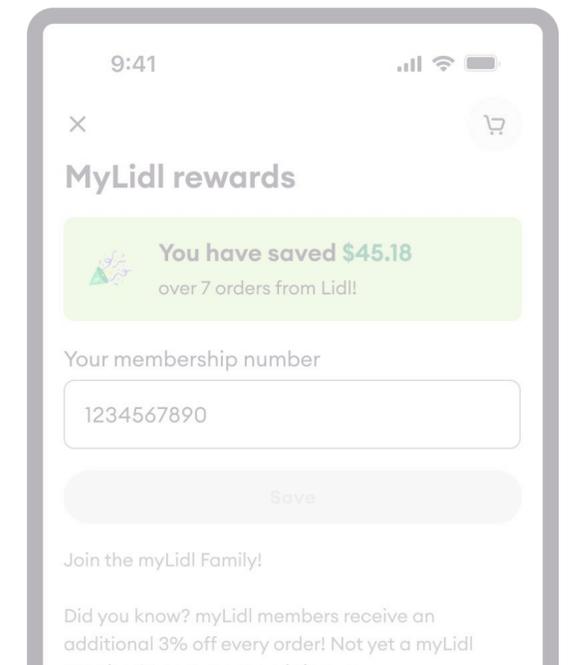
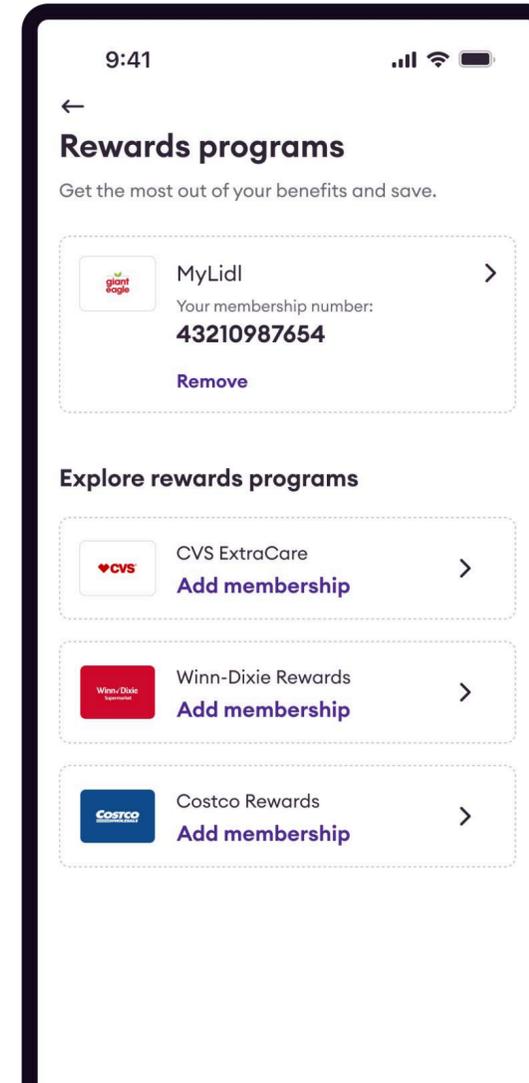
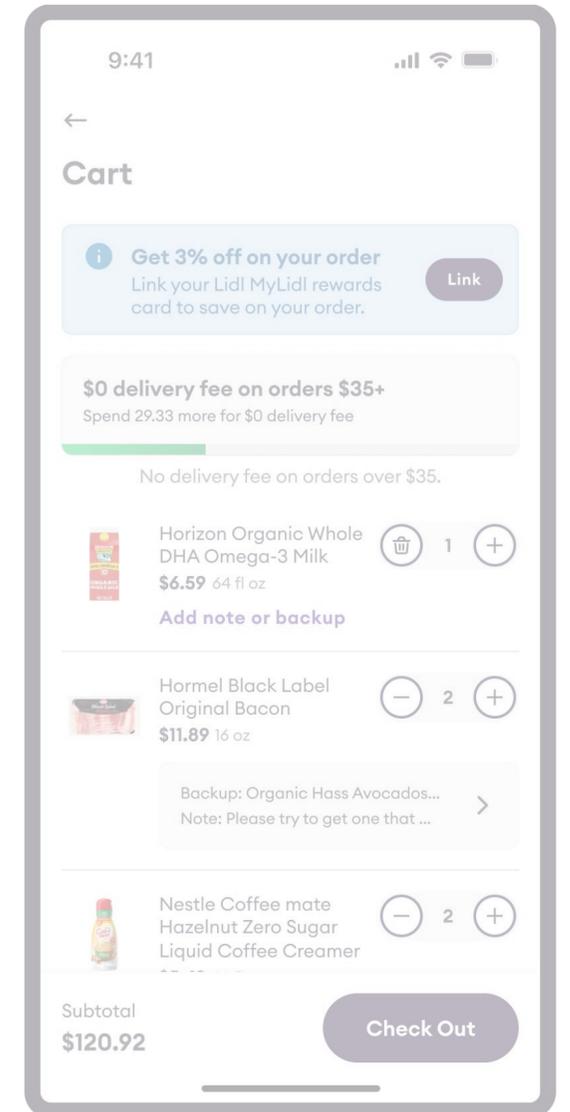
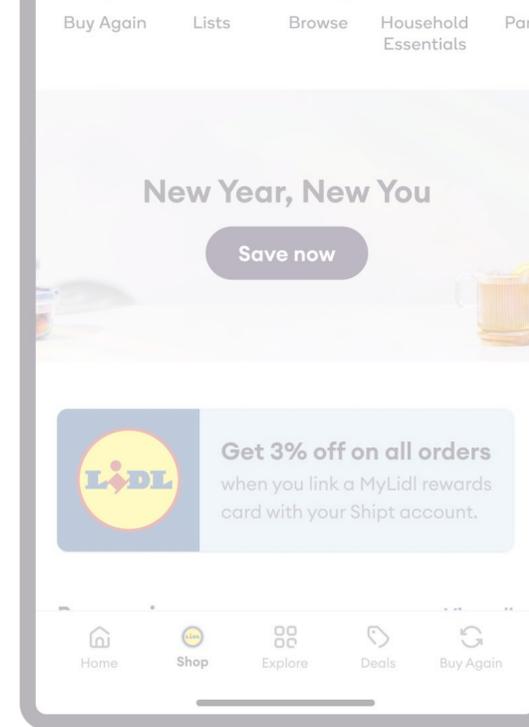
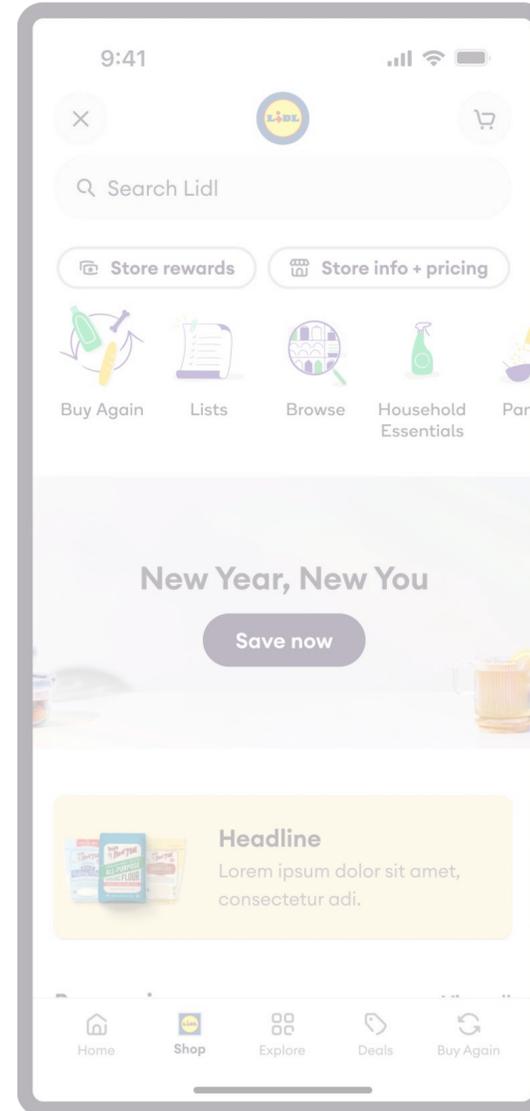
PHASE 1 DESIGNS

Highlighting why linking matters



PHASE 1 DESIGNS

A revamped home for Rewards Programs



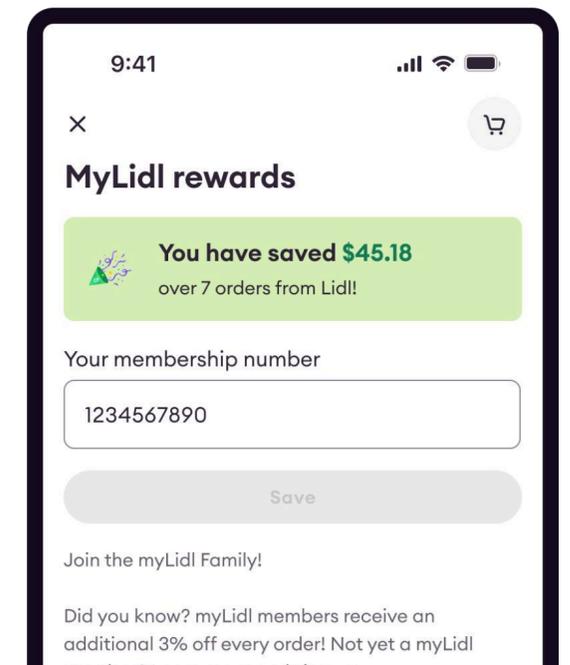
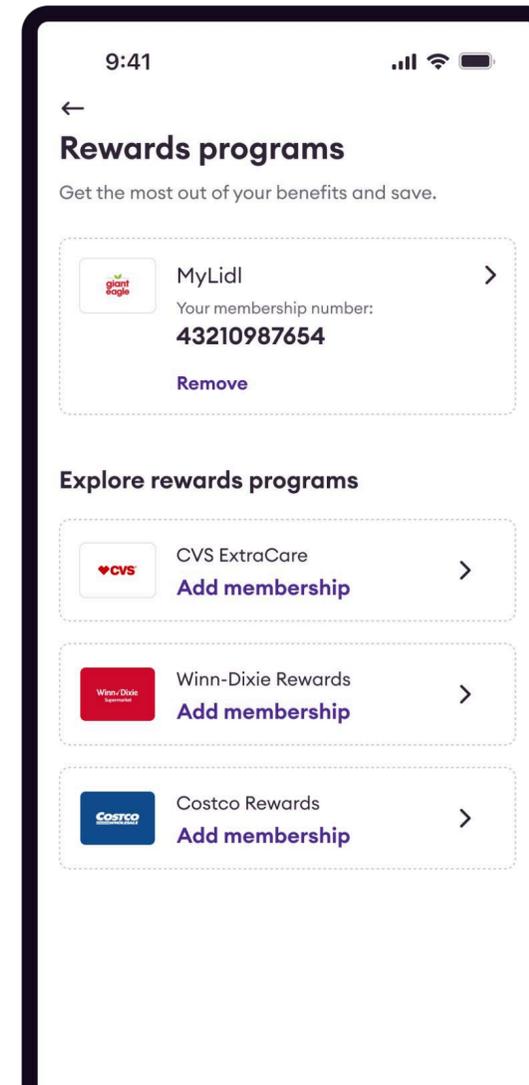
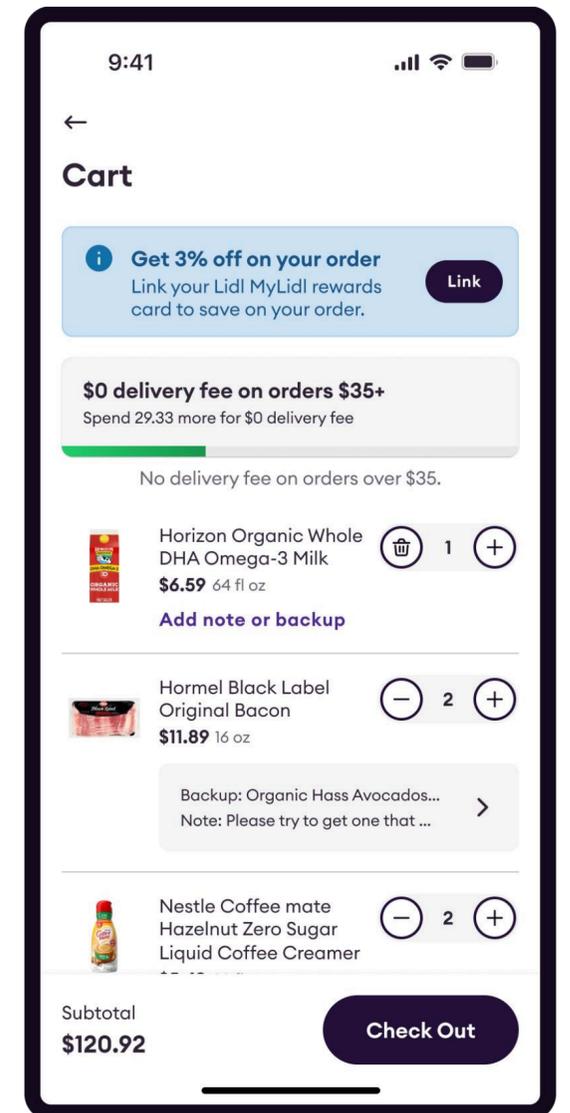
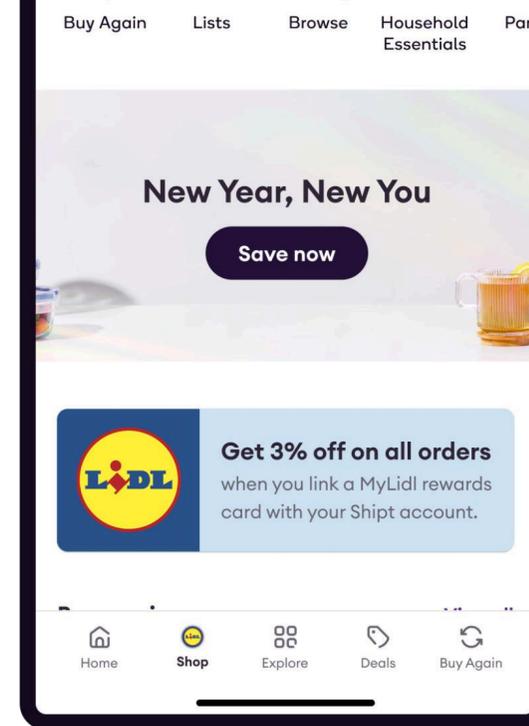
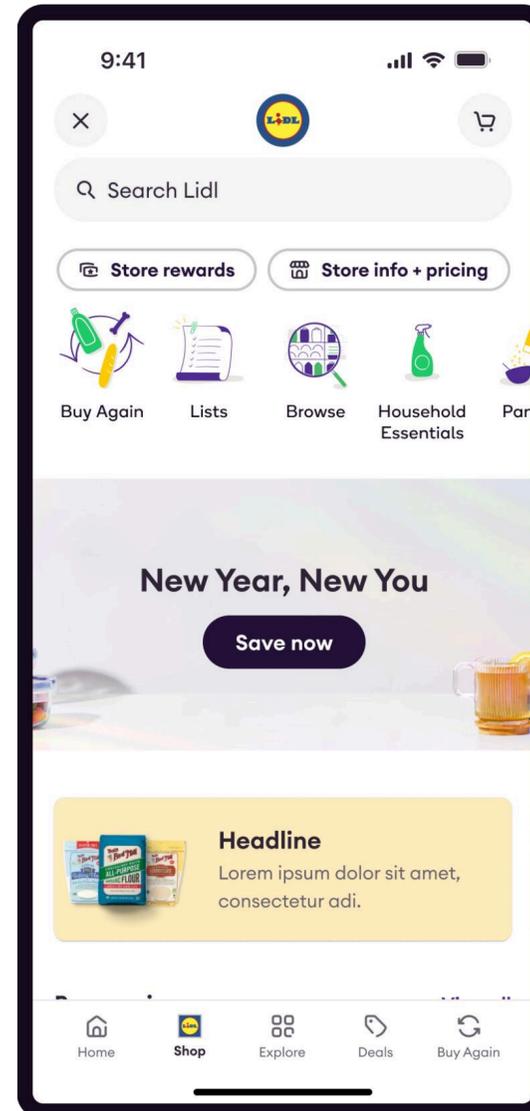
Impact

+137.8%

in Loyalty program enrollment.

+0.9%

in Average Order Value.



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

Thank you!