

Financial UX Design Methodology: the Design Pyramid

Worksheet

To get the maximum value out of this worksheet, fill it while reading the [article](#).

While going through the stages of the Design Pyramid, keep in mind your own unique situation. What might prevent you from creating a demand for your financial product? Seek ways to improve in-house processes with the help of financial design.

UXDA Pyramid of Financial Design Integration



UXDA's Pyramid of Financial Design Integration consists of five levels: Process, Team, Action, Results and Value. Each of them, if not carried out correctly, can lead to a certain threat to a financial product's success.

When you have a solid business idea, you need to create a business model by defining key **Processes** that will take you to the desired goal. In the next step, you need a **Team** of specialists who are qualified to execute your idea. When you have found professionals who match the previously defined processes, you need them to conduct the right **Actions** that move you closer to the product realization. To be sure you are moving in the right direction, you have to evaluate the **Results** your team is producing. In the end, if all of the previous steps have been accomplished successfully, you can grasp the unique **Value** your product will provide to the customers, turning you into a success story.

First level: **Process**

What is the role of design in your company processes and inner culture? Is it prioritized? A business that's powered by digital products cannot be limited to only a couple of designers who create landing pages and build interfaces from public templates.

Test yourself: How do you perceive design in your team?

How do managers and employees in your organization value the design process?

How much do they appreciate and are aware of financial design capabilities and the role of design in shaping the product's future success?

The Threat



The main threat at this level is underestimating the role of design in the Digital Age. Often, it's perceived only as a tool to create pretty packaging, while it is, in fact, a holistic approach to architect the core of a service or a product. That's why it is crucial that design is made a TOP priority.



Steps to take:

- Prioritize Design Thinking, **CX** and **UX** approaches in your company;
- Look for deep-rooted processes that need to be changed and new habits that have to be created to replace the outdated, destructive ones;
- Cultivate the awareness of design value and role in all levels of the company.

Second level: **Team**

When we know how the design and user centricity should be incorporated into the company processes, we need to select the right people who can actualize that. What should their competencies and experience be? How will they integrate the design?

Test yourself: Who is responsible for design in your organization?

What are the competencies, backgrounds and mindsets of people who execute the product design process in your organization?

The Threat



The main threat here is lack of competence and inadequacy to perform accordingly to the scale of the task. Often, the design of financial products is entrusted to professionals who have overall experience in design or management. It is important to keep in mind that finance is a very specific field, full of particular security and functionality requirements. If specialists who lack this specific domain knowledge and experience undertake this task, there's a huge possibility of failure.



Steps to take:

- Choose people responsible for product design based on crucially important qualities and skills they need to have;
- Know when, how and what external resources to use in order to enhance the competence of your team.

Third level: **Actions**

At this point, it's crucial to understand that even if you hire the most brilliant team of UX design specialists, your product can still fail. Why?

Test yourself: What actions do designers execute in your company?

What are the designer's tasks, goals and zone of influence?

To what extent are they able to engage the entire company in caring for the success of the product?

The Threat



The main threat arising at this level is limiting the designers' field of responsibility to only visual elements. If the designers aren't entitled to thoroughly analyze the product and design the experience of interaction at a sufficiently deep level, the result will be a standardized, non-competitive solution.



Steps to take:

- Provide design with the right scope of influence and be clearly aware of the mission that people responsible for design have in your company;
- Emphasize the meaning and role of design in creating a successful product;
- Know what kind of influence and support designers need to provide and make sure the team is responsive.

Fourth level: Results

The success of the product depends on the criteria that are used to evaluate the results of the design team's efforts.

Test yourself: How do you measure the quality of result?

What are the measuring criteria of the end result?

Are you fully aware of the value of the designer's input and each design deliverable?

The Threat



At this stage, difficulties are caused by the incorrect formulation of the desired design results. For example, the project team is more concerned about the number of the screens that designers will deliver rather than the quality of insights regarding product performance and customer satisfaction. As a result, design is done for the sake of product appearance, without regard to the usage context and usability.



Steps to take:

- Be aware of product design deliverables that give insight into user needs, expectations and pains;
- Know what you need to focus on to achieve the maximum effect from the design and create a successful product;
- Ensure that the entire team has a clear, unified vision;
- Use the right tools to make this vision oriented toward customer value.

Fifth level: Value

The central question in the creation of any product is “WHY?” What exactly makes the product valuable and unique to the users, and how does it matter to the team involved in its creation?

Test yourself: What's the unique value of your product?

Does your team own a disruptive mindset?

Are they trying to think outside of the box to design unique value for the customers?

The Threat



The main threat here is that the product team and the company as a whole might lack not only an overall vision but, most importantly, the meaning of WHY they are creating the product. What problems will it solve and what benefits will it provide to its users? By not treating all of these existential questions with dignity, the company is risking their product quickly sinking into the “red ocean” of competition.



Steps to take:

- Use design to enhance the unique value of your product;
- Get out of the “red ocean” of competition into the “blue ocean” of uniqueness and possibilities;
- Add a sense of meaning to your work.

Remember, there's no “magic pill” that will miraculously solve all of your problems. Your own engagement is the key. Knowledge, tips and experience from this article, combined with you striving toward understanding the root of the problem and implementing the most effective solutions, will bring the optimal results.

If you are willing to take the user experience of your financial business to the next level, contact UXDA - we will help you:

E-mail: info@uxdesignagency.com

WhatsApp or call: [+371 200 200 23](tel:+37120020023)

Skype: [uxdesignagency](https://www.skype.com/add?contact=uxdesignagency)

Linkedin: <https://www.linkedin.com/in/alexkreger>

Book a meeting: [Calendly](https://calendly.com/uxdesignagency)