

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 money transfer calculator. A red text overlay is placed over the calculator and the main headline, 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

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My variant:

The 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. The rest of the page content is identical to the previous screenshot.

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The 6x cheaper international account.

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

You send 1,000 EUR

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= 991.36 EUR Amount we'll convert

x 0.835750 Guaranteed rate (45 hrs)

Recipient gets 828.53 GBP

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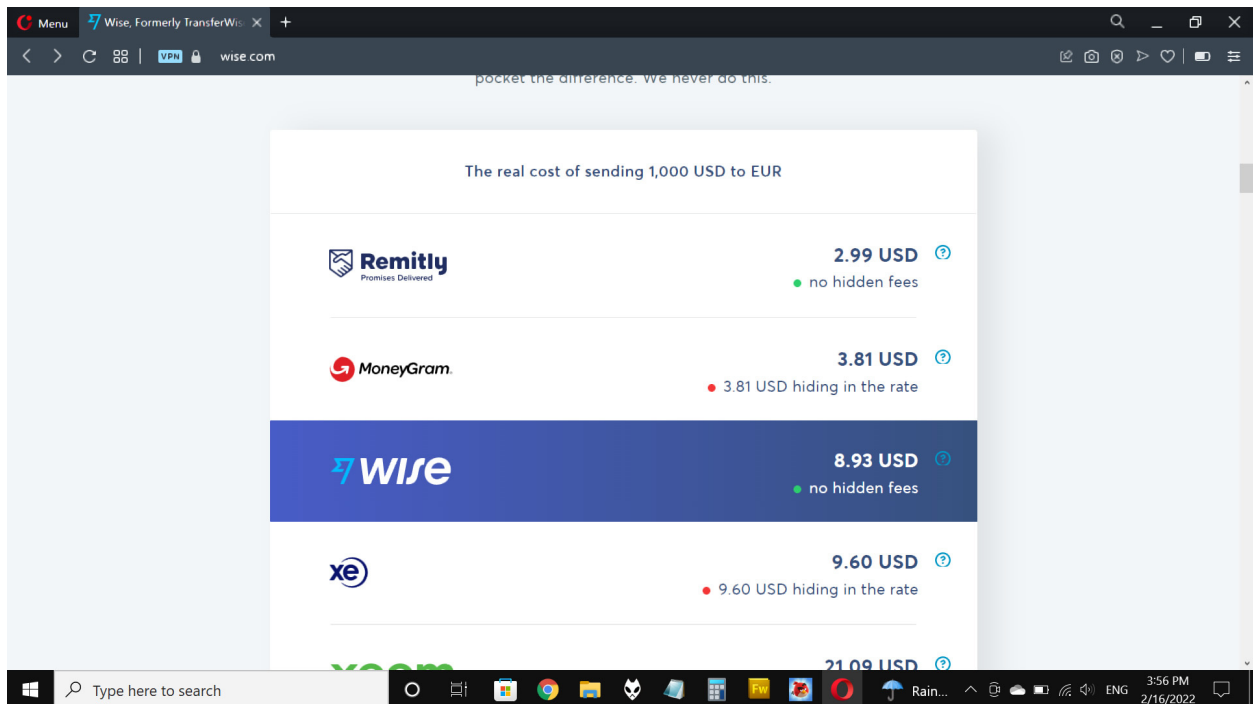
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As you can see, I added a call to action – already good!

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. Comparison

Being honest is good, but the whole 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 25%-50% cases** (in my small experiments, at least), sometimes showing **several** cheaper competitors.

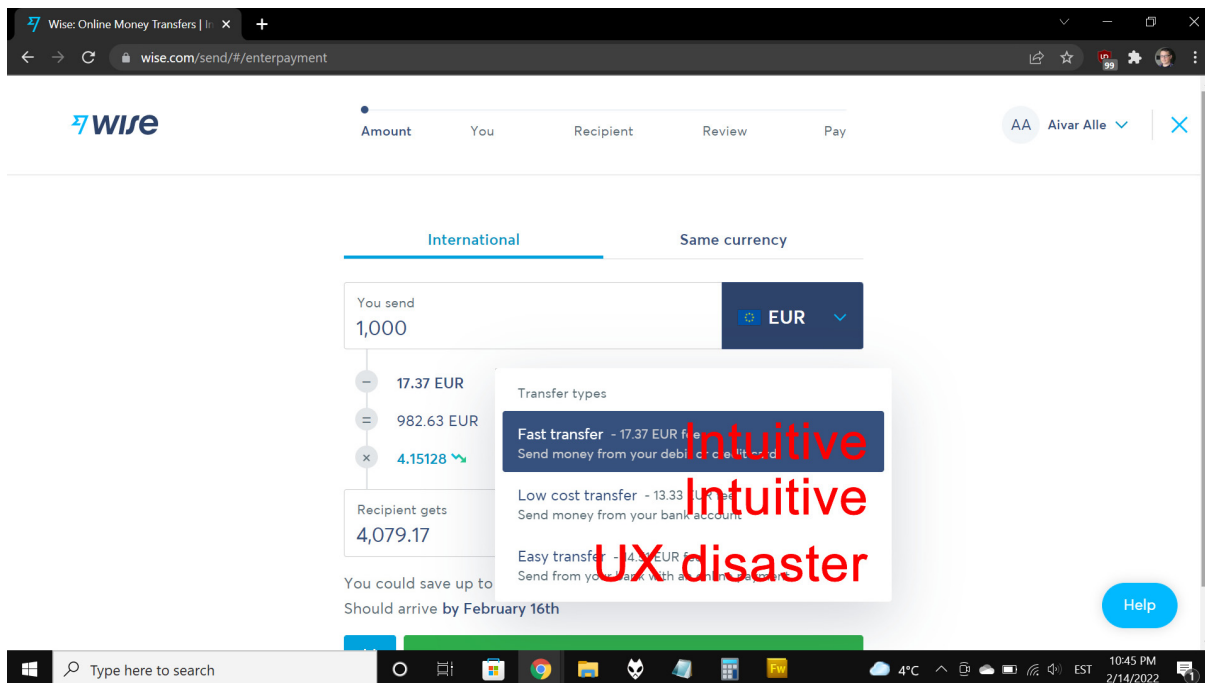


I suggest reviewing this practice, as you're losing potential customers. There are several ways to fix the issue like hiding the cheaper offers or just stopping monitoring some competitors who are being cheaper too frequently (I guess you're not monitoring all the players on the market, anyway).

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". If you want a more honest way, then, for example, write "Comparison with more expensive ones" (shown by default) with a link to "Comparison with all".

3. Transfer types

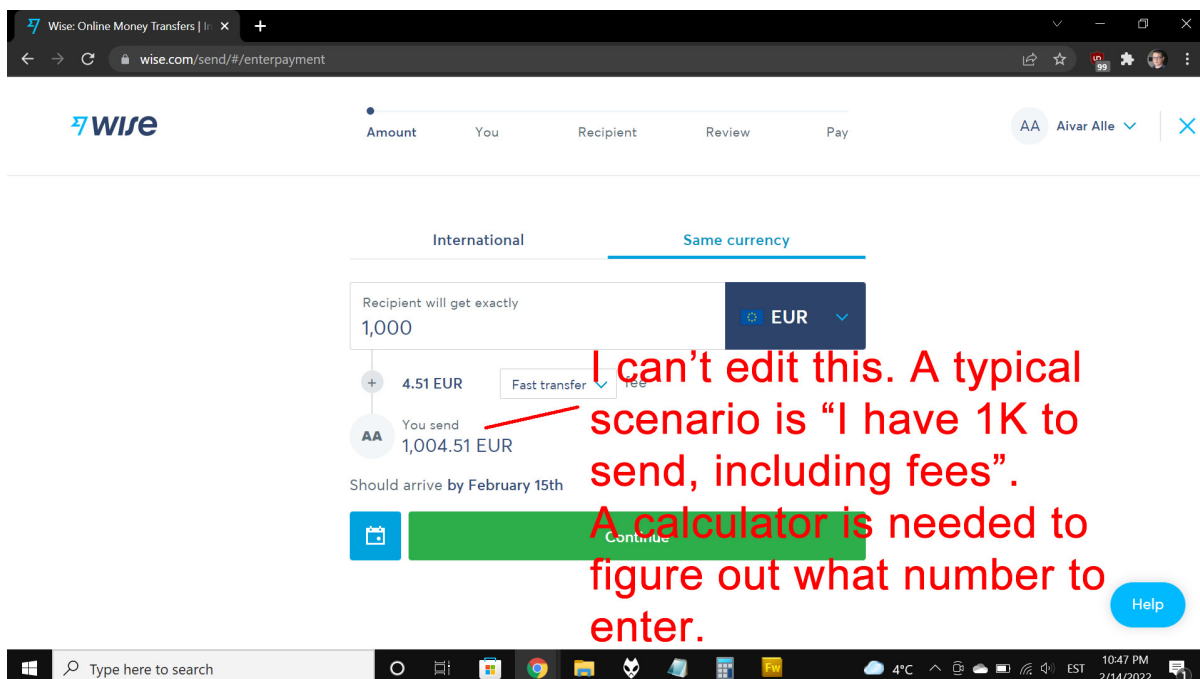
It's not intuitively understandable what "Easy transfer" is and there is no link or something.



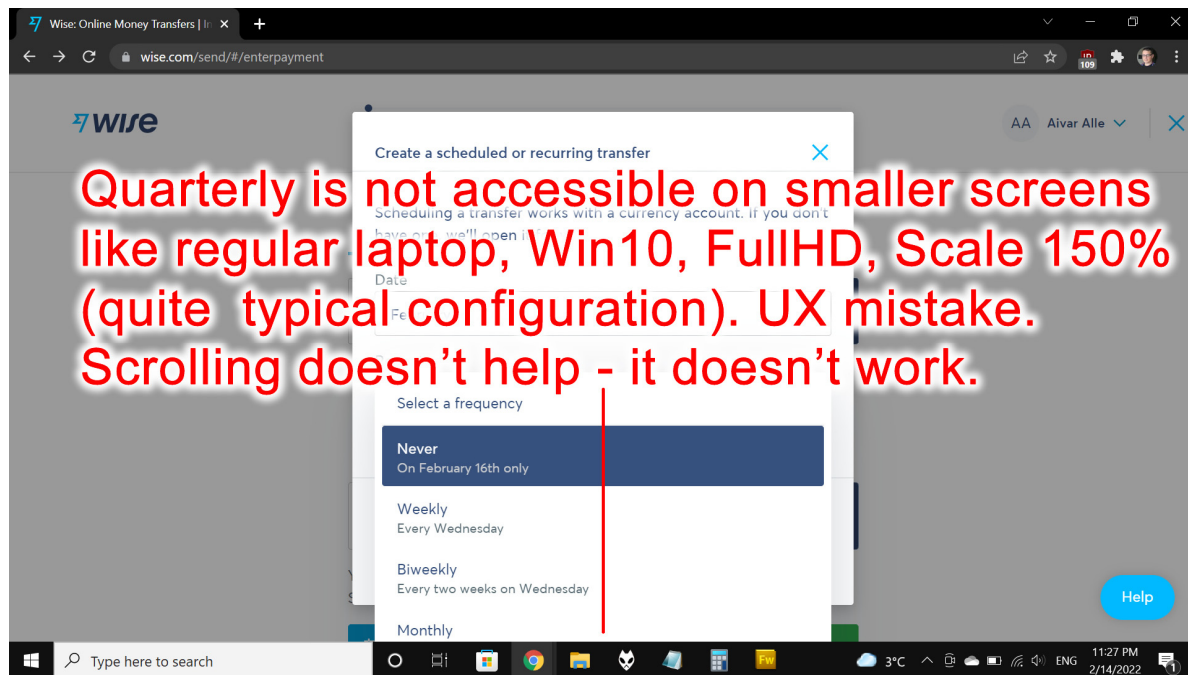
Even if users in some countries know the term, I'm also seeing it here from Estonian IP, for example. Therefore, users have to go somewhere by themselves to get the required information. My quick suggestion is to add (?) or (i) icon.

4. Same currency transfer

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

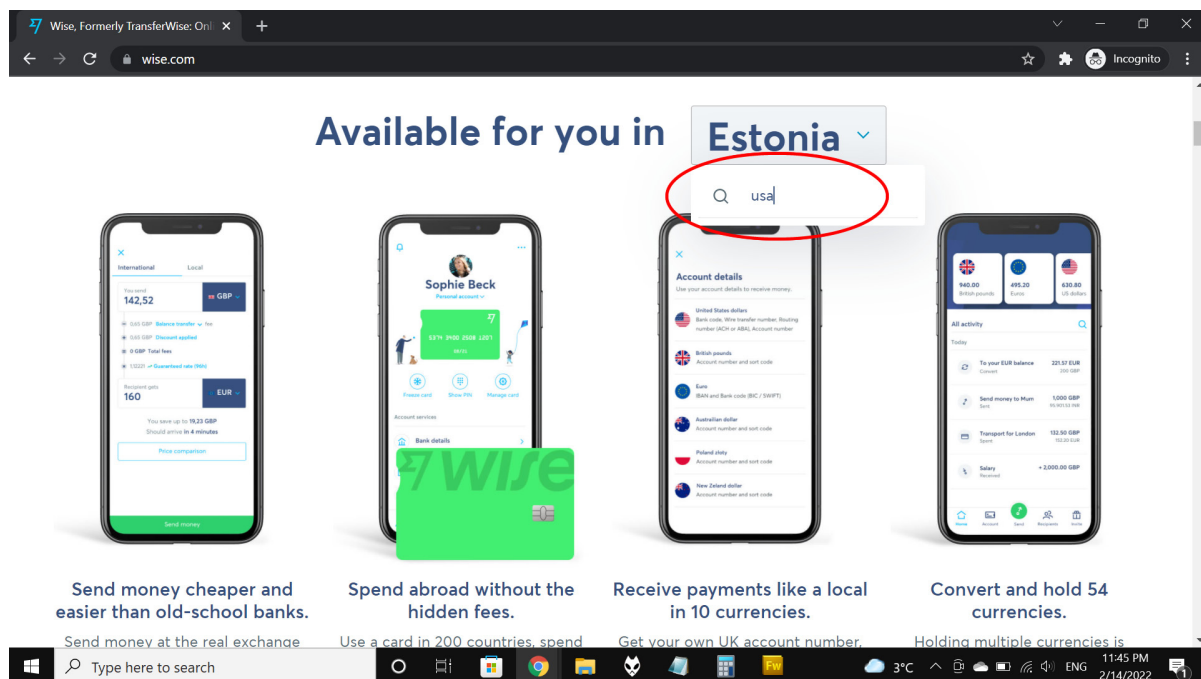


5. UI is not always adapted for laptops & smaller screens



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

Well, it's 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 is not catching "USA"? :)



7. 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, the pre-filled example does not look like IBAN...

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

The screenshot shows a web form titled "IBAN / Account Number". Below the title is a text input field containing the number "123456789012". Below the input field is a large blue button labeled "Confirm".

8. Large amounts (front page)

The screenshot shows the Wise website front page. The main headline is "Large transfers. Low fees. Less stress." Below this, there is a section for a large transfer example. The user enters "50,000" in the "You send" field, and the system shows "214.53 EUR (0.43%)" as the fee. The total amount to be sent is "49,785.47 EUR". The destination is set to "CZK". A red annotation is overlaid on the page, stating: "If a large amount like 50K is entered, then 'Compare price' button stops working. The button should work or it should be hidden or grayed out if it's not doing anything." A red arrow points from the annotation to the "Compare price" button.

Wise, Formerly TransferWise: Onl x +

wise.com

Wise Personal Business

Money transfer Multi-currency account Help EN Log in Register

Large transfers. Low fees. Less stress.

Your money, moved safely — with no hidden fees. Get the real exchange rate and specialist support on all large transfers.

Over 12 million customers

FCM regulated

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Learn more >

You send 50,000 EUR

214.53 EUR (0.43%) Low cost transfer fee

= 49,785.47 EUR Amount we'll convert

1,223,179.27 CZK

You could save vs banks 332.12 EUR

Should arrive by February 17th

Compare price Get started

Type here to search

4°C

1:26 AM 2/15/2022