

WELCOME TO SPARKS AND, REWARDS YOU'LL LOVE

From big treats to little thank yous and a charity donation with every purchase, Sparks is the card that makes good things happen every time you shop.

SPARKS USABILITY TESTING RESULTS

FEBRUARY 2020

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RESEARCH DASHBOARD

- **Method:** Face to face interviews
- **Time:** 60min
- **Date:** 12th February 2020
- **Approach:** Task based usability testing
- **Number of participants:** 6 (one no show)
- **Gender:** 3 female, 2 men
- **Tasks:** Join SPARKS, Sign up pages, view onboarding pages, Hub, linking card, add offer, view details of the offer, shop the offer, charity preferences

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PARTICIPANT PROFILES

Respondent	Age	Gender	Occupation	Children	Sparks Persona
P2	44	Female	Private Tutor, Education	aged 5-9	Uses the SPARKS loyalty scheme and redeems offers on a regular basis (once a month/once every 2 months)
P3	58	Female	Tutor, Education	aged 10-17	Shops at M&S but does not NOT have an online account with M&S nor registered for the SPARKS loyalty scheme (shops at M&S at least once a month)
P4	57	Male	Accountant, Property	aged 18+	Uses the SPARKS loyalty scheme and redeems offers on a regular basis (once a month/once every 2 months)
P5	33	Female	Beauty Therapist	aged 5-9	Shops at M&S but does not NOT have an online account with M&S nor registered for the SPARKS loyalty scheme (shops at M&S at least once a month)
P6	37	Male	Project Manager, Construction	aged 0-4	Has an M&S account but has NOT signed up to SPARKS

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SUMMARY OF FINDINGS

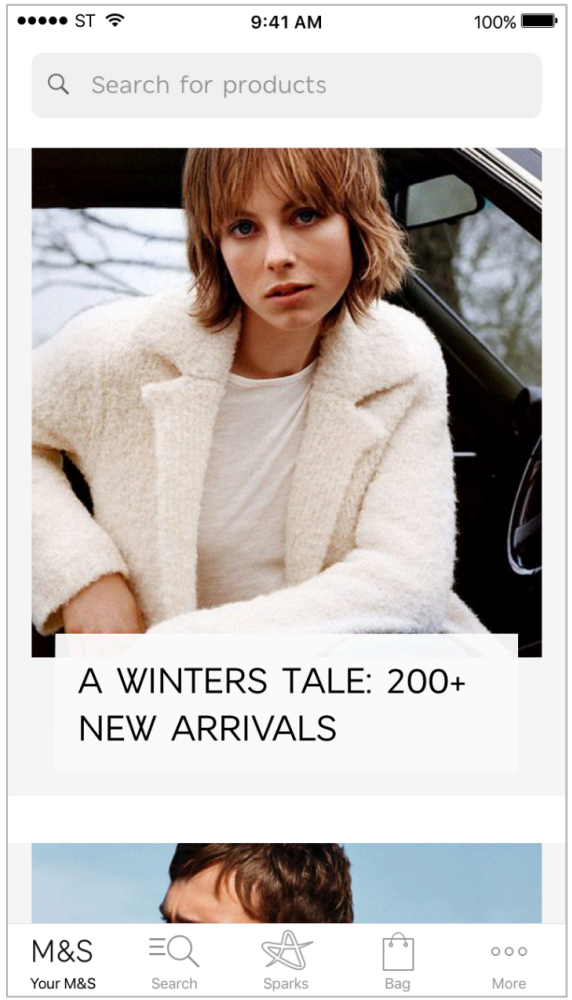
- All reacted positively to the new Sparks Hub page
- All participants completed the sign-up journey without any issues
- Onboarding messages confused a few participants
- Those who were asked to Link card did this successfully
- Existing Sparks respondents reacted positively to the coupon monetary reward
- Our two existing Sparks respondents did not pick up on the fact that points would not exist anymore, we prompted them
- All participants completed ‘Add offer’ and ‘View offer details’ tasks
- We observed older participants tapping on the 'New Offers’ tab instead of scrolling, so they were not immediately aware of how to view offers
- All participants reacted positively to charity pages and were able to edit preferences
- Respondents did not interact with the charity ‘pie chart’

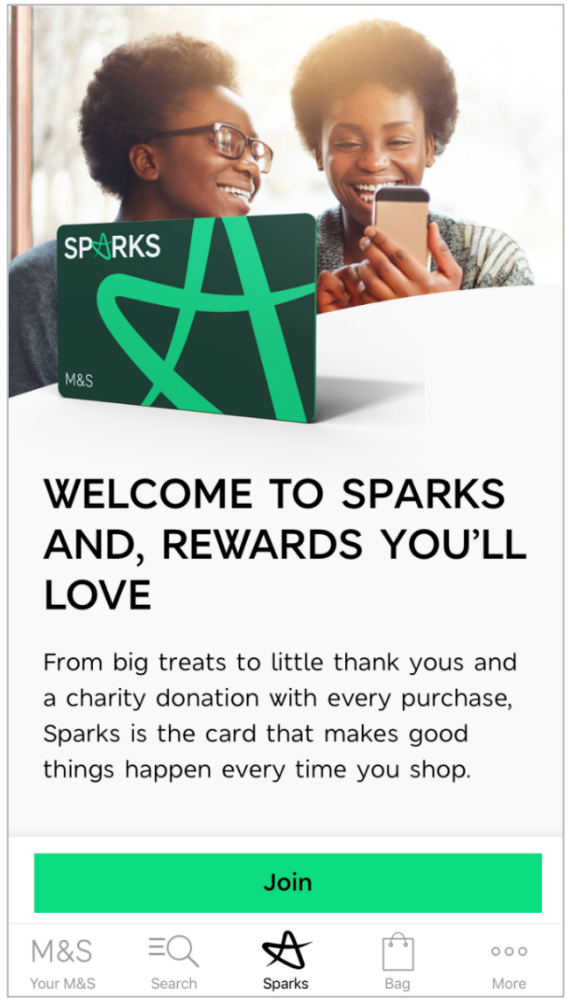
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JOIN SPARKS

- Only one participant scrolled through the SPARKS info on the Join page
- 4/5 were able to find the Sparks icon on the homepage (1/5 had to be prompted)
- P5 did not see the Sparks icon, had to be prompted, initially was going to go to 'More'
- Only one participant scrolled through the SPARKS info on the Join page
- P6: found it “easy to understand how to join, all fine”
- P5: “it's reassuring knowing you’ll get offers personalised to you … rather than any old rubbish”

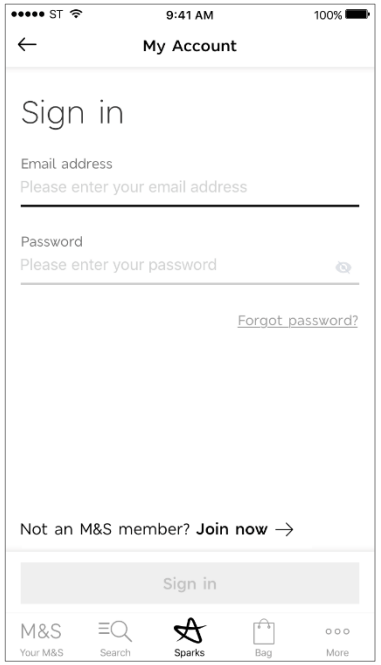


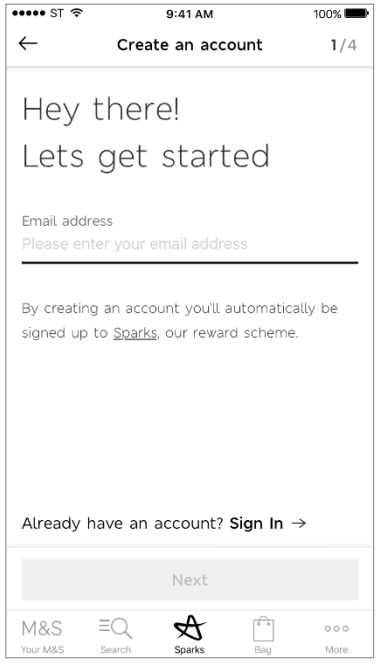


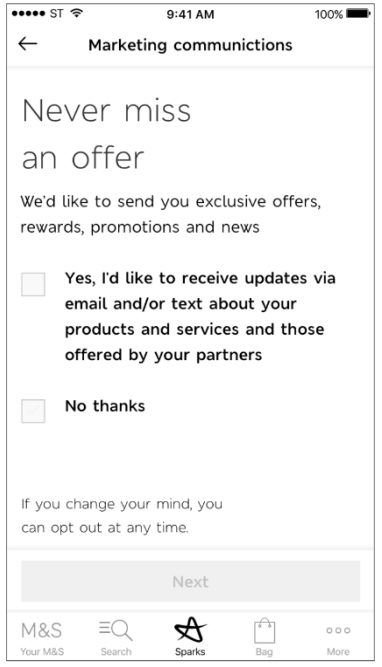
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SIGN UP

- 5/5 participants were able to sign up or sign in successfully.
- Of the 3 non-existing Sparks customers: P3 and P5 opted into GDPR. P6 did not.
- P3: “"I like the sparks sign, which I think is very good because Marks and Sparks has always been a saying”
- P5 found the sign-up journey “Easy, straightforward, self-explanatory’”



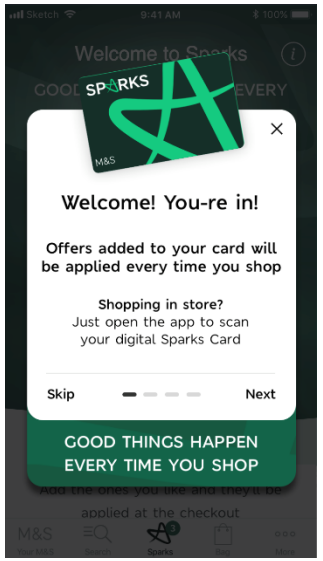


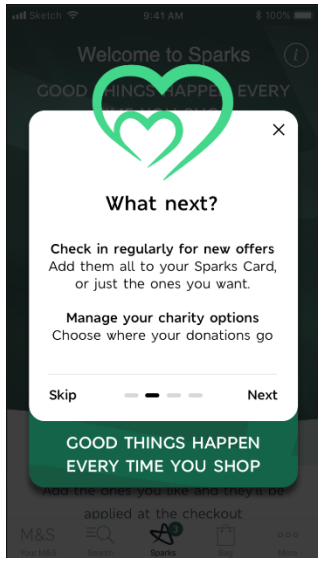


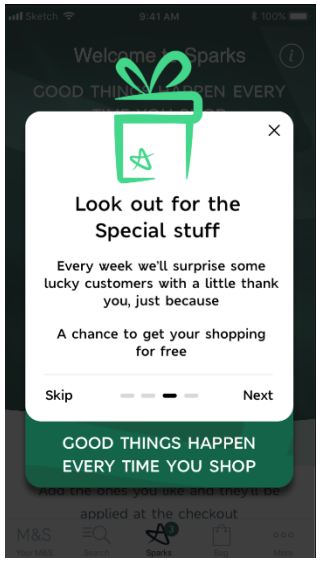
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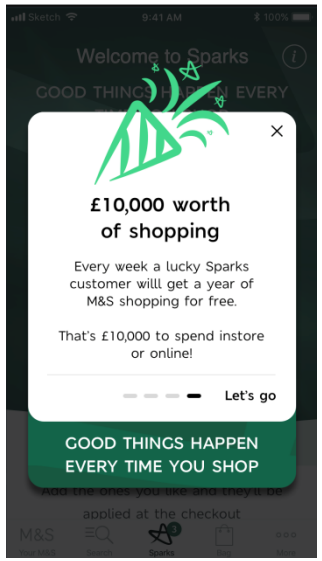
ONBOARDING

- 4/5 clearly understood the onboarding messages.
- 2/2 new users took the time to read through the screens. Existing M&S account-holder (not yet Sparks) also said he would read through these the first time around.
- 2/5 skipped through the onboarding one existing (thought she knew what it'd say already, she did not notice the change) and one existing M&S customer but who said usually he'd read on first use
- 1/5 (new) user was slightly confused by the messaging and was unsure whether she would use a physical card or the digital card. Our other new user said he would read this on first use
- 3/5 read through the screens and these were clearly understood, though our exisiting member with 76k points said he would want to see the conversion rate for points





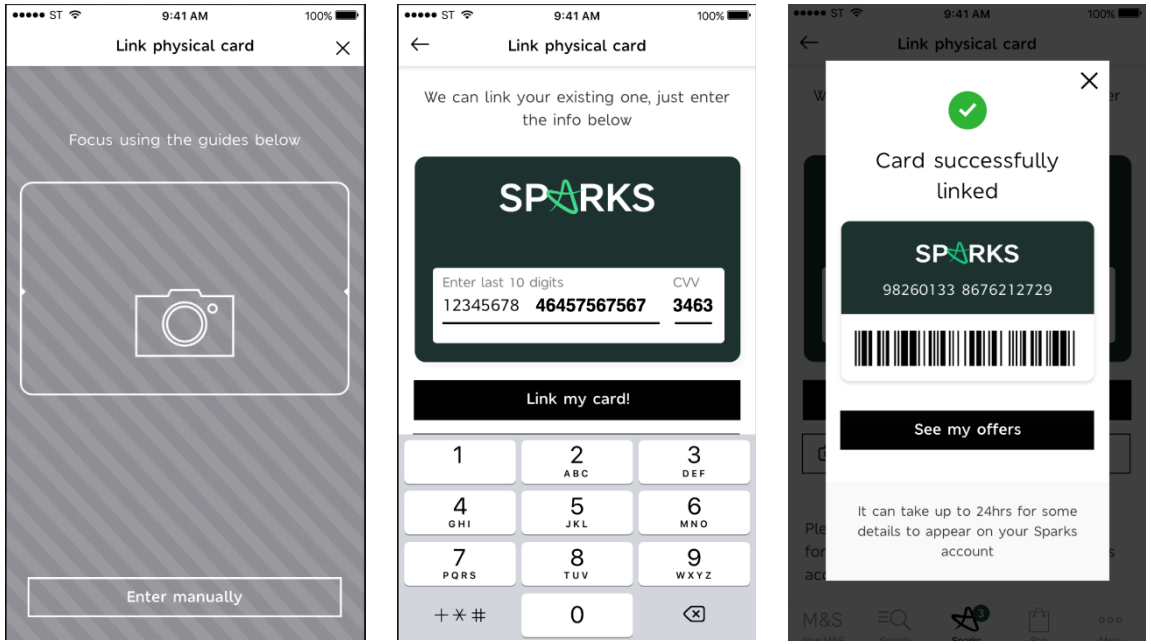




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LINK CARD

- 3/5 users were able to scan and link their card.
- All participants found this straightforward.
  - P3: “Card successfully linked - wow!” – was very impressed by this functionality.
  - P5 found linking the card “easy”.
- Most liked the idea that having a duplicate card (either the physical or digital) would be useful. Having a family/linked account was also mentioned



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HUB

- 4/5 - first impressions of the hub were positive
- 2/5 participants failed to scroll down to view offers, they tapped on the offers tab and expected something to happen *'when I click on the 3 offers, I was expecting it bring up the offers'*
- 1/5 - felt the page is busy with too many things going on *'it seems like there's two things going on, the digital card and then the offers... feels like 2 steps on 1 page'*

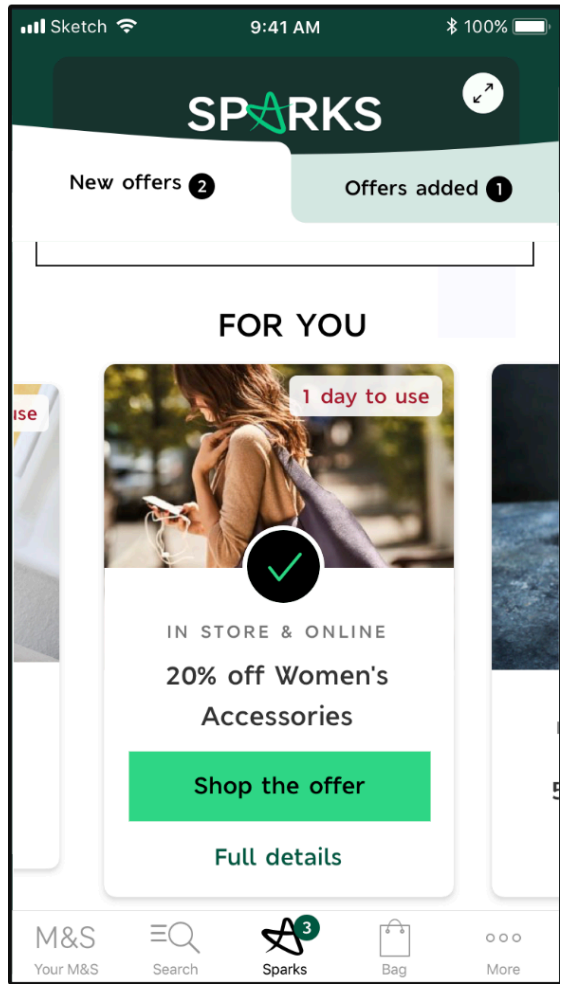


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OFFERS

- All participants understood how they would go about redeeming an offer, however no one clicked on the Sparks card. They said they would show the assistant the card to scan (as per the hub page)
- 4/5 were able to ‘find more details’ one participant did not look for this
- Expiry and instore/online information was noted and liked
- 'no offers applied to your card' in 'Offers Added' tab doesn't mean there are no NEW offers, in the NEW offers tab
- 5/5 users added, shopped and redeemed an offer successfully.
    - 1/5 was unclear why these aren’t added automatically to her card. “Why do you have to add the offers, shouldn't they already be on the card?”

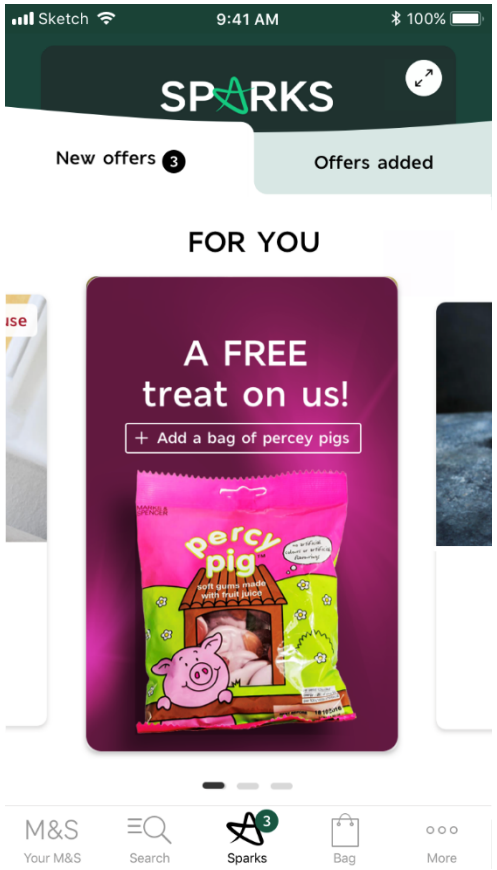


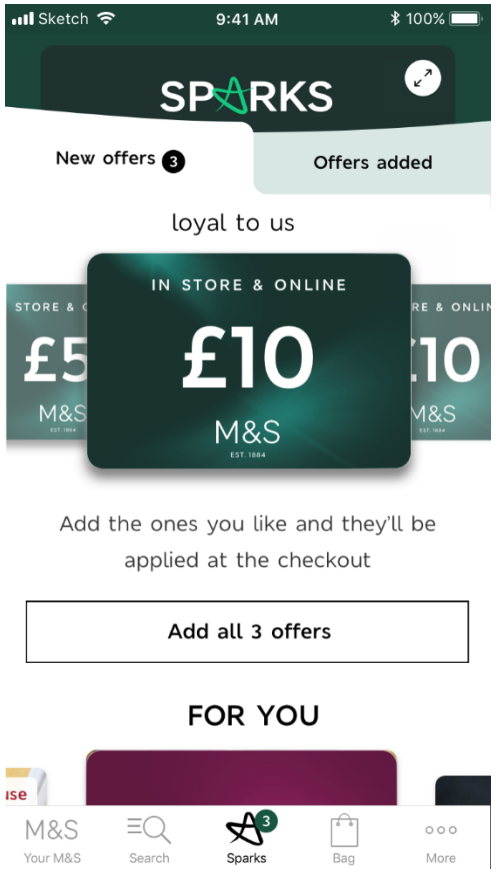


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COUPONS & TREATS

- Placement of the ***find closest store*** CTA 'should be made easier to see'. Our participant said it felt hidden between the copy and image
- Existing customers were attracted by the coupon, not so much the treat, feeling this should be personalised
- Coupon - 'this is the sort of thing I would click on straight away because I am being rewarded for my loyalty'
- 2/2 existing users understood how to add a coupon or treat.
  - Both managed to 'find out more' about their coupons and treats.
- P4 understands during **Onboarding** pages that "they're changing the points, and you'll get a voucher for your points" but does **not** recognise that these coupons will replace his points entirely from now on. He is surprised later on when this is explained to him.



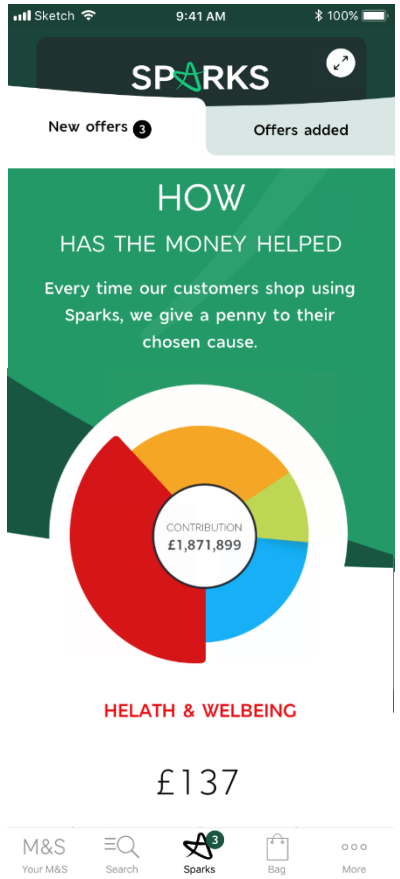


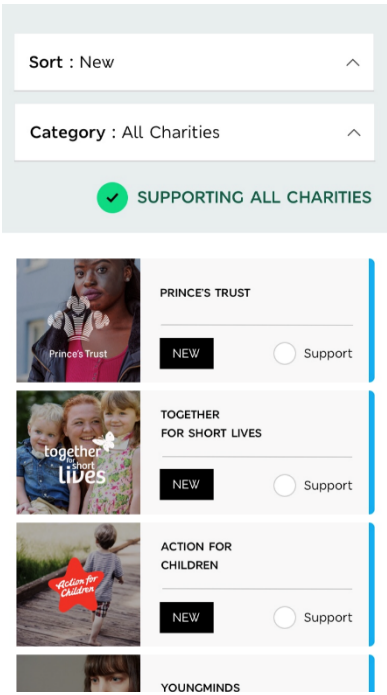
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CHARITY PAGES

- 5/5 clearly understood the information provided on charities
- 5/5 participants were interested in donating
- 5/5 were able to add a charity and switch to *'all charities'*
- 4/5 successfully selected a charity to support by scrolling down. 1/5 attempted to select a charity by selecting a category in the pie chart (but eventually scrolled down to select a charity)
- 5/5 were confused by the charity pie chart and did not interact with this
- P2: "like how transparent it is, nice image, like that it shows how much has been raised"
- P4: "I don't want be scrolling through pages and pages of charities to decide which one I want to donate to - personally, I think 30 charities is a bit too much



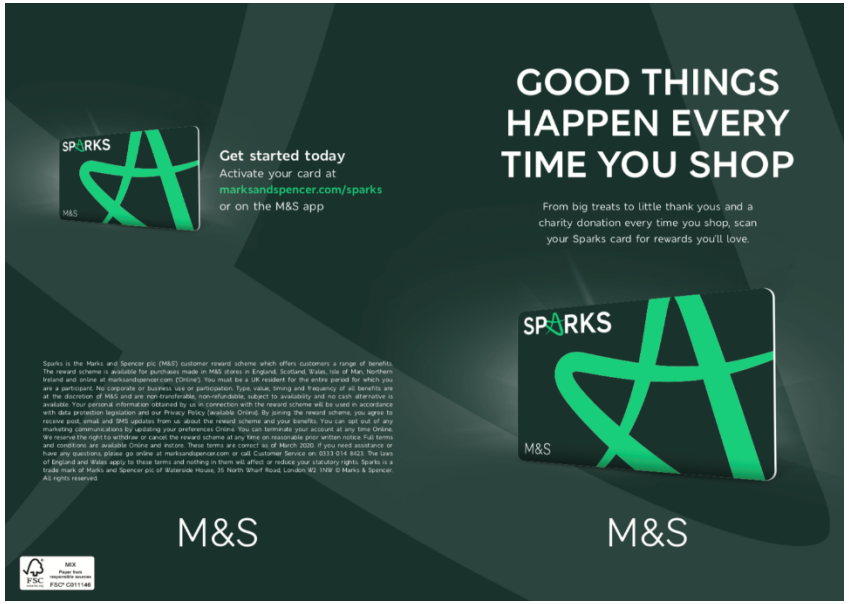


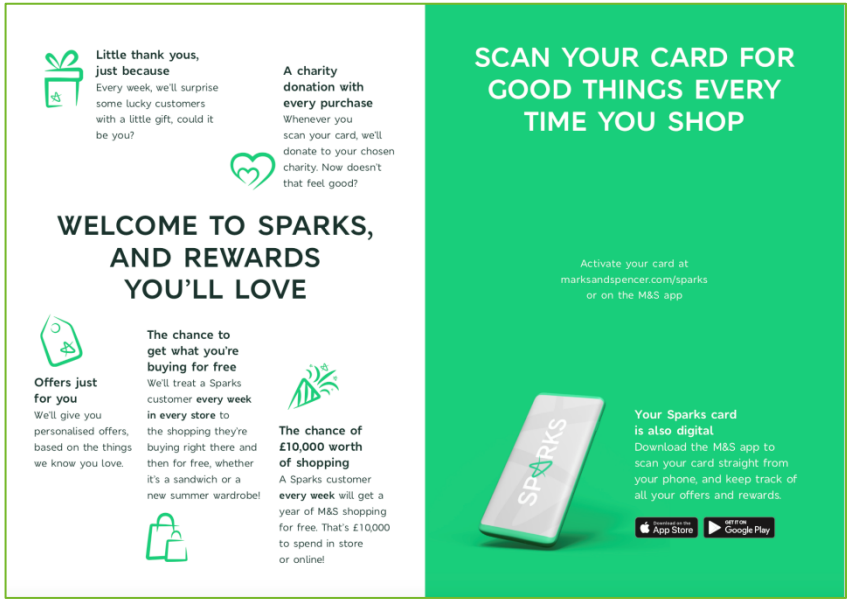


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BRAND, LOOK & FEEL

- 4/5 like the new branding.
  - ‘fresh’, ‘change’, ‘keeping up with the times’ (P2).
  - ‘revamped’, ‘trendier’, ‘up-to-date’ (P5)
  - ‘staple, good quality’ (P3)
  - 'I like the logo, the A, Sparks is kind of a cool name, a fun word, makes you think of bright stuff, and Marks and Sparks is a well known phrase’ (P6)
- 1/5 (P4) did not like the new branding as *'From a distance I would think it's an Asda card, because Asda is green, it's not the traditional M&S brand... 'I'm not impressed with this' (new branding) (P4)*





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HOW LIKELY ARE YOU TO USE THE APP?

- On a scale of 1 (unlikely) to 5 (likely), the average across the participants was 4.4.
- P2: “I think I'll use it a lot more now having seen this... everything is here that I need’.”
- P5: even though more occasional shopper than weekly, she still gave it a 4: “'I think the app is good, if you're a weekly shopper it's ideal.”



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VERBATIMS

- *'pretty easy'; 'like that there's lots of images, quite user-friendly even for someone not that techy. 'I really like it; love the colour coding of the charities; like the tab section'*
- *Points - 'it's nice to get something back, but it's not priority, main thing is quality and customer service when shopping at Marks'*
- *Didn't find anything particularly hard*
- *'It's not too cluttered and quite clear-looking'*
- *'it's very friendly, not really confusing or longwinded, it's beginner friendly"*

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THANK YOU

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