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.

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>
> 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 Stability Board

01 **What FinTech is.**

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.
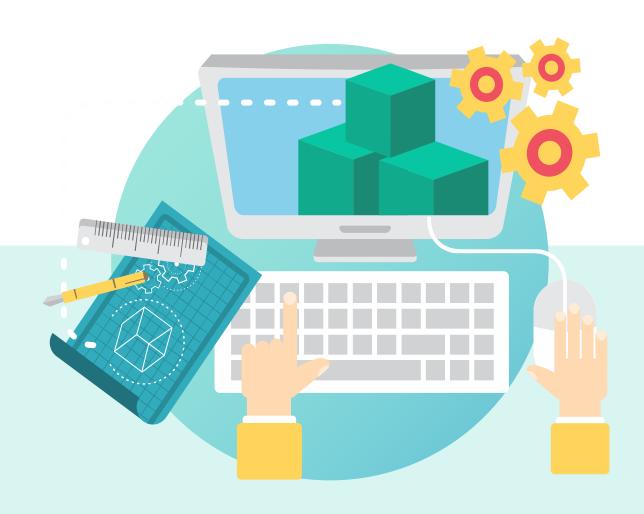
Federal Reserve

Why UX Design is important in FinTech.

It's all about the experience.

No UX
No Work

03 How UX Design solves FinTech problems.

04 **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.

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