The Cast



Andrew Furlong





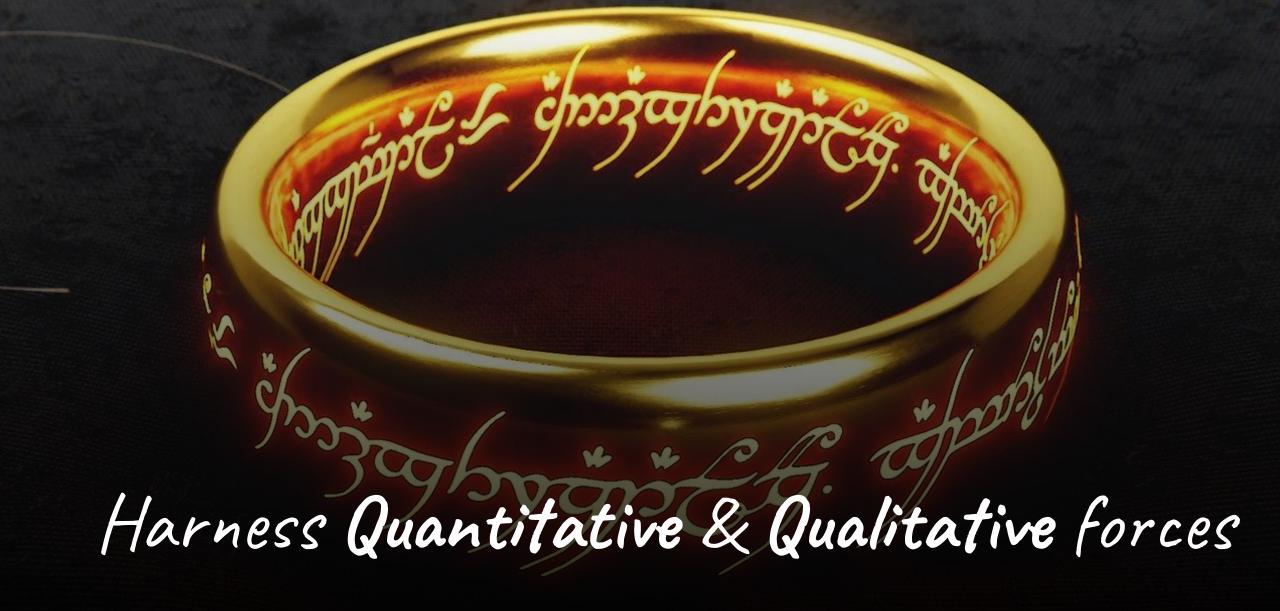




One Ring to rule all customers,

One Ring to find them,

One Ring to bring them all



The Fellowship of Customer Experience

Karlael.

What do we want to achieve?

Improve conversion and UX of homepage and product pages

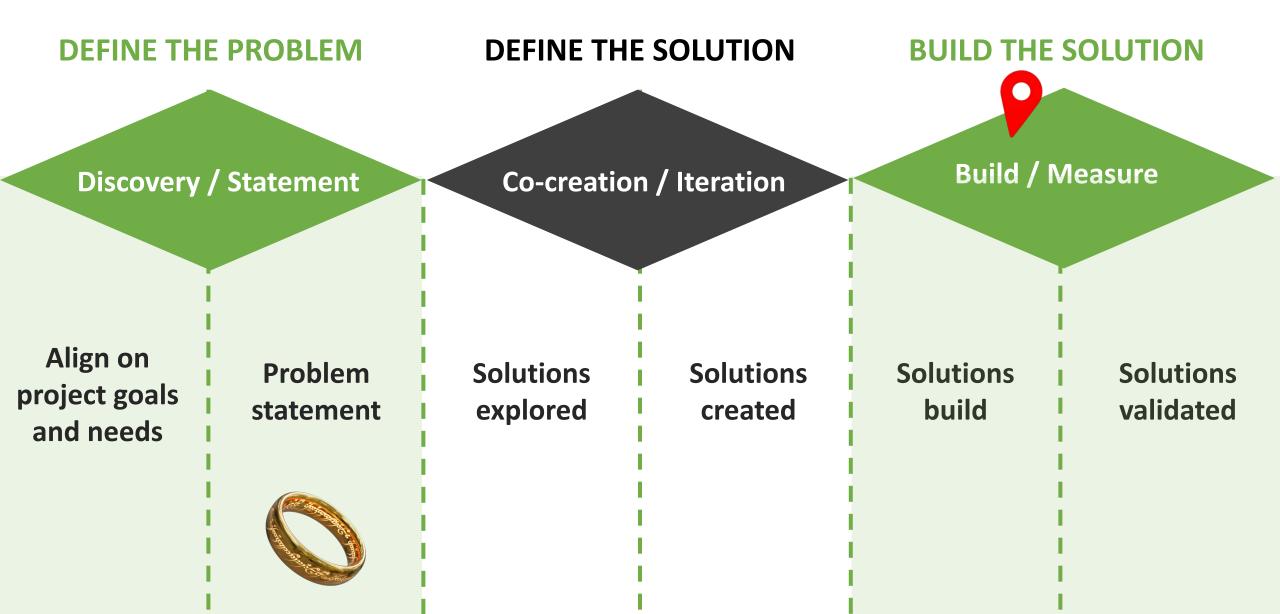
Develop visual design to align with new app UI for a consistent cross platform experience

Deliver reusable product page templates into CMS



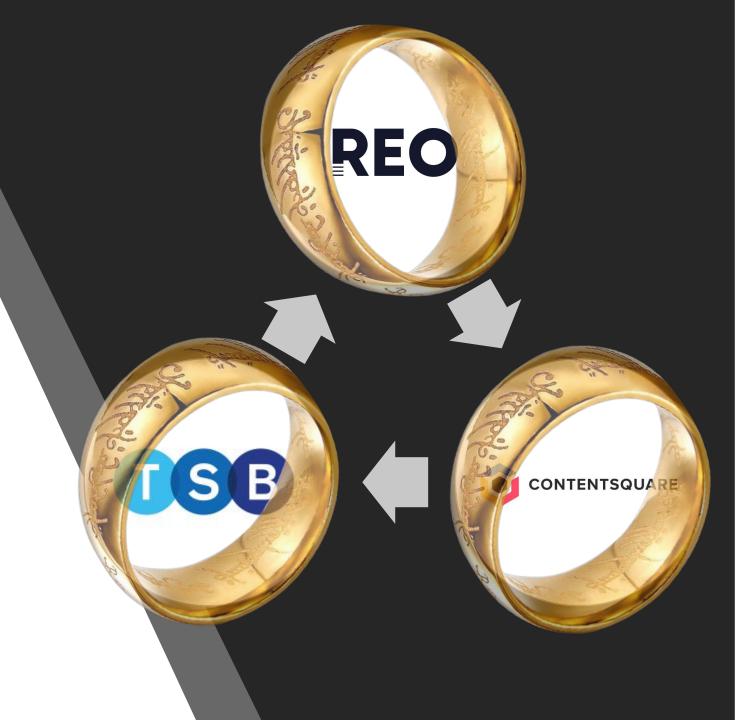
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Putting ideas into action using design process framework



What we did?

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



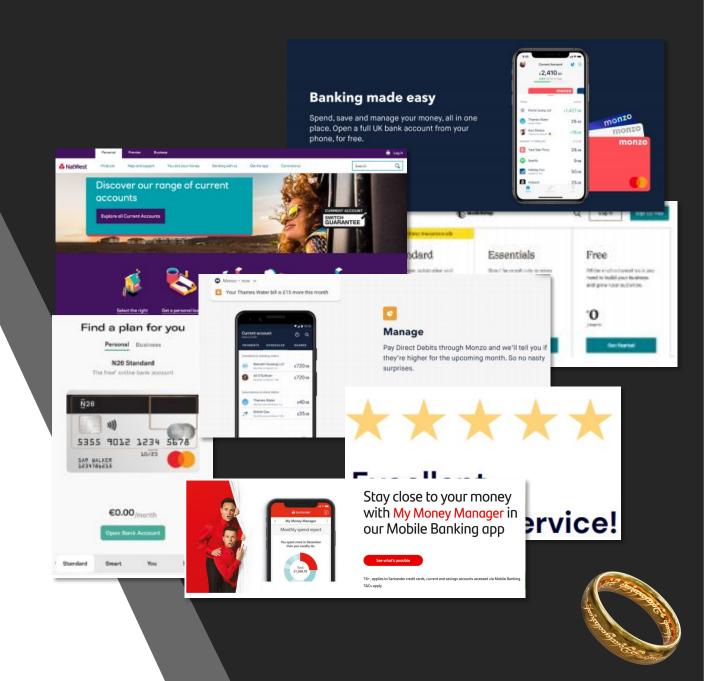
What page performance analysis showed us

- 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 Land but don't Reach Land & Reach Application Visitors who start application have much Application higher exposure than those that don't (85% exposure below the fold vs 72%) **TSB** ISB 🛼 🕾 This is reflected further down the page too. Exposure remains at 85% on the Spent & save account for those who reach App Start. 100.0%99.6 Current but for those that don't only 56% see this. Are visitors who don't start an application coming to login rather than browse 88456 889 products? Spend & Save The majority of those landing, bounce PB - Current Accounts Spend. PB - Current Ac Most visitors reach PCA Overview by landing on it Apply for PCA:a Login TSB - Personal CONTENTSQUARE Application - St 155,460 visitors to PCA Overview, of these 97,860 visitors land directly This represents 63% of visitors CONTENTSQUARE

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

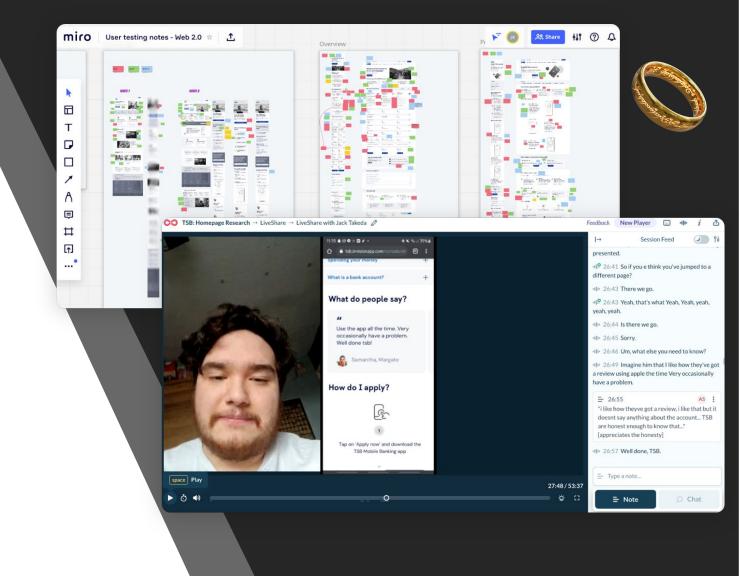
Test

Iterate

Current —	Version 1	→ Version 2 ——	Version 3
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We will soon be making changes to the Personal Banking Terms and Conditions that will apply to all of TSB's current accounts. To see the what's changing, please <u>click here</u> .	Gompure dereambles	On this page	What you get with all TSB accounts
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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



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

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THANK YOU! ANY QUESTIONS?

