

VALIDATION FROM USER TESTING

Assumptions

People will find the app valuable.

People will understand how their activity is influencing their score.

People will have a greater understanding of credit after using the app.

Results

“There should be something like this for every person who has a credit card.”
Research Participant

Participants felt the content was understandable.

Although the main app was useful, participants felt the onboarding didn’t help with understanding credit.

Think-aloud testing and interviews
9 participants ages 21+
No or basic knowledge of credit

Scenario Video

[HTTPS://VIMEO.COM/305425815](https://vimeo.com/305425815)