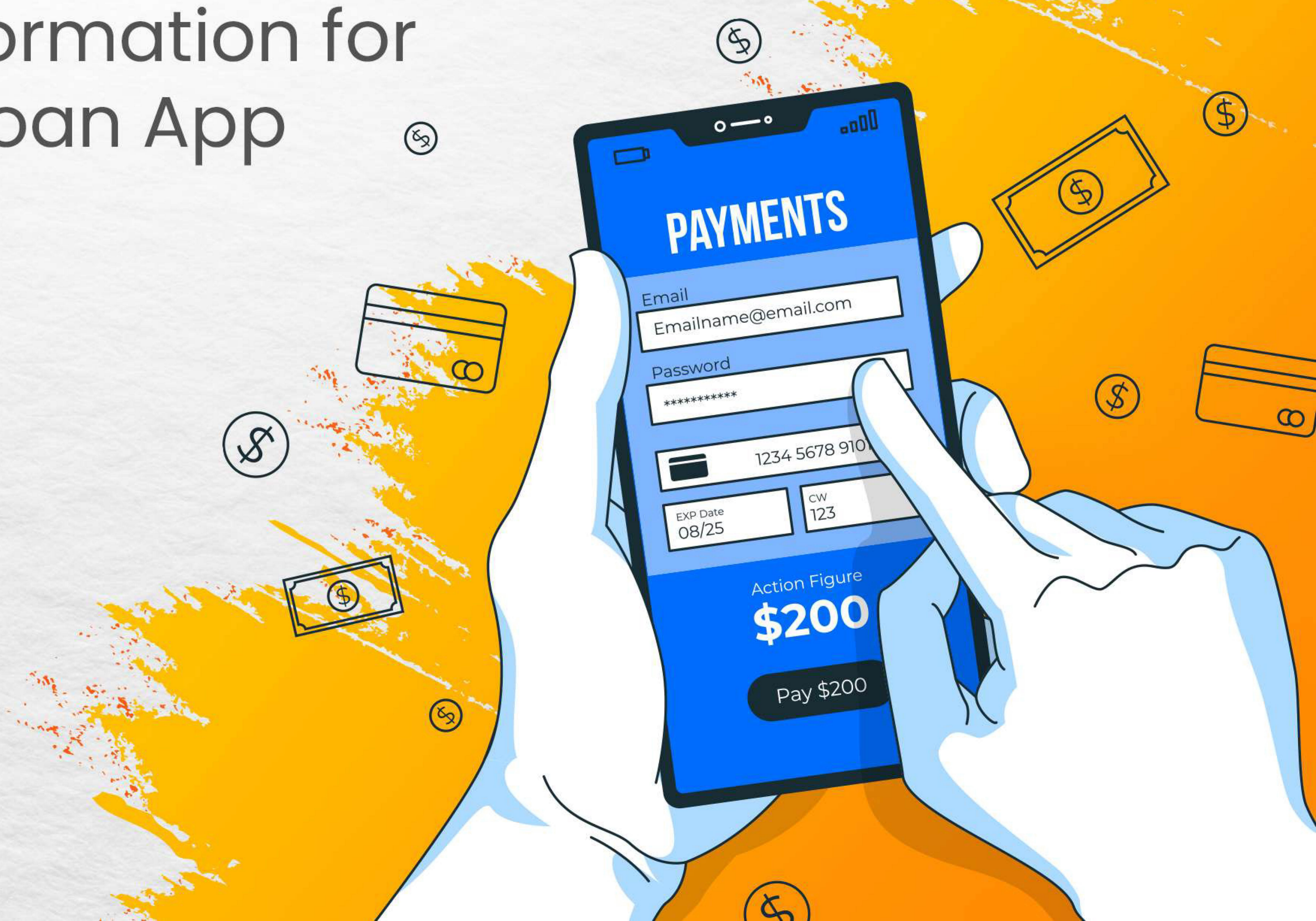
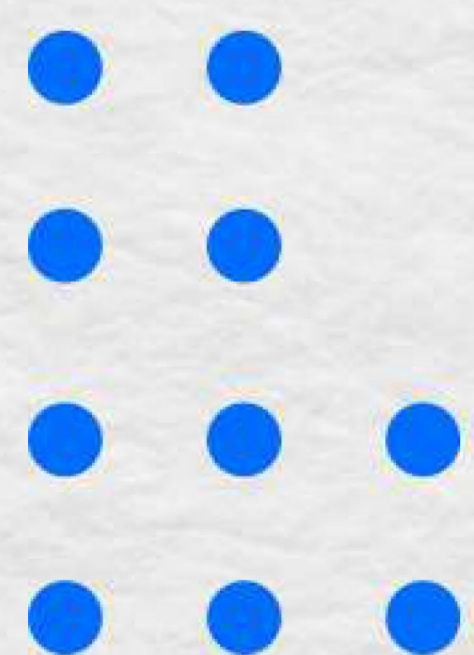




From Confusion to Conversion

A UX Transformation for an Instant Loan App





The Client's Challenge

High user churn due to:

- Confusing interface
- Cumbersome loan application process
- Low customer satisfaction

The goal? To transform the app into a user-friendly, high-performing platform.





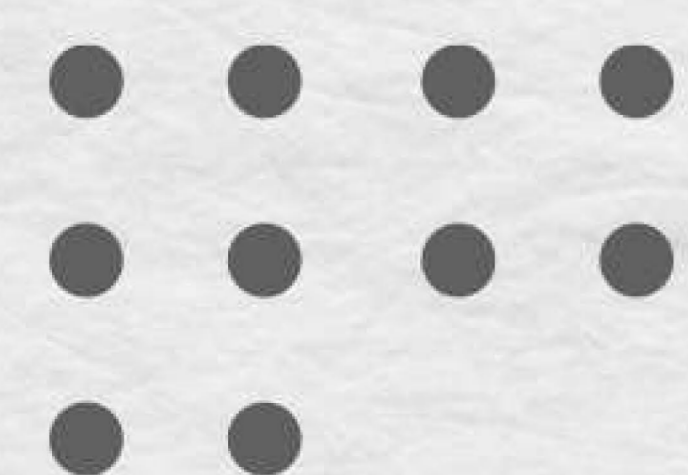
ChatterPe™ – Our Unique Solution

Comprehensive UX Research:

We surveyed 600 users across metro cities, gathering feedback on: Navigation, Usability, Content clarity and Overall satisfaction.

Techniques Used:

- Prototypes: Created interactive prototypes to simulate user experience and reactions.
- A/B Tests: Tested multiple design variations to identify the most effective elements.
- Heatmaps: Visualized areas of user focus and interaction on the prototypes.
- First Click Testing: Analyzed user actions to uncover usability issues at the first interaction.
- Survey & Feedback: Collected in-depth consumer insights on perceptions and experiences.

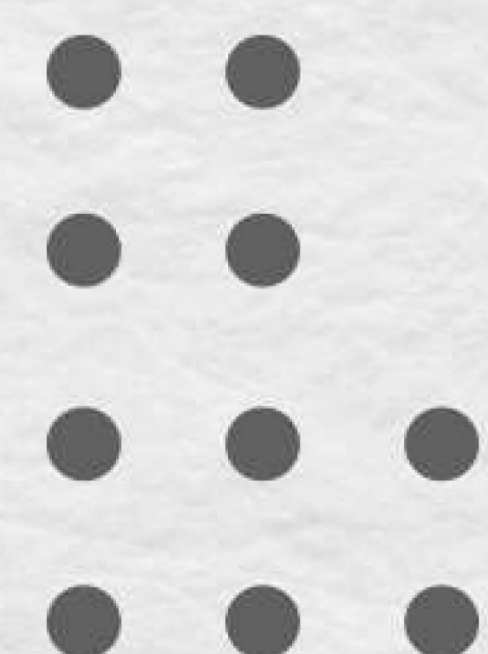




Jaw-Dropping Results

Delivering ROI:

- **+45% Engagement:** Clear, concise designs made interaction seamless.
- **-31% Navigation Issues:** Minimalist prototypes simplified user journeys.
- **Improved Retention:** Adding loan calculators and personalization boosted loyalty





Why It Matters

A seamless UX is more than design—it drives business growth.





Ready to unlock the secrets of exceptional UX?

**Click the link in the caption to
download the full case study and
see how we deliver results**

