Vanguard Project

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Introduction

Vanguard believed that a more intuitive and modern User Interface (UI), coupled with timely in-context prompts (cues, messages, hints, or instructions provided to users directly within the context of their current task or action), could make the online process smoother for clients.
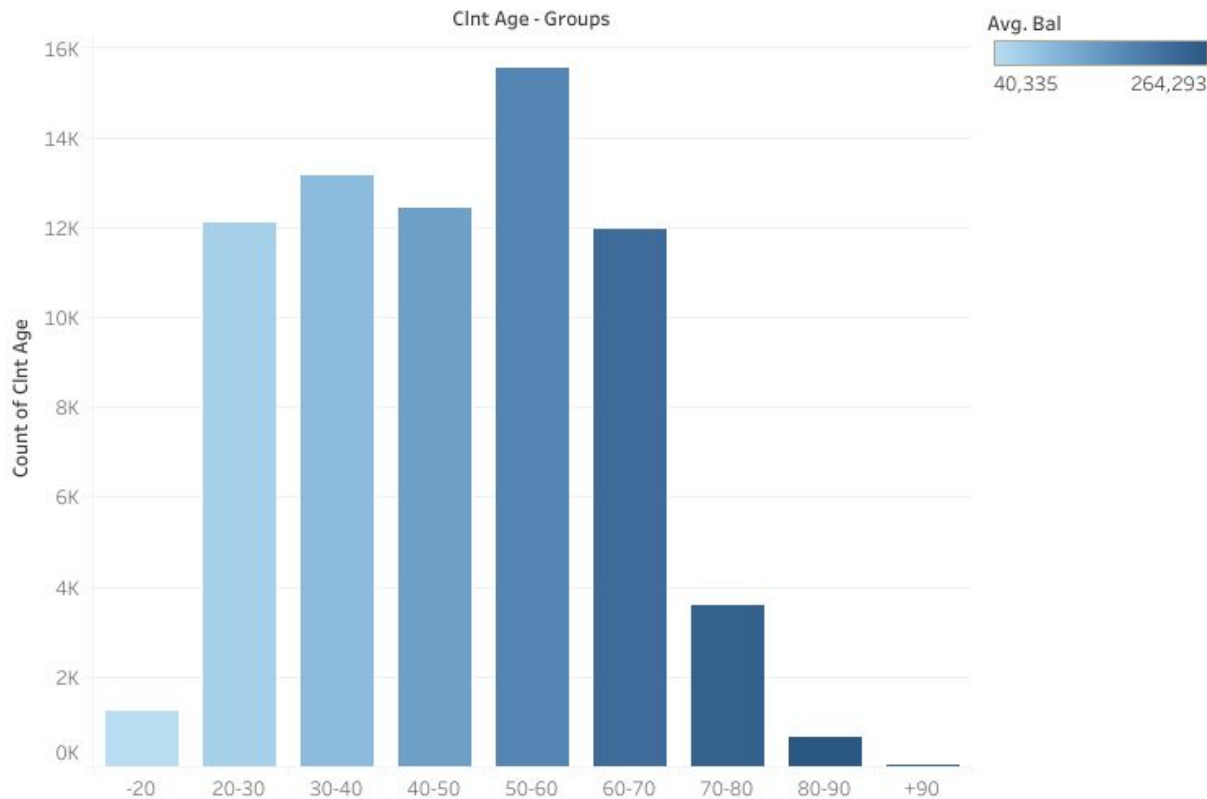
Control Group **VS** Test Group

Data Overview

1. **Client Profiles** ⇒ Demographics like age, gender, and account details of our clients
2. **Digital Footprints** ⇒ A detailed trace of client interactions online (pt1 + pt2)
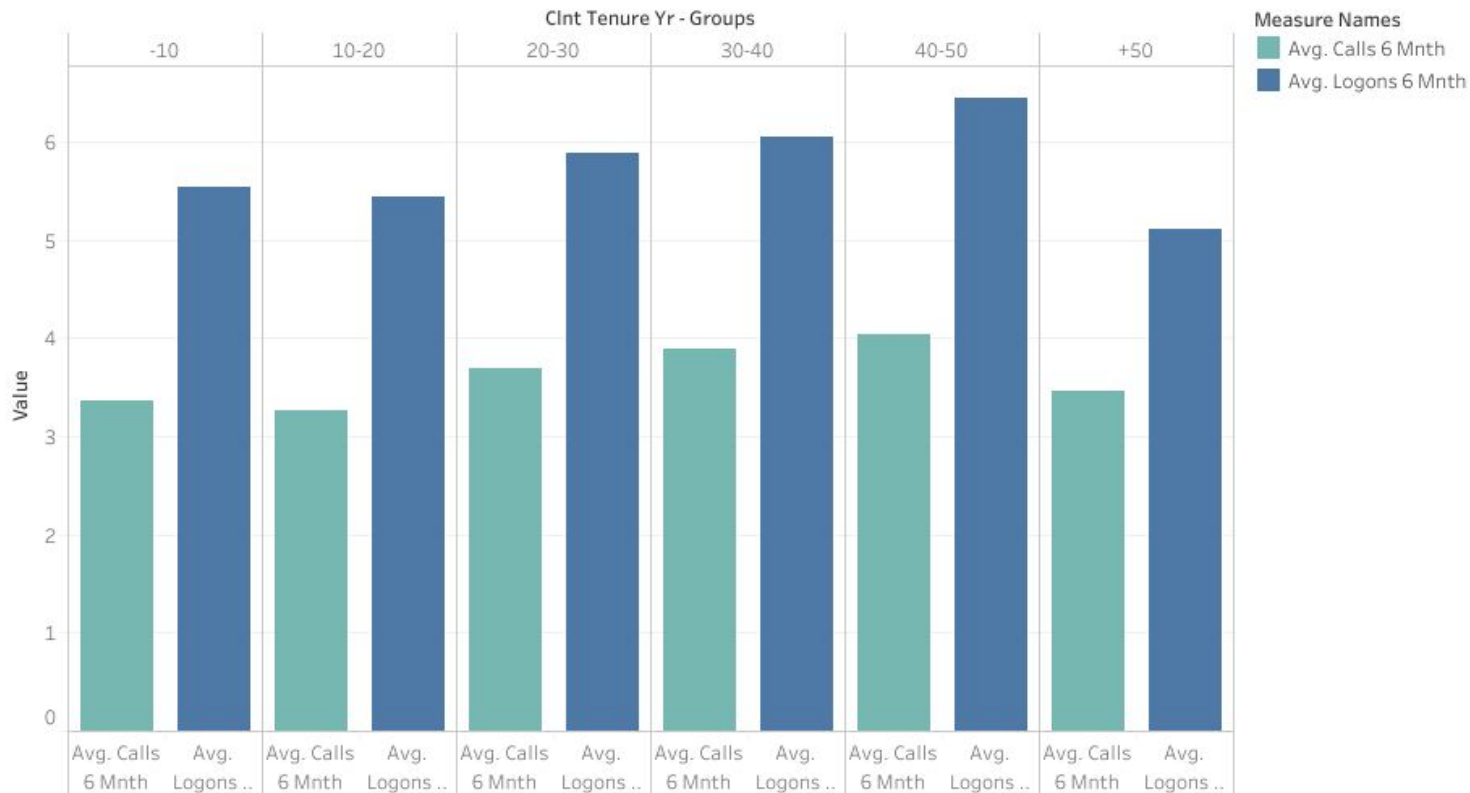3. **Experiment Roster** ⇒ A list revealing which clients were part of the grand experiment

Exploratory Data Analysis (EDA)

1

Exploratory Data Analysis (EDA)

Hoja 13

Hypothesis Testing

H0 ⇒ Completion rate Test = Completion rate Control

   p_value ⇒ $5.4191119513108185 \times 10^{-104}$

H0 ⇒ The increase in completion rate is less than 5%

   P_value ⇒ $4.931275766727138 \times 10^{-09}$

Hypothesis Testing

H0 ⇒ Age for Test = Age for Control

       P_value ⇒ 0.032328658834428904

H0 ⇒ Tnure_yr for Test = Tenure_yr for Control

       P_value ⇒ 0.08682473416066212

H 0 ⇒ Gender does not affect engagement with the new or old process

       P_value ⇒ 0.3892352702565598

Performance Metrics

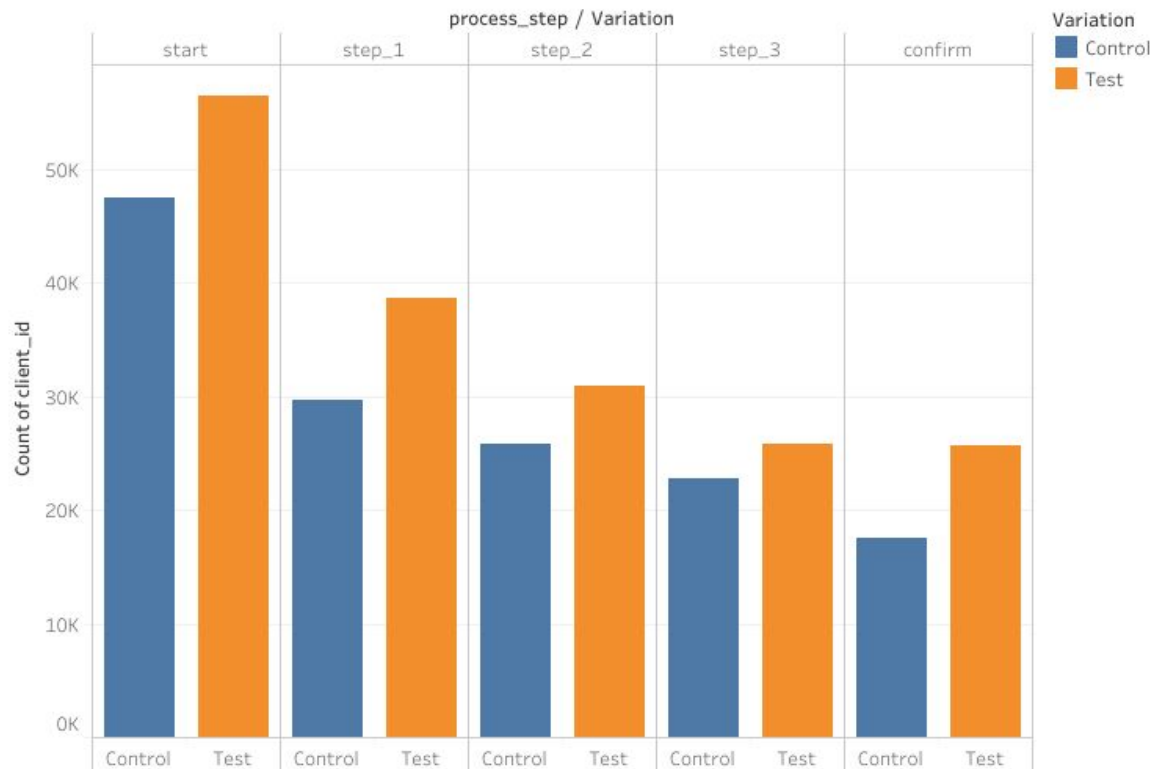**85%** make it to the end
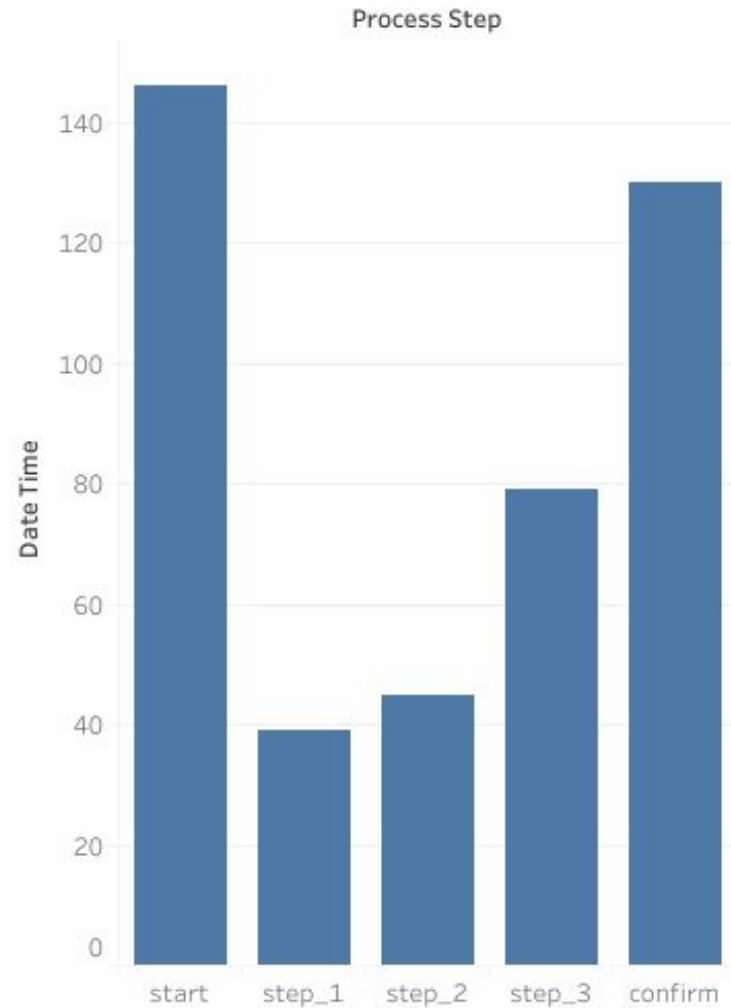
Performance Metrics
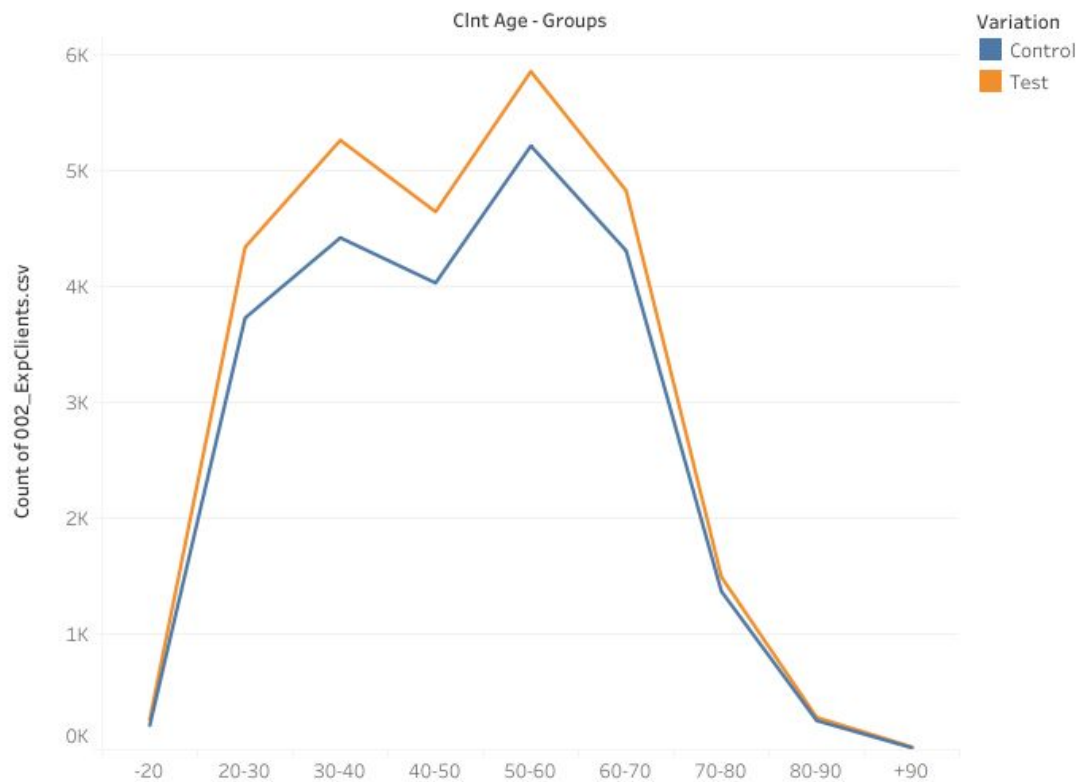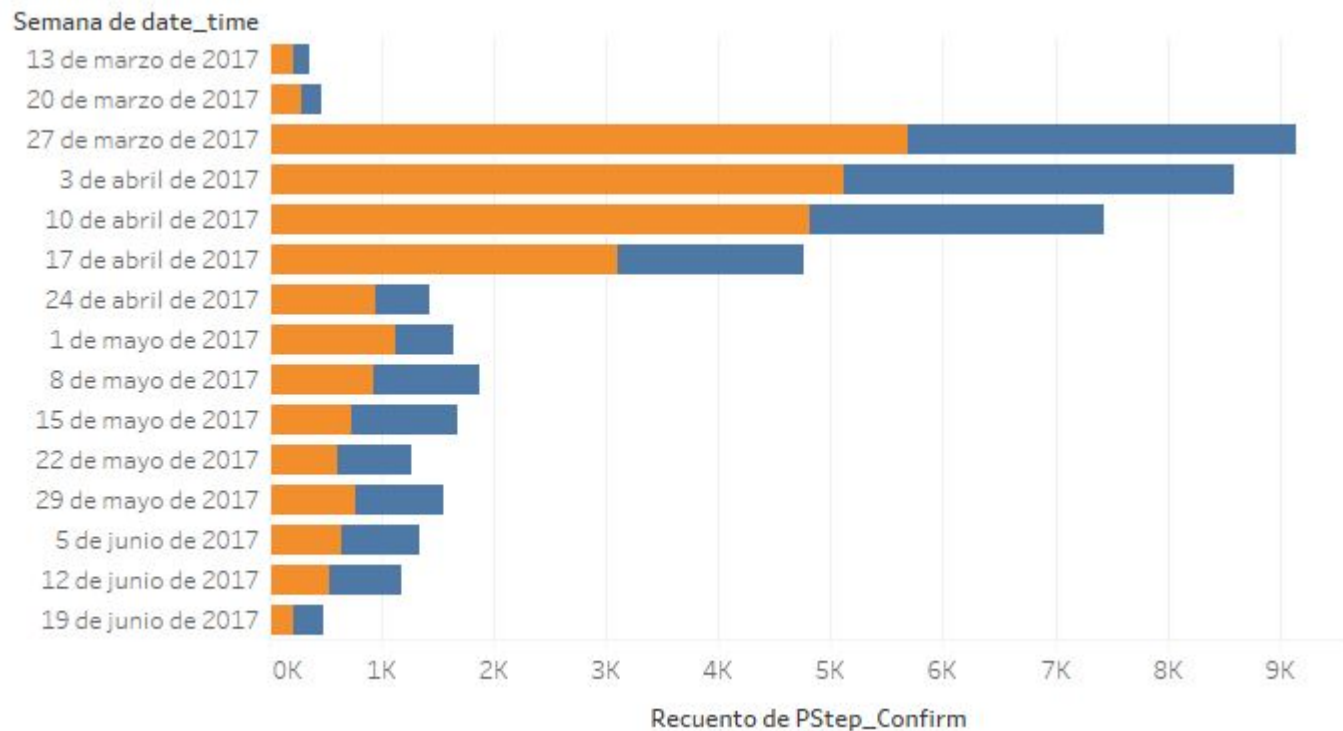
Steps.Variation

Tableau Visualizations

V.Age:Groups

Tableau Visualizations

Semana de date_time

13 de marzo de 2017	
20 de marzo de 2017	
27 de marzo de 2017	
3 de abril de 2017	
10 de abril de 2017	
17 de abril de 2017	
24 de abril de 2017	
1 de mayo de 2017	
8 de mayo de 2017	
15 de mayo de 2017	
22 de mayo de 2017	
29 de mayo de 2017	
5 de junio de 2017	
12 de junio de 2017	
19 de junio de 2017	

0K   1K   2K   3K   4K   5K   6K   7K   8K   9K

Recuento de PStep_Confirm

Challenges & Learnings

- Find the average time in each step
- Learn how to get the most out of Tableau
- Load data from 'Experiment Roster' to SQL
- English

Conclusion

Older people have greater balance but at the same time they are the least attracted to the new user interface

The steps where people spend the most time are the first and the last and therefore they are the most decisive. And this is where the new user interface performs better

Focus on trying to bring the new user interface closer to people over 50 years old

Thank you for your time!

Jordi Díaz Carné