

How to address banking and FinTech customer pain points using Design Sprint 2.0

At 10Clouds one of the key methodologies we use is the Design Sprint.

Here's how it works.

Design Sprint 2.0 is the newest version of the original 5-day Design Sprint, geared-up to work not just in startups, but also in large enterprises where designers are time-poor and solutions need to be found quickly. It's major difference from the original sprint is that it takes place over four days instead of five.

DESIGN SPRINT 2.0 – OUR SCHEDULE		
MON	<ul style="list-style-type: none"> ✓ Map ✓ Sketch 	WHOLE GROUP
TUE	<ul style="list-style-type: none"> ✓ Decide ✓ Story-board 	WHOLE GROUP
WED	<ul style="list-style-type: none"> ✓ Prototype 	
THU	<ul style="list-style-type: none"> ✓ Test! 	

DAY 1

DEFINE THE CHALLENGE

- Expert interviews + HMWs
- Map
- Long-term goal + Sprint questions

PRODUCE SOLUTIONS

- Lightning Demos
- 4-part sketching: note taking, doodling, crazy 8's, concept

DAY 2

VOTE ON SOLUTIONS

- Heat map vote
- Solution presentation
- Straw poll vote
- Decider vote

THE STORYBOARD

- User test flow
- Storyboarding

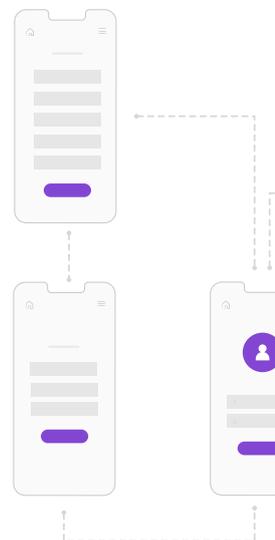
DAY 3

PROTOTYPING

- Design team work on mockups

DAY 4

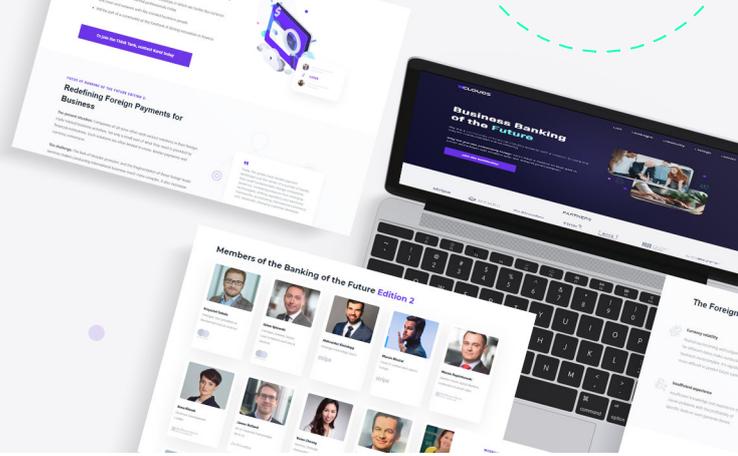
USER TESTING



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An example of a ready-to-implement digital product concept delivered in just 4 days

1 The context: Companies of all sizes often seek various solutions in their foreign-trade-related business activities. Yet only a small part of what they need is provided by financial institutions.

2 The pain points: The lack of broader provision for SME foreign exchange, and the fragmentation of these foreign trade services makes conducting international business much more complex.

3 The challenge: To analyze foreign trade activity and explore solution(s) that support businesses, connect fragmented tools and platforms, improve speed and lead to better ways of conducting business across borders.

CUSTOMER EXPECTATIONS:

95% of B2B buyers said that they wanted shorter and highly visual content.

82% of B2B businesses that aren't already selling online expect to within the next two years.

74% of B2B buyers do half their research (or more!) online before they buy.

52% of customers expect offers to always be personalized.

Sources: Gartner, CSO Insights, Forrester Research, Salesforce

OUR SME OWNER PERSONA:



Finding solutions through a 4-day Design Sprint:

1

How Might We Statements

These allowed us to define some ideas around potential international payments solutions for SMEs. The winning idea:

How might we add a humantouch to automated solutions?



2

Setting the long-term goal

We then took some time to consider what the ideal outcome would be in this area. What we decided:

As a customer, I don't want to have to think about which provider to use when I travel/expand to new markets; I expect banks and FinTechs to collaborate to provide a holistic solution for me.



3

Lightning demos

We then kicked off the lightning demos, allowing us to explore some solutions that served as inspiration. From these, we came up with the decision that a future international payment service solution should cover:

- Integrated services that offer SME clients holistic payment solutions
- Uses the latest AI technology to simplify banking processes for users.
- Instant recognizability wherever you happen to be in the world.
- An intelligent combination of human support and online services.



Vivien Cheung
Director, Strategic Partnerships at Airwallex

Increasingly, businesses want to be able to manage technologies throughout the value chain under one roof.



Agnieszka Durlej
Director of Sales for Finance Markets at Pekao SA

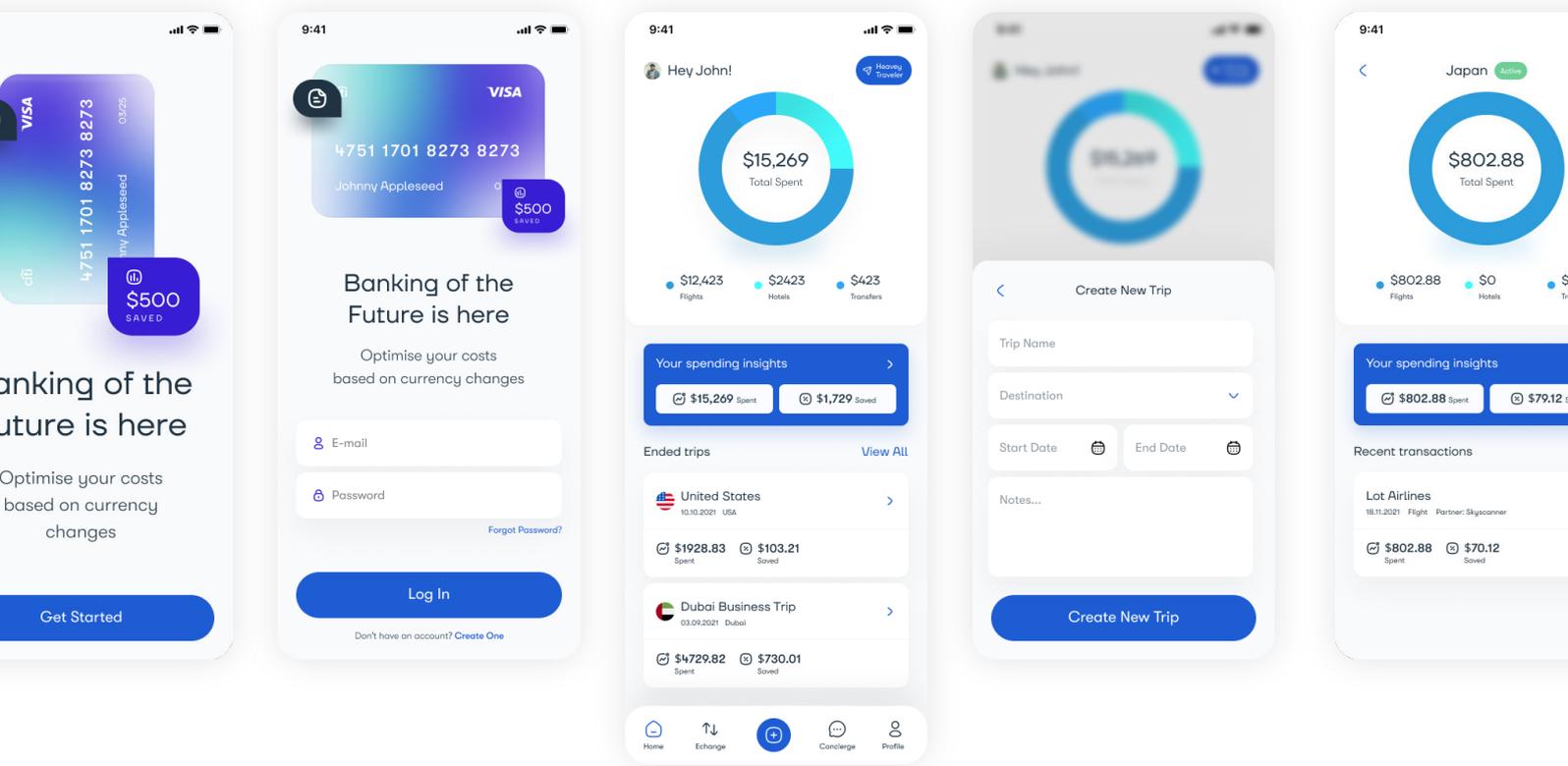
Our solution should take away the burden of running your business so that the SME owner can focus on what matters most – and why they started their business in the first place.

Crazy 8s, and choosing the solution

Each participant made 8 sketches or doodles in just a minute each. They then sketched their chosen solution and included a catchy name. The most popular solution was a **Financial Companion app**. This is an app which:

- Is ideal for SMEs which have lots of customers and suppliers in different countries.
- Enables you to connect in real-time with all your financial tools. It also gives you a holistic overview of your balance, receivables and more.
- Offers recommendations for the optimal time to make payments.
- Includes a chatbot – and the option to meet an advisor in person.

Our prototype, tested on users!



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10CLOUDS

Want to find out more about how we can take your finance product from idea to reality? Get in touch with me:

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