

Spring 2019

TECH
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THE UX ISSUE

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excelian
luxoft financial services



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EDITOR'S LETTER

Andre Nedelcoux, Head of Digital Consulting at Excelian, wishes you a warm welcome to The UX Issue.

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NEW IDEA, OLD HAT

Design thinking may be the latest trend but the underlying principles of good design were understood centuries ago.

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UX MATURITY

Design thinking is not just a slogan, it's an essential function of business, sitting alongside marketing, finance and sales.

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WHY USER EXPERIENCE IN FINANCE MATTERS

Millennials will soon be the largest consumer demographic. But if you don't give them a good UX, they will go elsewhere.

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"DON'T MAKE ME THINK"

If it's not intuitive, it doesn't work properly. We choose some key insights from Steve Krug's user experience Bible.

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USER-CENTRED DESIGN

Off-the-shelf, re-engineered or bespoke? The answer to your UX question depends entirely on your users' needs.



[Companies] choosing to invest in [UX and UCD] integration display a significant stock market advantage, outperforming the S&P by an extraordinary 211%.

The Design Management Institute, 2016

Hello and welcome to this special UX edition of Tech Spark. User experience (UX) and "design thinking" have been buzzwords in industry for some years. And it's no secret that, in the financial services sector, we've had to play catch-up.

But the good news is that there has been a giant leap in the quality of user interfaces in our industry in the last three years. **A new generation of consumers have high UX expectations.** User-centred design (UCD) – the strategy for engineering and delivering UX – is placing these users at the fore, and designing around their needs.

As the figures from the Design Management Institute illustrate, there is a robust business case for integrating UCD as a core function of business, as important to the bottom line as sales, marketing or finance.

UCD requires vision and a strong will to change. It is a cultural shift that needs new thinking throughout the organisation. We've designed this issue of Tech Spark to be accessible to anyone interested in UX, whether you want to play catch-up with the industry or want to take UX to the next level.

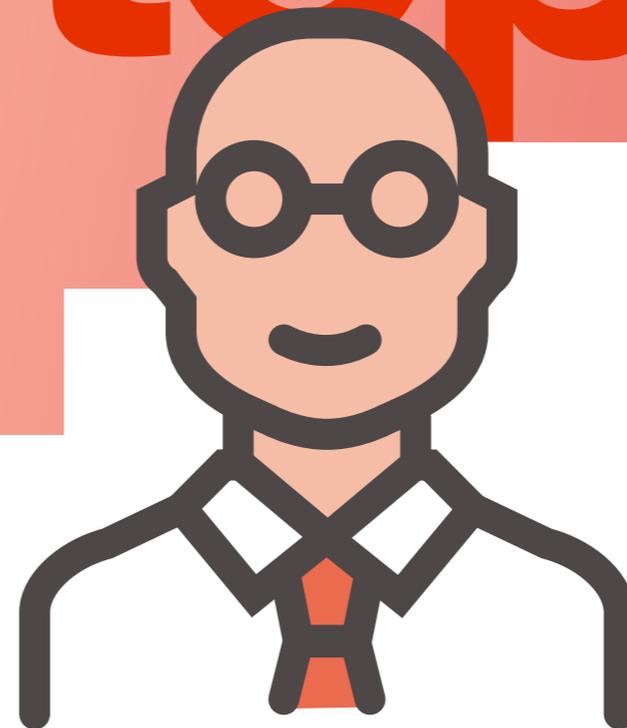
I hope you enjoy the issue.

Andre Nedelcoux
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A journey to the top

Understanding experiences better, by dissecting our thoughts and feelings, allows us to focus on negative experiences and their key triggers. This can reveal opportunities – to fast track goals, remove blockers and ultimately elevate emotions ...

Words: Richard Murray



So where do we start? Well we need to work from a scenario with which we are all familiar and cause us frustration – you need to feel the pain to be able to relate. We have all had negative experiences getting to and from our places of work, so this is probably a good example to use. It's important to mention this is about the process rather than the task, so once there is an understanding of the concept you can then take this model and apply it to your professional life – for example, your workflow as a wealth manager, director of finance, senior analyst, CTO etc.

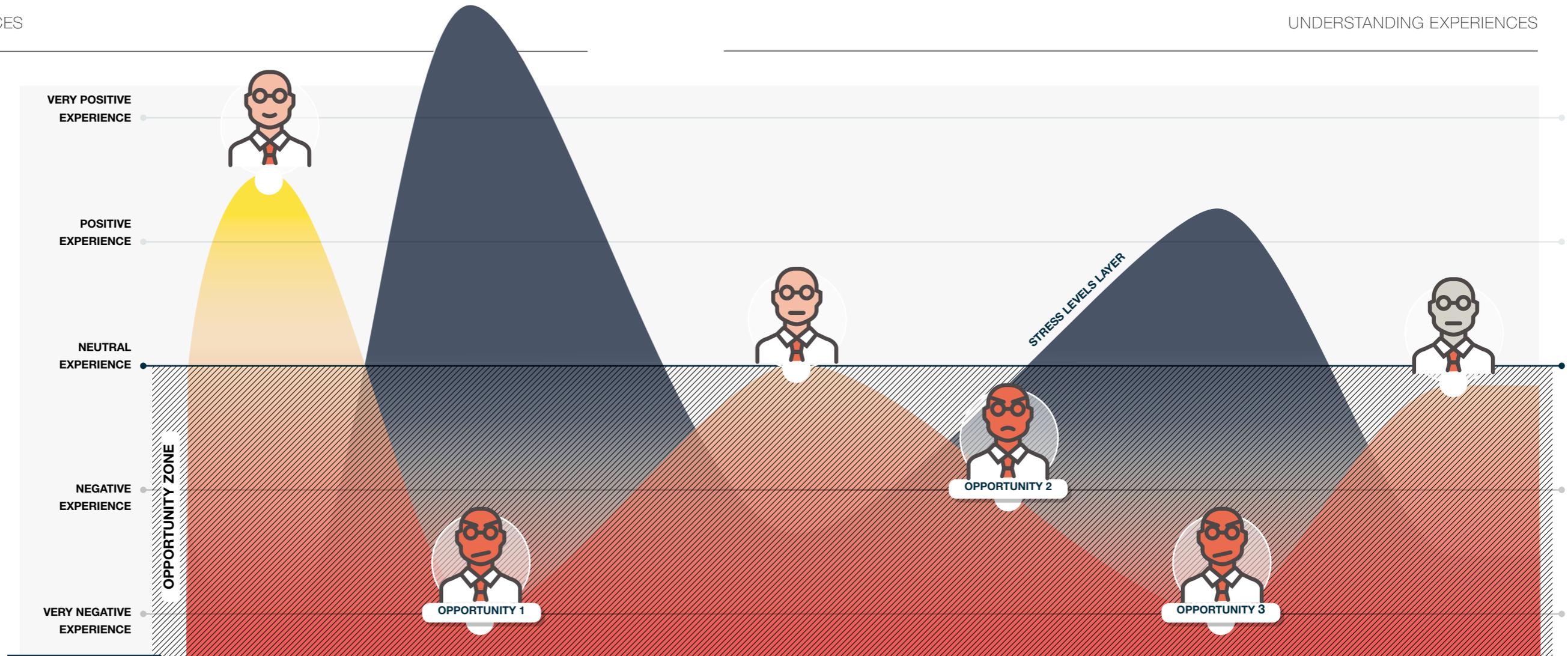
Your daily journey to or from the office invariably involves a set of separate milestones that collectively form your overall commuting experience. Hit a blip within one or more of these milestones and it starts to impact on your overall experience. This can start to drag your emotional state into negative territory and then you're on the way to encountering another terrible commute. Three or four bad journeys within a working week could be viewed as a bad week; three bad weeks out of four would be a bad month, and so on.

Realistically most of us cannot avoid our commute but if we can understand where the pain comes from and spot the individual opportunities, perhaps we can switch the twice-daily experience from a collective negative to a collective positive ...

As user experience designers we use →

Emotion is a complex experience of consciousness, bodily sensation & behaviour that reflects the personal significance of an event.

[Encyclopædia Britannica](#)



various techniques to understand goals, behaviours, pain points and triggers. We need to understand the emotions the users are going through at various stages, and discover how we can improve the experience by eliminating the negatives.

In the example to the right we use a customer journey map to break a very simple commute into key individual events, mapped against emotional values – thoughts, feelings and behaviours. This gives us a holistic overview of the overall experience, which clearly highlights the key problem areas for us to discover and develop opportunities. Each of the events or touch-

DAILY COMMUTE Behavioural events in sequence ...		Check weather app on mobile device before leaving the house for the station.	Arrive at station to find heavy overcrowding and multiple train cancellations.	Head to bus stop – check bus timetable app to find when the next bus arrives.	There's a sudden heavy rain shower and no available overhead shelter.	Check bus app again – bus now showing as due in seven minutes ...	Bus arrives and there are plenty of seats available
THINKING		App says dry but chilly all day, therefore I'll wear my blazer and a scarf ...	I wish there was a reliable alternative that gets me to the office quickly.	App says five minutes until the next bus, its nice to have access to this information.	Hurry up bus, I wish I had brought my umbrella with me!	Is this some kind of wind up?	Thank goodness, I've got a seat / some space, I'll put my music on and zone out.
FEELING		Content and positive. Feeling actually quite pleased with oneself.	Super angry, this is too regular an occurrence. Sudden stress spike.	Mood lifting, stress levels falling.	Annoyed with the weather app for inaccurate information. Stress levels increasing. Wet.	Drenched and pretty fed up. Stress levels continue to rise.	Feeling more positive albeit wet through.
CONSEQUENCE			Alternative route to work required ASAP.		Trust level plummets for the weather app used earlier.	Consecutive negative experiences feel much worse than a single occurrence.	A leap in feel good factor but it doesn't mask the all the negativity experienced.



Turn over to see how applying these two simple changes affect the overall experience. →

APPLYING THIS PROCESS WITHIN FS

John, a research analyst at a Tier 1 investment bank spends his time trying to identify potential opportunities in the technology sector for his clients. He does this by looking for historic correlations in movements with geo-political, environmental and market events in the hope that these might “explain” future market movements and provide him with reference-able insights he can share with his clients.

A significant part of Johns day is spent looking through news, talking to internal and external market analysts, conducting cyclical analysis and modelling using historic data. The remainder of his time is split between creating research reports and talking to clients either on the phone or via various online communication channels. Johns’ most productive time is in the morning once he has had a chance to digest daily news and overnight market sentiment and formulate his thinking. Unfortunately, this can only happen once he arrives at the office as his commute is mostly underground where there is little to no data connection.

There is a plethora of external and internal proprietary systems and applications he uses to access his data and conduct his cyclical analysis with numerous and differing passwords and varied navigation and usability standards. His main analytical application allows him to plot various data series over time although he is often required to write complex algorithms to do this in order to best visualise the resulting timechart in the correct ranges. This has taken him some time to learn and is not intuitive.

John spends his afternoon writing static pdf reports to share with his clients who often request further supporting time based evidence he custom creates for them. He has in excess of 5000 reports in his report repository which he often searches through having to open them one by one to find what he is looking for.

OPPORTUNITIES

Subscription based mobile synchronisation of overnight commentary and news events such that John can access off-line up to date analysis and news during his commute and both bookmark or initiate a cyclical chart build which will be ready for him once he arrives at the office.

A workspace based environment customised by user role where functional “modules” are both recommended and user defined and both single-sign on and data passthrough happens seamlessly such that John is progressively and intelligently pushed relevant and predetermined feeds of aggregated Tech based “news” he can leverage to both support and promote his insights.

A dynamically driven report creation engine and visualisation platform pre-defined by both an organised, searchable and scalable taxonomy as well as preset structure and look and feel relevant to both sector and data types. This would allow John to generate reports dynamically, search for reference-able historic research as well as provide clients with access to dynamic charting capabilities at a click of a button / chart. ■

FAST FACTS



Organisations that lead in Customer Experience outperformed laggards on the S&P 500 index by nearly 80%.
(Qualtrics)



... of organisations working to improve Customer Experience report an increase in revenue.
(Dimension Data)

\$823m

A moderate increase in customer experience generates an average revenue increase of \$823 million over three years for a company with \$1 billion in annual revenues.
(Temkin Group)

This is the replay of the exact same events in sequence, but now looping in the two simple changes suggested on the previous page

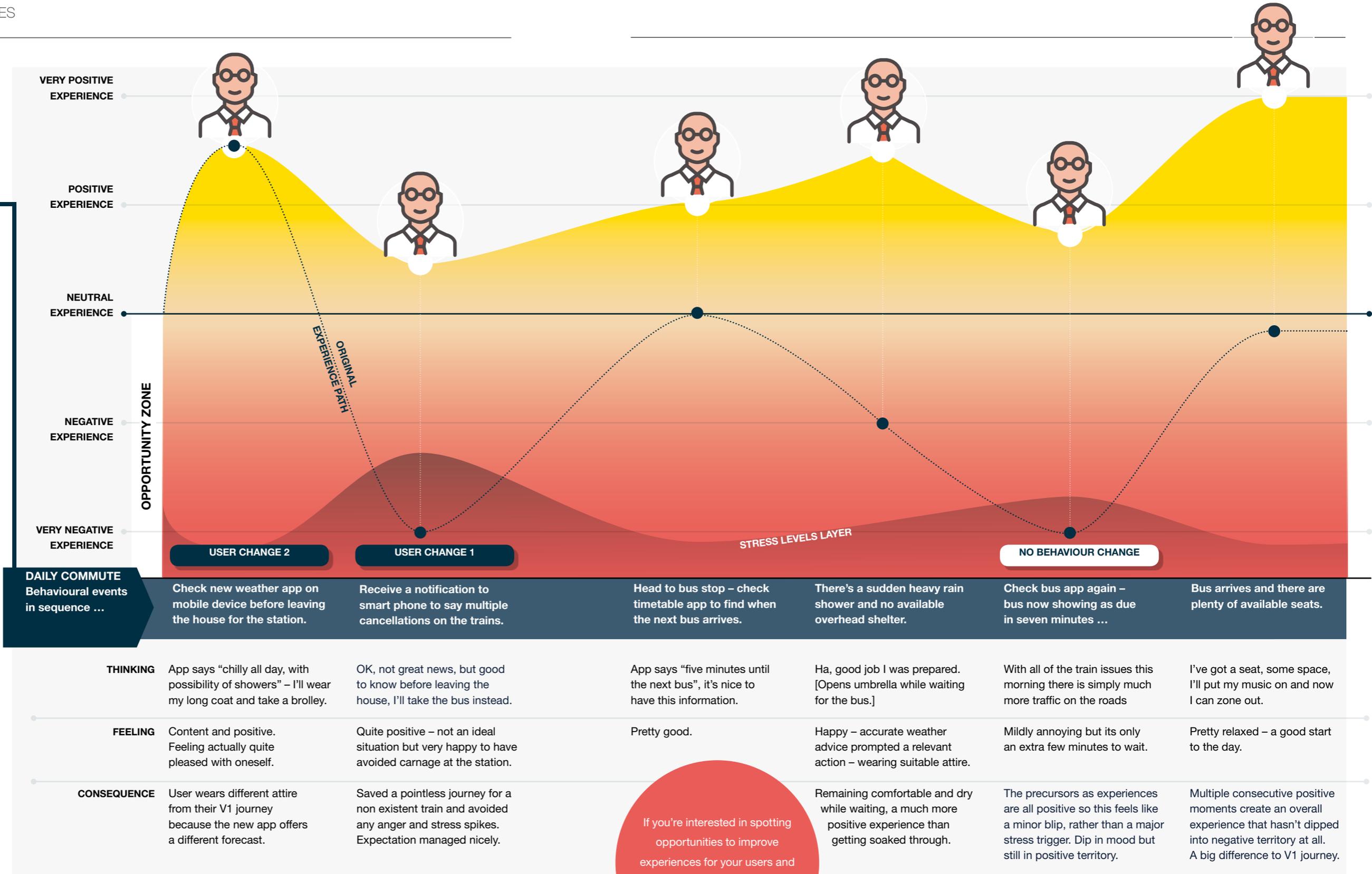
As you can see each individual event has now up-shifted in every instance except the first – where the behaviour has changed, but the positive effects of that change aren't actually felt until the sudden rain shower later on.

The individual experiences are vastly more positive and stress levels very much decreased. Interestingly we didn't change any behaviour for Opportunity 3, and although this presented a slight dip in the overall commute experience it still wasn't enough to drop into negative territory.

Because all the previous events were positive this accumulates goodwill and an uplift in emotions and the actual negative event of the delayed bus doesn't actually pose a large problem. The user is more rational and can find it easier to understand the scenario without it causing too much pain.

Small simple changes can have a big positive impact on experiences, but it's all about finding and focusing on the right areas to make validated adjustments.

Uncover the pain points, stresses and negativities from your users – then you are in a position to make positive changes to delight them. ■



If you're interested in spotting opportunities to improve experiences for your users and or your company, please email richard.murray@excelian.com

Read the full issue of TechSpark:

<https://www.luxoft.com/techspark/issue6/>
