



19 Dec 2023

USER TESTING RESULTS: INSIGHTS & RECOMMENDATIONS

SEB Robo Advisory App

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Thanks for the attention



Goal, Scope, and Objectives

Goal

Evaluate SEB Robo-Advisory System

Scope

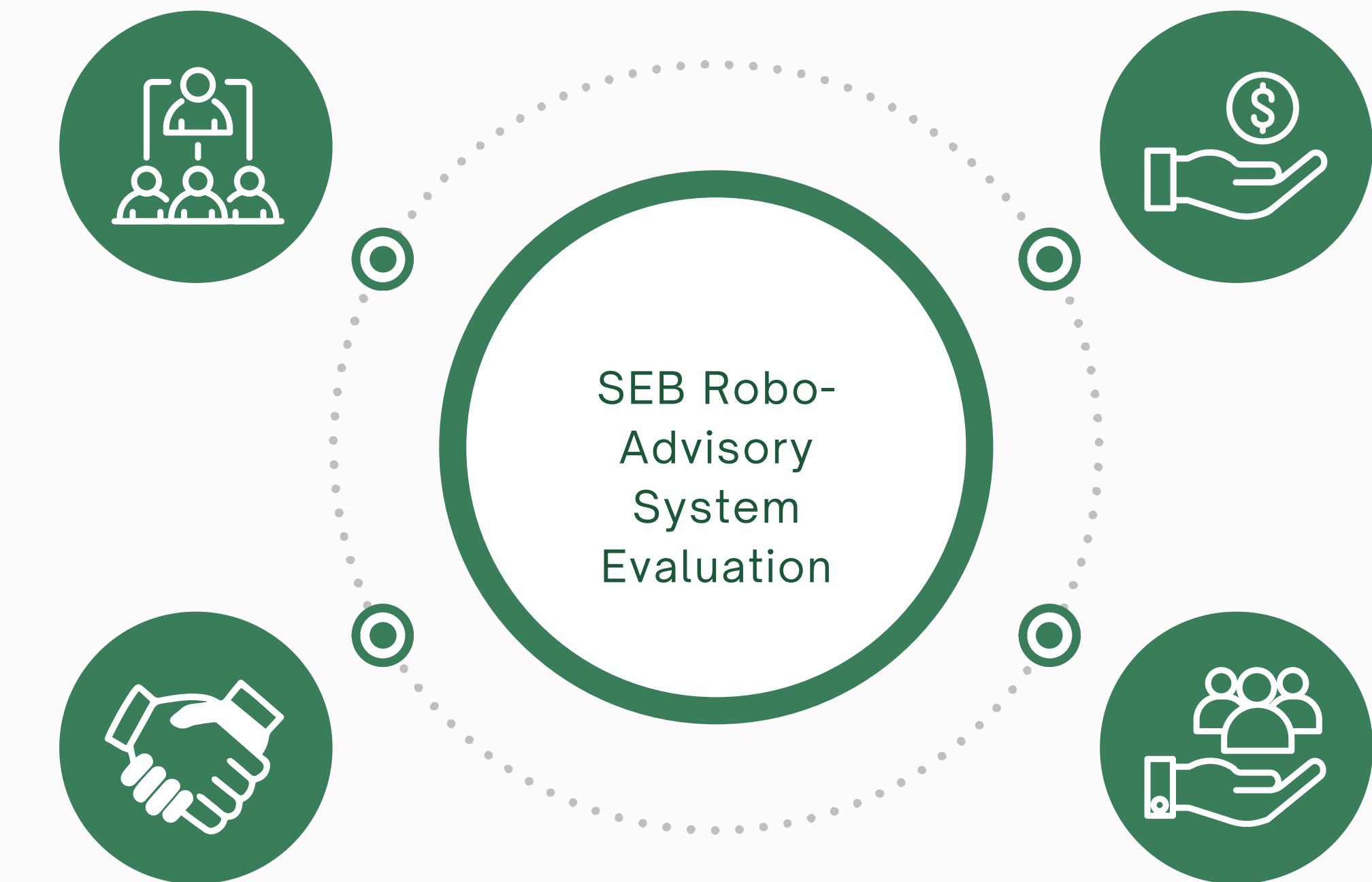
Assess the user interface and overall user experience of the robo-advisory platform.

Objective 1

Our first objective is interviewing 5 respondents from various backgrounds, observe and record their experience while they are going-through the robo-advisory.

Objective 2

After recording and observing, we are summarizing our findings and come up with points that should be developed to present better and clearer app experience



Our participants description

Quantity: 5 participants

Age: students approx. 18-25



Additional criterias: haven't used the advisory before; are not close friends/family members to each other

Location for interviews: University of Tartu, Tartu University Library

Education: Undergraduate,
Graduate



Nationality: both Estonians and foreigners



Technical proficiency: the advisory has to be intuitive, only basic level of technical proficiency is needed

Field of studies: any (except the ones related to investments and finances, as advisory is targeted for people who are not into the subject and need a piece of advice)

Some observations from user testing

1



- Difficulty Finding "Invest" Button
- Confusion Regarding Account Options
- Challenges Understanding Risk Tolerance
- Suggestions for Clarity: Comparison of Risk Levels

2



- Quick Navigation to Investment
- Clear Understanding of Terms
- Lack of Information on Fees
- Request for Projected Returns

3



- Swift Navigation to Investment
- Confusion about Decision Factors
- Positive Experience with UX
- Clarity on Financial Instruments

4



- Quick Find but Limited Understanding
- Confusion with Investment Terms
- Desire for More Skippable Sections
- Suggestions for Clearer Explanations

5

- Easy Navigation but Lack of Clarity
- Confusion between ETFs & Advising Funds
- Need for Clearer Information on Sustainability
- Desire for More Concise Text

MAIN PAINPOINTS OF EACH INTERVIEWEE

The second paragraph needs more clear, detailed explanations on how exactly the advice works

Is this investment right for me?

Robo-Advisor is an easy way to start investing. We will ask you to provide us with some information to prepare a personalized investment recommendation. You will only need to set-up a payment plan and our system will do the rest.

Our advice will include only a limited range of the SEB Group investment funds and should not be deemed to be dependent and thus will be subjective. More about our services, financial instruments and related risks.

Investor protection

This is an automated service and you will go through the session without our direct assistance. Also, we will not perform any periodic assessment of the advice given. If you have any questions during the session or afterwards, please contact us

Open contacts

The service is intended for private individuals in Estonia / Latvia / Lithuania only.

Start investing now

1

Confusion regarding account options - "I'd like to see marks about this portfolio and what these words mean"

Please read carefully about the provided services and make your selection

EFT portfolio

Advice on funds

ETF portfolios managed by bank

 Money will be invested in portfolio consisting of 7-10 passively managed exchange traded funds (ETFs)

 Minimum investment amount
From 50 EUR

 Fees
xx – xx% (per year)

 Who makes investment decisions?
You will give to the bank the mandate to create and manage your securities portfolio, and to take all investment decisions related to it. You will not be able to modify the portfolio.

 Reassessment of recommendation
Based on your information bank periodically will assess suitability of your portfolio.

Challenges understanding "Risk Tolerance"

Your risk preference

Choose the risk level where all the statements are relevant for you:

LOW

MEDIUM

HIGH



Low risk tolerance

I feel uncomfortable when assets value decreases, I do not seek for high returns.



Small returns

Small positive return in long-run



Investments may decrease up to 10% annually



Preferred term from 1 year

By confirming you agree that all the statements for risk level chosen are relevant to you

Confirm

Suggestions for clarity: comparison of risk levels -
"They could explain them, dedicating a page for each risk"

2

The absence of fee-related details, raising concerns about transparency in associated costs.

Lack of scenarios was highlighted as an area for improvement

"I'd like you to elaborate on that"

The image shows two side-by-side mobile phone screens. Both phones have a top navigation bar with 'Overview' and 'Projected value' tabs. The left phone's screen displays the 'Investment strategy' section, which includes a circular pie chart showing the portfolio composition: Equities (45%), Bonds (30%), Commodities (20%), and Other (5%). Below the chart, it says 'Strategy type: Defensive'. The right phone's screen displays the 'Projected investment value' section, which includes a slider for 'First investment from 50 EUR' set at 50,00 EUR, and another slider for 'Regular monthly investment from 50 EUR' also set at 50,00 EUR. At the bottom, it shows 'Projected investment value: After 10 year(s)' with 'Positive scenario: 28 399 EUR' and 'Negative scenario: 26 344 EUR'.

ETF portfolio name xxxxxxxx

Overview Projected value

Investment strategy

The aim is to create long term capital growth. This fund is actively managed and has a global focus.

Portfolio consists of:

Equities (45%) Equities (45%)

Bonds (30%) Bonds (30%)

Commodities (20%) Commodities (20%)

Other (5%) Other (5%)

Strategy type Defensive

Composition of portfolio

Benefits of this portfolio

Annual costs and charges

Portfolio account administration fee: 0,42%

Portfolio ongoing fee: 0,73%

More about the fee

Projected investment value

After 10 year(s)

Positive scenario: 28 399 EUR

Negative scenario: 26 344 EUR

"You could expand on positive and negative scenarios"

“Too much text”

3

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More detailed explanation is needed : what “defensive” strategy type is, elaboration on fees, what they basically mean and why they are like that

The smartphone screen displays an investment application interface. At the top, there are two tabs: "Overview" (selected) and "Projected value". Below the tabs, the section "Investment strategy" is shown with the subtext: "The aim is to create long term capital growth. This fund is actively managed and has a global focus." Under "Portfolio consists of:", there is a donut chart illustrating the asset allocation: Equities (45%) in blue, Bonds (30%) in green, Commodities (20%) in purple, and Other (5%) in grey. To the right of the chart, the categories "Strategy type" and "Composition of portfolio" are listed. The "Strategy type" is labeled "Defensive". The "Composition of portfolio" section lists the asset classes and their percentages. Below these sections, the "Annual costs and charges" section provides details on account administration fees (0,42%) and ongoing fees (0,73%). A link "More about the fee" is also present.

Asset Class	Percentage
Equities	45%
Bonds	30%
Commodities	20%
Other	5%

Strategy type: Defensive

Composition of portfolio:

- Equities (45%)
- Bonds (30%)
- Commodities (20%)
- Other (5%)

Benefits of this portfolio

Annual costs and charges

- Portfolio account administration fee: 0,42%
- Portfolio ongoing fee: 0,73%

More about the fee

"The investment goal is a redundant question"

4

"For a regular user, it should be more descriptive, what defensive means"

"It didn't give us an approximate amount of return. What range is fluctuation for example?"

Investment objectives

Investment goal

- Build wealth
- For kids
- For house
- For a dream trip
- Other

Investment period

Minimum period for investment is 1 year. You will be able to sell your securities anytime.

Years

5

Next

"It would be better if the app allows skipping sections."

Your previous experience

Why do you have to answer these questions? i

You can continue the session even if answering "No" to these questions.

Do you have higher education and work experience in financial markets related area that allows you to understand investments?

Yes

No

Do you have any experience investing in financial instruments in the last 5 years?

Yes

No

Next

Overview Projected value

Investment strategy

The aim is to create long term capital growth. This fund is actively managed and has a global focus.

Portfolio consists of:



Equities (45%)	■
Bonds (30%)	■
Commodities (20%)	■
Other (5%)	■

Strategy type Defensive

Composition of portfolio

Benefits of this portfolio

Annual costs and charges

Portfolio account administration fee: 0,42%

Portfolio ongoing fee: 0,73%

More about the fee

Assessment summary

Knowledge and experience with funds	✓
Investment service choice i	ETF portfolio
Your will invest to	Build wealth
Investment period in years	5
Your financial capacity i	Medium
Suggested risk level	High
Sustainability preferences	
My investments address sustainable environmental or social objectives	Medium
I confirm that the information provided to you is correct and complete	
Investment recommendation with suitability report of recommended investment fund is now placed in your Internet bank in Digital documents. We advise to read it through before entering into the transactions.	

Confirm

Also wants to know more about scenarios in "projected value"

More clear explanations are needed. The person didn't understand the concept of ETF. He made a decision randomly.

5

"What kind of types (of strategies) exist also?"

Please read carefully about the provided services and make your selection

EFT portfolio Advice on funds

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 Fees xx – xx% (per year)

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 Reassessment of recommendation Based on your information bank periodically will assess suitability of your portfolio.

Your knowledge of ETFs portfolio

Read the statements carefully and mark are they correct or not:

Portfolio service means that SEB will fully manage assets and take investment decisions in your portfolio according to the strategy agreed with you.

Yes
 No

Past performance of ETFs included in portfolio guarantees similar return also in future.

Yes
 No

The return of portfolio is fixed and the bank guarantees the performance of it.

Overview Projected value

Investment strategy

The aim is to create long term capital growth. This fund is actively managed and has a global focus.

Portfolio consists of:



Category	Percentage
Equities	45%
Bonds	30%
Commodities	20%
Other	5%

Strategy type Defensive

Composition of portfolio

Benefits of this portfolio

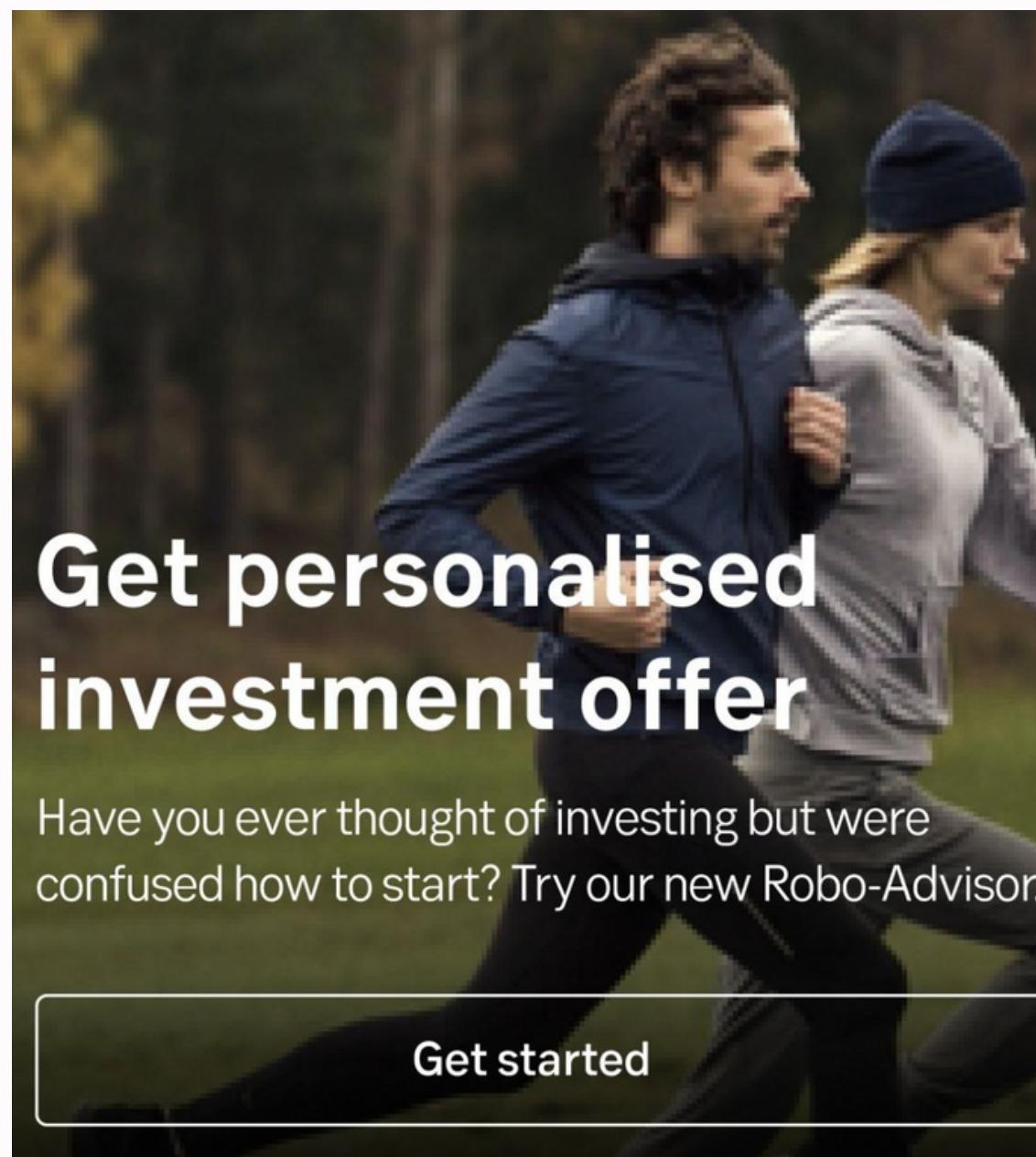
Annual costs and charges

Portfolio account administration fee: 0,42%
Portfolio ongoing fee: 0,73%

More about the fee

Most common painpoints

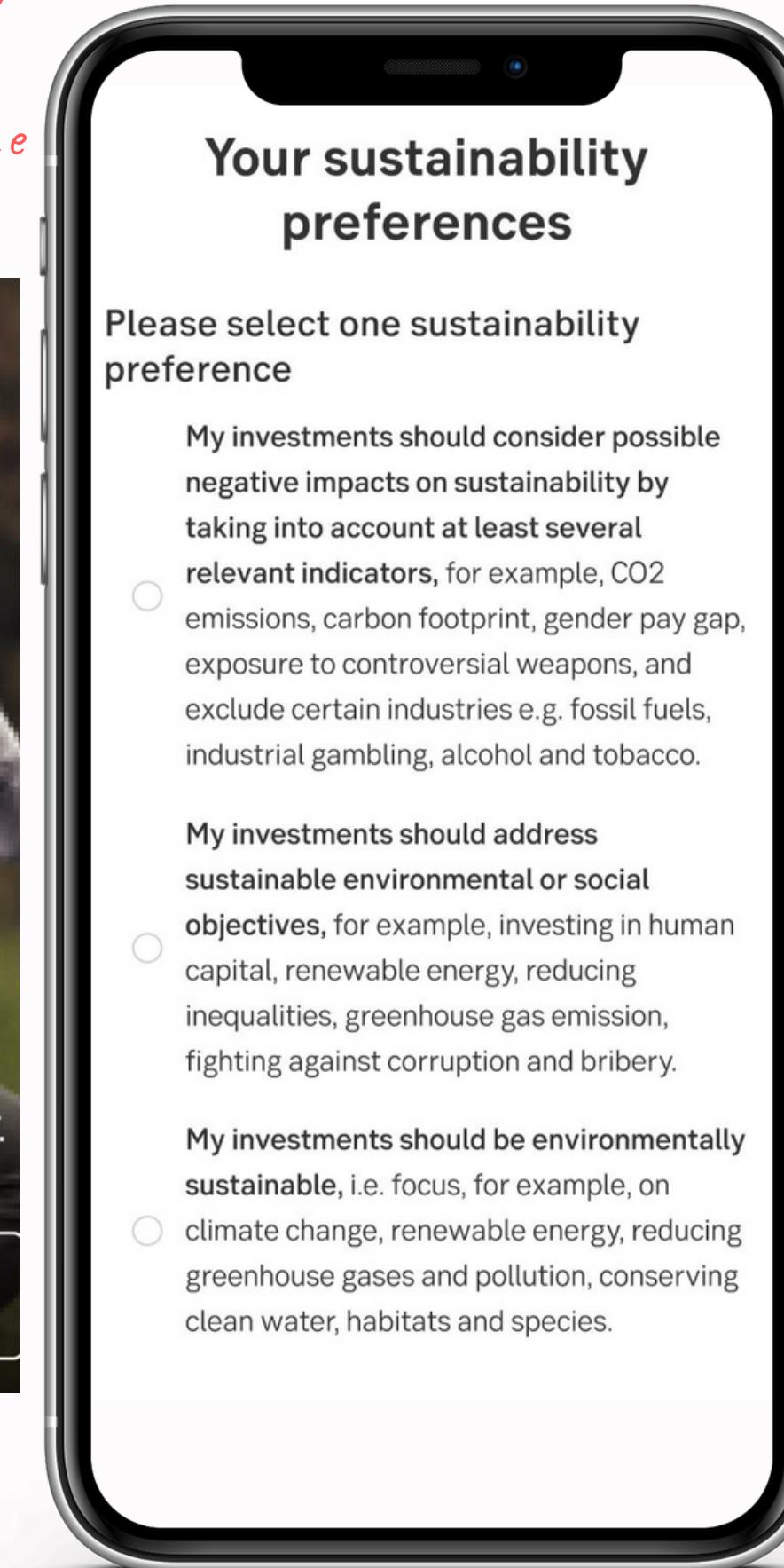
Since this button is located in the very beginning, people click on it instantly, not even reading the text - ignoring the second button



Get personalised investment offer

Have you ever thought of investing but were confused how to start? Try our new Robo-Advisor.

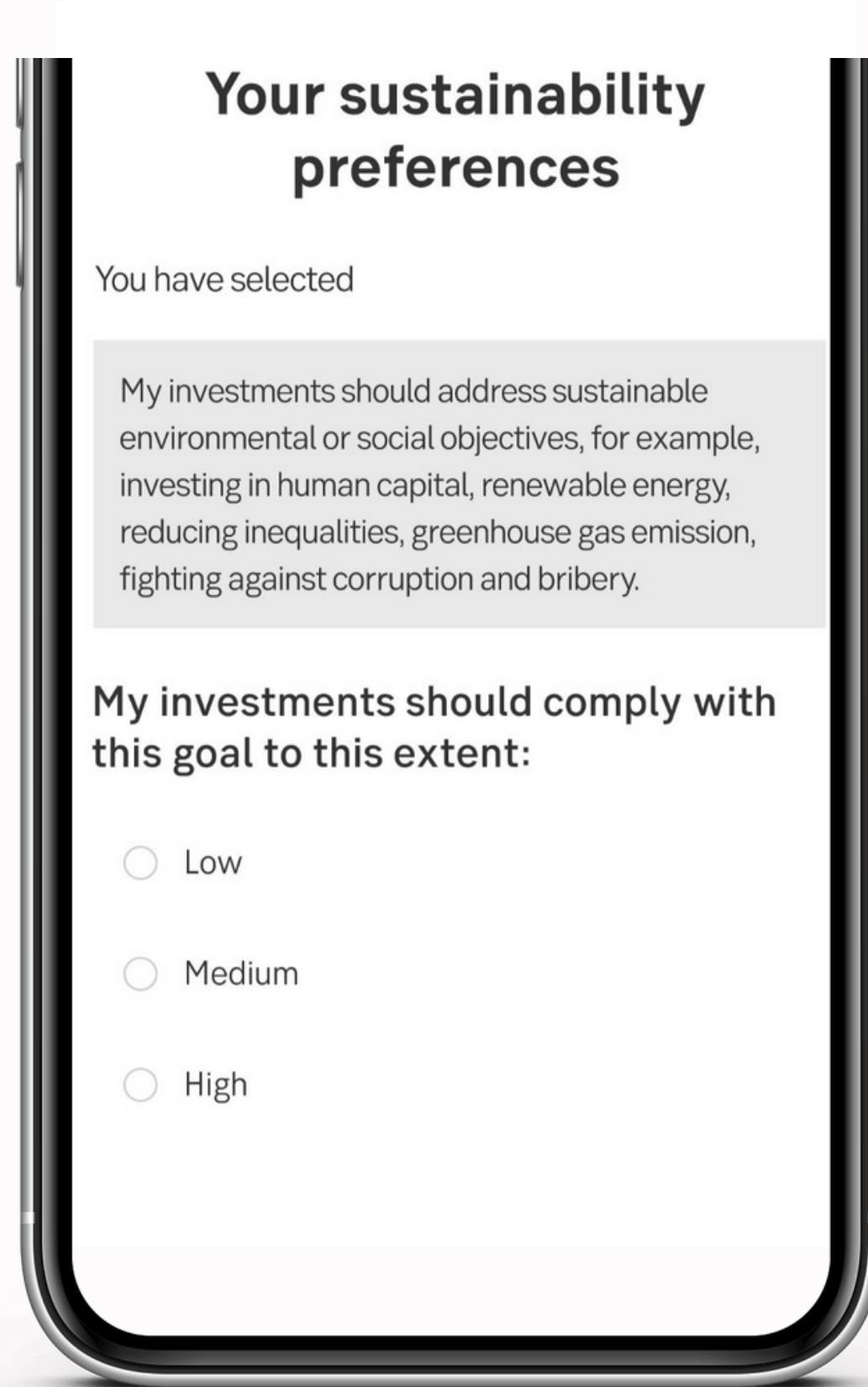
Get started



Sustainability part: “**Sustainability concept is confusing.**” Some examples was unclear (industrial gambling, gender pay gap). If the person chooses “Advise on funds” and then medium risk preference, no available investment products can be offered, why is there sustainability section at all in that case.

Still not clear why sustainability is important in context of investing

Another confusing moment



All of the interviewees thought that these “Low, Medium and High” are correlated to risk tolerance, so it is confusing, we think changing words to “Not really good, Good and Excellent” would be helpful in avoiding confusion.

Key Challenges Summary



Complex Terminology

Confusion prevailed around financial terms like ETFs, Advising Funds, and Investment Periods, impacting decision-making.



Clarity on Risk & Sustainability:

Users struggled to comprehend risk levels and sustainability factors, affecting their investment preferences.



Insufficient Information

Lack of details on fees, returns, and sustainability led to uncertainty and hesitancy in decision-making.



Text Overload & Lengthy Content

Users found excessive text and prolonged explanations overwhelming and challenging to perceive.

Main Recommendations Concluded from Feedbacks

01



Clarity on Investment
Terminology

Streamlining Text for
Conciseness



02

03



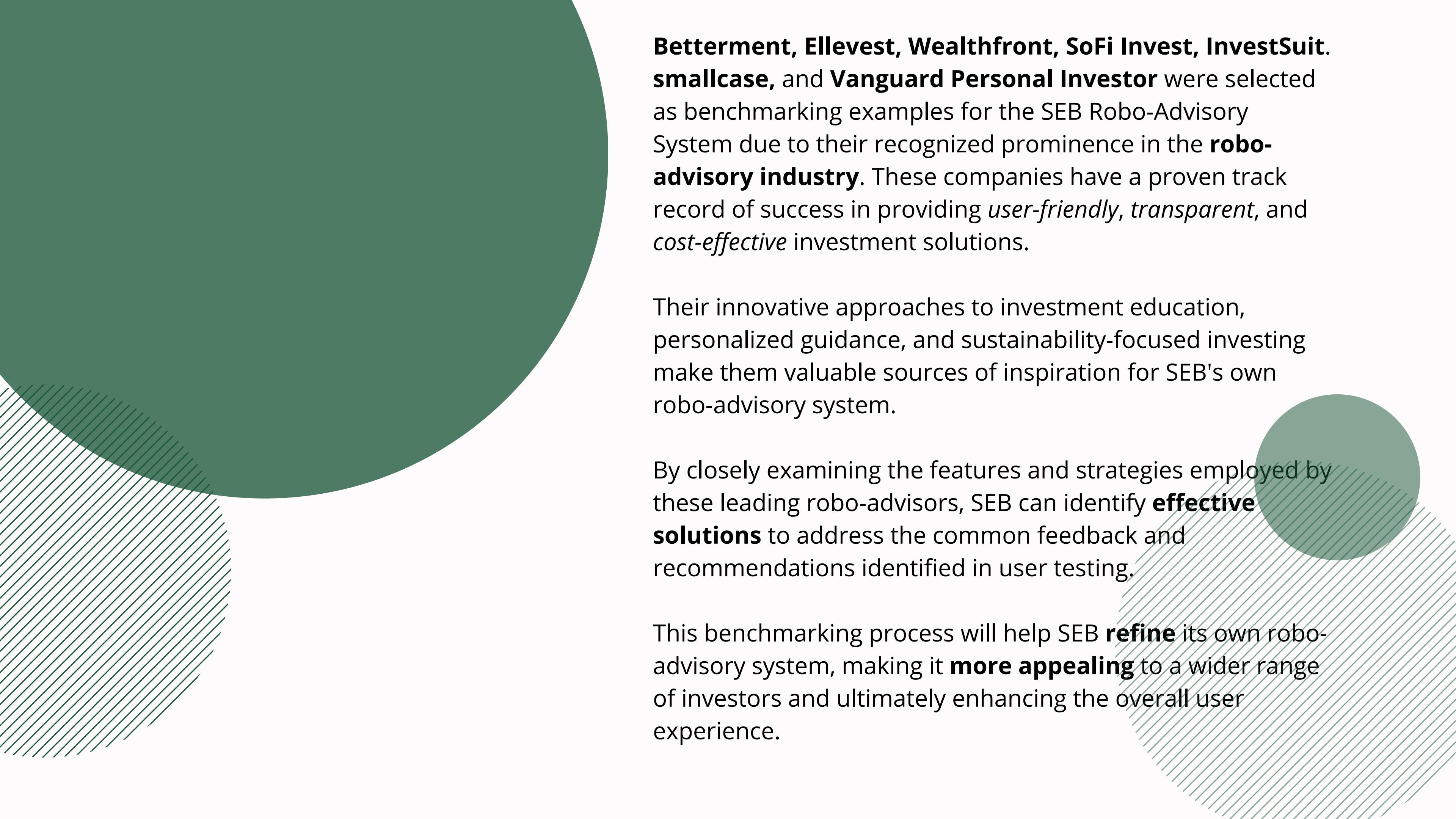
Enhanced Information
on Fees & Returns.

Improved Explanation
of Sustainability



04

BENCHMARKING



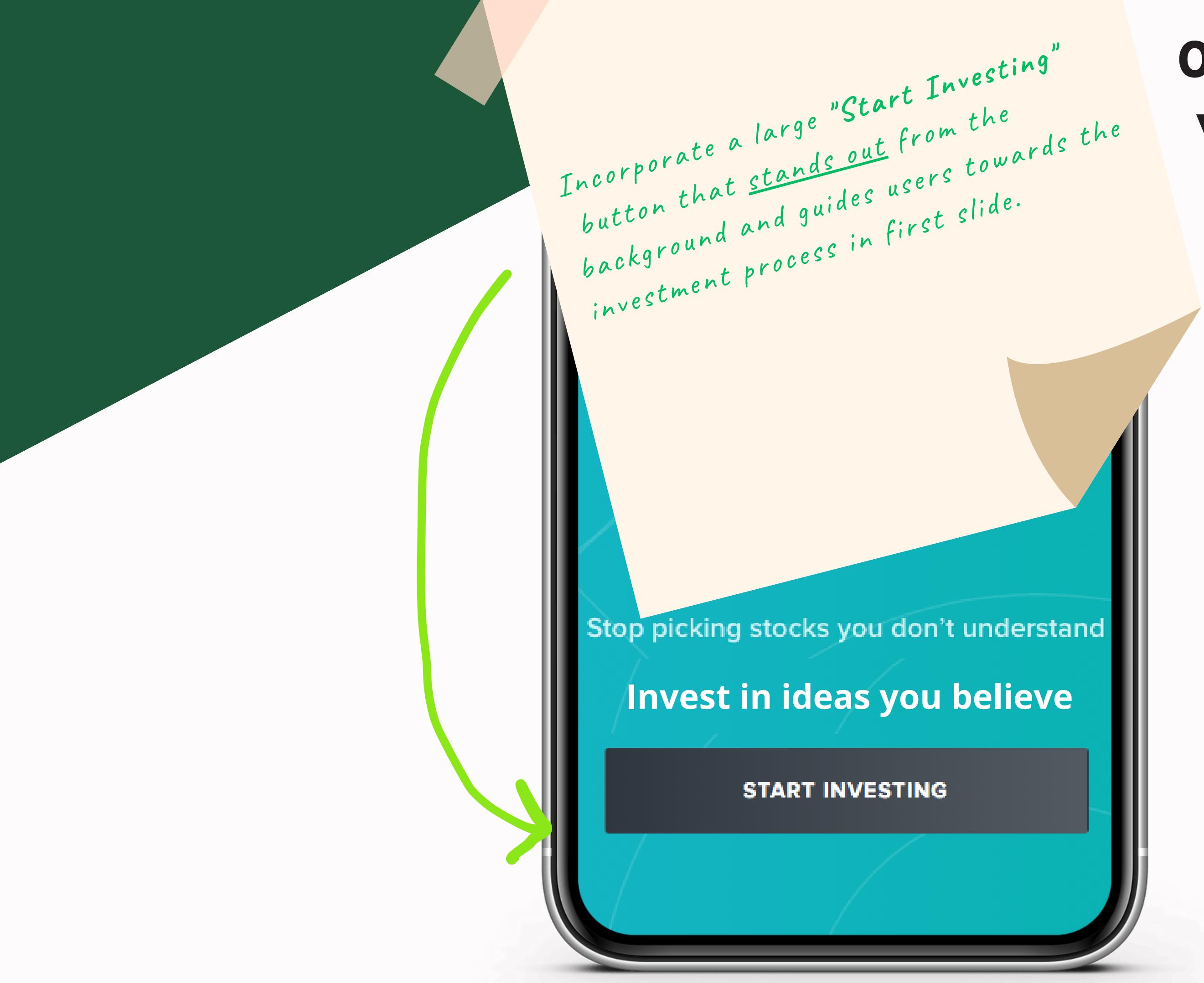
Betterment, Ellevest, Wealthfront, SoFi Invest, InvestSuit, smallcase, and Vanguard Personal Investor were selected as benchmarking examples for the SEB Robo-Advisory System due to their recognized prominence in the **robo-advisory industry**. These companies have a proven track record of success in providing *user-friendly, transparent, and cost-effective* investment solutions.

Their innovative approaches to investment education, personalized guidance, and sustainability-focused investing make them valuable sources of inspiration for SEB's own robo-advisory system.

By closely examining the features and strategies employed by these leading robo-advisors, SEB can identify **effective solutions** to address the common feedback and recommendations identified in user testing.

This benchmarking process will help SEB **refine** its own robo-advisory system, making it **more appealing** to a wider range of investors and ultimately enhancing the overall user experience.

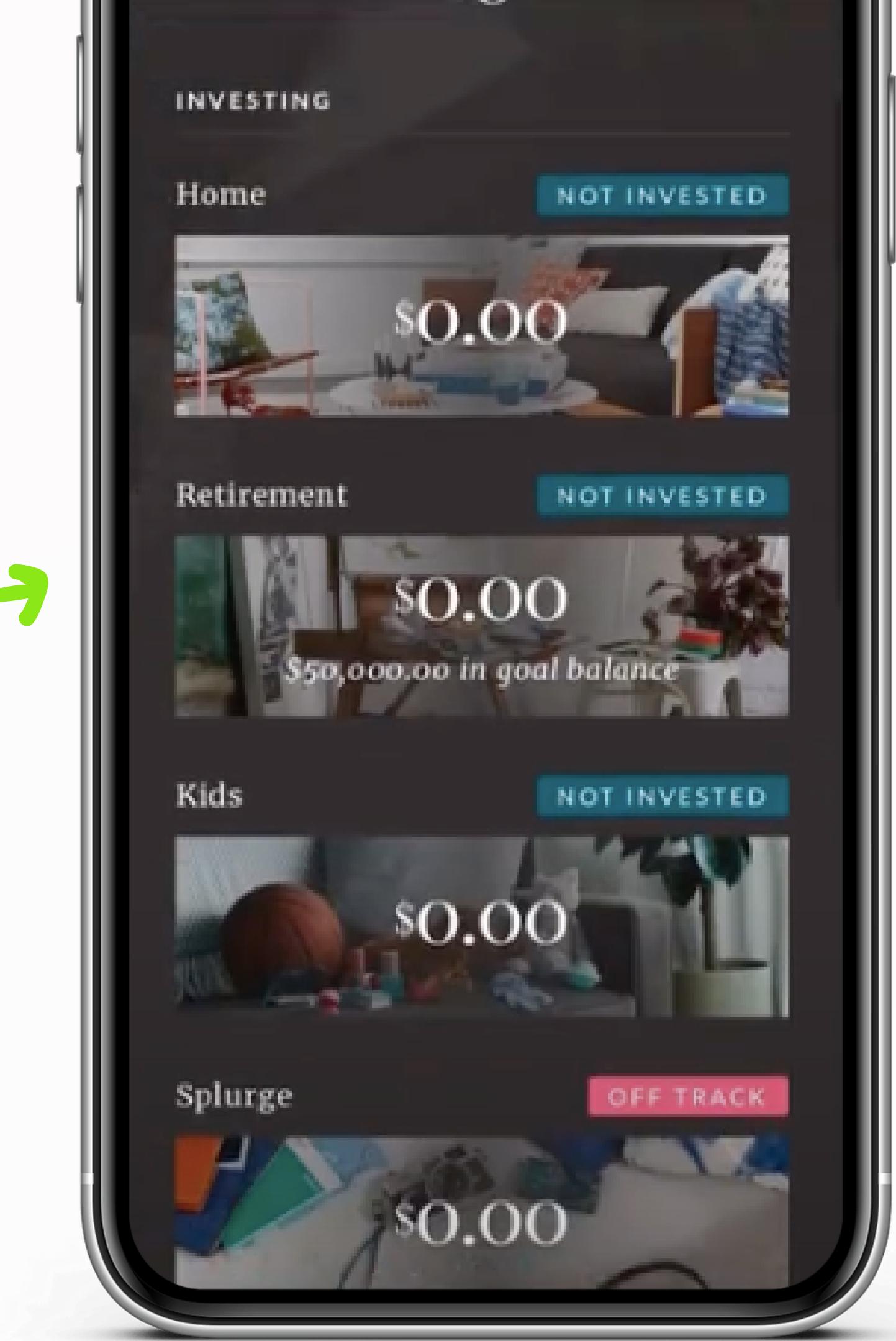
01 "Invest" Button Visibility



02 Goals Options

Clarity

Create clear and concise descriptions of the different financial goals, including comparison tables to highlight the key differences. The screenshot was taken from Ellevest app.



03 Risk Tolerance Explanation

Offer a personalized risk assessment questionnaire that guides users towards the most suitable investment risk profile.
The screenshot was taken from "Wealthfront".

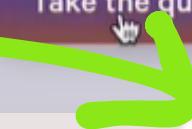
What level of risk suits you best?

Sure, everyone wants to maximize their returns — but not everyone's comfortable with the ups and downs that come with long-term investing. Whether you like to play it safe, take big bets, or both, how do you get the highest return for your comfort zone?

Take the quiz!

High risk/High return

Low risk/Low return



Provide a breakdown of fees in a transparent and easily understandable manner.

(In SEB's website we can find following, however in the prototype, we do not have it.)

In this case, it would be better if robo advisory had this kind of calculator for fees, and total amount:

04 Transparent Fee Display



Integrated Financial Advisory Fee Calculator

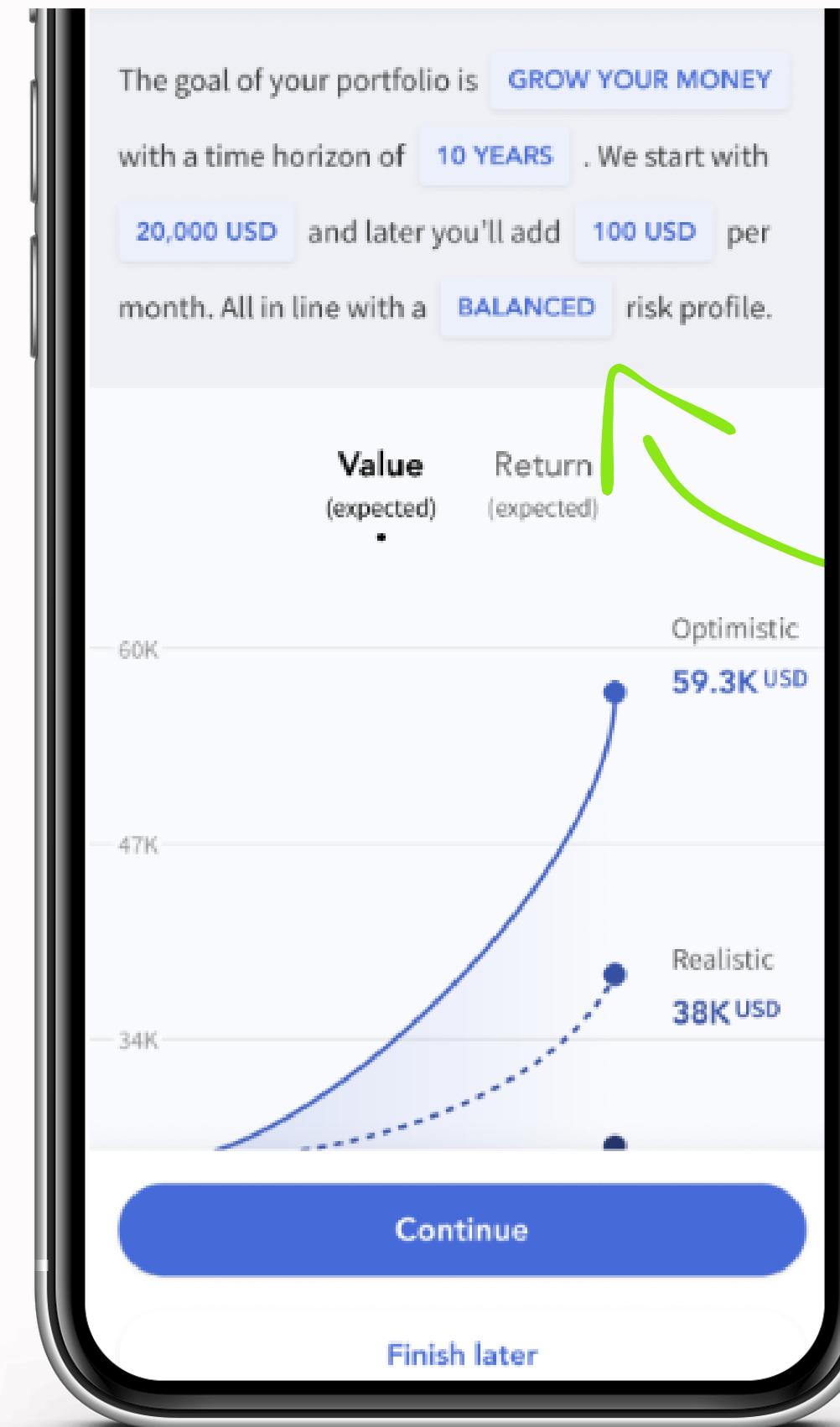
Investment Portfolio Value (\$):

Calculate

Sensible Financial Annual Fee (\$):

Sensible Financial Annual Fee (%):

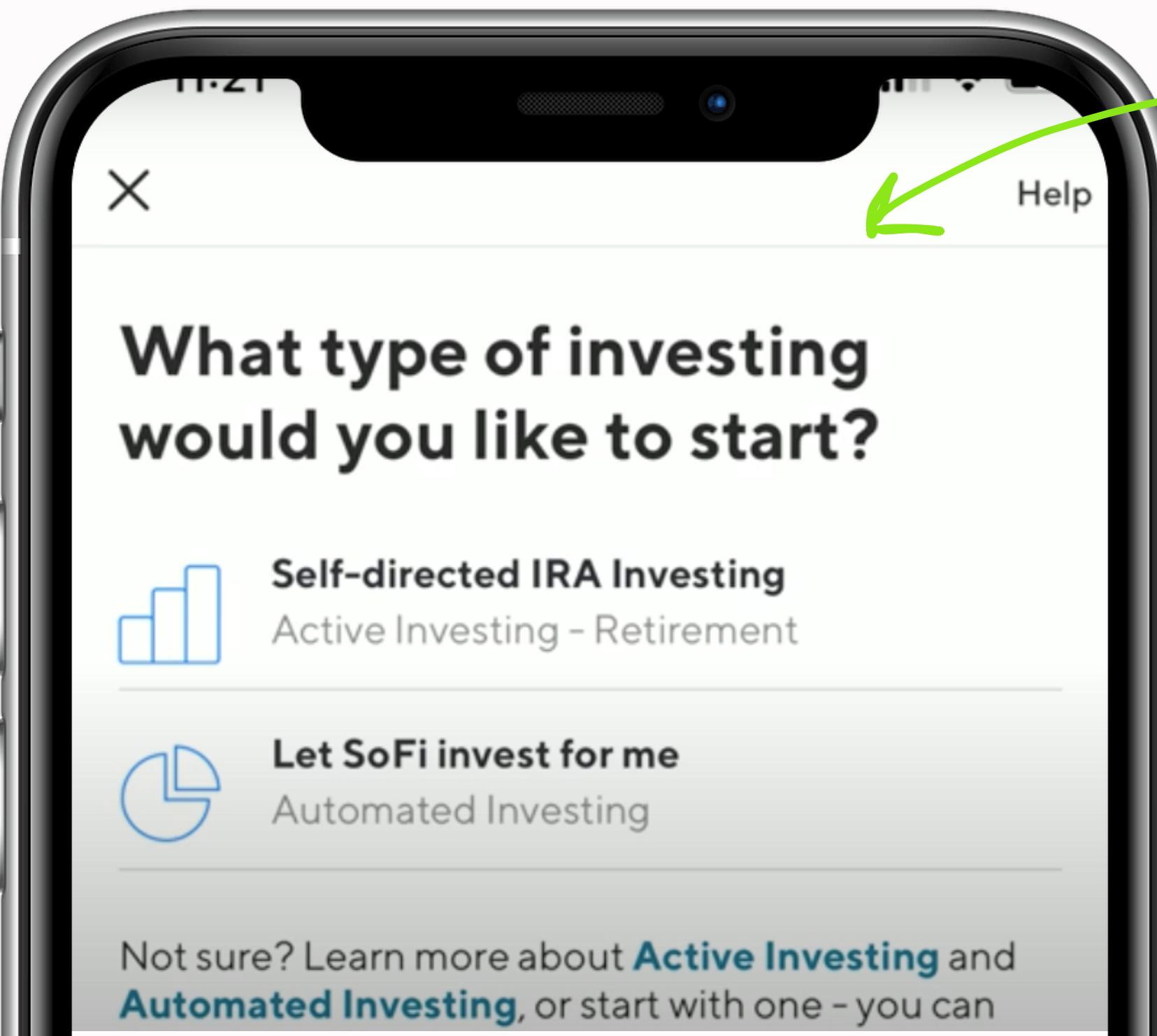
05 Projected Returns Feature



As we see the risk level is also considered in Investsuit's robo advisory. We think the robo-advisory can also adapt this feature within its app.

06

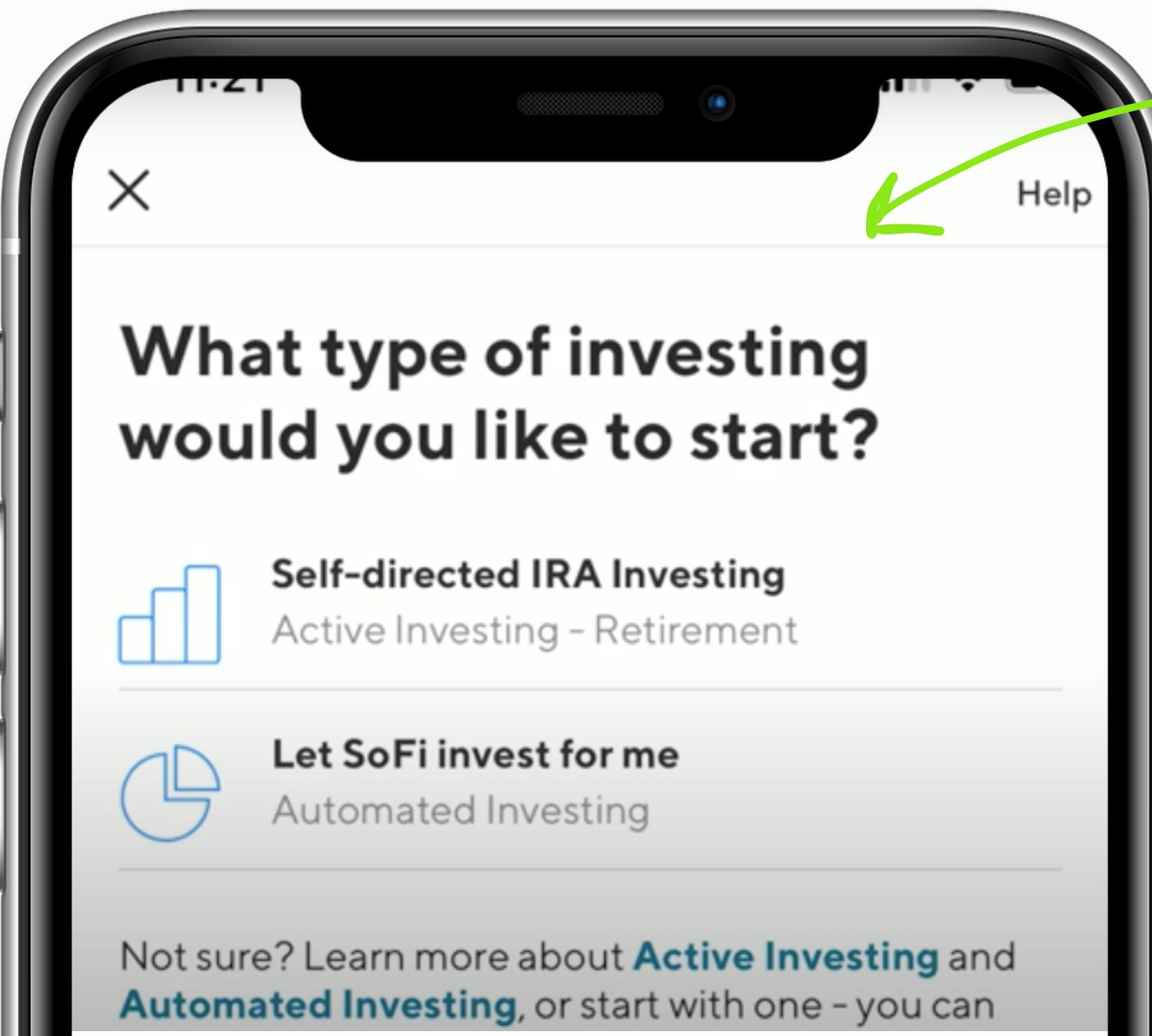
Decision Factor Clarity



SoFi Invest: Offers interactive investment scenarios that allow users to experiment with different investment decisions and evaluate their impact on their portfolio.
link

06

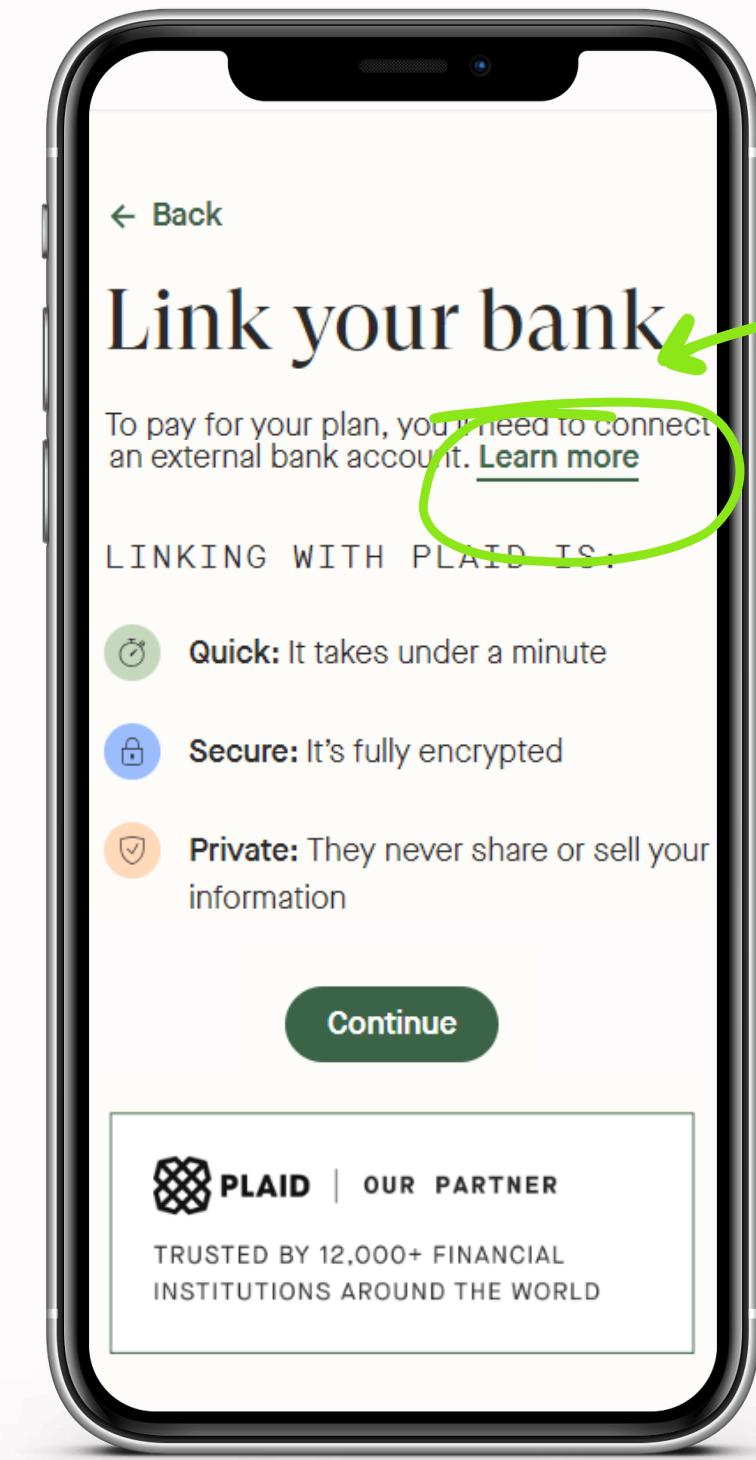
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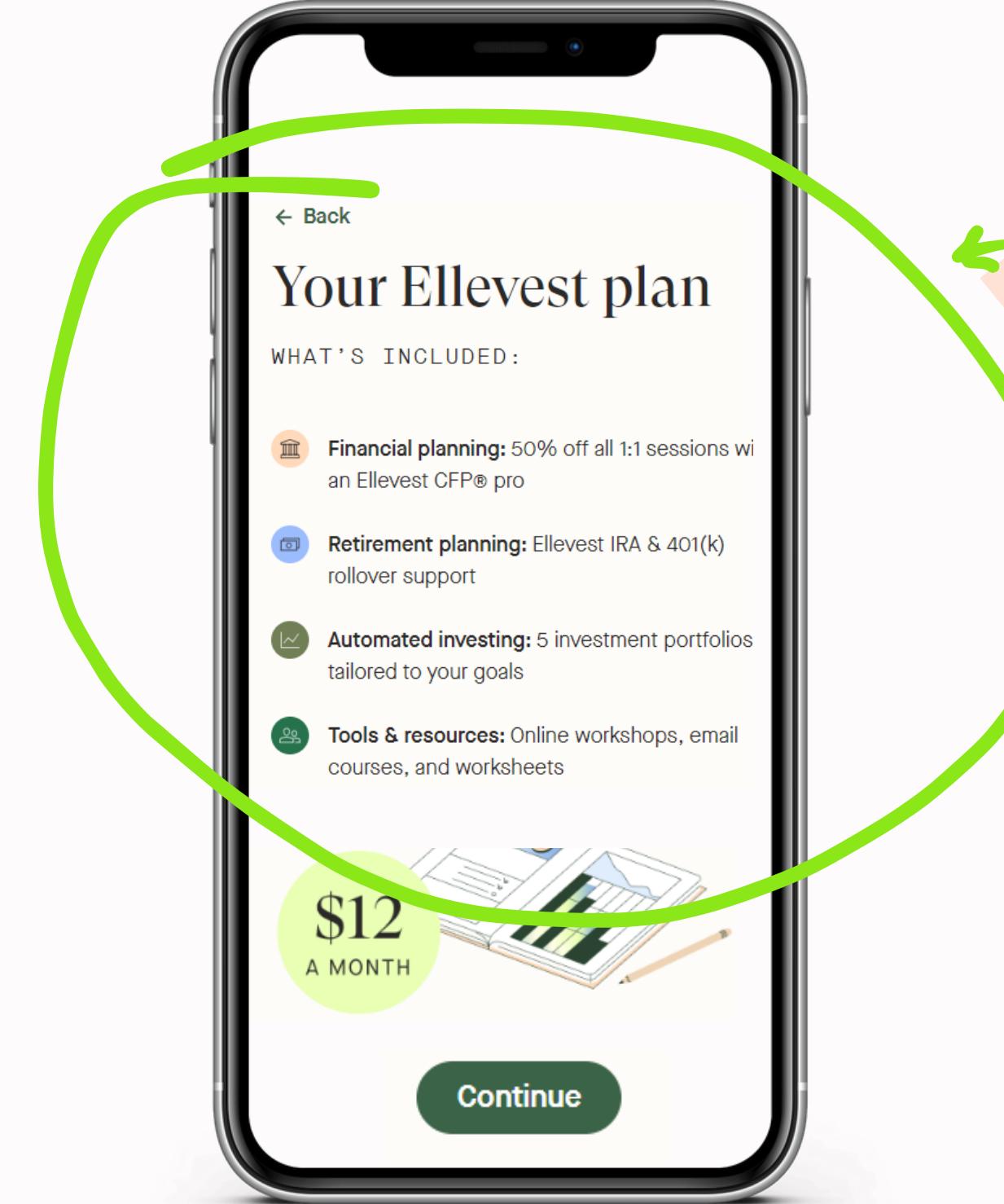
Skippable Sections Option

07



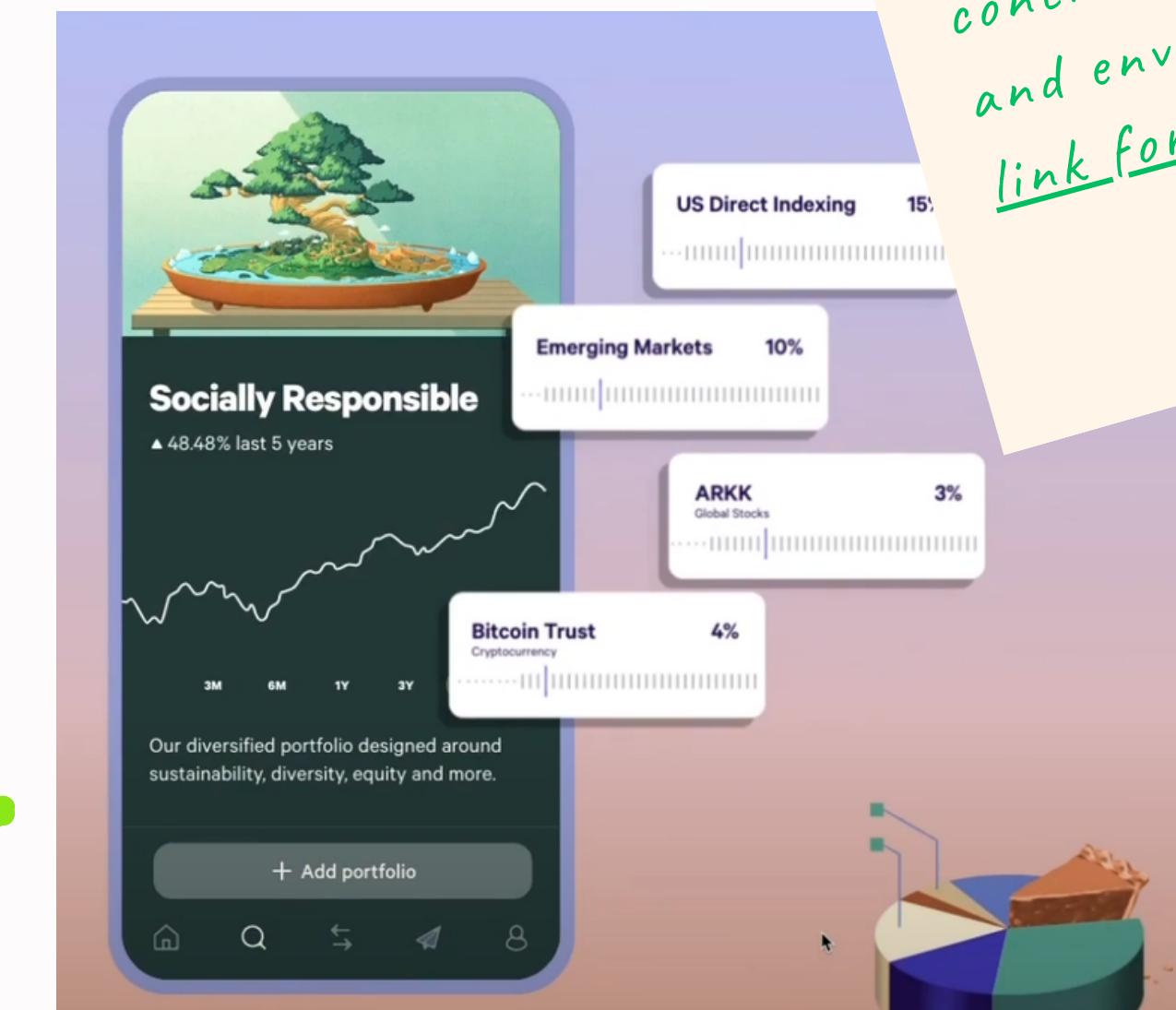
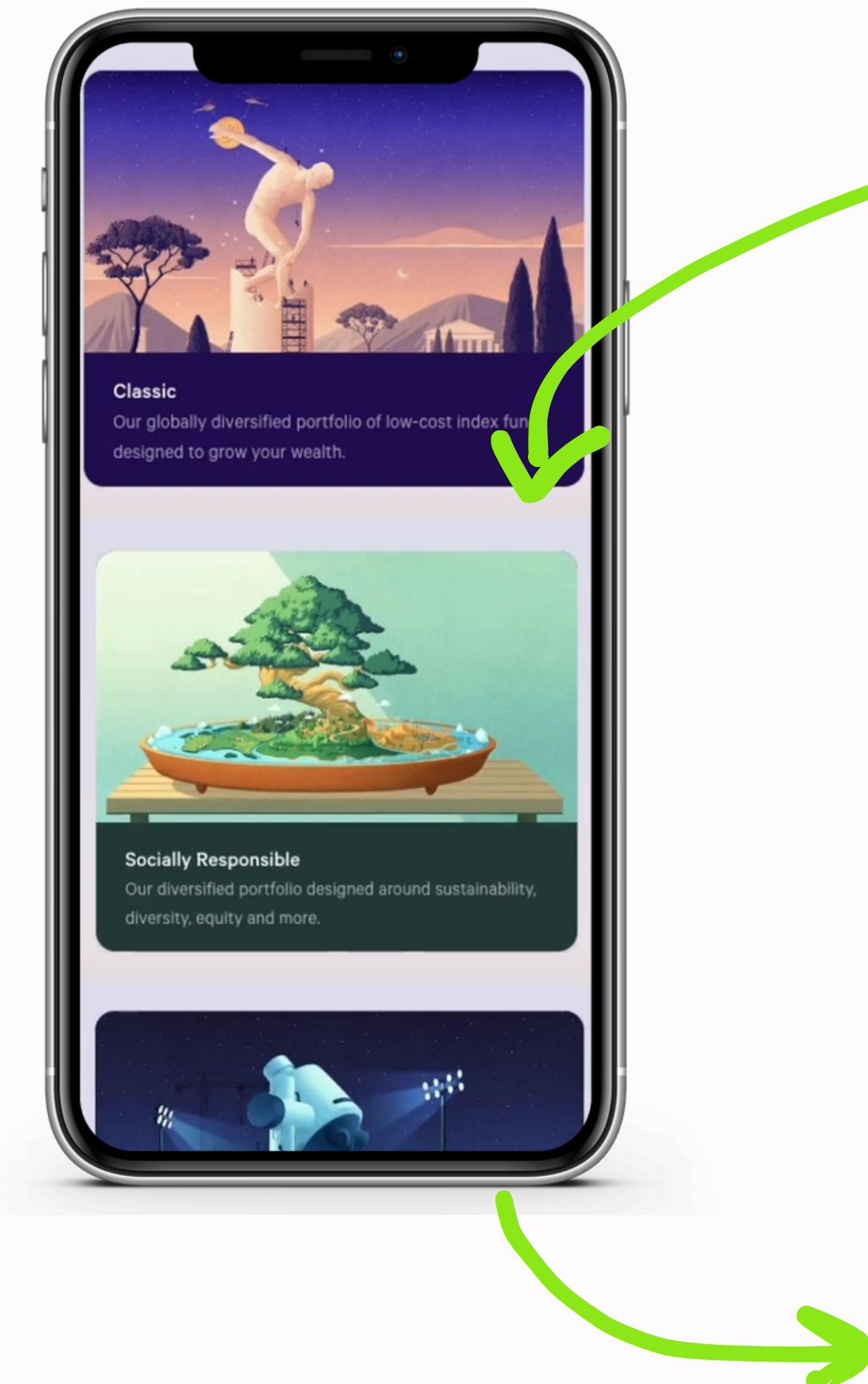
Ellevest: Provide a "Learn More" option for users who wish to delve deeper into specific topics

08 Summary



Ellevest: Offer a summary of key points for users who prefer a more concise approach.

Sustainability Information Clarity



Wealthfront: Offer interactive modules that explain the principles of sustainable investing and demonstrate how it can contribute to positive social and environmental outcomes. [link for video](#)



**THANK YOU
FOR YOUR
ATTENTION! :)**