

The Cast



William Langdon-Davies



Andrew Furlong

T S B

REO



THE LORD OF THE RINGS

THE FELLOWSHIP OF CUSTOMER EXPERIENCE





One Ring to rule all customers,

One Ring to find them,

One Ring to bring them all



Harness Quantitative & Qualitative forces

The Fellowship of Customer Experience

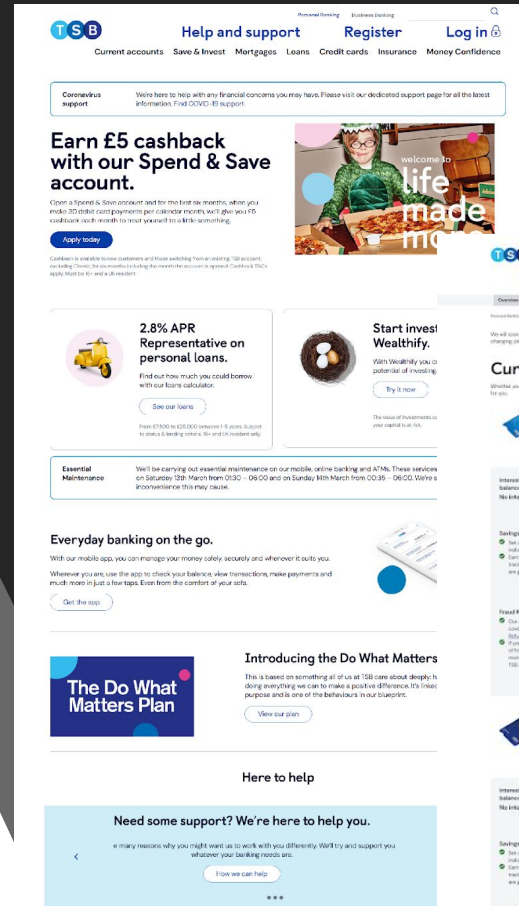


What do we want to achieve?

Improve conversion and UX of homepage and product pages

Develop visual design to align with new app UI for a consistent cross platform experience

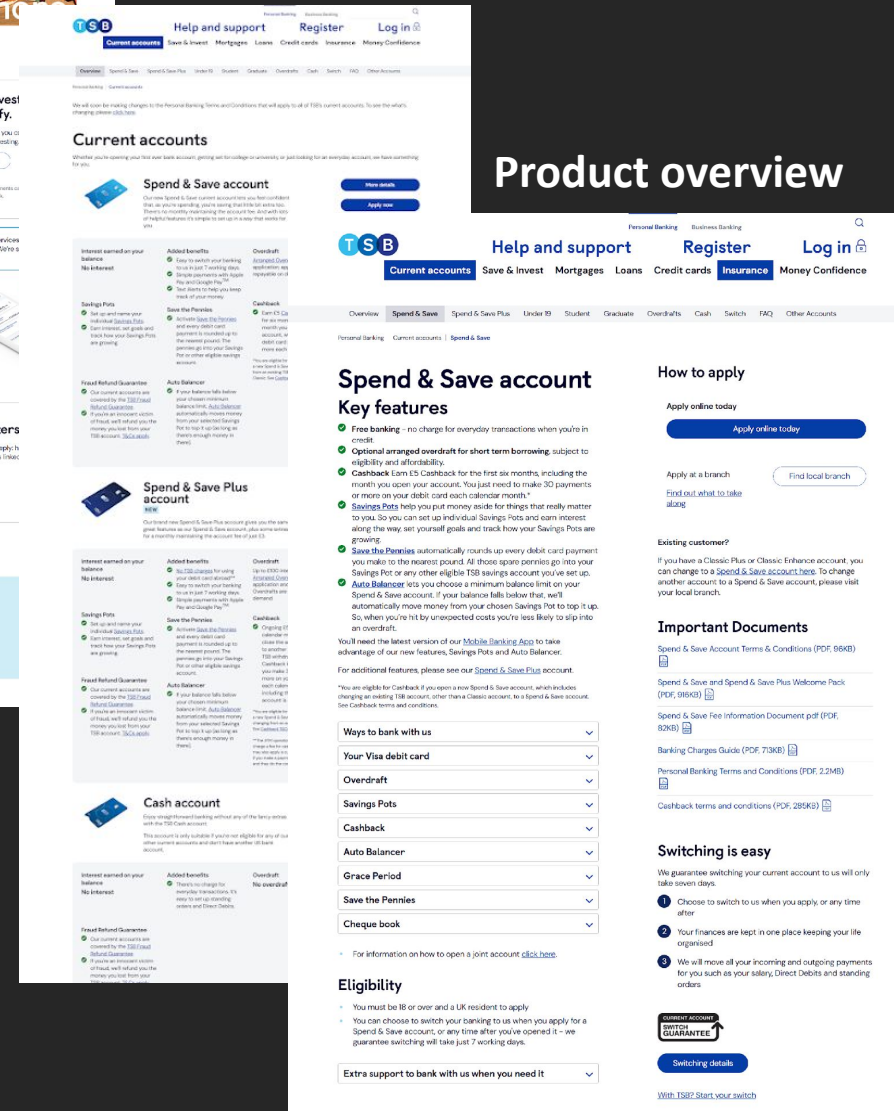
Deliver reusable product page templates into CMS



Home page

Product comparison

Product overview



How to apply

Existing customer? You can change to a Spend & Save account here. To change another account to a Spend & Save account, please visit your local branch.

Important Documents

Spend & Save Account Terms & Conditions (PDF, 56KB)

Spend & Save and Spend & Save Plus Welcome Pack (PDF, 185KB)

Spend & Save Fee Information Document pdf (PDF, 82KB)

Banking Charges Guide (PDF, 73KB)

Personal Banking Terms and Conditions (PDF, 2.2MB)

Cashback terms and conditions (PDF, 254KB)

Switching is easy

- We guarantee switching your current account to us will only take seven days.
- Choose to switch to us when you apply, or any time after.
- Your finances are kept in one place keeping your life organised.
- We will move all your incoming and outgoing payments for you such as your salary, Direct Debits and standing orders.

Switching Guarantee

Switching details

With TSB Start your switch

Putting ideas into action using design process framework

DEFINE THE PROBLEM

Discovery / Statement

Align on
project goals
and needs

Problem
statement



DEFINE THE SOLUTION

Co-creation / Iteration

Solutions
explored

Solutions
created

BUILD THE SOLUTION

Build / Measure

Solutions
build

Solutions
validated



What we did?

- ✓ Page performance analysis
- ✓ Competitor analysis
 - 4 traditional banks
 - 4 neo-banks
 - 7 non-banking
- ✓ Concept development (3 versions)
- ✓ Unmoderated user testing (50 users)
- ✓ Internal stakeholder workshop
- ✓ Moderated user testing (12 participants)



What page performance analysis showed us

- ✓ Mobile first approach
- ✓ Only few visitors navigate to product pages from the home page
- ✓ Current layout is negatively affecting the performance
- ✓ New visitors are more likely to consume the content
- ✓ Product information and “how to become a customer” is the most effective content on the home page

Low exposure for those not starting an application

Visitors who start application have much higher exposure than those that don't (85% exposure below the fold vs 72%).

This is reflected further down the page too. Exposure remains at 85% on the Spent & save account for those who reach App Start, but for those that don't only 56% see this.

Are visitors who don't start an application coming to login rather than browse products?



The majority of those landing, bounce



- PB - Current Accounts, Spend & Save
- PB - Current Accounts, Spend & Save
- Apply for PCA
- Login
- TSB - Personal
- Application - Start

Most visitors reach PCA Overview by landing on it

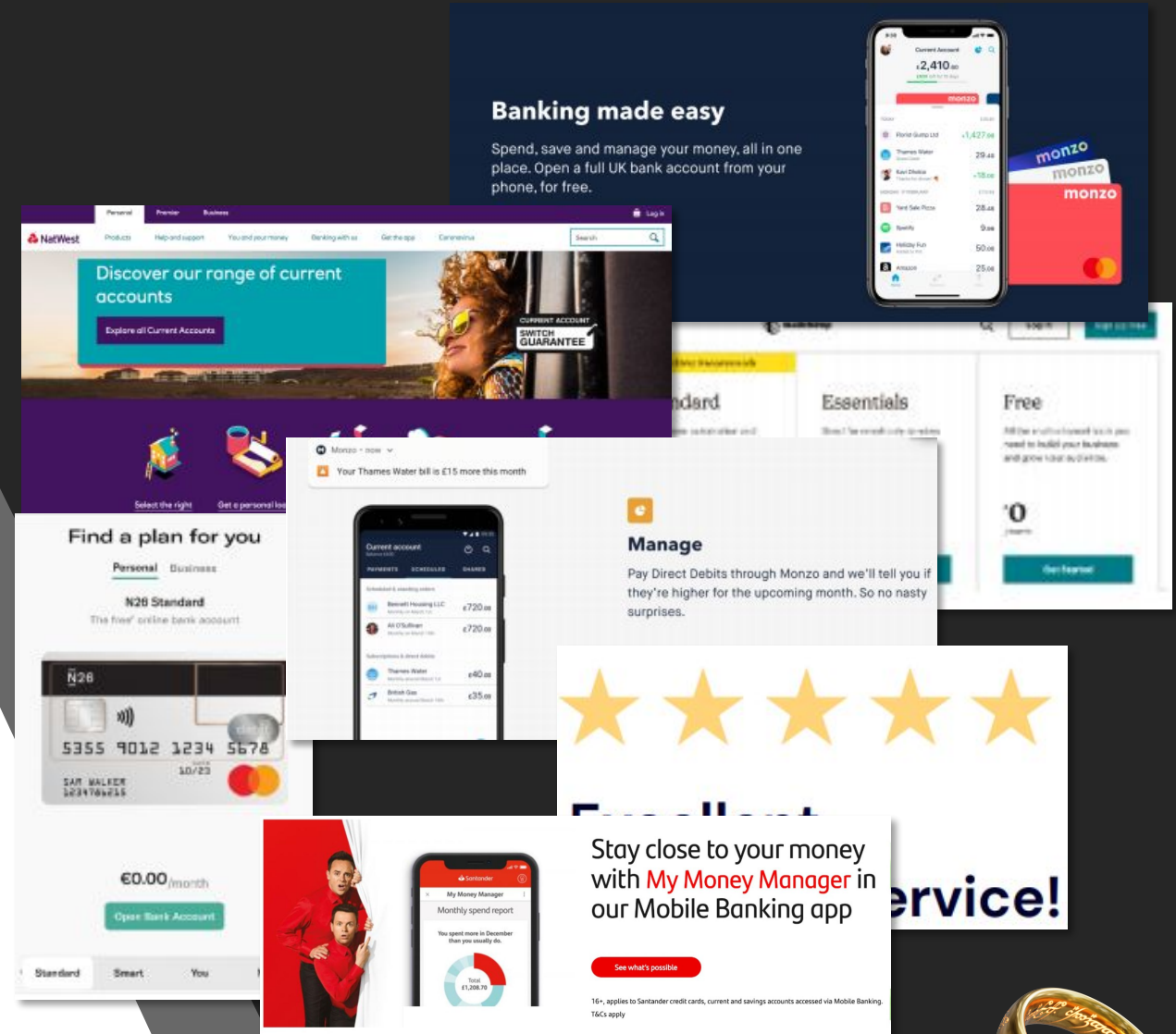


155,460 visitors to PCA Overview, of these 97,860 visitors land directly.

This represents **63%** of visitors

What competitor analysis showed us?

- ✓ Sell the experience, not the product
- ✓ Use clear and emotive language, less jargon
- ✓ Bring brand to life using bold colours
- ✓ Make it easy to compare the products and key benefits
- ✓ Add in reviews, recommendations and awards



Concept development



Create

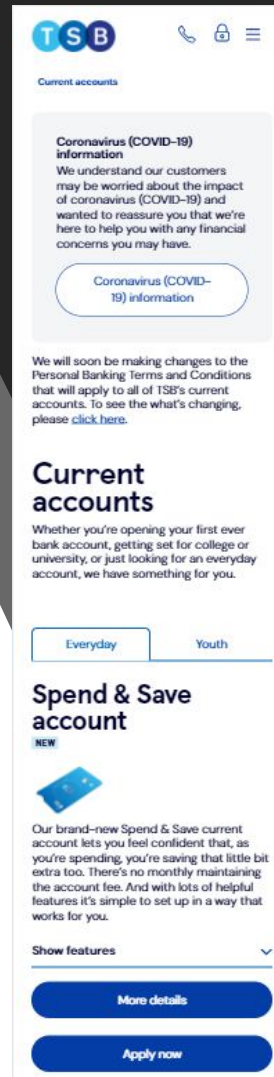


Test



Iterate

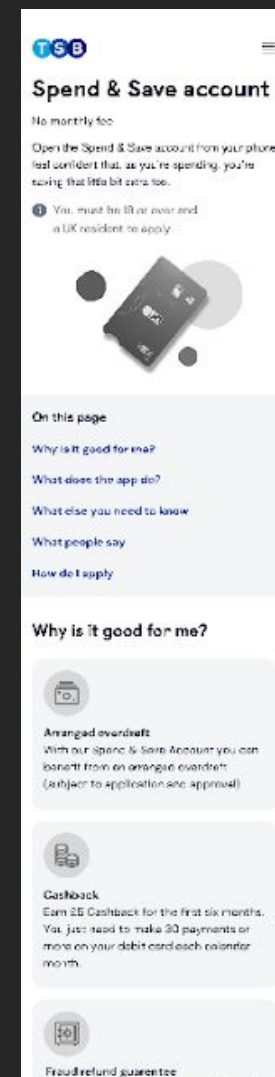
Current



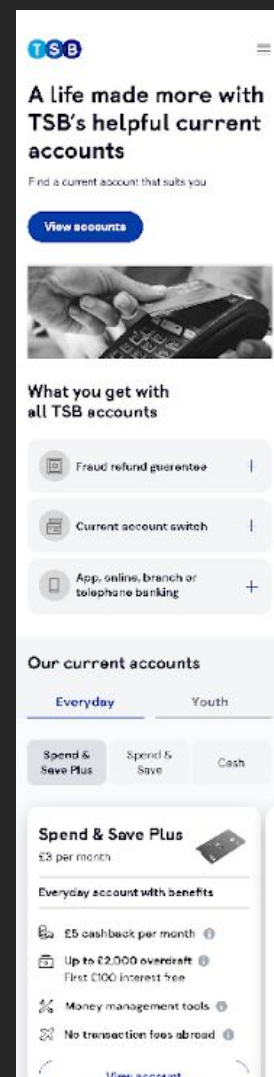
Version 1



Version 2



Version 3




What user testing showed us?

- ✓ People are more money savvy
- ✓ Participants are complementary and positive about the new design
- ✓ A little confusion in elements of the design and some copy
- ✓ Don't shut off other of application avenues
- ✓ Mixed feedback between two designs of the home page

The image displays two primary components related to user testing:

- Miro Board:** A collaborative workspace titled "User testing notes - Web 2.0" containing several boards with sticky notes, diagrams, and annotations, likely representing the design iterations and user feedback.
- Video Player:** A live share recording of a user testing session. The main window shows a mobile app interface with sections like "What do people say?" (featuring a quote from Samantha, Margate) and "How do I apply?" (with instructions to tap "Apply now" and download the TSB Mobile Banking app). A "Session Feed" on the right shows a chat log with timestamps and user comments, such as "So if you e think you've jumped to a different page?" and "Well done, TSB."



A dyslexic user, really appreciated the design and fonts as being clear and easy for him to follow



Video Placeholder

A user liked the feature at the bottom of the page and gave useful insight into the ordering of content



Video Placeholder

Key learnings

- Do the analysis!
- Engage stakeholders early
- Get the most out of your User Testing sessions
- Plan ahead but be flexible to change along the way
- Ask users not just about the design but also about the brand proposition
- Have testing and optimisation plan ready



Produced by:

TSB & REO Digital STUDIOS

Directed by Contentsquare

StarRing:

William Langdon-Davies

Andrew Furlong

Assistant Director:

Ilona Lazdane

THANK YOU!

ANY QUESTIONS?

