Vanguard 2024

New UI Performance Analysis

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Todays agenda

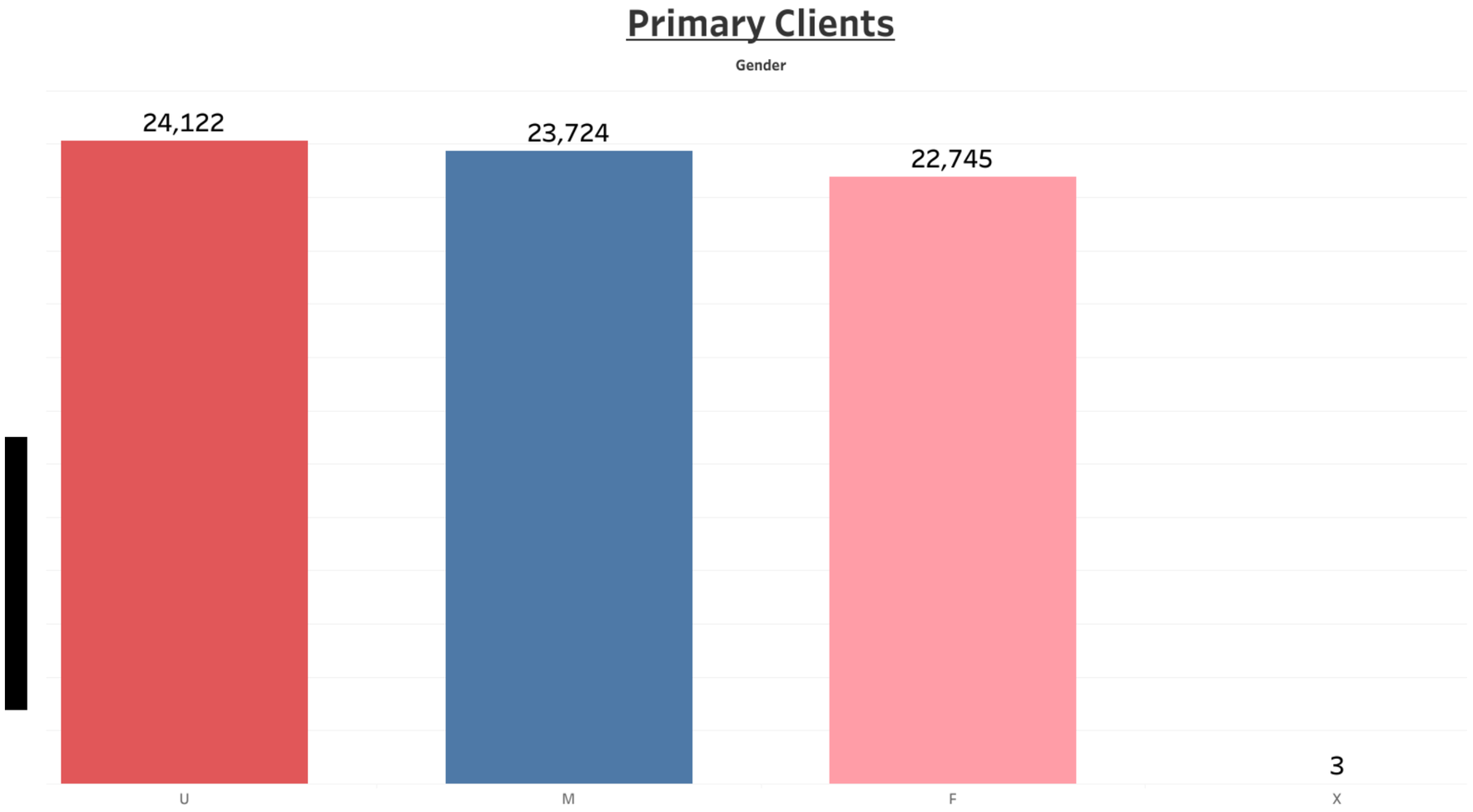
- Project recap
- Problem statement
- Analysis
- KPI’s and Findings
- Recommendations

- New user interface (UI) has been implemented.
- A/B test : March.15.17 - June.20.17
- Control group: traditional online process.
- Test group: new digital interface.

Project recap

- **Would these changes encourage more clients to complete the process?**

Problem statement



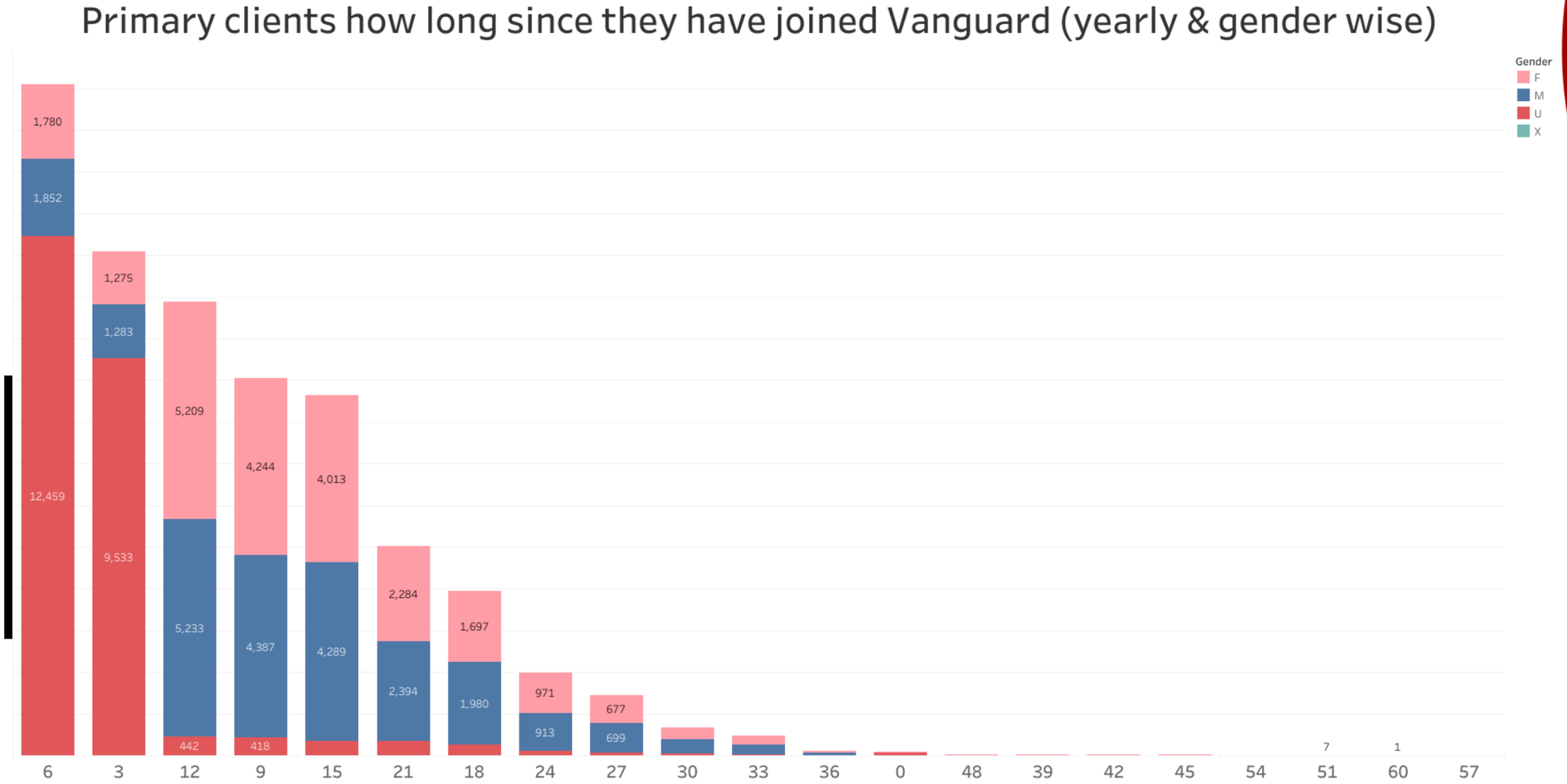
1. (U) Undisclosed
2. (M) Male
3. (F) Female

Analysis

Analysis

Primary clients

1. 36 - 50
2. 25 - 35
3. 51 - 65



Analysis

- **In the range between 3 to 15 years**

CR (Completion rate)

Test group	Control group
14%	12 %

Mean total process time (%M:%S)

Test group	Control group
15:37	16:47

KPI’s and findings

Average time spent on each step		Error rate	
Test group	Control group	Test group	Control group
6 min	8 min	31%	23%

KPI’s and findings

- Give more time
- Get feedback from the users
- Do the test with more test and control group

Data visualizations can be found using these link:
https://public.tableau.com/app/profile/feven.legesse/viz/Project_2_17120063067350/Story1?publish=yes

Recommendation

Question and feedback are very welcome.

Thank you so much for listening!