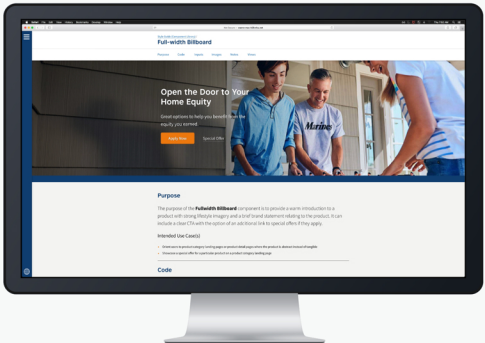
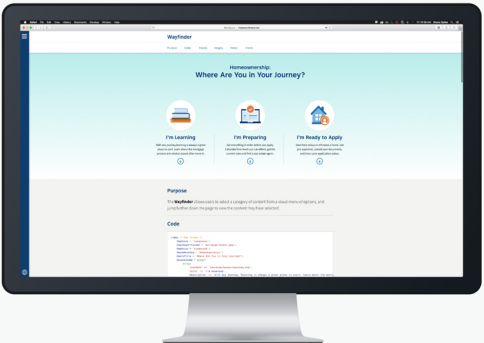
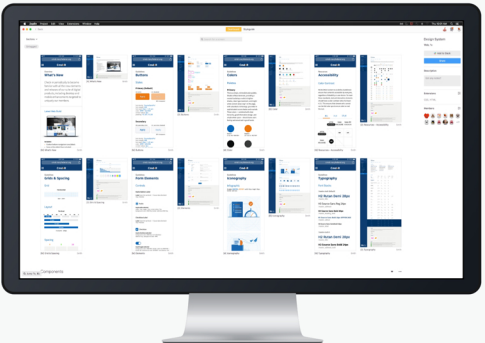
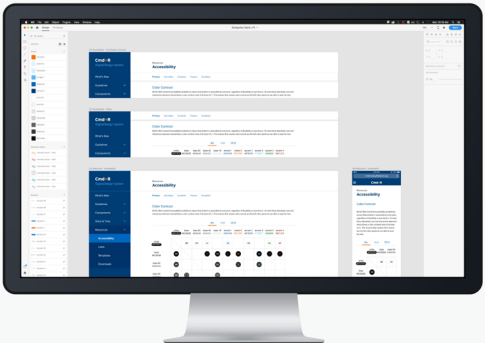
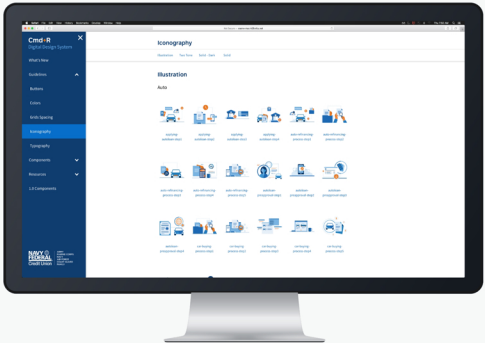
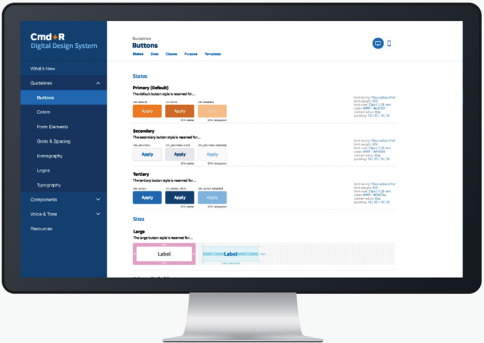
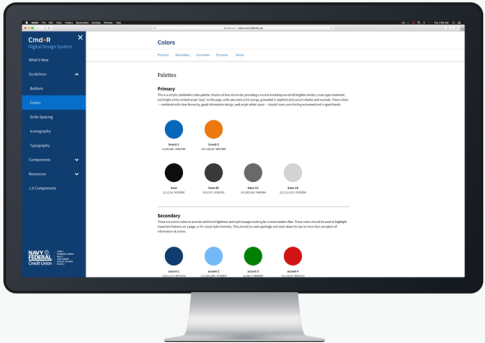
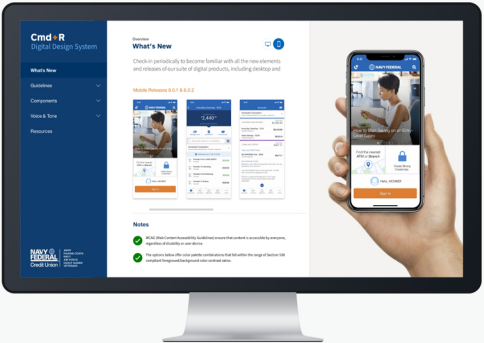
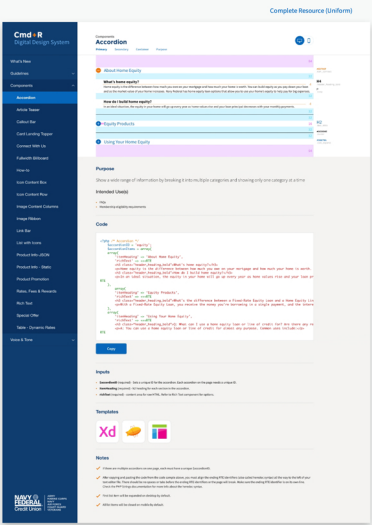
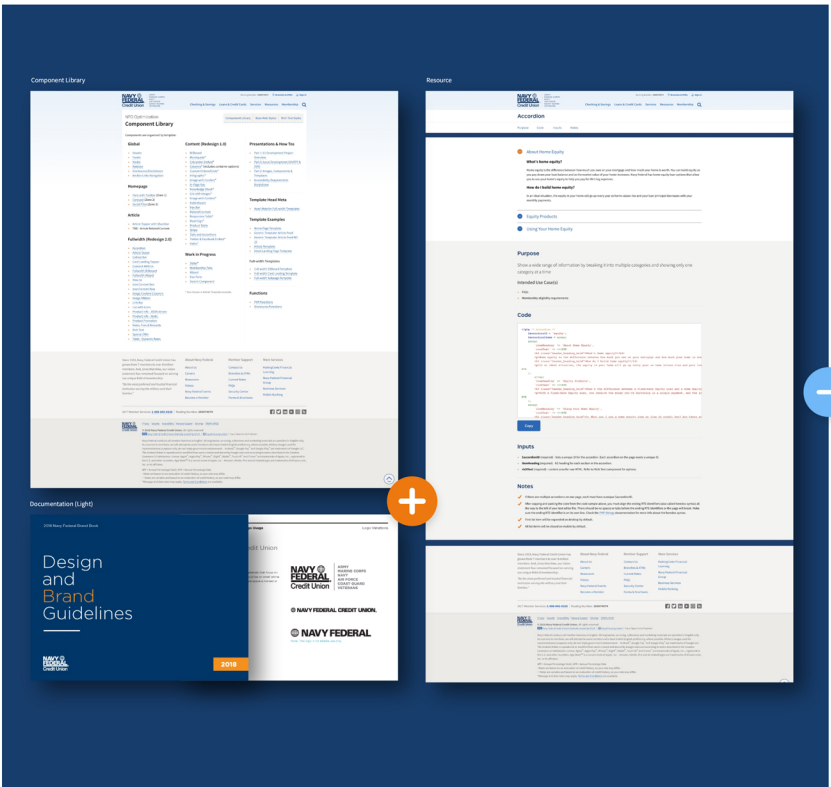
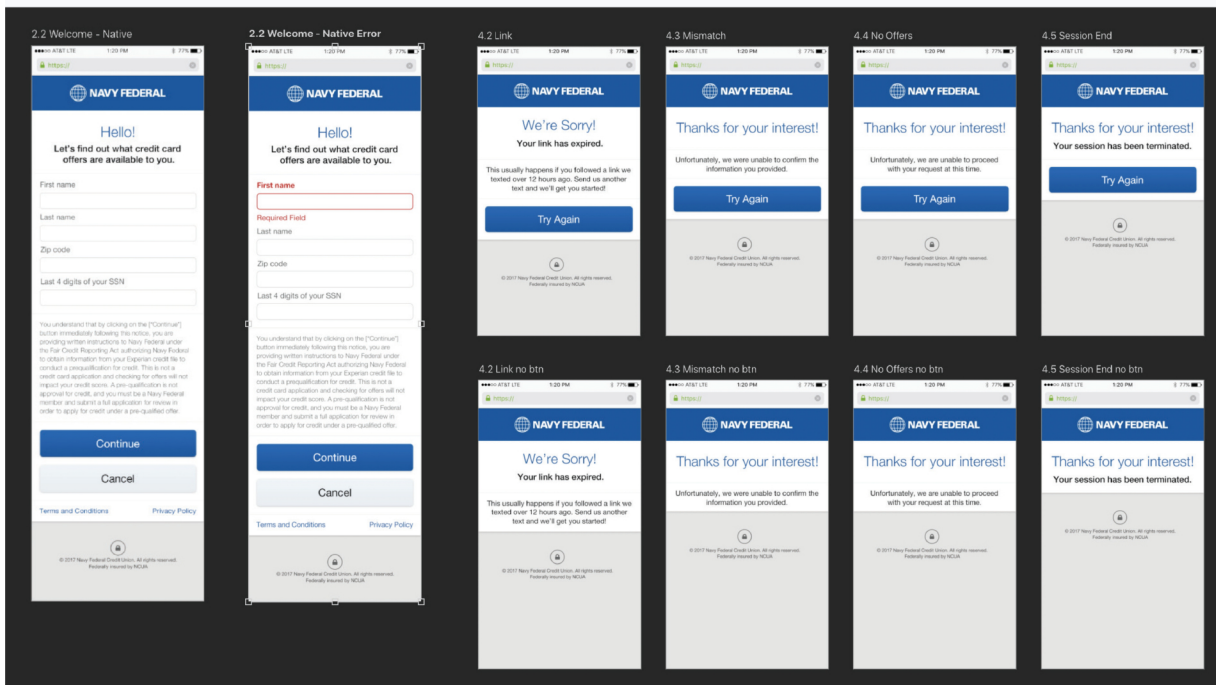
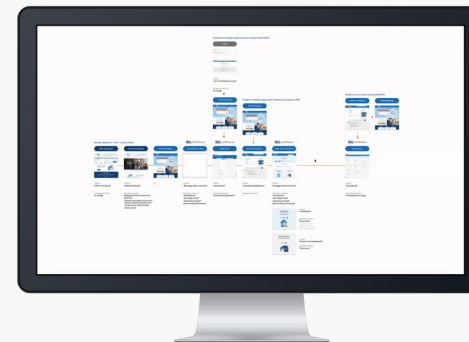
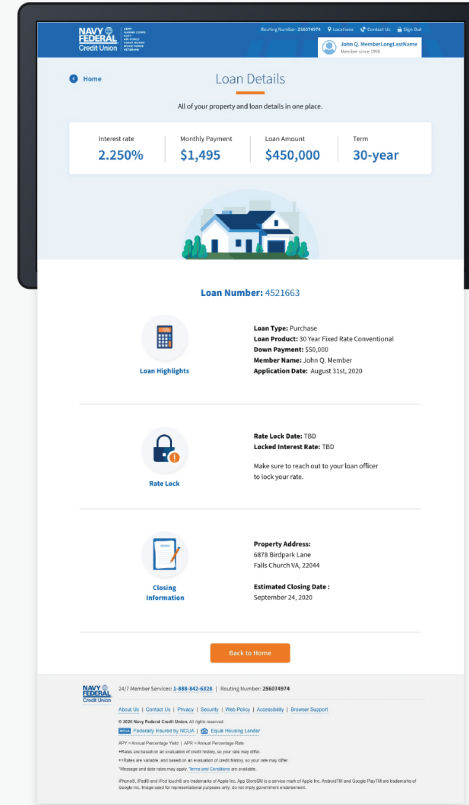
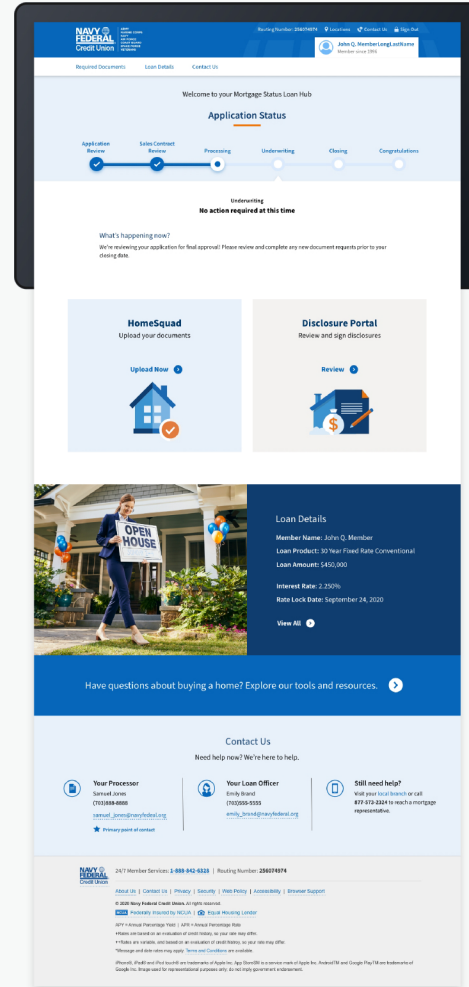
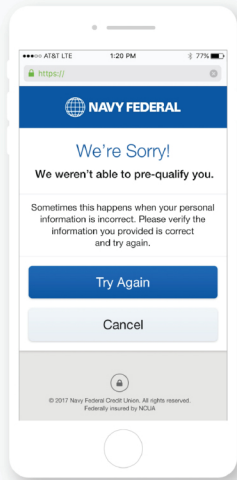
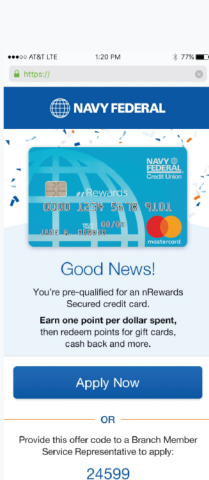
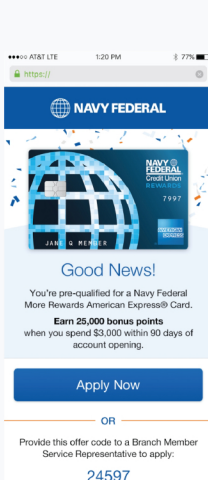
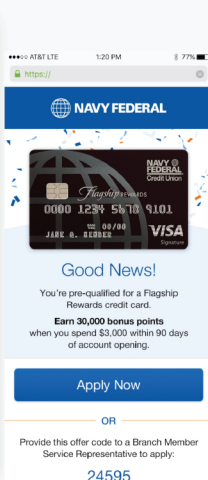
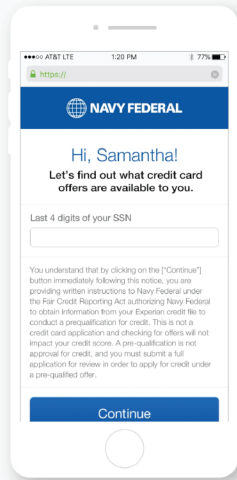






UX & DESIGN Mobile 6.0

Rating & Reviews

3.5
out of 5

Great app
★★★★☆
1m ago
App Reviewer

As a software engineer the application was probably the best mobile application I have ever used. Well optimized, snappy, and most of all, unbelievably well designed...that was until this last update. A lot of changes were made that seem to serve no real positive feedback for the consumer. The bottom menu is convoluted, there is less useful information on the account pages (like the sudden disappearance of the running balance next to transactions), the information that is there has been cluttered into the top left now. The

New bottom navigation

Expandable view, including routing and account details, and joint ownership information

Schedule a payment, money transfer, or deposit

NAVY FEDERAL
Credit Union

ADMIT
MEMBER COOPS
NAVY
AIR FORCE
COAST GUARD
VETERANS

UX DESIGN Responsive ReDesign

1. Create a responsive and ADA compliant design
2. Drive acquisition of new products for both current and prospective members
3. Driving higher satisfaction and positioning of cards top of



NAVY FEDERAL
Credit Union

ADMIT
MEMBER COOPS
NAVY
AIR FORCE
COAST GUARD
VETERANS

Responsive ReDesign Results

Data comparing pre-launch to post-launch has seen an increase in traffic, especially on mobile, lower bounce rates, and increase in UMA starts, all showing increased user engagement since launch.

57%

Decrease in the mobile bounce rate on the landing page

58

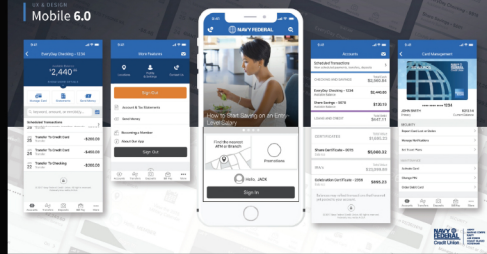
STARTS

More daily UMA starts from the landing page on average

31%

Increase in conversion rates on the Cashback card pages

Mobile 6.0



Membership ReDesign Results

36%

Decrease in the mobile bounce rate on the landing page

73

STARTS

More daily UMA starts from the landing page on average

50%

The Eligibility page continues influence Average Daily UMA Starts

Responsive NFO



