

Automotive Client: July-August 2022

OVERVIEW

For this particular project, I worked closely with our UX and visual design team to help craft UX and marketing copy for a new customer loyalty program rollout.

THE CHALLENGE:

The points system for the new loyalty program was quite confusing. Not to mention, I was given three separate client style guides that I used to help create the user-focused content. I worked with our visual designer on how best to explain the scope of the program and help users get onboarded.

THE SCOPE OF WORK:

After gaining access to the client's main style guide and studying the client's three separate brands, I was able to get a better idea of the tone and voice needed for each separate content rollout.

- I worked with our UX designer on a mood board that captured both visual branding and word association ideas for each separate brand.
- The designer began creating the main wireframe for landing page #1 while I worked on crafting the content, which included CTA buttons, headlines, an FAQ section, and body copy for the three brands.
- We were presented with a challenge on how to clearly explain (visually and in word form) the loyalty program points tier system so that it made sense. After studying various loyalty programs from McDonald's, Sephora, and Southwest Airlines, we were able to come up with a few concepts to make the loyalty points program easier for the user to understand.

- We presented both the visual wireframe and copy for the first brand to the client for feedback, and then the other two brands in the two weeks following. We were given the green light on the final design & copy for each landing page with only a few minor changes.