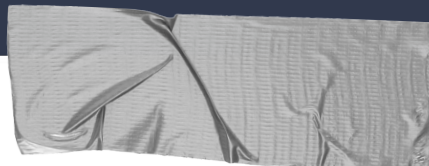


UX Content Analysis – Part 2

By Rachel Peterson



Chime

→ The Why

I use Chime for personal banking, so I've gotten to know a lot of its features over the past few years.

I chose to share an issue I ran into using the Chime app when trying to use mobile check deposit for the first time, which could present a hindrance to the user who isn't familiar with how their mobile check deposit process works. I'll discuss this issue in the next few slides.

Move Money

Add money to Chime



 Move your direct deposit 

 Transfer from other banks 

 Mobile check deposit 

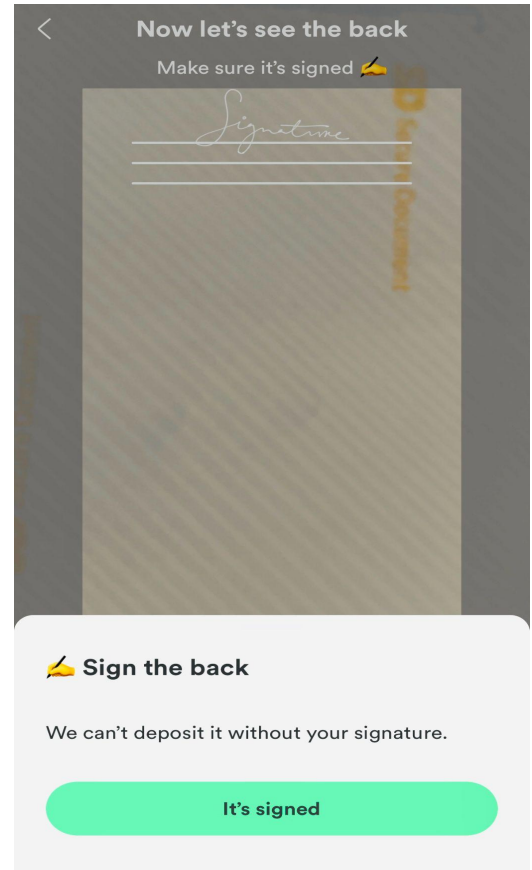
 Deposit cash 

What type of check is this?

 Payroll provider 
Only checks from your employer

 U.S. Treasury 
Only checks from the federal government

 Other 
Everything else, like state-issued checks, personal checks, retirement, etc.



How do I sign the back of my check?

You can log out of your Chime mobile app by scrolling to the bottom of the Settings page of your app and tapping "Sign Out".

Select an option or type below


Open Settings  >

Tap to reply ... 

< Support



Select an option or type below

Open Settings  >


How do I sign the back of my check for deposit?

I looked into your account and don't see any returned direct deposits. If you would like to speak to my human friends right now, tap below to either get a phone call from Chime support or start a live chat with a Chime support specialist.



Select an option or type below

 Get a call from Chime support
Usually less than a 3 minute wait

 Live chat with a human agent
Less than a 3 minute wait

Tap to reply ... 

chime

Get Started

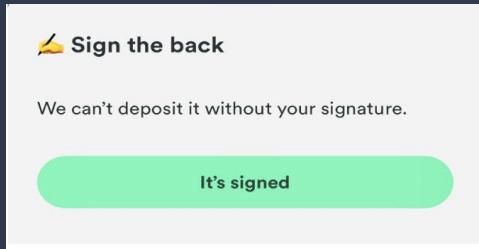


Can I deposit paper checks with Mobile Check Deposit?

Chime will determine if you are eligible for the Mobile Check Deposit feature based on the history of any Chime-branded accounts you have, direct deposit history, and direct deposit amounts and other risk-based factors.

For example, Chime currently offers mobile check deposit to members who receive a qualifying direct deposit of \$1.00 or more. Mobile check depositing will be automatically enabled in your Chime app within a few days of receiving the deposit. You may receive access to Mobile Check Deposit based on other risk-based factors.

Chime: Mobile Check Deposit Experience



My solution:

So that the mobile check depositing process goes more smoothly and without delay due to lack of instruction on the check signature process, I would change the following:

- Integrate in a solution to show that line #2 needs to be filled out with the following inside the photo grid lines (from slide 3) “For Chime mobile check deposit only” in order to be accepted.
- One caveat: This verbiage may be too hard to read within the photo capture screen for some users, so I would add a secondary line of copy underneath the ‘Sign the back’ heading at the bottom (pictured to the left) that gives more detail.

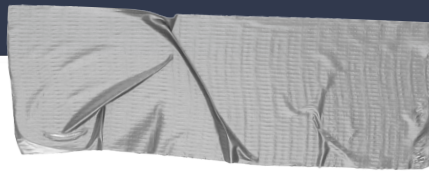
My copy change suggestions:

Add your signature and ‘For Chime mobile deposit only.’

If space is more limited, use as secondary:

Add signature and “For Chime mobile deposit only’ or

Sign and add “For Chime mobile deposit only.’



Mother Raw Ecommerce Site

→ The Why

I originally visited the Mother Raw site to see if I could order their maple fig salad dressing, which disappeared from local store shelves over a year ago.

Unfortunately, they no longer carry this flavor on their US website, but I decided to browse through their online store for the overall experience.

A few things caught my attention regarding how their site looks and operates as a whole, and I'll be discussing my findings in the next few slides.

MINIMUM ORDER OF 4 PRODUCTS, ORDER 6 PRODUCTS FOR FREE SHIPPING

**MOTHER
RAW™**

Organic. Plant Powered.



MORE THAN DRESSINGS

Marinade, douse, dunk - our dressings are as versatile as they are yum!



6 more for free shipping!

CHECKOUT →

MINIMUM ORDER OF 4 PRODUCTS, ORDER 6 PRODUCTS FOR FREE SHIPPING

**MOTHER
RAW™**

Organic. Plant Powered.



\$5 OFF

ONLY GOOD STUFF, NEVER CRAP.

JUST LIKE OUR INGREDIENTS.

Enter Your Email

SIGN UP AND SAVE

*Orders \$50+
Entering your email signs you up for our list

Marinade, douse, dunk - our dressings are as versatile as they are yum!

Add 6 more for free shipping!

0 / 6

CHECKOUT →

Minimum order of **4** products
(**order 6 for free shipping!**)

[Details](#)

[Clear Filters](#)

KETO-FRIENDLY

PALEO-FRIENDLY

BEST SELLER

ALL



6 more for free shipping!

CHECKOUT



**MINIMUM ORDER OF 4 PRODUCTS, ORDER 6
PRODUCTS FOR FREE SHIPPING**


**MOTHER
RAW™**
Organic. Plant Powered.



Shop



Our Story



Recipes

Blog

Find A Retailer



6 more for free shipping!

CHECKOUT



Mother Raw: Overall Site Impression/ Experience

My overall conclusion:

The Mother Raw site could be improved in several ways that have more to do with the overall appearance of the mobile site and not so much the checkout process itself. **Note:** I added some products to a mock order just to study their checkout process, and it was overall smooth.

I would have liked to see a less visually cluttered landing page, which was a seemingly endless scrolling experience for the user. I think some of the information (reviews and media mentions) could be better housed within the site's navigation menu.

I also think some of the copy could be rewritten to sound more friendly and fun, as the company is clearly not formal. The CTA to sign up for emails could be worded to create more urgency, per the suggestions I mentioned in slide 7.

I like the overall mission of Mother Raw, and their products are really healthy and delicious. By decluttering the mobile landing page a bit and streamlining their messaging, I think this would make for a better first impression and user experience, especially for customers who are newer to the brand.