

# Open Banking UX Best Practices: Your Guide to Design Faster and Convert More

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By Yves Lavoie on August 19th, 2021

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Face it. Manually downloading PDFs of multiple bank statements doesn't project a modern, user-friendly first impression of your business. But you already know this. That's why you're here.

The real challenge now is to design a user onboarding or account opening experience that converts—especially when “conversion” means getting users to connect their financial accounts.

Well, you've come to the right place: here's an open banking UX design guide for you.

You may already have a digital flow where users are asked to connect their financial accounts. In that case, it's always a good idea to refresh the user experience in order to boost your data connectivity conversion rate.

Or, you may have been tasked with building an open banking user experience from the ground up and are in the process of figuring out how you'll integrate financial data connectivity (<https://flinks.com/data-connectivity/>).

This is a field guide for product managers and designers to build faster and optimize for user conversion. It's filled with actionable and easy-to-implement advice drawn from high-converting designs.



## Key Takeaways

**#1 – It's all about timing: choosing when (and how) to ask your end-users to connect their financial accounts makes a difference.**

We'll give you insights on what makes high-converting designs so efficient, and explain how you can apply them to your own user flow.

**#2 – Are you sure you want to opt out? Make data connectivity the default option, not the opt-in choice.**

We'll show you how to design an experience that features data connectivity as the default option.

**#3 – Build trust through seamless UI and UX (<https://flinks.com/blog/refreshed-flinks-connect-built-for-conversion-and-customer-trust/>).**

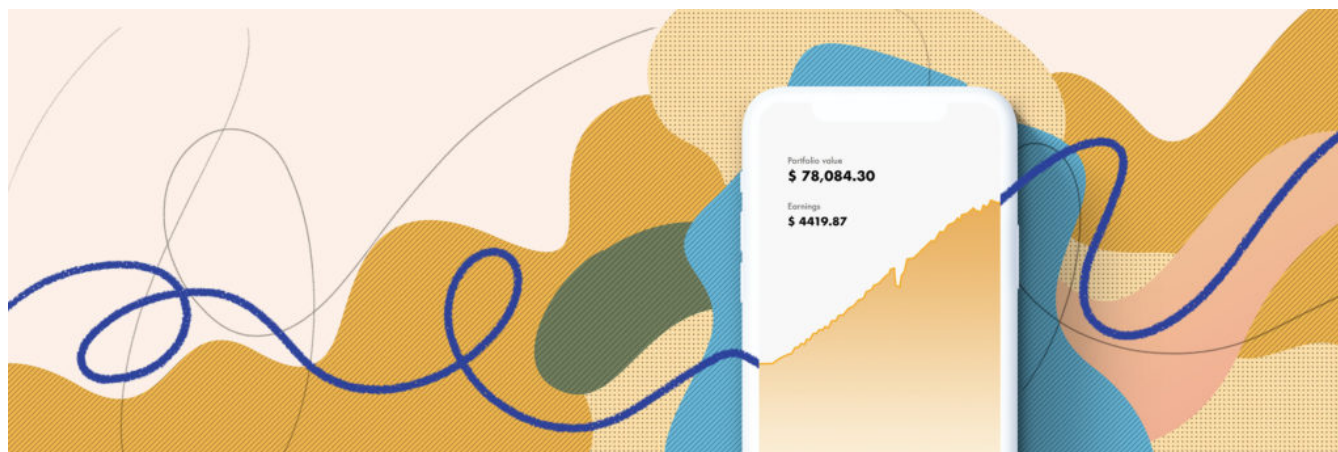
We'll provide advice to integrate Flinks into your user flow while maintaining consistent branding and language.

**#4 – Use simple, to-the-point language that builds trust.**

We'll provide easy-to-follow principles for building trust through messaging and visual design.

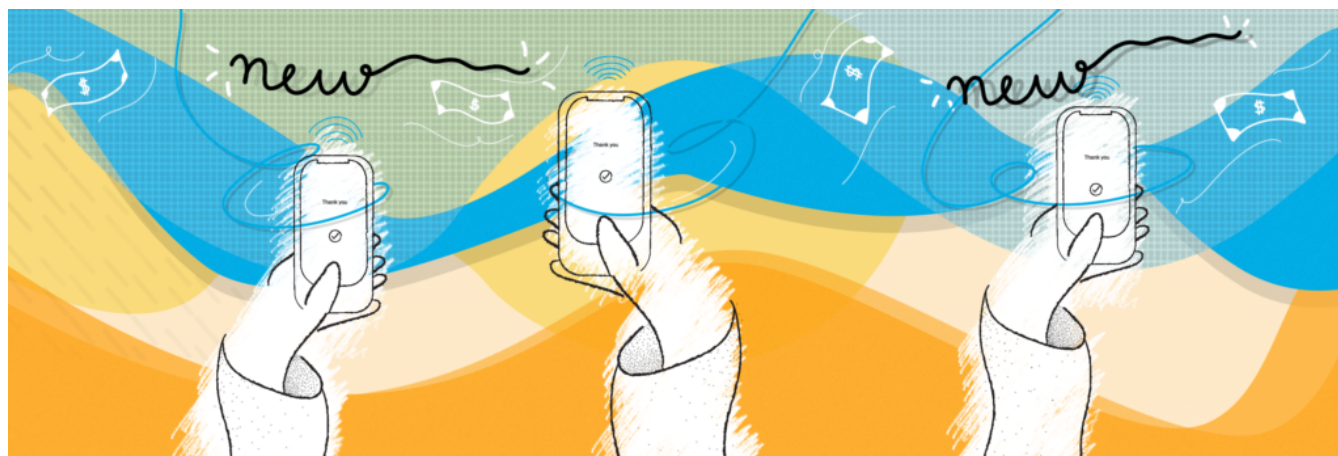
## You might also like

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### How Wealthsimple and Flinks Turn Consumers Into Investors in Minutes (<https://flinks.com/blog/wealthsimple-case-study-user-onboarding/>)

Wealthsimple leverages Flinks' data layer to set the new standard in user onboarding: a quick, intuitive, and friendly experience.



### Refreshed Flinks Connect: Built for Conversion and Customer Trust (<https://flinks.com/blog/refreshed-flinks-connect-built-for-conversion-and-customer-trust/>)

We are excited to roll out a UI refresh for Flinks Connect, an update aiming to achieve higher conversion rates and establish end-user trust.

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Documentation (<https://docs.flinks.com/docs>)

Status (<https://status.flinks.com>)

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Media Kit (download) ([https://flinks.com/wp-content/uploads/2021/08/Flinks-Media-Kit\\_2021.zip](https://flinks.com/wp-content/uploads/2021/08/Flinks-Media-Kit_2021.zip))

## Resources

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