

On banks and other dinosaurs.



Yenny Otero
**Head of Customer Experience
and Design**

About Banks and other Dinosaurs

Yenny Otero





Blockbuster employed 84,000 people worldwide and had over 9,000 outlets.



Blackberry had over 80 million users in the world.



Polaroid's revenue was \$3 billion in 1991.



In the late 1990s, Nokia was the global leader in mobile phones.



How to avoid extinction

Human x Loyalty x Trust

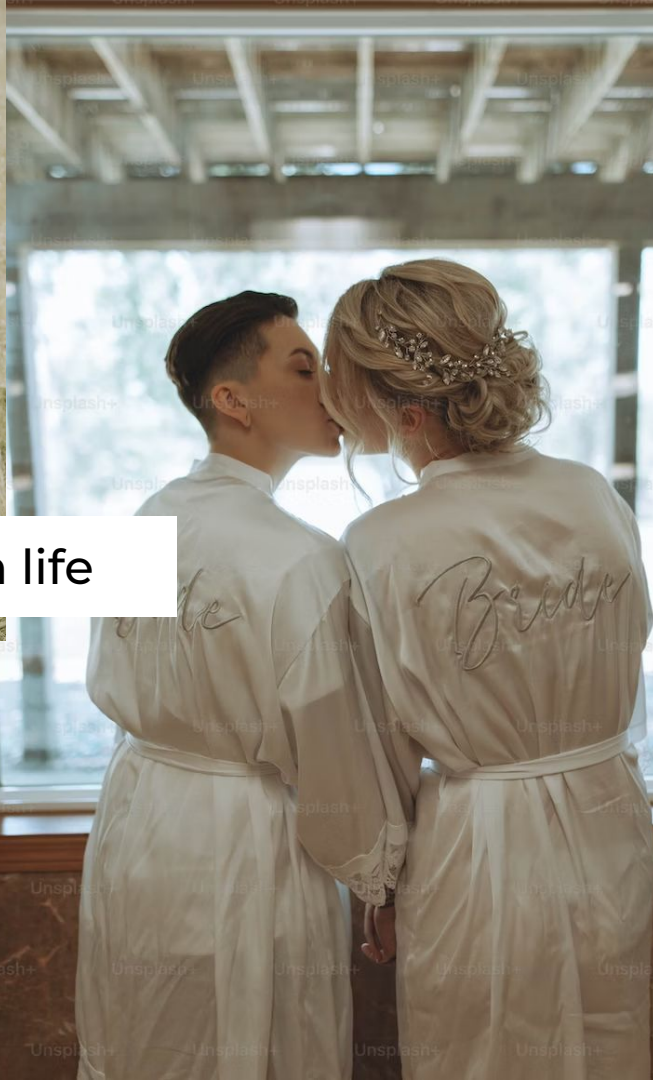
Now

The problem

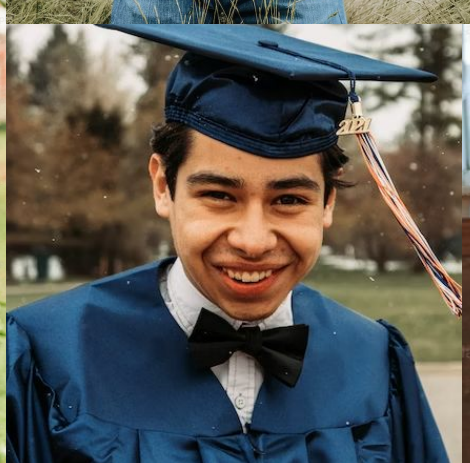


Money

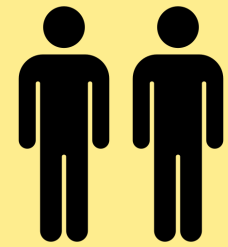




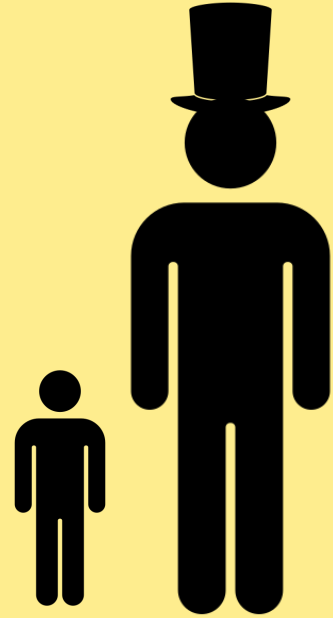
Important moments in life



Banks



Power Jargon

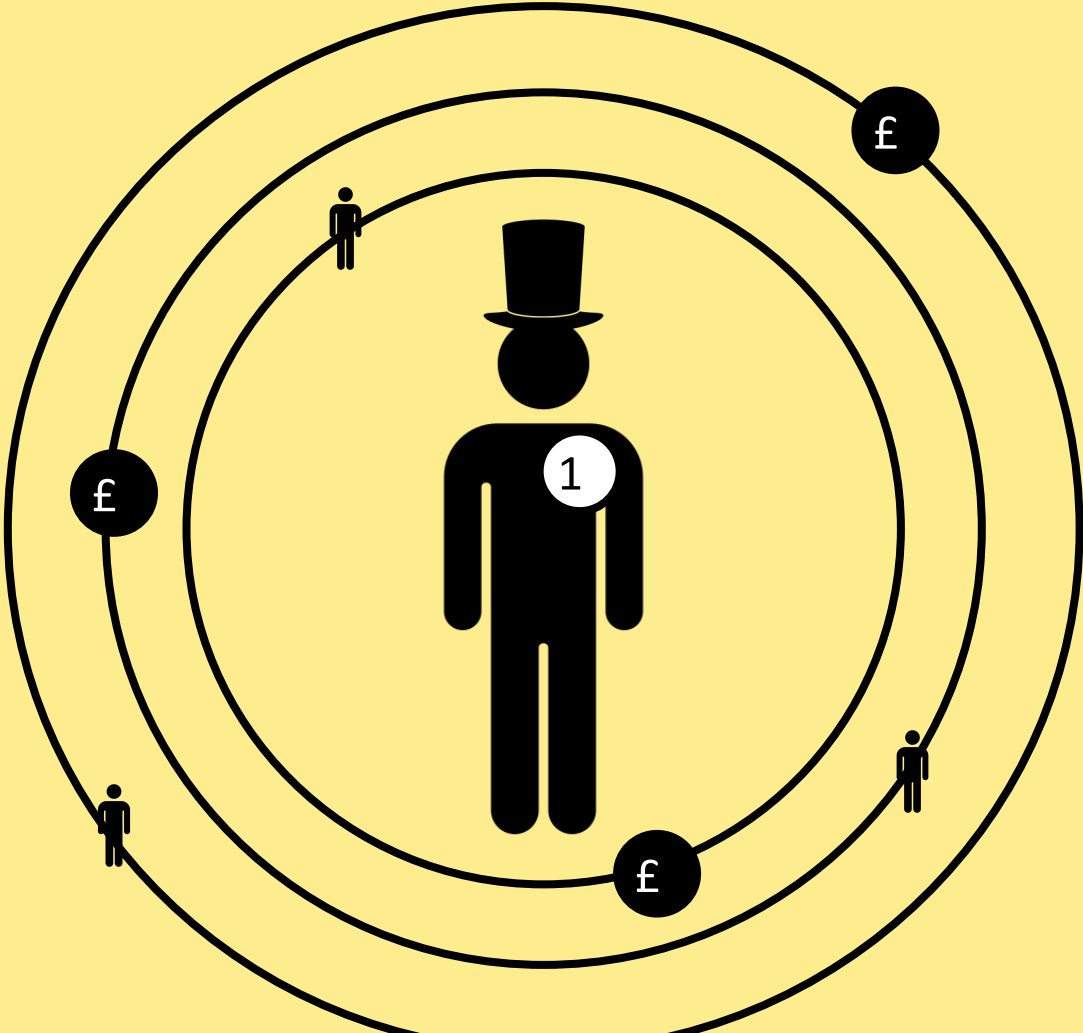


David and Goliath

**Power
Jargon
Digital**



Bank centric universe



Quiz

How many financial institutions do you have accounts?

Time is running out Inbox



noreply 04:24
to YENNYMARISSA ▾



MONEY

DON'T FORGET TO
CONFIRM YOUR ID

Hi YENNY OTERO CASTILLO

We wanted to let you know your HooYu ID request expires in three hours. After that, you won't be able to use this quick and easy online service to confirm your identity. To make sure that doesn't happen, just follow the link below. It's super easy and only takes a few minutes to complete. Your Virgin Money Credit Card application will be declined if you don't provide proof of ID within 28 days.

Get started

18:31
Search 5G 35



Thinking about cost of living?

We've improved how you could grow your money by investing. You could get back less than you put in.



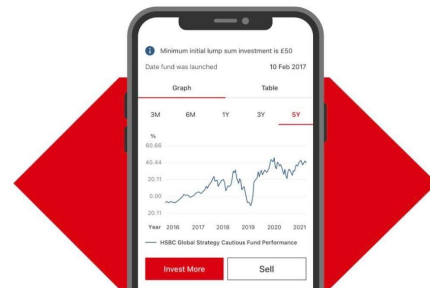
Next

18:31
Search 5G 35



Invest right here in your app

Get started with £50, then track and manage your investment on the go in our new dashboard.



Next

How likely are you to recommend Windows 10 to a friend or colleague?



1



2



3



4



5

Not at all likely

Extremely likely

Please explain why you gave this score.

I need you to understand that people don't have conversations where they randomly recommend operating systems to one another

The solution

Human

Educate
Explain

~~Acronyms~~
Kill the Jargon



Products
Service

Measure their
success

Loyalty

**Not just about the first date.
Why should I stay with you?**

Are you a commodity, or do you really offer me something that money cannot buy?

What Is the Best 3% Cash Back Credit Card?



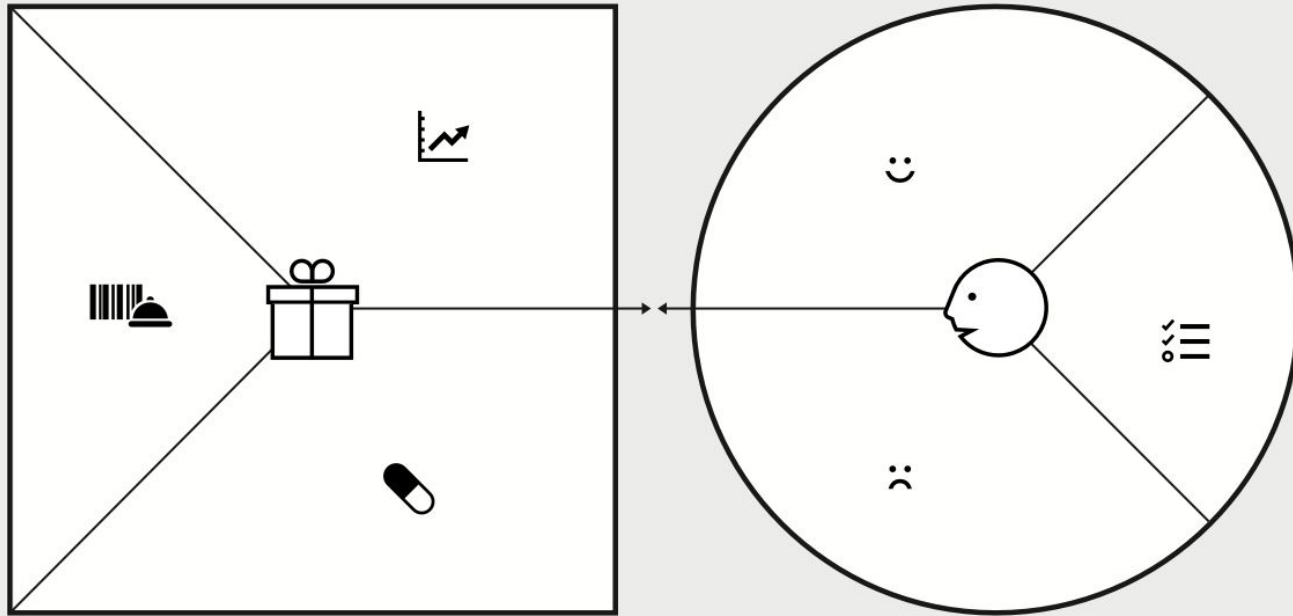
Loyalty card

Buy 32, get 1 FREE!

		FREE		



The Value Proposition Canvas



User testing session
in progress

Please come in!

Trust

The role of banks



~~Open banking, Blockchain, AI...~~

~~Human Vs Digital~~

Human, powered by Digital

Now





Because everyone should have the right to those magic moments



Thanks!

Yenny Otero

*We are hiring Service
Designers, UX Designers,
Marketing and other roles!*



#makeworkmeanmore