

AWARENESS — RESEARCH — BUILDING A CREDIT SCORE — FOLLOW-THROUGH

MEMBER

I know credit is important,
I want to know more

Information about credit
is scattered across the
Vancity website

I don't know where to
start. I want to start
improving my score

My score only updates
once a month, on Equifax

FRICTIONS

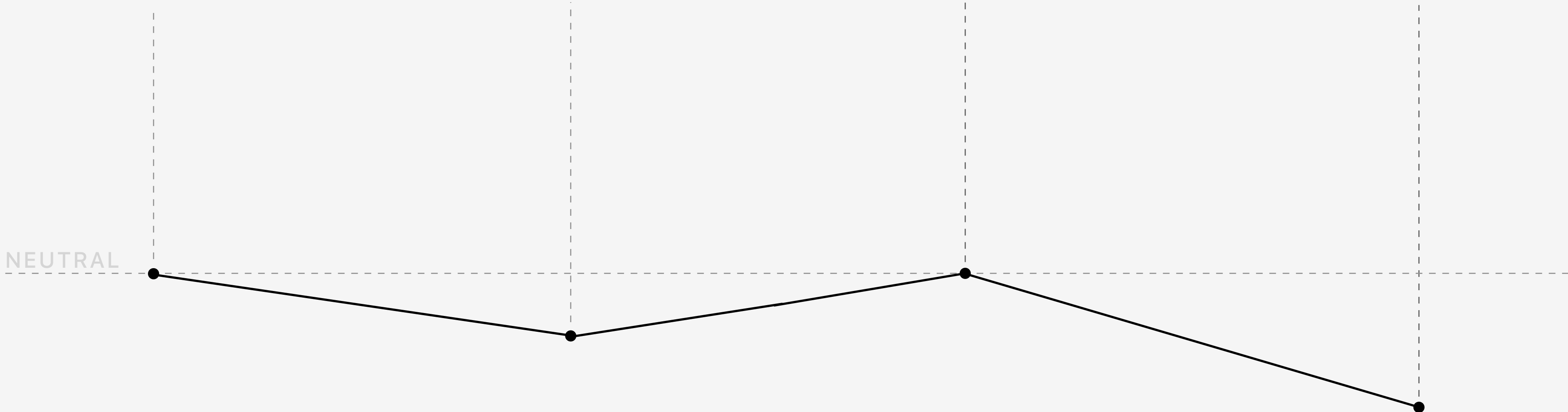
I don't understand why
credit is important

This is overwhelming
and time consuming

How can Vancity help
me build credit?

It's inconvenient to be
on top of my score

SATISFACTION



TOUCHPOINTS

Branch
Rejection from lender

Vancity website
Financial resources

Vancity website
Financial resources

Equifax
3rd party website/app

