



CUSTOMER CASE

# Q8 launches new app to highlight sustainable mobility and convenience

Q8 is one of the top energy providers in Europe with close to 700 stations in Benelux, a highly advanced blending plant for lubricants in Antwerp and over 1000 IDS filling points for long-haul transport in Europe. Q8 is also advancing with its offer of fast chargers at its stations and opening completely new full-service fast-charger stations. Q8 was looking for a partner to relaunch and rebrand their existing loyalty app. Collecting loyalty points was still a main driver going forward, but Q8 wanted the new app to become the launchpad for a completely new (e-)mobility and convenience store experience.



## In short...

### Challenge



Create an app that is future-proof and sustainable and can cater the needs of various customer segments, including electric, hybrid, and fossil fuel drivers, as well as customers who solely frequent Q8 shops.

### Solution

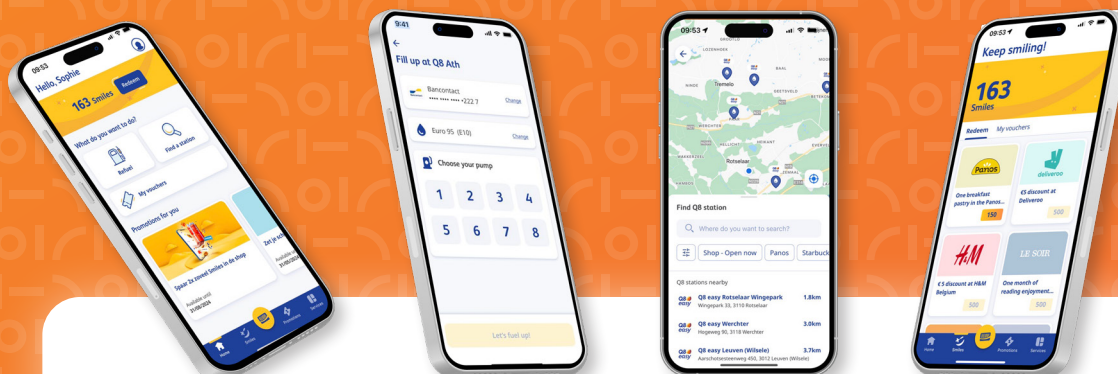


Together with Q8 designers AE revamped and launched a completely new Q8 app, with a focus on user experience and smooth onboarding for existing and new Q8 customers.

### Results



The app was launched successfully and received very positive app ratings. The migration of existing customers to the new app went smoothly and the number of new users increases steadily.



## Challenge

Mobility has changed over the years and will change even more, due to a growing focus on sustainability, self-driving vehicles and safety. That is why Q8 envisions a future that is not just about fuel, but getting where you want to go with all the necessary convenience and sustainability. To highlight that change in mindset, the company wanted to launch a brand new app that can include e-mobility and shopping experience along the way.

## Solution

We went from a vision board with mixed media illustration towards high fidelity mockups and later a clickable wireframe prototype. We paid a great deal of attention to the interaction design before moving towards an HTML prototype. We hosted various rounds of user testing to validate our designs before they were promoted to 'ready for dev'. When we entered the final stretch of development the focus was completely on key user testing before going to a soft launch with limited audience. The real launch left Q8 with a new app that was fancied and is heavily used by existing and new customers.

## Results

The app was launched successfully and received very positive app ratings. The migration of existing customers to the new app went smoothly and the number of new users increases steadily. The app simplifies finding a Q8 station on your route that corresponds to your needs, paying for fuel and in-store purchases, gaining loyalty points, and accessing personalized offers and saving cards, reducing time at the pump station and in-store.

## How AE made the difference

AE used a combination of a user-centric approach, solid but flexible engineering and architecture, and an agile development mindset. The team collaborated intensely with Q8. "The main focus was user experience. We involved users in every step of the way: in interviews, during feedback loops, with user testing and during a soft launch. Their input combined with our technical experience, resulted in a user-friendly and successful app that sets up Q8 for a new and broader mobility strategy", says **Evi Guilliams, Client Service Manager at AE**.



### DON'T TAKE OUR WORD FOR IT

*"The AE team seamlessly integrates with our internal team, prioritising openness and transparency. This partnership is highly valued due to their dedication to excellence and commitment to providing an optimal user experience."*

**Silke Buys - Digital Product Manager Q8**

**Evi Guilliams**  
**Client Service Manager**

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