

BEST PRACTICES:

2015 Credit Card Mobile Sites and Apps



KEY LIME
INTERACTIVE
Optimize the Experience. Inform Design.

Who is KLI?



KEY LIME INTERACTIVE (KLI) is a user research firm that conducts both qualitative and quantitative research for Fortune 2000 companies, mid-to-large design agencies, and government agencies.

We make it our business to answer research questions that help a company move the needle in terms of acquisition, convergence, and customer experience differentiation.

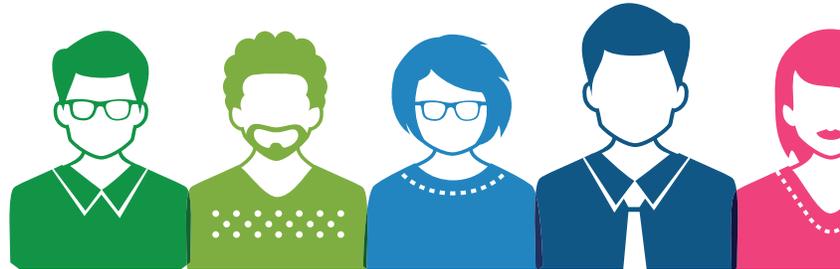
To our clients we are known as a valuable source for:

- Usability Research and Testing/
Human Factors Research
- Benchmarking and Competitive Analysis
- Strategic Research and Development:
Experience and Perception

We speak for your users while you design engaging experiences.



2015 Mobile Credit Card Consumer Insights



Consumer preferences regarding which features and capabilities they consider critical for a successful mobile experience.

KLI surveys 500 consumers bi-annually to gather feedback about how customers prioritize various features and capabilities and understand how credit card companies can increase satisfaction among their customers in the mobile touchpoint.

In the pages that follow, we've extracted some top insights into Best Practices to consider. These best practices consist of consumers most

desired features and capabilities on Credit Card Mobile Sites and Apps.

Consumer adaptation in North America is on the rise. 2/3 of smartphone owners surveyed have used their credit card company's mobile site or mobile app. However, only 46% are satisfied with the mobile offerings provided by their credit card company.

Reasons consumers may be dissatisfied vary—and include a financial institution's selection of available features, ease of use, site/app performance, and technical difficulties.

"2/3 of smartphone owners surveyed have used their credit card company's mobile site or mobile app."

Log In Process

Consumers are looking for easy access without sacrificing security.

Convenience:

- Saves Online ID
- Remembers the device you logged in on
- Provides an alternative way for customers to login without a username and password

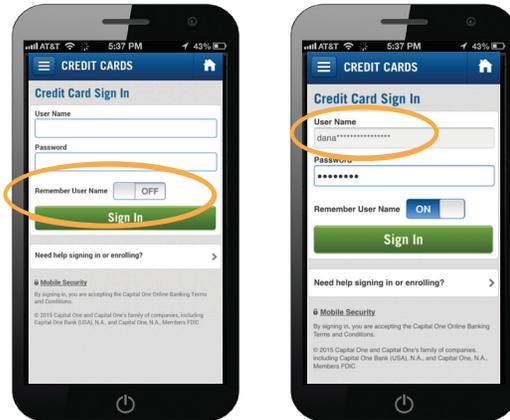


FIG.1

Options to Save Online ID and Remember Devices previous logged in on simplify log in process for frequent users

Capital One mobile app

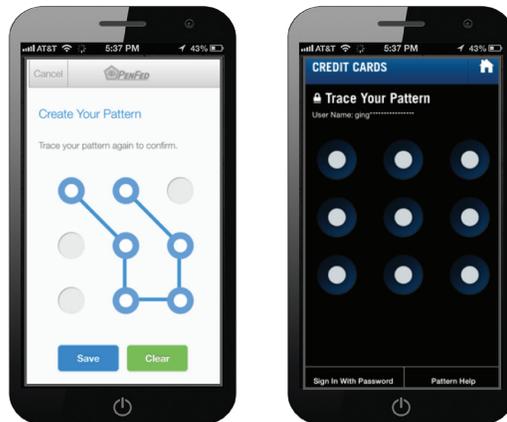
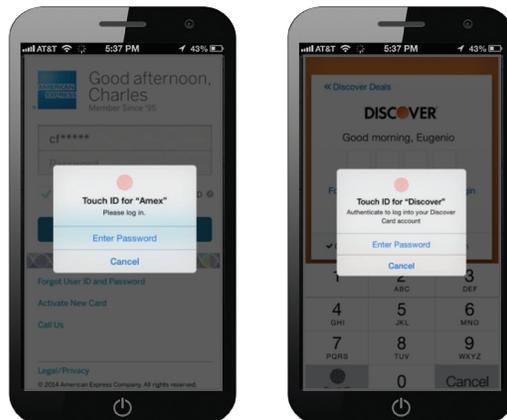


FIG.2

Several companies have incorporated pattern recognition to make accessing your account more seamless but not any less secure. (Top)

Other financial institutions provide customers the option of logging in quickly using Touch ID authentication. (Bottom)



(Clockwise) PenFed, Capital One, Discover, and Amex mobile apps

Log In Process

Security:

- Asks for additional authentication and security questions when device is not recognized or saved as a trusted device
- Displays a security lock on the login

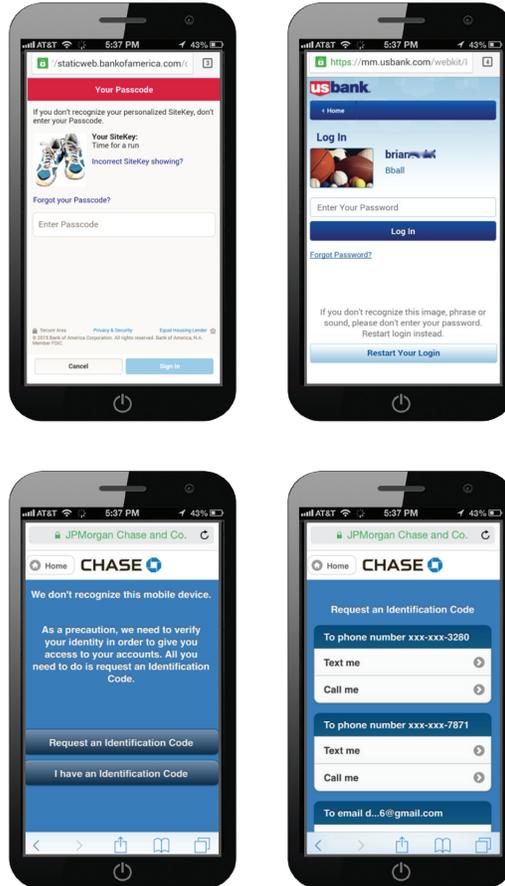


FIG.3

(Clockwise) Bank of America, U.S. Bank, and Chase mobile sites

Consumers expect their financial institution to be using the latest technology and protocols to keep their data secure.

Log In Process

INNOVATION HIGHLIGHT: USAA

Biometric identification is an advancement both consumers and the financial services industry are watching with great interest and anticipation of delivering not only a better customer experience but also greater security. When asked about the trade-off between security and convenience, 50% of consumers rated the ability to log in to their credit card account from a mobile device, without a username and password (biometrics, Touch ID, swipe pattern) a “nice to have” or “must have” feature.

Biometrics seems primed to continue wider adoption in the coming years. We asked consumers to weigh in about the importance of innovations in this area.

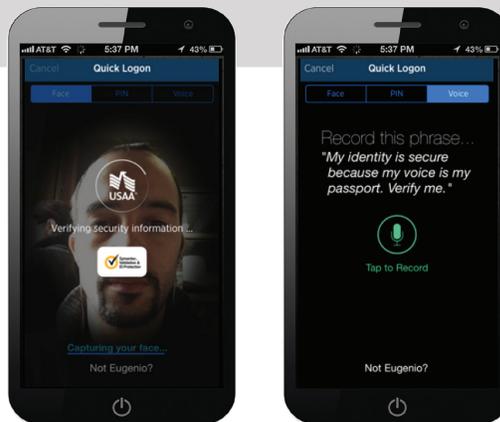


FIG.4

In late 2014, USAA launched a biometrics pilot program for a limited number of members to test facial and voice recognition login capabilities—and in Q1 2015, successfully rolled it out widespread. In April 2015, USAA added Touch ID capabilities.

View Account Activity

This is one of consumers' most valued capabilities—along with the ability to log in securely and view current balance.

Quick access to current account standing and recent activity:

- Provide summary of current balance and available credit
- Make it easy to view recent charges and payments
- Ability to view current statement

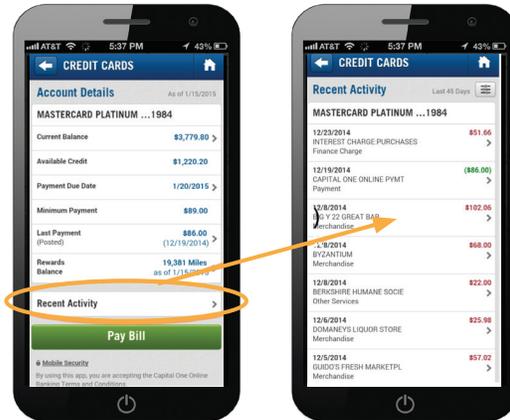


FIG.5

Customers expect a summary that includes their current balance and available credit as well as easy access to a detailed list of all recent charges and payments

Capital One mobile app

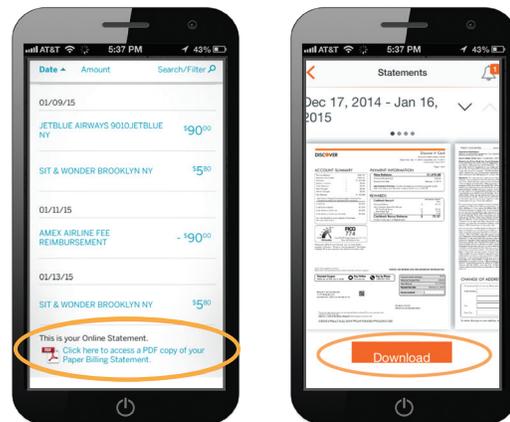


FIG.6

In addition to the online statement, some mobile sites/apps provide the added convenience of being able to view/print/download a PDF of the paper statement.

(Left to right) Amex and Discover mobile apps

CONSUMER INSIGHTS:

- 85% of consumers rated viewing their current balance, recent charges, and account activity important capabilities when accessing their credit card account from a mobile device.
- 79% say it's important to have access to their statements from a mobile device.

View Account Activity

Quick access to current account standing and recent activity:

- Pre-login snapshot view of account

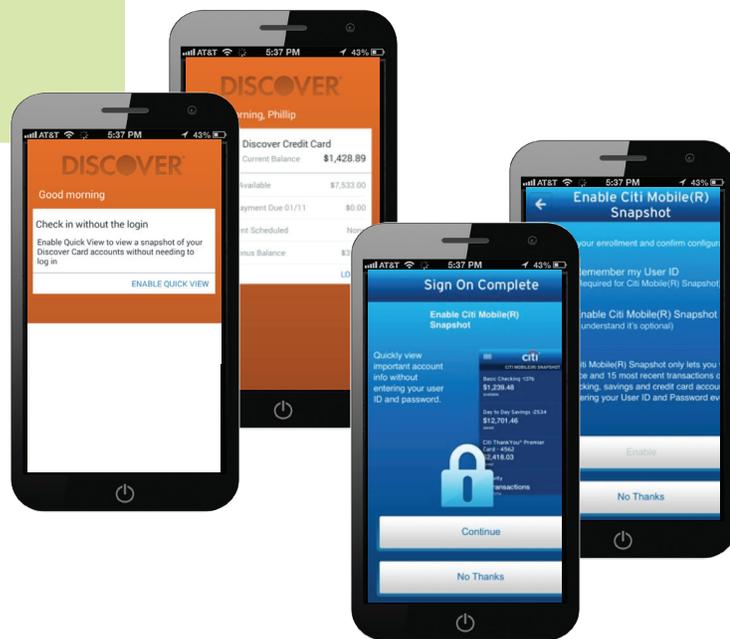


FIG. 7

Several app offer customers the option to preview a summary of their credit card account prior to signing in.

(Left to right) Discover and Citi mobile apps

CONSUMER INSIGHTS: Consumers are split regarding apps that allow customers to view an at-a-glance summary of account activity prior to logging in:

- 30% like the convenience and either use it now or would in the future
- 36% don't or won't use it because of privacy or security concerns
- 34% of consumers are neutral or undecided

View Account Activity

Visual clarity for quick scanning:

- Display transactions using different colors to visually separate debits and credits

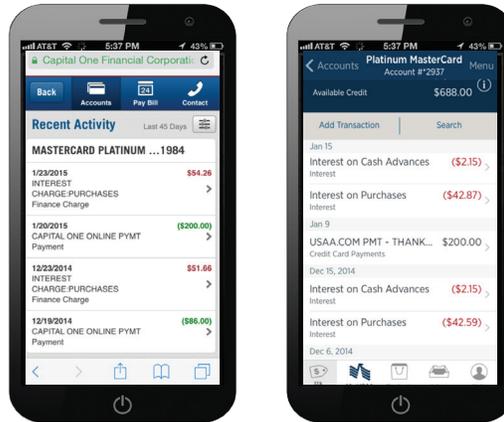


FIG.8

Color coding helps to visually separate different types of transactions

(Left to right)
Capital One mobile site
and USAA mobile app

Customers not only need access to an overview of recent activity, but also the ability to search for and quickly find specific transactions.

View Account Activity

Ease of finding specific transactions:

- Ability to search, filter, and sort transactions

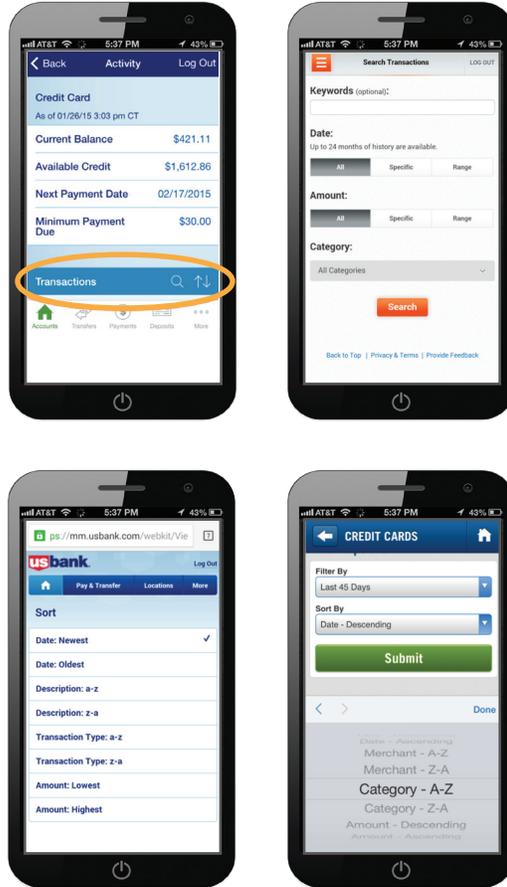


FIG.9

A number of mobile sites and apps offer robust options for searching, filtering, and sorting transactions

(Clockwise) U.S. Bank, Discover, Capital One mobile apps; and U.S. Bank mobile site

Access to historical data:

- More than last 30 days of transactions
- View/ download previous statements

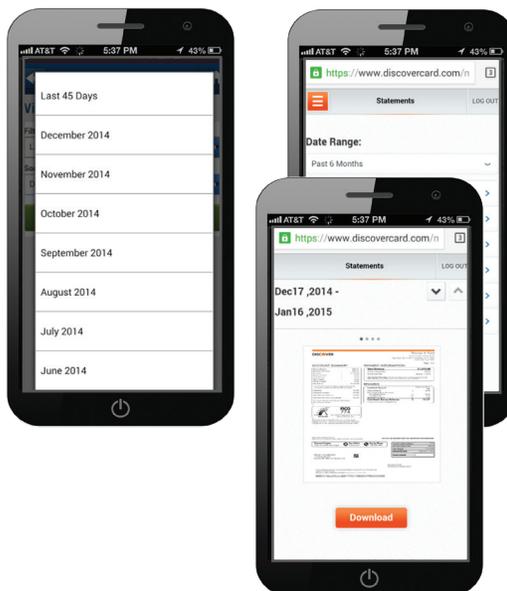


FIG.10

(Left to right) Capital One mobile app and Discover mobile site

Shopping: Offers/Discounts

An increasing number of consumers are incorporating mobile devices into their retail shopping behaviors.

Consumer insights:

In our 500-person survey, we learned that consumers have an appetite for more integration and leveraging of the capabilities of their smartphone when it comes to shopping.



FIG.11

Would you or do you already like to use your mobile phone for any of the following purposes, assuming they were available to you?

Compare prices when shopping	40.5%
To receive and manage discount offers and coupons	35.1%
To receive offers and promotions based on your location	25.9%
Organize, track, and store gift cards, memberships, loyalty and rewards points	21.6%
Make purchases in a store	20.4%
<i>Consumer survey results (n=500)</i>	

Shopping: Offers/Discounts

Nearby offers and deals:

- Ability to search for offers based on location, view on a map
- Receive notifications of offers/promotions based on location

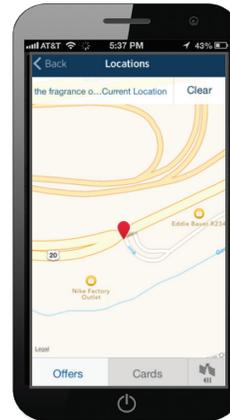
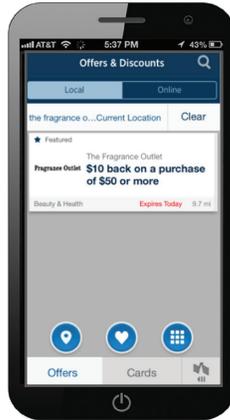
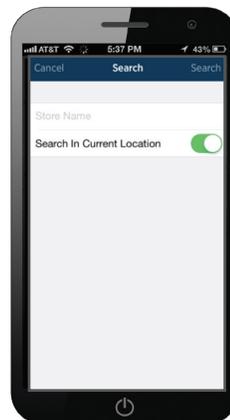
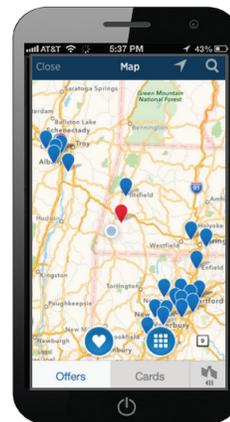
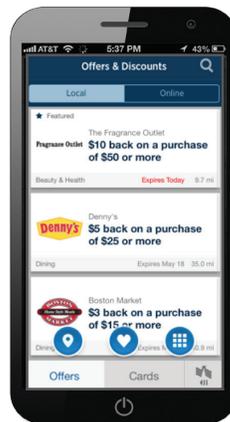


FIG.12

USAA members have quick and easy access to nearby offers and discounts from their mobile app

USAA mobile app



Shopping: Offers/Discounts

Organize, track, and store info:

- Option to save discount offers and coupons as 'favorites'
- Manage /store gift cards
- Track rewards points
- Loyalty programs and memberships information

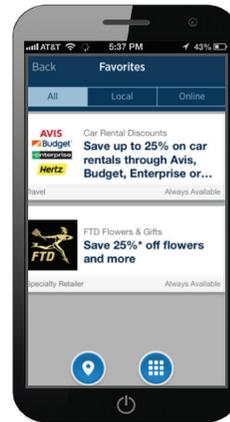
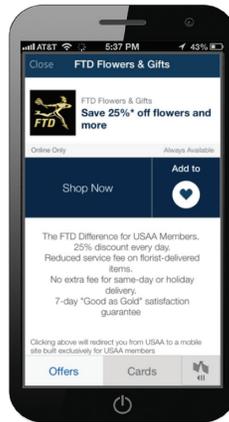
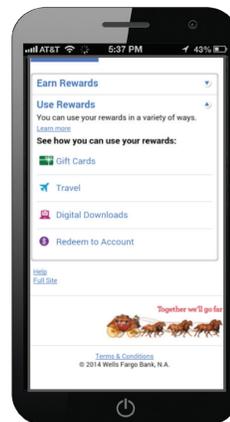
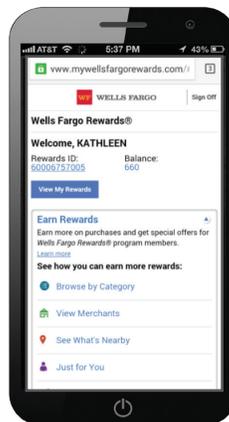


FIG.13

USAA's app makes it easy to save and access "favorites" for both nearby and Online store discounts

Wells Fargo makes it easy to earn, track, and use rewards



USAA mobile app and Wells Fargo mobile site

Shopping: Offers/Discounts

Online shopping:

- Find current online offers
- Search by keyword or browse by category
- Digital card for making purchases online

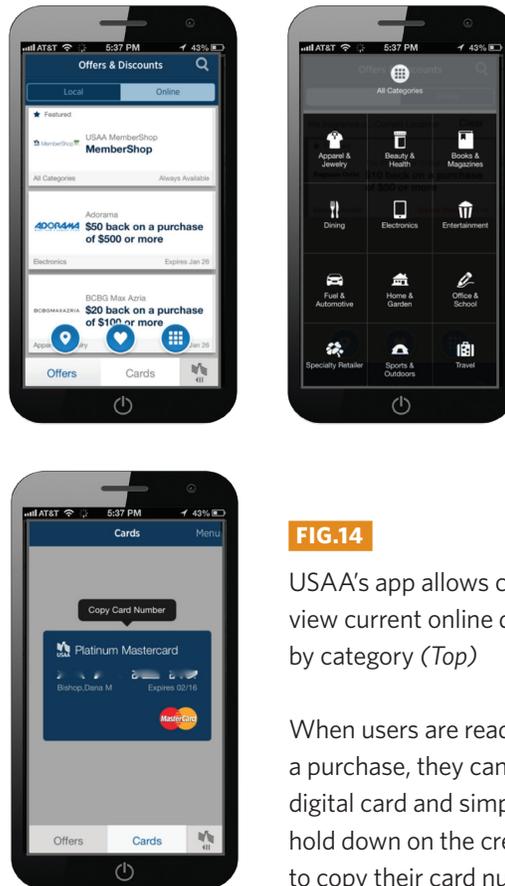


FIG.14

USAA's app allows customers to view current online deals or search by category (*Top*)

When users are ready to make a purchase, they can view their digital card and simply touch and hold down on the credit card image to copy their card number— all without leaving the Offers area of the app. (*Bottom*)

USAA mobile app

Consumers have an appetite for more integration and leveraging of the capabilities of their smartphone when it comes to shopping

KLI IS A RECOGNIZED LEADER

in syndicated reporting and releases similar studies in a variety of industries quarterly and semi-annually. Our Competitive Indices are largely focused on user expectations, satisfaction and overall experiences. We excel at combining the reporting of status with the needs of the audience. This powerful combination enables industry players to prioritize their efforts as they work on future releases of their digital properties.

We have reports for Mobile Banking and Mobile Credit Card available in December and June. For more information, or to purchase these reports, you can email sales@keylimeinteractive.com.



**Optimize the Experience.
Inform Design.**

info@keylimeinteractive.com
305.809.0555