

TABLET-FRIENDLY WEB DESIGN

Best Practices for Financial Services



ABOUT CORPORATE INSIGHT

[Corporate Insight](#) provides competitive intelligence and user experience research to the nation's leading financial institutions. For over 20 years, the firm has tracked technological developments in the financial services industry, identifying best practices in online banking and investing, online insurance, mobile finance, active trading platforms, social media and other emerging areas. There are no assumptions in Corporate Insight's work – we use live accounts at all of the firms we research, providing our clients with unparalleled, unbiased intelligence on the competition.

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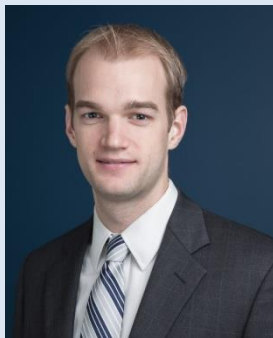
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INTRODUCTION

ACCESSING THE WEB ON TABLETS

Since Apple introduced the iPad in 2010, the tablet product class it launched has seen unprecedented growth and adoption among consumers. In under four years, more than 100 million iPads have been sold, reaching that benchmark faster even than Apple's ground-breaking iPods and iPhones. Competitors such as Google, Samsung, Amazon and Microsoft have also launched similar tablets as the technology has changed how many consumers go about their lives.

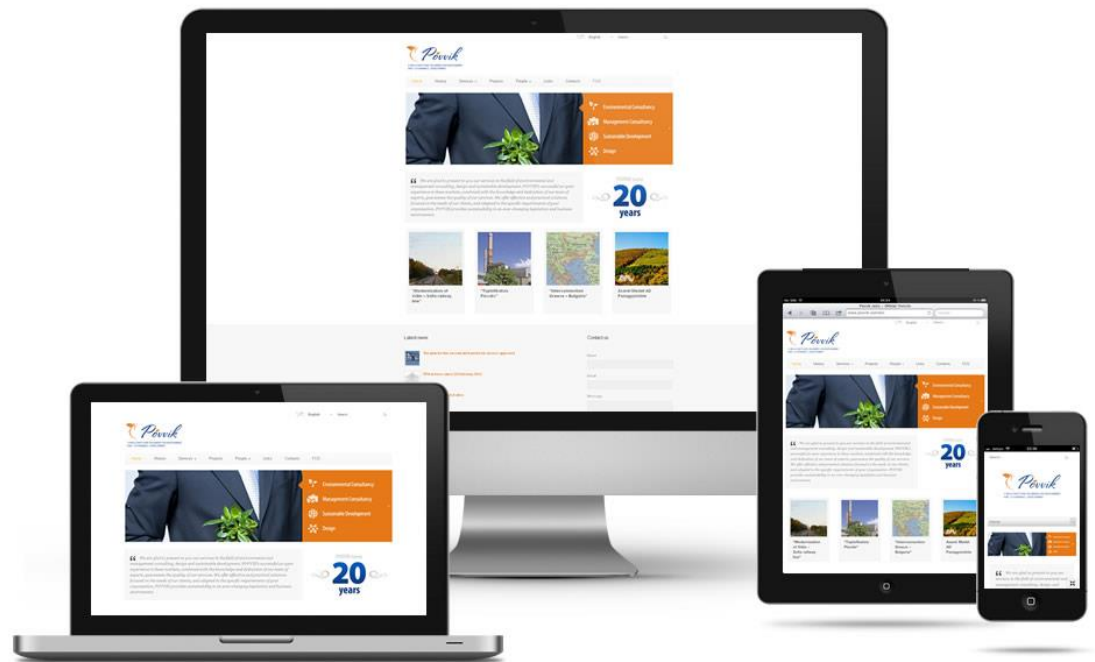
With the newfound popularity of the devices, many companies have rushed to add their own tablet-optimized apps to iTunes or other app stores. Native apps may best offer the sleek, modern experience that consumers expect, but, due to the multitude of operating systems, they pose a challenge in terms of development.

In the meantime, a significant portion of tablet traffic still comes via a browser. According to comScore, consumers spend more than twice as much time on iPad apps than on the device's browser – but this still leaves a significant portion of their time there, much higher than on a smartphone. Whether or not companies currently offer or are developing a tablet app, there are routine enhancements they should make to their websites that contribute to a tablet-friendly experience.

UNDERSTANDING RESPONSIVE WEB DESIGN

One relatively new approach to building mobile-friendly websites is Responsive Web Design (RWD). A responsive website will detect what device is being used and fluidly adapt to a layout optimized for that screen size. RWD promises to minimize the burden of designing and updating websites for multiple screen sizes by rearranging and re-sizing content modules by pre-set order. The benefits apply as much to smartphones – typically the smallest screen size – as to tablets, which can be a middle case, leaving the richest possible experience for a full-size desktop monitor.

As the examples in this study will show, financial services firms are beginning to experiment with responsive websites, although at the largest firms capabilities are limited at best.



TABLET-FRIENDLY DESIGN ACROSS FINANCIAL SERVICES

Corporate Insight has kept a close eye on mobile developments in the financial services industry. Since the iPad's introduction, more than 30 firms we track have added tablet-optimized apps. However, that still leaves dozens of firms without a dedicated app, and even those that have one likely see significant traffic to their main websites via tablet browsers. A poor experience there can alienate current as well as prospective clients. All firms should be keeping tablet-friendly design principles in mind when making changes to their websites.

But what specifically are those principles? We decided to look at the industry today and see what positive examples we could find and share. This study looks at recent updates to four firms' public websites with features suited for tablet use – although some shortcomings may remain. We chose the four firms at right for a cross-industry perspective, covering the different financial services sectors Corporate Insight tracks – bank and card, brokerage, insurance and asset management.



CASE STUDIES

Banking and Credit Cards: Wells Fargo

Brokerage: Vanguard

Insurance: Nationwide

Asset Management: Royce Funds

BANKING & CREDIT CARDS

WELLS FARGO

The Wells Fargo logo, consisting of the words "WELLS" and "FARGO" stacked vertically in a yellow, serif font, set against a red square background.

Key Facts

- [Wells Fargo](#) rolled out a partial tablet-friendly public site revamp in June 2013
- Key public site pages with new designs include the public homepage, bank and credit card product pages, and select corporate and consumer information pages
- Redesigned pages feature larger text, more images and “swipeable” image displays
- Wells Fargo offers an iPad app that is focused on current clients

Advantages

- Sizable “finger-friendly” linkable sections allow for easy selection
- Increase in scrollable content allows for additional information with less clutter
- Larger font size and line height makes for easy viewing on tablets and smartphones

Disadvantages

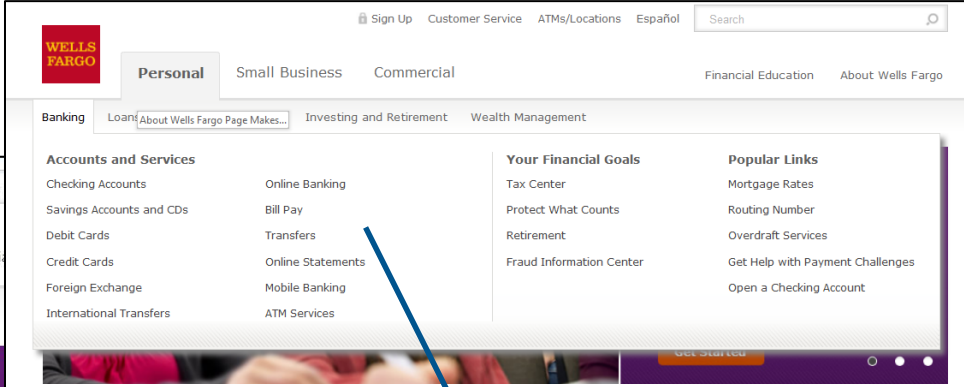
- Public site only partially updated; many pages still feature old, cumbersome design
- Site lacks Responsive Web Design, making viewing difficult across different resolutions

TABLET-FRIENDLY HOMEPAGE

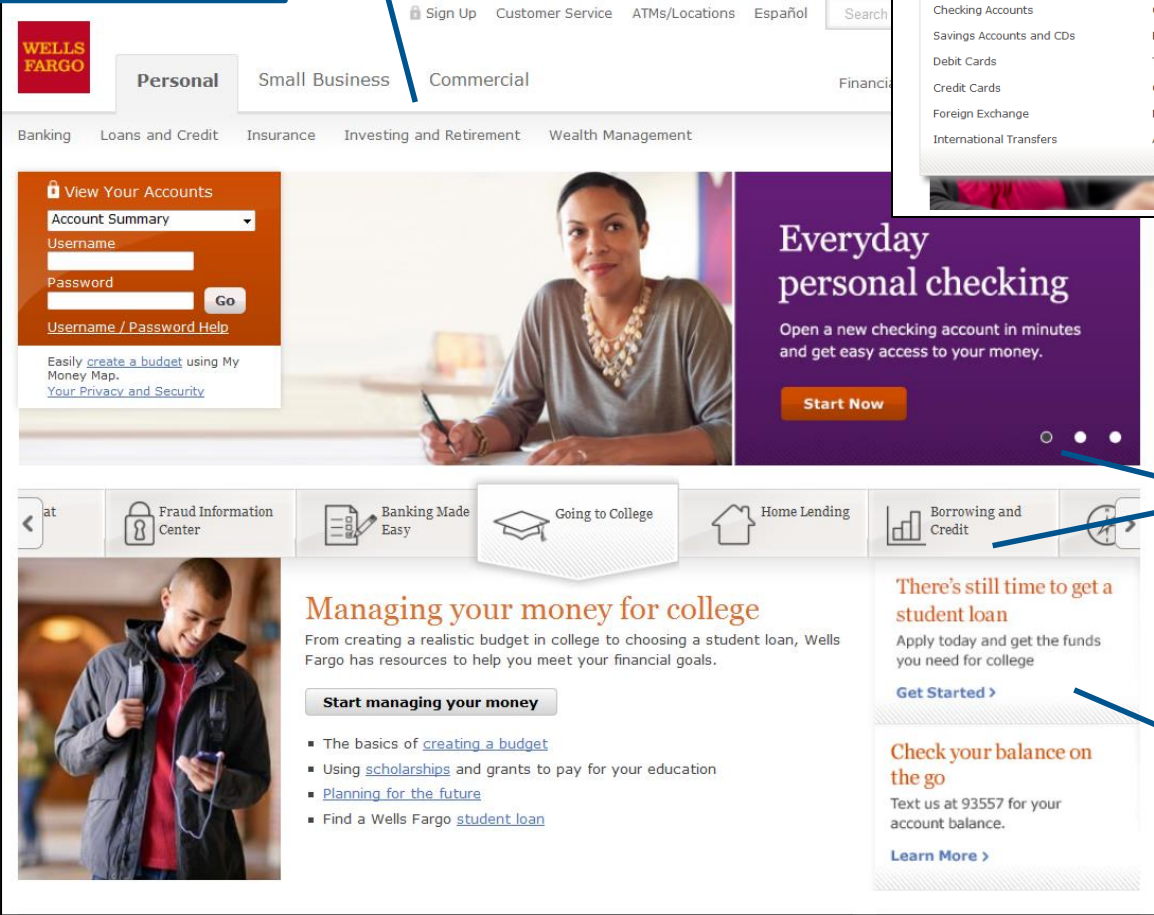


Overall, Wells Fargo's homepage uses large images, colorful fonts and increased text size, along with some clear tablet-friendly display elements

Large, well spaced-out main and secondary navigation tabs allow for easy maneuverability with finger selection



Selecting a secondary navigation tab opens a fly-out menu for additional navigation links



The scrollable image displays smoothly transition left-to-right and allows for more content while reducing page clutter

Entire section is hyperlinked, a good design for touchscreen users

DESCRIBING WELLS FARGO WITH IMAGES



The [About Wells Fargo](#) page consists mainly of easily clickable images that load pop-ups with further information and links

About Wells Fargo

Corporate Responsibility
Learn about our Corporate Responsibility activities
We're helping to create long-term economic growth and improved quality of life for everyone in our communities. [Read the Report >](#)

Newsroom
Wells Fargo Reports on National Mortgage Settlement
[See News Release >](#)

Investor Relations | **Leadership and Governance** | **Newsroom**

Corporate Responsibility | **Responsible Lending** | **Blogs and Social Media**

Both image and section title are linked, allowing for easy fingertip navigation

Similar to the homepage, a scrollable banner offers more content and promotional opportunities

Images replace icons for each section, adding to a more visually appealing page design

About Wells Fargo Page

The combination of large, linked sections and in-page secondary navigation allows for easy fingertip selection and navigation on tablet and mobile devices.

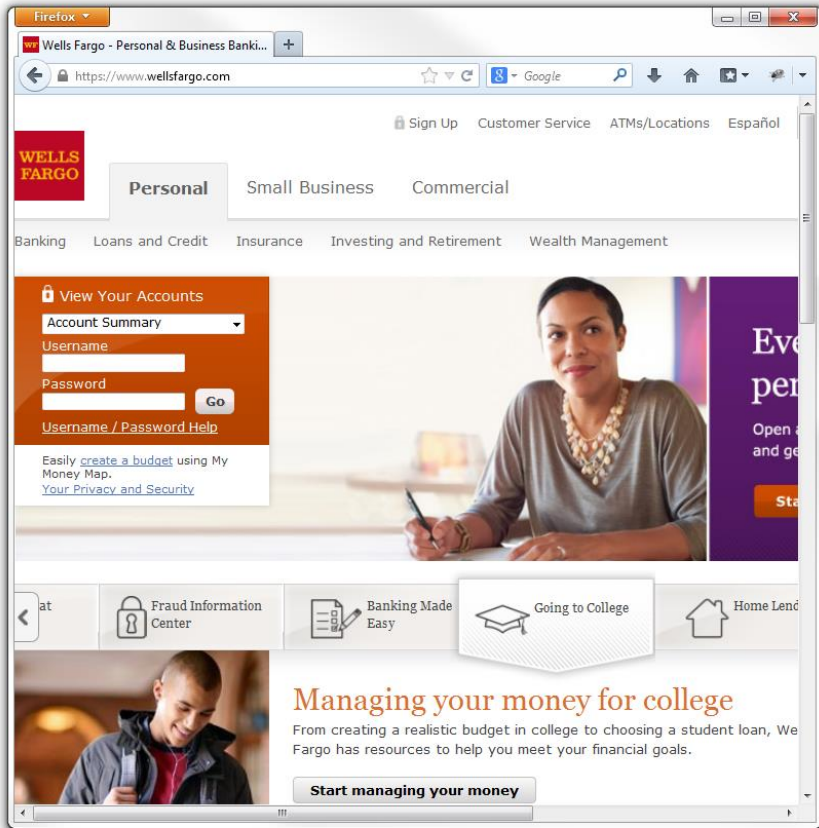
Newsroom
Get the latest, breaking news from around Wells Fargo.
[News Releases](#)
[Contact Media Relations](#)
[More >](#)

Blogs and Social Media | **Who V**

SITE IS NOT COMPLETELY TABLET-FRIENDLY

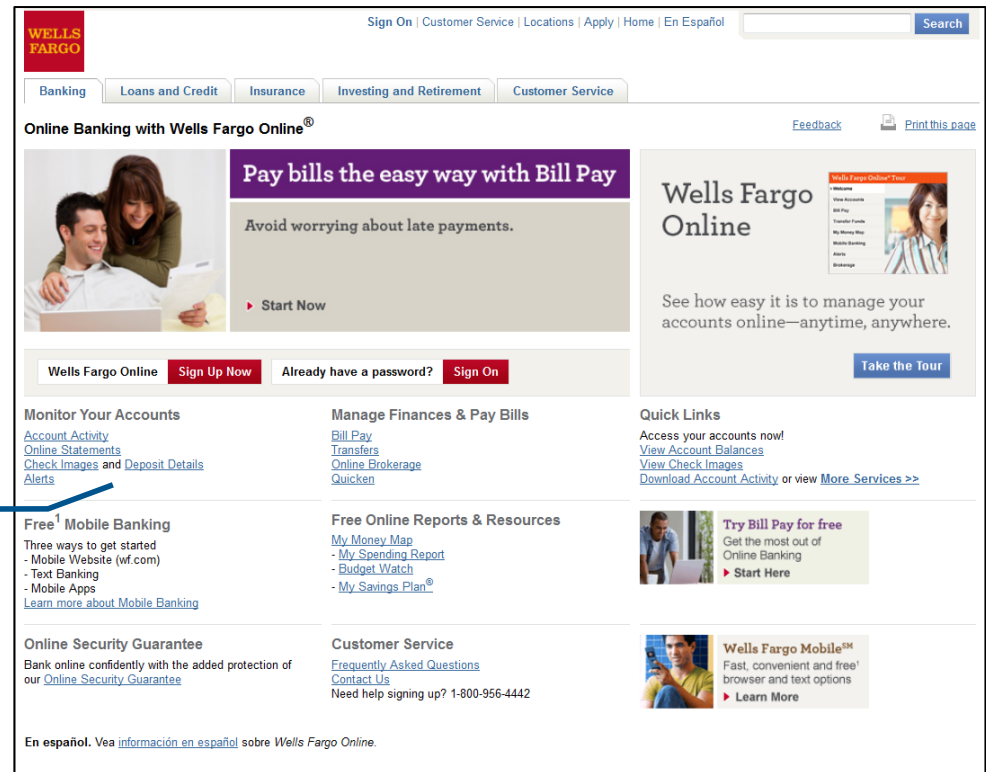


The lack of Responsive Web Design is a drawback despite several tablet-friendly features



Wells Fargo Homepage

Significant portions of the public site have not been updated to feature tablet-friendly design



Online Banking with Wells Fargo Online Page

BROKERAGE VANGUARD



Key Facts

- Starting in May of 2013, [Vanguard](#) has redesigned certain pages and sections to be tablet-friendly
- New features include rotating banners, large clickable graphics, and category navigation divided into large boxes
- Clickable elements now feature subtle gradient that make them look “pressable” and emphasize the usability of the site for a touchscreen
- Vanguard offers an iPad app, but it is focused on current clients

Advantages

- Large, well-spaced clickable boxes and images
- Very simple and clean looking interface
- Navigation controls are obvious and rarely hidden

Disadvantages

- Majority of website – including the homepage – has not been updated to be tablet-friendly
- Some navigation still relies on small text links

HOMEPAGE NOT YET TABLET-FRIENDLY



Although several pages have been recently revamped with tablet-friendly features, Vanguard's homepage is still PC-oriented

Main banner display cannot be swiped on a touchscreen, but images can be tapped anywhere to access linked content

The screenshot shows the Vanguard homepage with a dark red top navigation bar containing links for 'PERSONAL INVESTORS', 'OPEN AN ACCOUNT', 'FORMS', 'CONTACT US', 'HELP', and 'LOG ON'. Below this is the Vanguard logo and a search bar. A secondary navigation bar includes 'Home', 'My Accounts', 'Funds, Stocks & ETFs', 'What We Offer', and 'Insights'. The main banner features a large image of three people in a modern office setting, with the text 'Insights on bonds, interest rates, and the economy' and a sub-headline 'News and perspectives to help you make informed decisions'. To the right of the banner is a 'LOG ON' section with a 'User name' field and a 'LOG ON' button, along with links for 'Forgot user name?', 'Register for website access', 'Stay safe online', 'Give us your feedback: A new look for logon', 'Vanguard mobile', and 'Access your employer plan'. Below the banner are two main content sections: 'What We Offer' and 'Vanguard news and perspectives'. The 'What We Offer' section has a sub-section for 'Vanguard funds & ETFs' with a list of categories: 'Stocks, bonds, & CDs', '401(k) rollovers', 'IRAs', 'College savings', 'Investing help', and 'Retirement income'. The 'Vanguard news and perspectives' section lists several articles with small icons and titles. At the bottom, there is an 'Invest now' section with an 'Open an account' button and a 'Find a fund' section with a search bar and a 'GO' button. The footer contains market data for 9/17/2013 at 4:05 PM, including DJIA, NASDAQ, S&P 500, and 10-Yr T-Note, along with a 'Market details' link and a 'Create a Watch List' link.

Much of the homepage content is presented in small-font plain text hyperlinks

IMPROVEMENTS DEEPER IN THE SITE



The [What We Offer](#) overview page exemplifies Vanguard's solution for trying to balance a vast amount of information with a simple, clean, tablet-friendly design

Banners are not yet "swipeable"

Well-spaced, hyperlinked images and text

Large, clickable boxes utilize gradient to make it look "pressable"

MOVING TO TABLET-FRIENDLY DESIGN



- Other newly redesigned tablet-friendly pages are also noticeably different from Vanguard's desktop-based counterparts
- The [401\(k\) Rollovers](#) page is more spacious than before, with new tablet-friendly navigation

The screenshot shows the Vanguard website's 401(k) rollovers overview page. At the top, there is a search bar and a navigation menu with options like Home, My Accounts, Funds, Stocks & ETFs, What We Offer, and Insights. Below the navigation is a breadcrumb trail: 'What we offer > 401(k) rollovers'. A horizontal row of five large, light-colored boxes provides quick navigation: 'See if a 401(k) rollover is right for you', 'Find out how Vanguard makes rollovers easy', 'Pick a type of IRA for your rollover', 'Choose investments for your rollover IRA', and 'Follow the step-by-step rollover process'. The main content area is titled 'See if a 401(k) rollover is right for you' and includes a red button 'Start your rollover online'. Below this, there are three sections with icons: 'Get more flexibility with your investments', 'See your entire retirement picture in a single view', and 'Keep your retirement savings tax-advantaged'. A sidebar on the right contains 'We're here to help' with contact information and 'FAQs'. At the bottom, there is a 'Ready to get started on your rollover?' section with a call to action and a 'RELATED OPTIONS' link.

This section uses large clickable boxes and no hidden navigation elements

Content is presented with large, well-spaced images and text, although none of these elements are linked

INSURANCE NATIONWIDE



Key Facts

- Starting mid-2012, [Nationwide](#) began a multi-phase public and advisor website redesign that incorporated tablet-friendly features
- Redesigned site includes streamlined navigation, large and easy-to-read links, and “swipeable” image displays that can be swiped on tablets
- Landscape orientation provides the best overall browsing experience by displaying content in a larger view
- Nationwide does not currently offer a tablet-optimized app

Advantages

- Majority of the website has been redesigned to fit a tablet-friendly experience
- Large, well-spaced clickable boxes and images

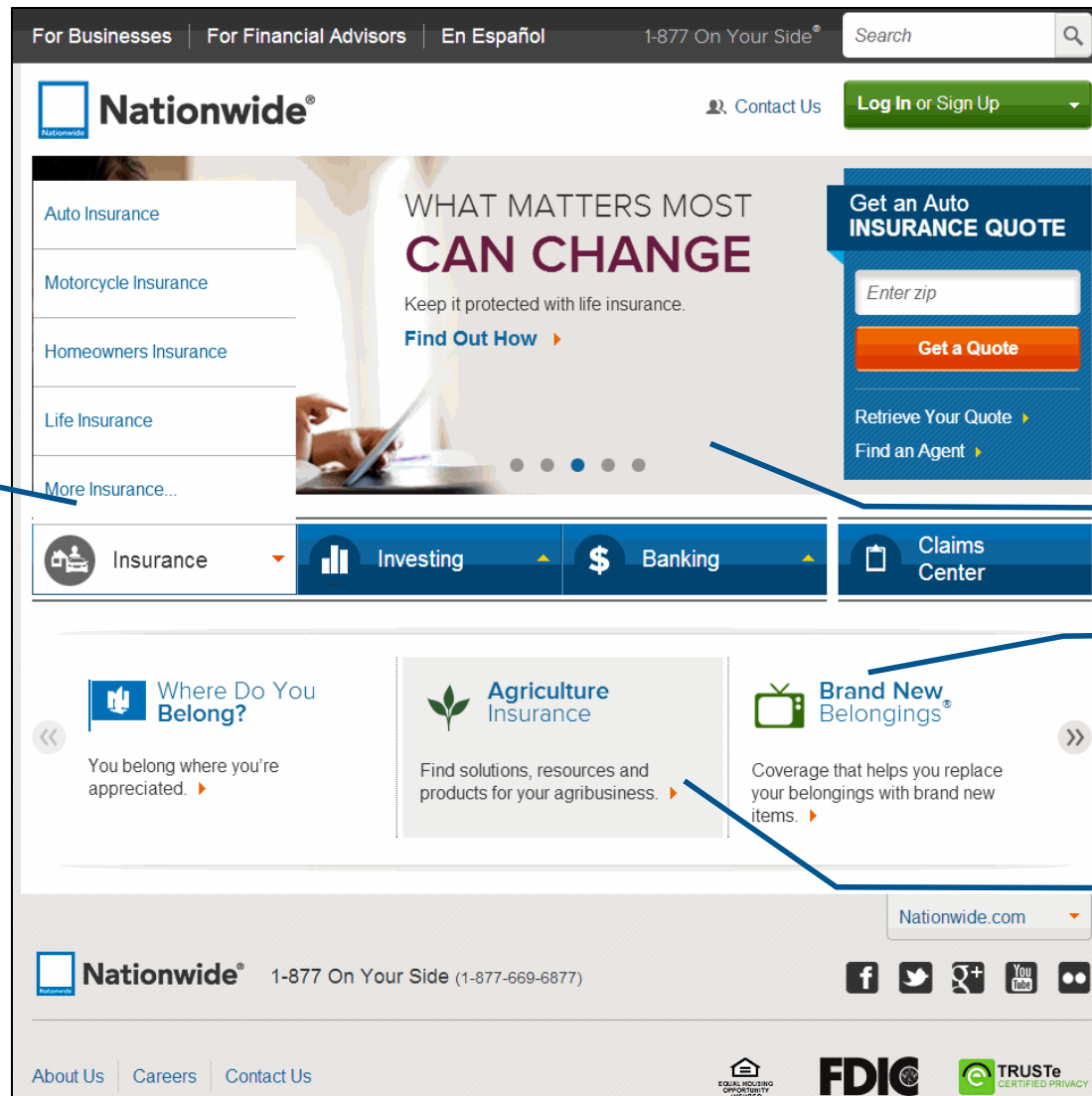
Disadvantages

- Difficult vertical scrolling on areas with left-to-right swiping capabilities.
- Portrait orientation sometimes clutters information and links
- Not optimized for smaller mobile platforms such as smartphones

SPACIOUS, IMAGE-CENTRIC HOMEPAGE



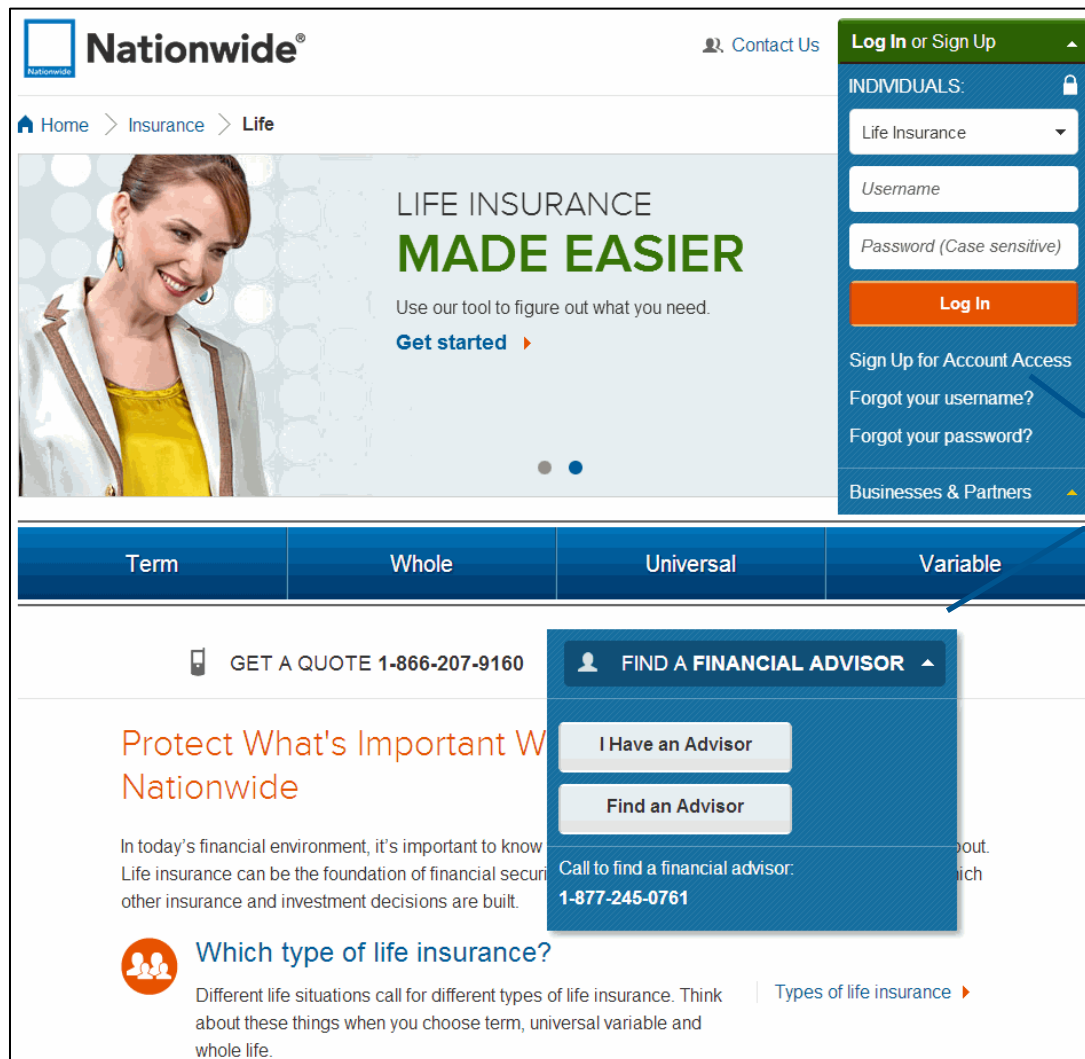
Following a recent redesign, Nationwide's homepage features more visually-engaging, tablet-friendly image displays and other useful enhancements



FLY-OUTS CONTRIBUTE TO CLEAN, USABLE DESIGN



Nationwide's fly-out login and advisor locator features are available on all public website pages

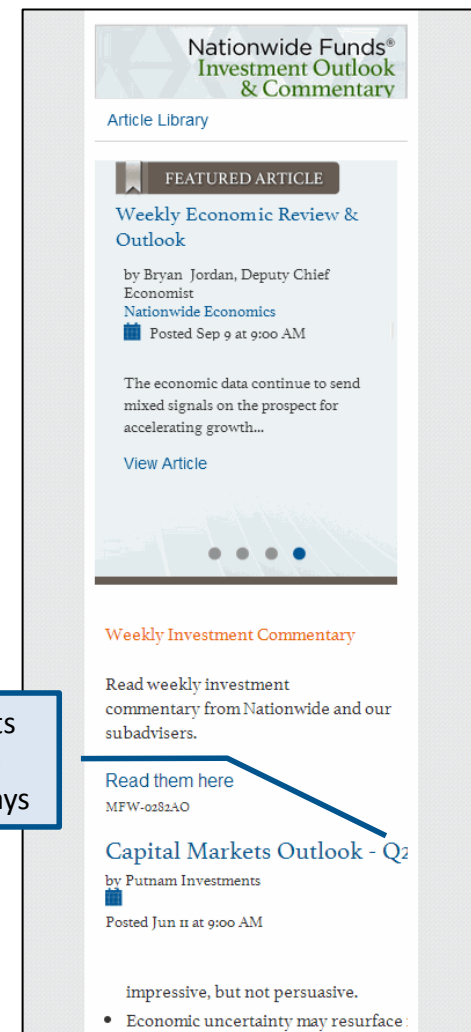
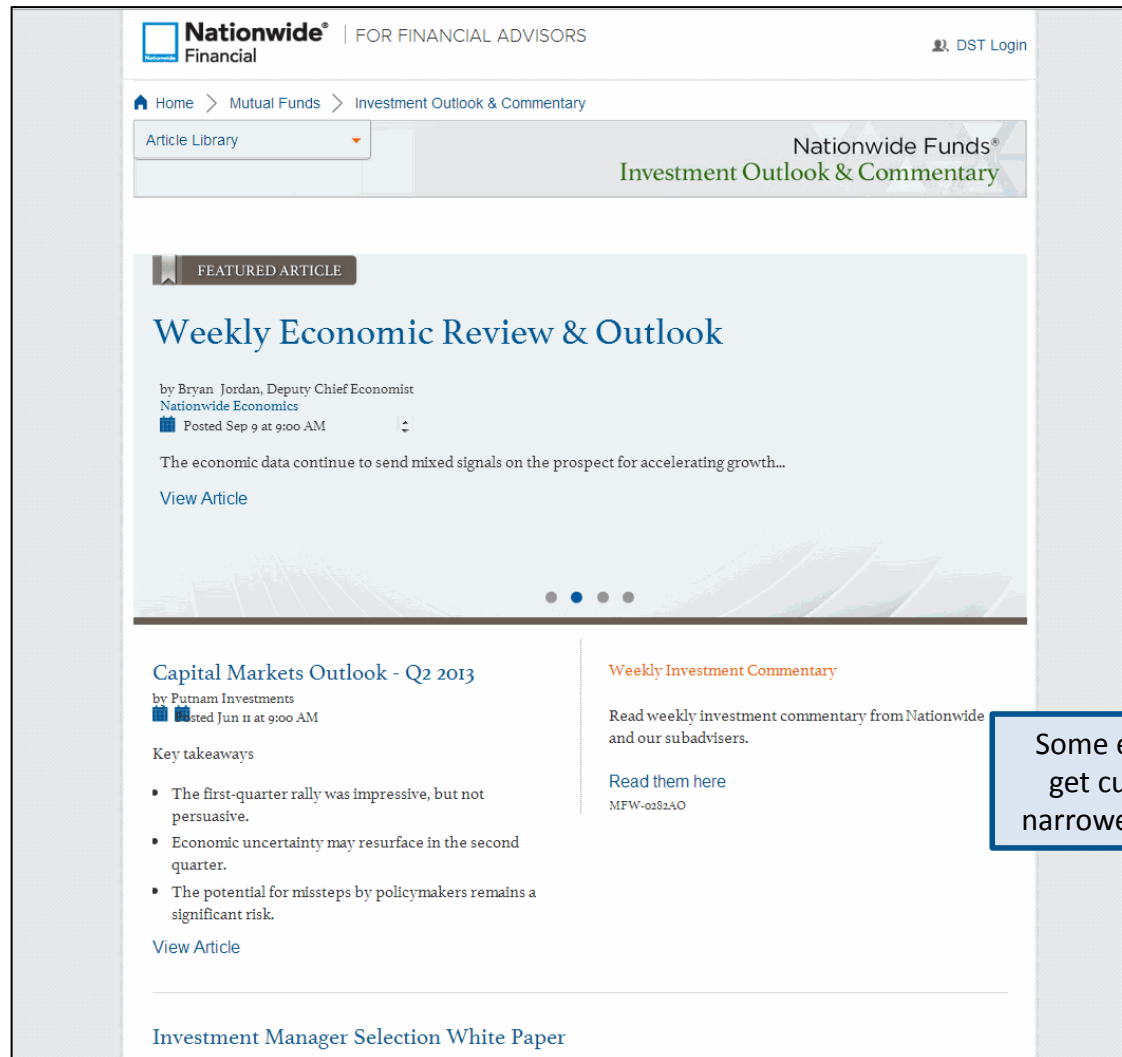


Fly-outs help keep these elements from cluttering the initial screen while still making key features easily accessible via large, finger-friendly buttons

LIMITED RESPONSIVE WEB DESIGN EXPERIMENTATION



Although the homepage does not use Responsive Web Design, the firm is starting to make subsequent pages responsive including [Investment Outlook & Commentary](#)



Nationwide Public Investment Outlook & Commentary Page

ASSET MANAGEMENT

THE ROYCE FUNDS

TheRoyceFunds

Key Facts

- The [Royce Funds](#) site uses five degrees of responsive layout; landscape and portrait orientation use the second and third largest formats, respectively
- Cutting-edge design that resembles a modern blog template; simple white-based theme adapts well to tablet use and gives the site a unique look and feel among other asset management firms
- In most cases, portrait orientation provides the best overall browsing experience, displaying enough content horizontally while taking advantage of a tablet's easy scrolling
- Royce Funds does not offer any mobile apps

Advantages

- On-screen cues suggest the ideal device orientation for certain pages
- Large buttons and images make for easy touch navigation

Disadvantages

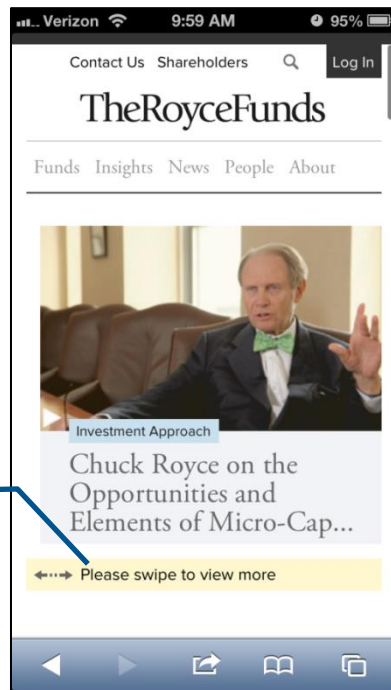
- The two tablet-optimized layouts available are not drastically different
- Portrait and landscape view can both feel constrained on particular pages

RESPONSIVE WEB DESIGN IN ACTION

- Royce Funds' responsive website adjusts to one of five layouts depending on the device and width of screen
- Content areas are modular and are rearranged in a set order

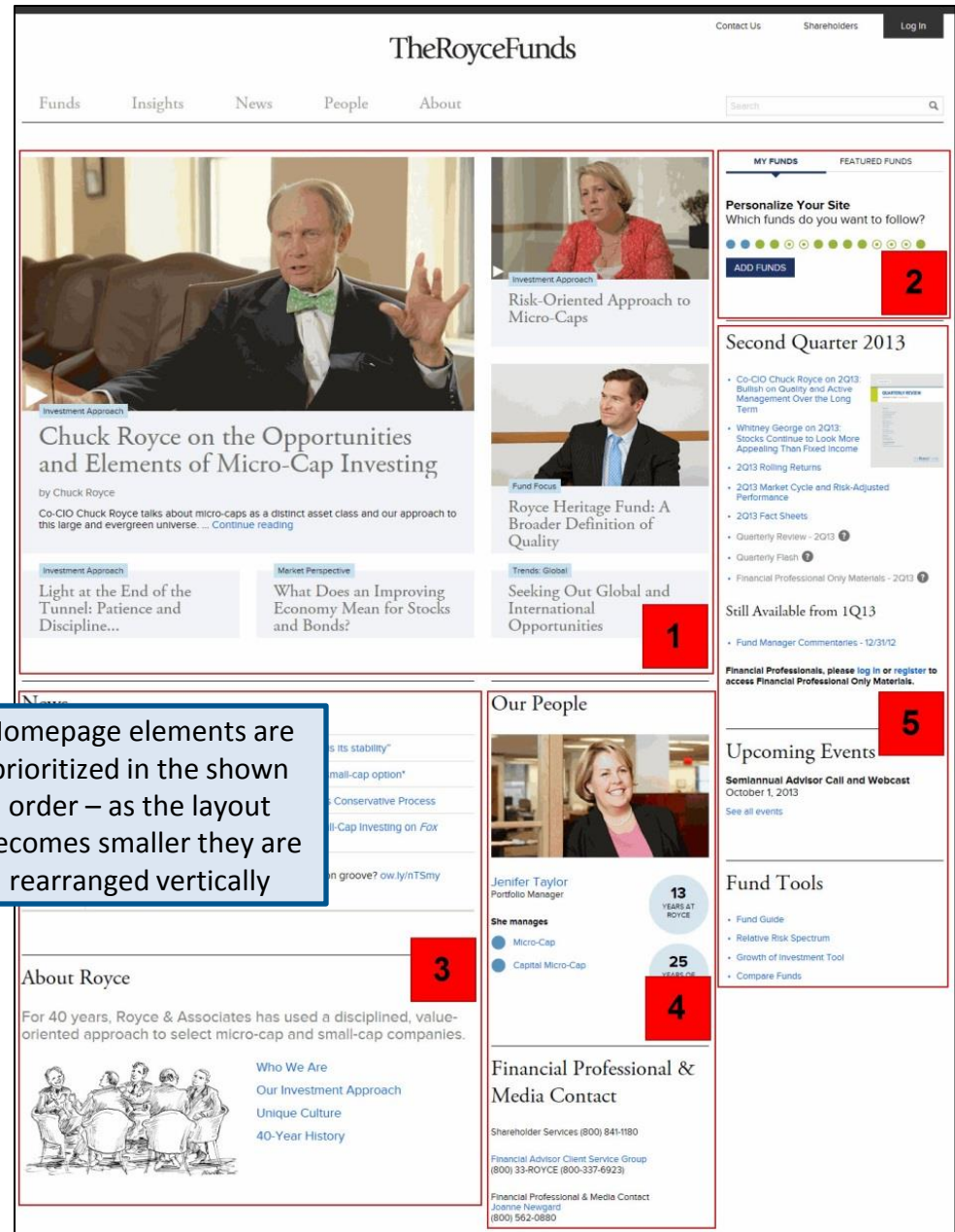
The smallest possible layout on the iPhone compresses content but arranges in the same order

Feature commentary and navigation are still at the top of the screen, but users can swipe vertically and horizontally to view more



Royce Funds Homepage – Smartphone Screen

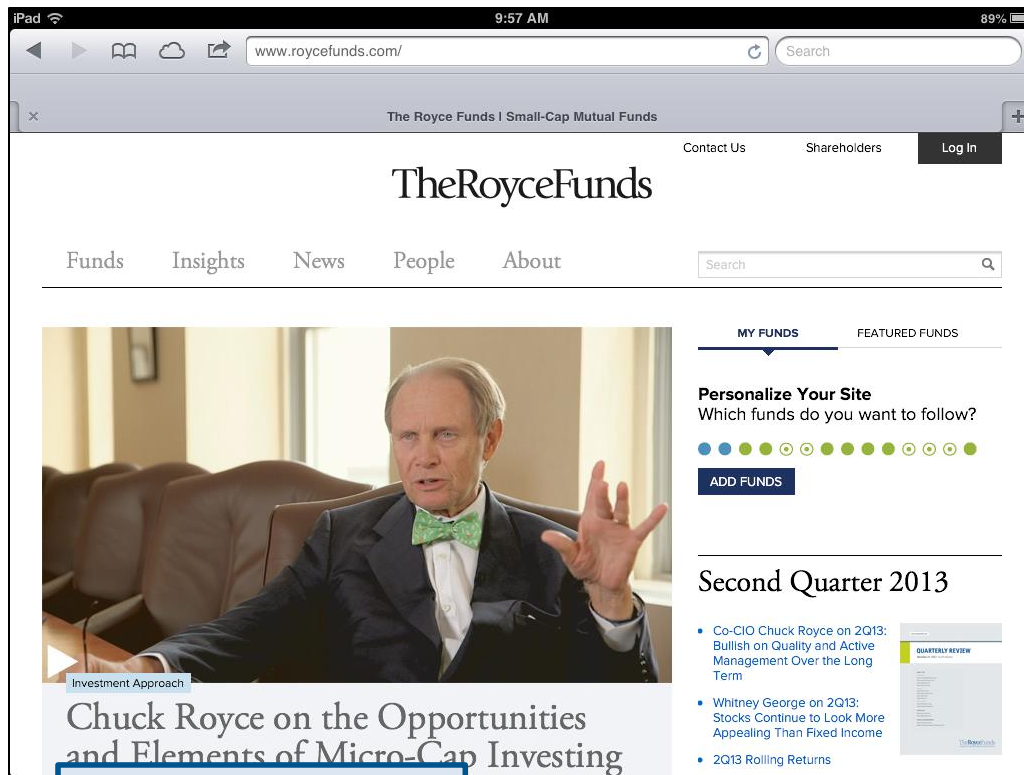
Homepage elements are prioritized in the shown order – as the layout becomes smaller they are rearranged vertically



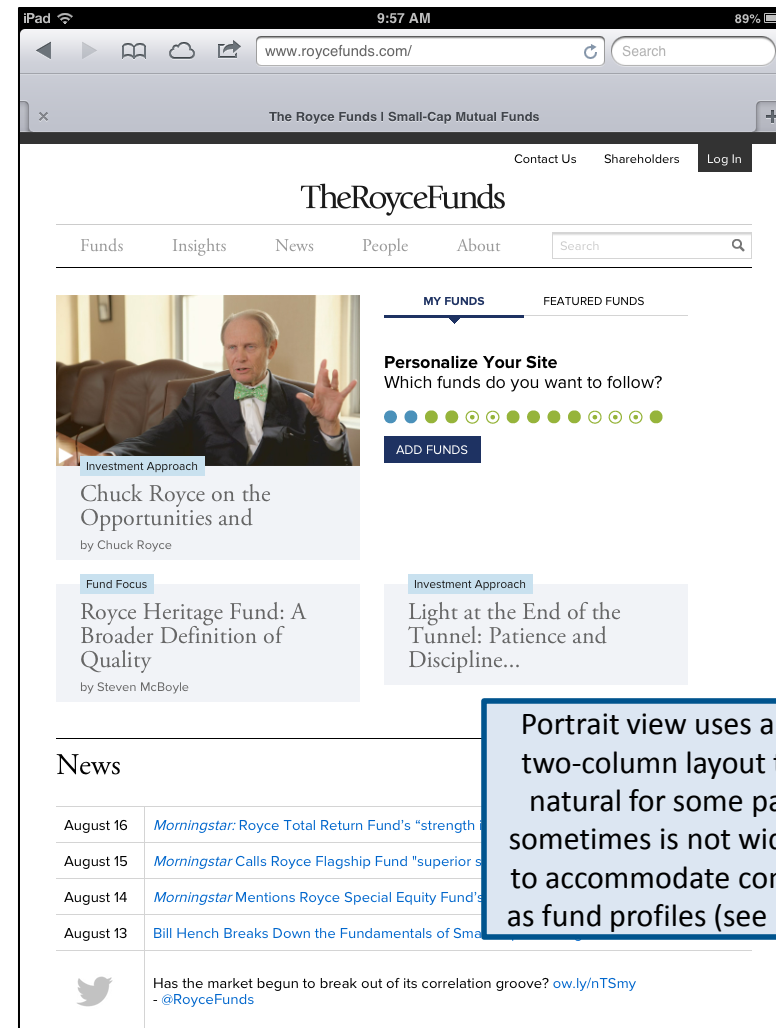
Royce Funds Homepage – Full-Size Screen

DIFFERENT TABLET LAYOUTS DEPENDING ON ORIENTATION

- The iPad 2 uses the second and third-largest formats in portrait and landscape mode, respectively
- Neither layout is ideal for all content, though



Landscape view shows all content horizontally, but can feel too vertically constrained (depending on tablet resolution)



Portrait view uses a different two-column layout that feels natural for some pages, but sometimes is not wide enough to accommodate content such as fund profiles (see next slide)

OTHER PAGES ALSO BENEFIT FROM SENSING SCREEN SIZE

- Since it can sense the device being used and the width of the screen, Royce’s site also recommends the appropriate orientation or swiping options for mobile browsing
 - Royce seems to be updating its site to address these layout challenges and in some cases, users might not see this sort of message

The screenshot shows the mobile version of The Royce Funds website. At the top, there are navigation links for 'Contact Us', 'Shareholders', and 'Log In'. Below this is the 'TheRoyceFunds' logo and a navigation menu with 'Funds', 'Insights', 'News', 'People', and 'About'. A search bar is also present. The main heading is 'The Royce Funds' with a 'FUND GUIDE' button. A yellow banner with a refresh icon contains the message: 'Please turn your device in order to view all of the information provided on this page.' Below the banner are tabs for 'PRICES & PERFORMANCE', 'PORTFOLIO CHARACTERISTICS', 'FUND LITERATURE', and 'DISTRIBUTIONS'. There is a 'Show Indexes' checkbox and a filter for fund sizes: 'Broadly Diversified', 'Focused', 'Micro (<\$750M)', 'Small (\$750M-\$2.5B)', 'Mid (\$2.5B-\$15B)', and 'Large (>\$15B)'. The 'Featured Funds' section is expanded to show a table of fund prices and performance.

NAME	TICKER	Daily Price & YTD Return as of 8/30/2013 ^{1,2}			Average Annual Total Returns (%) as of 6/30/2013 ^{1,2}									
		NAV (\$)	CHG (\$)	YTD (%)	QTR	YTD	1 YR	3 YR	5 YR	10 YR	20 YR	SINCE INCEPT.	DATE	
Pennsylvania Mutual	PENNX	\$13.30	(\$0.20)	15.65	1.26	11.57	22.92	15.90	7.23	10.29	10.62	13.86*	N/A	
Royce Divers Intl	RYPRX	\$21.55	(\$0.25)	12.47	1.13	7.88	17.13	15.74	6.72	11.98	11.77	12.10	12/31/199	

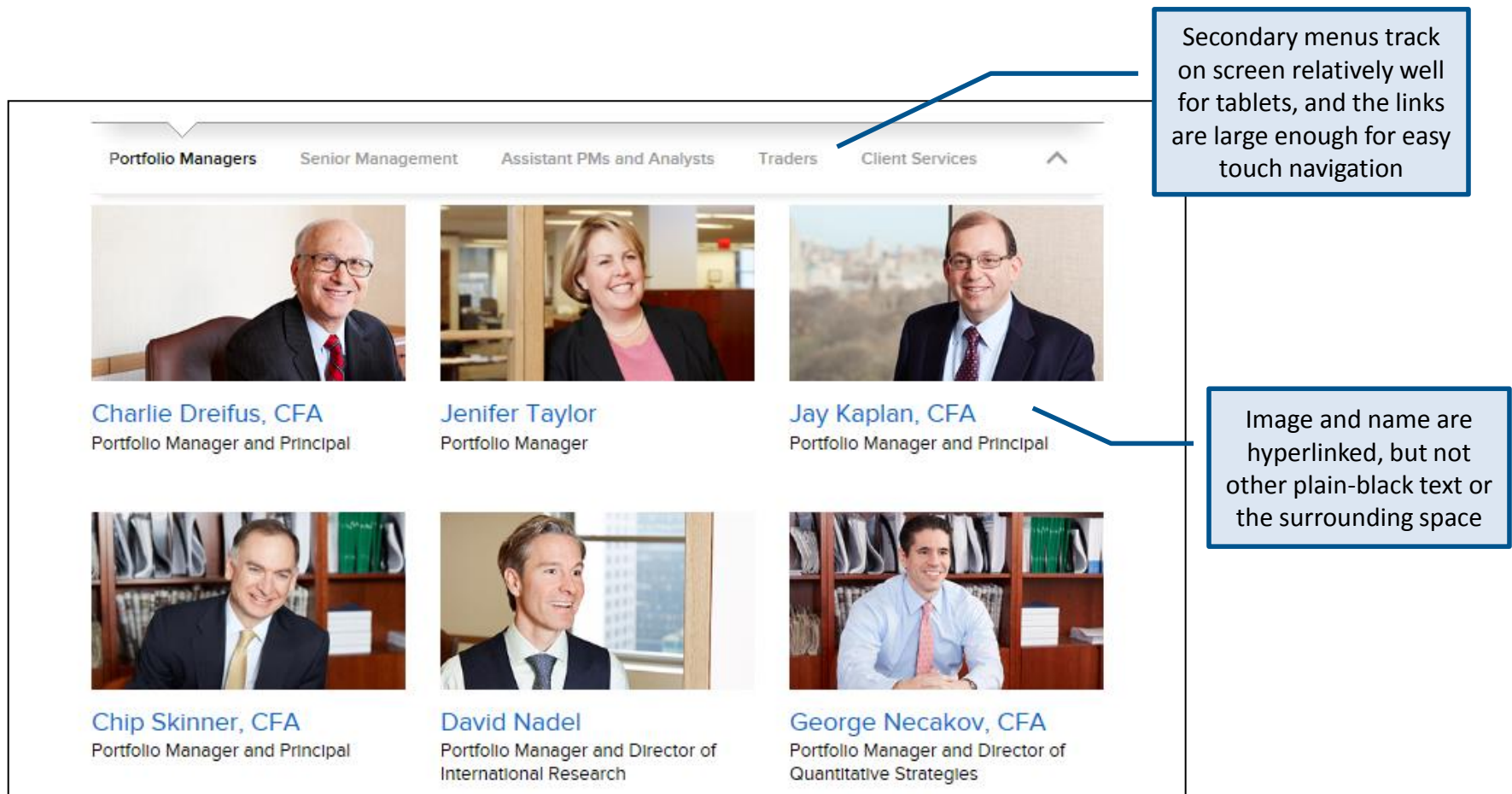
In the narrower portrait orientation, the site recommends that users switch to landscape to fit all page content on the screen

Content continues to the right, available by swiping or switching to landscape

Royce Funds Prices & Performance Table

MOBILE-FRIENDLY SITE, ASIDE FROM RESPONSIVE ELEMENTS

Some areas of the Royce Funds site utilize a secondary navigation menu that remains fixed to the top of the screen as the user scrolls down, and it works generally better and smoother on a tablet than similar features on other sites



Royce Funds Portfolio Managers

SUMMARY

Based on observations of these firms and more in CI's coverage groups, financial services firms are gradually rolling out new websites with clear, tablet-friendly features in mind. The prime examples include both firms with tablet-optimized apps on the market as well as firms relying on their websites as their main mobile presence. Key tactics include making overall design more spacious, with fewer, larger, more image-centric elements and "swipeable" rotating promotional displays. As such, homepages and other overviews tend to be the first pages converted, while more content-heavy pages deeper in the sites are often yet to be upgraded.

Other firms not reviewed in this study take related approaches to tablet-friendly design. **Charles Schwab's** revamped website features a Windows-like homepage with touchscreen-friendly images and boxes. **Capital One** uses Responsive Web Design, albeit a simpler two-size layout than Royce Funds. **Alliance Bernstein's** fund profiles are sized to a tablet screen and feature user-friendly and space-efficient tabbed browsing. These types of features should become more prevalent as firms enhance their sites with growing tablet use in mind.

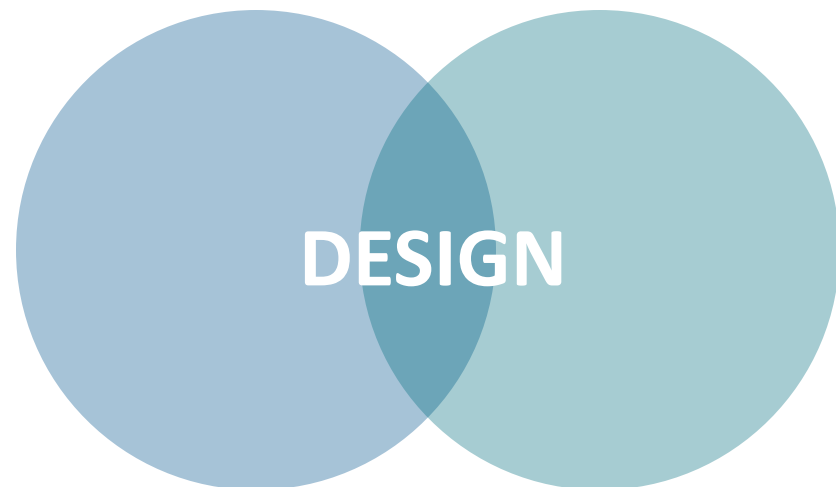


THREE TIPS FOR FINANCIAL SERVICES FIRMS

#1 ADOPT A MORE SPACIOUS, IMAGE-CENTRIC DESIGN

Tablets have ushered in a new visual Web design aesthetic. Users expect an image-centric –and even rich-media – experience, and are frustrated by small, closely-packed text and hyperlinks. Tablet-friendly pages should reflect this new usability standard. They should use more images and larger text that is easy to read and click.

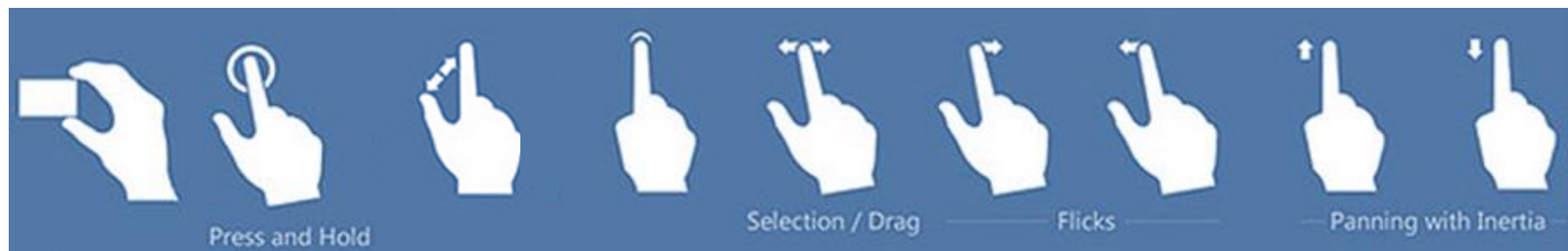
While promotional imagery is already ubiquitous on financial services websites, firms should be wary of cluttering homepages with too much varied content. Screen real estate is more precious on a tablet, whether it uses a smaller responsive layout or simply zooms out to fit the full page width on screen. It calls for a more measured touch in terms of what images to promote and links to include.



#2 MAKE INTERFACES FRIENDLY TO TOUCH CONTROLS

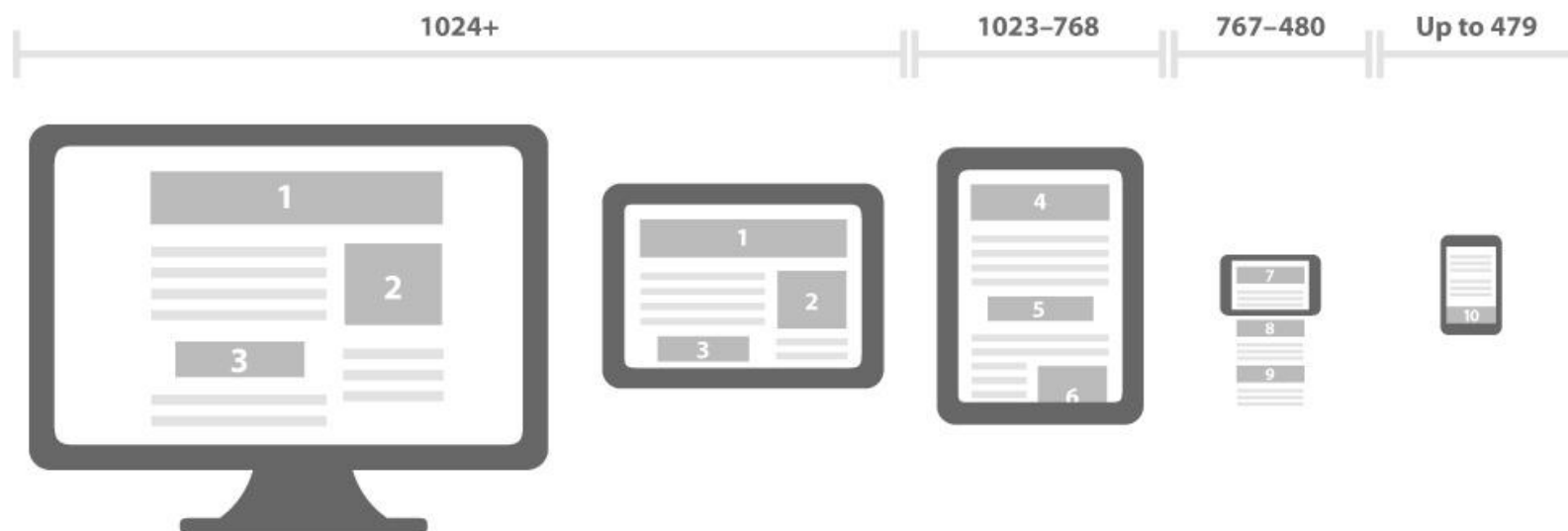
Tablets' touchscreen controls are fundamentally different from navigating with a computer mouse. Fingers are bigger and less precise than a mouse cursor, and do not have the benefit of hovering to reveal hidden navigation elements. However, they do offer some advantageous, intuitive controls. Users can swipe horizontally to advance image displays, use two fingers to zoom and rotate the device to change the screen length and width.

As firms add images to their sites, they should make sure they are tablet-friendly functionally, not just visually. Tablet users should be able to tap anywhere to proceed to the linked content, not just on a text label or caption. Rotating image displays should likewise be controlled by swiping, not just small arrow keys. In addition to making sure these controls function properly (e.g., don't interfere with vertical scrolling), firms should also make sure to leave visual cues for tablet users. Shading and gradients can make buttons and images clearly "pressable."



#3 RESPONSIVE WEBSITES SHOULD USE MORE THAN TWO SIZES

Websites using Responsive Web Design can offer a streamlined, consistent cross-platform experience, but designing in just two sizes – full-size screens and smartphones – may overlook tablets. The best experience on those devices comes through an optimized display that may be narrower or more compact than on a full monitor, but would not require users to zoom in to view any page elements. Designers should even be conscious of the difference between tablets' portrait and landscape modes and make sure key content is not cut off horizontally or vertically.



CI'S USER RESEARCH SERVICES

User Testing is a powerful research tool that can help you:

- Understand the needs and expectations of your clients
- Prioritize improvements to your interface
- Discover design flaws
- Improve customer satisfaction

Corporate Insight is here to help with all of your User Testing needs. Our User Research team can:

- Design studies that test key features of your website or mobile app, as well as those of key competitors
- Recruit participants that represent your target audience
- Provide you with a detailed analysis of test sessions
- Assist you with your existing usability efforts by moderating tests you have designed or hosting tests at our facility, conveniently located above Grand Central Station in Midtown Manhattan

CI's User Research services also include:

- Expert Reviews – Focused assessment of your website or mobile offerings based on established usability heuristics, design principles and industry best practices by one of CI's usability professionals.
- Website Audits – Benchmark your customer website and mobile platform against peers in terms of design, functionality, usability, etc. and provide actionable recommendations for improvement.



To learn more about our *User Research* services, please contact **Alan Maginn**, Director, User Research, at 212-832-2002 x-116 or amaginn@corporateinsight.com.

CORPORATE INSIGHT THOUGHT LEADERSHIP



[Next-Generation Investing: Financial Startups and the Future of Financial Advice](#)

Corporate Insight currently tracks over 100 startups that represent a wide range of new ideas when it comes to financial advice and investing. This study, due out this October, will focus on each new idea, analyze how it compares to what established financial institutions offer and examine the potential impact on the investment industry. Download the study preview!



[Alternative Investments: How Asset Management Firms Frame Their Funds](#)

This white paper examines how asset management firms are promoting and positioning alternative investments on their websites by assessing the online product and educational content and outreach efforts of four leading firms in the space: BlackRock, CNL Securities, Deutsche Asset & Wealth Management and Eaton Vance. Our goal is to provide a comparison of website content and marketing efforts aimed at educating investors and preparing advisors for alternative fund conversations.



[Facebook Marketing Campaigns - Social Media Initiatives in the Insurance Industry](#)

This slide deck highlights some of the engaging Facebook marketing campaigns initiated by P&C Insurance Monitor firms this year and offers a few Facebook marketing tips for insurers.



[2013 Mobile Finance Trends and Innovations](#)

This slide deck includes commentary on mobile developments, key takeaways for financial services firms and thoughts on what's next for mobile finance.



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