

Edmit

CRO Report

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Overview

Initial Landing Page:

https://www.edmit.me/the-edmit-guarantee-1?hs_preview=zymKnAQa-52119277855

Desired Outcome: Increase user registrations for the Edmit Guarantee

Audience:

- High school students
- Parents of high school students

Current Conversion Rate: 1%

Goal Conversion Rate: 10%

Approach

- **Heatmap Analysis**
- **User Interviews**
- **Analytics Analysis**
- **Livechat Review**
- **Exit Polling**
- **Summary & Solutions**

Heatmap Analysis

Heatmap Analysis

- [Heatmap](#)
- **Observations**
 - Discover loans has the largest click cluster of providers.
 - The “maintain eligibility” activation step has the largest mouse hover cluster.
 - There is a large empty white space on mobile on which a steep drop off occurs.
- **Recommended Implementations**
 - Increase visibility of Discover as a notable, trusted lender.
 - Increase information on program eligibility to reduce friction.
 - Remove white space to increase engagement.

User Interviews

User Interviews

- User Interviews & Summary
- **Summary of Objections:**
 - Offer not valuable enough - *"6 months is not that big of a guarantee"*
 - Lack of trust in Edmit - *"I don't know if people will be able to trust this. There are so many companies trying to scam you."*
 - Unclear profit method - *"How are they making money? What's in it for Edmit?"*
 - Unclear loan terms - *"I don't know what the terms of these lenders will be. I need more information."*
 - Unclear product offering - *"What is it? Is it a loan to pay another loan? Is it a scholarship? Is it a grant?"*

User Interviews

- **Recommended Implementations**

- **Offer not valuable enough** - Amend subheading to remove salary cap users found arbitrary.
- **Lack of trust in Edmit** - Add information about Edmit's founders/mission.
- **Unclear profit method** - Add "How we make our money" section and FAQ
- **Unclear loan terms** - Provide more information on lenders
- **Unclear product offering** - Refine product messaging.

Analytics Review

Analytics Review

- **Observations**

- **Page Speed:**

- **Mobile:** 19/100

- **Desktop:** 74/100

- **Bounce Rate:**

- **Mobile:** 34.09%

- **Desktop:** 11.11%

- **Recommended Implementations**

- Make sure mobile is using an AMP page.

- Address white space issue on mobile.

Livechat Review

Livechat Review



dehyetegbokai2@gmail.com 10:32 AM

cool do i need a cosinger because no one in my family has good credit



traniya.jordan3@gmail.com 9:55 AM

What is the minimum credit score needed for your student loans?



joshcook2341@yahoo.com 9:42 AM

is the loan based on credit score?

Livechat Review

- **Observations:**
 - Customer inquiries centered around loan eligibility questions.
- **Recommended Implementations**
 - Provide more context around individual lenders/loans.

Exit Polling

Exit Polling

- **Question:**
 - “Is there anything preventing you from signing up for the Edmit Guarantee at this point?”
- **User Responses:**
 - “Not sure what it is that you do”
 - “My school not listed”
 - “I don’t understand anything”
 - “I don't have a cosigner and I need a student loan”

Exit Polling

- **Observations:**
 - Limited response pool.
 - General sense of confusion.
- **Recommended Implementations**
 - Continue exit polling for more conclusive results.
 - Address areas of confusion found in qualitative user research.

Summary and Solutions

Summary of Findings

- There are speed and usability issues on mobile.
- Users lack knowledge and trust in Edmit.
- Users want transparency in how Edmit gets paid.
- Users want to know more about the loan terms.
- There is a general confusion in how the program works.

Summary of Solutions

- **There are speed and usability issues on mobile.**
 - Implement AMP pages.
 - Remove empty white space.
- **Users lack knowledge and trust in Edmit.**
 - Add “About Edmit” section.
 - Add testimonials/social proof.
- **Users want transparency in how Edmit gets paid.**
 - Add “how we get paid” lightbox and FAQ.
- **Users want to know more about the loan terms.**
 - Add lending rate table.
- **There is a general confusion in how the program works.**
 - Add example case study
 - Adjust H2 copy to “until you find a job”

Results

- Updated Landing Page: <https://www.edmit.me/the-edmit-guarantee>
- Updated Conversion Rate: 10%
- Goal: 