

WISE.COM

1. Main idea/purpose

The screenshot shows the Wise website homepage. The main headline is "The 6x cheaper international account." To the right, there is a currency converter tool. A red text overlay is placed over the middle of the page, stating: "The main idea/purpose is not quickly understandable for users. All looks like a total alternative to banks (to send cash?) and like very complicated solution (international account & credit card) at the same time."

TransferWise is now Wise. [Read more.](#)

Wise Personal Business Money transfer Multi-currency account Help EN Log in Register

The 6x cheaper international account.

You send 1,000 EUR

8.64 EUR Fast transfer fee

= 991.36 EUR Amount we'll convert

x 0.835750 Guaranteed rate (45 hrs)

Recipient gets 828.53 GBP

You could save vs banks Should arrive

Over 12 million customers [Read on Trustpilot](#) FCA regulated [Learn more](#) Compare price Get started

My variant:

This screenshot shows the same Wise website homepage, but with a video player overlay on the left side of the main headline. The video player has a green "Wise" logo and a play button icon. The rest of the page content, including the currency converter and footer, remains the same as in the previous screenshot.

TransferWise is now Wise. [Read more.](#)

Wise Personal Business Money transfer Multi-currency account Help EN Log in Register

The 6x cheaper international account.

Make cheap transfer now:
– from your bank account or debit/credit card

You send 1,000 EUR

8.64 EUR Fast transfer fee

= 991.36 EUR Amount we'll convert

x 0.835750 Guaranteed rate (45 hrs)

Recipient gets 828.53 GBP

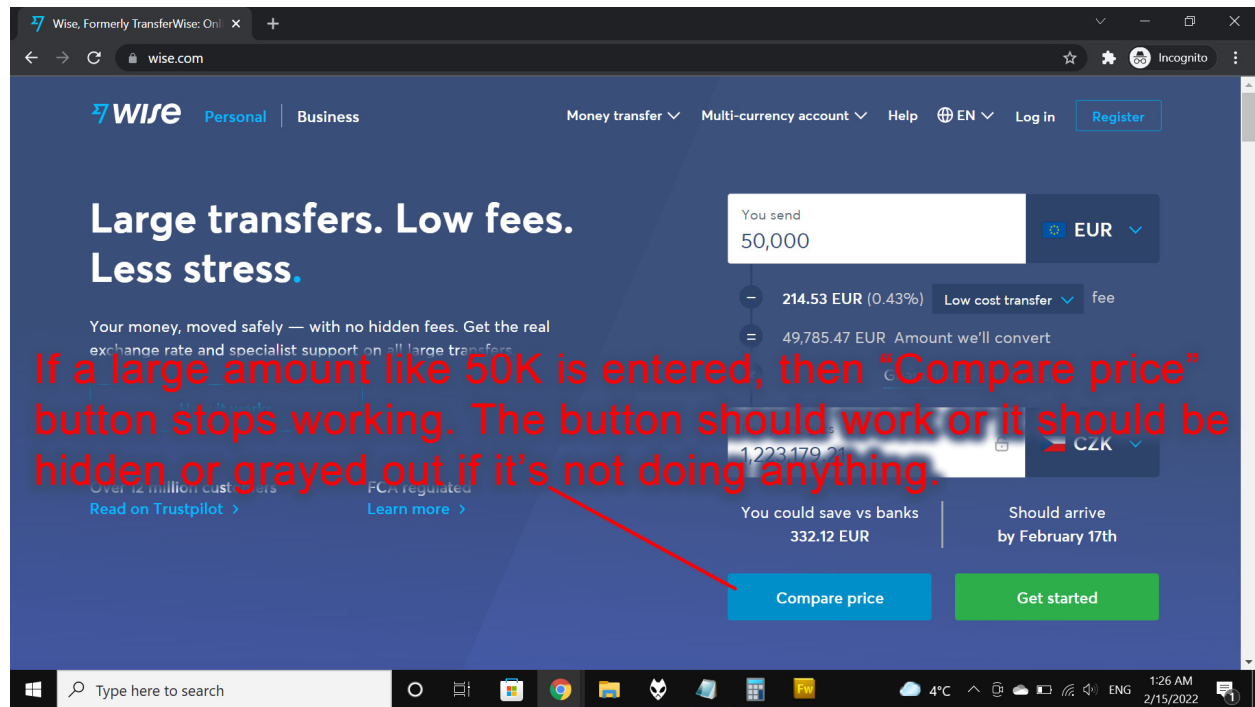
You could save vs banks Should arrive

Over 12 million customers [Read on Trustpilot](#) FCA regulated [Learn more](#)

As you can see, I added a call to action, which is already a good thing!

But, it has a much deeper point – to show users that they can just make a cheap transfer here... and how they can make it. Also, it's not conflicting with another message on the left.

2. Large amounts



3. Comparison

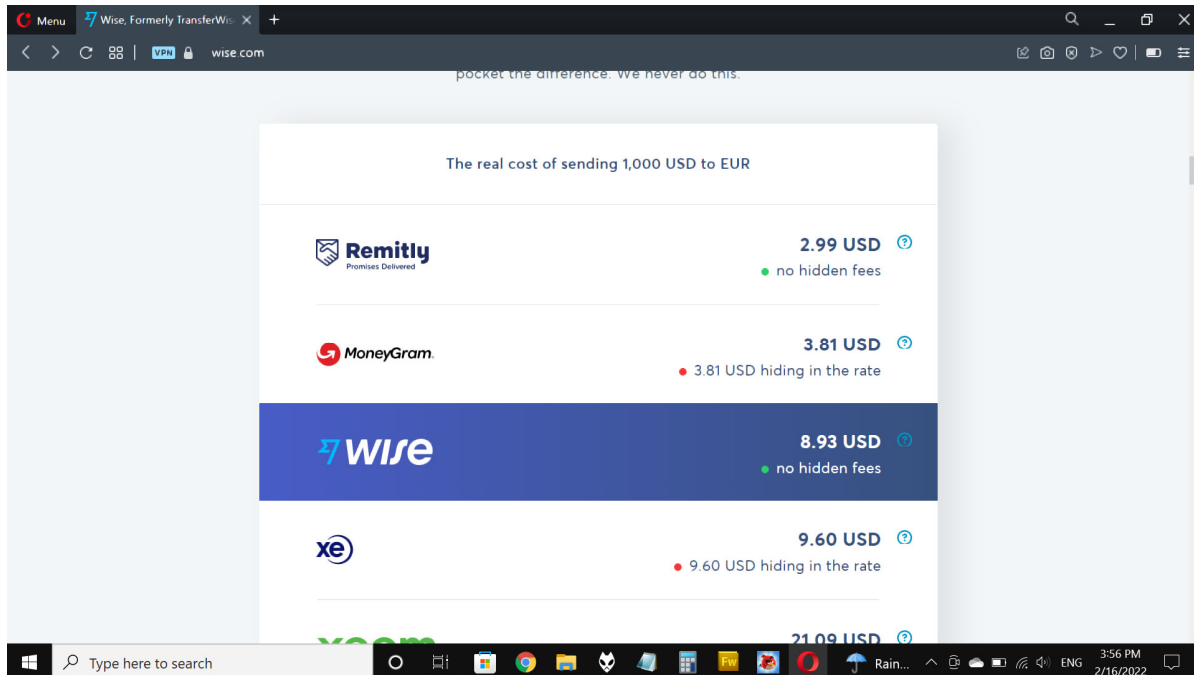
Being honest is good, but the point of marketing is to show that you're better. Maybe the situation was different in the past and you were more expensive in very rare cases, but what I'm seeing now is that **your own website shows your service not being the best in around 30%-40% cases** (in my experiments, at least).

I suggest reviewing this practice, as you're losing potential customers by promoting competitors. There are several ways to fix the issue like just stopping monitoring some competitors who are being cheaper too frequently (I guess you're not monitoring all the players on the market, anyway).

Or move the full comparison one click further, by showing something like "Quick Comparison" at first with more expensive ones only, but providing a link to "Full Comparison". Or "Comparison with more expensive ones" (shown by default) with a link to "Comparison with all"...

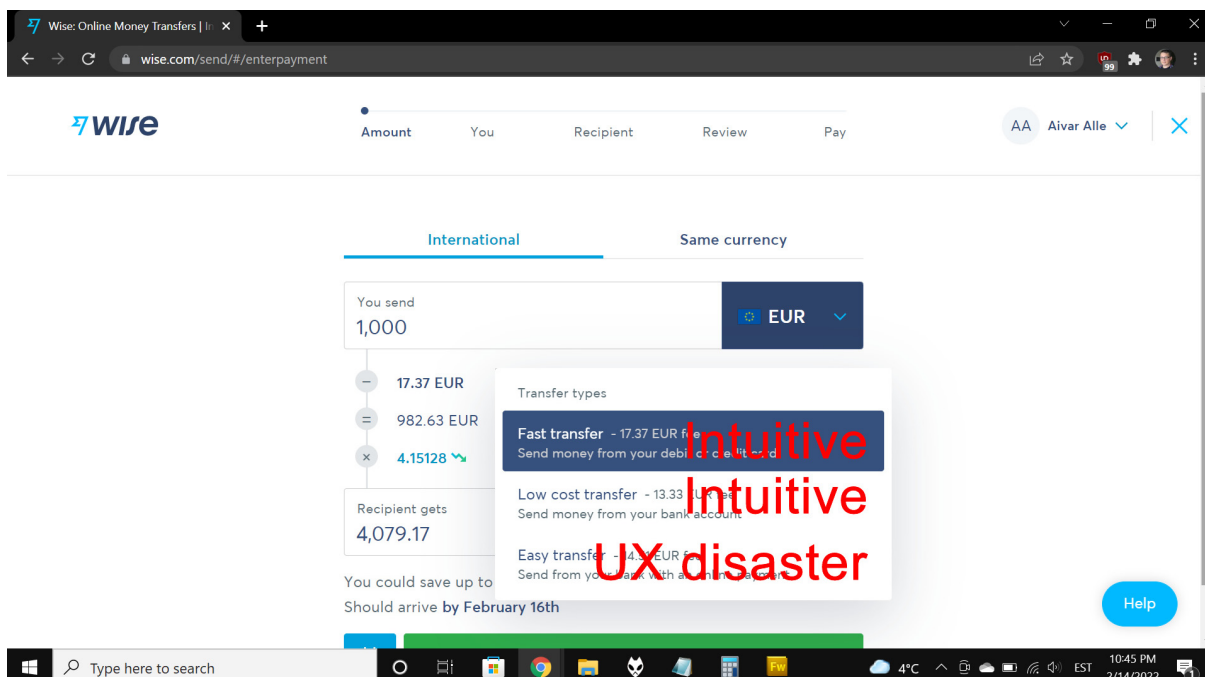
Just a UX/UI trick to improve the first impression: many user's won't dig further.

As you can see, you're sometimes not even N2:



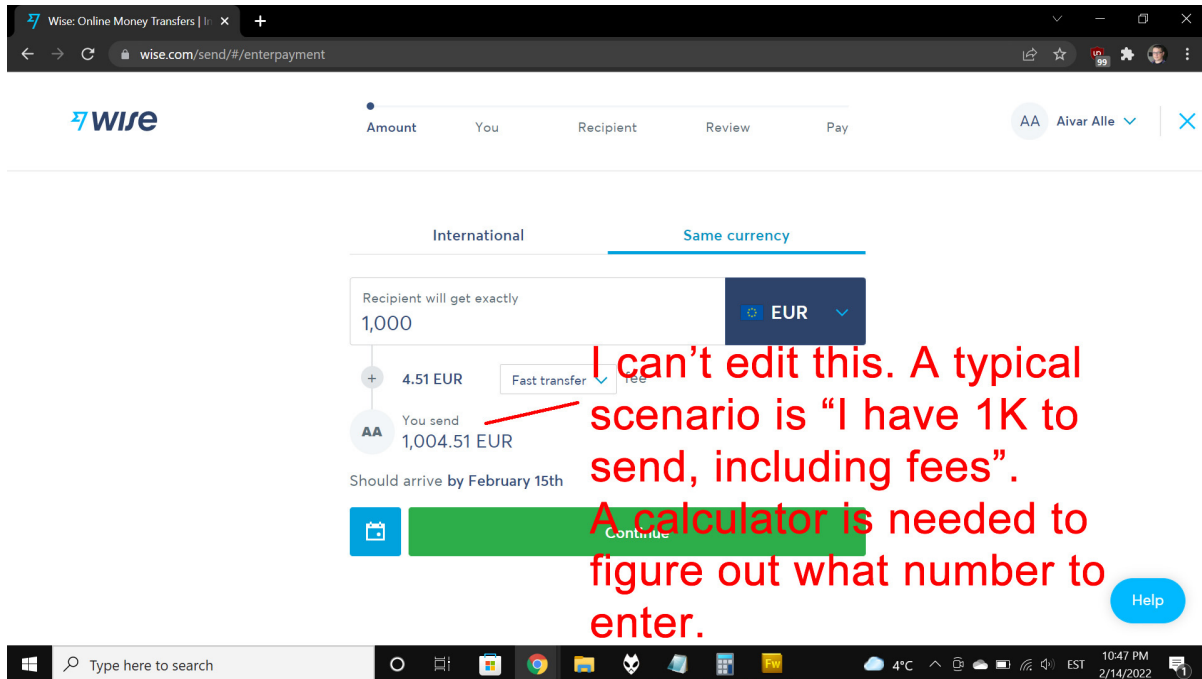
4. Transfer types

It's not intuitively understandable what "Easy transfer" is and there is no link or something. Even if users in some countries know the term, I'm also seeing it here from Estonian IP, for example. Users have to go somewhere by themselves to get the required information. My quick suggestion is to add (?) or (i) icon.

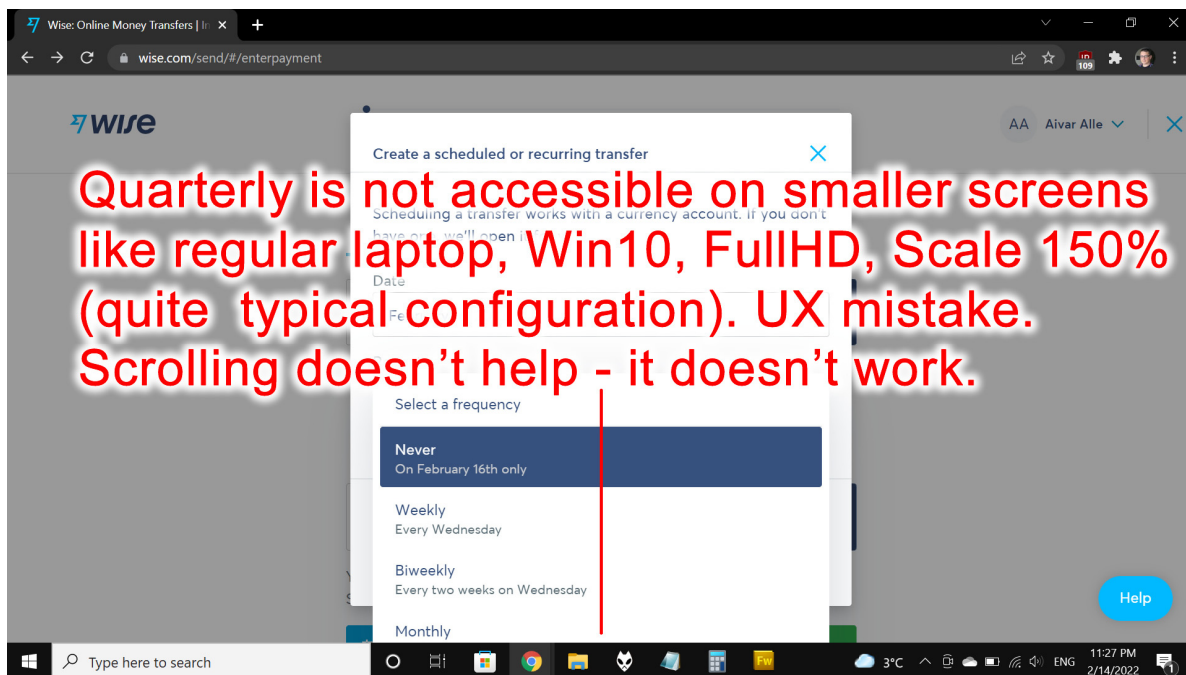


5. Same currency transfer

Well, making users calculate manually with a calculator and to try different numbers... not good.

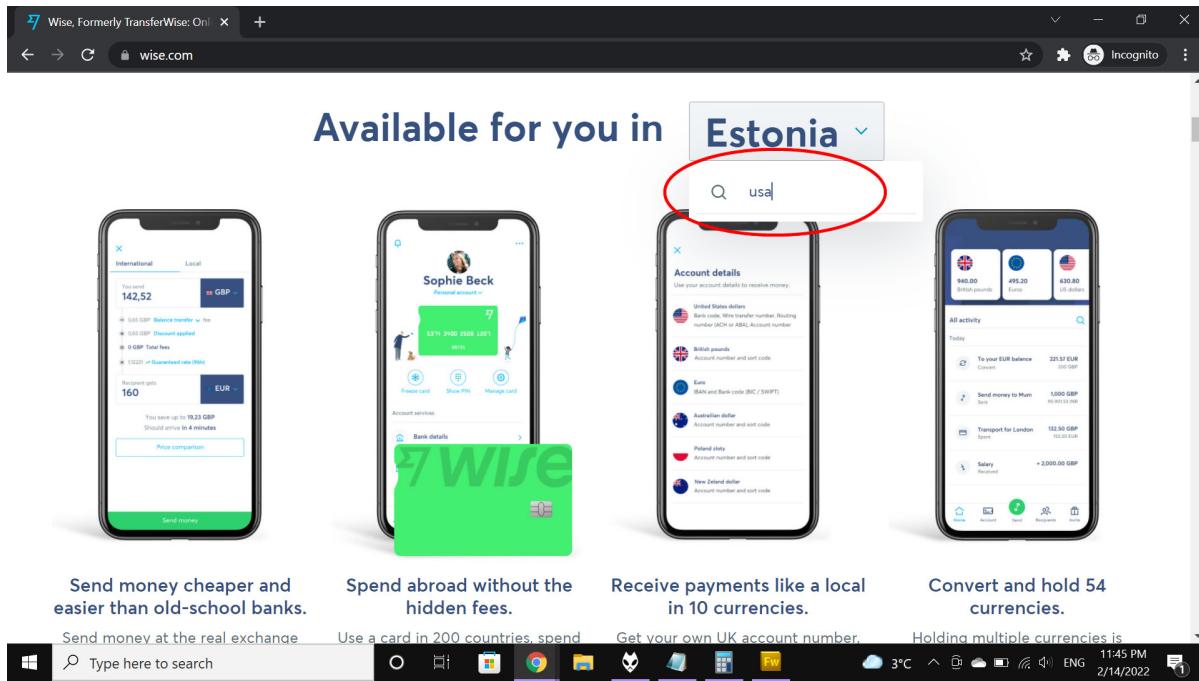


6. UI is not always adapted for laptops & smaller screens



7. Smartness of country selector (on the front page)

It's actually not bad, it catches "UK" and "UAE", for example. Unlike many other Estonian IT corporations, you paid attention to this. **But, why is the system not catching "USA"?:** :)



8. EUR transfer to a non-EU country

The system asks for IBAN or Account Number. But a user may have both numbers. It's a little bit confusing what to enter in such a case. While IBAN is mentioned first and therefore prioritized, the pre-filled example prioritizes simple Account Number...

Of course, after some thinking a user will finally just try something hoping that it will work... Still, a good UX is about avoiding confusing situations, my quick suggestion is to add (?) or (i) icon with the answer.

A screenshot of a web form for entering an IBAN or Account Number. The label "IBAN / Account Number" is above a text input field. The input field contains the pre-filled example number "123456789012". Below the input field is a large blue button labeled "Confirm".