

Remote Discussion Guide - Credit Keeper - Nov/Dec 2020

Research Objective:

Understand Capital One customers' (active users, lapsed users and non-users + by customer segment: Build - underserved, Build - Core and Upmarket) **current perceptions and usage of Credit Keeper SO THAT we can evaluate how the current product is meeting / not meeting customers' needs.**

1D. Introduction [5 min]

Hello. My name is _____ and I work here at Capital One.

Now I would like to share with you a few more details about what we'll be doing today...

We're talking to people like yourself to better understand how you monitor your credit score, including the tools that you use to monitor it.

1. This session should take about **60 minutes**.
2. During that time, we'll be talking about a **lot of different topics** – some will be related to your finances, financial goals and how you monitor your credit, and some will be more general in nature. Don't worry - we'll walk you through every step of the way.
3. This is not a test and there are **no wrong answers**. You are not going to hurt our feelings if you tell us there is something you don't like. We really just want to hear your opinion – the good and the bad.
4. Please know that anything you share with us today is for research purposes only and will be kept **confidential**. We ask that you keep what we discuss here confidential as well. Please do not record or capture this session in any way.
5. If at any time there is a question you're **not comfortable with**, no problem, let me know and we'll move on to something else.
6. A few of my colleagues **will be joining this Userzoom call** to observe the interview. They are just as interested in hearing what you have to say as I am, and I'll check back with them at the end to see if they have any other questions for you.
7. I understand that these are unique times and that our conversation might be interrupted by a family member or something else that requires your immediate attention. Please let me know if at any point you need to take a brief break during the session or step out of the room.

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8. With your permission, we're going to record **the audio and video of this Userzoom call** so that we don't have to take notes during our conversation. The recording will only be used to help us analyze and compile the feedback we receive. If you want us to pause for some things you don't want recorded, just let us know. Is it OK if we record this call? You may hear a voice notification from Userzoom once the recording has started. **[Start recording the interview]**

Do you have any questions before we get started?

2. Icebreaker/Getting to Know You [2 min]

I'd like to start off by learning a little about you.

1. Whereabouts do you live?
 - a. How **long** have you lived there?
2. **Who** lives with you?
 - a. [If kids] How **old** are they?
3. What do you do for **work**?

3. Financial Goals [5 min]

I'd like to start by asking you some questions about your financial goals.

1. Do you have any **financial goals** that you are currently working towards? This could be **short term** (over the next couple of years) or **long term** (over the next 5-10 years).
 - a. What are you currently doing to achieve these financial goals?
2. Do you have any financial goals that you have **already accomplished**? Tell me about them.
3. What are some of the **barriers or challenges** you're currently facing in achieving your financial goals?
 - a. Has **COVID-19** impacted your ability in any way to achieve your financial goal(s)? If yes, please explain how.

4A. Credit Card Ownership & Score Awareness [5 min]

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Now I'd like to ask you some questions about credit cards and your relationship with Capital One.

1. Do you currently own a **credit card**?
 - a. What card(s) do you currently own?
 - b. What card do you use the **most often**? Why?
2. How **long ago** did you apply for your Capital One credit card?
 - a. Why did you **decide to apply** for a credit card from Capital One?

Now I'd like to ask you some questions about credit scores and your experiences with using a tool to monitor your credit.

As a reminder, if at any time there is a question you don't feel comfortable answering, please let me know and we can move on to the next question.

3. Do you **know** your credit score? *(Note: Some participants might offer a category or a colour. Don't probe for the exact number)*
4. What was your initial **motivation or reason** for checking your score? *(Probe for milestones such as getting a mortgage, getting a car loan, putting in a rental application, applying for a credit card, new to the country, etc.)*

4B. Credit-Monitoring Tools [5 min]

1. What **do you use** to check your credit score? *(Validate against the participant's responses in the screener - Credit Keeper, competitor tools like Credit Karma, Equifax, Borrowell, Mogo, Transunion OR tool offered through bank?)*
2. How did you **learn or become aware** of each of the credit monitoring tool(s) you use?
3. *(For Non-Users)* Are you **aware** that Capital One has a credit-monitoring tool called Credit Keeper? Capital One has a service available through your online banking account that allows you to check your credit score for free.
 - a. *(If the participant is aware of Credit Keeper)* Is there a reason why **you've chosen to use (competitor tool) instead of Credit Keeper**?
 - b. *(If the participant is unaware of Credit Keeper)* What are your initial thoughts on learning that Capital One has a credit-monitoring tool?
4. *(If the participant mentions using more than one tool)* You mentioned that you use **more than one tool to monitor your credit**. Is there a reason why?
 - a. Did something happen **to prompt you to start using a second tool**?

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- b. What tool do you use the **most frequently**?
- c. How do the two tools **compare** to each other?
- d. What information or benefit does each tool provide respectively?
- e. How did you learn or become aware that your **scores might vary** by tool?

Note for Moderators:

- **If interviewing a Credit Keeper user (high, low, lapsed), go to section 5.**
- **If interviewing a non-user, skip to section 6.**

5A. ACTIVE and LAPSED: Credit Keeper Prototype Walkthrough [20 min]

Now I'm going to show you a **prototype** of the Credit Keeper experience and ask you some questions about how you use Credit Keeper. Before we begin, I have some additional information about the prototype that I'd like to share with you.

- To **protect your privacy** and ensure that we don't collect your personal information, we won't look at your personal Capital One Credit Keeper account during this interview.
- Instead, we will show you a prototype created by our design team that simulates the Credit Keeper experience. This is not a real online banking site.
- As you use the prototype, you'll notice that it's been **pre-populated with a sample credit score, rating and other information**. This sample information will not match your personal details, but we'd like you to pretend that those details are yours.
- Now I have a question for you. Do you **typically log in** to your Capital One account using a web browser on your desktop computer or through the Capital One mobile app? *(Based on the participant's response)* Great, I will show you a mobile app / web browser version of the prototype.
- *(If testing a mobile app prototype)* Even though you're completing this interview on your desktop computer, **the images and prototypes that you'll see will appear in a mobile view**. Please imagine, as much as you can, that you're looking at this prototype on your smartphone.

Great, let's begin. I'm going to request to share your screen, and then I will redirect you to the prototype.



USERZOOM INSTRUCTIONS FOR USABILITY/ SHARING PROTOTYPES:

- Ensure that any shared documents are marked as Capital One confidential.
- Do not send materials directly to the participant, such as emailing a link to the prototype.

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- Ensure your prototypes are password protected, and the password is changed after each interview.
1. Ensure the recording has started.
 2. Inform the participant to close any tabs or programs they don't want us to see
 3. **Request the participant's screen** by clicking the options at the bottom of your browser.
 4. The participant will have the option to share their **entire screen, application window, or browser tab** (you will see their screen options)
 5. Ask the participant what they currently see.
 6. Guide the participant to click on **'Share your screen'** and then click/keep the tab at the top for **'Your entire screen,'** then click on their **main screen**, and finally click **'Share.'**
 7. If they are unable to share due to an OS block they will need to go in their system preferences and restart their Chrome. Please work with the research team and review the 'Userzoom tips for tech issues' for more information.
 8. Ask the participant to **'pop out their video screen'** and click to drag it away from covering the prototype.
 9. Add the prototype link in the bar at the bottom of your browser. Click **'send link.'**
 10. This will send a pop up to the participant's screen with a link asking them to click **'open.'**
 11. They will automatically be sent to the website in a different tab.
 12. If the prototype is small:
 - a. Ask them to click 'command' OR 'ctrl' + or -
 - b. OR Ask them to click the three dots on the right side of their browser and click zoom
 13. Once the prototype test is complete, guide the participant to **close the prototype tab first** and head back to the userzoom tab (should all be the same browser). Then click **'stop screen sharing.'** You won't see the participant's screen anymore.
 14. Both your faces will show momentarily. Ask the participant to pop back their face by clicking on the **diagonal arrow** on their face

For Moderators: Please see links to all prototypes here:

https://docs.google.com/document/d/1cFZ6pO80BOFSk4Y4F_JmE3ZiQOMFKIK43kVETvEbrKE/edit?usp=sharing

5A. ACTIVE and LAPSED: Credit Keeper Usage [5 min]

Take a moment to look at this page in the prototype.

1. What **prompts you to log in** to your Capital One account? (*Probe if the participant logs in specifically to check Credit Keeper or to do another activity AND check Credit Keeper*)
2. How **likely are you to check your credit score** while logged in to your Capital One account and doing other activities? Why? (*Probe if participants check their score because it's easily accessible within EASE the mobile app vs. because CK is perceived as valuable on its own*).

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You can now go ahead and log in. Once again, I'd like you to pretend that you are looking at your own personal Credit Keeper page.

3. When did you check Credit Keeper for the **first time**?
 - a. Was there anything **surprising or unexpected** when you logged in to Credit Keeper for the first time?

15. How **often do you check** Credit Keeper? Why?
 - a. Have you **checked Credit Keeper more or less frequently** at different points in your life? Why or why not? *(Probe if participants check more often after sign-up and if/when checking has tapered off)*
 - b. *(If the participant mentions they haven't checked it since the initial sign-up)* Why have you **not checked Credit Keeper** since you initially signed up for it?
 - i. Can you anticipate a time when you might want or need to **check Credit Keeper again**?

16. What **prompts/prompted you to check** Credit Keeper? *(Probe if participants look at their score to monitor it vs. see if it's improving/changing and why)*
 - a. Has your motivation or reason for checking your credit score **changed over time**? If yes, how?

17. How does it **feel to keep track of your credit score** in Credit Keeper? *(Probe on Build Underserved and Build Core customers to understand if Credit Keeper has reduced their financial anxiety, increased their anxiety through bringing the score to the surface, or increased their confidence in managing their finances)*

18. Using the prototype as a reference, please show me how you would **typically use** Credit Keeper when you've logged into your account.
 - a. What **information do/did you look for**? Why? *(Probe if the participant checks credit score and rating, score breakdown, score history, My Accounts)*
 - b. What features or information do you **use or find helpful**? Why?
 - c. Are there any features or information that you **do not use or find unhelpful**? Why?

19. Have you made any **decisions or changes in your life** based on the information in your Credit Keeper account? Tell me about them.

20. You mentioned earlier that you have *(refer back to participant's financial goals)*. Has Credit Keeper helped you to **achieve your financial goals** in any way, big or small?
 - a. *(If yes)* How has **Credit Keeper helped you**?

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- b. (If no) How could Credit Keeper better help you achieve your financial goals?

That wraps up the prototype section of our interview. Please go ahead and **close the tab in the browser and I will stop the screen sharing.**

Note for Moderators:

- **If there's time and the participant uses CK and another tool, go to section 6B and walk them through the competitor tool.**
- **Otherwise, skip to Section 7.**

6A. NON-USERS: Competitor Tool Usage [5 min]

1. You mentioned earlier in our interview that you use **(competitor tool or service)** to check your credit score. I'd like to ask you some questions about it.
 - a. How **long ago** did you sign up for the *(competitor tool)*?
 - b. How **often** do you check the *(competitor tool)*? Why do you check it that often?
 - i. Have you **checked (competitor tool) more or less frequently** at different points in your life? Why or why not?
 - c. What **prompts** you to check the *(competitor tool)*? *(Probe if participants look at their score to monitor it vs. see if it's improving/changing and why)*
 - i. Has your motivation or reason for checking your credit score in the *(competitor tool)* **changed over time**? If yes, how?
2. How does it **feel to keep track of your credit score** in *(competitor tool)*? *(Probe on Build Underserved and Build Core customers to understand if Credit Keeper has reduced their financial anxiety, increased their anxiety through bringing the score to the surface, or increased their confidence in managing their finances)*

6B. NON-USERS: Competitor Tool Walkthrough [10 min]

Now I'd like to show you some screenshots of the *(competitor tool)*. Before we begin, I have some additional information about the screenshots that I'd like to share with you.

- To **protect your privacy** and ensure that we don't collect your personal information, we won't look at your personal account of the *(competitor tool)* during this interview.
- Instead, we will show you screenshots of the *(competitor tool)*. It is not the real online site, and has been **pre-populated with a sample credit score, rating and other information**. This sample information will not match your personal details, but we'd like you to pretend that those details are yours.

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USERZOOM INSTRUCTIONS FOR USABILITY/ SHARING PROTOTYPES:

- Ensure that any shared documents are marked as Capital One confidential.
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 - Ensure your prototypes are password protected, and the password is changed after each interview.
1. Ensure the recording has started.
 2. Inform the participant to close any tabs or programs they don't want us to see
 3. **Request the participant's screen** by clicking the options at the bottom of your browser.
 4. The participant will have the option to share their **entire screen, application window, or browser tab** (you will see their screen options)
 5. Ask the participant what they currently see.
 6. Guide the participant to click on **'Share your screen'** and then click/keep the tab at the top for **'Your entire screen,'** then click on their **main screen,** and finally click **'Share.'**
 7. If they are unable to share due to an OS block they will need to go in their system preferences and restart their Chrome. Please work with the research team and review the 'Userzoom tips for tech issues' for more information.
 8. Ask the participant to **'pop out their video screen'** and click to drag it away from covering the prototype.
 9. Add the prototype link in the bar at the bottom of your browser. Click **'send link.'**
 10. This will send a pop up to the participant's screen with a link asking them to click **'open.'**
 11. They will automatically be sent to the website in a different tab.
 12. If the prototype is small:
 - a. Ask them to click 'Z' on their keyboard
 - b. Ask them to hover until the menu bar appears at the top of the page, then instruct them to expand the screen by pressing the two-pointed arrow icon in the upper right hand corner.
 13. Once the prototype test is complete, guide the participant to **close the prototype tab first** and head back to the userzoom tab (should all be the same browser). Then click **'stop screen sharing.'** You won't see the participant's screen anymore.
 14. Both your faces will show momentarily

For Moderators: Please see links to all competitor screenshots here:

<https://docs.google.com/document/d/15cXawdPYHqgcbILXl8F06HhmZOtBvlURcfo5DCNNFbl/edit>

3. Is this what you typically see when you log in to your (*competitor tool*) account? (*Make sure the participant is familiar with the experience shown in the screenshots.*)
4. Using the screenshots as a reference, please show me what you would typically do when you start using the (*competitor tool*).
 - a. What **information do you typically look for?** Why?

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- b. What information is **helpful or useful** to you? Why or why not?
 - c. Is there any information in the (*competitor tool*) that **isn't helpful** or useful to you? Why?
15. Have you made any **decisions or changes in your life** based on the information you've received from the (*competitor tool*)? Tell me about them.
16. You mentioned earlier that you have (*refer back to participant's financial goals*). Has (*competitor tool*) helped you to **achieve your financial goals** in any way, big or small?
- a. (*If yes*) How has (*competitor tool*) **helped you**?
 - b. (*If no*) How could (*competitor tool*) better help you achieve your financial goals?

6C. NON-USERS: Comparing Competitor Tool to Credit Keeper [10 min]

Now I'm going to show you a **prototype** of the Credit Keeper experience. As a reminder, this is Capital One's free credit-monitoring tool. Before we begin, I have some additional information about the prototype that I'd like to share with you.

- We will show you a prototype created by our design team that simulates the Credit Keeper experience. This is not a real online banking site.
- As you use the prototype, you'll notice that it's been **pre-populated with a sample credit score, rating and other information**. This sample information will not match your personal details, but we'd like you to pretend that those details are yours.

For Moderators: Please see links to all prototypes here:

https://docs.google.com/document/d/1cFZ6pO80B0FSk4Y4F_JmE3ZiQOMFKIK43kVETvEbrKE/edit?usp=sharing

Great, let's begin. then I will redirect you to the prototype.

17. Have you **seen this Credit Keeper section** in your online banking account before?
- a. (*If yes*) Is there a **reason why you haven't clicked** on it or explored further?
 - b. (*If no*) What are your **first impressions** of seeing this Credit Keeper section?
18. Please go ahead and click the 'See your credit score' link. Take a moment to review this page. Have you **seen this consent page** before?
- a. (If yes) Is there a **reason why you didn't proceed** to get your credit score?
 - b. Do you have any **concerns or hesitations** about this page?

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19. Please go ahead and click the checkbox and the 'Get My Credit Score' button. You're now in Credit Keeper. Take a moment to explore the prototype. As you explore the prototype, remember to think out loud, sharing your thoughts and feelings.
 - a. What is your **first impression** of Credit Keeper?
 - b. How does **Credit Keeper compare** to the (competitor tool)?
 - c. What could Capital One do to make Credit Keeper more useful to you OR to **get you to sign up for Credit Keeper**?

That wraps up the prototype section of our interview. Please go ahead and **close the tab in your browser and I will stop the screen sharing.**

7. Value of Credit Keeper vs. Competitor Tools [5 min]

I'd now like to get your thoughts on how you might feel and what you might do if Capital One decided to **no longer offer Credit Keeper**. Imagine that you received a notice that Credit Keeper would no longer be available in 30 days.

1. **How would you feel** if the Credit Keeper tool was no longer available?

(Note: If the participant responds by asking if we (Capital One) are actually going to take Credit Keeper away, explain that we are asking the question for research/exploratory purposes only and then ask again how they would feel.)

 - a. Would you be highly disappointed, somewhat disappointed or not disappointed at all? Please explain your answer.
 - b. *(For participants who said somewhat or not disappointed)* What types of people do you think would be the most disappointed if Credit Keeper went away?
2. How would you feel if Capital One no longer offered Credit Keeper, but **transferred your account to a different credit monitoring service** that that you could use instead?
 - a. Would this be something that you were interested in?
 - b. What questions would you have?
3. **What would you do** if the Credit Keeper tool was no longer available?
4. Do you **expect your bank / financial institution** to provide a credit monitoring service to you?
5. Are you **aware of any other credit monitoring tools or services on the market** besides Credit Keeper?
 - a. If yes, can you please **name** them?

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- b. Are you **aware that some banks offer a service** through your online banking account that allows you to check your credit score for free?
 - c. Would you **use one of these credit monitoring tools or services instead**? Why / why not?
 - d. To your knowledge, are there any **major differences or benefits** between the different tools on the market?
 - e. As a **Capital One cardholder**, are there specific benefits to you using Credit Keeper vs. another tool on the market?
6. Overall, how would you feel about **Capital One as an organization** if they stopped offering Credit Keeper?

8. Wrap-Up [X min]

1. Overall, what is the **main benefit** that you receive(d) from using Credit Keeper beyond the credit score?
2. What is the top thing that you are **craving or want from a credit-monitoring tool**, either from Credit Keeper or (*competitor tool*)?
3. (*For Non-users*) Would you ever **consider signing up** for or using Credit Keeper? Why / why not?
4. If for some reason we lost our notes from our chat today, what is the **one piece of feedback** you would want to ensure I bring back to the team working on Credit Keeper.
5. Is there **anything else** that we haven't talked about that you think is important for us to know?
6. Do you have any other **questions** for us?

Thanks for your feedback today, this has been very helpful. **I'm going to stop the recording now.**

So that concludes our interview. You'll receive your incentive from CRC in 1-2 weeks. If you haven't received your incentive by this time please contact CRC or Christine. Have a great day!

ENDING THE SESSION IN USERZOOM

- Remove the participant from the session by clicking 'End Session.' The observers and note takers will still be part of the session.
- Once the participant drops off, Christine will inform the project team (moderator, note-takers and other observers) to leave the session and join the debrief through Zoom. If needed, add the Zoom information in the Userzoom chat or Slack channel.

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- ❑ Notetakers should not unmute themselves until the participant has left and the moderator advises to do so.