

RABO AGRIFINANCE CASE STUDY

2016

CREDIT APPLICATION

OVERVIEW

Rabo AgriFinance is the leading provider of financial services for agricultural producers and agribusinesses in the United States.

PROBLEM STATEMENT

Requests for financing from growers were handled via phone and fax machine. This slow and manual process was thought to be one of the reasons for the low number of loan applications.

USERS & AUDIENCE

The online Credit Application could be used by growers at any time from anywhere to request a loan. This app would also enable loan officers at Rabo an easy method to track loan progress and provide prompt responses to growers.

ROLES & RESPONSIBILITIES

The team consisted of 1 project manager, 1 BA, 1 product designer, and 3 developers. I served as the product designer.

SCOPE & CONSTRAINTS

The timeline for the project was fairly aggressive. The team at Rabo asked us to conduct onsite usability testing of the credit application with 5 growers in Cedar Falls, IA which caused a couple of deadlines to slip.

PROCESS

As the product designer, I worked closely with the BA to understand the requirements, create an interactive prototype for the usability testing, and design the screens for handoff to the developers.

OUTCOMES

The online Credit Application was launched in the 4th quarter of 2016 and is still being used today by growers to apply for financial help. According to Rabo AgriFinance, the number of loan requests increased significantly following the launch of the application.

<https://grower.raboag.com/apply>