



Vanguard® USER INTERFACE

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INTRODUCTION

The world of investments is evolving and clients expectations are rising. To stay ahead, our User Interface (UI) has been redesigned.

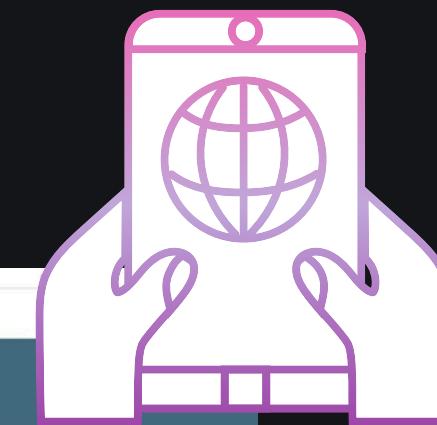
To understand the impact, we will be comparing the original and redesigned versions through performance testing.

Did the new UI improve completion?



This screenshot shows the original version of the Vanguard website. The header includes links for 'My Accounts', 'Investing', 'Advice & Retirement', 'News & Perspectives', and 'Benefits & Costs'. Below the header, there are sections for 'Learn what an ETF is', 'Add an ETF without breaking the bank', 'Choose from dozens of Vanguard ETFs', and 'What's an ETF?'. A large blue double-headed arrow icon is overlaid on the right side of the page.

This screenshot shows the redesigned version of the Vanguard website. The header includes links for 'My Accounts', 'Investing', 'Advice & Retirement', 'News & Perspectives', and 'Benefits & Costs'. The main content area is titled 'Account types' with a sub-section 'We have the right account for you'. It features a photo of a couple looking at a smartphone. A large blue double-headed arrow icon is overlaid on the left side of the page. At the bottom, there are links for 'IRAs', 'Individual and joint accounts', 'Small-business options', 'Education savings', 'UGMA/UTMA accounts', and 'Trust and Organization'.



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DATA OVERVIEW

New user
interface vs Old
user interface



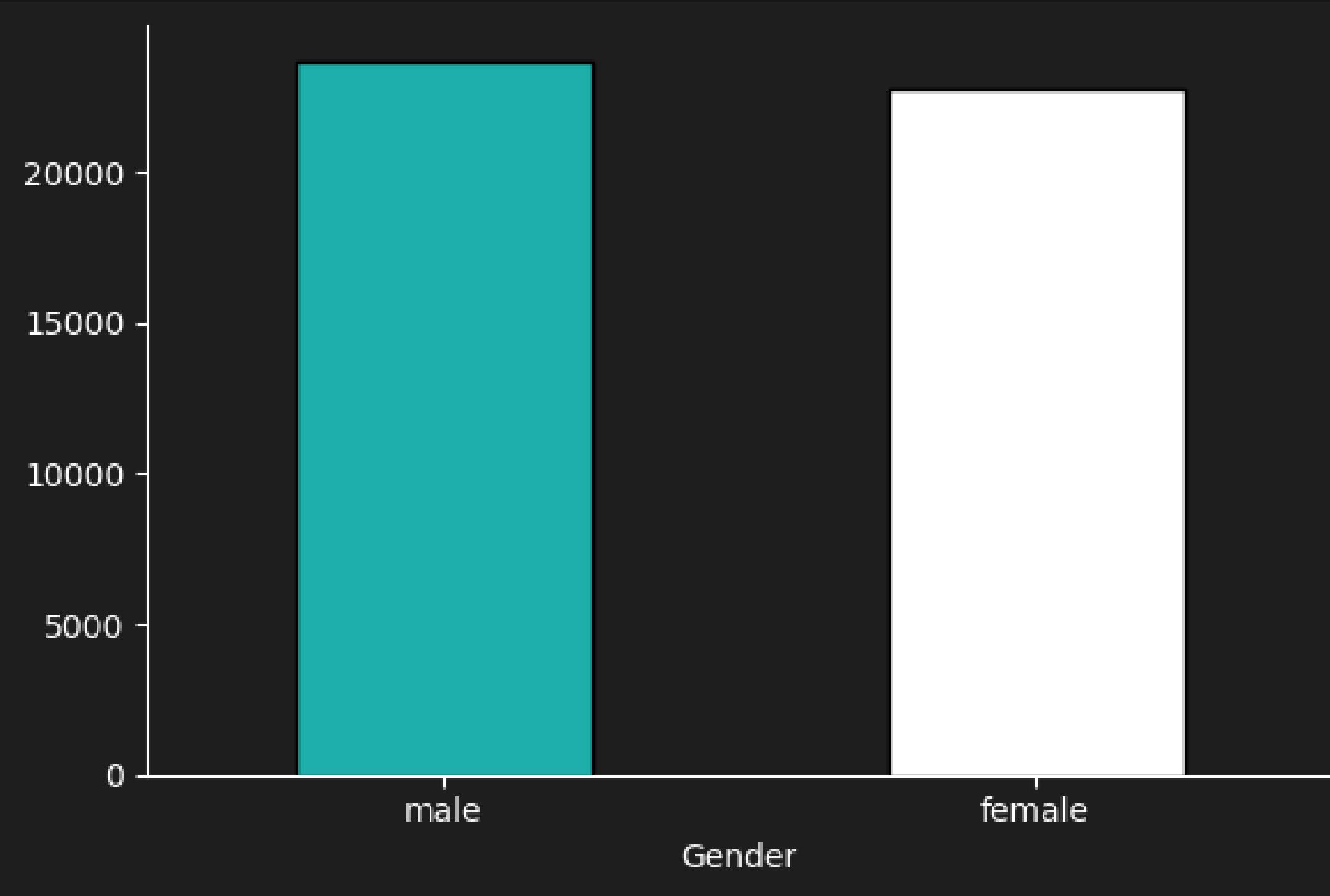
Client Profile

Digital Footprints

Experiment Roster

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Clients are equally split by gender

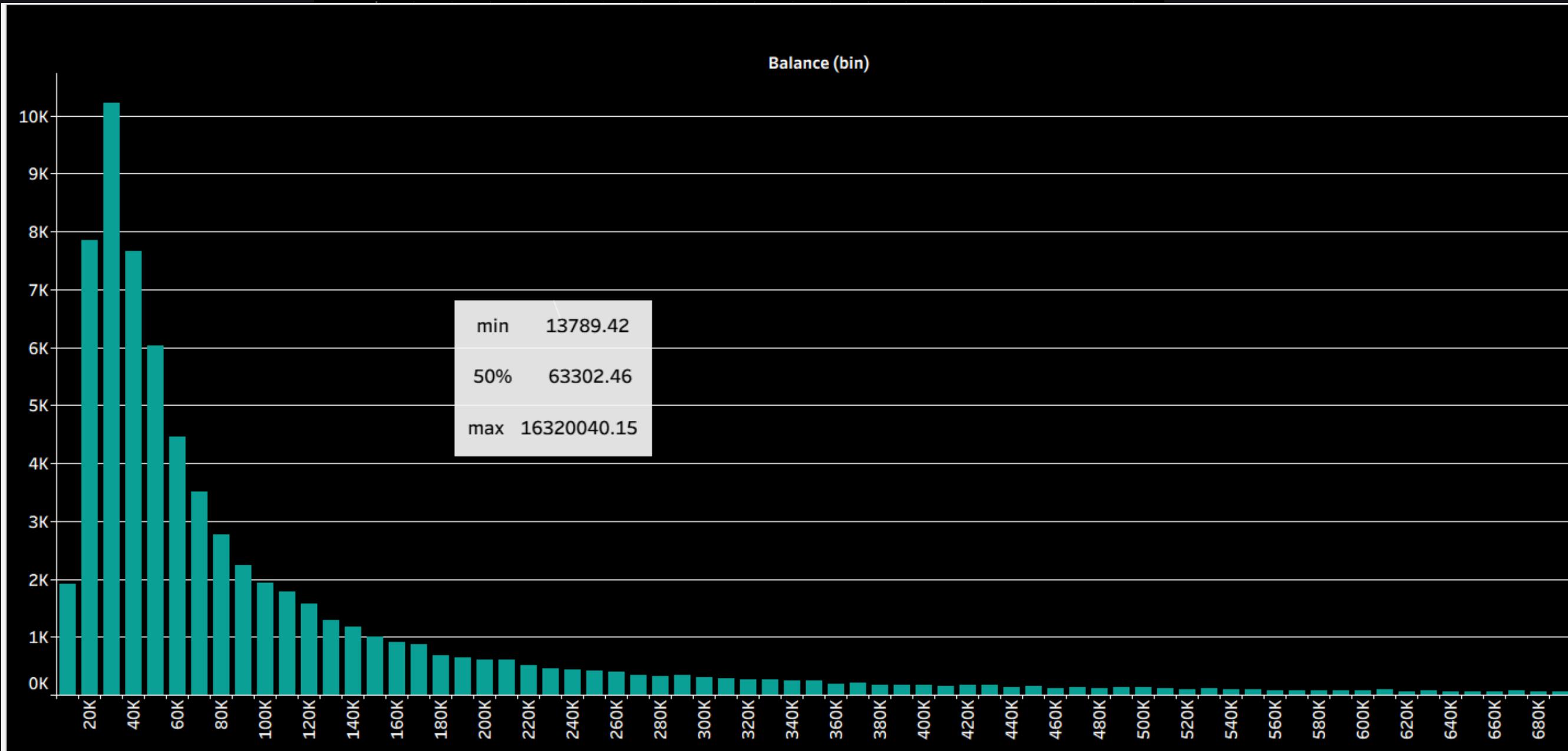


Balanced representation, slight
lean toward male users

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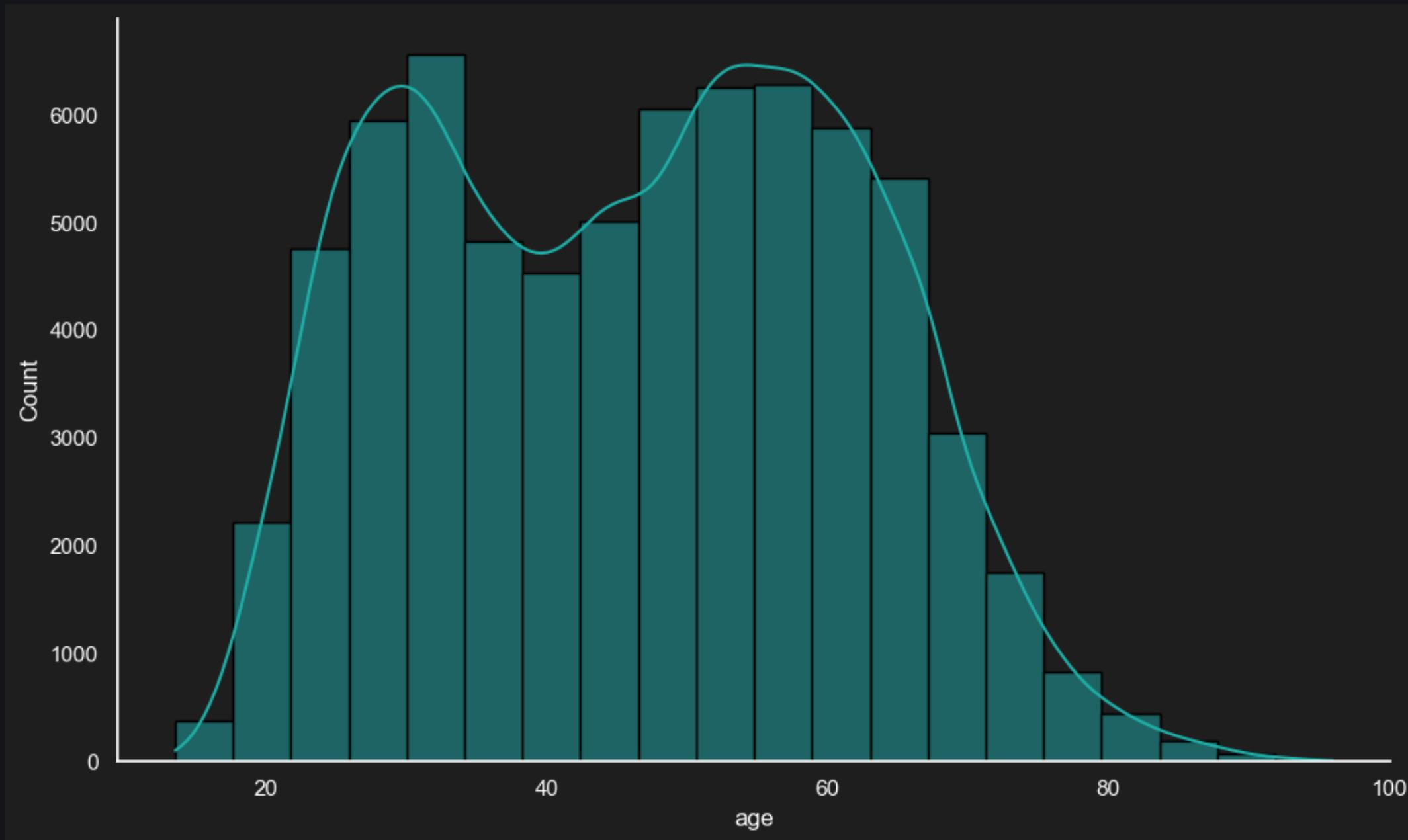
Most balances fall between \$20K~\$60K range.



- Balances start at 13,8K reaching a maximum of just over 16M
- Small set of high net worth clients (\$400K+).



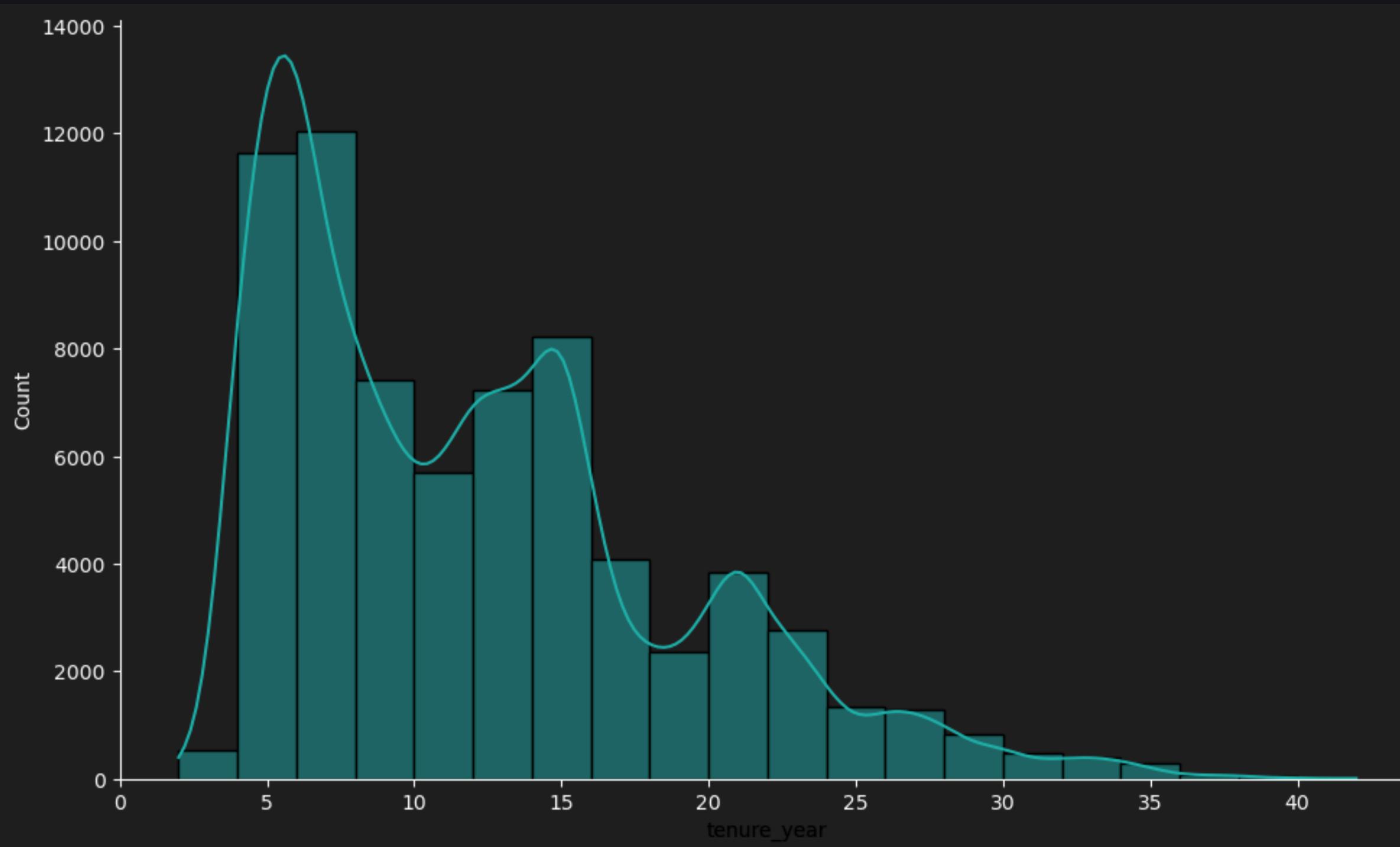
Most clients fall in the working to retirement age range.



- Average age is ~46
- Bimodal distribution peaking at 38 (mid-career climb) and 60 (pre-retirement).
- It could be an indication that the UI caters well to both short-term tactical users (38 y.o.) and long-term strategic users (60 y.o.).



Strong loyalty and engagement



- The average Vanguard client has been with the company for approximately **12 years**.
- **Maximum tenure of 42 years**, which is remarkable.
- There is a **healthy influx** of newcomers. 7% of clients' tenure is less than 5 years.

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Key Performance Indicators

Completion Rate

Time Spent on Each Step

Error Rates

Control group
versus
Test group



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Did we improve client engagement?



YES, we did!

Test

67.9%

>

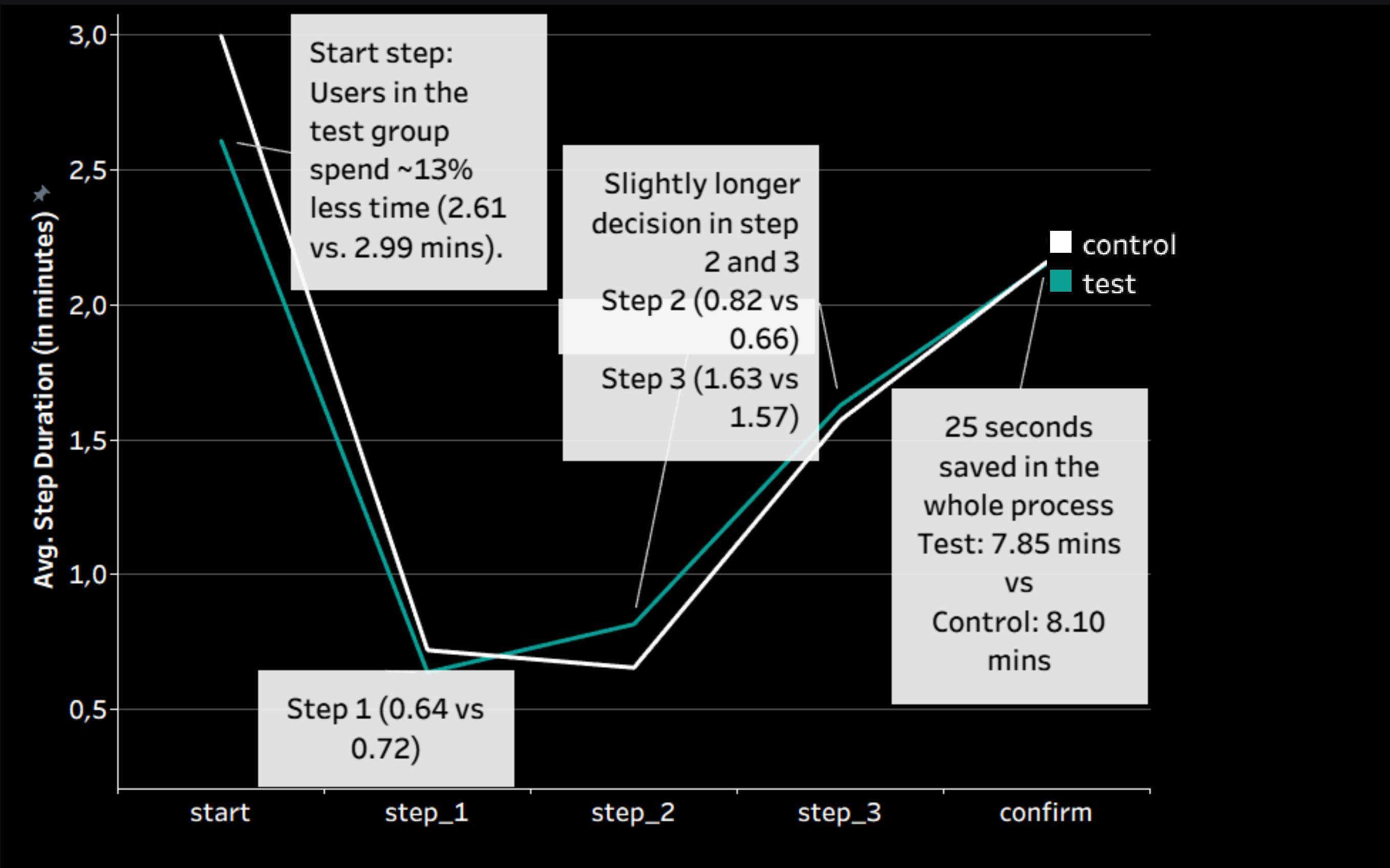
Control

60.1%

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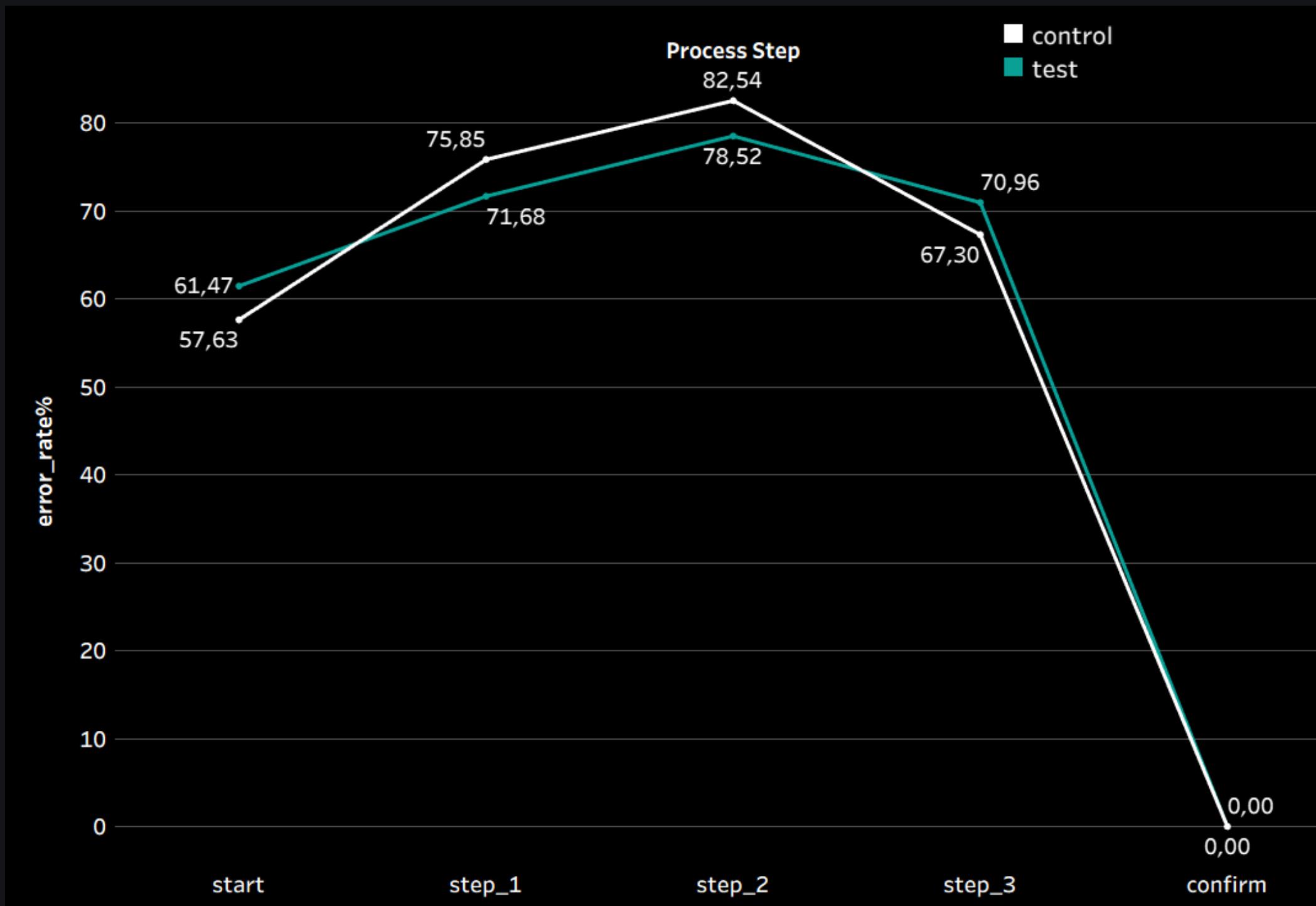
New UI saves 25 seconds



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Nearly 6 in 10 users are heading back after initial step in new UI

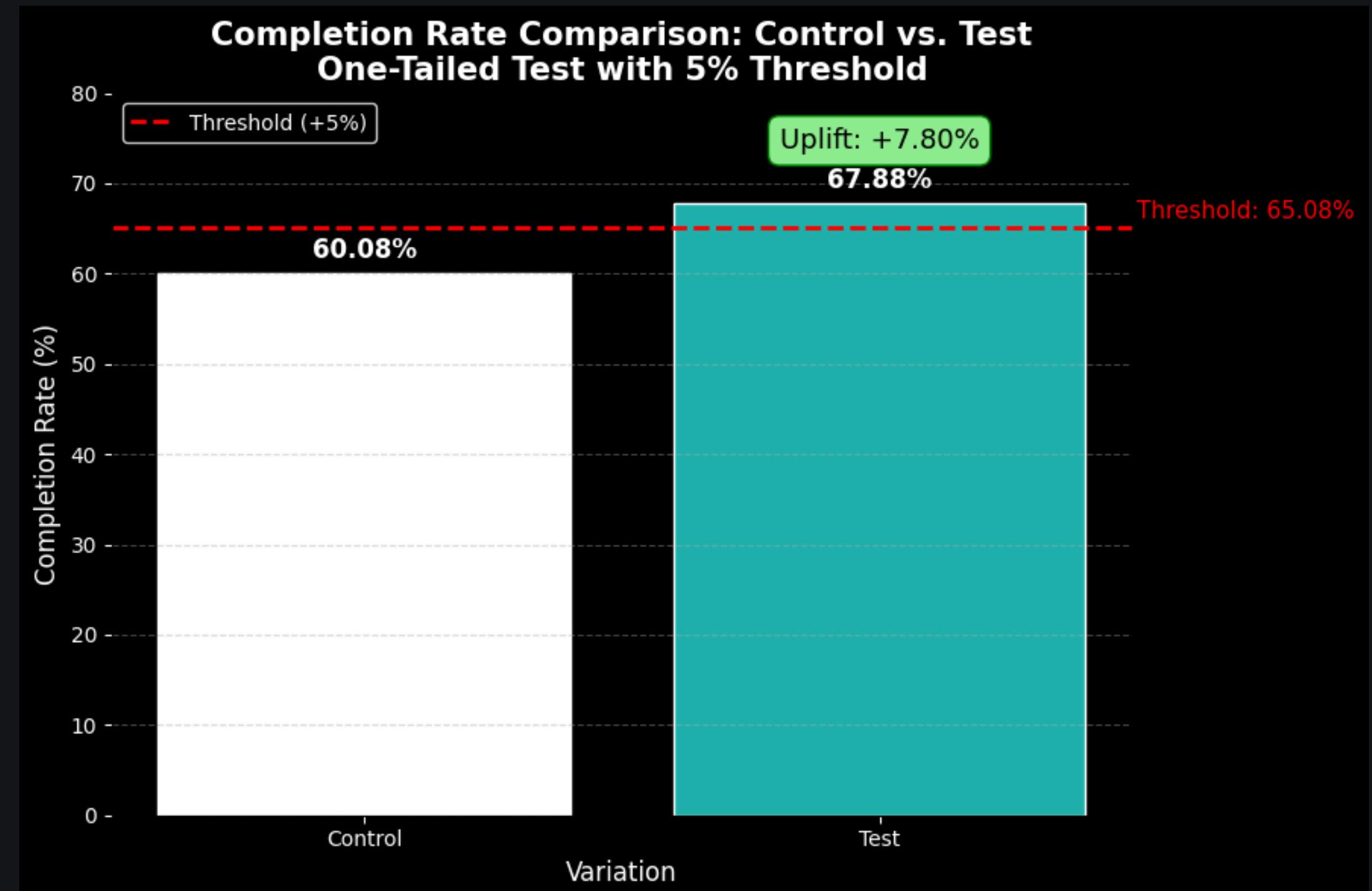


- Opportunity to improve early confidence or clarity, might be worth prioritizing for UX redesign or clarifying messaging

- Overall Trend: The new design shows lower error rates than the old design in Steps 1 and 2, which are likely critical interaction points.

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Would the switch be cost-effective?



YES!

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Experiment Evaluation

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The average age for both groups is similar

Test

48

≈

Control

49

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The average client tenure of those engaging with the new process is the same as those engaging with the old process

Test

12

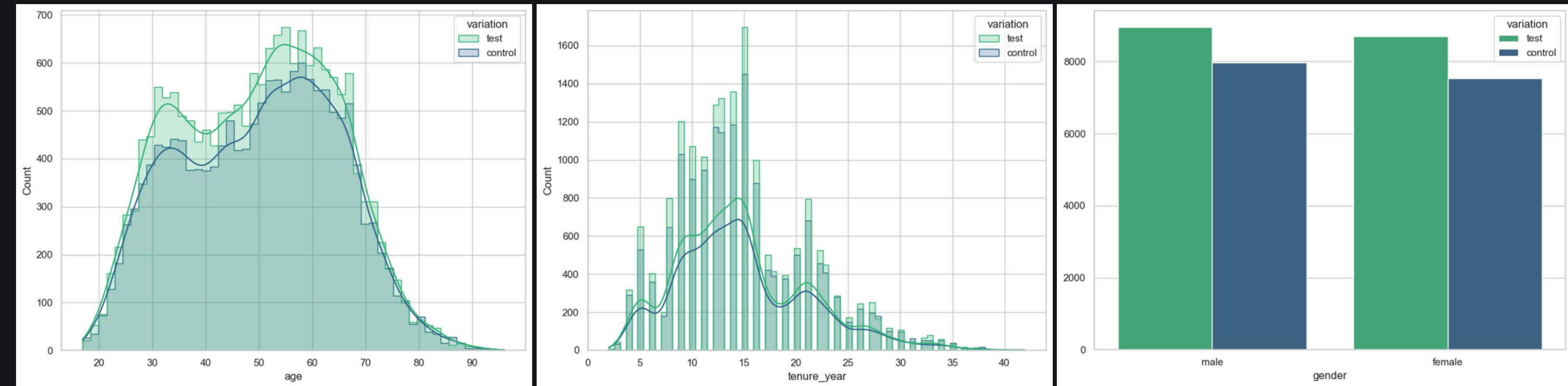
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Control

12

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Experiment Evaluation



Similar distribution

96K vs 108K logons in the new UI

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Experiment Evaluation

Assessment duration

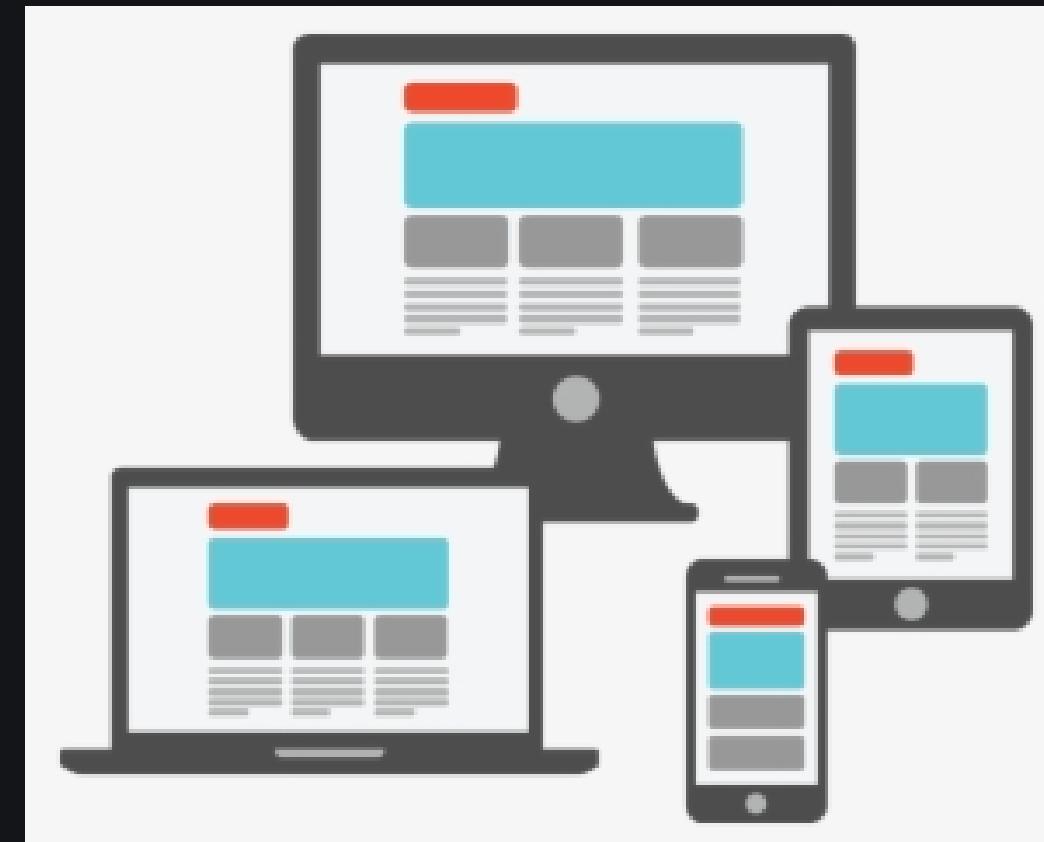
- Tax Season
- Market Volatility



Biases not identified

Additional Data Needs

- Type of devices used.





Conclusion

- **Increased Completion Rate:** The new design significantly outperforms the previous version across key metrics. Completion Rate saw a 7.80% uplift over the control group, exceeding the 5% benchmark.
- **Time Efficiency Gains:** even with a slightly higher error rate in certain steps, the new UI still led to a 25-second reduction in total time spent.
- **Areas for Refinement:** While overall performance improved, a few steps had higher error rates. These can likely be addressed by clarifying instructions or simplifying early-stage interactions.
- **Recommendation:** Based on the positive outcomes across completion, efficiency, and overall performance, we strongly advocate for a full rollout of the new UI.



Thank You!

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