

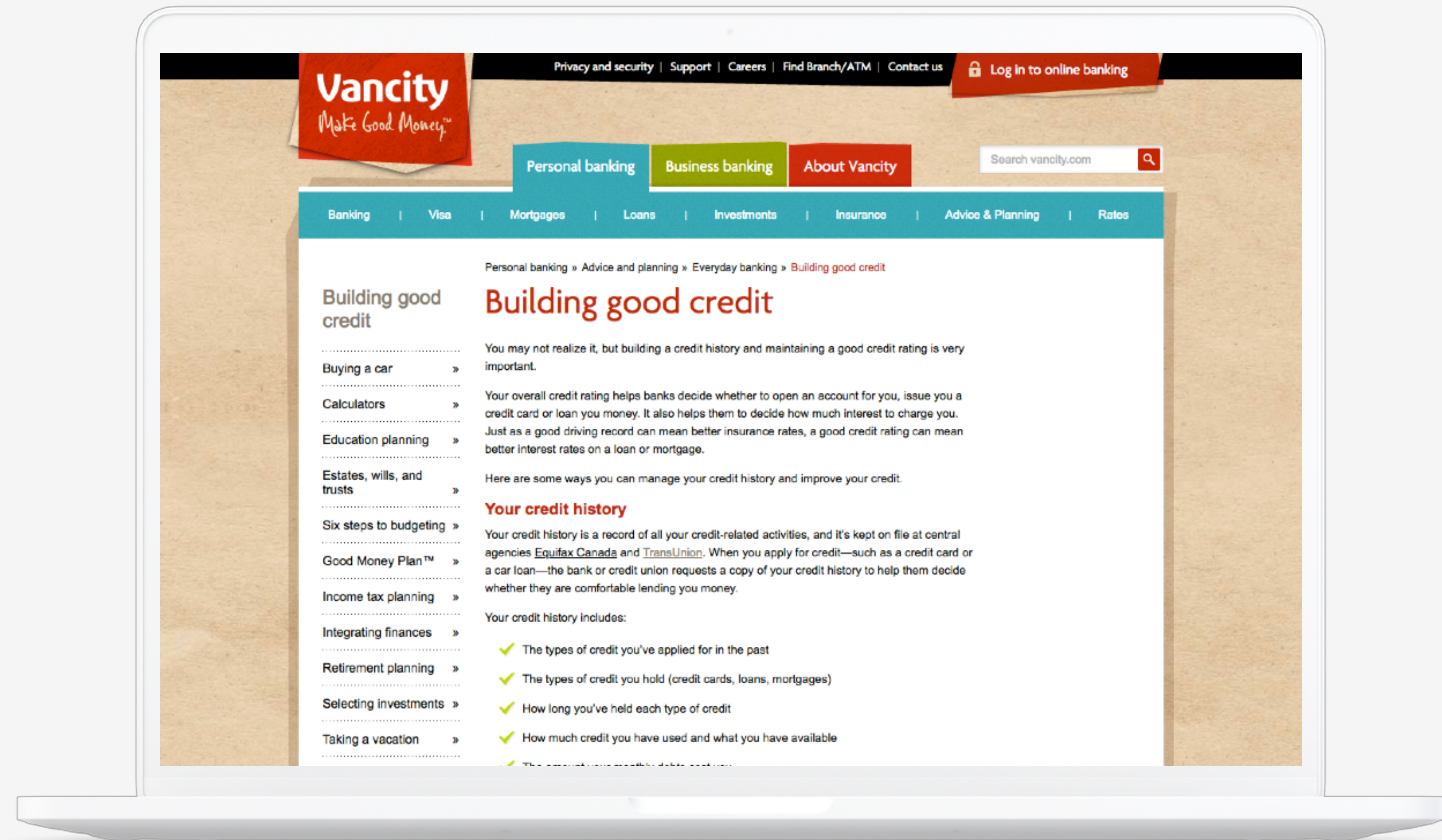
## CURRENT EXPERIENCE

### 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.



Personal banking > Advice and planning > Everyday banking > Building good credit

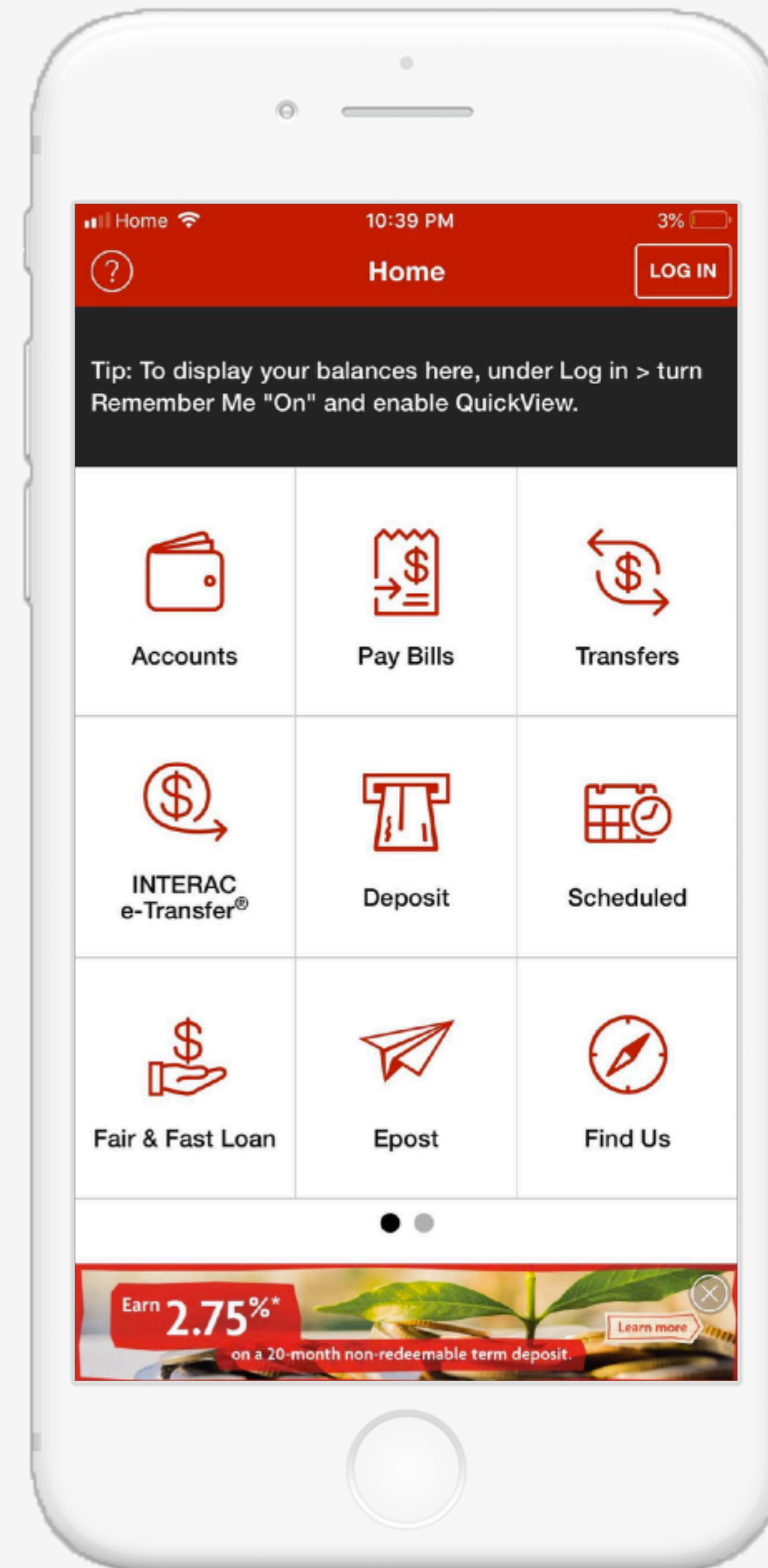
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