copenhagen goto; conference

UI in an Agile Process

- When the Real World Comes Knocking

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Trifork A/S

INTERNATIONAL SOFTWARE DEVELOPMENT CONFERENCE

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The Case: Danske Bank

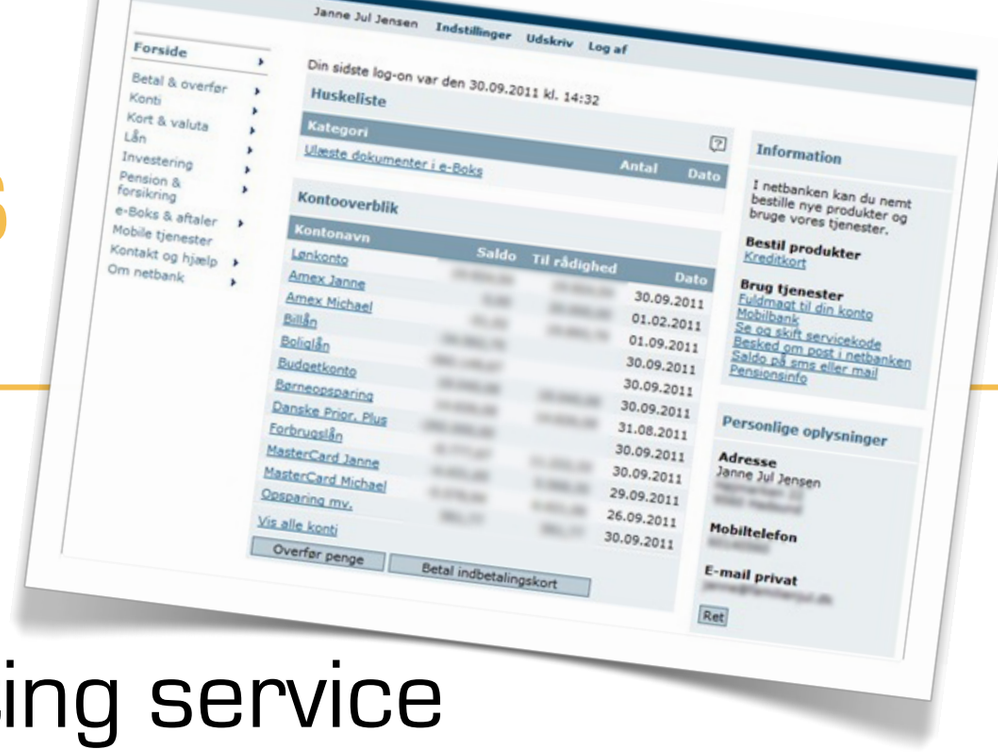
- Biggest bank in Denmark:
  - Founded in 1871
  - 2.2 mill customers
  - 300 branches
  - 6,000 employees in DK
  - 20,000 employees worldwide
  - Operating in 15 countries

Goals of the Project

- Make the first and best mobile bank in Denmark
- Success criteria:
  - 10,000 downloads
  - 5 enquiries
- Core values:
  - Expertise
  - Integrity
  - Value creation
  - Commitment
  - **Availability**

User demands

Case Characteristics



- Well known topic
  - Private basic banking
  - 4 mill. do online banking
- Functionality well defined
  - View accounts
  - View transactions
  - Pay bills
  - Transfer money
  - Contact
  - Currency
- Existing service
  - Online banking (2000)
  - Mobile banking (2003)
- Two platforms
  - iPhone
  - Android
- Agile development
  - SCRUM

Challenges

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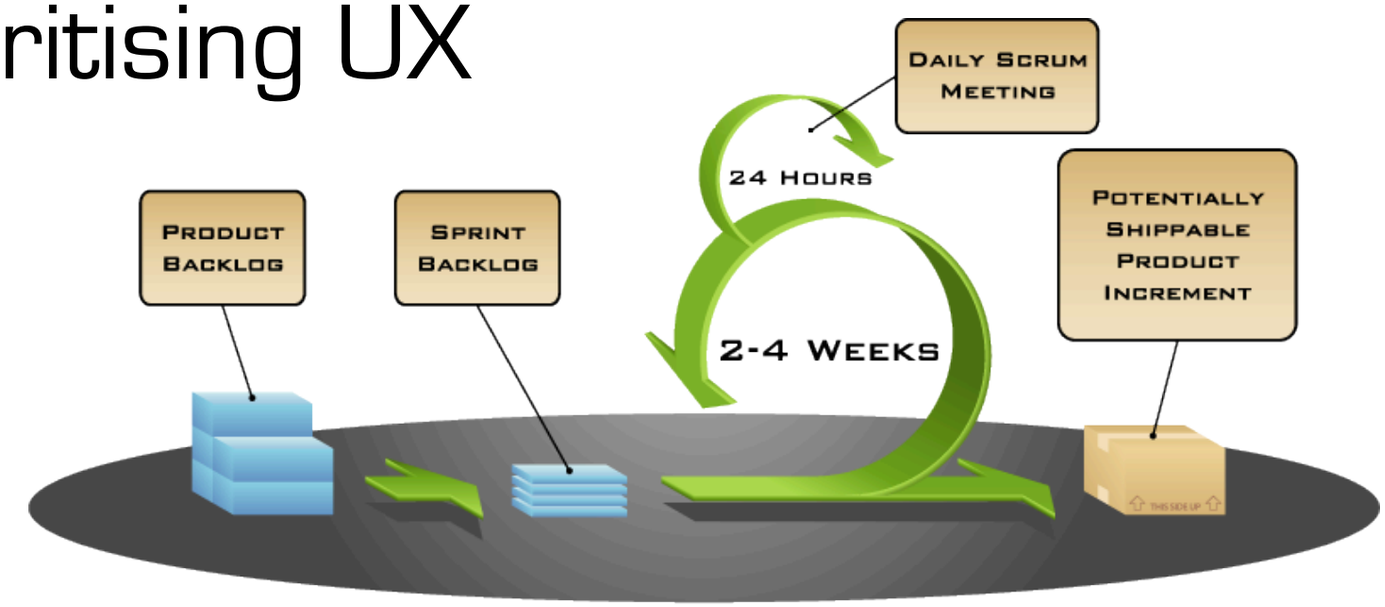
- How to avoid designers delaying developers?
- How do we test under an NDA?
- How do we test when we can't test "live"?
- Fixed release date

SCRUM process

1. What did you do yesterday?
2. What will you do today?
3. Is anything in your way?

- Estimating: Proof of Concept
- Product backlog: Making it reflect UX
- Sprint: Working separately on UX
- Roles: How clear roles help UX
- Product owner: Prioritising UX
- Testing: When to start testing UX



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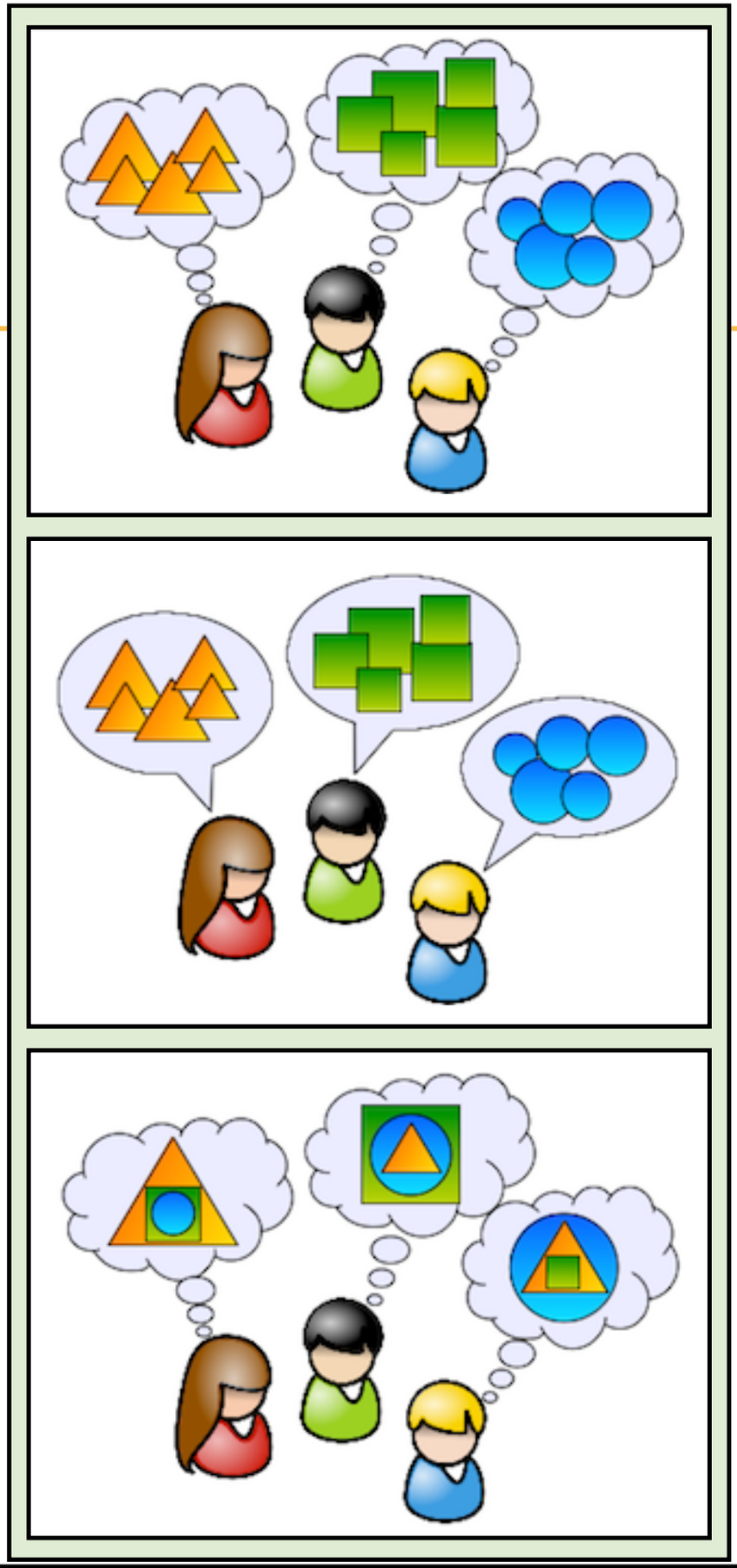
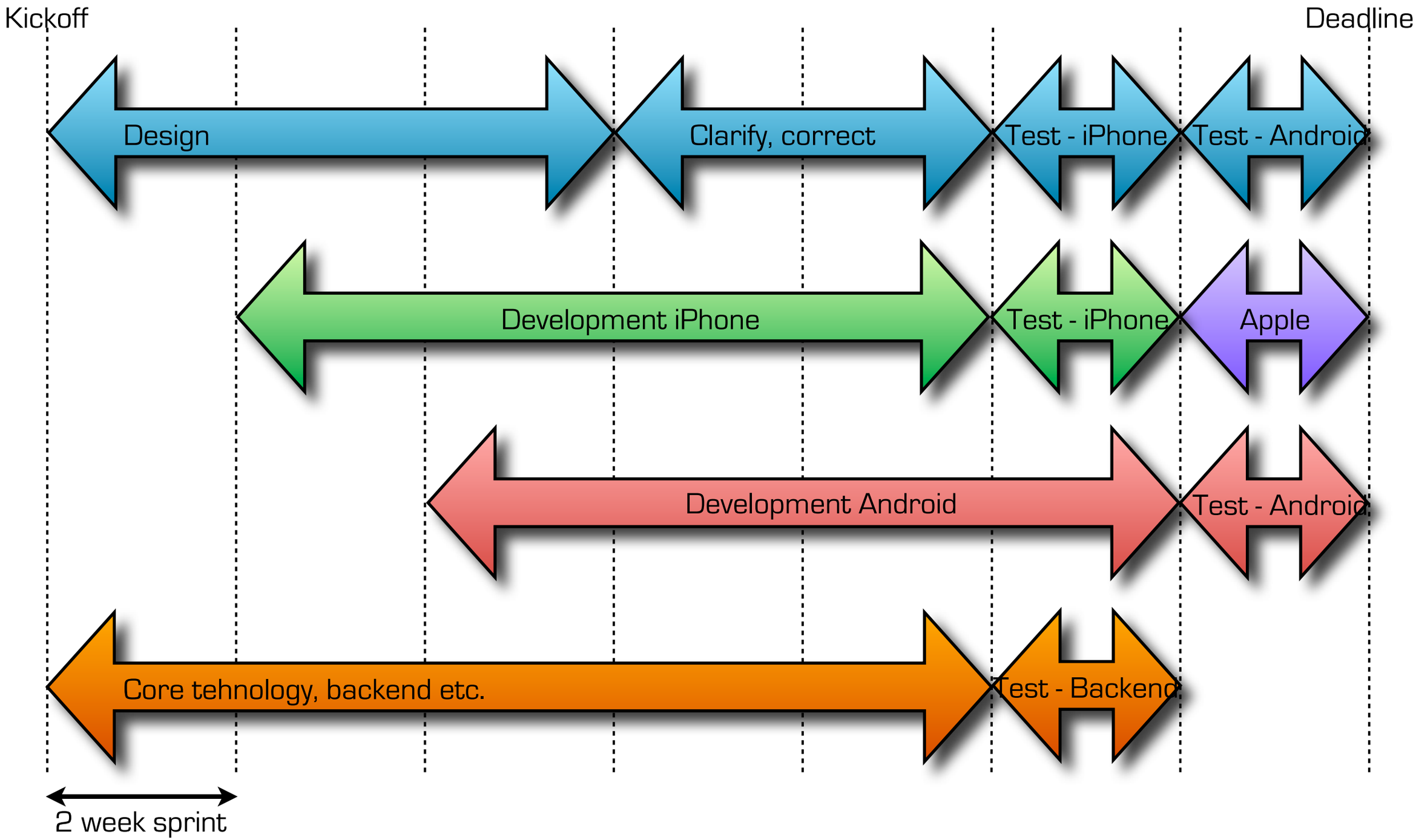
Sprint meeting

- Sprint review:
  - Review the work done
  - Demo
- Clarifications and alignment
- Sprint retrospective
- Sprint Planning:
  - Decide the work to be done
  - Make a sprint backlog

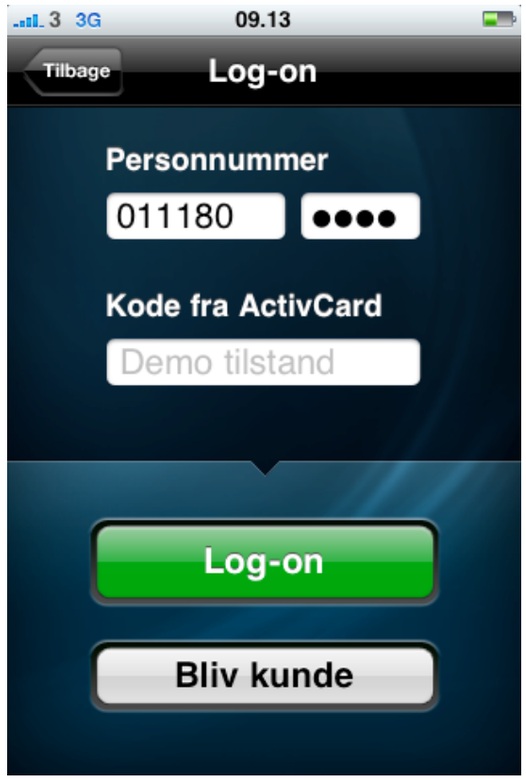


Time Planning Example



Proof of Concept (POC)

- Three basic work flows
  - Log on
  - Account overview
  - Currency calculator
- 2,5 months
- Timeboxed
- Design included



User Needs

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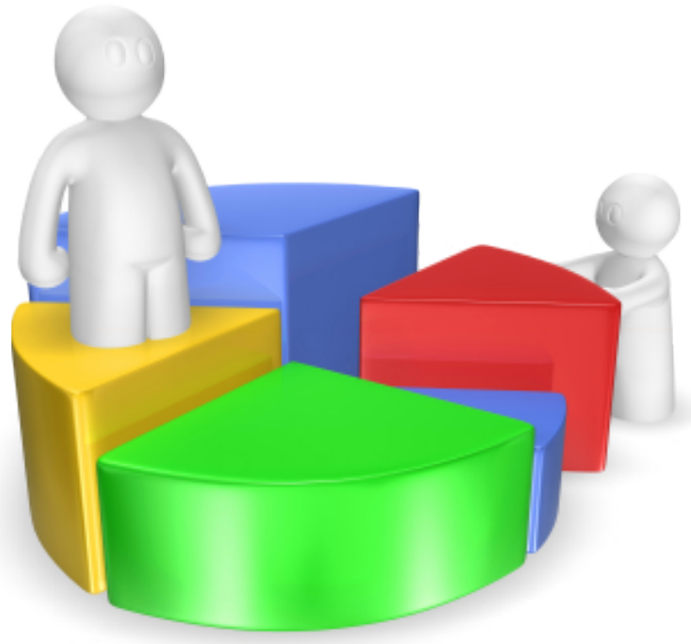

- Use patterns (online & mobile)
  - 1.2 mill customers on online banking
  - 7.5 mill logons per month
  - Loads of detailed numbers on actual use

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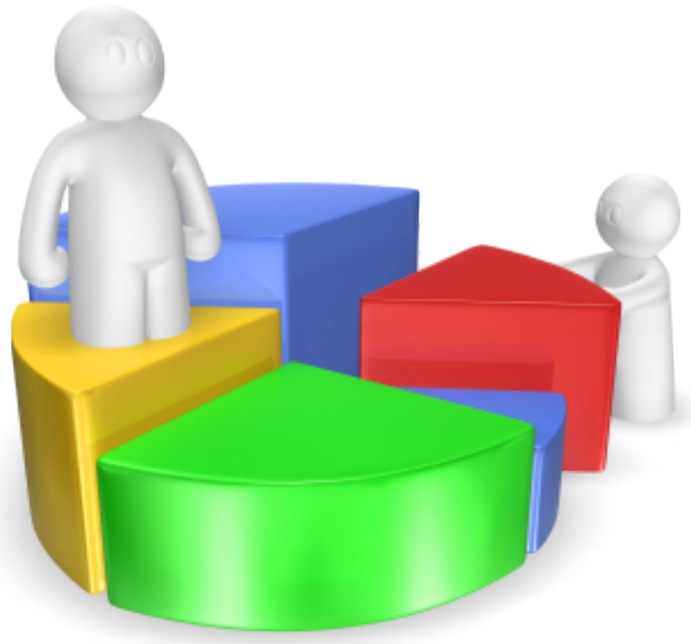

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  - Loads of detailed numbers on actual use
- Survey: 70+% want to use mobile banking daily
  - 51% to view account balance
  - 40% to transfer money
  - 32% to pay bills
  - 31% to see transactions

User Hindrances

“But what about security??”

- 37% worry about the security of a mobile bank app
- Two factor login based on:
  - Social security
  - 4-digit service code
  - NemID (Danish paper based security solution)

The Design Process

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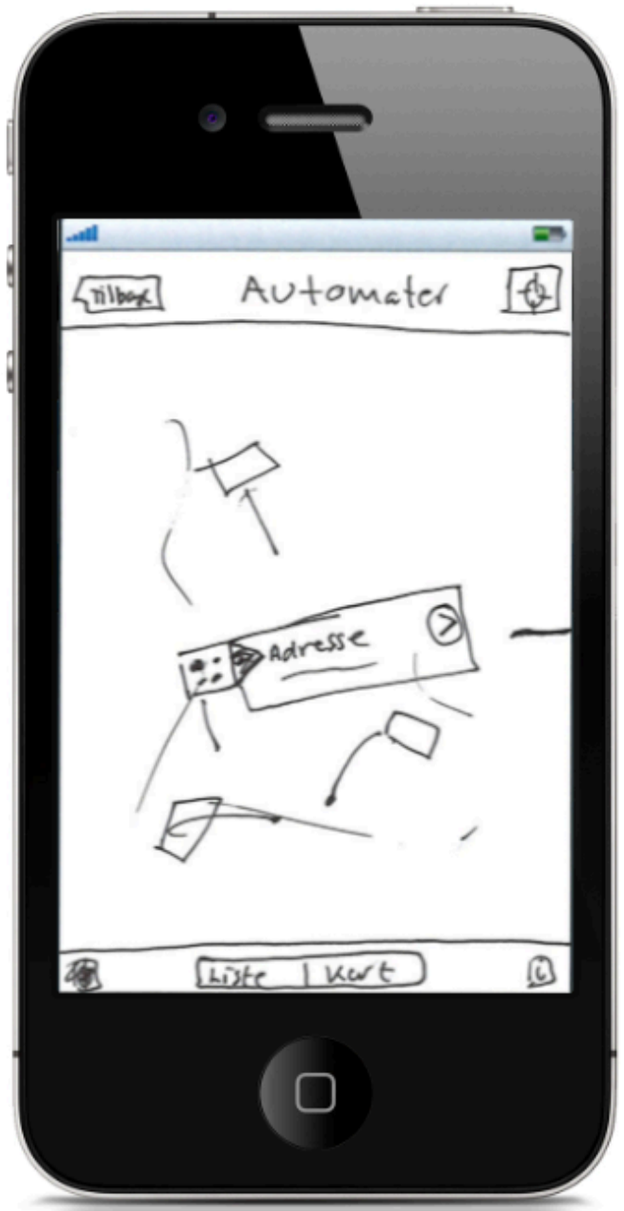
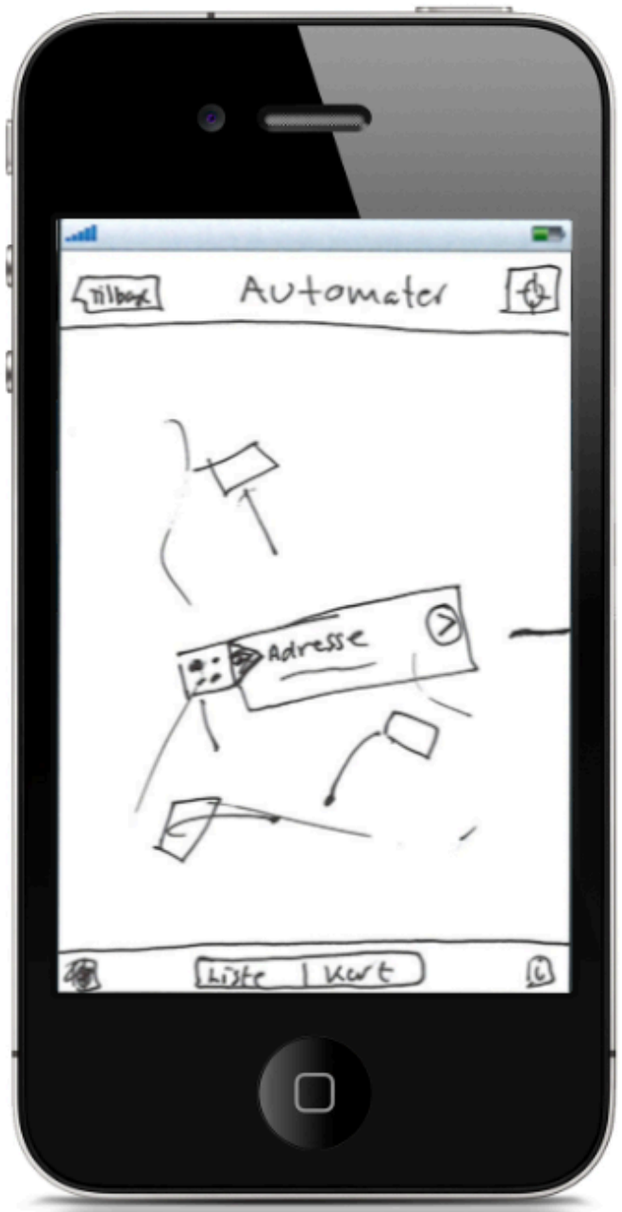


Sketching

The Design Process



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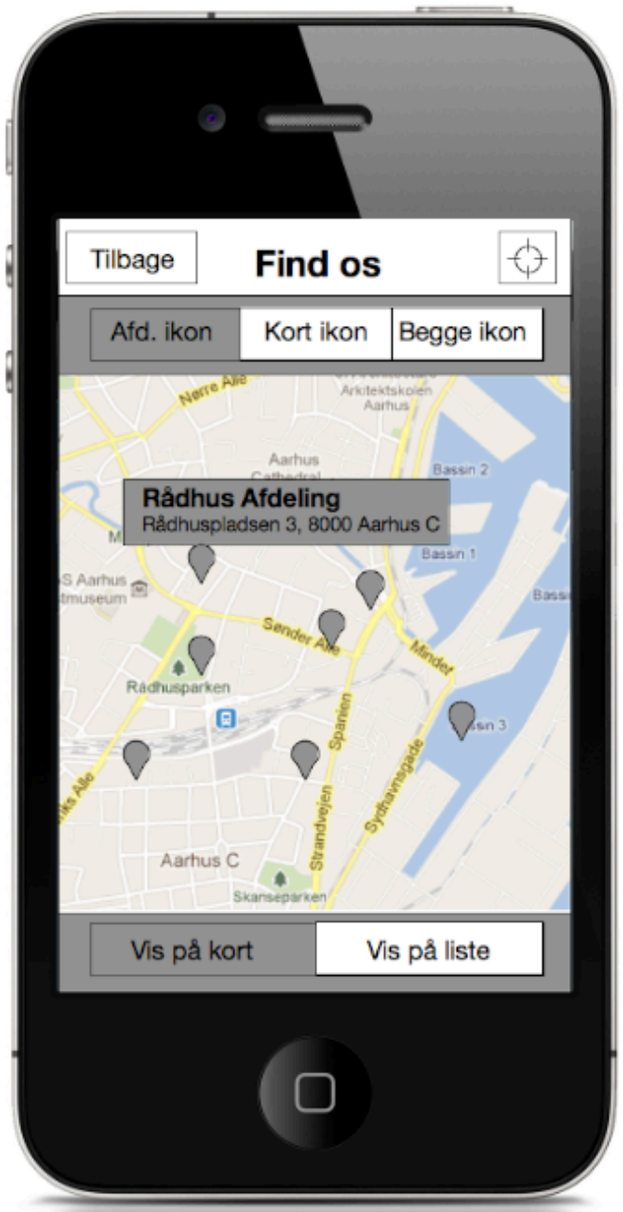

Wireframing

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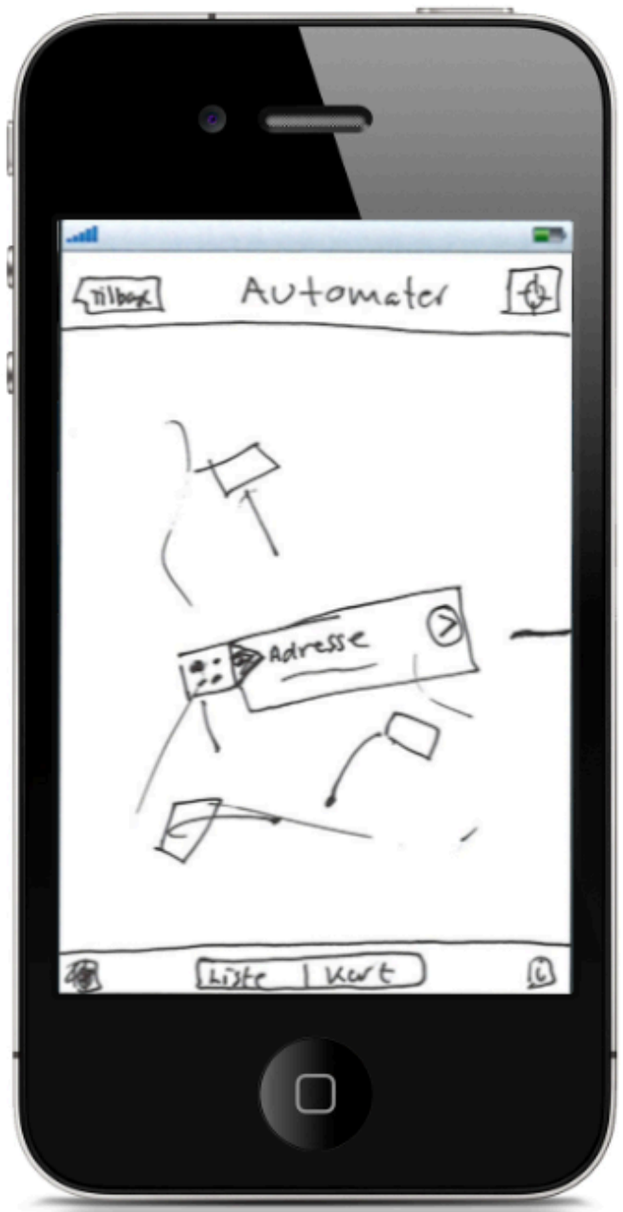

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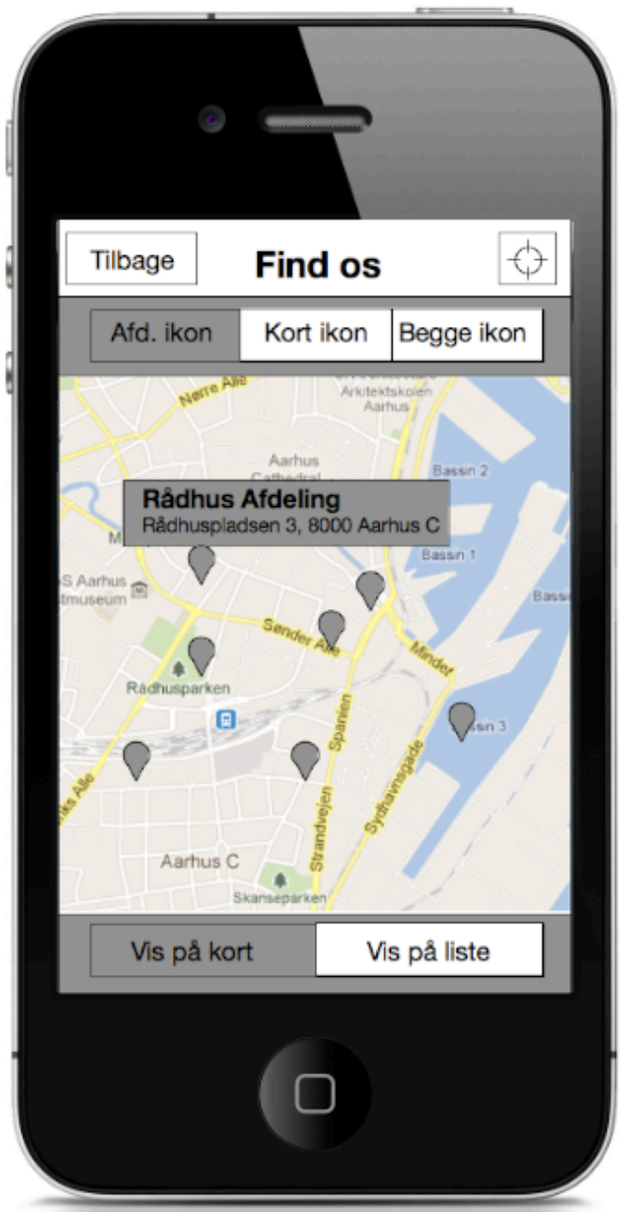

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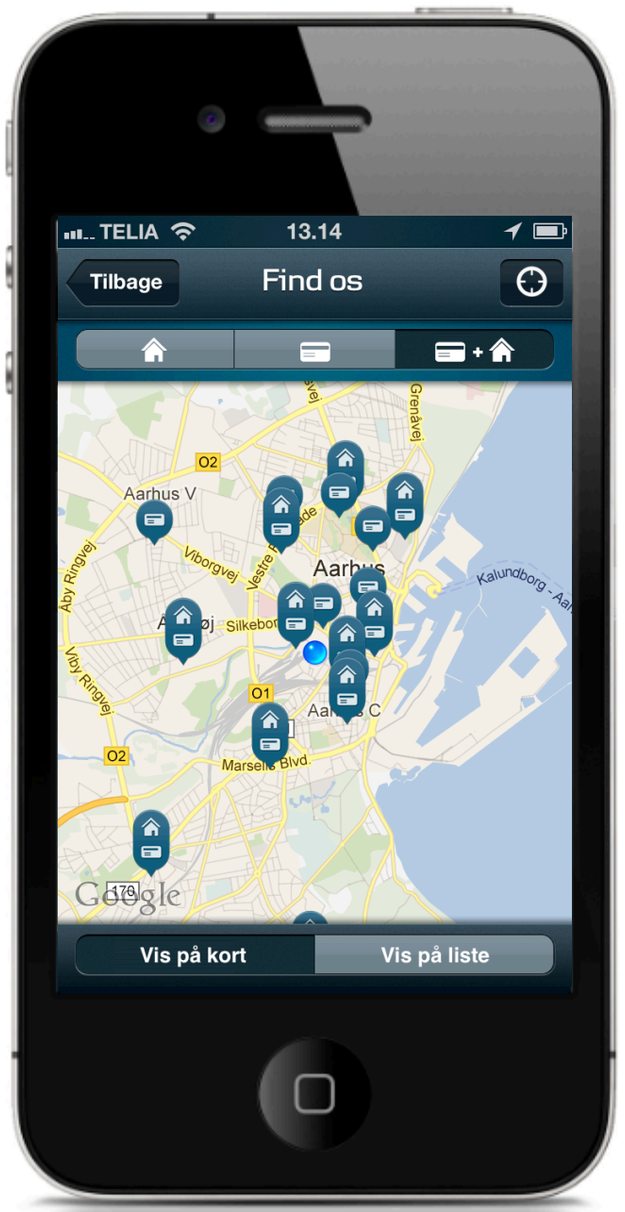

Graphics

Design Versions

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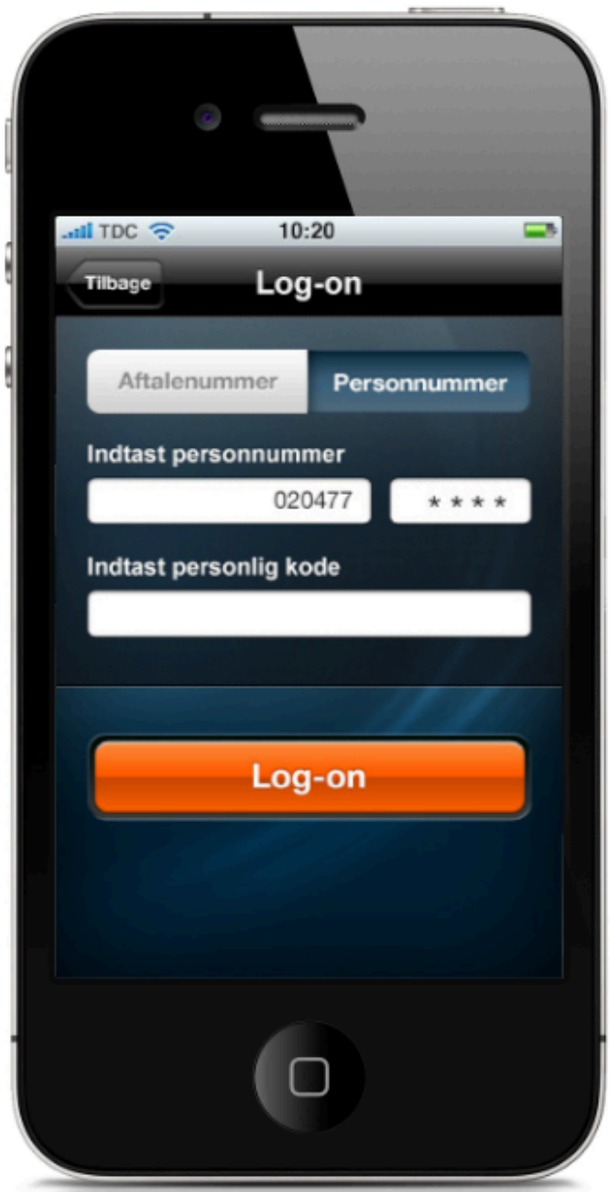

Making Use of the Platform

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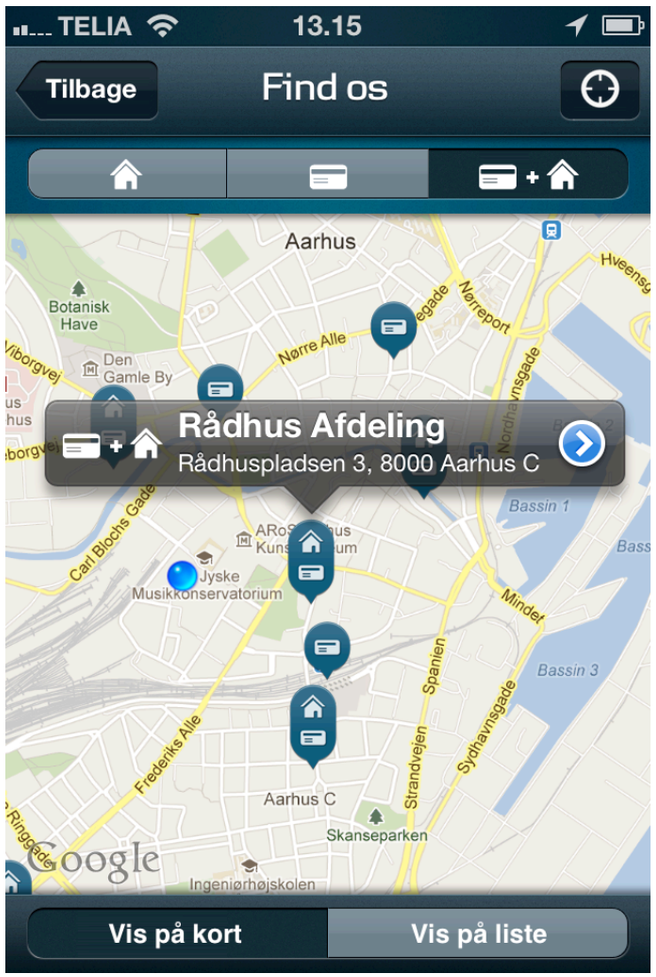
- GPS



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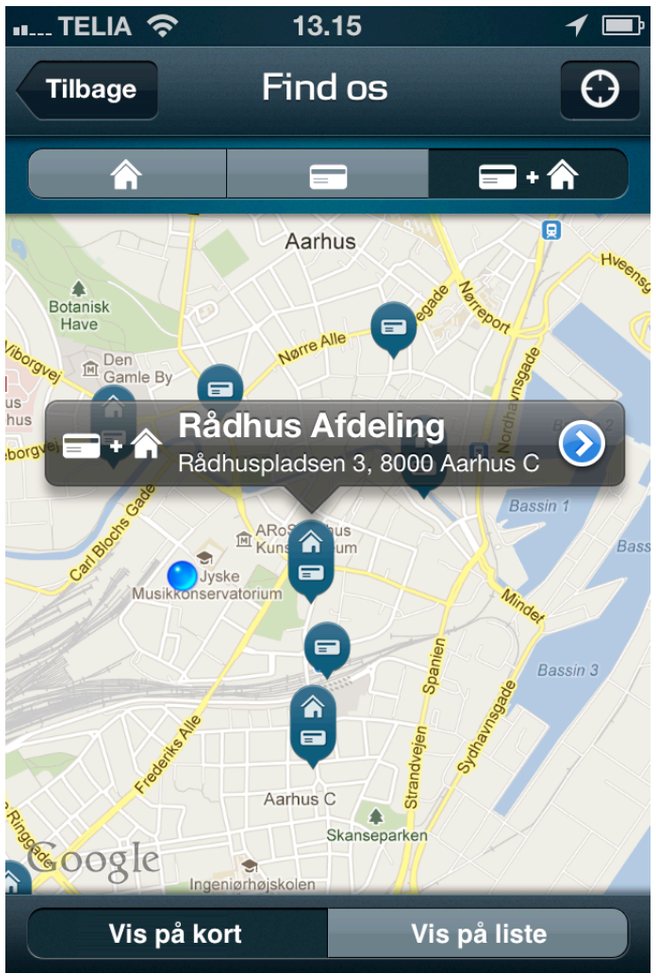

- Camera

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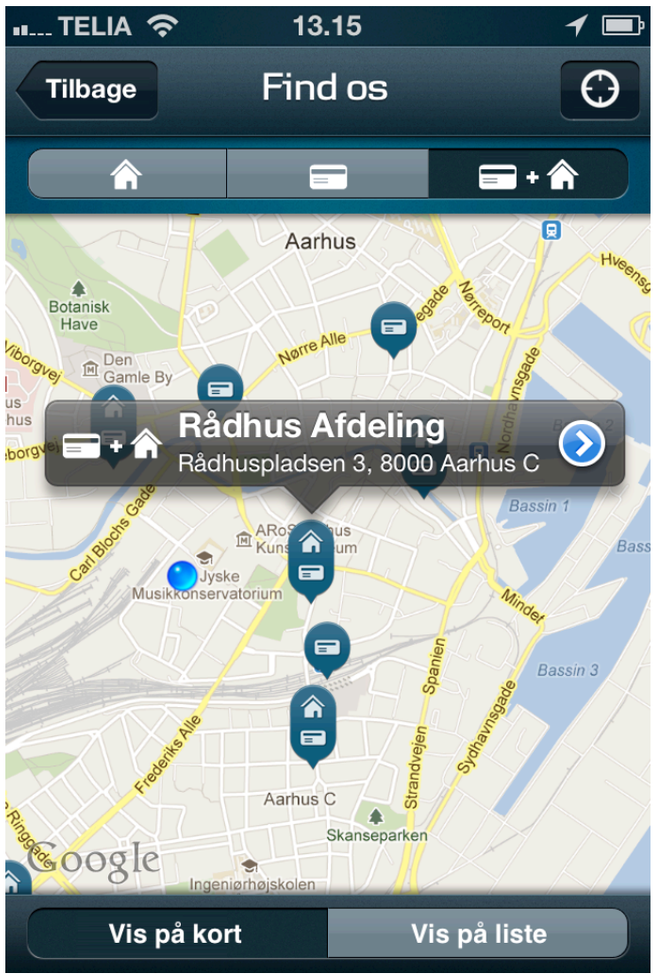


- Camera

- Mobility

Testing Challenges

- NDAs
  - Secret due to competition
  - The surprise element
  - Control the publication
- Security issues
  - Live data not possible
  - Jeopardising customers finances
  - Risking the business's economy and reputation

But how do we test then??

Working Around the NDA

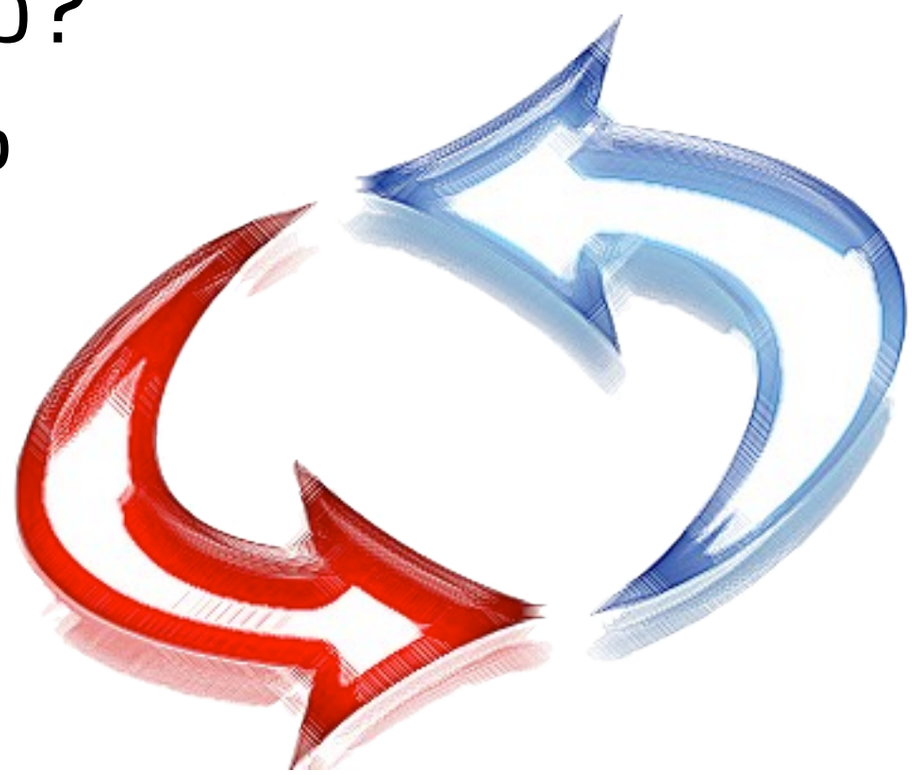
- Continuous testing every sprint
- Internal testers (app. 50)
- Time dedicated to testing
- Test cases
- Automatic tests
- Heuristic inspection

Working Around Security

- Test environment
  - Dummy data
  - Available from everywhere
- System environment
  - Real data, but not live
  - Available only in the bank and our office
- Production environment
  - Real live data
  - Available everywhere, **to everyone!**

Feedback system

- What (headline)?
- Which platform?
- Which version of the app?
- Who should deal with it?
- Description
- Attachments
  - Screens
  - Pictures
  - Documents



Timeline

- Jan - Mar 2010: Proof of Concept
- May - Sept 2010: Basic banking
- Sept - Dec 2010: Pay bills by camera
- Jan - May 2011: Investment
- June - Nov 2011: iPad banking
- Jan - May 2012: Investment for iPad
- Jan - May 2012: New visual design for smartphone
- Mar - ??? 2012: Windows Phone 7 version

Til november kommer banken til din iPad
Vær med til at gøre den herlig
starter på at udvikle vores
nok holde jer opdateret. Tak for alle de mange
Synes ikke godt om længere · Tilføj kommentar · Del

Crowd sourcing & Social Media

- Facebook idea bank
  - 263 ideas
  - 3,109 votes

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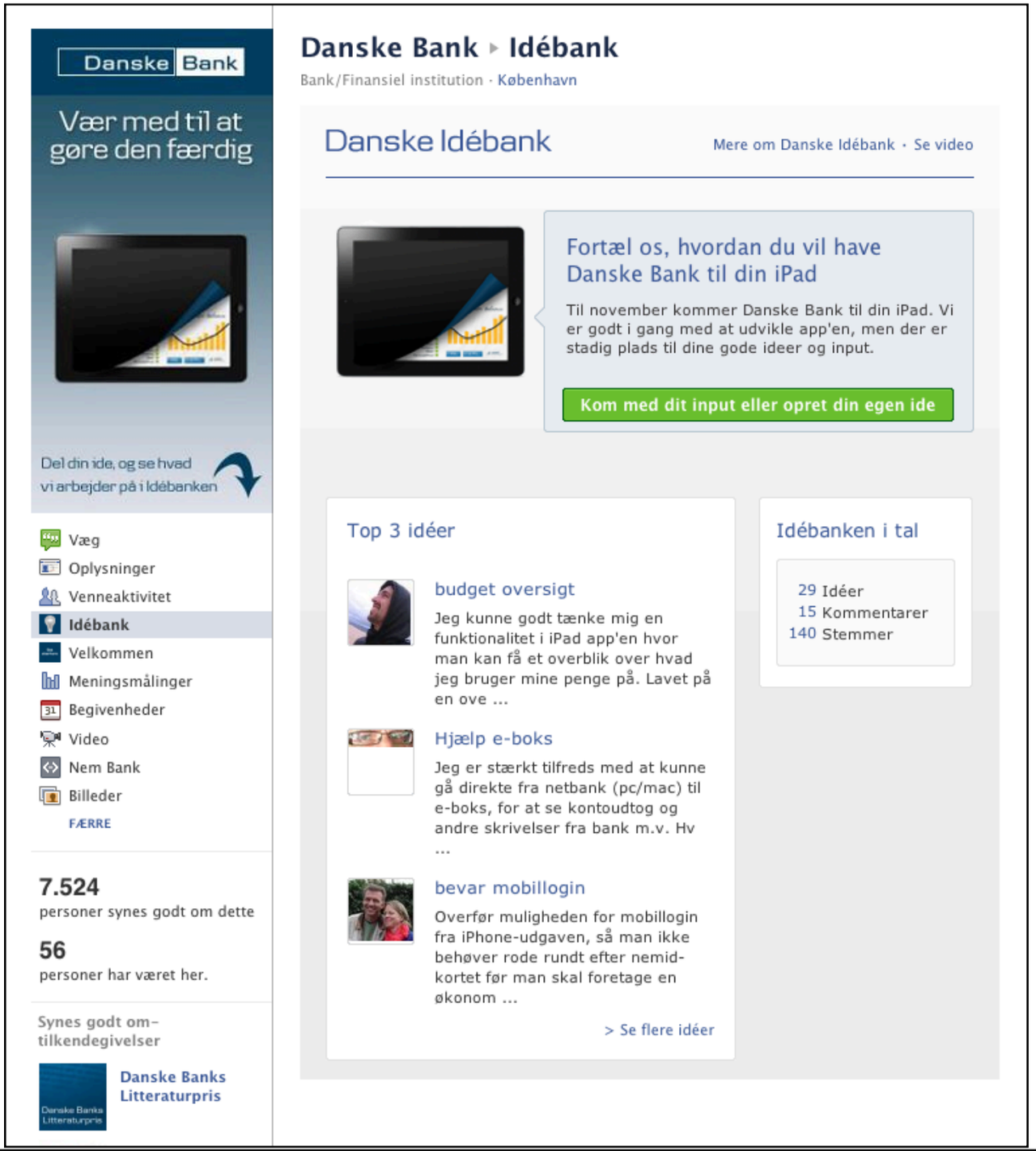

Crowd sourcing & Social Media

- Facebook idea bank
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User Inclusion

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- Success Criteria:
  - 10,000 downloads
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  - 3000+ new customers
  - 3.6 mill logins every month
  - 375,000 transactions (9%)

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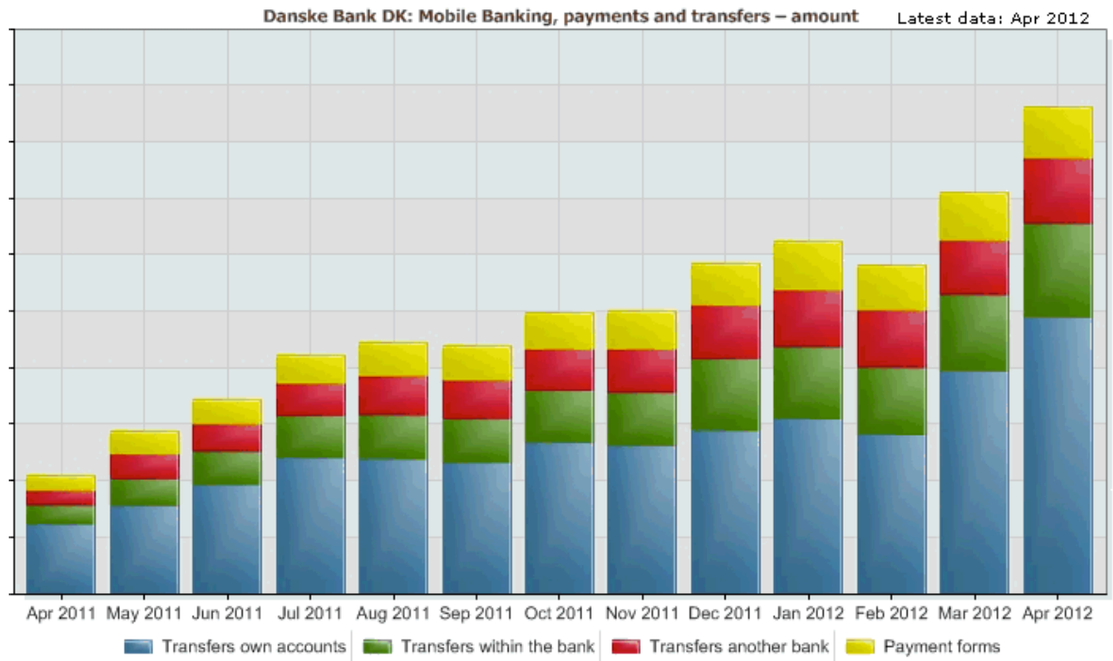

Press and Rating

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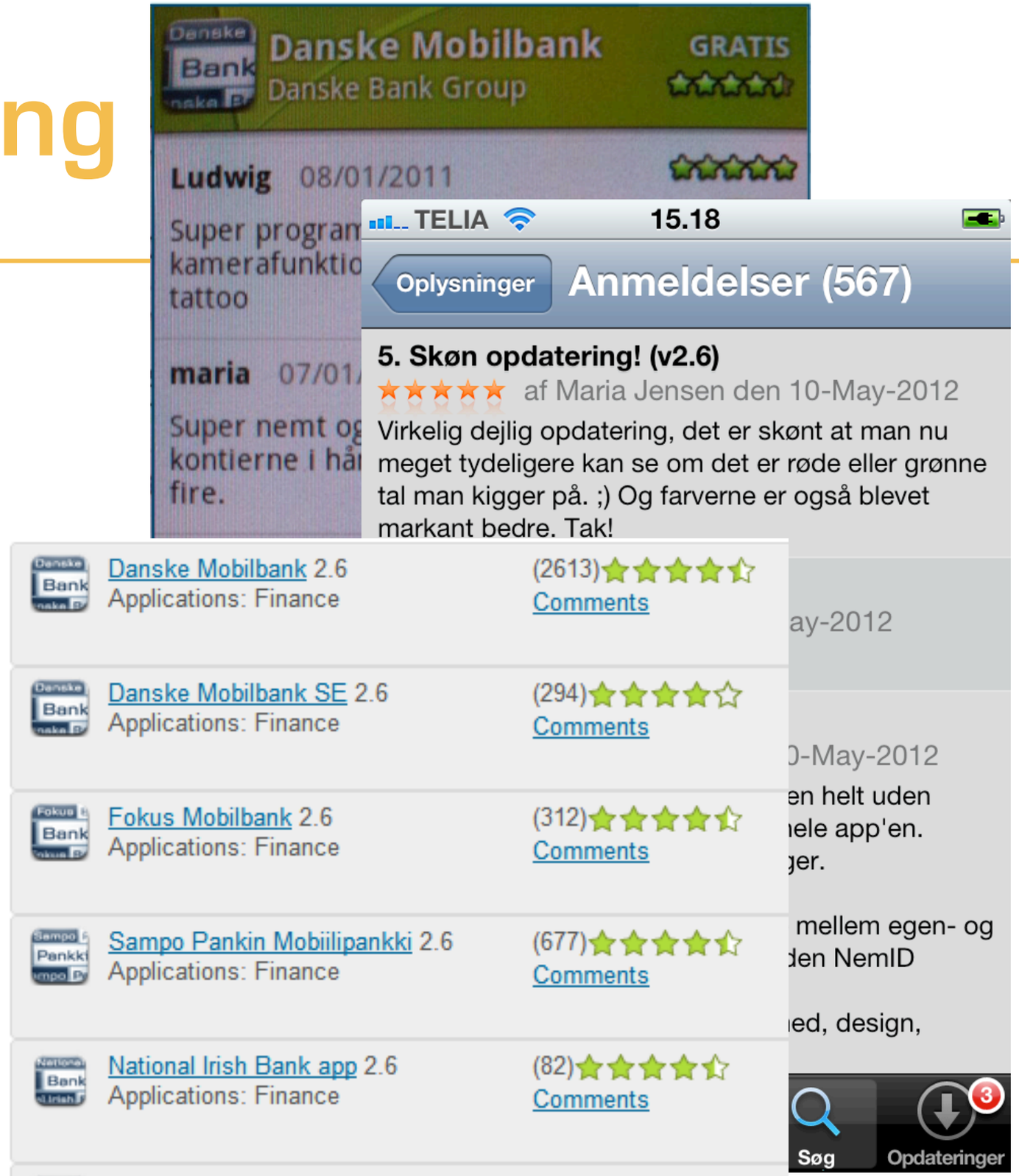

Press and Rating

Danske Bank tæver Nordea i ny mobilbank-test

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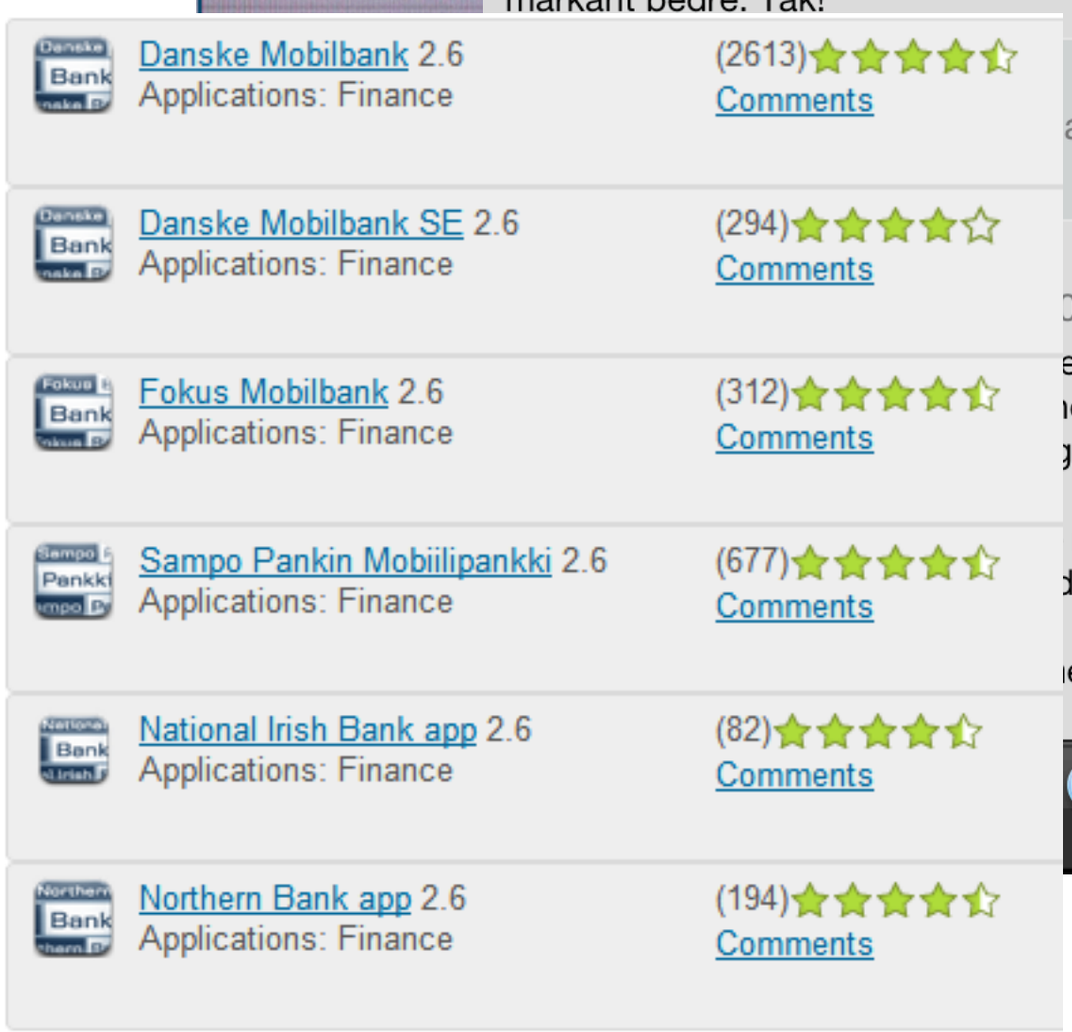
Foto : Danske Bank

Bankkunder vilde med mobil-bank

Af Sille Wulff Mortensen



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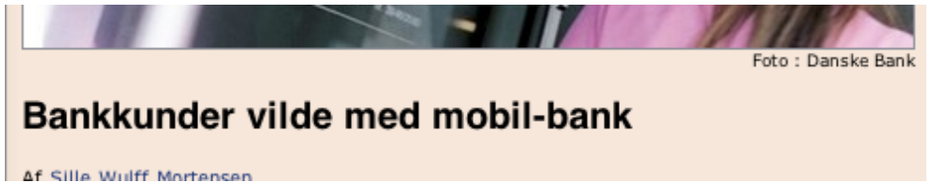

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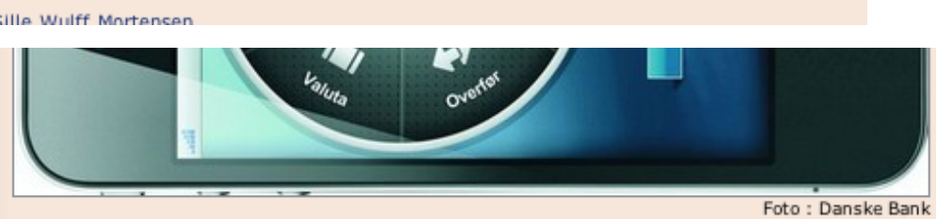

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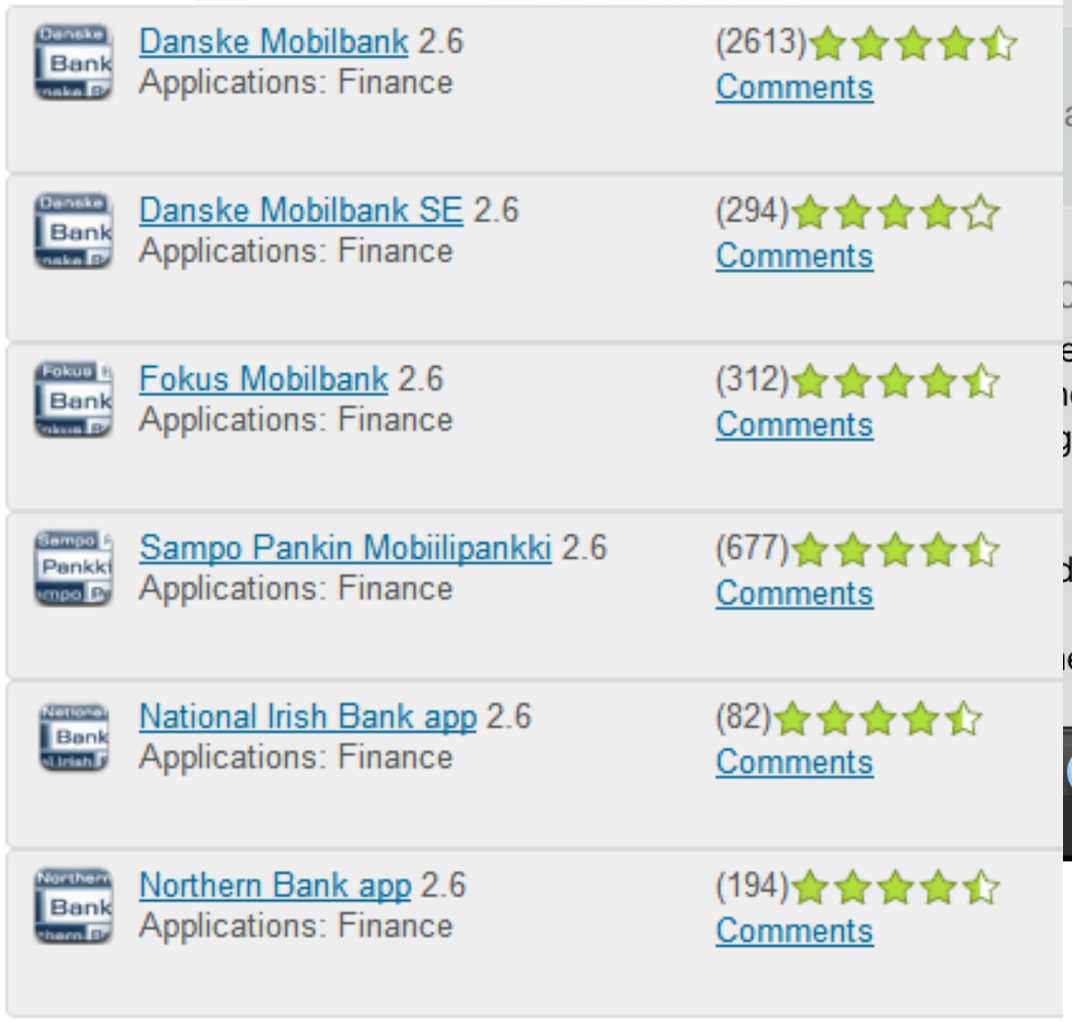
Danskerne vilde med iPhone-bank



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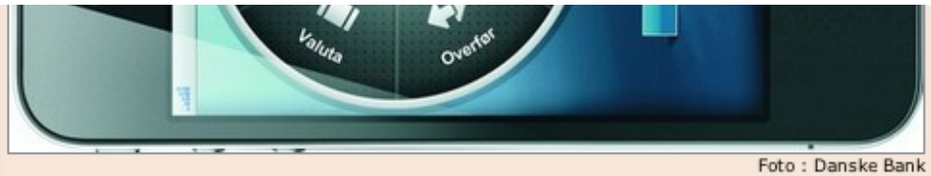

Foto : Danske Bank

Danskerne vilde med iPhone-bank

Danske høster kunder via mobilbanken

Af PIA MUNKSGAARD
Offentliggjort 18.05.11 kl. 10:12

RSS Print

250.000 har downloadet Danske Banks mobilbank, og mindst 2.000 er blevet kunder i Danske Bank på grund af mobilbanken.

Del artiklen

Relaterede artikler

Danske Mobilbank 2.6 Applications: Finance	(2613) Comments
Danske Mobilbank SE 2.6 Applications: Finance	(294) Comments
Fokus Mobilbank 2.6 Applications: Finance	(312) Comments
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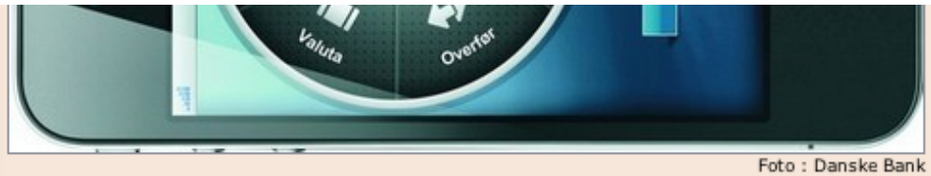

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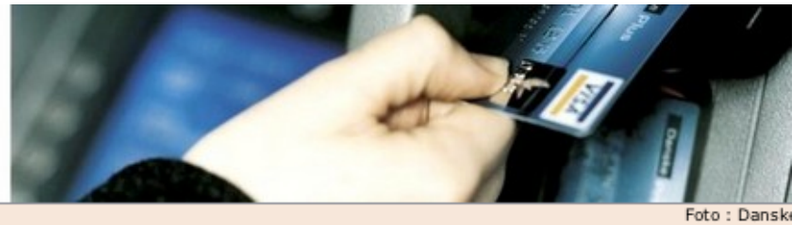
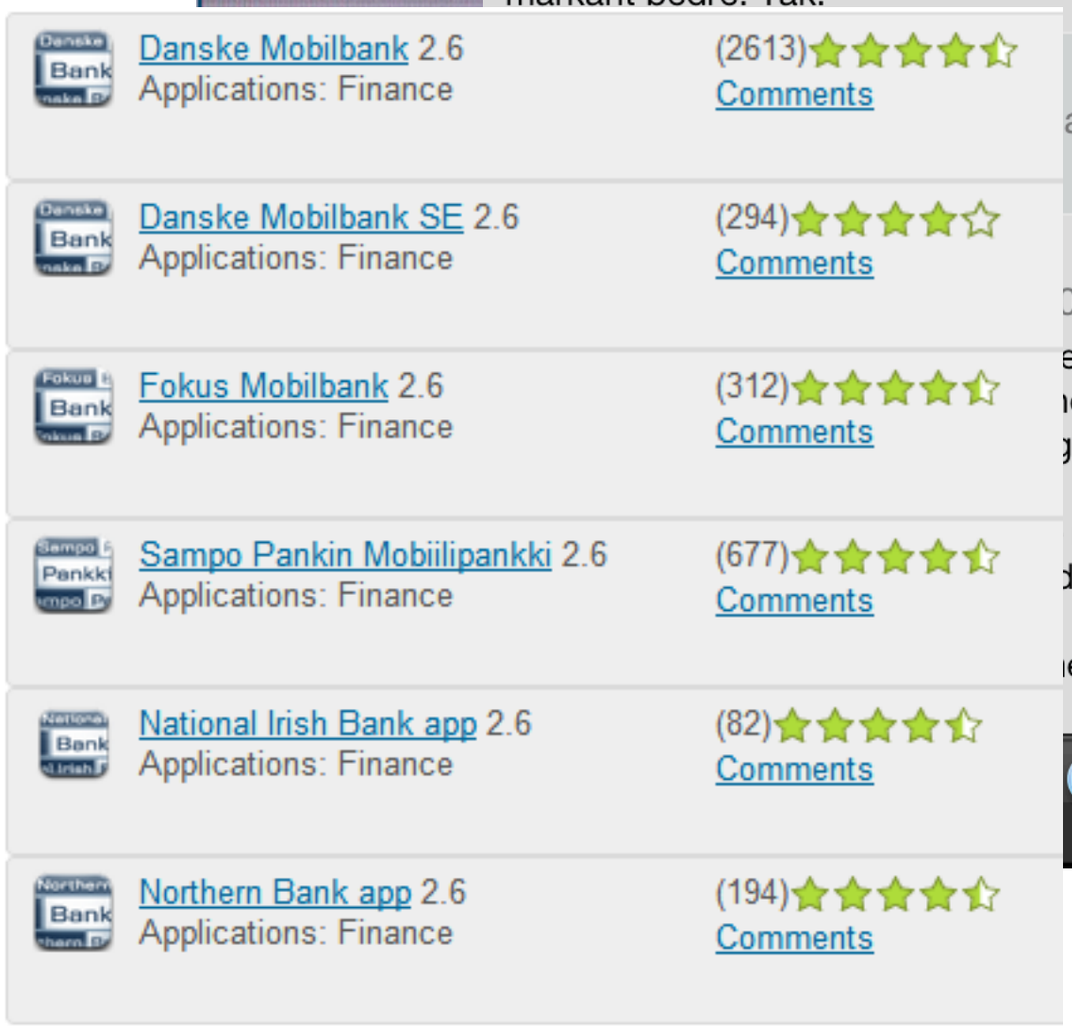


Foto : Danske

Danske Bank har succes med kamera-betaling



Press and Rating

Vi tjekker
› Danske Bank styrer som mobilbank

Sorteret efter karakter

▶ Danske Bank ✓✓✓✓✓✓ TESTVINDER

▶ Nykredit ✓✓✓✓✓✓

▶ Nordea ✓✓✓✓✓✓

› Sammenlign alle produktdetaljer
› Se alle tjek

Foto : Danske

Danske Bank har succes med kamera-betaling

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Thank you for your attention

Questions?

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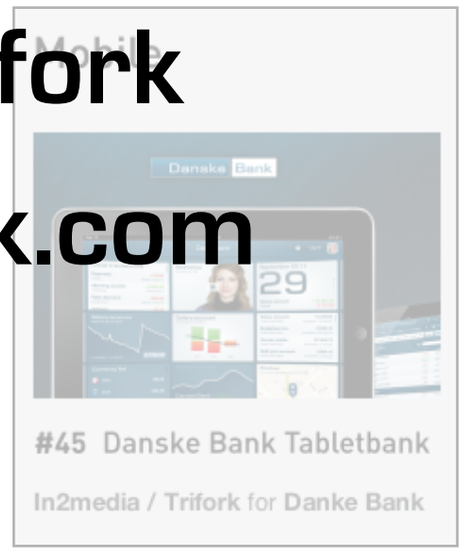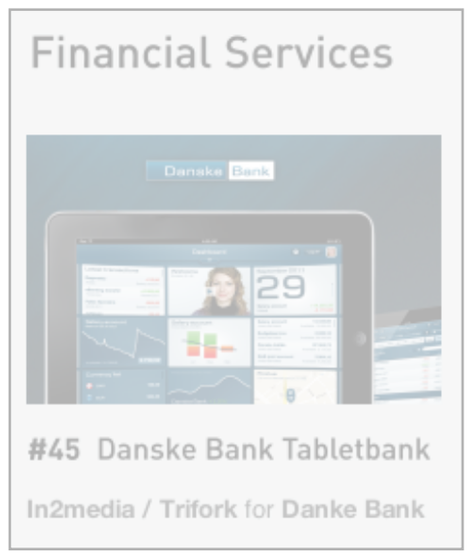
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