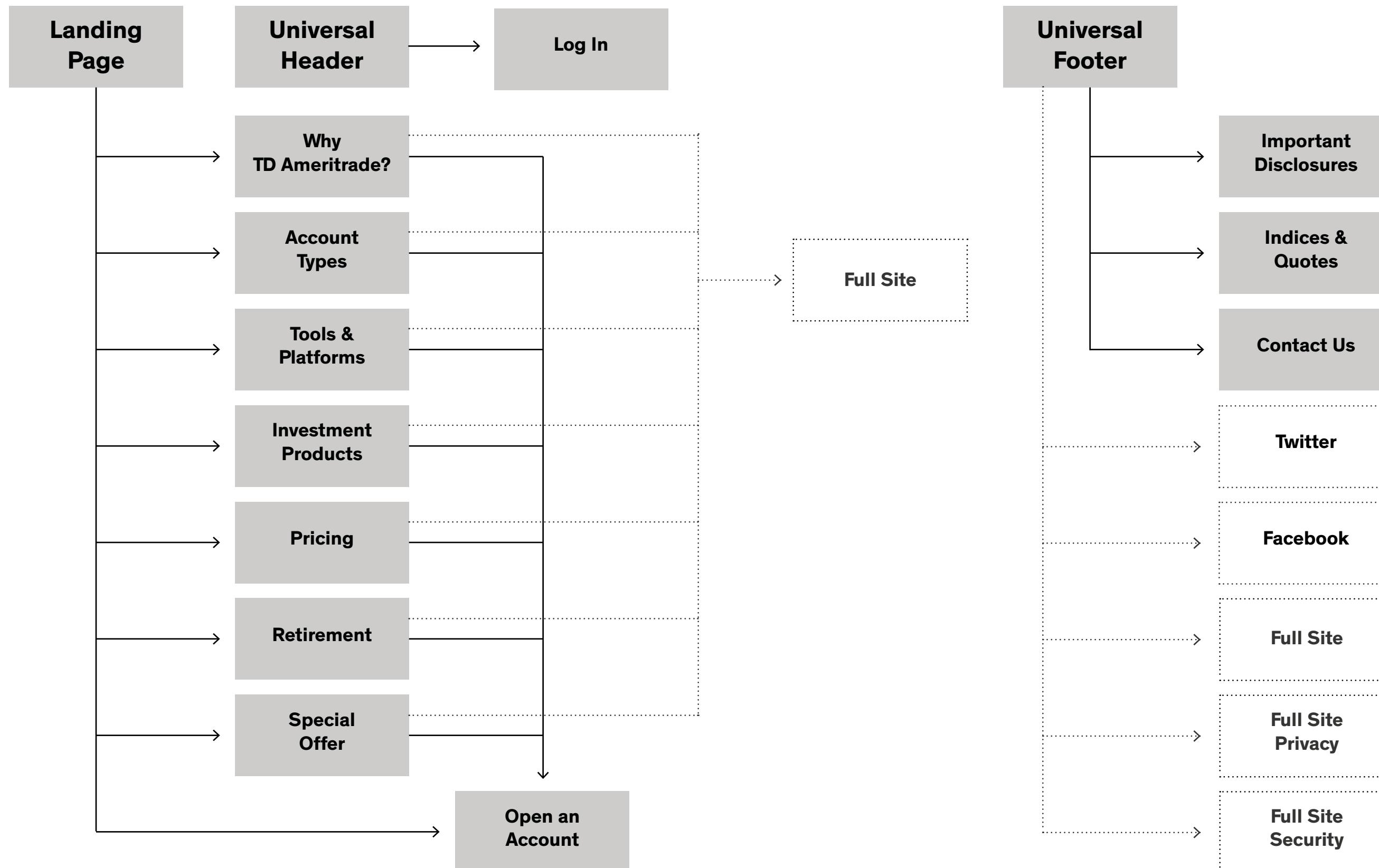


TDA Mobile Audit

**Version 1.2
February 17, 2015**

SITE MAP



OVERVIEW

This section displays a grid of 10 screenshots from the TD Ameritrade website, illustrating the user interface for different services:

- Account Types:** Shows options like "Why TD Ameritrade", "Tools & Platforms", "Investment Products", "Pricing", "Retirement", and "Special Offer".
- Investment Products:** Includes "Stocks", "Options", "Bonds & CDs", "Futures & Forex", "ETF Disclosure", "Mutual Fund Disclosure", "Fixed Income Disclosure", "Amerivest Disclosure", "Options Disclosure", "Pricing & Fees Disclosure", and "Mobile Trading Home".
- Trading Platforms:** Features "Web Platform", "Trade Architect", "Brokerage", "Options", "Futures", "ETFs", "Forex", and "Mobile Trading".
- Mobile Apps:** Shows "TD Ameritrade Mobile App" and "TD Ameritrade Mobile Trader App".
- Support and Resources:** Includes "Important Disclosures", "Indices & Quotes", and "Contact Us".

This section displays a grid of 10 screenshots from the TD Ameritrade website, focusing on account opening and management:

- Retirement:** Includes "Strategic pricing with greater value", "Build and manage your portfolio", "Get up to \$600 + 60 days of commission-free trading", and "See important disclosures link below".
- Investment Choices:** Shows "Get up to \$600 + 60 days of commission-free trading", "Stocks", "Options", "Bonds & CDs", "Futures & Forex", "ETF Disclosure", "Mutual Fund Disclosure", "Fixed Income Disclosure", "Amerivest Disclosure", and "Options Disclosure".
- Account Disclosures:** Includes "Important Disclosures", "Indices & Quotes", and "Contact Us".
- Other Pages:** Shows "Web Platform", "Trade Architect", "Brokerage", "Options", "Futures", "ETFs", "Forex", and "Mobile Trading".

This section shows a large screenshot of the TD Ameritrade account opening application form, titled "What type of account do you want to open?". The form includes the following fields:

- What type of account do you want to open?** (radio buttons: Yes, No)
- Select an account type:** (dropdown menu: Stocks, Options, Bonds & CDs, Futures & Forex, ETFs, Mutual Funds, Fixed Income, Amerivest, Options, Pricing & Fees, Mobile Trading Home, Third-Party Research Disclosure, Special Offer Details, Awards & Accolades, Additional Disclosures, Open an Account, Important Disclosures, Indices & Quotes, Contact Us).
- We're glad you're here.** (text: "Open an account in five simple steps and take control of your financial future.")
- What you'll need to open an account:** (list)
 - Just a few minutes to fill out the application
 - Your Social Security number or Individual Taxpayer Identification Number (ITIN)
 - Your employer name and address
- Do you already have an account with us?** (radio buttons: Yes, No)
- Buy, hold, and occasionally trade stocks, mutual funds, ETFs, or bonds** (checkbox)
- Contact information:** (fields: Prefix, First name, Middle name (optional), Last name, Suffix (optional), Email address, Confirm email address, Best daytime phone number, ext., I have a non-U.S. phone number).
- Important Information about procedures for opening a new account:** (checkbox: I have read the TD Ameritrade Privacy Statement)
- What this means for you:** (text: "When you open an account, we will ask for your name, address, date of birth, and other information that will allow us to identify you. We may also utilize a third-party information provider for verification purposes and/or ask for a copy of your driver's license or other identifying documents.")
- Citizenship status:** (radio buttons: I am a U.S. citizen, I am a permanent resident of the U.S., I have dual citizenship of the U.S. and another country, I am neither a U.S. citizen nor a permanent resident of the U.S.).
- Footer:** (links: Call us at 800-454-9272, This application is not intended for residents of Canada, Singapore, or the UK, TD Ameritrade does not charge maintenance or inactivity fees, TD Ameritrade does not provide tax advice, TD Ameritrade consults a tax professional to determine the appropriate retirement account for your situation, This application is not intended for residents of Canada, Singapore, or the UK, Havas Worldwide logo).

COMPETITIVE AUDIT - HOME SCREEN

YOU

The TD Ameritrade home screen features a prominent value proposition: "When you're on-the-go, go with the best." It includes a "Log In" button, a "Open an Account" button, and a "Why TD Ameritrade" section. A sidebar on the left lists various account types and tools, with "Tools & Platforms" highlighted by a red circle containing the number 2.

THEM

The Robinhood home screen has a clear value proposition: "Say goodbye to trading commissions And hello to the future of trading." It includes a "Get Early Access" button, a "Watch Video" button, and download links for the App Store and Google Play. Two sections highlight "Fast Execution" and "Real-time Market Data".

1 Finding 1

The value proposition lacks prominence due to its length and placement within a carousel.

2 Finding 2

The home screen is more or less a sitemap without any information to help orient and guide the visitor.

Finding 3

Content is static so every visitor sees the same information. When possible, tailoring the content to the visitor based on past behavior can help guide them towards opening an account.

1 Competitor 1

Robinhood offers a clear, concise value proposition that stands out from the rest of the content, and grabs the visitors attention.

2 Competitor 2

Robinhood also has easily readable pieces of content on the home screen that help give the visitor a glimpse of their services, and then guides them to the more thorough content they're looking for.

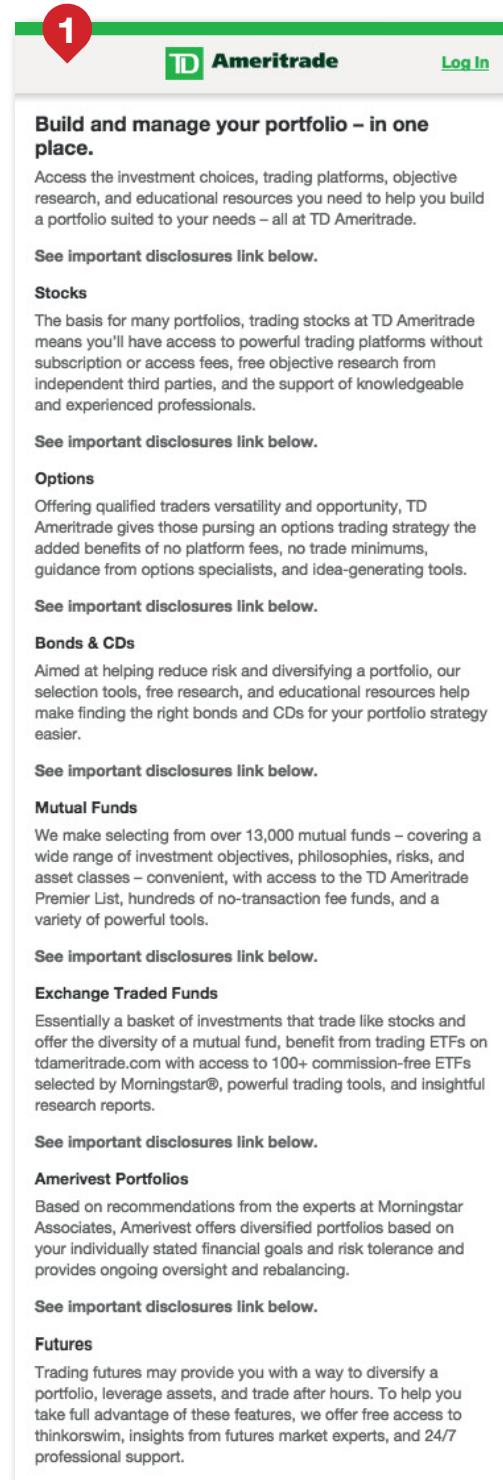
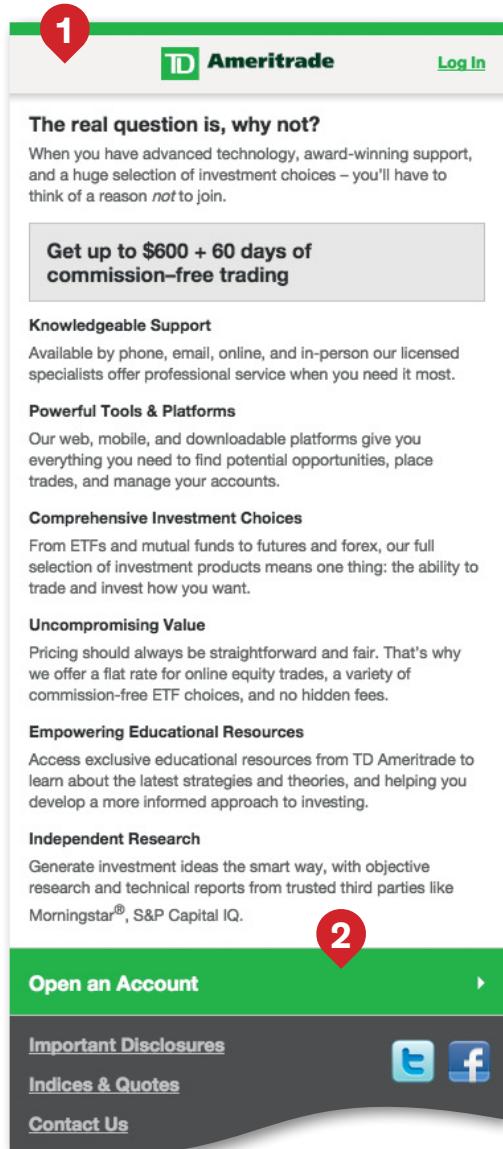
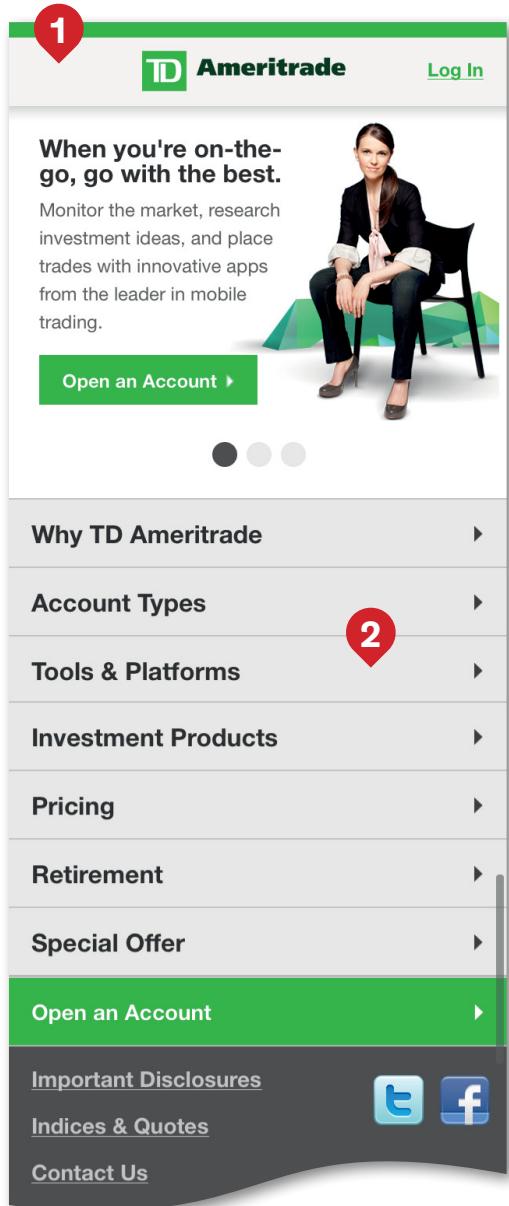
Quick Fixes

- Update the homepage with a clear value proposition both in length and design.
- Add short, easy to read content around the benefits of opening a TDA account, and link through to more thorough content.

Long Term Fixes

- Integrate with Bluekai to serve content that's appropriate to the visitor.

SITE ARCHITECTURE



1 Finding 1

The mobile site is lacking a universal nav, making it impossible to move through different sections of the site without going back to the homepage.

2 Finding 2

There's no clear hierarchy for the information on the site.

Quick Fixes

1 - Add a universal nav to make it easier to move around the site.

Long Term Fixes

1 - Reconsider site architecture, and establish a clear hierarchy of information based on visitor needs.

COMPETITIVE AUDIT - CONTENT

YOU

THEM

1 Finding 1

Screens are very text heavy with small print.

1 Competitor 1

Acorns visually breaks apart blocks of content with backgrounds, images and icons. They also use a more readable font with different sized font with clear titles.

Quick Fix

1 - Update the design by visually breaking apart blocks of content, adding relevant icons and images, and increasing the font size to make it easier to read.

COMPETITIVE AUDIT - SIGN UP

YOU

TD Ameritrade This is a secure application

It's easy. Open an account in five simple steps and take control of your financial future.

We're glad you're here. Open a TD Ameritrade brokerage account and, in just minutes, access an array of investment products, sophisticated trading tools, and independent third-party research. Plus, pay no maintenance or inactivity fees. Let's get started.

What you'll need to open an account:

- Just a few minutes to fill out the application
- Your Social Security number or Individual Taxpayer Identification Number (ITIN)
- Your employer name and address

Do you already have an account with us? (optional)

Yes No

Contact information 1

All fields are required, unless they are marked as optional.

Prefix (optional)

First name

Middle name (optional)

Last name

Suffix (optional)

Email address i

Confirm email address

Best daytime phone number i ext.

I have read the TD Ameritrade Privacy Statement i

TurboTax THEM

I have read the TD Ameritrade Privacy Statement i

Citizenship status

I am a U.S. citizen.

I am a permanent resident of the U.S.

I have dual citizenship of the U.S. and another country.

I am neither a U.S. citizen nor a permanent resident of the U.S.

What type of account do you want to open? i

If you don't see the type of account you want to open or need more information, [go to our full site](#). There are more choices there, including trusts, UTMA/UGMA accounts, and 529 accounts.

Select an account type

You can trade stocks, options, mutual funds, ETFs, bonds, and CDs in most investment accounts. Investment choices may vary in certain account types such as trust accounts, 529 education accounts, and pension plans.

In most cases, there is no minimum funding to open an account; however, certain account types or promotional offers may have minimum deposit requirements.

At this time, I primarily expect to:

Buy, hold, and occasionally trade stocks, mutual funds, ETFs, or bonds

We'll help you get started by providing useful information, including:

- Details about stocks, bonds, options, certificates of deposit, ETFs, and 13,000+ mutual funds
- Objective, third-party research from trusted sources
- Ongoing investor education resources
- Easy-to-use investor tools
- Access to thinkorswim and Trade Architect platforms

Are you new to investing? (optional)

Yes No

I have read the TD Ameritrade Privacy Statement i

1 **Finding 1**
The signup process is complex and daunting.

2 **Finding 2**
The option to call and open an account isn't as prominent as it should be.

1 **Competitor 1**
TurboTax breaks their signup process down into smaller pieces, and uses helpful, human language.

2 **Competitor 2**
Charles Schwab gives visitors the option to call and open an account before ever seeing the sign-up form.

Quick Fixes

- Only prompt the visitor for required information.
- Give the visitor the option to call before seeing the form.

Long Term Fixes

- Break apart the sign-up form into different pieces to make it seem much simpler for the visitor.
- Lazy registration - allow the visitor to save state, and continue on the desktop site.

RECOMMENDATIONS

TIMING	QUICK FIXES	LONG TERM FIXES
HOME SCREEN	<ul style="list-style-type: none">+ ADD A CLEAR VALUE PROPOSITION+ ADD CONTENT THAT INTRODUCES A VISITOR TO TD AMERITRADE	<ul style="list-style-type: none">+ INTEGRATE WITH BLUEKAI TO SERVE DYNAMIC CONTENT BASED ON PAST BEHAVIOR
ARCHITECTURE	<ul style="list-style-type: none">+ CREATE A CLEAR HIERARCHY OF INFORMATION	<ul style="list-style-type: none">+ RECONSIDER SITE ARCHITECTURE BASED ON PERSONAS AND THEIR GOALS
NAVIGATION	<ul style="list-style-type: none">+ ADD A UNIVERSAL NAVIGATION	
CONTENT	<ul style="list-style-type: none">+ REDESIGN CONTENT TO BE EASILY READ ON MOBILE+ ADD VISUALS TO BREAK APART CONTENT AND MAKE IT MORE READABLE	
SIGN UP	<ul style="list-style-type: none">+ ONLY PROMPT FOR REQUIRED INFORMATION+ ADD AN OPTION TO CALL AND SIGN UP BEFORE SHOWING THE FORM	<ul style="list-style-type: none">+ BREAK APART THE SIGN UP FLOW SO THAT IT APPEARS MUCH SIMPLER TO THE VISITOR+ LAZY REGISTRATION - ALLOW THE VISITOR TO SAVE STATE, AND CONTINUE ON DESKTOP