How to Increase Users' Engagement in the Registration Process for Financial Platforms

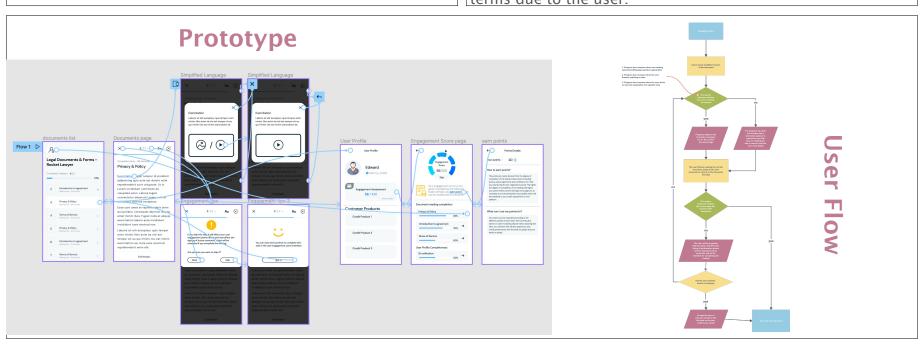
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Abstract

This is a problem-centred design project supported by an evidence base, the proposal will discuss how to build trust with users, how to keep the data collected transparent, and provide consumers with appropriate value in exchange for its value. At the same time, how to design it in such a way that the company can actively train its customers from the outset and incorporate equity into its products and models. Thereby helping users to participate in data interaction and communication with the company more actively and voluntarily after understanding their own data.

Introduction & Background

This project is in collaboration with Amplifi and we are looking at the issue of maximising the user's consent journey while adhering to some of the basic principles of the GDPR. While on the one hand aiming to improve user engagement and user experience during the registration phase when people register their accounts in the financial system (especially in the banking system), Amplifi can use front-end data collection technology, with the user's consent, to create a personal profile of the user and help the client (financial institution) to assess the risk of non-compliance with key terms due to the user.



Research Methodology In-depth Interview & Focus Group Occupation Region Attitude UX issues Suggestions Incentives Interview Representatives Q Londoner Accept Too long Expect student mportant things lbid O lbid Too heavy lbid experience Too lbid Short version Q lbid lbid lbid Not 4 Q lbid Font size lbid apply for a card is too tiny lbid lbid lbid lbid ď (6) ď lbid Take too Help to under Survey & Data Analysis

Testing Testing - Comparison of the three versions Test Vision 3 Test Vision 2 NECESSARY 1 Identify which type of data must be collected? 2 How can we personalize your experience based on your data? 3 What is our commitment? 4 How can we share your data safely with the government? 5 What convenient financial services will you bring with your data? 6 What data protection rights does GDPR give you: Participants preferred the version 3 with video and photo Insights Please browse the important words in the Privacy Policy and view its video explanation • Task 1: 100% success rate (19) • Task 2:52% success rate (10) • Task 3:89% success rate (17) Please browse how to earn points and the relevant instructions • Task 4:95% success rate (18)

Objectives

- Improve user engagement and user experience during the registration phase
- Create a personal profile of each user to help the client (financial institution) assess the risk of non-compliance with key provisions due to users

Value of interview and survey:

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 Theoretically, they help the company verify that most of the existing front-end designs are reasonable

Conclusion

Summary of design:

- Suggest trying to put my prototype into the company's full prototype for usability testing
- Validates that the solutions proposed are effective