

Debora (debs)

Barbato

Senior Content
Designer

WHAT I DO

Senior content designer with six years in the financial sector, I transform complex financial concepts into intuitive experiences. Every content decision is grounded in research and data, whether I'm crafting information architecture, refining microcopy, or developing content strategy.

My success metric is simple: content so clear it becomes invisible, allowing users to focus on their goals rather than deciphering what's in front of them.



HOW I WORK

STEP 1

START STRONG WITH STAKEHOLDER ALIGNMENT

Meet with stakeholders to dig into available data, uncover what's really driving the project and nail down clear objectives that everyone can align on.

STEP 2

DISCOVER WHAT USERS ACTUALLY NEED

I work closely with the team to discover the best methods for understanding what drives users behavior.

STEP 3

TURN INSIGHTS INTO ACTION

Here's where competitive analysis meets internal audit. I dive deep into available data, monitor research studies and start building the foundation for content that actually works.

STEP 4

BUILD STRATEGY THAT STICKS

I develop content strategy rooted in real insights from exploration. Working closely with stakeholders, we ensure everything aligns and creates a seamless experience users will love.

STEP 5

MAKE IMPLEMENTATION SEAMLESS

Close collaboration with designers ensures content integrates perfectly into the development process.

STEP 6

STAY CONNECTED TO WHAT MATTERS

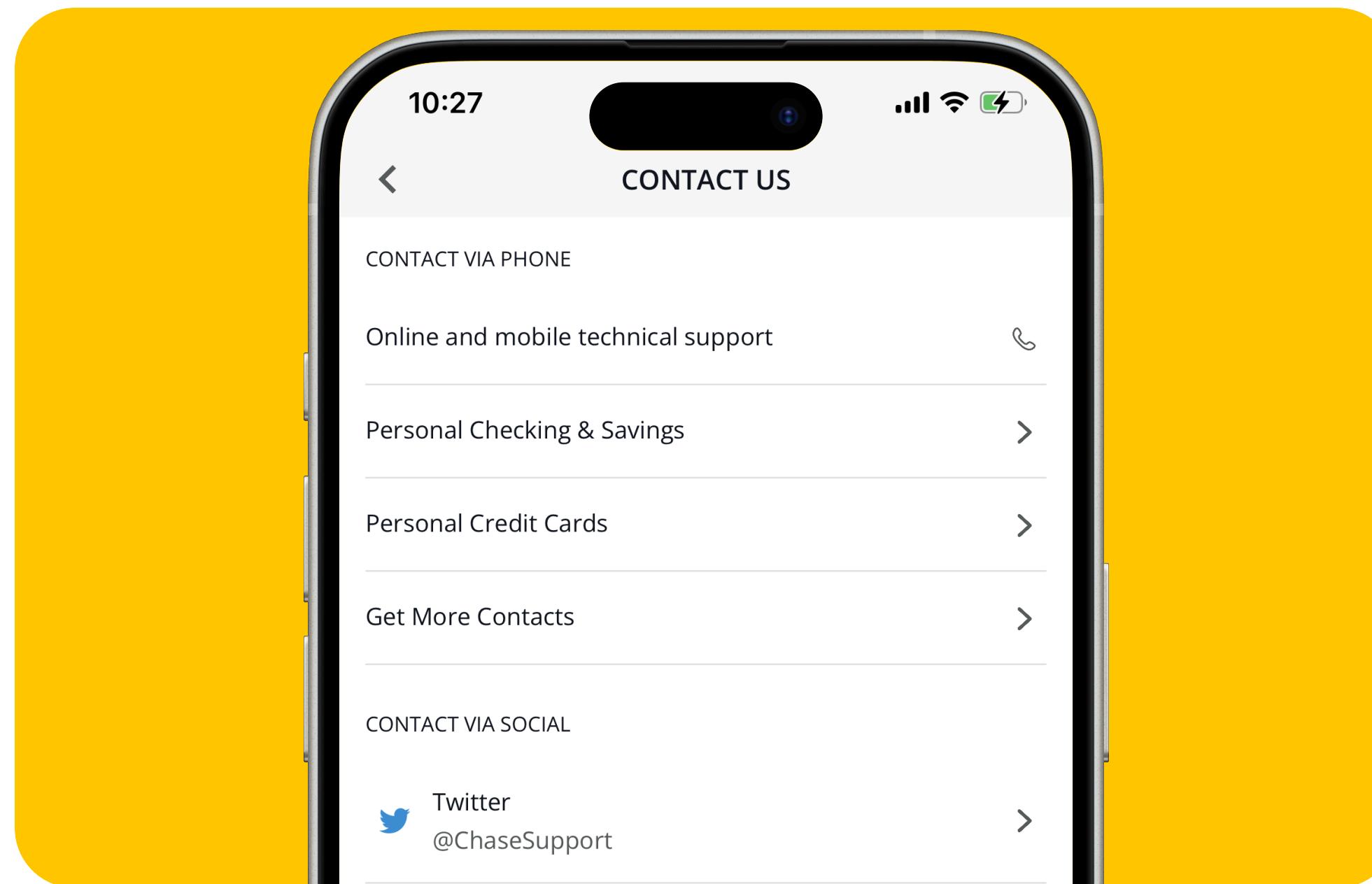
Collaborate effectively with product teams, designers and data analysts to determine the key performance indicators (KPIs) that should be monitored.

STEP 7

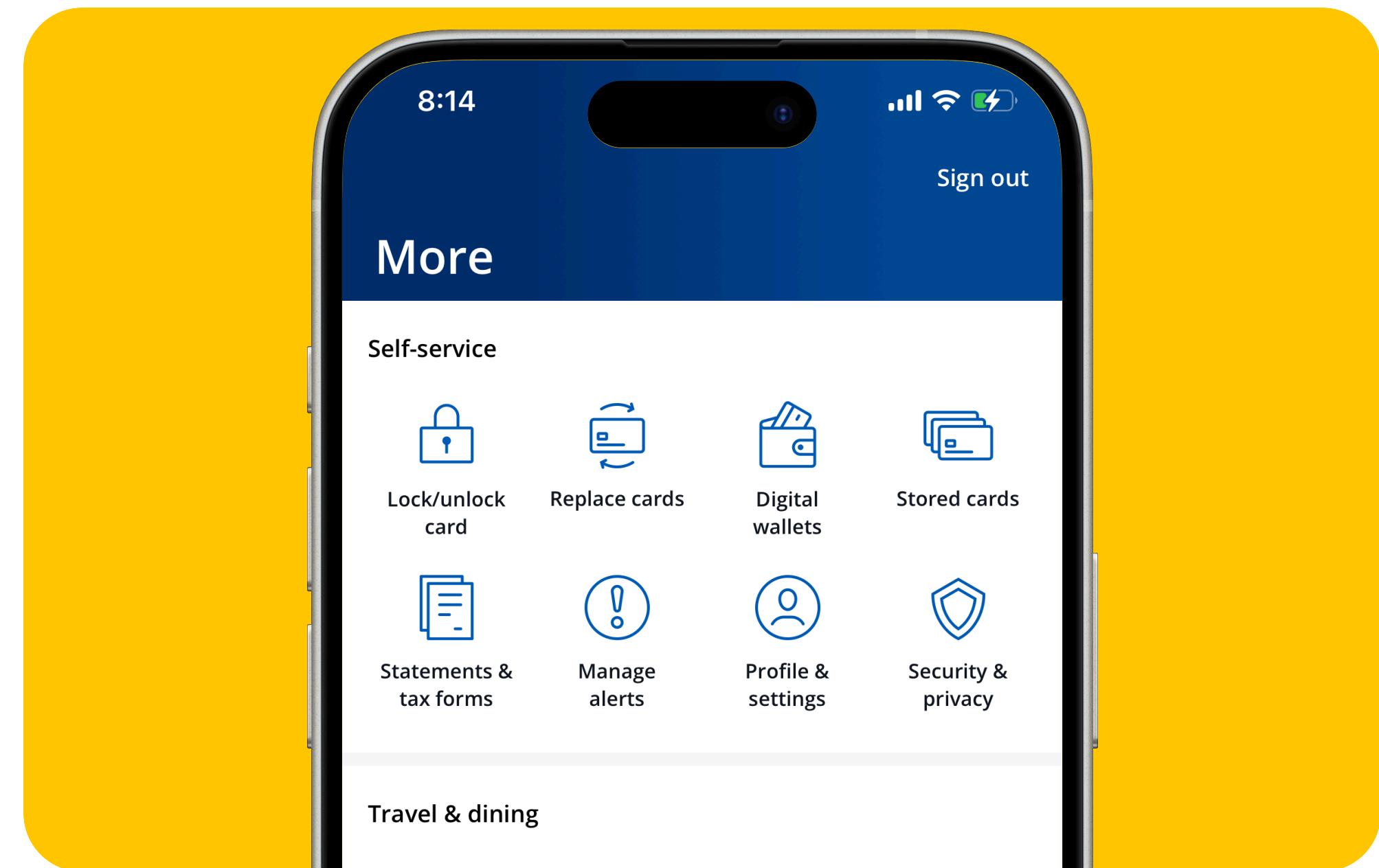
KEEP IMPROVING WHAT WORKS

Monitor performance indicators and adjust strategies as needed. Consistency drives customer experience excellence.

Customer Support Redesign For Chase Mobile App



Menu For Chase Mobile App



#Data

#Cross-TeamCollaboration

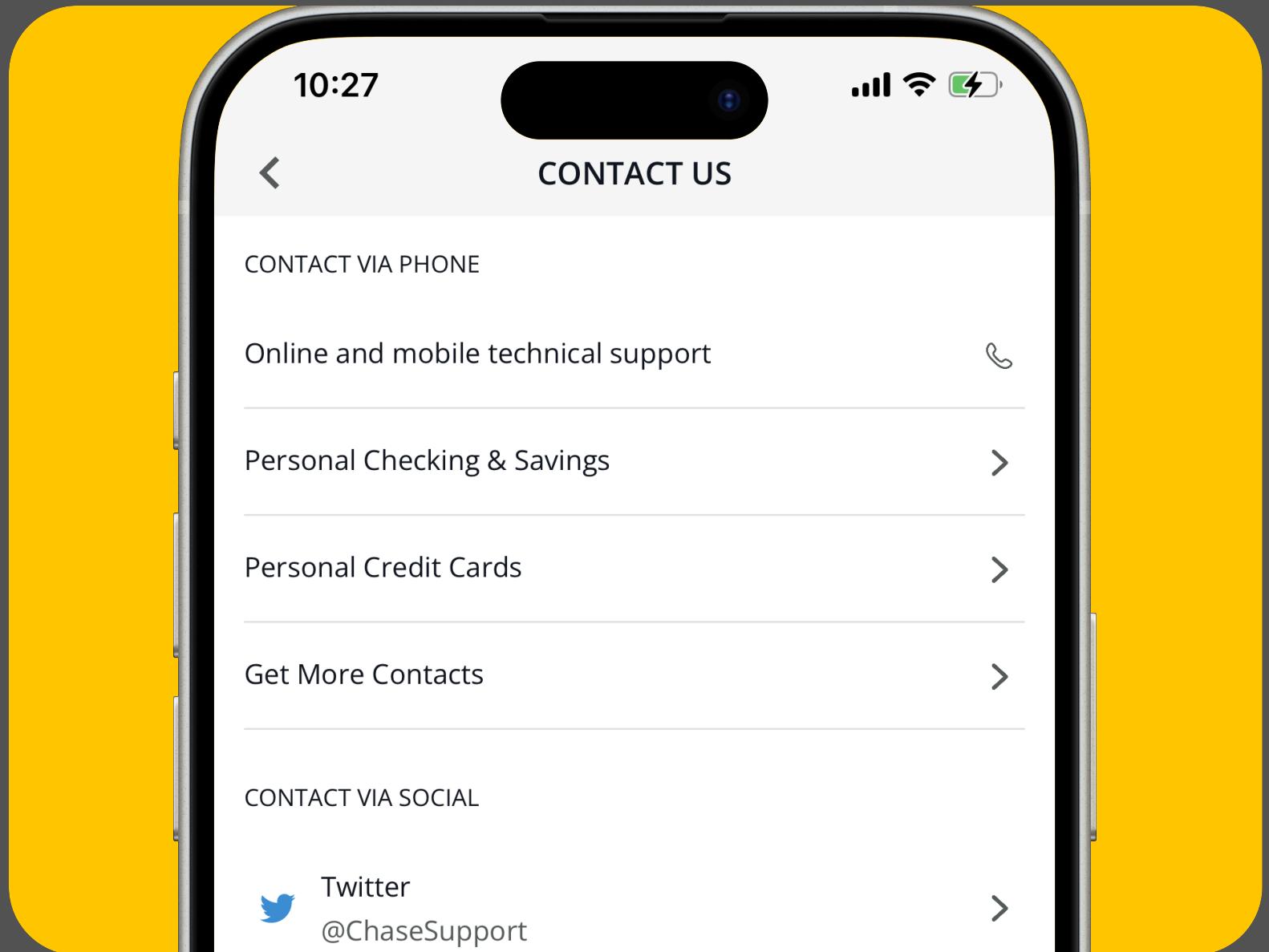
#IA

#UserResearch

#A/BTesting

#IA

Customer Support Redesign For Chase Mobile App



Data revealed users were contacting the call center in within 4 hours of visiting the Contact Us page. User feedback analysis exposed frustration with critical tasks like card replacement and claim filing.

I partnered with cross-functional teams to build a new framework and information architecture flow. This streamlined approach funneled user intents and elevated self-service options, empowering users to resolve issues entirely within the digital ecosystem.

This effort reduced monthly calls by over one-third and dramatically slashed negative feedback.

#Data

#Cross-TeamCollaboration

#IA

Contact Us - Checking/Savings

Thanks to this initiative, we reduced call volume by 33.31%, which resulted in savings of over \$2 million for the company.

Organization

J.P. Morgan Chase & Co.

Position

Senior Content Designer

Project Duration

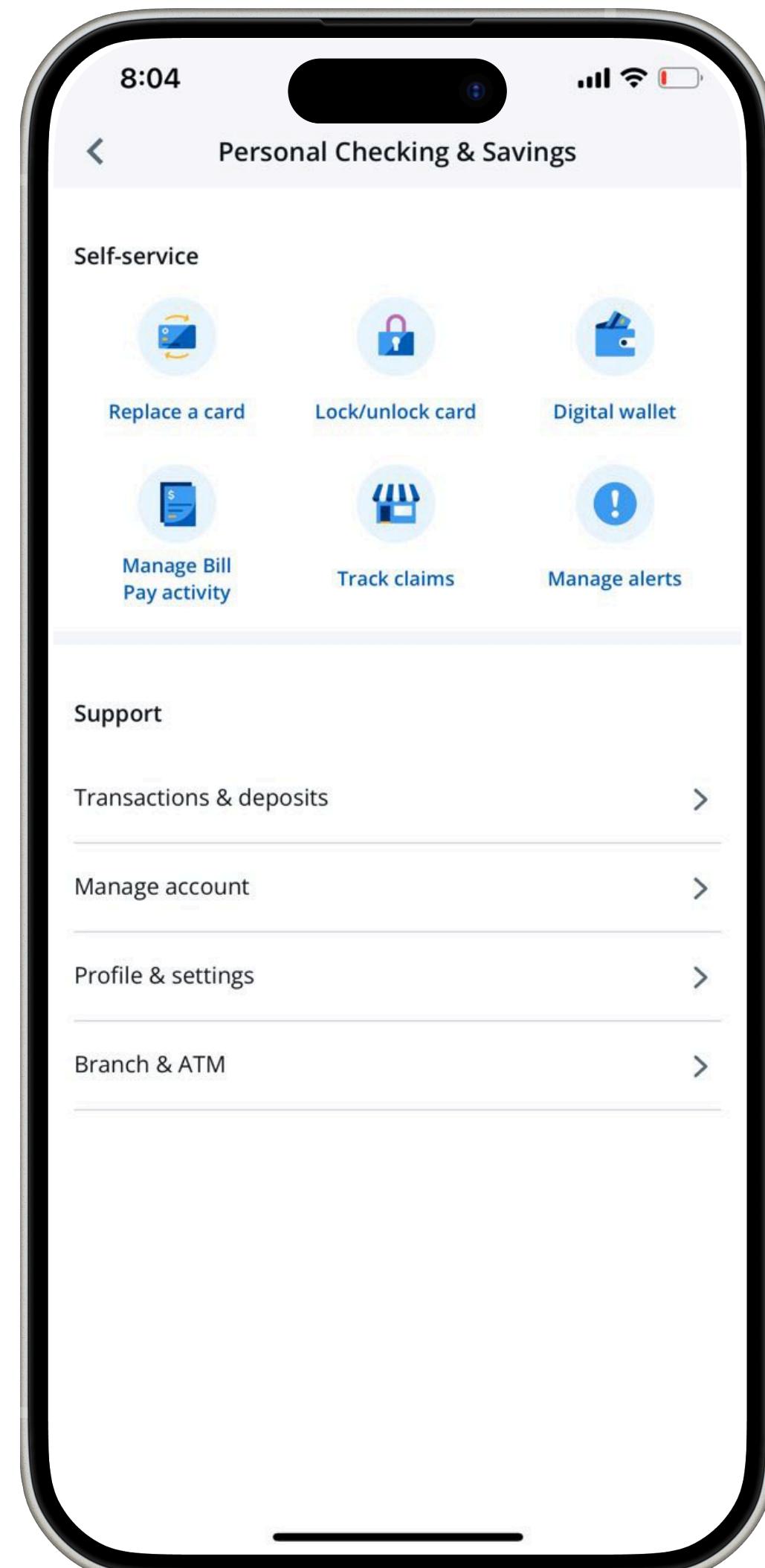
6 months

Teams

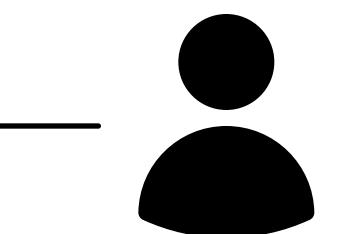
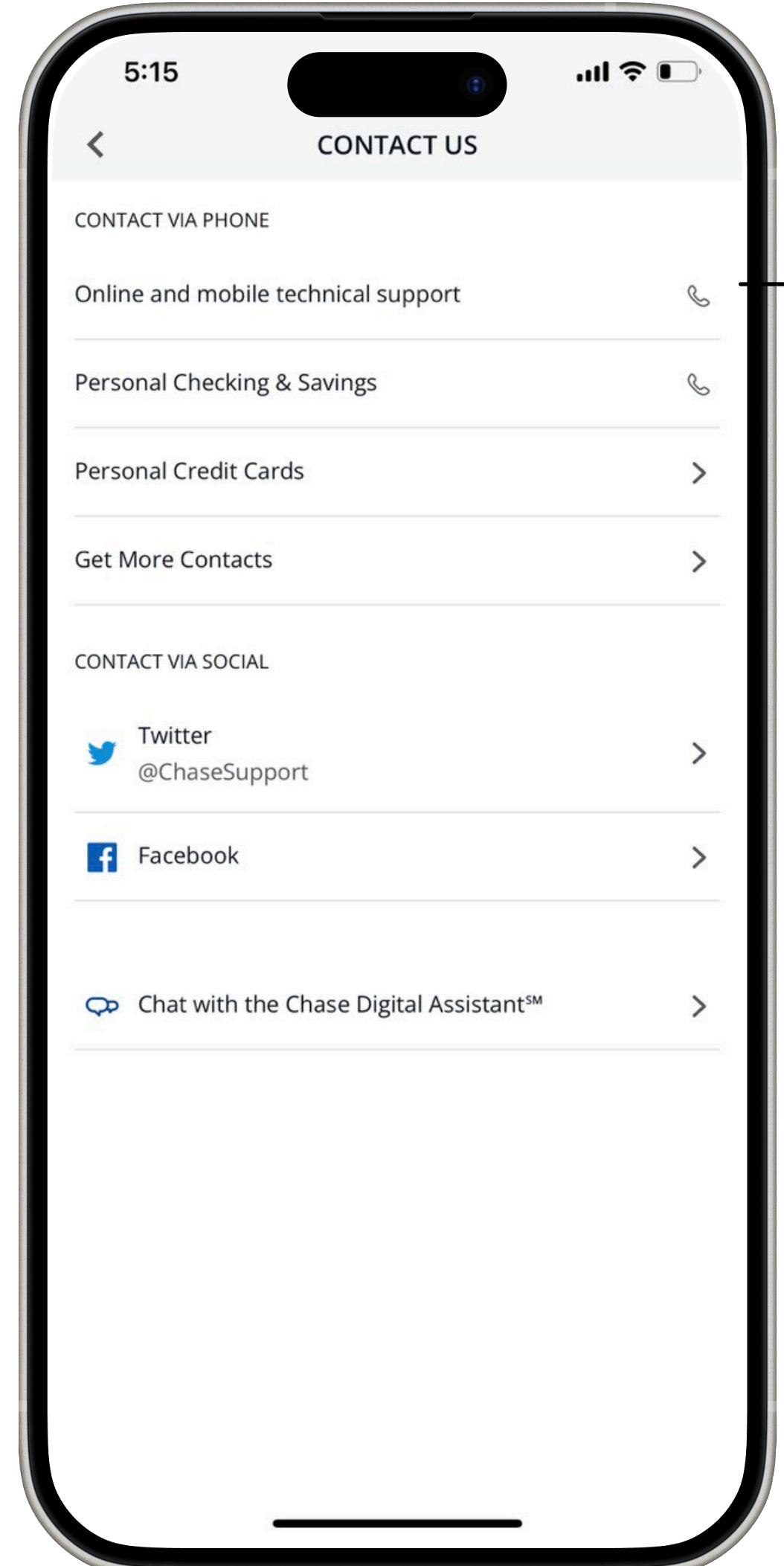
Content, Design, Product

Year

2024/25

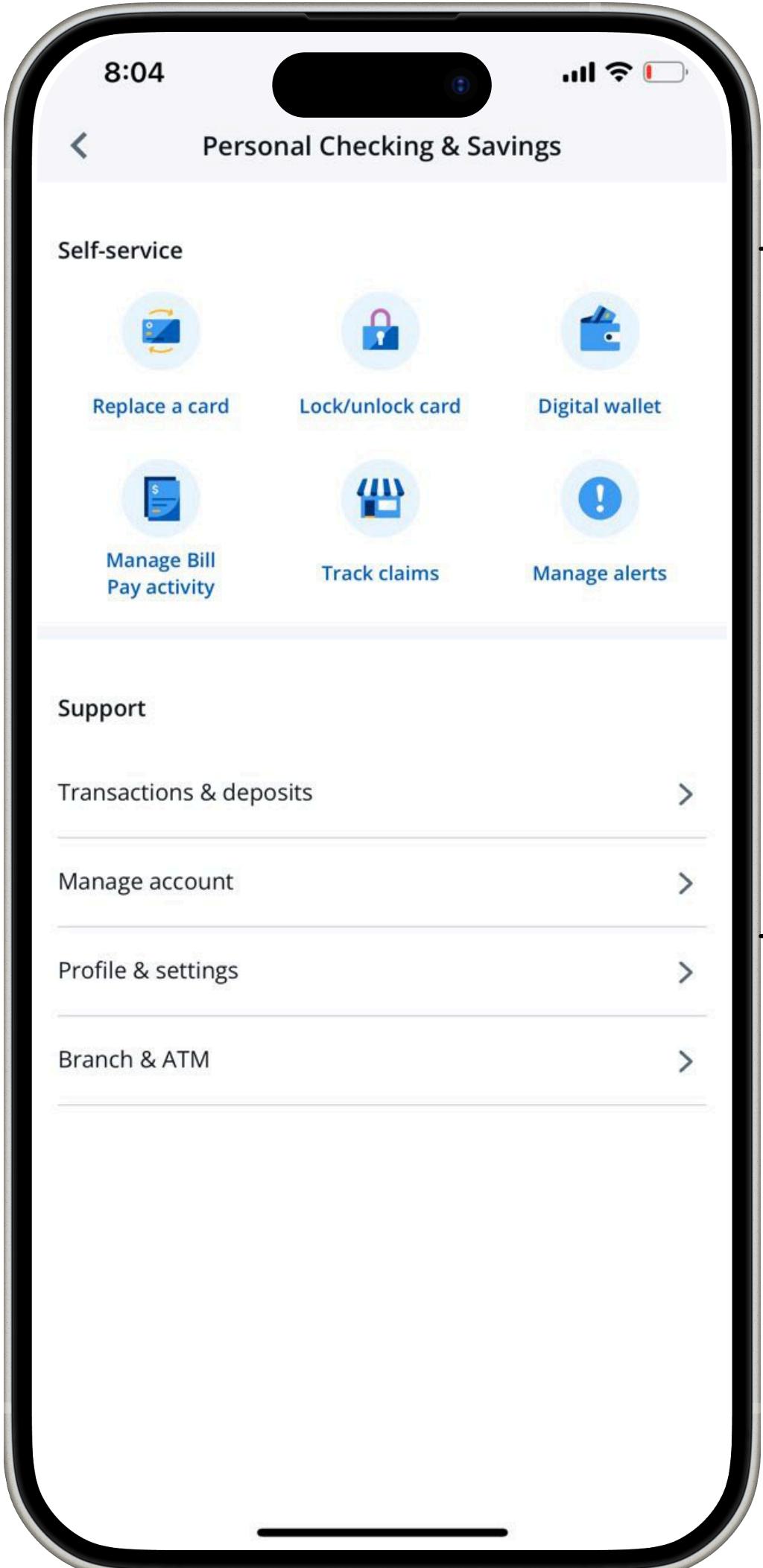


CONTACT US



Contacting
the call
center was
necessary.

Before



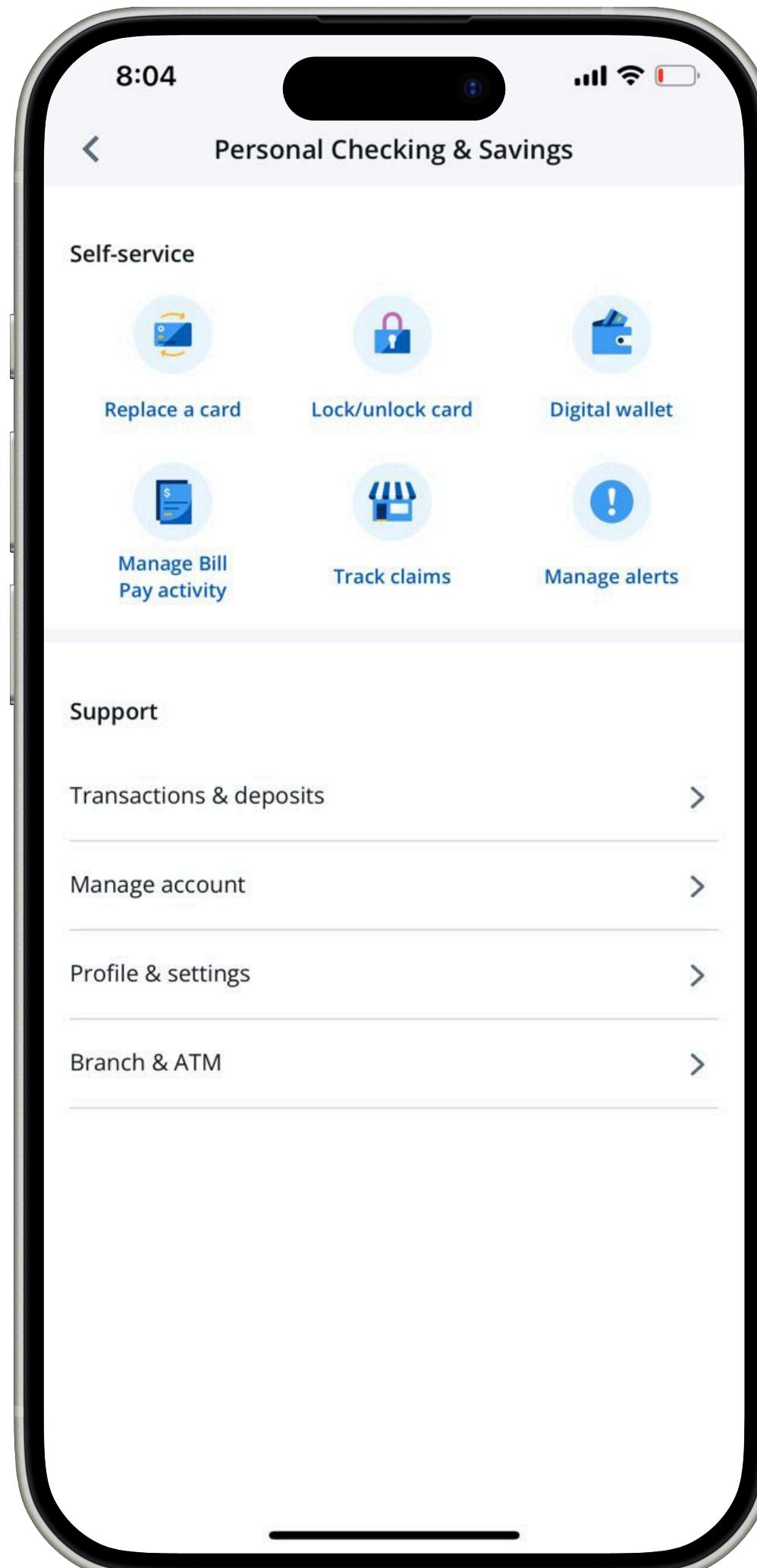
After



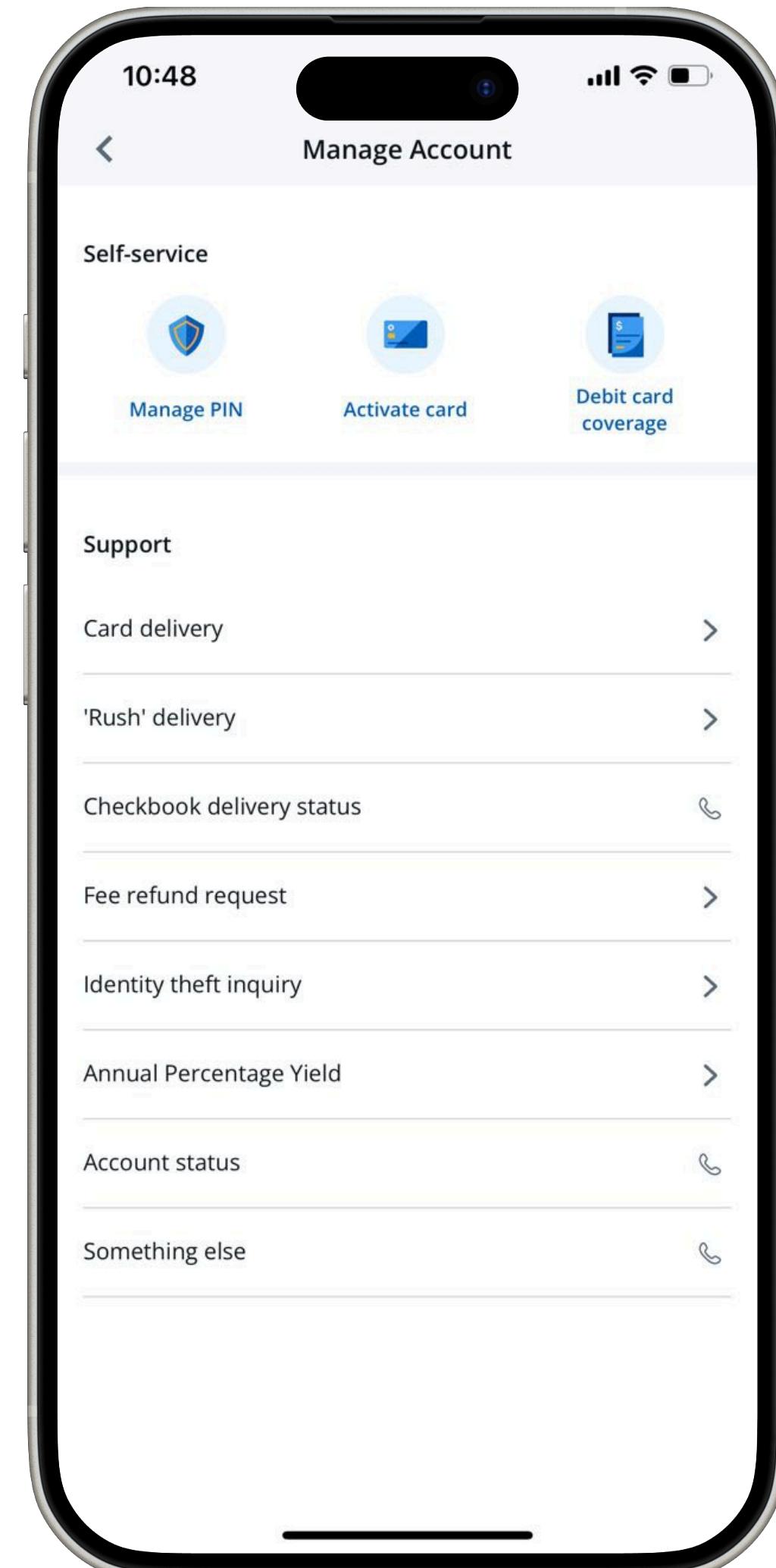
App self-
service
options



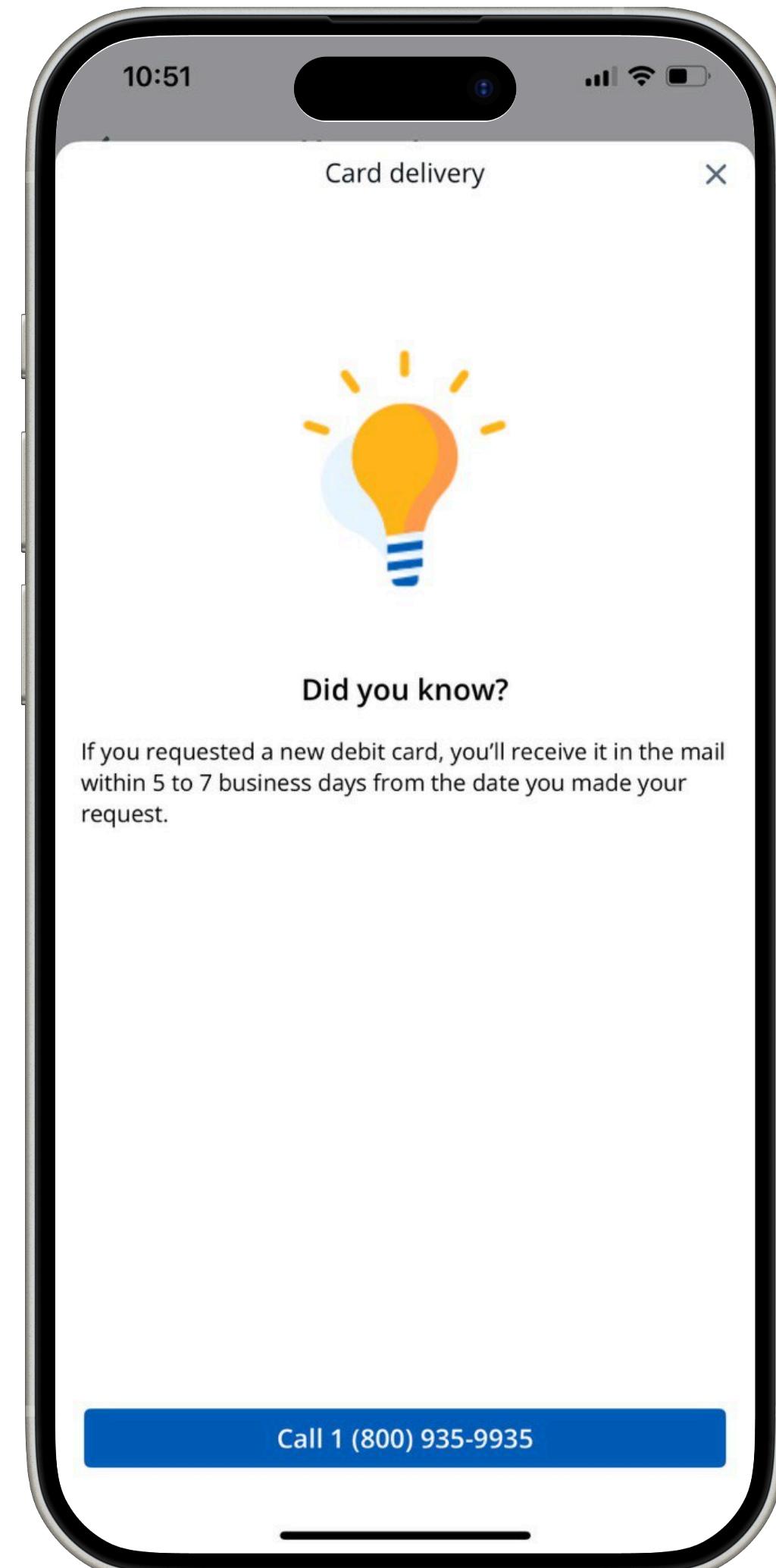
Funnel call
reasons



Self-service digital features improve customer experience by offering tools for users to manage interactions independently.

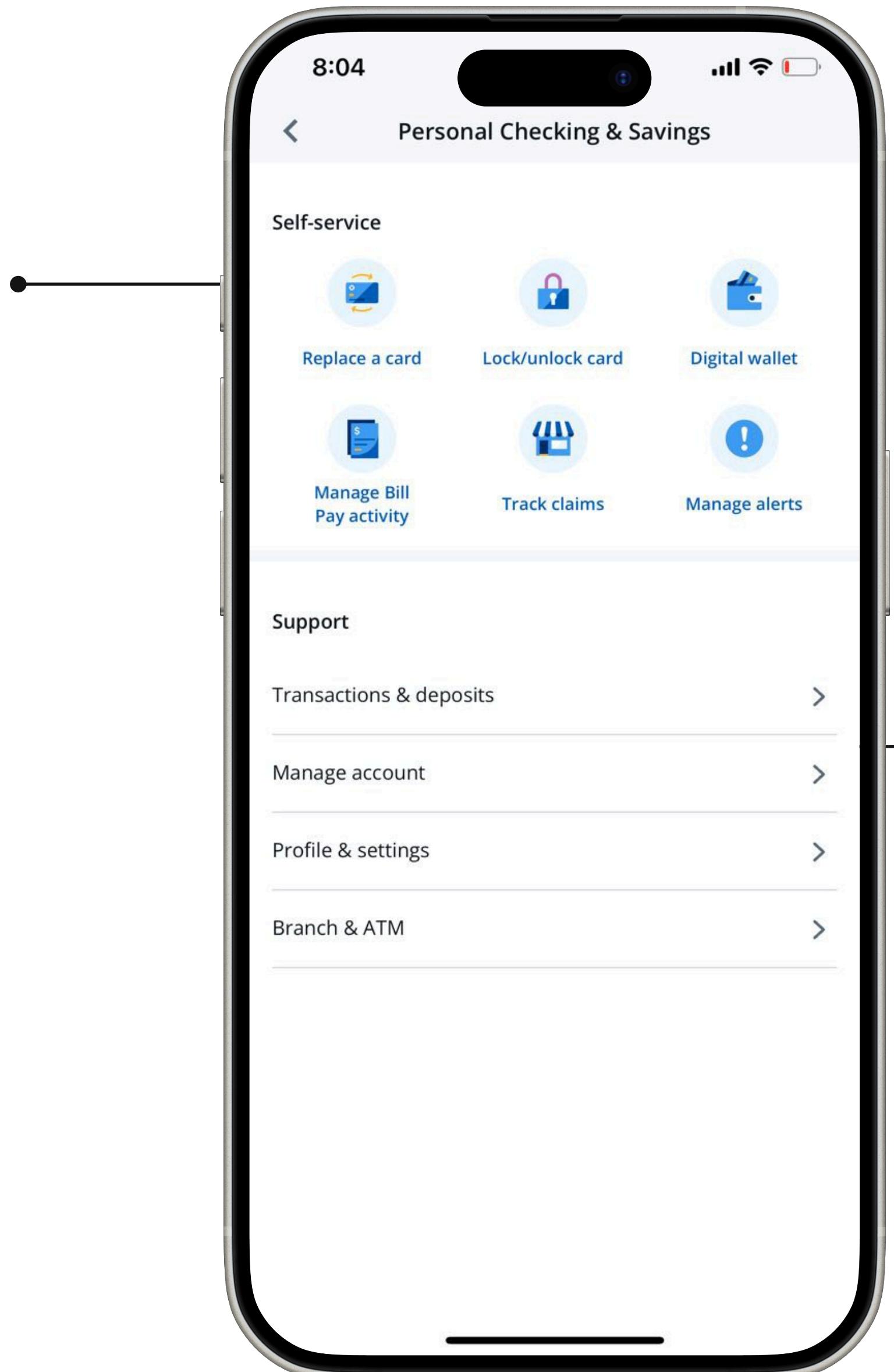


Assisting customers in navigating to the appropriate support division based on their needs and inquiries.



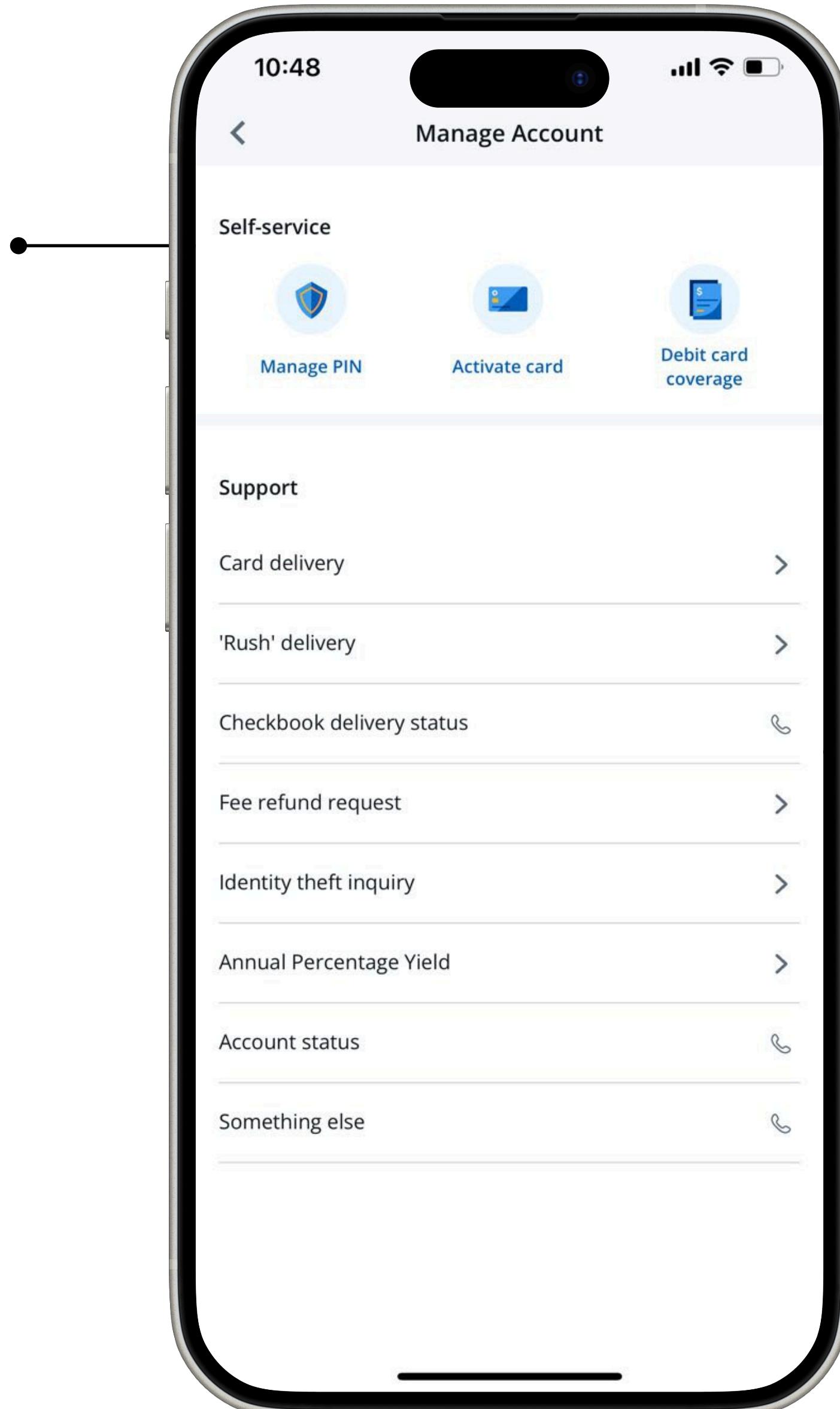
In order to further address the question, we aim to provide comprehensive and informative content that delves deeper into the topic.

- Using action-oriented labels is a smart way to emphasize the interactive features of the user interface. This approach enhances user engagement and simplifies their navigation through the interface.
- Choosing which options to display is based on a thorough analysis of call volumes. By carefully examining this data, we can tailor the choices to meet the system's demands effectively and efficiently.



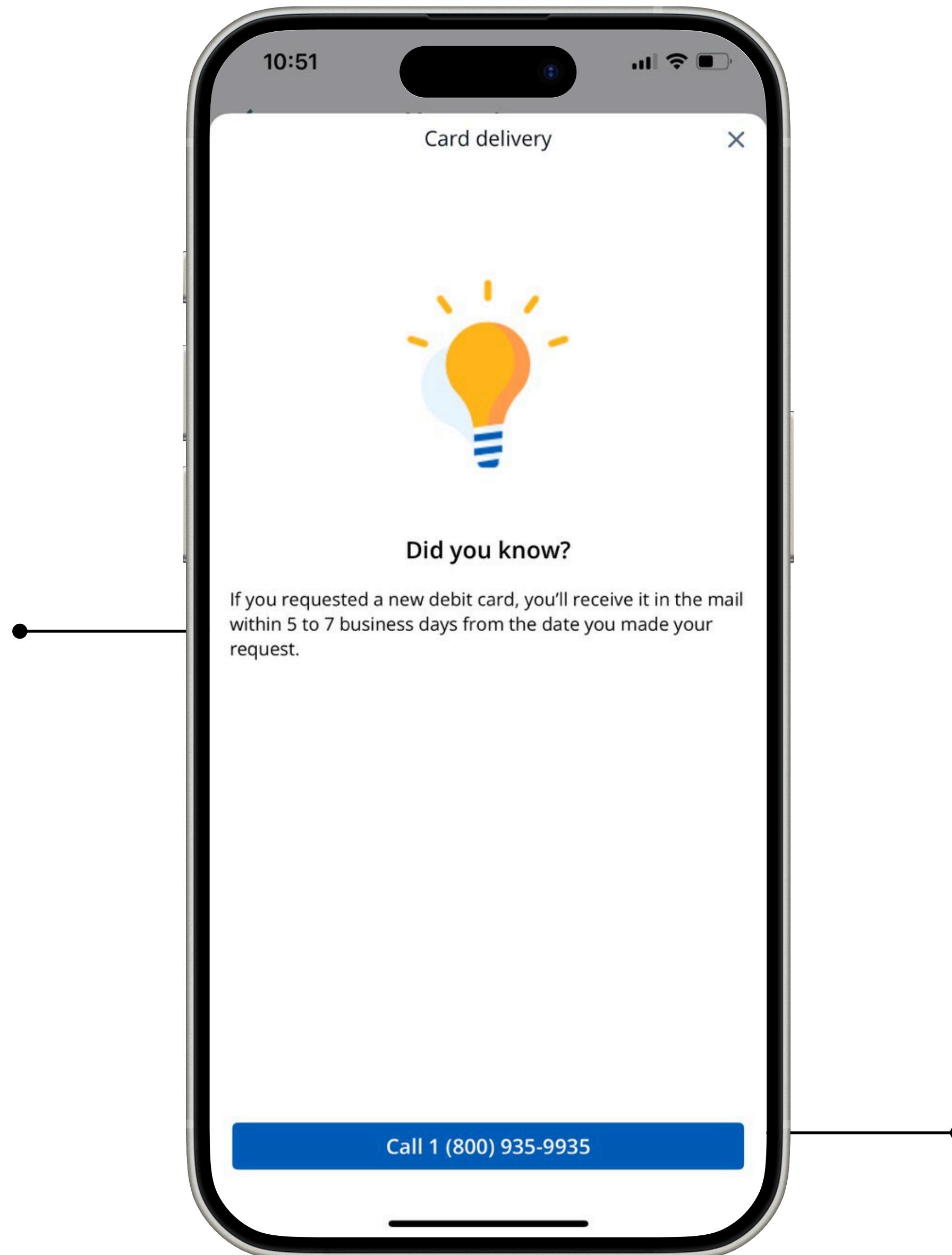
We strive to improve the navigation experience for sub-category options by using language that connects with our customers, making their browsing journey smoother and more intuitive.

The primary factors contributing to high call volumes can be effectively addressed through the implementation of self-service options prominently displayed at the top of the page.



The procedure entails the implementation of a systematic funnel framework designed to effectively guide customers to the relevant department in accordance with their specific needs and inquiries.

We've reviewed call center recordings to customize our content, ensuring it addresses frequent questions about the issue. This final screen is designed to proactively answer any queries customers may have before they reach out for help.



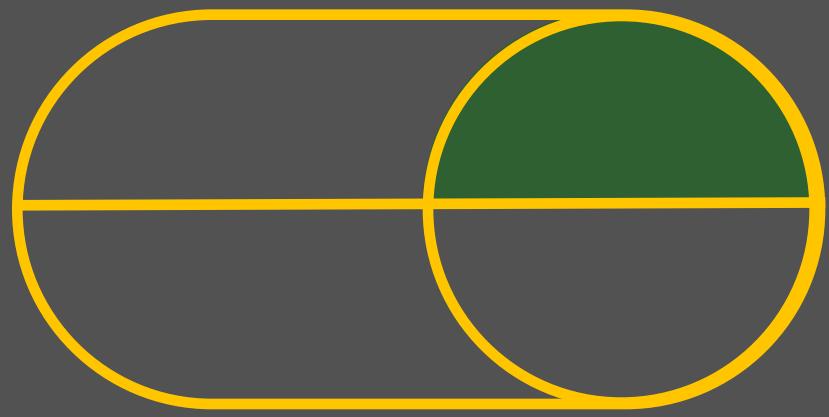
Users can easily start a call by tapping the main call-to-action button that displays the phone number.

The introduction of a Self-service section and an IA designed for efficiency led to a 33% decrease in calls within 4 hours after users visited the Contact Us page.

33% in call reduction

**\$2+ Million
saved to the
company**

**-85k call in
a month**



More Menu

User research and A/B testing were key in creating a menu design that enhances discoverability and aligns with our business goals.

Navigation - “More” Menu

Enabled customers to find key features and explore new offerings.

Organization

J.P. Morgan Chase & Co.

Position

Senior Content Designer

Project Duration

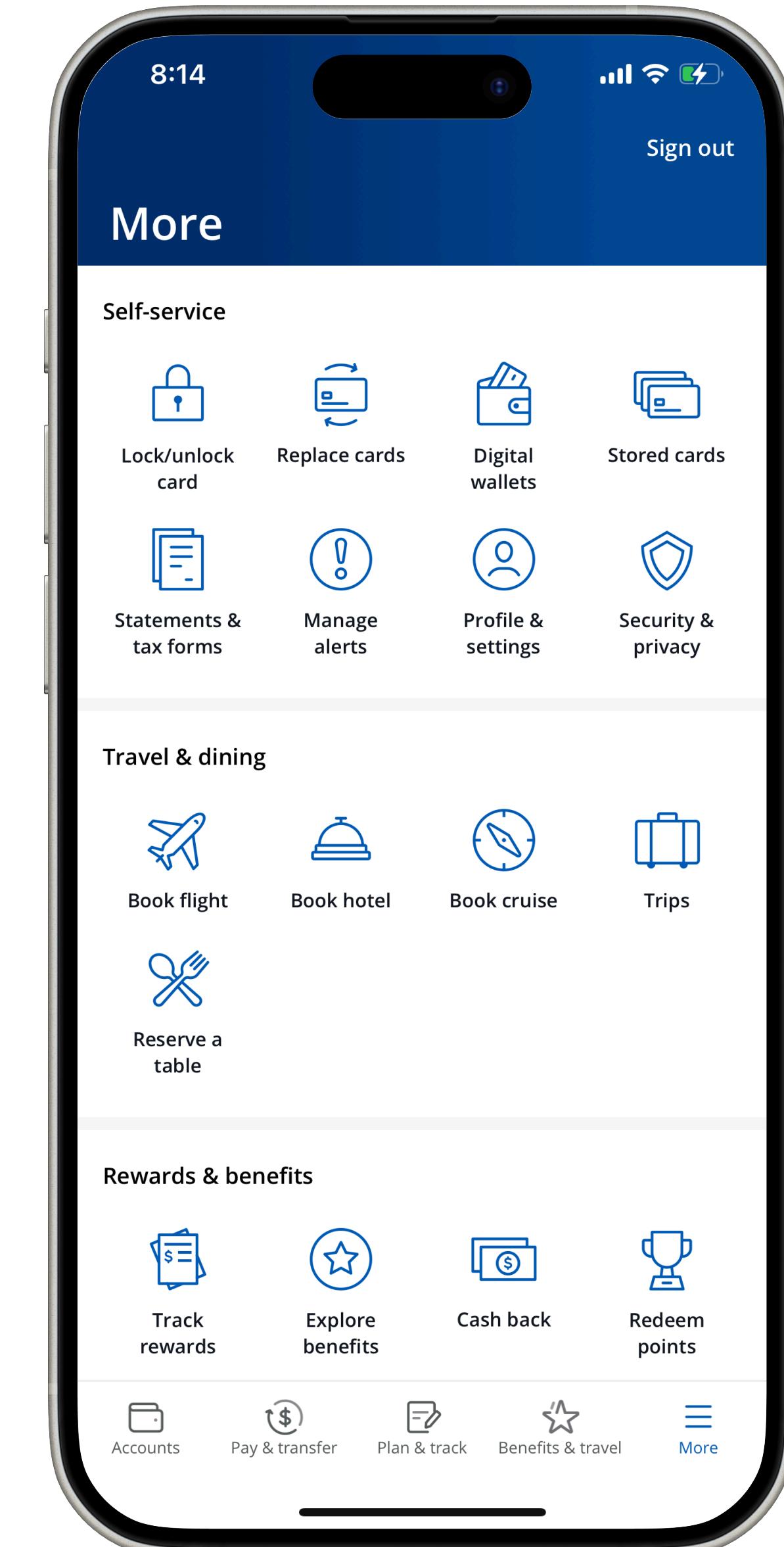
1 year

Teams

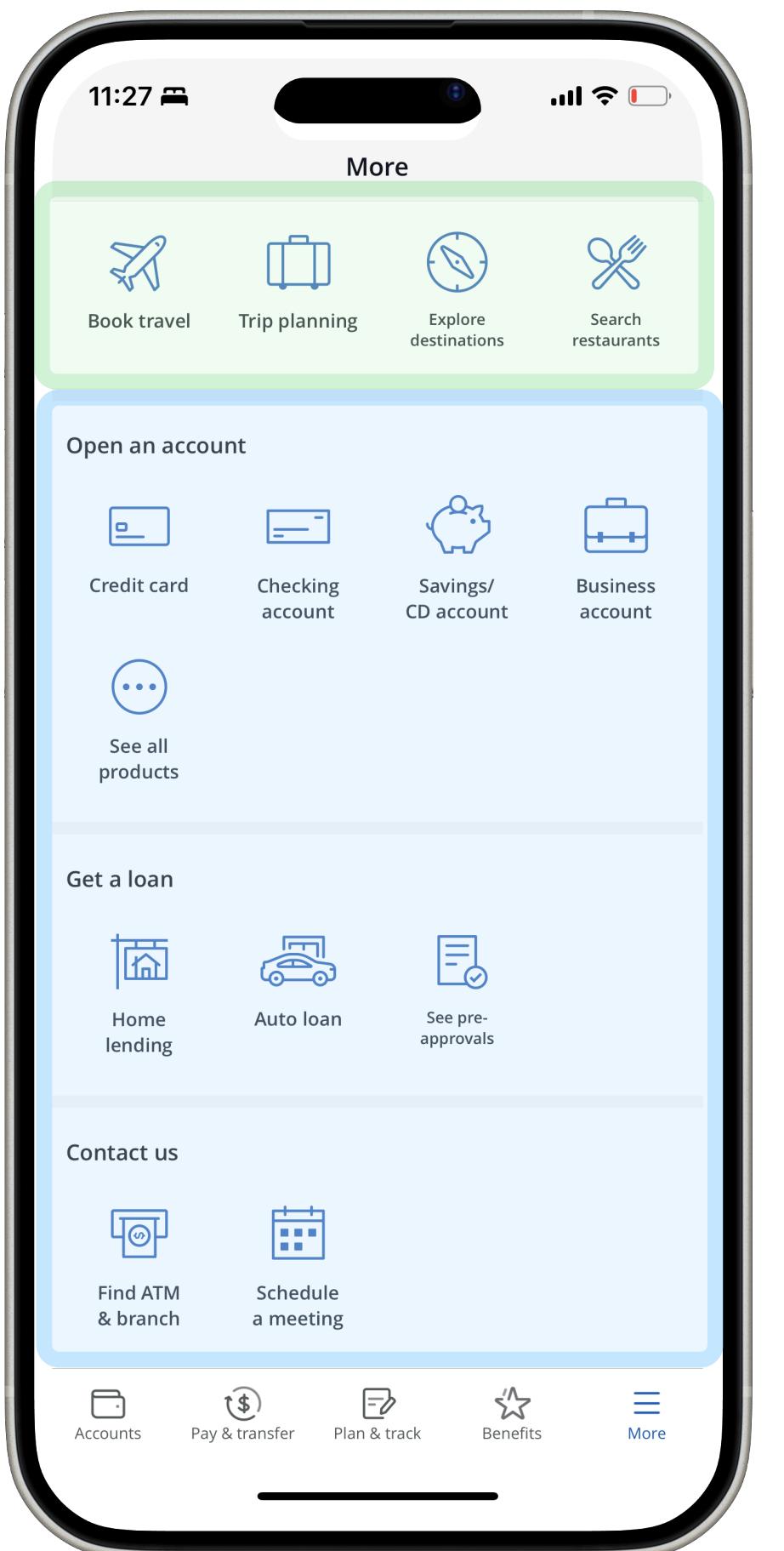
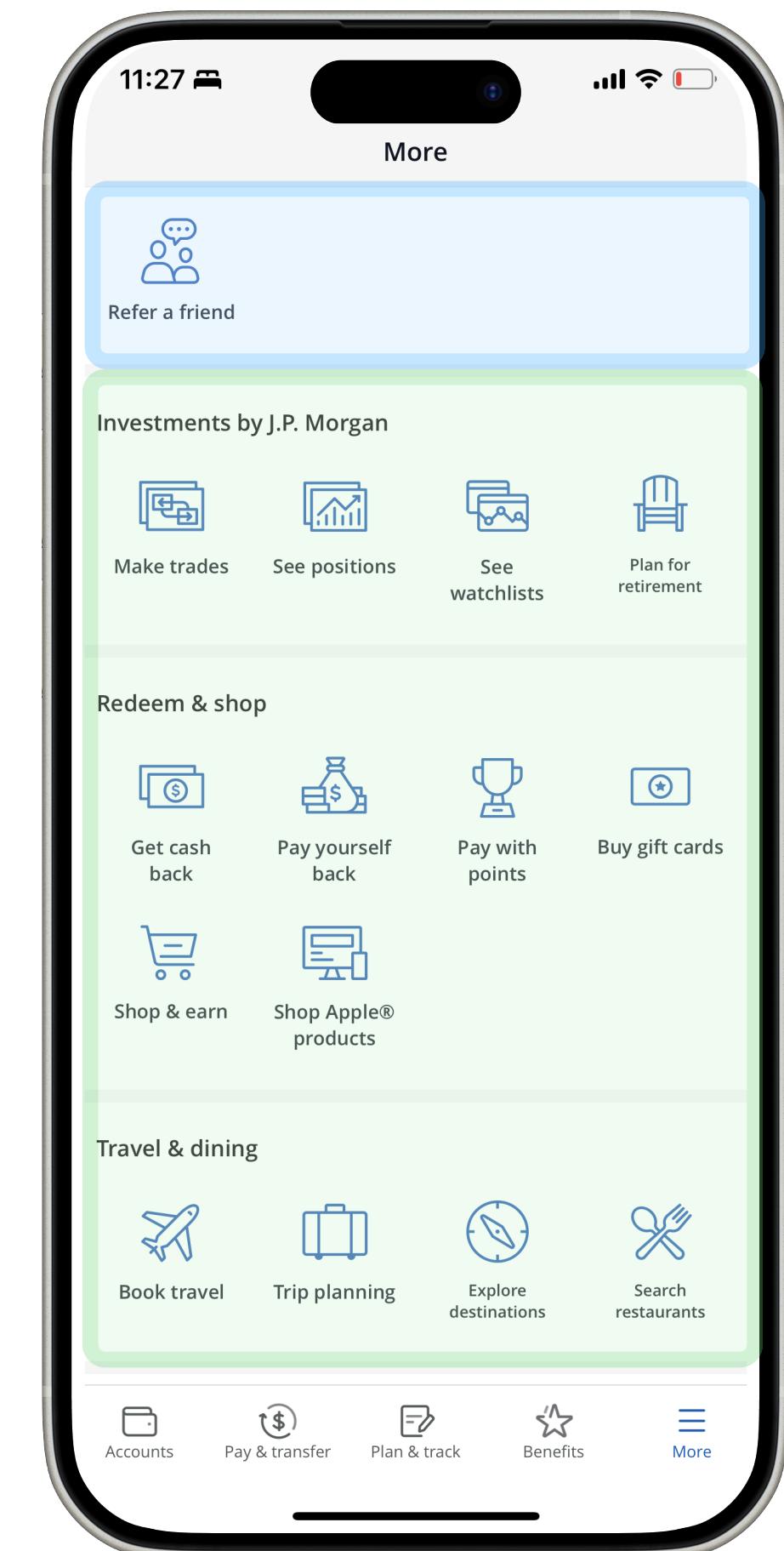
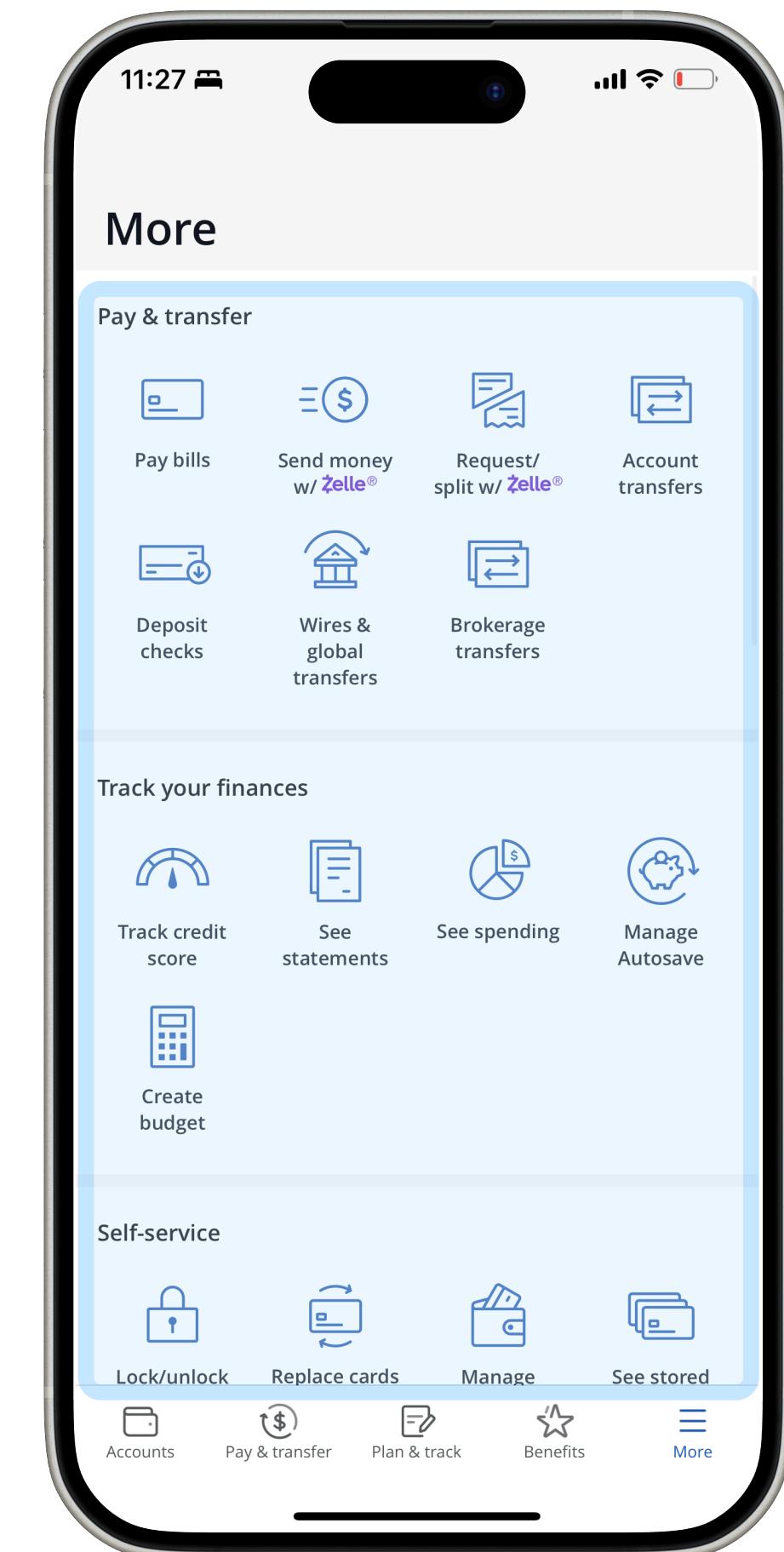
Content, Design, Research,
Product

Year

2023/24



The IA was carefully crafted by analyzing key Jobs-to-be-Done (JTBD) focused on findability, like Pay & transfer, alongside engagement JTBD aimed at discoverability, such as Track your finances. This strategic placement ensures these elements are front and center in the user interface.

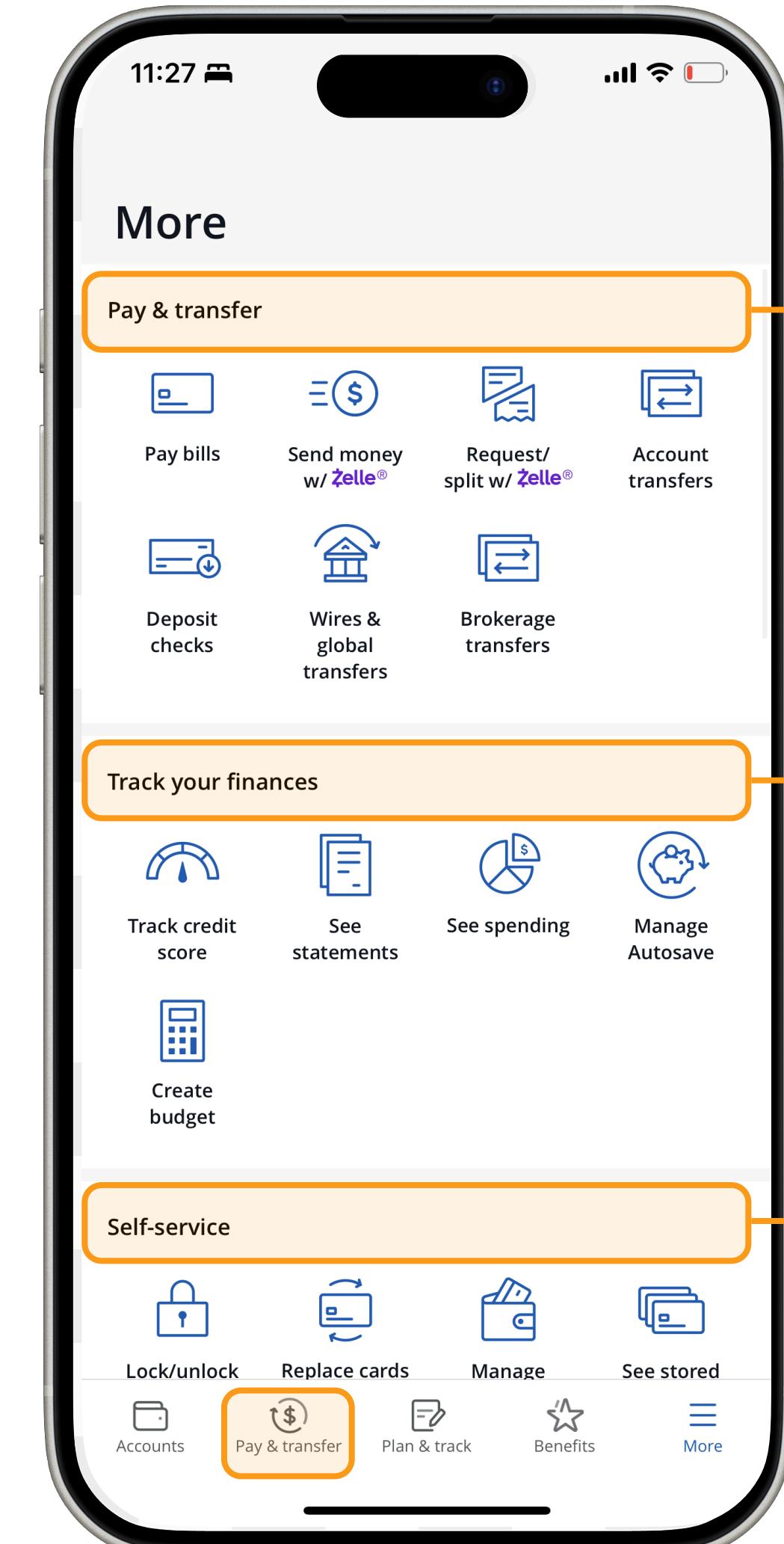


Color coding

Core JTBD

Engagement JTBD

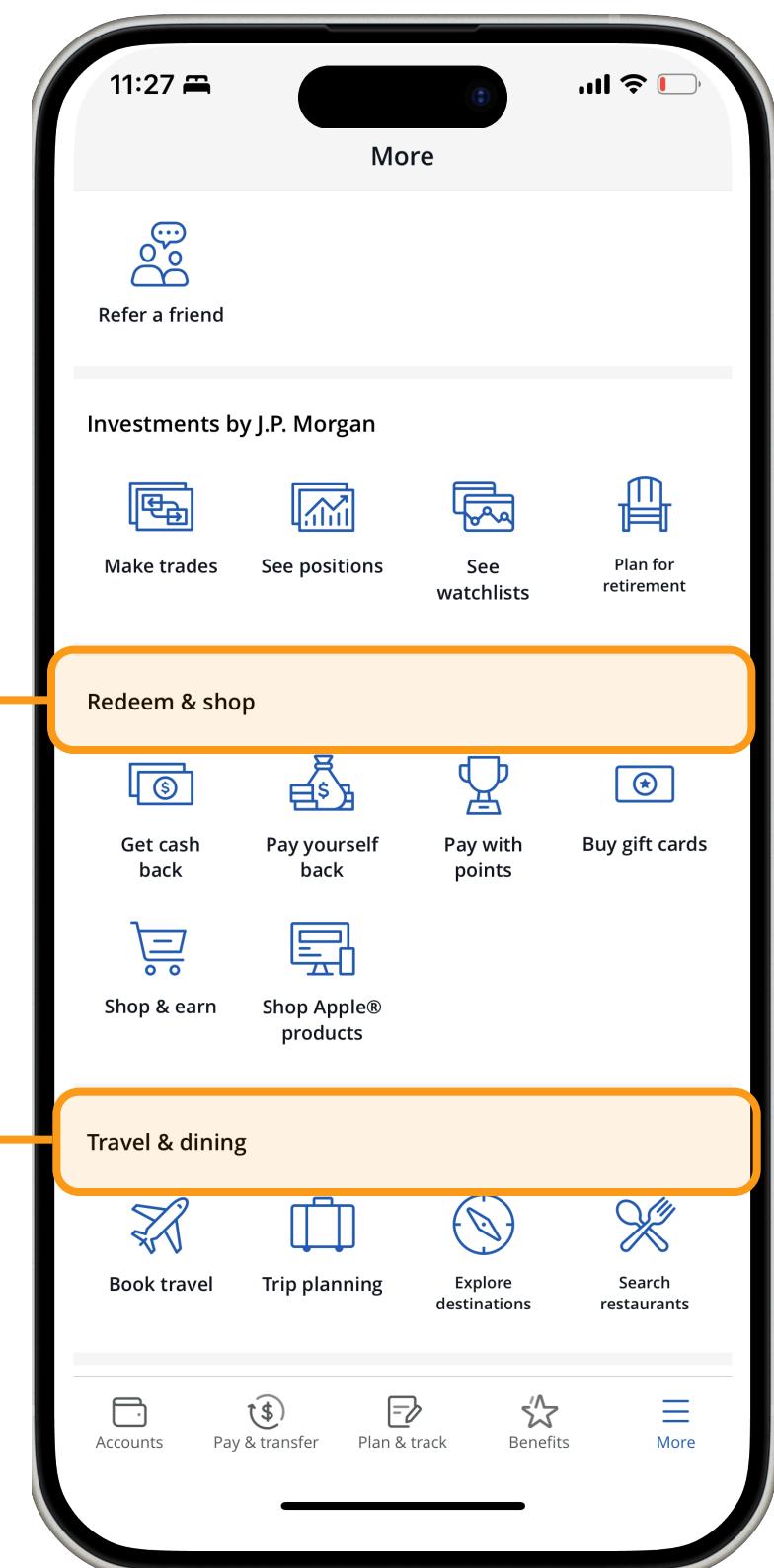
First experiment surprisingly showed us that beside the expected high engagement with Pay & transfer because at the top, the higher lift in terms of CTR was for another Primary Core JTBD - Self-service - and two of the Engagement sections - Redeem & shop and Travel & dining.



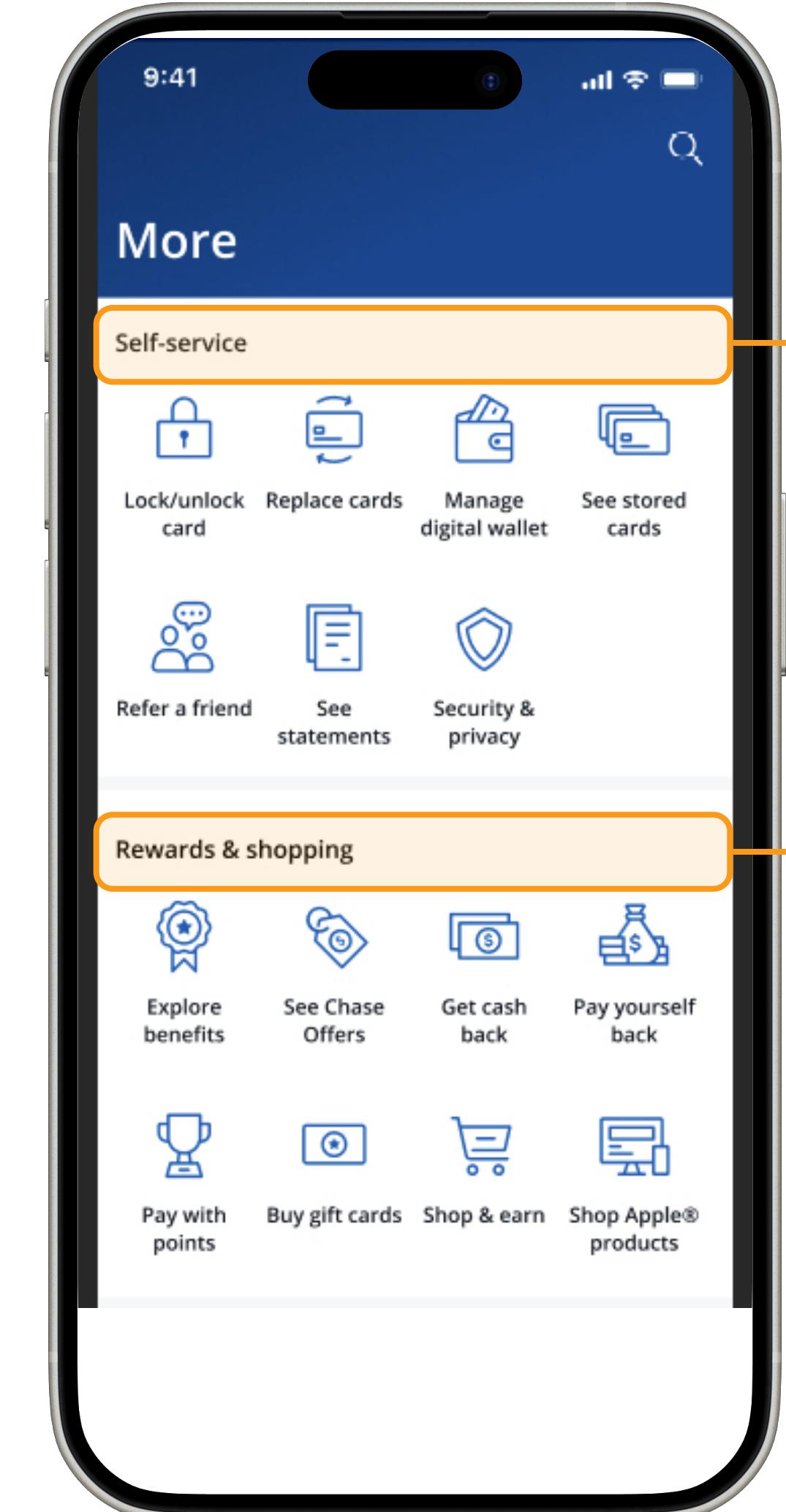
Pay & Transfer feature shows high engagement, but its visibility in Bottom Navigation is prominent.

Track your finances underperformed.

The Click-Through Rates (CTRs) for Self-service, Redeem & shop, and Travel & dining experienced a notable increase.

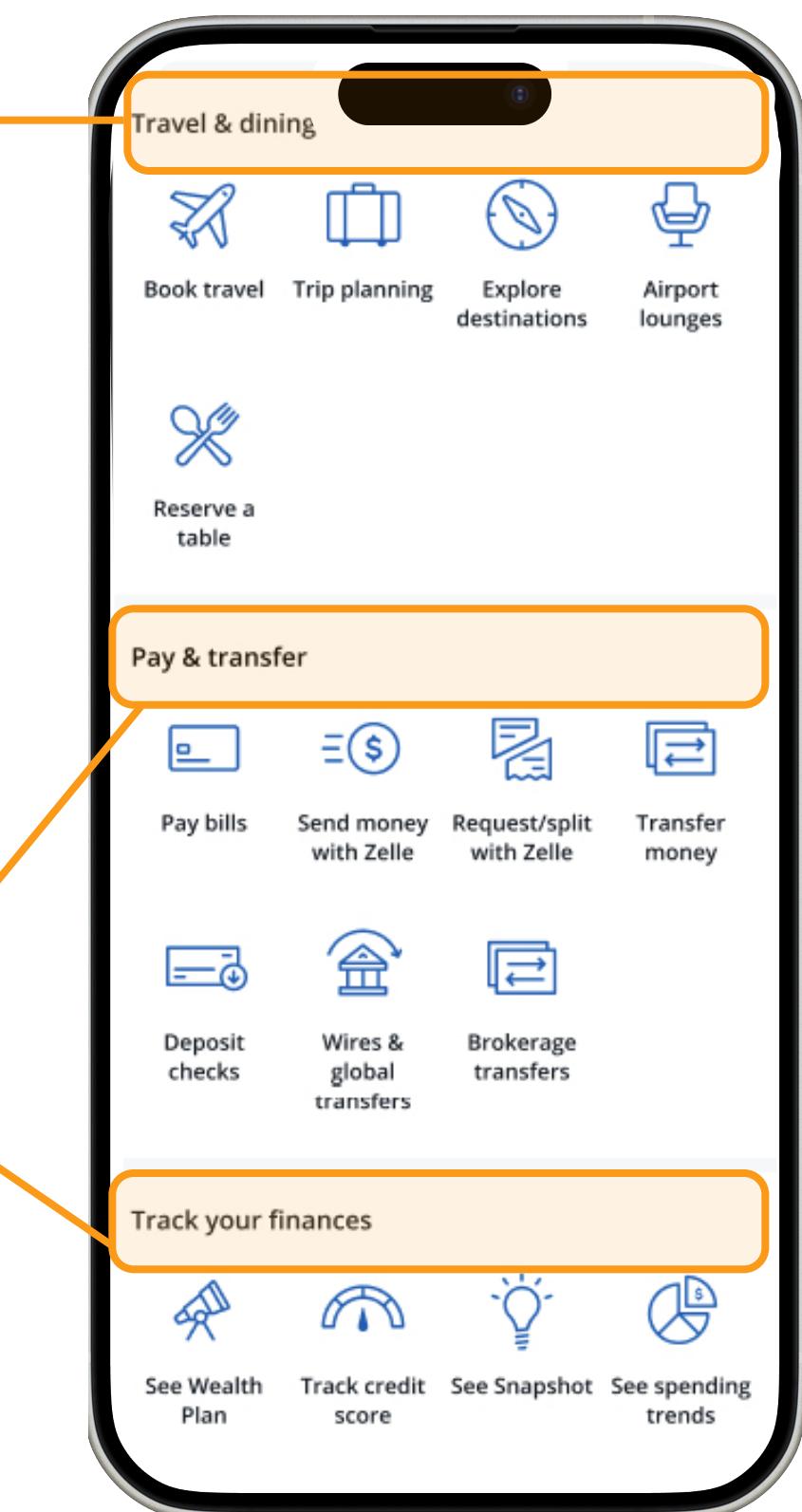


Following our review of the initial results from the first round, we restructured the categories according to the data showing which sections our users accessed most often.



Following the initial experiment, it became evident that the categories of **Self-service, Rewards & Shopping, and Travel & Dining** have emerged as the **primary focus areas**.

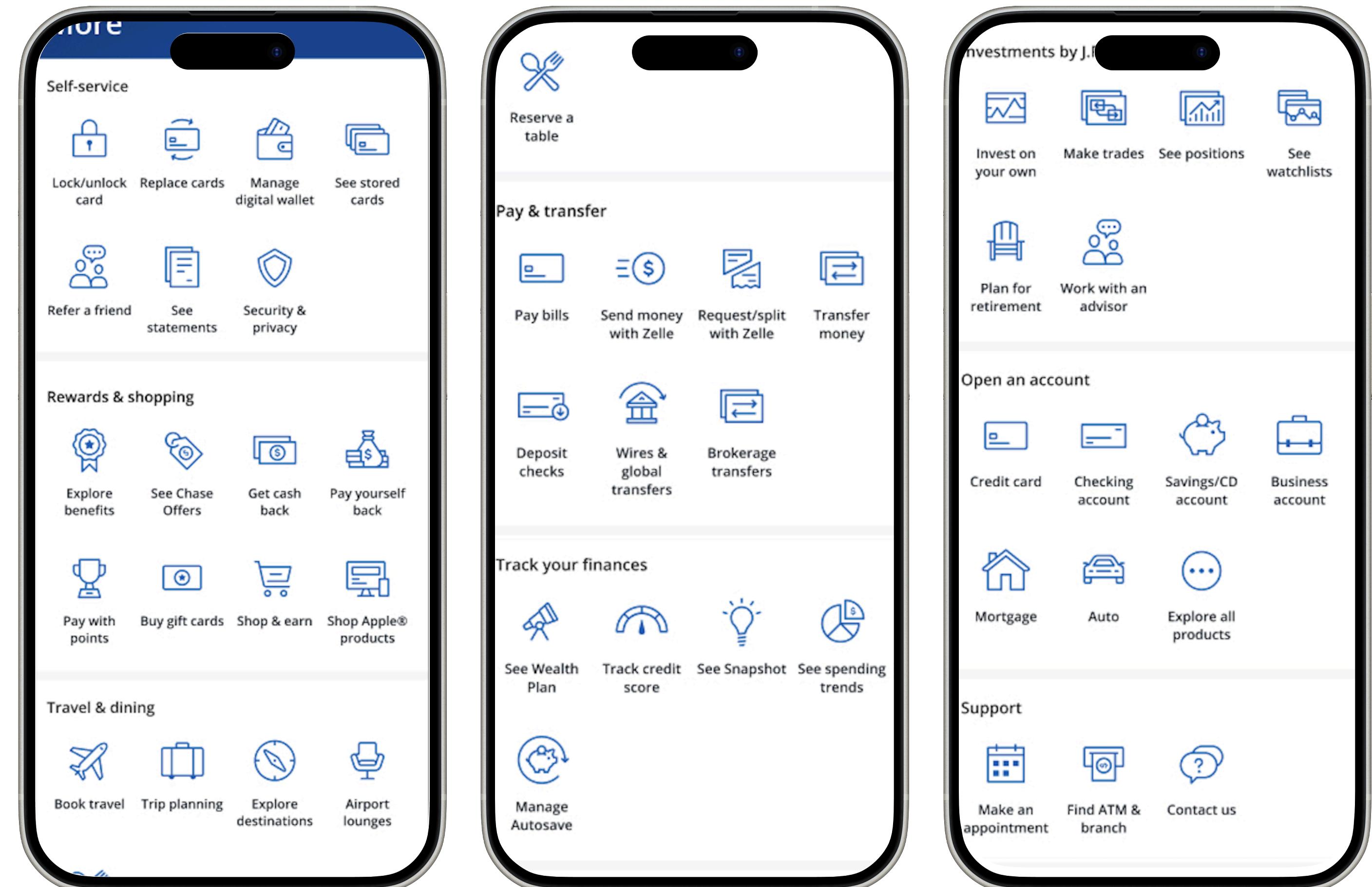
Pay & transfer category is now centrally located on the screen, next to **Track your finances**, improving the user experience for managing customer transactions.



MORE MENU

WINNING VARIANT

Following our review of the initial results from the first round, we restructured the categories according to the data showing which sections our users accessed most often.



LEARNINGS

After the launch, **J.D. Power's** banking benchmark pointed out that "The introduction of a 'More Menu' **enhances** the **findability** of information and tools.¹"

Additionally, the report remarked that "Chase's revamped 'More' menu is **extensive** but may feel a bit **overwhelming.**²"

REFLECTIONS

This led us to go back to the design board, resulting in a cleaner interface by **simplifying the labels** and **eliminating the Pay & Transfer category.**

Before

Manage digital wallets

See stored cards

See statement

See Chase Offers

Get cash back

Buy gift cards

Trip planning

Explore destinations

See Wealth Plan

See today's Snapshot

Get free credit score

See spending trends

Make trades

See positions

See watchlists

Explore all products

After

Digital wallet

Stored cards

Statements

Chase Offers

Cash back

Gift cards

Trips

Destination...

Wealth plan

Snapshot

Free credit score

Spending trends

Trade

Positions

Watchlists

All products

Thank you :)