

Client: **TDA**
Project: **UX Pitch**
Deliverable: **Content Audit**

Author: Paweł Tulin
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Summary

Design Annotations:

General Observations:

In general, this is fairly well designed, with clean graphics and generous use of white space. Thus said, the site could benefit in the following areas:

Site Architecture: This site is based on information foregiving strategy, which puts too much of a cognitive overload on the user and tends to user being lost after following few separate information paths.

Site Design: There are some sudden shifts in design patterns and navigation while pursuing signup or learning mode.

Personas Refinement: There are some sudden switches between personas in following different path. There are three primary types of users:

- 01_ Existing user.**
- 02_ New user.**
- 03_ Potential user.**

Most of the content to address user 2 and 3 is mixed with each other and a lot of content to support their decision making process is hidden below the fold or even deeper inside the site requiring strong commitment. By conducting use research and detailed content analysis/strategy we could improve this.

Also, if you look at the Persona 3, you can notice that almost immediately, user is presented with multiple path choices each leading on its own branch. We could provide more structured (guided) user journey, clearly explaining advantages of TDA and leading straight to user signup. Further analysis and modeling of conversion funnel would be advised as well as in-depth user research and testing.

Bottom line:

- provide mechanism for an easy self identification with persona
- define clear user journey for each persona
- provide content relevant to each persona and user journey in a structured way
- map user journey to conversion funnel
- build-in ongoing user testing and analytics for further improvements.

Open New Account.

Main additions: Consider using lazy registration and allow user to save and return to a form later. Redefine groupings and indicate time that's needed to complete form.

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Homepage

The wireframe shows the TD Ameritrade homepage layout with various sections and interactive elements:

- Header:** Includes a "Open New Account" button (1), account type links, funding & transfers, a search bar (2) with placeholder "Keywords or Stocks", user ID and password fields, and a "Log in" button.
- Navigation:** Features the TD Ameritrade logo (3), NFL logo, and links for Service, Tools & Platforms, Investment Products, Pricing, Retirement, Education, and Research.
- Hero Section:** A large image of a smiling woman with arms crossed. To her left is the text "For all the tools you need." (4). Below the image are two green buttons: "Open new account" (5) and "Why TD Ameritrade" (6).
- Search and Filter:** A search bar with placeholder "mon" (2) and a "Go" button. Below it is a "Portfolio Analysis Tool: Methodologies and Assumptions" section with a "More results" link.
- Visuals:** Includes a laptop, smartphone, and tablet displaying trading platforms (7).
- Metrics:** Real-time market data: DOW 18,019.35 (+46.97 (0.26%)), NASDAQ 4,893.86 (+0 (0%)), and S&P 500 2,096.99 (+8.51 (0.41%)).
- Offer:** "Trade commission-free for 60 days plus get up to \$600" (8) with a "Offer Details" link.
- Why Choose TD Ameritrade?** A grid section with nine items:
 - PRODUCTS:** Wide selection of investment choices.
 - EDUCATION:** Interactive courses and webcasts.
 - TOOLS:** Free, powerful trading platforms.
 - PRICING:** Straightforward pricing and no trade minimums.
 - TRADE:** Commission-free for 60 days + get up to \$600.
 - VALUE:** 100+ commission-free ETFs.
 - SUPPORT:** Dependable, professional guidance.
 - RESEARCH:** Objective, third-party research.
- Footer:** Includes the TD Ameritrade logo (9), client log-in links (Client Log-in, Security, Mobile Site), about us links (About Us, Privacy, Newsroom), contact us links (Contact Us, Form Library, Feedback), social media links (Facebook, YouTube, Twitter), and a footer navigation bar with links for Careers, Search Jobs, Disclosures, Financial Statement, Minimum Requirements, Site Map, TD Ameritrade Institutional, International TDW URLs, and TD Ameritrade Holding Corp.
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- Page Footer:** Page 4 | Document: TDA.site-review.1.0.graffle | Confidential | Date: Tue Feb 17 2015

Design Annotations:

01_While “Open New Account” feature might be relevant to this conversion process the other links are not clearly associated with persona type. Additionally, they don’t fall into main site architecture when following breadcrumbs.

02_Predictive search is bit confusing.

03_Each of support links is executed differently (new window, new tab, new page). Additionally, it might be wise to provide user with a ‘Open New Account’ closer to this form.

04_Cobranding dilutes TDA brand and confuses navigation.

05_Could inform user about how long it takes and what information will be needed.

06_It’s too easy to confuse user to go one way or the other (Open vs. Why). Once user chooses Why it becomes bit difficult to return to Open.

07_Not very clear persona choice and what is behind those pictures. User needs to scroll down a lot to find out content header, maybe placing headers above images could help.

08_bit confusing content and links behind tom “WhyTDS” and this section of content. User trying to learn about TDA can easily get lost in site structure and amount of information. Proper conversion funnel modeling would help here.

09_Footer needs review for consistency of design patterns and language.

Service

Open New Account Account Types Funding & Transfers Keywords or Stocks Go User ID Password Log In Need Login Help? Forget Password?

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1 Service **2** Helping you every step of the way

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Rose J. Retirement Specialist Omaha, NE
James B. Retirement Specialist Omaha, NE
Todd S. Investment Specialist Omaha, NE
Stephanie H. Trade Desk Order Routing Chicago, IL

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Existing Clients **800-669-3900**
Retirement Consultants **800-213-4583**
En Español **888-376-4684**
對於粵語和普通話 請撥打我們的 **877-888-1238**
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Design Annotations:

01 Review right rail for content strategy. It looks bit forced and not connected to user journey.

02 Page header/title not in the main frame.

03 Confusing design and content not supporting user journey.

04 Again, link most of the links in the page content, it jumps to different section of the website. User journey is poorly defined.

05 Sudden change of grid pushing content very low.

Tools & Platforms

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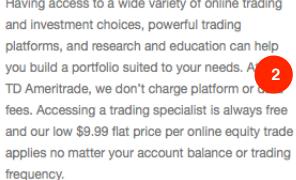
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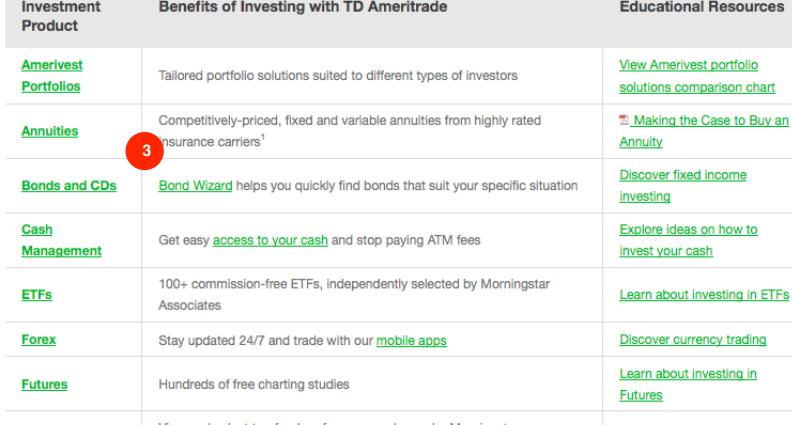
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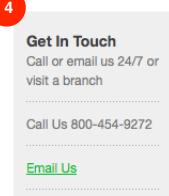
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Design Annotations:

01_ Image competes with content while not providing much of a supporting value.

02_ Verify if the copy is representing page title.

03_ Mixing functional and value benefits in description. Also, maybe use accordion to display more content before sending user to the next page.

04_ Consider using help options relevant to content, in this case maybe chat would be a better option for questions about products.

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Before investing in a mutual fund or ETF, carefully consider the fund's investment objectives, risks, charges and expenses. For a prospectus containing this and other important information, contact the fund or contact a TD Ameritrade Client Services representative. Please read the prospectus carefully before investing.

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Execution price, speed and liquidity are affected by many factors, including market volatility, size and type of order and available market centers.

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An insurer's financial strength rating represents an opinion by the issuing agency regarding the ability of an insurance company to meet its financial obligations to its policyholders and contract holders. A rating is an opinion of the rating agency only, and not a statement of fact or recommendation to purchase, sell or hold any security, policy or contract. These ratings do not imply approval of our products and do not reflect any indication of their performance. For more information about a particular rating or rating agency, please visit the website of the relevant agency.

Annuities are long-term investments designed for retirement purposes. Withdrawals of taxable amounts are subject to income tax and, if taken prior to age 59½, a 10% federal tax penalty may apply. Early withdrawals may be subject to withdrawal charges. Optional riders are available at an additional cost. All guarantees are based on the claims-paying ability of the insurer. An annuity is typically a tax-deferred investment. Holding an annuity in an IRA or other qualified account offers no additional tax benefit. Therefore, an annuity should be used to fund an IRA or qualified plan for annuity features other than tax deferral. Product features and availability vary by state. Restrictions and limitations may apply.

Investors should carefully consider a variable annuity's risks, charges, limitations, and expenses, as well as the risks, charges, expenses, and investment objectives of the underlying investment options. This and other information is provided in the product and underlying fund prospectuses. To obtain a copy of the prospectus, contact an annuity specialist today at 800-347-7496 or email annuities@tdameritrade.com. Read the prospectuses carefully before investing.

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Trading futures and forex involves speculation, and the risk of loss can be substantial. Clients must consider all relevant risk factors, including their own personal financial situation, before trading.

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Pricing

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Design Annotations:

01_Too much of white space.

02_Image competes with content.

03_Review page architecture, it might be better to place this button after benefits explanation.

04_Different tab pattern then in other pages.

05_Not clear if this is related to the table or not.

5 [Level II Quotes](#) [Platform Fees](#) [ATM Fees](#)

FREE \$0 \$0

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If you request a distribution from your Individual Retirement Account (IRA) and you do not make an election regarding state tax withholding, your state of residence may require withholding at a statutory minimum rate. This information is provided to help you understand state income tax withholding requirements for IRA distributions. TD Ameritrade does not provide tax advice and cannot guarantee accuracy of state tax withholding information as state laws are subject to change and interpretation.

Please note: If the distribution is from a Roth IRA, it may be exempt from state tax. State tax will only be withheld from your Roth IRA if you indicate this in the State Withholding Election section of the Roth IRA Distribution Request form. Contact your tax professional before making any election regarding state withholding. State law is subject to changes that may affect the accuracy of this communication.


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†The state of North Carolina requires 4.00% tax withheld on distributions from retirement accounts. Residents can choose to have a smaller percentage withheld, or opt out of withholding entirely, by submitting a new [distribution form](#) and a [North Carolina NC-4P form](#). The forms can be mailed to us at the address shown at the top of the distribution form, or faxed to us at 866-468-6268. Please note that reducing or eliminating this withholding may subject you to underpayment penalties. We suggest you consult with a tax-planning professional for more information.

*TD Ameritrade was evaluated against 19 others in the 2014 Barron's Online Broker Review, March 15, 2014, and was awarded 4.5 stars overall (along with 3 others). The firm was ranked 1st in the categories "Best for Long-Term Investing" and "Best for Novices." TD Ameritrade was also among those listed in the categories Best for Frequent Traders (ranked 4th), Best for Options Traders (ranked 2nd) and Best for In-Person Service (ranked 5th). Star ratings are out of a possible 5. Barron's is a trademark of Dow Jones. L.P. All rights reserved.

Market volatility, volume, and system availability may delay account access and trade executions.

All investing involves risk, including loss of principal. When redeemed, an investment may be worth more or less than the original investment amount.

Investments in fixed income products are subject to liquidity (or market) risk, interest rate risk (bonds ordinarily decline in price when interest rates rise and rise in price when interest rates fall), financial (or credit) risk, inflation (or purchasing power) risk and special tax liabilities. Investments in fixed income products are subject to market risk, credit risk, interest rate risk and special tax liabilities. May be worth less than the original cost upon redemption.

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Retirement

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Retirement

Let's figure out retirement planning

Whether you need a little guidance or a lot – we can help

No matter where you are in your retirement planning, we offer the solutions, resources, tools, and guidance you need to develop and manage a retirement strategy that can help you pursue your goals.

Getting started with Retirement

- New to Retirement?
- Retirement Account Types
- Plan for Retirement with an IRA

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Get In Touch Call or email us 24/7 or visit a branch 800-454-9272 Email Us 100+ Branches Nationwide City, State, Zip Go We're here to help Chat with us

Assets Over Time Total Asset Value: \$105,000

Figuring Out Your Game Plan

Whether you're just starting out or evaluating your current plan, building wealth and planning your retirement are most likely your primary goals. Knowing how to start and understanding all of the choices available to you can be a challenge, but you're in luck. We have a guide specifically designed for folks that are new to retirement. The guide walks you through the ins and outs of retirement and makes getting started easier. Learn about different

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Amerivest Portfolios are designed and actively managed with the expertise of Morningstar Associates and under the guidance of Amerivest—for a low advisory fee. The result? Confidence that your investments are in line with your strategy. When you open an Amerivest mutual fund or exchange-traded fund (ETF) portfolio, you won't have to worry about continuous oversight and rebalancing. Amerivest will manage and rebalance

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your specific need and risk tolerance.

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Make planning for retirement easier by exploring our suite of resources, tools, and information based on the amount of support and guidance you need.

Helping Investors pursue financial goals with access to thoughtful guidance, professional money management, and powerful tools and platforms. Learn more

Get Perspective On Your Future Account for life's variables when estimating your future. Open WealthRuler® View all upcoming webcasts

Point Me in the Right Direction

Ready to get started? Access all the details you need to make informed retirement decisions. Explore these topics to get started:

- Retirement Account Types
- Rollover IRA
- Guide to IRAs
- Traditional vs. Roth IRA Analyzer
- Retirement Tools & Calculators
- Small Business

Help Me Get Started

Learn the basics of effective retirement planning with our guides and tools. To explore how to get started, estimate savings, and more, try:

- Planning for Retirement Guide
- Retirement Planner
- Cost of Waiting

Help Me Understand

Have questions about the rollover process or different types of retirement accounts? Don't worry, our retirement consultants offer information and support. Just give us a call and we'll help.

- Contact a Retirement Consultant

Boost Your Retirement Outlook

Choices and details regarding retirement savings plans change over time. But with retirement educational resources from our affiliated education company, Investools from TD Ameritrade Holding Corp. and S&P Capital IQ, you can stay up-to-date on new planning techniques, available savings plans, legal changes, and your progress.

Explore some of our hand-picked retirement resources below:

Retirement Planner See if you're on track, and if not, how to get back on with this savings calculator.

Traditional vs. Roth IRA Analyzer Traditional or Roth? It's an important question. Learn about both to decide for yourself.

Need Help Getting Started?

Get in touch with one of our retirement consultants to help jumpstart your planning by calling 800-454-9272 or emailing us.

How to Invest for Retirement

Learn the steps to effective retirement planning with an exclusive video from our affiliated education company, Investools from TD Ameritrade Holding Corp.

Understand retirement investing

Give Your Retirement a Checkup – And See if You're On the Right Path

Meet with one of our retirement consultants to see how your lifestyle, budget, resources, and investments are impacting your financial future.

SCHEDULE YOUR CHECKUP

What Your Financial Services Firm Should Be

See what sets us apart from the rest with our top 6 reasons to choose TD Ameritrade.

See Why Now

See How We Stack Up

Compare TD Ameritrade to other leading financial services firms.

Compare Now

#1 for Long-Term Investing

In Barron's 2014 Online Broker Review, we were recognized as the best online broker for Long-Term Investing and Novices.

Read Full Review

Design Annotations:

01_Too much white space.

02_Some of the links don't work. In other case they keep moving between sections providing a chaotic user journey.

03_Content should be modeled on conversion funnel, too much jumping around.

04_Graphics should support persona, in this case image represents number of possible users.

Education

Open New Account Account Types Funding & Transfers Keywords or Stocks Go User ID Password Log In
Need Login Help? Forget Password?



Service Tools & Platforms Investment Products Pricing Retirement Education Research

Home > Education

Share

Education

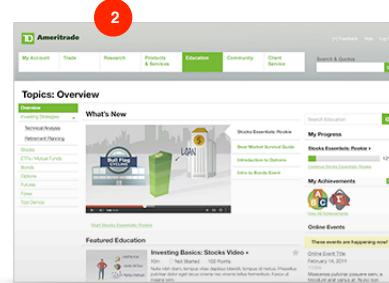


If knowledge is power, we can help make you a superhero

The most important asset an investor can have is knowledge. That's why we provide our clients with an exceptional educational experience using innovative, interactive resources. We strive to help you make more informed investment decisions—and have some fun while you're learning.

Learn on Your Terms

Decide what you want to learn, when you want to learn, and how you want to learn it—without wading through mountains of information. As a client, you can select our Rookie, Scholar, or Guru Essentials to get an entire learning curriculum that suits both your investment interests and current knowledge. Or, choose from our videos and courses to create your own learning path. With the [Education Center](#), you're in control.



Get In Touch
Call or email us 24/7 or visit a branch

800-454-9272

Email Us

100+ Branches Nationwide

City, State, Zip

DOW 18,019.35
▲ +46.97 (0.26%)

NASDAQ 4,893.836
+0 (0%)

S&P 500 2,096.99
▲ +8.51 (0.41%)

2/13/15 4:33PM ET
Compact view

Trade commission-free for 60 days plus get up to \$600* [Offer Details](#)

Open an account



Trade commission-free for 60 days + get up to \$600*
[See details](#)

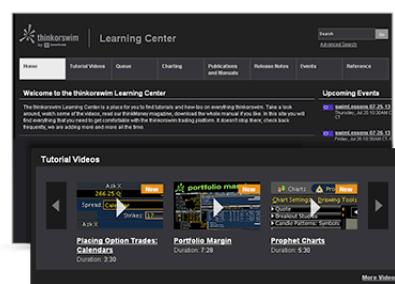
[Open your account](#)

Learn, assess, and reinforce your knowledge in exciting, new ways. Score badges like "Newbie" and "Founder's Club." Plus, at the end of each challenge, get recommendations guiding you to the next resource to help build on what you've learned. Sum it all up by using the progress bar to keep track of all your accomplishments.

Explore a Range of Resources

We make it easy to find what you're looking for. Search and sort an array of learning tools, including video playlists organized by topic, publications like *thinkMoney*® and *The Ticker Tape Monthly*®, an [events calendar](#), and more. To further your investing knowledge, access in-depth courses, coaching, and workshop events from our education affiliate Investools® from TD Ameritrade Holding Corp.

Feel like taking a test drive? Explore the learning tools you can use right now—including [investing basics](#), [retirement planning](#), [saving for college](#), [account types](#), and even a [helpful glossary](#).



Trade With More Confidence

Discover all you can do with our advanced trading platform, thinkorswim®. The thinkorswim [Learning Center](#) gives you access to an extensive archive of tutorials, how-tos, and more—all in one convenient place. Plus, dive into in-depth, in-platform training every weekday with [Swim Lessons](#)™.



What Your Financial Services Firm Should Be

See what sets us apart from the rest with our top 6 reasons to choose TD Ameritrade.

[See Why Now](#)



See How We Stack Up

Compare TD Ameritrade to other leading financial services firms.

[Compare Now](#)



#1 for Long-Term Investing

In Barron's 2014 Online Broker Review, we were recognized as the best online broker for [Long-Term Investing](#) and [Novices](#).

[Read Full Review](#)



CLIENT LOG-IN
SECURITY
MOBILE SITE

ABOUT US
PRIVACY
NEWSROOM
CONTACT US
FORM LIBRARY
FEEDBACK [-]

Stay connected with us:



Disclaimer: This wireframe does not represent the visual design.

Page 10 | Document: TDA.site-review.1.0.graffle | Confidential | Date: Tue Feb 17 2015



Design Annotations:

01_Beside similar comments as in previous pages, this is a landing page. It should explain what is to expect in this section and help user choose correct subsection. So it seems like content is not supporting this too much, it talks about benefits of education instead. This page could do a better job content wise.

02_Image doesn't represent the current design.

Research

[Open New Account](#) [Account Types](#) [Funding & Transfers](#) Go Log In
TD Ameritrade  Service Tools & Platforms Investment Products Pricing Retirement Education Research
 Home > Research
Research

Markets
[Stock Summary](#)
[Options Research](#)
[Mutual Funds](#)
[ETFs](#)
[Bonds & CDs](#)
[Screener](#)
[Ideas](#)
[Investor Movement Index \(IMI\)](#)
[At This Moment](#)

Amplify your idea generation with third-party research

 Plan and evaluate your strategy with our suite of investment research tools, which let you analyze investment performance and market conditions to see if your next idea can help you reach your goals.
[OPEN NEW ACCOUNT](#) 1

Market Edge®

 Suited for investors of all levels, **Market Edge** offers timely information and technical analysis of the markets with reports like **Second Opinion®**. Weekly for quantitative and technical information, and **On the Edge** for in-depth, technical market commentary to help you evaluate trading strategies for different market conditions.
 DOW 18,019.35 NASDAQ 4,893.89 S&P 500 2,098.99 +0.00% (0.00%) +4.81 (0.41%) [Compact View](#) [Trade commission-free for 90 days plus get up to \\$600 Offer Details](#) [Open an account](#)

[Read Full Review](#)

2

ETF Market Center 4
 Choose from over 100 commission-free ETFs that can help you diversify your portfolio and pursue your financial goals. [Research and monitor ETFs](#) with predefined screens based on lifecycle, commodities, bear markets, or your own settings.

Stock Charts
 Spot trends and potential opportunities that may fit your investment strategy with our comprehensive charts. Simply select the security or index and set your specific parameters for charts that have the information you may need to make your decision.

3

Screener

Symbol	Name	Market Return (YTD)
<input type="checkbox"/> JNBVM	Delano Investments	+8.06%
<input type="checkbox"/> YHGVW	The Mitram Series Funds	+6.65%
<input checked="" type="checkbox"/> PTEKM	Trust Partners Enterprise	+4.62%
<input type="checkbox"/> WRTHM	Teliman Funds	+4.43%
<input type="checkbox"/> PKMNX	Counsel Portfolio	+4.03%
<input type="checkbox"/> HGBWV	DLC	+3.16%

[Saved & Predefined](#) [Create a Screen](#)

5

Premier List
 Identify top-pick* mutual funds with the Premier List, exclusively available to TD Ameritrade clients. Compiled quarterly by the experts at Morningstar Associates, **Premier List** is an objective and unbiased resource that focuses on no-transaction-fee funds across 45 categories to give you a list of rigorously pre-screened funds.

CD Center
 Our Brokered CDs offer different choices at competitive rates, a range of issuers, powerful screening tools, and free guidance to help you research CDs that may be right for you.

6

Bond Wizard
 Discover bonds and CDs that may help you pursue your long-term investing goals with this investment research tool. Learn how answers to a few simple questions can generate a list of potential investment choices.

Market Java
 Get a daily shot of market news and insights, before the bell rings, with this **daily morning report**. Learn about pre-market conditions, significant stock moves, overnight activity in international markets, and more.

What Your Financial Services Firm Should Be
 See what sets us apart from the rest with our top 6 reasons to choose TD Ameritrade.
[See Why Now](#)

See How We Stack Up
 Compare TD Ameritrade to other leading financial services firms.
[Compare Now](#)

#1 for Long-Term Investing
 In Barron's 2014 Online Broker Review, we were recognized as the best online broker for Long-Term Investing and Novices.
[Read Full Review](#)

Design Annotations:

01_While copy talks about third party tools the button asks about opening account. Possibly, position of this button can be improved.

02_Design grid inconsistent. It also would help to indicate how this image relates to content.

03_Looks like an active button.

04_Considering that we are trying to address new users maybe abbreviations should be explained.

05_Review terminology and make sure that it is easy to understand by new users and when need ed provide help.

06_In case of long pages review content and design to help user choose and locate content easier.

Open New Account

The wireframe shows the following structure:

- Header:** TD Ameritrade logo, secure application notice, call center info.
- Section 1: Start Your Application**
 - Step 1 of 5
 - 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, there are no account 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:** All fields are required, unless they are marked as optional.
 - Prefix (optional): Select
 - First name
 - Middle name (optional)
 - Last name
 - Suffix (optional): Select
 - Email address:
 - Confirm email address:
 - Best daytime phone number: ext. [Add secondary number](#)
 - I have a non-U.S. phone number.
 - 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?** [1](#)
 - Most common account types:**
 - Individual: You can trade stocks, options, mutual funds, ETFs, bonds, and CDs in most investment accounts. Investment choices may vary in less common account types such as trust accounts, 529 education accounts, and pension plans.
 - Joint Tenants WROS (With Rights of Survivorship): In most cases, there is no minimum funding to open an account, however, certain account types or promotional offers may have minimum deposit requirements.
 - Traditional IRA: Please select the account type you wish to open.
 - Roth IRA
 - Rollover IRA
 - Trust
 - UGMA/UTMA
 - [All account types](#) [6](#)
 - 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
 - Actively trade stocks, ETFs, options, futures, or forex
 - I'm not sure
 - Are you new to investing? (optional) Yes No
 - I have read the [TD Ameritrade Privacy Statement](#) [1](#)

Design Annotations:

01_Top level navigation is removed. Maybe consider opening this page in a new window as undecided user might need to go back and forth few times before committing to such a long form. In either case navigation structure should be reviewed.

02_Header changes on scroll. This would require more user testing as it might give impression of moving to different page/step of the process.

03_While this lists 5 steps there is really more like ten screens that user needs to go through. Consider 'lazy registration technique' for better ux.

04_Consider predictive typing instead of pulldowns?

05_No indication which fields are required, accept in validation.

06_when listing all accounts types not clear what to do if user wants to choose one of the account snot listed.

07_Allow user to save and continue later.

Open New Account 2

TD Ameritrade This is a secure application Call us at 800-454-9272 Step 1 of 5

Start Your Application

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, there are no account 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

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

Prefix (optional)

First name

Middle name (optional)

Last name

Suffix (optional)

Email address

Confirm email address

Best daytime phone number ext. [Add secondary number](#)

I have a non-U.S. phone number.

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? [?](#)

Most common account types

Individual You can trade stocks, options, mutual funds, ETFs, bonds, and most investment accounts. Investment choices may vary by account type such as trust accounts, 529 education accounts, and pension plans.
 Joint Tenants WROS (With Rights of Survivorship) In most cases, there is no minimum funding to open an account, however, certain account types or promotional offers may have deposit requirements.
 Traditional IRA
 Roth IRA Please select the account type you wish to open.
 Rollover IRA
 Trust
 UGMA/UTMA

[All account types](#)

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:

- Details about stocks, bonds, options, certificates of deposit, 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

 Actively trade stocks, ETFs, options, futures, or forex
 I'm not sure

Are you new to investing? (optional) Yes No

I have read the [TD Ameritrade Privacy Statement](#) [?](#)

Important Information about procedures for opening a new account:
To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account.
What this means for you: 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.

[Download a paper application](#)

Most common account types

Individual **Individual** Features:

- A standard brokerage account with only one owner.
- Allows for a wide range of trading choices.
- This is NOT a tax-advantaged IRA.
- When the account owner dies, all assets are passed on to his or her estate.

Joint Tenants WROS (With Rights of Survivorship)
 Traditional IRA
 Roth IRA
 Rollover IRA
 Trust
 UGMA/UTMA

Important Information about procedures for opening a new account:
To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account.
What this means for you: 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.

[Download a paper application](#)

Design Annotations:

- 01**_Review validation and focus modes as they seem to be bit confusing.
- 02**_Tooltip gets on the way of relevant form element.
- 03**_Consider predictive typing.
- 04**_Consider also using onMouseOver display of information for a quick look up.
- 05**_Add "Save and Continue Later" and pre-populate paper form with data choice .
- 06**_Consider focusing cursor on the form element requiring validation.

Open New Account 3

TD Ameritrade This is a secure application Chat Online Now or call us at 800-454-9272

1 2 3 4 5 Enter Personal Information Step 2 of 5

Hi Pawel, we need a little more information about you.

Primary Account Owner - Personal Information

Social Security Number/Individual Taxpayer Identification Number (ITIN) i

Foreign Tax ID (if applicable) i

Date of birth

Marital status

Mother's maiden name

Number of dependents i

Home address

Country

 UNITED STATES

Physical street address i

City

State

 Select

ZIP code

I would like to use a different mailing address. i

Employment information

Employment status

 Select

Financial information

Approximate annual income i

 Select

Approximate net worth i

 Select

Approximate liquid net worth i

 Select

Personal affiliations

1. Are you licensed or employed by a registered broker-dealer, securities exchange or member of a securities exchange? i Yes No

2. Are you or any member of your immediate family, or any of your personal or business associates a senior political figure? i Yes No

3. Are you a director, 10% shareholder, or policy-making officer of a publicly traded company? i Yes No

Continue

Design Annotations:

01_ User can't return back to already completed form. When clicking on "Open New Account" all data is lost.

02_ Review which information is necessary to continue with form submission. Allow user to create an account with not fully completed form (lazy registration).

03_ Consider using sliders to simplify form.

04_ When applicable, explain user why this information is needed.

Number of dependents i 2

Enter the number of dependents who live in your household.

Home address

Country
UNITED STATES

Physical street address i

Enter your address.

Approximate liquid net worth i 3 The cash value of your assets that could be sold quickly.
\$0 - \$14,999

2. Are you or any member of your immediate family, or any of your personal or business associates a senior political figure? i 4 Yes No

Senior political figure name

Political title

Country where title is held
Select

Relationship to account owner
Select

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Open New Account 4

TD Ameritrade
This is a secure application
[Chat Online Now](#)

1
2
3
4
5

Review and Edit

Step 3 of 5

Review Your Account Information

This information will be used to create your account. You'll have the opportunity to make future profile changes whenever you log in to your account.

Account information

Account type	Individual	Edit
--------------	------------	----------------------

Personal information

Full name	Mr Pawel Tulin	Edit
Email address	pawel.tulin@havasww.com	Edit
Best daytime phone number	(917) 614-1234	Edit
Citizenship status	United States	Edit
SSN / ITIN	614-123-4567	Edit
Foreign Tax ID		Edit
Date of birth	01/16/1985	Edit
Marital status	Divorced	Edit
Mother's maiden name	Nejman	Edit
Dependents	0	Edit
Physical street address	195 Franklin St. 4R Brooklyn NY 11222 UNITED STATES	Edit

Employment information

Employment status	Employed Havas Director 200 Hudson St. NYC NY 10013 UNITED STATES	Edit
-------------------	--	----------------------

Financial information

Approximate annual income	\$100,000 - \$249,999	Edit
Approximate net worth	\$0 - \$14,999	Edit
Approximate liquid net worth	\$0 - \$14,999	Edit

Personal affiliations

Are you licensed or employed by a registered broker-dealer, securities exchange or member of a securities exchange?	No	Edit
Are you or any member of your immediate family, or any of your personal or business associates a senior political figure?	No	Edit
Are you a director, 10% shareholder, or policy-making officer of a publicly traded company?	No	Edit

[Continue](#)
[Cancel my application](#)

Design Annotations:

01_While form has two entry pages, there are 5 steps indicated here. This is bit contrary to general expectations and might be counter productive to our goal. Review and redesign, conduct user testing and review analytics.

02_Provide for better groupings visually.

03_Maybe consider different call to action like "Update" to make clear about function.

04_Icon takes user to data sheet part of application.

05_Icon takes user to data sheet part of application.

06_Activate button and change color and call to action hone user makes slider selection.

07_This is additional copy that needs to be provided by the client and is written to explain particular results better. There will be most likely nice possible version of this blurb, for each possible combination of results.

08_When displaying results don't allow user to change sliders again. To do so, they need to click on "Start Over" button and repeat all steps.

09_Email button activates native email client. Consider email template redesign to a responsive design.

Open New Account 5

TD Ameritrade This is a secure application Chat Online Now or call us at 800-454-9272

1 2 3 4 5 Agree to Terms Step 4 of 5

Now that we know a little bit about you, here are a few things you should know about your new account.

Important Account Information

The following account-related documents and disclosures are delivered electronically.

- [Client Agreement](#)
- [Account Handbook](#)
- [Business Continuity Plan Statement](#)

2 By checking this box, I am acknowledging that:

- I accept electronic delivery of these documents.
- I have read, printed, and/or saved these documents and don't need them mailed to me.

You can also find these documents under Client Services > Forms and Agreements.

Cash Sweep Vehicles

Select one of the following options for your unit bank account. Note: Cash balances in your TD Ameritrade bank account, if you don't make a selection.

- TD Ameritrade FDIC-Insured Deposit Account
- TD Ameritrade Cash (protected by the Securities Investor Protection Corporation or SIPC)

[Summary of Cash Balance Programs](#)

Client Agreement

To complete your account set-up, you must read and electronically sign the TD Ameritrade Client Agreement. If you do not agree with the Client Agreement or find any part of it unacceptable, discontinue the account set-up process at this time.

The Client Agreement applicable to this brokerage account contains predispute arbitration clauses. By signing this agreement, the parties agree to be bound by the terms of the agreement (including the arbitration agreement). The predispute arbitration clause is included in Section 12 of the Client Agreement, on pages 7 and 8.

By checking the box below, I represent to you that:

- I am the person identified in this account.
- I am accepting and agreeing to abide by all of the Client Agreement.
- I am electronically signing these documents which will have the same effect as the execution of these documents by a written signature.

IRS Form W-9

Under penalty of perjury, I **Mr Pawel Tulin** certify that:

<p>1. 614-16-4072 is my correct Social Security Number/ Individual Taxpayer Identification Number.</p> <p>2. I am not subject to backup withholding.</p> <p>3. I am a U.S. citizen or other U.S. person.</p> <p>4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.</p>	<p>I agree <input type="radio"/> I disagree <input type="radio"/></p>
---	---

You can select "I agree" for this statement. You have no FATCA codes. The IRS requires us to include this statement, but FATCA (Foreign Account Tax Compliance Act) codes do not apply to accounts held within the United States.

If you have been notified by the Internal Revenue Service (IRS) that you are subject to backup withholding because you have failed to report all interest and dividends on your tax return, you must select "I disagree" in item #2 of this certification.

The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.

3 I, **Mr Pawel Tulin**, agree to the terms of the Client Agreement and certify the accuracy of the W-9 statements above.

Design Annotations:

01_No clear way for user to go back and modify information at this point.

02_This requires more user research in regards of demographics and user behavior. Not clear what will happen if I don't agree on this condition. If I want to proceed without it, I have no option to return to this form later to change my decision.

03_Add "Save for Later" and make it easier to get help if needed (maybe add Chat here).

Open New Account 6

TD Ameritrade  This is a secure application  or call us at 800-454-9272

Create Your Log-In Step 5 of 5

1 2 3 4 5

Create Your Secure Log-In

For security reasons, you must create a unique UserID and password. If you already have an existing TD Ameritrade account, you can reuse your existing log-in for this account. Afterwards, you'll be able to link your accounts and access all of them using a single log-in.

Your UserID must:

- Be between 8-15 characters
- Include at least one letter
- Use no special characters (for example, %, \$, #, and &)

UserID
The text does not meet the length requirements.

Password

Re-enter password

Continue

For security reasons, you must create a unique UserID and password. If you already have an existing TD Ameritrade account, you can reuse your existing log-in for this account. Afterwards, you'll be able to link your accounts and access all of them using a single log-in.

Your UserID must:

- Be between 8-15 characters
- Include at least one letter
- Use no special characters (for example, %, \$, #, and &)
- Available

UserID pawel2lin
Password

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Password
.....

Re-enter password

Your password must:

- Match the password you originally entered

Open New Account 7

The wireframe shows the 'Review Your Log-In' step of the TD Ameritrade account opening process. At the top, there's a navigation bar with the TD Ameritrade logo, a lock icon indicating a secure application, and a 'Chat Online Now' button. Below the bar, a progress bar shows steps 1 through 5, with step 1 highlighted in red. The main content area is titled 'Review Your Log-In Information' and contains a table for log-in information. The table has two rows: 'UserID' with value 'pawel2lin' and 'Edit' link, and 'Password' with value '*****' and 'Edit' link. A note below the table states: 'For your security, we do not display your password on any of our screens. If you forget your password, you will need to follow the reset instructions.' A green 'Continue' button is at the bottom.

User ID	pawel2lin	Edit
Password	*****	Edit

For your security, we do not display your password on any of our screens. If you forget your password, you will need to follow the reset instructions.

Continue

Design Annotations:

01_This seems like overkill comparing with the size and function of other steps of enrollment.

Open New Account 8

TD Ameritrade This is a secure application Chat Online Now or call us at 800-454-9272

1 2 3 4 5 Congratulations! Completed

Thank You for Choosing TD Ameritrade

Please go to the next page to read an important message about submitting your application.

Your account opening bonus is commission-free Internet equity, ETF or options trades (up to 500 and valid for 60 days from account funding) with a \$2,000 minimum deposit. Fund with \$25,000 and receive a \$100 cash bonus. Fund with minimum \$100,000 and receive \$300 cash or fund with \$250,000 and receive \$600 cash (Offer code: 206)

Account information 2 Print

Account number	868834037
----------------	-----------

Log-in information

UserID	pawel2lin
--------	-----------

Continue 3

Design Annotations:

01_Steps displayed are very inconstant and need to be reviewed, this is a confirmation page which either should not be numbered or have it's own number. Current numbering system builds wrong expectations.

02_This information probably should be emailed to the user as well including information why they can or can not login to their account.

03_Change CTA to "Finish" and also inform user about possible next steps and what else would be required from them.

Open New Account 9



This wireframe shows the 'Log-In Information' step of the account opening process. At the top, there's a header with the TD Ameritrade logo and NFL branding. Below it, a 'Log-In Information' section. In the center, a 'Need help? Call us' link with phone numbers. The main content area is titled 'Security questions' with a red circled '1'. It contains four sections, each with a question dropdown and an answer input field. A red circled '2' highlights a validation message: 'Please select a security question.' At the bottom are 'Continue' and 'Cancel' buttons, with a red circled '3' pointing to the footer links.

Design Annotations:

01_Maybe this should be a part of the previous step as an optional information? What happens when user does not want to provide this at this moment?

02_How is this validated when the "Continue" button is gray? Review consistency of validation behavior.

03_Suddenly we have different footer here.

1 Security questions 

To protect your account and personal information, please select four security questions and enter your answers.

Question 1
Answer

Question 2
Answer

Question 3
Answer

Question 4
Answer

2

3 [About Us](#) | [Minimum Requirements](#) | [Privacy](#) | [Security](#) | [Financial Statement](#) | [TD Ameritrade Holding Corp.](#) | [TD Ameritrade Institutional](#) | [Other TD Waterhouse Sites](#)

Market volatility, volume and system availability may delay account access and trade executions.
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Open New Account 10



Design Annotations:

01 There is no clear navigation to the main site and way to access it.

02 We lost "Chat" option here.

About Us

The wireframe illustrates several design annotations:

- Annotation 1:** A red circle highlights the "Sponsorship" link under the "About Us" heading.
- Annotation 2:** A red circle highlights the "Choose a start page: My Account Overview (Home)" dropdown menu in the top right corner.
- Annotation 3:** A red circle highlights the "SmartMoney" 5-star rating badge.
- Annotation 4:** A red circle highlights the footer navigation links.

Design Annotations:

- 01** This page is accessible for the footer but gives the impression of belonging to the main navigation structure. Consider design change to clearly indicate user location.
- 02** Different module pattern than in the main pages.
- 03** Make sure that modules support and are relevant to the main content.
- 04** Too many variations of cuter treatment.

Disclaimer: This wireframe does not represent the visual design.

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Thank you

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