



Sharing banking insights & innovation

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Agenda

1. Our accessibility journey
2. Research insights
3. Case study: our mobile banking app
4. Some examples of innovation in customer service
5. Beyond accessible services
6. Q&A

Our accessibility journey so far...

98% Physical Accessibility

Think a little differently

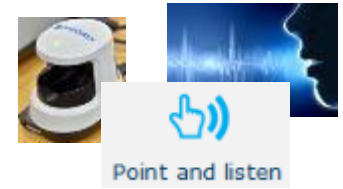
Partner with the right experts

External Commitment

Continuous innovation



Talking ATMs



Charter commitment & dedicated resource

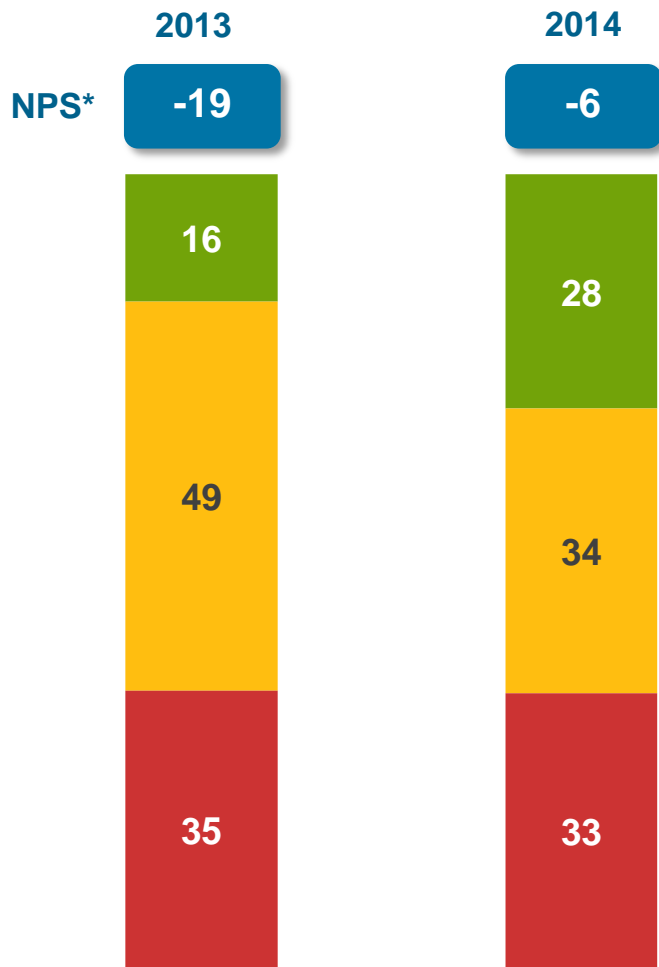
Living in our customer's world event

Create Accessible Services

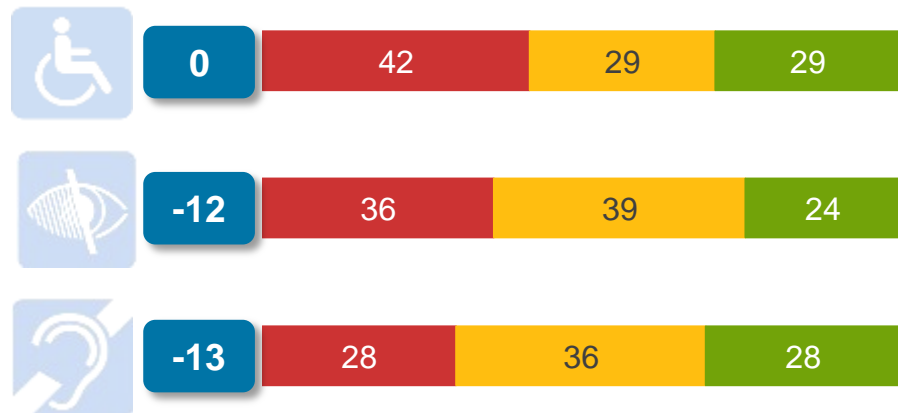
Awareness & Engagement

Embedding into our DNA

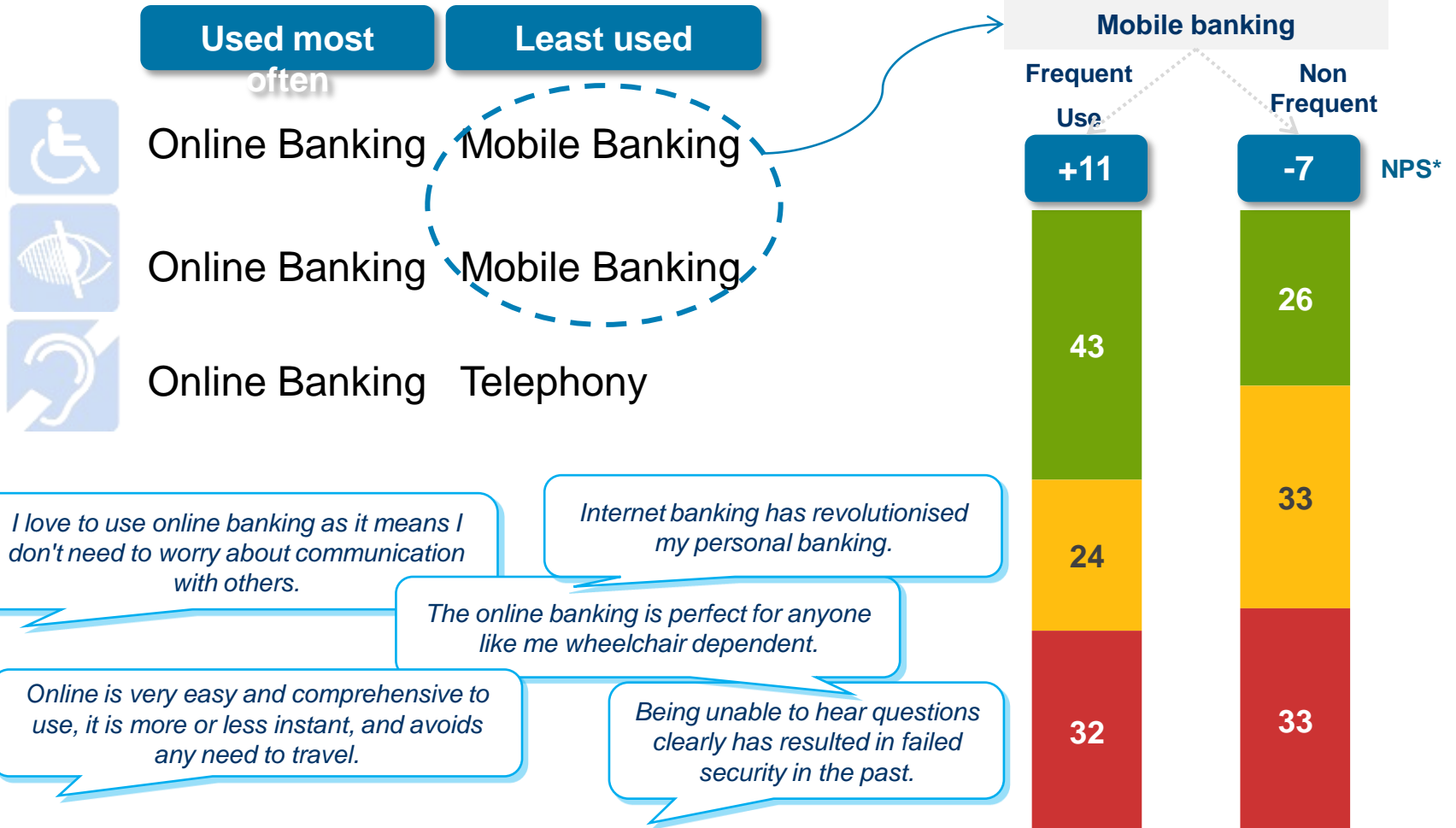
Customer Research Insights



- 400+ disabled & older customers asked about their experience with us
- Customer Satisfaction (NPS) largely neutral for overall customer base.
- Experience of customers with disabilities is generally worse

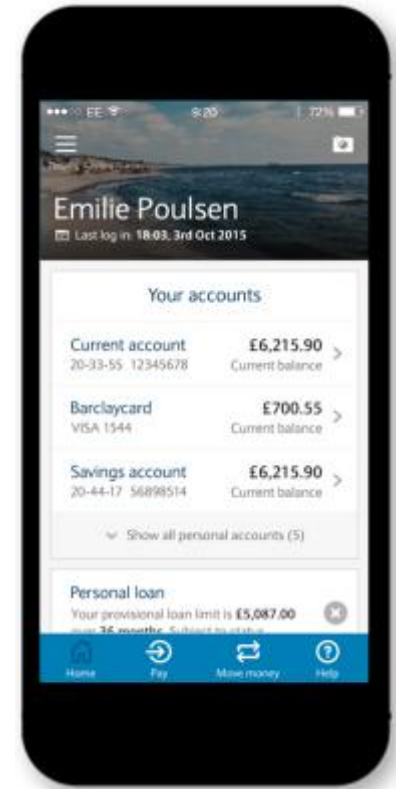


Channel usage varies depending on the disability and experience the customer has



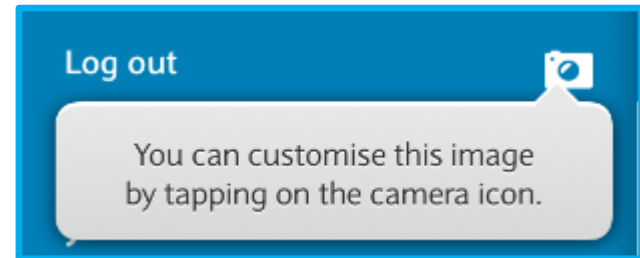
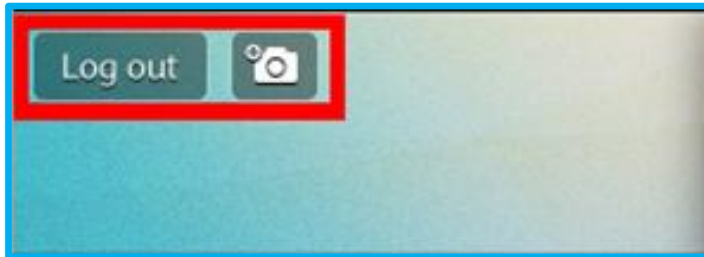
Case study – mobile banking app

- 4m customers, 1.5m unique logins/day
- Mobile presence very important - half of Barclays customers go straight to mobile
- App redesigned in 2014, accessibility being a core principle from outset
- Aim of obtaining independent accessibility accreditation
- AbilityNet engaged in weekly review meetings, iterative disabled user testing and onsite support & training



Case study – user testing examples

Button proximity: In disabled user test, user commented on how close **Customise** and **Log out** buttons were



Input labels: Registration fields labelled via placeholder text increased cognitive load.

Your Account Details ⓘ

Enter the details of the current account you'd like to register for Barclays Mobile Banking. Note that you can only register one current account per device

Sort Code

UK Account Number

Your Account Details ⓘ

Enter the details of the current account you'd like to register for Barclays Mobile Banking. Note that you can only register one current account per device

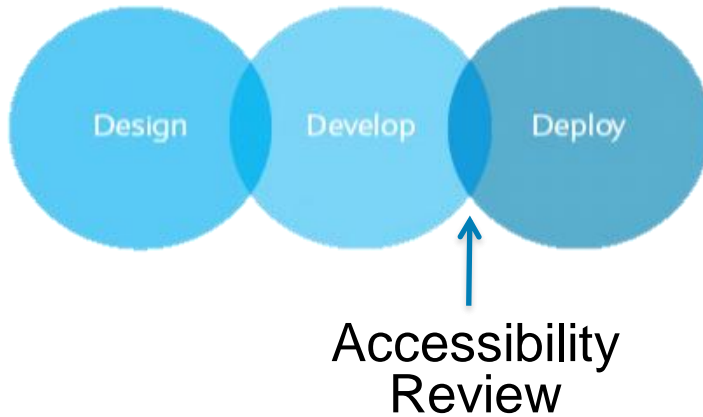
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Case study – what we did differently

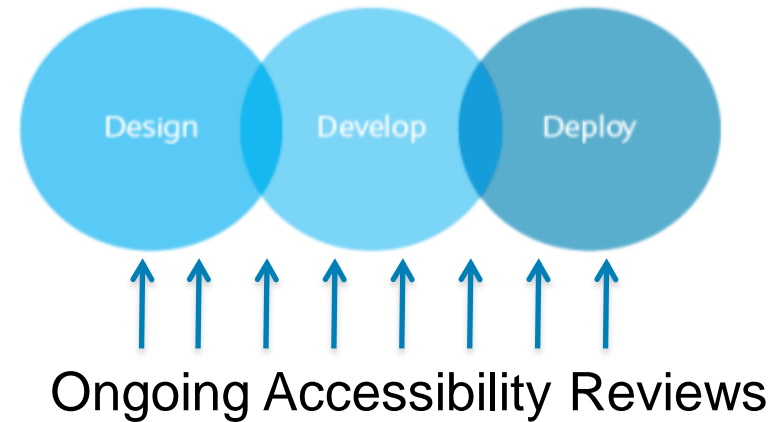
BEFORE

Too late to impact design significantly, only allows for retrospective changes



NOW

Part of core project, informed inclusive design



Outputs / Benefits

Better UX for all

More accessible

Diverse personas

Design patterns & UI guide

Testing framework & tools

Business value / What next?

Innovation examples



Sight

Hearing & Speech

Impairment types

Cognitive

Physical & Mobility



Not just about extra customer services

Marketing & Comms

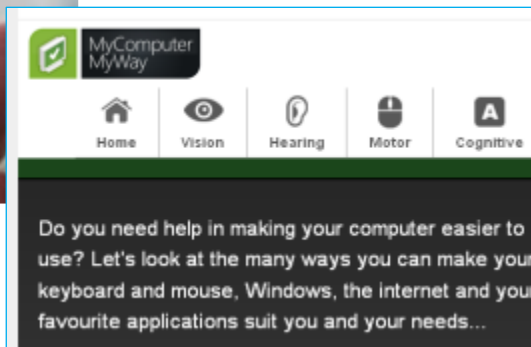
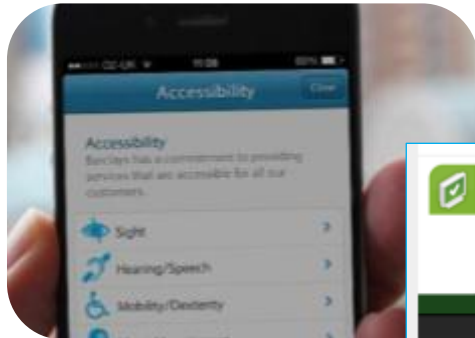
 @BarclaysAcces
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Intelligent Partnerships



Information & Support



Inclusive design thinking



Alternative services versus inclusive services: sometimes we have to treat people differently to treat them fairly

Text Relay Service

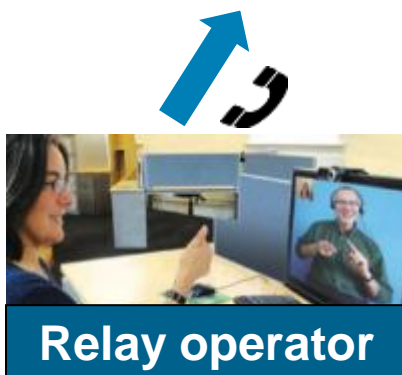


Relay Operator



Customer

Video Relay Service



Relay operator



Customer

Instant Messaging



Customer

Questions?

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Barclays supplier site (standards, principles & personas):

<https://www.home.barclays/about-barclays/suppliers/requirements-of-external-suppliers.html>

Technology Taskforce – maturity model

<http://technologytaskforce.org/accessible-technology-charter/accessibility-maturity-model/>