

Competitive comparison

Find a credit card that seems like the best fit card for use by employees of your company.

Total # of contributors: 10

Time to Complete Study: 120 Minutes

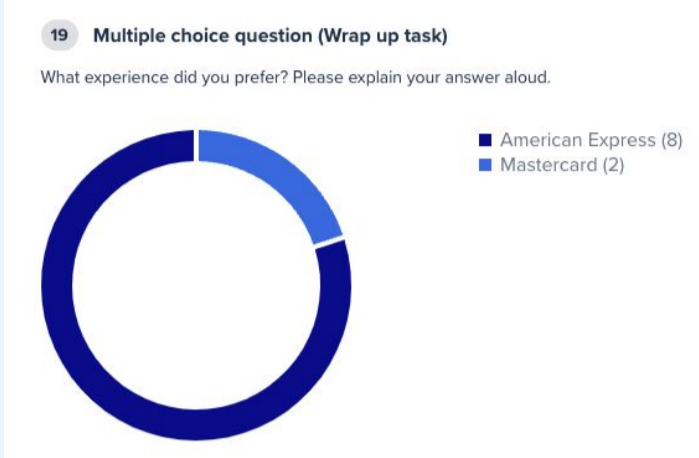
[Watch Highlight Reel](#)



VS.



Preferred experience: American Express



of contributors preferred AMEX: 2
of contributors preferred Mastercard: 8

Why American Express?

"AMEX is a bit more intuitive and better at explaining what the credit card is about though less visually appealing. The Compare option is definitely a must if searching."

Why Mastercard?

"I really like the detail being readily available up front (or with the show more drop down)."



[Watch the video of all responses](#)



VS.



What's working well

- Side by side comparison of cards
- Explanation of travel benefits
- Many details displayed but not overwhelming
- Amount of details makes Mastercard seem trustworthy
- Ability to toggle to card benefits
- Up front details for each card



Recommendations for improvement

- Allow a sort/filter options for rewards
- Create a list based comparison with check marks for features
- Display more details up front for each card
- Improve the visual appeal with images
- Simplify the content, perhaps using lists
- Improve the visual appeal with images
- Add a "click and compare" button to compare 2-3 cards.



Perception of each experience

88/100

Overall

Confidence in (completing activity)	94
Ease of Use	89
Visual Appeal	83
Satisfaction	87

64/100

Overall

Confidence in (completing activity)	79
Ease of Use	61
Visual Appeal	61
Satisfaction	56



How people felt about it



What happened

Time to complete:	5:16	Time to complete:	4:27
# of screens:	5	# of screens:	5
# of interactions:	17	# of interactions:	24

