



 DECATHLON

Designing Decathlon's Global Loyalty Program MVP

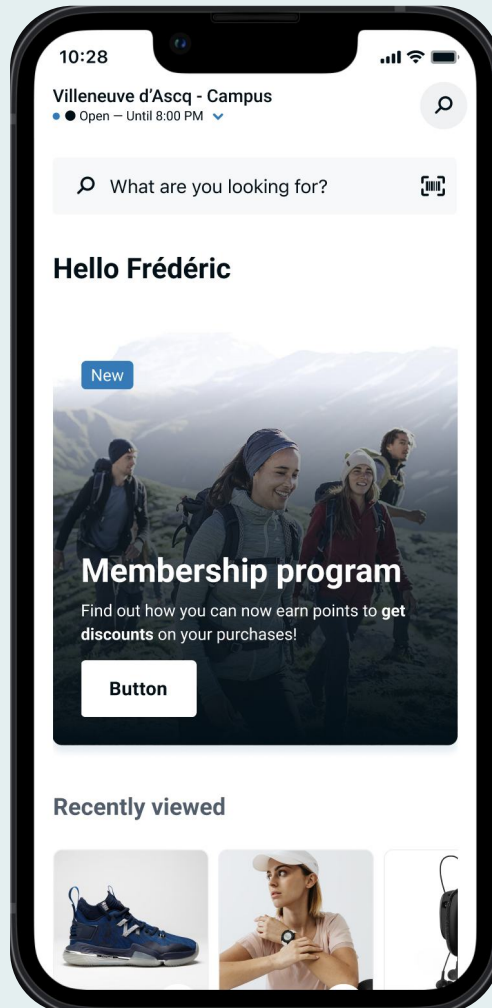
MVP

Features creation

Design System

App & Web responsive

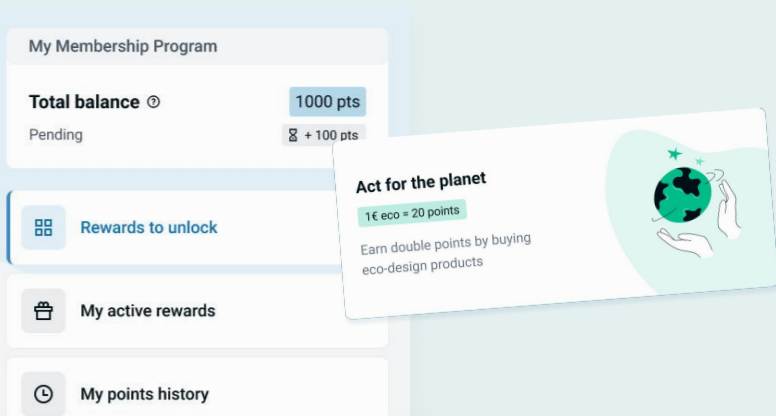
10 months (2022)



Context

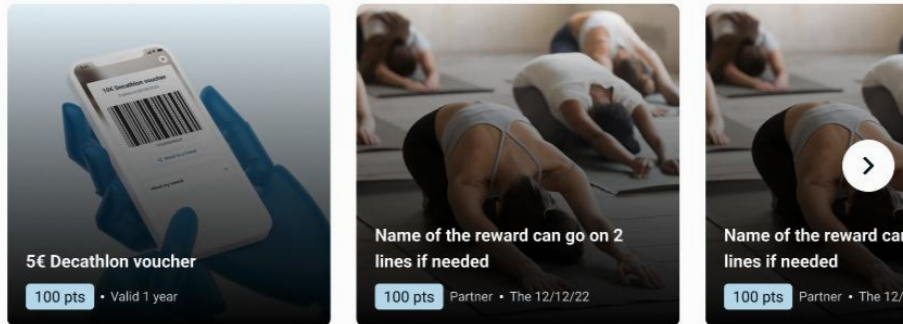
With over 2,000 stores worldwide, Decathlon aimed to launch its **first membership program**, a unified experience across **app**, **web** and **desktop**, built on the **Vitamin Design System**.

Within a team of 5 designers, we worked on the **MVP** and **future evolutions** to ensure scalability across countries with different maturity levels.



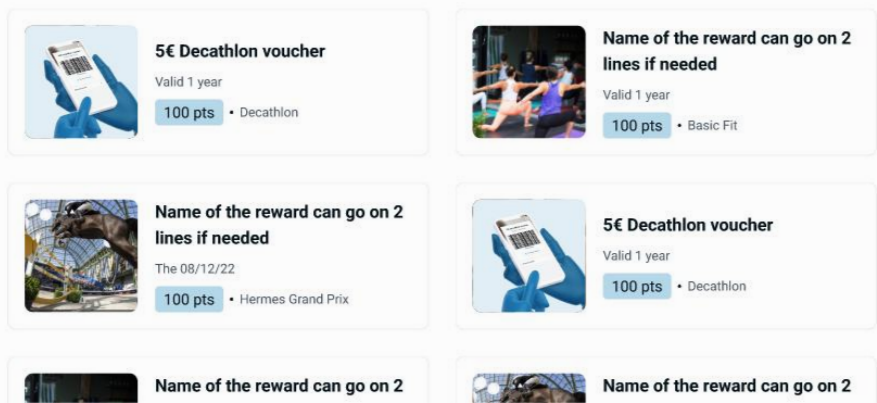
Rewards to unlock

✓ See all Gift card Discount Sport Events Donation



0-1000 points

6 rewards



My role

- **Designing** and **testing** the end-to-end user experience for the membership
- **Shaped scalable visions** for the product
- **Structuring design workflows** and **versioning** for multiple countries
- Created **scalable components** integrated into the **Vitamin Design System**

Team of 5 designers (2 Product Designers, 2 UX Designers, 1 Design Facilitator)



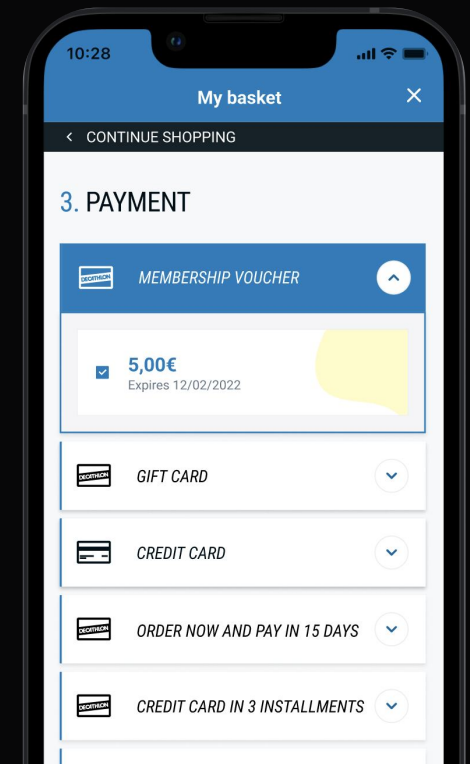
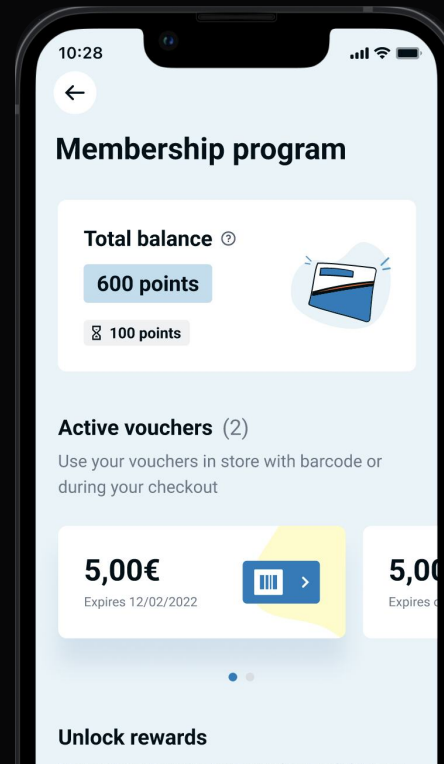
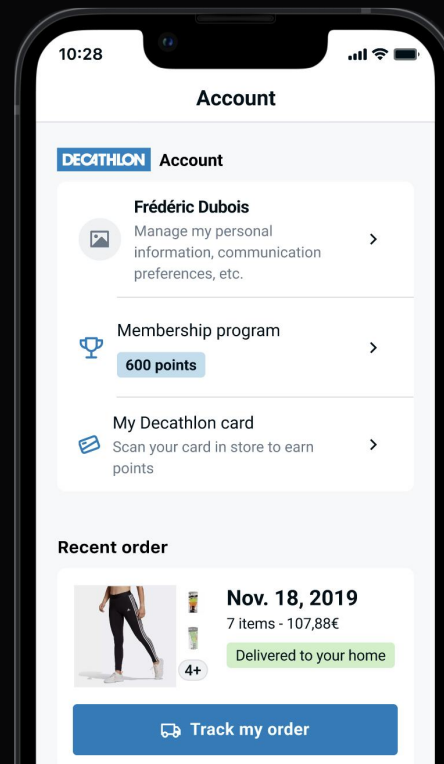
Define & Design



Research and structure across all touchpoints

After some research, we identified **where** and **how** to integrate membership across **different products**.

→ The membership had to be displayed across several products (running app, health app, e-commerce, in-store) and managed from the e-commerce platform.





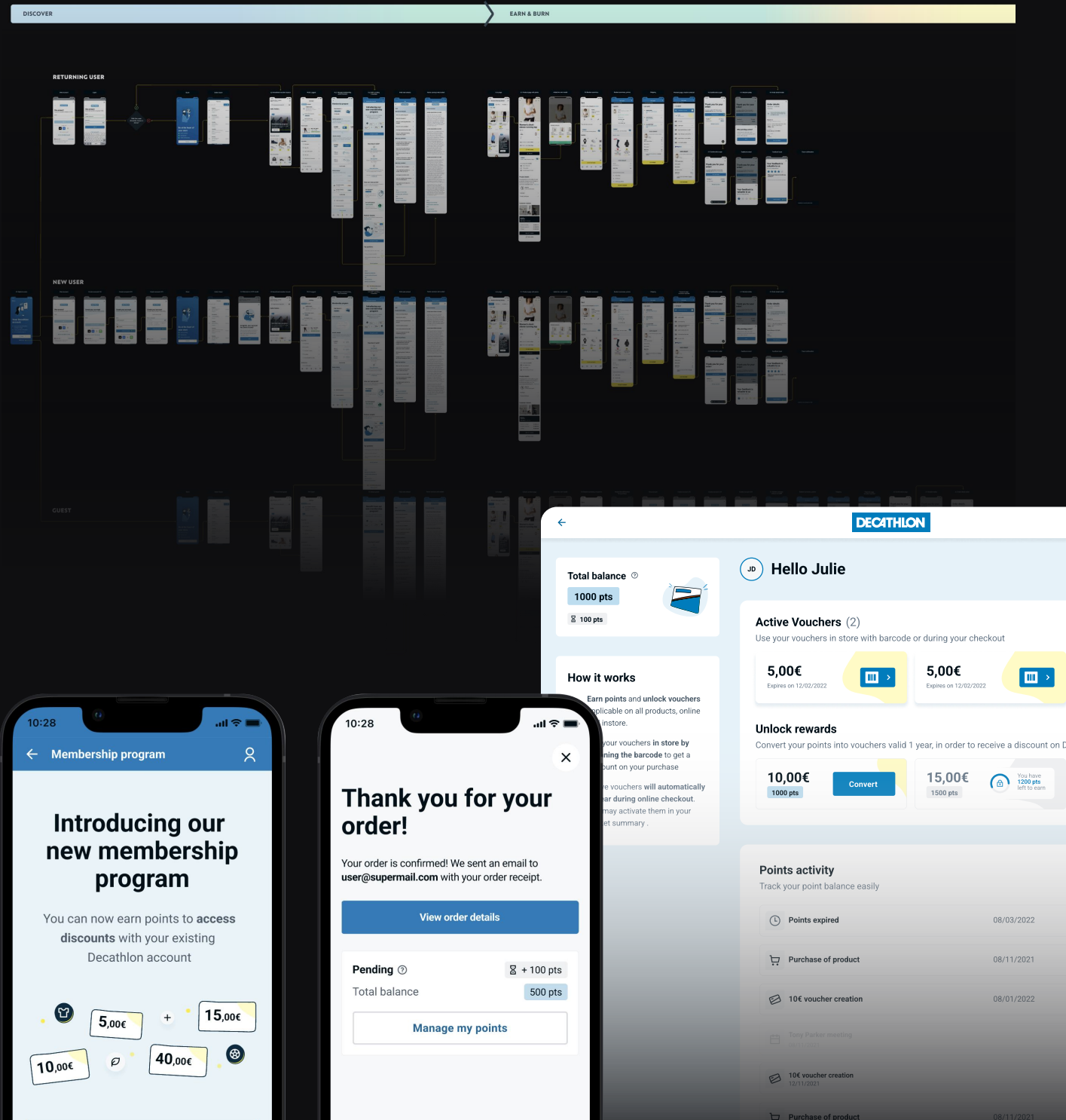
Create the first draft

— Designed the MVP during **sprints** to validate key flows quickly

— **Collaborated** with other countries who had built early MVPs to align on a **shared vision**

— Conducted **user tests** to validate the first ideas

— **Iterate** on wording, layout and components

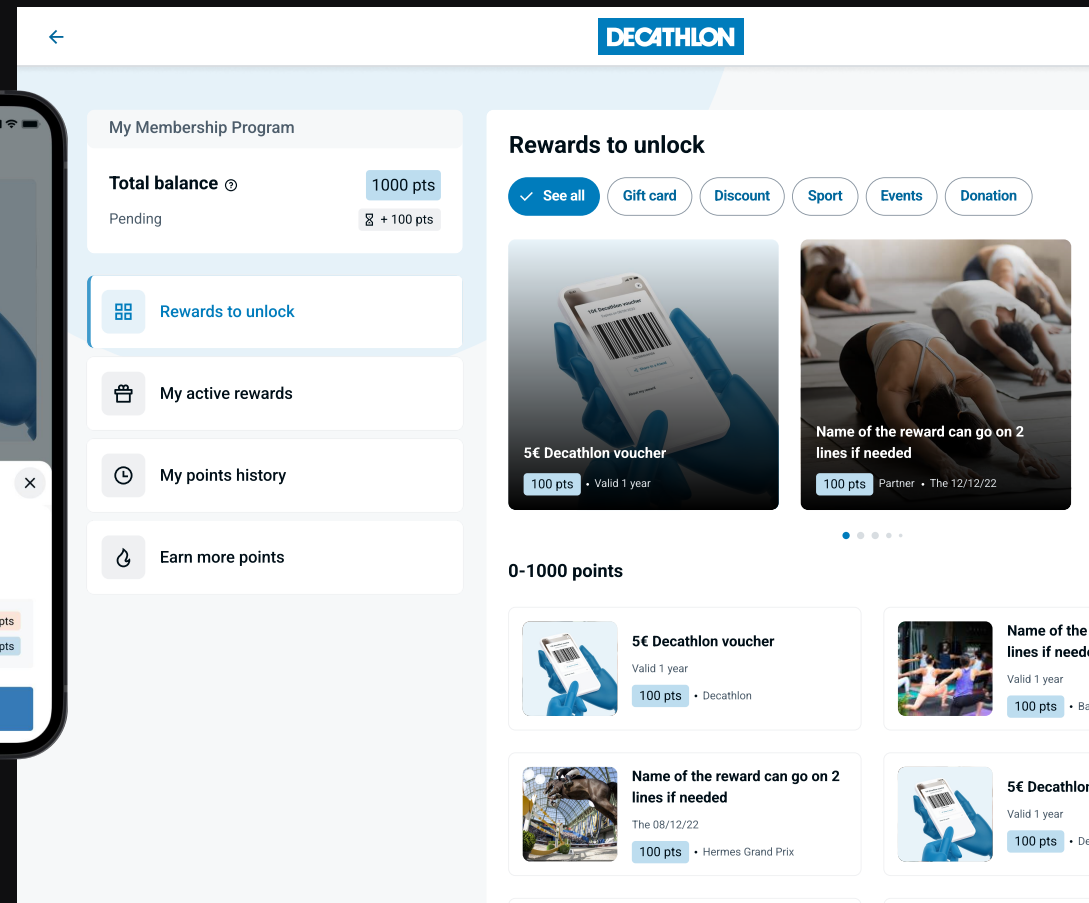
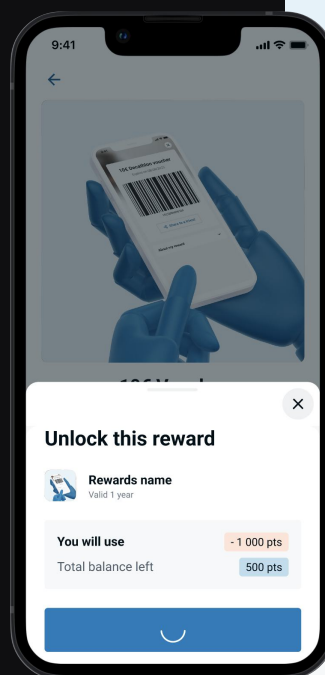
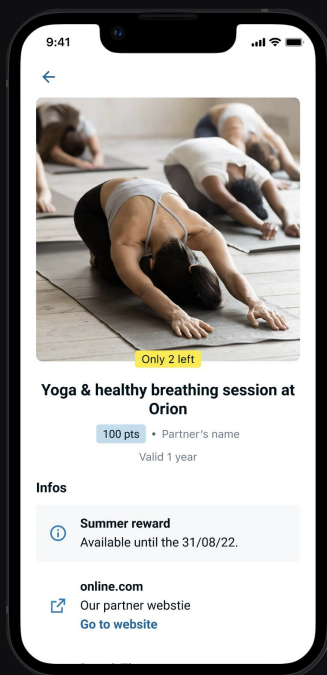
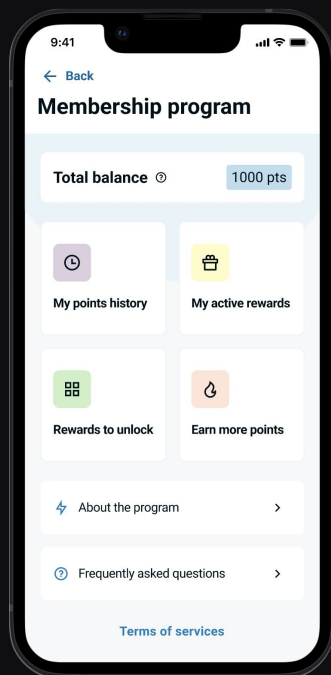




Shape a vision

Based on the MVP, we imagined a vision V1 and V1+ to **scale the concept** for the future and for the countries that already have a membership in place

→ We introduced **new features** to earn and use points

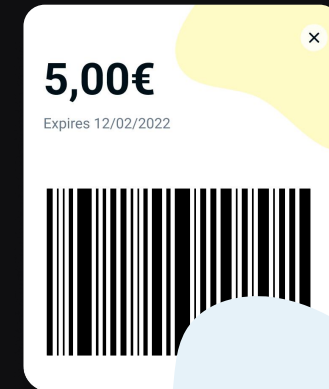
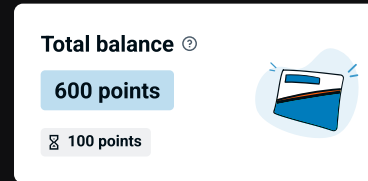




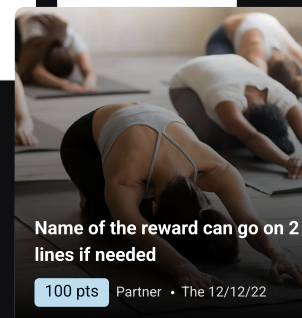
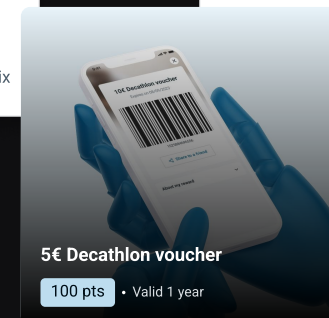
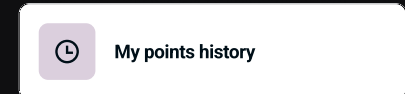
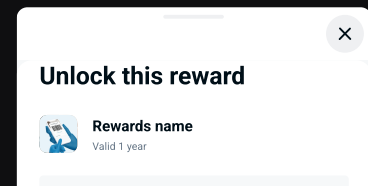
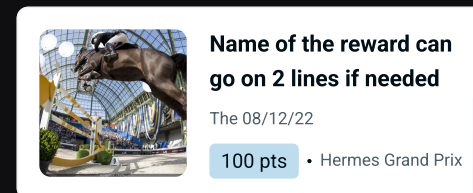
Establish a visual identity

- Defined the **visual identity** of the membership and vouchers based on Decathlon's brand
- Balanced **speed and consistency** to deliver a consistent identity across the ecosystem
- **Improved and scale the UI** with pictures for the V1 and V1+
- Created **prototypes in different languages** for user testing

MVP



V1



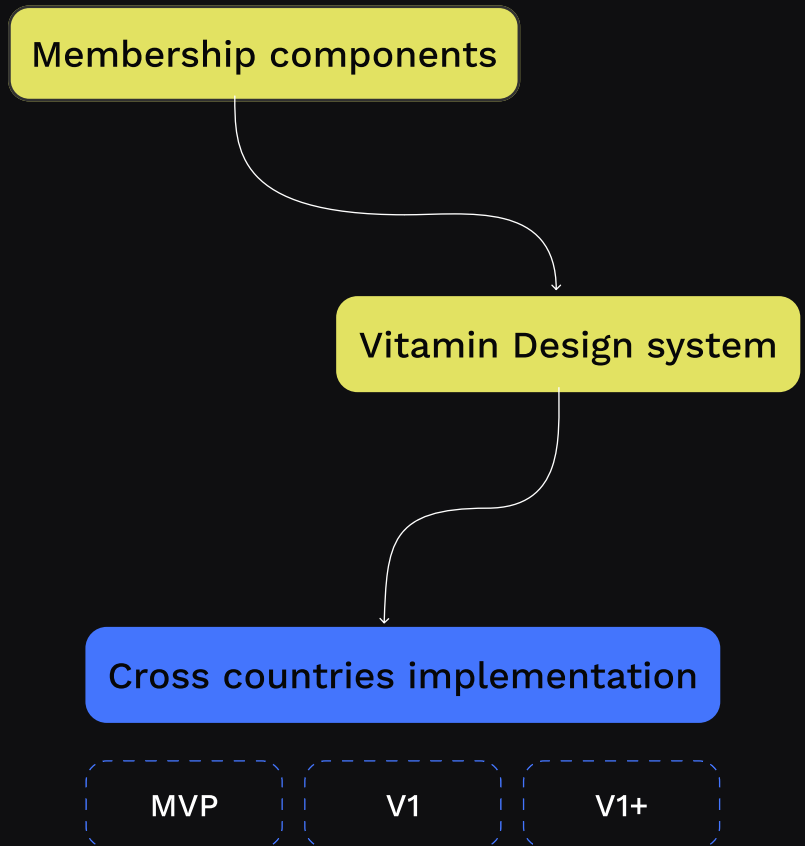


Design System & Ops



Scale & Deliver across countries

- **Built and documented components** for an integration on the Vitamin Design System (buttons, cards, vouchers...)
- Worked with the **Design System team** to ensure consistency
- **Scaled components** to easily **jump from MVP to V1**
- Ensured a **seamless implementation** with several tech teams through regular QA sessions and meetings

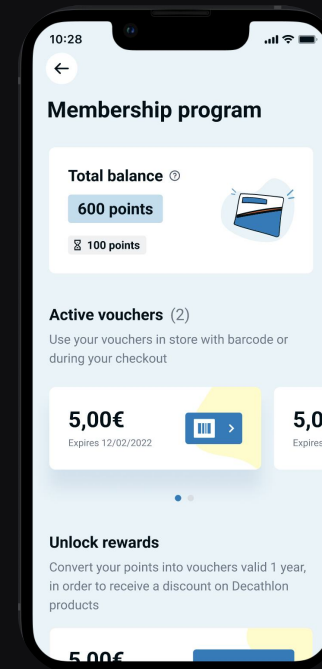




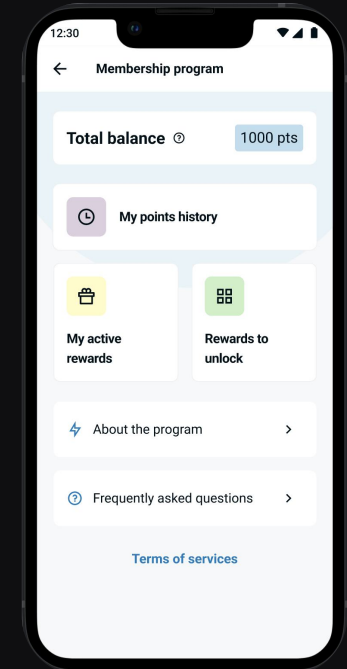
Versioning delivery for cross-country implementation

- Implemented **branching** and **versioning** in Figma for the MVP, V1, and V1+
- Mapped **end-to-end flows** and **specs** for screens to support the implementation for application, mobile and desktop
- **Organized the Figma structure** for cross-product and cross-version delivery, with dedicated WIP and delivery files

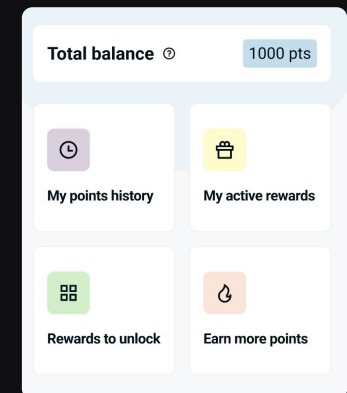
MVP



V1



V1 +





Results & learnings

- An MVP **ready for testing**, and a vision to guide the roadmap
- **One unified membership experience** across app, web, and in-store
- **Scalable components** integrated into the Vitamin Design System



Thanks to everyone I worked
with on this project

leonore.baquiast.pro@gmail.com