



## Opportunity

"With 250,000 of them – close to half of our members – interacting with us almost entirely online or via our mobile app, **we're under pressure to deliver even more mobile and digital functionality.**"

Vancity 2017 Annual Report



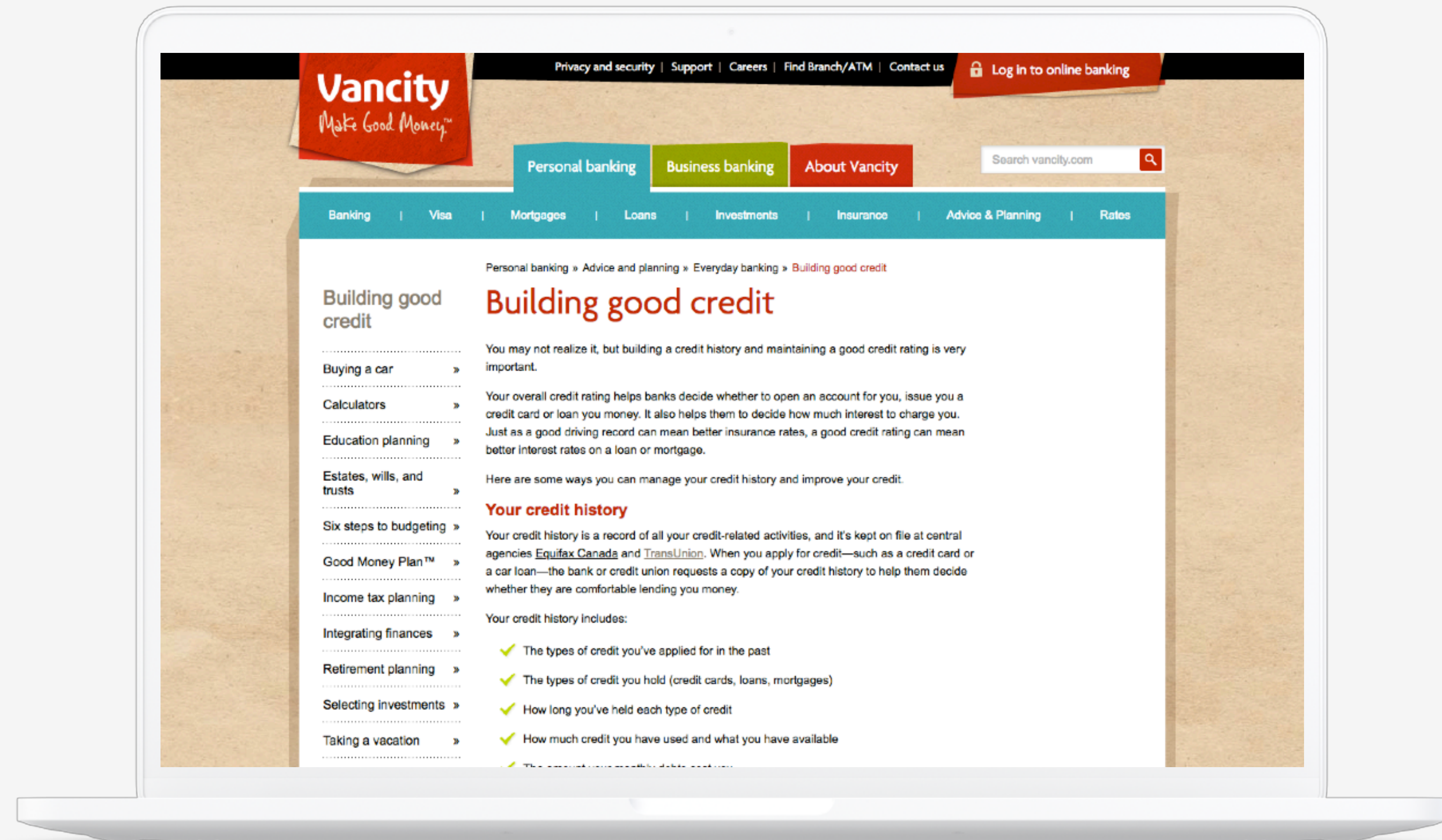
## CURRENT EXPERIENCE

### 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