

Case study: Wigan Plus Retail Loyalty App, Technology Strategy Board

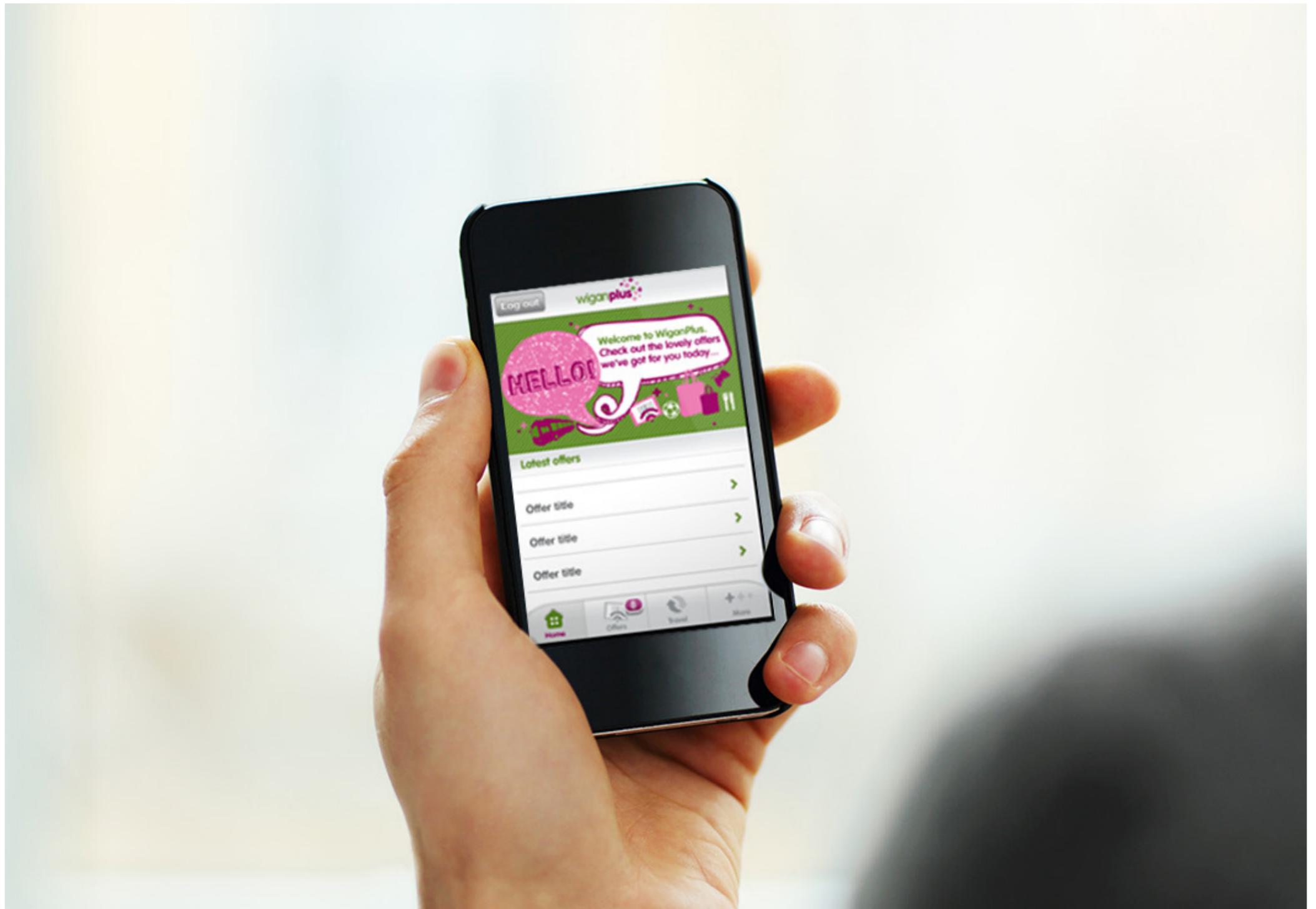
Wigan Plus was a behavior-change research project, funded by the government's Technology Strategy Board.

The initiative was devised to tackle and reverse high street decline and to incentivise, record and reward positive behaviour change, to create a loyalty platform for a town centre, which allowed retailers and service providers to reward those who chose to keep their business local, by offering discounts and exclusive rewards.

Smartcards were issued to people who subscribed to the platform and several kiosks were placed around the town centre, similar to the Boots Advantage Card. The kiosks dispensed print outs of personalised offers for shoppers who were returning to the town centre and keeping their trade local.

Wink Nudge developed an accompanying iOS application that allowed users to access their offers, for that day, on their mobile. The application functions included geo-location, to ensure users were in fact in the town centre before allowing them to receive their personalised offers.

Built for



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What we did

- User Experience (UX) Design
- User Interface (UI) Design
- iOS Development

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- User Experience (UX) Design
- iOS Application
- Syncing and integrating with smartcard platform
- Geo-location of users
- Map of local car parks, attractions and retailers
- Retailer POS integration when offers were redeemed in store
- Feedback prompts for redeemed offers
- Social media integration



“The app was a critical and very successful part of the research project. It was designed and developed to allow us to compare uptake of offers from smartcard’s app and compare the demographics of users for both. ”

Technology Strategy Board