

Sketch Introduces Template for Emergent Change within Loyalty Program

One of the largest payment-processing corporations came to Sketch to incrementally modernize and renovate their consumer rewards web experience. Before Sketch engaged, the platform already hosted an experience for issuers of merchants' branded loyalty program. Each program had a customizable reward offering and the branding of the program is configurable to match the client's brand standards. The platform was being used, but there were many pain points and challenges that the client needed help to resolve.



Sketch was awesome!
We really enjoyed our partnership and look forward to working together in the future."

— Director of Product

TECHNOLOGIES BEING LEVERAGED INCLUDE:

Programming skills: React, Typescript, Spring, Java, Nx.js, and Cypress



CHALLENGE

The client provided a list of pain points, compiled from within their own organization, as well as feedback from their customers and cardholders. :

- **Time and difficulty involved in launching, and making changes to, the website**
- **Limited flexibility around content and presentation**
- **Lack of a stable, user-friendly solutions for managing site content**
- **Absence of key consumer features considered standard for rewards**
- **Customization via our existing content management tooling**
- **The current system does not provide smart recommendations / personalization elements for the user to have a better experience**

In addition to the features and enhancements listed above, the client needed to plan for an eventual full rewrite of the legacy system. They wanted Sketch to design and implement a strangler pattern that would be used for all new features as well as could be used to replace the remaining system features over time, incrementally.



SOLUTION

Sketch offered an iterative approach using feature prioritization to ensure the most important improvements were addressed first and to allow flexibility for priorities to emerge as the work was completed and demonstrated. Throughout this engagement we were able to:

- Established an interactive modern user interface seamlessly integrating the client's existing application with enhanced components built with ReactJS
- Enhanced the user experience by building exactly what the client's design team envisioned leveraging modern web technologies
- Created site content enhancements to enable customizable content translatable to multiple languages
- Organized the code in a mono-repo using a build framework called Nx, which provides many benefits for the platform
- Automated user interface tests with Cypress
- Seamlessly integrated new technology with the existing legacy system in a pattern that could be repeated to incrementally rewrite the entire system



RESULTS

During this engagement, Sketch was able to address most of the client's vision for reviving their application while simultaneously allowing for new ideas and changes in priority. There were still a few items to complete on the original roadmap, but over the short duration of the engagement, it was almost fully finished, and the remaining work was lowest in priority. In addition, the client now has a working pattern for implementing new features or rewriting existing features using new technology that works alongside the legacy components. They can now incrementally rewrite the system over time without putting a freeze on new development or needing to do a large and risky flash cut release.