

Case Study HSBC RAPID (Regulatory)

OVERVIEW

Project Overview

HSBC Holdings plc is a British multinational banking and financial services company headquartered in London, United Kingdom. It is the world's third largest bank by assets. The origins of the bank lie in Hong Kong and Shanghai, where branches were first opened in 1865. The HSBC name is derived from the initials of the Hong Kong and Shanghai Banking Corporation. As such, the company refers to both the United Kingdom and Hong Kong as its "home markets".

HSBC has around 6,600 offices in 80 countries and territories across Africa, Asia, Europe, North America and South America, and around 60 million customers. As of 2012, it was the world's largest bank in terms of assets and sixth-largest public company, according to a composite measure by Forbes magazine.

HSBC is organized within four business groups: Commercial banking; Global banking and Markets (investment banking); Retail Banking and Wealth Management; and Global Private Banking.

HSBC has a dual primary listing on the Hong Kong Stock Exchange and London Stock Exchange and is a constituent of the Hang Seng Index and the FTSE 100 Index. As of 6 July 2012 it had a market capitalization of £102.7 billion, the second-largest company listed on the London Stock Exchange, after Royal Dutch Shell. It has secondary listings on the New York Stock Exchange, Euronext Paris and the Bermuda Stock Exchange.

UX CHALLENGE

Below are the UX Challenges and Requirements addressed:

MSI UX was requested to propose simple and intuitive solution which User friendly and easy of use. Compare to other application trying to make different with Usability.

Main Challenge is that reducing the number of clicks, giving the right navigation and Consistency in the portal.

Define UI standards that can be used for future portal as well as across applications it was challenging to foresee all the future possibilities and take it into consideration while giving the solution/approach.

THE MSI UX Approach and Tool

To understand the business needs, we conducted stakeholder meetings. MSI UX performed Competitive Analysis, Focus Groups, Contextual Enquiry, and Brainstorming Sessions to understand Information Architecture of the system, usage patterns and behaviors of the user and how it can be aligned with the Marketing and Branding goals. We have used Paper Prototypes to speed the process and quickly come up with solutions.

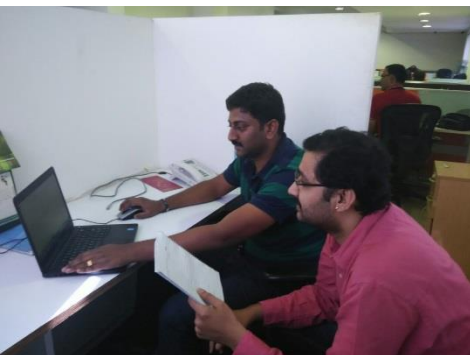
Method and Tools – Requirement Gathering, Focus Group, Contextual Inquiry, Brainstorming Session, Paper Prototyping for quick iterations, and Development.



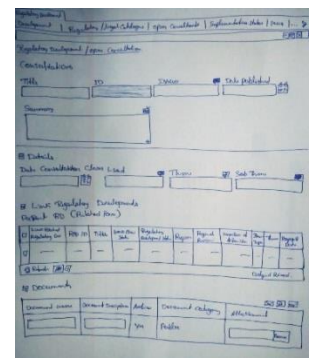
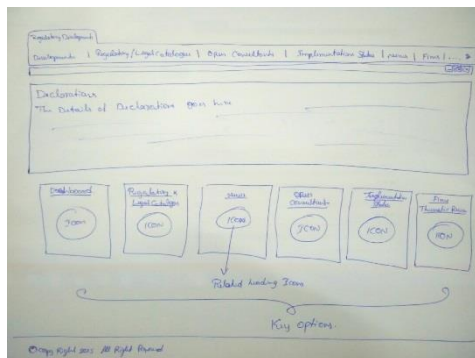
Requirement Gathering



Focus Group & Brainstorming sessions



Contextual Inquiry



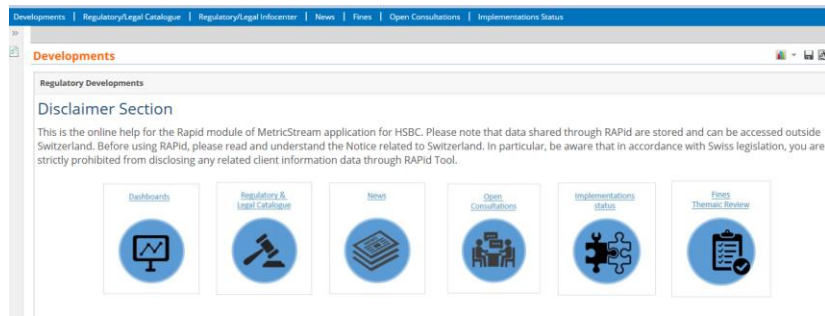
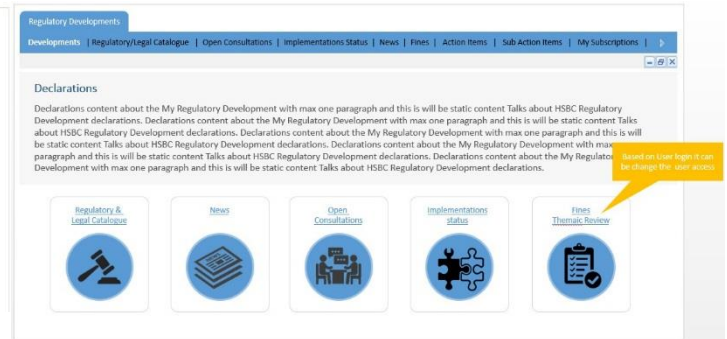
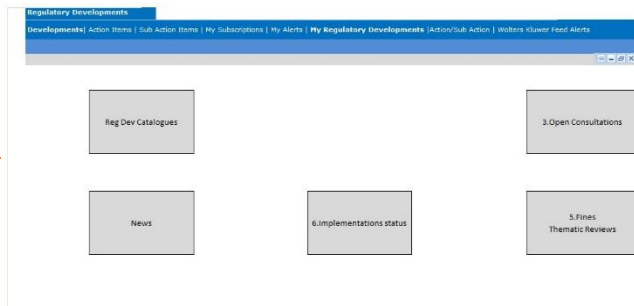
Paper Prototypes

IMPLEMENTATION CHALLENGES

- *Bringing Branding to the portal*
- *Changing the color combination and Icons*
- *Meet customer expectation with minimum effort*

Requirement, Solution and Outcome

MSI UX team has targeted the different form factors and come up with the unified solution which could work for all. This included designs for different type of layouts.



Customer Benefits

Optimized Tasks — Optimization of form for mandatory information, modified controls for ease of data entry, and reduced the number of steps, Proper navigation this helped shorten the user tasks flow resulting into faster application process.

Lessons Learnt / Benefits to MS

- ✓ **Process for development**- Changed the step/process of the development its saved time and effort of the development in terms of Layout development etc.
- ✓ **Understand** - Navigation flow and presentation brought clear picture in terms of requirement and output and capability of the Development.