



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