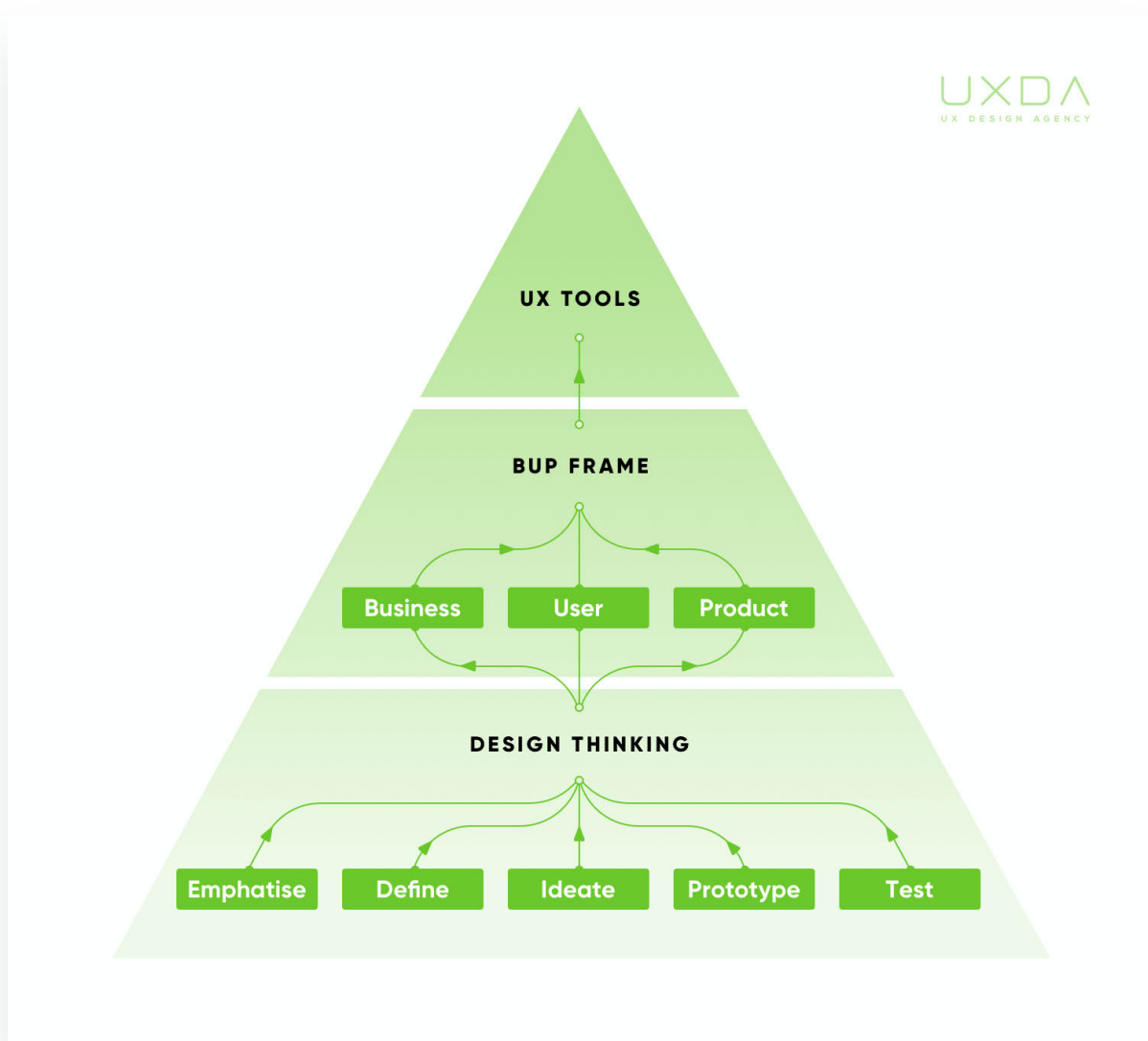


Financial UX Design Methodology: UXDA Workflow Pyramid

Whitepaper

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

UXDA's Workflow Pyramid is based on three complementary approaches: **Design thinking**, **BUP (Business, User, Product)** frame and **UX design tools**. Design thinking provides a methodical, iterative approach to explore and serve the key user needs. To ensure overall success, it's not enough to think solely about the product. We have to take into account the interaction between business, users and the product, defining the possibilities and benefits of each. BUP frame allows us to do that. And, finally, UX design tools provide the best way to execute the whole process of Design thinking and the BUP approach, ensuring effective results-based financial product transformation.



First stage: Design thinking

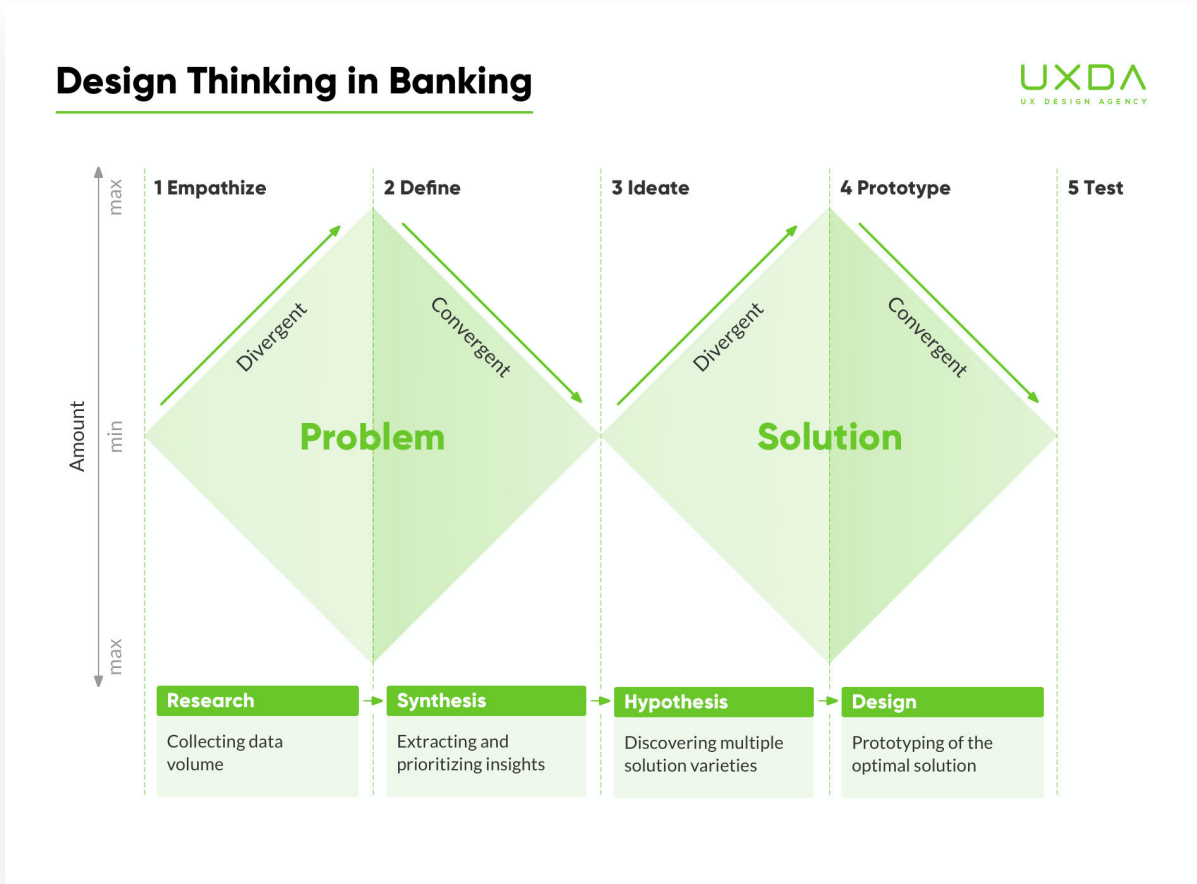
The base level of the UXDA Workflow Pyramid creates a solid ground for the overall framework. It divides the workflow into five, key action-based steps: Empathize, Define, Ideate, Prototype and Test.

Design thinking



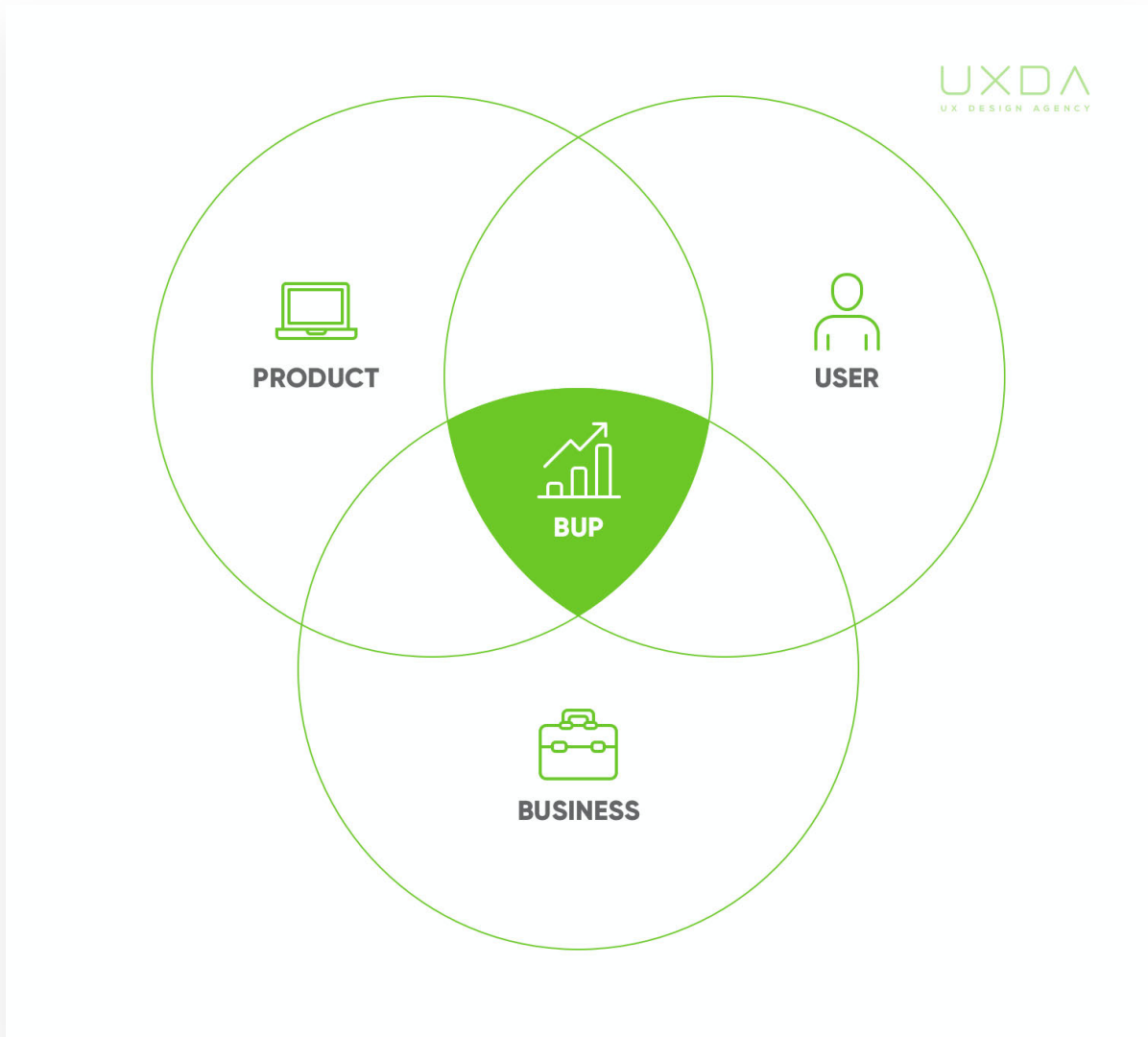
The Double Diamond model

All the Design thinking stages can be explained through the Double Diamond model. The first diamond is known as Problem. It collects data through divergence and prioritizes key insights through convergence. The second diamond is about Solution and starts from diverging all possible solutions based on extracted insights and converging all into a prototype, which, at the end, is tested and delivered according to previously defined criteria.



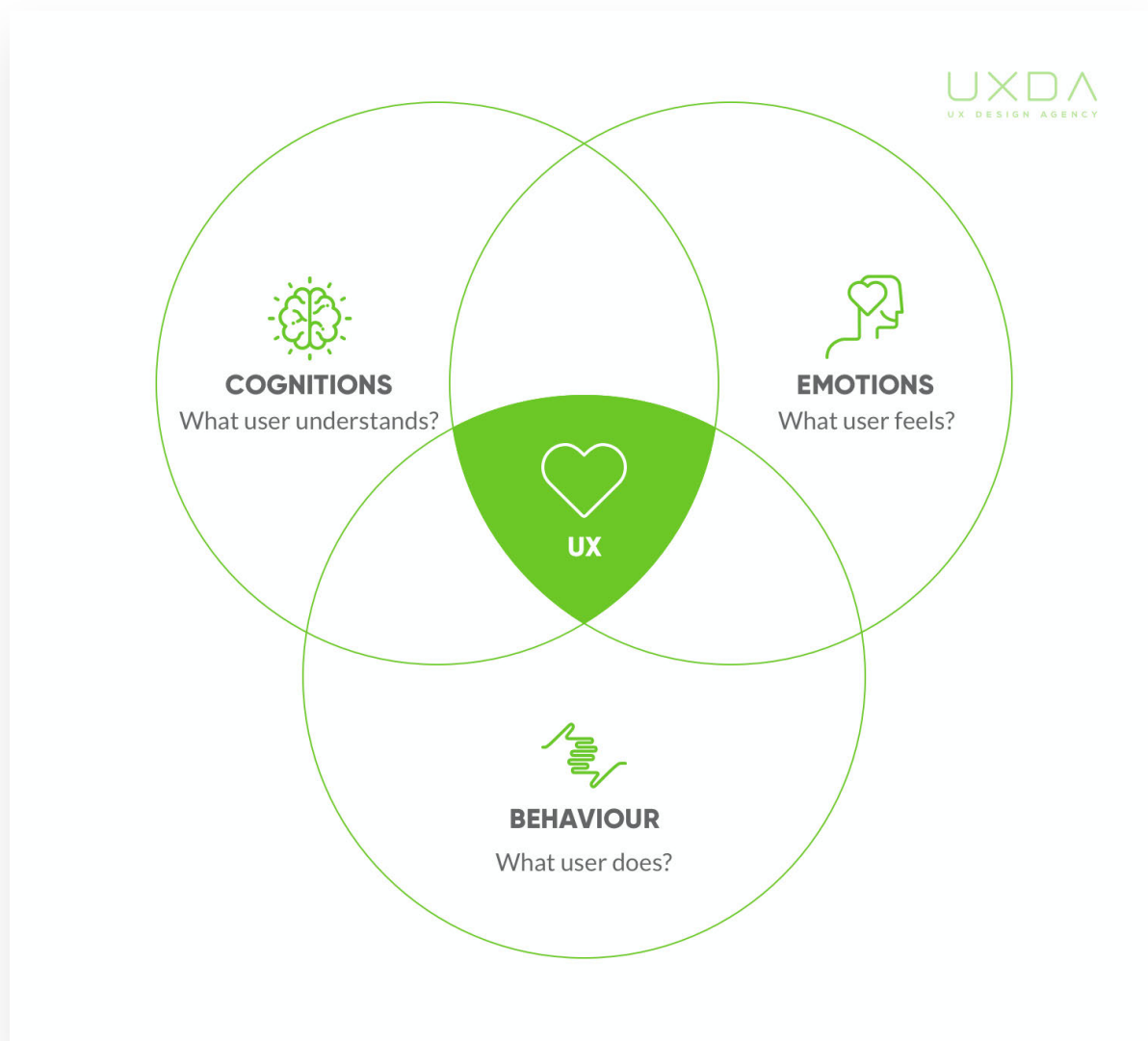
Second stage: **Business User Product (BUP) Frame**

The success of a financial product depends on three equally important components: **business, user** and **product**. Spending years studying and exploring the impact of UX on financial businesses, we made sure that, in order to create a delightful experience, we had to investigate how all of them interact with one other. That's why we created the unique **BUP frame**.



Third stage: **UX Design Tools**

To achieve a great number of insights about the business, product and users, we need the proper tools. We have to uncover what kinds of actions we should take at each step of the Design thinking process to move from idea to a useful range of data and then to a customer demanded solution. At UXDA, we achieve this by using a broad set of tested and efficient **UX tools and methods**.



We have described and demonstrated the use of the key UX tools in our previous case studies listed below.

[Case Study: Banking Back-Office Transformation Allows You to Expand Globally](#)

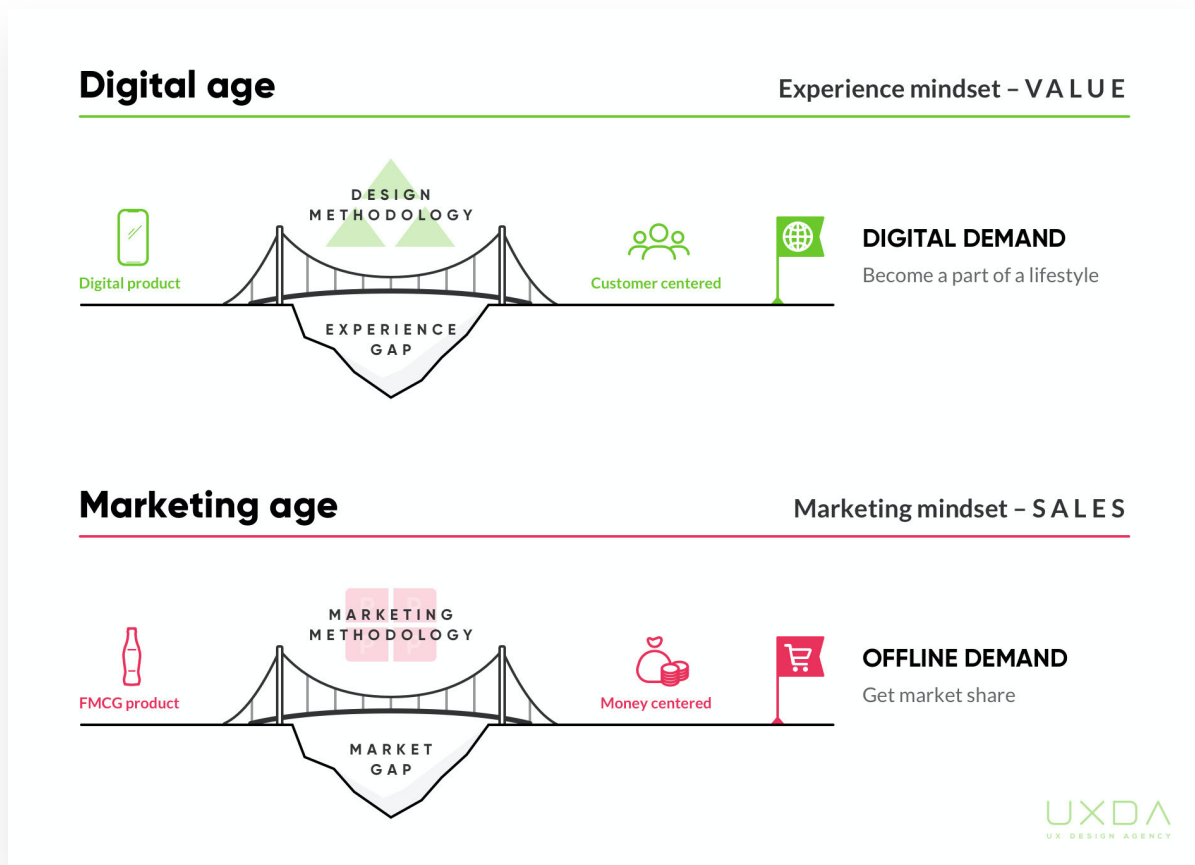
[UX Design Guide: How to Create The Most Beautiful Banking App in the World](#)

[How to Design UI/UX of a Mobile-Only Challenger Bank](#)

[FinTech Case Study: Our Vision of "Future Online Banking"](#)

New age, new rules

The idea of our approach to creating successful digital solutions will be incomplete without the UXDA concept described below.



Marketing age

In the recent past, FMCG (Fast-Moving Consumer Goods) products dominated the market and determined business principles, user behaviors and the mindset of successful entrepreneurs.

To make a profit in the marketing age, you had to operate in the right way, using the basis of marketing methodology: the 4Ps (Product, Price, Promotion, Place).

Digital age

The digitalization of the world has completely changed the rules of the game. Digital products differ from FMCG because they have the capability to be easier and faster, adapting to the growing customer expectations and needs. Digital products also have direct distribution and don't need mediators or expensive offline logistics. Digital products can serve customers directly from any place in the world.

What should you do?

Which products will the customer choose? The ones that solve their problems in the easiest, quickest and most pleasant way, of course. The lack of a delightful experience often creates a gap on the product's path to digital demand.

The main difference between being a successful entrepreneur in the marketing age and digital age is to switch the focus from selling to delivering a valuable experience. What was efficient to bridge the market gap a few decades ago has now become a waste of time and money because of digital disruption. Instead of conquering the market share, we should make our products a significant part of our customers' lifestyle using the power of design.

All of the frameworks and techniques revealed by UXDA's Financial Methodology trilogy allow the creation of next-level financial products by focusing on the value. It's a very powerful approach that delivers astounding results to financial companies worldwide. However, keep in mind that this only works if implemented closely with a human-centered mindset, knowledge of user psychology, mental flexibility and experience in developing financial services, deep analytical thinking and other required skills for a UX architect and UX/UI designer of financial products in the digital age.

If you haven't already, read the other articles in **UXDA's Financial Methodology trilogy**:

[Financial UX Design Methodology: the Value Pyramid](#)

[Financial UX Design Methodology: the Design Pyramid](#)

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

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Book a meeting: [Calendly](#)