User Testing THIS
The Human Insight Summit

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

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Consumer Insights & Innovation Research, Ally Bank

ally
do it right.

Sharla Collins

Consumer Insights & Innovation Research

Ally Bank

20+ years in FINANCIAL SERVICES

What we'll cover

Fast Insights

What we'll cover

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Innovation @ Ally

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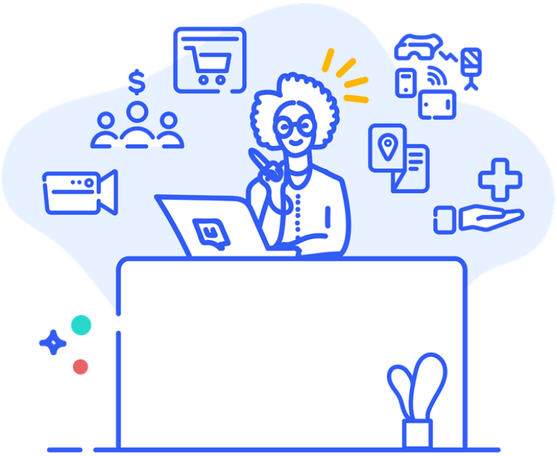


Ideas for you

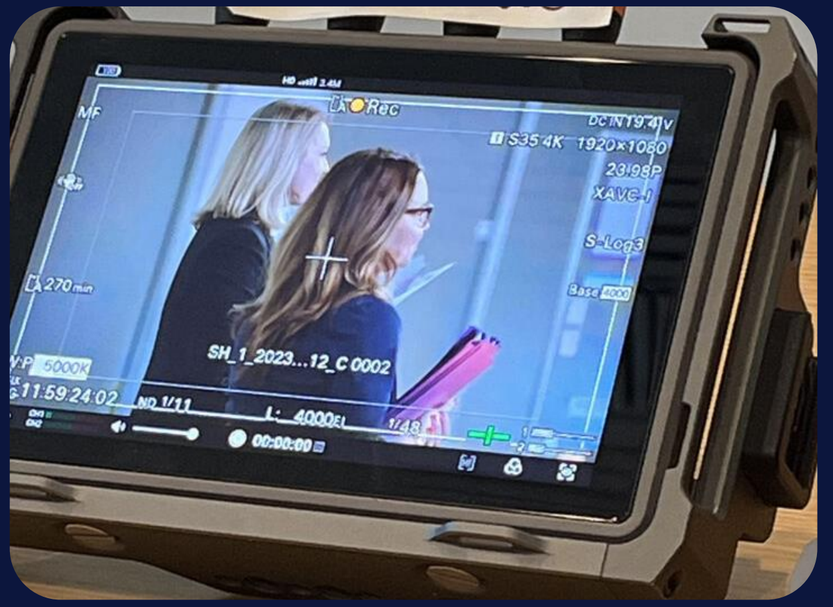
What is an insights driven product?

SPOILER ALERT:

You don’t need a huge research program or budget

Watch Side Hustlers

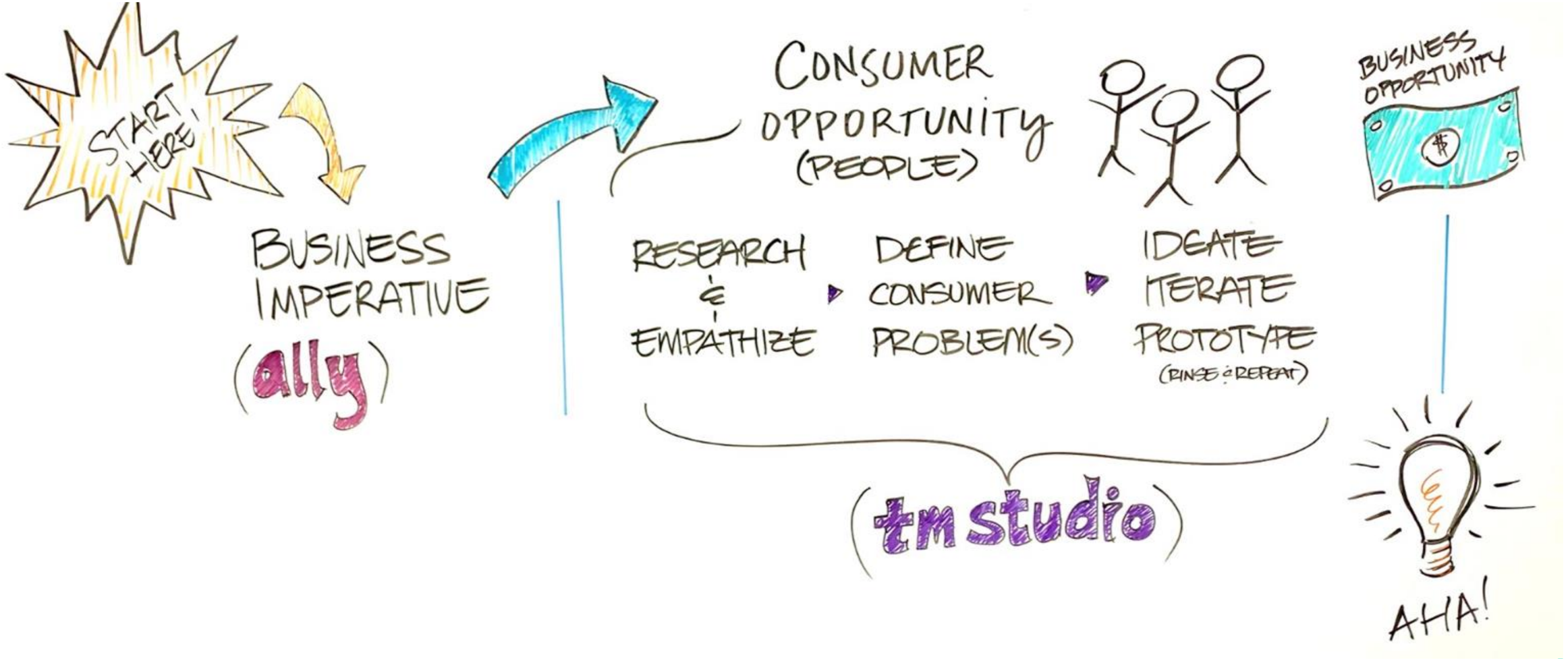
Here



Ally's Innovation Program

Innovation at Ally

Human centered and driven by research at every phase



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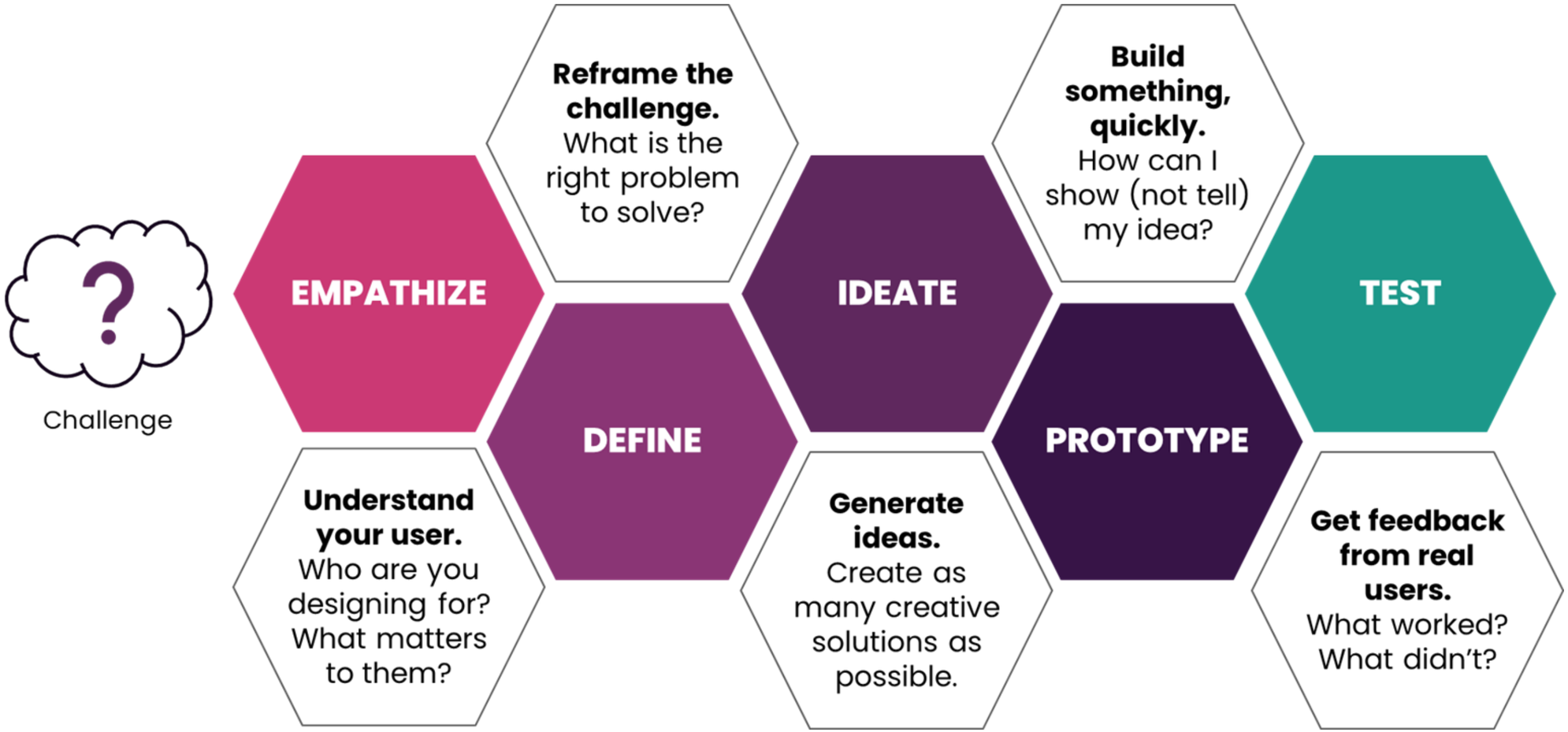
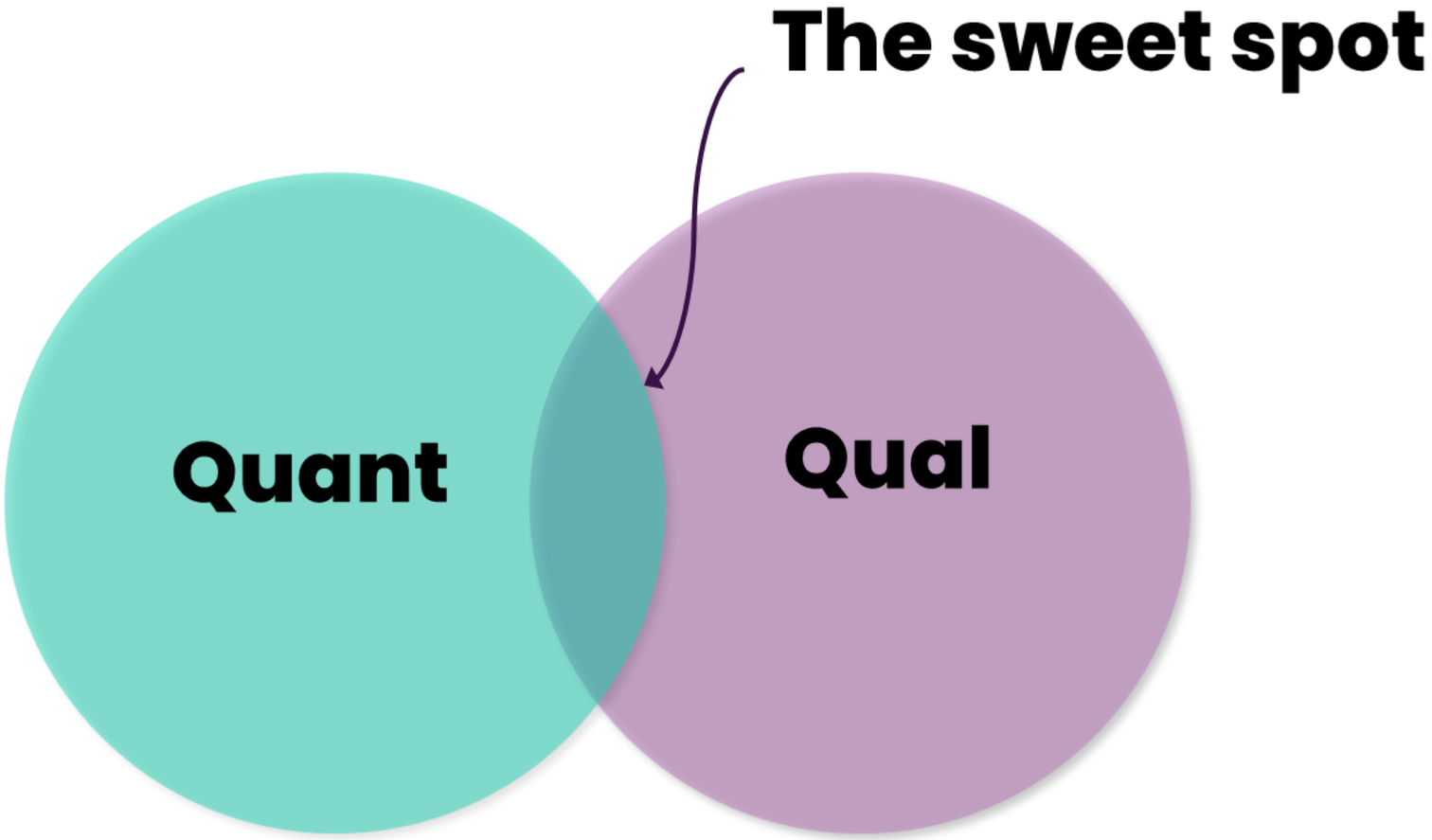


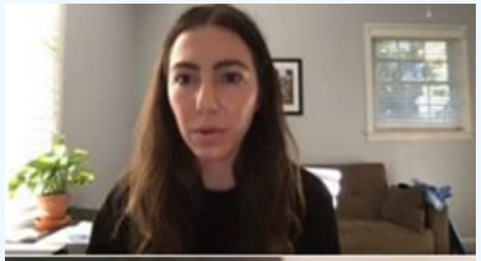
Innovation at Ally

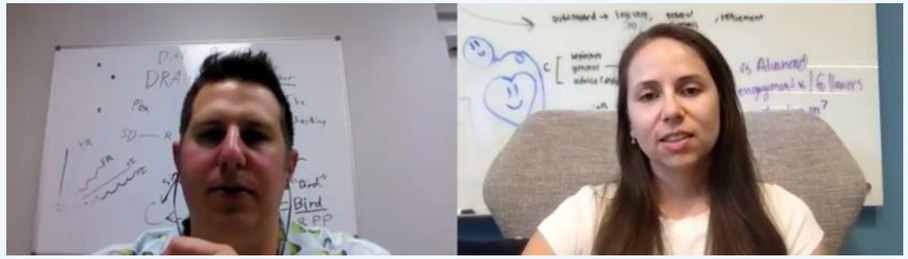
Balanced in a mixed methods approach to uncover and validate human centered insights and opportunity areas

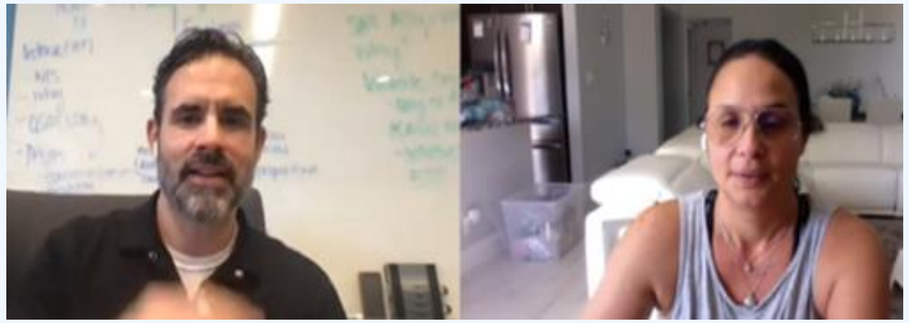


Innovation at Ally

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.

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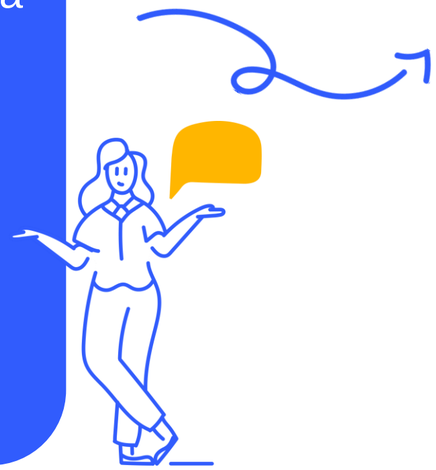
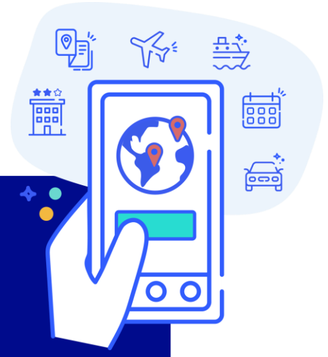


Product

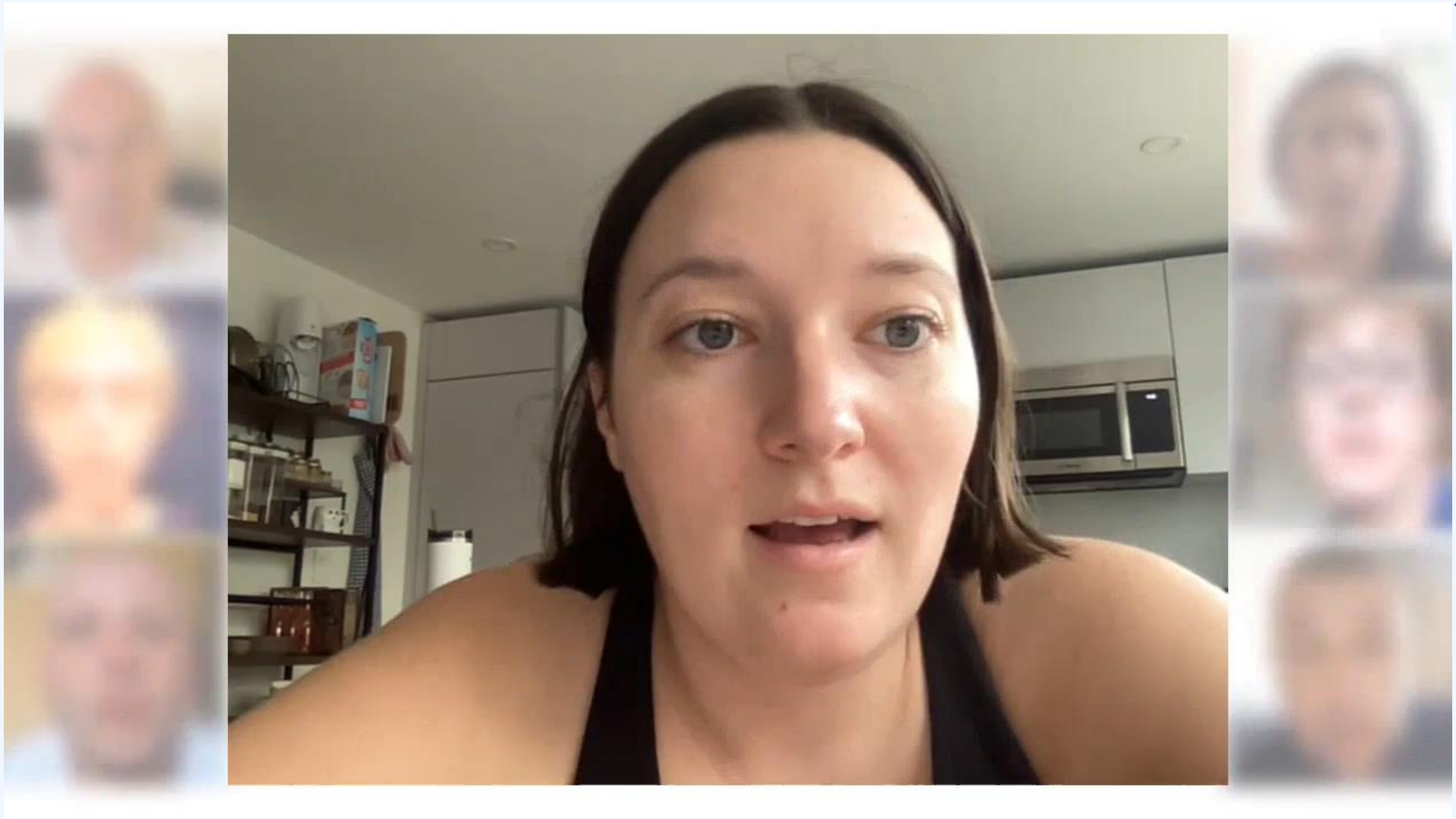


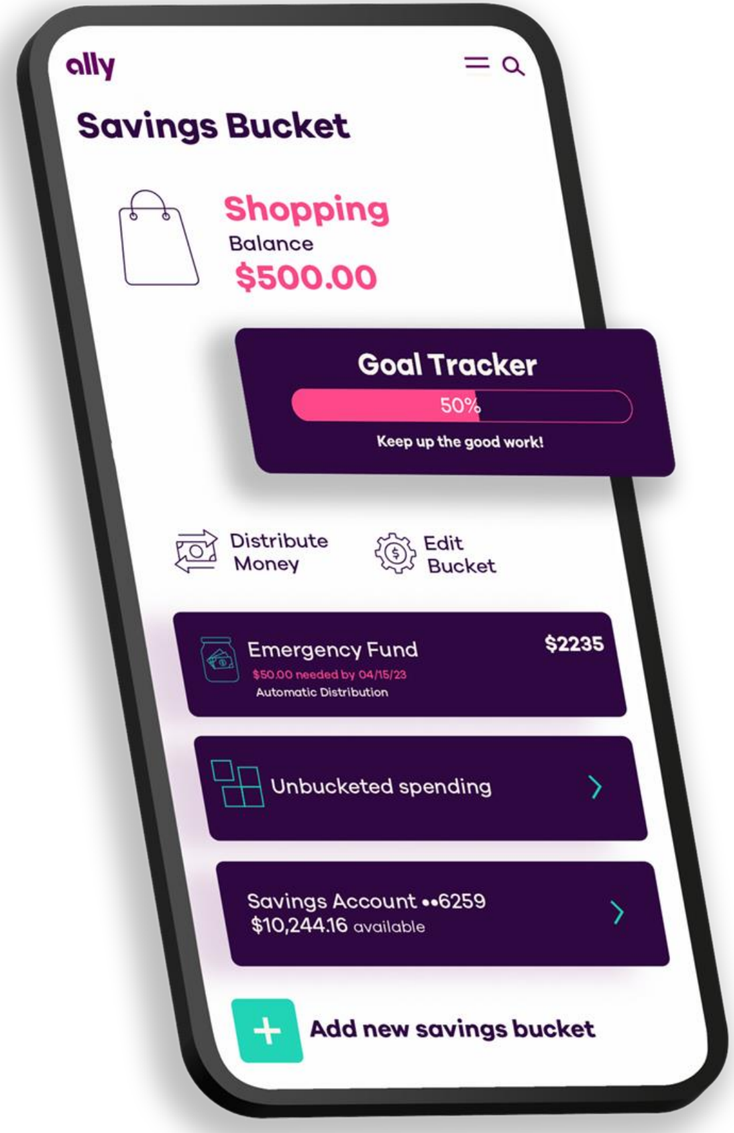
Savings account features:

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

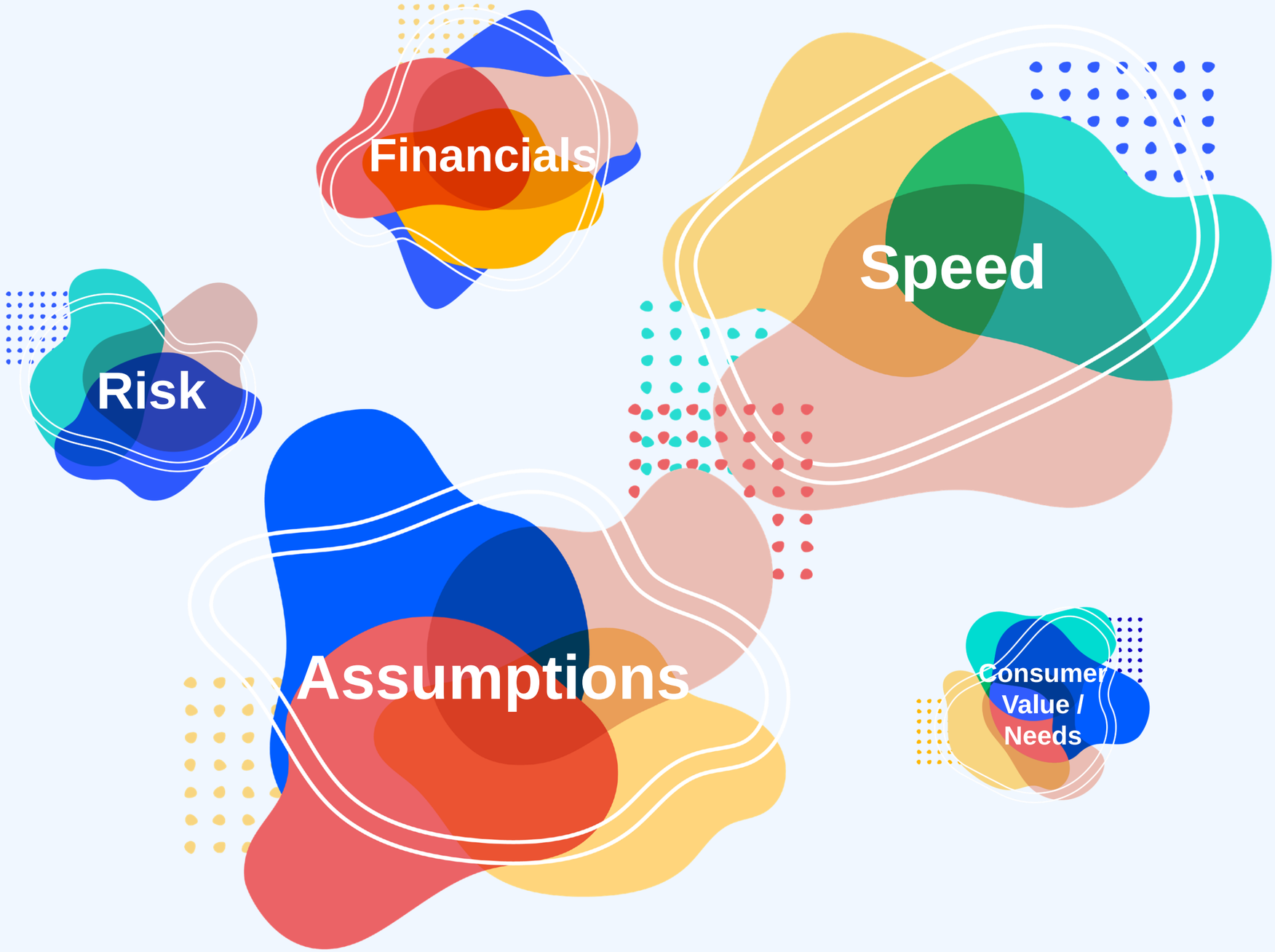
- 1 in 3 use Buckets and Boosters
- 5 Million buckets
- 2x savings growth
- More likely to acquire other products

What does this mean for you?

Why is research missing or limited?

Understand the perceptions and assumptions at play

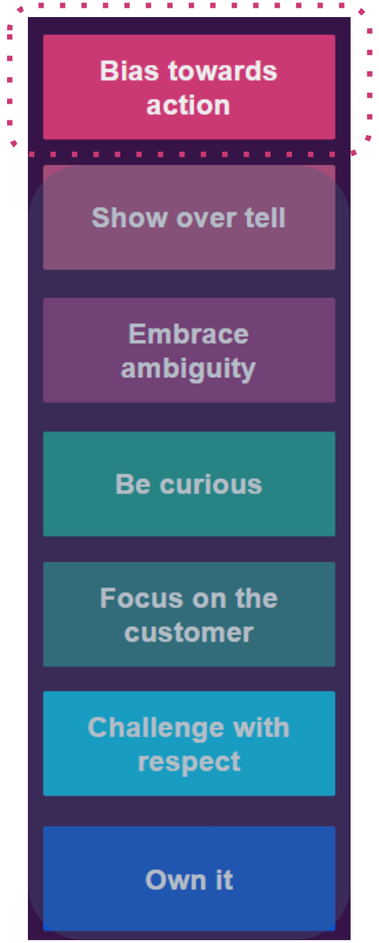
- We do research (at the **beginning or end**).
- It takes too much **time**.
- It’s too **expensive**.
- It’s too **complex**.
- We don’t have **enough researchers**.
- We **already know** what customers want.
- We’ll test **in market.**


Financials
Speed
Risk
Assumptions
Consumer Value / Needs

Beware the speed trap

Failing smart doesn’t mean slow

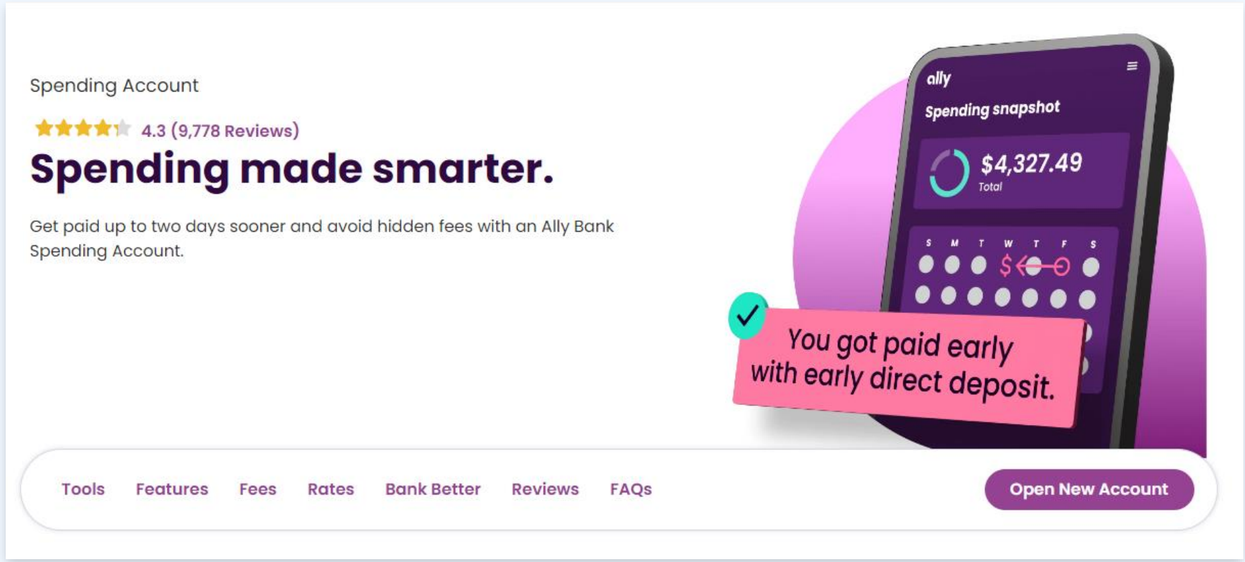
Reject the fail fast mentality



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



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Fail smart: with iterative learnings along the product development lifecycle.
Concept testing → prototype testing → pilot testing → MVP and tiered launches

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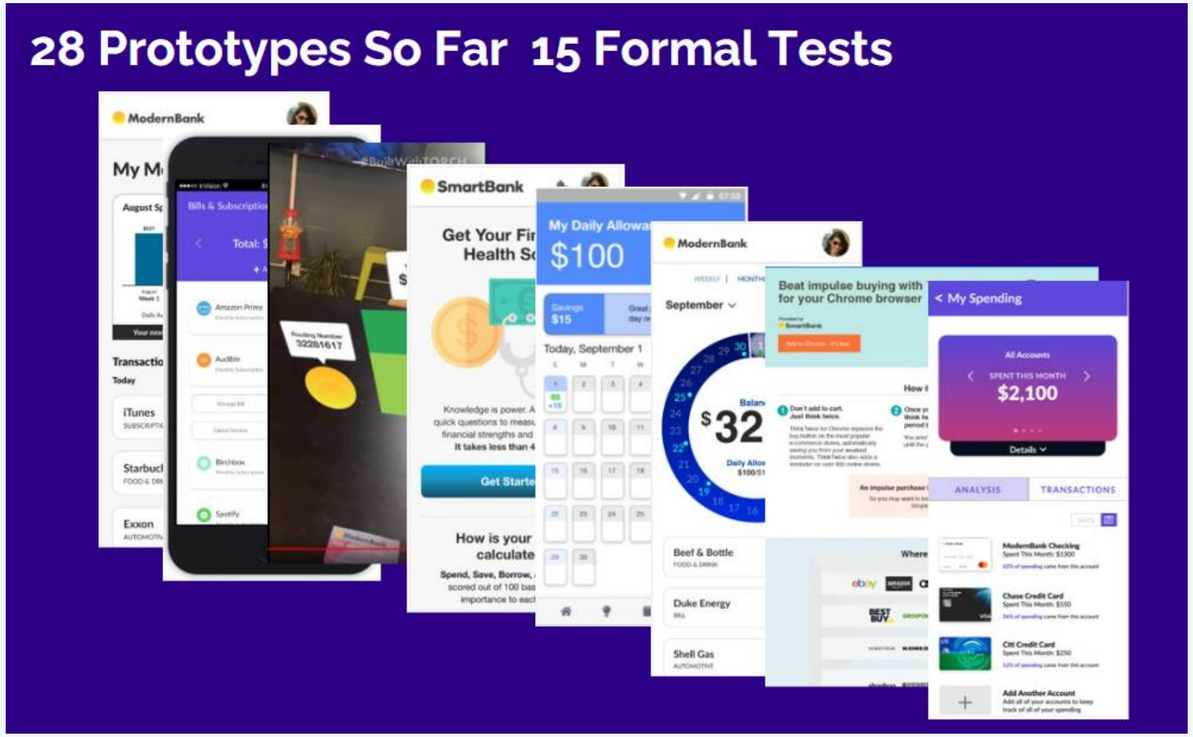

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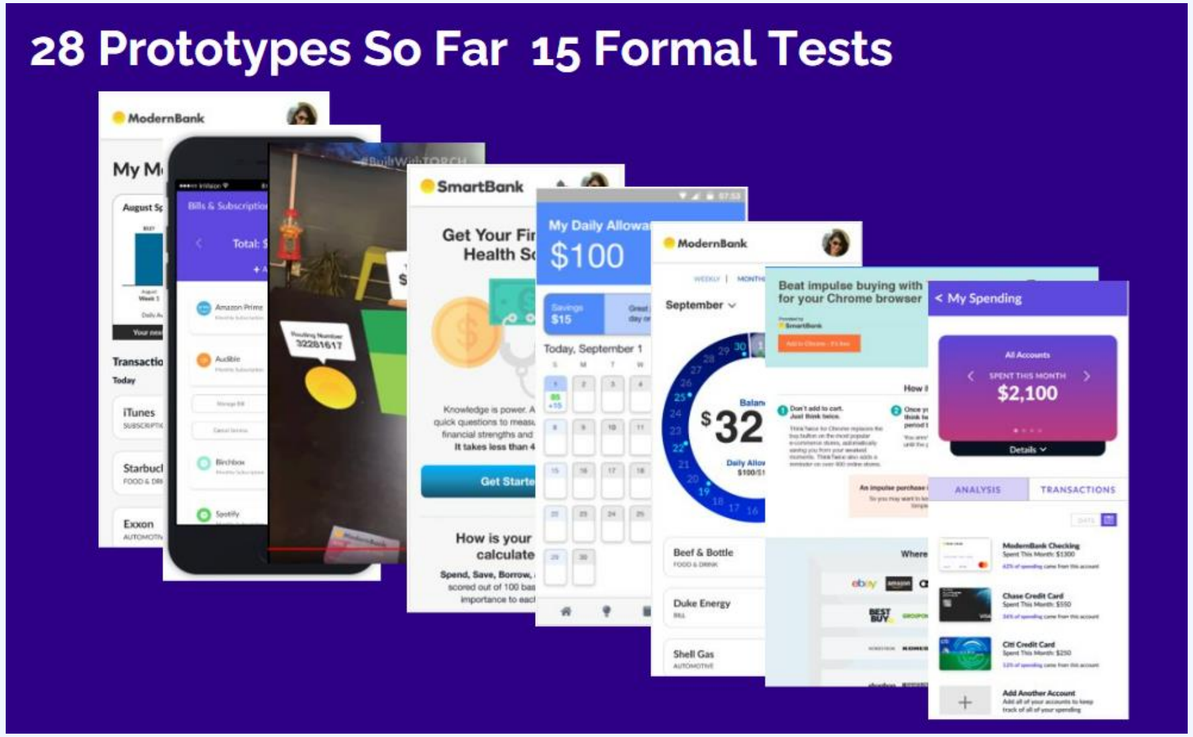

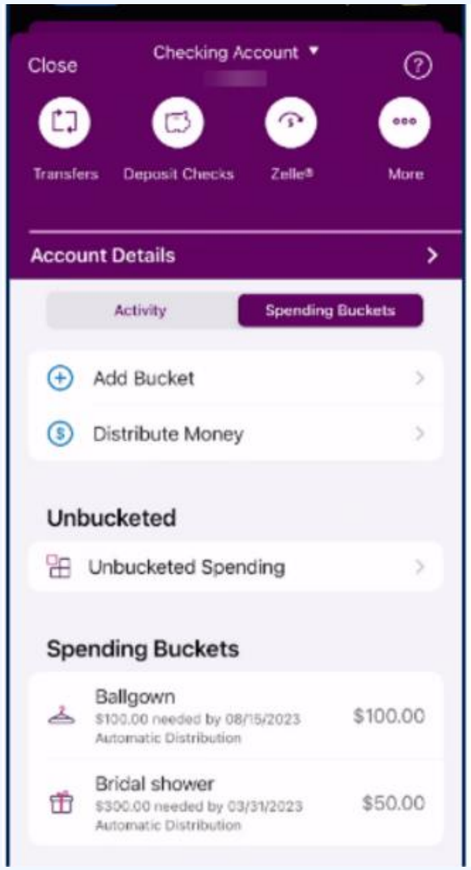

Become an insights advocate

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

1

Build partnerships with researchers

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

1

Build partnerships with researchers

2

Ask for research and existing insights

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Build partnerships with researchers

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Ask for research and existing insights

3

Get closer to your customers

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Build partnerships with researchers

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Ask for research and existing insights

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Get closer to your customers

4

Get scrappy

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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.**

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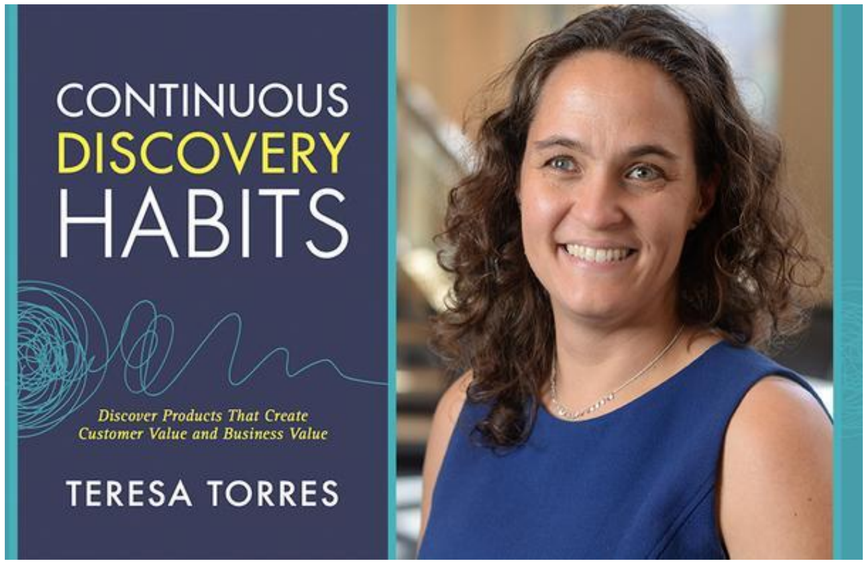


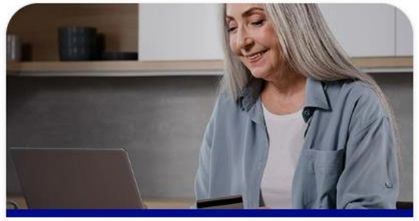
UserTesting

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 U

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

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Thank you!