

ALDI Nord — Rethinking the ALDI ecosystem

Client: ALDI Nord · Role: Senior UX Consultant · Year: 2016–2017

A platform relaunch as the starting point for ALDI Nord's wider digital transformation and its first step toward e-commerce, at MRM//McCann.

Context

ALDI Nord is one of Germany's leading discounters, part of the ALDI Group (with ALDI Süd) that invented the discount format.

The digital platform is an important touchpoint for customer interaction. Its redesign was meant to be a starting point for further digital transformation and a basis for upcoming e-commerce activity. The relaunch was part of ALDI Nord's wider ANIKO initiative, which set out to completely revitalise the shopping experience. The platform was built on Adobe Experience Manager with an international rollout in mind. I worked on this as Senior UX Consultant at MRM//McCann.

Approach

A **strategy** phase analysed the existing landscape and derived UX attributes from the brand; a **discovery** phase built personas and a customer-journey view; a **delivery** phase shipped the relaunch on a tight, fixed timeline with a large Scrum team.