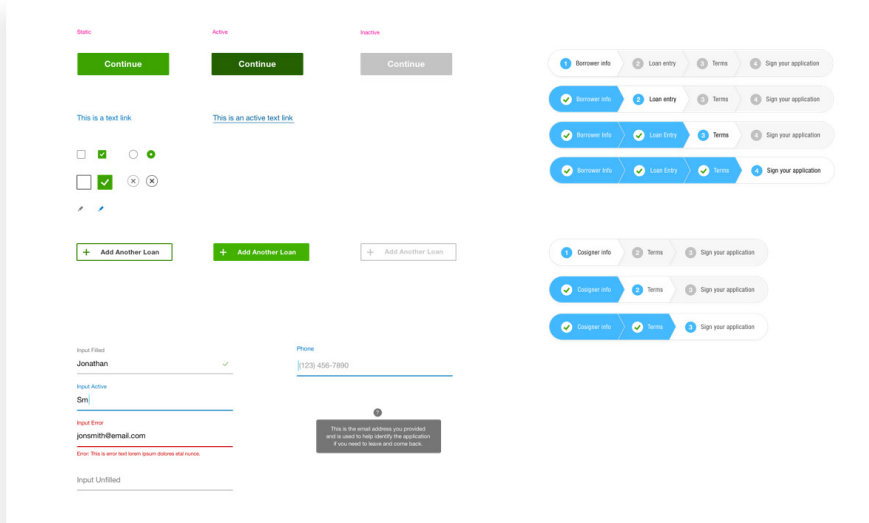
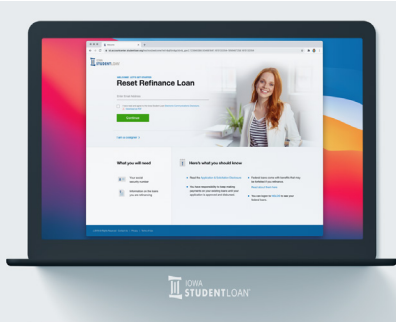
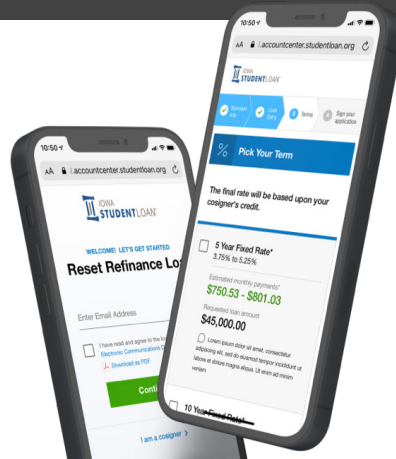


Simplifying the Complicated

SHINY



Challenge

How do you make an arduous task easy?

Solution

By breaking it apart, learning all its components, and then putting it back together better than before.

Iowa Student Loans is a non-profit focused on getting Iowans the best student loans for their needs, including refinancing existing loans. But they had a problem: their application for refinancing was so fraught with friction points, it was hard getting people through the process to get a great loan.

We started by getting an understanding of how their entire application flow worked, identified opportunities to streamline it, and worked with them on some creative problem-solving to include mandatory information in the flow that didn't bring applicants to a screeching halt. From there we created a simple information architecture and clean design, and then had our development team work hand-in-hand with theirs to bring the project to life in a secure and compliant manner.

Results

At the end of the project they had a frictionless, painfree digital experience that delivered on its promise and blew through the benchmarks. Even better, they later applied a lot of the thinking and insights from the refinance project to optimize other loan experiences.

Services

Application flow
Digital design
UX

Information architecture
Development

Like to learn more? Call (302) 384-6494 or email us at connect@shiny.agency