



INVESTIGATING THE

vanity



Low Urgency, Low Importance

Fear of Choking

1 in 5 people believe that the king

their credit score will never it.





Many customers do not feel the need to

check until it is time to apply for a loan.



Learnscanada

Financiální Prost



is I need to pay my bills on time."



"All I know about having good credit



In-Person Interview

"I didn't learn anything about credit



until after completed the onboarding."

customers with lower credit scores

check their secrets frequently.



Low Urgency, Low Importance

Many customers do not feel the need to

check until it is time to apply for a loan.



Learn's Canada