NatWest Group

Overall research themes

- Customers don't see benefits over their preferred method of banking
- They're concerned that smartphones and apps aren't secure, and worry about losing their phone
- They're afraid of making mistakes, as they feel the stakes are high when it comes to finance

Current experience

- 44% of dormant customers stopped using the app after day 1, rising to 50% on day 2
- Customers aged 55+ are most likely not to log back in for a second time in their first month
- 38% of early dormancy came from customers who didn't have a current account, compared to just 18% for those that do have one

Experience principles

- Plot the path to success
- Think in terms of milestones
- Show me you know me
- Show the value
- Make me smile
- Make it easy for me, be selective
- Make it elective
- Change it up

Naomi, 24

Not a Natwest customer

> "I don't want something that's going to waste my time, and I want to feel like my money is safe"

Background

- Has 3 bank accounts but none with NatWest
- Doesn't feel any strong affinity with any of her banks
- Is thinking about buying a house in the future
- Works for a fashion company
- Uses Instagram, TikTok and Snapchat very frequently, and also checks the news through the BBC app

Needs

- Wants everything to be time efficient
- Wants to feel reassured that she's being looked after
- Wants to feel a sense of achievement

Pain points

- Doesn't like something that feels corporate
- Doesn't feel like her money is safe in the digital world
- Anything that takes too long

Pre-download

Naomi is told about the NatWest app by her brother on a Zoom call and he sends her a referral link

Concerned, wary
Confidence: ○○○○○

I don't like my life being in one place. If I lose my phone I lose everything.

P3, Day 2

I don't trust banks very much

Opportunity
Security messaging

Hypothesis
Educating usersd with messaging relating to security will improve customers impressions of the app's security

Priority
●●●

Naomi reads some security information on the NatWest website before opening an account from the referral link

Unconvinced, open-minded
Confidence: ●○○○○

It concerns me how easy it is to get into Monza app

P4, Day 1

It's good they are talking about the security of the app so openly here

I don't want to read something that I don't understand

Opportunity
Security messaging

Hypothesis
Educating usersd with messaging relating to security will improve customers impressions of the app's security

Priority
●●●

Pre-login

She then downloads the app, opens it and reads the key messaging around security like how NatWest work with the government on cyber security

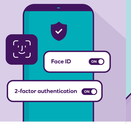
Surprised, interested
Confidence: ●○○○○

It's good to see that they work with the government

Opportunity
Security messaging

Hypothesis
Educating usersd with messaging relating to security will improve customers impressions of the app's security

Priority
●●●



Naomi decides to use two forms of ID to login to the app: biometrics and two-factor authentication

Impressed, more confident
Confidence: ●●○○○

I want easy things. I don't have time to be messing around

P1, Day 2

I like being given the choice, I would do two of them: Touch ID and pin.

P5, Day 1

It's good that I can add more security if I want to

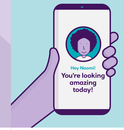
I want to know which ones are the most secure

Opportunity
Choose your login method

Hypothesis
Allowing the customer to choose their login method will allow customers to choose between security or speed, reducing friction

Priority
●●○

First use



Naomi is impressed and relaxed by the tone of the app, as the language doesn't feel too jargony

Smiley, a little excited
Confidence: ●●○○○

More friendly and personable than banking apps I currently have

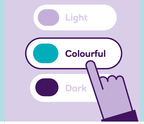
P4, Day 1

I like the way the bank are talking to me like a human being

Opportunity
Conversational UI

Hypothesis
Conversational UI will help break down the process of signing up for and using the app into smaller chunks, and make it feel more like the in-branch or over-the-phone experience

Priority
●●●



Naomi finds the section around app appearance and chooses an app skin that she feels more comfortable with

Engaged, happy
Confidence: ●●○○○

It's cool that I can choose!

Opportunity
Look, feel and tone of voice

Hypothesis
Altering the look, feel and tone of voice will make customers feel more comfortable with the app, making them more likely to adopt digital channels

Priority
●○○

Naomi then wants to find out if the notifications are useful or annoying – she decides to do the "most popular" options of weekly balance and transcation activity

Interested, willing to try
Confidence: ●●○○○

I would use my online banking and bank app less if I got notifications like this, it would reassure me

P1, Day 1

I really hope these don't start to annoy me like other apps notifications do

Opportunity
Choosing notifications

Hypothesis
Notifications will negate the need for customers to open the app, reducing friction. It will also open a continuous dialogue with them which will help build habit of using digital channels

Priority
●●●

Naomi uses the search bar to search through the different features available on the app and is impressed to see so many different features

Exploratory, nosey
Confidence: ●●●●○

Searching means you get a bunch of different results and that would irritate me

P3, Day 1

I want it to to filter the features that aren't relevant to me

It's impressive how much I can do on the app

Opportunity
Search for anything

Hypothesis
Allowing customers to interact with the app through a search bar will reduce the friction of finding features, making it less intimidating to learn

Priority
●●●

Naomi finds the app security status section and sets up a weekly security update

Delighted, fascinated
Confidence: ●●●●○

This looks interesting, I hope it's useful

Opportunity
Security messaging

Hypothesis
Educating usersd with messaging relating to security will improve customers impressions of the app's security

Priority
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Continued use

Naomi adds a photo of herself to her profile

Happy, comforted
Confidence: ●●●●○

This is cool!

Opportunity
Personalisation

Hypothesis
Personalising the app to customers will simplify the app for them, reducing risk and making it easier to perform key tasks

Priority
●●●

Naomi then sets up her smart goals which contain suggested goals from NatWest her main ambition as to increase her credit score by 20 points

Attached, personal
Confidence: ●●●●○

I would find this helpful to have - it's a good idea

P1, Day 2

I wish it would give me tips on how to achieve my goal

I like that I can use the app to fulfil my future plans

Opportunity
Setting goals

Hypothesis
Goals will provide a reason for customers to return to the app and provide an opportunity to open a dialogue with them which directs them back to the app

Priority
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Naomi see's a checklist of other things she can do on the app and decides to add the accounts that she has with other banks, now that she trusts the NatWest app more than she trusts the other bank apps

Very confident, passionate
Confidence: ●●●●●

I love how I can use this app to manage all of my finances

Opportunity
Suggested features

Hypothesis
Suggesting features to customers will make them more aware of the value of the app, and act as a simplified way of onboarding them onto specific features

Priority
●●○

Naomi is asked if she'd like to setup a recurring payment because she has made the same payment to the same payee 3 weeks in a row

Surprised, impressed
Confidence: ●●●●●

This is a useful tip

Useful as it means I don't need to work it out myself

P2, Day 1

Opportunity
Personalisation

Hypothesis
Personalising the app to customers will simplify the app for them, reducing risk and making it easier to perform key tasks

Priority
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Naomi has been given a Google Home device and wants to see whether she can perform tasks to do with her NatWest account on the voice device

Hopeful, optimistic
Confidence: ●●●●●

I would like to be able to do basic tasks with my Google Home

Opportunity
Voice UI

Hypothesis
Voice UI will make banking simpler for customers, reducing friction which might otherwise make them reject digital channels

Priority
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Naomi makes a payment but realises at the payment confirmation screen that she made the payment to the wrong payee, but is relieved to see an "Undo payment" button and is delighted when it's confirmed that the payment was stopped

Relieved, delighted
Confidence: ●●●●●

Wow, I'm so relieved that was able to be stopped!

I'd feel more at ease if I can do this, even though I've never needed to

P4, Day 1

Opportunity
Undo transaction

Hypothesis
Allowing customers to undo operations will make them less worried about making mistakes, making them more comfortable using the app

Priority
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Naomi reaches her credit score goal and the app suggests a new credit score goal which she accepts

Excited, determined
Confidence: ●●●●●

I'm so happy this app has helped me achieve this, now the next one

Opportunity
Setting goals

Hypothesis
Goals will provide a reason for customers to return to the app and provide an opportunity to open a dialogue with them which directs them back to the app

Priority
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