Fact Sheet

fiserv.

User Experience Assessment
A Reality Check and Road Map of Your User Experience Design

In the rapidly changing consumer-centric IT landscape, improving the end-user experience of applications has a profound impact on business. With the user experience assessment from Fiserv, you can find the strengths and weaknesses of your user interfaces and experience across products and channels so you can address issues and opportunities for enhancement.

People today expect the technology they interact with every day to be easy, convenient and intuitive. That includes the apps they use to manage their financial lives. But providing that seamless user experience involves myriad dependencies the consumer never sees.

Financial institutions face issues with client conversion, onboarding and customer attrition despite substantive investments on product development, procurement and even on user experience (UX) design. That's why it's critical to conduct an assessment of your overall user experience design and identify the user experience and customer expectation mismatch.
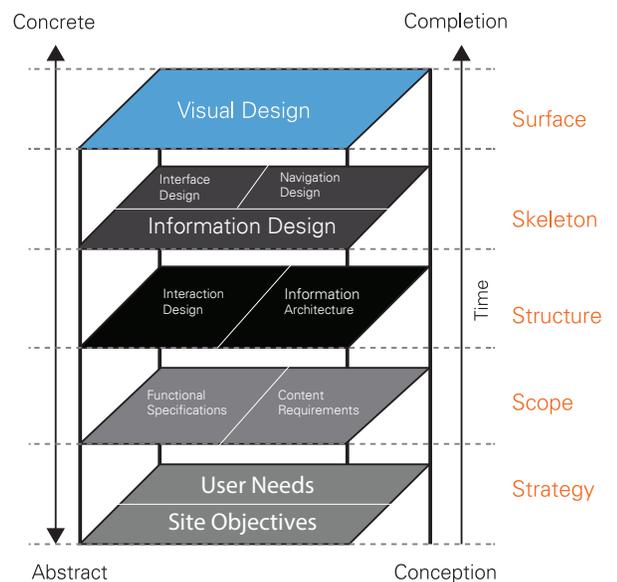
Fiserv can help with an unbiased and objective assessment of your products' and services' user experience to identify experiential lapses, determine the effectiveness of your products' design, and get insights and a road map for a holistic and compelling user experience design and development.
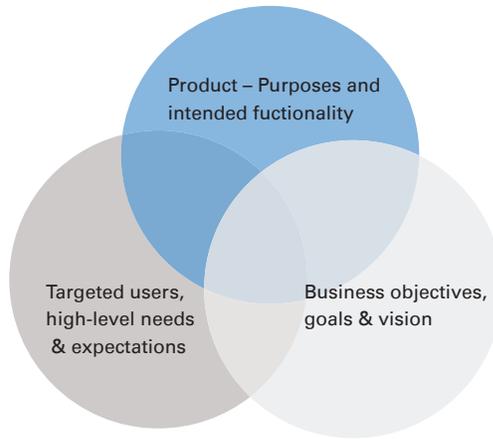
Our Methodology

Fiserv uses deep evaluation methods to identify design intervention opportunities to create designs that bring monetary and human values to products and services.

Those evaluation methods are derived from our vast experience in enterprise application design and aligned to diverse needs of product developers, end customers and business users.

The user experience assessment is product agnostic and applicable across Fiserv solutions, products from other companies, and proprietary applications of financial institutions. The assessment focuses on the five elements of user experience and balances product functionality, user expectations and business objectives.

Product – Purposes and intended fuctionality

Targeted users, high-level needs & expectations

Business objectives, goals & vision

Fiserv uses techniques such as heuristic evaluation, expert review, competitive analysis and task analysis. The assessment is conducted with actual users and representative customers for:

- Usability testing
- System usability score
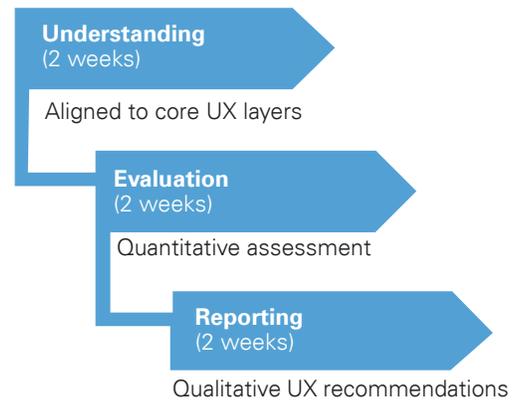- Bipolar emotional response testing review
- Customer satisfaction index

A front-end user interface code audit is performed from the user perspective, covering code accessibility and code performance.

How We Engage With You

The user experience assessment lasts about four to six weeks, during which time Fiserv works on-site in collaboration with key stakeholders. At the end of the assessment, the business stakeholders have a clear picture of the areas of improvement with directions for degree of UX intervention at each layer of design.

As part of the assessment, Fiserv delivers:

- Expert UX review findings and test results with users
- Actionable insights and road map for user experience overhaul for your enterprise
- Qualitative evaluation report of the usefulness, simplicity, intuitiveness and emotional impact of your products
- List of potential issues and recommendations
- Scorecard for evaluating where improvements are most needed (prioritized list)

Understanding
(2 weeks)

Aligned to core UX layers

Evaluation
(2 weeks)

Quantitative assessment

Reporting
(2 weeks)

Qualitative UX recommendations

Connect With Us

For more information about the user experience assessment, call us at 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.

fiserv.