



MAKING SUPER... SUPER

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June 2015



Who are we?

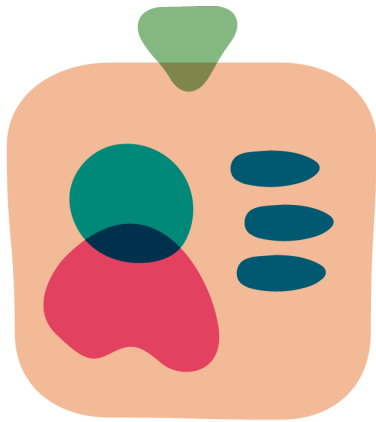


Behind every story of success
is an even greater story of support.

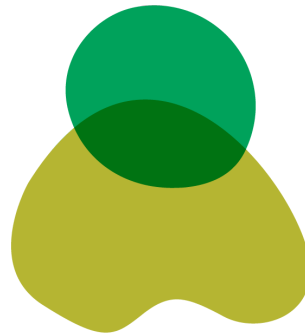
Supporting financial independence since 1846



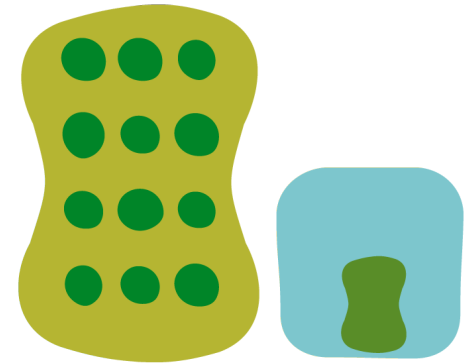
Who are our customers?



Adviser



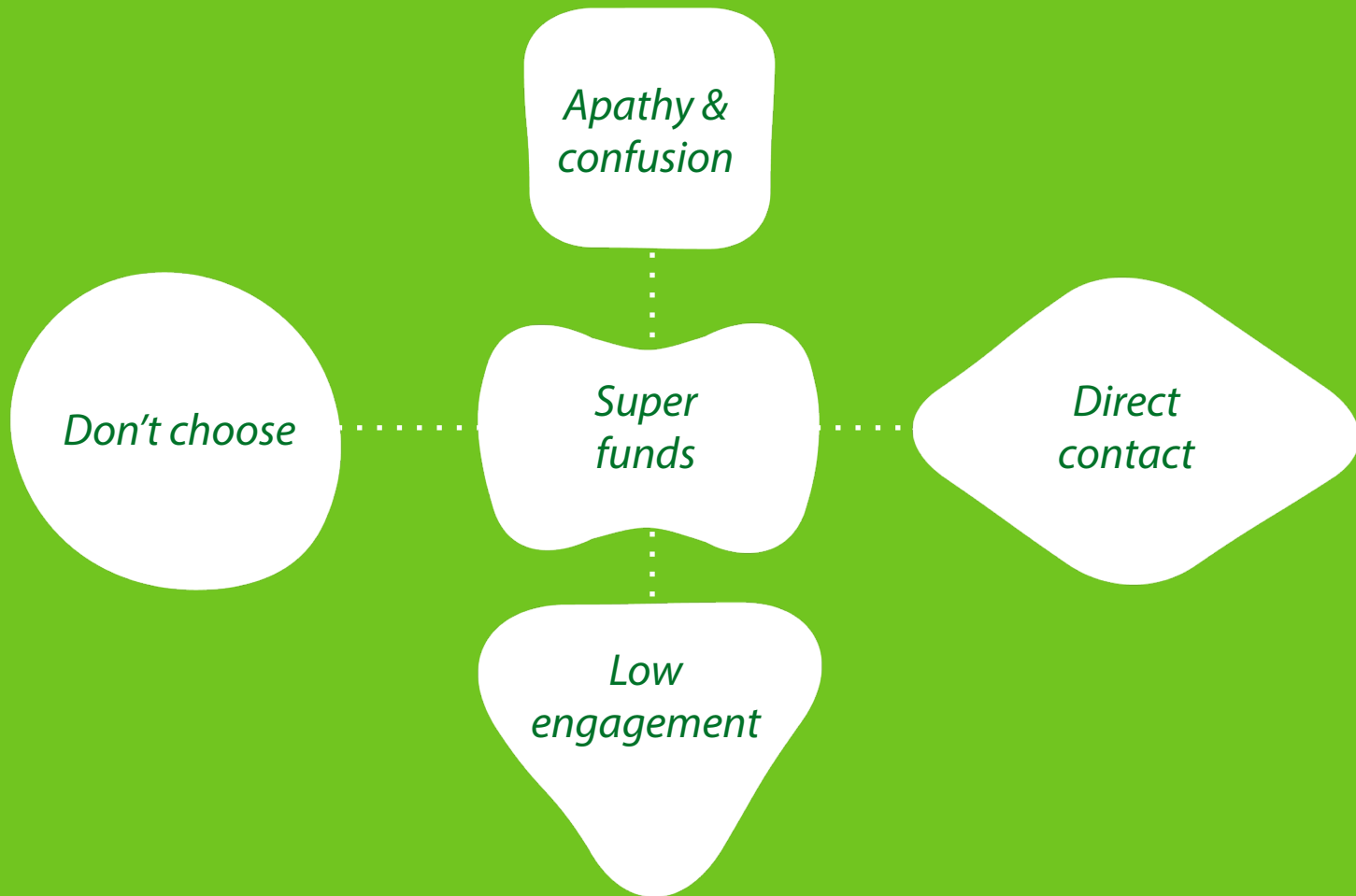
Member / Investor



Employer



What is our problem?





What is our aim?



Awareness



Education



Engagement



1

Ensure aims are customer driven

What are the drivers for engagement?

Need



Planning for retirement

Review insurance arrangements

Review investment strategy

Action

Consolidation & voluntary contributions

Increase cover

Enable choice

Benefit

Save on reduced fees and charges

Protect your financial situation

Grow your super



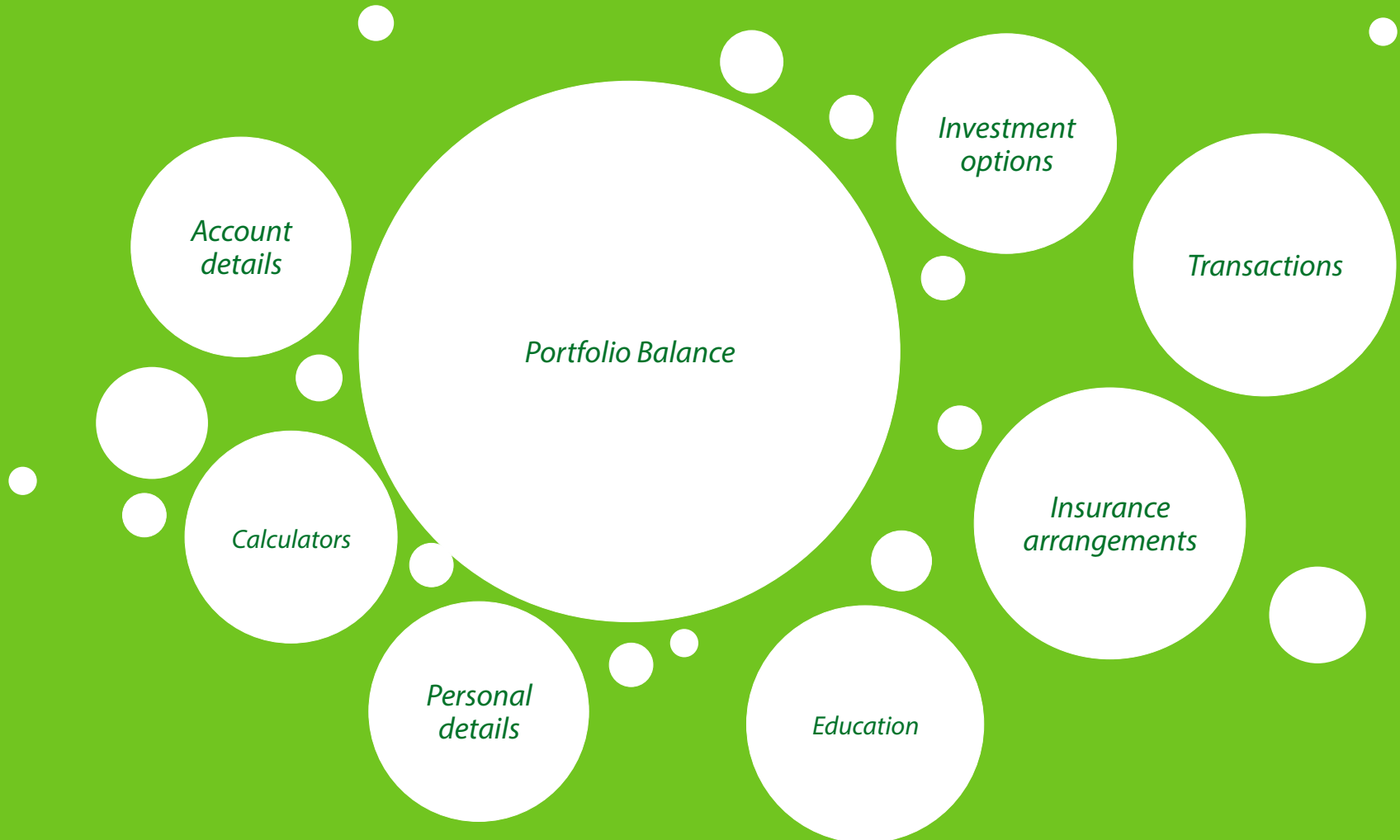
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2

Ensure customer needs are the drivers for actions



How do we make our experience different?





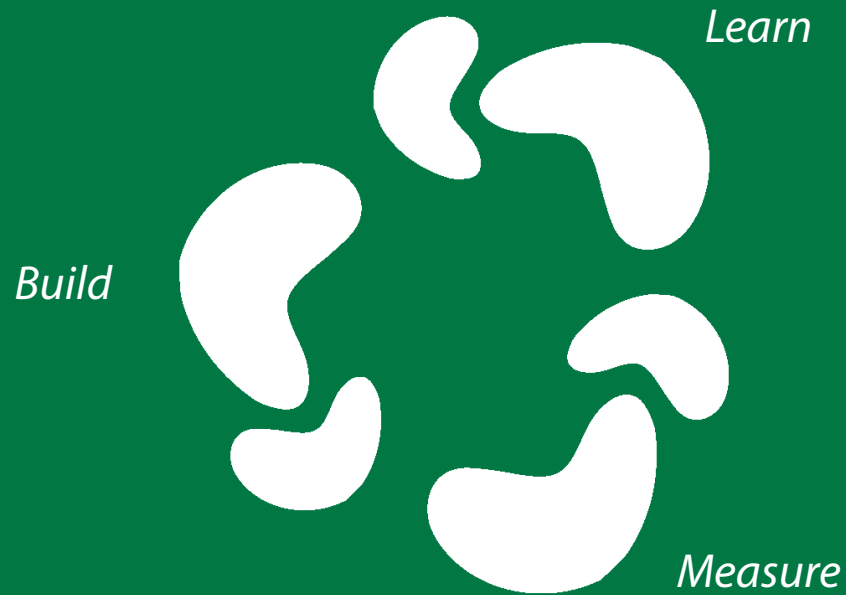
What was the approach

'Know it lightly'

"...the user had to **define or think of the question** in his / her mind. The user must not grasp for an answer, but be **content not to know.**" ¹



Build Measure Learn



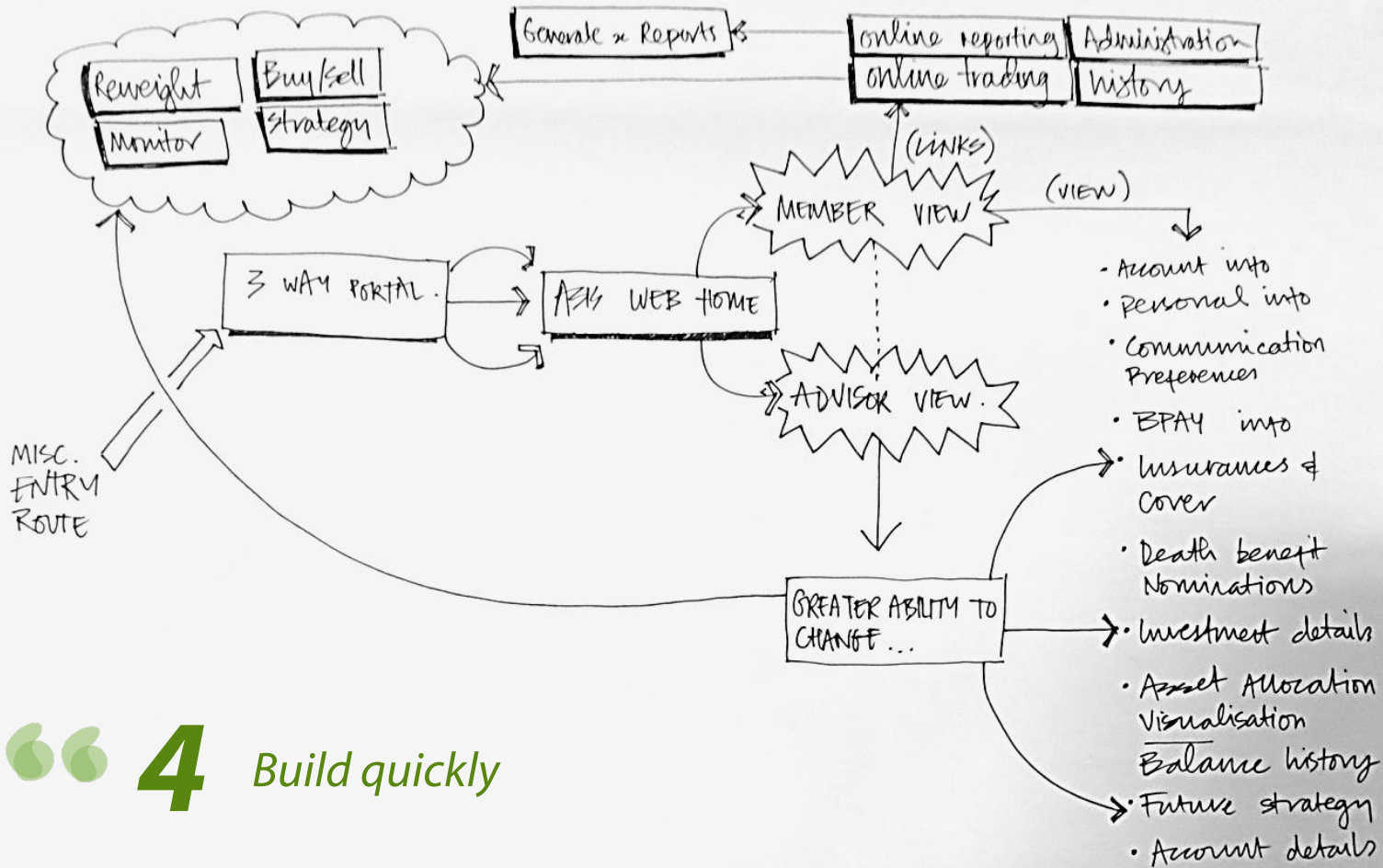


How we engaged stakeholders?



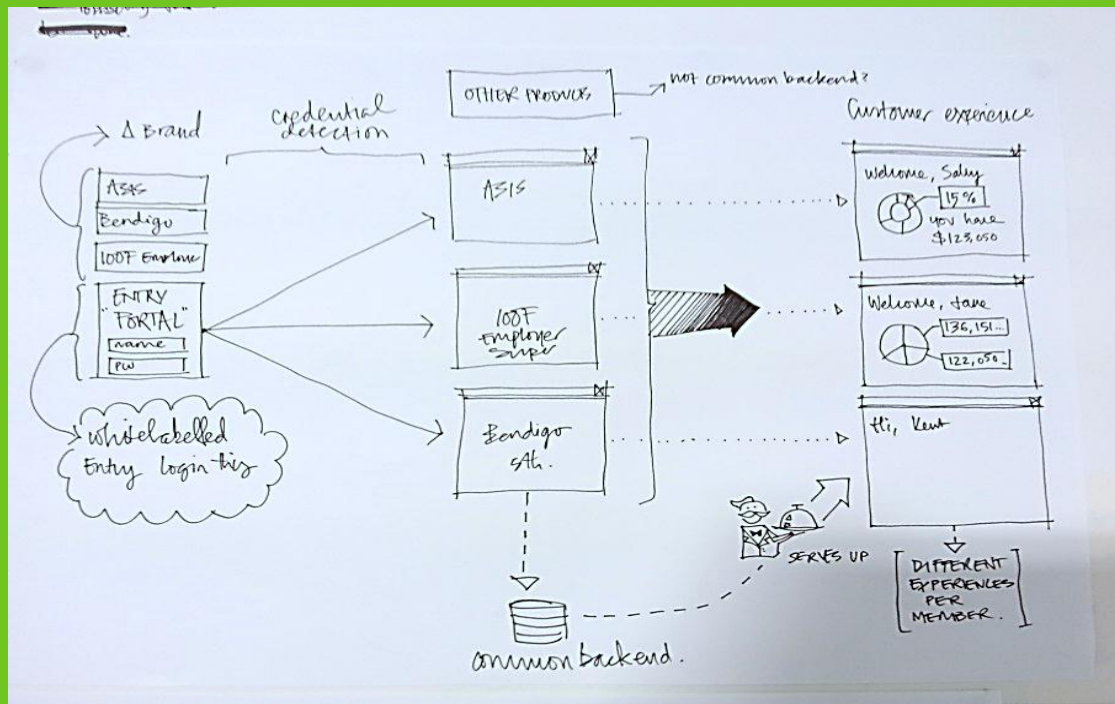
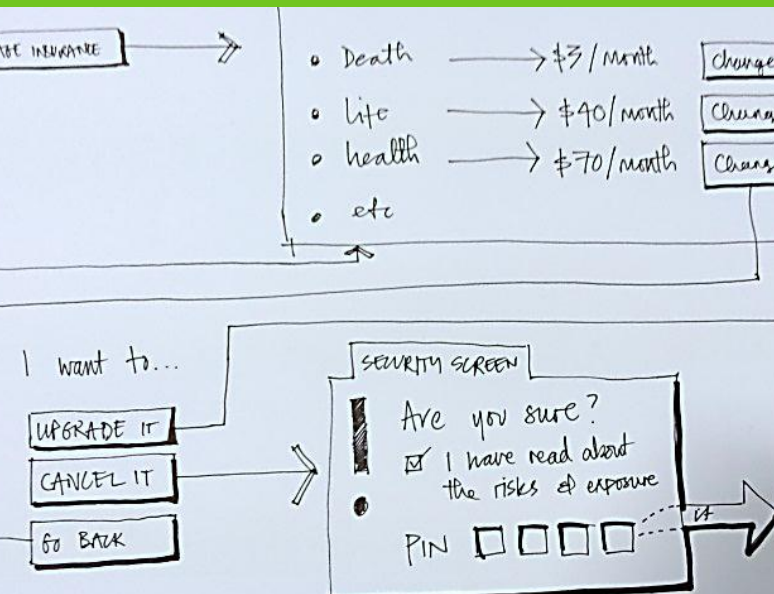
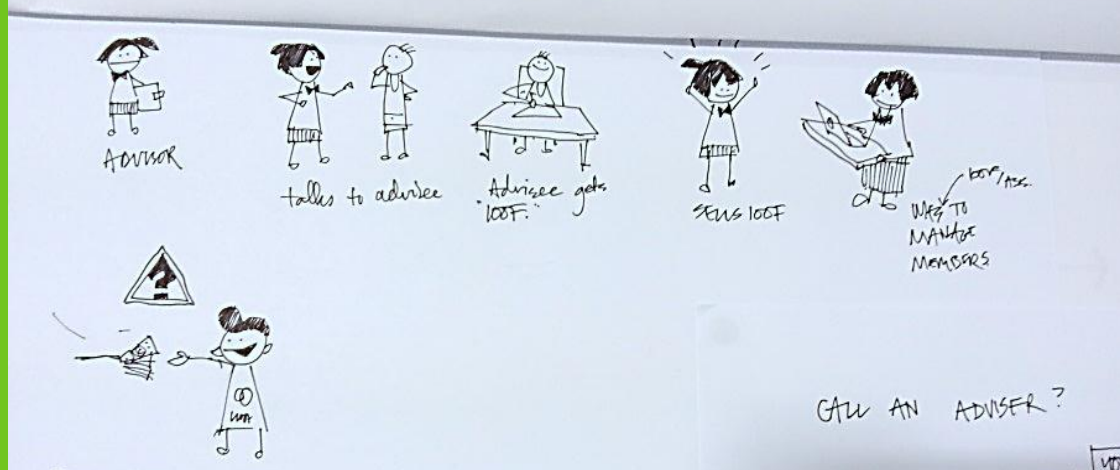
“ 3 *Get facts not
just opinions* ”

How we got ideas?



“ 4 Build quickly

Quick user journeys



“5 Don't waste time agreeing scope

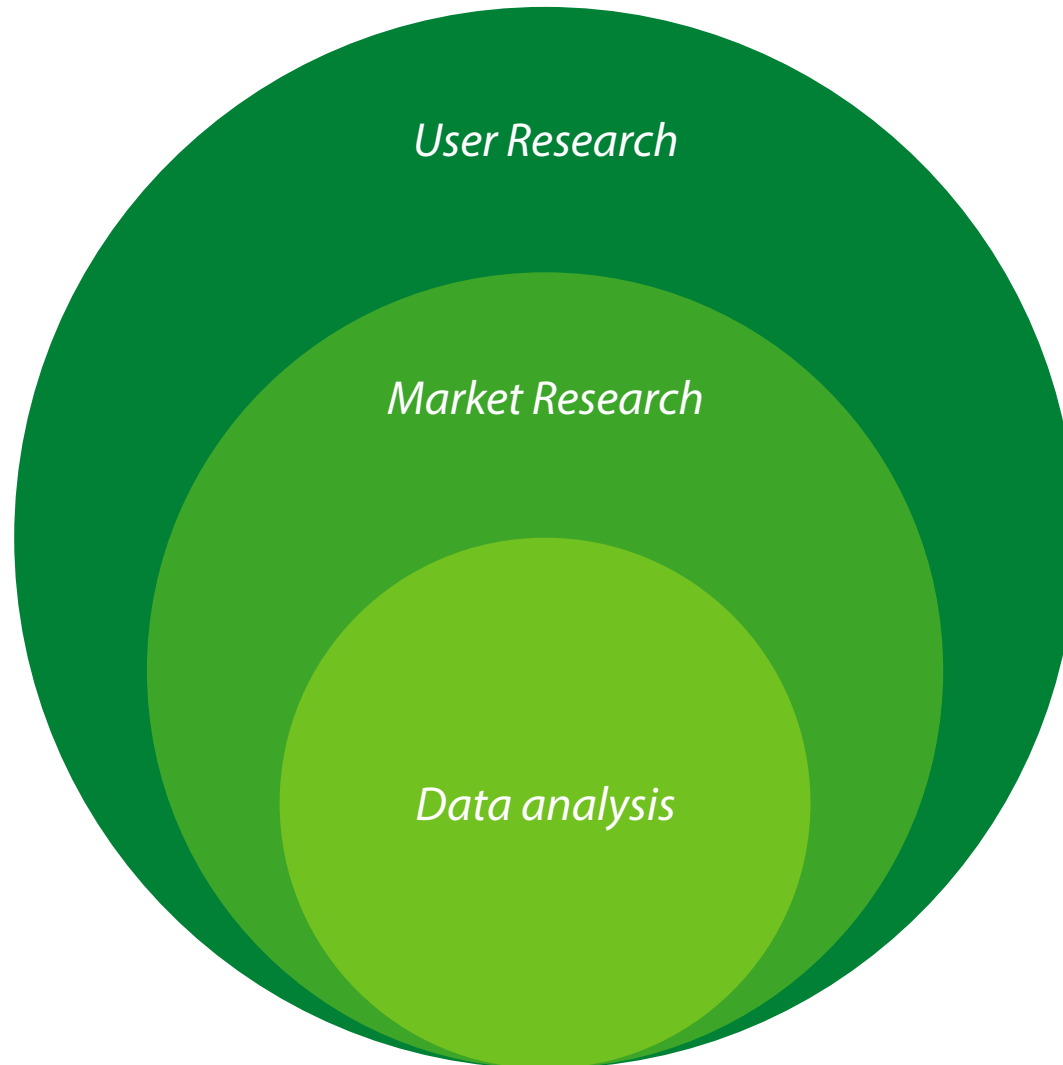
How did we test ideas?



“ 6 Get feedback

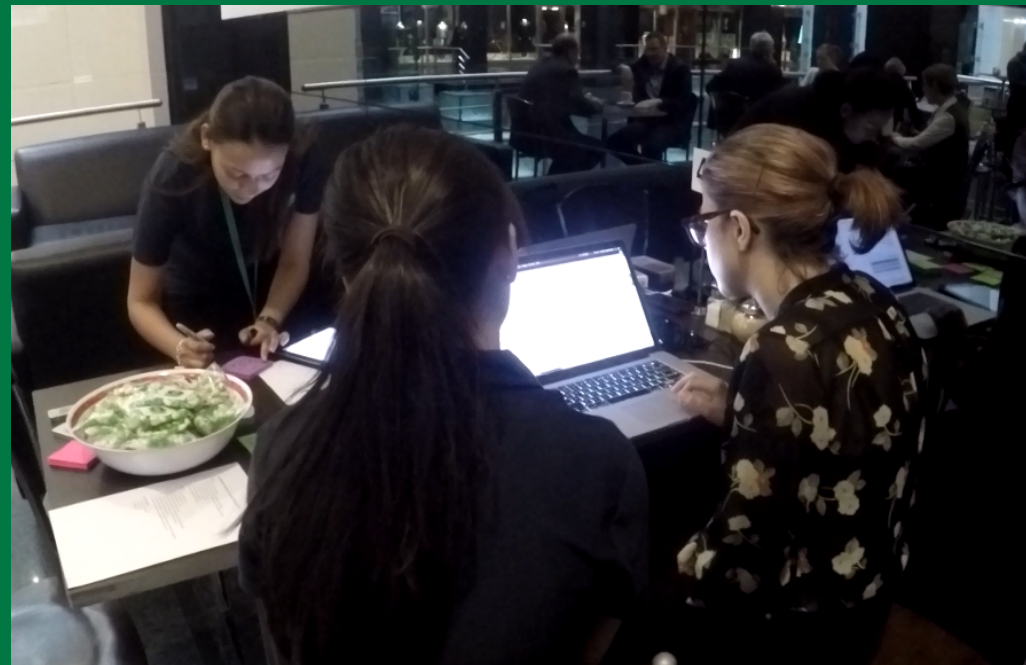
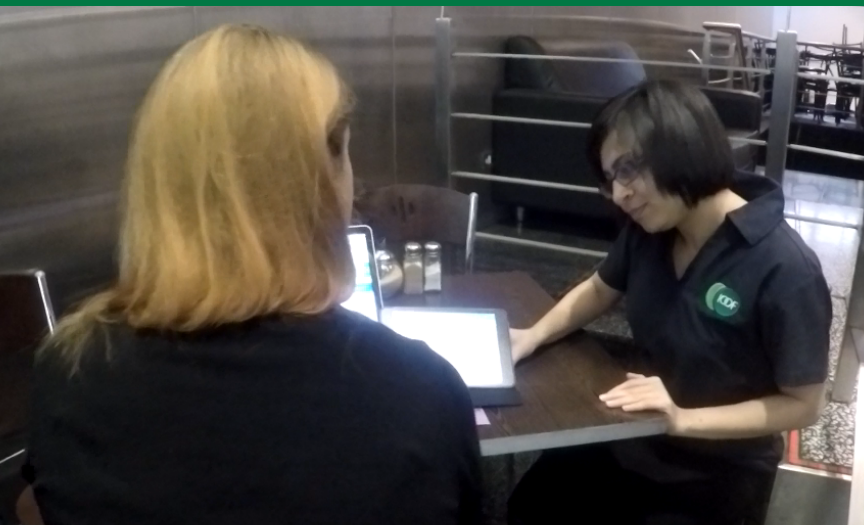
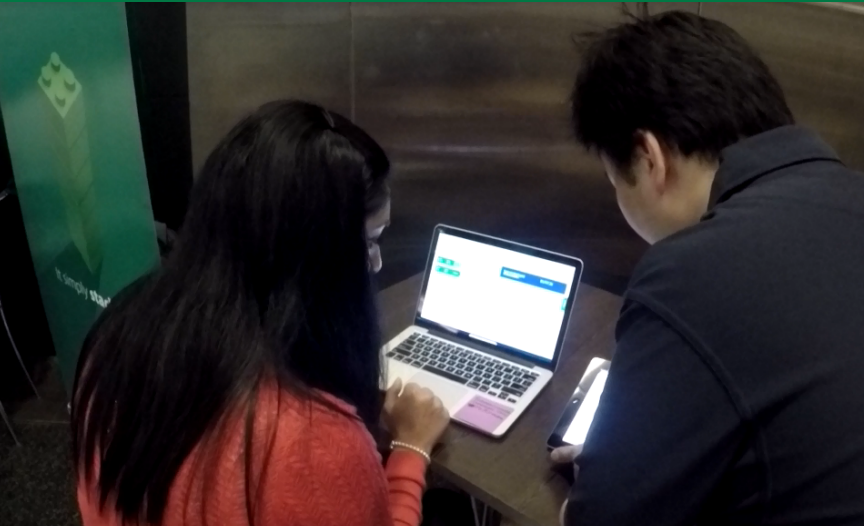


What sort of feedback?



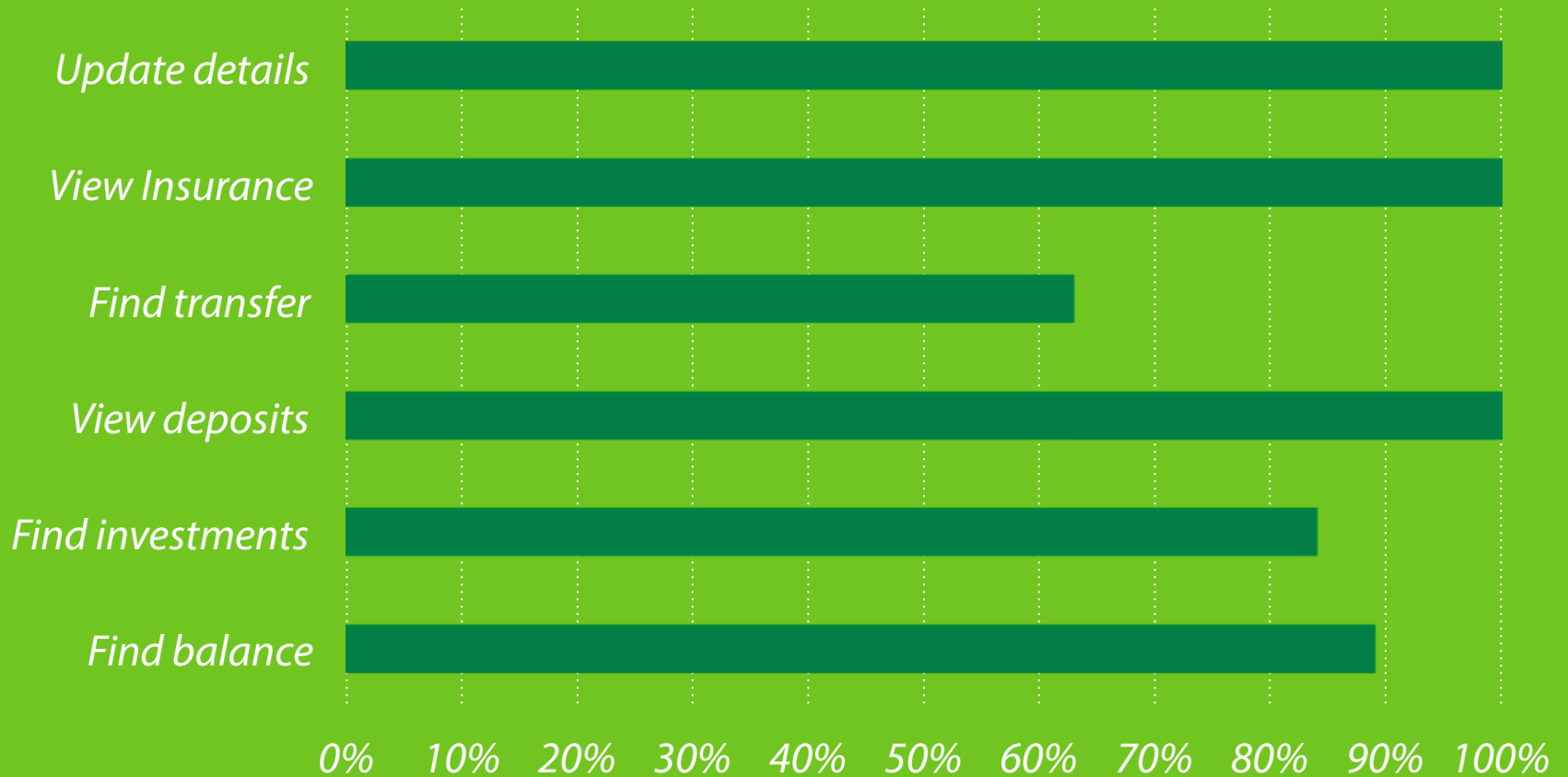


What is guerrilla testing?





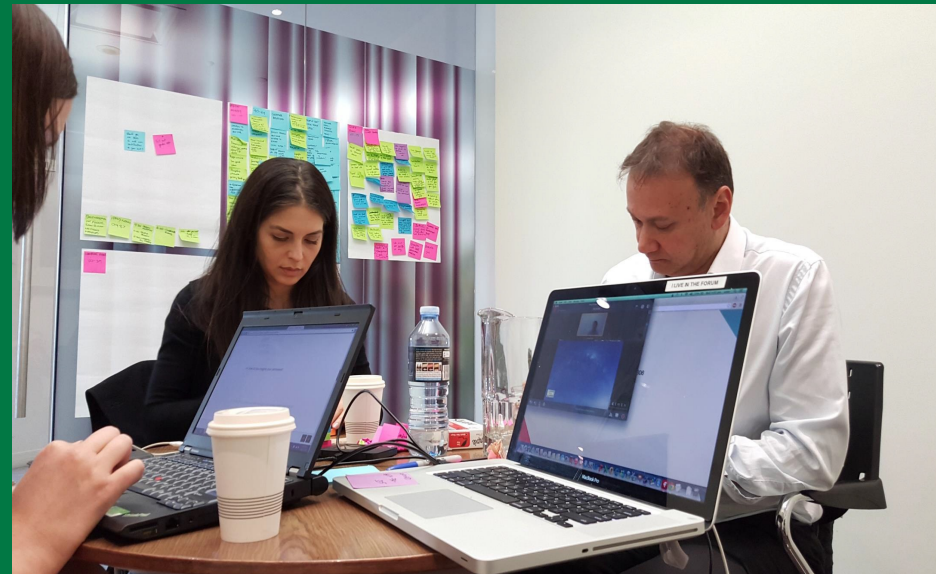
What were the guerrilla test results?



What customer research did we do?

User interview

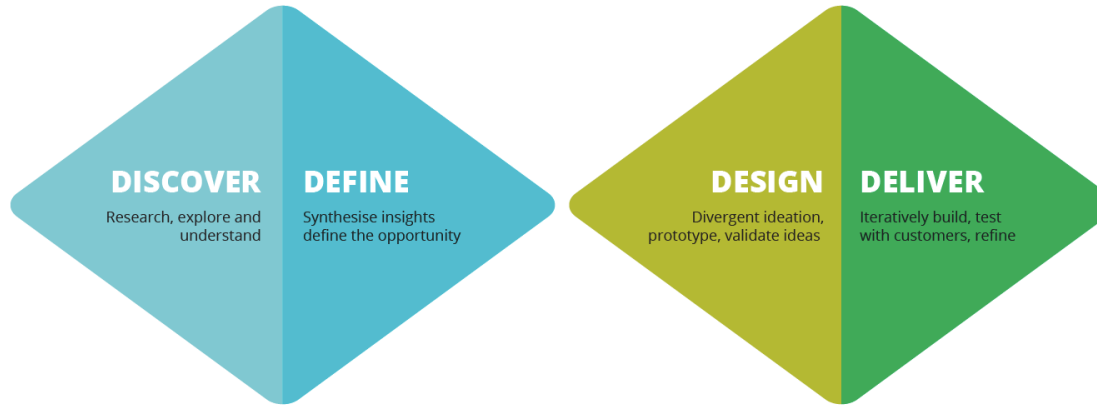
Observers



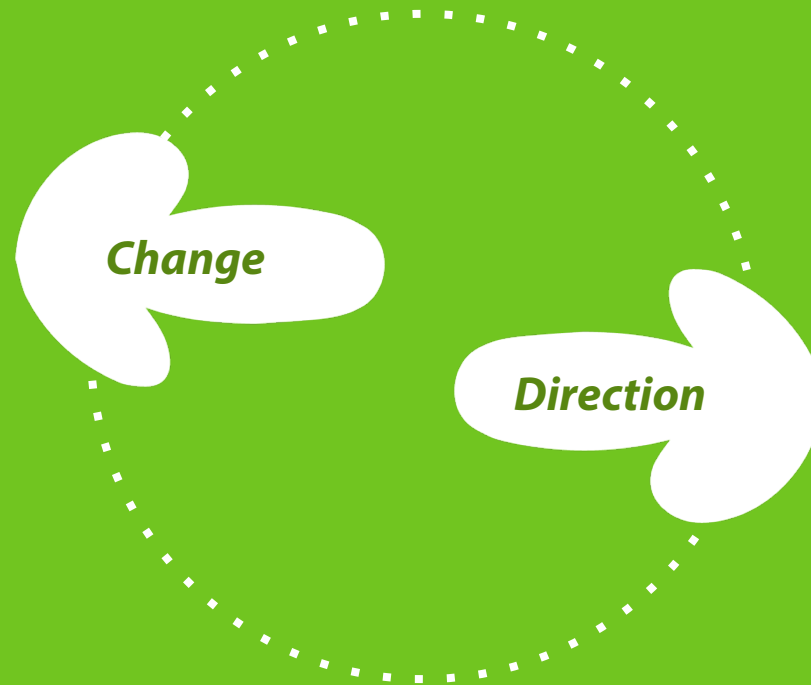
CURRENT ONLINE EXPERIENCE



What was the process?



What were the challenges?



“ 7 *Be flexible
and adapt* ”



What does success look like?



Acquisition – visit the site

Activation – successful login

Retention – repeat login

Referral – taking action

Revenue – investor retention

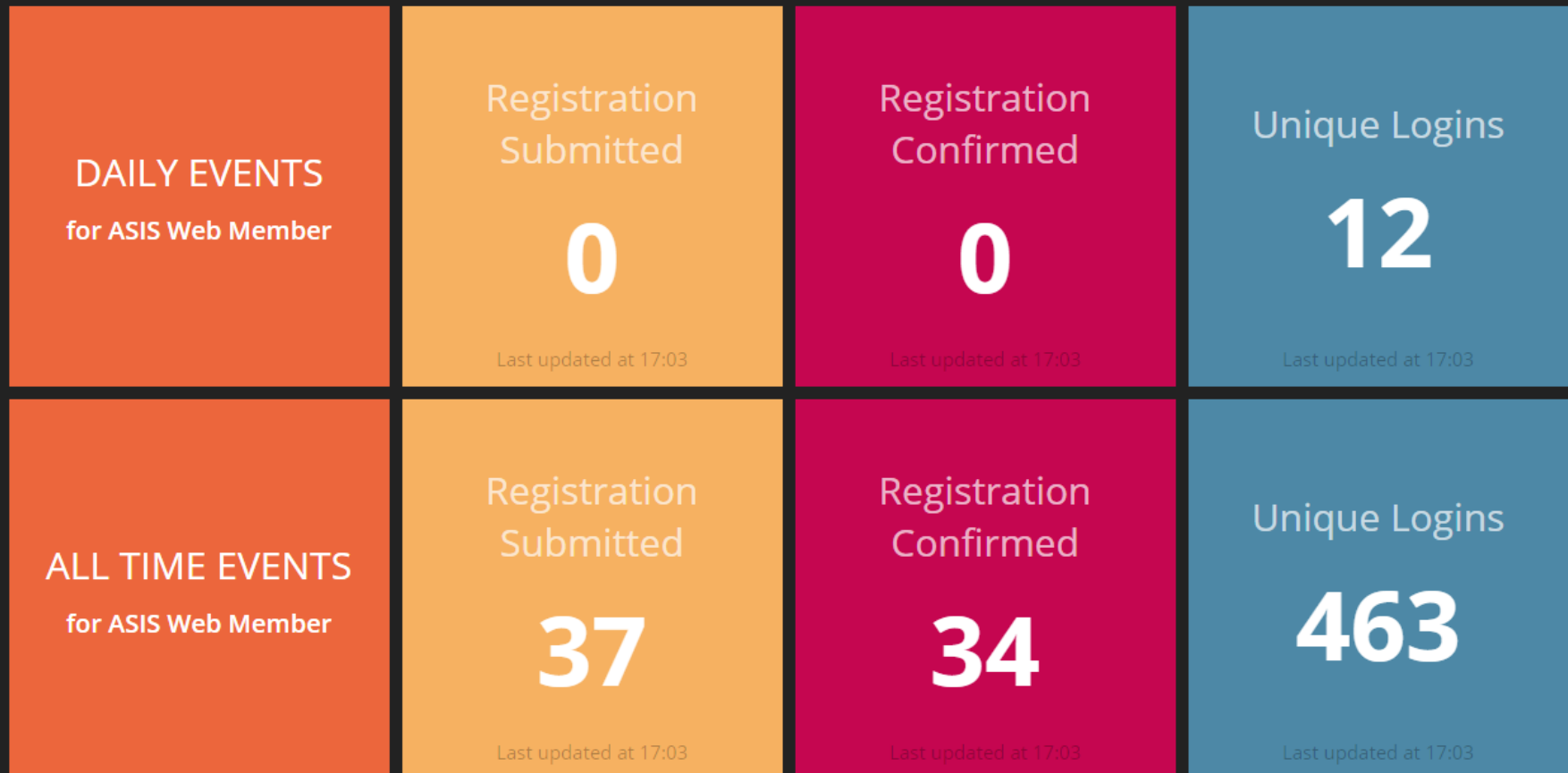
What do we measure?



8

Make it easy to continually measure success

OVERVIEW - prod env





What is the smallest practical product?

Small and digital = release quickly

Balance of refinement vs. 'just good enough'

Risk to brand for gain of knowledge

What is "minimum" and "viable?"

“9 Find the smallest thing you can take to market



What we **did** and **didn't** do?

Did

- **1-week** iterations
- Short **focused workshops** with stakeholders
- Used **fake data**
- Easy to throw away
- Focused on a **minimal marketable product**
- **Talk to our customers**

Didn't

- Prototyping
- Photoshop
- Agree scope



Approach

Build first

Fake data

Little documentation

No delivery date

Unplanned work



Negative

Tech debt

Cant just turn it on

Difficult to scale

Not set

Difficult to plan



Positive

Fast feedback

Change is visible

Opportunity to change

Flexible & adaptable

Plan for unplanned

“ 10 *Plan for the unplanned* ”



Summary

Success will really only be measured in the **months and years** post our initial deployment as we continue to evolve the site and test and respond to feedback, to ensure we are meeting our customers needs.



11

Be clear on what you're measuring and how it will be measured



Questions



Creating financial independence since 1846