

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 form for sending money: "You send 1,000 EUR", "8.64 EUR Fast transfer fee", "991.36 EUR Amount we'll convert", "0.835750 x Guaranteed rate (45 hrs)", and "Recipient gets 828.53 GBP". At the bottom, it says "Over 12 million customers", "FCA regulated", "Compare price", and "Get started". A red text overlay is present over the right side of the page.

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.

My variant:

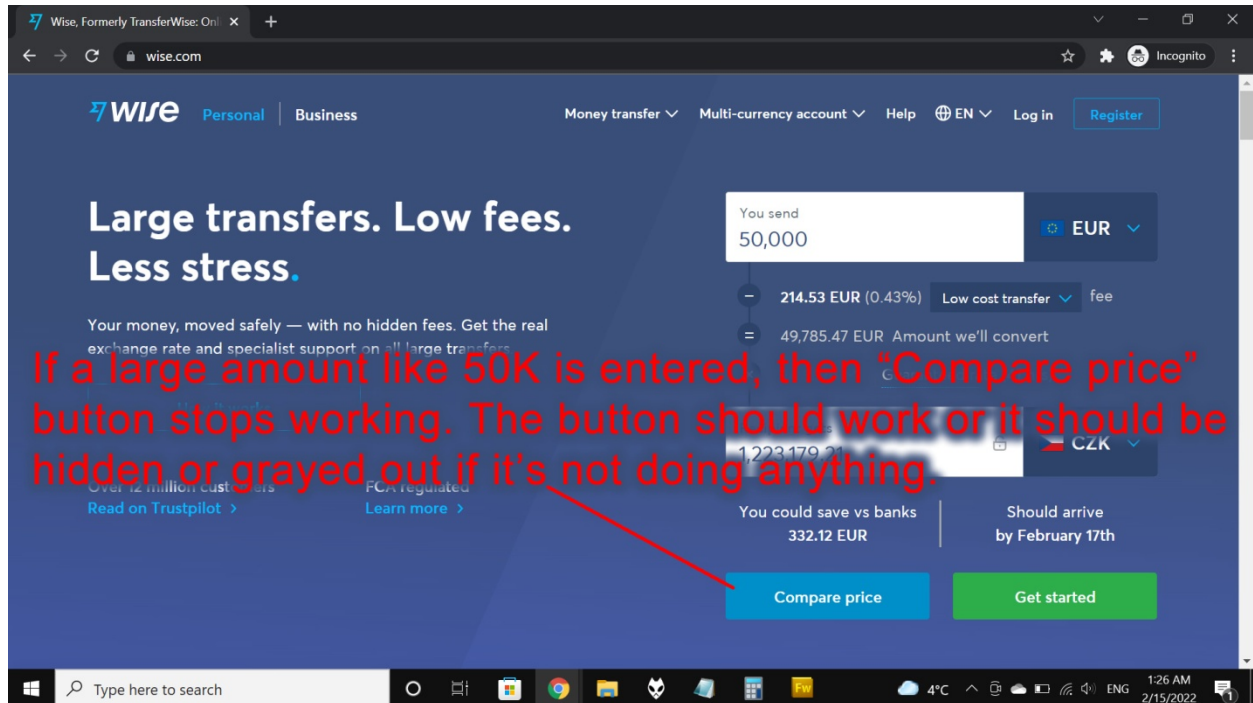
The screenshot shows the same Wise website homepage, but with a video player overlay on the left side. The video player has a play button and a "Wise" logo. The rest of the page content is identical to the previous screenshot.

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

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

The first impression the target group gets about your technical quality: non-working button.



3. Comparison

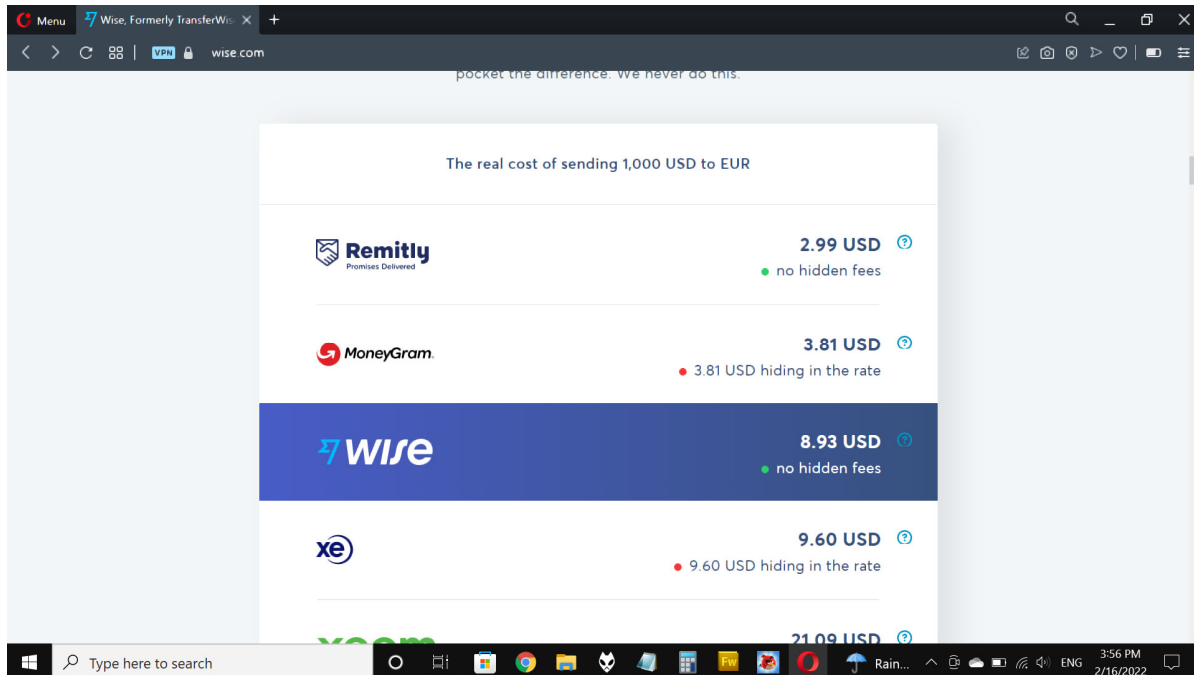
Being honest is good, but the point of marketing is to show that you're better. Maybe the situation was different in the past and you were more expensive in very rare cases, but what I'm seeing now is that **your own website shows your service not being the best in around 30%-40% cases** (in my experiments,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

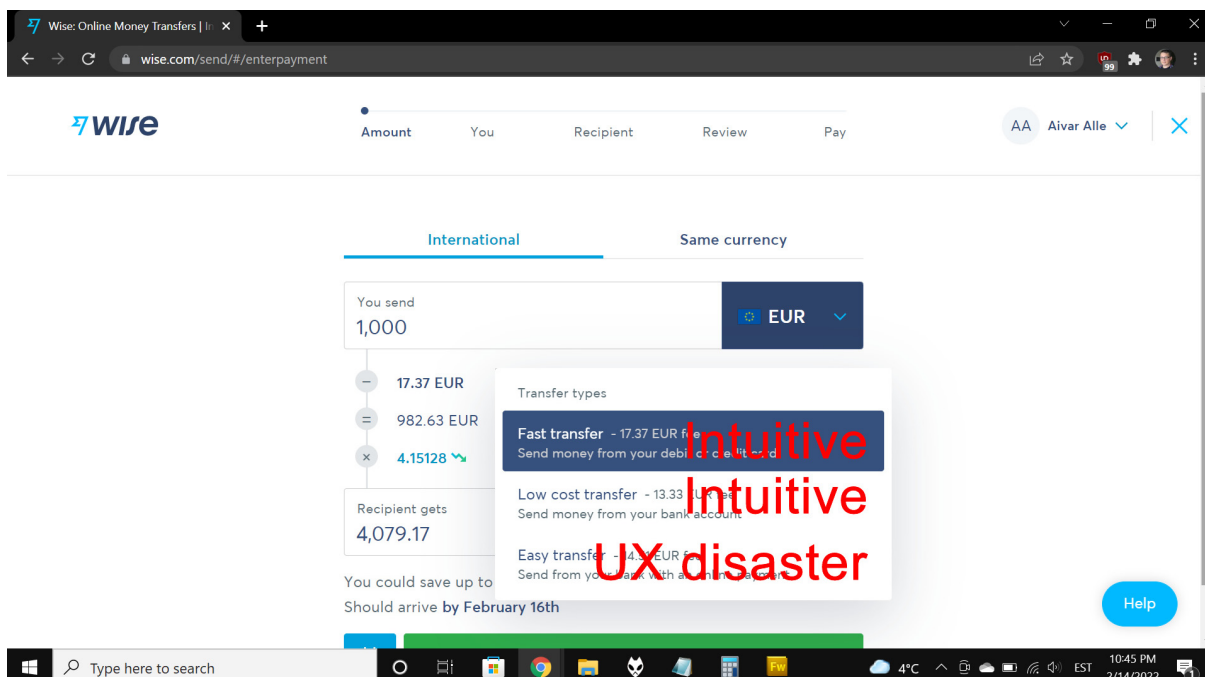
Just a UX/UI trick to improve the first impression: many user's won't dig further.

As you can see, you're sometimes not even N2. Btw, this happened with the default value (1000).



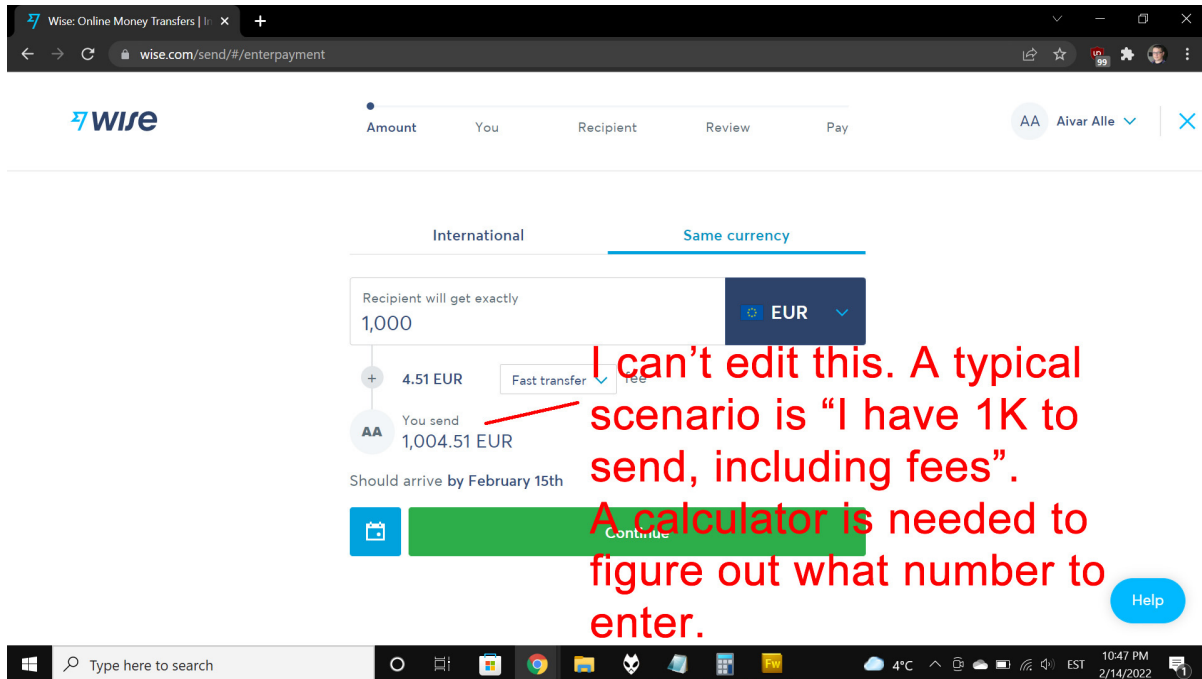
4. Transfer types

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.

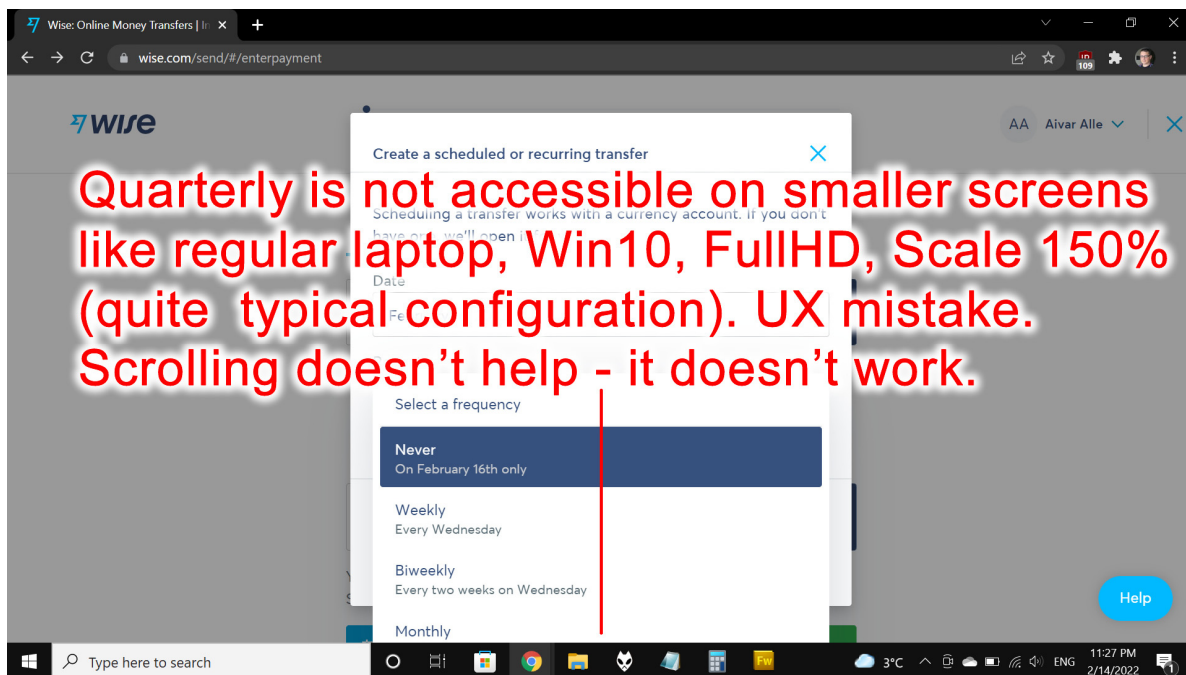


5. Same currency transfer

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

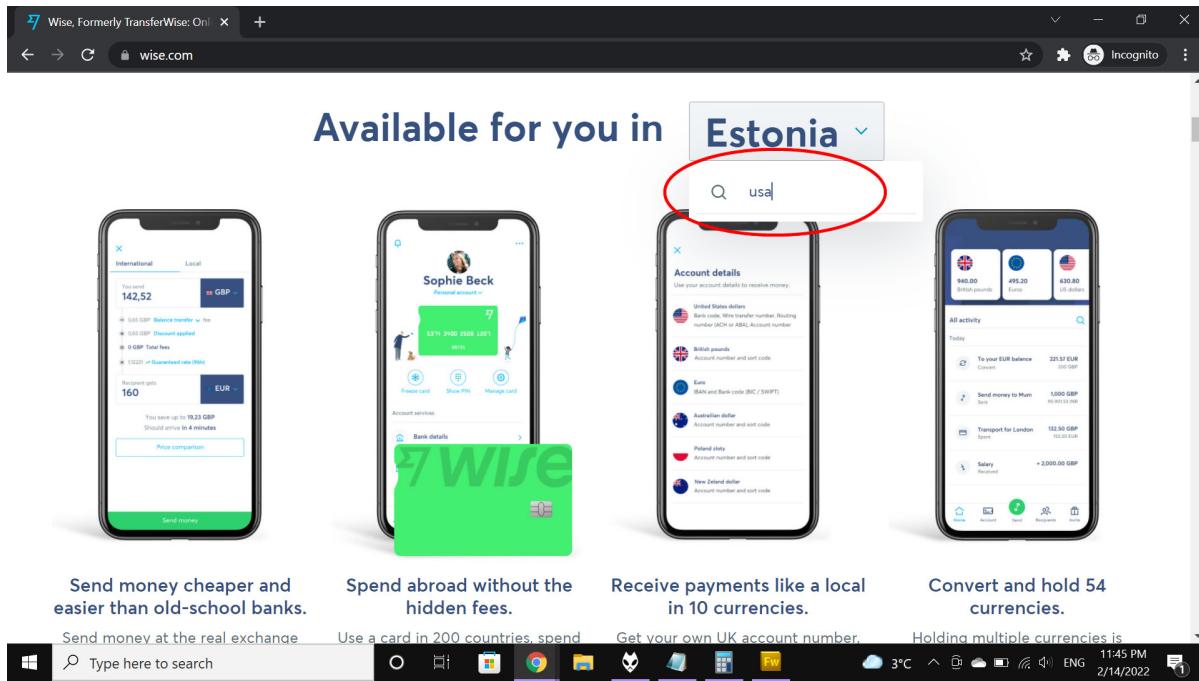


6. UI is not always adapted for laptops & smaller screens



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: Outside Europe

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 titled "IBAN / Account Number". It features a large text input field containing the number "123456789012". Below the input field is a prominent blue button labeled "Confirm". The form is set against a light gray background with a subtle shadow effect.

9. Tooltips

The usage of tooltips should be reviewed. Some elements that clearly need tooltips, don't have tooltips. At the same time, the system is sometimes aggressively showing the same tooltip for every element on the page, it's pointless, not comfortable for users:

