



# **Responsive Web Redesign capitalone360.com**

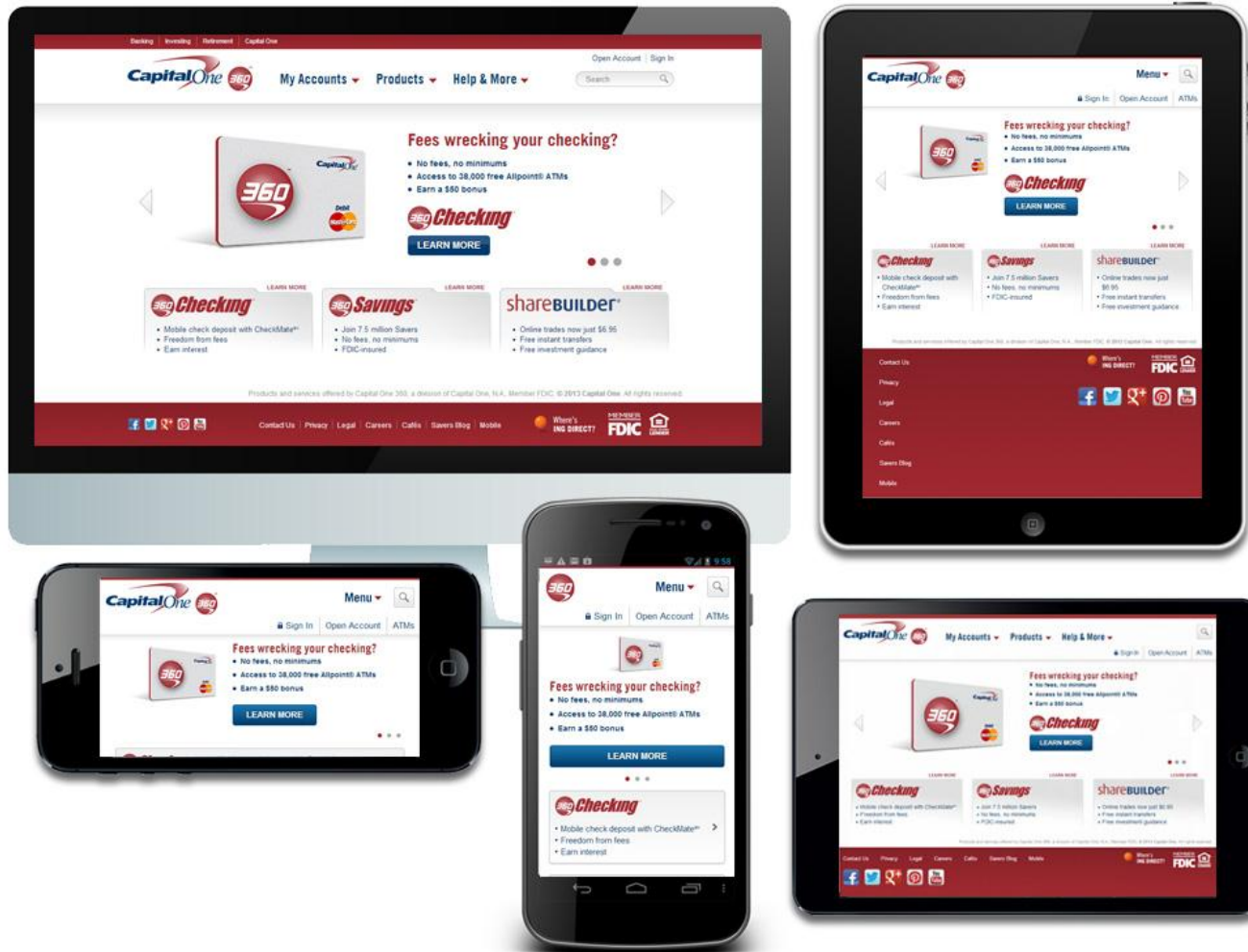
**Marie Pitcherella**

**360 UX Design**

**November 6, 2013**

# Our Mission

- Serve all customers a single, seamless experience no matter how they choose to interact with us – on their phone, tablet or traditional desktop



# What is Responsive Web Design?

- **3 core components that it takes to make a website responsive:**

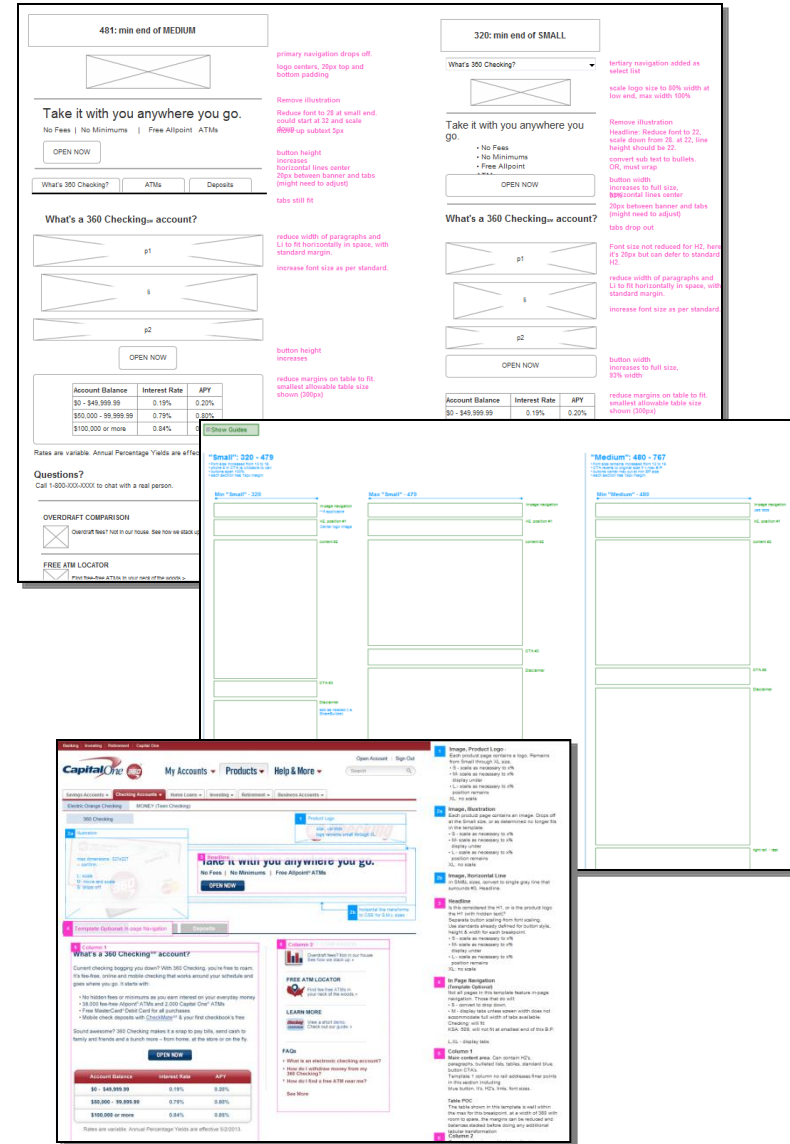
- Flexible, grid based layout
- Flexible images
- Media Queries

- **Core team made up of the following roles**

- 1 UX Designer + 1 Visual Designer
- 3 UI Developers + 1 UI Architect
- 1 QA & BSA added midway through project

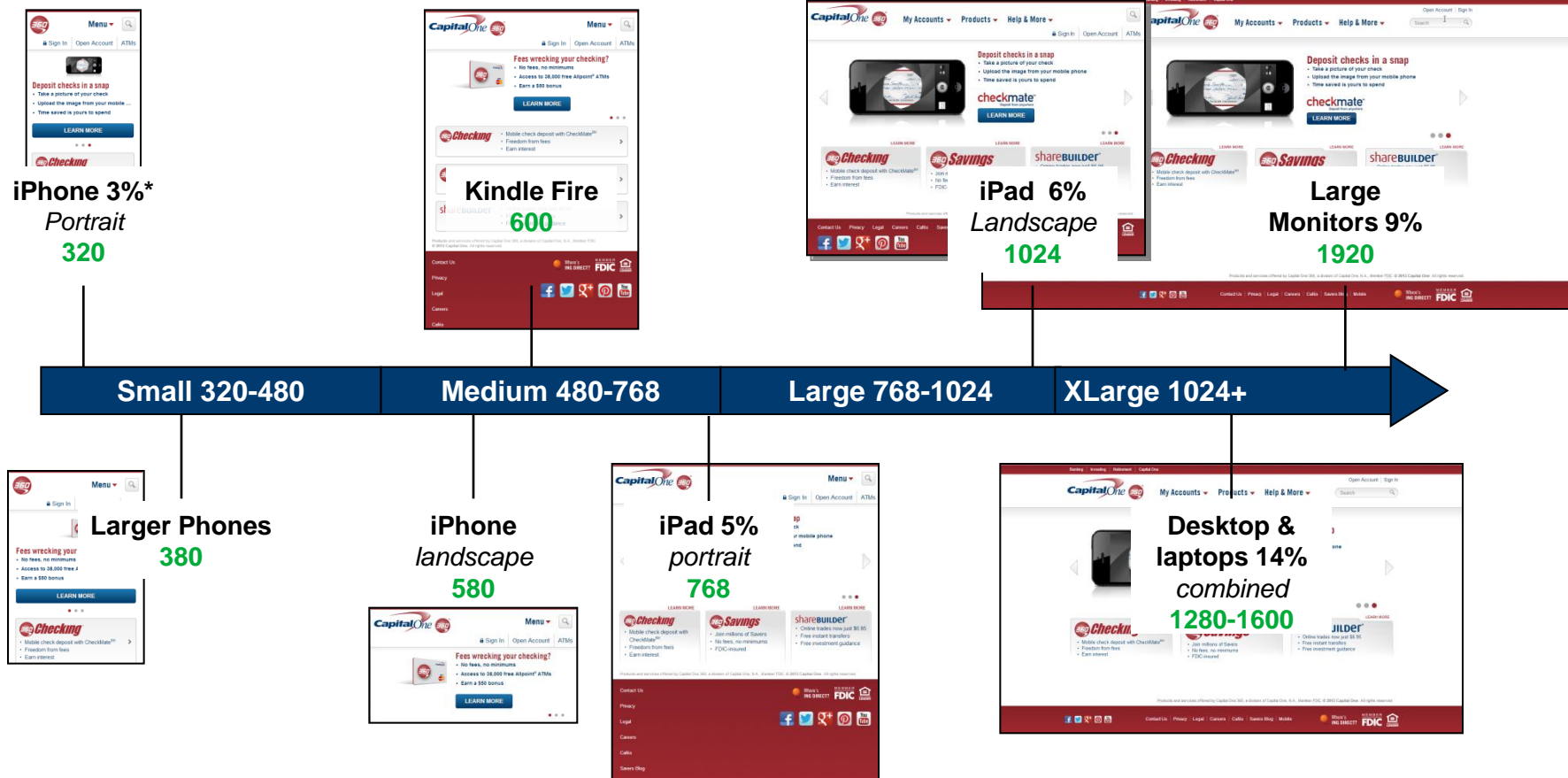
- **How we did it**

- Developed initial prototype of navigation and defined break points
- Met with COF's RWD team
- Close collaboration between UX, Design and Development, daily exchanges and feedback
- Weekly live UAT reviews with all stakeholders on devices get progressive sign off, iterate, and to **observe usability** of the product



# One single page serves all devices

## Screen resolution by device



Top screen sizes for capitalone360.com, percentages based on average daily site traffic. Source: Google Analytics Aug 7, 2013

\* Does not include mobile app traffic. With Mobile App included, small volume increases significantly

# Experience by Breakpoint

## Mobile Phone/ Handheld

*iPhone, portrait mode*

## Small Tablet

*iPad portrait mode  
Kindle Fire, Android Tablets*

## Large Tablet

*iPad landscape mode*

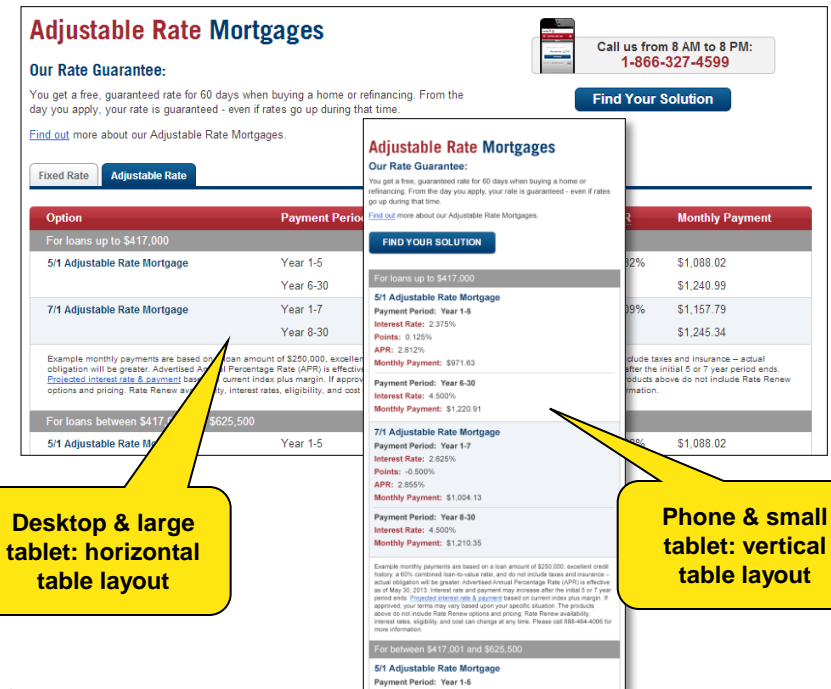
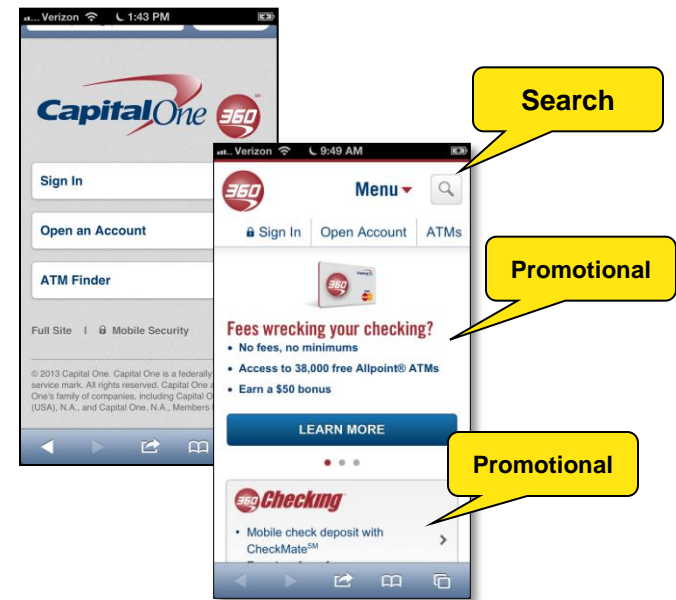
## Desktop

*Standard monitors for desktops  
and laptops*

- **Small (320-479)**
  - Features larger touch friendly targets, increased font size for readability, access to content not currently available in Mobile Web or Mobile App.
  - New navigation system implemented for Small & Medium devices, optimized for touch and smaller screen size
  - Updated UI on mobile web to bridge Static and TranSite experiences
- **Medium (480-768)**
  - Features larger touch targets, increased font size for readability, access for Android and Kindle Fire tablets not currently supported by Tablet Web.
  - Maximizes on-screen real estate over the current tablet web
- **Large 768-960**
  - Features larger touch targets, optimized for swipe & touch.
  - Worked to preserve existing tablet web UI where possible and fill available on-screen real estate
- **Xlarge 960+**
  - No visual change to the existing design and experience, but the site was re-written across all b.ps to use the flexible grid, scalable images and new Capital One font for headers

# Improvements/Challenges

- Added new features such as Search and Home Page promotional area and smart sells to the “mobile” audience
  - Increased visibility for upcoming Black Friday sale
- Defining pattern for large data tables
  - Home Loans tables
  - Downloadable Worksheets
- Working without a defined prototype with specific goals for each 2 week sprint
  - With design in daily flux, challenging to continually work in collaboration with requirements not always locked down at beginning of the sprint.
  - Working to a solution together was crucial to the success of the project, via trial and error in many situations



# What we learned out of it

- **Collaboration with development teams**

- Challenging but doable for UI development team
- More difficult learning curve for the java sprint team, shorter timeframe with defined release schedule once responsive was migrated to the TranSite for BAU release.
- At the end of the project the 3 counterparts (Design, UI dev, Java dev) were fragmented and not cloistered together. Scope of update on Java's side not fully documented.

- **IA prototyping a must, initial breakpoint design**

- UX Design worked a month ahead of initial development to research, define initial requirements and work out major components of the site (navigation). Some visuals out of this exercise needed to bring stakeholders on board. Prototyping software ultimately limiting since it wasn't dynamic (responsive) in the browser
- However, this was fine since seeing the first few pages was more powerful at getting the point across than any presentation, flat screen or prototype can communicate.

- **IA requires a revisiting a number of times, band-aiding bad IA**

- Added references to current location at smaller screen sizes where the menu collapses, due to the loss of the primary and secondary tabs. This navigation at large and Xlarge serves as both “where you are” and “how to get around”, which was lost when hidden behind the single Menu button at small and medium sizes.



# Next Steps

- **Transite POC**

- Split the number of pages on transite into 2-3 groups or phase for development
- Initial Phase (POC) will contain at a minimum the top features already available in mobile web:
  - Sign In
  - Transfer Money
  - Bill Pay (Mail a Check)
  - Checkmate
  - Account Summary/Details/Transaction History

- **Restructure IA and Navigation of Static site**

- Work with Customer Marketing to optimize the site's IA
  - revise the Help & More content area to better navigate between isolated microsites
  - Add active links to the breadcrumb navigation to seamlessly navigate between content in the same section.
  - The combination of breadcrumbs and proper page titles should help customers better pinpoint where they are within the site so they do not feel lost.

- **Enhance existing features**

- UX related improvements not part of initial release
  - On the smallest size, optimize touch targets and increase prominence of links to buttons on the product pages
- Further refine typography & imagery across breakpoints on as needed basis



# How can I see more?

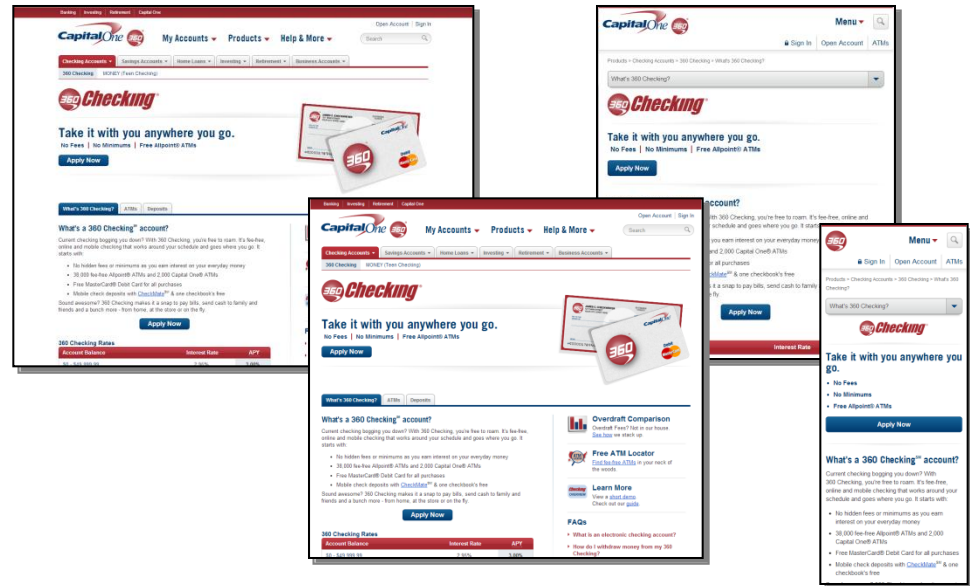
- **Set for release to the public on November 6, 2013**  
[www.capitalone360.com](http://www.capitalone360.com)

# **Appendix**

## **Additional Screens**

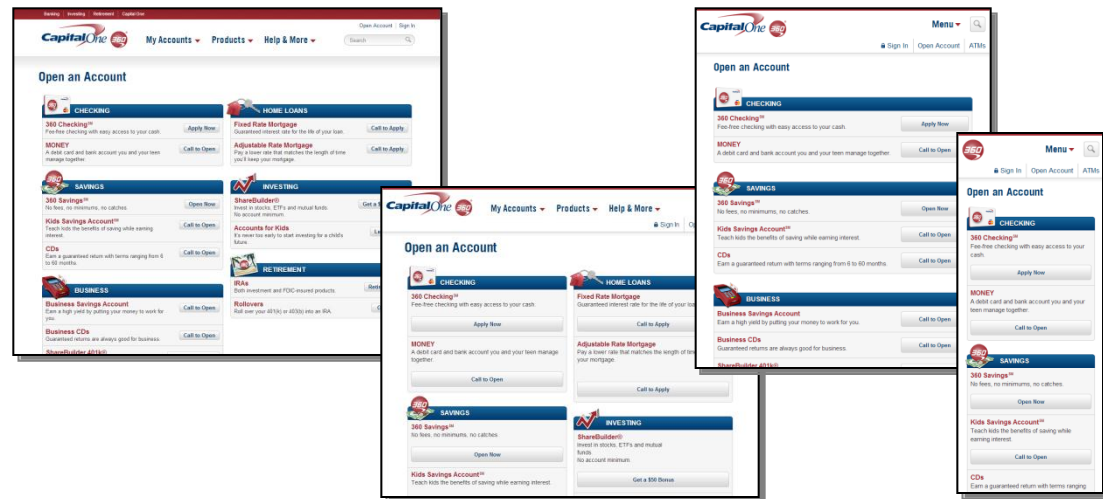
- **360 Checking Product Page**

- Product pages updated include all 14+ products

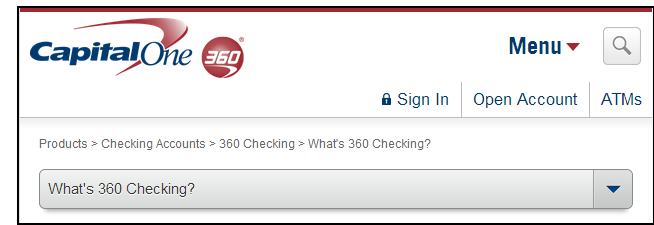
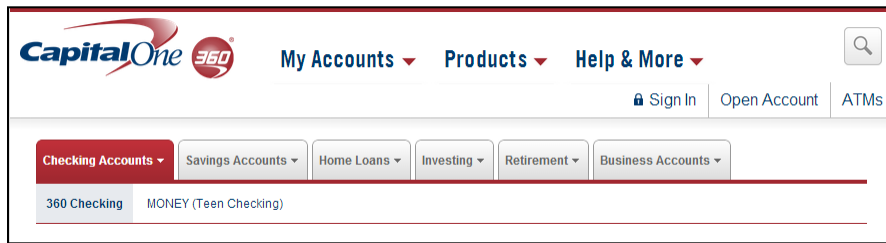
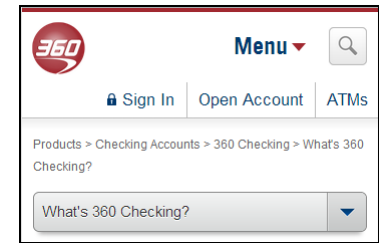
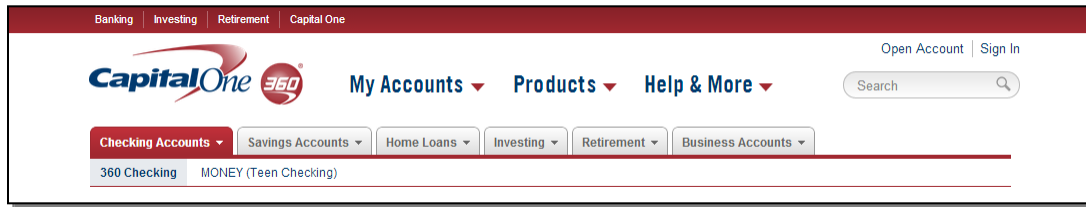


- **Open an Account**

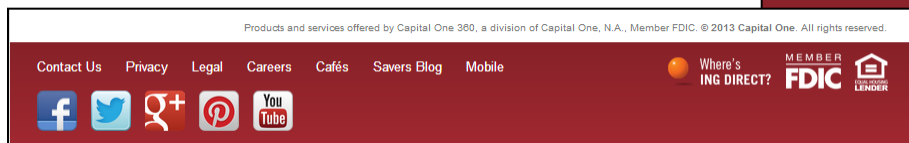
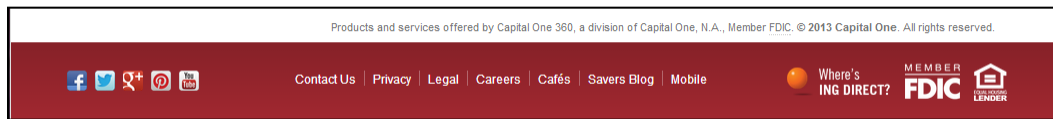
- List of all products



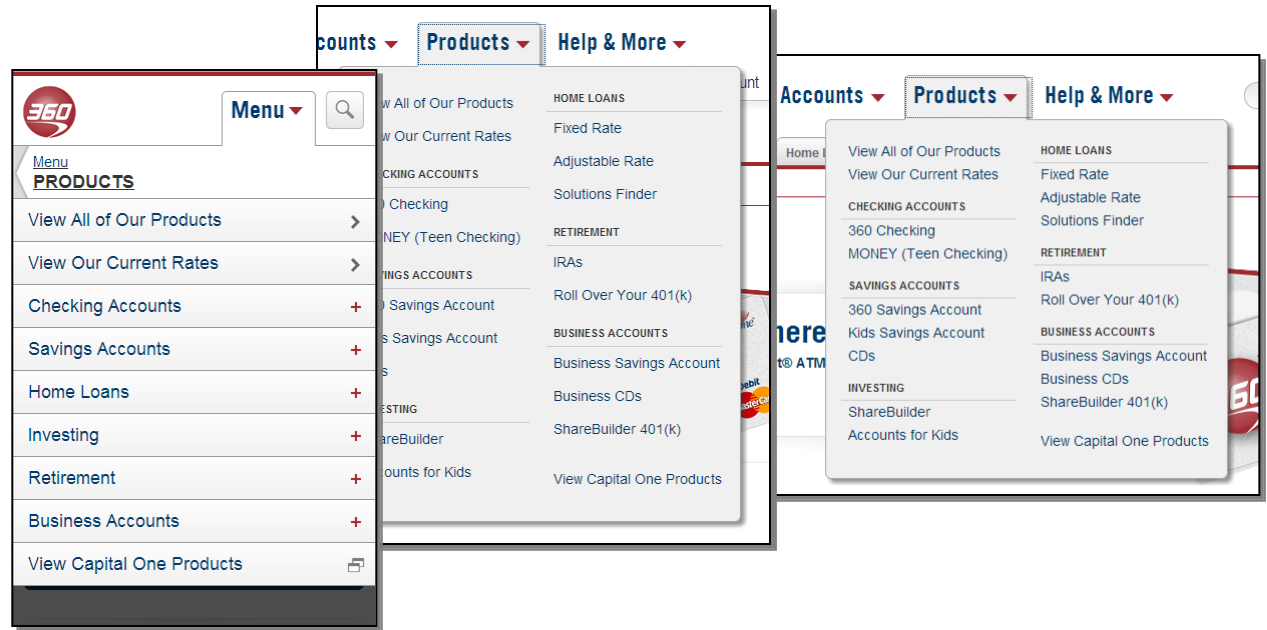
## • Header/Navigation



## • Footer



## • Navigation



## • Customer Info Center

