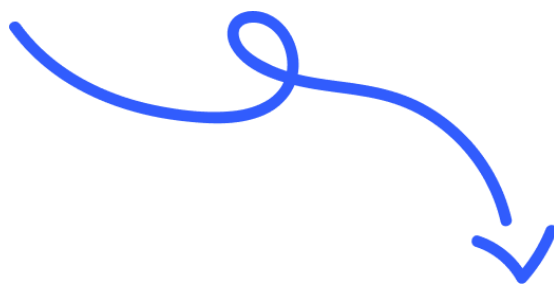


# From UX research to innovation: integrating insights into every step of the development process

**Sharla Collins**

Consumer Insights & Innovation Research, Ally Bank





# Sharla Collins

Consumer Insights & Innovation Research

Ally Bank



# 20+ years in FINANCIAL SERVICES

Business  
Lines

Risk,  
Finance,  
HR

Research  
!



# What we'll cover



**Fast  
Insights**



# What we'll cover



**Fast  
Insights**



**Innovation  
@ Ally**



# What we'll cover



**Fast  
Insights**



**Innovation  
@ Ally**



**Ideas for  
you**



# What is an insights driven product?



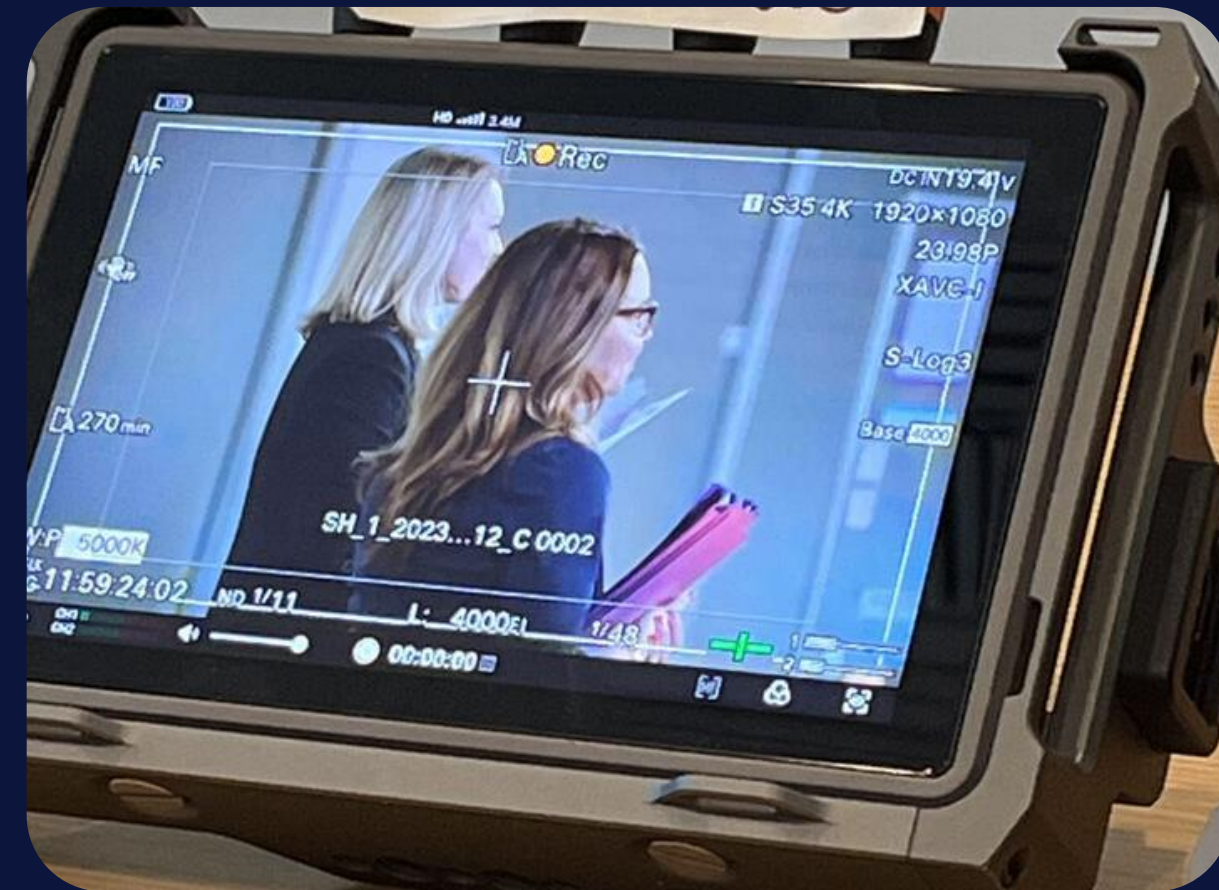
# SPOILER ALERT:

You don't need a huge research program or budget





# Watch Side Hustlers Here

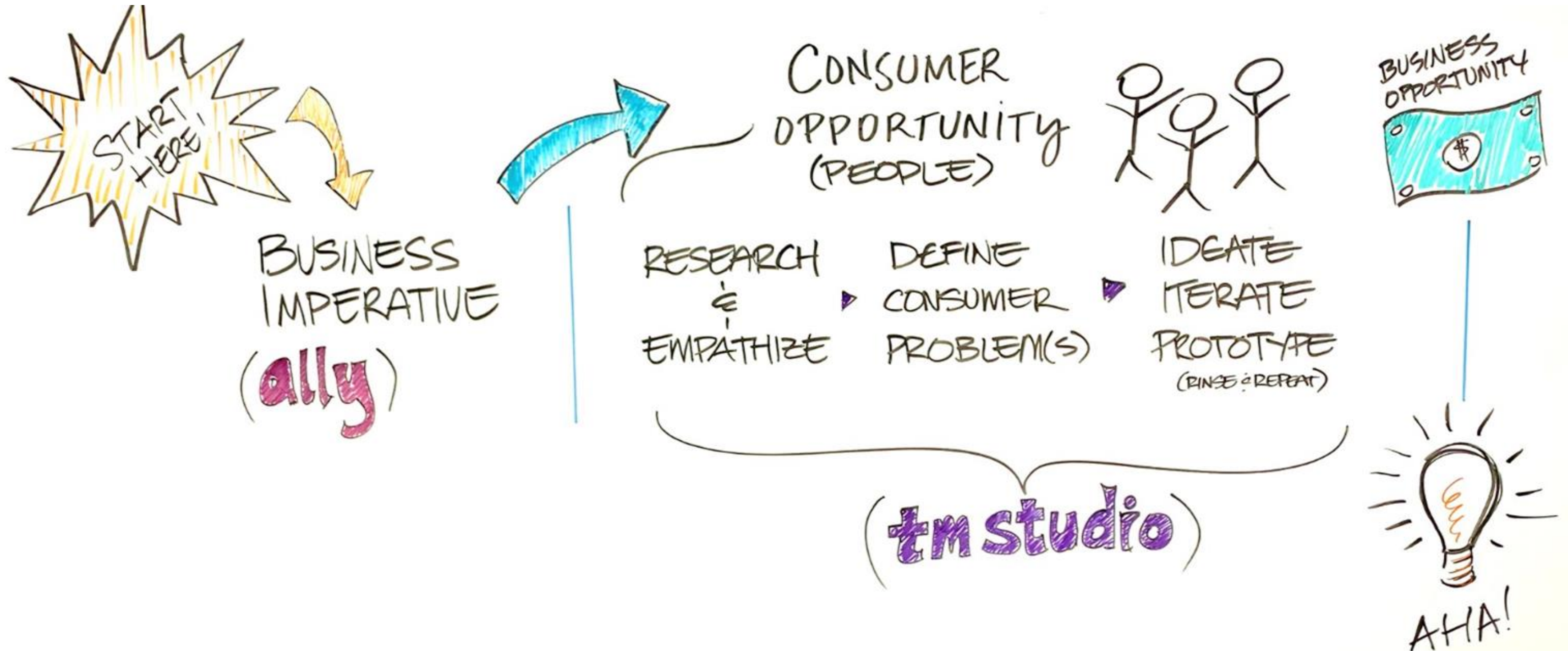


# Ally's Innovation Program



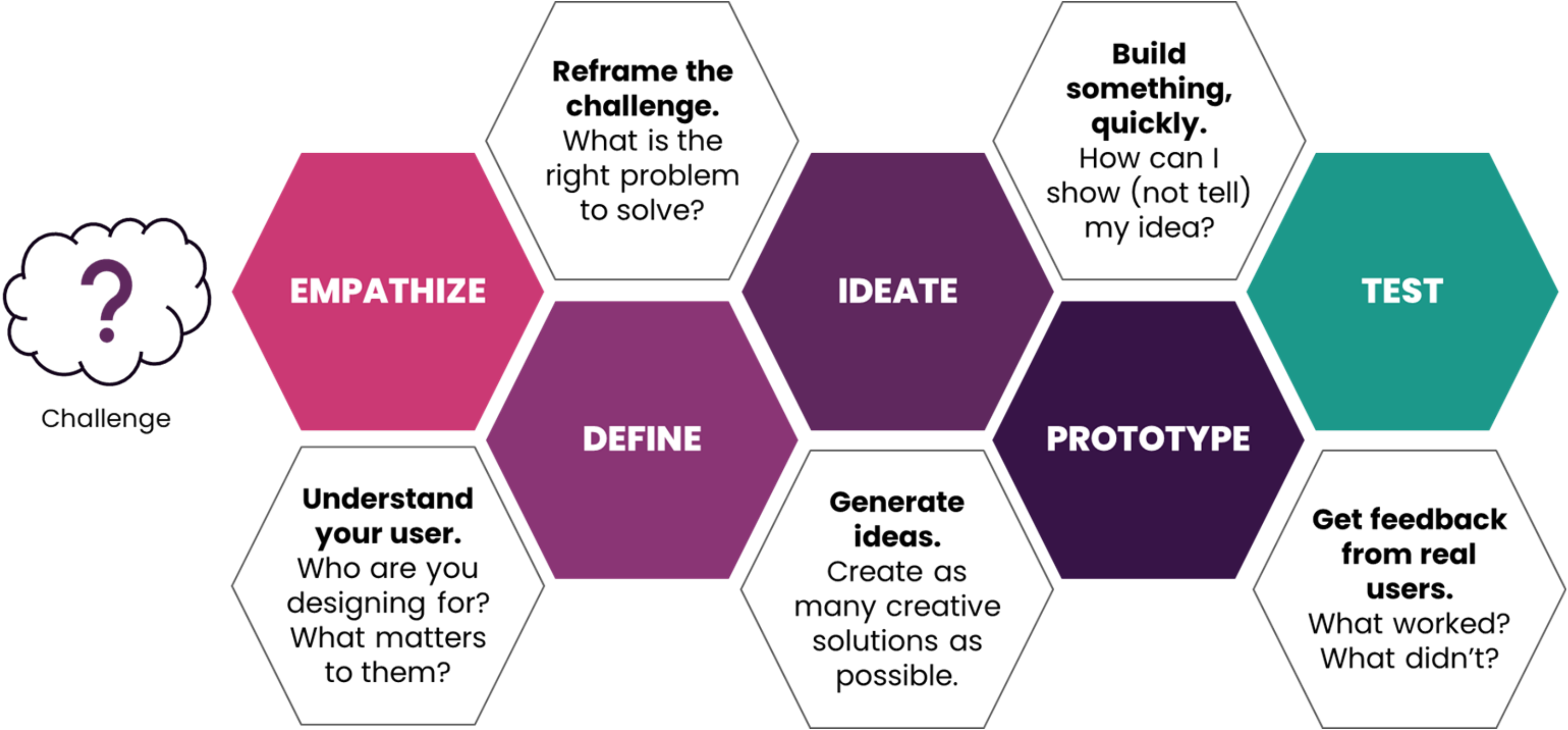
# Innovation at Ally

Human centered and driven by research at every phase



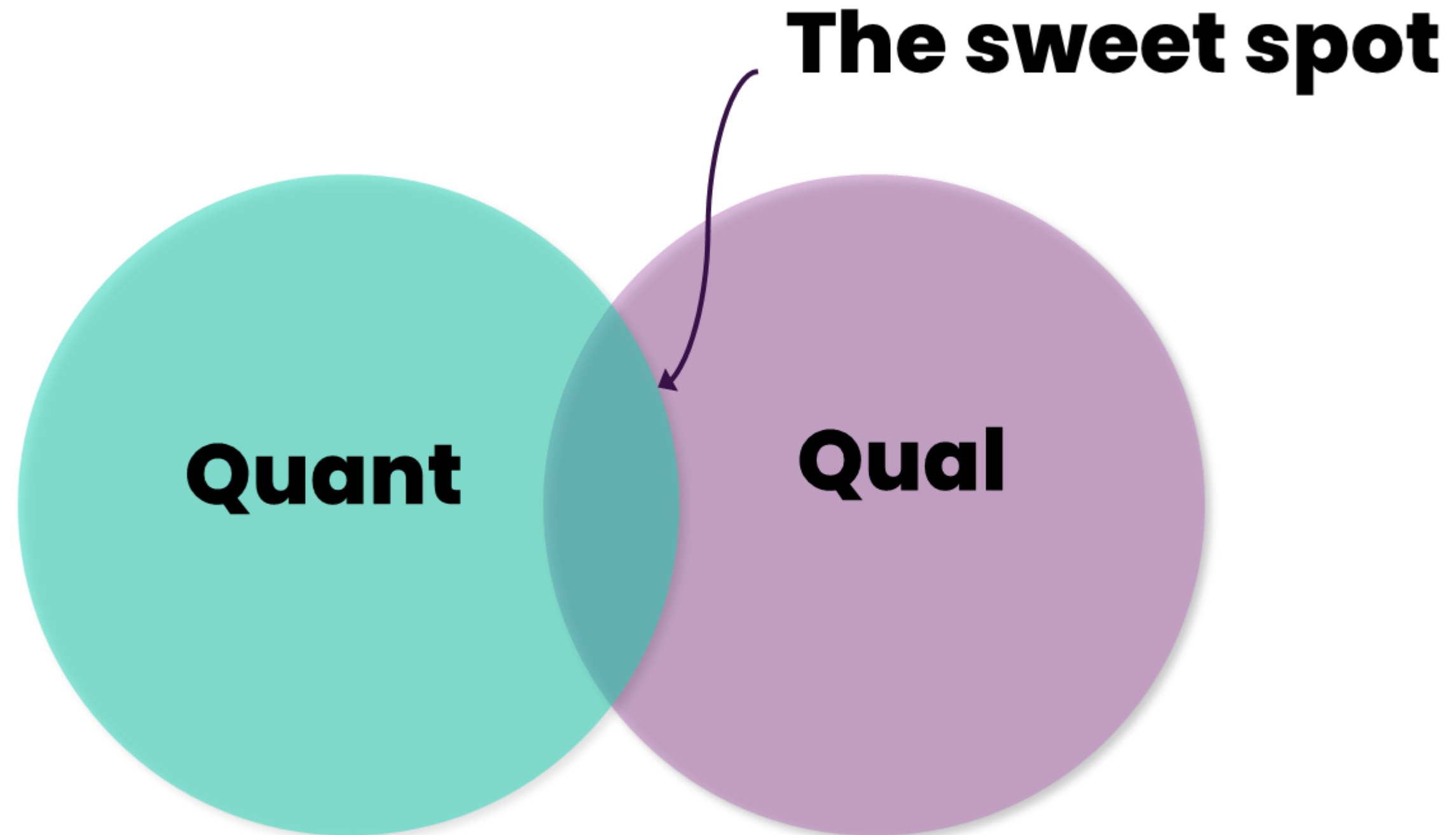
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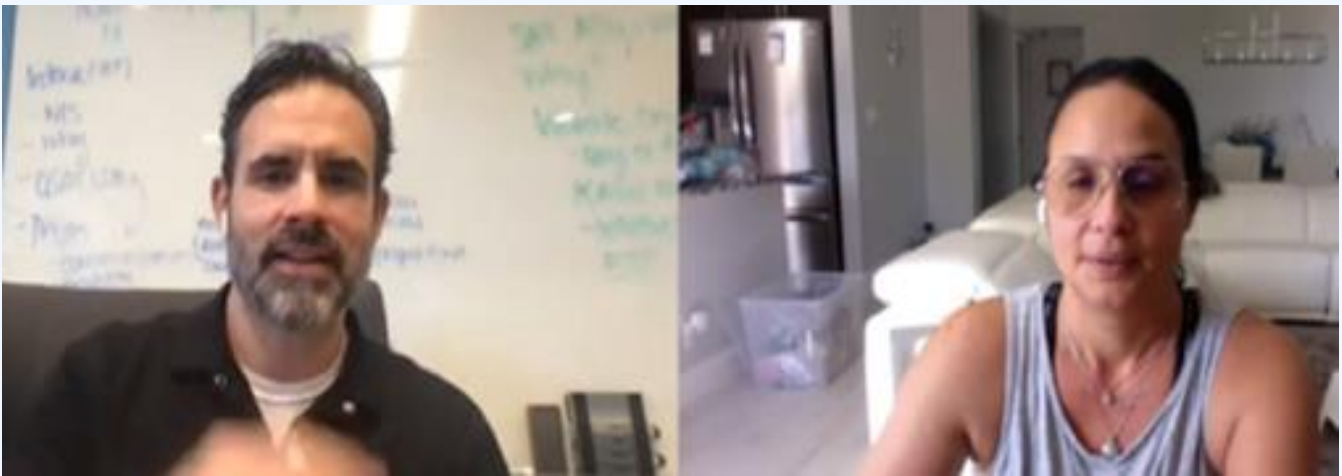
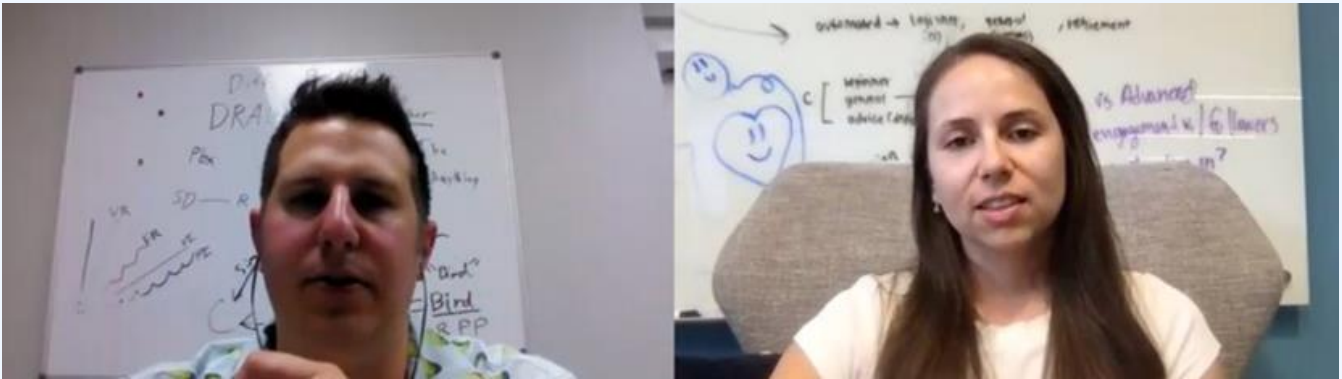
# Innovation at Ally

Balanced in a mixed methods approach to uncover and validate human centered insights and opportunity areas



# Innovation at Ally

Collaborative research: all hands on deck for every phase and type of research



# Changing the narrative on savings

Shifting a commoditized product to an organized and motivating savings hub

## Insights

Savings accounts are commoditized.

People are saving for specific things, with a lot of emotion and aspirations.

People have “hacks” to manage their multiple savings, often with mental math.

People wish they could save more and reach their goals faster.



# Changing the narrative on savings

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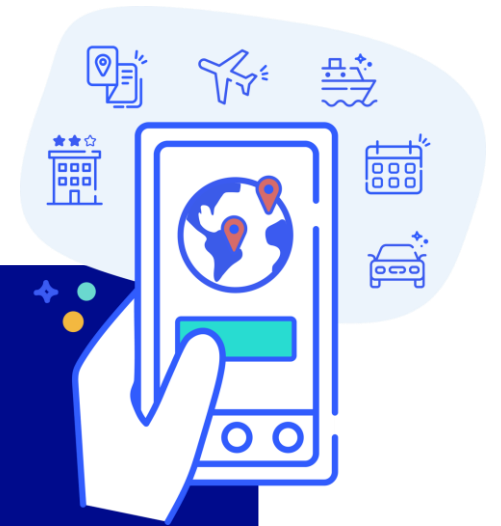
## Product

Savings account features:

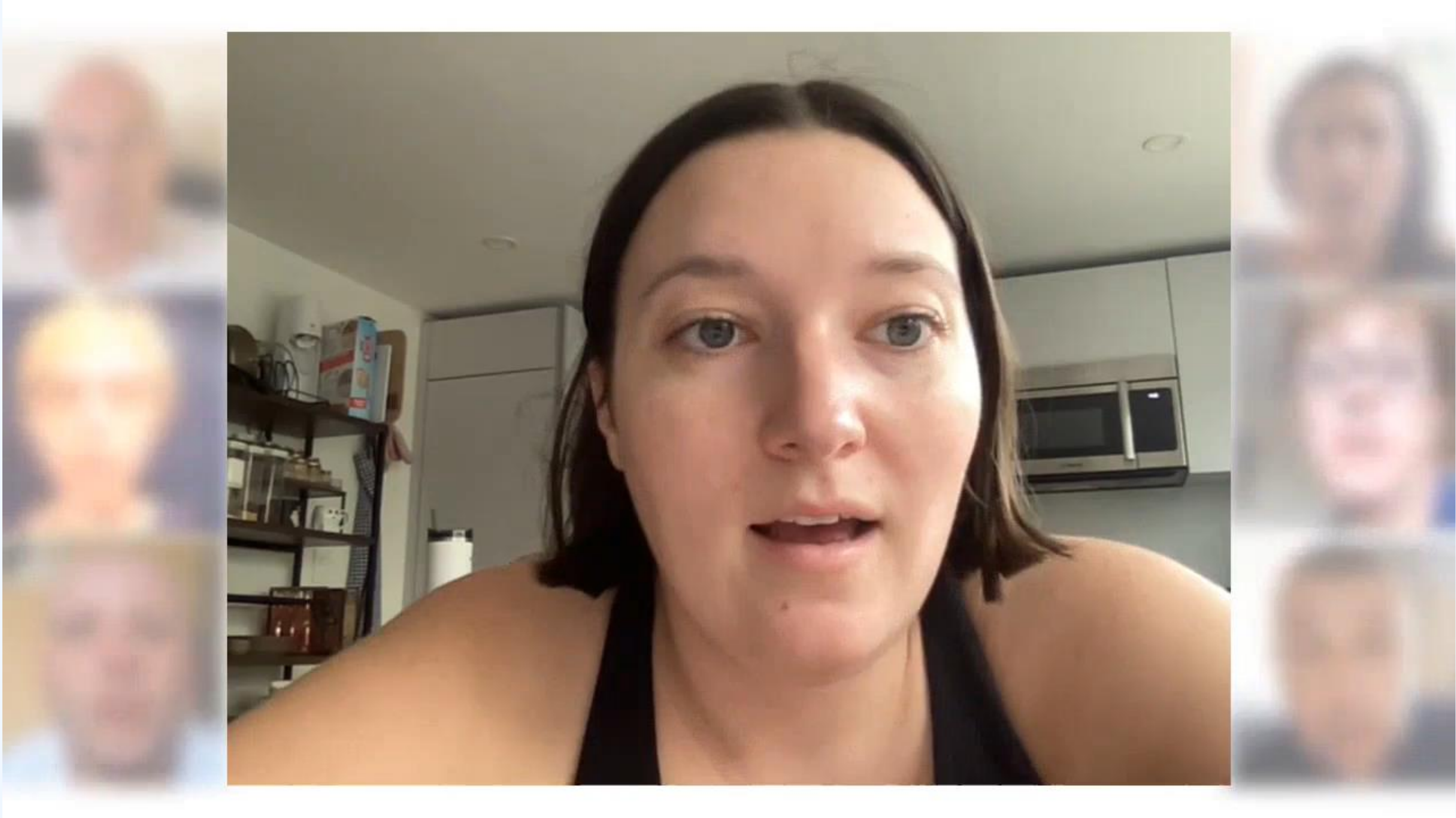
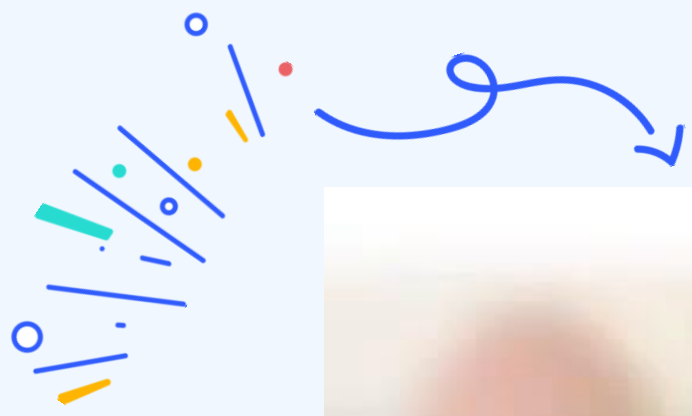
**Buckets** – help people organize savings into specific goals

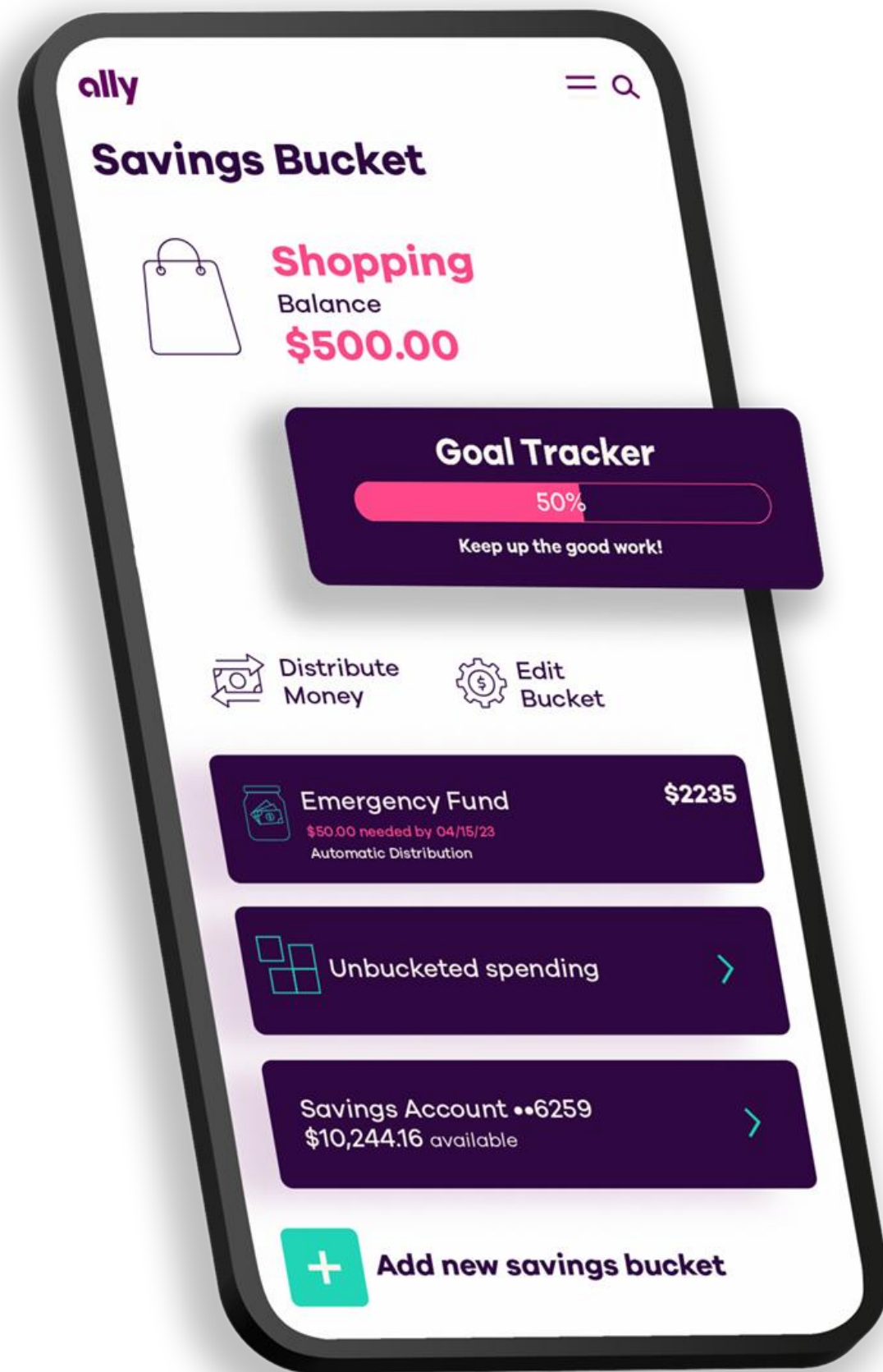
**Boosters** – help people amplify and automate savings

**Additional tools** to help people stay on track and motivated toward achieving goals









# Business Value

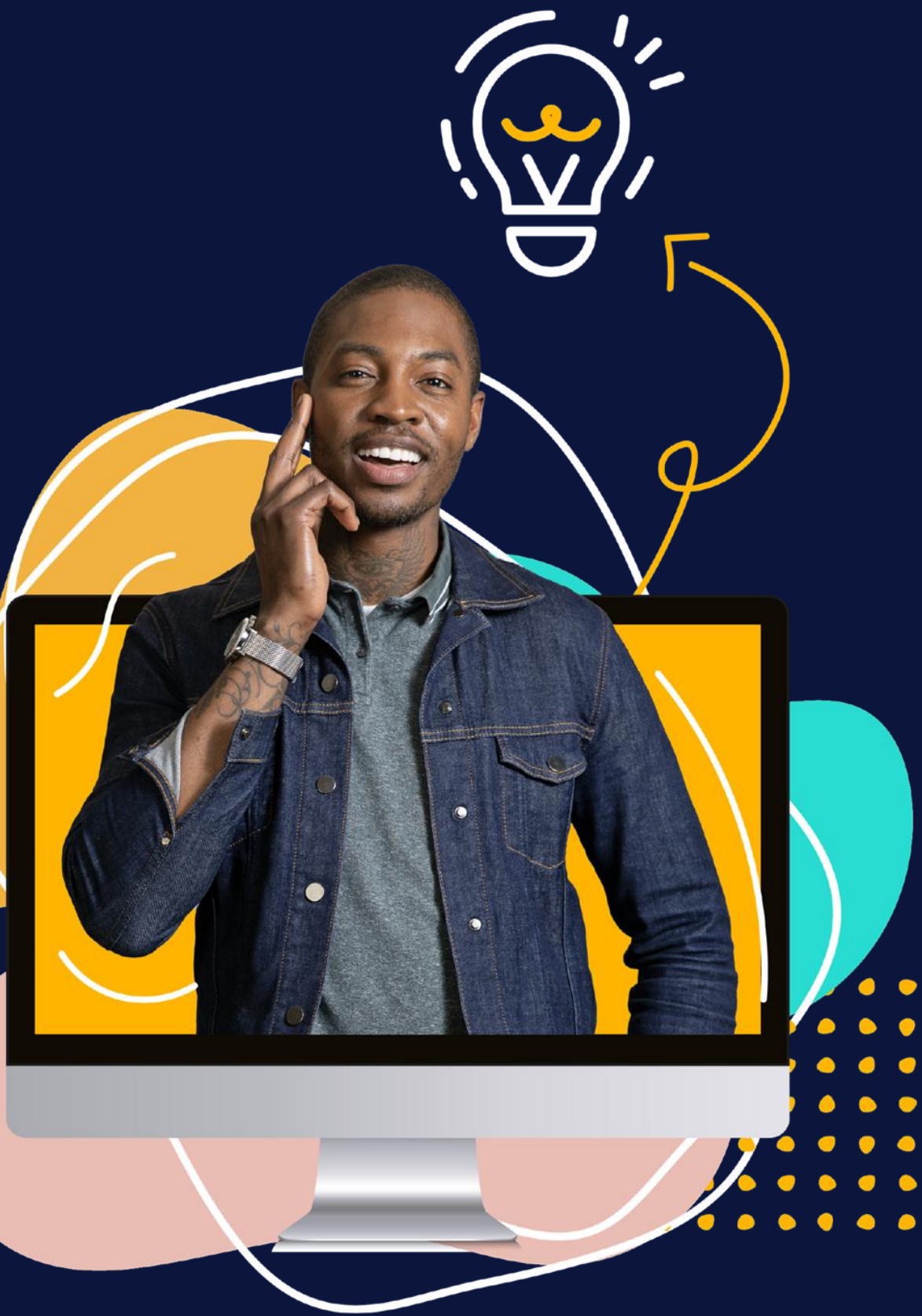
Designing an insights-driven product proves successful

**Design for customers → drive business value**

## Outcomes

- 1 in 3 use Buckets and Boosters
- 5 Million buckets
- 2x savings growth
- More likely to acquire other products





**What does this mean  
for you?**

# Why is research missing or limited?

Understand the perceptions and assumptions at play



- We do research (at the **beginning or end**).
- It takes too much **time**.
- It's too **expensive**.
- It's too **complex**.
- We don't have **enough researchers**.
- We **already know** what customers want.
- We'll test **in market**.



**Financials**

**Speed**

**Risk**

**Assumptions**

**Consumer  
Value /  
Needs**

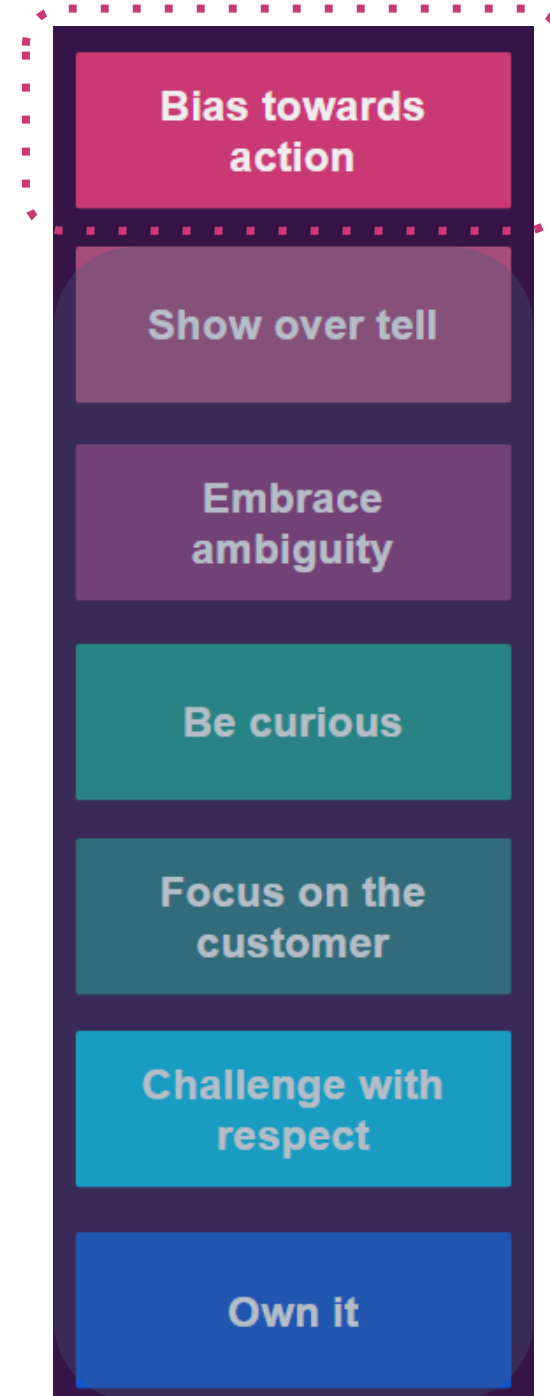


# Beware the speed trap



# Failing smart doesn't mean slow

Reject the fail fast mentality



***Fail smart:  
with iterative learnings along the product development lifecycle.***

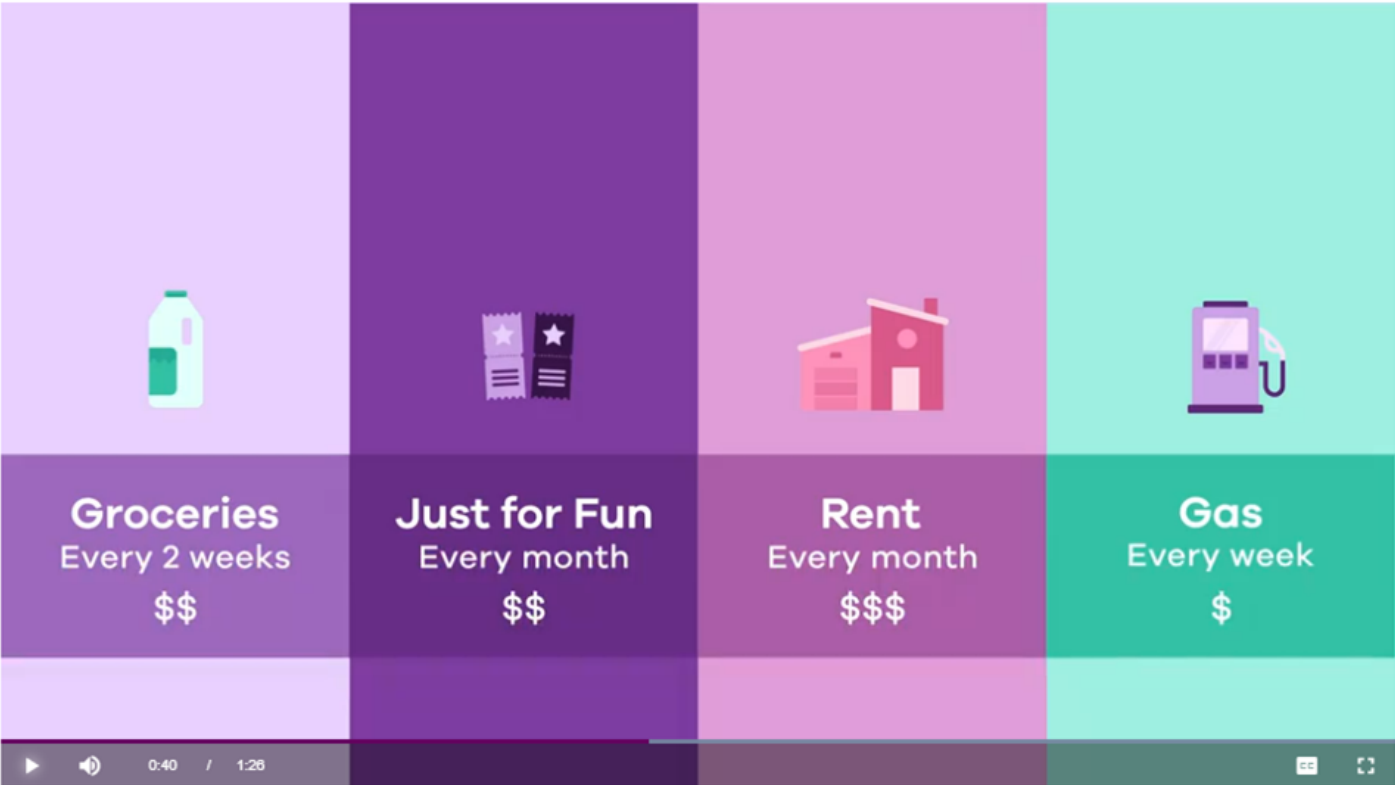
- Don't move fast just for fast sake
- Avoid paralysis analysis
- Make decisions efficiently with the data and insights available
- Identify new assumptions and ones that need validation



# Iterative research in action

## The cash is in the bag (or bucket).

Like digital envelopes, spending buckets set money aside for ongoing expenses like rent and groceries.



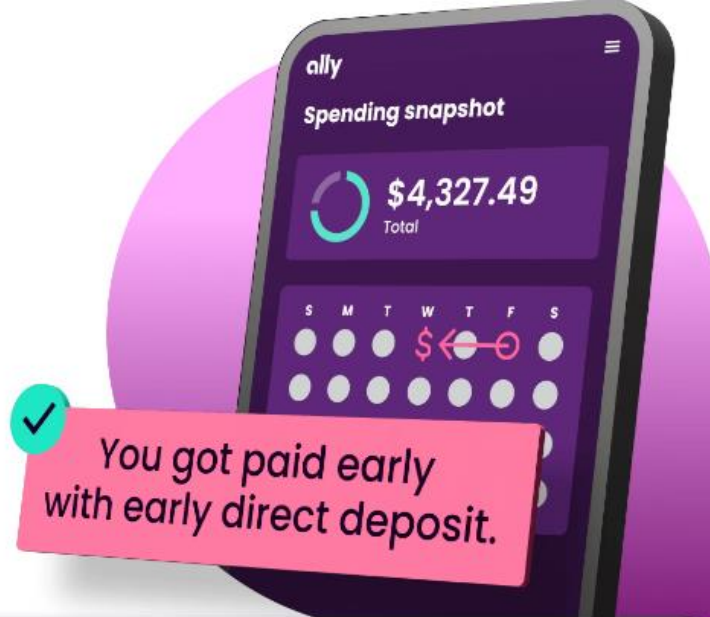
Similar to our popular [savings buckets](#), they give you a clearer picture of your spending habits – and an opportunity to create better ones.

### Spending Account

★★★★★ 4.3 (9,778 Reviews)

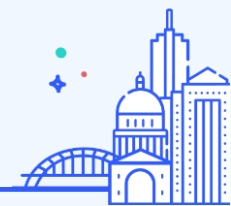
## Spending made smarter.

Get paid up to two days sooner and avoid hidden fees with an Ally Bank Spending Account.



- Tools
- Features
- Fees
- Rates
- Bank Better
- Reviews
- FAQs

Open New Account





# Iterative research in action

Fail smart: with iterative learnings along the product development lifecycle.

**Concept testing** → prototype testing → pilot testing → MVP and tiered launches



 ModernBank



## Spending Buckets

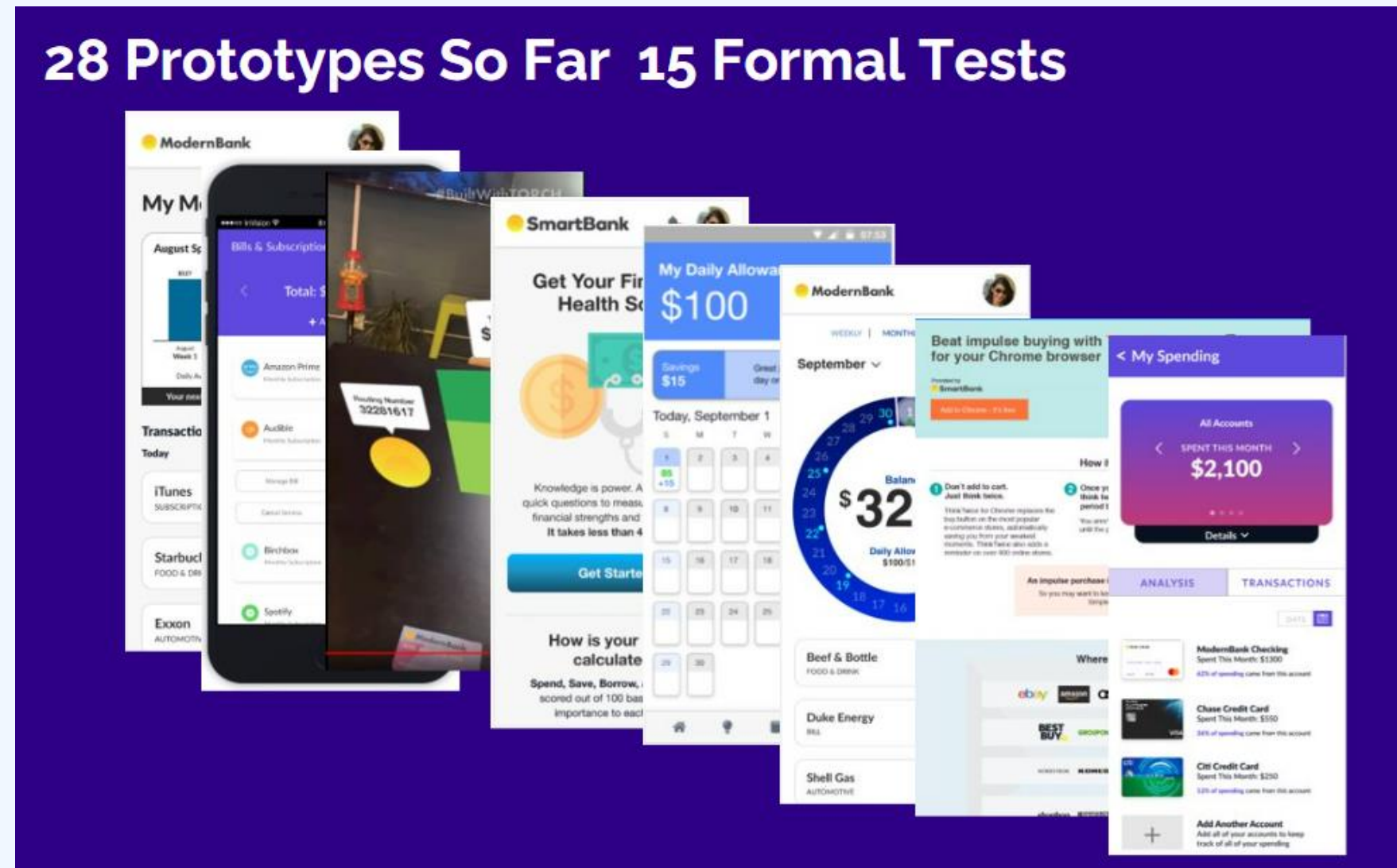
Spending buckets are like digital envelopes for all your recurring expenses, and we'll automatically save for them. This way, you know you're always covered.



# Iterative research in action

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# Iterative research In action

Fail smart: with iterative learnings along the product development lifecycle.

Concept testing → prototype testing → pilot testing → **MVP and tiered launches**

**Spending Buckets**

Spending buckets are like digital envelopes for all your recurring expenses, and we'll automatically save for them. This way, you know you're always covered.

ModernBank

## 28 Prototypes So Far 15 Formal Tests

A collage of 28 mobile app prototypes for ModernBank's Spending Buckets feature. The prototypes show various stages of design, from initial wireframes to more polished screens. Key elements visible include: a 'My Daily Allowance' screen showing '\$100', a 'Spent This Month' summary showing '\$2,100', a calendar view for 'September', and a list of transactions for 'Today' including Amazon Prime, Audible, Starbucks, and Spotify. The text '28 Prototypes So Far 15 Formal Tests' is prominently displayed at the top.

ModernBank mobile app interface showing the 'Spending Buckets' feature. The screen displays account details for a 'Checking Account' and lists several buckets with their respective balances and deadlines.

Bucket Name	Balance / Deadline	Amount
Ballgown	\$100.00 needed by 08/15/2023	\$100.00
Bridal shower	\$300.00 needed by 03/31/2023	\$50.00



# Become an insights advocate



# Become an insights advocate

Become a change agent for driving more insights-driven product development

1

**Build  
partnerships  
with  
researchers**



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**Ask for  
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**3**

**Get closer  
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**4**

**Get  
scrappy**





# Become an insights advocate

Become a change agent for driving more insights-driven product development

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**Build partnerships with researchers**

**2**

**Ask for research and existing insights**

**3**

**Get closer to your customers**

**4**

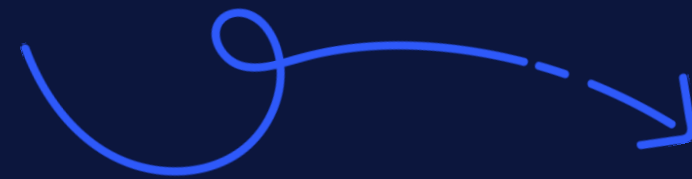
**Get scrappy**

**5**

**Embrace a bias to action while balancing failing smart**



# When is research needed?



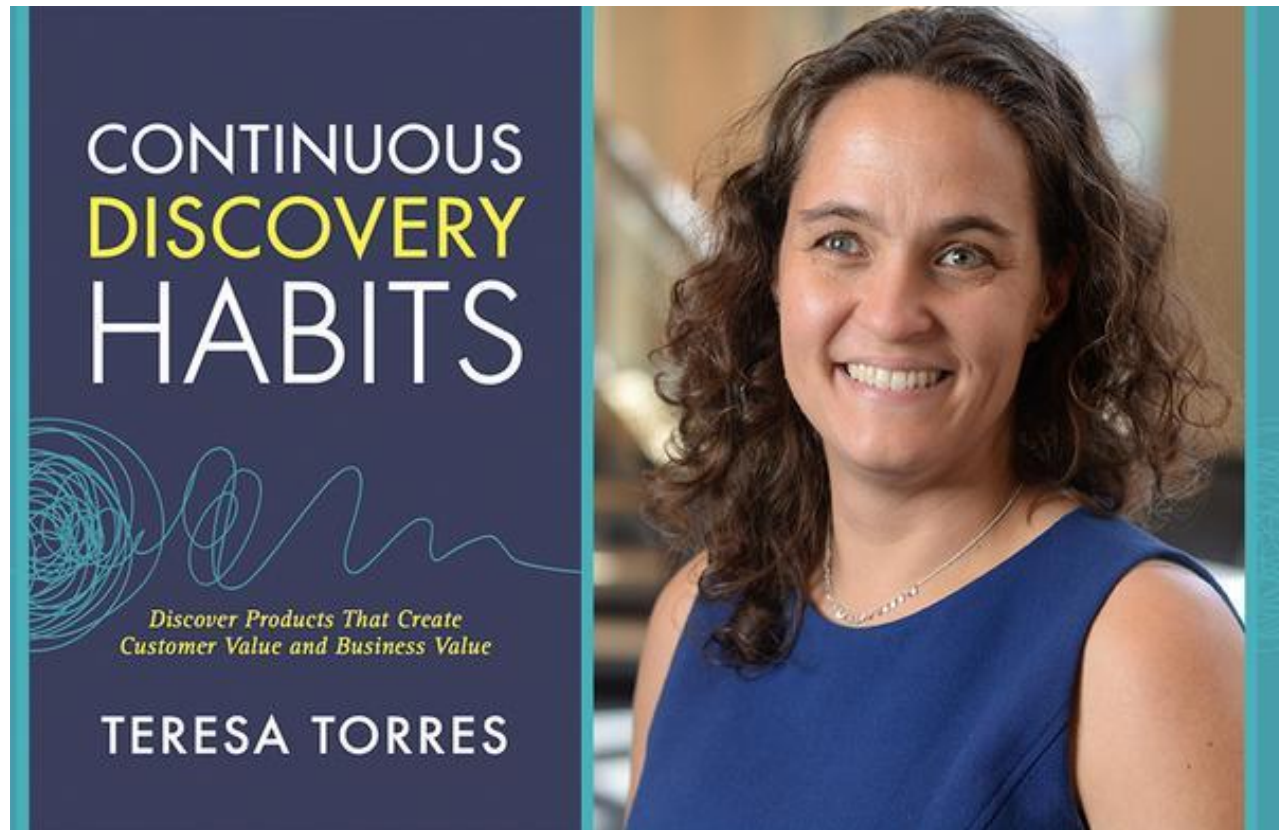
Ideally **consistently** and **regularly** to maintain understanding of customers and their evolving needs and perceptions of your existing products.

But also, in exploring **innovation**, **new product development** and **prioritization**, and **enhancements to existing products**.



# Become an insights advocate

Become a change agent for driving more insights-driven product development



## User Testing



BLOG

### What is customer journey mapping?

Customer journey mapping serves as a critical exercise for teams dedicated to improving how...

[Read more →](#)



BLOG

### Financial services usability testing

Financial service organizations face unique challenges when conducting user research, from strict regulations...

[Read more →](#)



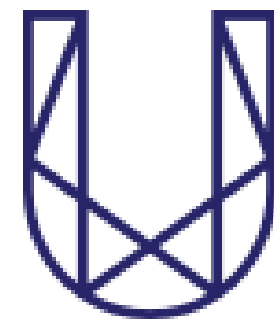
BLOG

### Investing in UX research

If you're a UX practitioner, you clearly understand the value of what you do...

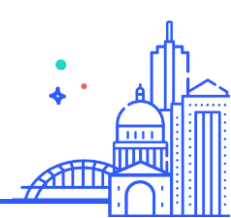
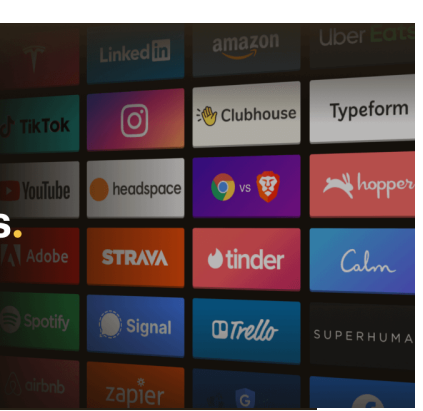
[Read more →](#)

# IDEO



# growth.design

50+ Product Psychology Case Studies.



# Become an insights advocate

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“If you’re open to it, **everything** is research.

Being curious, noticing, making connections – that magpie mind superpower is what builds a nest of fresh ideas and methods.”

**Danielle Krettek**

Co-Founder @ Ready | Former Founder, Google Empathy Lab



User Testing

**THIS**  
The Human Insight Summit

# Thank you!

