Deliver a better digital banking experience

Q2's UX Research Team

User expectations have changed. Over the last decade, the way we consume, connect, and transact in virtually every arena has changed. We expect instant access, intuitive interfaces, and simple solutions.

To date, non-financial brands have been setting these standards. But banking can't ignore this usability revolution. That's why Q2 is committed to understanding user behavior and product usability. We believe that good design is valuable, feasible, and usable, and our research practices play a big part in shaping usable solutions that solve real user problems.
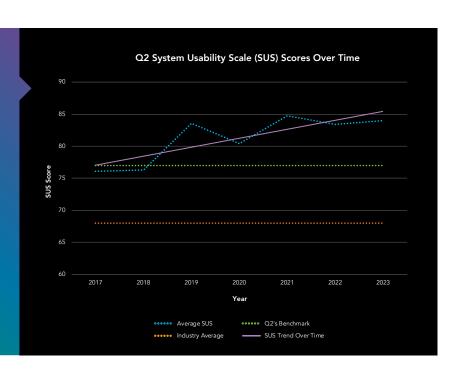
Q2's UX Research Team has driven hundreds of product improvements across retail, commercial, and FI employee facing features.

HUNDREDS of design improvements as a result of user research

System usabilty objective: Deliver best-in-class designs for top product initiatives.

As Q2 increasingly invests in research and UX over time, the usability of our well-researched products also increases.

Q2 System Usability Scale (SUS) Scores Over Time

Legend:
- Average SUS
- Industry Average
- Q2's Benchmark
- SUS Trend Over Time

Q2

Putting usability to the test

Q2's UX Research Team uses a number of approaches to understand usability and shape our product experience to best fit user needs and preferences.

With observation methods that look at overall workflows and situations, we can generate insights into user needs and develop empathy for their challenges. This results in design adoption that meets evolving expectations and exceeds current standards.

Equally important to our research are user interviews. The Team makes a concerted effort to interview Q2 platform users for their insights.

We also use mixed-method approaches to ensure our research is the highest quality. For example, we find surveys provide both quantitative and qualitative findings we can apply. This includes surveying a large sample of participants to identify business and consumer personas.

We test our products on multiple types of users with varying degrees of experience with banking software— including FI and Q2 employees, real-life end users, and members of the general public—to reveal a wider array of potential usability issues.

Solving problems before they happen

Too often, software usability issues aren't addressed until multiple user complaints are logged, cases are generated, workflows created, and fixes are finally developed and deployed. This can take years. Meanwhile, customer usability suffers—as does retention. While far too many software developers are solving problems from years past, the UX Research Team is looking forward, addressing usability issues years ahead of general availability. This results in fewer complaints, better experiences, and improved account holder retention.

> **We've seen how in touch Q2 is with their clients and end users. They work hard to create a great interface and to tailor it to specific, advanced user needs.**
>
> – Interra Credit Union

Focus groups and surveys

In addition to testing product features, the UX Research Team engages with focus groups to better understand financial trends and key demographics— such as regional breakdowns of financial literacy, or how millennials navigate goal-based savings. This data helps us understand the needs of users as we develop our Product Roadmap.

A user-centered culture

At Q2, we nurture an environment where discovering and discussing customer and user insights is an ongoing cross-departmental activity that steers our product strategy. Our independent, self-directed development pods are made up of subject matter experts that deliver better, more usable software to market. This means a better experience for your users, helping your FI attract, retain, and engage your account holders like never before—giving you new opportunities for growth in a world increasingly defined by user experience.

Want to participate in usability testing?

Interested in joining our panel of FI research participants? Want to help us source end users for research? Email us at **research@q2.com** for more information, or **sign up** to be contacted about opportunities to give feedback on new designs for various Q2 products.

For more information, go to Q2.com or call (833) 444-3469.