

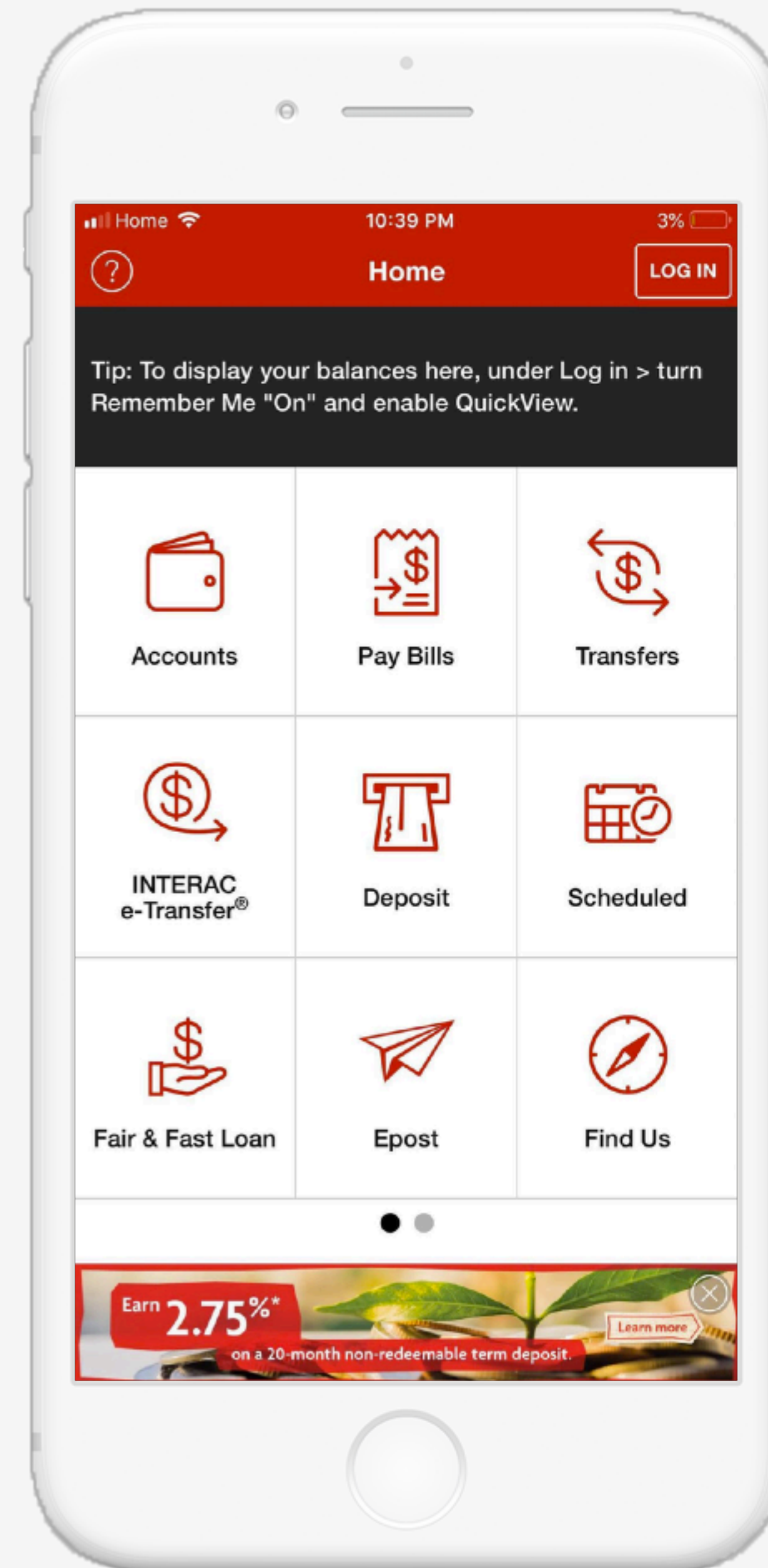
CURRENT EXPERIENCE

Information Hierarchy

Despite the importance of credit, relevant information lies deep in the navigation of Vancity's website.

Lack of Resources

Vancity's existing mobile app has yet to provide resources for credit management.



Vancity's existing mobile app

INSIGHTS

Fear of Checking

Customers with lower credit scores check their score less frequently.

Credit Sesame

1 in 5 people believe that checking their credit score will lower it.

Financial Post

Low Urgency, Low Importance

Many customers do not feel the need to check until it is time to apply for a loan.

Loans Canada