

Competitive comparison

Find a credit card that seems like the best fit card for use by employees of your company.

Total # of contributors: 10

Time to Complete Study: 1 Hour, 20 Minutes

Highlight Reel: 3 Minutes, 20 Seconds



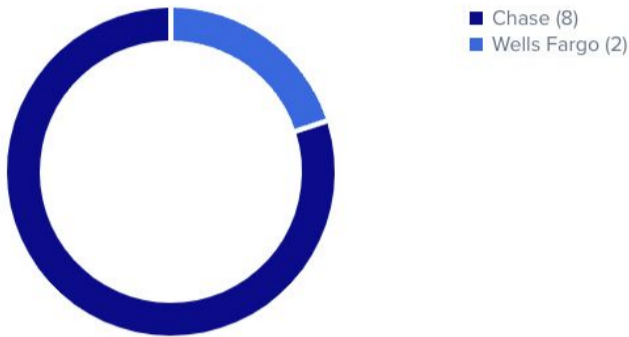
CHASE  **vs.**

WELLS FARGO

Preferred experience: Chase

19 Multiple choice question (Wrap up task)

What experience did you prefer? Please explain your answer aloud.



of contributors preferred Chase: 8
of contributors preferred Wells Fargo: 2

Why Chase?

"The Chase site looks nicer and was easier to navigate to where the business credit cards could be located."

Why Wells Fargo?

"With Wells Fargo because I did not having to continuously scroll through to see each category that each card has to offer"



[Watch the video of all responses](#)

CHASE  **vs.**

WELLS FARGO



What's working well

- The navigation was simple
- Many more cards on offer than Wells Fargo
- Comparison tool made choosing cards easy
- Information was clear with ability to learn more

- With only 2 cards on offer, selecting the best one was easy
- Strong visual appeal
- Card allowances and bonus information are clear



Recommendations for improvement

- The "scroll over" navigation flyouts were difficult to deal with.
- Perhaps a simpler table to compare options
- Point out the differences between similar cards

- Move important information from the bottom to the top of the site
- Improve navigation menu clickability
- Make the business credit cards easier to find



Perception of each experience

87/100

Overall

| | |
|-------------------------------------|----|
| Confidence in (completing activity) | 96 |
| Ease of Use | 93 |
| Visual Appeal | 77 |
| Satisfaction | 83 |

68/100

Overall

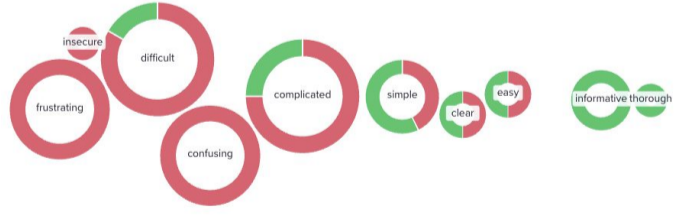
| | |
|-------------------------------------|----|
| Confidence in (completing activity) | 86 |
| Ease of Use | 67 |
| Visual Appeal | 66 |
| Satisfaction | 53 |



How people felt about it



More negative Mixed sentiment More positive



More negative Mixed sentiment More positive



What happened

| | |
|--------------------|------|
| Time to complete: | 4:52 |
| # of screens: | 6 |
| # of interactions: | 26 |

| | |
|--------------------|------|
| Time to complete: | 5:59 |
| # of screens: | 6 |
| # of interactions: | 34 |

