



INTERACTIVE FORM FUNCTIONALITY

A CUTTING-EDGE "CHECKING CHOOSER" CRAFTED USING GRAVITY FORMS

CLIENT

United Federal Credit Union

WEBSITE

www.unitedfcu.com/personal/bank/checking/checking-chooser

INDUSTRY

Finance

PLATFORM



OVERVIEW / RESULTS

United Federal Credit Union is the 100th largest federally insured credit union in the nation by asset size, with 30 branches in six states and over \$2 billion in assets. UFCU came to Americaneagle.com with a very short timeline to introduce a very specific functionality that was needed. Because of this, in-depth WordPress knowledge, precision and speed were crucial to this project.

UFCU planned to launch a selection of new checking products, each product geared towards a specific type of customer. Their need was for a 'Checking Chooser' that would help site visitors find the best checking product for them based on saving and spending patterns. UFCU gave Americaneagle.com a spreadsheet with

calculations to help determine how the 'Checking Chooser' should work. Americaneagle.com used Gravity Forms to develop an interactive questionnaire that performed conditional logic calculations to provide a personalized user experience.

The "Checking Chooser" asks the user questions on financial habits and recommends the checking account that's best for that user. Do they make a lot of transactions and tend to carry a lower balance? Then Rewards Checking is right for this user. Do they tend to carry a higher balance? Then they can earn dividends of up to 3% with Ultra Checking. Either way, both products reward members for doing what they already do every day.

The 'Checking Chooser' is dynamic and visually appealing, and was designed with room for expandability. Should more products come on the market, Americaneagle.com is able to build on and expand it in the future.

