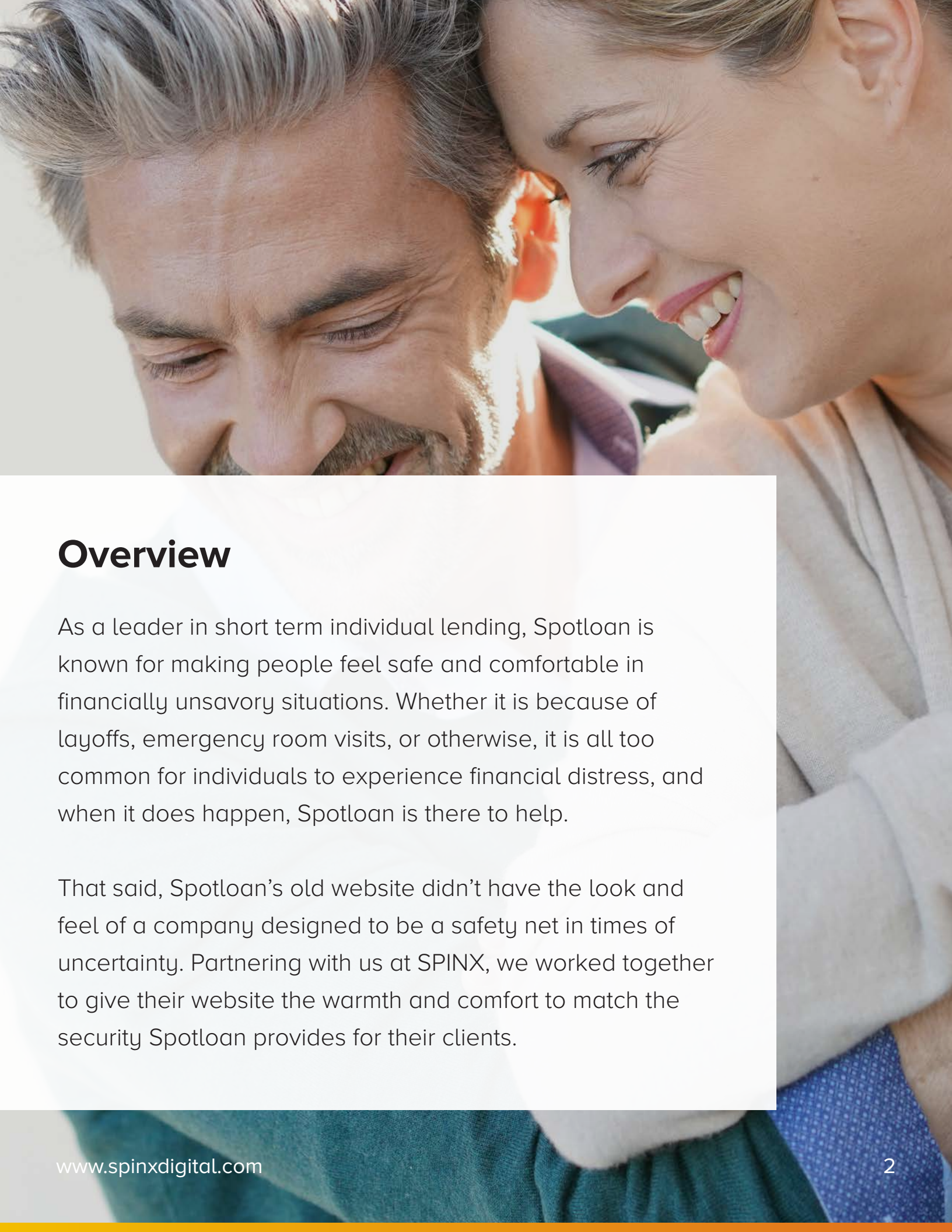




A MOBILE FIRST APPROACH FOR A SHORT TERM FINANCIAL LENDING AGENCY

Spotloan Website Redesign

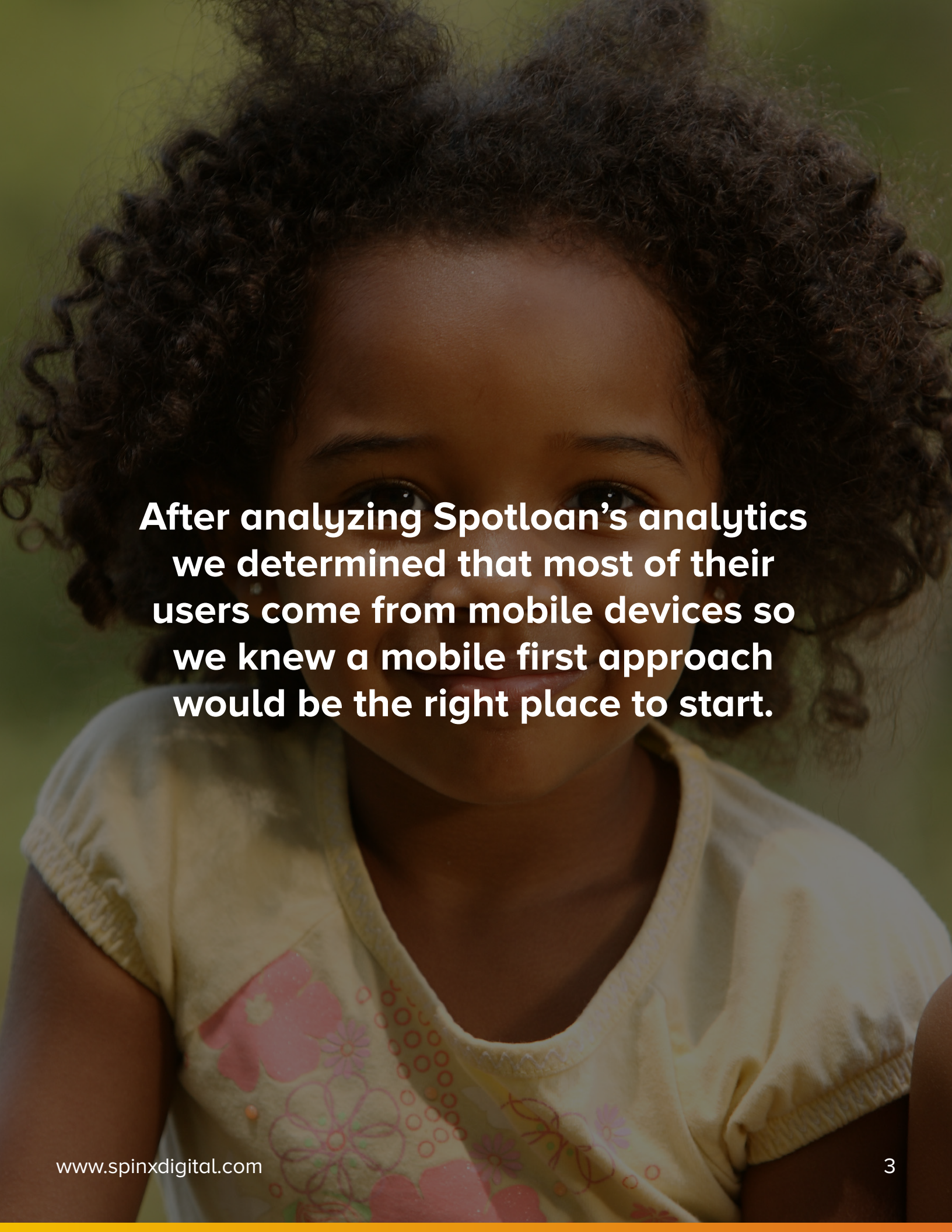
SPINX



Overview

As a leader in short term individual lending, Spotloan is known for making people feel safe and comfortable in financially unsavory situations. Whether it is because of layoffs, emergency room visits, or otherwise, it is all too common for individuals to experience financial distress, and when it does happen, Spotloan is there to help.

That said, Spotloan's old website didn't have the look and feel of a company designed to be a safety net in times of uncertainty. Partnering with us at SPINX, we worked together to give their website the warmth and comfort to match the security Spotloan provides for their clients.



After analyzing Spotloan's analytics we determined that most of their users come from mobile devices so we knew a mobile first approach would be the right place to start.

Key Team Members



Sukesh Jakharia
CEO



Lisa Steward
Director of Projects & Strategy



Keyur Ajmera
Lead Developer



Jeffrey Lo
Lead Designer



Ryan Gould
Project Manager

Discovery

During our discovery meetings with Spotloan we went over their current website and determined what they liked and what they wanted to fix. They had spent a lot of time focusing on writing copy that would increase SEO, but it wasn't organized in a readable, digestible way. Web users don't want to read paragraph after paragraph of text without visual breaks through quality imagery or iconography to reinforce the text. This was one of the main goals set out during the discovery process and a wonderful challenge to take on during the UX phase of the project.

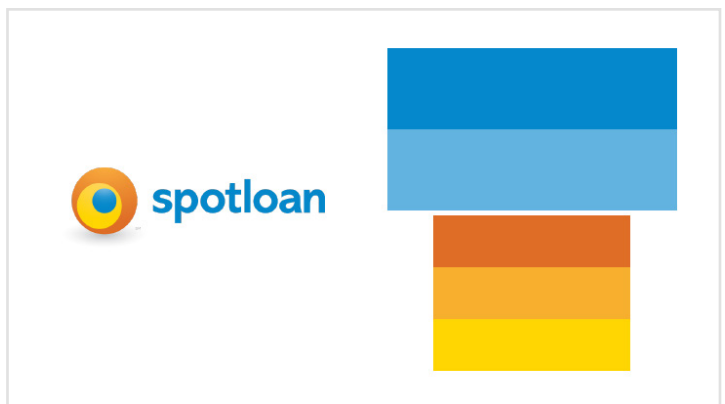
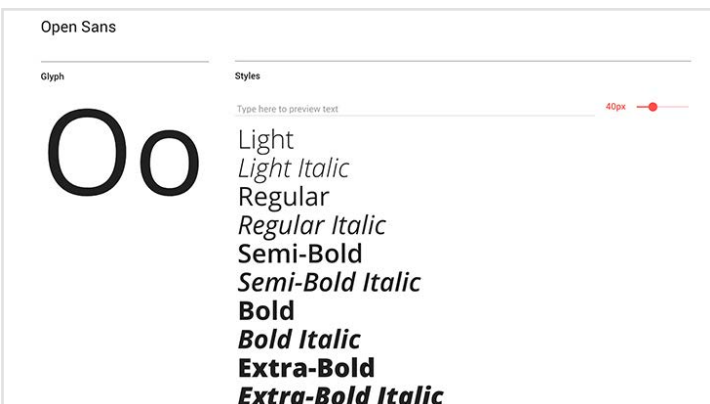
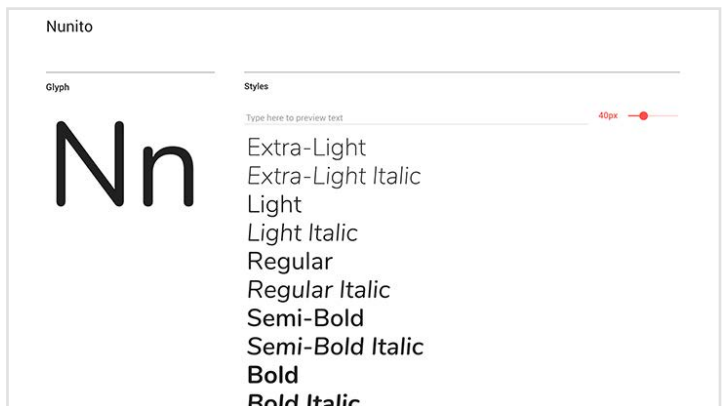
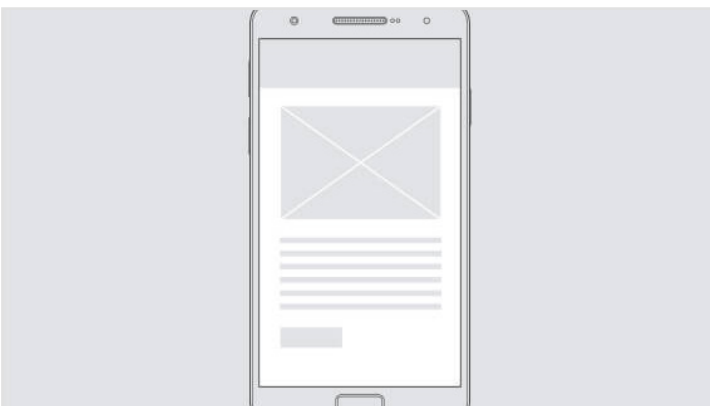
Additionally, Spotloan expressed concern about the general flow of the website not building trust with potential clients. The heavy amount of text and lack of imagery felt cold, and without clearly visible client testimonials, it was difficult to build trust with site visitors and convert them into clients, so we knew that it was important to organize the content in a way that built trust and increased conversion. With these goals set we were able to jump in and begin strategizing and laying out the content in a way that was sure to meet Spotloan's needs.



UX Strategy

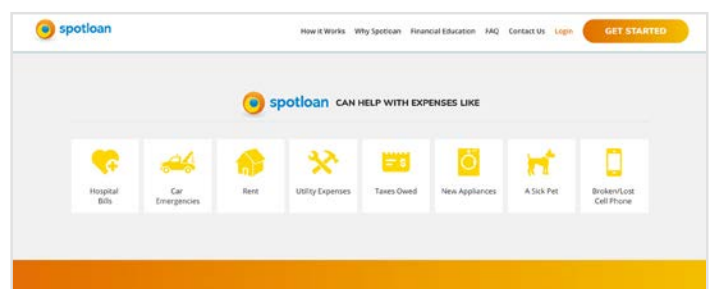
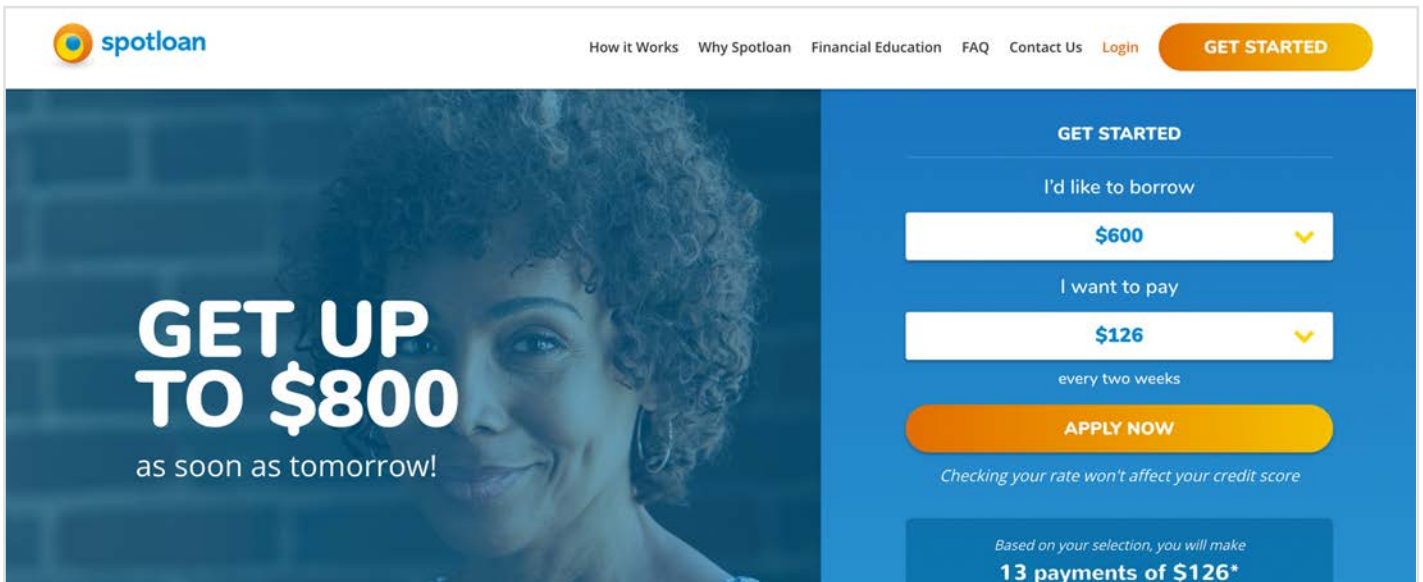
After setting our goals in the discovery phase we began building out the building blocks by wireframing the homepage and internal pages. With a focus on the copy Spotloan had already written, we were able to break this down into digestible sections with a strategic approach to building trust. With a mobile first approach this is even more difficult since we have less screen size to work with, but by laying out sections that fit all related content on the screen, we were able to create a strategy that built trust and gave users the visual break needed to continue digesting content.

Additionally, Spotloan is a member of TrustPilot, which compiles and publishes real user reviews. By using a 3rd party plugin we were able to further integrate and build trust above and beyond what most testimonials are able to achieve. Traditional testimonials on websites have been filtered through, providing only the best reviews, but since TrustPilot compiles all user reviews, we were able to provide site visitors with more transparency adding to level of trust built through traditional testimonials.



Build

The build for Spotloan's new website was exciting and challenging. Knowing that Spotloan wanted their website to be hosted on Hubspot we did significant testing to ensure that we could implement our mobile first approach and that the designs would respond correctly and accurately to desktops. Another challenge we faced was the integration of the TrustPilot plugin. We integrated the plugin on a number of pages and each page required a different layout to fit our design, so we made sure to do all the necessary testing needed for the TrustPilot plugin to be integrated without a hitch.





Test & Launch

With a launch plan in place and after thoroughly testing the site and ensuring that there aren't any bugs we were ready to launch.

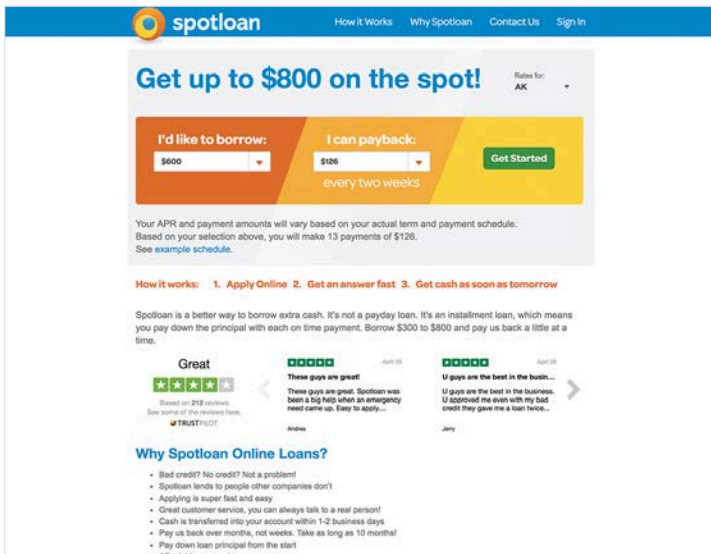
It was a quick and easy launch, and after another round of testing to ensure everything transferred correctly from staging to live, the Spotloan project was complete, delivering the client and all prospective users with a beautiful and functional website.

A photograph of a man and a woman embracing on a beach. The man is on the left, wearing a blue denim shirt, and the woman is on the right, wearing a grey t-shirt and sunglasses. They are both smiling and looking towards each other. The background shows the ocean and a bright sky.

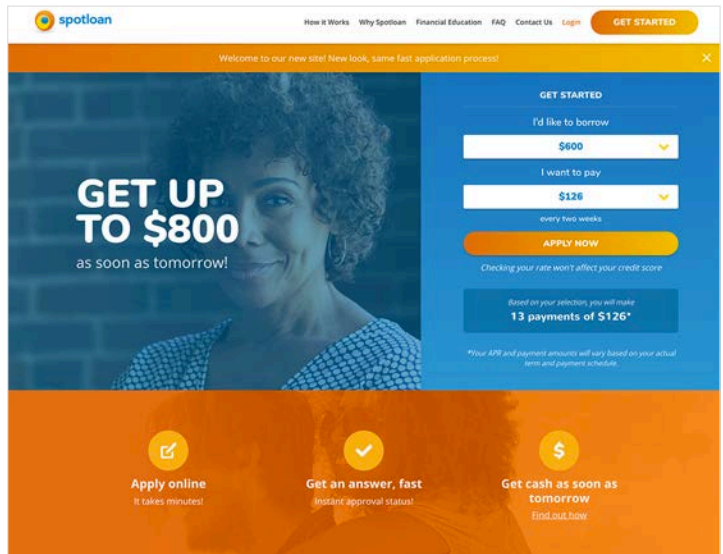
With a mobile first approach, we effectively assessed what content was most important and served this content first in order to build trust and increase conversions.

The Results

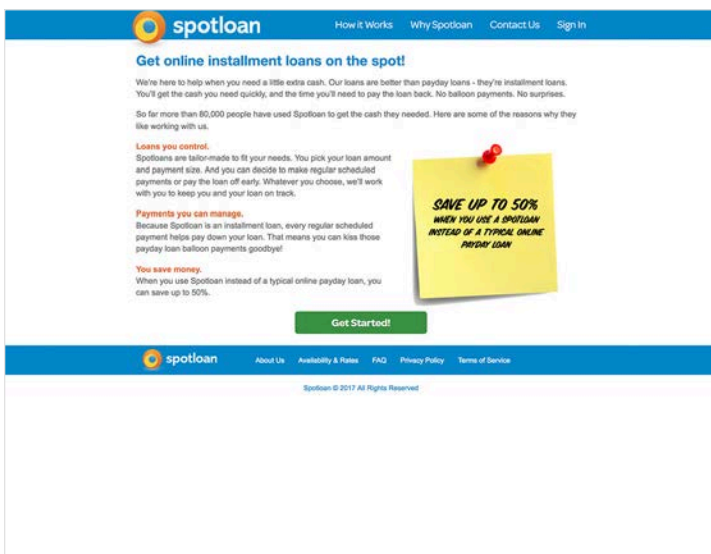
We are very proud of the thoughtful UX and seamless build of the Spotloan website. Our highly skilled designers and developers were able to create designs that met all the goals set out during our discovery meeting and our meticulous developers coded the website to be able to quickly and easily integrate with Hubspot. With their new website that quickly and easily allows prospective clients to build a high level of trust, Spotloan has been incredibly pleased with the feedback from client and it shows through increased conversion.



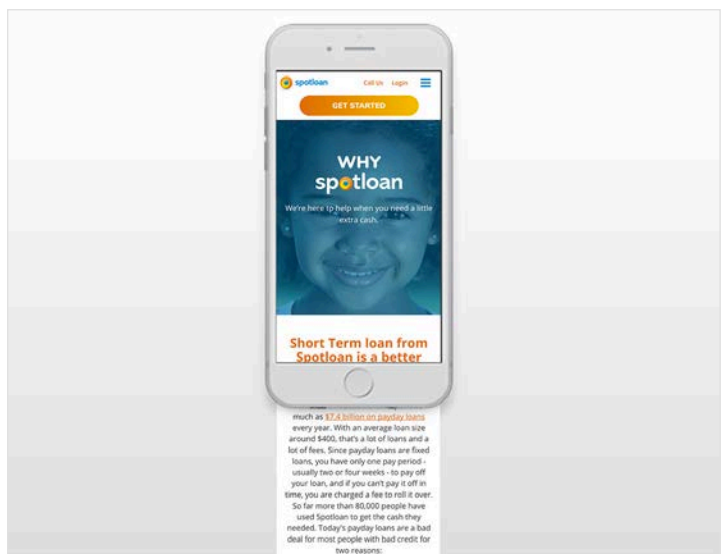
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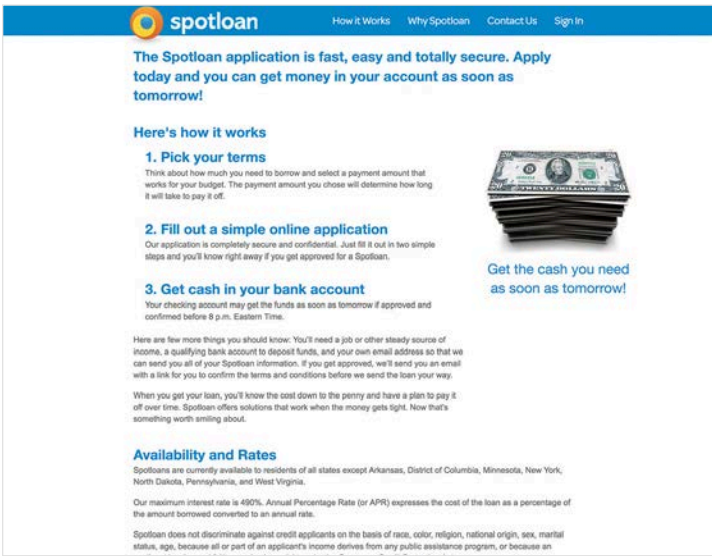
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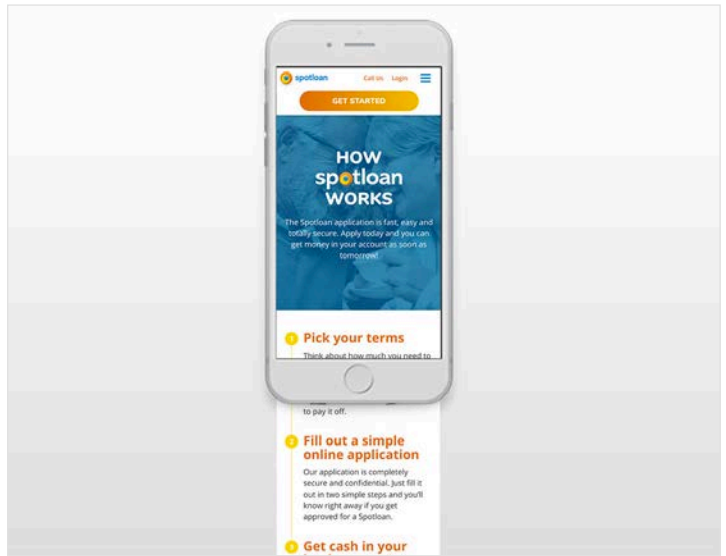
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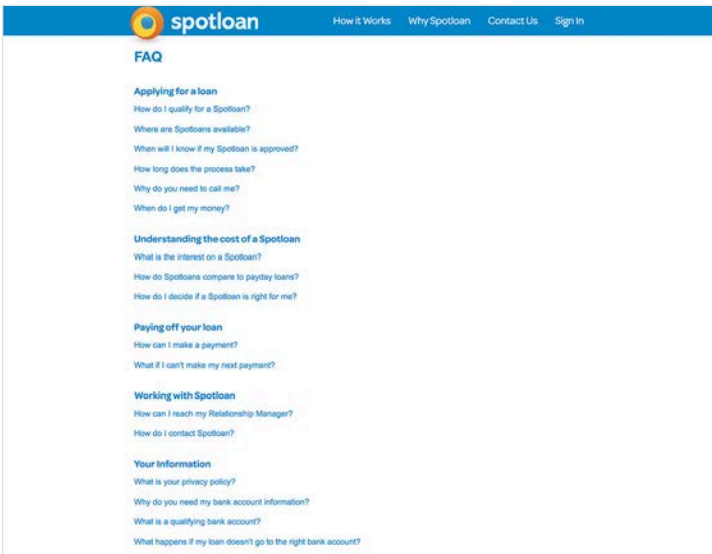
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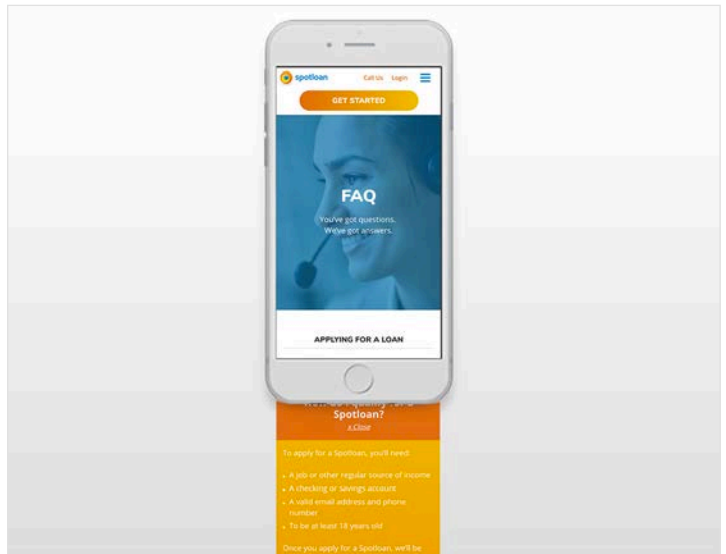
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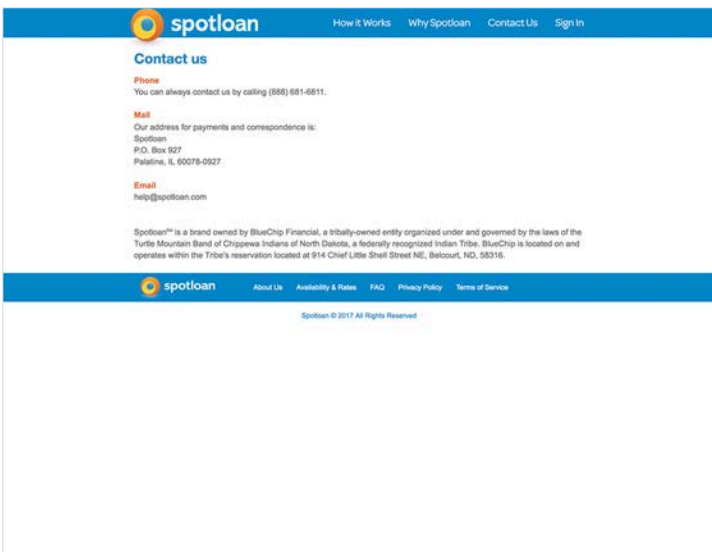
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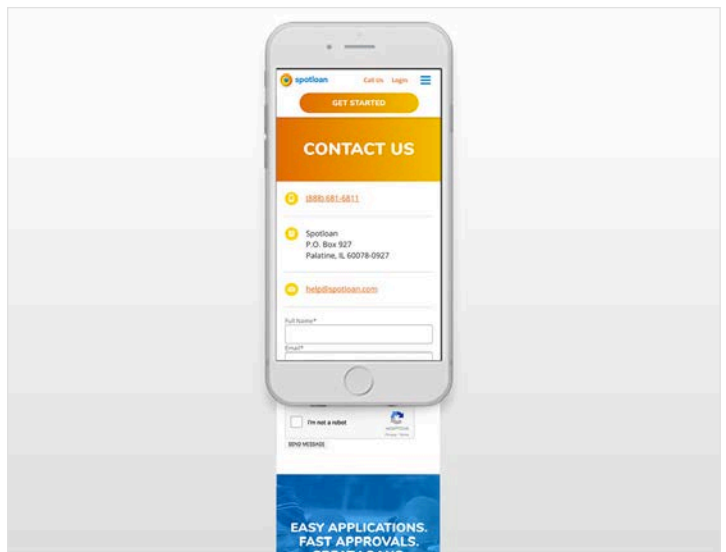
Before



After



Before



After

spotloan How It Works Why Spotloan Contact Us Sign In

Privacy Policy

REV: SEPTEMBER 2016

FACTS **WHAT DOES SPOTLOAN DO WITH YOUR PERSONAL INFORMATION?**

Why? Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

What? The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Social Security number and checking account information
- transaction history and income
- credit history and account balances

How? All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons Spotloan chooses to share; and whether you can limit this sharing.

| Reasons we can share your personal information | Does Spotloan share? | Can you limit this sharing? |
|---|----------------------|-----------------------------|
| For our everyday business purposes – such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus | Yes | No |
| For our marketing purposes – to offer our products and services to you | Yes | No |
| For joint marketing with other financial companies | Yes | No |
| For our affiliates' everyday business purposes – information about your transactions and experiences | No | No |
| For our affiliates' everyday business purposes – information about your creditworthiness | No | Yes |
| For our affiliates to market to you | No | Yes |
| For nonaffiliates to market to you | Yes | Yes |

To limit our sharing:

- Call (888) 681-6811, and our menu will prompt you through your choices; or
- Visit us online <https://www.spotloan.com>

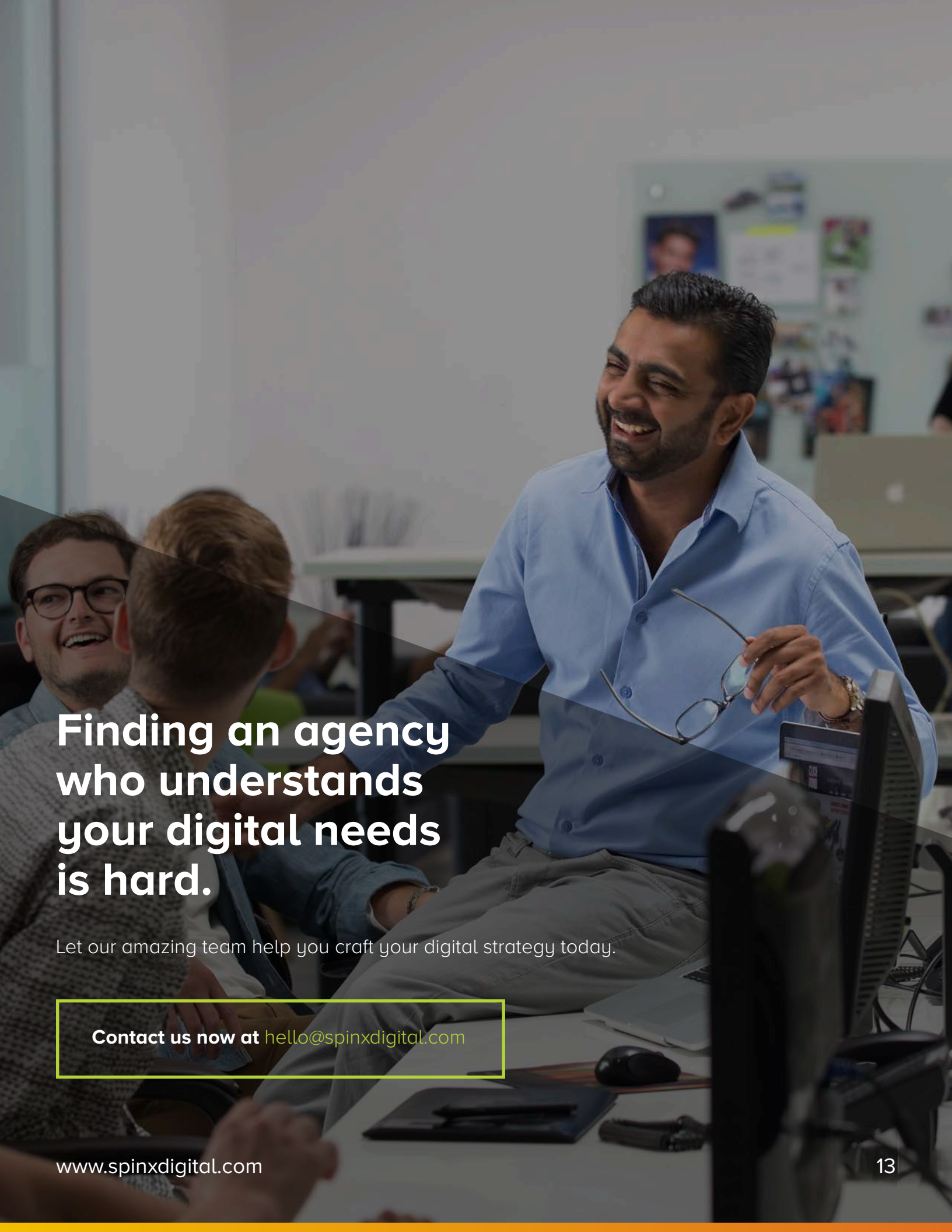
Before

After



Closing Thoughts

Starting with a mobile first approach isn't right for every project, but with the analytics Spotloan provided, it was the right approach for this project. By prioritizing content and serving it in a digestible way, we were able to keep users engaged. In addition, the TrustPilot plugin reinforced the well crafted and intentionally placed content, leading to a high level of client trust and conversion.

A man in a light blue button-down shirt is sitting at a desk, laughing heartily. He is holding a pair of glasses in his right hand. To his left, two other people are partially visible, also appearing to be in a joyful conversation. The background shows an office environment with desks, computers, and a bulletin board.

Finding an agency who understands your digital needs is hard.

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Contact us now at hello@spinxdigital.com