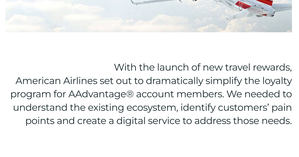
Gaining the loyalty of members

Boosting customer engagement for American Airlines' loyalty program



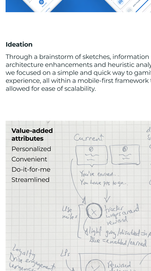
With the launch of new travel rewards, American Airlines set out to dramatically simplify the loyalty program for AAdvantage® account members. We needed to understand the existing ecosystem, identify customers' pain points and create a digital service to address those needs.

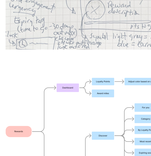
The Double Diamond Model

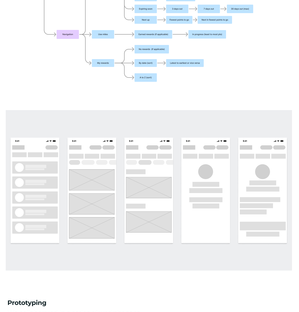
Discovery

Our product design team delved into the rewards experience. Through field studies, usability testing and interviews, we learned what AAdvantage® members need from a loyalty program, what they struggle with and how we can help them. The team distilled three main insights:

1. Members focus primarily on the next step; what feels attainable.
2. Context is crucial - know where they are and how to get to/far away from the next step.
3. Customization and personalization are key; relevant, applicable content when they need it.

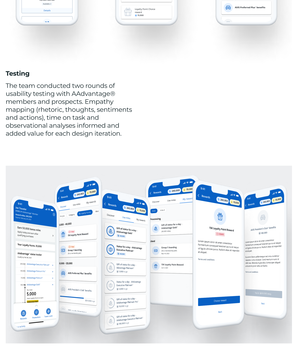


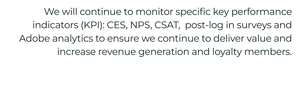




Ideation

Through a brainstorm of sketches, information architecture enhancements and heuristic analyses, we focused on a simple and quick way to gamify the experience, all within a mobile-first framework that allowed for ease of scalability.





Prototyping

We collaborated in a series of workshops to design an engaging, loyalty-driven application. With a focus on simplification, we set content closer in context and introduced easily recognizable visual cues for a personalized and streamlined experience with a self-service and value-first approach.

Testing

The team conducted two rounds of usability testing with AAdvantage® members and prospects. Empathy mapping (rhetoric, thoughts, sentiments and actions), time on task and observational analyses informed and added value for each design iteration.

+400%

Faster time on task
(to learn points away from next reward)

+75%

CSAT score*
(from unlikely to very likely)

*Customer Satisfaction Score, when asked, 'How likely are you to recommend this app to a friend or family member?'

'Oh wow, this is so much better. It's easier to see all of my rewards. I like how I can quickly change the order I see my rewards too. Knowing how far away I am from achieving each reward and when they expire makes me want to spend more to earn more points!'

AAdvantage Gold® member

'This looks amazing. It's super easy to understand the difference between points and miles; it just makes sense. I know which rewards are available and which I'm working toward.'

AAdvantage Platinum Pro® member

For next steps, we'll continue usability testing, observing and iterating with AAdvantage® members and target-market prospects. Upon achieving the Minimum Viable Experience (MVE), designs will be developed, run through quality assurance (QA), User Acceptance Testing (UAT) and launched into production.

We will continue to monitor specific key performance indicators (KPI): CES, NPS, CSAT, post-log in surveys and Adobe analytics to ensure we continue to deliver value and increase revenue generation and loyalty members.