

Faster, Better, Stronger

Leveraging User-Based Product Design to
Improve your Treasury Services Offering

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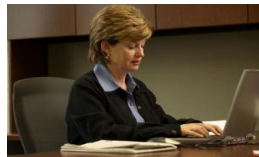
Common Responsibilities



Financial Institutes



Treasurer



AR / AP



Investments /
Credit / FX



Forecasting

- Assess daily cash positioning and liquidity needs
- Oversee cash collections, funds transfers, cash disbursements, month-end account closing activities, and inter-departmental reporting.
- Make sure accounting records are updated for daily financial transactions.
- Make sure issues are resolved regarding customer or supplier transactions
- Liaise with banks to address any account or service issues and strategic needs.
- Develop financial reports to assist management in making appropriate decisions regarding debts and foreign exchange plans.
- Maintain security and confidentiality of financial records.



• **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?



• **Efficiency:** Once users have learned the design, how quickly can they perform tasks?



• **Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?



• **Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?



• **Satisfaction:** How pleasant is it to use the design?

Defining Utility and Usefulness

Does it do what the User needs?

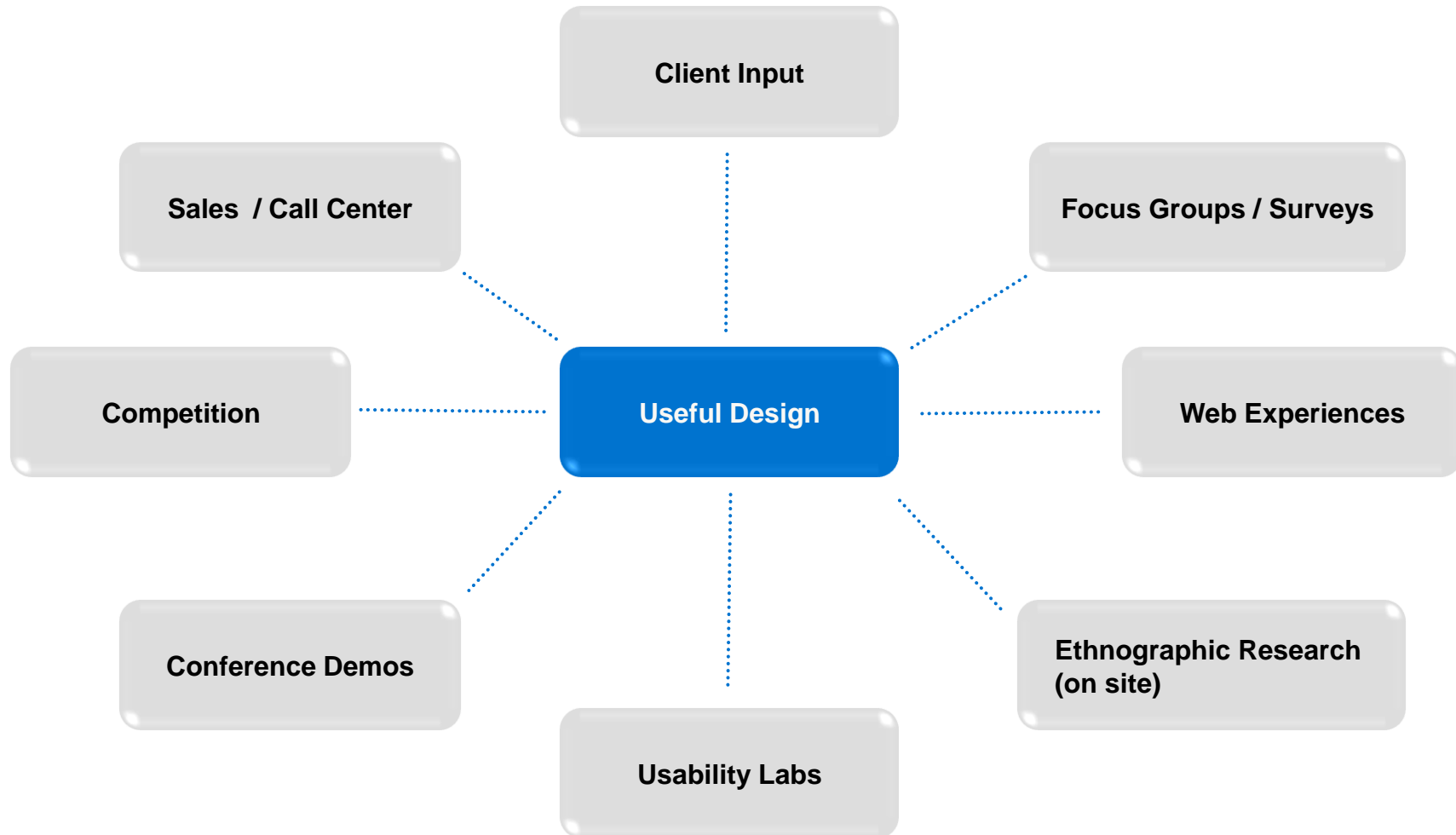
*Definition: **Utility** = whether it provides the **features you need**.*

*Definition: **Usability** = how **easy & pleasant** these features are to use.*

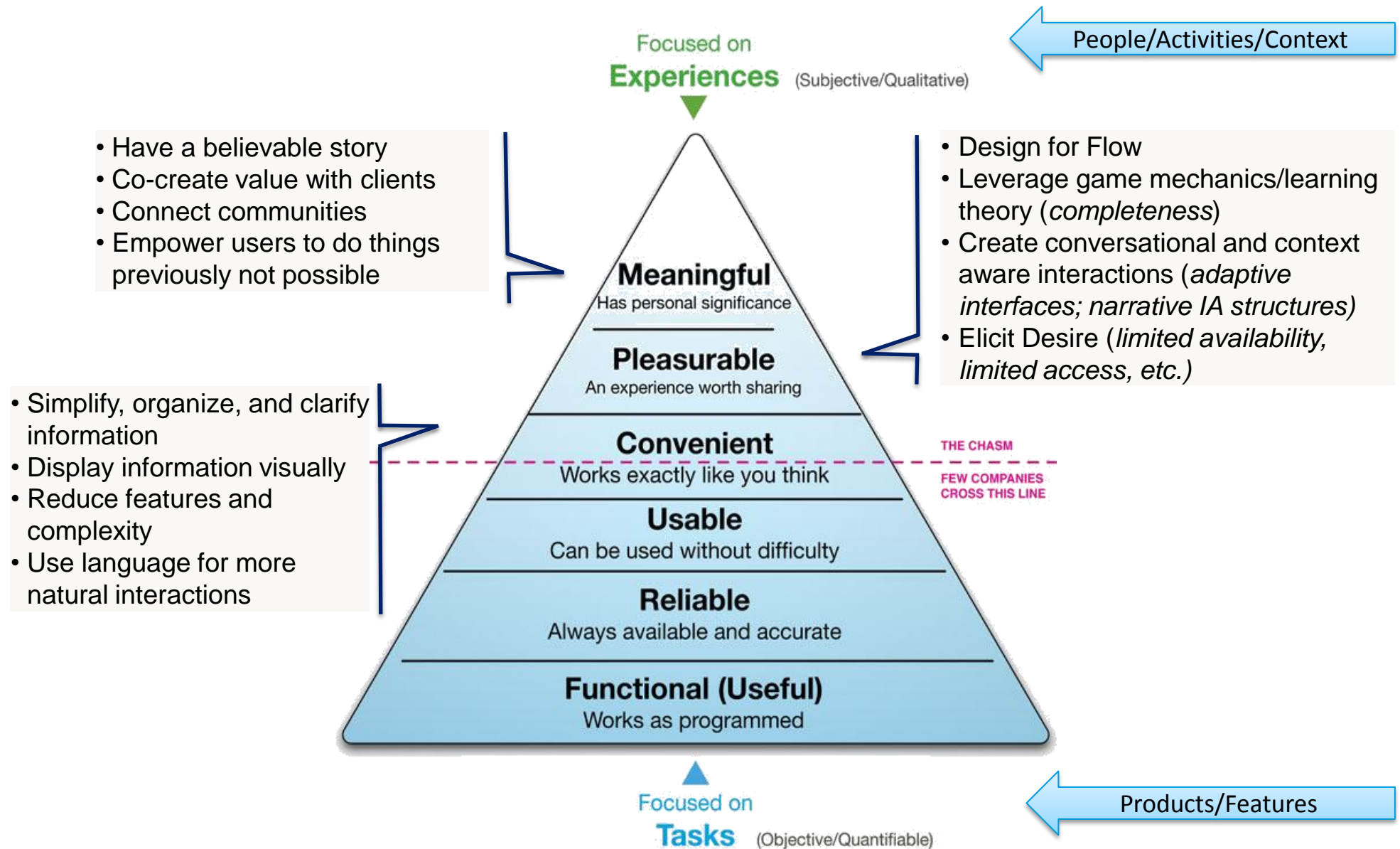
*Definition: **Useful** = usability + utility.*

Validating if the Design is Useful

Collecting input



Focusing on Experiences vs. Tasks



Choosing the right Research Method

What do you want to find out? Which method can give you that information?

Research Method	Pros	Cons	When to Use
Focus Groups (6-8 people from your target market)	<ul style="list-style-type: none"> • Can get a clearer idea of your target market, what they think and what they want • Can contact many clients and can be less expensive • With group sessions, ideas can lead to the new ideas. 	<ul style="list-style-type: none"> • Can only gather opinions on concepts and ideas, not how well people would use designs • Not always totally reliable - 1 vocal person in a group can influence everyone else 	<ul style="list-style-type: none"> • If you have little knowledge about the target market • Performed early in the project • If you are looking to develop something new, but aren't sure what the reaction will be
Usability Labs (1-on-1 facilitated sessions)	<ul style="list-style-type: none"> • Collects more detail on each person and thoughts/opinions • Focuses on the interaction with the website. • Can show exactly how clients use websites (and where and why they go wrong) 	<ul style="list-style-type: none"> • More expensive • You hear feedback from less clients 	<ul style="list-style-type: none"> • Used when creating a new site • Used when enhancing an existing site • Perform these regularly during development cycles
Ethnographic Research (on-site observation)	<ul style="list-style-type: none"> • Observes natural behaviors of clients in their work space • Can reveal offline behaviors including other systems used and paper intensive tasks 	<ul style="list-style-type: none"> • Takes more time per client • Schedules dependent on clients • Clients may not act naturally during the study 	<ul style="list-style-type: none"> • Early stages of a project • Used for very complex or critical design challenges
Web Experiences	<ul style="list-style-type: none"> • Less expensive • Can do this research all year 	<ul style="list-style-type: none"> • Easy to fall behind given short life cycles due to innovation • May overlook unrelated industries driving change 	<ul style="list-style-type: none"> • Used to evaluate approaches for user experience designs • Used to validate latest technology capabilities
Sales / Conferences / Competition / Client Input	<ul style="list-style-type: none"> • Less expensive • Can collect this research all year long 	<ul style="list-style-type: none"> • Focus is often on features and not user experience • May not lead to differentiation 	<ul style="list-style-type: none"> • Validation of your websites feature set • Used to assess Market Capabilities for Sales efforts

Putting the User in the Driver's Seat - The Usability Lab

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Sample Usability Lab : CashPro® Mobile

Provides feedback on thoughts & opinions

“Very user friendly, if I can use it anyone can use it.”

“I want to give up my laptop and work only on my mobile device. CashPro Mobile is the first step toward this.”

“I’m busier and busier each day, working across multiple states at any given time, CashPro Mobile will make my work life much easier.”

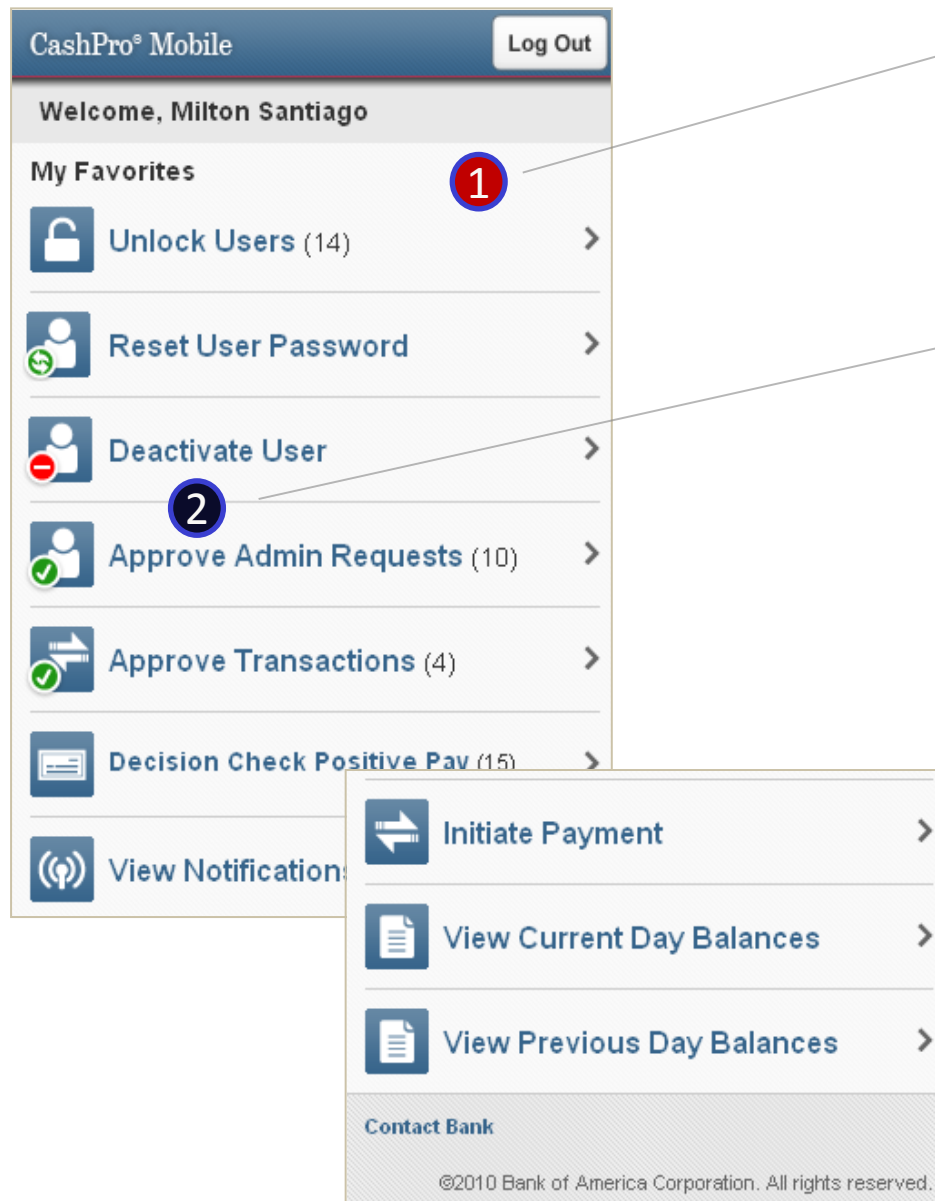
“Mobile applications will be the next wave for corporate banking, and Bank of America seems to be at the forefront with CashPro Mobile.”

“The first thing I do after waking up in the morning is to see my Previous Day Summary Balances, CashPro Mobile will make this so easy that I won’t even have to get out of bed.”



Sample Usability Lab : CashPro® Mobile

Focuses on Interaction with the Website / System



1 Some users expressed the need to organize the home page. Need ability to customize home page.

2 Some users expressed grouping the navigation into logical sections such as all Approval related tasks.

3 Tapping vs. Touching was a difficult interactive gesture for people to get the hang of, especially when it's the first time they have used a touch screen device.

4 Easily found Home button.

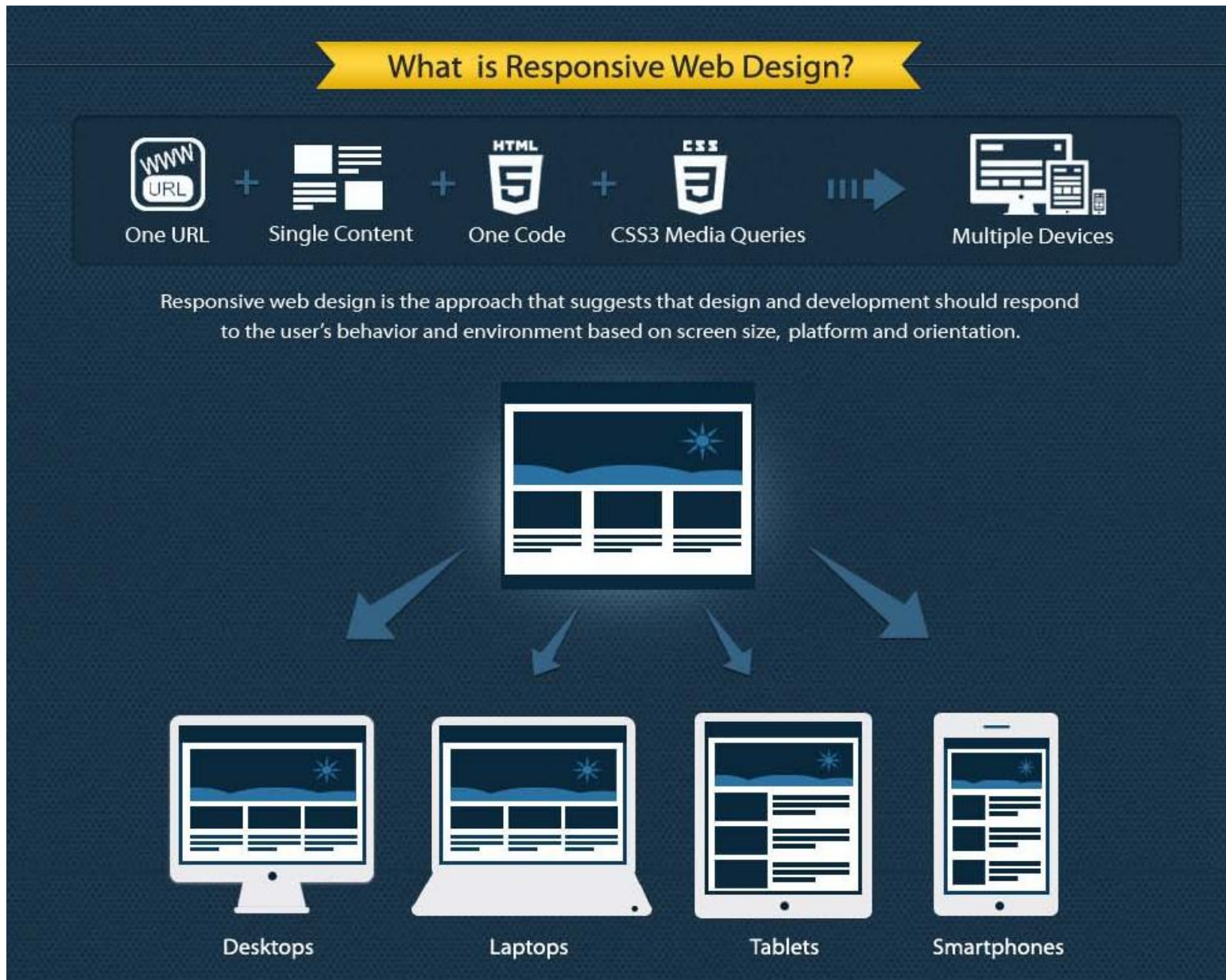
5 Understood the back button.

Today's Web experiences are driving User Expectations

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Responsive Design

Solving for the optimal viewing experience across devices



The Boston Globe Responsive Layouts



Disrupters driving Web Expectations

Mint.com



Interactive Design Techniques

Driving towards “Meaningful” Experiences

Data Visualization

Usability benefits:

- ✓ Lets you look at a vast quantity of data quickly
- ✓ Can help you gain more insight and discover new meanings vs. focusing on data collection
- ✓ Can create a shared view of a situation to align folks on needed actions (*actionable insight*)
- ✓ Getting to answers quicker



Interactive Design Techniques

Driving towards “Meaningful” Experiences

Make the User Smart

Turbo Tax

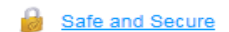
- ✓ Maps my ‘mail’ to corresponding IRS Forms
 - 1099-INT
 - 1099-DIV
 - etc, etc.
- ✓ Keys in the data for me (import)
- ✓ Builds a community to share knowledge (users provide insight)

Let Us Enter Your Bank and Brokerage Tax Documents



We can retrieve forms such as 1099-INT and 1099-DIV directly from your banks and brokerages and enter them into your tax return for you. By partnering with [hundreds of financial institutions](#), we're able to [import](#) your information so you don't have to type it in. Importing is safe, fast and accurate. [Learn more](#) about importing large numbers of stock sales.

How do you want to enter your documents into your return?



Import from my bank or brokerage

Enter bank or brokerage name here

Select an item below.

Advancial Federal Credit Union
Alger Funds
AllianceBernstein
American Beacon Funds

Import from my Mint.com account [Explain This](#)

I'll type it in myself

Back

Manage Import Options

Continue

TurboTax Community

Hide

Ask another question to the community



How and where do I add my mortgage interest?

Asked by jessicaknippe1 · 4 answers · 26 people found these answers helpful



How to file my 1099 -misc

Asked by lifestring · 1 answer · 1 person found this answer helpful



How do i enter form 1099-G

Asked by pizzajoeg69 · 3 answers · 8 people found these answers helpful

Interactive Design Techniques

Driving towards “Meaningful” Experiences

Make the User Smart

Legal Zoom

- ✓ Contextual Help for complex choices or terms
- ✓ Displays data to simulate community (data provides insight)
- ✓ “Flow” is clear/simple; and information is organized
- ✓ Complexity reduced with less content on page; balanced by more steps

The screenshot shows the 'legalzoom' logo and the title 'Creating your LLC'. A progress bar at the top indicates four steps: 1. LLC Setup, 2. Ownership (current step), 3. Management, and 4. Details. The main heading is 'LLC ownership and management'. Below this, there is explanatory text: 'The owners of an LLC are called Members. An LLC can be managed by the owner(s) or by Managers who do not own any of the LLC.' and a prompt: 'Answer the questions below regarding the ownership and management of this LLC.'

Ownership ! Help
Would you like ownership in the LLC to be expressed in percentages or in units?
Percentage P How did most people answer this question?

Management ! Help
How will the LLC be managed?
By its single member. P How did most people answer this question?

Officers (optional) ! Help
Officers give you the ability to assign (e.g., bookkeeping, etc.) to the members or managers.
Will the LLC have officers?
Yes

Our customers answered...

Single member	60%
All members	26%
One manager	7%
More than one manager	5%

Based on a sample of more than 20,000 LLCs created in 2011

Interactive Design Techniques

Driving towards “Meaningful” Experiences

Auto Suggestions

- ### Using a Highlight Box
- ✓ Key metrics
 - ✓ Visual map
 - ✓ Upcoming events
 - ✓ Popular related topics

The screenshot shows a Google search for "Chicago". The search bar at the top contains "Chicago" and a magnifying glass icon. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Shopping", "News", and "More". The search results are displayed in a list format, including links to the City of Chicago website, Wikipedia, IMDb, and various news articles. A map of Chicago is visible on the right side of the page. Below the map, there is a "Chicago" knowledge panel with details such as "City in Illinois", "Area: 234 sq miles (605.1 km²)", "Founded: 1837", "Weather: 68°F (20°C)", "Local time: Wednesday 8:35 PM", and "Population: 2.707 million (2011)". The panel also features "Upcoming events" and "Points of interest" sections. At the bottom of the page, there is a "See results about" section with links to "Tourism in Chicago", "Chicago Band", "Chicago 2002 Film", and "University of Chicago".