

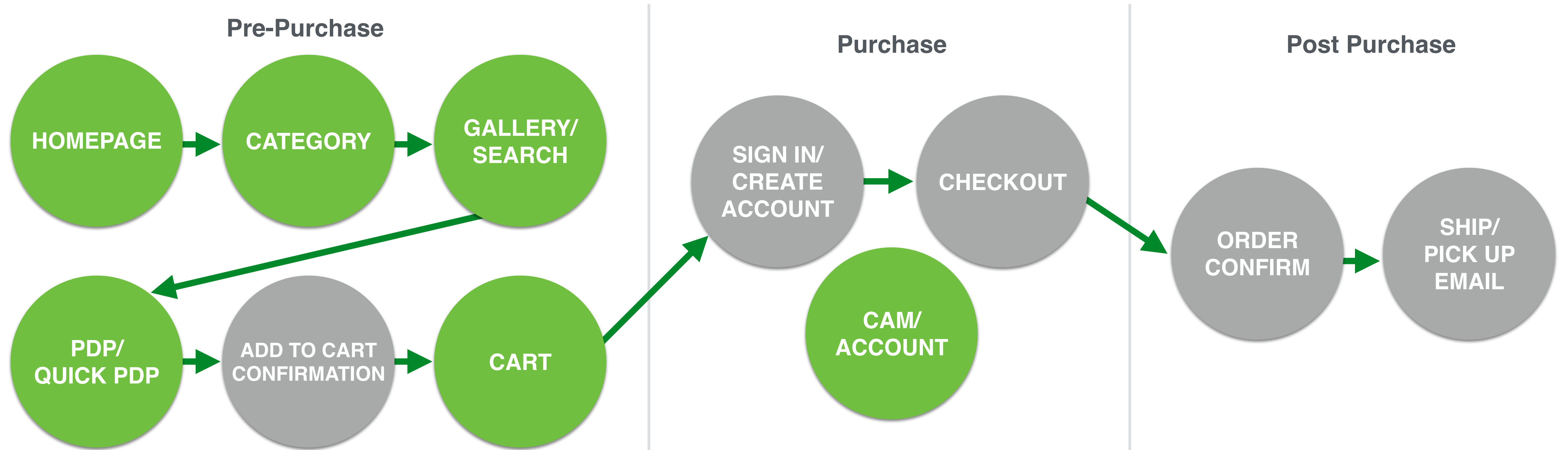
JCPenney

BONUS BUCKS (UX Case Study)

Aaron Albarran - Lead UX Designer

Fathers Day MVP Launch

FATHERS DAY (.com)



HOMEPAGE

- Marketing Banner (Digital Marketing Team)

CATEGORY & SEARCH/GALLERY

- S1 Marketing Banner (Digital Marketing Team)

PDP

- A/B Test Messaging (.com)

CART

- Redemption Flow (.com)
- S1 Marketing Banner (.com)

CHECKOUT

- Redemption Flow (.com)
- Bonus Bucks Card Slot (.com)

CAM/ACCOUNT

- Bonus Bucks
Storage/Redemption(.com)

 Enhancements

 No Enhancements

FATHERS DAY (.com)

Marketing Homepage Banners

TABLET - 1024

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*

JCPENNEY EXCLUSIVE BRANDS

No coupon needed on select apparel, shoes, accessories & home

WOMEN >	MEN >	KIDS >	BABY >
SHOES >	HANDBAGS >	HOME >	ACCESSORIES >

*GET DETAILS >

+

SPEND \$50 & EARN

\$10

JCPenney BONUS BUCK\$

EARN & SPEND SAME DAY

Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

GET DETAILS >

DESKTOP - 1392

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*

JCPENNEY EXCLUSIVE BRANDS

No coupon needed on select apparel, shoes, accessories & home

WOMEN >	MEN >	KIDS >	BABY >
SHOES >	HANDBAGS >	HOME >	ACCESSORIES >

*GET DETAILS >

+

SPEND \$50 & EARN

\$10

JCPenney BONUS BUCK\$

EARN & SPEND SAME DAY

Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

GET DETAILS >

MOBILE WEB - ZONE A

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*

JCPENNEY EXCLUSIVE BRANDS

No coupon needed on select apparel, shoes, accessories & home

*GET DETAILS >

WOMEN	SHOES
MEN	HANDBAGS
KIDS	ACCESSORIES
BABY	HOME

+

SPEND \$50 & EARN

\$10

JCPenney BONUS BUCK\$

EARN & SPEND SAME DAY

Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

GET DETAILS

FATHERS DAY (.com)

Marketing Sitewide Banners

GLOBAL S1 DESKTOP - 960



NEW! ONLINE ONLY! • ENDS 6/17

FREE SHIPPING OVER \$99
GET DETAILS >

60% OFF
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home
*GET DETAILS >

+

SPEND \$50 & EARN
\$10 JCPenney BONUS BUCKS
EARN & SPEND SAME DAY
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

GLOBAL S1 DESKTOP - 1024



NEW! ONLINE ONLY! • ENDS 6/17

FREE SHIPPING OVER \$99
GET DETAILS >

60% OFF
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home
*GET DETAILS >

+

SPEND \$50 & EARN
\$10 JCPenney BONUS BUCKS
EARN & SPEND SAME DAY
Earn 6/14-6/17; up to 3. Redeem 6/14-6/20.

GLOBAL S1 DESKTOP - 1024



NEW! ONLINE ONLY! • ENDS 6/17

FREE SHIPPING OVER \$99
GET DETAILS >

60% OFF
JCPENNEY EXCLUSIVE BRANDS
No coupon needed on select apparel, shoes, accessories & home
*GET DETAILS >

+

SPEND \$50 & EARN
\$10 JCPenney BONUS BUCKS

EARN & SPEND SAME DAY
Earn 6/14-6/17; up to 3.
Redeem 6/14-6/20.

FATHERS DAY (.com)



PDP - Item under \$50

St. John's Bay® Short Sleeve Floral Top

★★★★★ 5 Reviews | 10 Questions & 14 Answers

Share: [f](#) [t](#) [p](#) [c](#)

New



HOT DEAL!
\$34.99 sale
was \$60 | 41% off

\$20.40 when you use code FUNDEAL at checkout [details](#)

spend \$50 & earn \$10 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup [details](#)

Size Range
misses ▼

Size
medium ▼

[Size Chart](#)

Color: Green

Ship To Home or Store
Est. Delivery: Jun 18th - Jun 22nd

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Qty: 1 ▼

Add to Cart

Add to List

Add to Registry

Order before 3 pm to get same day pickup.

A/B Test:
Earn messaging
on products under
\$50.

FATHERS DAY (.com)






PDP - Item over \$50

worthington® Long Sleeve Top

★★★★★ 5 Reviews | 10 Questions & 14 Answers

Share: [f](#) [t](#) [p](#) [c](#)

New



HOT DEAL!
\$64.99 sale
was \$60 | 41% off

\$54.99 when you use code FUNDEAL at checkout [details](#)

earn \$10 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup [details](#)

Size Range misses **Size** medium [Size Chart](#)

Color: Gray

Ship To Home or Store
Est. Delivery: Jun 18th - Jun 22nd

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Qty: 1 **Add to Cart**

Add to List

Add to Registry

Order before 3 pm to get same day pickup.

A/B Test:
Earn messaging
on products over \$50.

FATHERS DAY (.com)


PDP - Item over \$100

worthington® Mary Jane - women's

★★★★★ 5 Reviews | 10 Questions & 14 Answers

Share: [f](#) [t](#) [p](#) [b](#)

New



HOT DEAL!
\$194.99 sale
was \$60 | 41% off

\$124.99 when you use code FUNDEAL at checkout [details](#)

earn \$20 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup [details](#)

Size **Width** [Size Chart](#)

Color: Black

Ship To Home or Store
Est. Delivery: Jun 18th - Jun 22nd

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Qty **Add to Cart**

Add to List

Add to Registry

Order before 3 pm to get same day pickup.

A/B Test::
Earn messaging
on products over
\$100.



FATHERS DAY (.com)

PDP - Item over \$150

JCPenney Home® Marion Comforter Set

★★★★★ 5 Reviews | 10 Questions & 14 Answers

Share: [f](#) [t](#) [p](#) [m](#)



HOT DEAL!
\$264.99 sale
was \$60 | 41% off

\$154.99 when you use code FUNDEAL at checkout [details](#)

earn \$30 JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup [details](#)

Product [Buying Guide](#)

California King ▼

Color: Purple

Ship To Home or Store
Est. Delivery: Jun 18th - Jun 22nd

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Qty: 1 ▼

Add to Cart

Add to List

Add to Registry

Order before 3 pm to get same day pickup.

A/B Test:
Earn messaging
on products over
\$150.

FATHERS DAY (.com)

PDP - Details Modal

Share: [f](#) [t](#) [p](#) [c](#)

HOT DEAL!
\$64.99 sale
was \$60 | 41% off

\$54.99 when you use code **FUNDEAL** at checkout [details](#)

earn \$10 in JCPenney Bonus Bucks
available in your account when this item ships or is ready for pickup [details](#)

Size Range: misses
Size: medium
Color: Gray
Quantity: 1

Ship To Home or Store
Est. Delivery: May 18th - May 22nd

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Order before 3 pm to get same day pickup.

Details Modal

Spend \$50 & Earn \$10 - In Store & Online
Earn up to 3 Bonus Bucks 6/14 - 6/17. Redeem 6/14 - 6/20



Spend	Earn
\$50	\$10 Bonus Bucks
\$100	\$20 Bonus Bucks
\$150 or more	\$30 Bonus Bucks

jcp.com orders: JCPenney Bonus Bucks are only earned if items shipped during earn period. Up to 3 per Rewards member. Some restrictions & exclusions apply. [Learn More](#)

FATHERS DAY (.com)

CART

Free Shipping on purchases of \$50 or more! [See Details](#)

JCPenney Search products...  JCPENNEY REWARDS My Account Sign In 

SHOP DEPARTMENTS Menu Item 1 Menu Item 2 Menu Item 3 Coupons My Store Stonebriar Mall


EARN \$10 FOR EVERY \$50 SPENT Up to \$30 Back. Shop by 05/06. Redeem by 05/10. [LEARN MORE](#)

SPEND \$50 & EARN \$10
Earn up to 3 Bonus Bucks
[Apply Bonus Bucks or Rewards](#)

FIND BEST COUPON
Enter coupon, bonus bucks, or reward

Order Summary
Subtotal: \$109.89
Bonus Bucks/Rewards: [Remove](#) -\$10.00
FUNDEAL: [Remove](#) -\$10.00
Est. Standard Delivery: FREE
Or Ship to Store: FREE
Tax: Estimated at Checkout: TBD

Total \$79.94
You Saved: \$54.99



KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red 1 was \$20.00
Rewards/ Bonus Bucks -\$10.00
FUNDEAL -\$2.00
\$20.00

FREE Same Day Pickup at Stonebriar Mall [Change](#) **Ship to Home or Store** Est. Delivery: Aug 13th - Aug 20th

KitchenAid 5-Qt. Tilt-Head Stand
Chtnga Red 1 was \$20.00
Rewards/ Bonus Bucks -\$10.00
FUNDEAL -\$2.00
\$20.00

FREE Same Day Pickup at Stonebriar Mall [Change](#) **Ship to Home or Store** Est. Delivery: Aug 13th - Aug 20th

Saved for Later [View All \(21\)](#)

Replace Rewards Banner with EARN Bonus Bucks banner.

Update copy in apply field to say "Enter coupons, bonus bucks or reward".

Incorporate Bonus Buck Redemption with Rewards Redemption.

FATHERS DAY (.com)

CART

Order Summary: Empty State

Spend **\$49.05** more to earn **FREE SHIPPING**

Order Summary

Subtotal: \$109.89

Bonus Bucks/Rewards: [Apply](#)

Coupons: [Apply](#)

Est. Standard Delivery: **FREE**

Or Ship to Store: **FREE**

Tax: Estimated at Checkout: TBD

Total \$109.89

You Saved: **\$24.99**

 **Checkout**

 **PayPal**

Order Summary: Applied

Spend **\$49.05** more to earn **FREE SHIPPING**

Order Summary

Subtotal: \$109.89

Bonus Bucks/Rewards: [Remove](#) **-\$10.00**

FUNDEAL: [Remove](#) **-\$10.00**

Est. Standard Delivery: **FREE**

Or Ship to Store: **FREE**

Tax: Estimated at Checkout: TBD

Total \$79.94

You Saved: **\$54.99**

 **Checkout**

 **PayPal**

Total amount will be accumulative of Rewards + Bonus Bucks applied.

FATHERS DAY (.com)

CART

Free Shipping on purchases of \$50 or more! [See Details](#)

JCPenney

Search products...



JCPENNEY REWARDS

My Account
Sign In



SHOP DEPARTMENTS

Menu Item 1

Menu Item 2

Menu Item 3

Coupons



My Store

Stonebriar Mall

JCPenney BONUS BUCKS **EARN \$10 FOR EVERY \$50 SPENT** Up to \$30 Back. Shop by 05/06. Redeem by 05/10. [LEARN MORE](#)



REDEEM YOUR BONUS BUCKS

Redeem by 5/4 - 5/10

[Apply Bonus Bucks or Rewards](#)



FIND BEST COUPON

Enter Coupon, Bonus Bucks, or Rewards

Apply



KitchenAid 5-Qt. Tilt-Head Stand

Chtnga Red

[Save For Later](#) [Remove](#)

Low Stock

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Ship to Home or Store
Est. Delivery: Aug 13th - Aug 20th

1

was \$40.00
Bonus Bucks/
Rewards -\$10.00
FUNDEAL -\$5.00

\$25.00



KitchenAid 5-Qt. Tilt-Head Stand

Chtnga Red

[Save For Later](#) [Remove](#)

1

was \$40.00
Bonus Bucks/
Rewards -\$10.00
FUNDEAL -\$5.00

Spend **\$49.05** more to earn **FREE SHIPPING**

Order Summary

Subtotal: \$109.89
Bonus Bucks/Rewards: [Remove](#) **-\$20.00**
FUNDEAL: [Remove](#) **-\$10.00**
Est. Standard Delivery: **FREE**
Or Ship to Store: **FREE**
Tax: Estimated at Checkout: TBD

Total \$79.89

You Saved: **\$54.99**

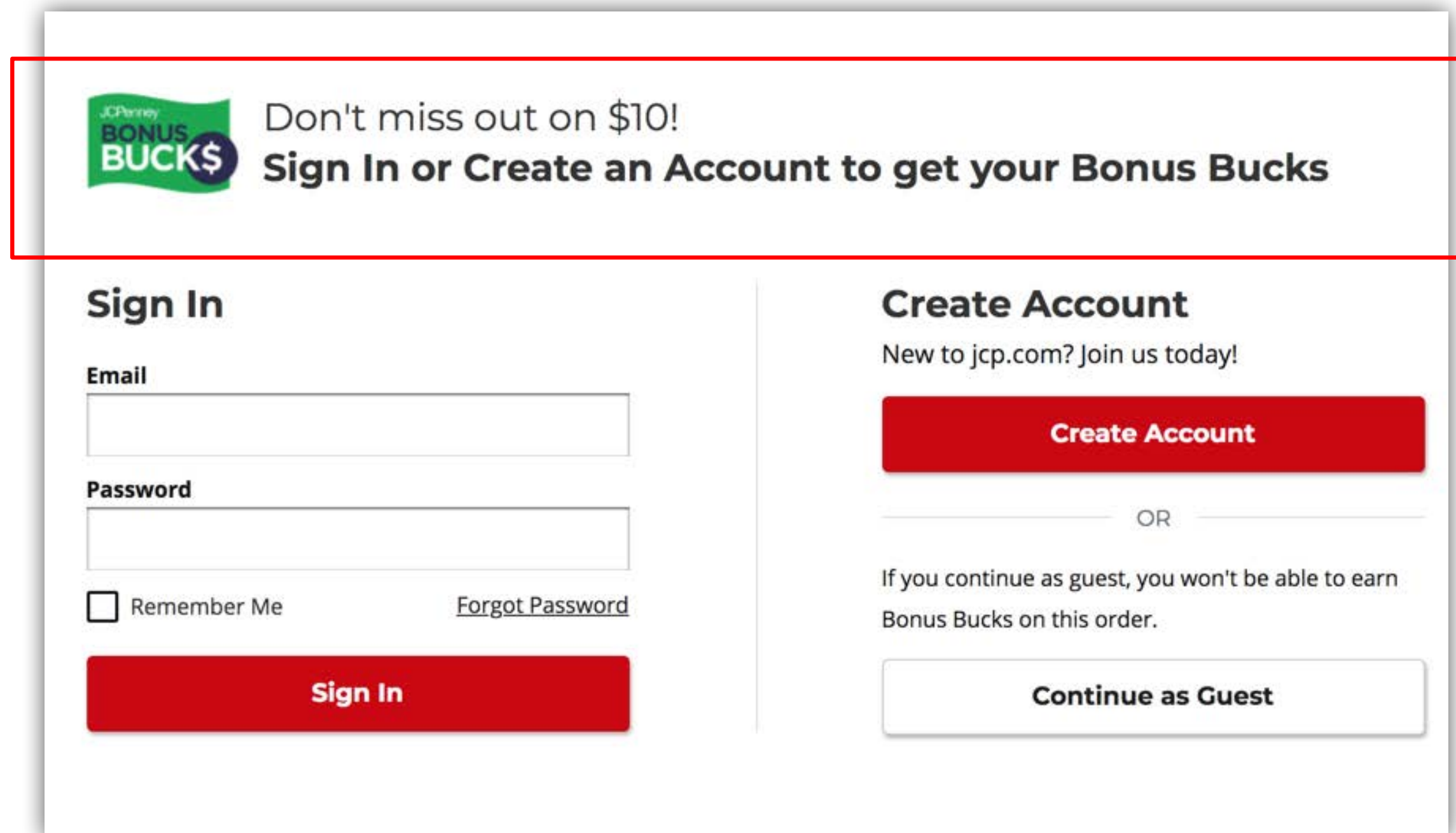
Checkout

Replace with REDEEM Bonus Bucks banner. After earn period is over.

Dates will be dynamically pulled.

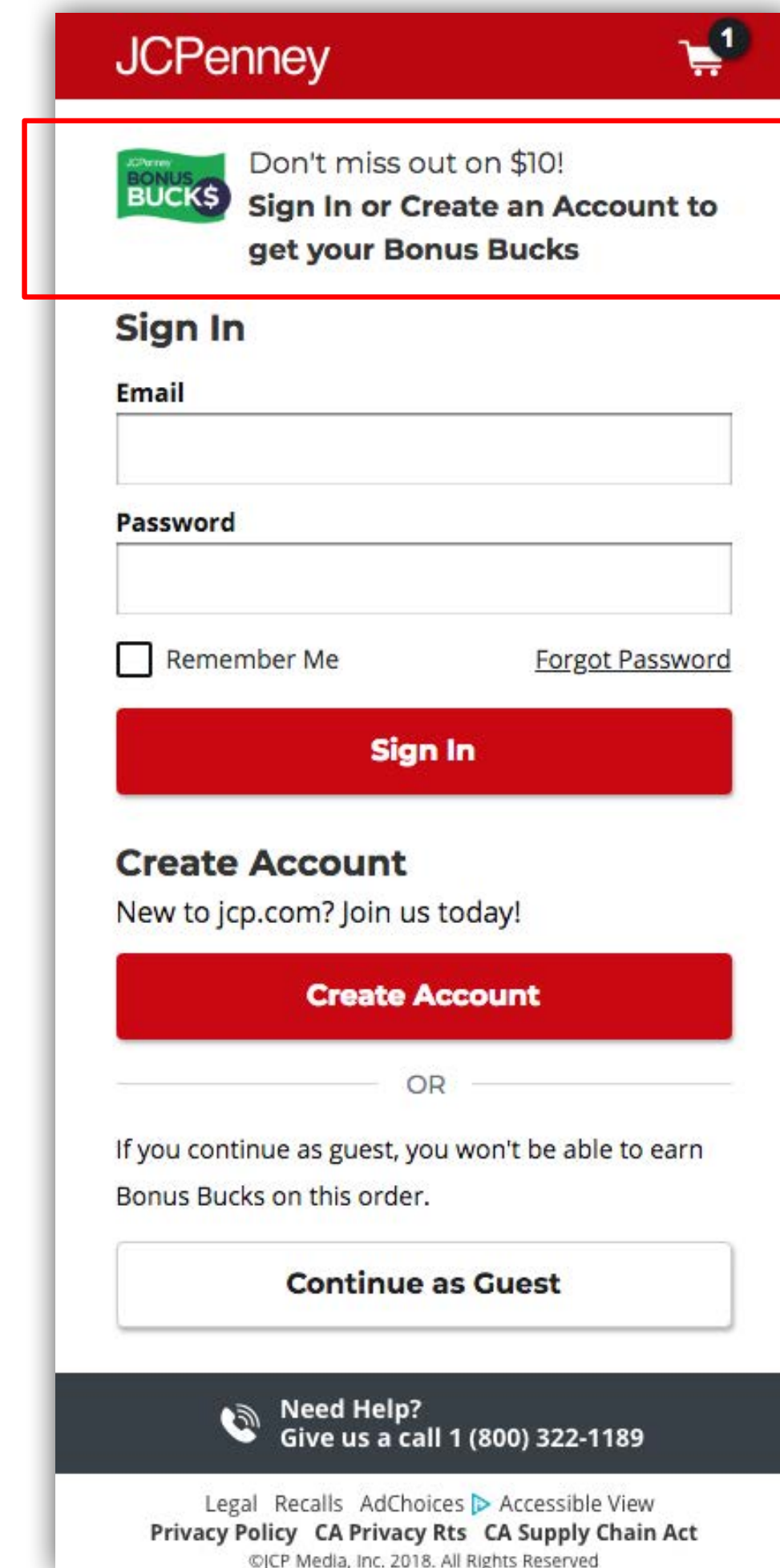
Identify the pain points.

After testing the new flow designs, one of the critical findings from the usability study was the messaging that a user needed to be signed in to earn Bonus Bucks.



The desktop sign-in page features a prominent message at the top: "Don't miss out on \$10! Sign In or Create an Account to get your Bonus Bucks". Below this, there are two columns. The left column is for "Sign In", with fields for "Email" and "Password", a "Remember Me" checkbox, a "Forgot Password" link, and a red "Sign In" button. The right column is for "Create Account", with a "New to jcp.com? Join us today!" message, a red "Create Account" button, an "OR" separator, and a "Continue as Guest" button. A note below the "Continue as Guest" button states: "If you continue as guest, you won't be able to earn Bonus Bucks on this order."

Desktop Sign-In Page



The mobile sign-in page has a similar layout but with a more compact design. At the top, the JCPenney logo and a shopping cart icon with a "1" are visible. A red-bordered box highlights the top message: "Don't miss out on \$10! Sign In or Create an Account to get your Bonus Bucks". Below this, the "Sign In" section includes "Email" and "Password" fields, a "Remember Me" checkbox, and a "Forgot Password" link, followed by a red "Sign In" button. The "Create Account" section follows, with a "New to jcp.com? Join us today!" message, a red "Create Account" button, an "OR" separator, and a "Continue as Guest" button. A note below the "Continue as Guest" button states: "If you continue as guest, you won't be able to earn Bonus Bucks on this order." The footer contains a "Need Help? Give us a call 1 (800) 322-1189" link and legal information.

Mobile Sign-In Page

A critical finding from the usability study:

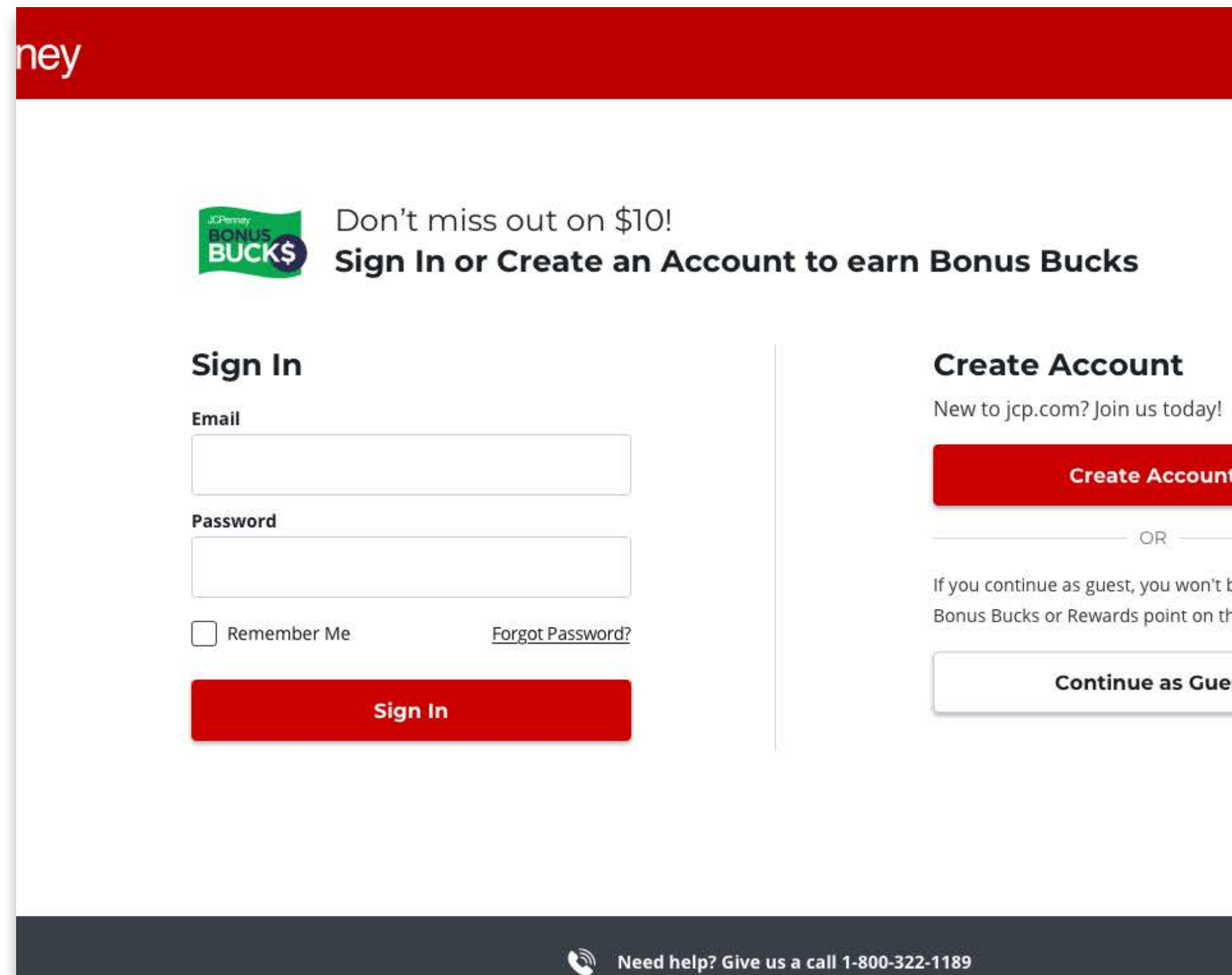
None of the 10 users read the message informing them to sign in to get their Bonus Bucks on desktop as well as mobile; signing in is a pre-condition to earning Bonus Bucks

This finding helped design iterate an alternative design solution

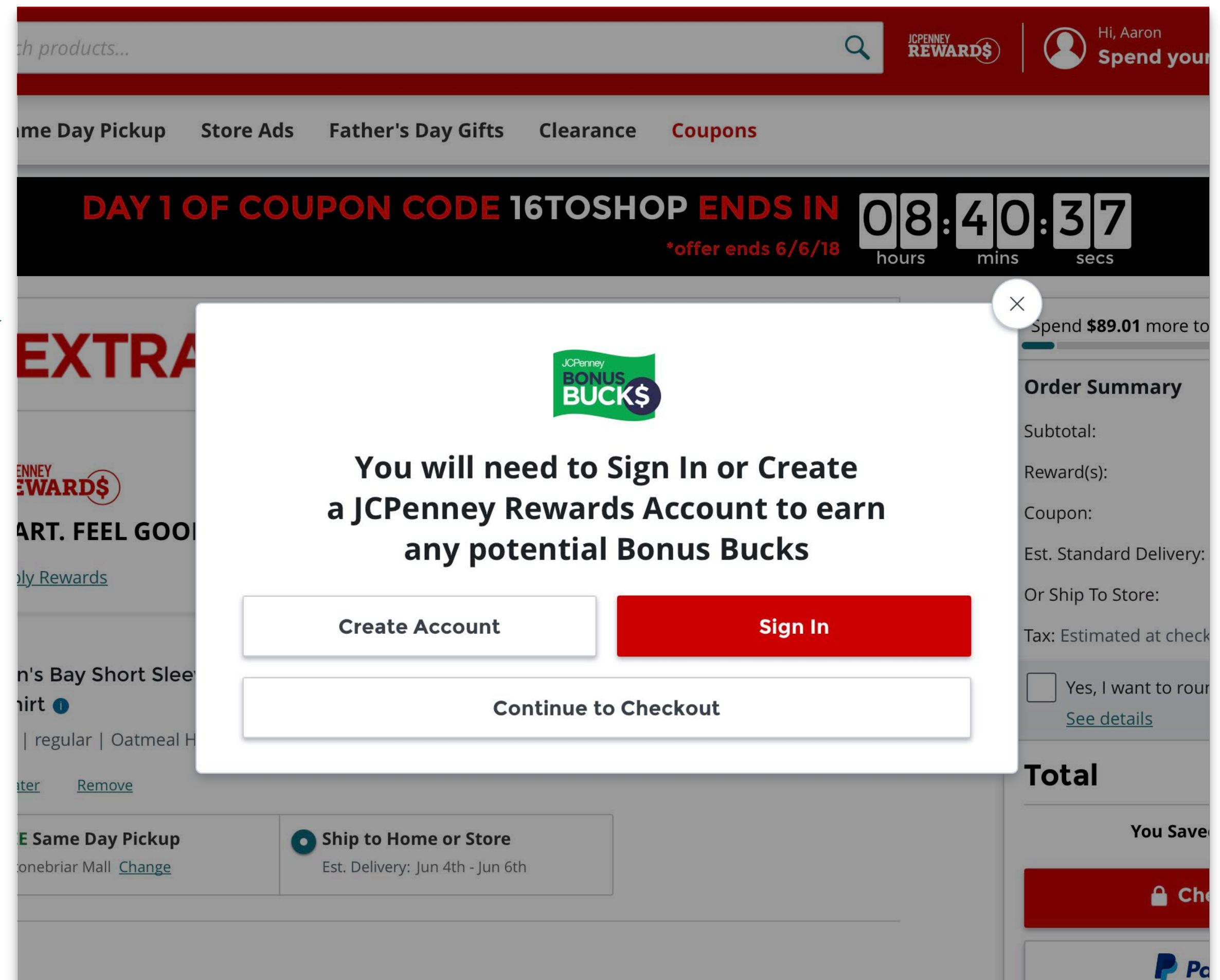
Revisions based off Research Feedback

After hearing about the user feedback, we quickly worked on a more direct design to inform the customer that any non-signed in user will not receive Bonus Bucks. **This new design increased our top line by \$105k for that event & account sign ups.**

Tested Design



Revised designed after user feedback



FATHERS DAY (.com)

CART - REMINDER (Not Signed In)

4:00:57
mins secs

Spend **\$89.01** more to earn **FREE SHIPPING**

Order Summary

Subtotal: \$9.99

Reward(s): [Apply Reward](#)

Coupon: [Apply Coupon](#)

Est. Standard Delivery: \$8.95

Or Ship To Store: \$3.95

Tax: Estimated at checkout TBD

Yes, I want to round up for charity
[See details](#)

Total \$18.94

You Saved: **\$16.01**

Checkout

PayPal

Hi, Aaron Spend your

Time Day Pickup Store Ads Father's Day Gifts Clearance Coupons

DAY 1 OF COUPON CODE 16TOSHOP ENDS IN 08:40:37
*offer ends 6/6/18 hours mins secs

JCPenney BONUS BUCK\$

You will need to Sign In or Create a JCPenney Rewards Account to earn any potential Bonus Bucks

[Create Account](#) [Sign In](#)

[Continue to Checkout](#)

Order Summary

Subtotal:

Reward(s):

Coupon:

Est. Standard Delivery:

Or Ship To Store:

Tax: Estimated at check

Yes, I want to roun
[See details](#)

Total

You Save

Ch

Pa

Encouragement to sign in or create an account to not lose Bucks.

A/B & User Tested


FATHERS DAY (.com)

CHECKOUT


Penney

Secure Checkout

Shipping



Qty 2



Qty 2

[Show Item Details](#)

Ship to Home Ship to Store

First Name Last Name

[+ Company Name](#)

[+ APO / FPO / DPO](#)

Street Address [Ship International](#) ⓘ

Apt, Suite, Floor

Zip Code State

Order Summary

Subtotal:	\$109.89
Bonus Bucks/Rewards	Apply
Coupons:	Apply
Est. Standard Delivery:	FREE
Tax:	TBD
Total	\$109.89
You Saved: \$24.00	

Incorporate Bonus Buck Redemption with Rewards Redemption.

FATHERS DAY (.com)

CAM/YOUR ACCOUNT - NO BONUS BUCKS

JCPenney Search products... **JCPENNEY REWARDS** Hi, Christopher My Account Track My Orders

SHOP DEPARTMENTS Same Day Pickup Store Ads Mother's Day Gifts Clearance Coupons My Store Stonebriar Mall

Welcome, Christopher

My Orders
Past Orders
Order #: 2018030620125719
Order Date: 2018-01-30
Track the status of your jcp.com order or view your past purchases.
[View All Orders](#)

JCPenney BONUS BUCKS
SPEND \$50 & EARN \$10
Up to 3 Bonus Bucks 6/14 - 6/17. Redeem 6/14 - 6/20
[LEARN MORE >](#)

SPEND	EARN
\$50.....	\$10 Bonus Bucks
\$100.....	\$20 Bonus Bucks
\$150+.....	\$30 Bonus Bucks

EARN REWARDS 2X FASTER with your JCPenney Credit Card
[Apply Now](#)

\$0 IN REWARDS
You have no Rewards. Keep shopping to earn Rewards & feel the love!
[Rewards Profile](#)

Points: 0 / 200
\$10 reward
200 points away from your next \$10 reward*

Credit Cards
Save your credit cards for a faster

Quickly Access Your Savings, Your Rewards & Your Payments with the JCPenney Wallet
Available Now on the JCPenney App

Marketing Slot

FATHERS DAY (.com)

CAM/YOUR ACCOUNT - 3 BONUS BUCKS

JCPenney Search products...

Hi, Christopher My Account Track My Orders

SHOP DEPARTMENTS Same Day Pickup Store Ads Mother's Day Gifts Clearance Coupons My Store Stonebriar Mall

My Account

My Orders

My Rewards

My Lists

Payments

Addresses

Profile Settings

Notifications

My JCPenney Store

Schedule Appointments

Gift Registry

Welcome, Christopher

My Orders

Past Orders

Order #: 2018030620125719
Order Date: 2018-01-30

Track the status of your jcp.com order or view your past purchases.

View All Orders

MY BONUS BUCKS

Expiration: 05/10/18

- \$10 Bonus Bucks View
- \$10 Bonus Bucks View
- \$10 Bonus Bucks View

EARN REWARDS 2X FASTER

with your JCPenney Credit Card

Apply Now

REWARDS

You have no Rewards. Keep shopping to earn Rewards & feel the love!

Points: 0 / 200

200 points away from your next \$10 reward*

Quickly Access Your Savings, Your Rewards & Your Payments with the JCPenney Wallet

Credit Cards

Save your credit cards for a faster

Marketing Slot + Full Earned Bonus Bucks

Redeem Banner

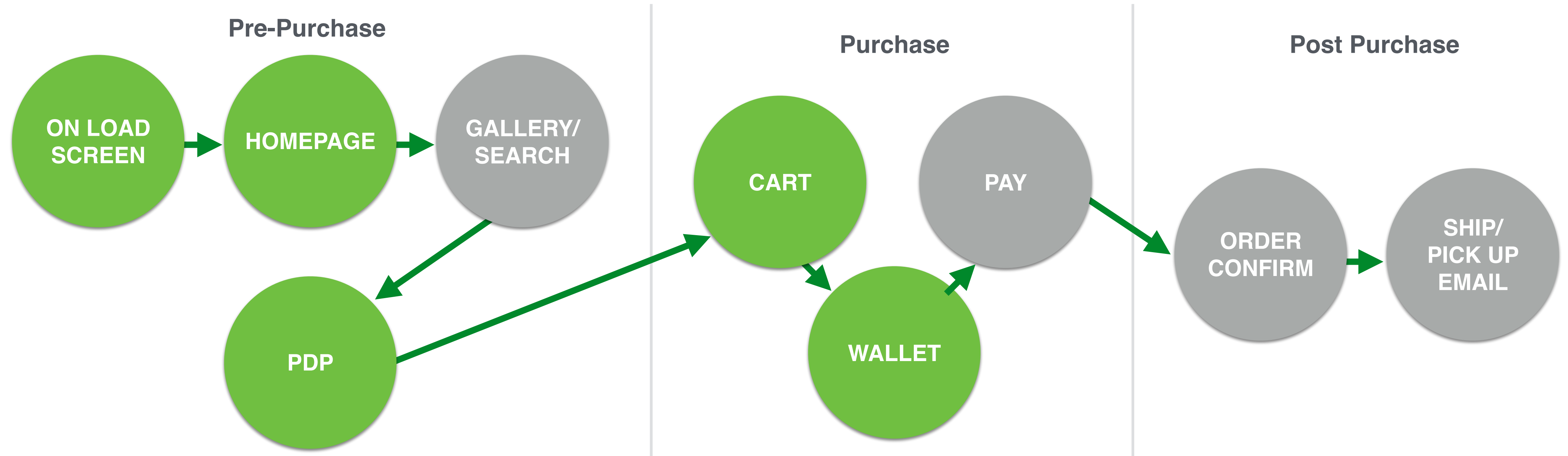
FATHERS DAY (.com)

CAM/YOUR ACCOUNT - Bonus Buck Modal

The screenshot shows a JCPenney website interface. At the top, there is a search bar and navigation links for 'My Account' and 'Track My Orders'. Below this is a navigation bar with categories like 'DEPARTMENTS', 'Same Day Pickup', 'Store Ads', 'Mother's Day Gifts', 'Clearance', and 'Coupons'. The main content area features a 'Welcome, Christopher' message and a 'My Order' section. A modal titled 'Redeem Your Bonus Bucks' is open in the center, providing instructions on how to use the bonus buck in-store. The modal includes a '\$10' graphic, the bonus buck code (455730-2), serial number (3074083002), expiration date (05/10/18), a barcode, and the alphanumeric code NGSDFHS83571984367. A 'Print' button is also present. In the background, the 'MY BONUS BUCKS' section is visible, showing three \$10 bonus bucks with 'View' buttons next to each. A blue arrow points from the text 'Bonus Buck Redemption/Info Modal' to the modal.

Bonus Buck Redemption/Info Modal

FATHERS DAY (APP)



LOAD SCREEN

- Awareness Screen (APPs Team)

HOMEPAGE

- Marketing Banner (Digital Marketing Team)

LANDING PAGE

- Awareness Page (APPs Team)

WALLET

- Add Bonus Bucks to Wallet Tab (APPs Team)

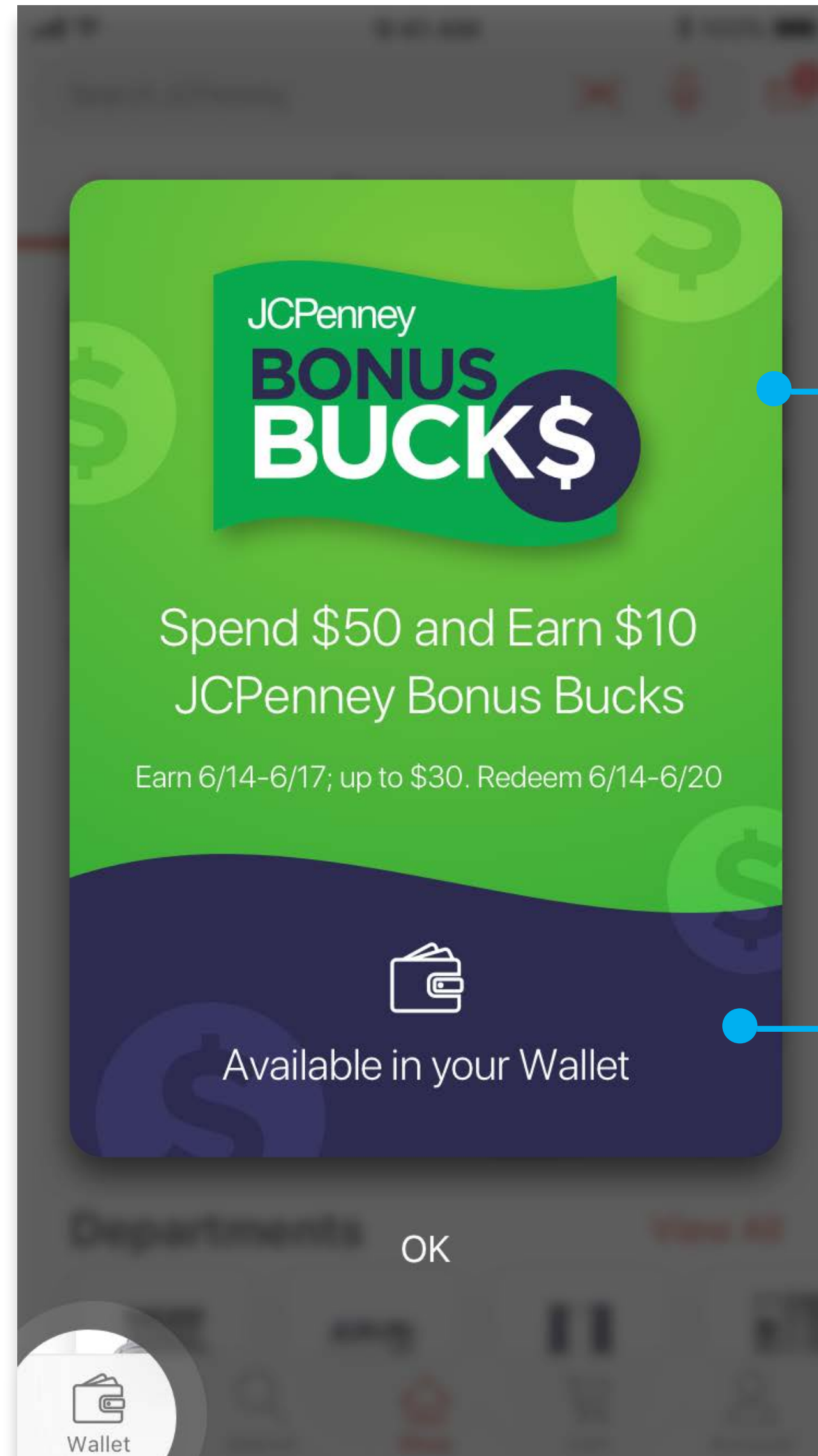
- Add Bonus Bucks to Wallet in Cart (APPs Team)

● Enhancements

● No Enhancements

FATHERS DAY (APPS)

ON LOAD SCREEN



Temporarily use a Bonus Bucks Splash Screen.

Educate users that they are available in the app Wallet.

FATHERS DAY (APPS)

HOME PAGE BANNERS

MOBILE APP - ZONE A

NEW! ONLINE ONLY • ENDS 6/17

60% OFF*

JCPENNEY EXCLUSIVE BRANDS

No coupon needed on select apparel, shoes, accessories & home

[*GET DETAILS >](#)

MOBILE APP - ZONE A

SPEND \$50 & EARN

\$10 JCPenney **BONUS BUCKS**

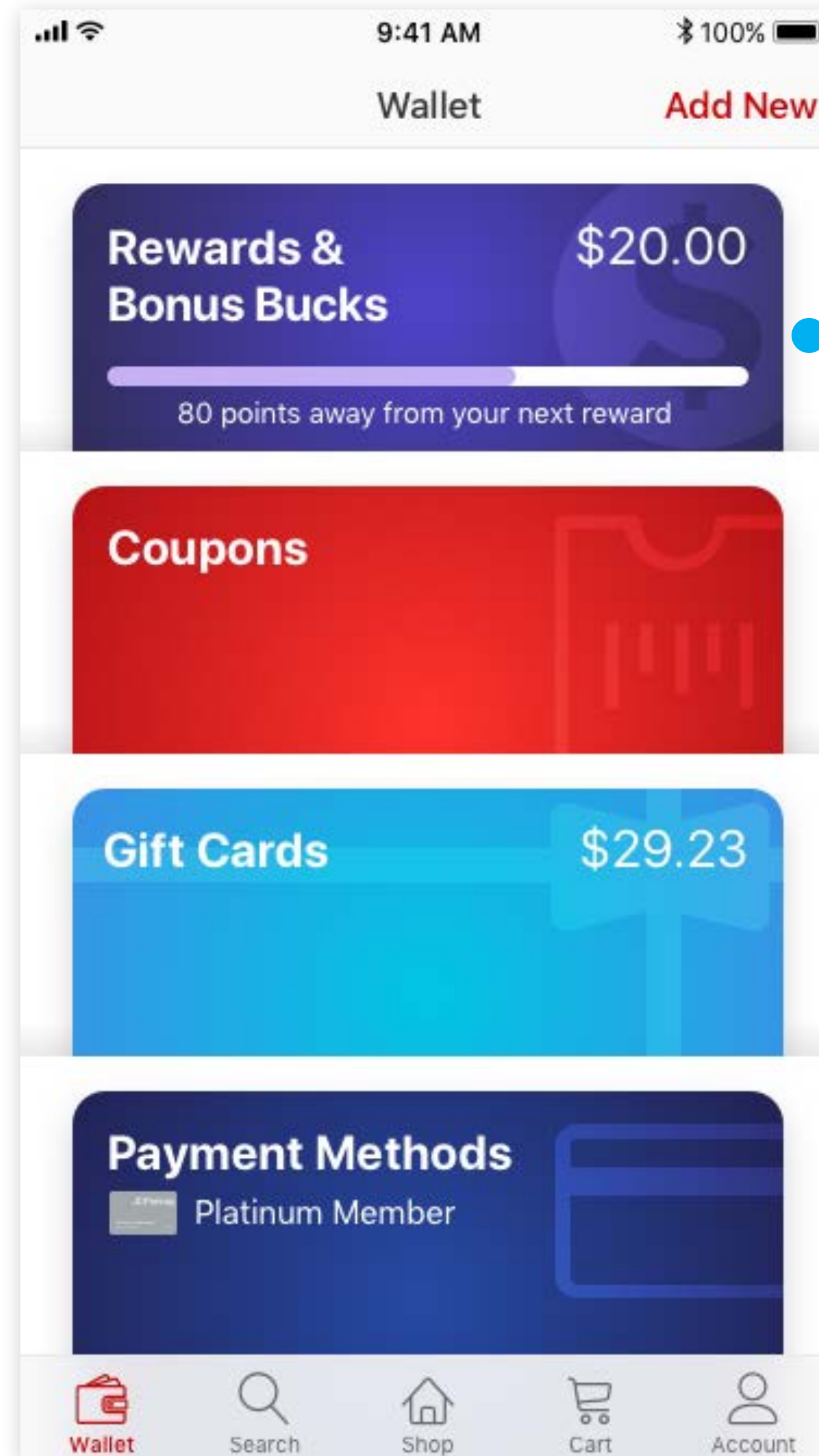
EARN & SPEND **SAME DAY**

Earn 6/14-6/17; up to 3.
Redeem 6/14-6/20.

[GET DETAILS >](#)

FATHERS DAY (APP)

WALLET



Add Bonus Bucks into App Wallet Tab

FATHERS DAY (APP)

WALLET

Rewards/Bonus Bucks Cards

Learn More

\$10


80 points away from next reward

JCPenney
BONUS BUCKS

Expires Aug 24, 2017

\$10
Bonus Bucks

Present barcode during checkout



Apply to Cart

1 of 2

*Spend Same Day only on purchases

Redemption Cards

Learn More Screen

FPO

Spend \$50 & Earn \$10 In Store & Online

Earn up to 3 Bonus Bucks 6/14 - 6/17.
Redeem 6/14- 6/20

Spend	Earn
\$50	\$10 Bonus Bucks
\$100	\$20 Bonus Bucks
\$150	\$30 Bonus Bucks

jcp.com & app orders: JCPenney Bonus Bucks are only earned if items shipped during earn period. Up to 3 per Rewards member. Some restrictions & exclusions apply.
[Terms & Conditions](#)

Educational Video

Bonus Bucks Info

digital purchase FYI

FATHERS DAY (APP)

PDP

A/B Test Messaging
(same as on desktop)

The screenshot shows a mobile app interface for a product page. At the top, there is a red back arrow and a yellow tote bag with a smiley face. Below the bag are four dots, with the first one filled. To the right of the dots are a heart icon and a share icon. The product name is "Van Heusen No-Iron Lux Sateen Long Sleeve Dress Shirt". Below the name is a red "BUY 1 GET 1 FREE" banner. The price is "\$59.99 sale" with a red "or" and "\$50.99" in a red box, with "with code FUNDEALS" below it. A dashed box contains a "BUCKS" icon and the text "Earn \$10 in JCPenney Bonus Bucks" and "Available in your account when this item ships or is ready for pickup. View Details". Below this is a "Select" dropdown menu with "range," and a red "Add to Cart" button. At the bottom is a navigation bar with icons for Wallet, Search, Shop, Cart, and Account.

←

★★★★★ (230)

Van Heusen No-Iron Lux Sateen Long Sleeve Dress Shirt

BUY 1 GET 1 FREE

\$59.99 sale or **\$50.99**
was \$149.99 | with code **FUNDEALS**

Earn **\$10** in JCPenney Bonus Bucks
Available in your account when this item ships or is ready for pickup. [View Details](#)

Select

range, **Add to Cart**



Wallet Search **Shop** Cart Account

FATHERS DAY (APPS)

WALLET IN CART

NO BONUS BUCKS

Your Wallet

-  Payment Method Add
Checkout with a credit card or PayPal
-  Coupons, Rewards, Bonus Bucks & Gift Cards Add
[Sign In](#) or [Create an Account](#) to earn Bonus Bucks and Rewards



Add Bonus Bucks to Your Wallet

Add Sign In/Create Account Messaging

BONUS BUCKS AVAILABLE

Your Wallet

We found **\$15.00** in savings eligible for this order. Add

-  Payment Method Add
Checkout with a credit card or PayPal
-  Coupons, Rewards, Bonus Bucks & Gift Cards Add

Include Bonus Bucks in savings found

APPLY SAVINGS PANEL

Cancel Add Savings Apply

Rewards / Bonus Bucks Add New

- \$10 JCP Bonus Bucks
Exp August 24, 2017
- \$10 JCP Bonus Bucks
Exp August 24, 2017
- \$10 JCP Reward
Exp August 24, 2017
- \$10 JCP Reward
Exp August 24, 2017

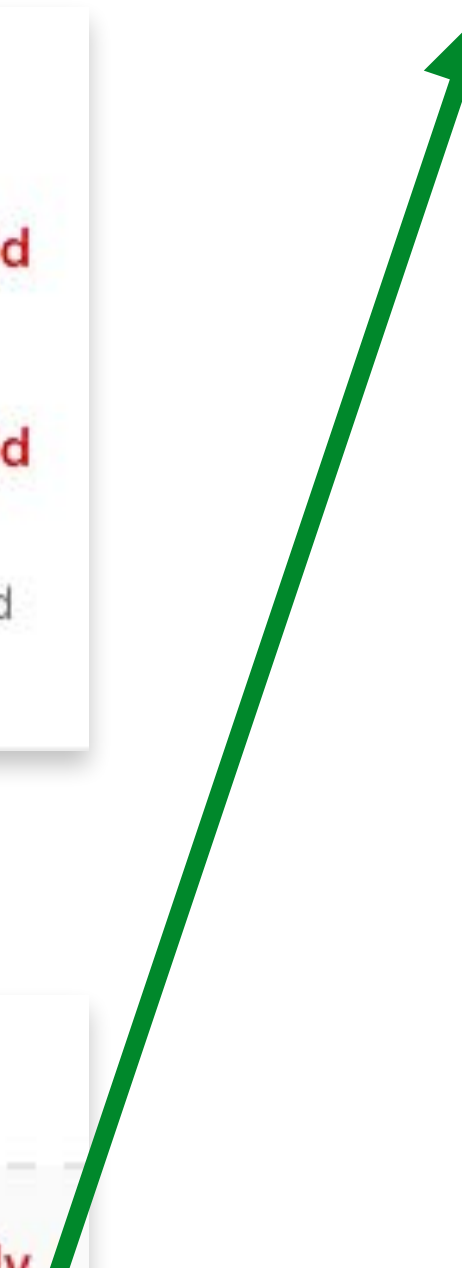
Gift Cards Add New

- **** 2239
\$25.00 Available Balance

Coupons Add New

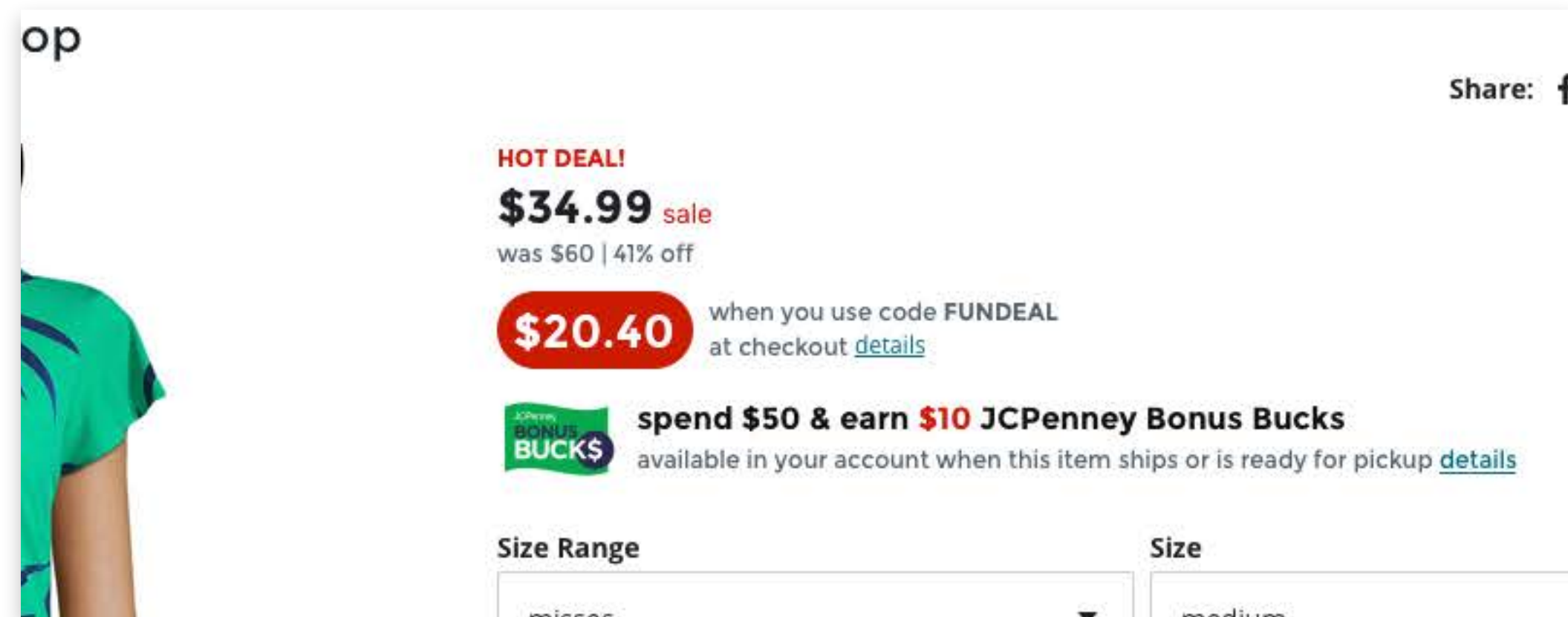
- best coupon
- FUNDEAL save \$29.99
Extra 15% Off i
Valid through October 29, 2017

Add Bonus Bucks to Savings Panel

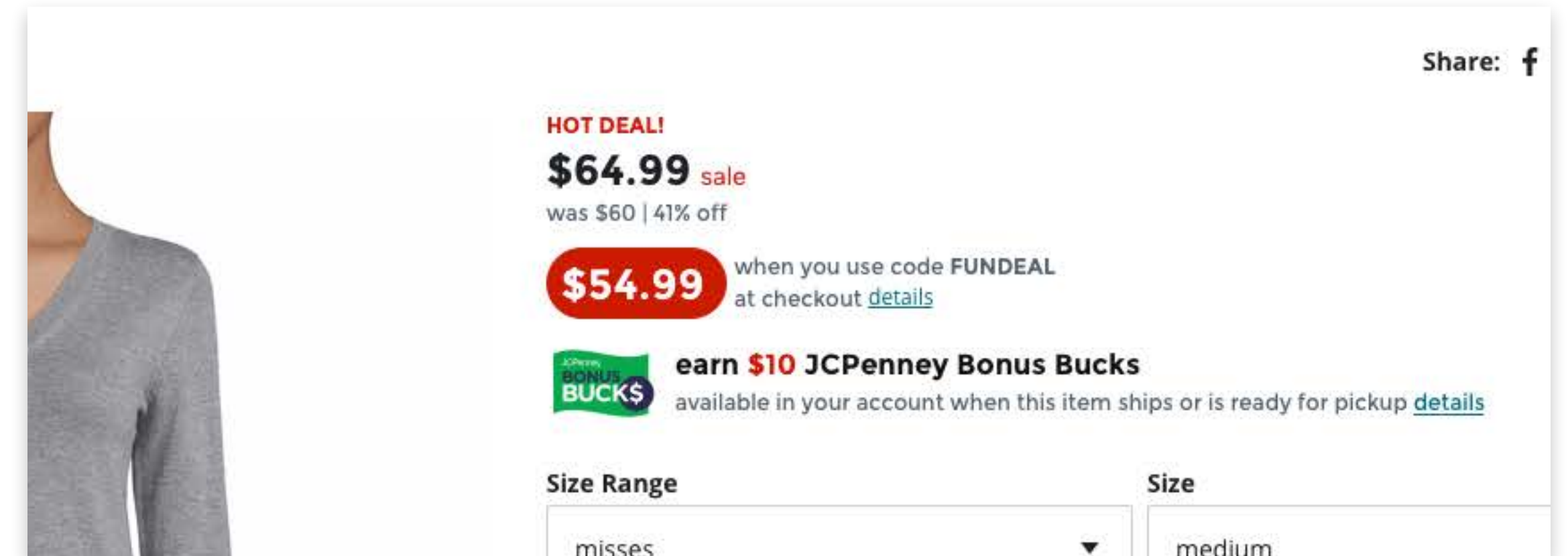


Testing 1,2,3...

One question we had as a UX team was what type of value messaging would perform better on the PDP page. Would a static generic message or a dynamic threshold message do better?



Option A: Static Generic Message:
Spend \$50 get \$10 message



Option B: Dynamic Threshold Message:

- Item under \$50 - Spend \$50 get \$10 message
- Item \$50-\$99 - Earn \$10 JCPenney Bonus Bucks
- Item \$100-\$149 - Earn \$20 JCPenney Bonus Bucks
- Item \$150-199 - Earn \$30 JCPenney Bonus Bucks

A/B tested - PDP Value Messaging by Price

Hypothesis:

- By displaying a variant specific JCP bonus buck marketing message on the PDP drive additional PDP Purchase Intent and Website Registrations

Action taken based on test results:

- Adjust marketing for Back-to-School campaign

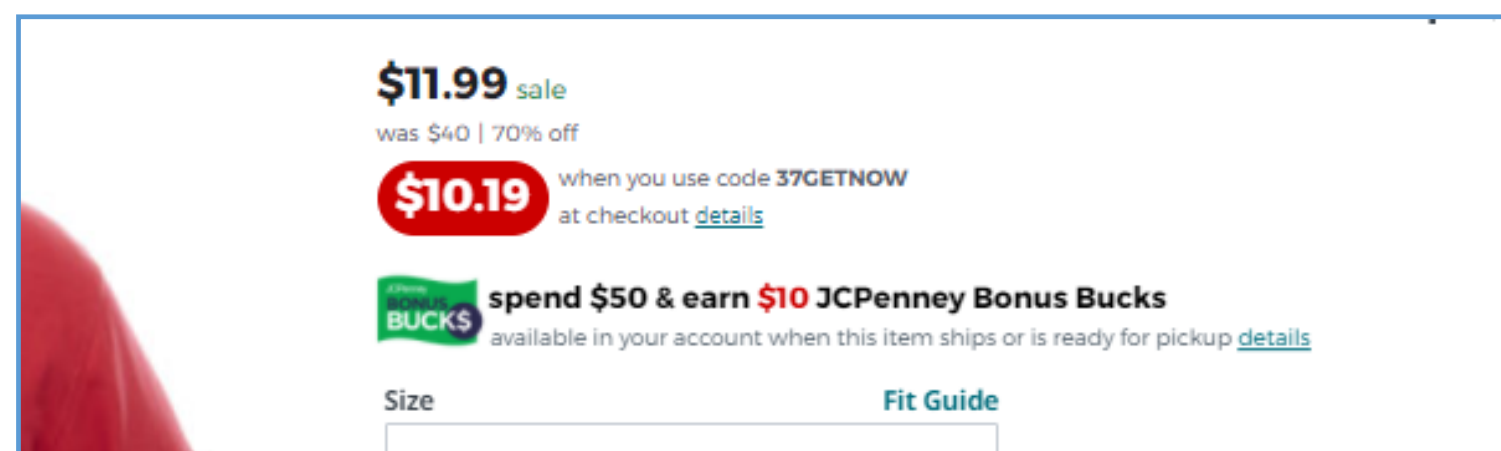
Key Metrics:

- Key Metric: PDP key metrics (PDP > ATB rate); Website Registrations

Summary of Findings:

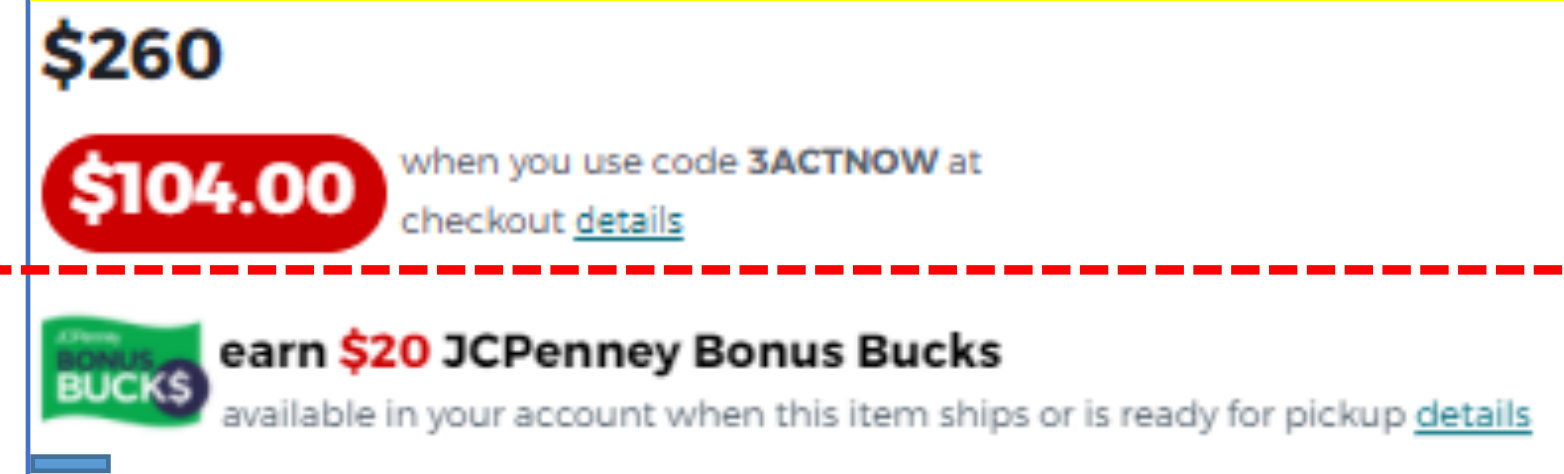
- **Does JCP Bonus Bucks messaging on the PDP page increase ATB rates?** No. Across the different shopping bag amounts bands, PDP ATB rates was the same or slightly decreased on Mobile and Tablet
- **Does JCP Bonus bucks drive additional Website Registrations/ Order?** Yes, but only at shopping bag bands that earn JCP Bonus bucks (generally, the more Bonus Bucks earned, the higher the rate of new website registrations. (see appendix for Test results by Price Bands)
- **Are the results different for different price points.** Yes. As a whole, Variant C key metrics showed a decrease but when the shopping bag is over \$100, Variant C outperformed Control and variant B
- **Is there any value in Variant B: Generic msg.** Perhaps for branding purposes but there was no significant changes in PDP or Website Registration metrics

Variant B: Generic Msg (all price points)



★ Winner

Variant C: JCP Bonus Bucks msg changes depending on (1st) FPAC (if present) or (2nd) Product Price



Recommendation:

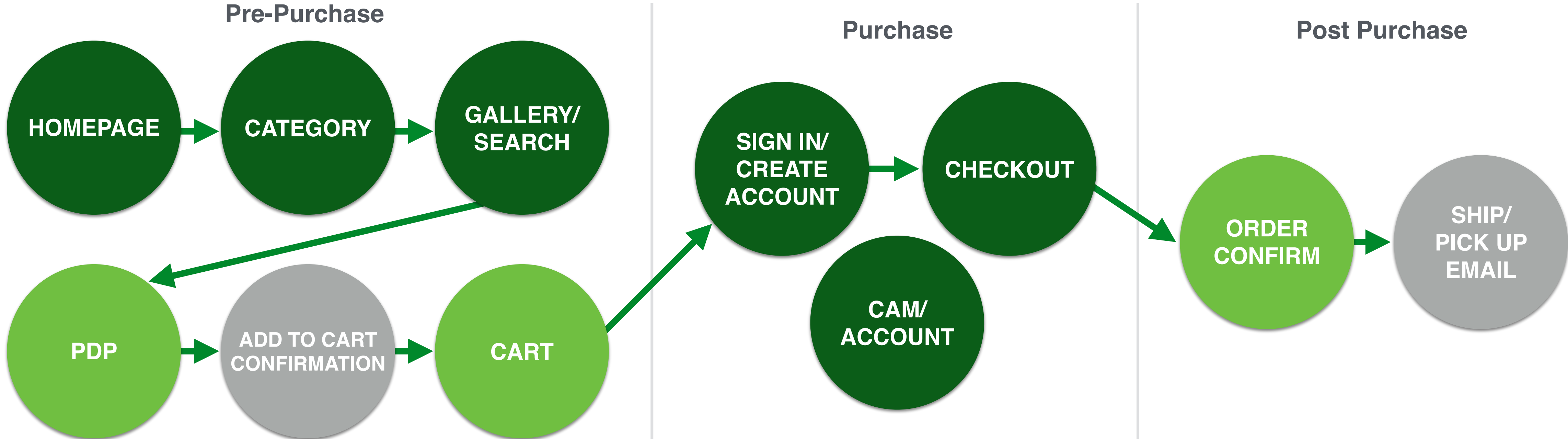
- Consider in a future period to test a promo message that encourages a user to spend more to reach the next tier of bonus bucks. Ie, as a basket builder. Eg. , for product price = \$90, show a message such as “Congrats, your qualified to earned 10 JCP Bonus bucks, spend \$10 more to earn 20 JCP Bonus bucks.
- metrics

Website Registrations:

\$100-\$150 band - DT +17% (high confidence)
 \$150 - \$250 band: DT: +16% Lift (high confidence)

After Fathers Day Enhancements

BACK TO SCHOOL (.com)



HOMEPAGE
 - Marketing Banner (Digital Marketing Team)

CATEGORY & SEARCH & GALLERY
 - S1 Marketing Banner (Digital Marketing Team)
 - Test Messaging on Product Cards (.com)

PDP
 - Bonus Buck Messaging UPDATE (OMNI)

CART
 - Redemption Flow - Separate Savings (.com)
 - S1 Marketing Banner (Digital Marketing Team)
 - Bonus Bucks Earned Messaging (.com)

SIGN IN/CREATE ACCOUNT
 - Split Bonus Bucks and Rewards Redemptions
 - Earn Bonus Bucks Banner (.com)

ORDER CONFIRMATION
 - Bonus Bucks Earned Messaging (.com)

- Enhancements
- No Enhancements
- Same as FATHERS DAY

BACK TO SCHOOL (.com)


PDP - updated messaging

[WOMENS](#) [BACK TO TOPS](#)

thington® Long Sleeve Top

★★ [5 Reviews](#) | [10 Questions & 14 Answers](#)

New



HOT DEAL!
\$64.99 sale
was \$60 | 41% off

\$54.99 when you use code **FUNDEAL** at checkout [details](#)

earn \$10 JCPenney Bonus Bucks available in your account in about an hour [details](#)

Size Range
misses ▼

Size
medium

Color: Gray

Ship To Home or Store
Est. Delivery: Jun 18th - Jun 22nd

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Qty: 1 ▼

Add to Cart

Add to Wishlist

Add to Registry

Order before 3 pm to get same day pickup.

Messaging on products over \$50 threshold (including FPAC)

BACK TO SCHOOL (.com)


PDP

[WOMEN'S](#) [Back to Tops](#)

thington® Long Sleeve Top

★★ 5 Reviews | [10 Questions & 14 Answers](#)

New



HOT DEAL!
\$64.99 sale
was \$60 | 41% off

\$54.99 when you use code **FUNDEAL** at checkout [details](#)

earn \$10 JCPenney Bonus Bucks available in your account in about an hour [details](#)

Size Range
misses

Color: Gray

Ship To Home or Store
Est. Delivery: Jun 18th - Jun 22nd

FREE Same Day Pickup
at Stonebriar Mall [Change](#)

Order before 3 pm to get same day pickup.

Share

Details Modal

Spend \$50 & Earn \$10 - In Store & Online
Earn up to 3 JCPenney Bonus Bucks MM/DD - MM/DD.
Redeem MM/DD - MM/DD

Spend	Earn
\$50	\$10 JCPenney Bonus Bucks
\$100	\$20 JCPenney Bonus Bucks
\$150 or more	\$30 JCPenney Bonus Bucks

jcp.com orders: JCPenney Bonus Bucks will be issued about an hour after your qualifying order has been placed. Up to 3 per Rewards member. Some restrictions & exclusions apply. [Learn More](#)

BACK TO SCHOOL (.com)


PDP - SILVER (delivery)

[FOR THE HOME](#) [BACK TO APPLIANCES](#)

4.1 cu. ft. Ultra Large Capacity 3-Door French Door Refrigerator

★ ★ 5 Reviews | [10 Questions & 14 Answers](#)

New



SAMSUNG BUY 4 GET 10% OFF

\$1,749 sale
was \$2,249 | 22% off

ICPENNEY REWARDS earn an extra **\$30** in Rewards
available in your account when this item ships [details](#)

Price Match Guarantee [See Details](#)

[Up to \\$500 in Rebates Available](#)

Color: Stainless Steel

Limited Warranty Include [See Details](#)

Additional Protection Plans
Save 10% on your major appliance protection plan purchase when you buy 2 or more!

- 5 Year Appliance Protection Plan. [See Details](#) **\$219.99**
- 3 Year Appliance Protection Plan. [See Details](#) **\$129.99**
- No Thank You

Ship to 75023 [Change](#)
Earliest Delivery: May 18th [i](#)

Qty: [Add](#)

Share:

Dynamic Messaging
on Silver delivery
products

BACK TO SCHOOL (.com)

PDP - SILVER (delivery)

[FOR THE HOME](#) | [Back to Appliances](#)

4.1 cu. ft. Ultra Large Capacity 3-Door French Door Refrigerator

★★ 5 Reviews | [10 Questions & 14 Answers](#)

New



SAMSUNG BUY 4 GET 10% OFF

\$1,749 sale
was \$2,249 | 22% off

ICPENNEY REWARDS earn an extra **\$30** in Rewards
available in your account when this item ships [details](#)

Price Match Guarantee [See Details](#)

[Up to \\$500 in Rebates Available](#)

Color: Stainless Steel

Limited Warranty Included [See Details](#)

Additional Protection Plans
Save 10% on your major appliance protection plan purchase

5 Year Appliance Protection Plan. [See Details](#)

3 Year Appliance Protection Plan. [See Details](#)

No Thank You

Ship to 75023 [Change](#)
Earliest Delivery: May 18th [i](#)

Details Modal

SAMSUNG BUY 4 GET 10% OFF

\$1,749

Earn an extra \$30 in Rewards

Order online or in store MM/DD - MM/DD to receive up to 3 extra Rewards.

Valid on major appliances, mattresses, and furniture.
Rewards certificates and points will be issued once the item ships.

Limited Warranty Included [See Details](#)


Additional Protection Plans
Save 10% on your major appliance protection plan purchase

5 Year Appliance Protection Plan. [See Details](#) **\$219**

3 Year Appliance Protection Plan. [See Details](#) **\$129**



BACK TO SCHOOL (.com)

CHECKOUT

JCPenney 

Secure Checkout

Shipping

 Qty 2  Qty 2
[Show Item Details](#)

Ship to Home Ship to Store

First Name Last Name

[+ Company Name](#)

[+ APO / FPO / DPO](#)

Street Address [Ship International](#) ⓘ

Apt, Suite, Floor

Zip Code State

City Phone

Order Summary

Subtotal:	\$109.89
JCP Rewards/ Bonus Bucks:	Apply
Coupons:	Apply
Est. Standard Delivery:	FREE
Tax:	TBD
Total	\$109.89
You Saved: \$24.00	

JCP Rewards/
Bonus Bucks

BACK TO SCHOOL (.com)

CART

Free Shipping on purchases of \$50 or more! [See Details](#)

JCPenney Search products... JCPENNEY REWARDS My Account Sign In 3

SHOP DEPARTMENTS Menu Item 1 Menu Item 2 Menu Item 3 Coupons My Store Stonebriar Mall

JCPenney BONUS BUCKS **EARN \$10 FOR EVERY \$50 SPENT** Up to \$30 Back. Shop by 05/06. Redeem by 05/10. [LEARN MORE >](#)

JCPenney BONUS BUCKS
SPEND \$50 & EARN \$10
Earn up to 3 JCPenney Bonus Bucks
[Apply JCPenney Bonus Bucks or Rewards](#)

[FIND BEST COUPON >](#)
Enter Coupon, JCP Rewards, or Bonus Bucks **Apply**

Order Summary
Subtotal: \$109.89
JCP Rewards/ Bonus Bucks: **- \$20.00**
FUNDEAL: **- \$10.00**
Est. Standard Delivery: **FREE**
Or Ship to Store: **FREE**
Tax: Estimated at Checkout: TBD
Total \$79.89
You Saved: \$54.99

You Could Earn:
JCPenney Bonus Bucks: **\$10.00**
[View Details](#)

Checkout
PayPal

Item 1: KitchenAid 5-Qt. Tilt-Head Stand, Chtnga Red, 1 quantity. **\$25.00** (was \$40.00). Includes JCP Rewards/ Bonus Bucks (-\$10.00) and FUNDEAL (-\$5.00). Options: **FREE Same Day Pickup** at Stonebriar Mall or **Ship to Home or Store** (Est. Delivery: Aug 13th - Aug 20th).

Item 2: KitchenAid 5-Qt. Tilt-Head Stand, Chtnga Red, 1 quantity. **\$40.00** (was \$25.00). Includes JCP Rewards/ Bonus Bucks (-\$10.00) and FUNDEAL (-\$5.00). Options: **FREE Same Day Pickup** at Stonebriar Mall or **Ship to Home or Store** (Est. Delivery: Aug 13th - Aug 20th).

Saved for Later [View All \(21\)](#)

JCPenney Bonus Bucks

JCP Rewards/ Bonus Bucks

Message Earned Bonus Bucks

BACK TO SCHOOL (.com)

ORDER CONFIRMATION

Free Shipping on purchases of \$99 or more! [See Details](#)

JCPenney

Search products...



JCPENNEY REWARDS



Hi, Jesse
My Account



SHOP DEPARTMENTS

Same Day Pickup

Bonus Bucks

Clearance

Coupons



My Store
Stonebriar Mall

Thanks for your order, Jesse!

A confirmation email will be sent shortly to jessepenney@email.com and a text status sent to (555) 555-5555



Any JCPenney Bonus Bucks you may earn will be issued in about an hour after your qualifying order has been placed.

[Learn More](#)

2 items for Same Day Pickup

Pickup today at: **Timber Creek Crossing**

1 item for Ship to Home

Est. Delivery: **Apr 11th - Apr 14th**

Order Number:

2016111122223333 [View order details](#)

You may cancel your order within 10 minutes by calling customer service. [1-800-322-1189](tel:1-800-322-1189)

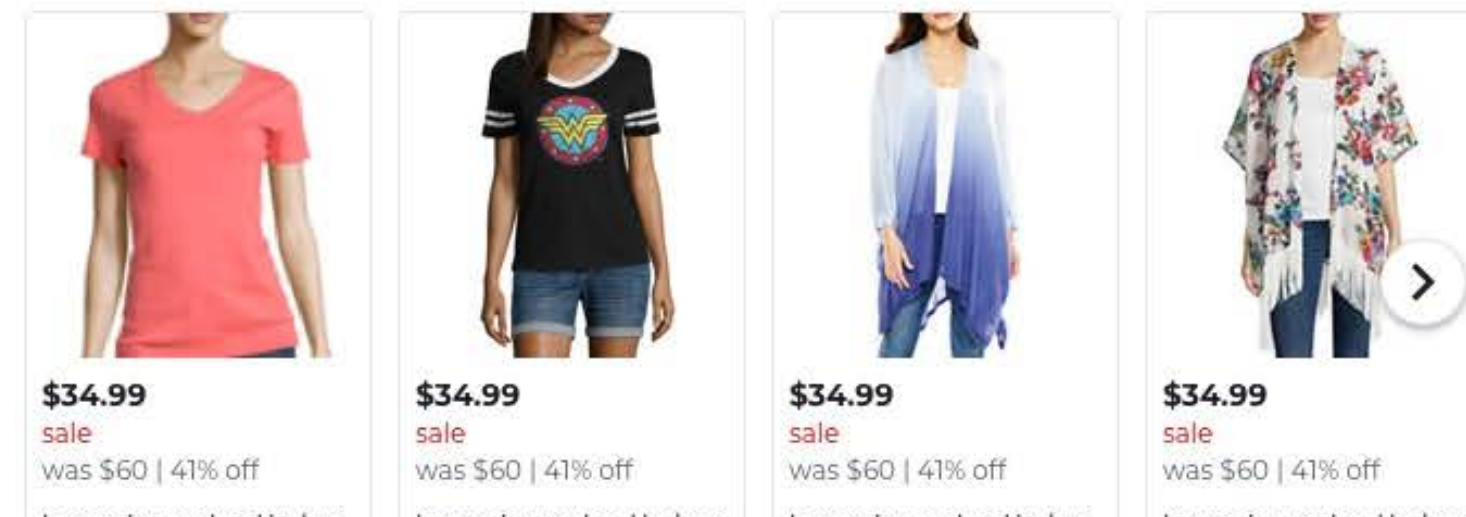
Order Summary

Subtotal:	\$40.00
JCP Rewards/ Bonus Bucks:	-\$20.00
Est. Standard Delivery:	FREE
Tax:	\$3.00

Total **\$48.95**

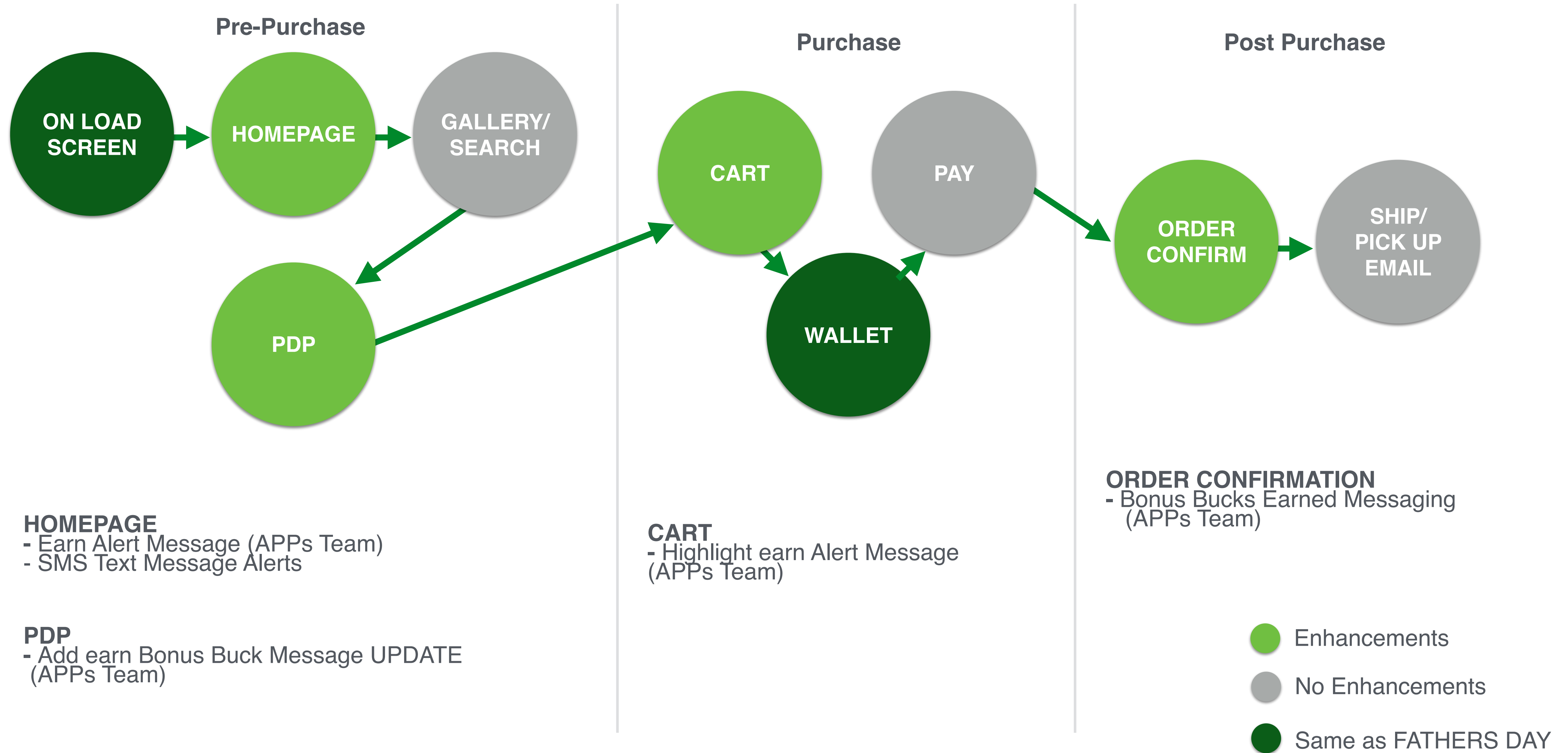
You Saved: **\$24.00**

You May Also Like



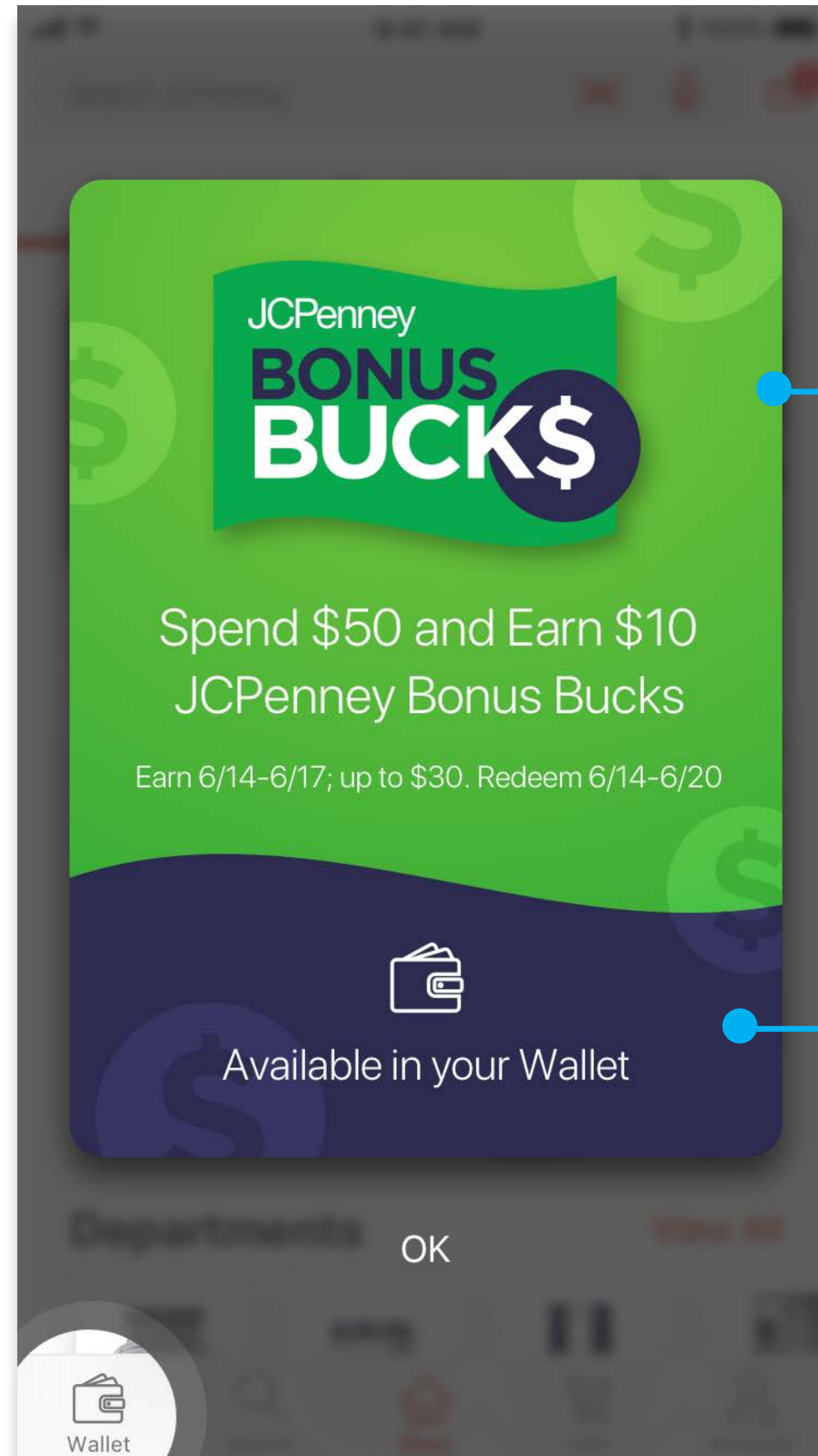
Message earned Bonus Bucks on order

BACK TO SCHOOL (APP)



BACK TO SCHOOL (APP)

ON LOAD SCREEN



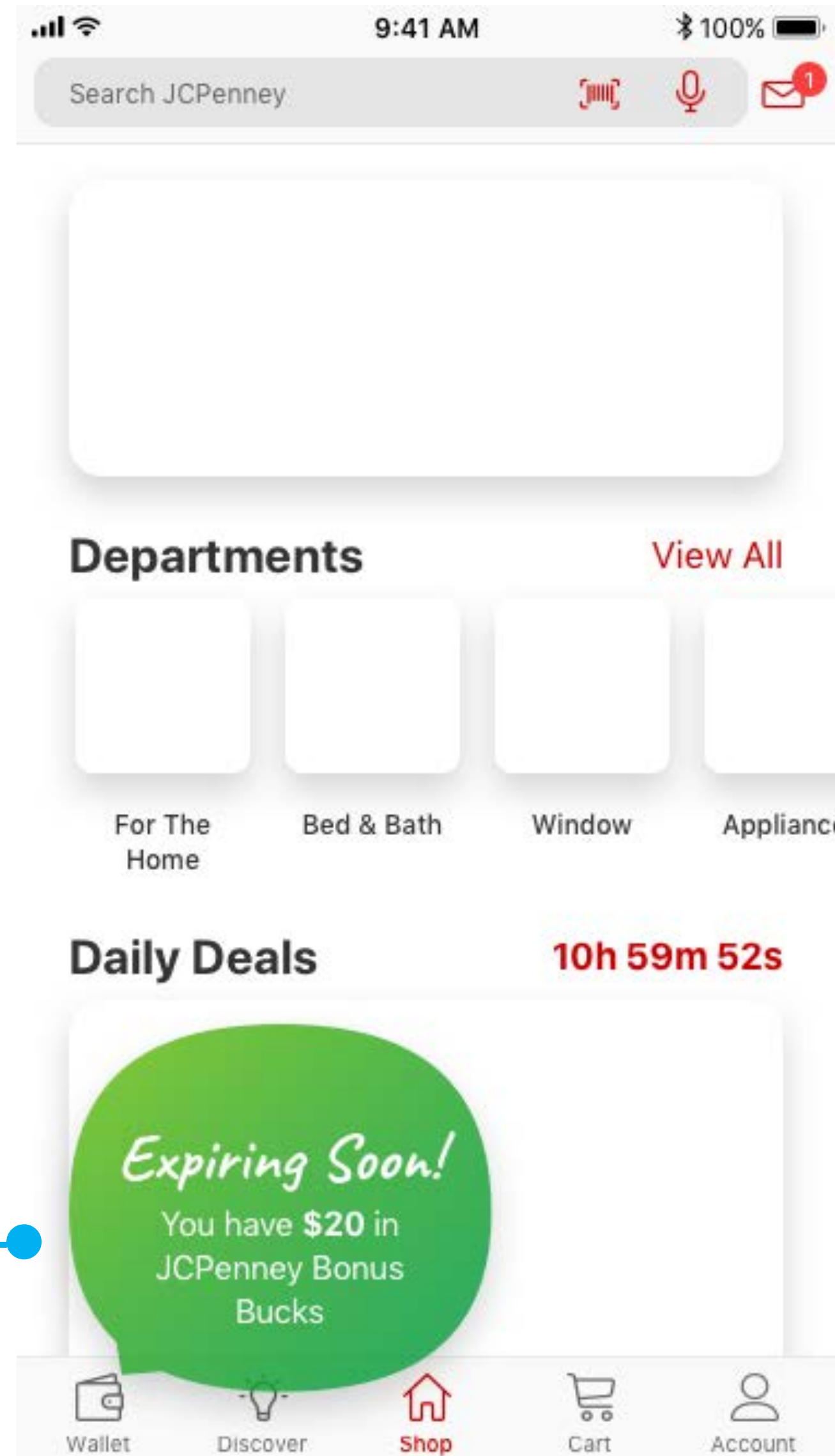
Temporarily use a Bonus Bucks Splash Screen.

Dates will be dynamic

Educate users that they are available in the app Wallet.

BACK TO SCHOOL (APP)

HOME PAGE

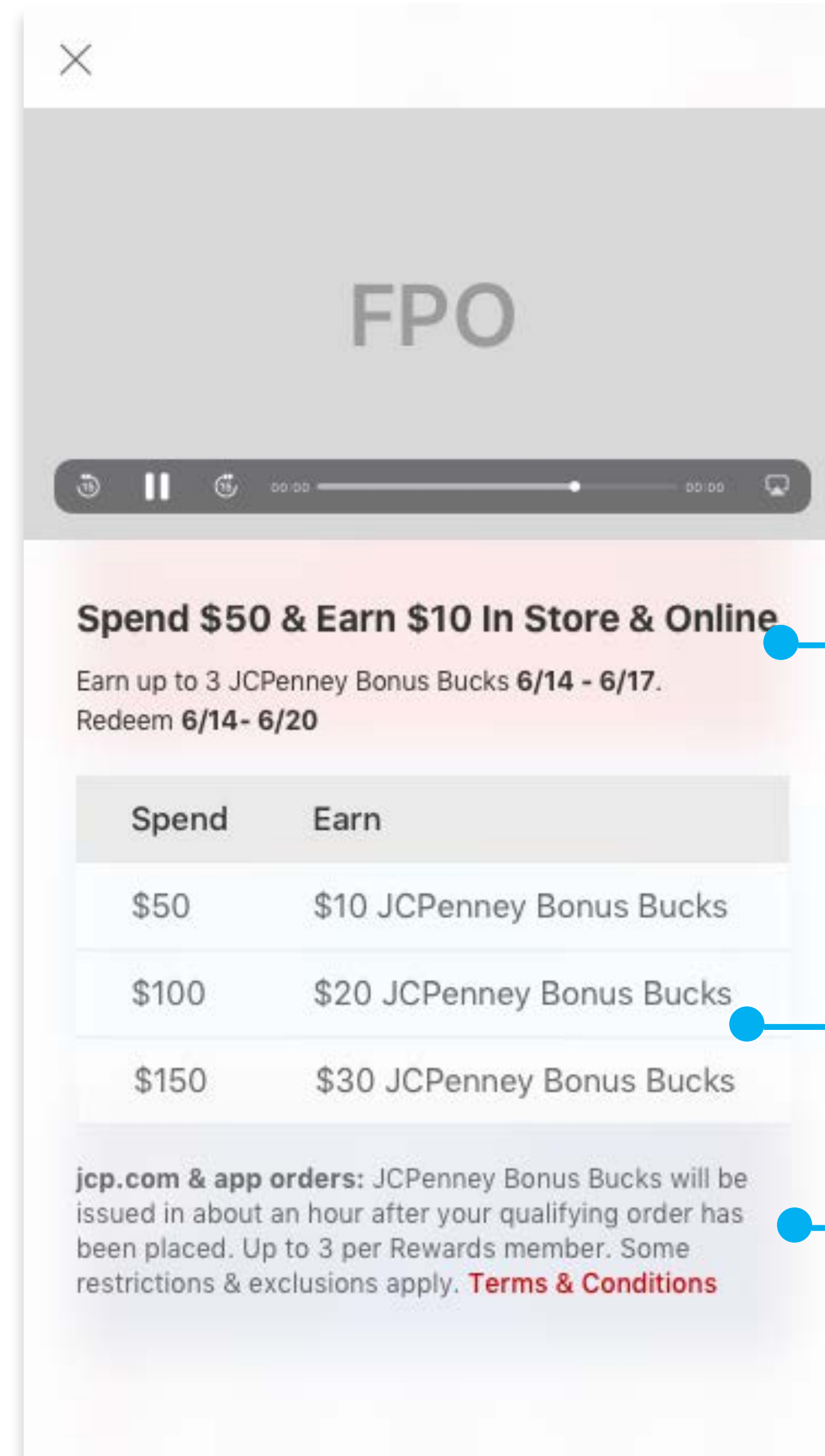


Add Bonus Buck
Alert Notification



BACK TO SCHOOL (APP)

LEARN MORE



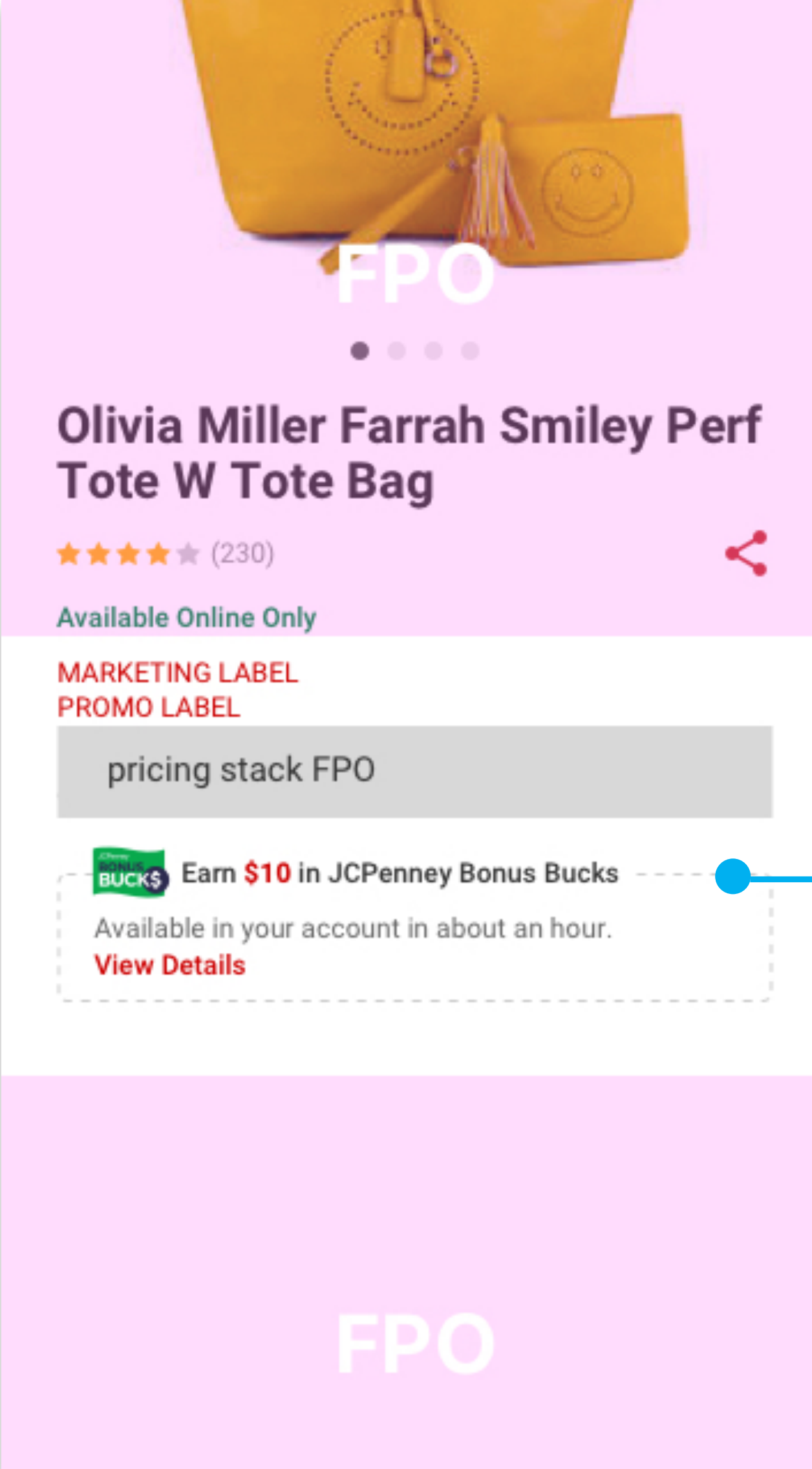
Add JCPenney Bonus Bucks

Add JCPenney Bonus Bucks

Add JCPenney Bonus Bucks

BACK TO SCHOOL (APP)

PDP - BB Eligible \$50+

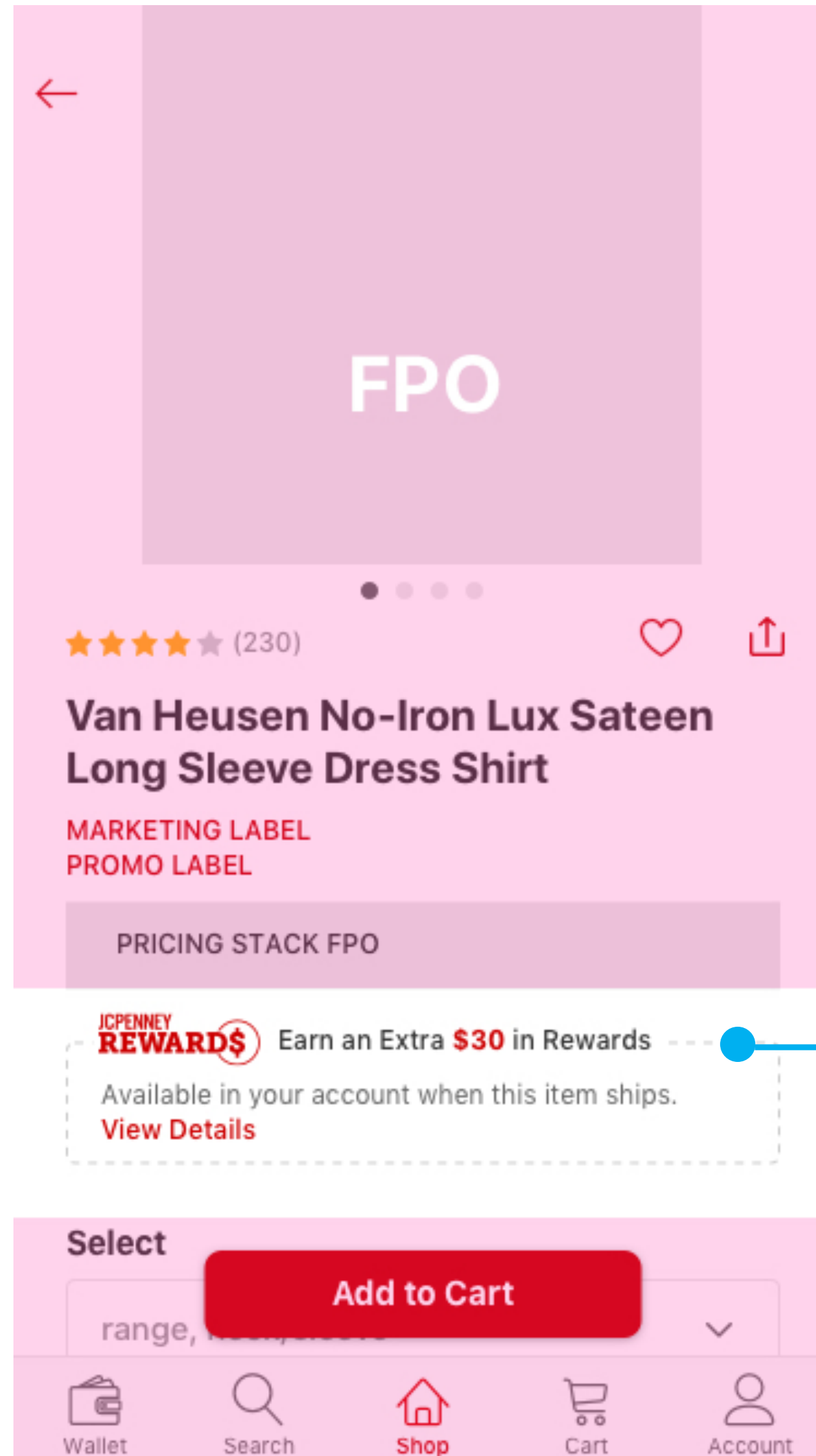


The image shows a product page for a yellow tote bag. At the top, there is a photo of the bag with a smiley face logo. Below the photo, the text "FPO" is displayed in white on a pink background. Underneath, the product name "Olivia Miller Farrah Smiley Perf Tote W Tote Bag" is shown in a dark font. To the left of the name are five stars and the number "(230)", and to the right is a red share icon. Below this is a pink banner with the text "Available Online Only". Underneath that is a white section with two red labels: "MARKETING LABEL" and "PROMO LABEL". Below these labels is a grey bar with the text "pricing stack FPO". At the bottom of this white section is a dashed box containing a green "BUCK\$" icon, the text "Earn \$10 in JCPenney Bonus Bucks", "Available in your account in about an hour.", and a red "View Details" link. A blue line points from the right side of the page to the "View Details" link. At the very bottom of the page, the text "FPO" is displayed in white on a pink background.

Add JCPenney Bonus Bucks + Back to School earn messaging

BACK TO SCHOOL (APP)

PDP - BB Eligible - Silver



Add Back to School Rewards earn messaging

BACK TO SCHOOL (APP)

CART/CHECKOUT

NEED TO UPDATE
TO JCP Rewards/
Bonus Bucks

Order Summary

Subtotal	\$108.99
FUNDEAL	-\$2.00
Rewards & JCPenney Bonus Bucks	-\$20.00
Gift Card ****5437	-\$33.00
Assoc. Discount	-\$10.99
Shipping & Handling	FREE
Tax	\$5.00

total \$0.00

You Saved **\$10.99**

Earn Bonus Bucks
Messaging



You Can Earn

\$20.00



JCPenneyBonus Bucks [Learn More](#)

BACK TO SCHOOL (APP)

CART - Wallet



NEED TO UPDATE
TO JCP Rewards/
Bonus Bucks

Your Wallet

-  Payment Method Add
Checkout with a credit card or PayPal
-  Coupons, Gift Cards, Rewards & JCPenney Bonus Bucks Add
Sign In or Create an Account to earn JCPenney Bonus Bucks and Rewards

Your Wallet

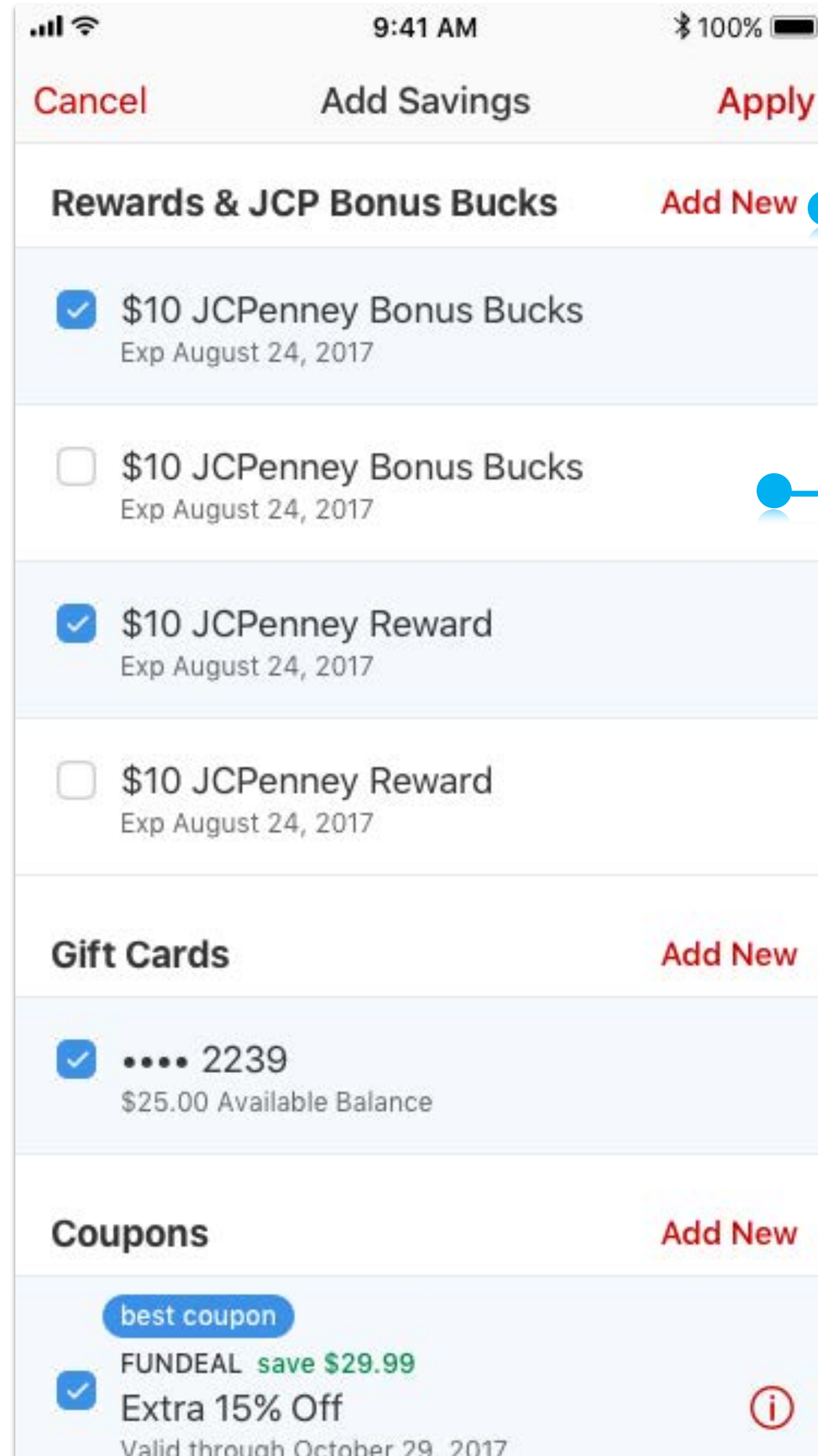
We found **\$15.00** in savings eligible for this order. Apply

-  Payment Method Add
Checkout with a credit card or PayPal
-  Coupons, Gift Cards, Rewards & JCPenney Bonus Bucks Add

NEED TO UPDATE
TO JCP Rewards/
Bonus Bucks

BACK TO SCHOOL (APP)

CART - Apply Savings



NEED TO UPDATE
TO JCP Rewards/
Bonus Bucks

Add JCPenney
Bonus Bucks

Back to School Bonus Bucks Basket Builder

Building off learnings from Father's Day, we are able to continue to optimize the BonusBucks value messaging.

Research question/Objective:

- Based on an AB test during Fathers Day Bonus Bucks, it was determined that showing an earn msg based on a price threshold can influence purchase behavior.
- This test is to determine if displaying a basket-building marketing msg (eg, spend \$20 more to earn more bonus bucks) will increase AOV

The screenshot displays a mobile app interface for a shopping cart. The top navigation bar includes a search icon, 'JCPENNEY REWARDS', and a 'M' icon. Below the navigation, there are sections for 'Coupons' and a large promotional banner for 'EXTRA 25% OFF' with code '3GETMORE'. The cart itself shows '1 Item added': a 'Premier Amour Short Sleeve Off The Shoulder Sheath Dress' priced at \$85.98 (sale) from \$148.00 (each \$42.99). A promotional message states: 'You could earn \$10 JCPenney Bonus Bucks. Spend \$14.02 more to earn another \$10. [Learn More](#)'. The cart subtotal is \$85.98, and the user has saved \$62.02. There are 'Checkout' and 'Continue Shopping' buttons. A 'Frequently Bought Together' section features two dresses, each priced at \$42.99 (sale) from \$74 (41% off). The first is a 'Premier Amour Sleeveless Sheath Dress' and the second is a 'Premier Amour Short Sleeve Off The Shoulder' dress. A 'Feedback' button is visible at the bottom right.

THANK YOU!