Experience Design als Wettbewerbsfaktor im Asset Management

PwC Experience Consulting
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Your hosts for today.

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We live in the age of the consumer...

1900-1960
Age of Manufacturing
Mass manufacturing makes industrial powerhouses successful
FORD, GE, BOEING, P&G, SONY

1960-1990
Age of Distribution
Global connections and transportation systems make distribution key
WALMART, TOYOTA, DHL

1990-2010
Age of Information
Connected PCs and supply chains mean those who control the information flow dominate
MICROSOFT, SAP, ORACLE, INTEL

2010+
Age of the Consumer
Power comes from enabling empowered consumers
AMAZON, GOOGLE, IBM, SALESFORCE
of customers say the experience a company provides is as important as its products and services.

Source: ‘State of the Connected Consumer’, Salesforce, 2019
80% of companies themselves think they offer great customer experience (CX).

Source: 'State of the Connected Consumer', Salesforce, 2019
8% of customers believe that companies deliver great customer experience (CX).

Source: ‘State of the Connected Consumer’, Salesforce, 2019
Ingredients of Experience.

UX

User Experience

Usability

Utility
of the German population has particular interest in shares and investment funds.*

5%
79% of the German population has little or no interest in shares and investment funds.*

Source: ‘Allensbacher Markt- und Werbeträger-Analyse’, IfD Allensbach, 2019

* Survey covered individuals aged 14 and over
Only 9.65mn shareholders and equity fund owners in Germany in 2019.

Why?
67% of non-shareholders are afraid of high loss due to economic crisis.*

62% of non-shareholders are afraid of fraud.*

61% of non-shareholders are afraid of unlikely stock market crash.*

Source: 'Zum Rätsel der Aktienmarktteilnahme in Deutschland', Frankfurt School of Finance and Management & Deutsche Börse Group, 2019

* Survey covered individuals aged 18 and over
Complexity.

53% of non-shareholders complain about an overly complex product selection.*

47% of non-shareholders complain about missing sources of information.*

37% of non-shareholders believe it requires too much time.*

Source: 'Zum Rätsel der Aktienmarktteilnahme in Deutschland', Frankfurt School of Finance and Management & Deutsche Börse Group, 2019

* Survey covered individuals aged 18 and over
What we do.
Who we are.

https://www.youtube.com/watch?v=hKZKRqQFxM4

Part of the PwC network

https://www.youtube.com/watch?v=7ITpkcUkhp8
We are an eclectic team of 80 people.

Ethnographers
Service designers
Software engineers
Researchers

Industrial designers
Creative technologists
Project managers
Brand strategists

Full stack developers
UX & UI designers
Art directors
Agile coaches

Tech architects
Innovation consultants
Interaction designers
Storytellers
Spread over 4 locations.

- Berlin
- Düsseldorf
- Frankfurt
- Munich
How we support your business.

We create solutions that are optimized for users which leads to business value.

We design experiences.

How will we build **Business** value?

What **eXperience** will people love?

How can we use **Tech** to make it real?
Our philosophy.

**Customer obsessed**
Make sure you know what your target groups love and hate – we build brands based on users needs, wants, desires and behaviors. Truly insight driven.

**Power of perspectives**
Diversity is the key to creativity and innovation: break the silos and let the outside in – we have a culture of collaboration and co-creation.

**Always in beta**
Aim for progress not perfection: Trying and failing is better than not trying at all – we focus on rapidly bringing ideas from insight to solution.

**Experiment with tech**
Play with technology to reveal new possibilities – We explore, build and test prototypes in emerging technologies.

We do not design in silos and must be a part of the business strategy in order to optimize design for business value. We work at the front line with interaction with client stakeholders and/or end users.
From insight to impact.

**Mobilize**
Mobilize the team and agree on final scope and timings. Enable right conditions before going into discovery phase

**Understand**
Emerge in existing and new insights by involving consumers and relevant experts

**Make**
Identify Opportunity areas, estimate value and prioritize based on a predefined set of criterias

**Evaluate**
Get creative together with the Malibu team and progressive Gen Z consumers to ideate and create concept embryos

**Realize**
Test concepts with the target audience in multiple markets and refine based on result
What was the situation?
Buying a house or apartment can be a tedious and time consuming endeavor. Getting a legally binding quote for a home loan typically requires a lot of paperwork and time. A large German bank is looking to support new user behavior, which demands for a faster and online-only experience.

What did we do?
In an iterative approach, we designed, prototyped and tested a new home loan service that offers users a legally binding home loan offer in just 5 minutes. In a structured 4-step approach, users are guided through the process accompanied with a digital assistant.

What was the outcome?
Within the design process, the process and the interaction design was iteratively improved to match the users expectations and to respond to their behavior. The service is currently in MVP stage collecting first feedback from real users in the market.
Evolution of the Prototype.

1. Iteration

2. Iteration

3. Iteration
Case study.

USABILITY TESTING

What was the situation?
Neon-free is an up-and-coming FinTech in Switzerland that is stirring up the mobile banking market there. Known from the Swiss edition of “The Lion’s Den”. To develop a user-centered mobile banking app, the Neon-free team was looking for qualitative user feedback.

What did we do?
Together with the Neon-free team we analysed the user groups and the desired customer journey via different touchpoints. Afterwards we invited five testers for usability testing and observed and analysed user behaviour with the mobile banking app. From the observations we derived recommendations for action to further develop the app.

What was the outcome?
With the help of the findings from the usability tests, we were able to support the Neon-free team in further developing their iOS and Android versions of the mobile banking app and making them even more user-centric. The market success so far proves them right.
Contact us.

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Thank you!