**GBST.** | Financial Services Technology

Specialists in FinTech **digital experience and design**

Establish or strengthen your FinTech offering with GBST's digital design and user experience specialist consulting service

Our user experience (UX) and digital design services will enhance your proposition to ensure your organisation stands out from its competitors. GBST offers a complete range of services across the digital design space to support the development or expansion of your digital offering.

- ☑ We know our own products inside out
- ☑ We have a deep understanding of the wider financial market
- ☑ We are experts in the UX design and implementation of complex financial services products and scenarios

We work collaboratively with you to create a unique experience aligned to your brand to delight end users and increase engagement.
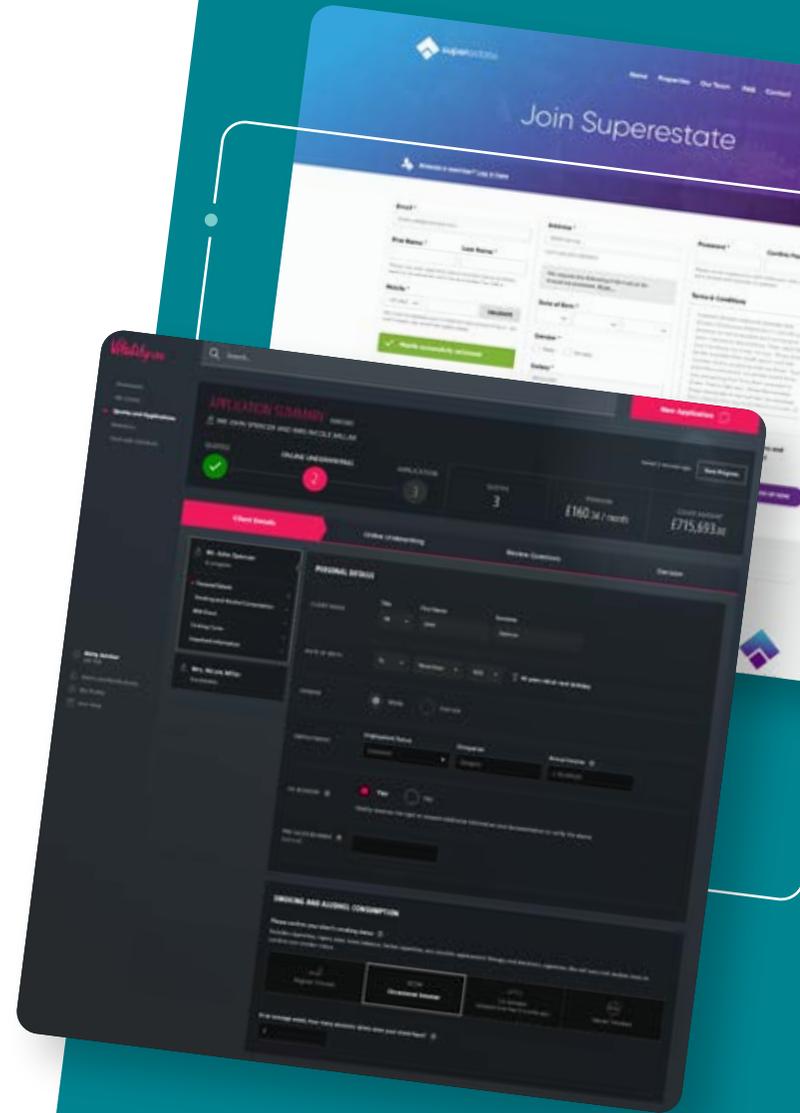
Left to right: VitalityLife Insurance adviser portal redesign and Superestate website design

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What is UX design?

User experience (UX) is defined as an individual's overall digital experience when using a product. UX design is the process of enhancing that user satisfaction by improving the usability, accessibility, and enjoyment achieved during the interaction.

User interface (UI) design is a crucial and inextricably linked subset of UX design. UI design focuses on the user's visual experience with an interface and is the translation of a brand's vision into a product, software, or app, while UX is about how this overall interaction feels. Both share the same end goal to provide a positive user experience.

As well as addressing user needs, the business needs are incorporated into the process. To ensure strategic goals are achieved, UX design fulfills the area where user and business needs overlap.
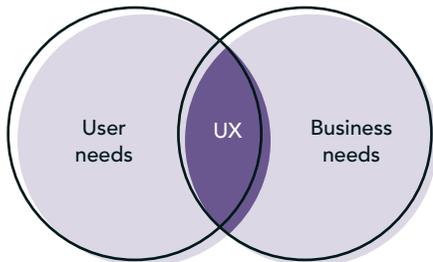
The total service design spectrum

User needs — UX — Business needs

Service Design
Customer Experience Design
User Experience Design
User Interface Design
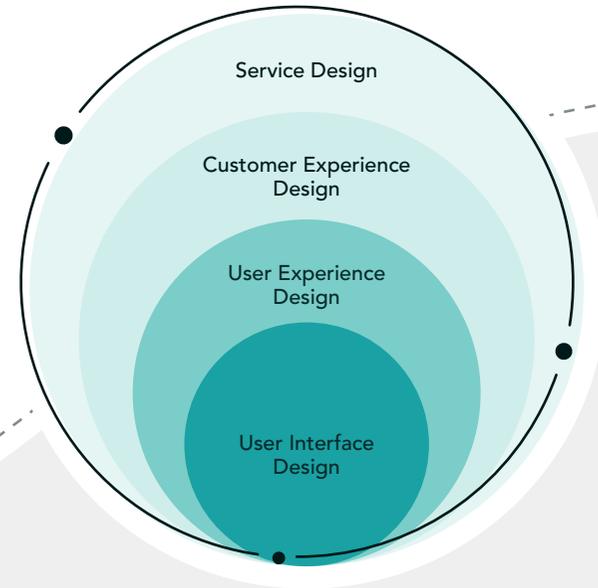
Investing in UX design adds value

Solving business and user pain points

Tackle complex problems and pain points in simple and intuitive ways through design thinking. We make use of common patterns and conventions in your industry to increase the ease of adoption.

Improving conversion rates

Successful UX design helps users achieve their goals faster and can increase conversion rates through ease of use, reduced number of steps, and clear call-to-actions.

Increasing client satisfaction

We take great care to ensure users can easily navigate your digital assets and ultimately enjoy using your proposition which leads to greater user retention, trust, loyalty, and engagement.

Fast-tracking development

Prototyping allows developers to more accurately estimate time and effort to build. It also enables you to efficiently test and validate features and content to avoid scope creep in the development stage. Design empowers you to get it right the first time, avoiding costly updates and reworks.

Good design is good for business

Professional digital design services benefit organisations by creating a better first impression and establishing a consistent brand identity, which is essential for building brand trust, credibility, and loyalty.

Investing in design adds value by:

- Driving innovation and opening up uncontested market spaces

- Differentiating products and services to attract customers

- Strengthening branding, embodying a company's values, and improving recognition

Research conducted by Warwick Business School on behalf of Design Council (UK)

Our services

Depending on your needs, you can engage with us for a full design service, or to integrate and complement your existing digital team. Our flexible design process allows us to work within your project's scope, budget, and outcome.

As well as being experts in creating bespoke designs for GBST digital products such as Catalyst or Equate tools and calculators, we also work with other technologies outside of GBST. We design apps, public websites, and member portals that sit across third-party platforms and technology too.
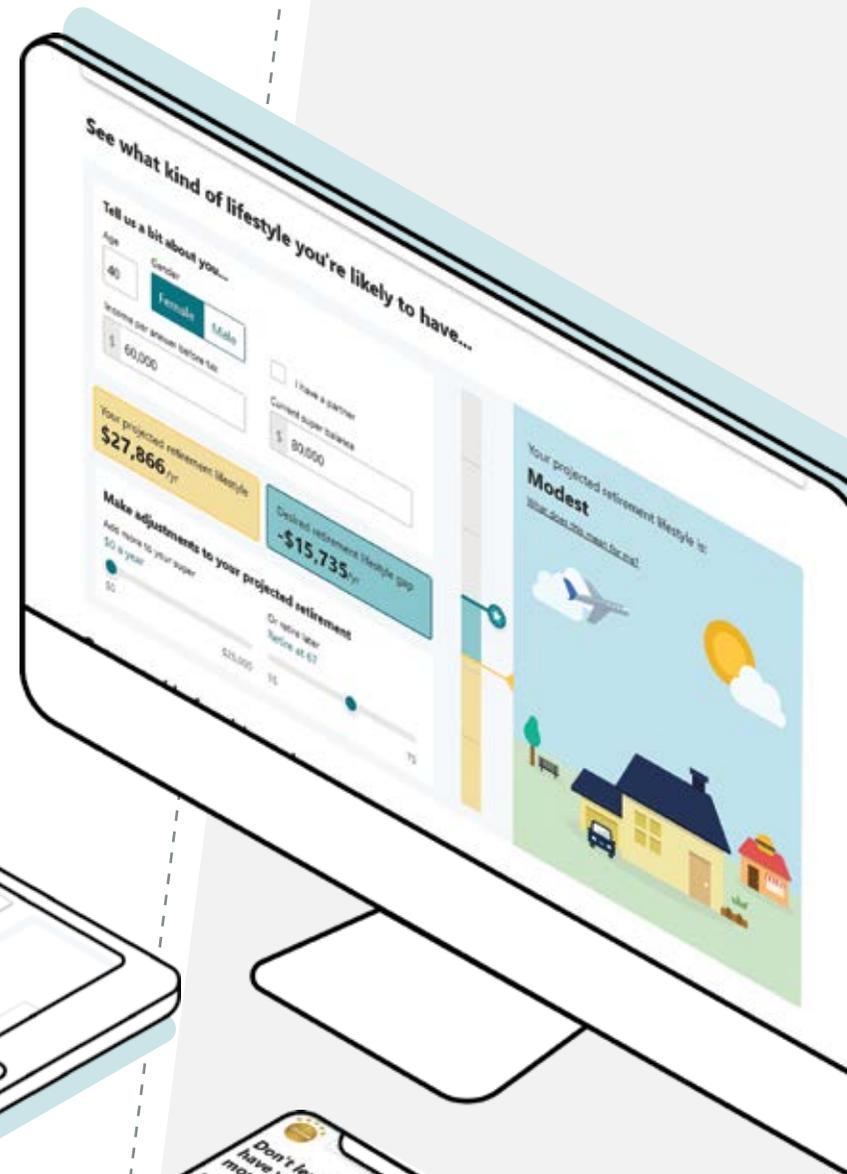
Custom retirement calculator design for Canstar to educate customers about how much income they will have for retirement versus the income they need for their desired lifestyle, and how they can close the gap.

UX design

We use the latest methodologies and best practices to ensure your users benefit from the best possible experience and are motivated to interact. By adopting a user-centric design process, we ensure your solution delivers results for your users and business.

Digital design

We design exciting and engaging user interfaces while utilising your existing brand guidelines or by creating new ones. We deliver your brand message through clear, intuitive, structured, responsive, consistent, and flexible designs using visual communication principles.

Digital strategy and consulting

We can provide guidance and consultation from the ideas phase through to go-live and beyond. We can partner with you to create and review strategies for growing your ideas into a complete digital solution. Our team can also review the UX of your existing digital sites.

We design...

Member portals

One of our specialties is designing member portals that are tailored to your brand and the online experience you aspire to deliver.

Tools and calculators

We design calculation engines and interactive tools to enhance your digital experience and help your customers make informed financial decisions.

Enterprise software

The design team thrives on solving design problems for enterprises, whether that is for wealth management, tax, insurance, or unions.

Public websites

We design high performing websites with a strong visual design alongside smooth user experience for your website visitors.

Mobile apps

Our app design will deliver you an engaging, accessible and efficient ready-to-use product so there's optimal satisfaction for your users.
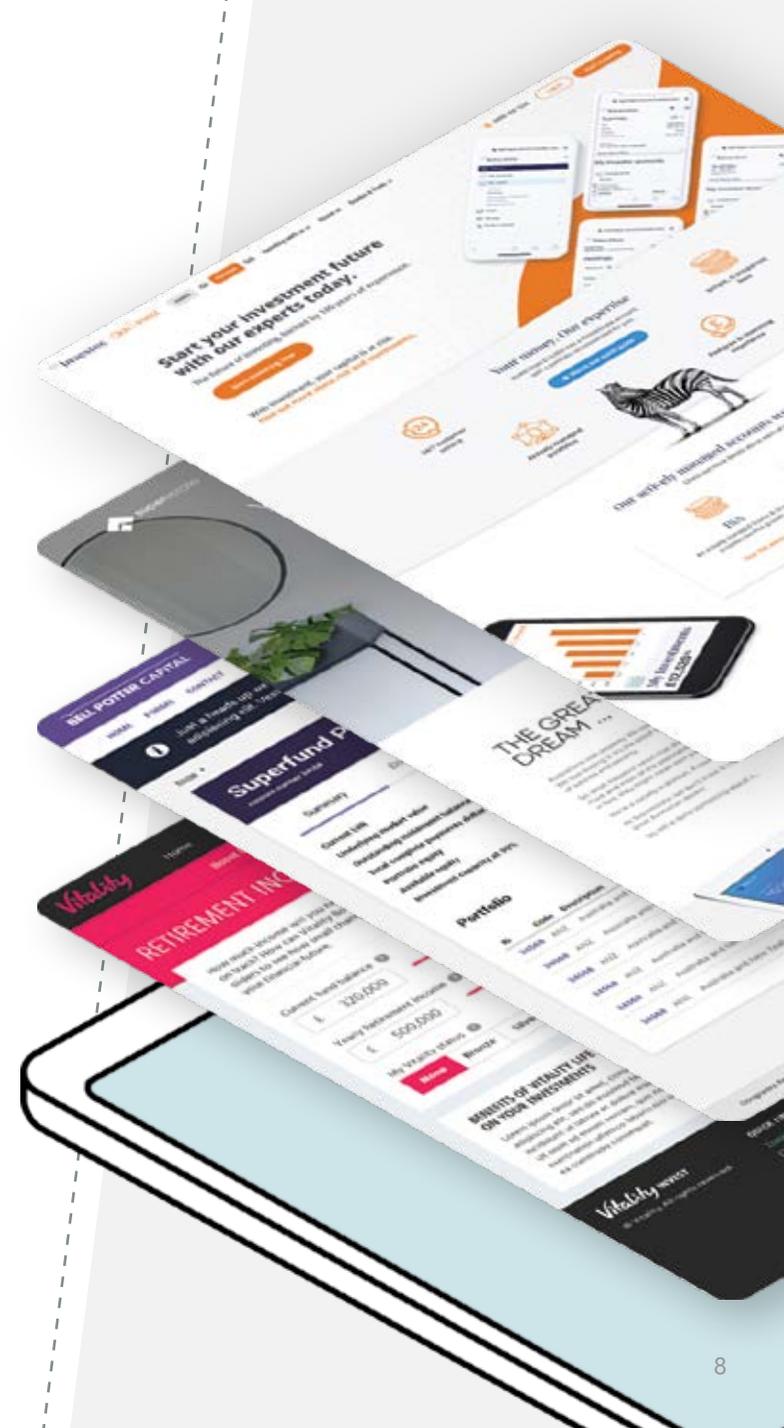
How we work

When undertaking projects, we use tested, flexible, and iterative design processes. We adapt this process depending on your needs, reviewing all stages and activities to determine whether they are needed for your project.

Discovery

Research

Analyse

Design

	Pre-Project	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Discovery	▬								
Research		▬							
Analyse			▬						
Design				▬▬▬▬▬▬▬▬					
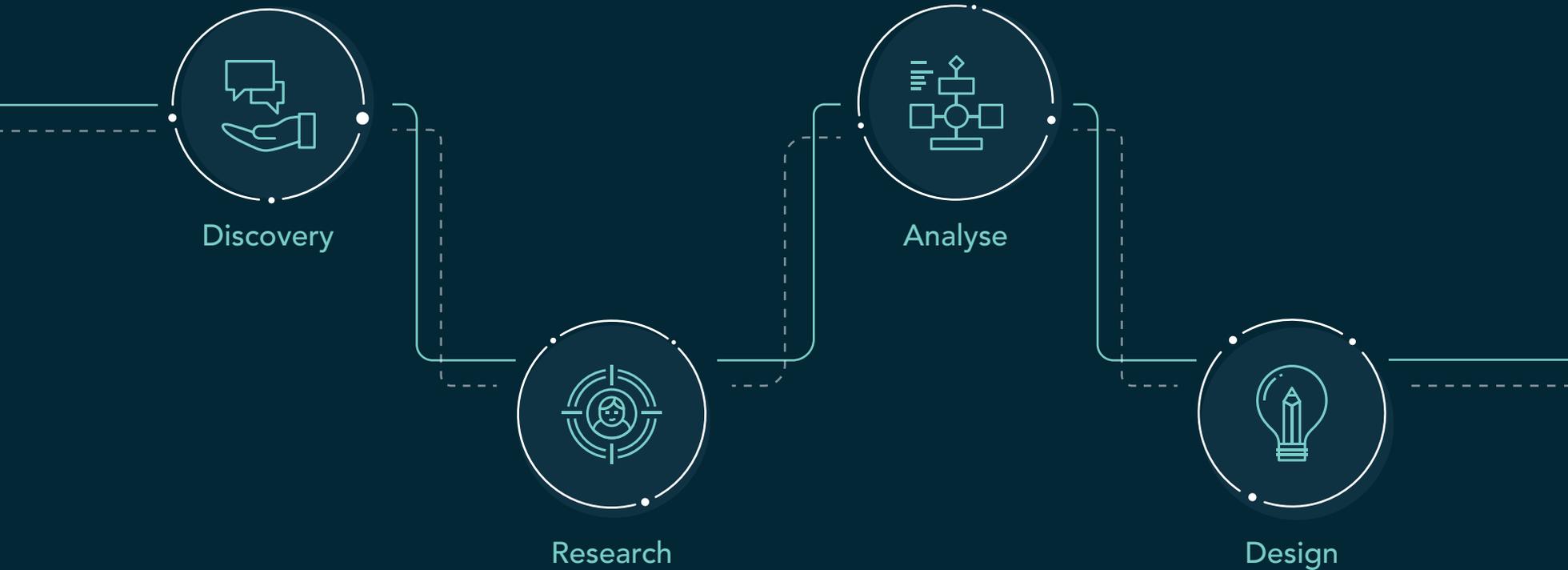
Project engagement

The standard design project is split into a number of one or two week sprints depending on your project size. During these sprints we have regular engagement with you, and at the end of each sprint, we review the work completed and any feedback provided is incorporated into the designs in the next sprint.

A typical project will involve designer(s), a project manager, and a business analyst.

When working with us, key project stakeholders from your side will need to be available for initial discovery sessions and feedback sessions.

Above is an indicative timeline for an eight week redesign project.

Pricing

Design projects can be costed at a fixed price or charged as time and materials. This will be determined when creating the Statement of Work depending on the level of engagement.
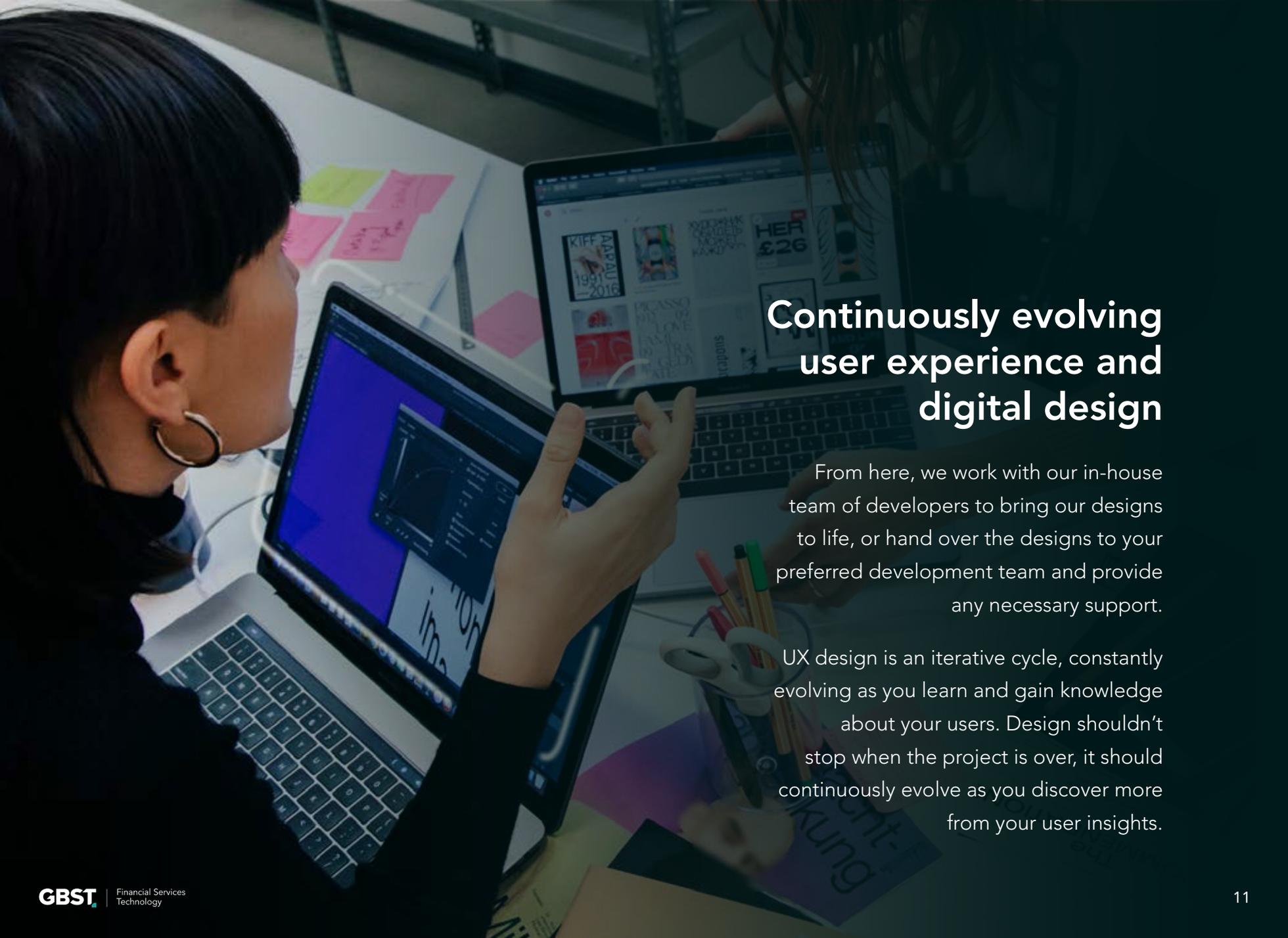
Continuously evolving user experience and digital design

From here, we work with our in-house team of developers to bring our designs to life, or hand over the designs to your preferred development team and provide any necessary support.

UX design is an iterative cycle, constantly evolving as you learn and gain knowledge about your users. Design shouldn't stop when the project is over, it should continuously evolve as you discover more from your user insights.

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Our team

Our team are multi-disciplined with deep cross-industry experience. We combine best practice from previous projects with a thorough understanding of GBST products, to build your unique business proposition, and create the best possible experience for your customers.

Our UX and UI team are integrated into the organisation and work alongside business analysts, product, and development teams for rapid design, development, and deployment.

The team is located in both the UK and Australia.

Want to learn more about GBST user experience and digital **design services?**

Get in touch or contact our account management team.

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About GBST

GBST is a global provider of technology and digital solutions for the wealth management market. We create vital back, middle and front-office technology solutions for wealth managers, life, pension and superannuation companies, stockbrokers, and fund managers.

Founded in 1983, GBST works with over 65 financial brands across Europe, Australia, NZ, the US, and Canada. Our technology supports over 5.5 million investor accounts under administration with Direct to Consumer, Advised and Workplace channel solutions.

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Financial Services
Technology

Australia • New Zealand • Europe • United States • Canada