

User Testing

THIS
The Human Insight Summit

Selling with insights

Prove what your customers want and need

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Ty Griffin

Head of Design

Alkami Technology



Alkami

Fast growing digital banking platform
based in Plano, TX

280
18
m

Financial
institutions

Users



Hybrid B2B/B2C business model

Success depends on addressing the needs of both our clients and their end users



Alkami Digital Banking Platform

Cloud-based solution to help banks and credit unions offer modern online and mobile banking services



Financial Institutions

Organization that deals with money, and provides financial services to people and businesses



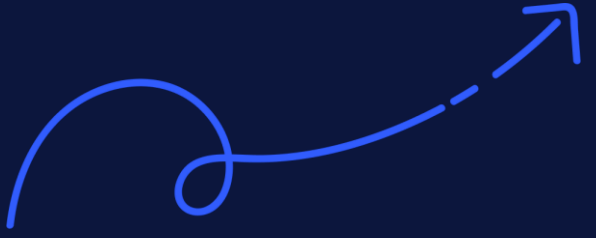
Digital Banking Users

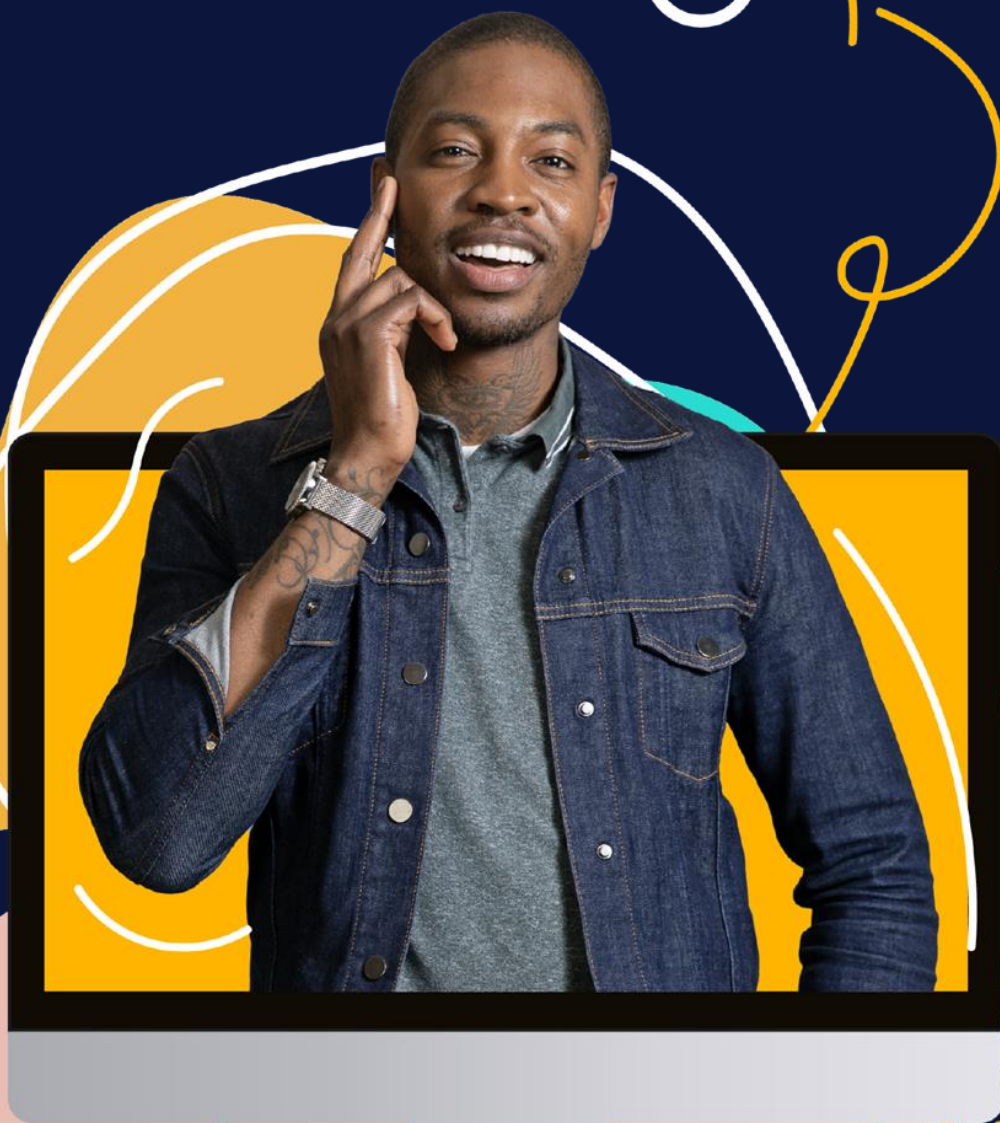
People who use online or mobile platforms to manage their bank accounts and finances





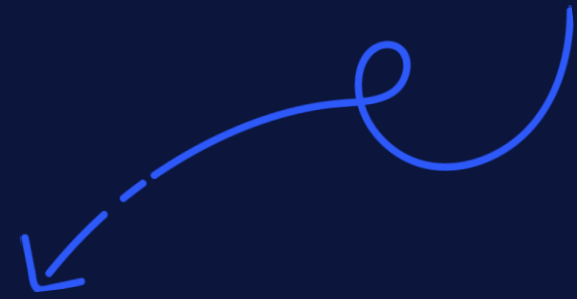
My professional tool kit was
missing an essential **skill set**





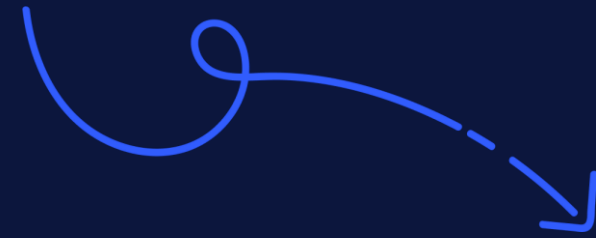
**“I’m not sure about the new
Head of UX...”**





Selling UX was an **ability**
that would make or break this
opportunity





Mastering this skill see **elevated**
my role **and** how UX functions
across Alkami



**I realized I had to
change the way I
thought,
maneuvered,
and operated**



White Space

Minimalism

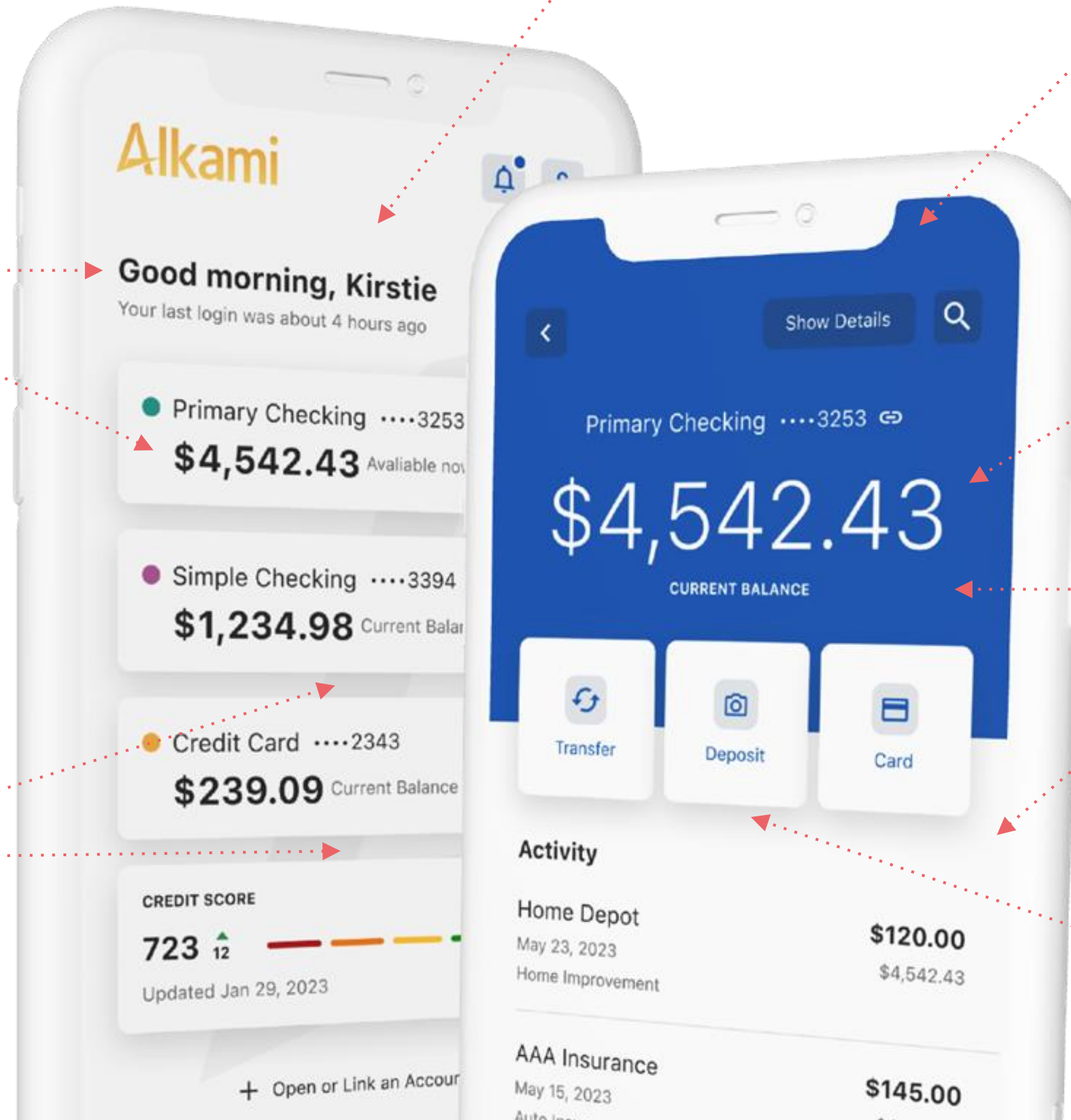
Hierarchy

Typography

Contrast

Spacing

Depth



A deliberate approach



Visibility

Making your presence known in a positive and impactful way

An **opportunity to make a significant impact** on the organization's goals and direction



Credibility

Credibility is fundamental. It establishes **trustworthiness, competence, and reliability**

Your messages are more likely to be listened to and carry more weight



Relatability

Connecting with people and **empathizing with other perspectives**

Allows you to make compelling arguments and **gain support** for proposals and initiatives





How can I gain

visibility?

Strategically **showcase your skills, accomplishments, and potential** to contribute meaningfully to your organization's success

- Work on **non-UX research related projects**
- Understand **how your company generates revenue**
- Join **cross-functional committees**
- Identify **key corporate metrics** and how they are measured

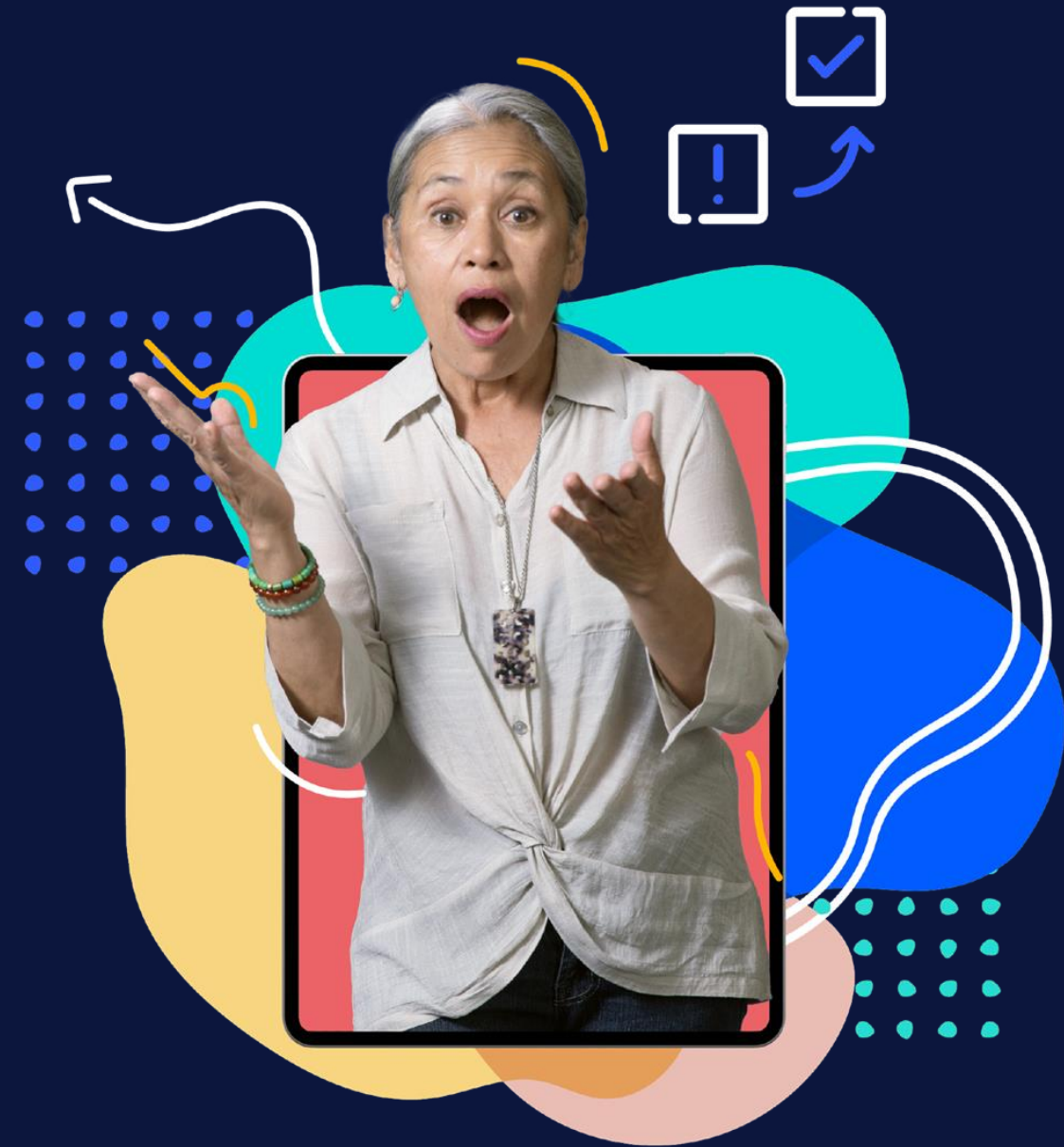


How do I gain

credibility?

Demonstrate **integrity, competence, transparency, and consistency** in your actions and communications

- **Impress individuals** that impress the individual you want to impress
- Find ways to **get people to speak for you**
- Show **self awareness and humility**
- **Teach someone** something new





How do I become

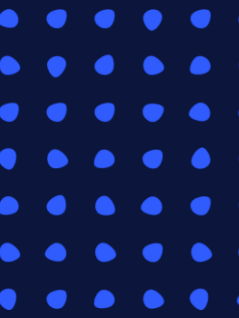
relatable?

To enhance relatability, it's important to be **genuine, approachable, and empathetic**

- People gravitate towards things that **look, sound, and remind them** of themselves
- Find ways to **study and recycle people's words**
- Ask **clarifying questions**
- In conversation, **help people through their thoughts** before sharing your thoughts



Aligning with **strategic goals**
Demonstrating **measurable**
and **marketable** benefits



Establish strategic alignment



Measurable

Measurable business objectives provide **clear direction**, allowing organizations to **focus efforts and resources effectively**. They enable progress tracking through **quantifiable metrics**, ensuring **accountability** and facilitating **data-driven decisions**.



Marketable

For businesses, it means **more customers and sales**. For individuals, it means **better job prospects and career opportunities**. In essence, being marketable can lead to **achieving goals more efficiently and effectively**.



How do I know what to **measure**?

Measurable business objectives are **specific, quantifiable goals** that an organization sets to **achieve its strategic vision**. These objectives help **track progress** and assess performance

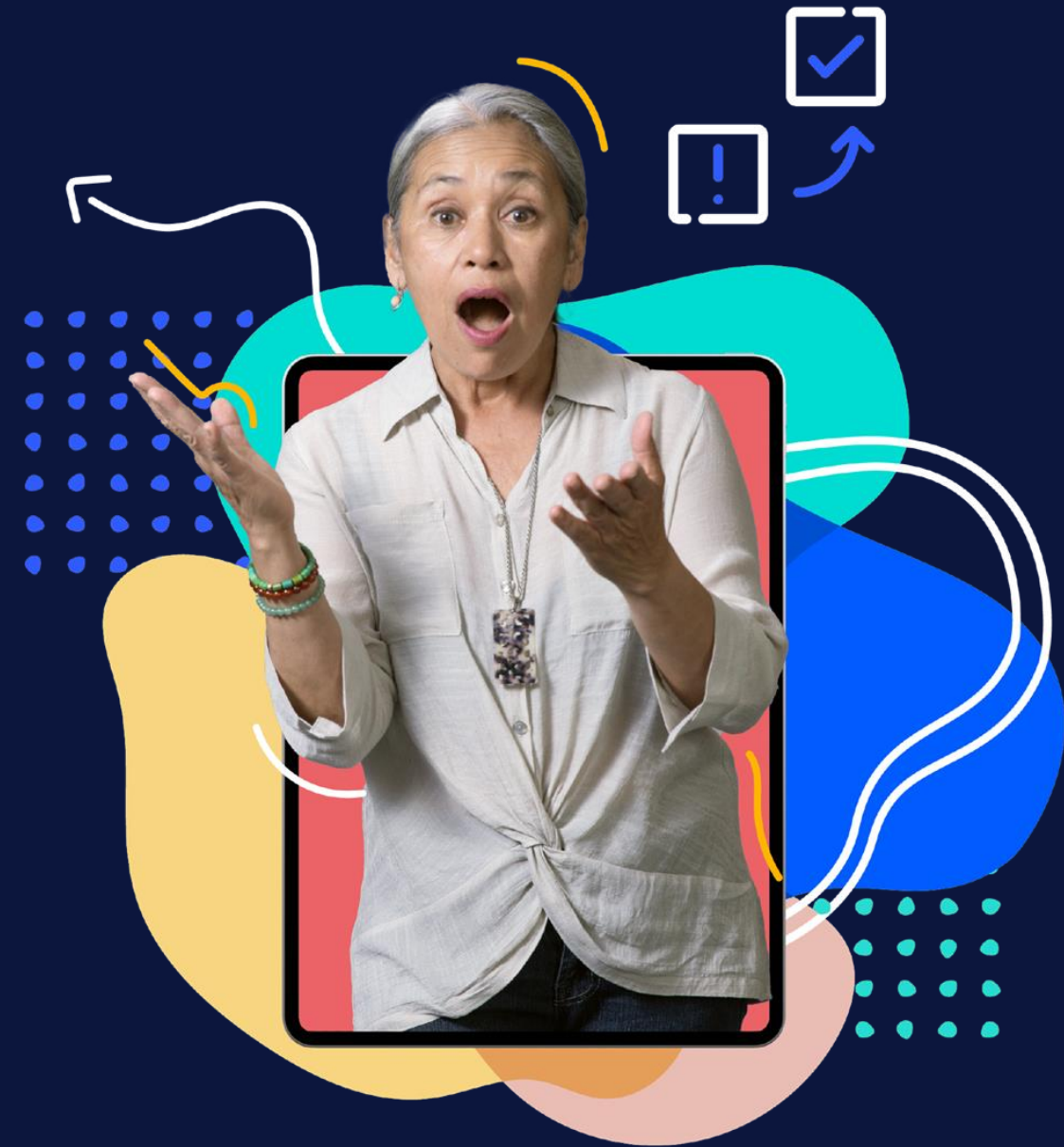
- Increase revenue
- Improve customer satisfaction
- Reduce operational costs
- Boost market share
- Increase website traffic
- Improve production efficiency
- Customer retention



How do I make myself more **marketable**?

To make yourself marketable, focus on **developing skills and attributes** that are in demand. This can include **gaining relevant experience, networking, and continually updating your knowledge**

- Understand who would benefit from your idea
- Communicate the **benefits** and **potential** more than the details of the idea
- Connect with **potential partners**, and **influencers** who can **support** and **advocate for your idea**



Package the message for executive buy-in

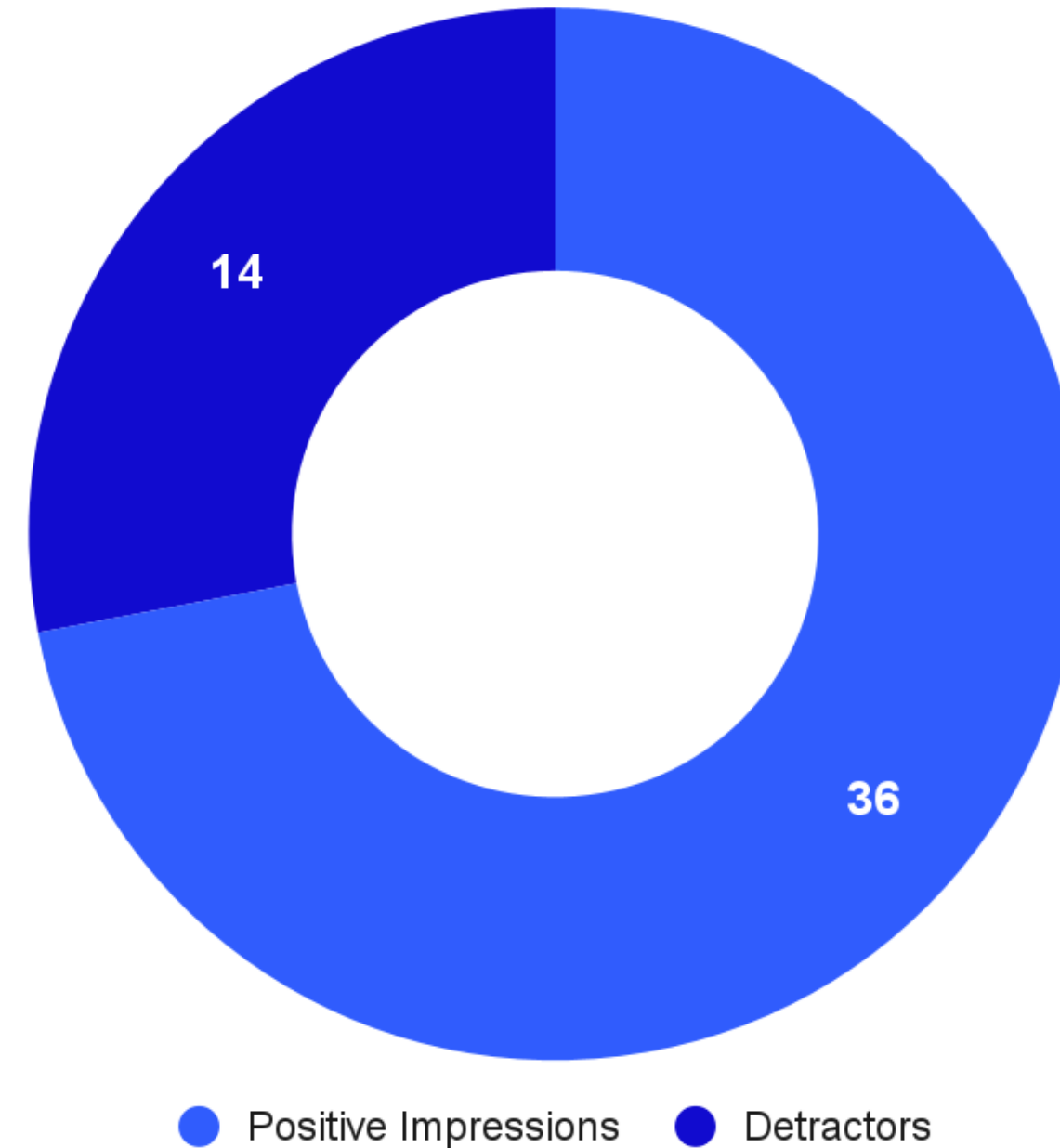
Consider an initiative you're aiming to advance within your organization.

How would you package this idea using the framework outlined?



How UX at Alkami shows up in sales deals today!

72%
positive
impressions

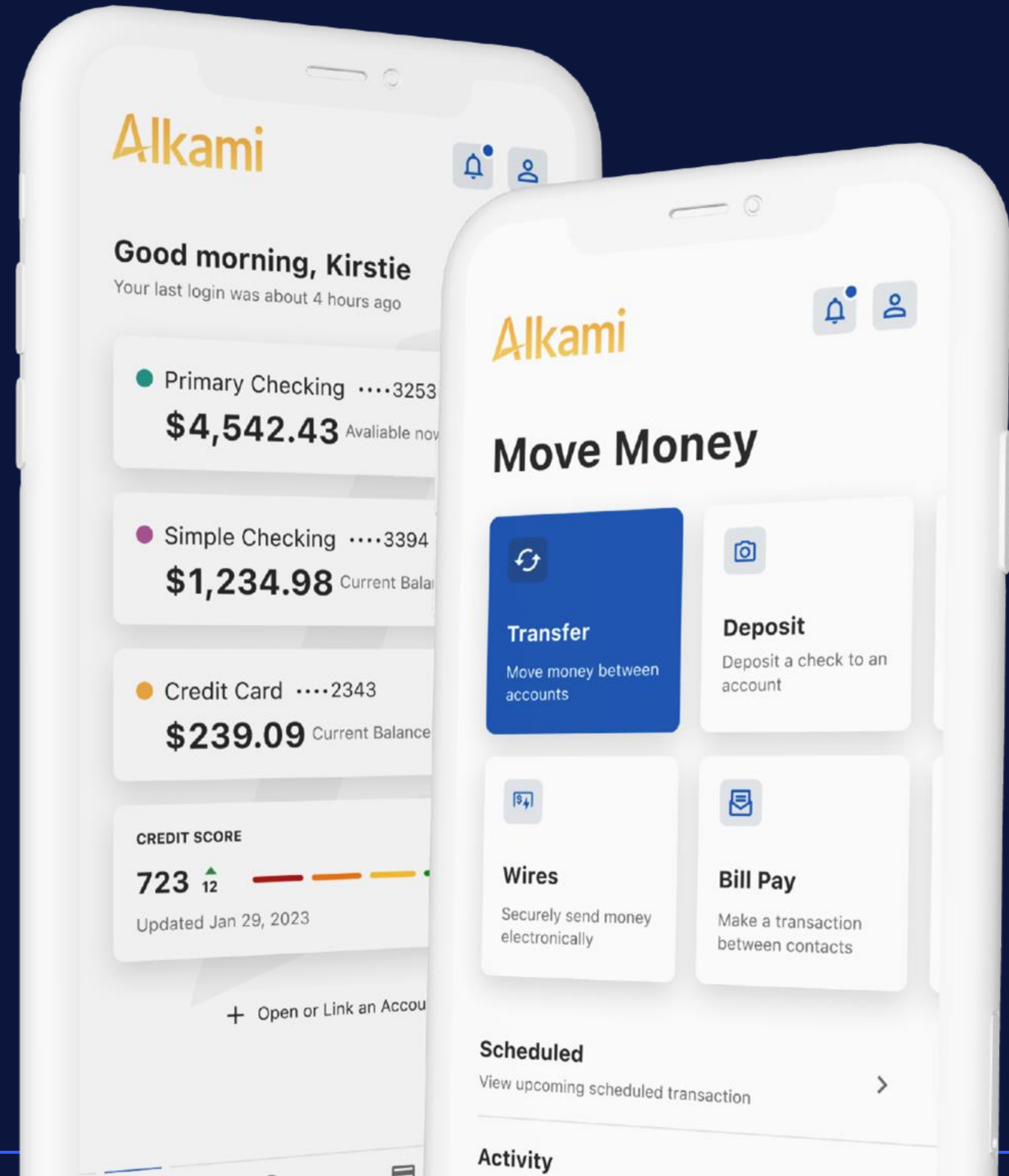




Certified by J.D. Power for “An Outstanding Mobile Banking Platform Experience”

Scores in top quintile for both user satisfaction
and a sustainable user experience (UX)
practice

J.D. Power 2024 Mobile App Platform Certification ProgramSM recognition is based on successful completion of an audit and exceeding a customer experience benchmark through a survey of recent servicing interactions. For more information, visit jdpower.com/awards.



the ability to

through

Sell UX

Visibility

**while identifying
a**

and

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Credibility

and

Measurabl

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**Packaged for
exec buy-in**

e



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Thank you!

