



BIMA Awards (BIMA Awards 2022)

B2C

Designing for disruption in the financial sector

Innovation:

Conceived by the Swissquote banking group, the vision for Yuh was to create a neo-bank that put the pleasure of end user experience (not just great customer service) at the heart of its proposition.

We propelled growth by breaking down perceived barriers around investing and banking. Yuh would be playful in nature but still trustworthy and reassuring, consequently offering a bold challenge to the market. We created meaningful experiences by tapping into the plethora of data powering Swissquote's trading and banking service.

We designed Yuh specifically with Millennials in mind. We wanted to help people who involved in investing but didn't know how, while delivering everyday banking and services. All this was designed as 'app first' and with the intention of building advocacy through every interaction, passive or active.

Yuh weaved the verticals of investing, saving and banking together in a way that broke down the 'traditional' barriers to either investing or banking. We did this by providing an experience that was playful in nature yet trustworthy and reassuring, consequently offering a bold challenge to the market.

We recognised that the underpinning UX of the end proposition would have to be every bit as robust and scalable as any killer end visual designs. Any competitive advantage lay in the experience differentiation we could carve out for the Yuh brand, from branding to content design; the application of features and functions through a UX lens that would signal experience intent.



Craft:

We began with a structured MVP, composed of 27 key requirements framing what the app had to do to be viable from Day 1. These requirements covered core functionality as well as what would be recognised as the 'hygiene' factors - technical functions as features that every investing or banking app needed to deliver in order to provide a usable service.

Augmenting these requirements were an initial brand playbook on the draft values and the playing out of the three pillars of Yuh's usable proposition of: 'Pay', 'Save' and 'Invest'. We turned these requirements and initial brand thinking into a market winning app that could scale, globally. Meanwhile, our design thinking shaped the experience so that it was the very thing that set them apart from their competitors.

The burning message started to emerge though that we needed to make every interaction a pleasure because Yuh would deliver the EQ but wouldn't judge users' IQ. It had to be inclusive of users' financial awareness and maturity. It was one segment, but had many personas. We also agreed that Yuh would need to help users control the level and pace of financial understanding they sought, so that Yuh remained relevant to them and they felt confident while investing.

Content would need to cater for 'Glance, Snack and Indulge' moments of use regardless of future device. This broad approach gave Yuh room to grow and formed a foundation piece within a broader omni-channel strategy. This meant that its future viability had scalability baked-in.

Though delivery discipline kept us grounded, we made sure that Yuh had the freedom to innovate and grow in any future landscape. There was potential for a future web-based service so we knew that any IA should be developed with one eye on other platforms, too. Our approach also ensured the IA could cope with future demands and expanding audience types beyond the Millennial market. For every action a user carried out, there had to be instant assurance of affirmation. Users had to get a kick out of the UX underpinnings even if they would not recognise the science behind the design.

We knew that every new proposition in an existing market needed to have a signature look and feel. It had to talk to users in a unique way. So, we decided to build a bottom-up, unique style of illustration that that would go on to define Yuh's unique image. This would not only support and strengthen the brand but deliver a joyfeeling to every interaction with the proposition, in-app especially.

We made this possible by deconstructing our animations and illustrations into a comprehensive, visual systems with versatile, reusable elements (known as an atomic design system). Just like in your chemistry class where atoms were assembled to create molecules, we broke our designs into their most intrinsic parts (think backdrop, props and characters) that could be rebuilt by the Yuh team in a myriad of ways. They could also be used offline, too.



Impact:

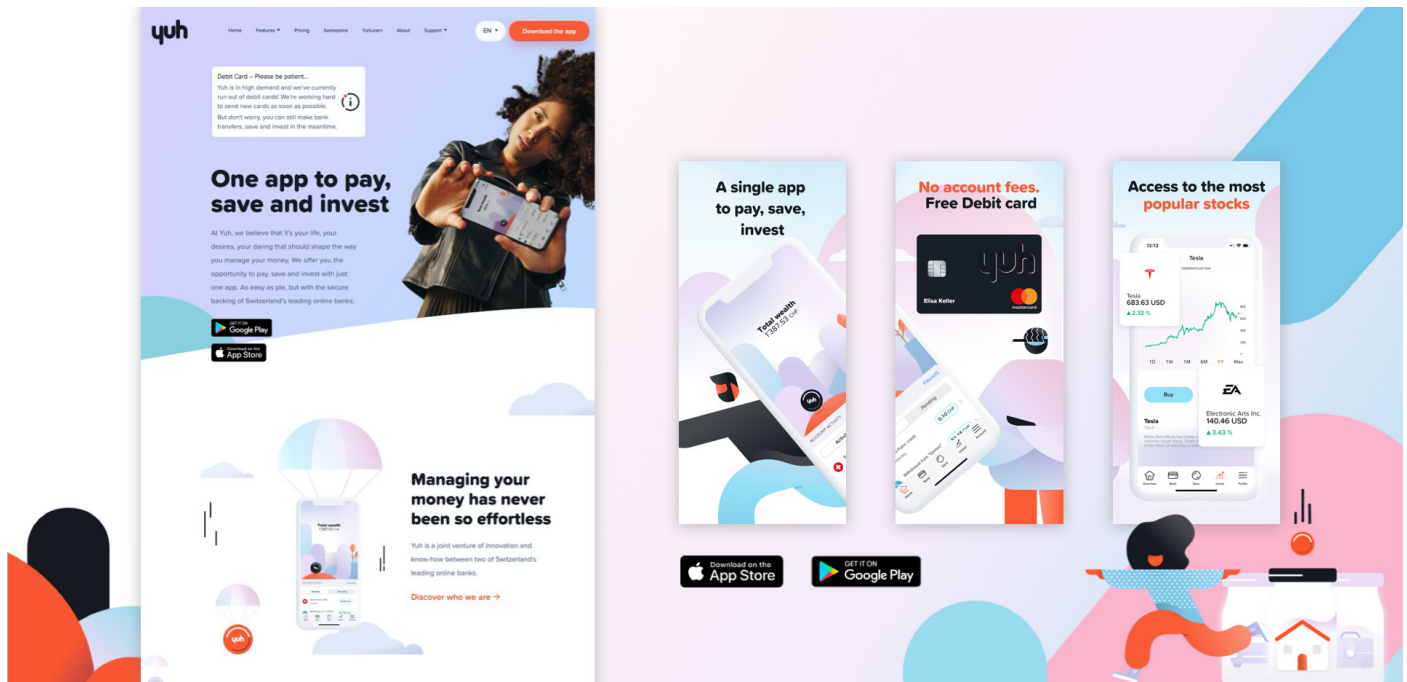
We created a plethora of design artefacts during development, including hundreds of fully designed screens. We developed a truly scalable structure that could flex and overcome future challenges and challenges. Our experience strategy provided a roadmap for requirements development and integration, whilst allowing prioritisation and validation as we moved through the tight timescales. This can be seen in each and every detail of the app, site and non-digital channels today.

Since its soft launch in May 2021, reaction to Yuh by the Press has been notable by the blanket praise given and our 3% engagement rate on social media. Yuh is available for download within the Apple App Store and the Google Play Store.

Yuh already has around 60K users and the rollout is now on track to have 90-100,000 in Switzerland by this time next year. Yuh's fast growing community of followers (around 10k) is consistently amassing 1,400 new 'Yuhers' per week now carrying the app in their back pocket – a signal of the proposition's strong fundamentals.

Yuh is also the only App in Switzerland to have launched Fractional Shares open to more than 100 stocks, ETF's and Trending Themes. Yuh was voted by the Swiss – above huge brands such as Revolut – as the number one neo-bank that will still operate successfully in the Swiss market 'tomorrow'.

They said: "Yuh is colourful, relaxed, dynamic and operates close to the customer groups. In addition to concrete performance... A direct inquiry from some competitors has shown that even the competition cannot (or does not want to) escape Yuh's charm."



Additional information & links

Yuh video: <https://youtu.be/ltmGTak9hlw>

Yuh website: <https://www.yuh.com/en>

Tell us about your team

The agency that created the work @we_are_Nomensa

Chris Richards Nomensa Creative Director

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