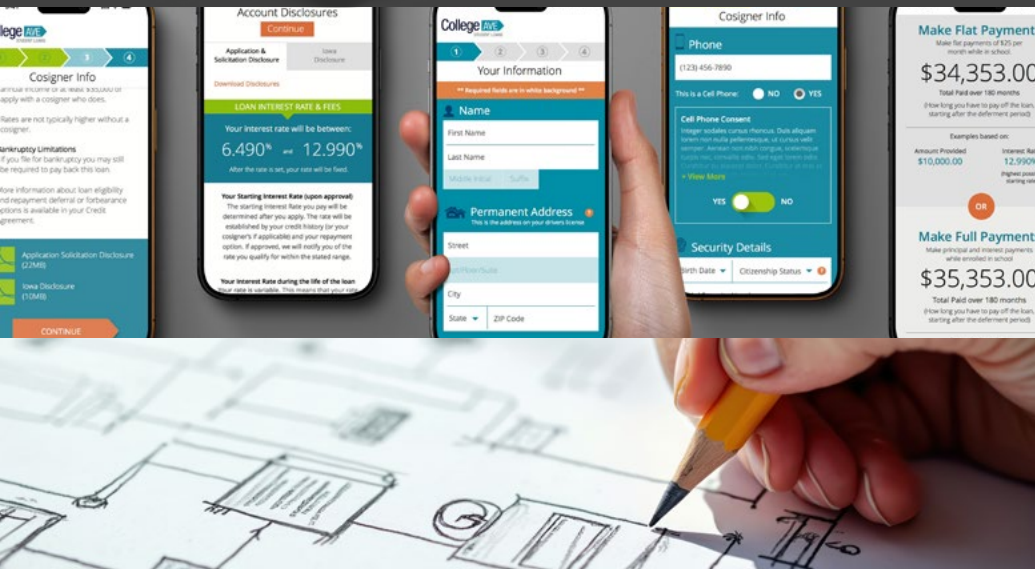
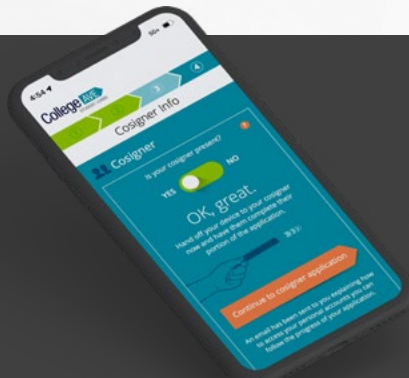


Modernizing and streamlining the complex

SHINY



Challenge

How do you meet the needs of a mobile-first generation when dealing with complex financial products?

Solution

Streamline the traditionally desktop and paper-based process into one that you can easily complete from the palm of your hand.

CampusDoor provides loan processing to student loan clients including College Ave. As part of our work to help College Ave become the next generation student loan company, they asked CampusDoor to re-imagine their current desktop-based application process and bring it fully into the mobile age.

We worked closely with CampusDoor's existing backend architecture to modify the process and provide a seamless experience from mobile, to tablet, to desktop and simplify the arduous process of applying for a loan. We overhauled user experience, brought in contextual help, improved critical pain points and drop-offs, and collaborated with the Client to identify what information could be collected after approval. And lastly, we brought in College Ave branding to the experience to make it seamless from the front end of the website.

Results

We brought a 15-minute process down to three minutes. And within first week of launch the application completion rate more than doubled.

Services

Information architecture
Design
Front-end development

Like to learn more? Email us at connect@shiny.agency

Shiny was our key partner in creating the first mobile-first student loan application. In doing so they challenged us to think about what was possible, and created an application flow that met the needs of our product, tech, and legal teams, dropping average loan completion time from 15 minutes to 3. Shiny acted as an extension of our team, creating a solution that not only delivered great results for our partners at College Ave, but fundamentally changed how we approached loan applications for all our clients."

— Steve Winnie

(FORMER) CHIEF EXECUTIVE OFFICER, CAMPUSDOOR