

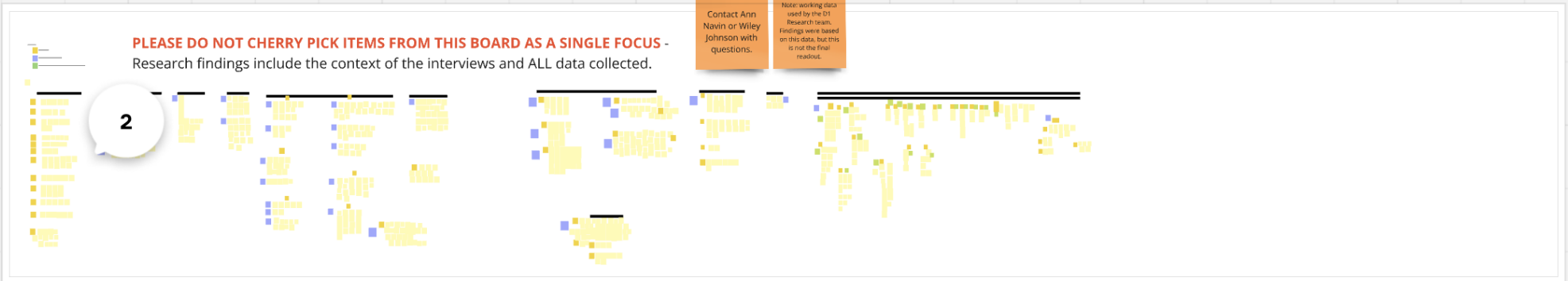
Working boards as part of the Client Research project.

Bulk notetaking

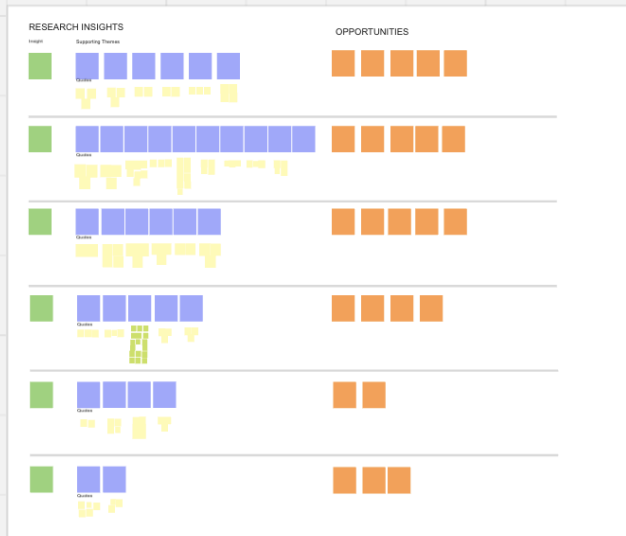


Synthesis

Synthesis is the process of 'making sense' of all the data you've gathered. It's a process of identifying and summarizing key findings and patterns, or research that will inform the project.



Insights and Opportunities



RESEARCH INSIGHTS

Insight

Supporting Themes

D1 Flex and Consumer Studio are not differentiators in the market

Banks think D1 is not competitive

D1 products deliver adequate basic functionality but don't stand out in the market

FIS D1 Products impact the bank's ability to be competitive in a changing digital market

D1 feels behind compared to other products in the market

Banks want to know that FIS is doing competitive research

D1 [Flex and Studio] averaged a 2.5 rating on a scale from 0 - 5 in the market (5=best in market)

Quotes

Handwritten quotes on sticky notes, including: "The value of D1 is in its ability to provide a consistent experience across all touchpoints", "Banks are looking for solutions that can help them improve their customer experience", "D1 is a good product but it's not the best", "Banks want to know that FIS is doing competitive research", "D1 [Flex and Studio] averaged a 2.5 rating on a scale from 0 - 5 in the market (5=best in market)"

OPPORTUNITIES

Conduct continuous UX research

Use research and design thinking workshops to identify areas for growth

Create our own products vs. forcing acquired products to fit our clients

Focus on UX outcomes - how does this make someone's life better?

Know competitors, but design products based on user research

Clients want to trust FIS relationships and D1 products

Clients feel they were misled in sales cycle when buying the product

Banks want to trust their FIS partnership

Banks want an accurate understanding of out of the box product features and known issues

Inconsistent FIS/Client UX collaboration

Banks want consistent, reliable code in D1 Studio

Banks want a realistic view of the current state of D1

Flex doesn't support all small business customers, so banks had to implement workarounds

Apart from SMB, customer migration to Flex was a fairly smooth process

Banks experienced inconsistent D1 implementation process (both Flex and Studio)

D1 Studio banks have not migrated customers yet

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Ensure D1 current state delivers up to client expectations in tandem with adding desired features

Provide transparency to clients with products' current state and timelines

Improve quality assurance and UX process

Encourage FIS product team(s) including UX to regularly listen to clients

Ensure demos that are shown to clients are consistent with live product to limit miscommunication and establish honest and realistic expectations

Clients expect products with reliable, mature and consistent user experiences

Clients want to be confident FIS UX has been involved in product decisions and consistency

Inconsistent user experience causes confusion and erodes customer trust

Banks want products that demonstrate mature, consistent user experiences

Inconsistent UX flows cause confusion and erode trust

D1 UI improved, but UX not improved

Banks cited apps with intuitive navigation and personalization as some of their favorites

Handwritten quotes on sticky notes, including: "Clients want to be confident FIS UX has been involved in product decisions and consistency", "Inconsistent user experience causes confusion and erodes customer trust", "Banks want products that demonstrate mature, consistent user experiences", "Inconsistent UX flows cause confusion and erode trust", "D1 UI improved, but UX not improved", "Banks cited apps with intuitive navigation and personalization as some of their favorites"

Work towards using an enterprise-wide design system for consistency

Ensure UX team is involved throughout the product lifecycle

Improve quality assurance and UX processes

Encourage FIS product team(s) including UX to regularly listen to clients

Encourage product teams (including UX) to stay current with UI/UX trends and user expectations