

The Experiment

Getting close, real close to our customers





Mar

20

In one day!

24

Software
builds

22

Customer
sessions



Mar

20



← Enquiries | Tellers ↓

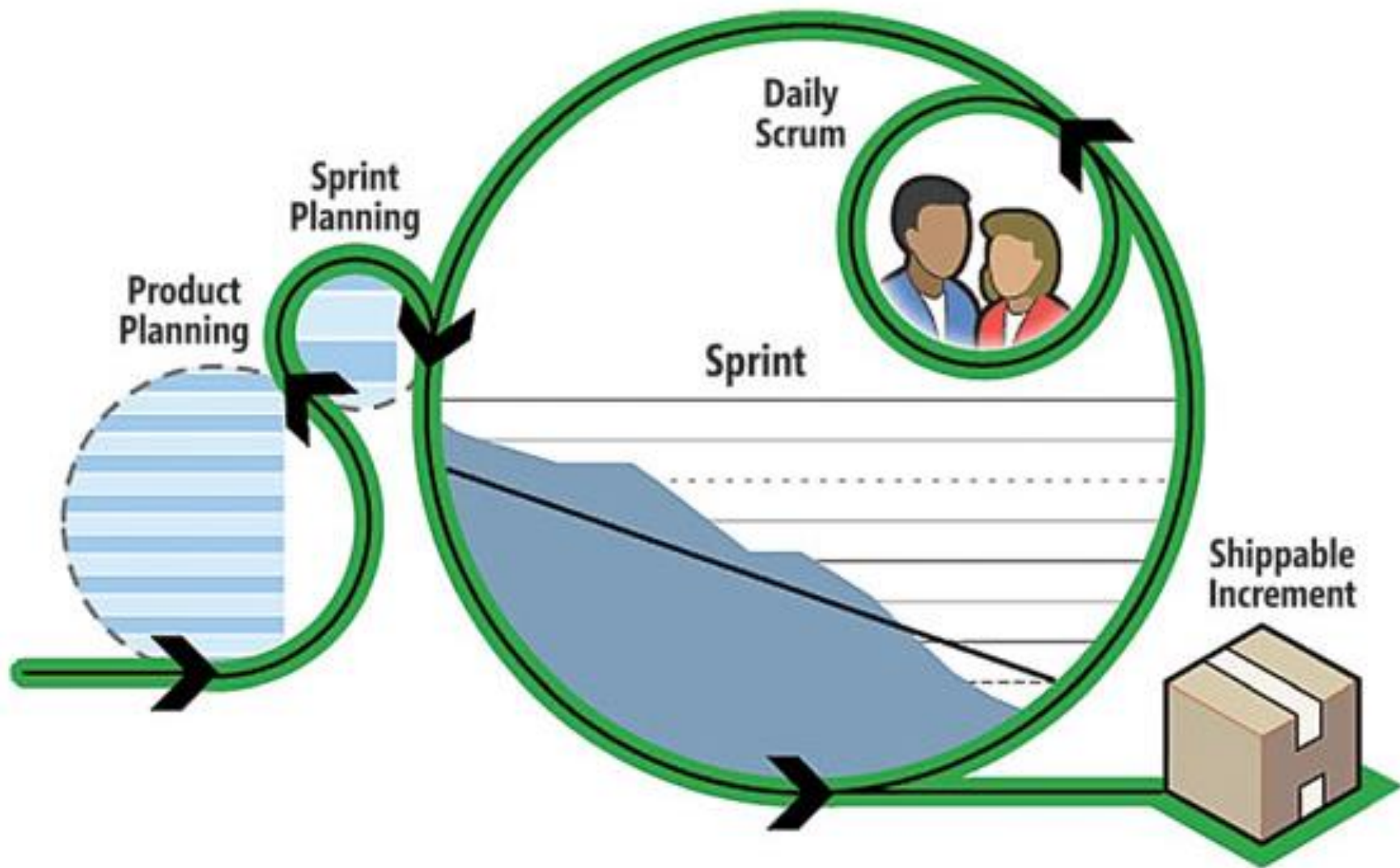
Kids

Free internet

5.6%









EXIT









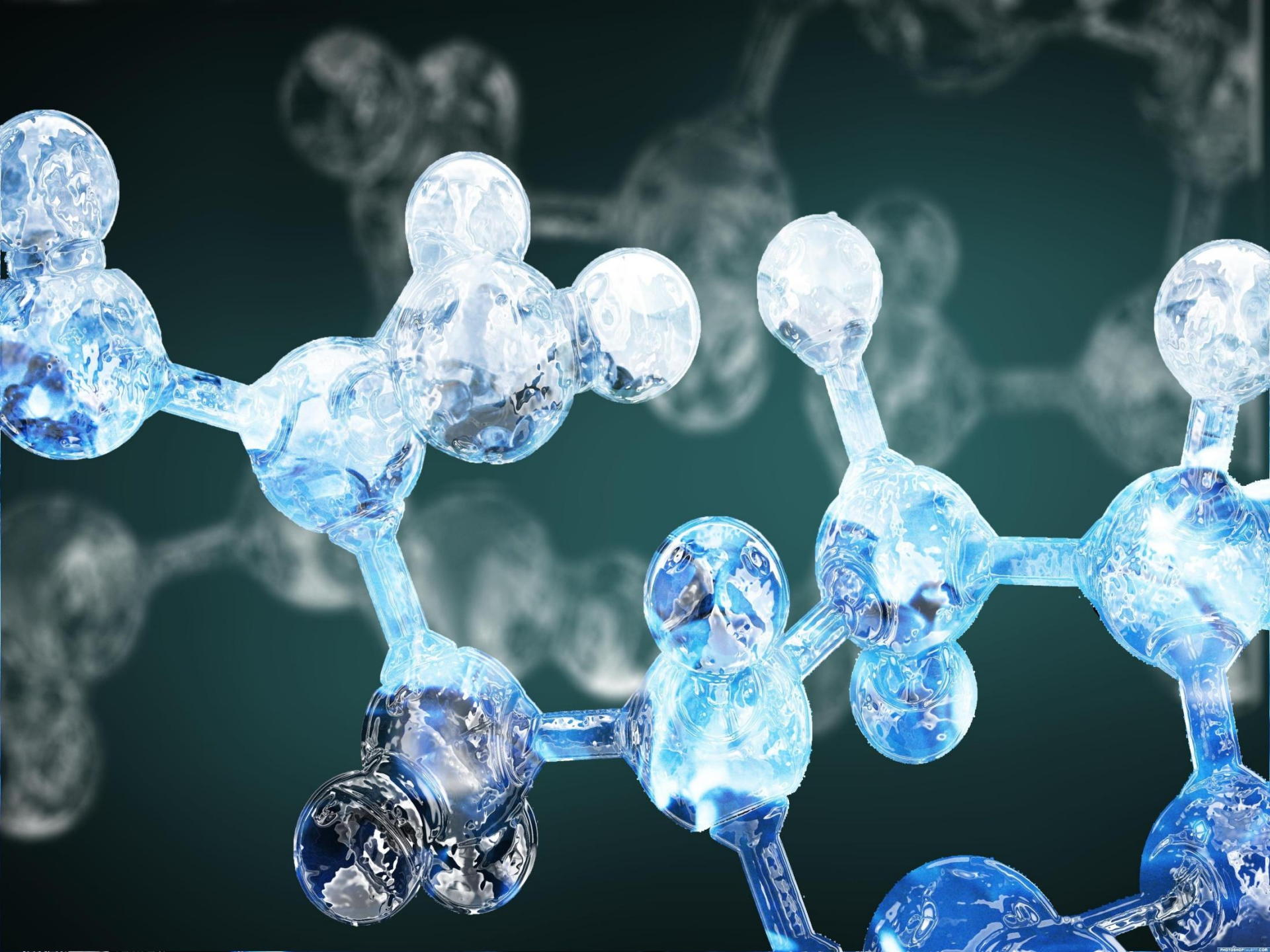




Building for customers with customers









bnz 



bnz
Branch Information
Hours of operation
Services available
Contact us

Fly Buys

Security


YOU'RE MARKED!
BY SECURITY

Fly Buys

Queue ←



Where Do We Begin?



Transfer
or
Link to
hg + Savings

Q

How do we
feel seeing
balances
outside of app?

Q

Homescreen
or
in app?

APP

Q

access
via
swipe

Q

to sign
in

I have saved for some shoes in a Shoe account

I am in a shoe shop



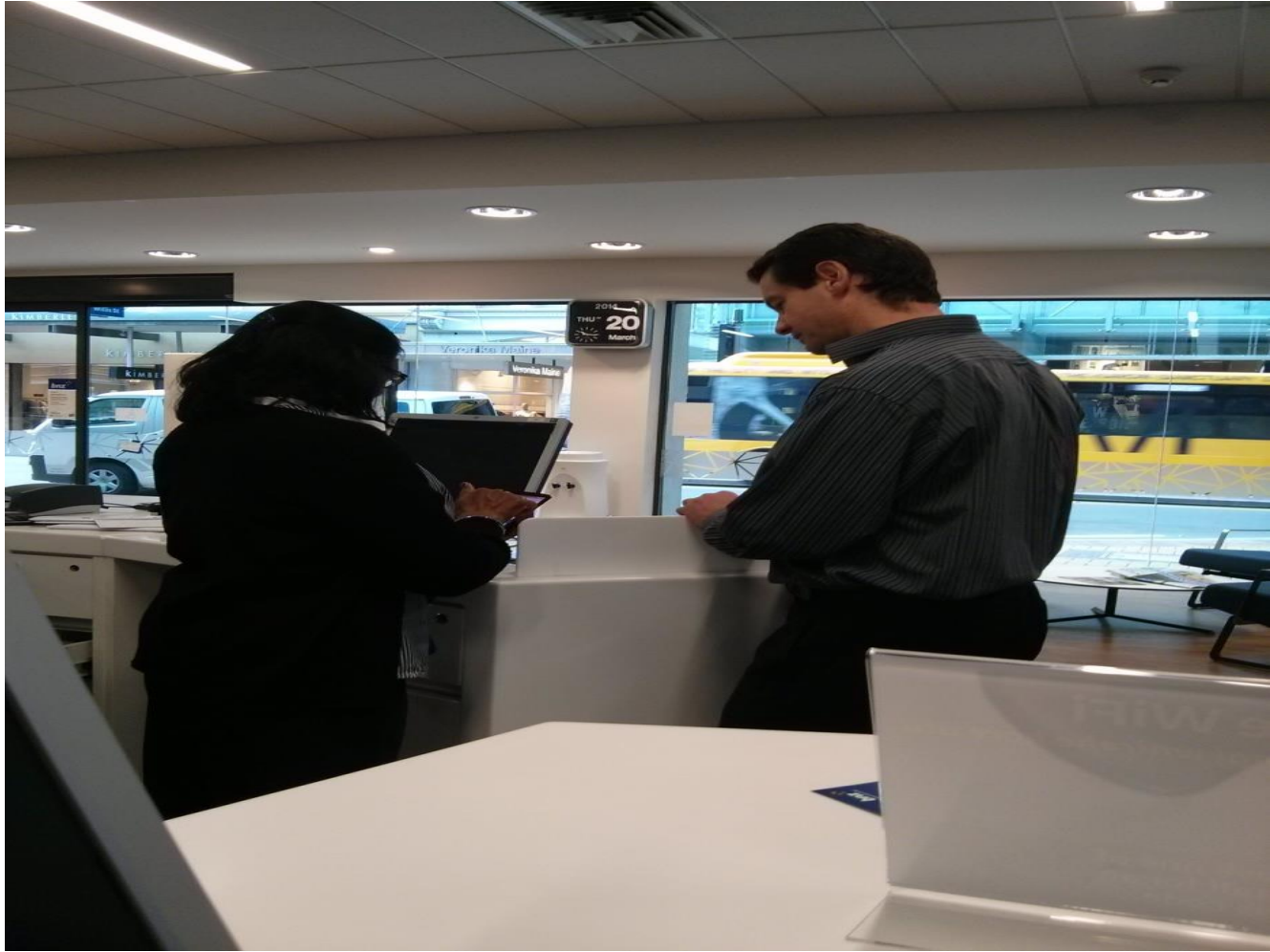
How do I access to my shoe money?



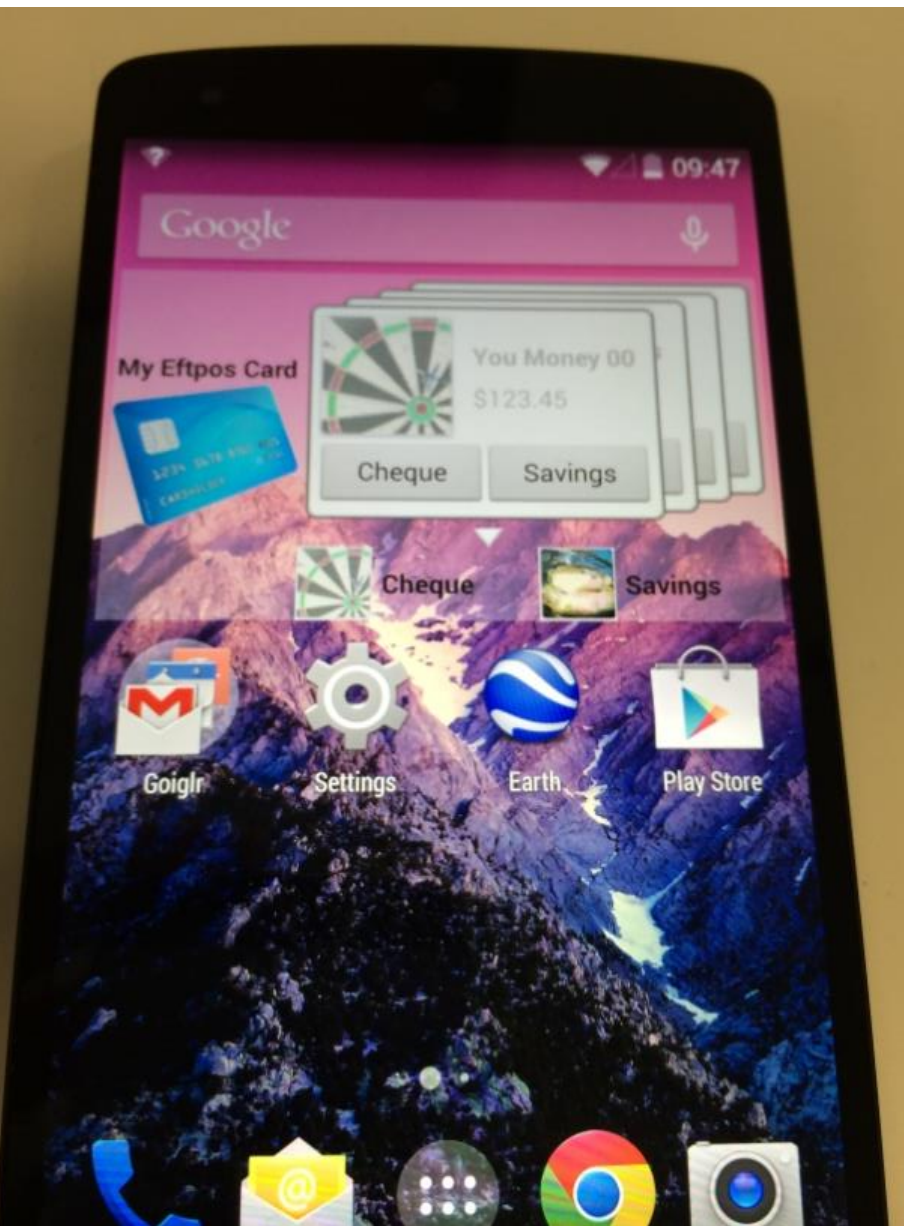




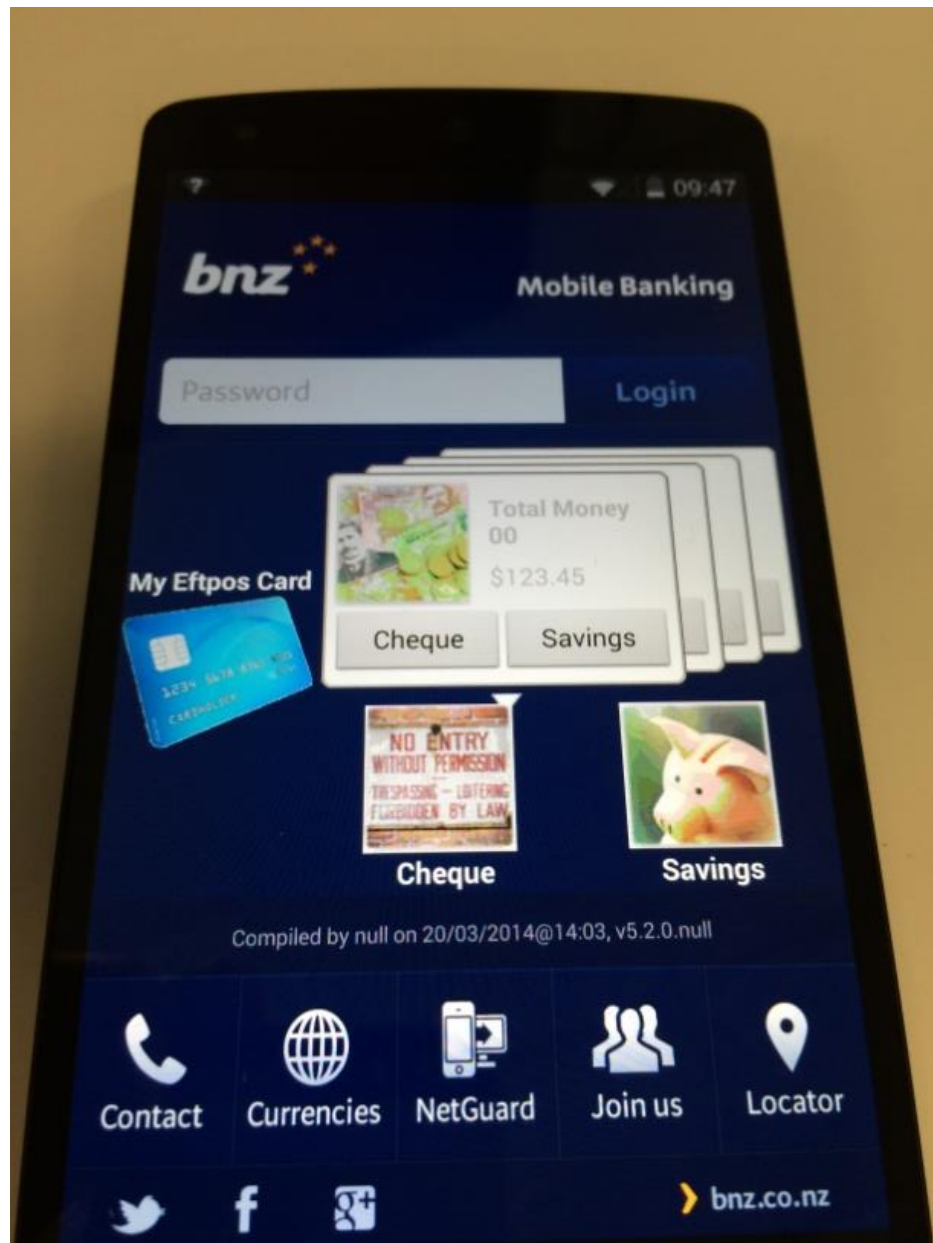




Option 1



Option 2



Scrapped

budget

Man

Warn
me
app

I would
transfer
before login

Do that

Shorten
msg
time

That is
genius

"I would
use that

headings
Sticky

Widgets
are
hell













Transfer
or
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hg + Savings

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Q

to sign
up

24

Software
builds

22

Customer
sessions

W

10:42



Mobile Banking

Password

Login

Updated 3:07pm

Current Balance

Chq Sav

Cheque Account

137.43



Groceries

158.47



Rapid Save

7,000.00



Shoes

250.00



Compiled by null on 20/03/2014@15:03, v5.2.0.null



Join us

Locator



82%



10:00



Cards

Tap on a slot to add or change account

Flexi Debit Visa

xxxx-xxxx-xxxx-3292



CHQ



X 416

SAV



Jen money in

Online



Tax

Gold Visa

xxxx-xxxx-xxxx-7174



CHQ



Savings

SAV



Rental income

CR



BNZ Gold Visa



TO-DO LIST:

1.

2.

3.

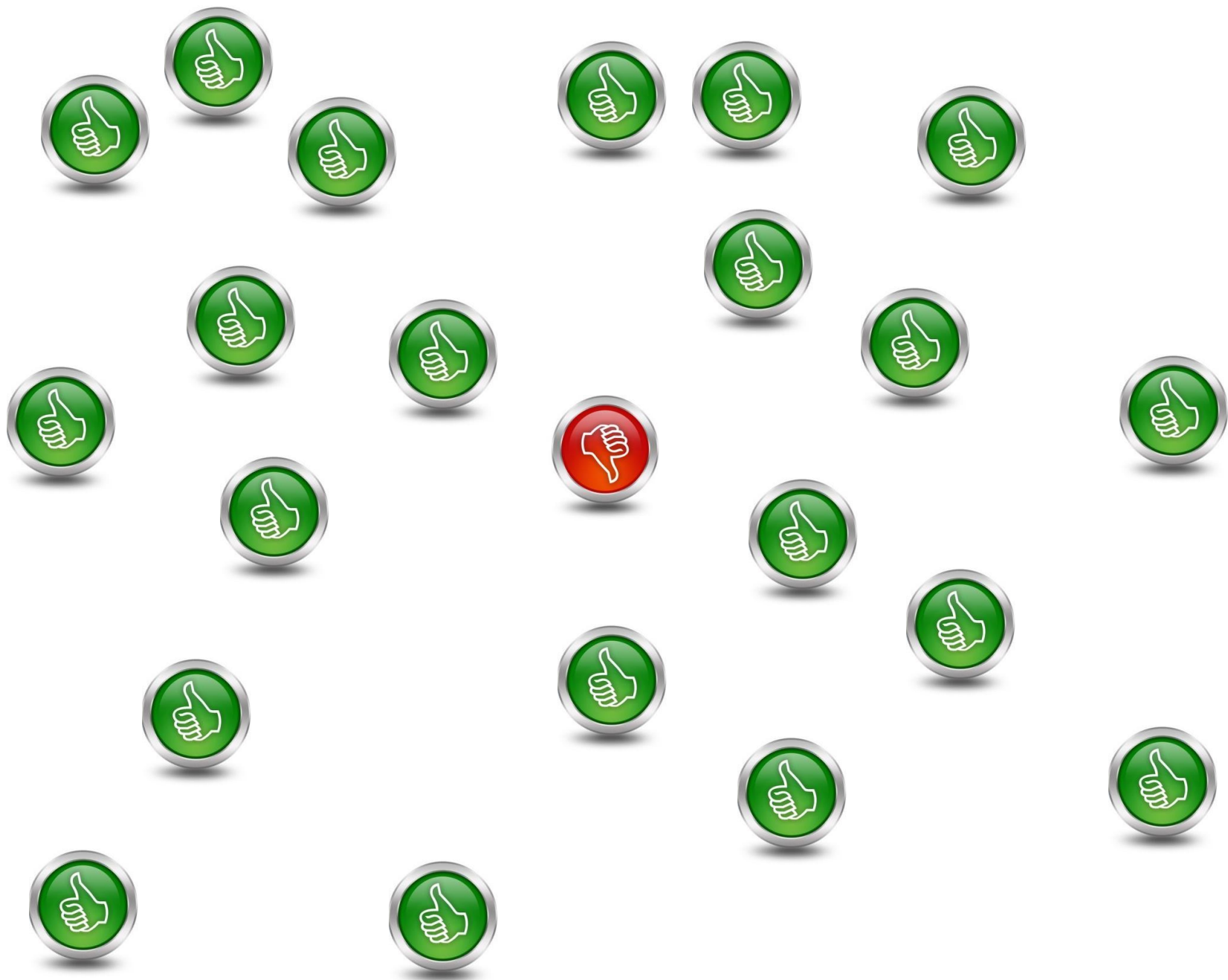
LEARN

Bank of New Zealand 

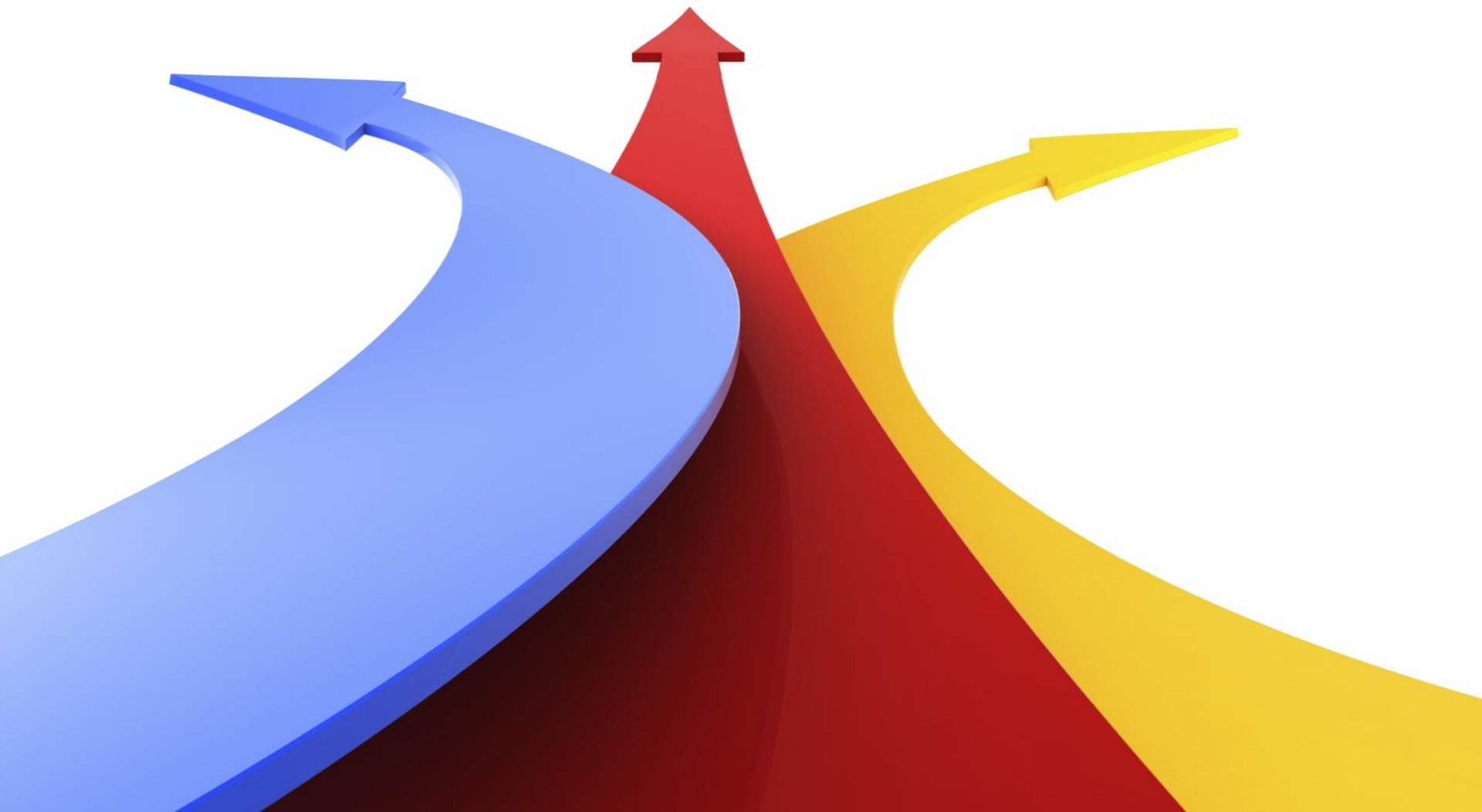
US

Them










“Do that!”

A stack of five books with various colored spines (white, yellow, blue, orange, green) is positioned on the left side of a dark blue chalkboard. A silver laptop is placed on top of the books, and a bright red apple sits on the laptop. To the right of the stack, the words "Never. Stop. Learning." are written in white chalk in a cursive font.

Never. Stop.
Learning.

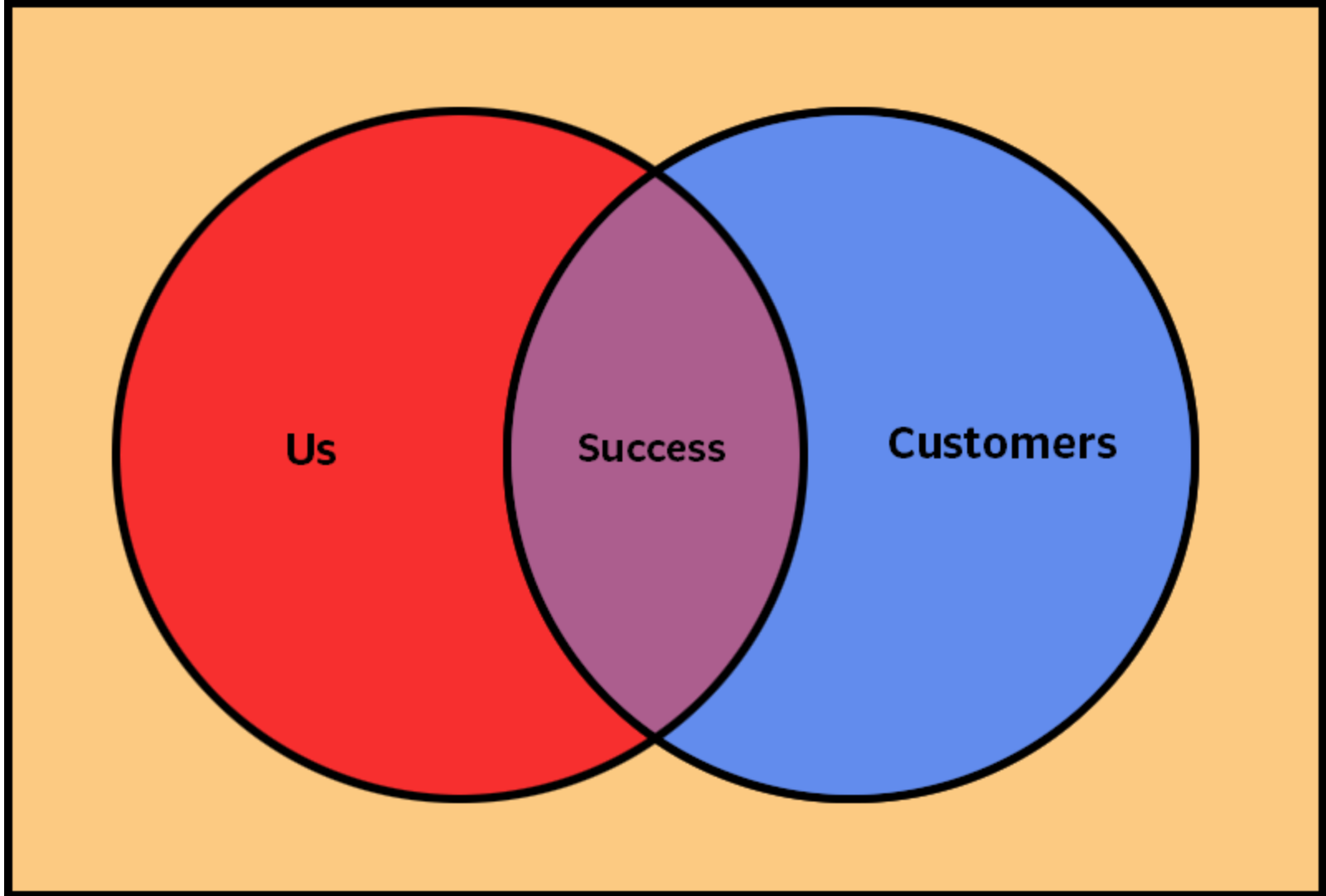


MAKE

*things
Happen*



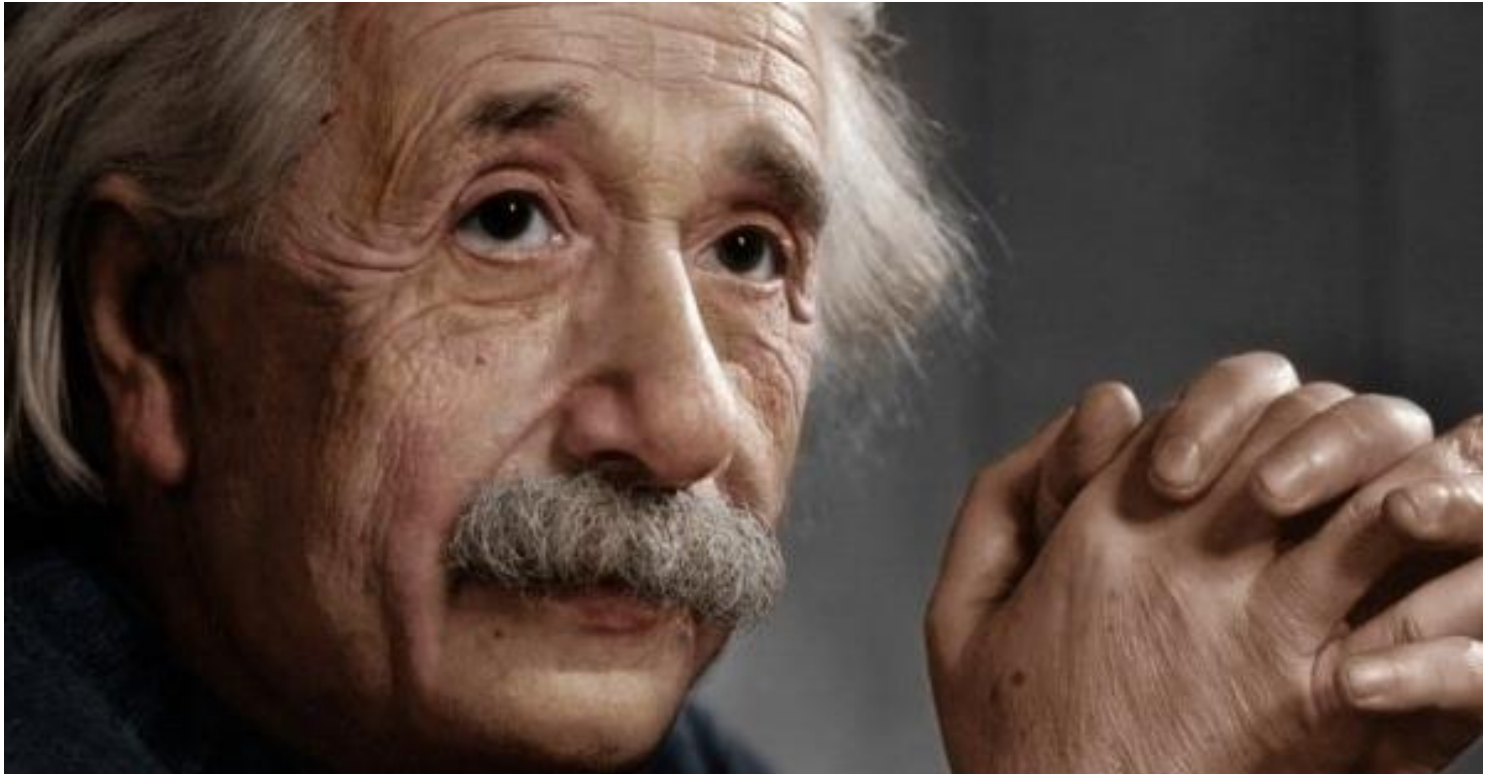
**TRY
TRY
AGAIN**

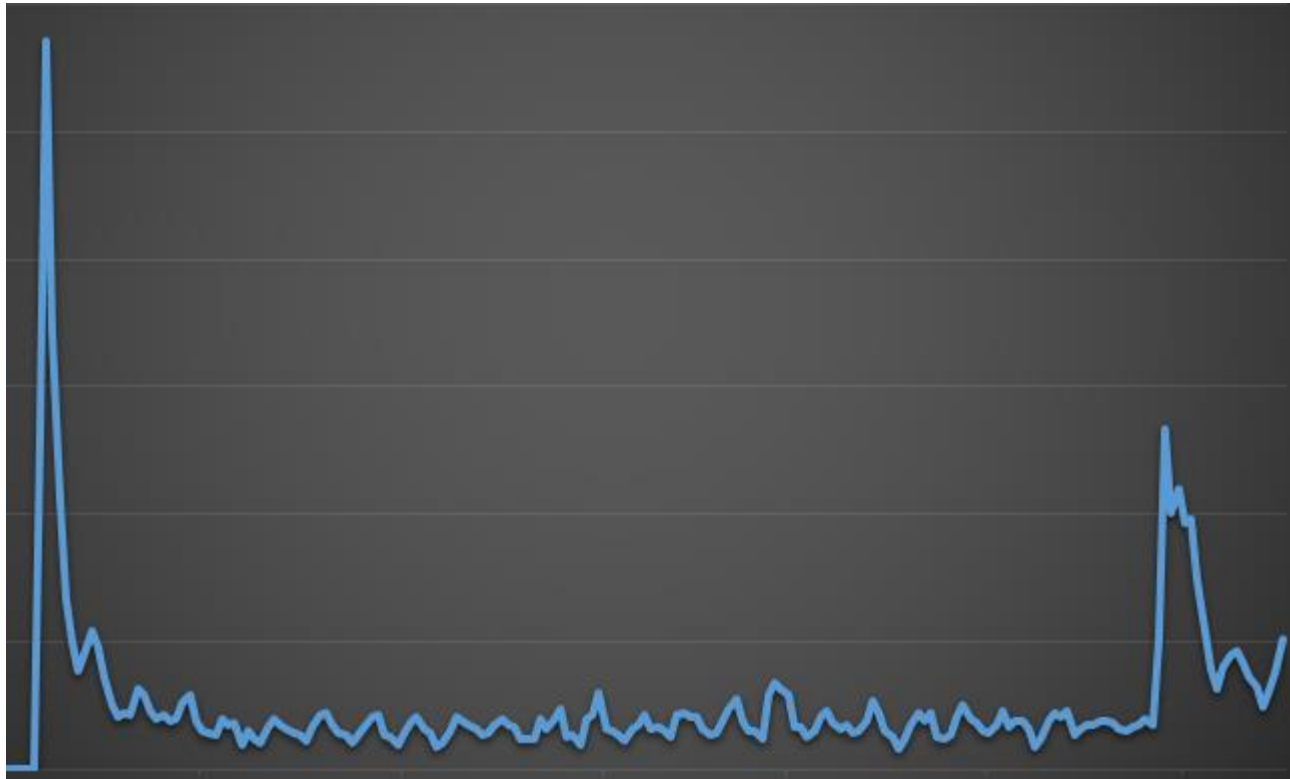




northofseven

WHY?





24

22

“Do that!”