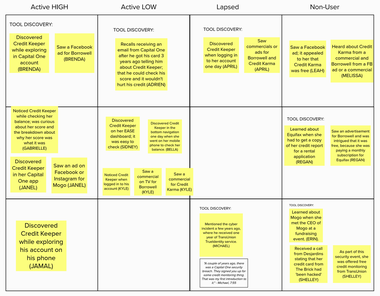
CK - Clusters & Insights

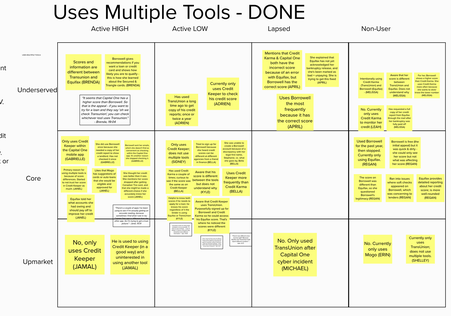
Tool Discovery - DONE



Themes

- Users discovered CK while exploring account
- Most non-users discovered competitors (Credit Karma, Borrowell, Mogo) through targeted social media ads (Facebook & Instagram). 3 people saw a commercial on TV.
- More generally - people discovered credit monitoring tools due to a life event (rental application, mortgage, fraud even).
- 2 participants were offered TransUnion credit monitoring after their cards were hacked.
- No intent or research around tool discovery. People stumbled across it in their C1 account or while browsing social media.

Uses Multiple Tools - DONE



- Number one reason for using multiple tools is awareness that scores are different between Equifax and TransUnion and that different tools use different bureaus (vs. getting recipes or another feature)

- Not everyone is aware the scores are different. Hypothesis - knowing this makes you more likely to use more than one tool?

- Hypothesis - Are Build customers (both underserved and core) more aware of this because they went through bankruptcy, were denied credit? Are they more likely to care more? Vs. Upmarket (if it was never a barrier, why bother checking)? None of our Upmarket participants use more than one tool.

- No one understands why the scores are different

- Sometimes it's a source of anxiety (a lack of trust in one number over the other) and sometimes it's empowering (ie. knowing both scores depending on what a lender might check).

- uses the tool that has the 'correct score'

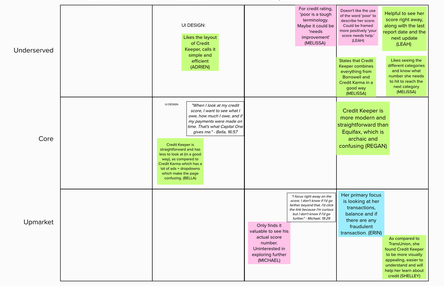
- checking CK: convenience, trust, reputable, already in the business of finance

- CK is in a sweet spot of not as 'old fashioned' as TU/EQ but not trustworthy and reputable vs Cikanna, Borrowell

Opportunities:
why can't CK show both TU + EQ score?
How can we educate us on why there's a difference?
How can we be the place that brings the two scores together?
How can we give customers the confidence that their score with us is accurate and trustworthy so that they don't feel the need to 'double check'?
How can leverage the convenience of customers already being in our Capital One ecosystem

- frequency (ie. opening up the tool to check) is dictated by knowing how often the tool updates, how often they get an email telling them to check, or part of the financial routine (on payday, checking finance apps)
- hypothesis - people are checkers or not checkers. people don't consider themselves to be checking a lot or not a lot or use the words high or low.
- if you get an alert (or are in the C1 account), it can turn you into a checker easy-peasy vs. some super meaningful reason
- active high (across the segments, this includes upmarket rebuild) more focused on rebuilding credit). checking the score and seeing the score go up makes people feel in control, there's a sense of responsibility to making payments on time.
- there's an endorphin rush / positive feels that comes from just checking and seeing the score because there's an element of the unknown since it changes (and will always change and people don't understand how it's calculated/why it's different across tools). and then it feels great to see it go up.
- Upmarket (always healthy) checking less, not on rebuild journey, more concerned about fraud/identity theft but overall just don't really care because it's not a barrier for them
- credit drops quickly, but takes a lot of time and effort to go back up. example of missing one bill payment, six months to recover. taking positive action (like paying on time) doesn't give the same positive rush as the score.
- the event (mortgage, car loan, rent application) triggers people to go and check their score to make sure they are qualified and won't get turn down. it's also about control - there is anxiety about not getting approved (or being turned down in the past) so checking the score gives control. can we identify all the trigger events so we can plan for them?
- for those new to credit, checking the score is a form of education.

Overall CK Feedback (UI, etc) - DONE



Themes

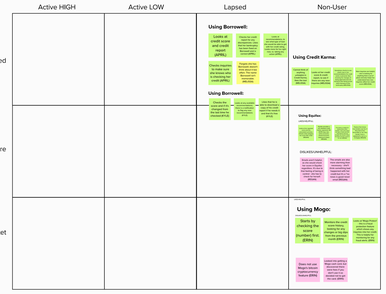
UX = easy to take in information
- visually appealing
- easier to understand
- simple and efficient
- straightforward and less to look at (in a good way)

- good knowing what number she needs to reach next category

- using 'poor' is a poor word choice?

- called it better than competitors without prompt

Using Other Tools Likes / Dislikes - DONE

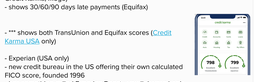


Differences from CK

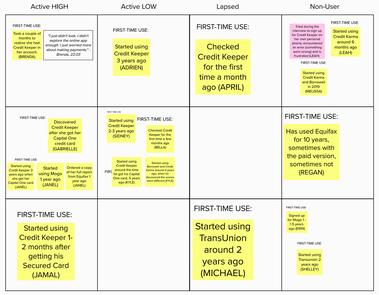
- recommendations on credit cards and loans they would qualify for (Borrowell, Credit Karma)
- email updates / alerts (Borrowell, Credit Karma, Equifax)
- ability to download PDF of credit report (Borrowell, Credit Karma)
- ability to see new inquiries (hard checks) - (Borrowell, Credit Karma, Mogo)
- shows 30/60/90 days late payments (Equifax)

- *** shows both TransUnion and Equifax scores (Credit Karma USA only)

- Experian (USA only)
- new credit bureau in the US offering their own calculated FICO score, founded 1996
- has something called Experian Boost - you link your bank account and it takes into account all your regular payments , can bump up score
- can dispute credit disputes through them
- offers credit monitoring for all 3 bureaus (themselves, Equifax, TransUnion)
- TransUnion also offers Experian and Equifax report



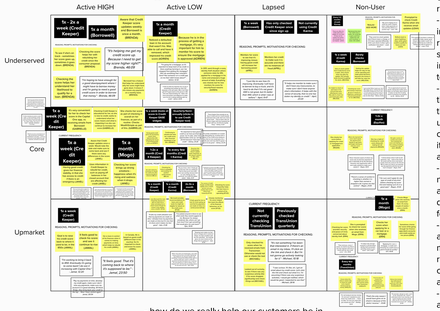
First Time Use - DONE



Themes

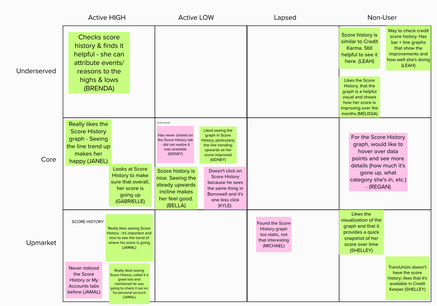
- low active - have been monitoring for 3 - 5 years

Frequency + reasons/motivation/benefits for checking - DONE



- how do we really help our customers be in control? to understand where they are and then what steps to take to get to where they want to be with their credit

Score History - DONE



Themes

- seeing an upward trend in the graph/ line brings up those same happy/ positive feels as seeing the score go up

- informative to see trend and a helpful visual

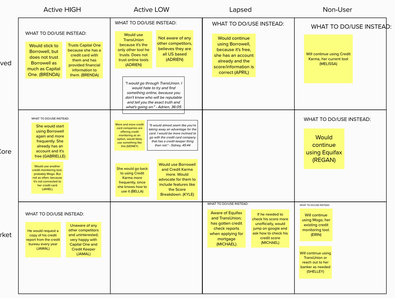
- tablestakes feature, not a differentiator for Capital One. other competitors have it too.

- not as helpful when the trend line is relatively static. people expected to hover over or have it be interactive in some way

- 2 participants didn't notice the My Accounts section

HMW
- do we bring it to the forefront for people in the rebuild journey? because the score is changing more rapidly during the rebuild moment. they might found more it more a valuable.

What to do/use instead - DONE

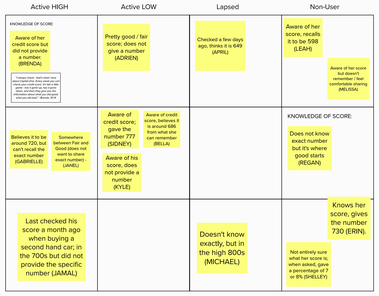


Themes

- overall, people have an alternative in mind
- for CK users who were using a competitor tool, they would use the competitor tool
- for some people, the alternative is cumbersome, like sending off for the official report from TransUnion which can take time

- Credit Keeper is a value ad, but not a driver or a differentiator (so many other options to get your credit score)
- should we be using this as an acquisitions tool?

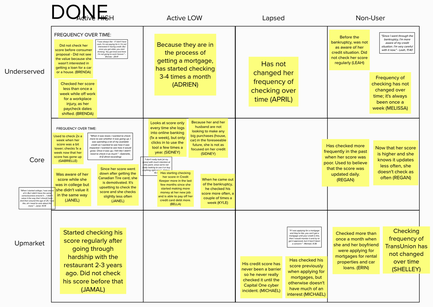
Knowledge of Score - DONE



Themes

- not good recall of actual number despite most people checking pretty frequently
- a lot of customers didn't feel comfortable sharing the number; felt more comfortable giving a category. some shame there? people felt like they were going to be judged on the score. there is a barrier to sharing the score.
- customers described the score in categories
- going up to the next level was a big step

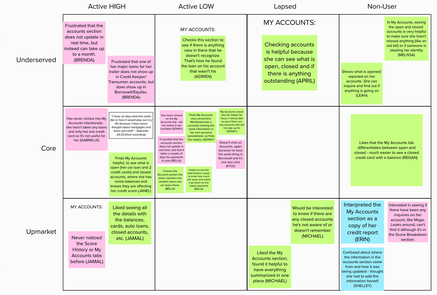
Frequency over time - DONE



Themes

- Core customers mentioned checking more frequently earlier on when their scores were poor; not as much need to check now that score was higher
- hypothesis - would Underserved customers check more? Does lower score equal higher frequency?
- are there hartitis getting events (bankruptcy, consumer proposal, getting turned down for a loan, wanting to qualify for a mortgage or loan, identity theft) that make you a) more aware and b) more vigilant in checking score?
- Upmarket (escalante journey always healthy) people in the low and lapsed don't have much of a reason to check unless applying for a mortgage vs. Upmarket customers who went through rebuild - more anxiety, still want to check more often
- In general, people were less likely to check if they felt not in control of their credit score (couldn't afford to make payments, score impacted by getting second card etc.) because it was demotivating

My Accounts



Themes

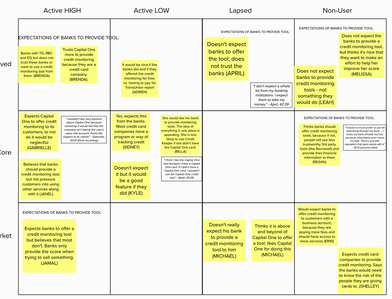
- 2 main uses: monitoring outstanding accounts that they are in the process of paying off AND fraud monitoring, looking for anything that shouldn't be there

- unclear about where the information comes from and how it was being updated.

- 2 participants didn't notice the Score History section

- Also some information doesn't show up for some customers (missing loans, bankruptcy, etc) causing inaccurate score

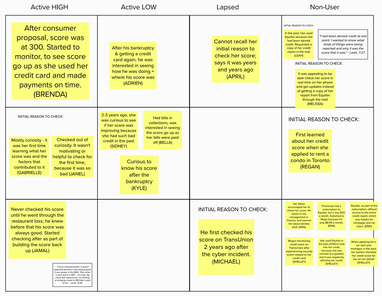
Expectations of banks to provide tool - DONE



Themes

- split down the middle
- some participants didn't expect it and were suspicious - what's the bank trying to sell? trying to sneak in?
- the other half did expect it - it makes sense for a credit card company to offer a credit monitoring tool - company already has their personal financial information and can be more trusted to protect their information.
- as a result, there is some more trust in the banks, this is an advantage that C1 has.
- 2 people mentioned that there's an onus for banks to provide these banks; that banks can help with educating and improving the score

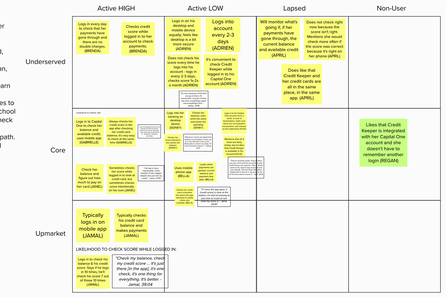
Initial Reason to Check



Themes

- major hardship event (bankruptcy, consumer proposal, divorce, denied credit, bills in collections)
- cyber incident (2 people) - card got hacked, offered credit monitoring by bank
- need to get something (rent application, loan, mortgage)
- curiosity for those new to credit - want to learn about credit score
- healthy trajectory folks had healthy examples to follow - my boyfriend, my parents, my high school teacher told me to get a card, build credit, check the score. starting young and learning about good financial habits can set you on a good path.
- going through a security/identity theft/fraud event could affect your score; people are becoming more aware of this

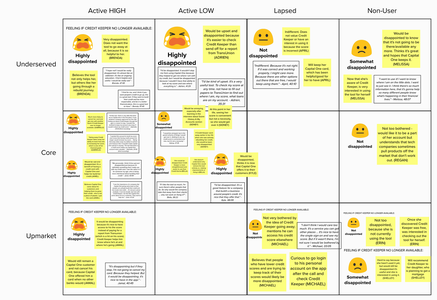
Logging into C1 + likelihood to check score while logged in - DONE



Themes

- everyone is checking their transactions and then pop-in to check their credit score because it's easy and convenient.
- no intentional checking of the score (like people logging in to check Credit Keeper and then checking credit cat stuff - it's the opposite). CK is not driving any increased engagement - it's not primary reason to log in to account
- the convenience is a good thing, a differentiator for Capital One (in a good way). it's an advantage we have over competitor tools - the one stop shop. why not check the score when you're already logged in to look at CC transactions? it's a seamless experience! two logins, remembering 2 passwords, having to download another app --> these are all pain points.
- hypothesis - how many people are lapsed because they perceive their score to be incorrect/wrong, so don't use the tool?

If CK went away - DONE



Themes

- majority of Active high and low would be highly disappointed as they see it as a benefit. People were immediately emotional (the question provoked a strong response - sad, disappointed, sad) but people didn't feel stranded / left high and dry because they were already using competitor tools OR would just send off for the full report from Equifax or TransUnion. CK had less value, because the participants had other choices.

- non-users were mostly not disappointed, because they hadn't used the tool yet, not really an investment in the tool

- 1 person said they would close account if CK not available

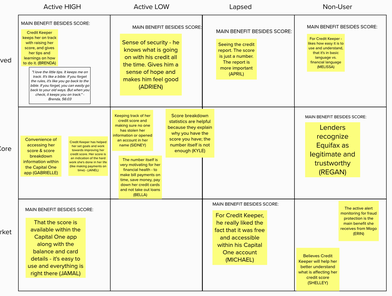
- majority of active high and low customers said they would keep their Capital One account/card - the rebuild participants were especially loyal to Capital One, who gave them a card when no one else would

- obligation for credit company to offer this tool to help customers build credit - "why would they take away a tool that helps people like themselves"

- everything is working, why take it away

HMW
- CK opportunity around brand value - this is something customers expect Capital One to offer, because they help customers rebuild, give Secured cards, etc
- on the business side, there is definitely an opportunity to drive more use of CK with our non-users, but do we want to?

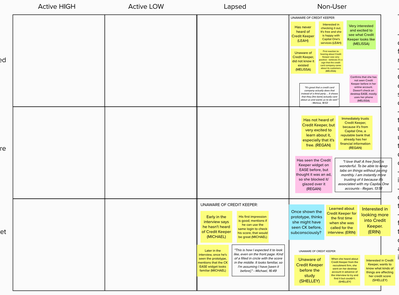
Main benefit besides score



Themes

- convenience - accessing score within the C1 app
- being able to stay on top of / track the actual score number (more of passive monitoring)
- monitoring for fraud and suspicious activity
- helping to set goals and take actions (make payments, save money, not take out loans) to raise score
- educational benefits - score breakdown, report, what is affecting the credit score, tips

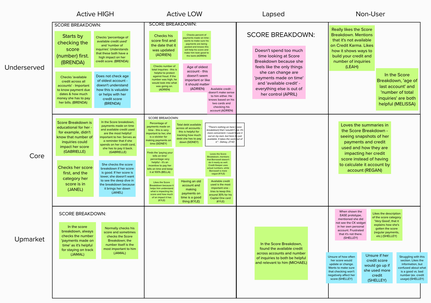
Unaware of Credit Keeper - DONE



Themes

- the non-users we spoke to were unaware of credit keeper - that was the main reason for not using it. (that's better than it not meeting a need or another bad reason)
- reasons for being unaware: thinking the CK widget in EASE was an ad. only checking capital one mobile app so never seeing the 'sign up' widget (that is currently only on EASE)
- once the non-users found out about CK, they were super keen/excited to start using it. a couple of people went to look it up before when they heard about it from the recruiter, some said they were going to do it as soon as the interview was done. one signed up during.
- one lapsed user vaguely recalled seeing it in his account once he saw the prototype.
- hypothesis - we will have to see from the quant why lapsed users are not using the tool after the initial sign up.
- hypothesis - similar to high and low frequency, do lapsed users consider themselves lapsed? what if infrequent checking is meeting their needs? or if you are upmarket/healthy, it's just not that important.

Score breakdown - DONE



Themes
- educational - people were reading the descriptions for each breakdown number and recognizing what had a higher impact on score and what had a lower impact. the score breakdown was scratching the itch of being educational, or giving people something actionable to do. - Make those payments on time. Don't use all 100% of your available credit.

- most people check the big score first and the category that their score falls into (not surprising, but still good to capture here)

Payments made on time (%)
- 6 positive mentions

Available Credit Used (%)
- 4 positive mentions, 1 said it doesn't make sense
- this is high impact, people feel like they can do something about it (have control)

Age of Oldest Account
- 2 don't check/find helpful, 1 does find helpful
- this is HIGH IMPACT on score but not written in such a way that people feel like they can do anything about it.

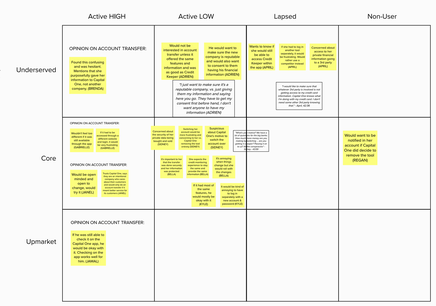
Total Inquiries in Past Year
- 4 positive mentions

Available Credit Across All Accounts ($)
- 3 positive mentions
- helpful that this is calculated, don't have to do the math themselves

Accounts Opened in the Last 2 Years
- no one mentioned this at all

- Score Breakdown is a differentiator; other tools don't have this

Opinion on Acct Transfer - DONE



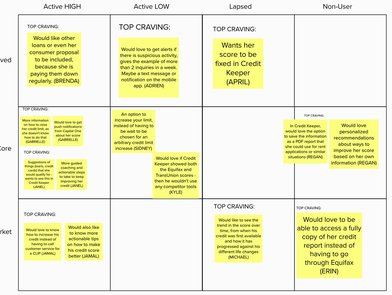
Themes

- 3 people said it would be okay as long as it was still available through the C1 app; 2 people wanted it to stay the same and then they would be okay with it - basically not wanting to be inconvenienced

- concern about privacy of their personal financial information and their information being transferred over to a new 3rd party - would want to consent to this

- a concern over trust - Capital One is trustworthy and some sketchy 3rd party isn't

Top Craving - DONE



Themes

- all regular loans payments should be included
- consistency across the two bureaus - loans + bankruptcies should show up in both (2)
- show scores from both bureaus
- how to raise her credit limit (3)
- alerts / notifications about her score, new inquiries (2)
- suggestions for loans and credit cards that you're eligible for
- guided coaching / actionable steps to improve her credit (3)
- download a copy of your credit report (2)