

A/B Testing

Projects Main Page

Interviewee 1 brought up several opinions regarding distinctions between buttons and colors on the screen. They emphasized that they liked the big buttons and usage of green through the application. They also expressed interest in adding a loan payoff date and updated rendition of a status page, where a total amount of money left to draw from could be visualized by users on the home page.

Interviewee 2 didn't like the circle and the way that information is presented. Prefers having more clear and direct information and so preferred the right side page.

Interviewee 3 re-emphasized that a payment portal is obsolete considering that the money is auto drafted from the bank account each month. Instead, changing this page to a portal in which the user can manage which bank account the payments are pulled from would be more useful. They remarked that including the settlement charges are good for transparency but do not require a section on the main page.

Interviewee 4 preferred the B side citing that it has more critical information.

