

Audience

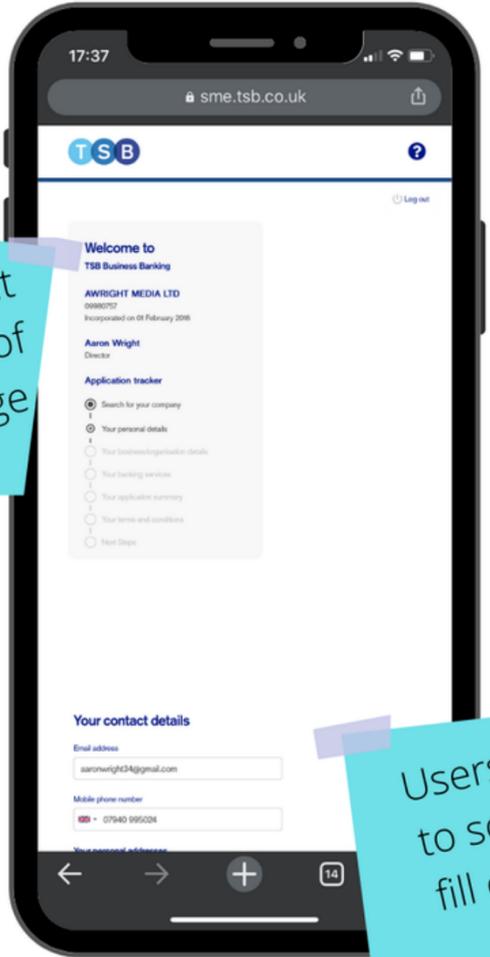
I have been given the task to improve the current form engine of a bank of my choice, by enhancing the user journey (ie: usability, accessibility and information architecture tweaks). I will be designing an online landing page and a sign-up form for business accounts — showing a positive user journey. The case study was set by the Love Circular team (including the target demographic).

- Aged: 26–50
- UK Business owners who turn over £2m — £10m yearly
- Company size: Small, Medium enterprise business owners.

My Focus: User Journey

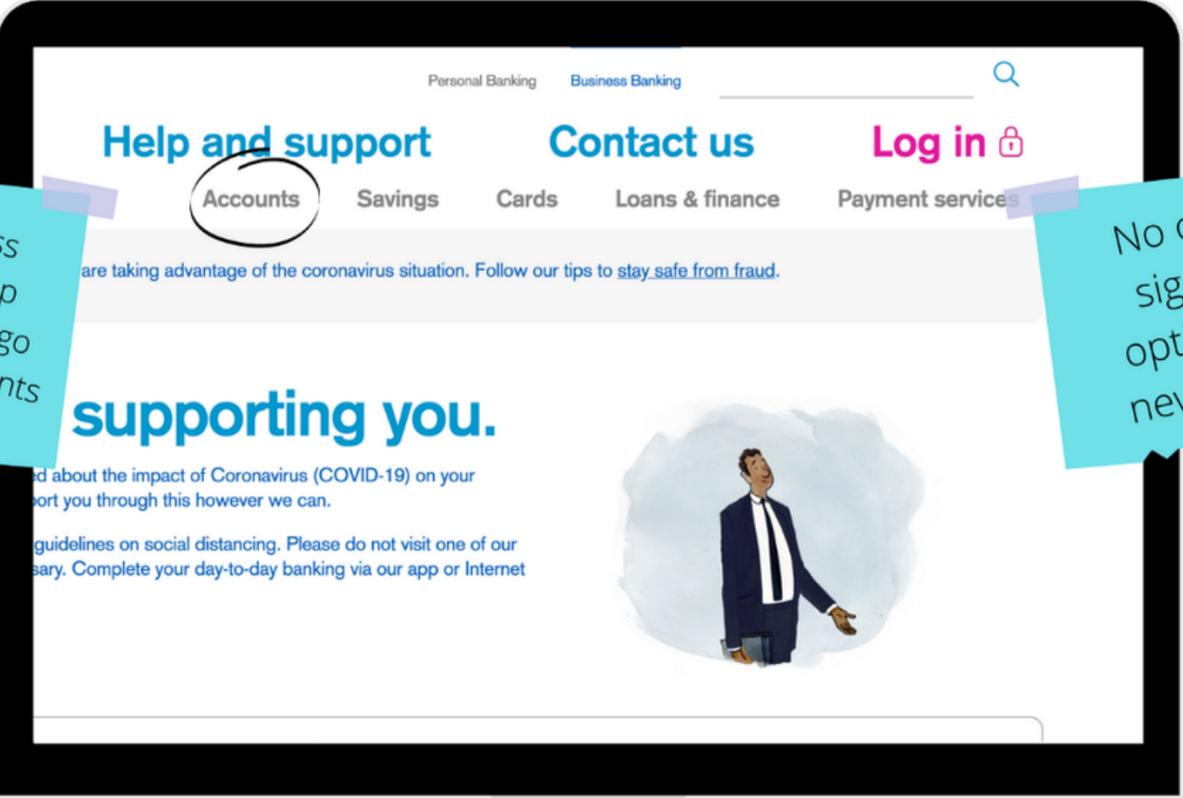
- Optimising mobile and web versions
- Reducing the process to sign-up
- Focusing on the structure of pages to limit scrolling and information per page

Tracker at the top of the page



Users have to scroll to fill out the form

To access the sign up you have to go through accounts



No clear sign up option for new users.

User comments

Trust Pilot User

Stay way, use Monzo

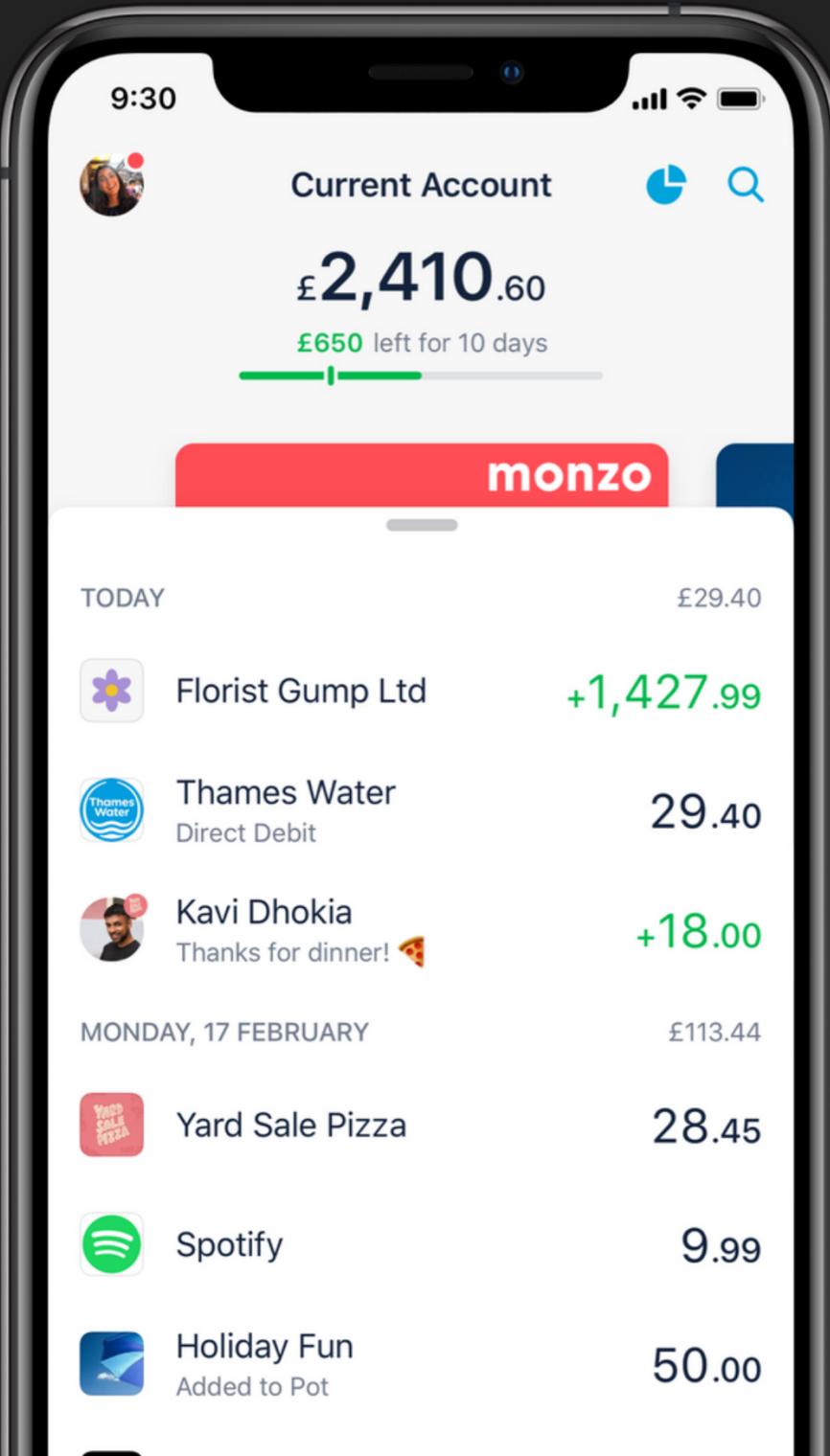
Trust Pilot User

Worst UK bank

Customer Survey

In "The best business bank based on online and mobile banking services" category TSB finished 13/14 with 43 % of users recommending their online banking services.

Competition



Built For Mars ran a test on 12 different banks[8] to see which banks had the quickest sign-up process. Revolut, Starling and Monzo had an average of 35 steps



Enter your date of birth

DD/MM/YYYY

18/10/1991



Continue

Progress tracked
along the top, leaving
the focus on the form

Business

so you can too

small businesses stay on top of their monthly fees.



Elsbeth Tul
Founder o

Clear sign up options with a clear difference on the Monzo website

18:14

monzo.com



Personal

Business

Features

Testimonials

Eligibility

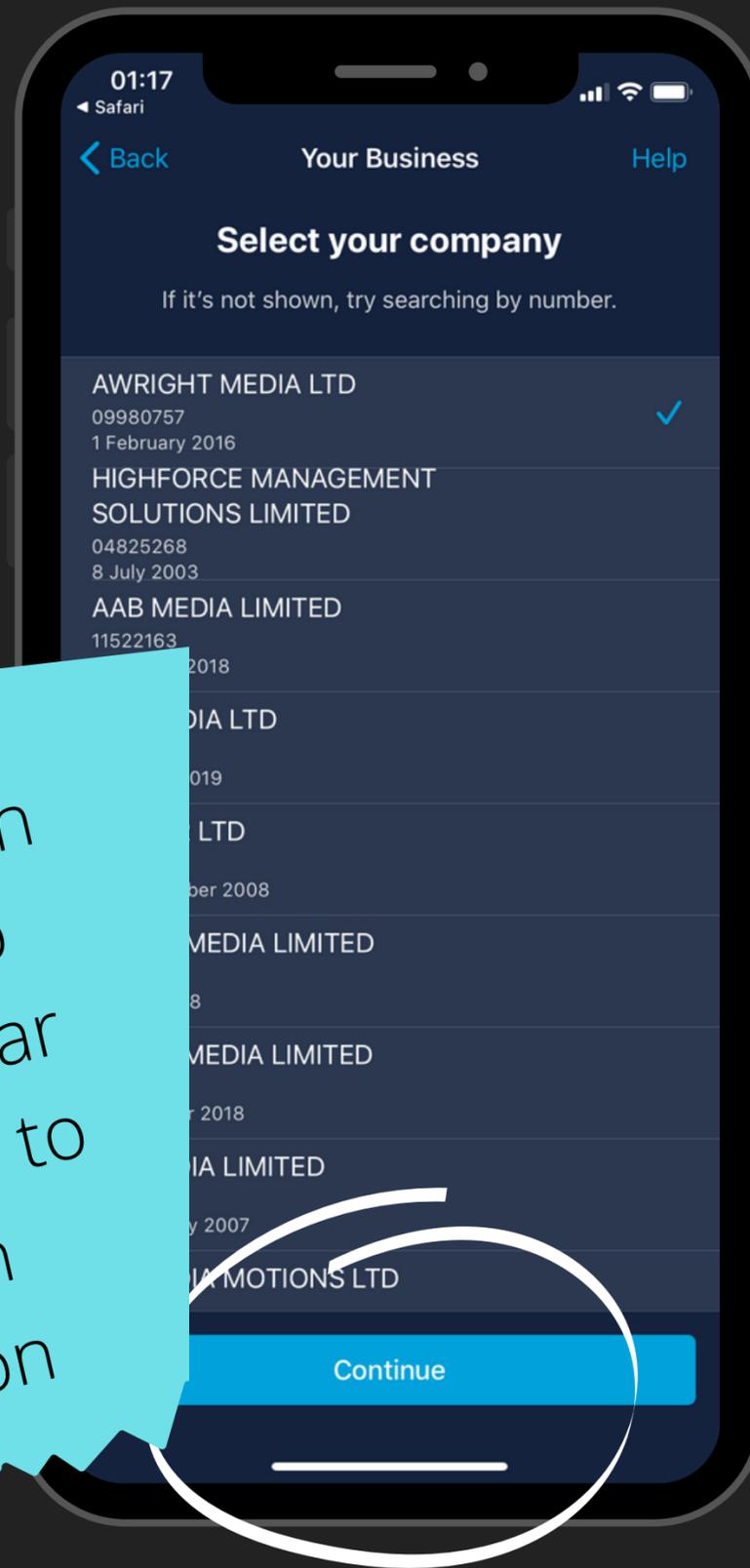
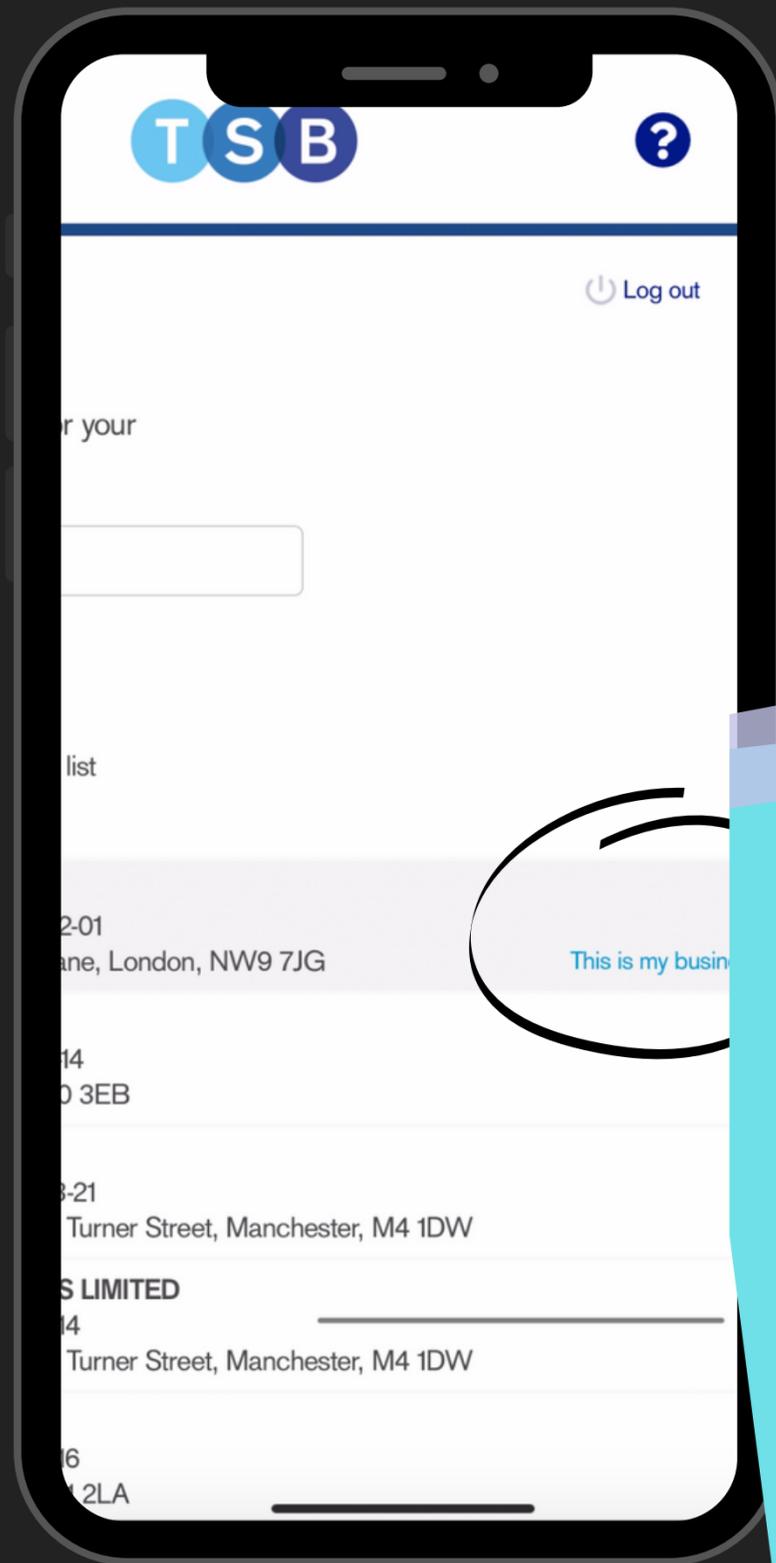
Get help

Log in

Sign up

Clear sign up option for new users





TSB has a small button vs Monzo with a clear and easy to reach button

User Surveys

Below is a summary from the results, here are the full results:
<https://t.co/urlrQcq9nb?amp=1>

86% used Monzo, Starling or Tide as a business account (all three stated in the Simply Business recommendations)

All users use a "Challenger Bank" as a personal or business bank account

All users rated the sign-up process with these banks as "good" or "really good"

71% used online banking while all users use a mobile banking app service

Average sign up experience for the banks they used was rated a 9/10 (10 being the highest)

Important to all users

- o A quick sign up process
- o Automation
- o Easy setup for first time users
- o And customer service communication

User Persona



Name: Rihanna Stewart

Age: 29

Gender: Female

Education: Marketing and PR Graduate

Marital Status: Married

Occupation: Owns a PR company

Revenue: £2m a year - has 25 employees

Devices:

iPhone (2), Mac laptop (2)

Location of use:

At work with or via the accountant

Psychographic:

Loves the independence and responsibility of running her own PR agency. PR is fast paced so should her business operations

User end goal:

Wants a quick and functional online banking service

Scenario:

Is interested in TSB's 25 months free* banking for Startups and Switchers

User Persona



Name: Sara Palmer

Age: 28

Gender: Female

Education: A-levels

Marital Status: Single

Occupation: Successful YouTuber

Revenue: £4m a year - has 10 employees

Devices:

iPhone (1), Android (1), Mac laptop (1), iMac (1)

Location of use:

On the go or during office hours

Psychographic:

Creates content and is loving every minute of it. Able to build his own team and be her own boss

User end goal:

As her team is small and she's always on the go she wants a quick and modern styled bank

Scenario:

Looking for an established bank with a internet bank feel

User Persona



Name: Daniel Campbell

Age: 32

Gender: Male

Education: Business and Marketing Graduate

Marital Status: Single

Occupation: Owner of a local gym

Revenue: £3m a year - has 50 employees

Devices:

iPhone (2), Mac laptop (2)

Location of use:

At work with or via the accountant

Psychographic:

Fitness is very important to Daniel and using his degree and knowledge he has opened his own gym

User end goal:

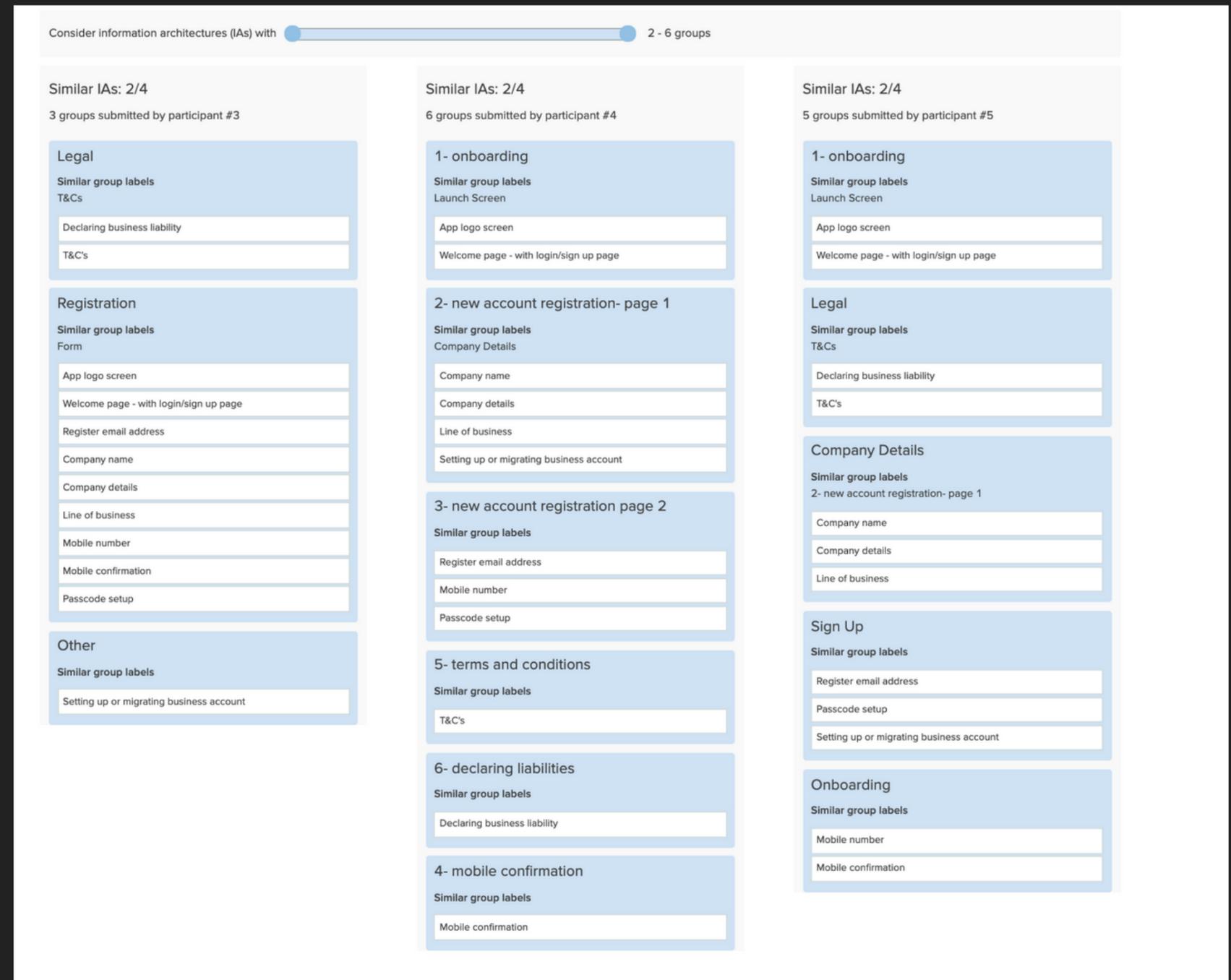
He wants his business to run as smooth as possible so he can focus on the quality of the gym

Scenario:

Wants a business bank account which is simple to use, straight forward and familiar

Card Sorting

To finish off my research, I conducted a remote open sort amongst 17 participants with 7 completing the sort. I chose this research method to figure out how users think the application should be formed, this data will help when mapping out the final layout of the product.



Low-Fidelity Wireframes

search
Company name

Company details

Headline

This is ^{AW} me

This is ^{AW} me

Confirm owner

Confirm profile

Your Name?

First name

Last name

Preferred

Logo

Contact

Sign up your business with TSB

Benefit one

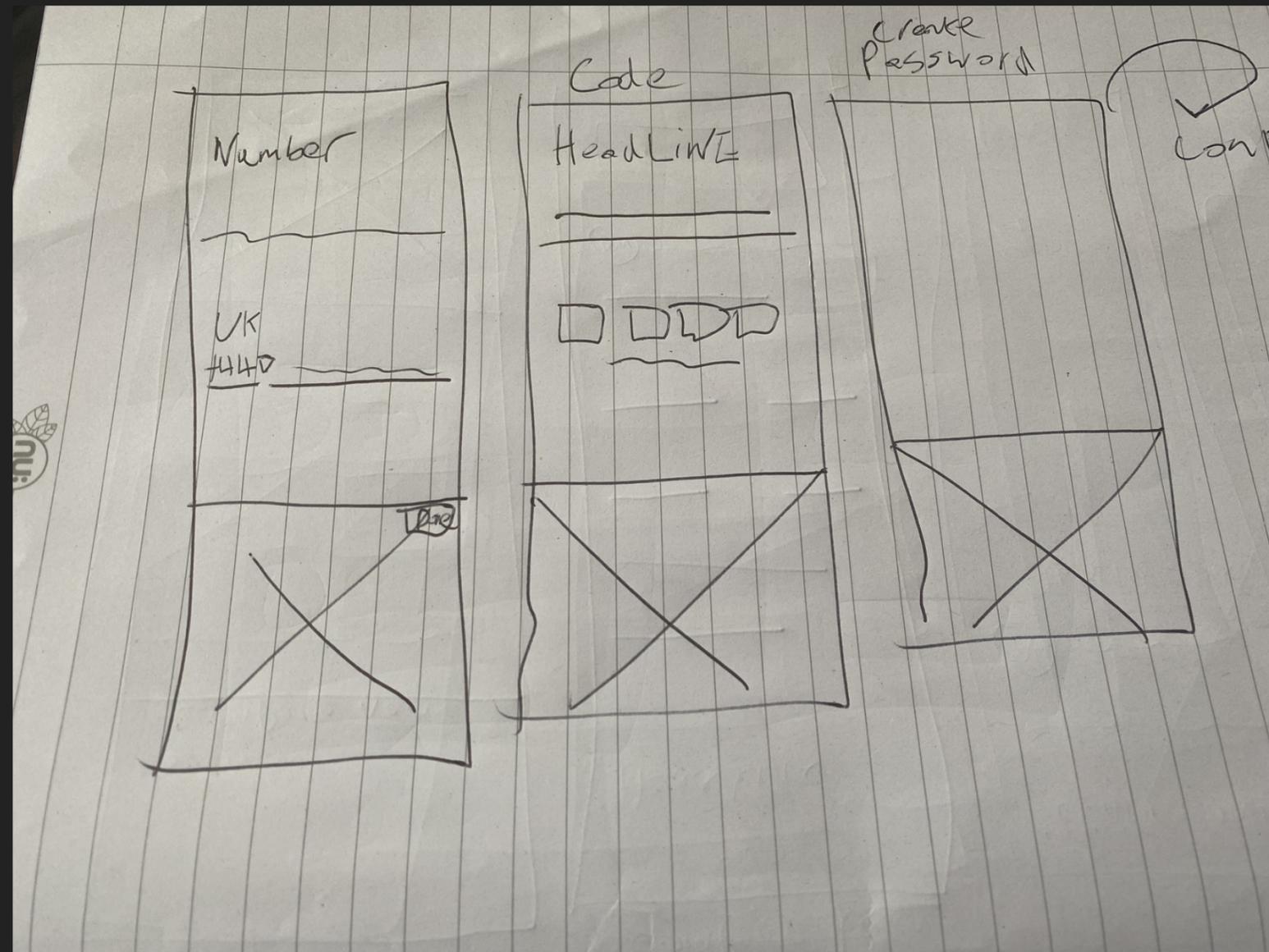
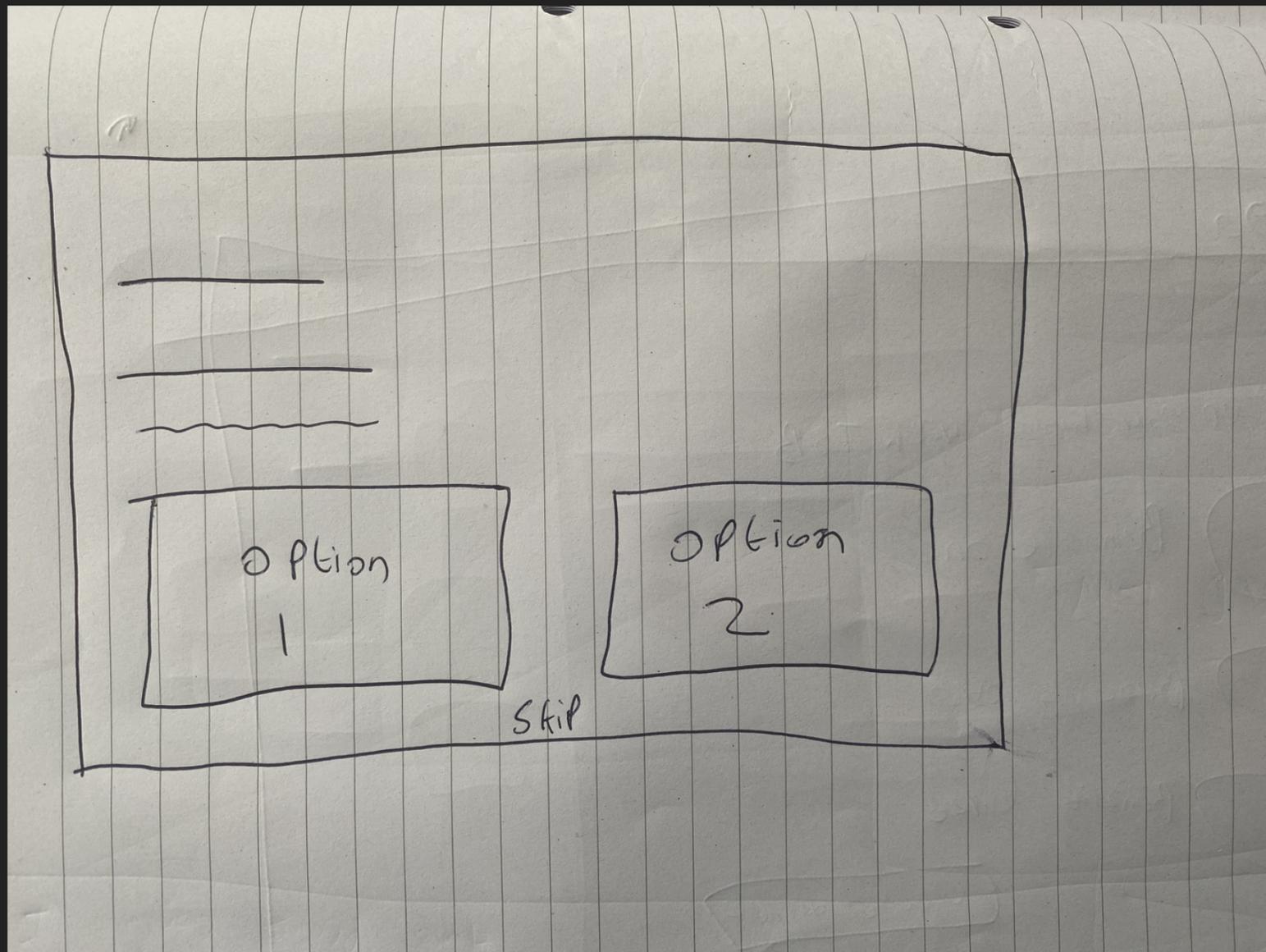
Benefit two

Benefit three

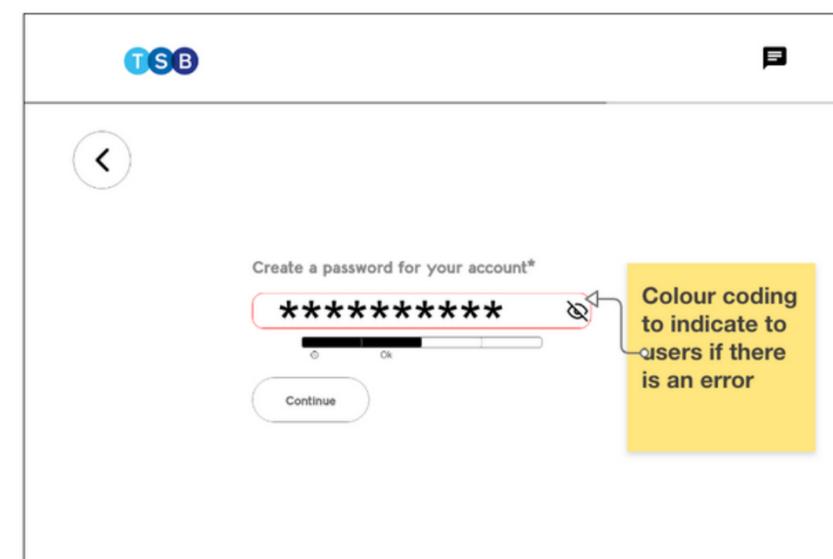
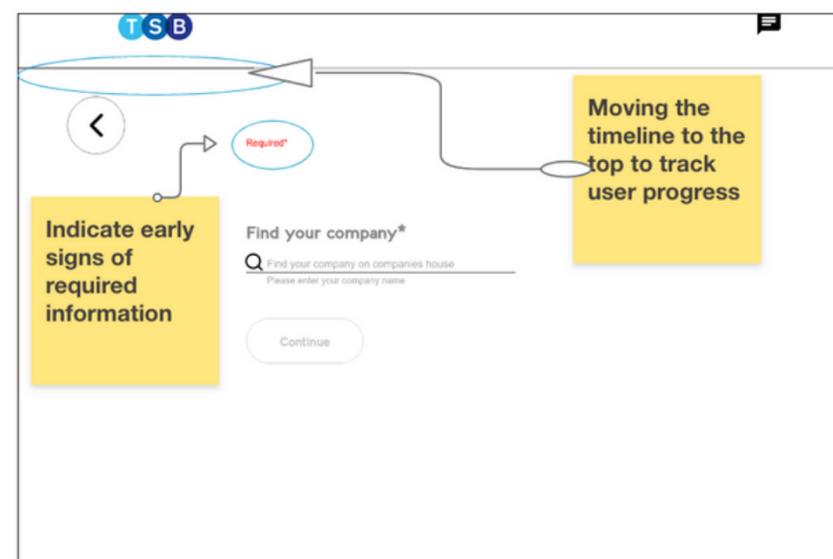
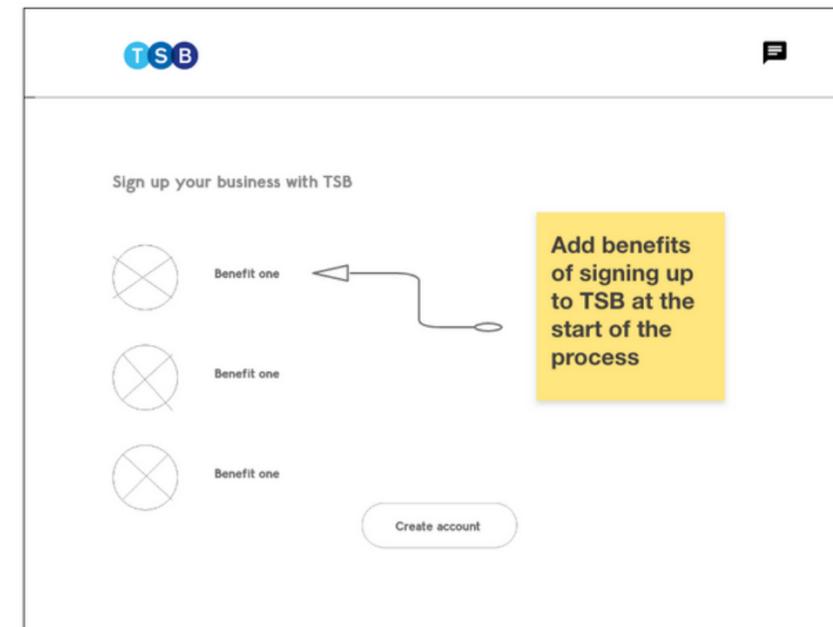
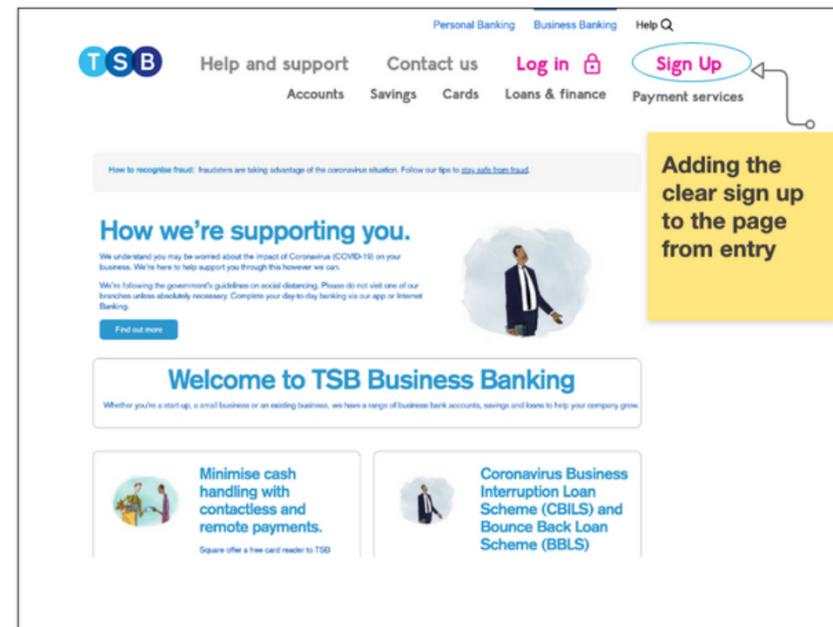
Create account

Already a member?

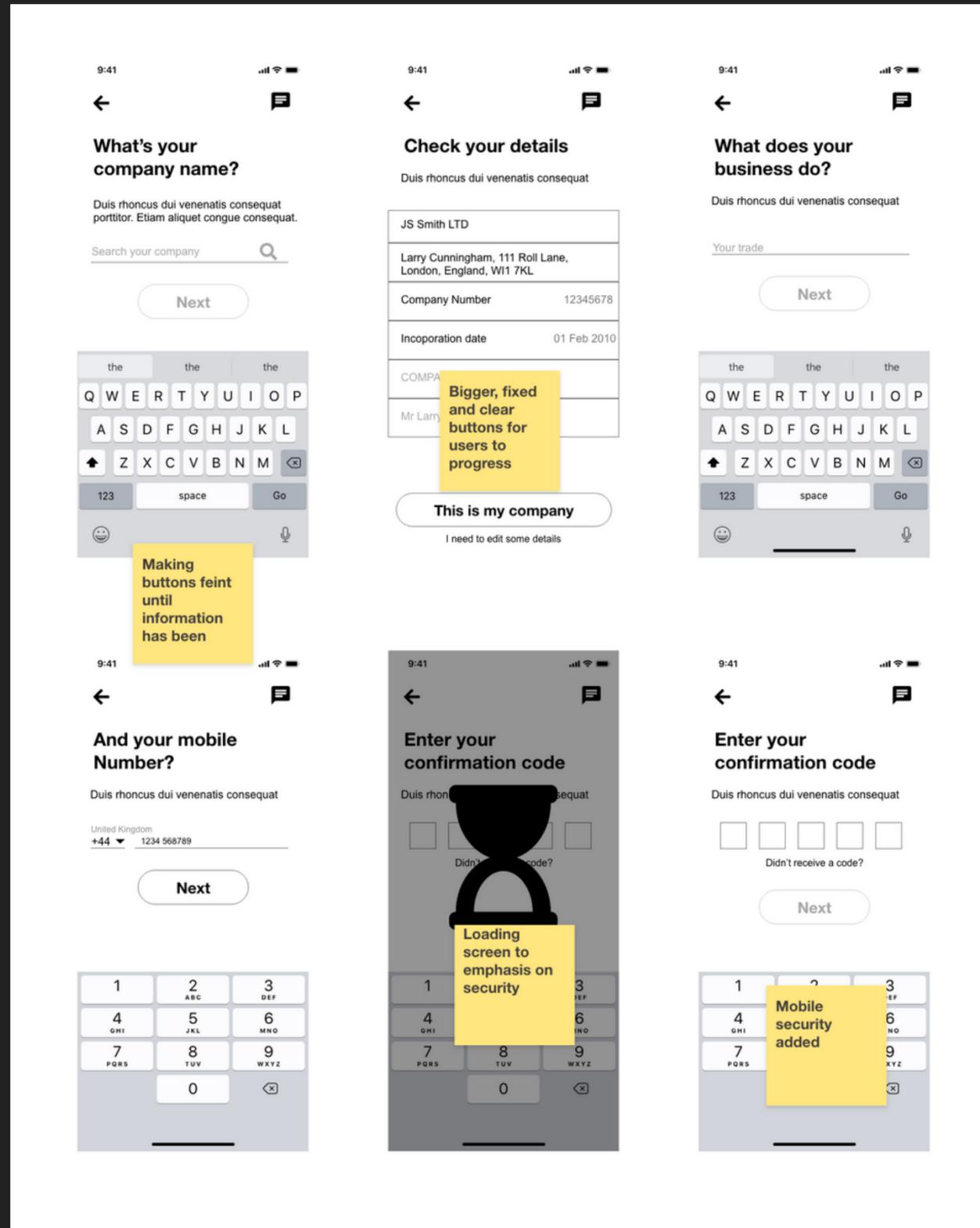
Low-Fidelity Wireframes



Mid-Fidelity Wireframes

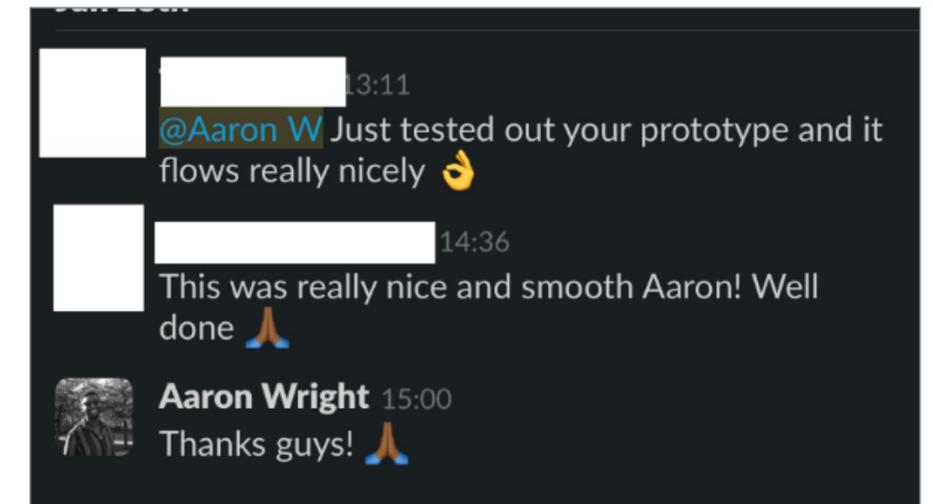
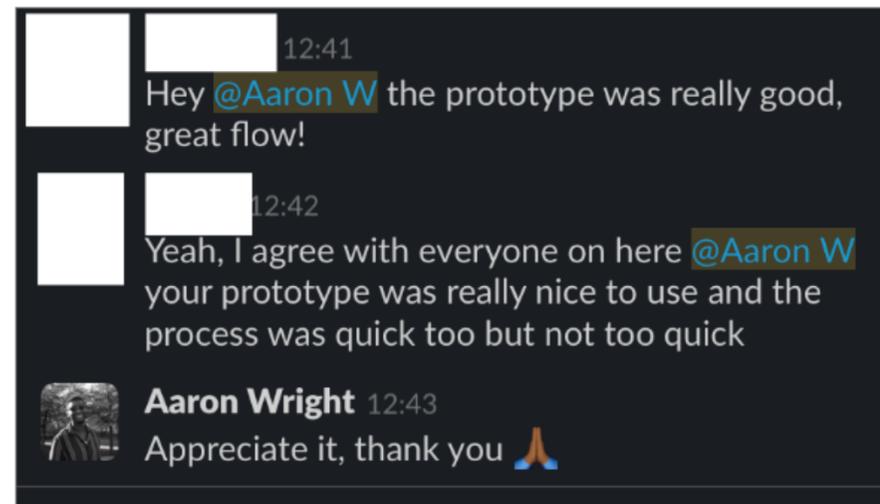
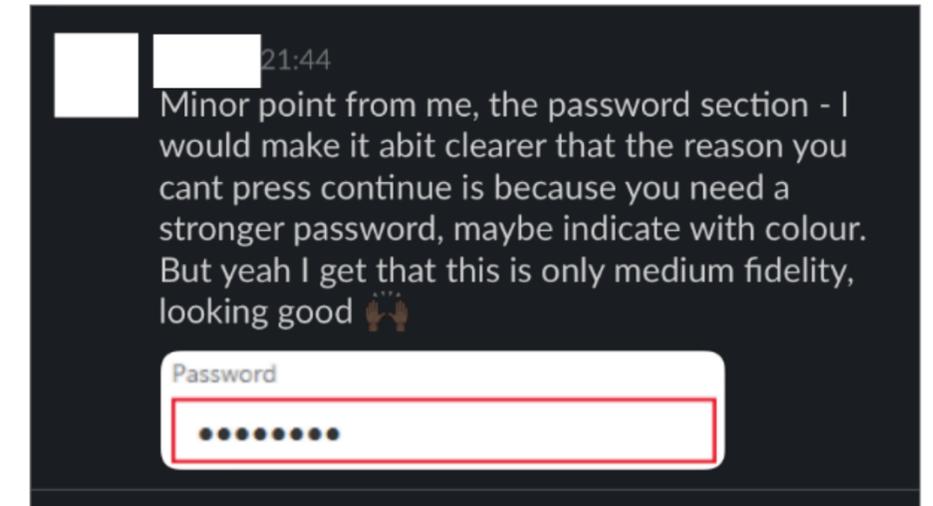
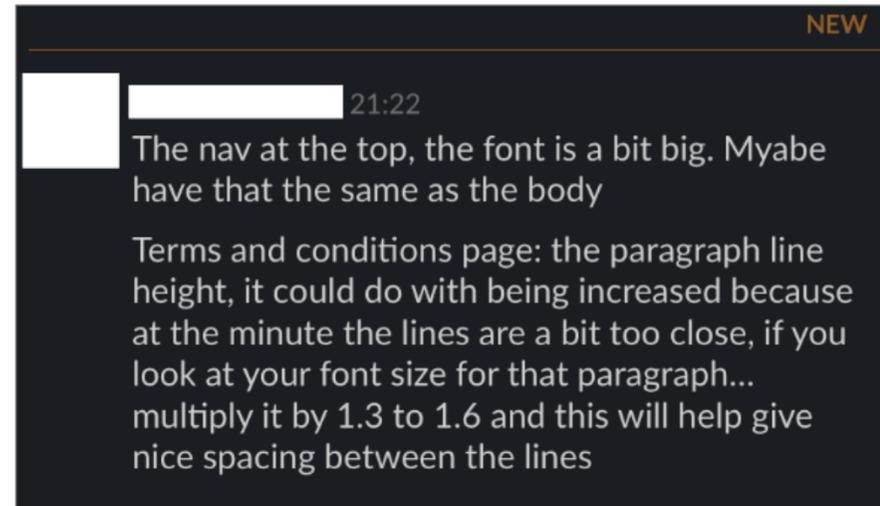


Mid-Fidelity Wireframes

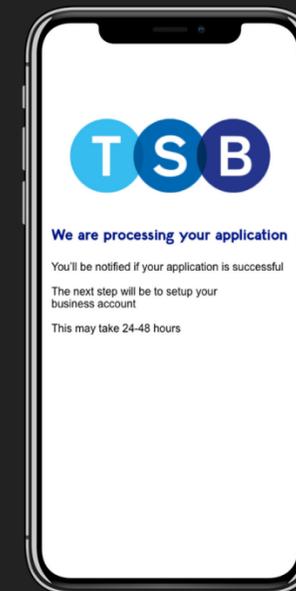
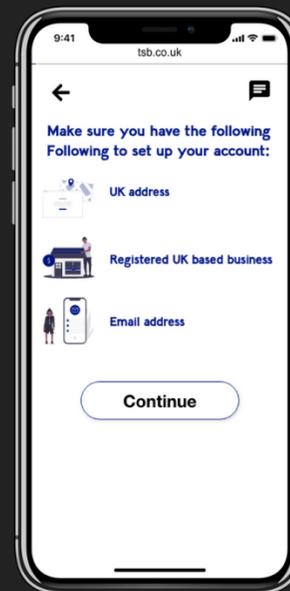
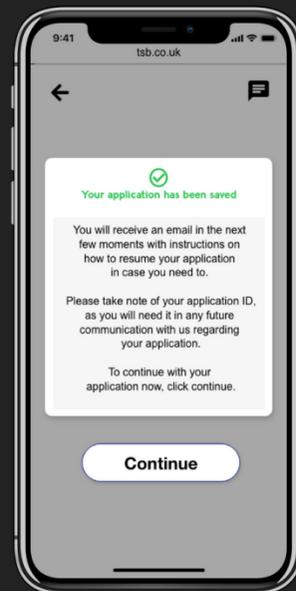
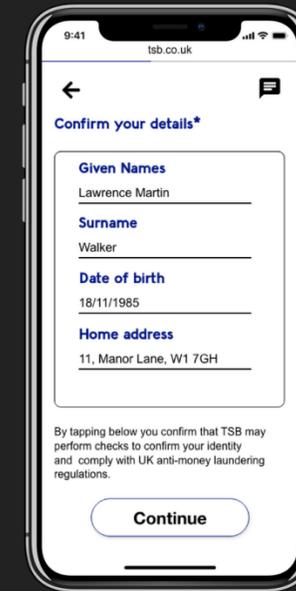
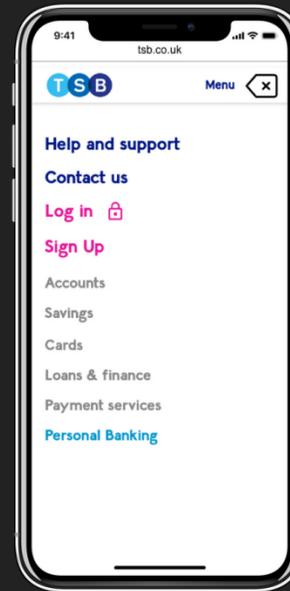
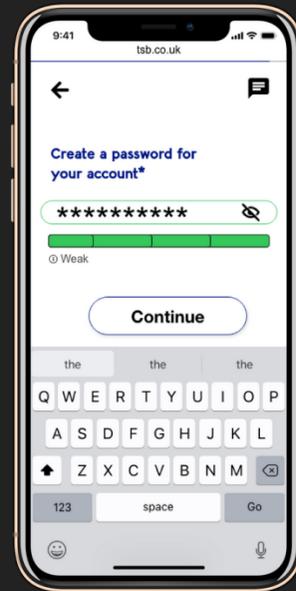


Result Of Prototyping

Once I developed the mid-fidelity prototype, I conducted tests amongst different users to see what could be improved with my design.

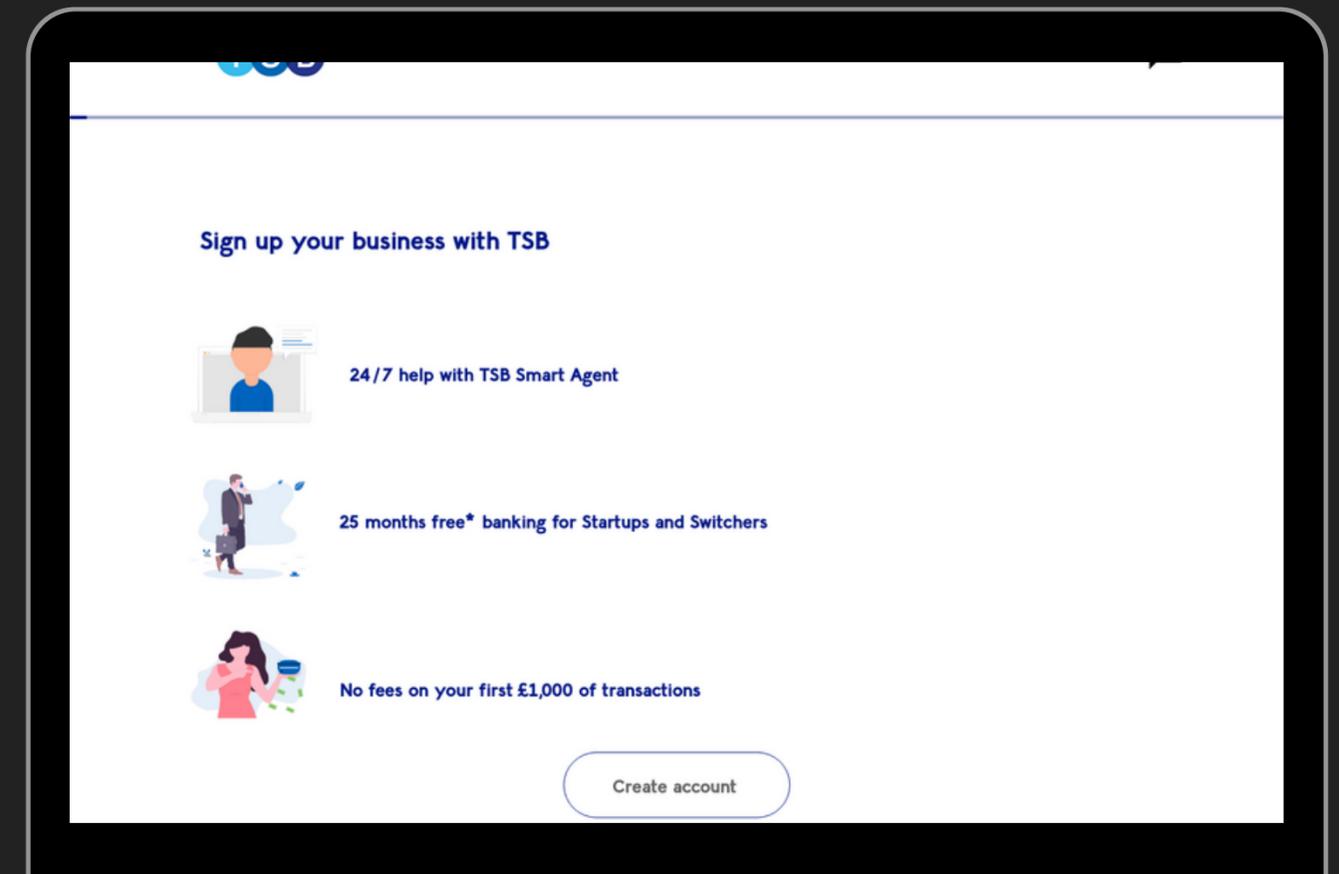
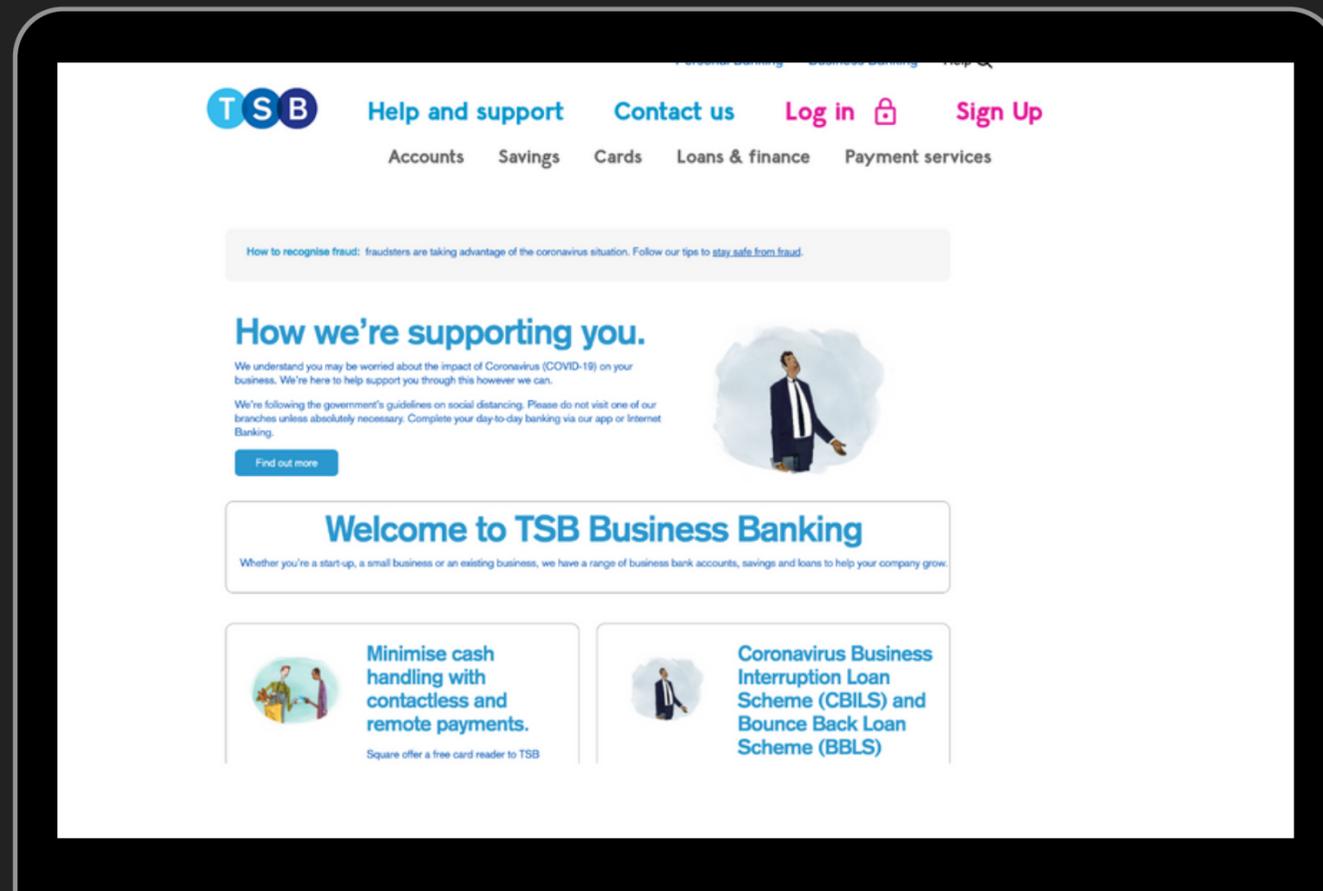


Final Prototype - Mobile



Test the final web prototype here: <https://adobe.ly/38fN8z9>

Final Prototype - Desktop



Test the final web prototype here: <https://adobe.ly/2K1ShT1>

Tools Used

