UX Design in the FinTech Space

World IA Day 2019
Dallas, Texas
We’ll take a look at...

01. What FinTech is.

02. Why UX Design is important in FinTech.

03. How UX Design solves FinTech problems.

04. Where UX Design has impacted user experiences within the FinTech space.
FinTech’ is technologically enabled financial innovation that could result in new business models, applications, processes, products, or services with an associated material effect on financial markets and institutions and the provision of financial services.

Financial Technology – FinTech according to the Financial Stability Board

Financial Stability Board, also known as FSB, monitors the global financial system and proposes actions needed to address vulnerabilities.

Federal Reserve
Why UX Design is important in FinTech.

It’s all about the experience.
How UX Design solves FinTech problems.
Where UX Design has impacted user experiences within the FinTech space.

- **Emotion**
  - Trust
  - Sense of Privacy
  - Embarrassment
  - Relatable to multiple age groups
  - Fun

- **Location & Time**
  - No local physical banking institution
  - 24/7 access
  - Perform financial transactions from almost anywhere

- **Clarity**
  - Visual explanations of financial data
  - Gamification
  - Artificial Intelligence
  - Simplified explanations

- **Accessible**
  - Great user experiences for everyone.
LaBoria Willis
twitter: mslaboria

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