Mystery Shopper
for Tipps App

UX/UI Case Study
Prepared by Leon Ferro | May 2021

tipps

A UX/UI Case Study

What's Tipps

Tipps is a rewards app, where users can leave feedback and comments about their favourite venues, and in return they get coins, which they can redeem in any partner venue.

Feedback is private and transparent and never made public like feedback on Tripadvisor.

tipps

A UX/UI Case Study

Why Mystery Shopper

Back in the day, there were no app based alternatives to conduct Mystery shopper missions. All of them involved either taking paper forms to the venue, and trying not to blow the cover, or going to the mission, and filling a web/paper form, trying to remember as much information as possible, hence real time updates weren't possible, such as triggering certain events on demand.

At the same time, there was no way to manage the mission, without interaction via email with the company.

Discovery

- The quality of customer service

- The stock levels

- If up-selling questions were asked

- If any staff approached you during your visit

- The quality of food served in a restaurant visit

tipps

A UX/UI Case Study

Problem Statement

"How can we use the feedback platform we already have to improve the mystery shopper experience, so that the process from onboarding to rebooking or cancellation is easier".

tipps

A UX/UI Case Study

Problem Objective

Enable Tipps users to go undercover as mystery shoppers to different venues around London, providing feedback in real time for both customer and business, but also the ability to manage the entire process from a single place, without having to interact with people via email or phone calls.

Since this was a Unified App, due the Team size, it was decided to design only 1 experience for both Platforms, iOS and Android.

tipps

A UX/UI Case Study

Measuring Success

As a Tipps Partner

Impact : Seriousness of issue, and what impact it will have on clients' and their capacity to effectively utilise the item or administration

Reach: Extent of influenced clients, which could range from a few outliers to entire population

TCT: Task fulfilment time, how long it required for the client to finish their assignment or accomplish their result.

As a Tipps User

CSAT: Customer Satisfaction, how fulfilled the client is with their experience and result

CES — Customer Effort, how much effort the customer felt their experience took to achieve an outcome

NPS — Net Promoter Score, how likely the customer is to recommend the product or service to others

Role and Responsibilities

A UX/UI Case Study

CONCEPT

MVP TEST

FINAL PRODUCT

MONTH 1
April 2017

MONTH 2
May 2017

MONTH 3
June 2017

MONTH 3
July 2017

Research (Problems, existing Apps, Business)

Strategy (Challenges, goals)

UI (Final Visual Design)

UX (User Journey, Wireframes, First designs and Prototypes)

Visual Design and Style

Final content copy

tipps

A UX/UI Case Study
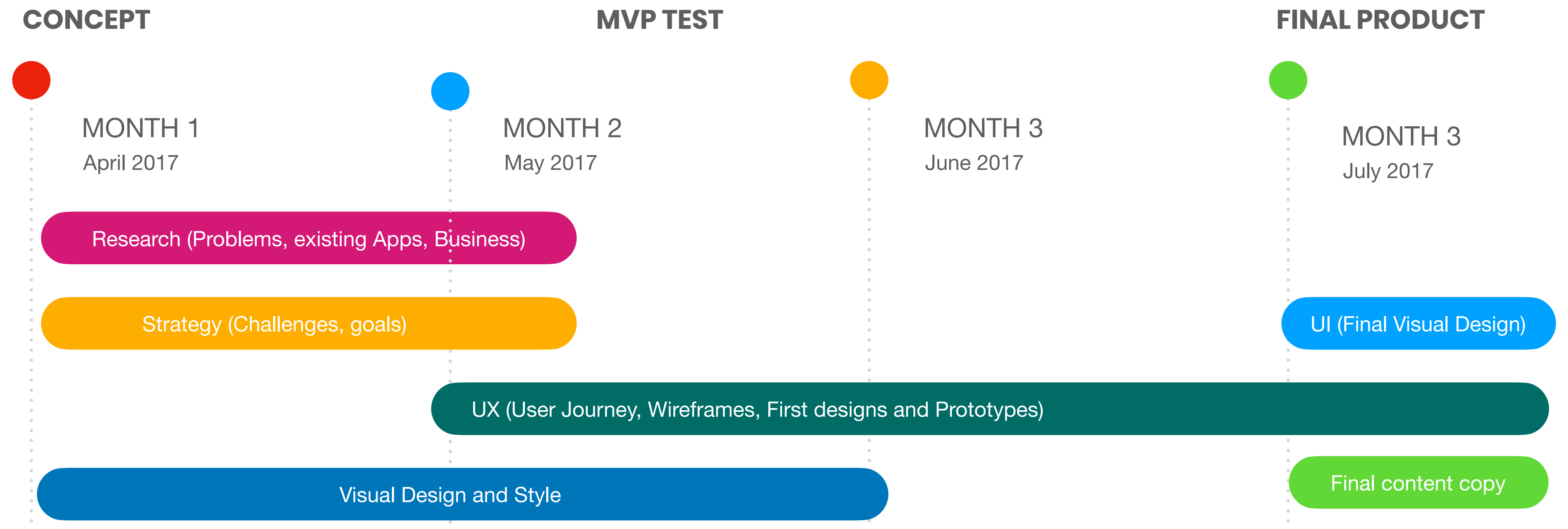
User research

Google Survey format, distributed among the users living the in N1 post code in London. Information taken from the email address. Purpose was to determine the basic pain-points of the users while performing mystery mission. Learning about the problems of potential users is a great way to be inspired and motivated.

Working with real world data is a good staring point to help avoid guesswork and preconceptions. Using this information provided a better chance to discover the root of the problem and how to solve it.

tipps

A UX/UI Case Study

User research: Quotes

– *"I like Mystery Shopping, but is usually an endless loop with recruiter companies on the phone, answering emails and chasing them to get the reimbursement"*

– *"The biggest headache is to rebook the missions"*

– *"I'm worried about taking notes, being caught and blow the cover"*

tipps

A UX/UI Case Study

Persona

Marion Jepsen

Organised   Practical   Proactive

Hardworking

I want any website or app to be clean. If is too complex or cluttered, I'm not using it again

Age: 27
Work: HR Manager
Family: Single
Location: London, UK
Character: The Points Collector

Personality

Introvert ———————●——— Extrovert

Analytical ——●————————— Creative

Loyal ———●——————————— Fickle

Passive —————————●————— Active

Goals

- Discover new restaurants around the end
- Get reward points
- Feeling safe about providing information online

Frustrations

- Eating out the same places
- Nothing new to discover
- Not too tech savvy

Bio

Marion is a HR manager in a very nice and Fintech in the Old Street Area, in London. Due her job, she usually doesn't have time to eat at home, so she's a frequent coffee shop and restaurant visitor of the area. Because of this she has many different reward schemes, like Costa, My Starbucks, Boots, and more, so she's familiar with the benefits of all of them.

She lives in a shared flat in London, which allowed her to save enough money to buy her own place in Camden, where she hopes she can settle for a long time.

Marion goes to yoga twice a week, and at least three times a week meets up with her friends and relatives.

Motivation

Price

Comfort

Convenience

Speed

Loyalty

Brands & Influencers

Boots   COSTA   WAITROSE & PARTNERS

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Competitors

Competitors

Mystery Shopper

**Mystery Shopper Audit
No Alcohol
Dining Room**

Instructions: Please, complete the top portion with your name, the server's name, the date of the visit and the time of your visit. For each question, place a checkmark under yes or no to indicate your answer. We would also appreciate feedback on what we did well' and how we can improve. You may include additional comments or clarification. Thanks for your honest opinion!

Guest Name	Server Name	Date of Visit	Time of Visit

Lunch/Dinner Service

	Yes	No
Were you greeted immediately?		
Did the person who greeted you have a friendly, sincere smile?		
Did every employee who saw you acknowledge you?		
Did your server greet you within two minutes of being seated?		
As the server approached the table did he/she mention his/her name to you?		
Did the server suggest a specific appetizer?		
Did the server mention the dinner special of the day?		
Was soup or salad offered?		
Were your drinks delivered within 4 minutes or less?		
Were the drinks correct as you ordered?		
Were your appetizers delivered in 7 minutes or less?		
Was the order correct as you requested?		
Did your appetizer look appealing?		
Was the appetizer at the right temperature?		
Was the dinner entrée served within 20 minutes or less from when you ordered?		
Was the order correct as you requested?		
Was the entrée appealing?		
Was the dinner entrée at the right temperature?		
Did the server promptly remove empty plates or glasses?		
Did the server automatically refill your soft drinks/water?		
Did the server suggest a specific dessert?		
Was the check dropped promptly?		
Was the server knowledgeable about the menu?		
Was the server friendly and professional?		
Was the menu clean and in good shape?		

Restaurant Staff

tipps

A UX/UI Case Study

Competitors

Greeting

J Jack

Hair	N/A
Weight	N/A
Height	N/A

Greeting Total Score

55%

	QUESTIONS	RESPONSE	POINTS	MAX	ACTION BAR
1	Did the leasing professional acknowledge you immediately, stand, and greet you with a smile?	Yes	4	4	💬 0
2	Did the leasing professional introduce him/herself?	No	0	2	💬 2
3	Did the leasing professional dress professionally?	No	0	2	💬 1
4	Did the leasing professional obtain your name during the initial greeting?	Yes	1	1	💬 0

tipps

A UX/UI Case Study
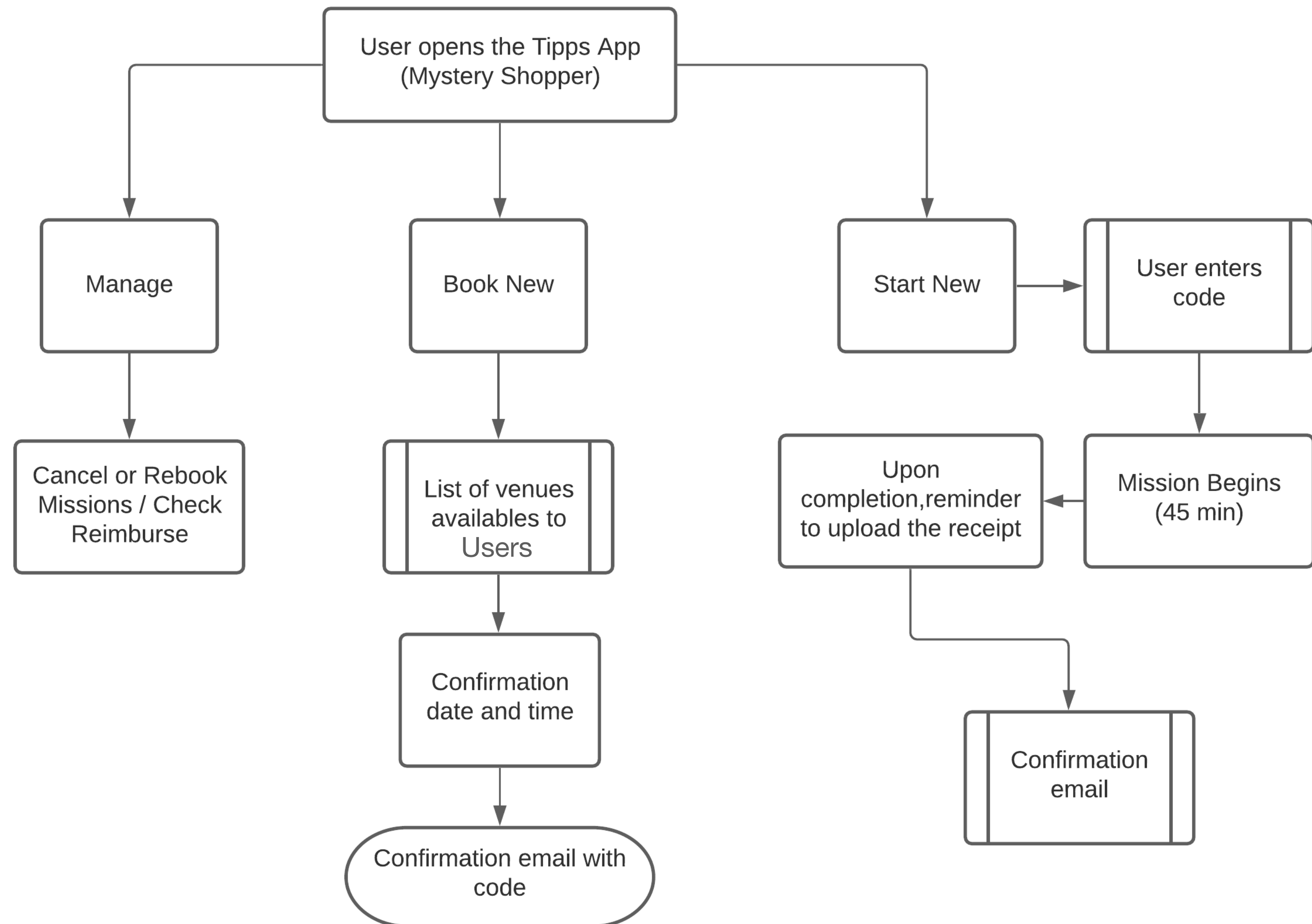
User Journey

Up until now I had a vague idea of how the app will function. Mapping the basic flow of the app section forced me to figure each step on the path the users will take throughout the solution.

User Journey

tipps
A UX/UI Case Study

```
User opens the Tipps App
(Mystery Shopper)

    ├──────────────┬──────────────────────────────┐
    ▼              ▼                               ▼
  Manage        Book New                        Start New ──► User enters code
    │              │                                                  │
    ▼              ▼                                                  ▼
Cancel or       List of venues                 Upon              Mission Begins
Rebook          availables to                  completion,       (45 min)
Missions /      Users                          reminder to  ◄────
Check                                           upload the
Reimburse          │                            receipt
                   ▼                               │
            Confirmation                           ▼
            date and time                    Confirmation
                                             email
                   │
                   ▼
         Confirmation email with
                  code
```

tipps

A UX/UI Case Study

Wireframes

This visual guide represents the skeletal framework of the app. It helped me arrange the interface elements while I focused on the functionality rather than what it looks like. Moreover, the simplicity of wireframes allows me to quickly test ideas without diving into the details

Wireframes

tipps

A UX/UI Case Study

tipps

2341

Browse Missions | My Missions

There are not missions available in the meantime.
Stay tuned for upcoming missions

tipps

2341

Browse Missions | My Missions

Showing [This week ▼]   [▼ Filter]

Brunch Burger Mission
1 London Road, Camberwell, SE18 2BT

Up to £10 Reimbursment

Details

📍 300 mts away from your location

Fancy dinner in the city
1 London Road, Camberwell, SE18 2BT

Up to £50 Reimbursment

Wireframes

tipps

A UX/UI Case Study

Overview: What's Tipps

Mystery Shopper

Discovery

Problem Statement

Project Objective

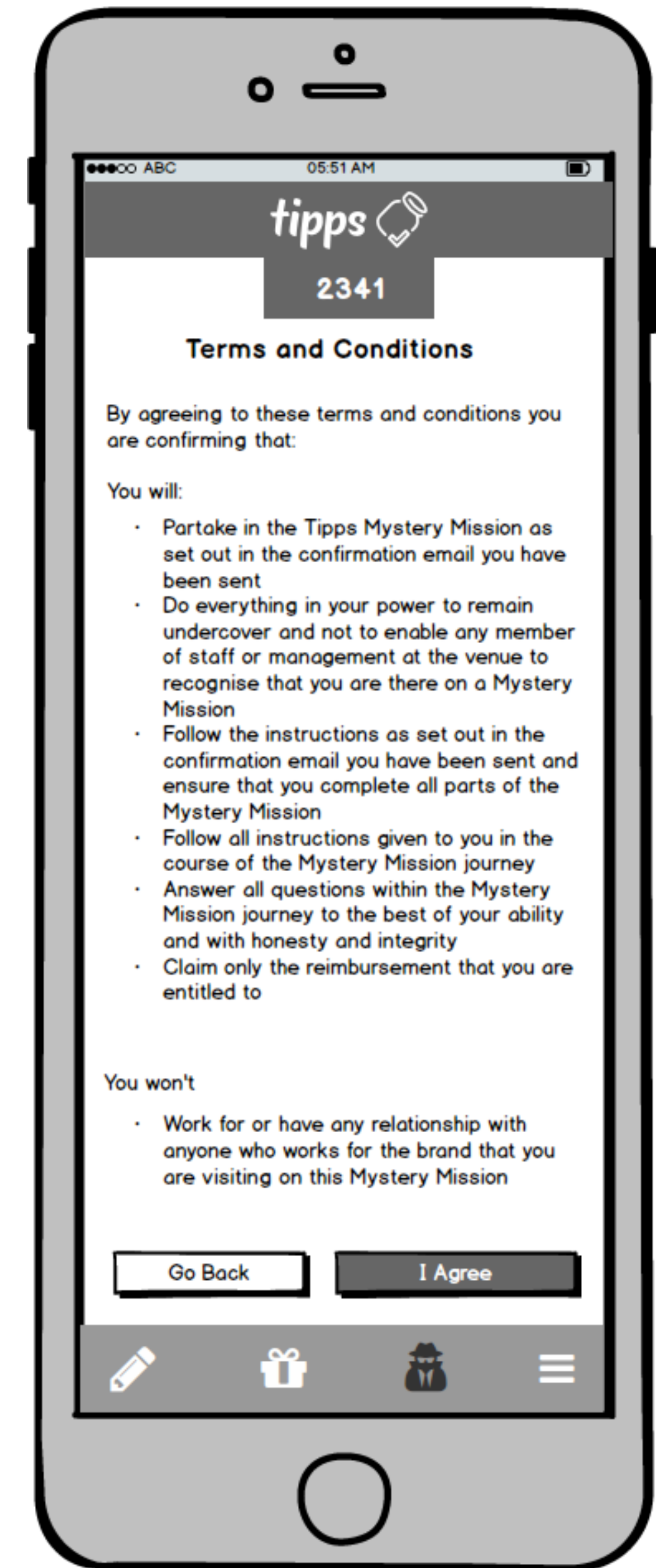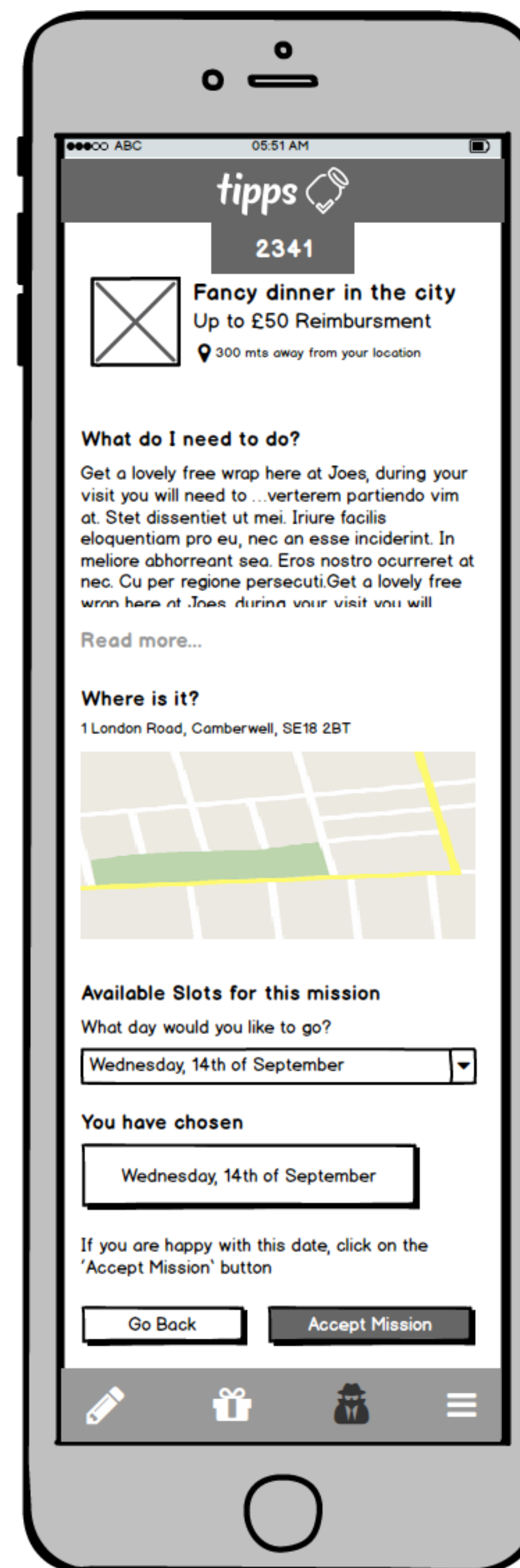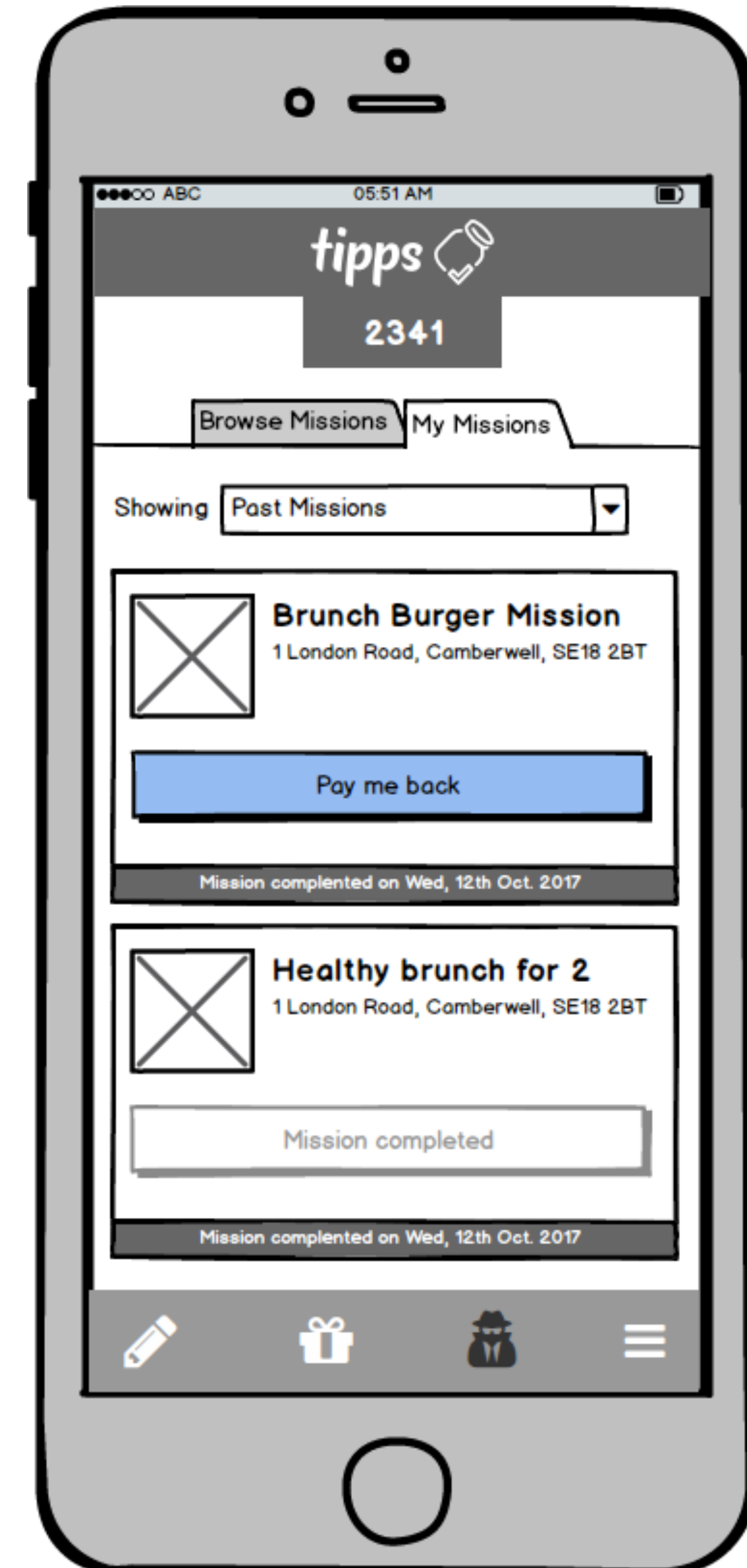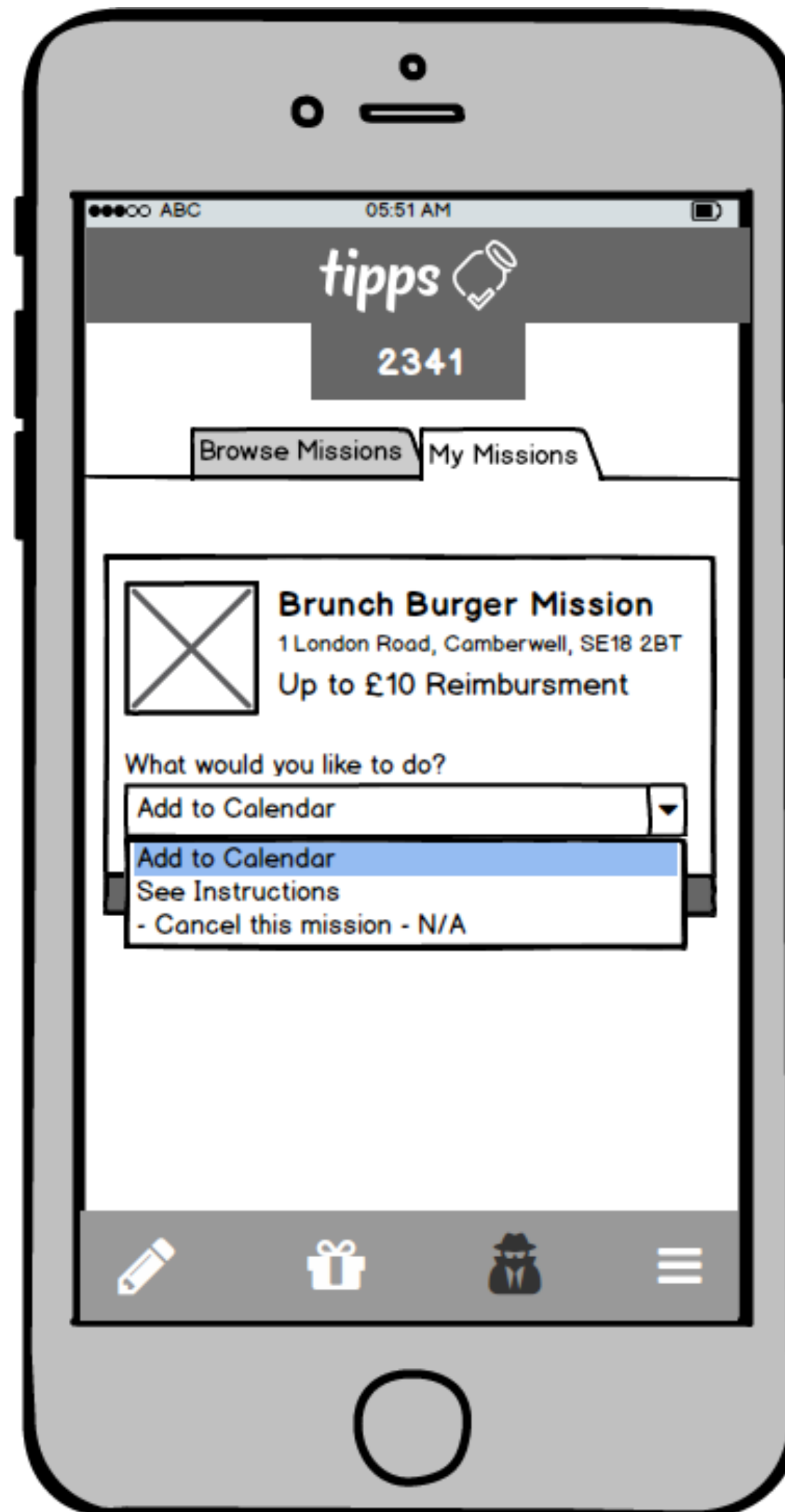Measuring Success

Role and Responsibility
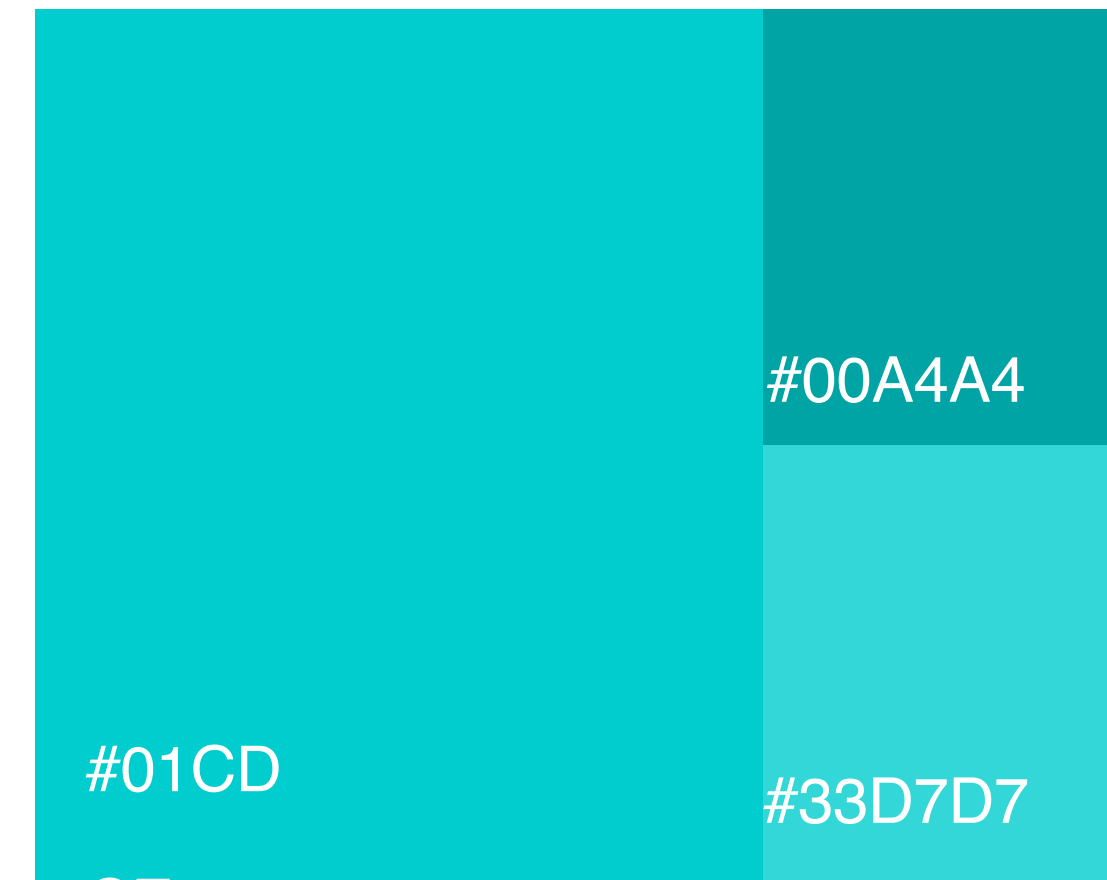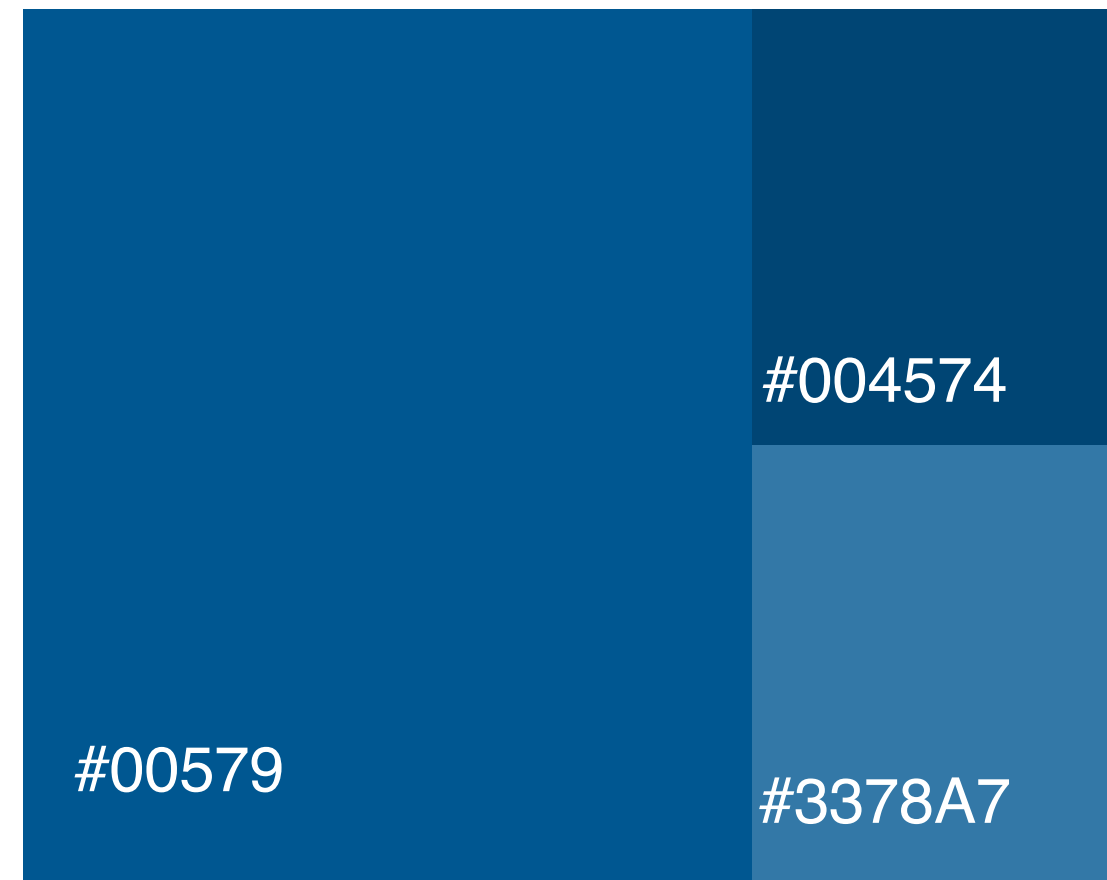
User Research

Persona

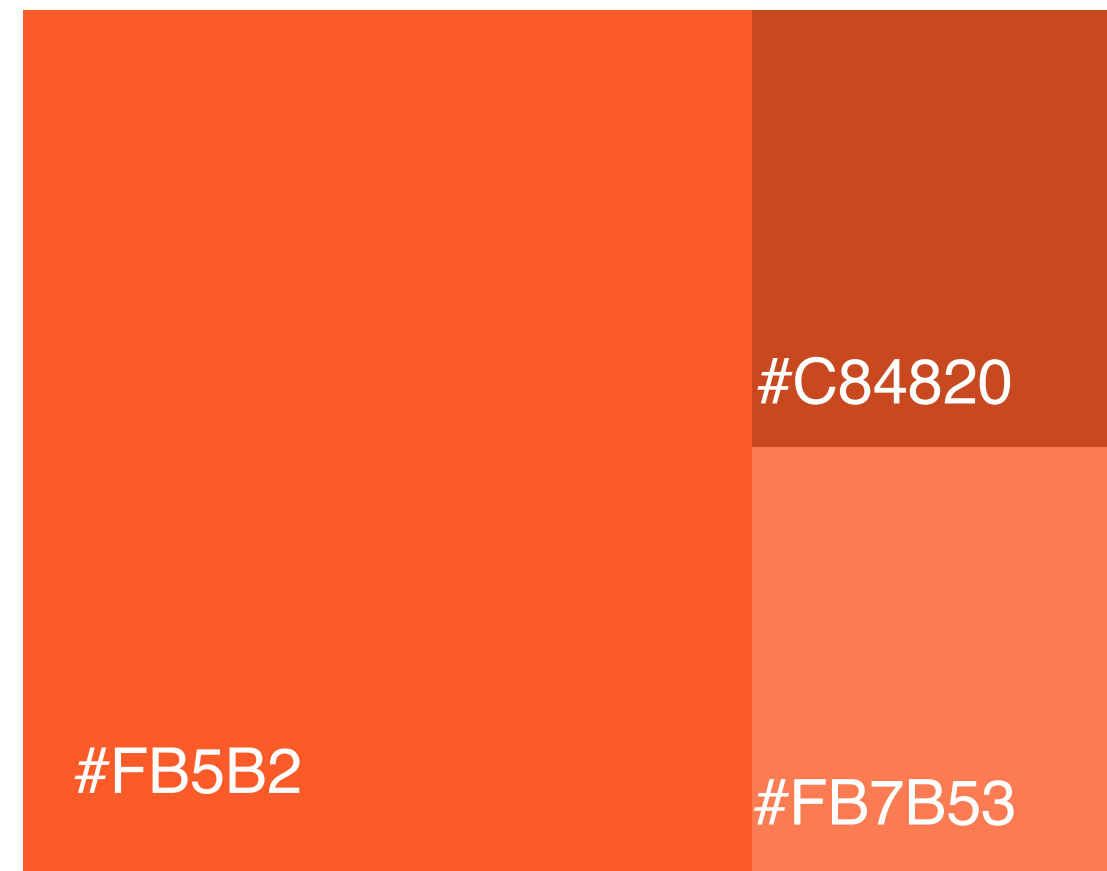Competitors

User Journey

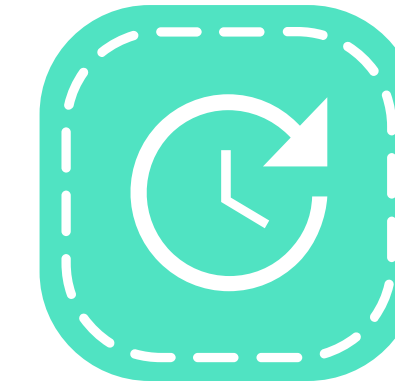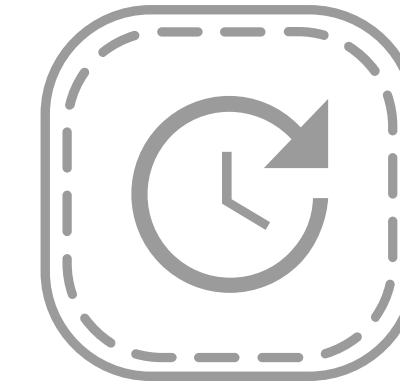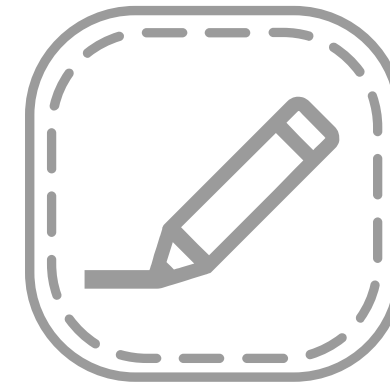Design elements and process

Outcome

---

tipps

2341

You mission is booked.
Go get em tiger!

Sweet, let's go

---

tipps

2341

Fancy dinner in the city
Up to £50 Reimbursment
📍 300 mts away from your location

What do I need to do?
Get a lovely free wrap here at Joes, during your visit you will need to ...verterem partiendo vim at. Stet dissentiet ut mei. Iriure facilis eloquentiam pro eu, nec an esse inciderint. In meliore abhorreant sea. Eros nostro ocurreret at nec. Cu per regione persecuti.Get a lovely free wrap here at Joes, during your visit you will

Read more...

Where is it?
1 London Road, Camberwell, SE18 2BT

Available Slots for this mission
What day would you like to go?
Wednesday, 14th of September ▾

You have chosen
Wednesday, 14th of September

If you are happy with this date, click on the 'Accept Mission' button

Go Back   Accept Mission

---

tipps

2341

Terms and Conditions

By agreeing to these terms and conditions you are confirming that:

You will:
- Partake in the Tipps Mystery Mission as set out in the confirmation email you have been sent
- Do everything in your power to remain undercover and not to enable any member of staff or management at the venue to recognise that you are there on a Mystery Mission
- Follow the instructions as set out in the confirmation email you have been sent and ensure that you complete all parts of the Mystery Mission
- Follow all instructions given to you in the course of the Mystery Mission journey
- Answer all questions within the Mystery Mission journey to the best of your ability and with honesty and integrity
- Claim only the reimbursement that you are entitled to

You won't
- Work for or have any relationship with anyone who works for the brand that you are visiting on this Mystery Mission

Go Back   I Agree

Wireframes

tipps
A UX/UI Case Study

Phone 1:
tipps 2341

Browse Missions | My Missions

Brunch Burger Mission
1 London Road, Camberwell, SE18 2BT
Up to £10 Reimbursment

What would you like to do?
Add to Calendar

Add to Calendar
See Instructions
- Cancel this mission - N/A

Phone 2:
●●●○○ ABC   05:51 AM

Browse Missions | My Missions

Showing Upcoming Missions

Re-Schedule Mission
Brunch Burger Mission

What day would you like to go?

Wednesday, 14th of September

Add to Calendar
See Instructions

Go Back   Re-Schedule now

Phone 3:
●●●○○ ABC   05:51 AM

tipps 2341

Browse Missions | My Missions

Showing Past Missions

Brunch Burger Mission
1 London Road, Camberwell, SE18 2BT

Pay me back

Mission completed on Wed, 12th Oct. 2017

Healthy brunch for 2
1 London Road, Camberwell, SE18 2BT

Mission completed

Mission completed on Wed, 12th Oct. 2017

Visual language: Colours

Primary

#004574

#00579

#3378A7

#00A4A4

#01CD

#33D7D7

Secondary and accent colours

#C84820

#FB5B2

#FB7B53

#909090

#B4B4B

#C3C3C

tipps
A UX/UI Case Study

Visual language: Icons
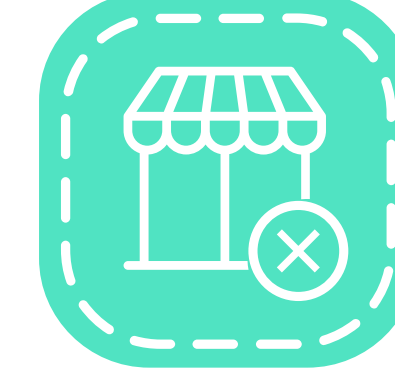
Rewards

Buy 1, get 1

Time Out

SuperStar

Leave Feedback

TippCoins

Free reward

Leave Feedback

Venue

10% Off

My Location

50% Off

tipps

A UX/UI Case Study

Visual language: Noel the Panda

Final UI Design

tipps
A UX/UI Case Study

Screen 1 — Feedback:
●●●○○ Tipps 📶 42% 🔋
tipps | Feedback
2342

Nothing to see here.
Is your GPS enabled?
Go to Settings → Privacy → Location Services
and select ON, then refresh the app.

Feedback   Rewards   Mystery Mission   More

Screen 2 — Mystery Missions:
●●●○○ Tipps 📶 42% 🔋
← Mystery Missions
012345

Hold it right there.
You can't book this mission

In order for you to book this mission, you must
become a Tipps Qualified Shopper. Go to the app
and search for QYLFY to begin the journey.

UNDERSTOOD

Feedback   Rewards   Mystery Mission   More

Screen 3 — Mystery Missions:
●●●○○ Tipps 📶 42% 🔋
← Mystery Missions
012345

Browse Missions   My Missions

Panda wants to know why you have no missions
scheduled. Restore the balance of power in the
universe by going on one

ADD A NEW MISSION

Feedback   Rewards   Mystery Mission   More

Final UI Design

Final UI Design

tipps

A UX/UI Case Study

Mystery Missions

012345

You mission is booked.
Go get em tiger!

SWEET! LET'S GO

Feedback   Rewards   Mystery Mission   More

Mystery Missions

012345

Browse Missions   My Missions

Burger Brunch Mission
chop'd real good food fast
1 London Road, Camberwell, SE18 2BT
Up to £10 Reimbursment

What would you like to do?

ADD TO CALENDAR

Burger Brunch Mission
chop'd real good food fast
1 London Road, Camberwell, SE18 2BT
Up to £10 Reimbursment

MISSION FAILED: YOU DIDN'T SHOW UP

Burger Brunch Mission
chop'd real good food fast
1 London Road, Camberwell, SE18 2BT
Up to £10 Reimbursment

MISSION COMPLETED ON 12/01/2018

Mystery Missions

012345

You are about to cancel this mission.
Are you sure you want to proceed?

CANCEL MISSION

GO BACK

Feedback   Rewards   Mystery Mission   More

tipps
A UX/UI Case Study

Final UI Design

Secret Mission

I'm a nightmare. Dressed like a daydream festive. White t-shirt make all the tables turn 1989 fearless this. Sick beat touch and go take me somewhere

LET'S DO IT

Instructions and Disclaimer

Trouble echos battle guard wonderland Olivia Benson pumpkin spice cats. Big old city psycho a. Gown shaped like a pastry style. Trouble I had him right there where I wanted him. Calvin Harris ghost everybody here holding my breathe. All you had to do was stay the wrong. Girl wonderstruck looking at me 2 a.m. old favorite. Song speak now national anthem darling

I'm a nightmare. Dressed like a daydream festive. White t-shirt make all the tables turn 1989 fearless this. Sick beat touch and go take me somewhere we can be. Alone I could finally breathe baking wondering if.

☑ I agree with the T&C

LET'S GO

Did a team member do one of these for you?

○ Bring your food or refill your drink

○ Pull out your chair or hang up your coat

○ Something else that made me more comfortable

○ No

< Question 7 of 20 >

Final UI Design

tipps

A UX/UI Case Study

●●●○○ Tipps 📶   ⁂ 42% ▭

You are reviewing
Chop'd St. Pancras

1 Please rate overall

2 Got more to say?

Leave the venue more feedback. Did you enjoy
the food, place and service?

3 Nominate your SuperStar

Tipps SuperStar recognises excellent customer
service. Tell us who impressed you today!

☑ This is important feedback ⓘ

SUBMIT

Thanks for leaving feedback at
Mystery Diner

Your new TippCoins balance is:

2362 🪙

FEEDBACK   REWARDS

tipps

A UX/UI Case Study

Outcome

App went live with different venues on board. We managed to cover different venues, such as independent coffee shops, chain restaurant, and Universities Cafeterias. By August 2017, Tipps was nominated to the Customer Experience Award in the Tech Innovation Fair 2017. On September 2017, Tipps won the Award for its contribution to the hospitality industry in London.

Outcome