



DESIGNING FOR THE FUTURE

How Lumin Digital transformed the Dashboard

Creating more opportunities for clients and users

When you open an app, you shouldn't have to think about how it works — it should be intuitive. Your journey through it should feel personal, even though hundreds, if not thousands or millions, of other people are navigating it as well. And if it doesn't feel that way, then your needs should be heard and considered.

Dashboards need to make the most of first impressions, ensure industry-leading usability, and deliver on both user and business needs while maintaining an approachable and user-friendly design. A bad first impression can cause a user to abandon an app entirely, and that is bad for your bottom line.

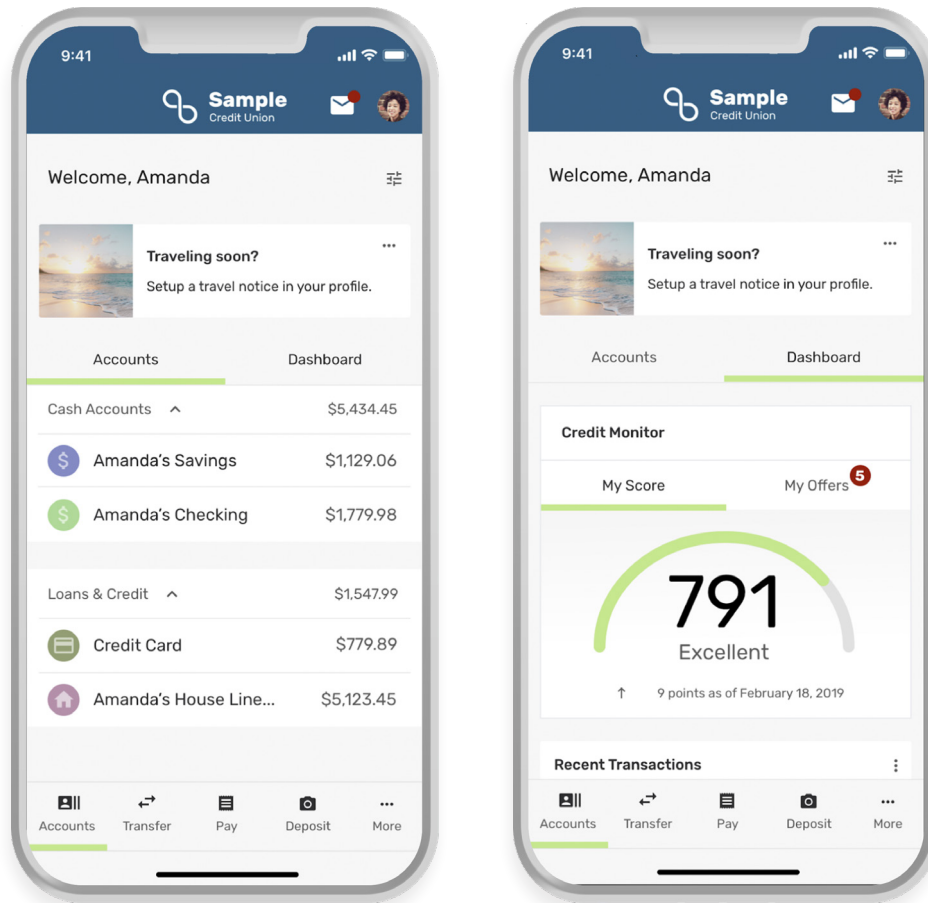
If your users are unhappy with their digital banking experience, you're hearing about it, but we can fix it. In an effort to continue to deliver the best experience possible to our users, the product design team at Lumin Digital took on the important task of updating the dashboard to ensure a seamless experience for your users, making you more successful.

Why did we do it?



Our original mobile design separated the accounts list from the Dashboard in separate tabs. Product analytics showed users rarely visited the Dashboard tab (1.28% of visits, to be exact), and the majority of those users bounced right back to the Accounts tab.

Based on the low traffic, we wanted to increase the discoverability and engagement of the dashboard. This helps end users get the most value from the functionality available to them, and it also drives the adoption of revenue-generating features for our clients.



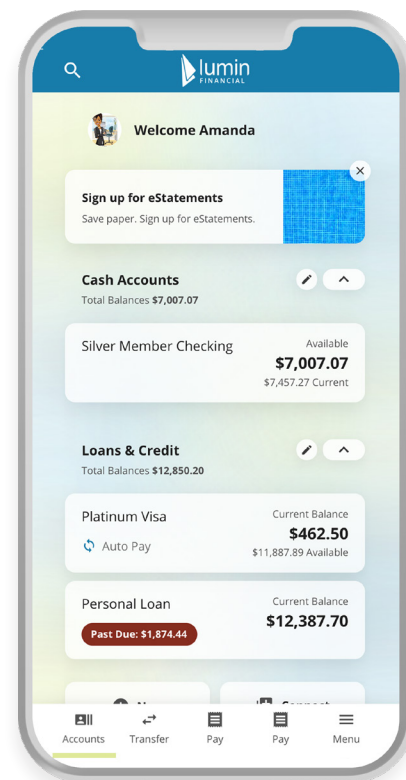
Using client and user feedback as a guide, we improved our ability to display relevant and helpful information. That includes the type of balance information displayed at the account level, but it also includes the ability to address time-sensitive situations, starting with reducing late payments.

With all this change, we wanted to refresh the general look and feel to better align with our current design principles and direction.

Common UX practices and our own user testing showed that users prefer to scroll to reach content and explore. To accommodate these preferences, we removed tabs so content is combined into a single page. No more toggling back and forth or losing your place. This increased the visibility of financial institution microapps, specifically Yodlee signups.

The Dashboard content is now placed below accounts — however, based on the value and priority users placed on this content, we still expect this to improve exposure over the tab approach.

So, how did we do it?



The redesign process

The team at Lumin worked tirelessly to redesign the mobile dashboard to ensure end-users are happy, leaving our clients with more time to focus on what matters.

We saw an opportunity to optimize the highest-trafficked experience to address some common feature requests, increase discoverability and engagement of revenue-generating offerings, improve usability and visual design, and reduce cognitive load for users.

We crafted Dashboard 2.0 based on multiple years of user research. We created many iterations of wireframes and prototypes before conducting multiple rounds of moderated and unmoderated user testing which informed the final design.

What did we do?

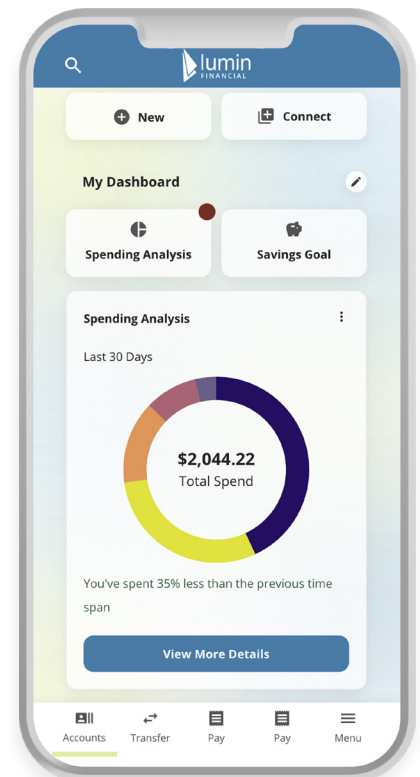
First and foremost, we removed the dashboard tab. Now it's all a single dashboard that doesn't require toggling between spaces. This is important because it allows the user to view everything in one place, creating a more seamless experience.

Improving visual structure to focus on user priorities was an expectation we learned from user testing and research. These enhancements include:

- Unified the experience into a single page and added gamified buttons to increase discoverability and engagement
- Introduced account-specific notifications for time-sensitive events
- Modernized visual aesthetics including edge to edge glassmorphic background
- Added drag-and-drop functionality for personalization of the desktop dashboard

With better functionality and visuals in the dashboard, we could also enhance revenue-generating features to prompt action from the user like adding badges and alerts to microapps.

Based on user feedback, we worked to improve the user experience related to loan and credit card payments. This is critical to both the financial institution and the user for obvious reasons. No one wants to pay a penalty for a late payment and you don't want delinquent accounts. So, there are now banners for upcoming payment reminders and late payment notifications.



The results

User test results spoke volumes about the accessibility and usability of the redesigned dashboard before it went live. User testing was conducted to determine the ease of task performance. This included checking credit scores, connecting external accounts, editing account lists, and making a payment.

In user testing, 91% of testers' expectations were met when checking their credit score, and they rated the task a 4.2 out of 5 for ease of use. When connecting external accounts, 92% of testers were able to complete the task and 89% said the path to connect an account met their expectations. Tests for editing account lists and making payments were also successful, meeting expectations for nearly all users.

After these tests, Dashboard 2.0 was a success upon its debut. Users began engaging with the microapp tiles ("My Credit Score," for example) immediately.

Interra Credit Union is a great example. The day before Dashboard 2.0 launched for its users, the average daily enrollment in SavvyMoney was eight users. When Dashboard 2.0 was turned on for Interra users? There were 240 new enrollments in SavvyMoney in one day — 225 of those were mobile.

**That is a 2,900% increase
literally overnight.**

In comparison, the smallest increase in SavvyMoney enrollments across financial institutions tracked in Lumin Analytics was 107%. Let that sink in: The smallest increase still doubled the enrollments.

More SavvyMoney results include:

- SavvyMoney Credit Score adoption increased from 1% to ~50% for users who have been on the Lumin platform for three or more years – how's that for re-engaging long-time users?
- Savings Goal adoption increased the most for users who have been on Lumin for more than one year
- Enrollment in SavvyMoney accelerated across all clients once Dashboard 2.0 launched

Another example of success with the dashboard tile adoption can be seen in the Yodlee results. Yodlee Spend Forecast average adoption increased 7x, Yodlee Financial Health Check average adoption increased 5x, and Yodlee Financial Health Check average adoption increased 4x compared to Dashboard 1.0

It's not just the increase in microapp use that showcased the redesign's success. An interesting thread we found was the way age groups engaged with the changes.

Millennials showed the greatest increases in adoption of Yodlee Financial Wellness products and engagement with Marketing Campaign Calls-to-Action (CTAs). Gen Z showed the greatest increases in the adoption of Savings Goals and SavvyMoney Credit Score.

While these may seem like trivial findings, especially because those groups might not have the most money or products with you, they are the groups that will need more services soon. And if you know what works for your current users in those age groups, you know how to attract new users and keep them as loyal users.

Even if these microapps — SavvyMoney and Yodlee — aren't bringing in direct revenue with every click, it does bring in long-term engagement. And you definitely can't bring in revenue if you don't have engaged users. And where are these generations overwhelmingly accessing the dashboard? Mobile.

This gives you a roadmap on what to focus on to build engagement, loyalty, and your user base.

What to do next

Our results show that Millennials and Gen Z are engaging in these areas on mobile and they are the users that will be coming to you in the future for accounts and loans, if they haven't already. It's likely Gen X and Baby Boomers are already locked in as users, but Millennials and Gen Z are more likely to comparison shop and focus on mobile functionality, so meet them where they are — mobile.

According to [Statista](#), mobile banking usage in the United States is expected to increase nearly 4.5% by 2025. And generationally speaking, according to [BankRate](#), Millennials are the most interested in digital banking (79.3%), while Baby Boomers are the least interested (33.8%). With that in mind, it's important to continue to grow and evolve so you are capturing the attention of those who actively want to bank online.

Digital banking isn't just a fad. It's the way of the future and it won't slow down. Just between 2017 and 2021, mobile banking usage grew 30%. And, according to [Forbes](#), 78% of adults in the U.S. preferred to bank online in 2022 — don't get left behind.

A simpler, sleeker design with the notifications a user needs will allow them to navigate your digital banking solution. Imagine the frustration your user feels when they realize they have a bill past due because the notification was buried in the app or didn't exist at all in some cases. That creates a bad experience which can result in a bad reputation.

Dashboard 2.0 gives you more engaged users, bringing you more revenue that you can reinvest into your users. Happier users will stick around longer, trusting your financial institution to support their financial goals.



