

17 March 2022

The Children's Place

Checkpoint: Final concept review

The Ask

**Help enhance our 2022 roadmap to accelerate digital growth by
delivering innovative ideas aligned to key opportunity spaces**

Agenda

1. Concept Themes
2. Next Generation Homepage Reiteration
3. Multi-Brand Experience Reiteration
4. Prioritized Concept Review
5. Appendix

Overview of Themes

Emerging themes from concepting consisted of customer **personalization**, **user interface enhancements** across web and app, and increased product and brand **awareness**. The inclusion of more personalized experiences is achieved through **data collection** and application, which makes customers feel understood, contributing to **retention**. UX/ UI updates create a more visually appealing experience while **reducing friction** to interact and complete a purchase. New product or brand discovery within The Children's Place brand umbrella generates customer **acquisition** and fosters brand **loyalty**.

THEMES

Personalization

Proactively deliver tailored experiences by leveraging consumer data to anticipate needs and increase experience relevancy to drive purchase conversion.

User Interface Enhancements

Visual and organizational updates making customer interactions across web and app seamless. Increased navigation functionality creates easy wayfinding with reduced clicks.

Awareness

Build product and brand awareness throughout the experience with smart modules, loyalty rewards, and cross-brand promotional content.

OPPORTUNITY AREAS

- Uniform Destination
- Reviews
- Loyalty + PLCC
- Next Generation Homepage
- Multi-Brand Experience

Next Generation Homepage

Concept Description: Next Generation Homepage

The highest impact changes to the homepage are updating its visual design and content to promote product discovery. Module flexibility enables the retention of previous concepts presented to remain on the homepage, while modernizing the site to better fit within the current retail landscape.

Crawl

Cleaner, updated version of the current site experience in both visual design and content.

- Content is mostly identical to existing content with addition of a couple modules
- Color scheme is more consistent, less loud
- 2-3 fonts maximum
- Content hierarchy prioritizes new arrivals
- Discounts are featured, but deprioritized

TCP is pre-Crawl

Walk

Redesigned homepage with modern visual design and strong content hierarchy.

- Content imagery is full bleed and editorialized
- Color scheme is limited to a few brand colors
- 1 primary font, 1 secondary font
- Content hierarchy champions new products and seasonality
- Discounts are featured, but deprioritized
- Module quantity is reduced for stronger clarity of content focus

Run

Minimal content presented, while images and animation engage users and invite discovery.

- Use of video and animation make the experience dynamic
- Color scheme is tailored to individual module
- 1 primary font, 1 secondary font
- Content hierarchy champions new products and seasonality
- Discounts are present in copy, but deprioritized in design
- Module quantity is limited to top business priorities

Next Generation Homepage

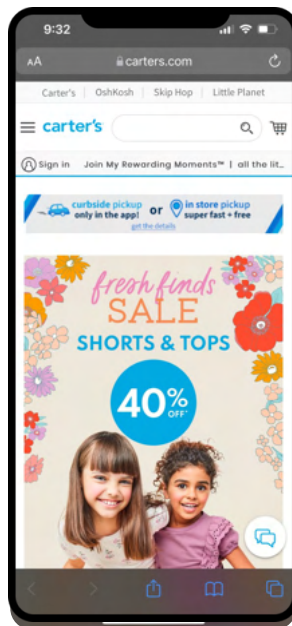
KPI Mapping

KPI	Reasoning
AOV Lift	• Access and ease of navigation to products • Personalized product recommendations • Increased awareness of current sales and promotions
UPT Lift	• Access and ease of navigation to products • Personalized product recommendations • Increased awareness of current sales and promotions
Conversion Rate Lift	• Distinct content hierarchy and strategy for easy wayfinding • Personalized product recommendations • Increased brand exposure
Acquisition Lift	• Engaging experience promoting brand and product discovery • Clear CTAs to join the My Place Rewards program

Next Generation Homepage

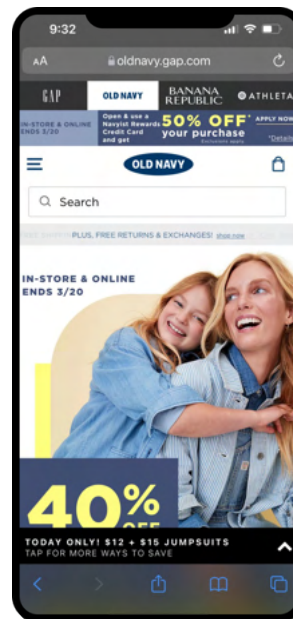
Competitive Review

Retail competitors can be split into a crawl, walk, run, framework inspiring a template for The Children's Place homepage design. Each stage progressively improves upon clarity of branding, content hierarchy, and design elements to tell a more consistent and compelling story.



Carter's

Consistent visual template with easy navigation elements. 14 modules with consistent flow and hierarchy.



Old Navy

Full bleed imagery with strong design elements for wayfinding. Visually presents consistent content



Zara

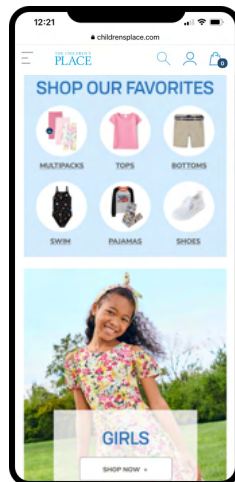
Uses single image screen at a time to lead the homepage experience. Highly editorialized content invites discovery.



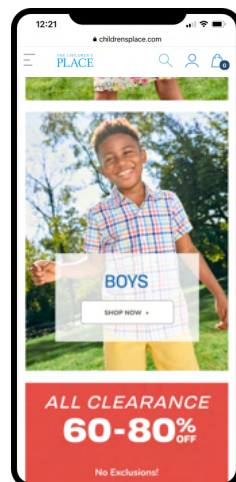
Next Generation Homepage | Crawl



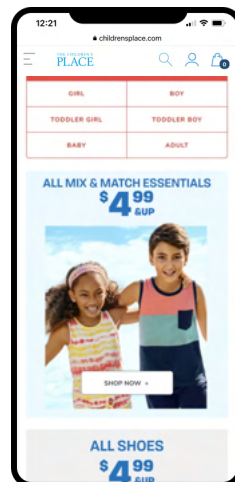
Same seasonal promotional section that already exists with multiple CTAs removed



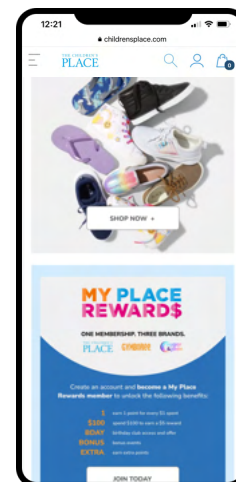
Addition of product categories module



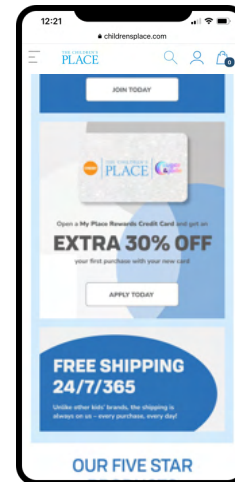
Addition of quick shop modules for girls and boys



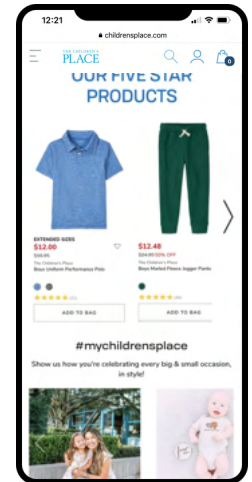
Section to include three sales modules



Module to introduce MPR

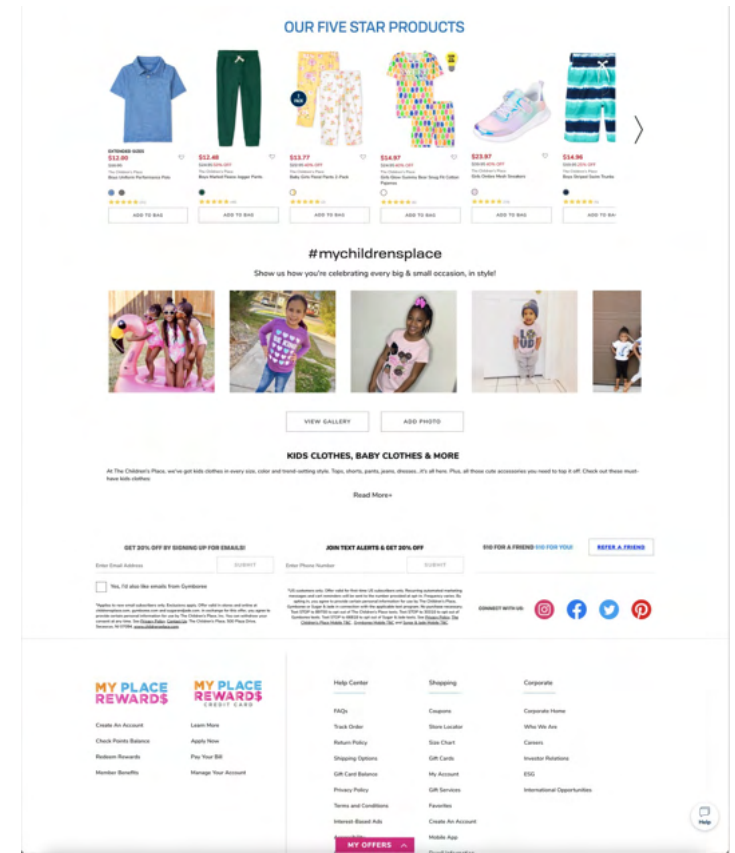
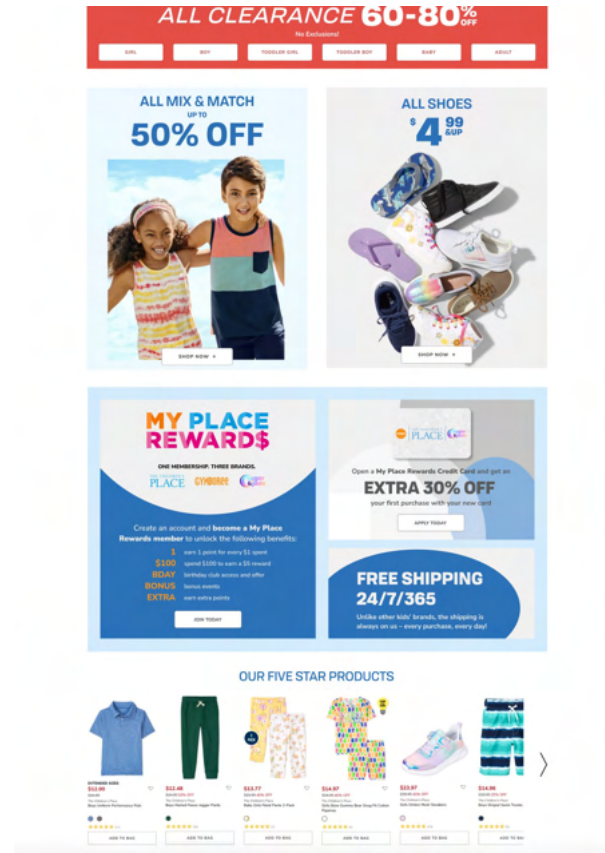
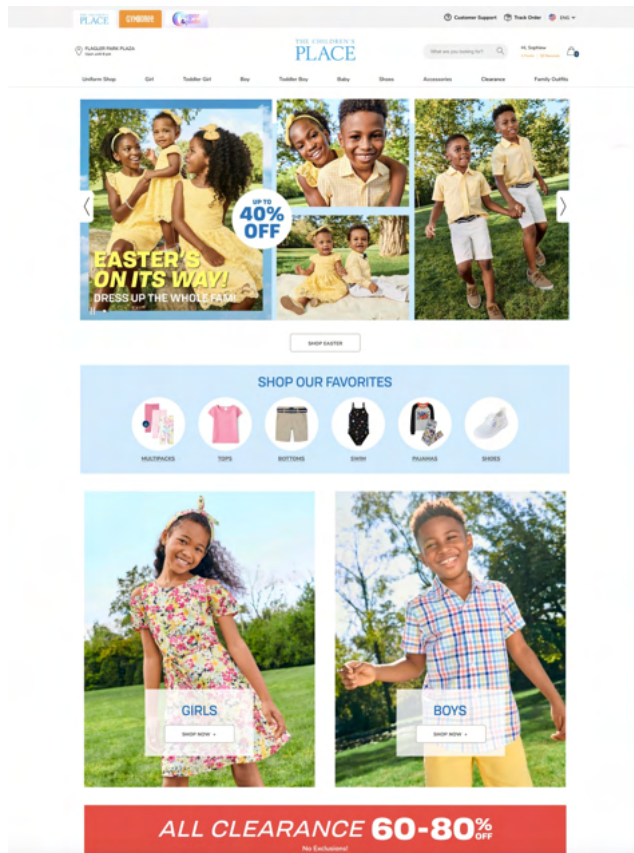


Module to advertise PLCC and free shipping



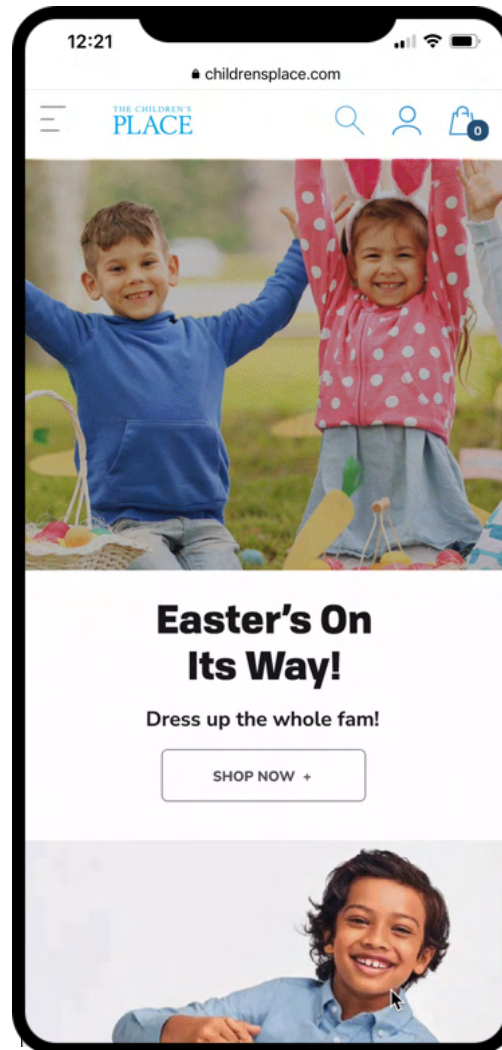
Module to promote five-star products

Next Generation Homepage | Crawl

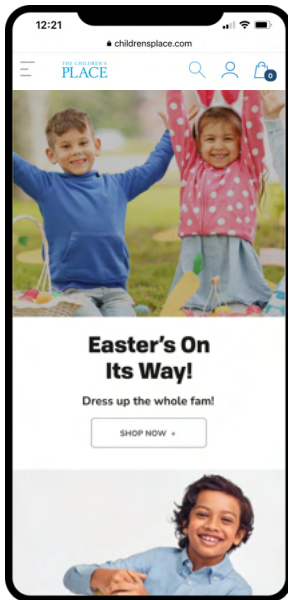


Desktop

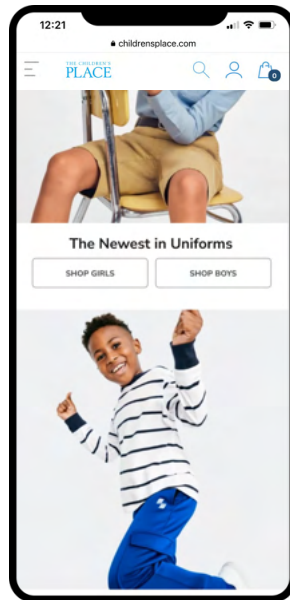
Next Generation Homepage | Walk



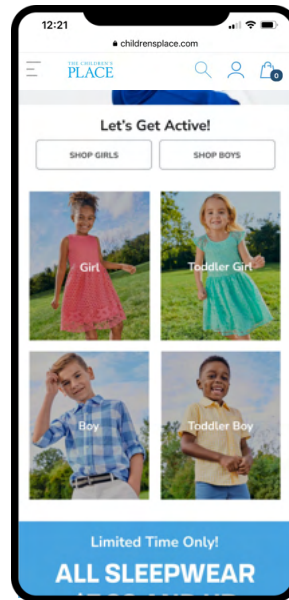
Next Generation Homepage | Walk



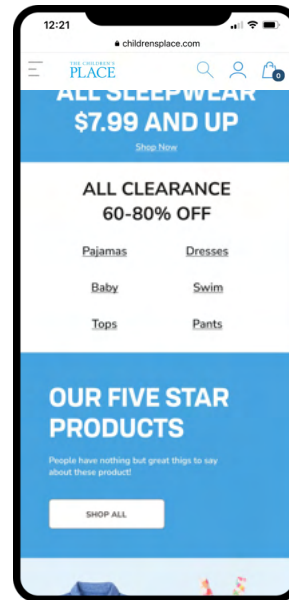
Full bleed banner image promoting seasonal collection



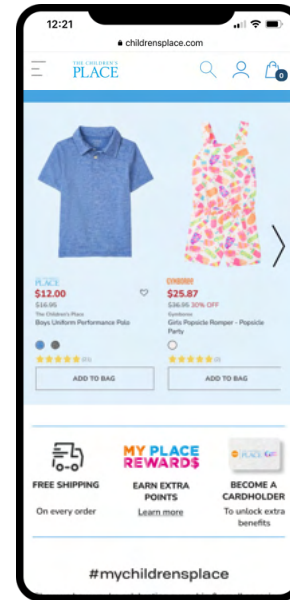
Additional modules to promote current deals



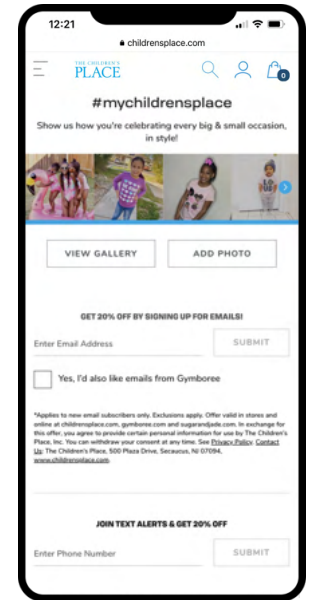
Module for quick access to product categories



Small section to introduce current sales

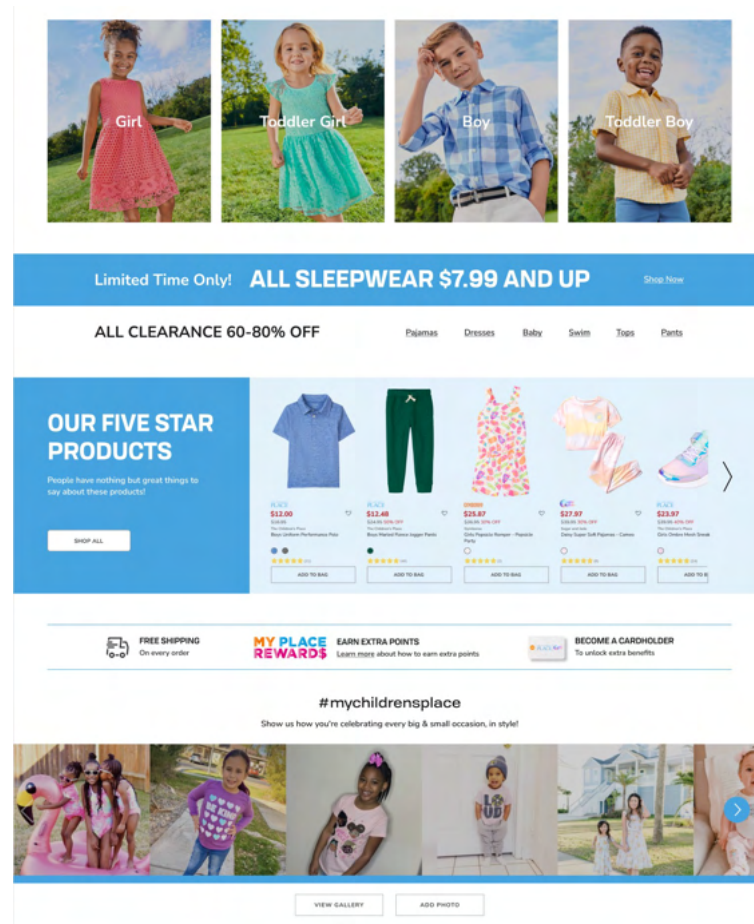
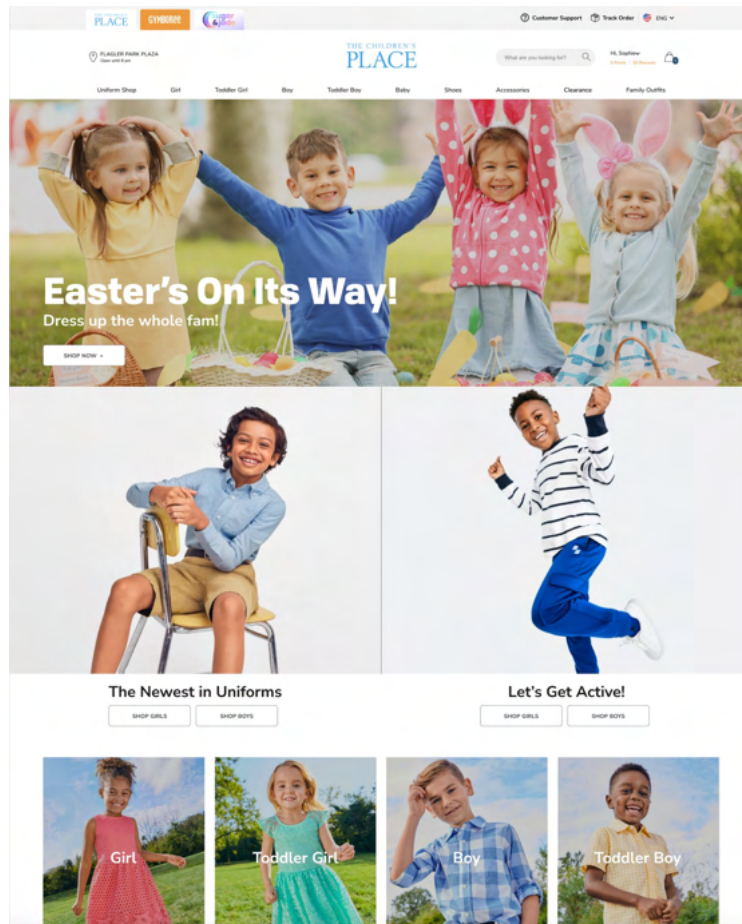


"Our Five Star Products" section highlighting cross-brand recommendations and banner highlighting free shipping, MPR and PLCC



Social media section in full bleed with more photos highlighted

Next Generation Homepage | Walk

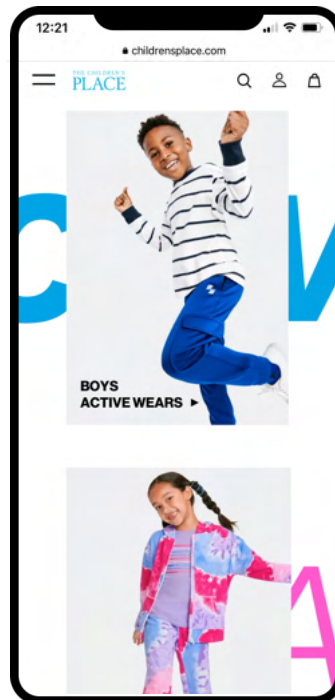


Desktop

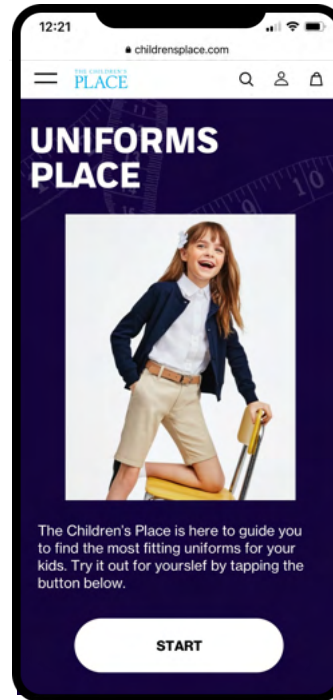
Next Generation Homepage | Run



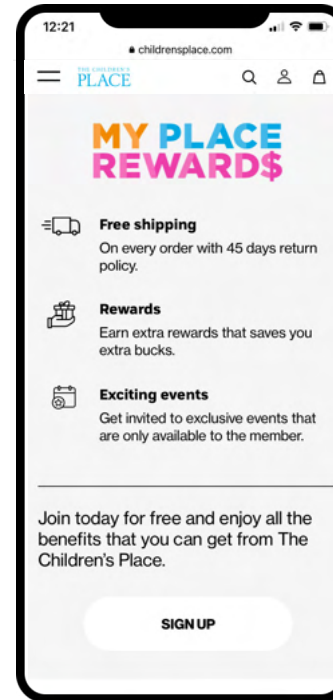
Video module that rotates every few seconds featuring hero content modules



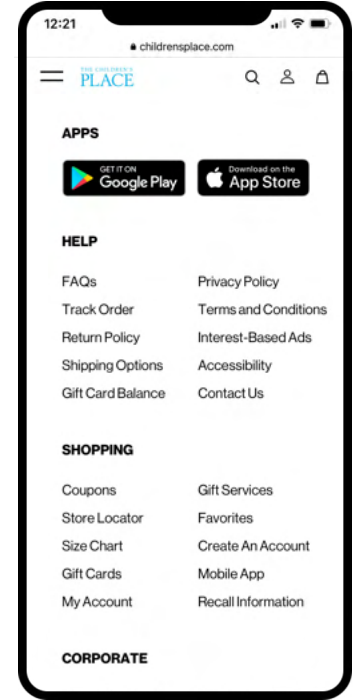
Category entry point with parallax scrolling



Uniforms Place entry point

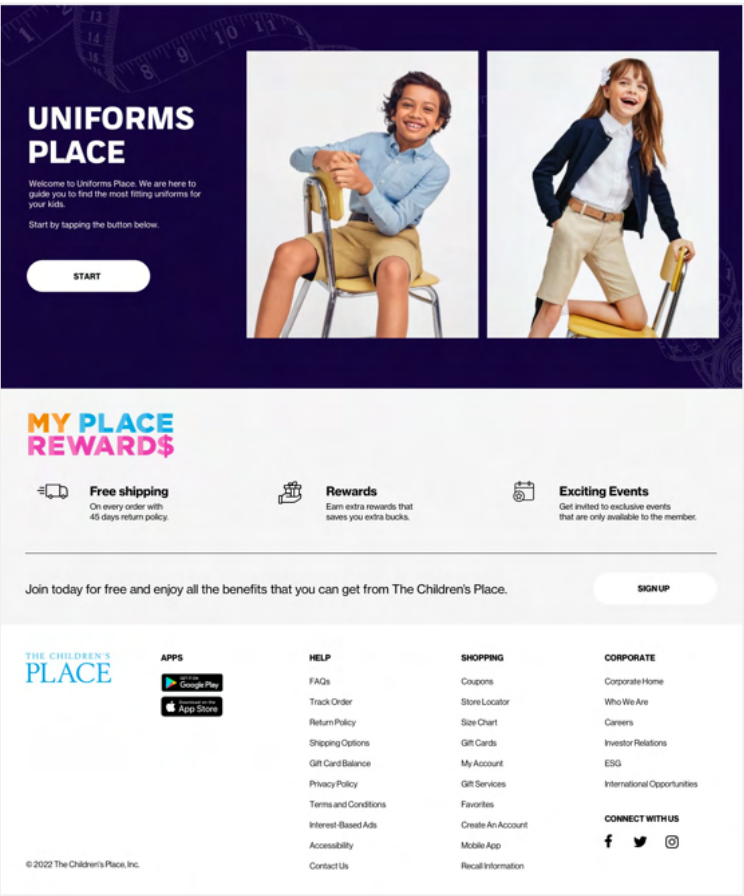
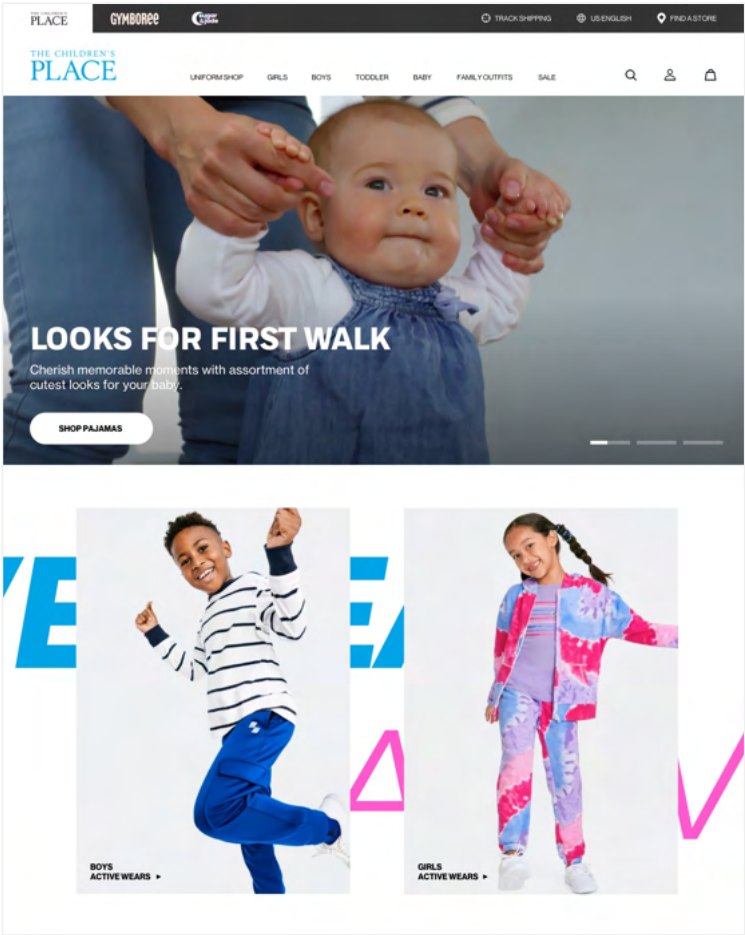


My Place Rewards breakdown



Updated footer

Next Generation Homepage | Run



Desktop

Multi-Brand Experience

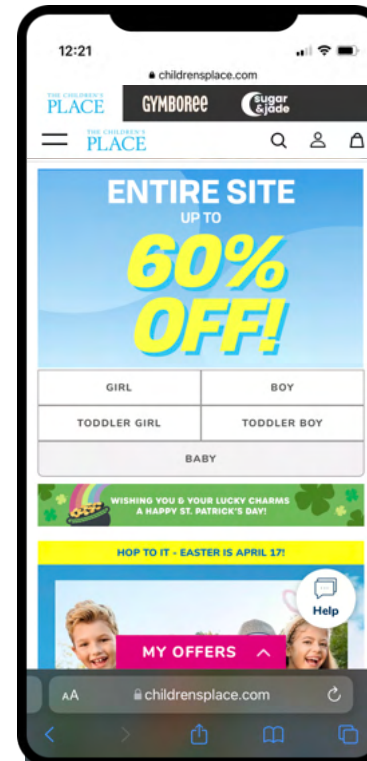


Concept Description: Emphasized Brand Integration

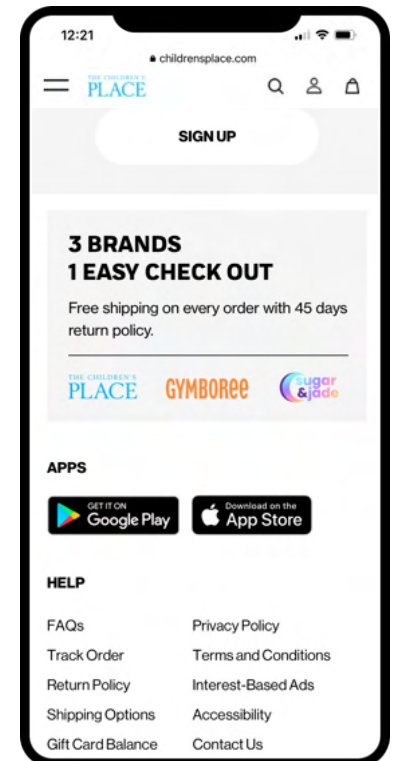
Make the cross-brand connection pronounced in both site visual design and marketing communications.

How it drives conversion:

- Drives customers to additional brands earlier in the funnel
- Utilize customer purchase data to prompt brand discovery in CRM communications
- Elevates other multi-brand promotions, removing friction to discovery



Top multi-brand navigation



Easy checkout tout

Competitive Review

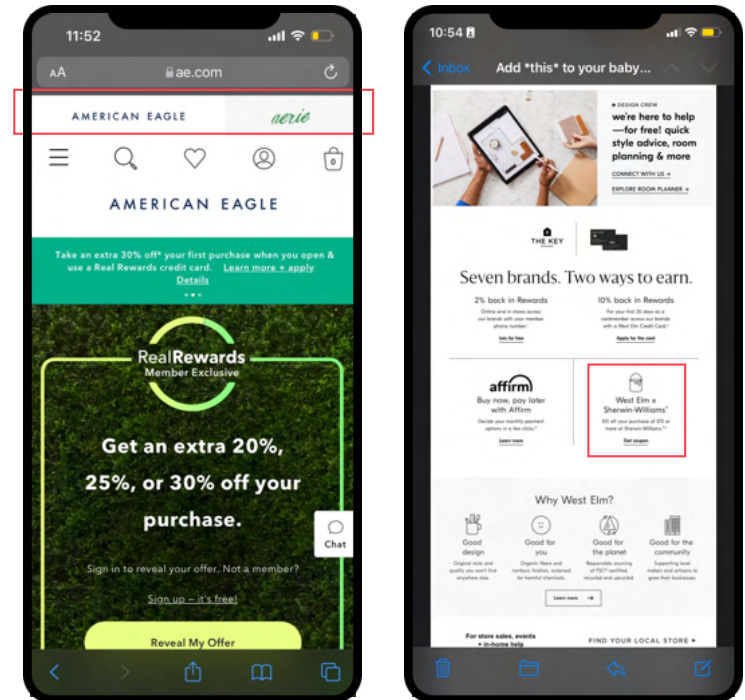
Multi-brand integration is not consistently presented in competitors' multi-brand experiences, creating an opportunity for The Children's Place to emphasize its brands in a more pronounced fashion.

American Eagle/ Aerie

- Use of navigation tabs to toggle between brands seamlessly
- Use of color to distinguish from currently selected brand versus another brand

West Elm Kids

- Email template includes module to promote brand affiliations and deals



American Eagle/ Aerie

West Elm Kids

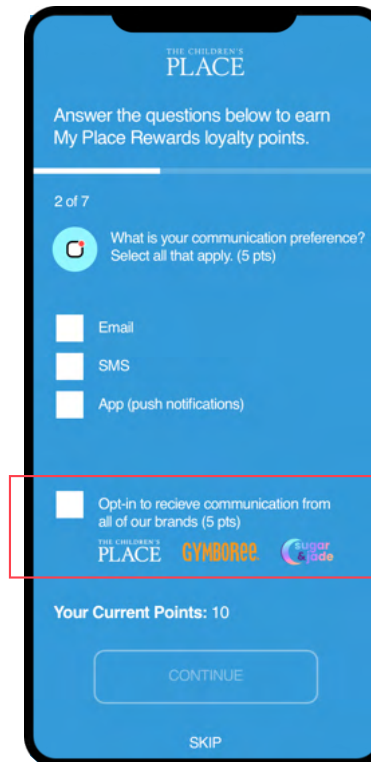
Concept Description: Emphasized Brand Integration

Path to execution:

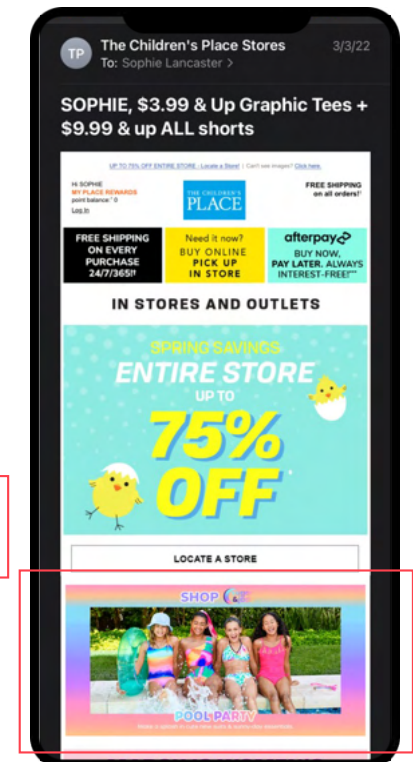
- Distinguish current brand in navigation bar from other brands available
- “Three brands, one account” language in a module, website and app footer, communications, and on social media
- Add cross-brand communication opt in opportunities in purchase flow and in loyalty onboarding experience
- Cross-brand marketing in CRM content, where relevant

Current experience gaps:

- Distinguishing between various brands is not as clear as it could be
- Integration of loyalty program across all three brands is too subtle



Opt-in for cross-brand communication during onboarding flow



Cross-brand marketing in CRM content

How We Get There

Build awareness around the connection between The Children's Place, Gymboree, and Sugar & Jade through multiple efforts to elevate brand integrations. Customers may not understand the connection between the three brands, which is a missed opportunity to invite customers to discover new experiences within the Place network and cross-purchase.

Crawl

Brand integrations are infrequent and at lowest level of the content hierarchy.

- "3 brands 1 account" in footer
- Prompt customers to sign-up for other two brands' CRM content at account sign-up

Walk

Elevated brand integration content both in frequency and hierarchy.

- Navigation header color change from selected brand versus unselected
- Elevate "3 brands 1 account" to sticky header in addition to the footer

Run

Incorporate brand integrations into marketing efforts, prompting more opportunities for multi-brand exposure and purchase.

- Remove pop ups to sign-up for account creation
- Ask member for brand preferences during loyalty onboarding process
- Include "3 brands 1 account" language in CRM communications

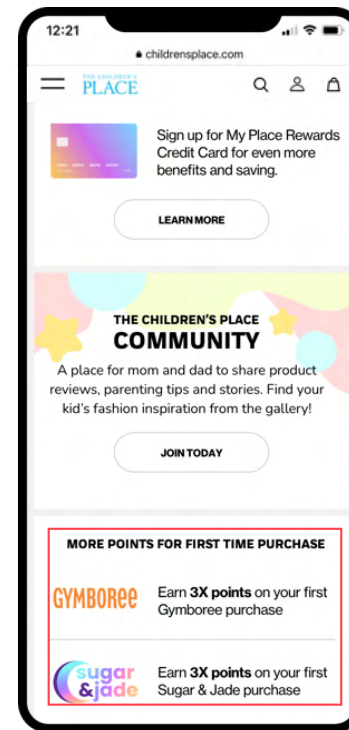
TCP is here

Concept Description: Incentivize New Brand Discovery

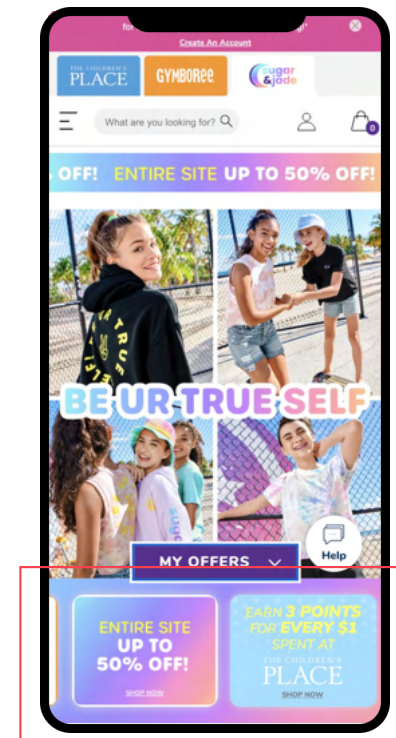
Reward customers for new brand discovery.

How it drives conversion:

- Elevated discounts to alternative brands spurs exploration and increases awareness
- Rewarding first time purchases through the My Place Rewards program encourages brand trial
- Compelling CTA to explore and buy from The Children's Place's other brands resulting in increased revenue and customer lifetime value
- Increased exposure to the My Place Rewards program



Account dashboard with multi-brand awareness module



Multi-brand offers

Competitive Review

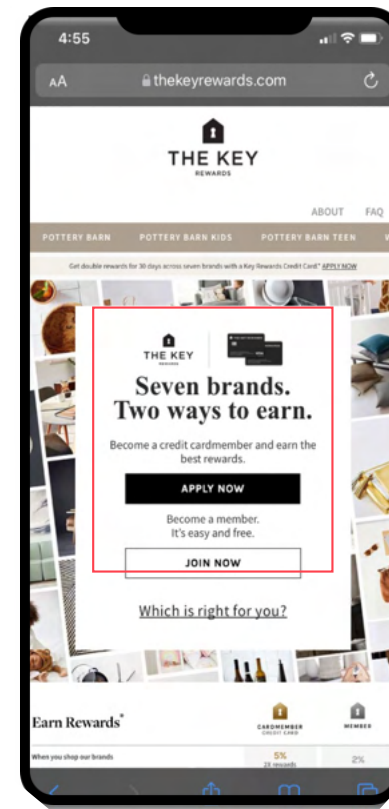
Additional incentives remind customers they can shop at other brands and continue to earn points, rewards, and promotional offers within the broader brand umbrella.

Williams Sonoma

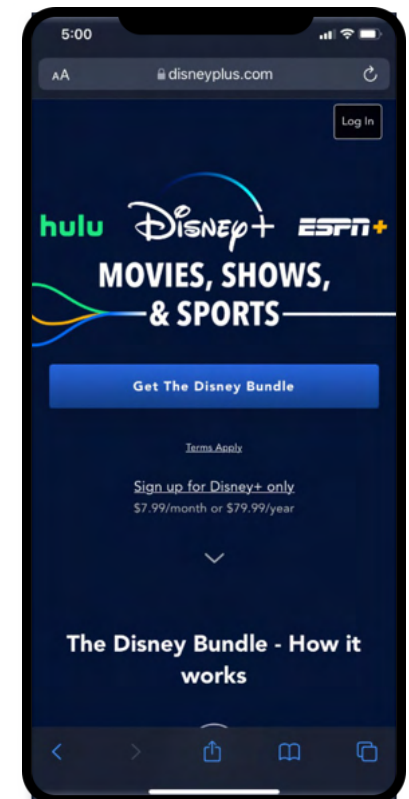
- Key Rewards program and credit card offered to increase promotions and include all loyalty benefits in one place for all seven brands, with one login for convenience
- Customers can receive these benefits through both the credit card membership and loyalty program membership

Disney

- Disney provides a discount when you sign up ESPN+ and Hulu, which are other Disney-owned brands
- Ability to link existing subscriptions when signing up for the discounted bundle



Williams Sonoma



Disney

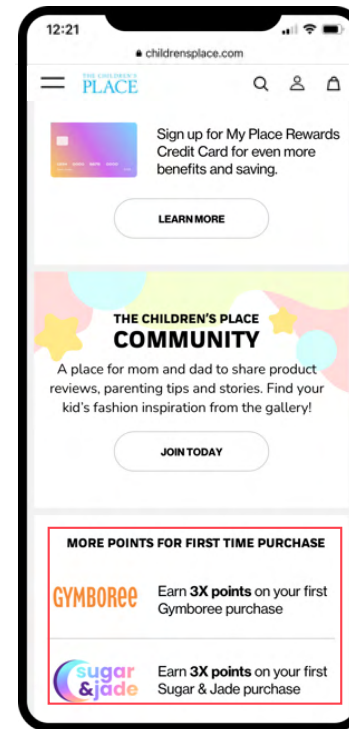
Concept Description: Incentivize New Brand Discovery

Path to execution:

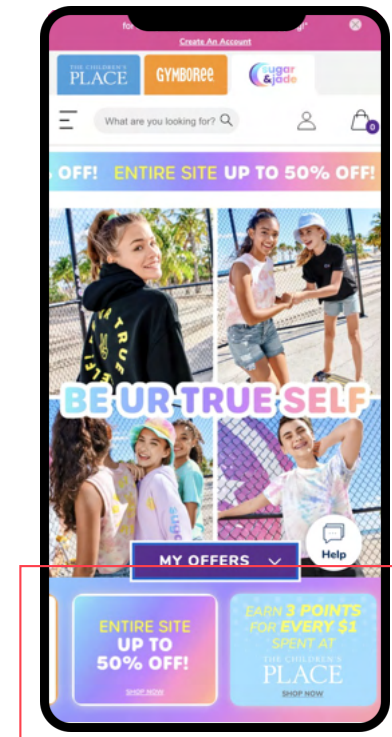
- Enable multi-brand discovery to be incentivized and rewarded

Current experience gaps:

- Current marketing communications do not include cross-brand content while the web experience does not proactively push shoppers to explore brands with which they are less familiar.
- Content explaining the customer brand evolution from Gymboree to The Children's Place to Sugar & Jade is absent.



Account dashboard with multi-brand awareness module



Multi-brand offers

How We Get There

Increase communication and loyalty efforts to ensure customers understand the intention, value, and target market for each brand within the TCP umbrella. Customers should feel incentivized to explore new brands and products to make the discovery more compelling.

Crawl

Loyalty and membership incentives exist but are not often communicated.

- Clearly communicate loyalty program and PLCC membership incentives throughout brand shopping flow
- Provide unique marketing opportunities to customers about brand incentives they can receive

Walk

Loyalty and membership incentives are prominent and include some opportunity to interact with brands within the umbrella.

- Guide customers to other brand CTAs and landing pages throughout the shopping flow
- Communicate that shopping at other brands within the TCP umbrella can help members earn points

Run

Loyalty and membership incentives across all brands are prominent and often communicated as a perk to shop at other brands.

- Clearly indicate when it makes sense to shop at another brand within the TCP umbrella and the incentives that customers can receive by shopping with those brands
- Create unique marketing opportunities to showcase other brand perks and chances to earn rewards

TCP is here

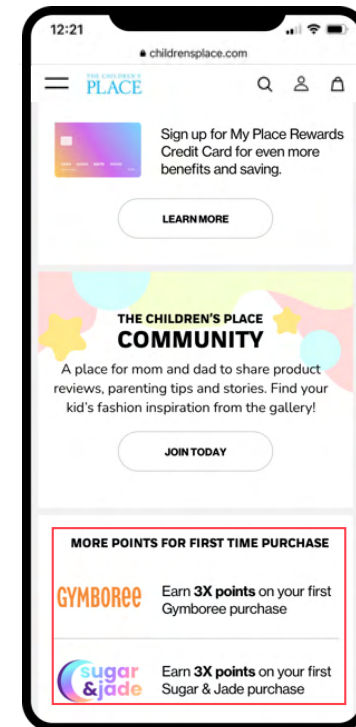


Concept Description: Loyalty Dashboard Module

Utilize a module within the loyalty dashboard to cross-promote where appropriate. The My Place Rewards program spans all three brands, making the loyalty dashboard an advantaged location to cross-promote.

How it drives conversion:

- Members visiting their loyalty dashboard will see more information and offers about other relevant brands
- Community page integration generates additional opportunities for members to see products from the other brands



Loyalty dashboard module for multi-brand awareness

Competitive Review

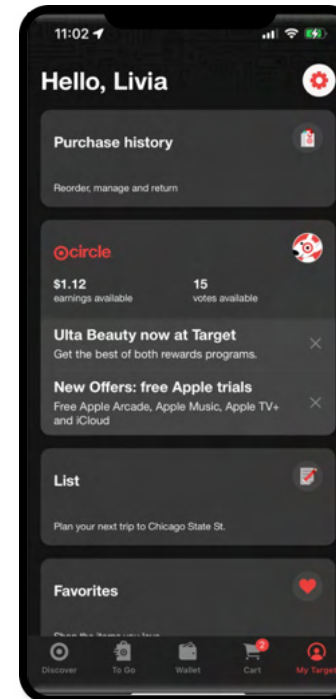
Specific module call outs within the account or rewards dashboard elevates cross-brand loyalty incentives. There is whitespace to cross-promote within the same brand set in the loyalty dashboard.

Gap

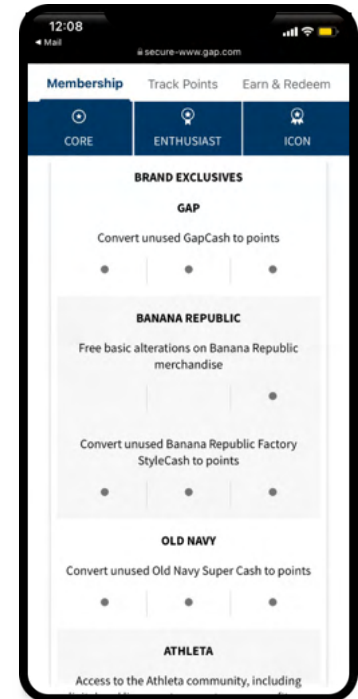
- "Brand Exclusives" chart module within the loyalty hub indicates the specific offerings and incentives by brand, encouraging customers to shop across brands

Target

- Ulta Beauty rewards program reminder and offers through Apple are elevated within the rewards account dashboard, reminding customers of partnerships and additional rewards benefits



Target



Gap

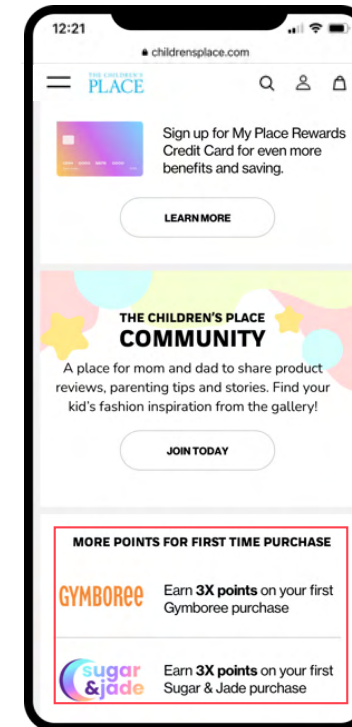
Concept Description: Loyalty Dashboard Module

Path to execution:

- Create a flexible module within the loyalty account dashboard to intelligently cross-promote or cross-sell based on member data from purchase behavior, children's profiles, and product priorities
- Integrate module content within brand community pages where applicable

Current experience gaps:

- Module does not exist within the loyalty program dashboard today
- MPR-specific dashboard does not exist



Loyalty dashboard module for multi-brand awareness

How We Get There

Additional reminders in the loyalty hub landing page or dashboard view help customers understand that they can use their benefits across other brands, while also creating more exposure to umbrella-wide loyalty and PLCC programs.

Crawl

Loyalty dashboard exists within the authenticated experience

- Loyalty program is applicable to all three brands
- Account dashboard exists

Walk

Module

- Content rewards first time purchase

Run

Module highlights cross-brand promotions to maintain brand interactions after first purchase.

- Dynamic module content
- Presents promotional offers and cross-brand product notifications within the module
- Content is personalized

TCP is here

Concept Description: Multi-Brand Offers

Incorporate module in 'My Offers' tab to directly promote cross-brand discovery and purchasing.

How it drives conversion:

- Relevancy of a new brand's deal to the customer may prompt new brand discovery within the Place network
- Cross-brand offer tile elevates savings available, without necessitating the customer to click on the brand's website to receive the offer
- Presents offer earlier in the customer journey to convert shoppers faster



Cross-brand promotion in My Offers tab

Competitive Review

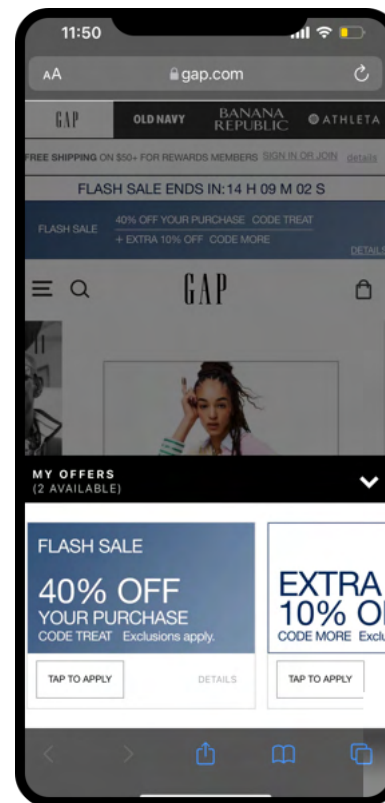
"Offers" tab on competitive homepages is not common, but pop-up promotions generally communicate current sales or product savings to encourage conversion.

Gap/ Old Navy

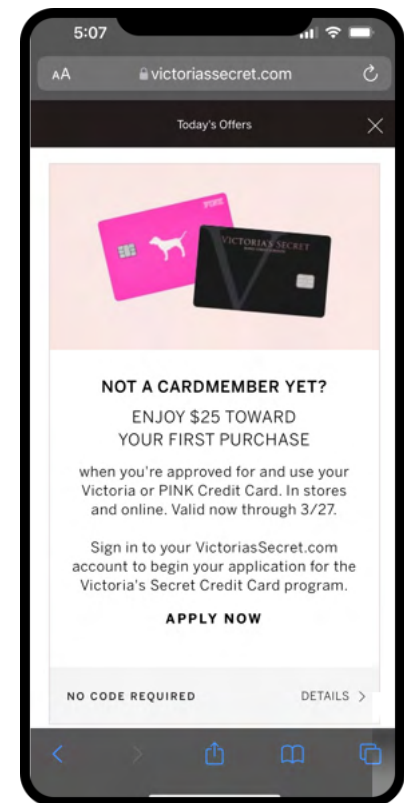
- Offers exist within the experience
- Offers contained to brand being shopped

Victoria's Secret/ Pink

- Offers exist within the experience
- Offers are rarely feature both brands, main brand is prioritized



Gap/ Old Navy



Victoria's Secret/ Pink

Concept Description: Multi-Brand Offers

Path to execution:

- Include cross-brand promotion modules where relevant to shopper
- Personalize offer based on cookie data for unauthenticated users
- Configure offers to member shopping preferences for authenticated users

Current experience gaps:

- "My Offers" modules do not span all three brands
- "My Offers" are not personalized



Cross-brand promotion in My Offers tab

How We Get There

The 'My Offers' modules make product and sale promotion less intrusive, reducing customer friction. That space is currently under-utilized to drive key KPI lifts. Enabling the offers to be cross-promotional, customers are provided the opportunity to discover a new brand or be financially incentivized to purchase from another Children's Place brand.

Crawl

Offers are provided but are not cross-brand promotional.

- Offers are contained to the store being shopped
- Content is primarily evergreen

Walk

Has one module that is multi-brand promotional.

- Single module
- Evergreen promotional content

Run

Multiple, dynamic modules personalized to customer's behavior.

- Personalized promotional content
- Dynamic for seasonality
- More than one module

TCP is here



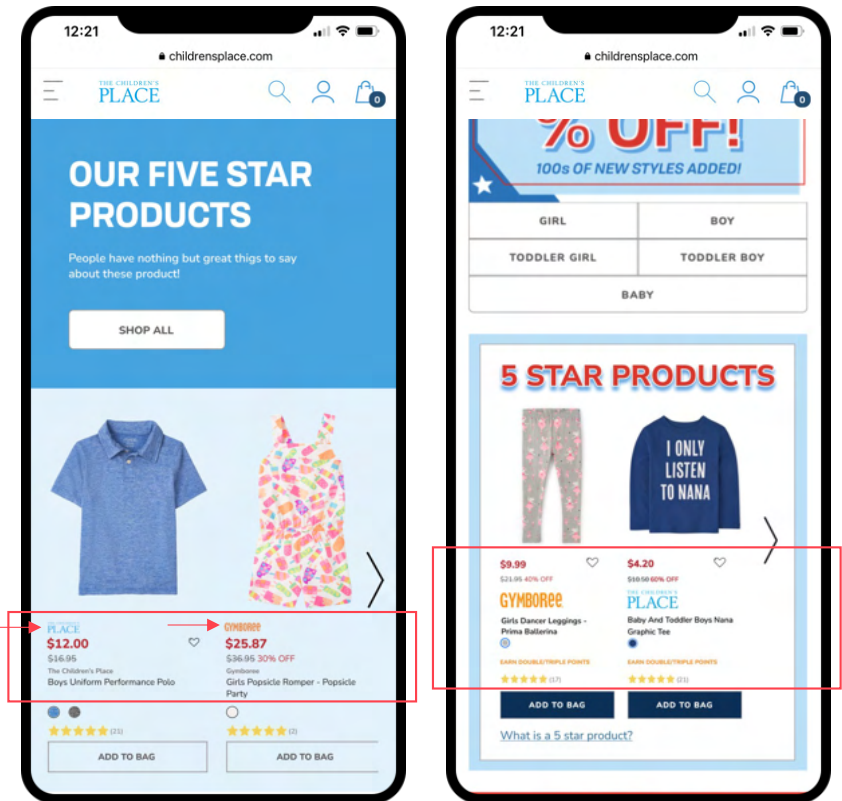
Concept Description: Cross-Brand Recommendations

Where relevant, offer brand agnostic product recommendations.

How it drives conversion:

- Homepage exposure creates a greater chance for the user to see these suggested products from other brands
- Drives users to add additional products from Gymboree or Sugar and Jade into single checkout flow
- Customers feel like the brand is listening to them by providing relevant suggestions based on pas purchases

Surfacing brand logo on top of the price



"Our Five Star Products" module on homepage with cross-brand recommendations

Competitive Review

Organizations with a multi-brand platform utilize customer data and marketing to pull recommendations across their brands, to drive the customer to purchase.

Anthropologie

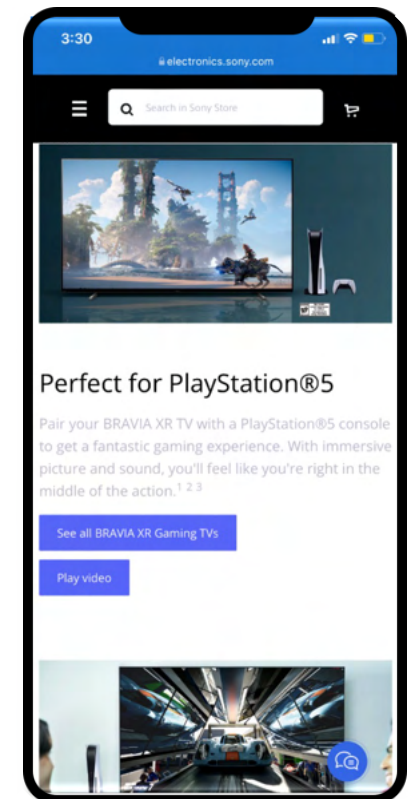
- Cross-brand promotion in flexible homepage module
- Products are listed under the "shop by brand category" following the explore CTA

Sony

- Sony promotes cross-brand product compatibility
- Cross-brand product recommendations are brand agnostic, emphasizing fit of products together



Anthropologie



Sony

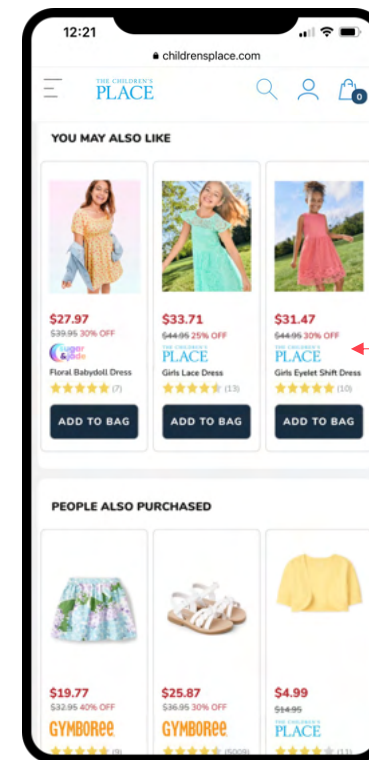
Concept Description: Cross-Brand Recommendations

Path to execution:

- Gather customer profile data to push product recommendations to module in the home page
- Share this module across all three brands
- Leverage customer and cookie data to provide personalized product recommendations
- Avoid displaying cross-brand product recommendation module in checkout pages to avoid confusions for users

Current experience gaps:

- No global landing page
- Brands are not currently synced to provide brand agnostic recommendations



Cross-brand recommendations on PDPs

How We Get There

The current experience does not offer recommendations for products from outside the current brand being shopped. By introducing cross-brand recommendations, customers can take advantage of the My Place Rewards program, discover multiple products in one convenient location, and determine which brand's products best fit their needs.

Crawl

Some recommendations exist within each brand site or shopping experience.

- Provide clear and prominent product recommendations throughout the brand shop flow
- Remind customers that the recommendation supports that specific brand within the umbrella
- Cross-brand recommendations appear as banners

Walk

Relevant recommendations appear within the site and loyalty hub.

- Provide recommendations at entry points for other brands
- Provide recommendations throughout the loyalty and PLCC program experiences
- Share recommendations based on shopping habits, past purchases, and traffic to other brand sites

Run

Strong recommendations are actively shared with customers through marketing and brand experiences.

- Send email, SMS, push notification product recommendations within all three brands
- Recommendations are smart, based on customers' children age group shifts (entering from toddler to children, etc.)
- Authenticated experience feels like all brands are connected

TCP is here

KPI Mapping

KPI	Reasoning
AOV Lift	• Reward incentives drive orders • Increased purchases across all brands
UPT Lift	• Increased TCP purchases with reward incentives • Increased purchases across all brands
Conversion Rate Lift	• Increased exposure to MPR • Increased exposure to brands within the TCP umbrella
Acquisition Lift	• Provides more information about other TCP brands • Creates more exposure and leads to acquisition for new brands
Customer Satisfaction	• Recommendations feel personalized • Value in shopping with brands that use the same rewards program

Review of Prioritized Concepts

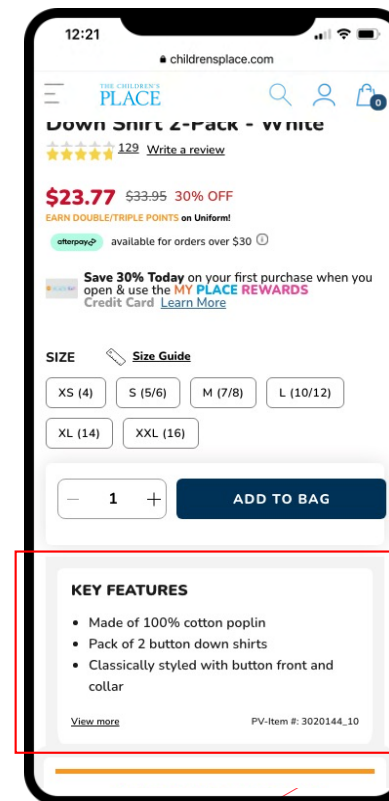


Concept Description: PDP Wayfinding Enhancements

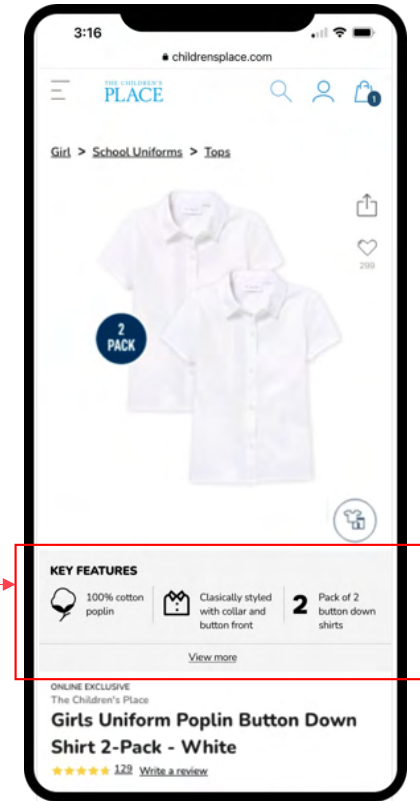
Enhance the customer's PDP navigation through improved content hierarchy, language, imagery, and repurchase incentives.

How it drives conversion:

- Elevated key features enable customers to find important product specs faster reducing scroll friction
- Uniform-specific product descriptions and key features make products easier to find with increased confidence for customers, potentially lowering return rates
- Incentivizing repurchase fosters positive brand affinity and customer satisfaction.



Current key features live way down the page



Elevated key features with iconography

Competitive Review

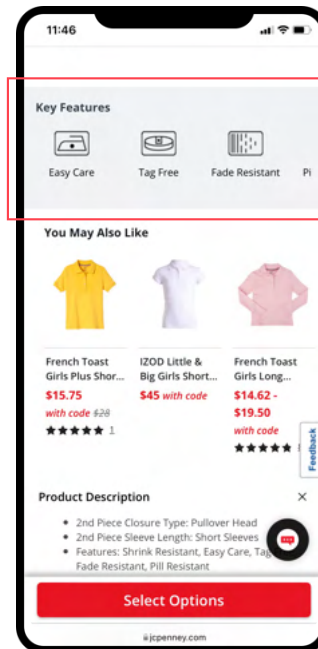
Uniform-specific language and key features is standard for uniform-only brands, creating a need to improve The Children's Place's approach to uniform PDP information. No competitors consistently use editorialized, lifestyle photography on PDPs or explicitly incentivize repurchasing.

JC Penny

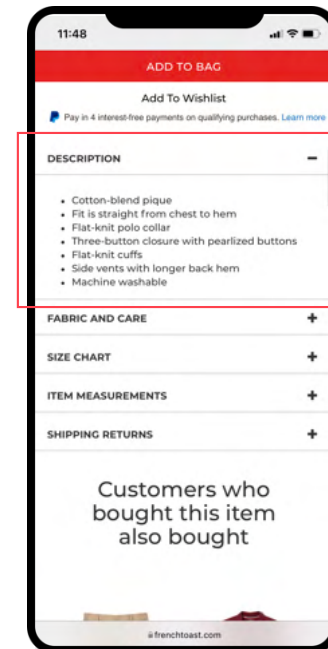
- Uniform-specific key features with iconography for easy information digestion

French Toast

- Uniform-specific product descriptions
- Sporadic editorialized photography



JC Penny



French Toast

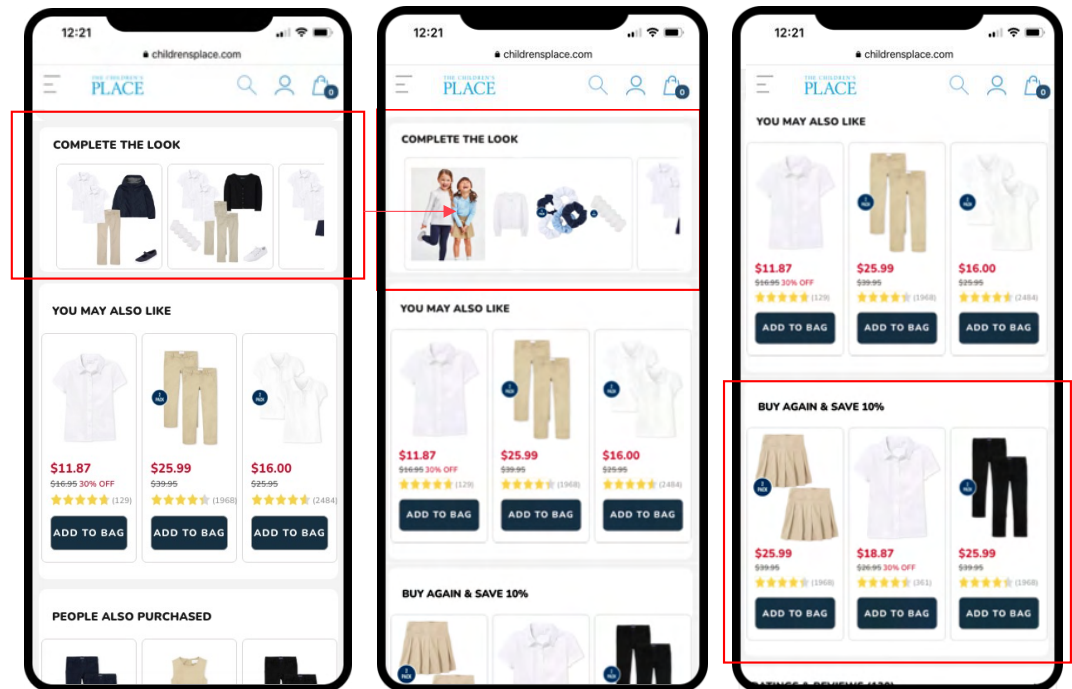
Concept Description: PDP Wayfinding Enhancements

Path to execution:

- Uniform-specific product descriptions and iconography for key product features
- Editorialized product photography to create a more realistic and visually engaging “complete the look” module
- Introduce “Buy Again & Save” module to reward customers for repurchasing

Current experience gaps:

- The Children’s Place clothes shopping experience is not differentiated from its uniform shopping experience, creating an opportunity to differentiate the two in order to demonstrate TCP’s expertise in both
- Content hierarchy does not elevate key product features
- Flat lay product photography makes it more challenging for customers to envision outfit composition
- Product repurchase is not incentivized on PDPs in an authenticated state



Current complete the look

Use of lifestyle imagery for the set

Buy Again & Save module for authenticated user

How We Get There

Uniforms have greater need for specified product specs in order to guarantee school compliance. Efforts to increase wayfinding through consistent language, imagery, and repurchase incentives on PDPs create more opportunities for shoppers to find what they need faster, with greater confidence. These improvements can also be applied across The Children's Place full product suite with anticipated positive impact on the customer experience.

Crawl

Add uniform-specific product descriptions and key features.

- Add uniform-specific phrases/ words in product descriptions
- Add key product features

Walk

Uniform-specific product descriptions and key features using language consistent across all uniform content.

- Add consistent uniform-specific phrases/ words in product descriptions
- Develop iconography to represent key product features

Run

Distinguished uniform shopping PDP content, demonstrating expertise in the category.

- Ability to filter by uniform-specific key features
- Editorialized imagery for all uniform products
- Incentivized repurchasing for authenticated users

TCP is here

KPI Mapping

TBD: define

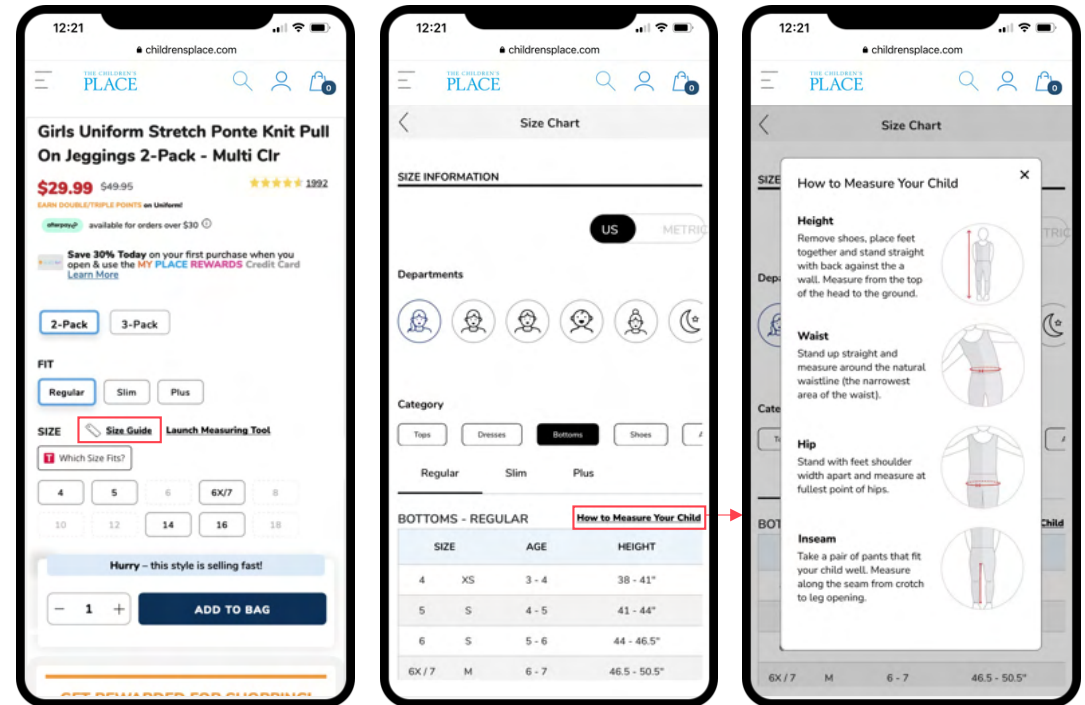
KPI	Reasoning
AOV Lift	• Increased purchase power through ease of navigation
UPT Lift	• Increased purchase power through ease of navigation • Incentive through repurchase
Conversion Rate Lift	• Organized layout guides customers to products quickly • Streamlined experience makes customers more likely to visit the site

Concept Description: Fit Confidence

Enhance the way The Children's Place ensures uniform fit through a virtual measuring tool that leverages AR technology to determine a child's size.

How it drives conversion:

- Increasing the customer's confidence in their decision to purchase from The Children's Place and in its individual uniform products for their student
- Improper uniform fit can result in student penalization, so providing an elevated opportunity to help customers ensure personalized fit, will better differentiate TCP from its competition, while improving brand reputation



Clicking on the "Size Guide" button that already exists leads to next screen

Addition of a "How to Measure Your Child" button

Addition of a simple guide (with visuals) to help customers accurately measure their child

Competitive Review

Increasing use of fit measurement tools are being employed by direct and indirect competitors in the retail sector to empower customers to make more informed and accurate product size decisions.



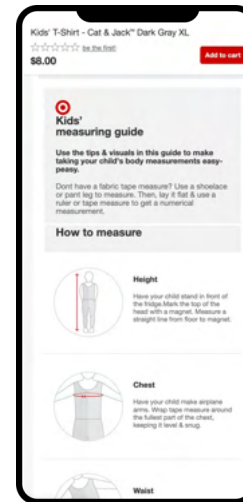
Lands' End

Uses TrueFit to help size customers.



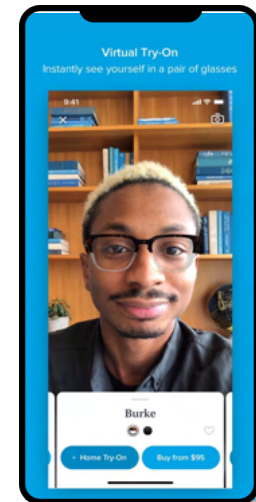
Flynn O'Hara

Segments size guides by specific type of clothing article instead of general broader categorizations such as "tops."



Target

Provides detailed instructions on how to accurately measure one's child for uniform fit, including without a measuring tape.



Warby Parker

AR virtual try-on tool shows customers how frames will look on their face.

Concept Description: Fit Confidence

Path to execution:

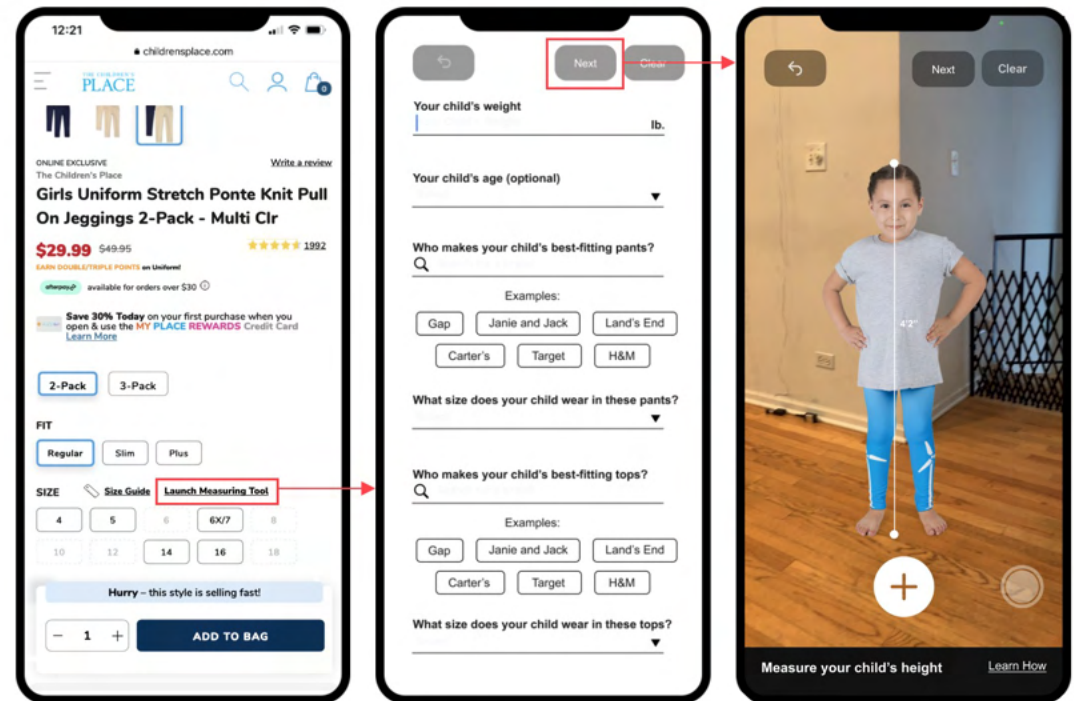
- Incorporate a virtual measuring tool for the customer to use on their smartphone to gauge child's sizing for uniform pieces.
- Build a measuring tool utilizing augmented reality to help inform customers of their child's correct size.
- Embed white label fit guide solution such as TrueFit into the online shopping experience to increase the customer's confidence in fit.

Current experience gaps:

- Outside of fit descriptions available online and changing rooms in-store, customers make a best guess on size and hope for a fit.

Feasibility:

- Building a proprietary tool, while more costly and time consuming, can pull components from existing technologies to leapfrog The Children's Place to **become a category leader** in fit technology.
- Dev kits such as ARKit 5 for Apple, ARCore/echoAR for Android, and/or WebAR for mobile web can be used to build measurement tools with a relatively low level of effort.
- Using a white label measurement tool like TrueFit is likely a more cost-effective, lower effort avenue to improve the customer experience.

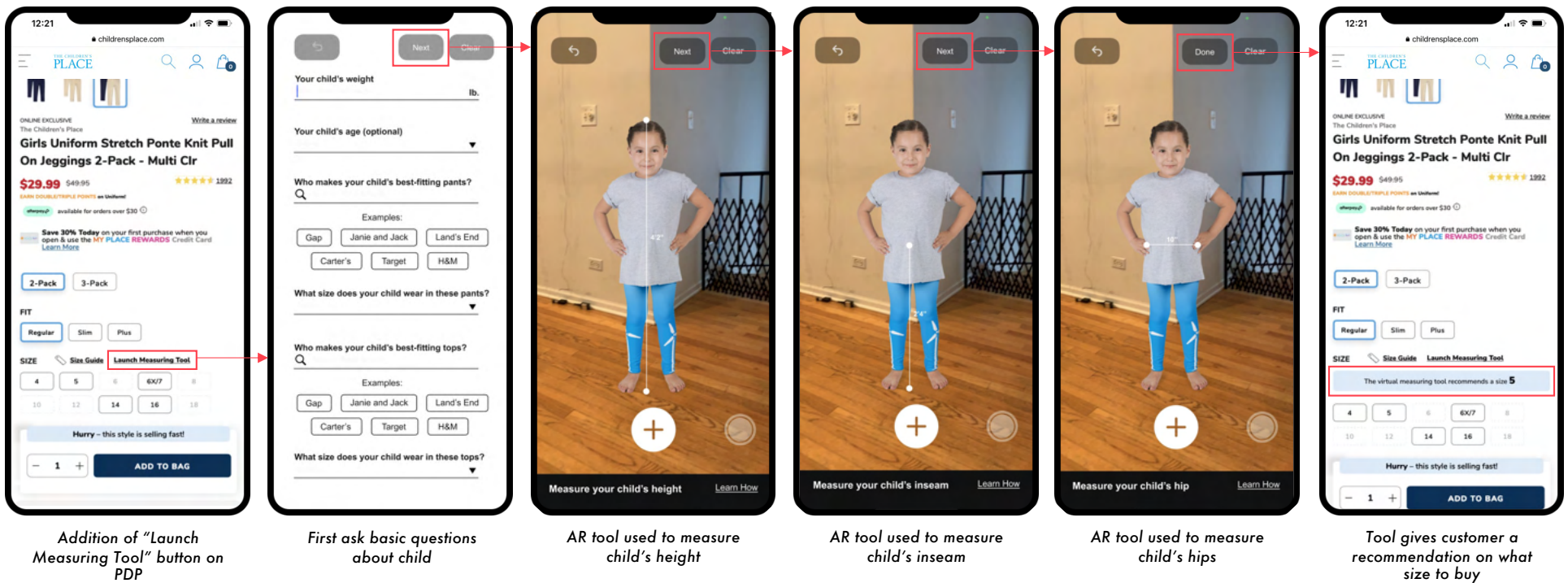


Addition of "Launch Measuring Tool" button on PDP

First ask basic questions about child

AR tool used to measure child's height

Concept Description: Fit Confidence



How We Get There

Fit description and 'how to measure' content is table stakes for consumer fit confidence. To differentiate, The Children's Place needs to offer more paths with greater attention to detail for customers to ensure uniform pieces will fit their child on the first try.

Crawl

Sizing and fit chart with details on how to measure by body part, using fit as a criteria of product reviews.

- Size and fit chart for each category of uniform clothing (i.e. tops, bottoms, etc.)
- Provide instructions on how to measure a child for sizing

Walk

Use of white label fit finding tool to supplement sizing charts and product descriptions with visual guides.

- Embed white label fit tool to issue suggested size for customers
- Use imagery to contextualize fit elements

Run

Virtual measurement tool to determine child's size while shopping online. Guide measurement process within the tool's experience.

- Build measurement tool utilizing AR technology to accurately size a child's size
- Develop a guided sizing journey for the customer through a measurement tool to foster fit confidence

TCP is here

KPI Mapping

IM: ready for review

TBD: define

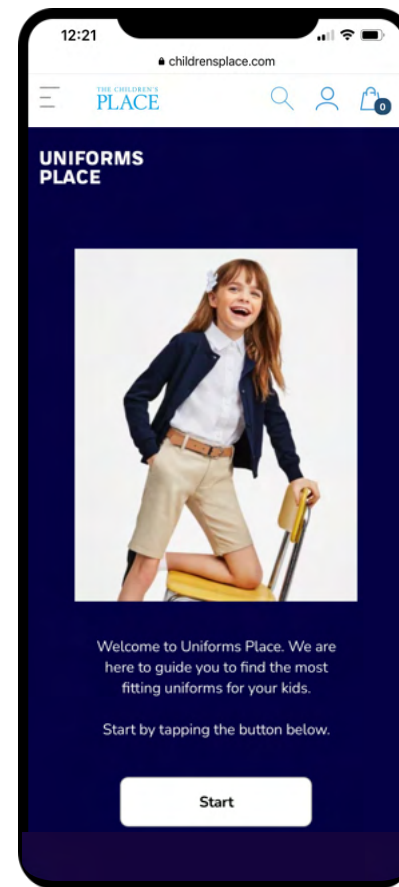
KPI	Reasoning
AOV Lift	• Increase in purchase confidence
UPT Lift	• Increase in purchase confidence • Frequent uniform purchases
Conversion Rate Lift	• Feature is unique compared to competitors • Customers can reference the tool on the TCP site
Acquisition Lift	• Gain more customers and MPR members through a tool that guarantees the right fit • Feeling like customers need to "guess" at other competitor brands
Customer Satisfaction	• Enhanced customer experience • Reminds customers that this is a unique TCP feature

Concept Description: Concierge Service

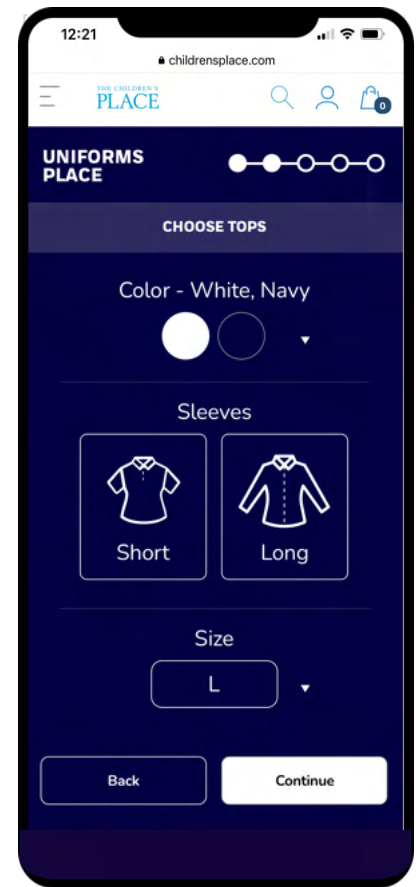
A conversational interface provides with a concierge-like service for product browsing, selection, and purchase, powered by a bot.

How it drives conversion:

- Guides the customer through the entire shopping experience without necessitating independent wayfinding, increasing purchases and reducing friction
- Offers personalized product recommendations based on known customer information, increasing product relevancy and the likelihood of conversion
- Expands awareness of product set by guiding the customer through all necessary items, presenting cross/ up-selling opportunities to increase UPT



Concierge Service—
Landing, accessed via main nav and
touts on homepage or PDP



Concierge Service—
Onboarding

Competitive Review

Retailers are providing a conversational, step-by-step purchasing process but few are in the children's apparel industry. The Children's Place has an opportunity to lead their space with this experience.

Nike

- Step-by-step guidance to design your own shoe from shoe model, materials, and colors in addition to customized durbraes and back tabs.
- Tool tips provide design suggestions and inspiration from shoes created by others.

American Girl

- Create your own doll: shape, color, hair, eyes, outfit, and accessories.
- Targeted experiences each for child and adult.



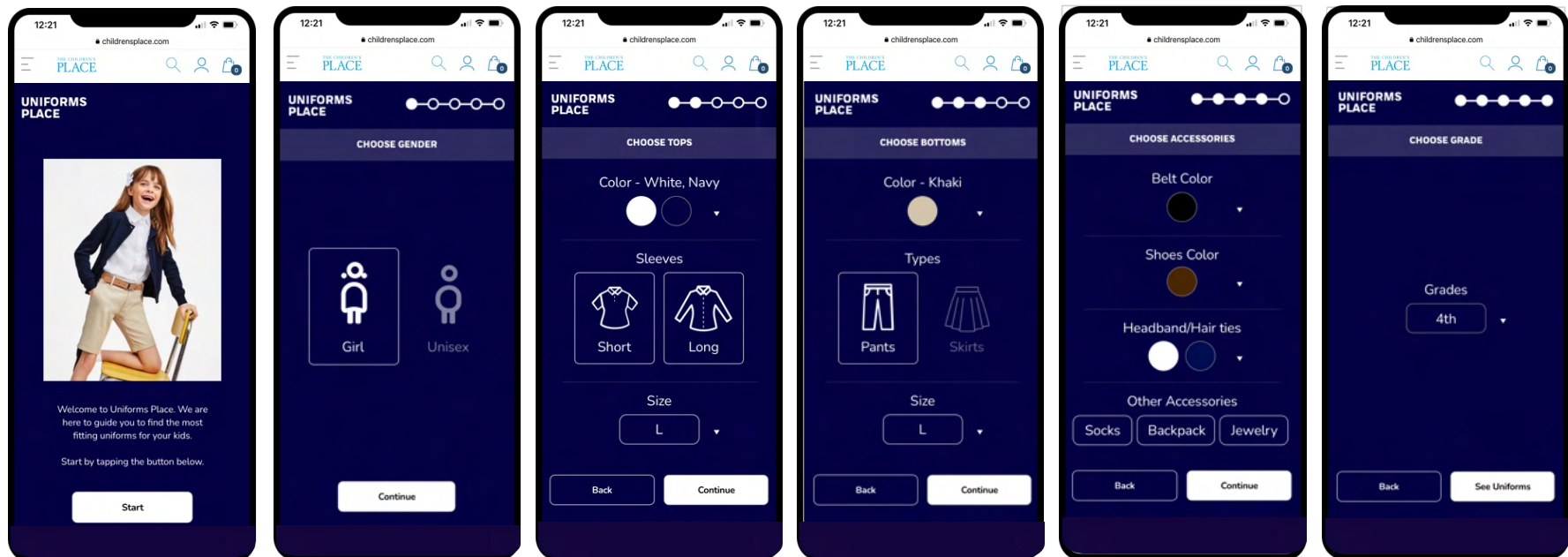
Nike



American Girl

Concept Description: Concierge Service

If an authenticated member who bought uniforms in the past onboards to Uniforms Place, then Uniforms Place will aggregate those data and display them on filters automatically. When a member drops off in the middle of the process, TCP will save the progress and send out email to notify where they left off.



Concierge Service
Landing

Concierge Service
Choose Gender

Concierge Service
Choose Tops

Concierge Service
Choose Bottoms

Concierge Service
Choose Accessories

Concierge Service
Choose Grade

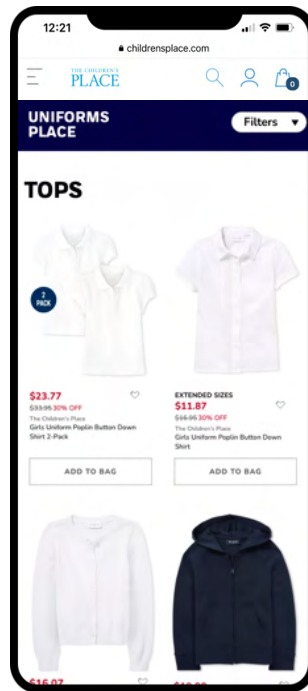
Concept Description: Concierge Service

Path to execution:

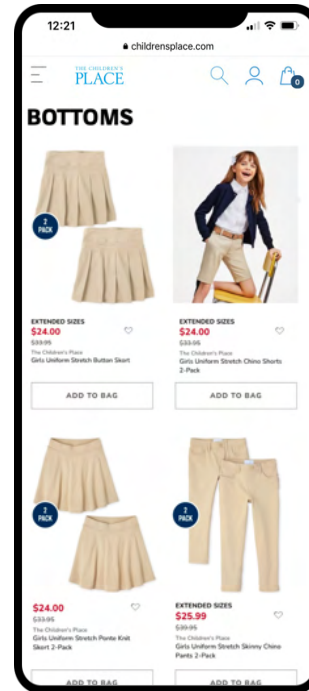
- Build guided UX flows driven by checklists and dress code requirements. Insert calls to action (buy now, add to cart, etc.) where appropriate.
- Enable suggestions of pre-configured bundles as well as creation of custom bundles.

Current experience gaps:

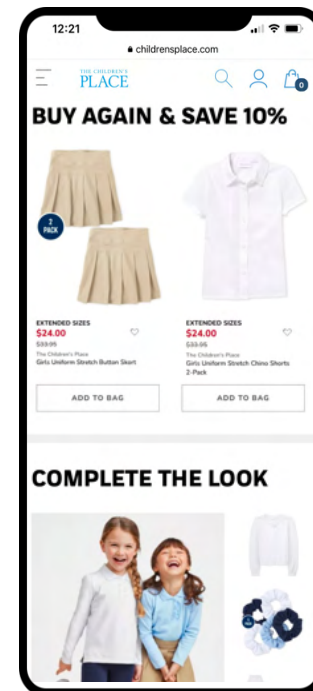
- The current "Uniform Shop" PLP experience is unguided and can be overwhelming



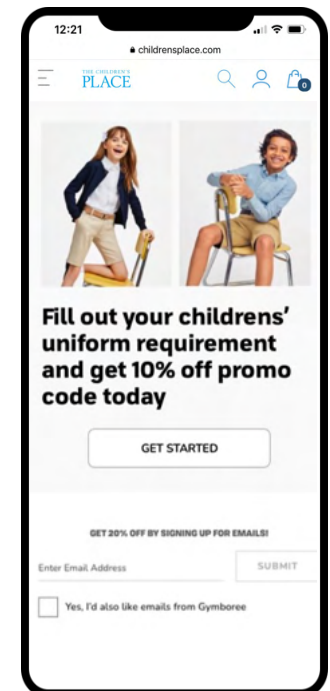
Concierge Service
Result page



Concierge Service
Result page



Concierge Service
Result page



Concierge Service
Result page

How We Get There

Richer interactions, such as conversational interfaces, capture the customer's attention with an inviting shopping experience. Reducing friction from entry to purchase enables faster purchase conversion with personalized experiences.

Crawl

Set the groundwork and deploy an MVP

- Build purchase checklists and document user flows
- Ensure checklists are inclusive of staple items such as socks, underwear, pencil cases, backpacks, etc.
- Use tools such as Typeform to build and deploy a functional MVP

Walk

Expand the core conversational experience.

- Optimize the experience based on learnings from the MVP
- Build guided flow of the experience
- Add clear calls to action

Run

Ensure cart sizes are optimized and build in personalized opportunities for cross and upselling.

- Optimize the experience
- Build in data-driven cross/upsell opportunities
- Expand functionality of the service beyond uniform shopping

TCP is pre-Crawl

KPI Mapping

TBD: define

KPI	Reasoning
AOV Lift	• Drives a complete outfit purchase • More exposure to various products
UPT Lift	• Encouragement to purchase recommended products within the concierge service • More exposure to various products
Conversion Rate Lift	• Conversational experience exposes the customer to more areas of the site • Core offering that drives more visits to the concierge service flow and PDPs
Acquisition Lift	• Concierge invites the customer to an efficient and personalized experience • Offering is unique to TCP and stands out against competitors
Customer Satisfaction	• Enhanced and conversational user experience • Data is automatically filtered and personalized for the customer's needs • Offering is unique to TCP and stands out against competitors

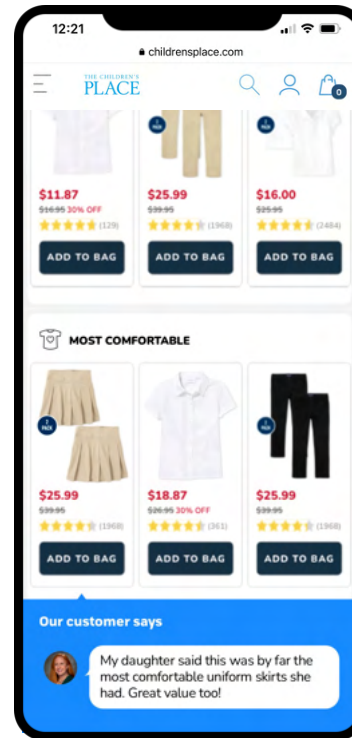


Concept Description: Review-Based Recommendations

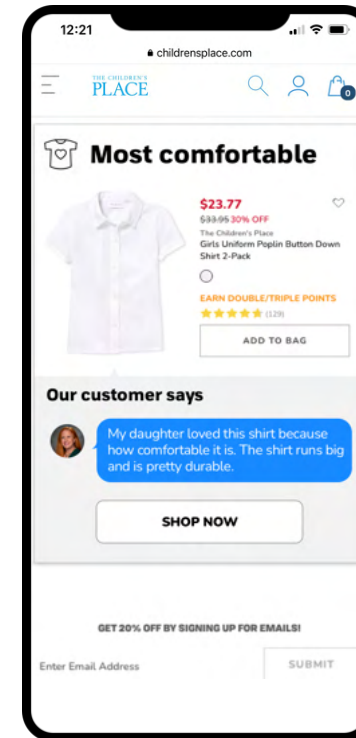
Create a module to display product recommendations influenced by review data and product preferences from the customer's profile.

How it drives conversion:

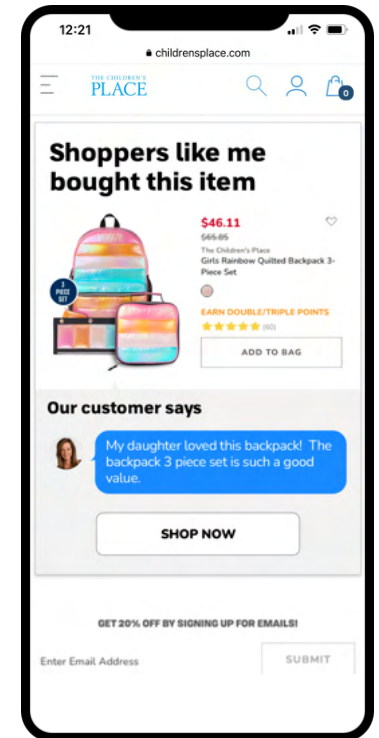
- Leverage product preferences and past purchase behavior to present customers with products for increased relevancy to convert them to purchase earlier with greater personalization
- Elevating review information to modules earlier in the funnel (i.e. homepage, PLPs) adds credibility to products without necessitating customers to scroll through a PDP to find this information



Homepage
recommendation module



PDP recommendation
module



PDP recommendation
module

Competitive Review

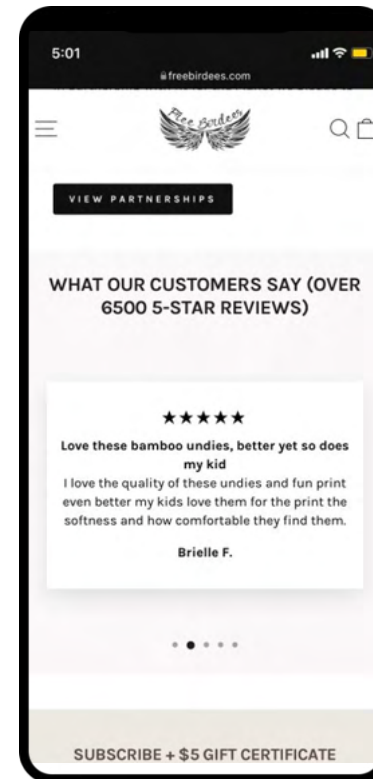
Brands have not consistently used reviews to inform product recommendations. Some sites lead you to explore more or continue shopping following the review section, but there would be benefit to providing a product recommendation based on preferred review criteria, in this location.

Free Birdees

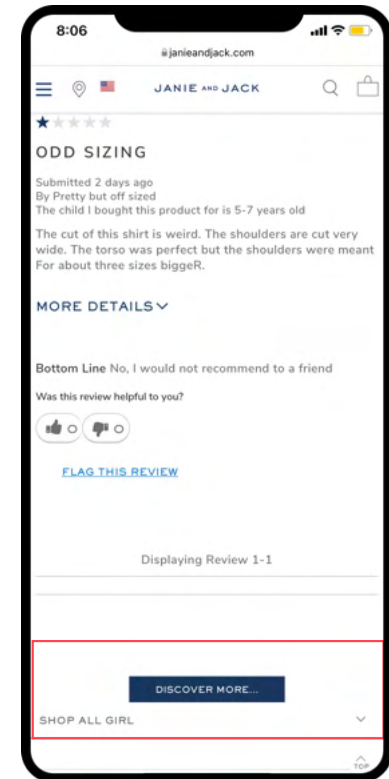
- Customer review example listed at the bottom of the home page
- Customer journey starts with feedback about the brand

Janie and Jack

- Discover more at the bottom of the review section to encourage customers to find a new product
- Opportunity to place recommendation in this location



Free Birdees



Janie and Jack

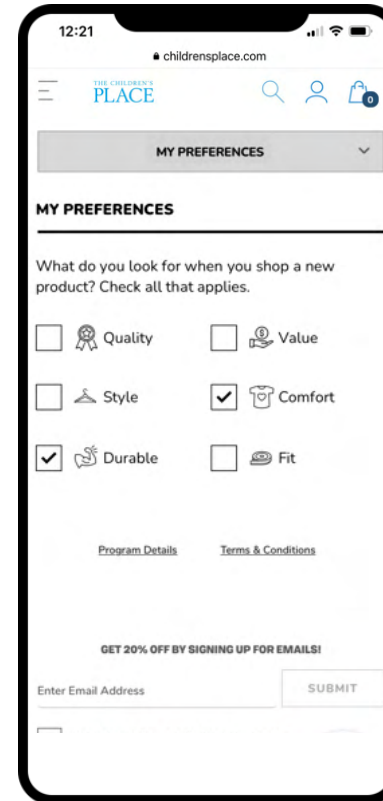
Concept Description: Review-Based Recommendations

Path to Execution

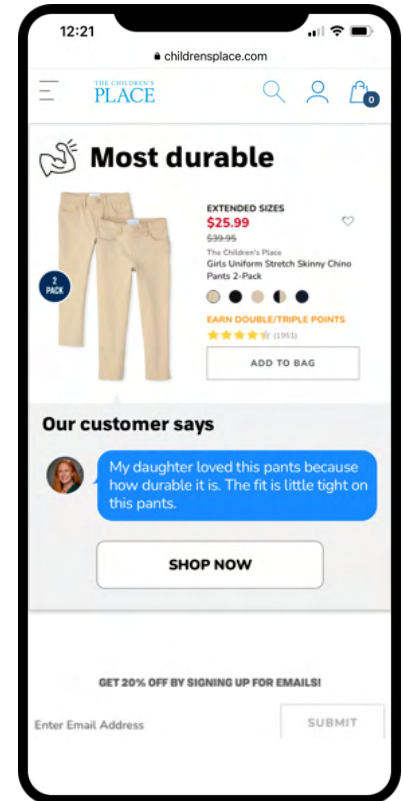
- Prompt customer for detailed preferences in their profile (e.g. "What do you look for when you shop for a new product?")
- Create recommendations around review category tags (i.e. comfort, durability, value)
- Display "our customer says" excerpt alongside featured products to increase buyer confidence
- Leverage purchase history to recommend similar products based on review tags (i.e. comfort, durability, value)

Current Experience Gaps

- Review data does not inform product recommendations
- Recommendations are not personalized



Profile view of
My Preferences



PDP recommendation
module

How We Get There

Best practice shows that personalized content can improve conversion, especially when leveraged higher in the shopping funnel. By incorporating personalized and contextual review content throughout the shopping experience, there is an opportunity to present customers with tailored recommendations better aligned to her needs and priorities. There are multiple ways and places to implement a review-based recommendation system within TCP experiences, creating flexibility in execution to support conversion to purchase.

Crawl

Review data is siloed from recommendation data although both exist within the experience.

- List recommended products
- List review rating next to recommended products

Walk

Tag products based on how customers review them for inputs into product recommendations.

- Tag products by review element
- Ask customers for review element preferences in authenticated experiences
- Serve preferred product elements in customer's recommended product list
- Showcase single review snippet under top recommended products

Run

Sync ratings and review data with recommendation data so the former can influence the later.

- Pull review elements from customers' reviews and tag product, feeding it to recommendation provider
- Ask customers for review element preferences in authenticated experiences
- Serve preferred product elements in the customer's recommended product list
- Showcase single review snippet under top recommended products

TCP is here

KPI Mapping

TBD: define

KPI	Reasoning
AOV Lift	• TBD • TBD
UPT Lift	• TBD • TBD
Conversion Rate Lift	• TBD • TBD
Acquisition Lift	• TBD • TBD
Customer Satisfaction	• TBD • TBD

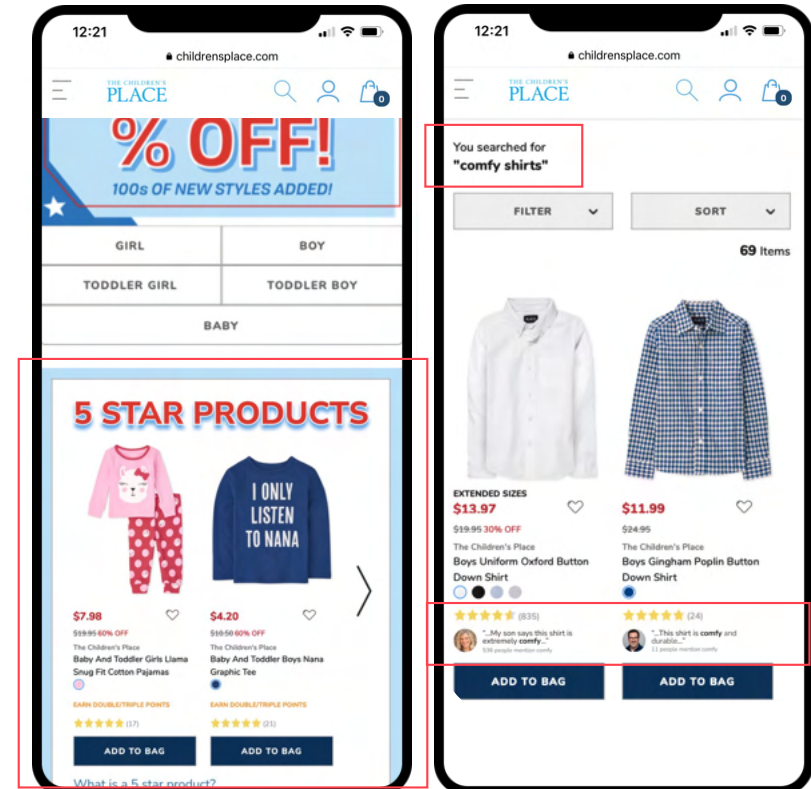


Concept Description: Elevating Review Content

Leverage review data outside of lowest section of PDPs to convert customers to purchase earlier in the customer journey.

How it drives conversion:

- Presents top-rated products earlier in the funnel while integrating the content strategy (seasonality, theme) of the homepage
- Increases relevance of products presented from search results by leveraging review category language for contextual carry over
- Review snippet under each product on PLPs add immediate credibility to a product
- Elevates iconography for product categories into review snapshot on the PDP, with interactive graph element, reducing time that the customer spends searching for information



"5 Star Products" module on homepage

Including snippet of related comment based on key terms in search phrase

Competitive Review

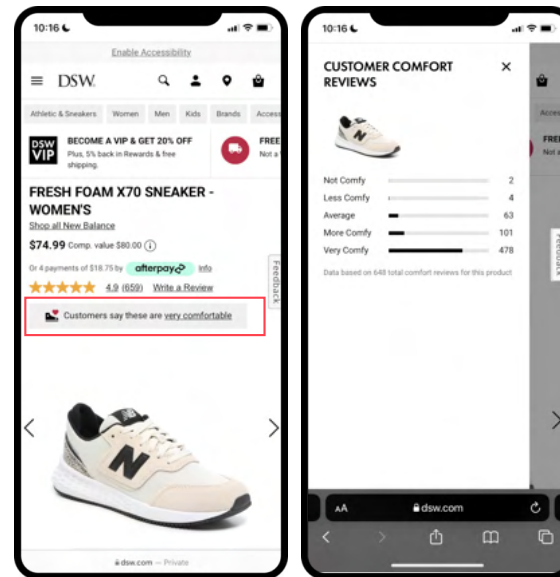
Convenient iconography and visual aids are used to enhance the summarized view of a customer's experience with the product. Presenting review data earlier in the funnel customer journey increases likelihood of conversion to purchase.

DSW

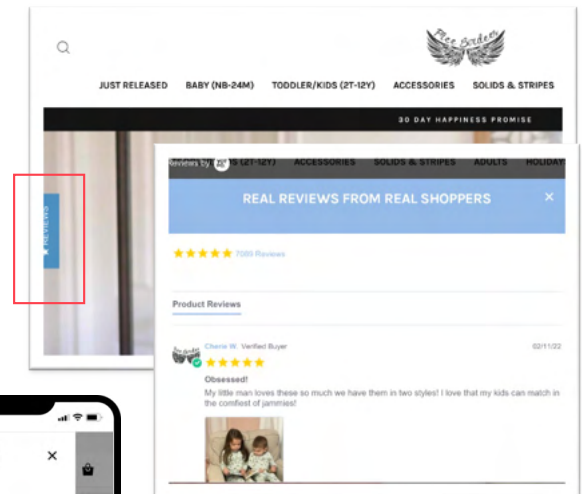
- Graphic visual aid to summarize review data
- Overall customer opinion "very comfortable" elevated in product tile

Free Birdees

- CTA on the left-hand side of the homepage directs customers to reviews right away, with a pop out window of reviews, ratings, and corresponding UGC
- Customer can quickly see how others view the brand



DSW



Free Birdees (for desktop only)

Concept Description: Elevating Review Content

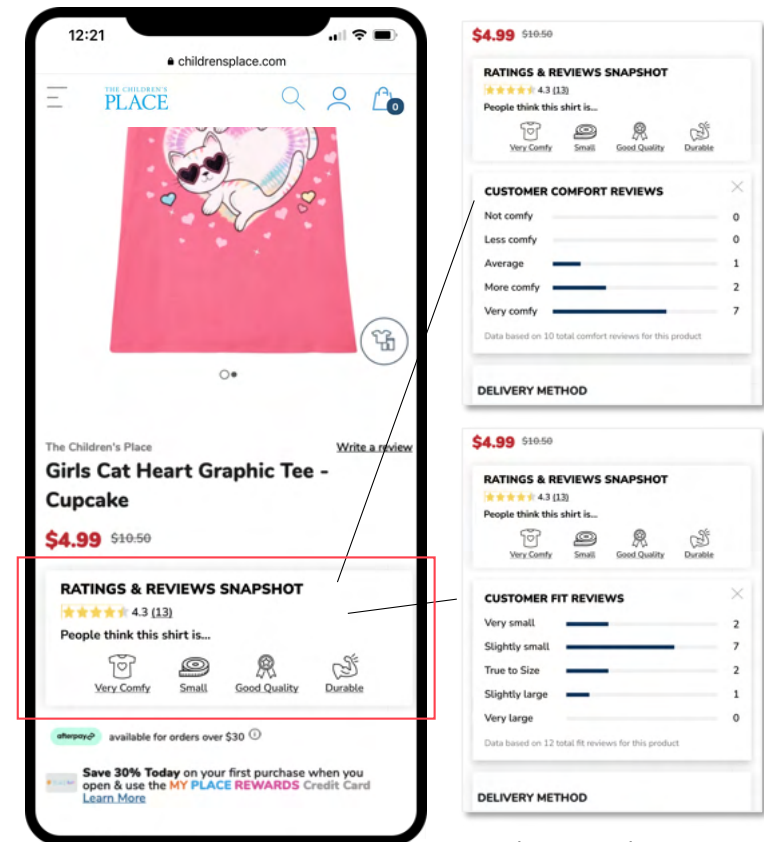
Path to execution:

- Elevate iconography for product categories into review snapshot on the PDP, with interactive graph element, reducing time customers spend searching for information

Current experience gaps:

Review data is not being leveraged to its full capacity to convert customers earlier in the shopping experience. Competitors call out relevant, positive attributes of a product based on reviews, making purchase more compelling.

- Outside of PDPs and star icons on PLPs, review data is lacking in other areas of The Children's Place's experience
- Review data is not leveraged in depth at the PLP level or on the TCP homepage
- Review element iconography is absent



Addition of "Ratings & Reviews Snapshot" module with review elements iconography at top of PDP

When review elements are clicked on individual overlays open

How We Get There

Reviews add credibility to a product. By elevating review data within The Children's Place digital experience, customers are equipped with more information about a product that has been vetted, potentially converting them to purchase earlier in the funnel.

Crawl

Add a product's review element icons to the top part of its PDP.

- Create iconography for review elements
- Showcase relevant review element icons underneath the star rating of the top part of each PDP

Walk

Incorporate review data into search and filter results on PLPs, while elevating hierarchy of review elements on PDPs.

- Add graph of review element which appears when customers hover over the icon on a PDP
- Include statement with search results/ filters on PLPs to display snippet of a review relevant to the search/ filter
- Return search results based on product's review elements (i.e. comfy shirts)

Run

Elevate review data to its own module on the TCP homepage.

- Showcase highly-rated products in a homepage module
- Use seasonality or a theme to add relevance to the presentation of highly rated product module

TCP is pre-Crawl

KPI Mapping

IM: template

TBD: define

KPI	Reasoning
AOV Lift	• TBD • TBD
UPT Lift	• TBD • TBD
Conversion Rate Lift	• TBD • TBD
Acquisition Lift	• TBD • TBD
Customer Satisfaction	• TBD • TBD

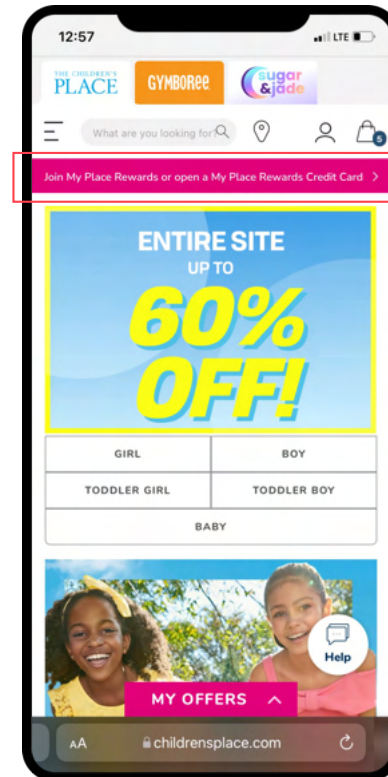


Concept Description: Elevate MPR Exposure

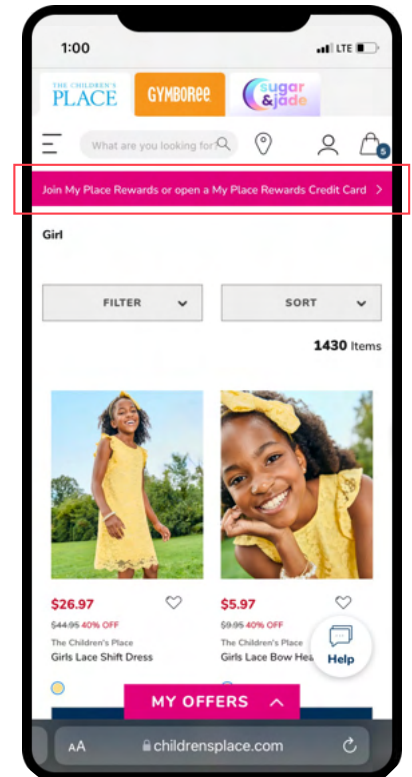
Present My Place Rewards information earlier in the funnel and with more contextual information for the customer.

How it drives conversion:

- Elevated exposure allows customers to learn more about the rewards program without clicking into “My Offers” tab, providing information earlier in the funnel without requiring as many clicks to get there
- Explicitly highlighting program application across all three brands makes the program more compelling as customers gain awareness of its versatility as their child grows
- Adding details of the rewards program at account creation to establish the link between having an account and entering the MPR program making account authentication more compelling
- Prompting MPR credit card application at checkout online/ in-app reminds customers of its benefits prior to purchase, mimicking the in-store experience



MPR exposure as sticky banner on home page

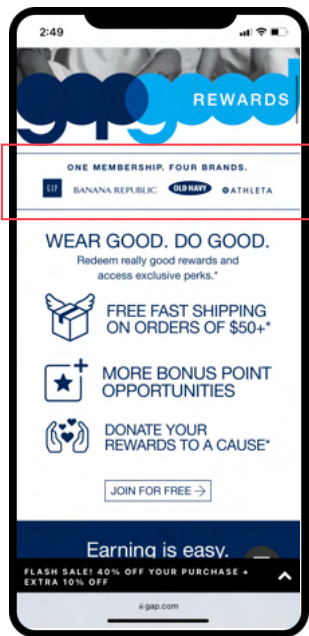


MPR exposure as sticky banner on PLP

Elevate MPR Exposure | Loyalty + PLCC

Competitive Review

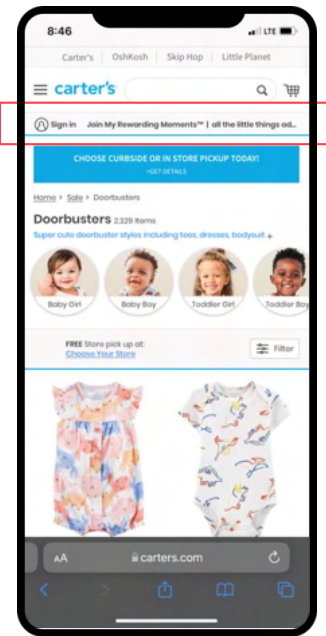
Creating a connected and transparent rewards experience that is top-of-mind for customers throughout their shopping journey.



Gap

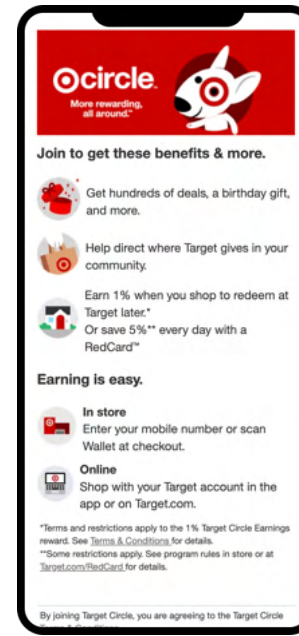
Awareness of cross brand application:

Customers can earn points and member incentives while shopping at all 4 brands under the Gap umbrella



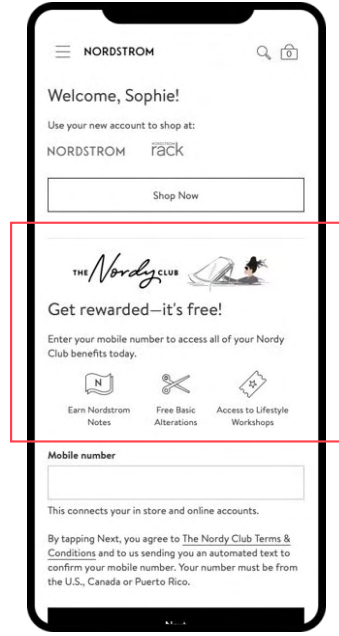
Carter's

Elevate PLCC & MPR exposure:
Customers are aware of the PLCC and MPR offerings more prominently in the shopping experience



Target

MPR benefits description:
Customers easily understand what benefits are included as a MPR member



Nordstrom

Sign-Up Introduction: Sign in landing pages shows customers the PLCC or rewards offering

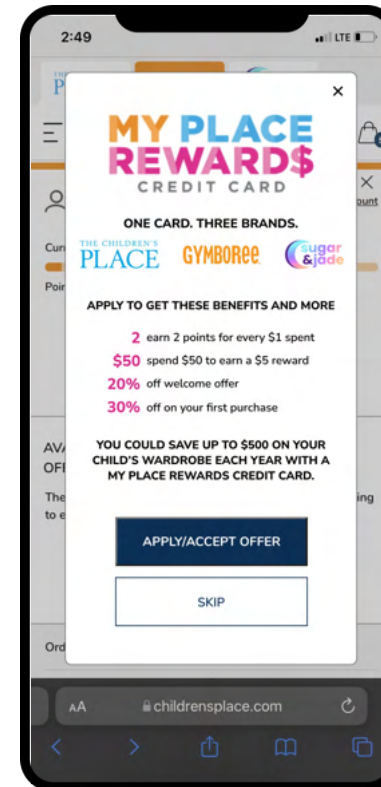
Concept Description: Elevate MPR Exposure

Path to execution:

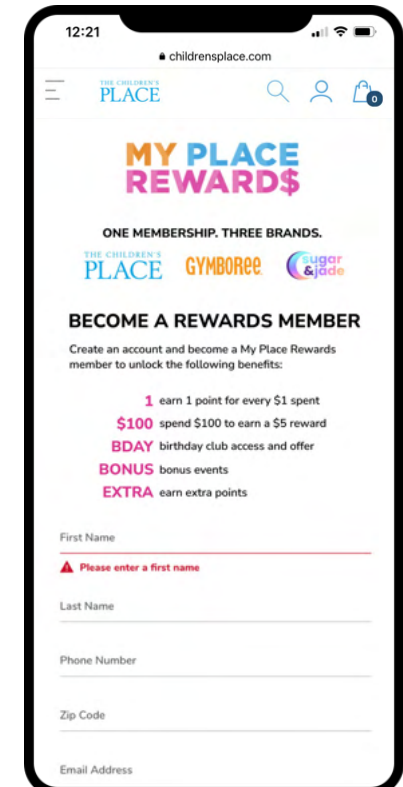
- Sticky banner header highlighting MPR program
- Leverage cross-brand copy to communicate MPR program applicability for all 3 brand
- Establish transparent link between account sign-up and MPR program enrollment
- Add credit card application module at point of digital purchase

Current experience gaps:

- Only clear path to get to My Place Rewards landing page is through the "My Offers" tab
- Program applicability to all three brands is unclear
- Lack of rewards program information at account creation page
- MPR credit card sign up is not prompted at digital checkout



PLCC promo when logging in to MPR



Additional MPR context when creating an account

How We Get There

Increasing awareness of the program with additional transparency around its details as earlier in the customer journey keeps the program top-of-mind for customers if they don't sign-up at first purchase.

Crawl

Information on the rewards program is present on the site.

- Dedicated page for My Place Rewards information
- Account creation serves as automatic rewards program enrollment

Walk

Highlight multi-brand application of the My Place Rewards program and contextualize program information.

- Describe rewards program with multi-brand application
- Added transparency to account creation process so sign-up is clearly equated with rewards program enrollment

Run

Elevated rewards program information and prompts throughout the account creation and checkout process to remind customers of its existence and benefits.

- Prompt MPR credit card application at digital checkout
- Add high-level My Place Rewards program information to account sign-up and MPR credit card application modules

TCP is here

KPI Mapping

TBD: define

KPI	Reasoning
AOV Lift	• TBD • TBD
UPT Lift	• TBD • TBD
Conversion Rate Lift	• TBD • TBD
Acquisition Lift	• TBD • TBD
Customer Satisfaction	• TBD • TBD

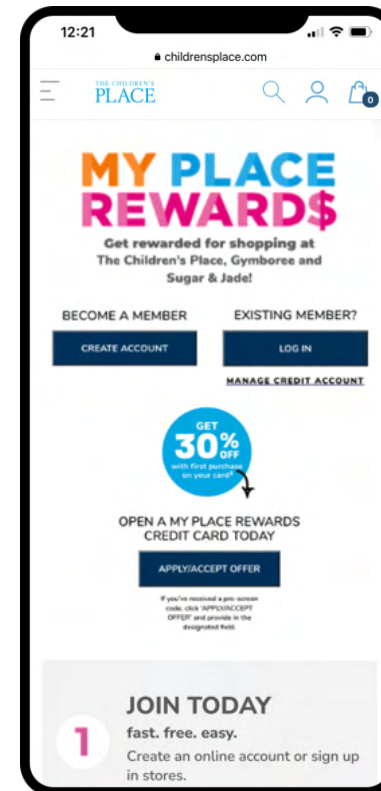


Concept Description: Streamline MPR Information

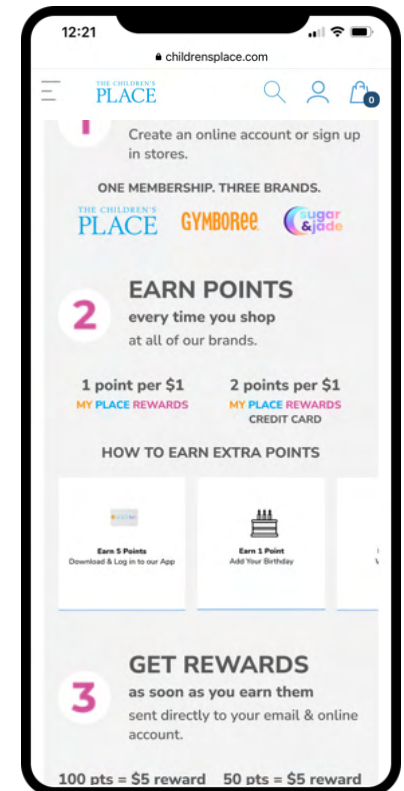
Create single landing page with expanded program details captured in one location.

How it drives conversion:

- Increases wayfinding for customers, while establishing a single information repository for My Place Rewards program details
- Highlights the benefits of joining the program, how the program works, and the multiple ways customers can participate, making sign-up more compelling
- Outlines clear structure for easy enrollment and participation, which decreases the friction to sign-up and engage

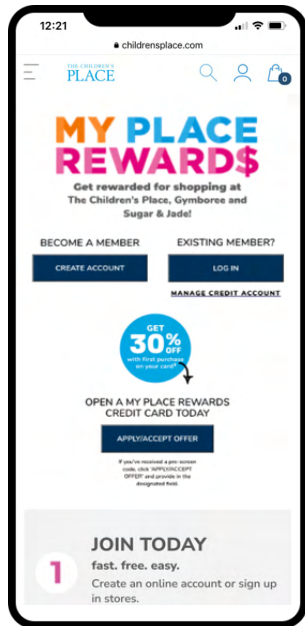


CTAs moved higher up in information hierarchy

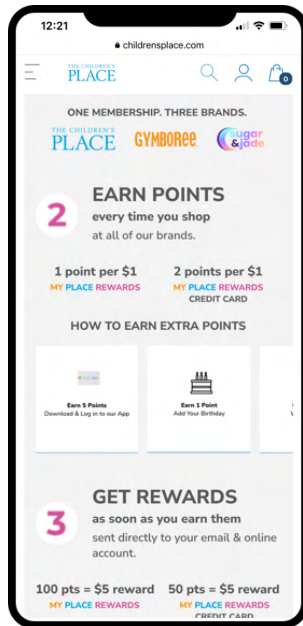


Cross-brand application, more context on how to earn points and get rewards

Concept Description: Streamline MPR Information



CTAs moved higher up in information hierarchy



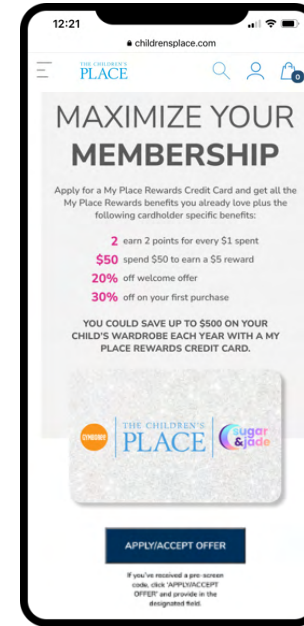
Cross-brand application, added context on how to earn points and get rewards



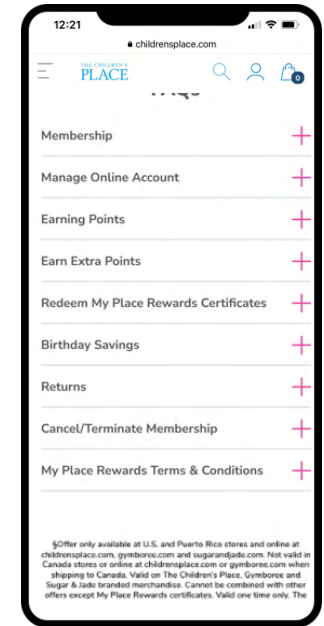
Added context on how to get rewards and other benefits provided



Other benefits provided and additional CTAs



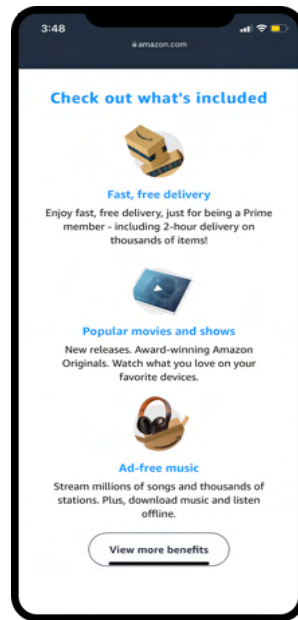
Module to promote PLCC and provide information about benefits to applying



FAQs section to address additional questions

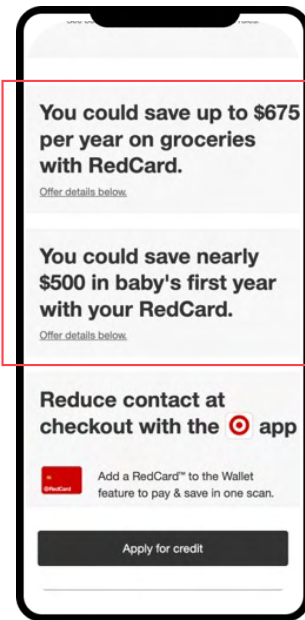
Competitive Review

Customers know exactly where to find information about My Place Rewards, how to sign up, the benefits, and additional resources.



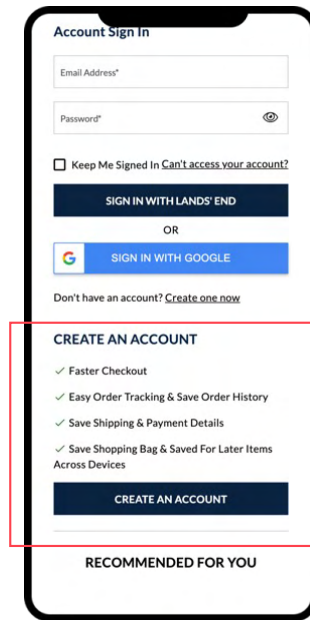
Amazon

Landing page: One page that clearly indicates all benefits included in membership



Target

Contextualizing PLCC benefits:
Examples of savings and efficiency when using a PLCC



Lands' End

MPR Benefits Description: The account sign up landing page tells customers what all creating an account means or includes

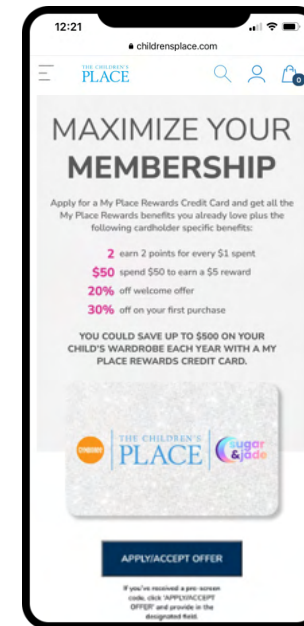
Concept Description: Streamline MPR Information

Path to execution:

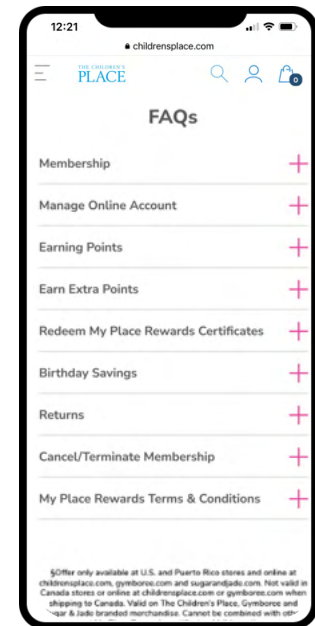
- Elevate hierarchy of CTAs to sign-up
- Add copy detailing cross-brand application of the program
- Add copy explaining how to get rewards in detail
- Add tiers to graph to illustrate difference in benefits across tiers
- Build module for PLCC promotion
- Dedicate space to show FAQs without requiring customers to click into it

Current experience gaps:

- Not all information for the program is available in a single location within the current experience
- Current My Place Rewards landing page does not have full program details to explain how customers can participate and maximize their membership



Module to promote PLCC and provide information about benefits to applying



FAQs section to address additional questions

How We Get There

Simplifying the description of the My Place Rewards program while centralizing where the information is held reduces friction for potential and existing members to understand how they benefit from engaging with the program.

Crawl

Landing page with some program details

- Introduces My Place Rewards program
- Highlights difference between membership and MPR credit card holders' membership

Walk

Single landing page outlining how to engage with the program

- Add clear steps detailing how to sign up, earn and redeem
- Tier description

Run

Single landing page with full program details on function and engagement

- Highlight MPR credit card to maximize membership
- Added FAQ section
- Clear CTAs

TCP is here

KPI Mapping

TBD: define

KPI	Reasoning
AOV Lift	• TBD • TBD
UPT Lift	• TBD • TBD
Conversion Rate Lift	• TBD • TBD
Acquisition Lift	• TBD • TBD
Customer Satisfaction	• TBD • TBD

Concept Description: Onboarding Rewards

Establish a clear onboarding process to the My Place Rewards program.

How it drives conversion:

- Prompting expanded opportunities for additional customer data collection in the sign-up process builds more data points for The Children's Place to provide better personalized experiences and recommendations
- Introducing first opportunities to earn rewards such as encouraging a cross-brand purchase or writing reviews to new members, while demonstrating the ease of point accrual to further incentivize engagement with the program
- Rewarding cross-brand purchases incentivizes cross-brand discovery, potentially generating new loyalty to additional brands within the TCP brand family.

Basic profile information

End screen with point total

Concept Description: Onboarding Rewards

Basic profile information

Opting in for text alerts

Communication preferences

Basic child information

Uniform details

Product category preferences

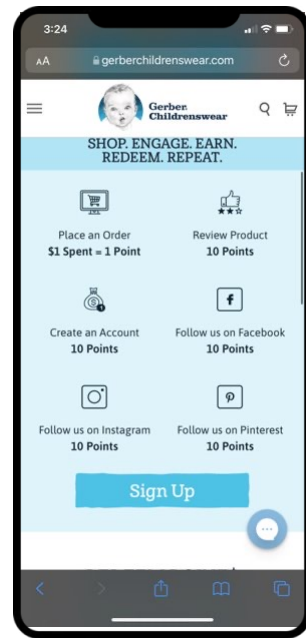
Product attribute preferences

Prompt additional social account linkage

End screen with point total

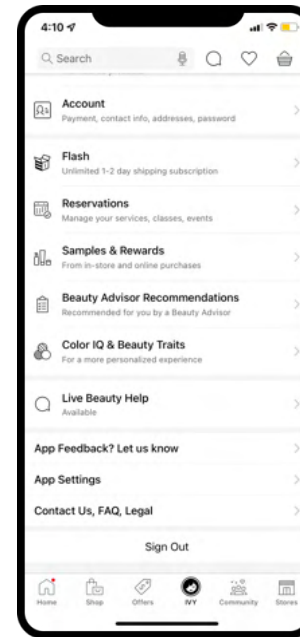
Competitive Review

Enhancement to the onboarding process that allows customers to participate in more activities that lead to greater reward incentives.



Gerber

Brand engagement: Clear summary of the different ways customers can engage with the brand to earn more points



Sephora

Personal preferences: As a member of the rewards experience, the customer can view their past orders, save favorites, and make updates as needed

Concept Description: Onboarding Rewards

Path to execution:

- Develop onboarding flow with added questions below
- Highlight additional quick ways to earn rewards after account creation

Recommended additional data points for collection:

- Communication preferences
- Types of products they're interested in purchasing (i.e. uniforms, dresses)
- Product attributes they prioritize (i.e. comfort, durability)
- Link additional social accounts (Instagram, Pinterest, TikTok)

Current experience gaps:

- Additional data points on members to enhance personalization in their shopping experience
- Not all review writing is rewarded
- Cross-brand discovery is not rewarded

The Children's PLACE

Answer the questions below to earn My Place Rewards loyalty points.

2 of 7

What is your communication preference? Select all that apply. (5 pts)

☐ Email

☐ SMS

☐ App (push notifications)

☐ Opt-in to receive communication from all of our brands (5 pts)

PLACE CHOOSE Right Side

Your Current Points: 10

CONTINUE

SKIP

The Children's PLACE

Answer the questions below to earn My Place Rewards loyalty points.

4 of 7

Does your child wear a uniform? If so, please provide some details. (25 pts)

Gender: Girl

Name of the School:

Tops Color(s): White

Tops Size: Sm

Bottoms Color(s): Navy

Bottoms Size: Sm

Color of Shoes: Black

Type of Shoes: Oxford

Your Current Points: 25

CONTINUE

SKIP

The Children's PLACE

Answer the questions below to earn My Place Rewards loyalty points.

7 of 7

Follow us on Instagram. (10 pts)

childrensplace Follow 4,212 posts 809k followers 307 following

Like us on Facebook. (10pts)

The Children's Place Baby & children's clothing store Like

Your Current Points: 65

CONTINUE

SKIP

Communication preferences

Uniform details

Prompt additional social account linkage

How We Get There

A cohesive onboarding experience for the My Place Rewards program can promote excitement for new members to engage while providing them a clear path to gain rewards quickly. Onboarding removes onus from new members to understand how to maximize their membership and instead thoughtfully guides them through the experience.

Crawl

Reward members for uploading personal data and engaging with the program

- Customer basics such as birthday, location, and store information
- Reward single review upload

Walk

Offer additional data points members can volunteer within the account dashboard and expand reward potential

- Increase customer data collected
- Reward all review writing
- Reward multi-brand purchase discover

Run

Incorporate all elements into a user-friendly My Place Rewards onboarding experience

- Clear onboarding flow
- Collect all data at one time showcasing point accrual throughout
- Call out rewards available on account dashboard

TCP is here

KPI Mapping

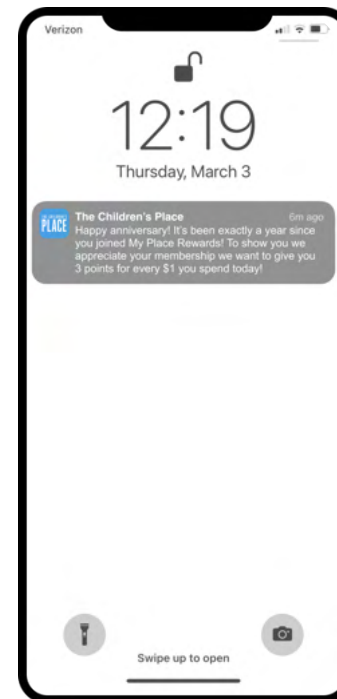
KPI	Reasoning
Conversion Rate Lift	• More points earned through onboarding process, leading to faster application of points towards a purchase
Acquisition Lift	• Clear process mitigates incomplete sign-ups • More exposure across all three brands increases enrollment
Customer Satisfaction	• Feel rewarded for exchange of personal data • Gain points without having to make a purchase

Concept Description: Re-Engage Members

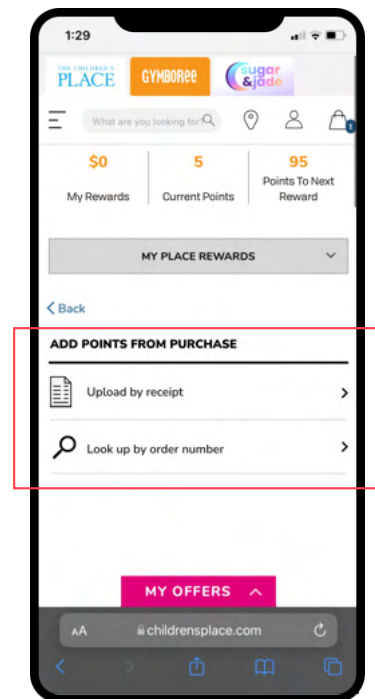
Remind members to re-engage with the My Place Rewards program after inactivity, while making it easier to participate in the program itself.

How it drives conversion:

- Keeps the program top-of-mind for members and personally invites engagement
- Rewarding retention explicitly makes members feel valued and increases positive brand perception
- Allowing members to retroactively log points from past purchases offers increased avenue for member engagement, while growing brand perception because TCP assures all purchases can earn rewards
- Encourages engagement/purchase gently in the channel of member's choice to increase conversion using native messaging tactics



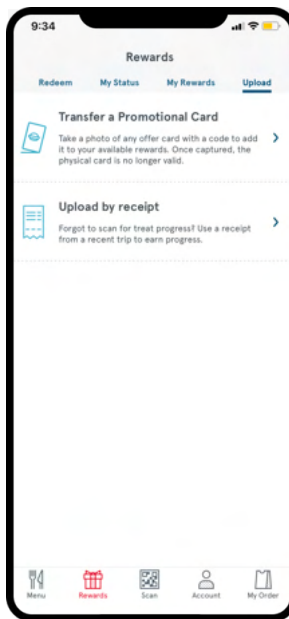
Earn bonus points on your sign-up anniversary



Retroactively catalog points

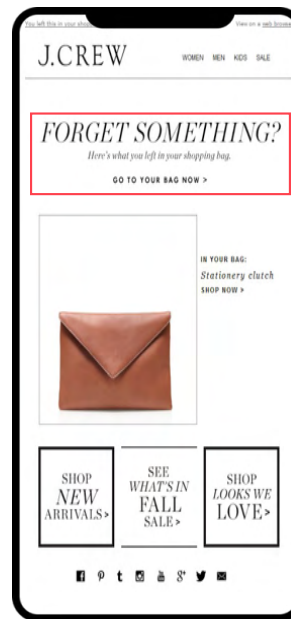
Competitive Review

Options for members to complete purchases, gain additional perks, or points that were previously earned and not recorded, reminds members that the loyalty program enhances their shopping experience.



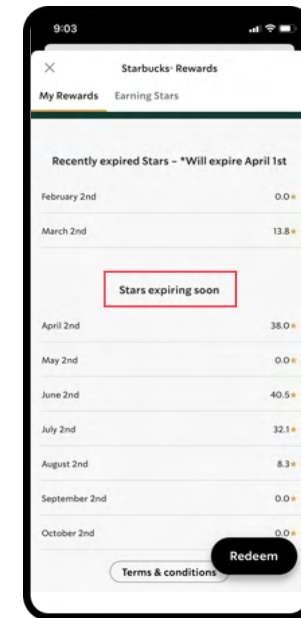
Chick-Fil-A

Retroactive rewards: Option to upload a receipt or existing promotional card to receive points in your loyalty account



J.Crew

Cart abandonment: Reminds the customer via SMS or email that an item remains in cart without purchase



Starbucks

Point expiration: Push notification and in-app messaging reminds customers of point expiration

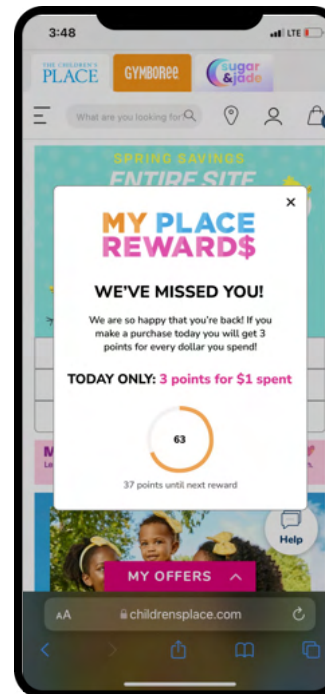
Concept Description: Re-Engage Members

Path to execution:

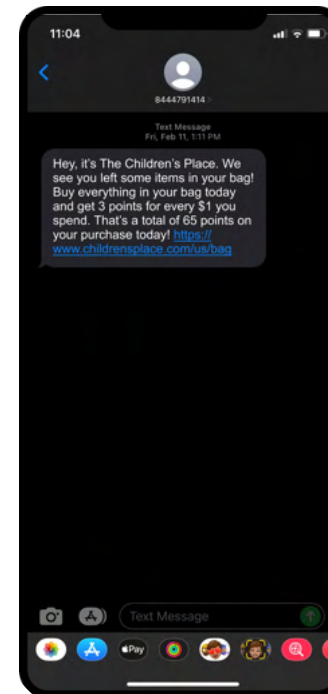
- Allow members to retroactively add points to their My Place Rewards account if they forgot to authenticate prior to purchase
- Send members SMS, email, or push notification to retarget cart abandonment, rewarding purchase conversion
- Send members SMS, email, or push notification that they have not shopped with TCP in a while to re-engage
- Award points to members who engage with The Children's Place after a period of inactivity

Current Experience Gaps:

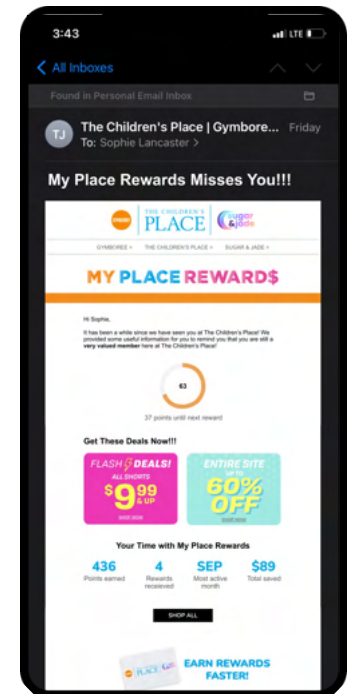
- Account balance emails monthly
- Retargeting tactics are not consistent



Earn bonus points when visiting the site after a long time away



Avoid cart abandonment by providing bonus points



Re-engagement email with previous activity snapshot

How We Get There

The Children's Place is operating with a standard industry practice of its messaging, creating opportunity to more tactfully re-target members to engage with the My Place Rewards program while offering additional ways to earn points for doing so.

Crawl

Information about the loyalty program is clear, but less often communicated.

- Loyalty program exists
- Email and app notifications exist
- Members are aware that engagement is required to utilize loyalty program features

Walk

Increased communication about My Place Rewards program to encourage engagement.

- Send reminders and notifications about point and purchase progress (ex: monthly account balance)
- Enhanced language to encourage increased point earning and redemption
- Enhanced feeling that the brand misses the customer

Run

Boost incentives to remind customers of how to maximize their membership.

- Sign-up anniversary bonus reward
- Retroactive point logging
- Initiate reminders and notifications with CTAs that include points or promotional incentive
- Flight messaging during lulls of engagement to re-engage members

TCP is here

KPI Mapping

TBD: define

KPI	Reasoning
AOV Lift	• TBD • TBD
UPT Lift	• TBD • TBD
Conversion Rate Lift	• TBD • TBD
Acquisition Lift	• TBD • TBD
Customer Satisfaction	• TBD • TBD



Concept Description: Revamped Account Dashboard

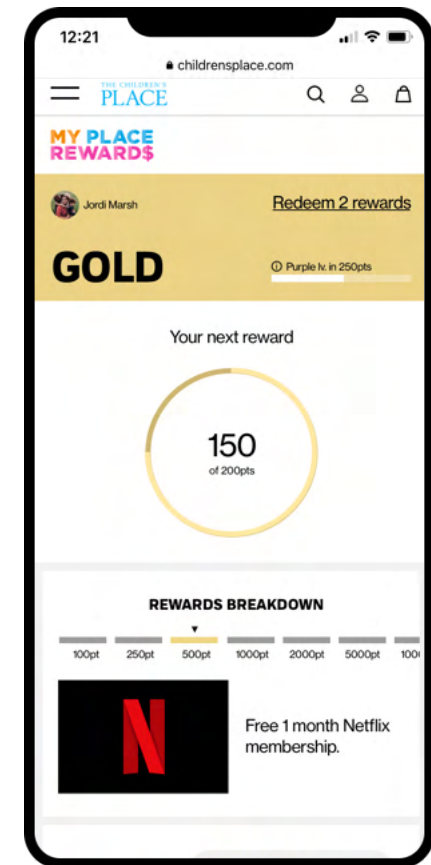
Create a dedicated account dashboard associated with the My Place Rewards program for members.

How it drives conversion:

- Establishing a visually compelling My Place Rewards dashboard that is distinguished from general account settings and past order information to provide a designated hub for all MPR information
- Increased UI functionality makes it easier for members to navigate their account and further engage with the program, reducing friction to interact with various program components
- Showcasing potential rewards fosters excitement and desire to participate

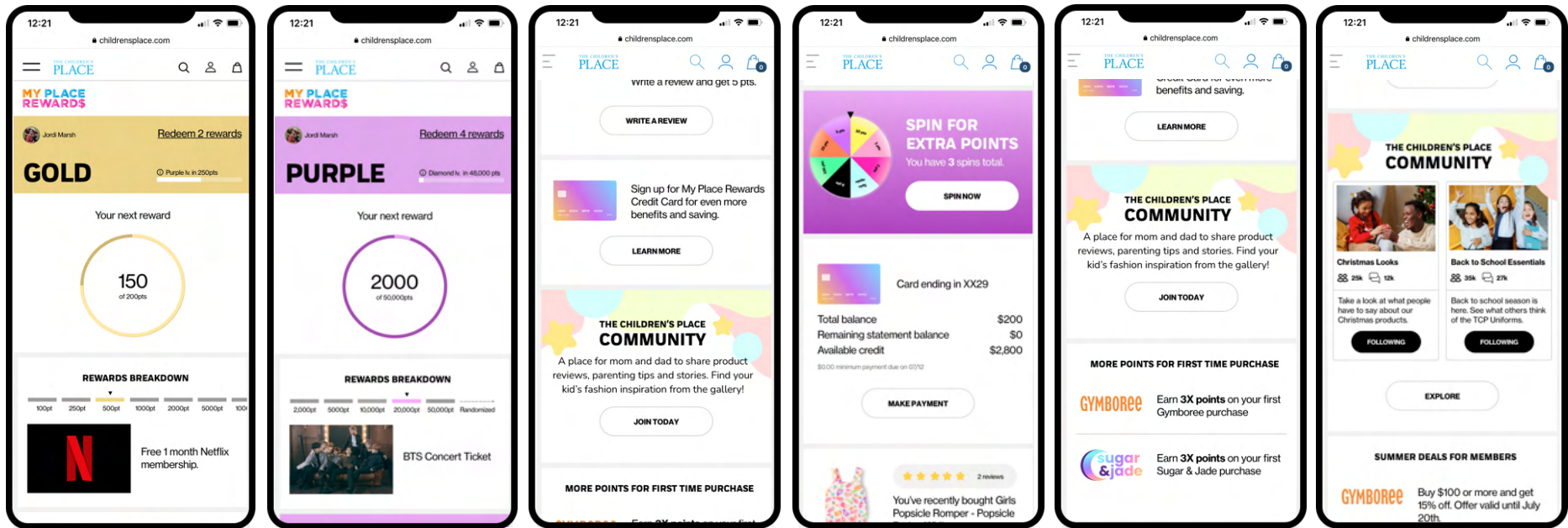
Proposed modules:

- Name and status (tier)
- Point balance
- Review writing prompt
- MPR credit card promotion
- MPR credit card balance and payment
- Community pages
- Available rewards at each tier
- Seasonal personalized product promotion
- Gift card purchase



Dashboard

Concept Description: Revamped Account Dashboard



Dashboard –
Gold level

Dashboard –
Purple level

Dashboard –
Non PLCC Member

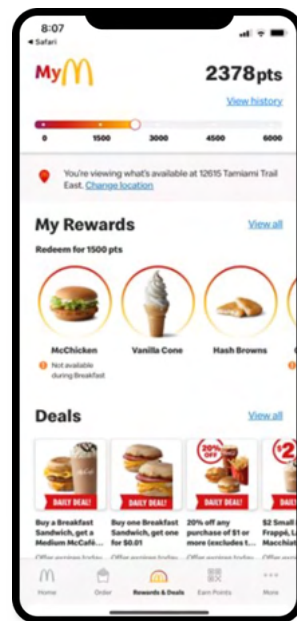
Dashboard –
PLCC Member

Dashboard –
Non member of community

Dashboard –
Member of community

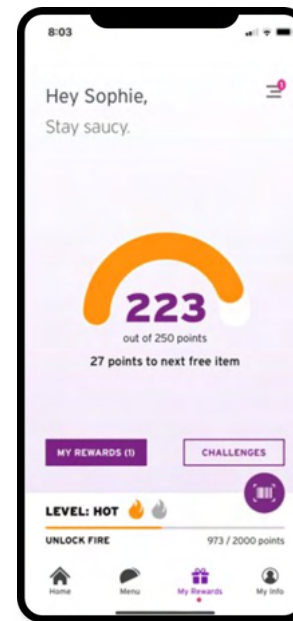
Competitive Review

The visually appealing and organized account dashboard allows customers to see their rewards, potential ways to earn, and account information in one convenient location.



McDonalds

Visually led account dashboard: Clear visuals help guide customers through the rewards process



Taco Bell

Display potential rewards:
Visualization of rewards progress to keep customers aware of the next rewards milestone

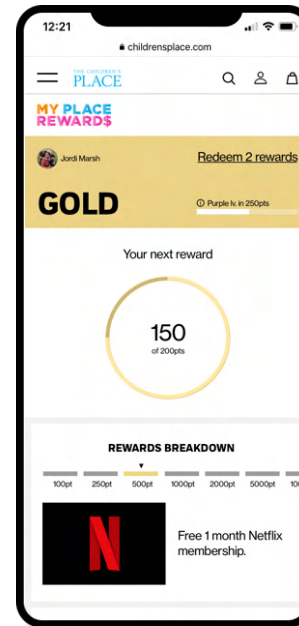
Concept Description: Revamped Account Dashboard

Path to execution:

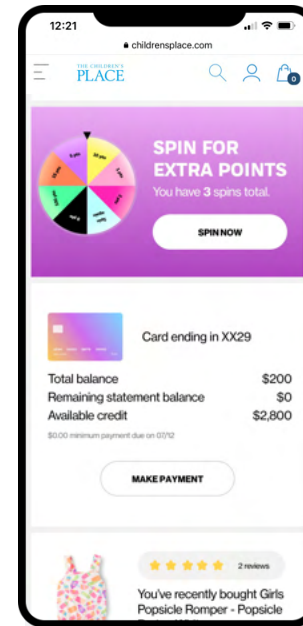
- Develop an account dashboard for members to access all My Place Rewards information, including MPR credit card balance and payment link
- Modularize My Place Reward program components and features condensing various loyalty program information into a single flow
- Build a reward module showcasing potential rewards for redemption at each point milestone

Current experience gaps:

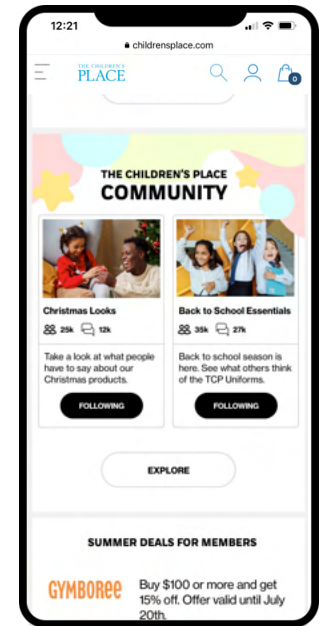
- Current My Place Rewards details are segmented across three tabs within the account information section both online and in-app
- Rewards available versus rewards already earned are not clearly displayed in the current experience



Dashboard –
Gold level



Dashboard –
PLCC Member



Dashboard –
Member of community

How We Get There

An account within The Children's Place site constitutes My Place Rewards enrollment, so the authenticated account home should better reflect the prominence of the rewards program. Loyalty program dashboards have become table stakes, so there is a need to develop a loyalty hub for members in order to remain competitive and potentially differentiate from competition.

Crawl

My Place Reward member point balance and status is available in authenticated experiences

- Point balance
- Dollar value of reward accrual
- Points until next reward
- Three tabs for various program information

Walk

All My Place Rewards information is available in a single tab

- Channel agnostic presentation of member account information
- Single source for account information and details

Run

Dedicated dashboard for My Place Rewards is primary function of the authenticated experience

- Visually-led experience as single source for account information and reward details
- Showcase potential rewards
- Dedicated CTA for My Place Rewards credit card application
- Integrated credit card balance and payment portal

TCP is here

KPI Mapping

TBD: define

KPI	Reasoning
AOV Lift	• TBD • TBD
UPT Lift	• TBD • TBD
Conversion Rate Lift	• TBD • TBD
Acquisition Lift	• TBD • TBD
Customer Satisfaction	• TBD • TBD

thank you

APPENDIX

IM: complete

Concept Comparison Overview

Concept Name	Themes			Opportunity areas				
	Personalization	User Interface Enhancements	Awareness	NGHP	Multi-Brand Experience	Uniform Destination	Reviews	Loyalty + PLCC
Next Generation Homepage		○		○				
Cross-Brand Recommendations	○		○		○			
PDP Wayfinding Enhancements		○				○		
Fit Confidence	○	○				○		
Concierge Services	○	○	○			○		
Review-Based Recommendations	○		○				○	
Elevating Review Content	○		○				○	
Elevate MRP Exposure		○	○					○
Seamline MRP Information		○	○					○
Onboarding Rewards	○	○						○
Re-Engage Members	○							○
Revamped Account Dashboard		○	○					○

Uniform Destination: Appendix Concepts

Uniform Destination

Opportunity Overview

A niche vertical like school uniforms requires competing with specialist retailers. A similar amount of attention must be given to The Children's Place uniform shopper: **Customers must be confident** in making their selections and **easily move from decision to checkout**. Opportunities to leapfrog specialists also exist by easing navigation, providing interactive shopping tools, leveraging TCP's brick-and-mortar footprint, and **engaging directly with schools**.

THEMES & OPPORTUNITIES

Interface Enhancements

Improvements to usability, functionality, and look and feel for core shopping experiences

Personalization

Proactively deliver personalized experiences by leveraging consumer data and catering to their needs as they make purchase decisions

Data Collection

Approaches to collecting dress code data that can be utilized to provide enhanced shopping experiences as well as engaging directly with schools

CONCEPTS

- PDP Wayfinding Enhancements
- Fit Confidence
- Concierge Service
- Purchase by Child
- Crowdsourcing Uniform Data
- School's Uniform Portal

Value

How will it add value?

- Added uniform-specific product descriptions and key features make products easier to find with increased confidence for customers, potentially lowering return rates. We anticipate a lift in AOV and UPT by leveraging lifestyle photography to present potential items to help the customer “complete the look.” Incentivizing repurchase fosters positive brand affinity and customer satisfaction.

Why is this execution important?

- The Children’s Place can demonstrate its expertise in both uniforms and everyday clothing by distinguishing each experience with language, imagery, and deals specific to the type of product.

Hypothesized Impact		
Average Order Value	↑	
Units per Transaction	↑	
Time on Site/Page	↓	
Conversion Rate	↑	
Abandoned Carts	=	
First Visit Conversion	↑	
Customer Satisfaction	↑	
Customer Lifetime Value	↑	
Organic Traffic	=	
Cross Brand Shopping	=	
Returns Frequency	=	
Rewards Sign Ups	=	
	↑	↓
	Increase	Decrease
		No Change

Value

How will it add value?

- Increasing the customer's confidence in their decision to purchase from The Children's Place and in its individual uniform products for her student, potentially resulting in revenue growth.

Why is this execution important?

- Improper uniform fit can result in student penalization, so providing an elevated opportunity to help customers ensure personalized fit will better differentiate TCP from its competition, while improving brand reputation.

Hypothesized Impact	
Average Order Value	↑
Units per Transaction	↑
Time on Site/Page	↓
Conversion Rate	↑
Abandoned Carts	↓
First Visit Conversion	↑
Customer Satisfaction	↑
Customer Lifetime Value	↑
Organic Traffic	=
Cross Brand Shopping	=
Returns Frequency	↓
Rewards Sign Ups	=
↑	↓
Increase	Decrease
=	
No Change	

Value

How will it add value?

- An immersive, frictionless shopping, selection, and checkout experience should lead to increased conversions and a reduction in abandoned carts as well as providing compelling cross and upsell opportunities to increase cart size (AOV and UPT).

Why is this execution important?

- A positive first-time shopping experience is paramount to establishing repurchasing behavior and brand loyalty. Further, the experience delivered must meet or exceed the customer's expectations for in order to realize gains from reducing friction.

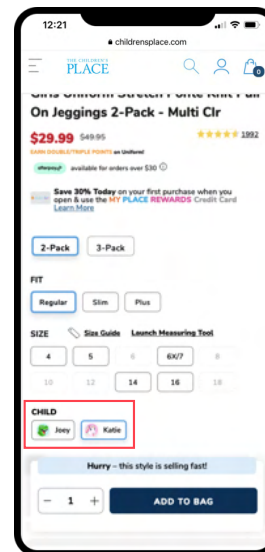
Hypothesized Impact	
Average Order Value	↑
Units per Transaction	↑
Time on Site/Page	↑
Conversion Rate	↑
Abandoned Carts	↓
First Visit Conversion	↑
Customer Satisfaction	↑
Customer Lifetime Value	↑
Organic Traffic	=
Cross Brand Shopping	↑
Returns Frequency	↓
Rewards Sign Ups	=
↑	↓
Increase	Decrease
No Change	

Concept Description: Purchase By Child

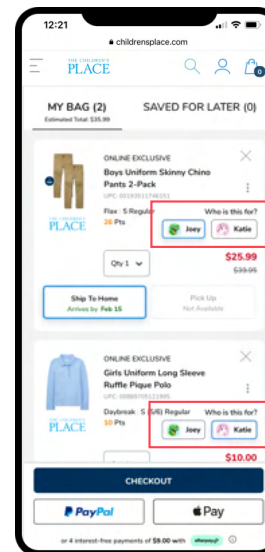
Enable the customer to catalogue their shopping by child to ensure all uniform needs within the family are met

How we bring it to life?

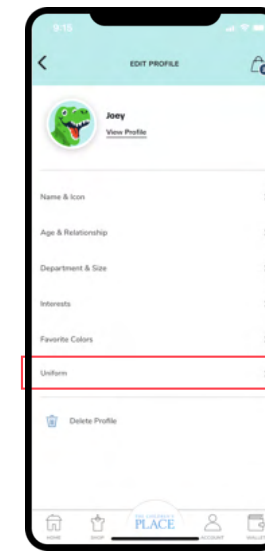
- Add child profiles to 'My Closet' feature to save uniforms, wish lists, and purchases by child
- Prompt the customer to select which child they are purchasing for on PDP
- Display child's tag next to corresponding items in bag view
- Organize bag content by child



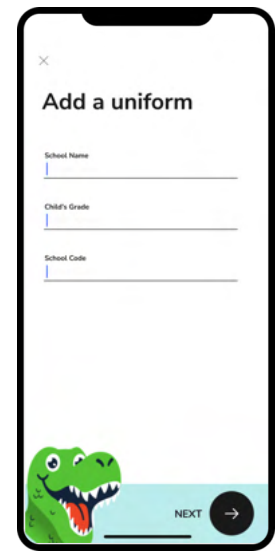
Select which child the item is for before adding to bag



Display child's tag next to corresponding item in bag



Have ability to add a uniform to a child's profile



Have ability to add a uniform to a child's profile

Concept Description: Purchase By Child

Make It An End-To-End Experience

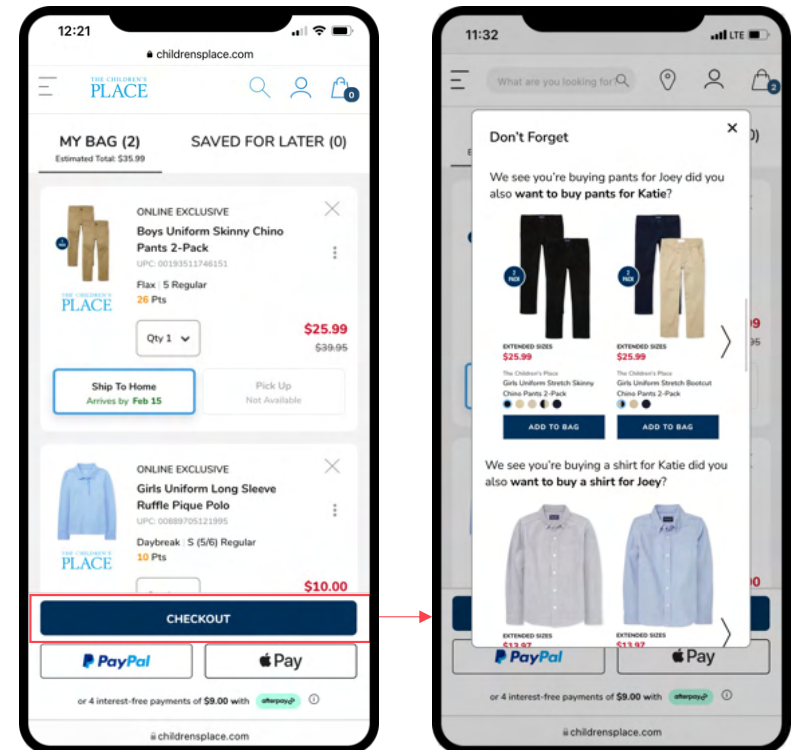
- Engage the customer throughout the buying journey, so they feel compelled to engage their children upon delivery with a personalized touch.
- Prompt the customer to add items to the bag that they added for one child, but not the other to ensure they are not forgetting to duplicate purchases, where relevant.
- Deliver orders in packaging by child. Add personalized touches such as labeling to make the unboxing experience more engaging.

What are the gaps in current experience?

- The customer cannot create, save, or shop by child's uniform. Child contextual carry-over throughout the purchase journey is absent.



Personalized packaging for each child to increase their excitement



Popup once you go to checkout to make sure you didn't forget important items

Competitive Review

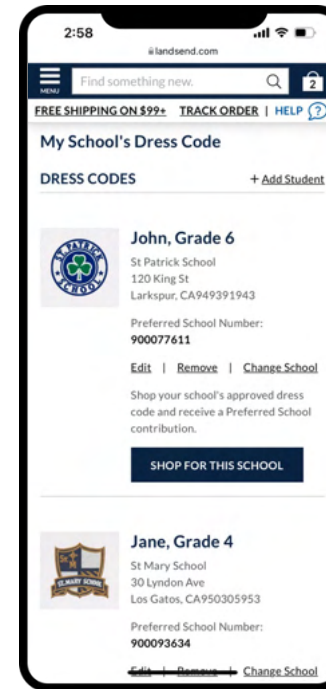
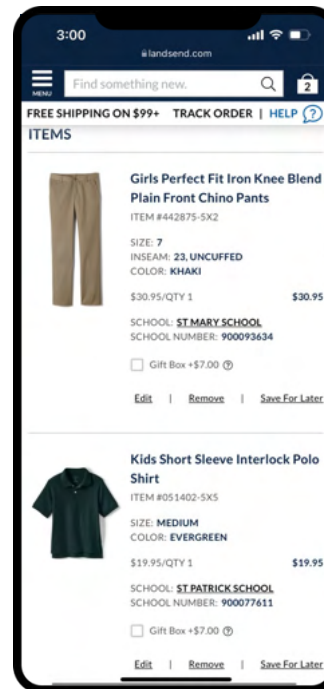
Category leaders allow the customer to create profiles by child and save a uniform to an individual child profile. No competitors have strong contextual carry-over to cart view, creating opportunity for The Children's Place to differentiate.

Land's End

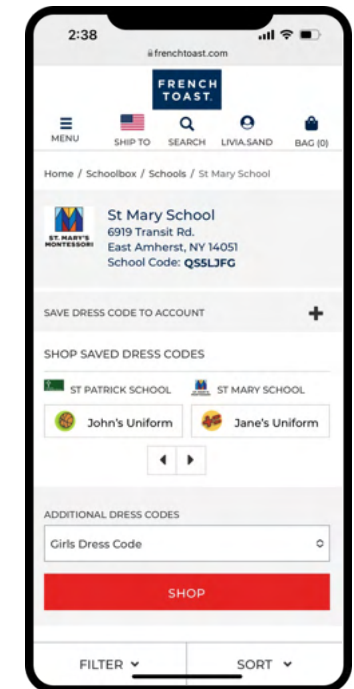
- Save a uniform by child
- Shop within a child's profile. PLP content comprised of uniform options recommended for child's school and grade

French Toast

- Save a uniform by child with personalized profiles
- Shop within a child's profile. PLP content comprised of uniform options recommended for child's school and grade



Lands' End



French Toast

Value

How will it add value?

- Personalize the shopping experience, tailoring it to the individual needs of the child. Prompting potential forgotten items at checkout increases UPT, while building brand perception as customers feels understood.

Why is this execution important?

- This end-to-end experience would leapfrog The Children's Place ahead of its competition, while providing positive business and customer impact.

Hypothesized Impact	
Average Order Value	=
Units per Transaction	=
Time on Site/Page	↑
Conversion Rate	↑
Abandoned Carts	↓
First Visit Conversion	↑
Customer Satisfaction	↑
Customer Lifetime Value	↑
Organic Traffic	=
Cross Brand Shopping	=
Returns Frequency	↓
Rewards Sign Ups	↑
↑	↓
Increase	Decrease
=	
No Change	

How We Get There

The creation of child profiles within authenticated uniform shopping experiences have become increasingly popular with category leaders, prompting a need to compete and build upon existing competitive experiences in order to differentiate and add value.

Crawl

Allow for the creation of child profiles to be saved in the customer's profile.

- Create profiles within account for children
- Attach school uniform to a child profile

Walk

Enable the customer to segment the shopping experience by child.

- Attach school uniform to a child profile
- Personalized PLP by child and corresponding uniform
- Display items in bag with tag for intended child recipient

Run+

Use contextual carry-over to create an end-to-end shopping experience for the customer segmented by child.

- Carry child's name and size through entire purchase journey from child profile
- Prompt the customer to add unpurchased items from child's uniform at checkout if absent from bag
- Deliver clothing in personalized polybags by child

TCP is here

Concept Description: Crowdsourcing Uniform Data

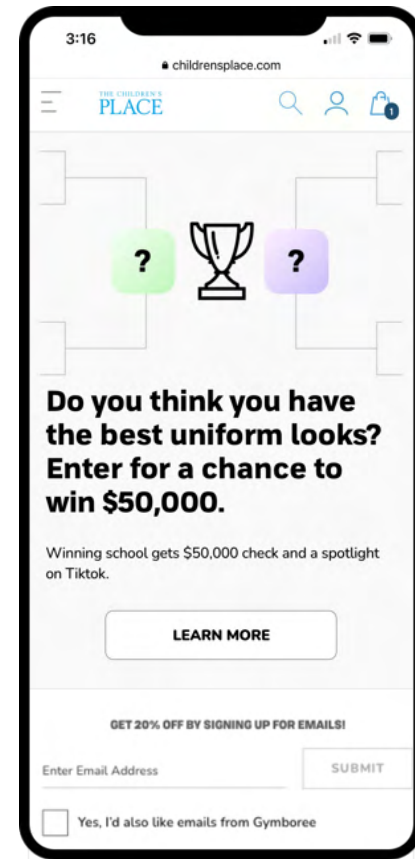
Gather data on individual schools' dress code requirements and use the collected data to deliver personalized experiences and drive traffic to the website.

How we bring it to life?

- Allow the customer to save orders while indicating a level of confidence in its compliance with the dress code to initially populate a database relating schools to items, color schemes, etc.
- Allow the customer to share pictures of their child in-uniform and tagging their school. Provide incentives to encourage data submission.
- Request dress code requirement submissions.
- Enable customers to view and up/downvote submissions by others. Consider microsite to catalogue user-generated school dress code data nationwide.
- A growth hacking approach to encourage submissions to user-generated repository.

What are the gaps in current experience?

- Currently The Children's Place relies on the customer's familiarity with dress code requirements. Some competitors host these on their websites, increasing the customer's confidence in their purchase.



Encourage submissions to user-generated repository through school competitions

Concept Description: Crowdsourcing Uniform Data

The image displays four mobile app screens from 'The Children's Place' website, illustrating a user journey for crowdsourcing uniform data. Each screen shows a different stage of the process, from initial promotion to the final submission form.

- Screen 1 (3:16):** Shows a promotional banner for 'RATINGS & REVIEWS (130)' with two photos of children in school uniforms. The text reads: 'Fill out your childrens' uniform requirement and get 10% off promo code today'. A 'GET STARTED' button is visible.
- Screen 2 (3:16):** Features a tournament bracket graphic with a trophy in the center. The text asks: 'Do you think you have the best uniform looks? Enter for a chance to win \$50,000.' Below this, it states: 'Winning school gets \$50,000 check and a spotlight on Tiktok.' A 'LEARN MORE' button is present.
- Screen 3 (12:21):** Titled 'Do you think you have the best uniform looks? Enter for a chance to win \$50,000.' It includes a 'How to enter?' section with three steps: 1. Fill the form below. 2. Wait for our confirmation letter. 3. Take a video of your kid's uniform look and submit the video. A 'SUBMIT' button is at the bottom.
- Screen 4 (12:21):** A form titled 'Uniform Bottoms' with a note: 'Note: Please refer to student handbook for information below.' The form includes fields for 'Color', 'Pattern', 'Fabric', and 'Fit'. A 'SUBMIT' button is at the bottom.

Provide an incentive for parents to fill in uniform information for their children

Encourage submissions to user-generated repository through school competitions

Sweepstake entry landing page

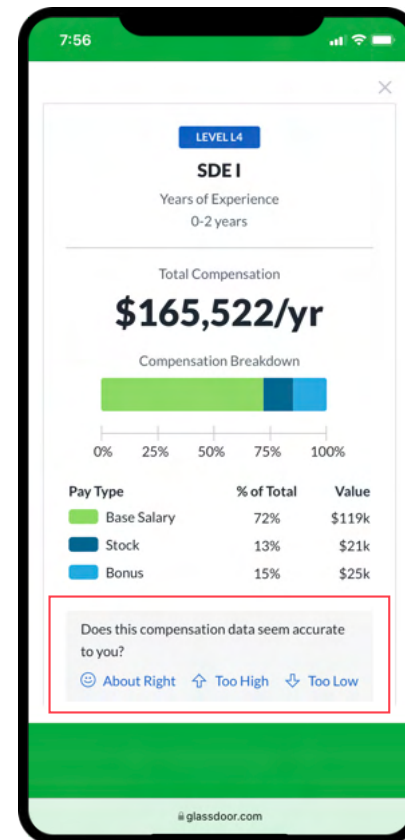
Sweepstake entry landing page – form (user provides school uniform requirement)

Competitive Review

Inspiration can be taken from leaders in collecting and leveraging user generated content/data.

Glassdoor

- Network effects create mutual value for those providing salary data as well as those accessing this information
- Users can provide feedback on displayed data as well as submit their own
- Algorithms compare submissions and their feedback to create and display a level of confidence in the aggregated user-submitted data



Glassdoor

The screenshot shows the Glassdoor "Add a Salary" form. It includes a section for "Salary Details" with a "Base Salary" input field, a currency dropdown set to "US Dollar (USD)", and buttons for "Per Year", "Per Hour", and "Per Month". Below this is a question "Do you get bonuses, tips, or sales commission?" with "Yes" and "No" buttons. The "Job Details" section includes a "Job Title" input field, a "Years of Experience" dropdown menu, a "Location" input field, an "Employment Status" dropdown menu, and an "Employer Name" input field with "Amazon" entered.

Glassdoor

Value

How will it add value?

- Increased consumer confidence should lead to a decrease in cart abandonment and improved rates of purchase on an initial visit to the home page. Additionally, The Children's Place or other associated websites (Gymboree, Sugar & Jade) can become a destination for those seeking to learn about dress code requirements across schools, providing an opportunity to convert new visitors.

Why is this execution important?

- Providing the ability to accurately shop by school is quickly becoming table stakes.

Hypothesized Impact	
Average Order Value	=
Units per Transaction	=
Time on Site/Page	↑
Conversion Rate	↑
Abandoned Carts	↓
First Visit Conversion	↑
Customer Satisfaction	↑
Customer Lifetime Value	↑
Organic Traffic	↑
Cross Brand Shopping	=
Returns Frequency	↓
Rewards Sign Ups	=
↑	↓
Increase	Decrease
=	
No Change	

How We Get There

Increase confidence in uniform purchases by developing a centralized repository of dress code data through user-generated contributions.

Crawl

Gather user-provided data to leverage in other on-site experiences, building data confidence.

- Allow customers to save orders while indicating a level of confidence in its compliance with the dress code to initially populate a database relating schools to items, color schemes, etc.
- Allow customers to share pictures of their child in-uniform and tagging their school. Provide incentives to encourage data submission.

Walk

Leverage behavioral economics via Growth Hacking to increase the speed and breadth of data collection.

- Staff can visit web message boards such as theschoolboards.com, chicagoschooloptions.com, or College Confidential's prep school section and post questions about school dress codes and/or encourage submissions to user-generated repository

Run

Become a destination for school uniform data

- Invite customers to submit dress code requirements
- Enable customers to view and up/downvote submissions by others.
- Build microsite to serve as a user-generated central repository or wiki of school dress code data nationwide.

TCP is pre-Crawl

Concept Description: School's Uniform Portal

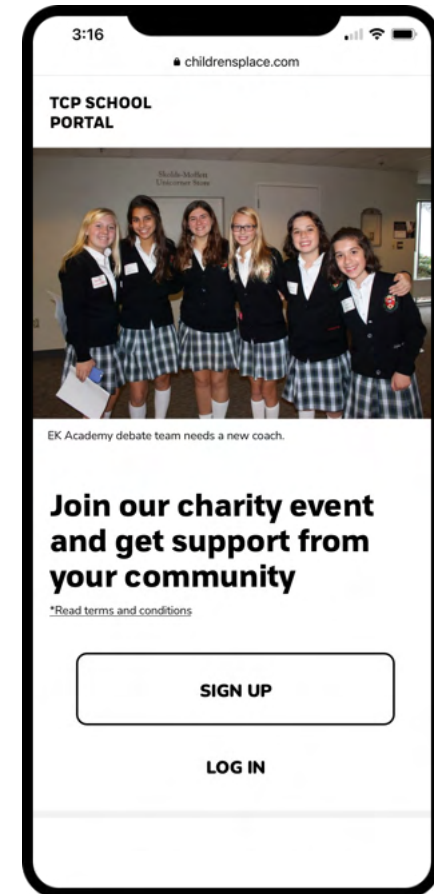
Build school-administrator facing portal to encourage submission of dress code data and make it easy for them to do so.

How we bring it to life?

- Communications and business development with schools
- Provide easy to use tools for schools to provide data
- Continue to promote school incentives to increase school (and therefore parent) participation

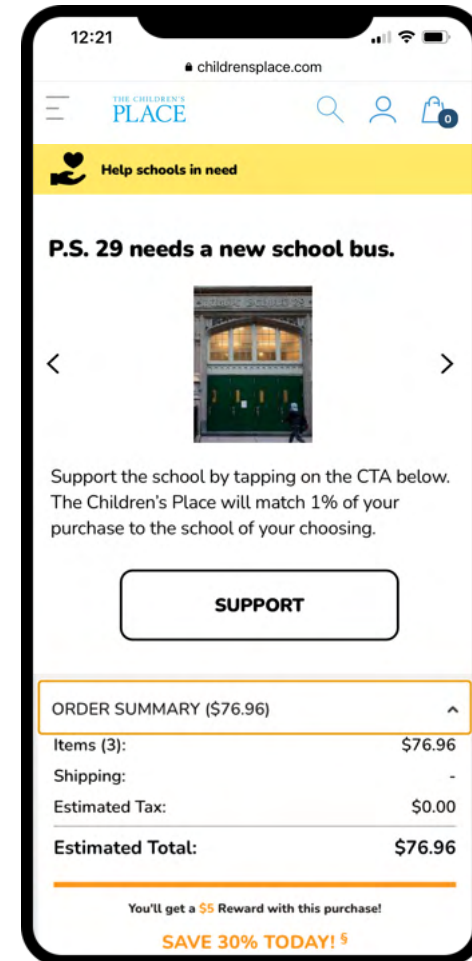
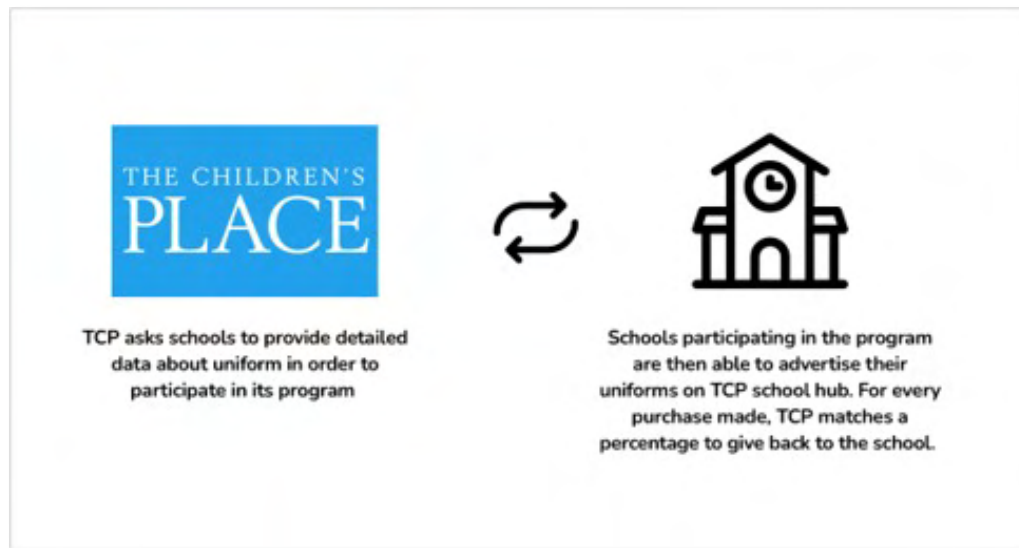
What are the gaps in current experience?

- Currently The Children's Place relies on the customer's familiarity with dress code requirements. Customers must toggle between school and TCP information. Some competitors host these on their websites, increasing purchase confidence.



TCP School Portal landing page

Concept Description: School's Uniform Portal

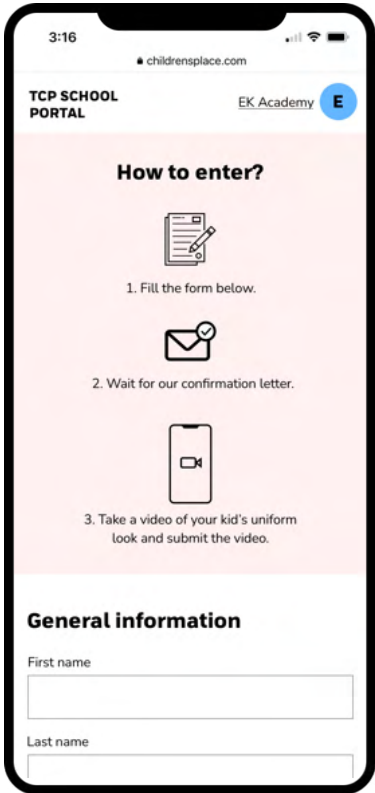


Showing giveback module in checkout place

Concept Description: School's Uniform Portal



TCP School Portal landing page



TCP School Portal forms



TCP School Portal forms

Competitive Review

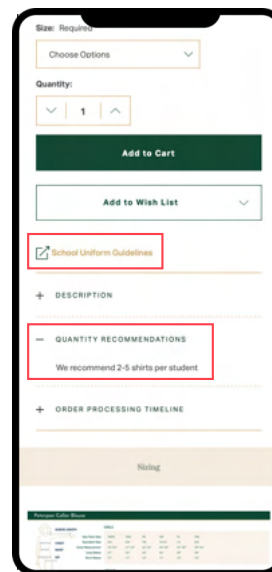
Direct competitors incentivize school participation with giveback opportunities. There are opportunities to leapfrog the market by providing a rich interaction experience for school administrators.

Flynn O'Hara

- Flynn O'Hara collaborates with schools to link from their school-specific shopping pages to dress code requirements either hosted locally or on the school's website

French Toast & Lands' End

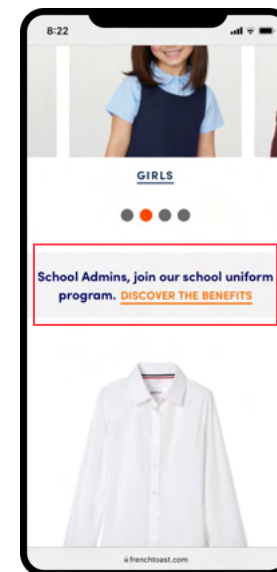
- Content targeting school administrators and parents to communicate value propositions specific to these segments
- Incentivize schools to participate through revenue sharing



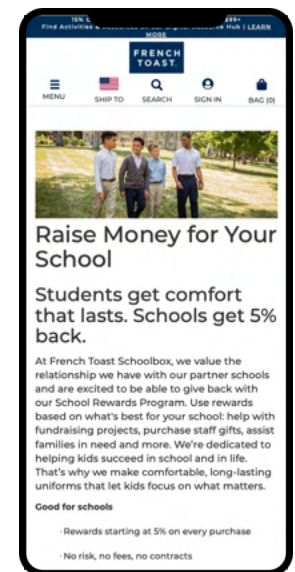
Flynn O'Hara



Lands' End



French Toast



French Toast

Value

How will it add value?

- Engaging with schools directly can create network effects as it enables The Children's Place to be the leading provider of verified dress code data. Increased consumer confidence due to provision of this data should also lead to a decrease in cart abandonment and improved rates of purchase on an initial visit to the home page.

Why is this execution important?

- Enables schools to use the self-serve portal to provide their uniform data without requiring as heavy of a lift for TCP staff. Positive experiences with school administration create pathway to reach new customers.

Hypothesized Impact	
Average Order Value	=
Units per Transaction	=
Time on Site/Page	=
Conversion Rate	↑
Abandoned Carts	↓
First Visit Conversion	↑
Customer Satisfaction	↑
Customer Lifetime Value	↑
Organic Traffic	↑
Cross Brand Shopping	=
Returns Frequency	↓
Rewards Sign Ups	=
↑	↓
Increase	Decrease
No Change	

How We Get There

Recognize school administrators as a key constituent, treating them as a customer by providing compelling, enjoyable, and easy to use experiences.

Crawl

Engage with school administrators as a key customer with targeted value propositions

- Build incentive program for schools to participate such as revenue/profit sharing.
- Ask schools to confirm submissions from shoppers.
- Tag items approved by the school with an easy-to-understand badge.

Walk

Manual approach to collecting school data

- Send surveys to schools asking them to provide their dress code information, tag items with badges indicating approval by the schools.

Run

Allow self service data submission by schools

- Provide schools with an easy to use, self-service interactive tool (perhaps a drag and drop/WYSIWYG-type¹ interface) that makes it easy for schools to communicate their dress code to TCP.

TCP is here

¹What You See Is What You Get

Reviews: Appendix Concepts

Reviews

Opportunity Overview

Ratings and reviews add credibility to products with the potential to influence purchase decisions, but that information is often buried at the bottom of PDPs. Inserting review content earlier in the funnel equips customers with more information to help convert them to purchase. The more reviews collected, more opportunities are created to leverage this data throughout the customer journey to better personalize the experience.

THEMES & OPPORTUNITIES

Purchase Conversion

Elevated placement and function of rating and review content to increase conversion.

Personalization

Proactively deliver review requests and personalized product recommendations informed by review data.

Data Collection

Expanded capabilities to collect ratings and review data to power enhanced product recommendation modules.

CONCEPTS

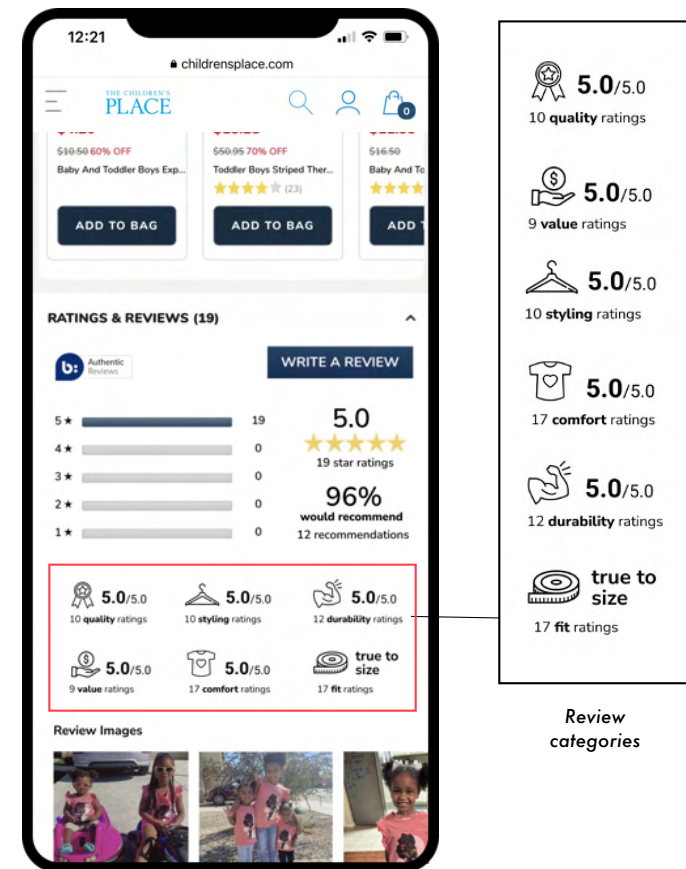
- Redesign PDP Review Section
- Review-Based Recommendations
- Elevating Review Content
- Multi-Channel Review Prompt
- Restructure Review Form

Concept Description: Redesign PDP Review Section

Revise the presentation of the reviews section on PDPs to update the design, elevate review elements, and make content more engaging.

How it drives conversion:

- Adding iconography to represent the elements of a product (i.e. styling, value, comfort), increases scanability and allows for quicker decision making during the purchase process
- Showcasing images from reviews better illustrates how the clothes look on real children
- Create tags from review content of commonly sought categories (i.e. color, size, occasion) to enable quick search and filtering for the customer based on what they prioritize the most
- Elevating product recommendation percentage data to add credibility to a product, building trust in product quality



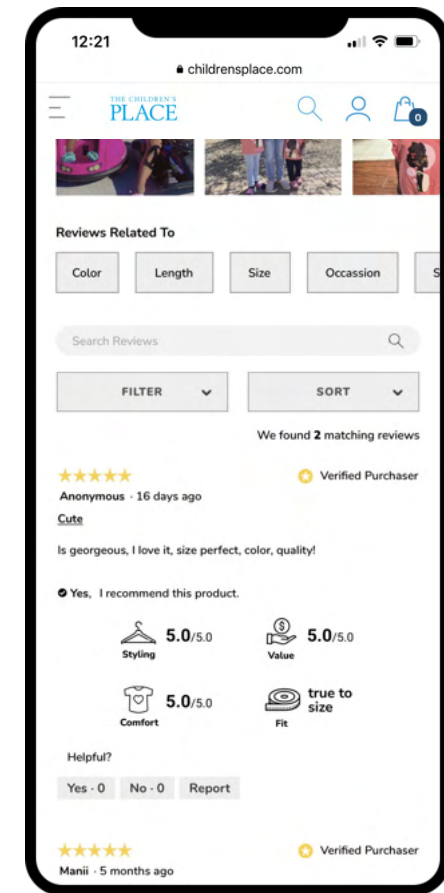
Revised PDP reviews with iconography

Concept Description: Redesign PDP Review Section

Current Experience Gaps

The Children's Place uses one of Bazaarvoice's templates for its ratings and review module which currently offers little brand touch for customers, creating the opportunity for TCP to:

- Improve and customize review template to distinguish itself from competitors and increase usability
- Adjust content hierarchy within the section to elevate imagery so customers can visualize products more realistically
- Create tools for easier content search and filtering, making it easier for the customer to find information to help them convert to purchase



Revised PDP reviews with iconography

Competitive Review

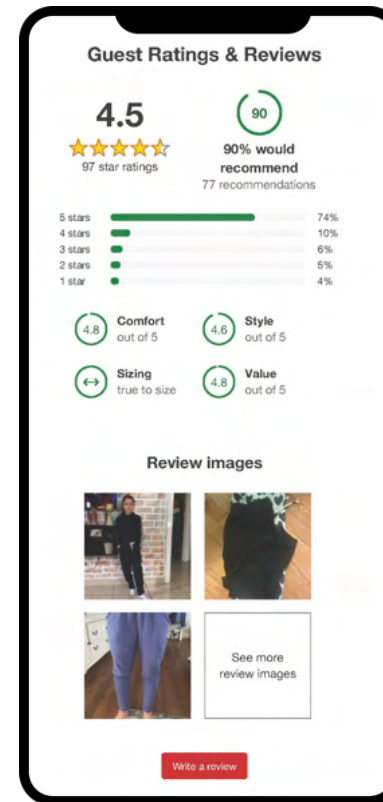
Consistent iconography in the review section of the PDP, as well as convenient filter and sort options, streamline the experience so customers has flexibility to focus on the reviews that she wants to see.

Target

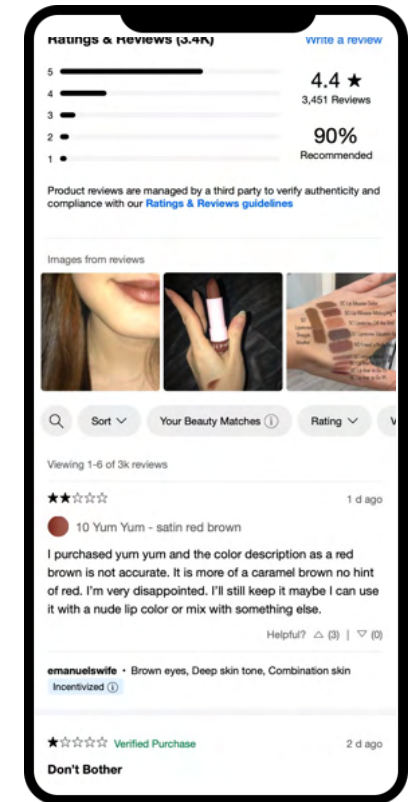
- Scannable check mark iconography is used to confirm if a customer would or would not recommend the product
- Use of icons for review categories that relate back to section tags
- Clear CTAs to provide feedback per review

Sephora

- Summary of all reviews is presented before each individual review
- Customer provided imagery is prioritized within the section
- Reviews follow standardized template



Target



Sephora

How We Get There

Review content helps customers make the most informed purchase decisions. By making the written and visual content within the review template more visually accessible and compelling, the customer will be more engaged and able to easily scan for the specific information she seeks from product reviews.

Crawl

Showcase reviews for each product on PDPs.

- Include overall rating
- Elements of a product can be reviewed

Walk

Collaborate with Bazaarvoice or other providers who can customize current review template module on PDPs.

Examples of customization may include, but is not limited to:

- Review content tags for easier searching
- Create iconography for review elements
- Elevate imagery in reviews
- Adjust layout of reviews

Run+

Create a custom ratings and reviews solution designing the entire review template for content and design optimizations.

- Create specific review parameters based on product type
- Search and filter by reviews
- Review content tags for easier searching
- Create iconography for review elements
- Elevate imagery in reviews
- Adjust layout of reviews

TCP is here

Concept Description: Multi-Channel Review Prompt

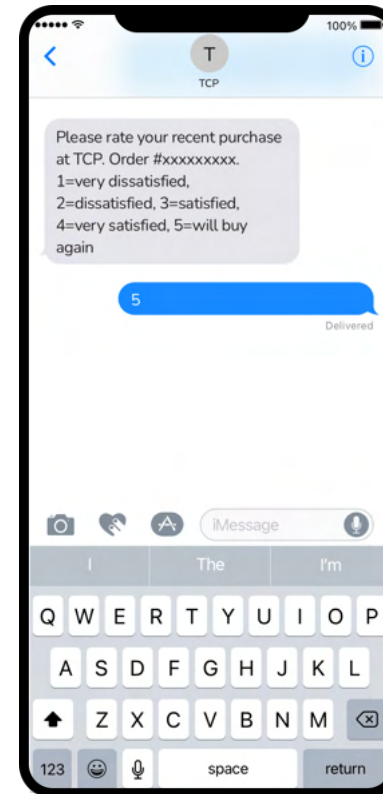
Prompt customers with a request for review in the channel of their choice.

How it increases review collection

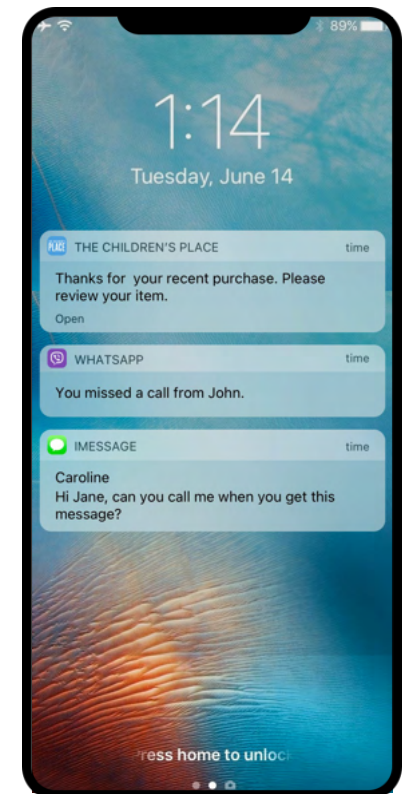
- Use the customer's communication preferences to remind them to review products in her preferred channel to decrease friction
- Enable request to review a purchase via SMS
- Enable request to review a purchase via push notification from The Children's Place app

Current Experience Gaps

- Request for reviews is limited to email
- The customer's channel preferences are not considered when requesting reviews



SMS reminder to review



Push notification after purchase

Competitive Review

Customers want to provide ratings and reviews in the channel of their choice. Multi-channel (SMS and push notification) messaging offers a quick way to submit a review without being as disruptive. Multi-channel messaging strategy for reviews is common for products that can be immediately reviewed and less so for retail brands, creating an opportunity for The Children's Place to lead.

Grubhub

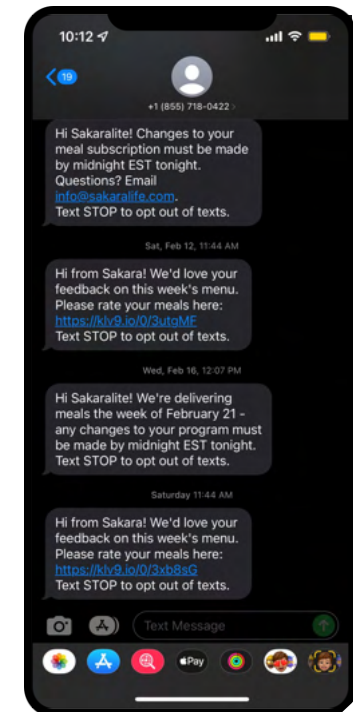
- SMS review surveys make it quick for the customer to complete a review using conversational technology, containing her in the channel of her choice, removing friction.
- Populated response choices are simple and can be easily tracked for data collection

Sakura Life

- SMS alert to request feedback on a recent purchase
- Quick access link to submit review



Grubhub



Sakura Life

How We Get There

Capturing as many reviews as possible helps The Children's Place collect customer data and influences customers to purchase. TCP should make review submission as frictionless as possible by meeting the customer in the channel of their choice and omitting fields of the current review form that ask for known customer data to cut down response time.

Crawl

Request reviews from customers after purchase.

- Send request for product review via email post-purchase

Walk

Send the customer requests for product reviews in the channel of her choice.

- Prompt customer for communication preferences by channel at purchase
- Send product review reminder in preferred channel

Run

Follow-up with initial product review request in alternate channel of preference for the customer to increase chance of return.

- Prompt customer for communication preferences by channel at purchase
- Send product review reminder in two channels (first and second preference) if first request for product review goes unanswered.

TCP is here

Concept Description: Restructure Review Form

Simplify the review form to decrease the time it takes for the customer to complete it.

How it increases review collection

- Automatically attribute review to the customer, eliminating the need for name, location, and email prompts
- Adding detail in review category description to create rating context
- Condensing space between review category questions, minimizing scroll length to complete

Current Experience Gaps

- Authenticated reviews ask for information The Children's Place already knows about the customer (name, location, and email)
- Lack of description for the rating options of review elements

The image displays two mobile app screens for 'The Children's Place' showing a revised review form. The left screen shows the product title 'My Review for Girls Basic Stretch Super Skinny Jeans 4-Pack' and a star rating section. Below the stars is a title input field with the example 'Example: Great features!'. The next section is 'Write your review' with a text area containing the example 'Example: I bought this a month ago and am so happy that I did...'. At the bottom of the left screen are buttons for 'Add photos' and 'Add videos' with a note 'Add up to 6'. The right screen shows a recommendation question 'Would you recommend this product?' with 'Yes' and 'No' buttons. Below this are four sliders for 'Quality', 'Comfort', 'Value', and 'Fit', each with descriptive labels at the ends (e.g., 'Low quality' to 'High quality'). A checkbox for 'I agree to the Terms & Conditions' is present, followed by a disclaimer about email communications and a yellow 'Post review' button.

Revised review form

Competitive Review

The review form should be easy for the customer to complete, with known information pre-populated.

Amazon

- Review elements are specific to the individual product
- Known information such as name and email is automatically attributed to the review writer

Target

- After providing an overall star rating, customers have the option to go into a bit more detail with simple prompts that make it easy to complete quickly
- Multiple choice inputs for sizing

Federal Student Aid

- Quick entry points for fast review initiation

Amazon

Target

Federal Student Aid

How We Get There

The longer a review form takes to fill out, the less inclined the customer is to complete it. Wherever possible, The Children's Place should be automatically populating or attributing known customer information to a review when asking a customer to complete it. Doing so will decrease completion time, increase reviews submitted, and make the customer feel understood by TCP.

Crawl

Capturing product reviews.

- Ask product questions with 1-5 ranking
- Ask for customer information

Walk

Utilizing known customer data to eliminate review form fields where applicable.

- Pre-populate/ Pre-attribute review in authenticated state
- Add contextual descriptions to review elements for more detail

Run+

Product-specific review forms.

- Retain form from "walk" phase but add 1-2 questions specific to the product being reviewed for greater detail and richer data

TCP is here

Loyalty & PLCC: Appendix Concepts

Loyalty + PLCC

Opportunity Overview

Loyalty programs and private label credit cards keep customers engaged with brands and their products. Programs with robust features, relevant to its customer base, strong digital functionality in its interactions, and well-crafted content strategy outperform competitors. As The Children's Place improves the My Place Rewards program, transparent information and exposure will acquire new customers, while added rewards and program interaction opportunities will retain and re-excite the existing membership.

THEMES & OPPORTUNITIES

Acquisition

Increase awareness and transparency around the program while removing friction for customers to access it

Retention

Engage membership with expanded program features and remind them to participate for maximum capitalization

CONCEPTS

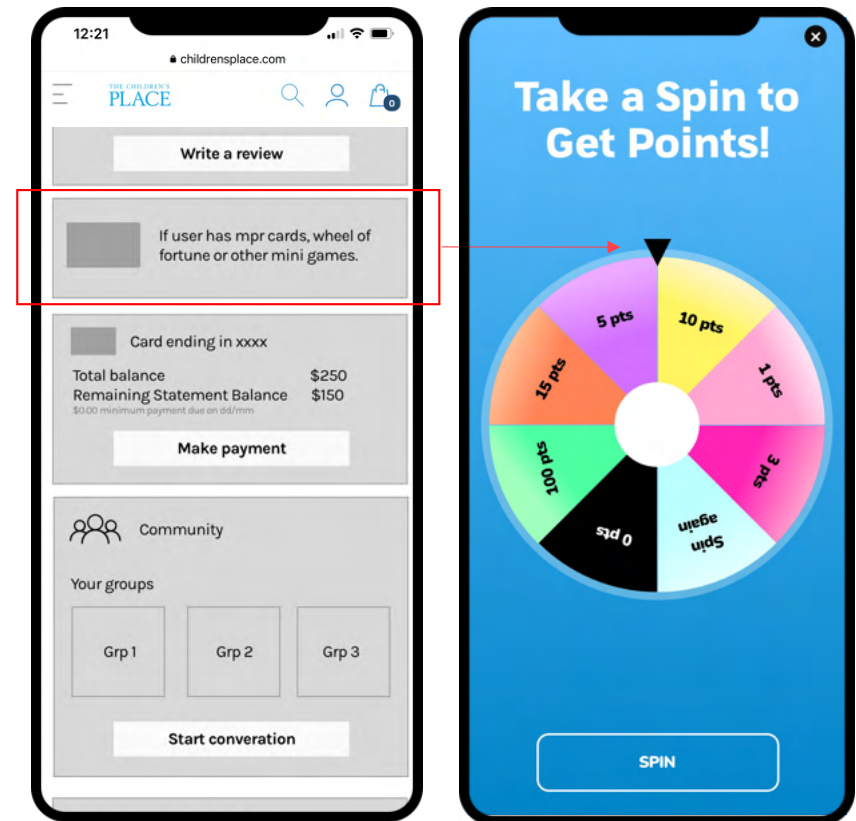
- Elevate MPR Exposure
- Streamline MPR Information
- Onboard Rewards
- Surprise + Delight
- Enhanced Rewards
- Re-Engage Members
- Community Support
- Revamp Account Dashboard

Concept Description: Surprise + Delight

Occasionally present rewards automatically or through small gamified experiences to simply reward members for their engagement.

How it drives conversion:

- Increased interaction with the brand (app and site visits) through gamified experiences retain customer engagement and potentially leading to a new purchase
- Surprise rewards foster a strong and positive brand perception by rewarding members for their engagement

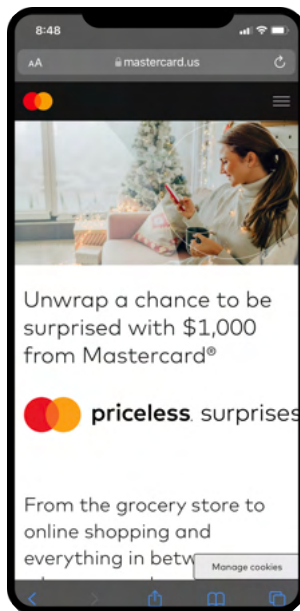


Dashboard

Raffle game

Competitive Review

Loyalty programs offer fun ways to engage, with incentives such as free surprises, raffles, or games to award members points and status without purchase.



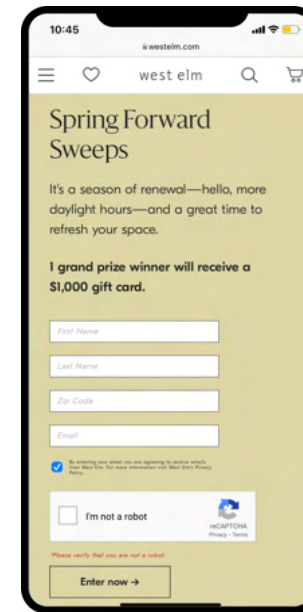
Mastercard

Membership surprises: Customers are automatically in the running to win free prizes such as cash back or small treats



Starbucks

Gamification: Earn rewards points in a similar fashion as you would play a game on your phone



West Elm

Sweepstakes: Customers and loyalty members are alerted via notification or home page banner to enter with email sign up

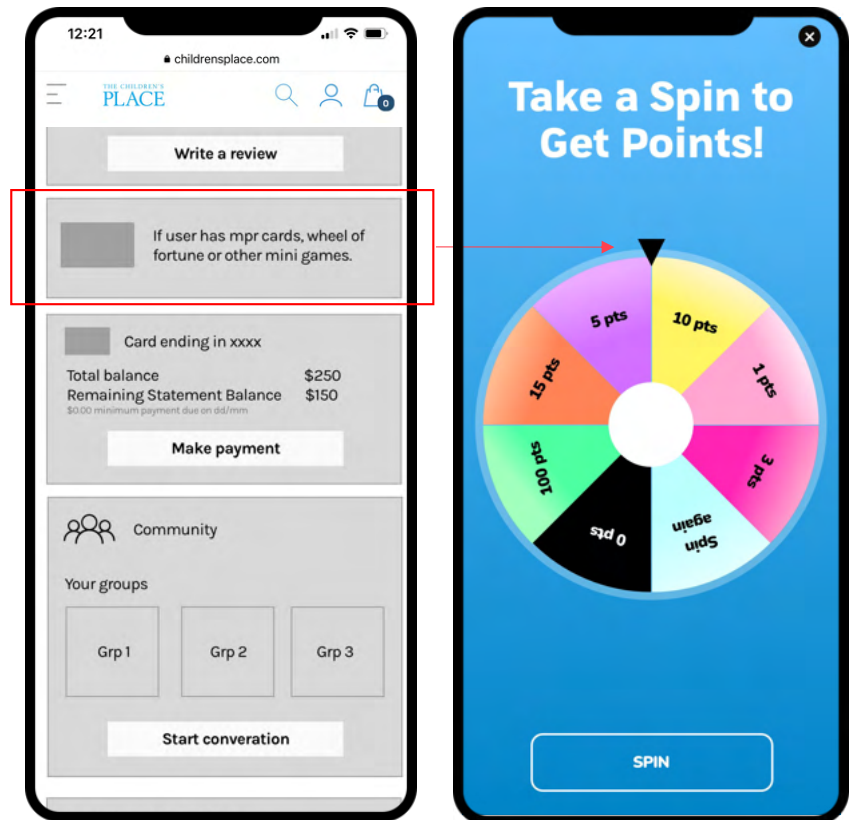
Concept Description: Surprise + Delight

Path to execution:

- Develop spinning wheel module for members to earn rewards
- Add module to more explicitly highlight bonus point awarding (i.e. for birthdays, sign-up anniversaries, etc.)

Current experience gaps:

- No gamification experience for customers to interact with in the TCP app or logged in experience
- Surprise and delight features, such as birthday rewards, are not differentiating



Dashboard

Raffle game

How We Get There

The addition of surprise and delight reward earning opportunities within The Children's Place experience, excites members by rewarding them for their engagement without them expecting to earn it through purchase.

Crawl

Strengthen existing loyalty and PLCC benefits

- Emphasis on existing incentives such as birthday rewards
- Enhance additional bonus treats within the loyalty program and credit card sign-up process

Walk

Implement new surprise and delight initiatives

- Develop mobile quiz or game to earn points
- Create raffle for members to enter to win bonus points or rewards

Run

Create strong surprise and delight initiatives that are distinct from competitor brands

- Members are automatically included in surprise and delight initiatives
- Increase surprise and delight reward frequency

TCP is here

Concept Description: Enhanced Rewards

Expand reward opportunities for members beyond cashback and discounts.

How it drives conversion:

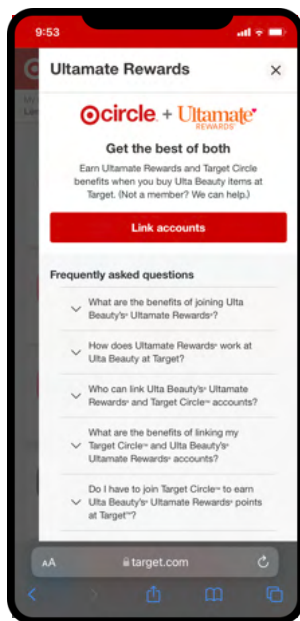
- Point redemption flexibility makes the program more compelling for customers by providing more choices for reward utilization that may be only offered through My Place Rewards participation, increasing brand engagement
- Exclusive rewards foster excitement to earn rewards through program participation and purchase behavior
- Third-party partnerships expand breadth of reward offerings for members while providing The Children's Place with new member data to leverage to provide more compelling brand experiences in and outside of the My Place Rewards program



MPR landing page showcases new enhanced rewards

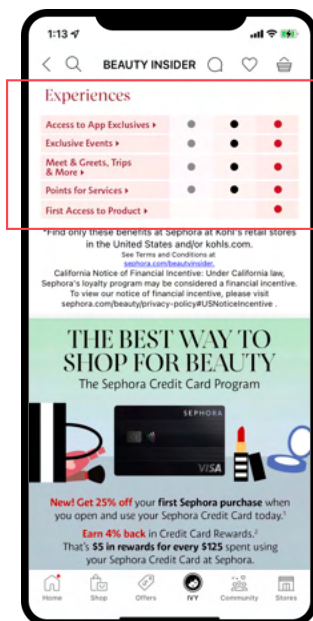
Competitive Review

Rewards programs are enhanced when brands partner to share rewards & offer more ways to cash out for things such as experiences.



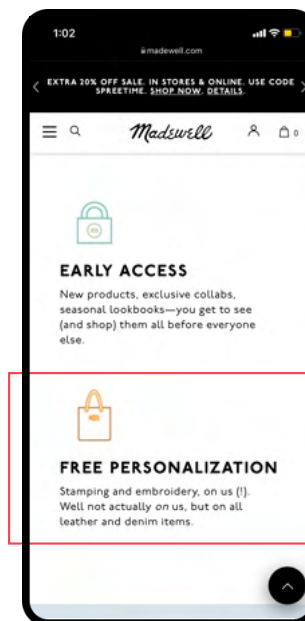
Target & Ulta

Sharing: Brands that partner with each other provide customers with more ways to earn rewards



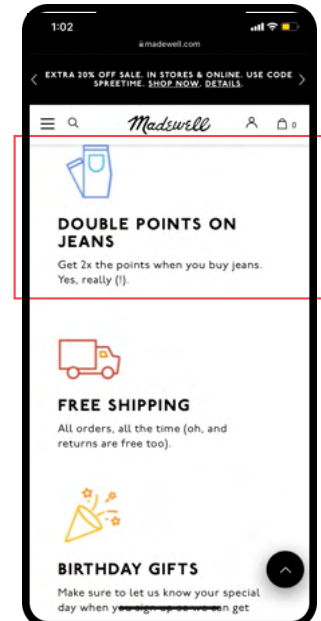
Sephora

Experiential rewards: Opportunities to join exclusive events with other community members



Madewell

Brand-specific: Loyalty program offers extra points on their known items and free perks such as personalization & monogramming for clothing and accessories



Concept Description: Enhanced Rewards

Path to execution:

- Develop partnerships with other brands to provide shared rewards benefits
- Expand reward options for members outside of monetary exchange or discount within the TCP brand environment
- Add experiential rewards for member redemption

Current experience gaps:

- Right now, points can only be used toward TCP purchases
- Points can only be earned while interacting within the TCP app, credit card, or social accounts
- Rewards can only be achieved once the customer gets 100 points (or 50 points for PLCC holders)

Potential rewards:

- Special events for members (ex. mommy and me meet-ups)
- Third party partnerships for discounts or free entry:
 - Movie theaters
 - Children's museums
 - Zoos
 - Pottery places
 - Trampoline parks
- Free or discounted party planners in the US to help members plan for their own events (i.e. birthdays, baby shower, wedding anniversary, etc.)
- My Place Rewards credit card holders earn 2x points at partnered retailers

How We Get There

Added reward options and expanded flexibility of point use available to members can increase program stickiness. Rewards offered exclusive to My Place Reward members make the program more compelling to join and participate.

Crawl

Rewards exist, but it is not consistently clear how to earn and redeem for the rewards provided.

- Birthday rewards
- Bonus, seasonal rewards offered

Walk

Path to earn and redeem is clear. Members are notified of their account status proactively.

- Rewards offered expand beyond discounts and cashback
- Notify members about new reward eligibility
- Proactively shared point status

Run

Loyalty and PLCC rewards are unique and stand out amongst competitors.

- Added breadth of rewards offered
- Increase surprise + delight reward frequency
- Unique rewards available for My Place Reward credit card holders

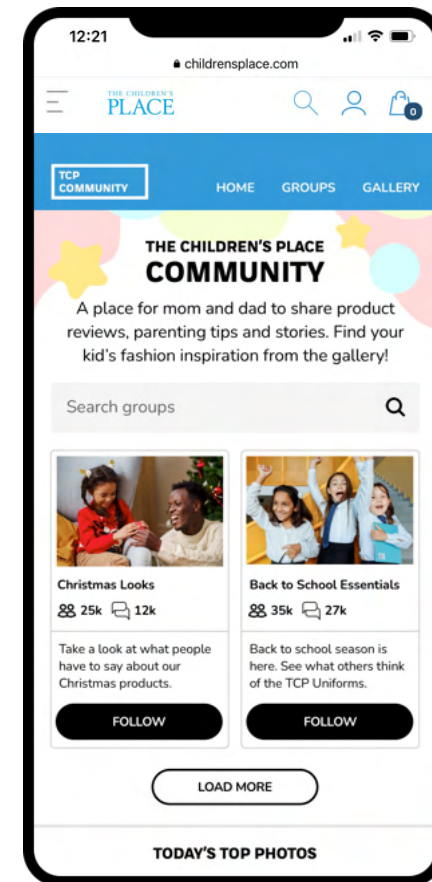
TCP is here

Concept Description: Community Support

Create a community section enabling members of the My Place Rewards program to engage with one another.

How it drives conversion:

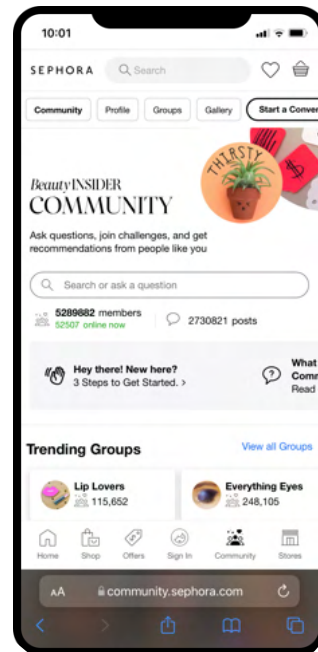
- Develops a specific location for customer advocacy that is more humanized than a product review, increasing brand trust and potentially influencing product purchase
- Increased opportunity for members to engage with the brand and its community on a more frequent basis, keeping The Children's Place top-of-mind
- Fosters community, providing TCP with the opportunity to have more direct contact with MPR members and increase its brand perception
- Provides non-members a path to discover the MPR program and deepen their relationship with TCP



MPR community homepage

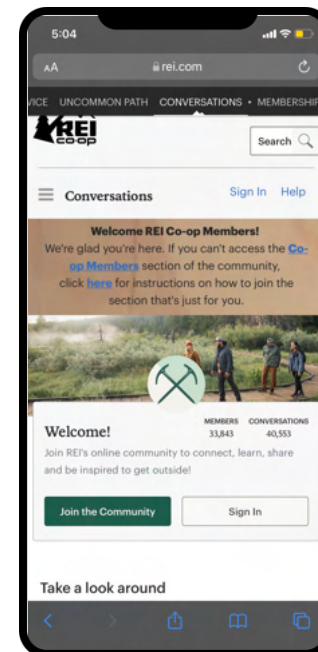
Competitive Review

The community experience can be customized when customers follow topics that they are most interested in. The community also allows for interaction with other like-minded customers.



Sephora

Community pages: Share reviews, learn how others use their rewards, read blog posts and upload content



REI

Conversations: Opportunity for members to provide inspiration or advice, and share experiences

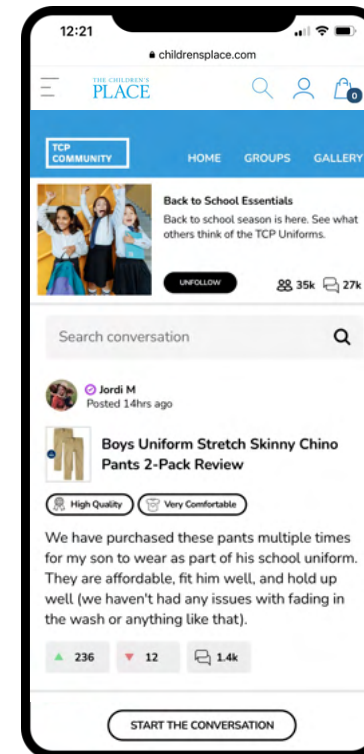
Concept Description: Community Support

Path to execution:

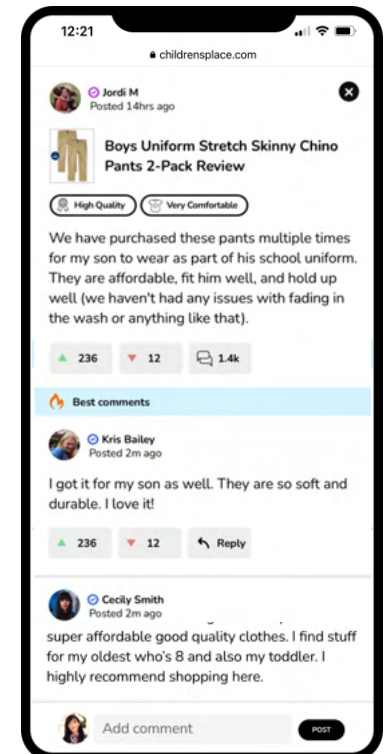
- Build a community page to provide a digital socialization platform for parents and guardians
- Allow members to create groups to discuss topics both related and unrelated to The Children's Place products
- Connect review profiles to community page
- Enable My Place Reward members and non-members to access the community
- Potential vendor use to implement community section within the loyalty program via app or logged in state

Current experience gaps:

- A community page currently does not exist within MPR
- The only way to see product feedback or discussion is reading reviews



Group landing page



Comment detail page

How We Get There

The addition of a community or support section within the My Place Rewards experience will generate new opportunities for members to engage with the brand and drive discussion about potential purchases. Collaboration across the community provides more information about product recommendations.

Crawl

TCP has a loyalty program established, but there is little opportunity for members to connect. To prepare for this, TCP needs to open a line of communication for more interactions, such as feedback or live chat to get more conversations started.

- Enable members to interact within the reviews section
- Reframe the MPR membership as a community of like-minded customers

Walk

Include the option of a digital community for customers to post or participate in, to increase loyalty program engagement. Creates additional discussion about products, events, and general advice.

- Develop community section on the TCP site/app
- Implement features for customers to interact with directly in the app or logged in experience

Run

Offer unique benefits for community engagement such as events, promotions, and relevant discussion topics.

- Link the review experience and community hub
- Engage with members directly in the community
- Develop a content strategy to introduce new forums to the community page

TCP is here