DESIGN CRITIQUE

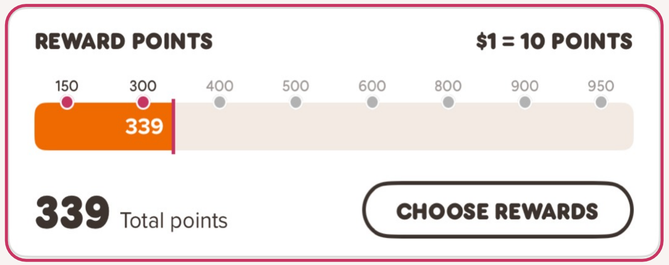
DUNKIN' REWARDS

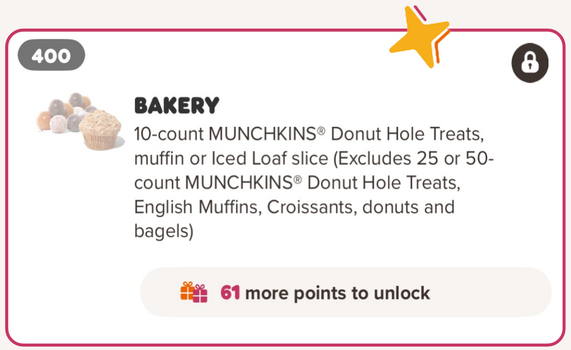
NOELIA MANION | 17:610:513

PLATFORM: DUNKIN' MOBILE APP

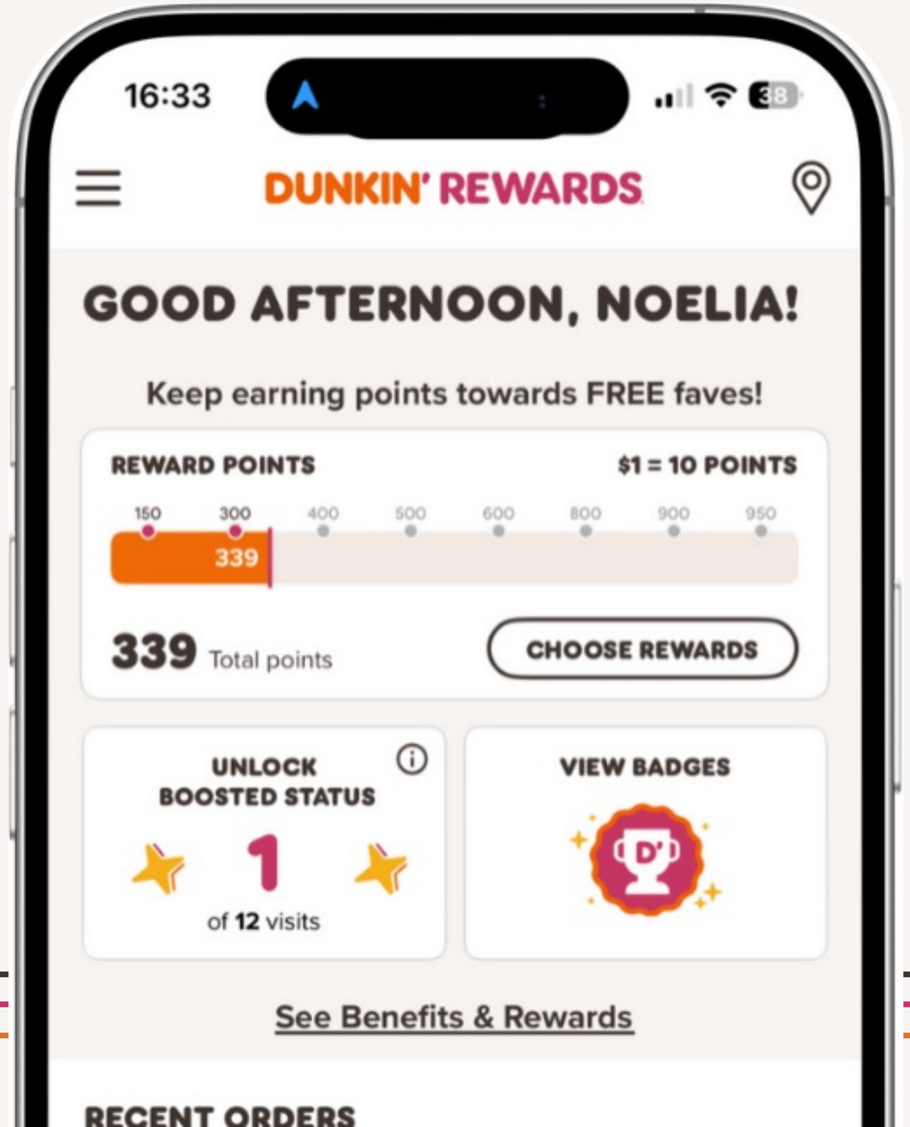
SPECIFIC FEATURE: REWARDS SYSTEM

This critique will focus specifically on the Dunkin' mobile app's rewards system.



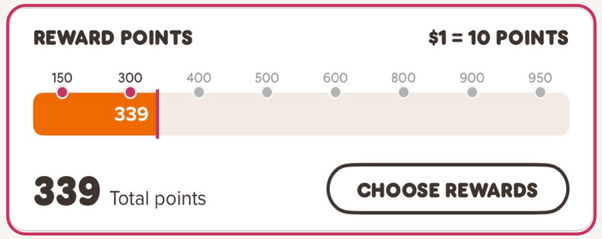


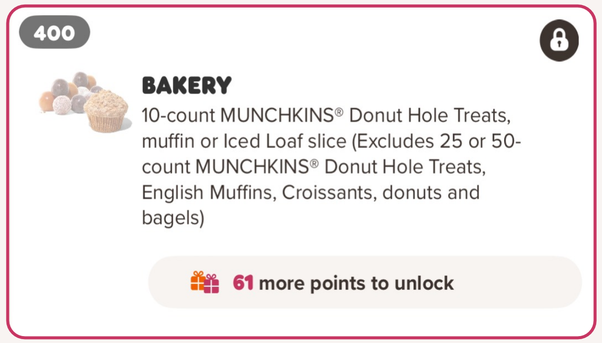


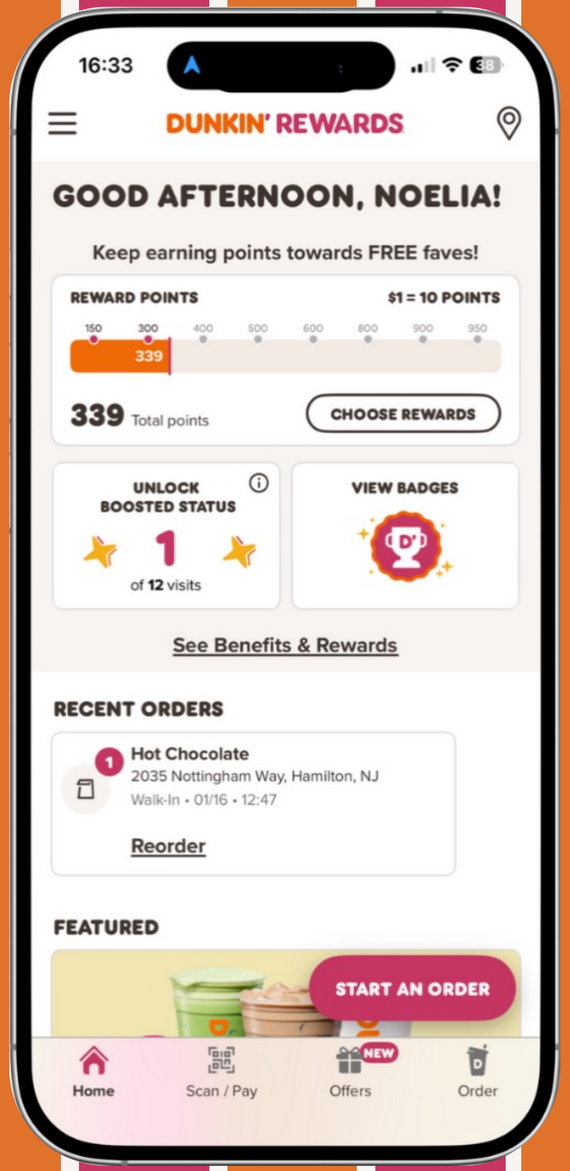


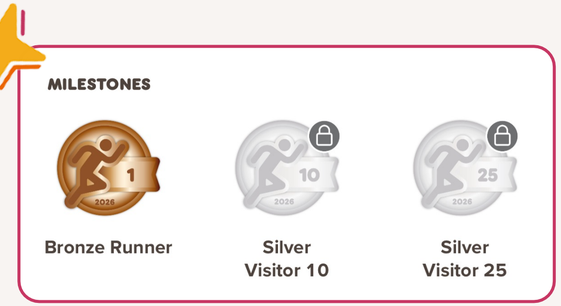
SCOPE

- POSITIONING
- VISUAL HIERARCHY
- GAMIFICATION









WHY THIS MATTERS

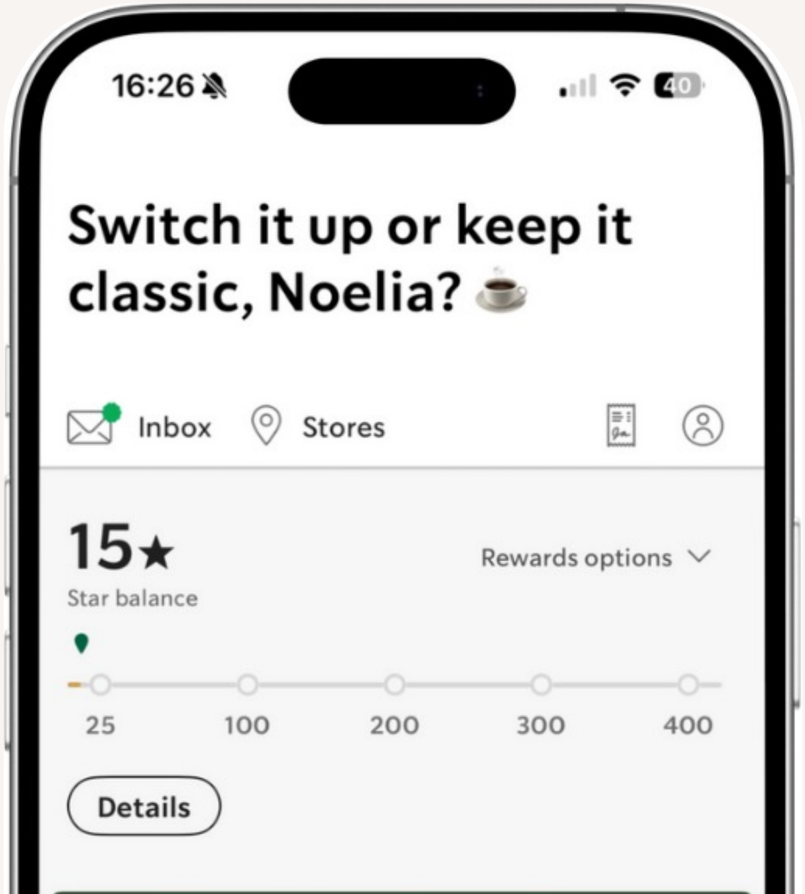
- SHAPES USER BEHAVIOR
- PERPETUATES SOCIAL SYSTEMS



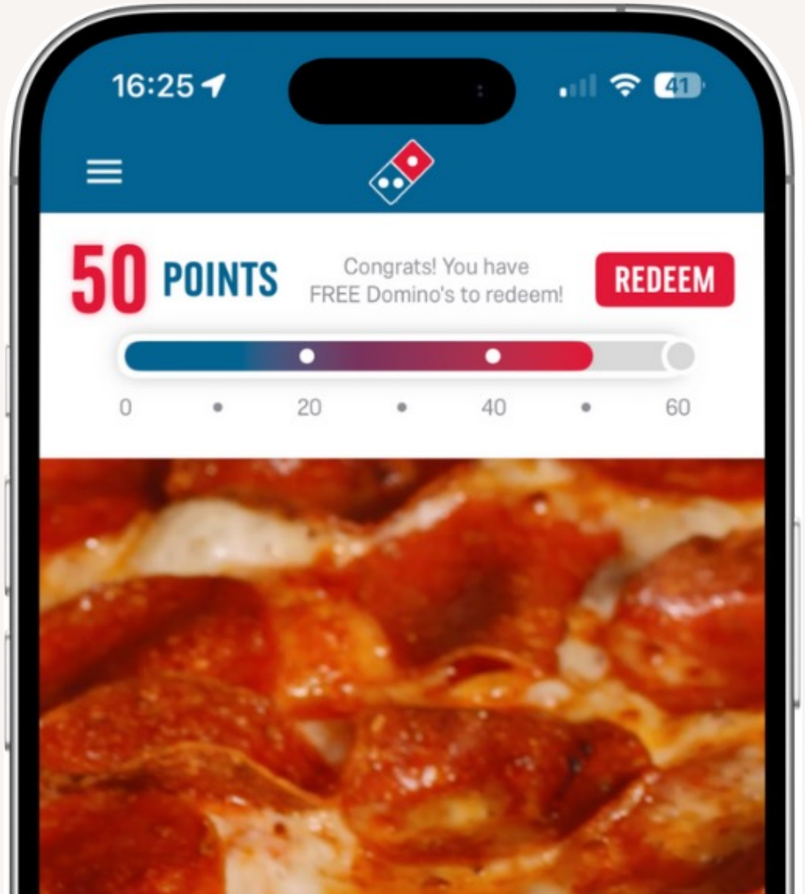
COMPETITIVE ANALYSIS

DIRECT COMPETITOR

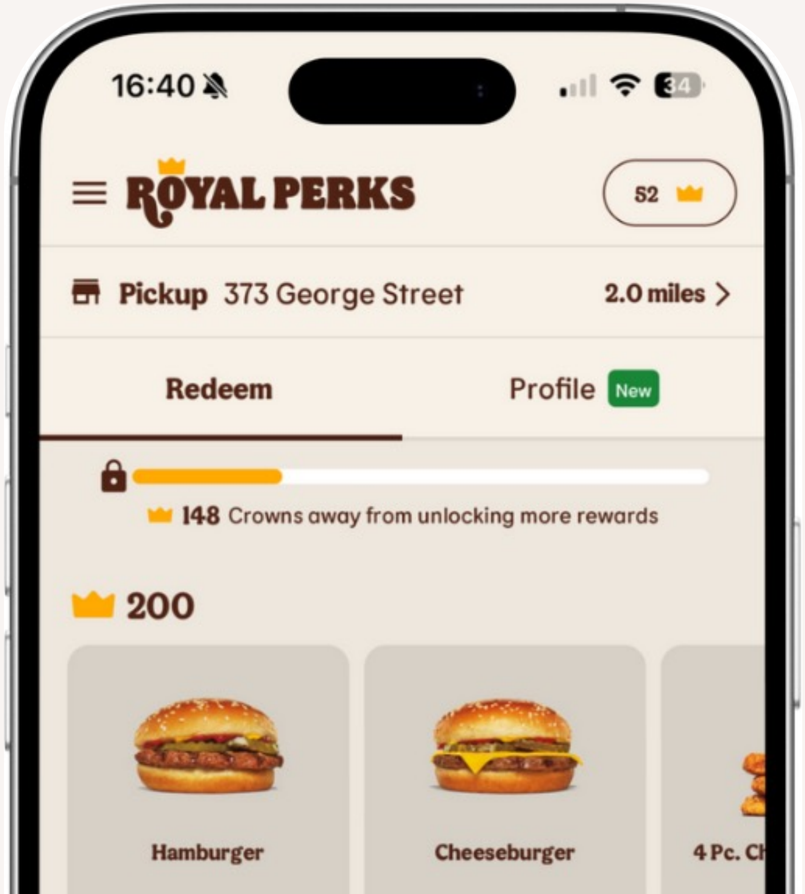
STARBUCKS

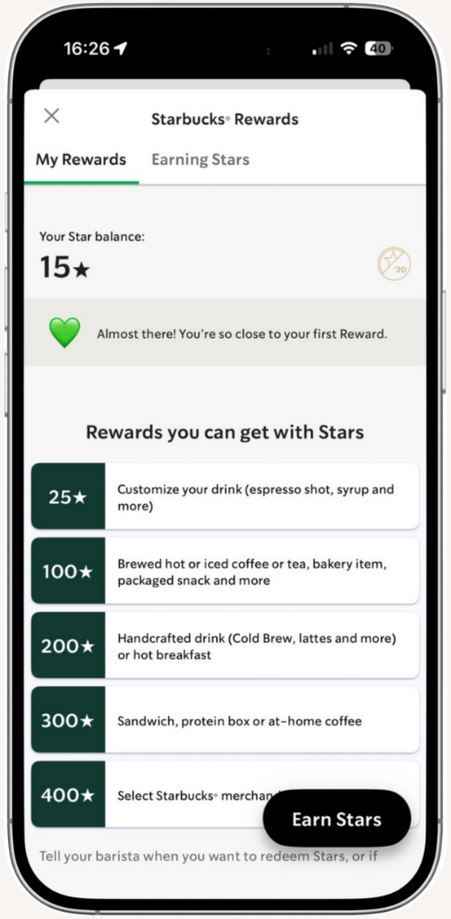


DOMINO'S



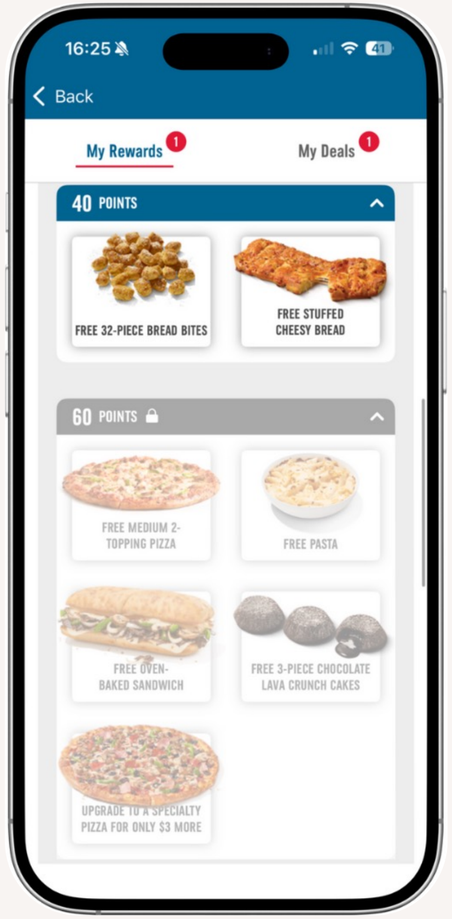
BURGER KING



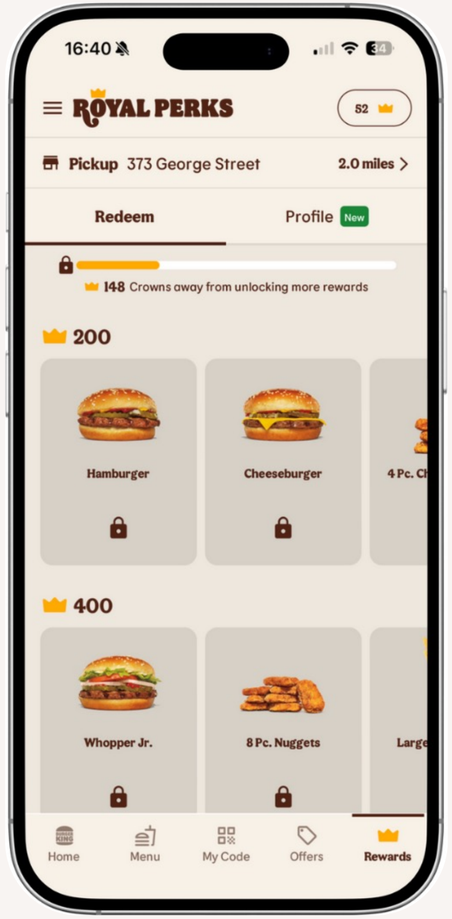


STARBUCKS

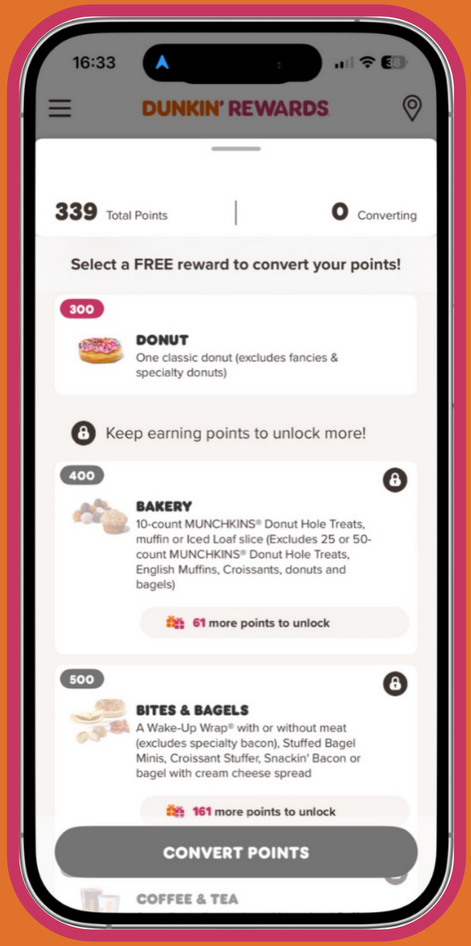
DIRECT COMPETITOR



DOMINO'S



BURGER KING



LOCKED REWARDS

400



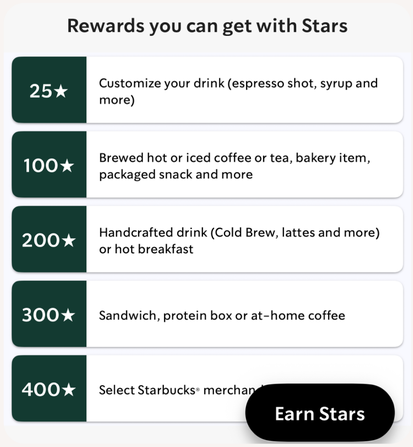
BAKERY

10-count MUNCHKINS® Donut Hole Treats, muffin or Iced Loaf slice (Excludes 25 or 50-count MUNCHKINS® Donut Hole Treats, English Muffins, Croissants, donuts and bagels)

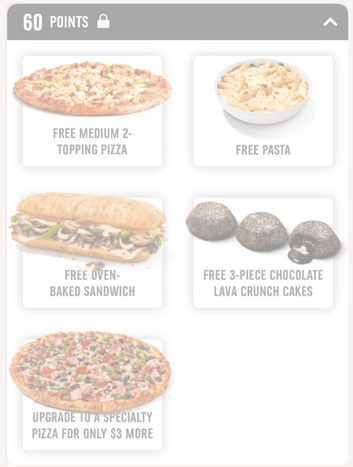
61 more points to unlock

DIRECT COMPETITOR

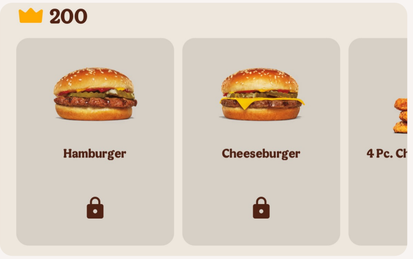
STARBUCKS

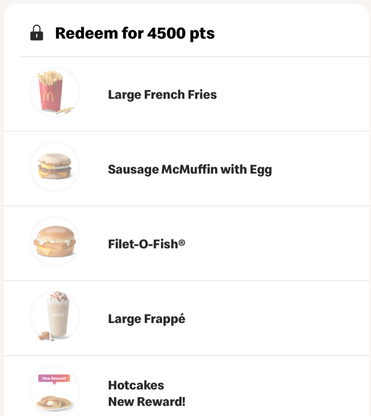


DOMINO'S

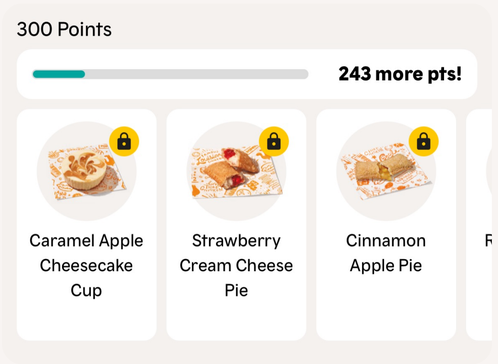


BURGER KING

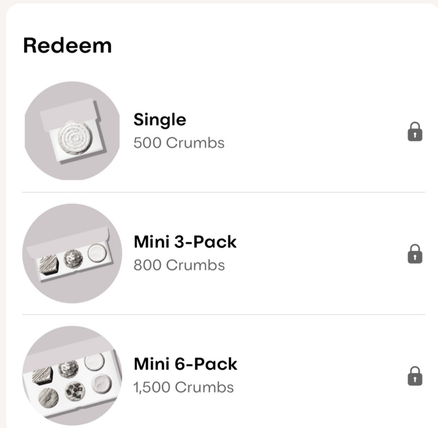




MCDONALD'S



POPEYES



CRUMBL

ENCOURAGING MESSAGES

Keep earning points to unlock more!

61 more points to unlock

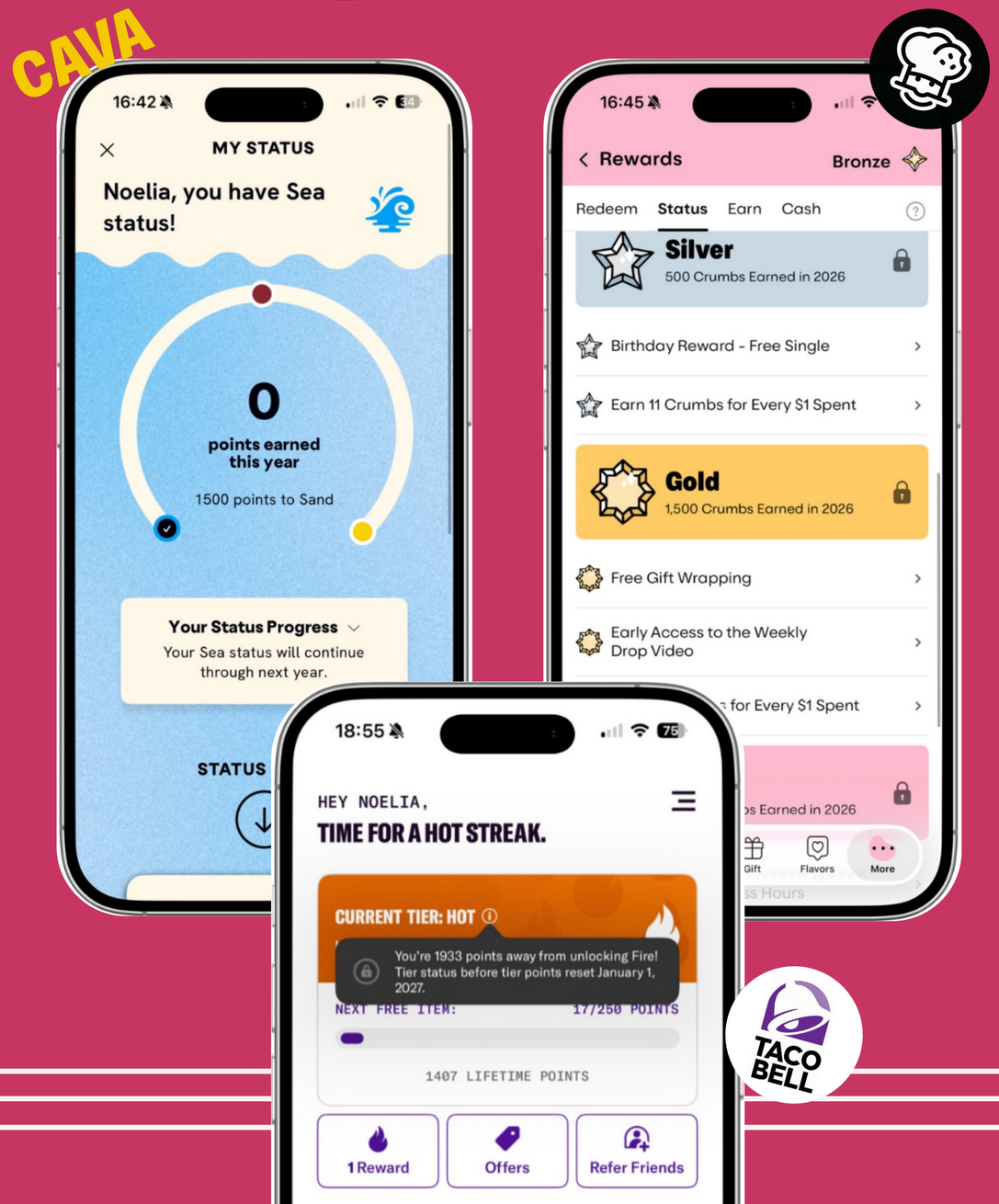
Almost there! You're so close to your first Reward.

148 Crowns away from unlocking more rewards

300 Points

243 more pts!

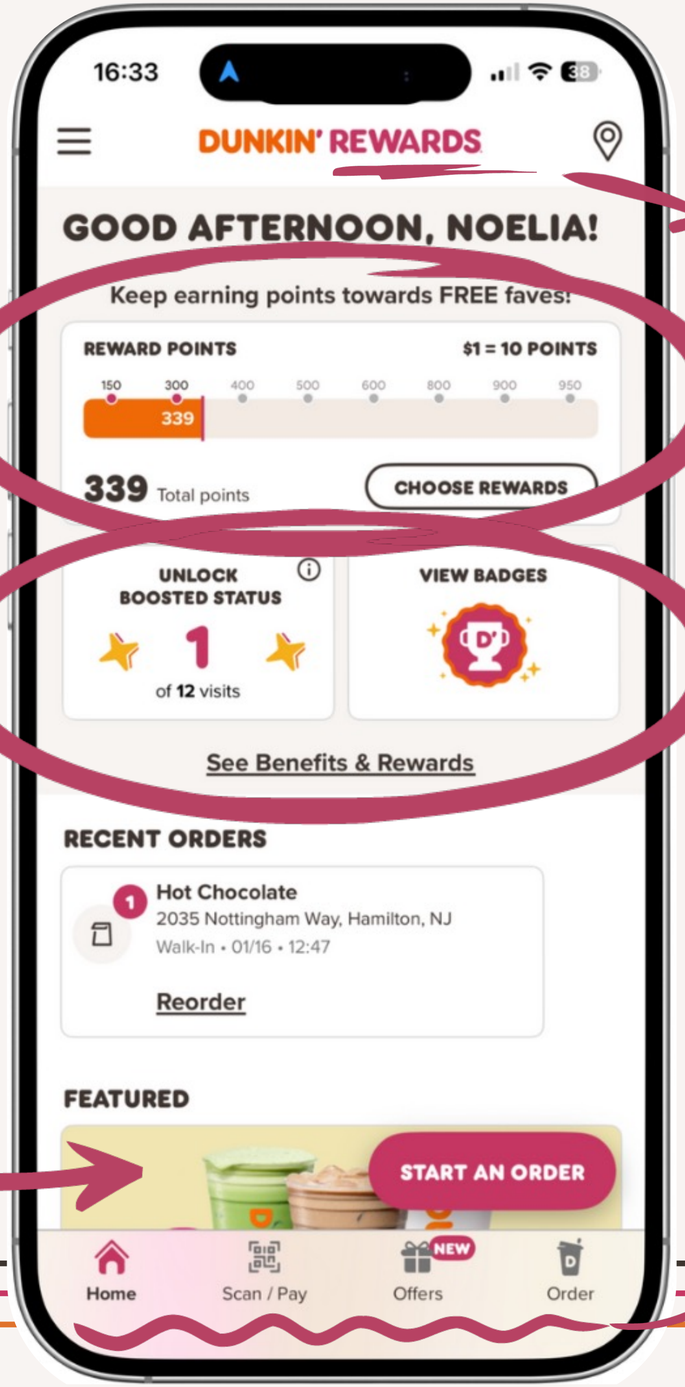
TIERS/STATUS



DUNKIN' MOBILE APP: THE BREAKDOWN

Rewards progress bar at the top of the screen

Rewards (continued)

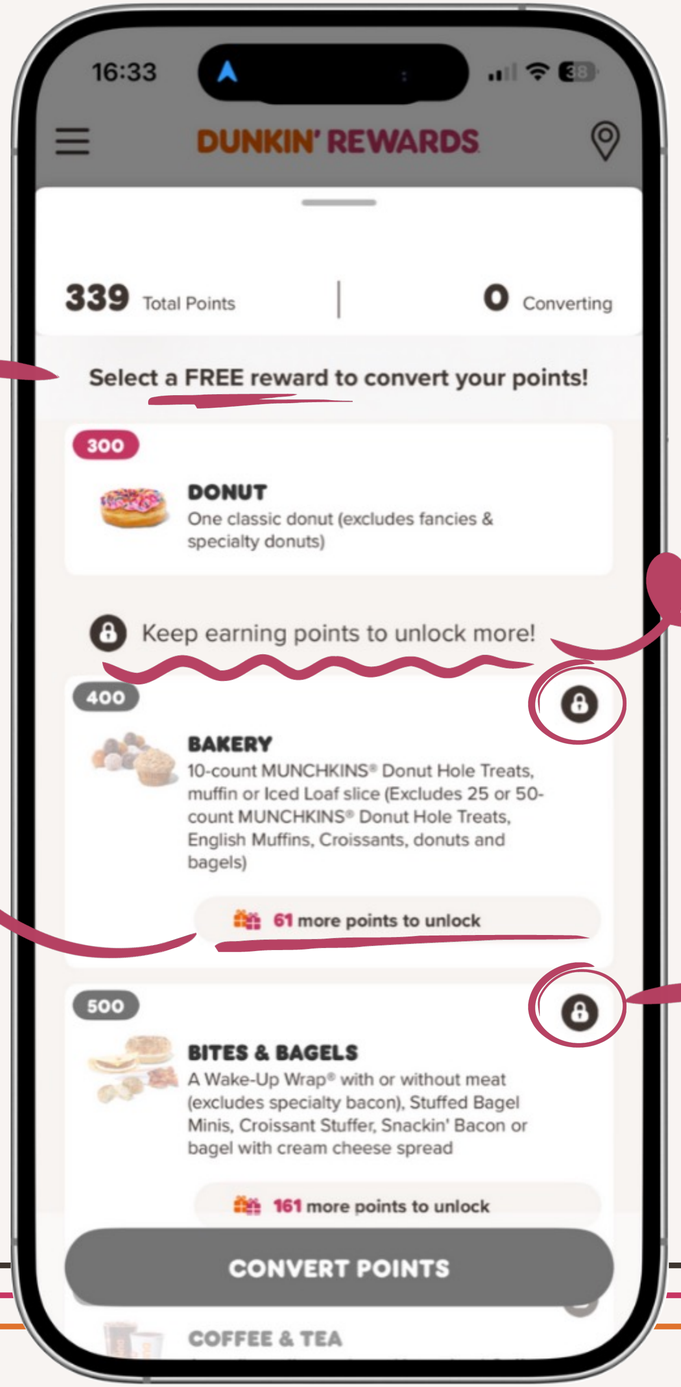


"Rewards" As part of the app's title

First visual of food/drink; must scroll

Nav icons are all rewards-oriented. No "menu" button, one must order with rewards

DUNKIN' MOBILE APP: THE BREAKDOWN

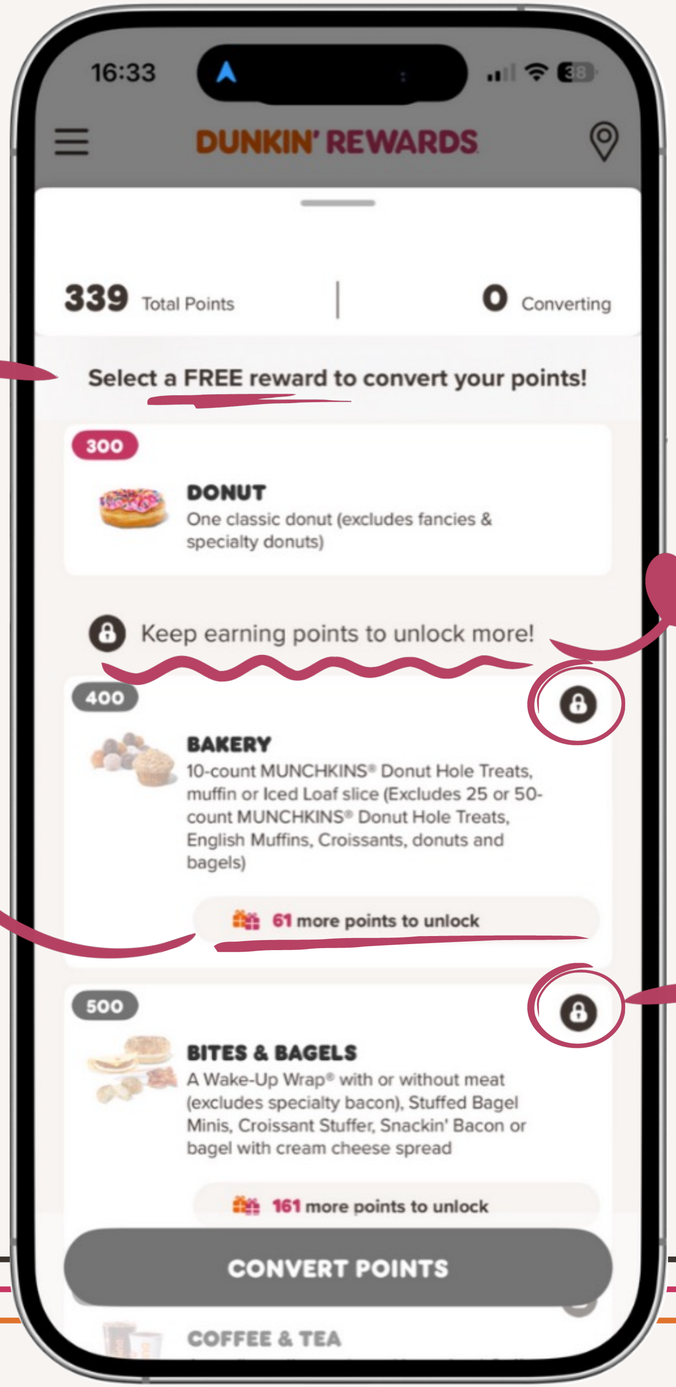


"FREE" is capitalized, incentivization

Further incentivization

Making next reward seem "close"; "almost there" energy

Prominent, clear locks



"FREE" is capitalized, incentivization

Further incentivization

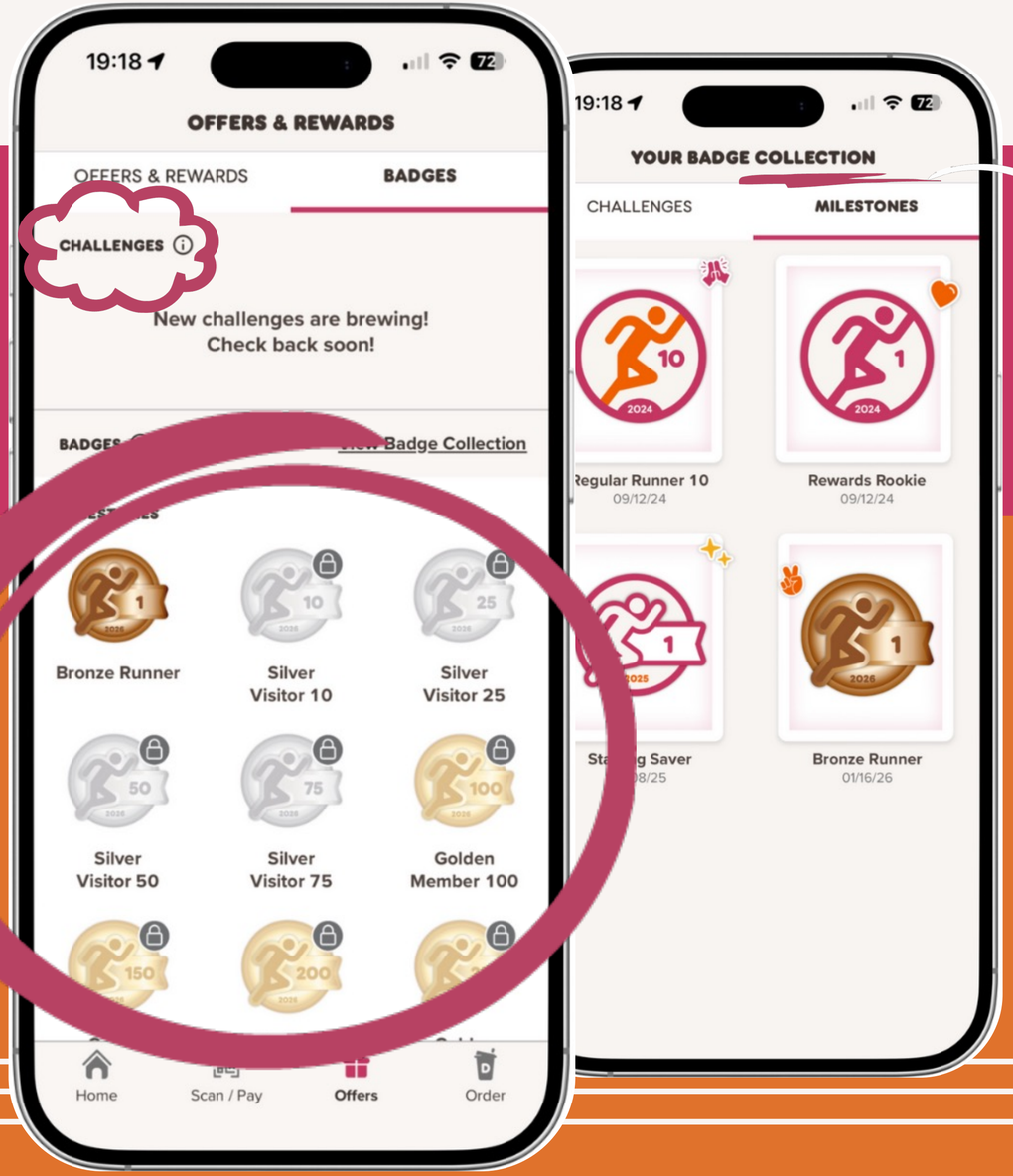
Making next reward seem "close"; "almost there" energy

Prominent, clear locks

BLATANT GAMIFICATION

Not yet implemented, but is blatant gamification. Gives users goals with the intent to make them spend more money.

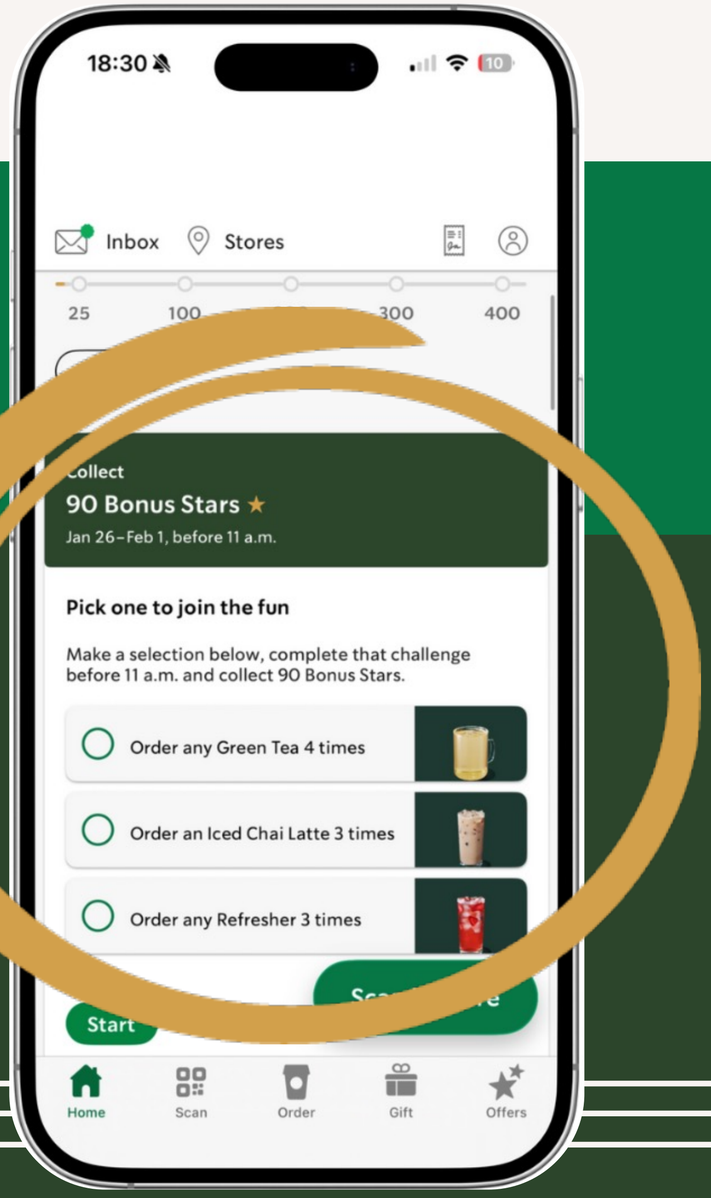
Medal collection; not real and does not give user any rewards besides internal gratification. No redemption value



Again, makes the user want to "complete" the collection, even though it adds no real value.

BLATANT GAMIFICATION

Challenges right on the home page to collect Bonus stars.



POWER, ETHICS, & SOCIAL IMPLICATIONS

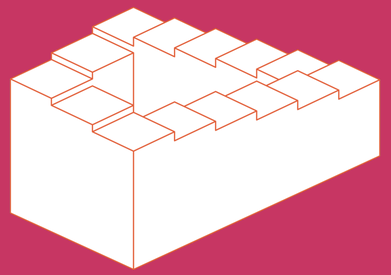
USER AGENCY & POWER

- REWARDS FRAMED AS OPTIONAL, BUT STRONGLY INCENTIVIZED
- DESIGN NUDGES USERS TOWARDS FREQUENT SPENDING
- PROGRESS SYSTEMS INFLUENCE DECISIONS WITHOUT EXPLICIT PRESSURE

SOCIAL IMPLICATIONS

- NORMALIZES FREQUENT CONSUMPTION
- EXCLUDES NON-APP USERS FROM BENEFITS
- TURNS PERSONAL HABITS INTO DATA-DRIVEN BEHAVIOR





DESIGN IMPLICATIONS & DISCUSSION

DESIGN IMPLICATIONS

- MAKE PROGRESS FRAMING OPTIONAL
- INCREASE TRANSPARENCY AROUND SPENDING THRESHOLDS
- REDUCE PRESSURE FROM LOCKED VISUAL STATES

DISCUSSION QUESTIONS

- WHEN DOES GAMIFICATION BECOME MANIPULATION?
- SHOULD DESIGNERS DISCLOSE BEHAVIORAL NUDGES?
- HOW MIGHT DIFFERENT USERS EXPERIENCE THIS SYSTEM? ELDERLY USERS? CHILDREN?



THANK YOU!

QUESTIONS?