



Andrea //
Tied Agent

"What is really going to make the difference is the quality of material, availability of consumer content and a ready to use story to sell funds to my clients."

Joanne //
Insurance CD

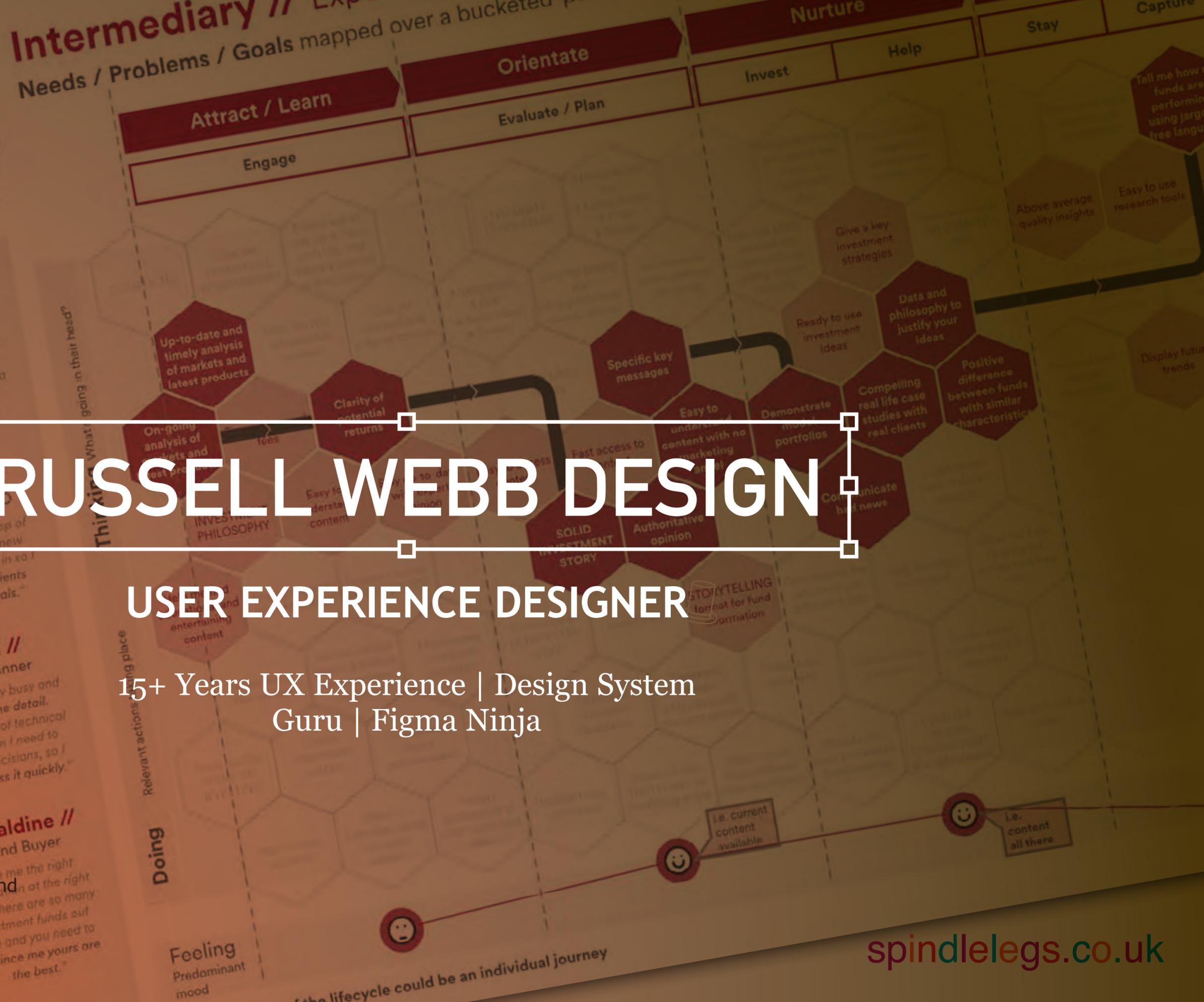
"I need to be on top of the market and new products coming in so I can help my clients meet their goals."

John //
Paraplanner

"My job is very busy and I work in the detail. There's a lot of technical information I need to support decisions, so I need access to it quickly."

Geraldine //
Fund Buyer

"Give me the right information at the right time. There are so many investment funds out there and you need to convince me yours are the best."



RUSSELL WEBB DESIGN

USER EXPERIENCE DESIGNER

15+ Years UX Experience | Design System
Guru | Figma Ninja

Journey via
Needs / Problems / Goals mapped over a bucketed
Persona journey

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01 LOGIN AND AUTHENTICATION

- 01.1 - Device registration
- 01.2 - Face ID & Passcode
- 01.3 - Session timeout



DARK MODE IN 2023

Delight, speed and satisfaction are rewriting our UX playbooks in the finance world. The new must-have is dark mode



DISCOVERY UX TO ROADMAP IN 3 DAYS

Solve big problems, fast.

Facilitate a user centred workshop to deliver a Value Prop, new UX concepts and a product roadmap.

Understand | Ideate | Roadmap

OPEN BANKING IN THE SUPER APP EVOLUTION

A shift in the balance of power, more convenience, better financial education and how the financial super app UX can build meaningful relationships with their users

Redesigning* a mobile web gambling web site

* And nine (9) other Sportsbook and Casino mobile sites within the same family

RESPONSIVE GAMBLING SITE

Leveraging concepts such as Gamification to make the experiences engaging and 'Sticky'.

500K active users | 80 territories | £7M p/day

sportingbet

P Pearson

evelyn
PARTNERS

corbis.

UBS

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Bupa

BARCLAYS

Standard Bank

THOMSON REUTERS

Disney