



VAN

**GUARD**

*The Digital Challenge*

Theresa Rodriguez

June 2024

# BACKGROUND

Our Customer Experience team is testing a modern and intuitive interface.

Will this new UI design, coupled with contextual prompts, enhance the online process for clients, resulting in improved user experience and higher completion rates?

## My financial assessment

Tell us your top priorities and we'll help you reach your goals.

QUESTION 3 OF 4

**Which of these do you want to focus on?**

Choose up to 3.

☐ Unexpected expenses

☐ Saving for retirement

☐ Paying my bills

☐ Late payments

☐ Preparing for emergencies

☐ Student loans

☐ Credit card debt

☐ High-interest loans

☐ Saving for college

☐ Medical expenses

☐ None of these

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# A/B TESTING

## Dates

May 15th to June 20th

## Control group

Clients interacted with traditional website

## Test group

Clients experienced the new, digital interface.

## Data sets

Client profiles, digital footprints, and experiment roster.

## Both Groups

Navigated through:

- Start page
- 3 subsequent pages
  - (step 1, step 2, & step 3)
- Confirmation page

**\*\*Clients with null data in Variation column were removed \*\***

# CUSTOMER ANALYSIS

This data illustrates the **average** clients using this the Vanguard online process during the testing process.

**46** Years Old in age

**12** Years In tenure

**2** Accounts

**3** Calls In the past 6 months

**5.5** Logons In the past 6 months

# PERSONAS



**Melly,**

## **Seasoned Investor & Mom**

**Age:** 48 years old

**Tenure:** 12 years

**Use:** Experienced In Investment, prefers online platforms, and multiple accounts.

**Idea:** Values convenience and efficiency In her online experience

**Group:** Control



**Matt,**

## **Start-up Founder**

**Age:** 30 years old

**Tenure:** 4 years

**Use:** Monitors his accounts, and enjoys staying up to date on market trends

**Idea:** Prefers self-service options In lieu of reaching out to customer service.

**Group:** Test

# KPI'S

## **Average Time**

Average duration  
users spend on each  
step.

## **Error Rates**

How frequently  
users returned to  
a previous step.

## **Completion Rate**

Proportion of users who  
reach the final 'confirm'  
step uninterrupted.

# TIME

The average duration users spend on each step.

	Control Group	Test Group
Start	1 hr	1 hr
Step 1	1 hr 22 min	1 hr 20 min
Step 2	1 hr 17 min	1 hr 10 min
Step 3	42 min	40 min
Total	4 hr 21 min	4 hr 10 min

# TIME

The average duration users spend on each step.

	Control Group	Test Group
Start	1 hr	1 hr
Step 1	1 hr 22 min	1 hr 20 min
Step 2	1 hr 17 min	1 hr 10 min
Step 3	42 min	40 min
Total	4 hr 21 min	4 hr 10 min

4.2%  
Change



# ERROR RATES

How frequently users returned to a previous step.

	Control Group	Test Group
Start to Step 1	5%	10%
Step 1 to Step 2	3%	4%
Step 2 to Step 3	5%	4%
Step 3 to Confirm	<1%	<1%
Average	3.4%	4.6%

# ERROR RATES

How frequently users returned to a previous step.

	Control Group	Test Group
Start to Step 1	5%	10%
Step 1 to Step 2	3%	4%
Step 2 to Step 3	5%	4%
Step 3 to Confirm	<1%	<1%
Average	3.4%	4.6%

35%  
Change

# COMPLETION RATE

The proportion of users who reach the final 'confirm' step uninterrupted.

**68.01%**

Control  
Group

**68.26%**

Test  
Group

The completion rates are very similar. With a p-value of 0.46 we fail to reject the null hypothesis.

There is insufficient evidence there is a difference in completion rates between both test groups.

**0.46**

P-Value

**0.73**

Z-Score

\*\* Determined using visit ID's

# SUMMARY

## Original Question

Will this new UI design, coupled with contextual prompts, enhance the online process for clients, resulting in improved user experience and higher completion rates?

**No**

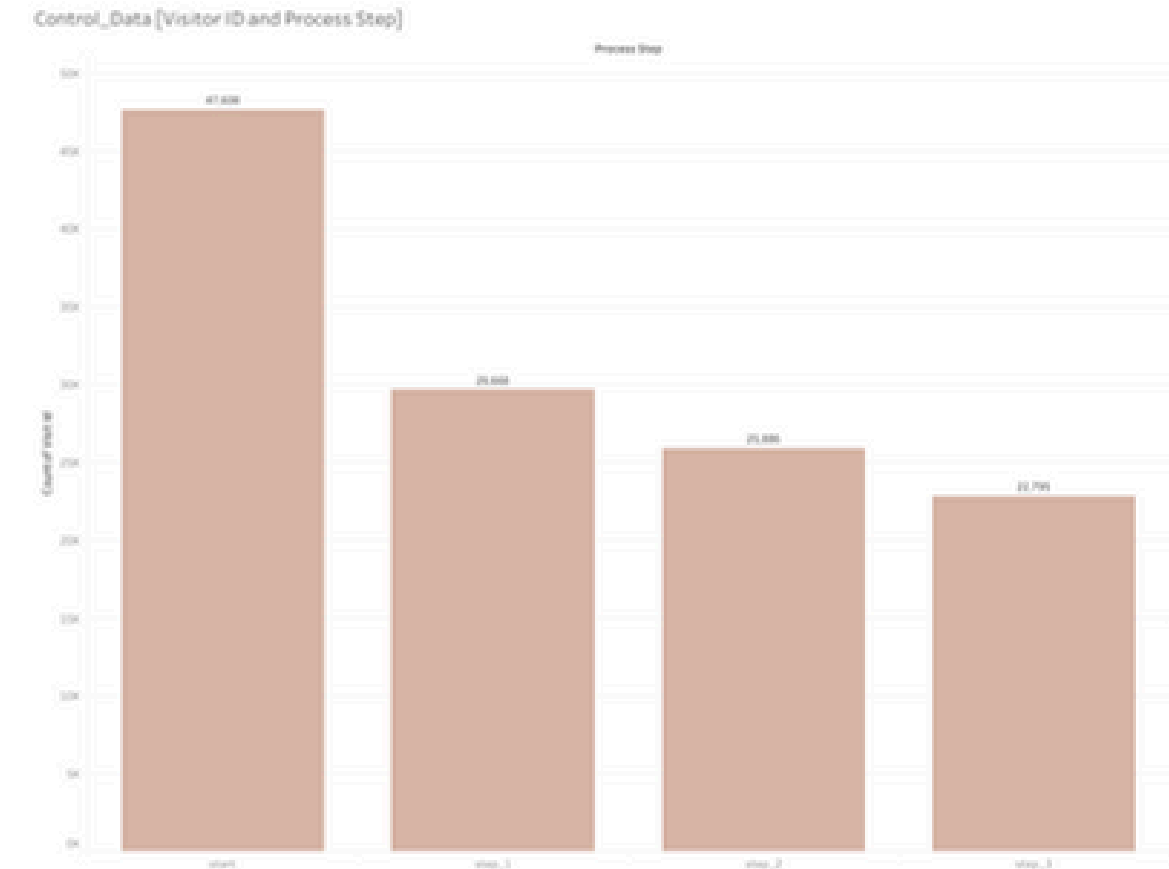
# NEXT STEPS

## Focus on Start, and Step 1 Pages

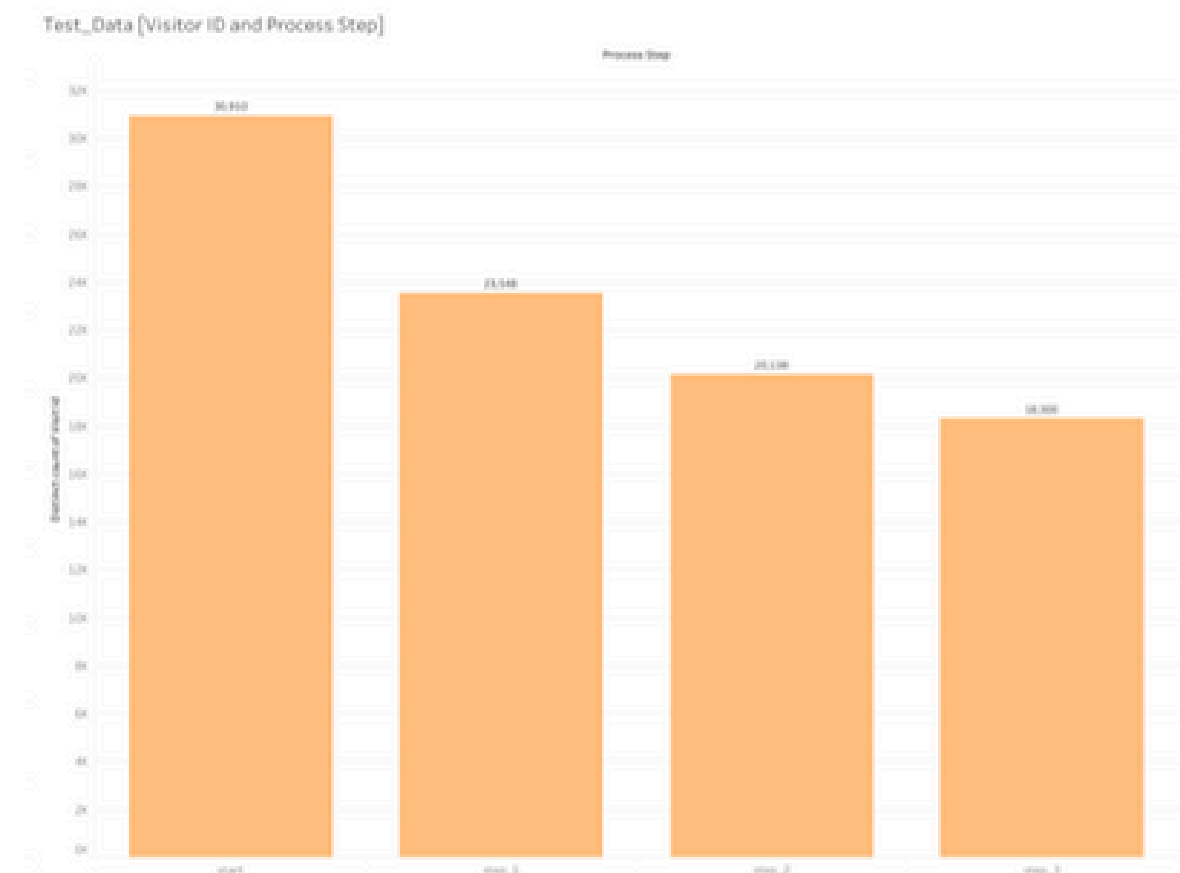
After customers go through the ‘start’ screen, the volume of users quickly decrease to reach ‘step 1’.

Once customers get to Step 3 both the error rate, and time spent decrease. By focusing on Start and Step 1 it will reduce both the error and time spent.

## Control Data



## Test Data





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