



NatWest

Natwest Premier Banking

Financial Technology UX Report

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The brief

Natwest would like to develop UX to support their premier banking products.



"We're keen to explore what we can do to inspire and support premier services through our products, services and customer experiences.

At NatWest, our ambition is to help customers achieve their ambitions. Simply, we want to put customer needs at the heart of everything we do.

We design products & services that best meet their needs and create digital & physical customer experiences that best support and inspire them on their way; safely and securely."

We want you to think about tailoring our services for a more exclusive market and customer base."

Natwest History



14 million customers



Over 1 billion log-ins
to the app every year



Loaned more to
businesses than any
other bank in the
last year



Awarded Best
Banking App in the
British Bank Awards

NatWest dates back to 1968 when National Provincial Bank, Westminster Bank and District Bank came together to form National Westminster Bank – symbolised by the three chevrons in the logo.

Since then, the bank has had a proud history of 'firsts' and working out clever solutions to problems – leading the growth of cash machines during late 1960s and 1970s and launching the Switch debit card in the 1980s.

Today, NatWest still leads the way in innovation as one of the first banks to launch ApplePay and Touch ID security.
(RBS, 2019)

BRAND

HUMAN

We are human and warm, never cold. We are personalised or the is type of service.

CONFIDENT

We are assertive and confident, but never brash or aggressive.

INTELLIGENT

We are intelligent and thoughtful. Without being presumptuous, patronising or arrogant.

WITTY

We engage with wit and warmth. Our aim to instil confidence and promote honest conversation

Sources: (Natwest Premier, 2019; Natwest Instagram 2019; RBS, 2019; Futurebrand, 2019; Brand New, 2016; Creative Review, 2016)



NatWest



Need help?



Natwest Premier Banking

Our exclusive service,
designed around you
and your goals



Mass affluent and **affluent consumers** are typically served by UK high street banks in one of two ways. Retail banks offer premium, or premier, services to customers who meet wealth-based eligibility criteria. A number of UK banking brands also offer private banking services for wealthy consumers. Both of these levels of service usually allow access to financial advice.

(Mintel, 2017)



What Natwest Premier offers:

- ▶ Premier exclusive account - fee-free or get extra benefits with one of our Reward accounts for a monthly fee.
- ▶ Premier Banking Manager to help put your financial plans in place
- ▶ Expert help available online or over the phone, day or night

(Natwest, 2019)

Premier Customer Requirements



Permanent UK resident

A sole income of at least £100,000

A joint income of £120,000 paid into a NatWest bank account

Minimum outstanding mortgage borrowings with us of £500,000

Savings or investments of at least £100,000 held with us.

Natwest, 2019

Requirements ever waived?

Yes, for professionals on a clear earning path or business owners. (FT, 2019)

Perks:

- > £150 for switching
 - > Premier Select - fee-free get extra benefits with a Reward accounts for a monthly fee.
 - > Premier Banking Manager, expert help available online or over the phone, day or night
 - > A focus on "money can't buy" experiences such as inviting clients to English cricket team training or English National Ballet event
- (Natwest, 2019 ; FT, 2019)

Financial Benefits:

- > Preferential rates on savings;
 - > 1 % cashback on investments through online NatWest Invest service
 - > Bespoke insurance policy covering multiple homes, cars and pets
 - > Access to interest-only mortgage facility;
 - > Preferential rates on travel money and fast-track fraud service.
- (Natwest, 2019 ; FT, 2019)

Extras:

Premier customers can also take out a Reward Black account for a monthly fee of £31 that offers perks including travel insurance, airport lounge access, a 24/7 concierge service, car breakdown cover and 2 per cent rewards back on household bills paid by direct debit (FT, 2019)

Natwest Premier Customer Options



Premier Select

Our everyday bank account

- Get £150 for switching. Conditions apply
- Contactless Visa Debit Card
- Easy to use mobile banking app for those everyday banking tasks
- Also available as a joint account
- No monthly fee

Premier Select info



Premier Reward

Earn 2% back in Rewards

- Get £150 for switching. Conditions apply
- Get 2% back in Rewards on eligible household bills paid by Direct Debit.
- Pay at least £1,500 into your account every month
- £2 monthly fee

Premier Reward info



Premier Reward Black

Benefits for home and abroad

- Get £150 for switching. Conditions apply
- Worldwide travel insurance and airport lounge access
- UK & European car breakdown cover included
- £31 monthly fee

Plus many more exclusive benefits

Premier Reward Black info

(Natwest Premier, 2019)

Information Architecture

Natwest Premier website

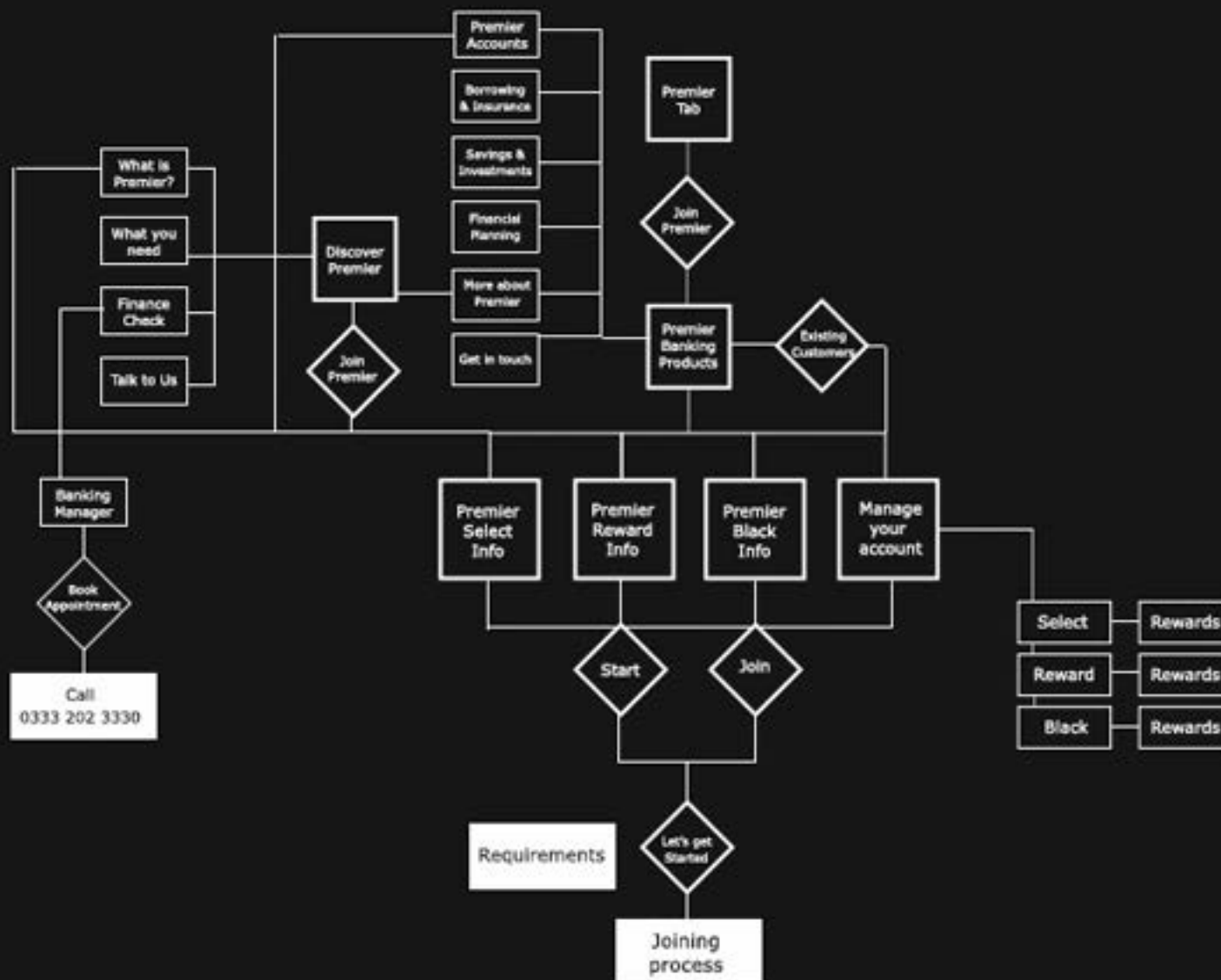
Key findings:

The current Natwest Premier site has a very complex structure. There are numerous pages directing to multiple sources of similar information, spread across many web pages. There are also multiple navigation routes to extra pages not seen in this Information Architecture diagram. There is no evident breadcrumb trail.

Note:

The Natwest App provides no way to switch to Premier banking. This IA is developed from the desktop website.

Natwest Premier, 2019; The UX Blog, 2016



Current joining process

Natwest Premier website



Ready to continue?

Yes

I am...

New to NatWest An existing customer

Contact Premier 24 today

As an existing NatWest customer, there is no need to open new accounts.

Simply contact Premier 24 and speak to one of our telephony staff who will confirm a few details and arrange a time that suits you to speak with one of our dedicated Premier Banking Managers who will welcome you to Premier

- ✓ Telephone: 0333 202 3330
- ✓ International: +44 161 933 7239
- ✓ Minicom: 0800 027 1395

Ready to continue?

Yes

I am...

New to NatWest An existing customer

I want a...

Sole account Joint account

To get the £150 switching offer you must:

- Choose to close your old current account held elsewhere and switch into your new NatWest account during the application.
- Once the account is opened you'll need to pay in at least £1,500 and log in to Online or Mobile Banking by 22nd March 2019.

We're sorry but if you've had cashback for switching to us since October 2017 you won't get it again.

[Switching Offer Terms Jan 2019 \(PDF 36KB\)](#)

Natwest, 2019

Current joining process

Natwest Premier website

About you

Let's start by getting a few details from you.

Title
Please choose...

First name

Middle name(s)
You must enter if you have any

Last name

Date of birth
DD / MM / YYYY

Mobile number
Why do you need my mobile number? *

Email address
Why do you need my email address? *

Next

Your address

Please tell us your current UK address.

Find your address

Postcode
Find my address

Or enter address manually

Next

Your nationality

Now tell us a bit more about yourself.

Country of birth
United Kingdom

Country of nationality
United Kingdom

Are you a national or citizen of any other country?
☐ Yes ☒ No

Next

Where you pay tax

Country or territory you pay tax in
What if I don't pay tax? *

United Kingdom

Do you pay tax in any other country or territory?
☐ Yes ☒ No

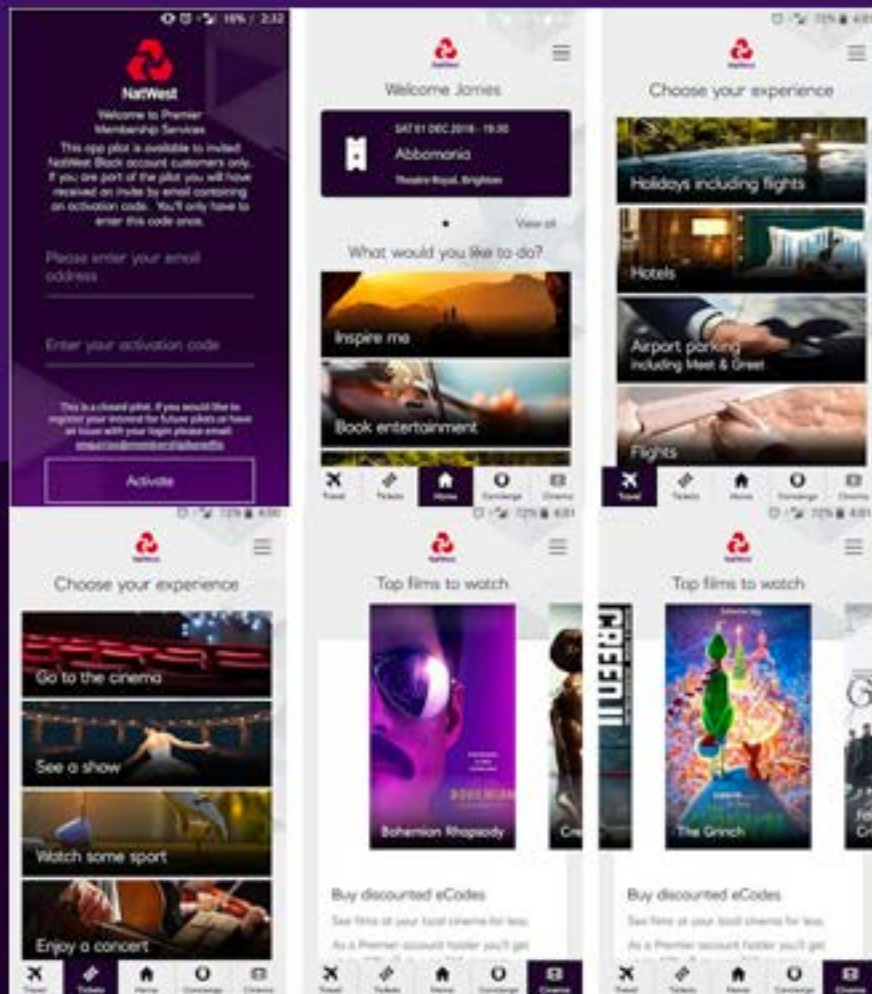
Next

Key findings:

The joining process either directs customers to call or through a series of questions for an online application lasting 'within an average lunch break' (Natwest, 2019). There is no evident breadcrumb trail, informing the user how deep they are in the application process.



Natwest Premier App Features



Google Play, 2019

Target Audience:

Only for Natwest Black members
Travel and Entertainment lovers

Tabs include: Home, tickets, flights, travel, concierge, cinema.

Security: Authentication through an email and passcode

- Travel information (Holidaying including flights)
- Hotels
- Airport parking (including meet and greet)
- Flights
- Theatre Tickets
- Go to the cinema, see a show, watch some sport, enjoy a concert
- Buy discounted eCodes for cinema
- Conceige

(Google Play, 2019)

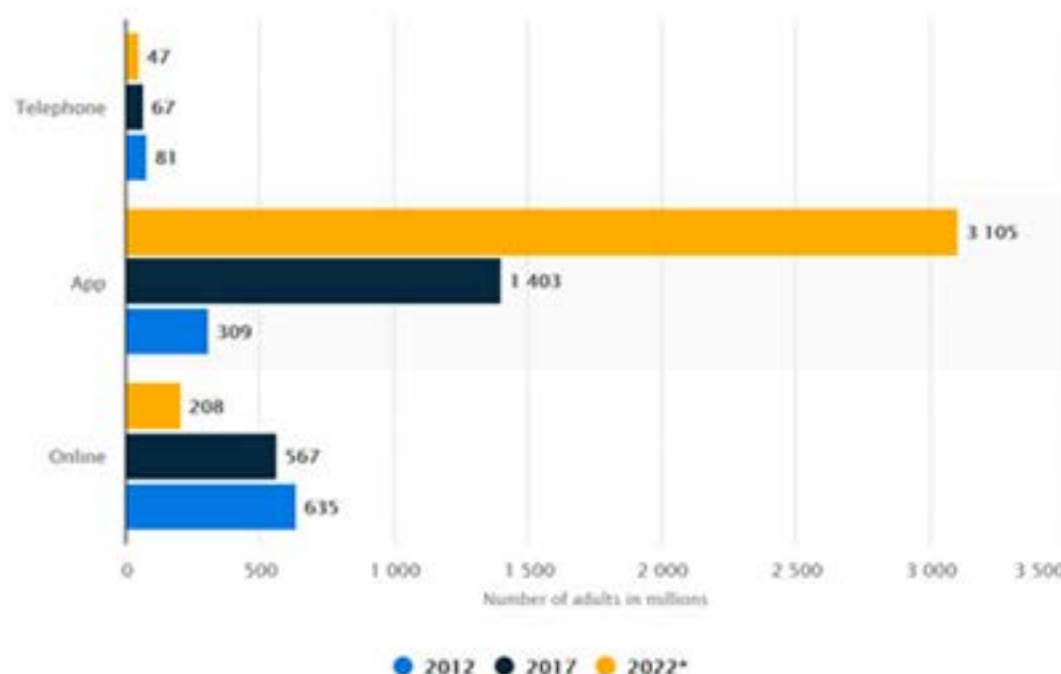
Key findings:

The Natwest Premier app is only for Natwest Black members. It behaves as a retail app and doesn't include options for financial services, insurance, mortgages.

Industry Research

Fintech: The current app banking market

Predicted number of customer account channel interactions on banking apps in the United Kingdom (UK) in 2012, 2017 and 2022, by technology (in million) (Statista 2016a)



Insights and Opportunities:

The global financial crisis of 2007–2008 eroded the trust and credibility of UK banks as safe places to deposit savings (T&F, 2016). The predicted boom in rise of interactions with banking apps to 3105 million by 2022 (above) shows us how banks should be increasingly adaptable to moving services online and highlights how U.K. consumers' trust in their banks is at the highest level since 2012 (Accenture, 2018). Security is still an important factor addressed later in the report survey.

The most preferred banking option in all age groups is online (including apps). 'If you're wondering where to find your customers, look no further. They're on their phones. And they're waiting for you' (Forbes, 2018).

Natwest Market Share

(Statista, 2016a)

"Which bank or financial services provider do you have your main current account with?*



Looking to the predictions in 2022, Natwest could increase their market share by moving more services on an app based platform. Competitors and mobile-only Monzo and Starling, captured by official statistics for the first time, show impressive relative wins (Mintel, 2018b). By including a switching to and more engaging Premier service, Natwest will stand out among competitors and potentially become a more popular banking choice across generations.

Open banking: where are we now?

Digitalized Banking

The large high street banks are increasingly looking to move more and more of their services online. Lloyds Bank recently announced that it expected to cut 6,000 jobs and create 8,000 new ones as it overhauls its digital services (Mintel, 2018a). The number of consumers who visit branches at least once a month has dropped from 52 percent to 32 percent, since 2015 (Accenture, 2018).

Nationwide have pledged to invest £4.1 billion in technology over the next five years while RBS has followed a different tack, becoming the first high street bank to open a standalone digital bank services (Mintel, 2018a).

A report by CMA in 2016 (Customers and Markets Authority) stated that customers were not given enough choice or control over their money or financial information. Since January 2018, Open Banking provides customers and SME's with easier access to transaction data, comparing accounts and information to access to new products. It helps to move, manage and make more of their money; from speeding up a loan application, to offering people the ability to manage all their financial products in one place with a 'Money Manager' app. The FCA or a European equivalent regulates each third-party app for guaranteed safe and secure data encryption (Open banking, 2019; Gov UK, 2019).

Mintel's (2018a) report states that time is becoming increasingly valuable, with people constantly looking for tools to increase their productivity. Open Banking has shown signs that it will be able to serve those who are pushed for time and looking to simplify their financial lives. 'Early signs suggest that Open Banking has the ability to revolutionise the small business banking industry. It is here where we expect to see the biggest impact, with newer more innovative companies on the lookout for a banking service which matches their profile. In terms of personal finance there is likely to be less impact, with people less aware of where Open Banking can improve their own financial lives'.

Insights and Opportunities:

The ongoing digitalisation of the high street banking industry will help increase both awareness and demand for Open Banking. However, significant progress over the next 12 months can only be made if the major banks throw their weight behind the technology with high profile product launches and new product development (Mintel, 2018a).

Time, productivity and simplification are becoming more desirable when it comes to online banking. Tapping into these customer needs with an improved Premier banking app is key to driving Natwest customers purchasing power, customer satisfaction and retainment. Being online is what will drive customer connectivity, trust and communication. It's what will compel those customers to take action, to connect with you, to make a purchase and to move forward (Forbes, 2018).

Key trends:

- Awareness of new products
- Banking safely and securely
- Money management
- Transparency with financial information

Current Banking App Habits

How, why and when do our users interact with banking apps?

Using data from Statistica (2016a, Appendix Figure 3) and an Independent survey conducted in Feb 2019 (Appendix), top actions taken by consumers with mobile banking apps include:

84% checked an account balance

69% checked recent transactions

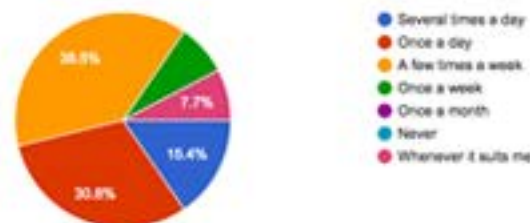
64% transferred money between accounts

Followed closely by making a bill payment, a trend identified in the independent survey (Feb 2019) suggested that customers have started to put money into savings or investments through their apps. 0% stated they had applied or switched to a premier account. This could be due to multiple reasons, the most prominent being that there is no option on the banking apps to switch. Switching directing from the Natwest app is not currently a function offered (Natwest app, 2019).

Source: Financial Technology survey (Feb 2019)



How often do you use your banking app?



What time of day do you usually use your banking app?



Insights and Opportunities

By identifying how often and what time of day consumers use banking apps, we can identify potential touchpoints with Natwest as a stakeholder. Once a day or a few times a week tells us that banking apps are interwoven into daily life and there is a clear market for innovation. From the FT survey, we can identify that the evening and morning commutes are key touchpoints with consumers. To truly understand the user where exactly these interactions take place is integral. 75% log in while at home on the sofa, 47% in bed, 36% at work at their desks - 19 percent of millennials even check mobile banking while on a date (Citi group, 2018).

Current Banking App Habits

Customer priorities when using banking apps

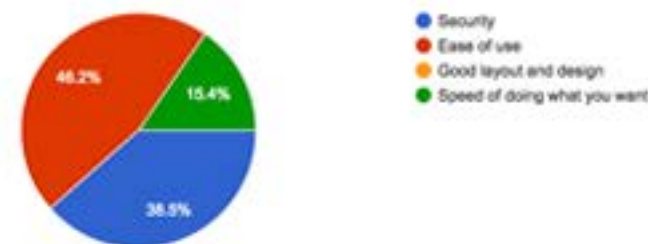
Security

Secure and safe banking is a reoccurring subject to explore when it comes to user experience with mobile app banking. Security, especially fear of fraud is a top online and mobile banking concern – across all generations of consumers (Bankrate, 2019). Our independent FT survey confirms that 38.5% of consumers consider security their main priority. The initial barrier of two-factor authentication through banking apps is now combined with innovative solutions such as Touch ID, Face ID and card-less payments (Starling Bank, 2019; Bank Rate, 2018) to ease concerns of reluctant app users. To help banks match up with tech providers advantages in automation and scale, they must provide quality and security with app banking experiences (Accenture, 2019).

... Simplicity

Simplifying banking app processes also rated the highest priority in the FT survey at 46.2% and Statista (2016a) report. Banks must evolve their functionalities by making sure that customers can find their features and content easily and quickly. A 'search' option so the user can access desired content has been used in apps, customers can actually use natural language and keywords in order to find a particular functionality or content (BBVA, 2017).

What is your main priority when using a banking app?



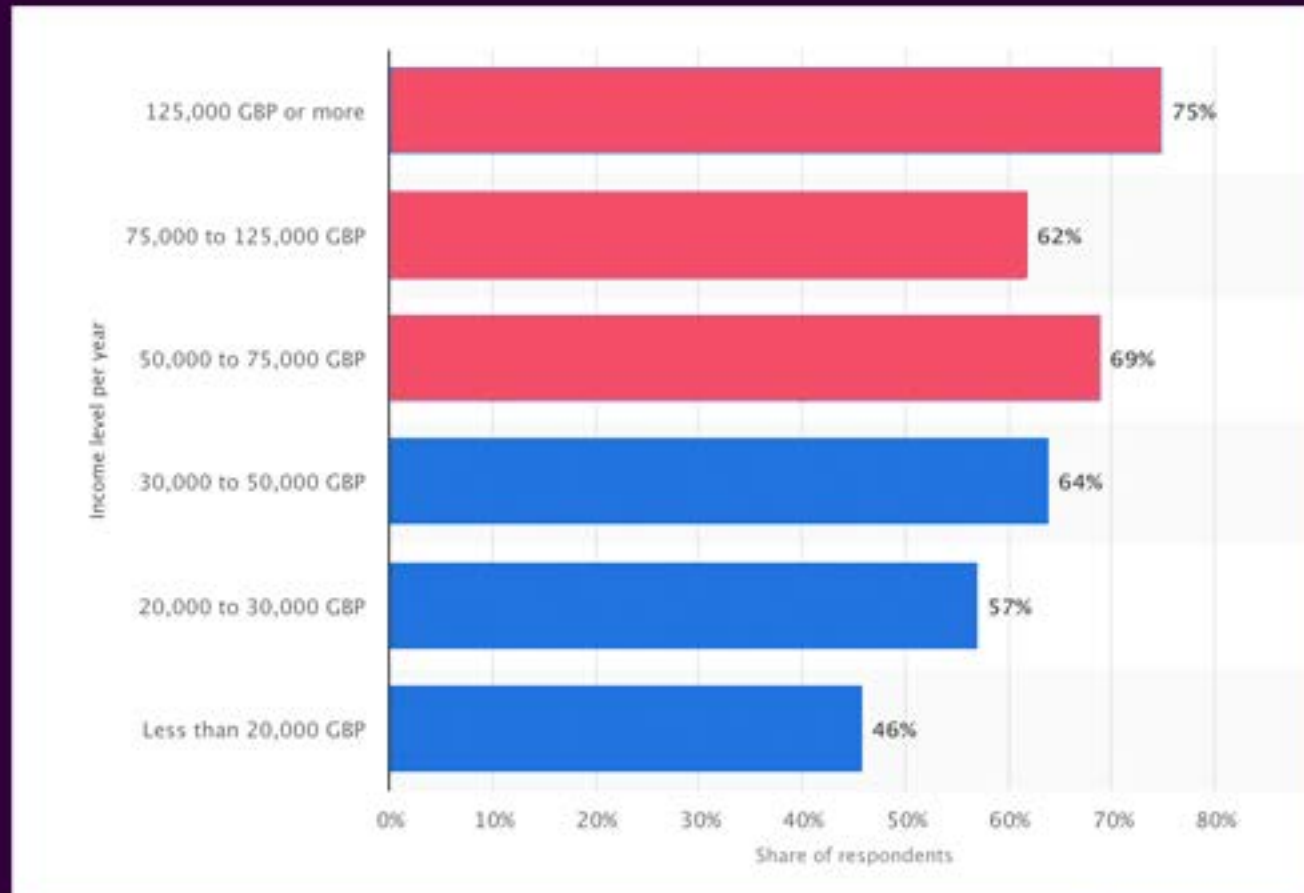
FT Survey (2019)

Speed

Consumers are seeking speed and convenience, also rating as a main concerns within our FT survey and Statista 2016a). Banks should ensure that customers can find the information they're looking for in the app in the quickest time. Customers want their banking app to move at the speed they do, so banks should let them achieve their goals with minimal steps. Banks should understand that customers' time is precious and make sure customers can reach their goals in the quickest way (BBVA, 2017).

Current Banking App Habits

High income earners and their banking app habits



Share of smartphone users who use mobile banking apps in the United Kingdom (UK) in 2015, by income level. Source - Statista, 2016b

As the target audience for Natwest Premier is earners of 100k+ or a joint income of 120k+ (Natwest Premier, 2019), we need to understand how high income earners use online services, how they organise their wealth and attitudes towards mobile banking. Statista also categorises consumers who have used mobile banking in the past three months by family financial status (2016b) These include:

Busy Achievers

Affluent and Ambitious

Starting out

Mature and Savvy

Striving and Supporting

Concerns of banking apps

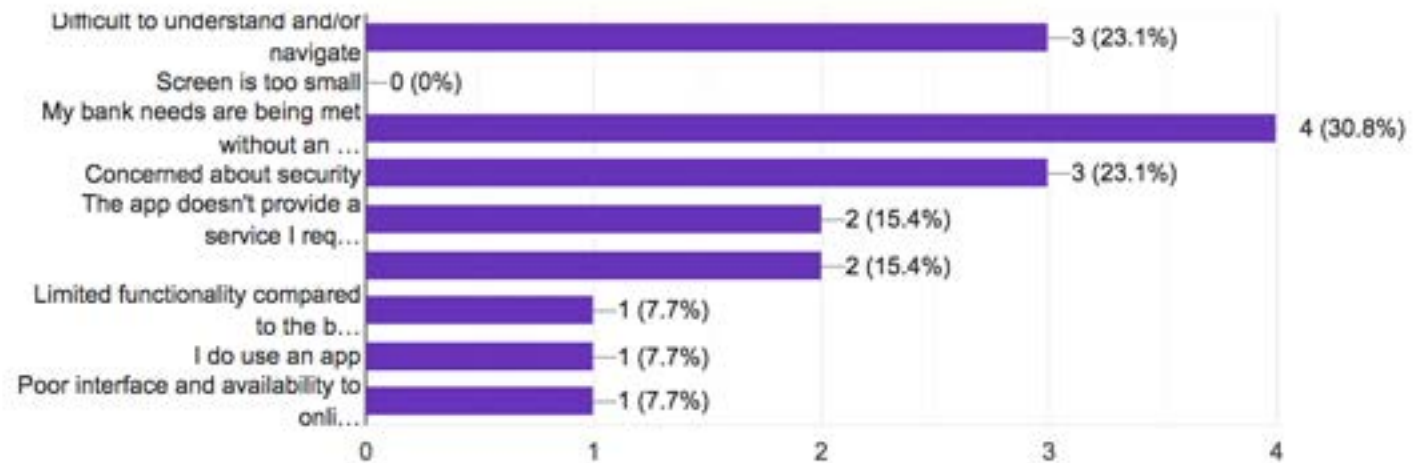
Reasons and themes to not use banking apps

FT Survey, 2019: What are your reasons for not using a banking app?

In our independent survey, the importance of the non-banking app users research is significant. These consumers allow us to tap into reasons why banking apps don't suit their lifestyle and allows us insights and opportunities for improvements to the Premier app.

In 2015, Statistca (2016b) found another reason included: the screen size is too small – this most likely did not feature in 2019 as the sizes of screens have increased significantly, with Apple competing with major players like Samsung and Huawei (Bloomberg, 2018).

What are your reasons for not using a banking app?



"My banking needs are met without an app"

"I am concerned about security"

"The app is difficult to understand & navigate"

Analysing customer pain points

Ways to resolve customer trust in banking apps

Security of banking apps is extremely important to the consumers analysed within our independent survey, across all generations. Ways to resolve this are identified within Mintel's (2018c) report on Consumers and Banking Innovation.

Allowing people to use physical and unique security credentials to authenticate themselves is seen by many as the ultimate form of security.

Fingerprint recognition is one of the most common biometric security features in use within payment and banking apps, since many smartphones now have this functionality built in. While there have been isolated incidences of fingerprint authentication allowing people other than the primary user to gain access, for the most part, the technology is becoming established. Its use is being supported by the fact it saves people time, and in some cases, can replace the much lengthier three- or four-step security processes that had once been in place.

Facial recognition is a newer development. Although most smartphones also come with a forward-facing camera for those all-important selfies, this may not go down as well with users for a number of reasons, including the potential for technical issues.

(Mintel 2018c)

To re-establish trust with customers and secure their loyalty, banks will need more than just a digital-first approach. As digital offerings mature, banks must define their value proposition to **encompass both digital innovation and traditional values** to meet their customers' needs (Accenture, 2018)

The next frontier of innovation will be delivering an exceptional customer experience through mobile, across products and services, and going beyond banking. The mass migration to mobile banking is an opportunity for banks to better engage with customers and regain trust customer by customer. Competition is intensifying, and successfully joining the dots between mobile, internet and branch banking could **make the difference between winning and losing customers** (BBA, 2015).

The switching process

Why do customers switch banks?

Switching banks is an important factor to consider, analysing reasons to switch gives insights and opportunities to retain customers. Latest switching figures show a 5% growth in the past 12 months and Open Banking (2019) has allowed smaller banks to grow while mobile-only Monzo and Starling were captured by official statistics for the first time, show impressive relative wins (Mintel 2018b). Monzo have also teamed up with the 'Current Account Switch service', a not-for-profit organisation that lets people move quickly and easily between bank accounts. Monzo describe it as a 'painless switch' (Monzo, 2019). This poses a threat to major high street banks as the switching process becomes more transparent, more customers may choose another bank that better reflects their lifestyle.

Competitor banks (TSB, First Direct, HSBC, Nationwide, Halifax & M&S Bank) and their switching account incentives include:

- Cash incentive for new customers
- A choice of expensive technology-focused gifts
- Cash-based deals for new customers

Switching figures indicate that these offers pay off. Nationwide gained the most net customers with 34,577 during Q2. Its 'Recommend a Friend' offer is unique in also recognising loyalty, as it pays £100 to both the existing and new, eligible customer. HSBC Switch & Stay was the most generous incentive, paying £150 and an extra £50 if the customer stays for a full year. Alternatively, the bank offers a luxury hotel stay for customers switching to a Premier account. HSBC Group (including First Direct and M&S Bank) came second with a net gain of 25,605 new accounts.

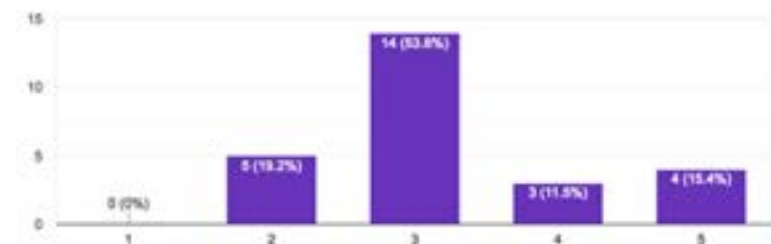
Providers need to be on top of their game when it comes to push and pull switching factors. As the evidence suggests, incentives and offers will have an impact, but it's even more important to ensure that the service meets basic customer expectations around access to money and security (Mintel 2018b).

"8 out of 10 of millennials would switch banks if one offered products with more or better rewards"

(Sageworks, 2018)

On a scale of 1 to 5 (low to high), how would you rate your knowledge of all banking services available to you?

20 responses



What incentives would be appealing to switch to app based banking? Choose top 3

12 responses



Competitors



See full competitor analysis:

https://docs.google.com/spreadsheets/d/1FLTQ6Tav9Gw_kolv303eqpHN7cfDS4x8IejLaerYno/edit?usp=sharing

HSBC, 2019

Features

- Fee free premium banking from HSBC Premier
- No monthly Account fee for HSBC Premier Bank Account.
- HSBC Premier Relationship Management Service
- 24/7 telephone relationship management service any time, day or night
- HSBC Premier Worldwide Travel Insurance - protect yourself and your family whilst you are travelling

Faster and secure log on with Fingerprint ID.



Pay someone new on the go.



Learn more about our Credit Cards and Personal Loans.



View or download your statements from the app.



View your pending transactions



Manage your debit and credit cards.



Perks

- A night worth on average £330 when you switch
- Free WiFi access through Boingo worldwide
- Airport lounge access
- 10% discount on selected hotels
- £20 Uber vouchers when flights costing more than £500 are booked
- Premier night away at a choice of more than 50 UK hotels

Competitors



See full competitor analysis:

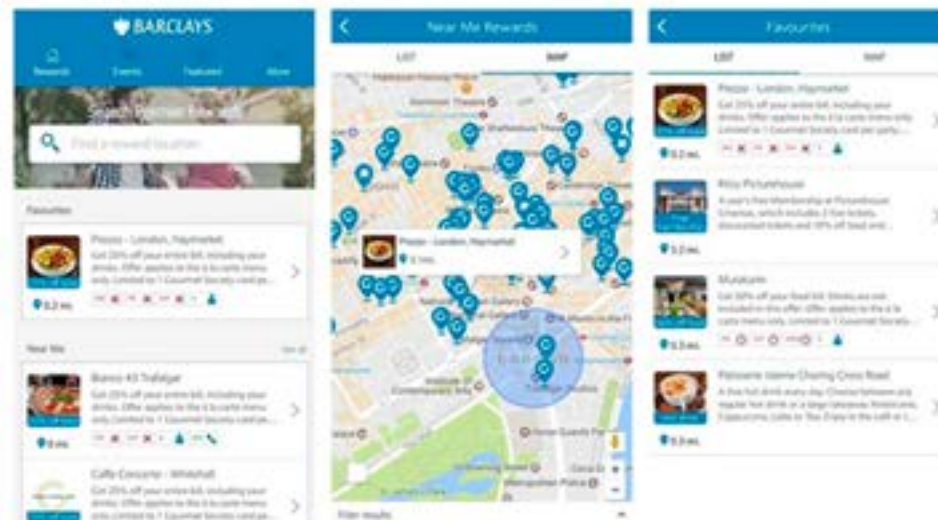
https://docs.google.com/spreadsheets/d/1FLTQ6Tav9Gw_kolv303eqpHN7cfDS4x8IejLaerYno/edit?usp=sharing

Barclays Premier

Premier is more than just a bank account – enjoy exclusive access to rewards, benefits and enhanced products, all at no extra cost.

This app is provided for Barclays Premier UK or Premier International customers. Premier Rewards provides customers with a variety of regular treats and discounts.

Barclays, 2019



Perks:

- Free entry to English Heritage sites
- A year's free membership to Picturehouse Cinemas
- Free daily coffee from various outlets
- A year's free membership to the Gourmet Society, giving customers restaurant discounts
- Premier relationship team

Competitors



See full competitor analysis:

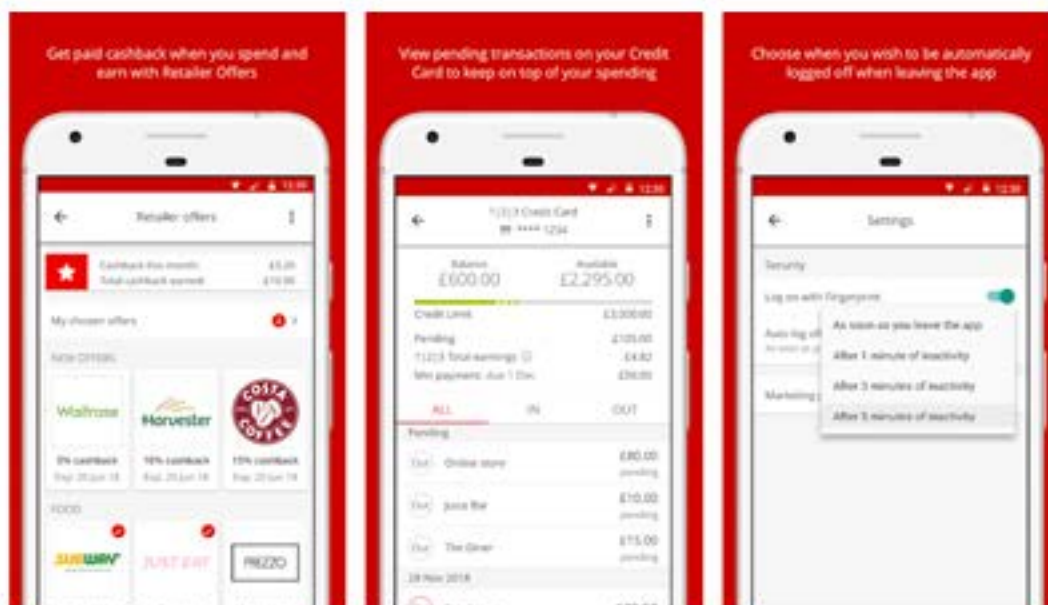
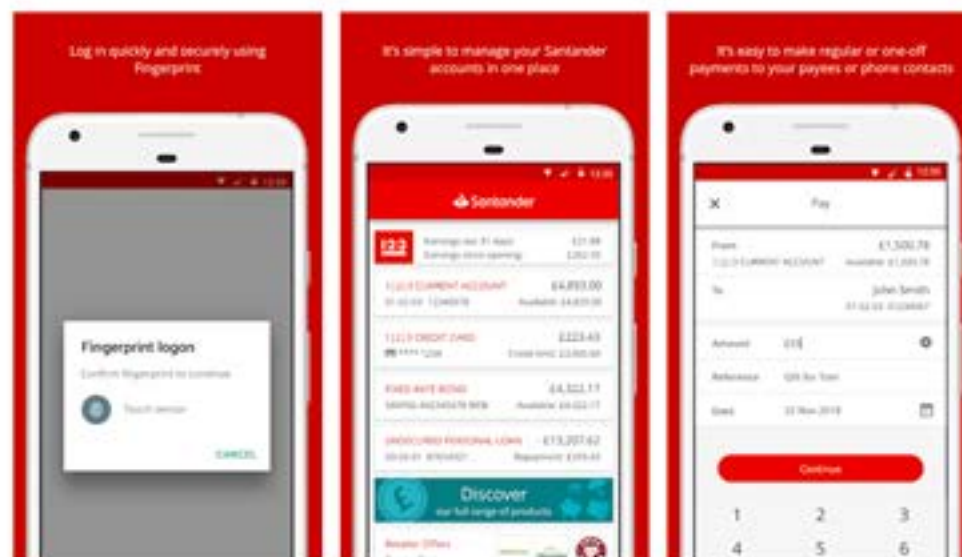
https://docs.google.com/spreadsheets/d/1FLTkq6Tav9Gw_kolv303eqpHN7cFDs4x8IeJLaerYno/edit?usp=sharing

Santander Select

Santander Select gives you an exclusive service at home and when you're abroad, as well as priority servicing and access to preferential products. You can join Santander Select if you have a Select Current Account and meet our eligibility criteria.

Monthly fee: £5

Santander, 2019



Perks:

- Customers can take out a Santander World Elite Mastercard credit card for £15 a month
- Airport lounge access
- WiFi access through Boingo around the world
- A concierge service
- 40 per cent discount on Santander travel insurance
- No foreign exchange fees for card payments abroad when paying in the local currency

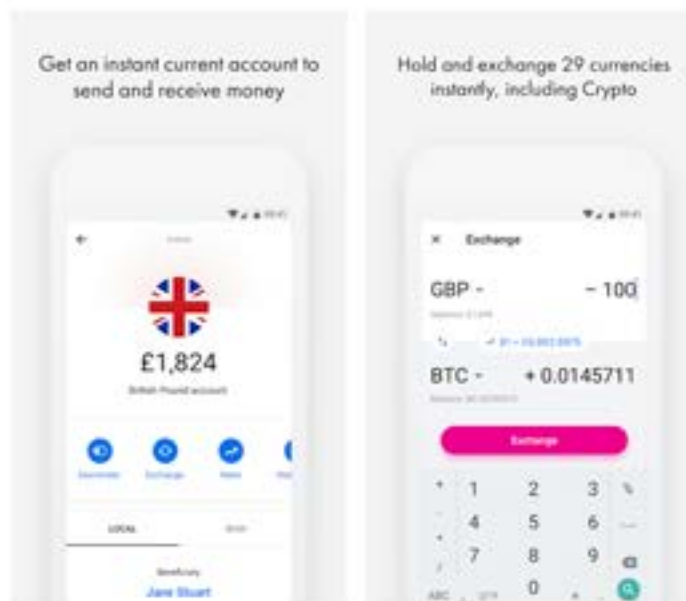
Competitors

Revolut

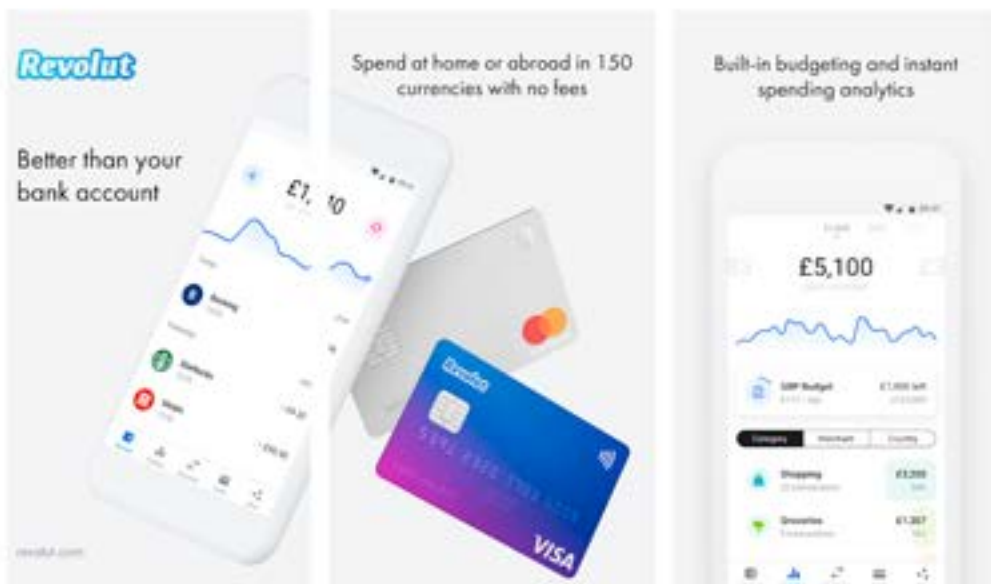
- Standard - Free
- Premium - £6.99pm
- Metal - £12.99pm

Enjoy an exclusive, first-class experience that includes a contactless metal card, earning up to 1% cashback, a dedicated concierge service, and way more

Revolut (2019)



See full competitor analysis:
https://docs.google.com/spreadsheets/d/1FLTKq5Tav9Gw_kolv303eqpHN7cfDS4x8IejLaerYno/edit?usp=sharing



- Overseas medical insurance
- Delayed baggage & delayed flight insurance
- Global express delivery | Priority customer support
- Exclusive concierge service | Exclusive Revolut Metal card
- Disposable virtual cards
- Protect yourself abroad with our affordable overseas travel insurance
- Split the bill with friends and family and we'll take care of the math
- Freeze Card | 24/7 customer support

Personas & Empathy maps

Personas and empathy maps are tools used to identify a representation of a particular audience segment for Natwest Premier products. Using research from qualitative and quantitative data helps to understand users' needs, experiences, behaviours and goals (Interaction Design Foundation, 2019).

The personas have been categorised into three potential user groups the "Striving and Supporting", the "Busy Achievers" and the "Affluent and Ambitious" based on research from Statistica's (2016b) Mobile Payments in the United Kingdom report. These personas along with 'a day in the life' empathy map help us to identify potential touchpoints with Natwest Premier products. It is important to recognise that the Natwest Premier products with the financial and social perks appeal to savers, investors or those who desire a more social lifestyle.



MARK JONES

WEST LONDON



"STRIVING AND SUPPORTING"

- Very busy lifestyle
- Time is limited
- Not enough knowledge of Banking products

ABOUT

Age: 52 years old

Occupation: BOH Operations at The Ivy Collection

Salary: 110k a year + Bonus

Education: A Level in Catering

Marital Status: Divorced, new partner

Dependants: 2 grandchildren

HOBBIES

Mark enjoys weekends away in Portugal to visit current partners family and flying to exotic places twice a year. He loves fine dining, wine tasting, swimming with grandchildren, walking around London and showing visitors his Ivy restaurants.

DEVICES



HOPES

To build a better relationship with his grandchildren and partner through weekend bonding activities, save money in his account for their future and University fees, to be the financial breadwinner, looking to eventually move in with his partner, retirement planning

FEARS

Working too much and losing touch with friends and family, not spending enough time with grandchildren, not being financially stable enough to support his family



BANKING & SPENDING HABITS

Checks balance a few times a week. Checks online banking usually on an evening or at the weekend. Too busy to invest his savings, has a current and savings account with Natwest. Usually spends his money at the weekends on his partner and their grandchildren or going out for a meal and drinks. Rarely spends money in the week as he works late and eats on the job.

OTHER EXPENSES

Housing: mortgage of 500,000 with Natwest in a new build flat in Acton

Other Expenses: Car insurance and tax: £140pm, Council Tax & Bills: £180pm, Pension: £150pm

A DAY IN MARK'S LIFE



EMOTION



NATALIE & LOUIS BRISTOL



"BUSY ACHIEVERS"

- Aiming to buy first home
- Social Lifestyle
- Save up for a deposit

ABOUT

Ages: 32 & 34 years old
Occupation: Product Designer & App Developer at Pixel Pond
Salary: 65k and 55k
Education: BA and BSc
Marital Status: Newly married
Dependants: Dog

HOBBIES

Natalie and Louis enjoy going to the cinema, weekends in Devon, going to the theatre, weekends away in European cities, walking the dog, eating out with friends and being social.

DEVICES



HOPES

To put both savings pots together either investing to increase savings for a deposit for a house to get a mortgage in the next year. To continue lifestyle of eating out with friends and holidays until they eventually have children. Moving out to the country in Devon. Go on belated honeymoon.

FEARS

Not being able to afford a mortgage and support future children. Job security as they are both working in the same company incase it is relocated to London, not being able to afford luxury lifestyle and eating out.



BANKING & SPENDING HABITS

Have separate bank accounts with Natwest but want to put money into joint account so they can track spending easier and put savings together. Eat out every weekend, not much spending in the week. Both check current Natwest bank accounts daily. Natalie also has a Monzo account.

OTHER EXPENSES

Housing: Renting costing £1300pm

Other Expenses:
Have a Audi car on lease £330pm,
Bills & Council Tax: £160pm

A DAY IN LOUIS & NATALIE'S LIFE



CHRISTOPHER

KENT | LONDON | PARIS



"AFFLUENT AND AMBITIOUS"

- High stress job
- Desires a social lifestyle
- Frequent traveller to Europe with job

ABOUT

Age: 27 years old
Occupation: IT Recruiter
Salary: 55k + £20k Bonus
Education: Degree in Business
Martital Status: Single
Dependants: None

HOBBIES

Seeing friends and socialising, travelling around Europe, fine dining, wine tasting, going to the gym & keeping fit, reading and keeping up to date with latest technologies

DEVICES



HOPES

Impress his boss, father and clients with his successful career. Get a promotion. What really matters to him: status, to impress, to fit in, showing common interest with clients and colleagues, be the best son. To be employee of the month and win incentives. Wants to obtain more skills and knowledge - to gain respect or status.

FEARS

To not reach business goals and develop relationships. To not be taken seriously, low self esteem, not impressing, not making enough money and reaching monthly bonus. Work competitors earning more or getting more clients.



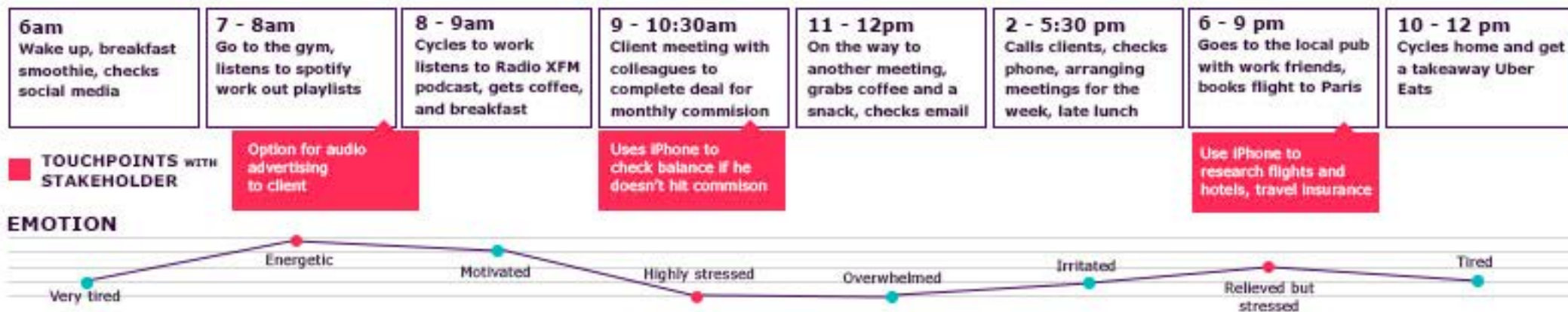
BANKING & SPENDING HABITS

High disposable income, checks bank account once or twice a day. Has current savings/investment of £117,000 (putting £5000 a year into savings since starting to work with £5000 per year help from father) held with Natwest.

OTHER EXPENSES

Rent: £1000pm
Car: 200pm
Bills & Council Tax: £140pm
Socialising: £400pm
Clothing and work suits: £100pm
Travelling to European offices once a month

A DAY IN CHRISTOPHER'S LIFE



Insights and opportunities



NatWest

FT survey 2019

Touchpoints with stakeholders & common themes in personas

The common thread throughout the identified personas is their time limitations, the use of a mobile device, their social lifestyles and their worries about future savings. The premier products to focus on are informing the users of their eligibility for Premier products; the switching process and access to a Premier Banking Manager - to save time. The social and lifestyle perks also offered including travel, hotels, cinema and theatre tickets are also key to customer satisfaction and retainment.

Key findings:

Banking customers are not fully aware of all of the banking services available to them.

Functions that make life easier and quicker.

The need for security is key.

Removal of processes for speed e.g. card readers.

Combining functions from app only banks, such as Monzo.

"What do you feel could improve in your online banking experience?"

"More functions within the app, more information about services provided e.g. investments"

"More user friendly interface. Maybe include some finance tips?"

"I like the Monzo userface but would be better with traditional bank functionality"

"Ability to freeze cards temporarily"

"Ability to set up new payees with fingerprint rather than a card reader"

"Block cards if lost"

"Traditional banks should develop more user friendly apps like monzo where you get live updates on your banking and can easily add savings pots"

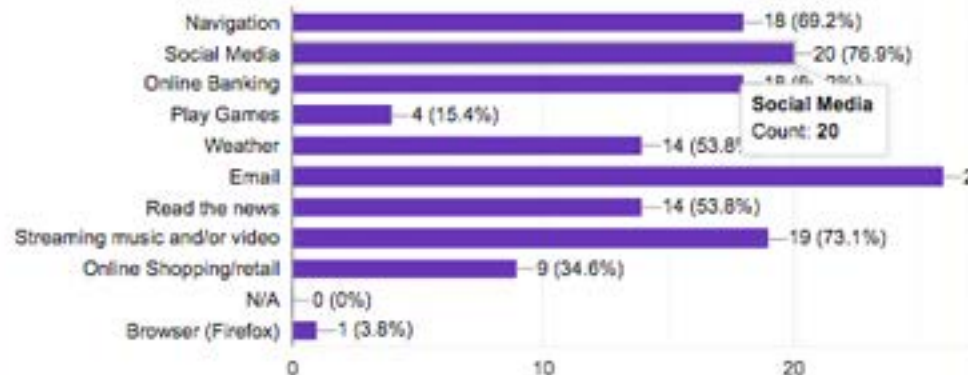
"Not having to use a card reader"

"Phone to phone transfer"

Other Industries

Insights and ideas to develop

What apps do you use on a day to day basis? Check all that apply

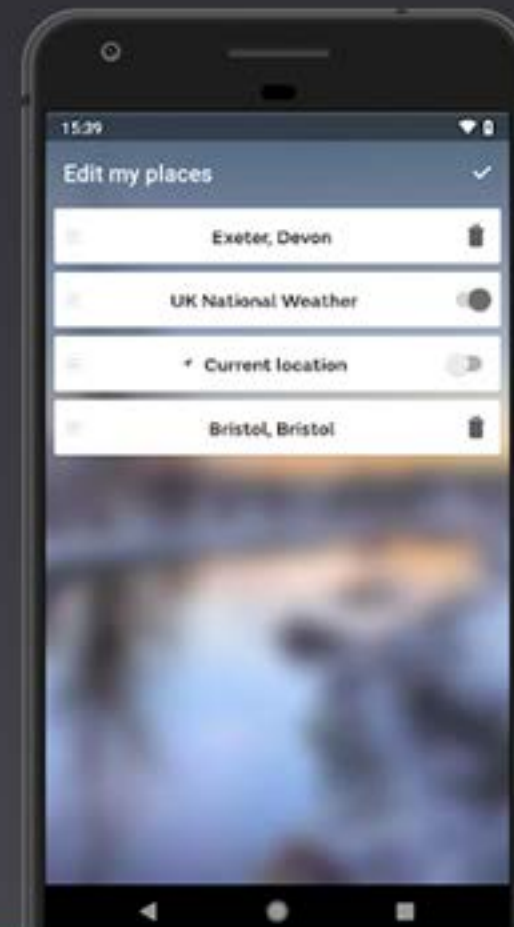


FT Survey, 2019

Our independent survey provided insights into what other apps and industries were most popular with our audience. Some of the top results were weather, navigation, email, streaming music and social media apps. Using this information we can identify popular themes using a HCI approach.

Met Office -
easy location management

Manage your saved locations easily.

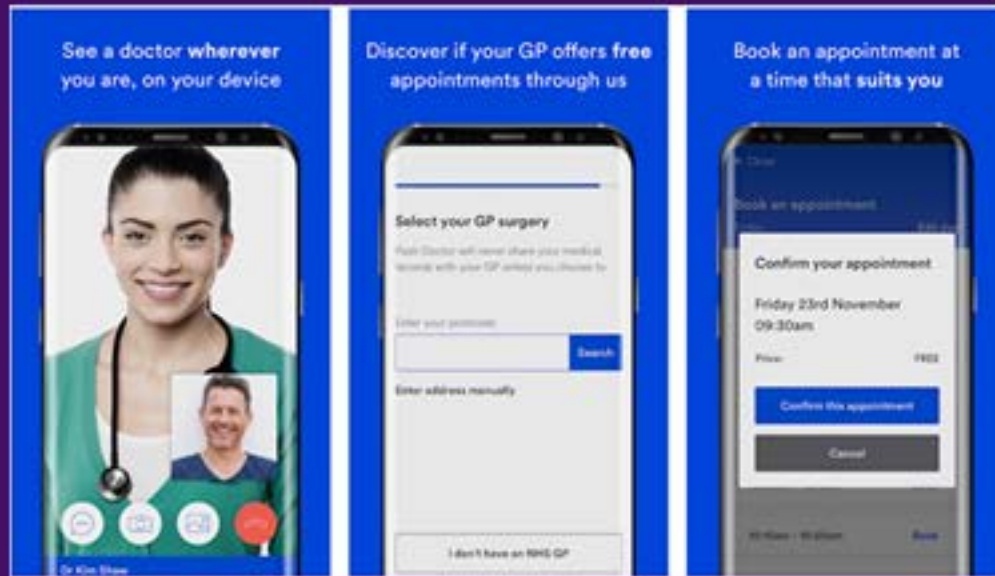


Wallet Pass app -
easy organisation
of tickets



Other Industries

Push Doctor - ability to book appointments and skype Doctors



Calorie Counter - Food Diary Tracker



Weight Tracker - with BMI Calculator



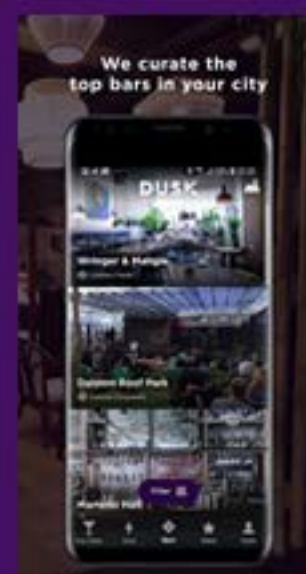
My Cycles - Period and Ovulation cycle tracker



FitBit - tracking goals



Dusk app - Access to exclusive bars



City mapper - locating bike shares



NatWest

Image sources:
Google Play

Issues to address

No direct switch to premier option via the Natwest app

Information architecture of the Natwest website directing to apply for Premier is confusing and difficult to navigate

There are no indications of length of application

No step-by-step guide of how far along the process of application the customer is

User flow on the website directs to call

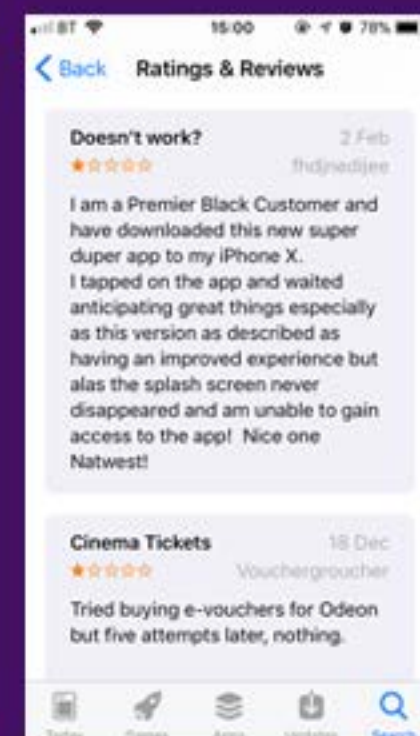
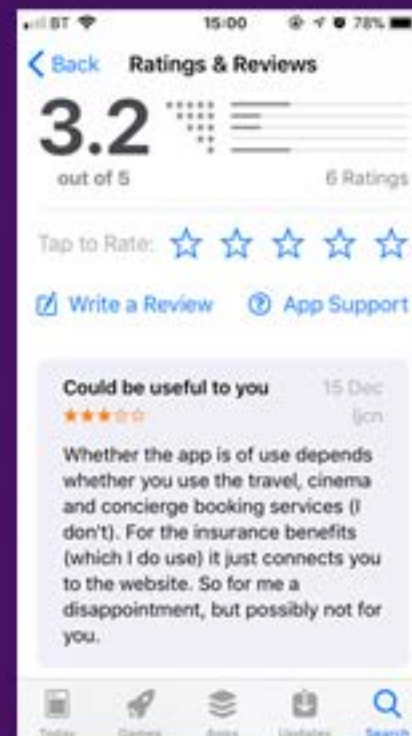
Banking customers are unaware of all of the banking features on offer with Premier banking

Competitor banks offer more flexibility and extra features

Customers feel unsafe banking on an app

Natwest only 60% agree good customer service

Customer reviews and ratings of existing Premier App



Current customer reviews give an interesting insight into what the current app could improve on and opportunities to explore in further research.

Goals for Natwest Premier mobile application

1

Upgrading eligible Natwest customers to Natwest Premier Banking through an easy application process

By removing steps and simplifying the switching process, without making a phone call. Providing an upload camera function to with video confirmation. Visible by a step-by-step guide and indications of length of application.

2

Providing Natwest Premier customers with access to exclusive social and lifestyle benefits

Premier customers app benefits, highlight the following perks in easy to navigate sections: flights and hotels, concierge, travel, entertainment (with map), cinema and theatre tickets plus financial advice

3

Allowing Premier members easy access to their Premier Banking Manager

Providing Natwest Premier customers with a booking service through the application. Customers can choose and book a preferred slot with their Premier Banking Manager. A video calling service through the application will provide a better, personal customer service.

4

Allow Natwest customers to freeze their cards if lost

Adding a extra layer of security - a reoccurring theme throughout the research and a service provided by other banks.



Device and platform

The device chosen for the Natwest Premier customers is mobile and the platform is an application. Reasonings for choosing mobile and app are due to the research throughout the report. The predicted exponential rise in mobile app banking by Statista (2016b) by 2022 and the rise of Open Banking with digital banks such as Monzo provide evidence that Natwest should adopt and integrate more mobile banking app experiences for its Premier customers. Owning and using a mobile every day was a common shared feature amongst our personas and when surveyed, 51.9% of respondents preferred mobile app banking. The mobile app also provides an extremely useful service, in the fact that it is transportable. Our personas shared a common theme of having busy lifestyles and throughout the report the common theme of speed and simplicity were reoccurring.

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