**]Important Notes from Final Classes**

* CJM & Reflection Paper Marks
  + If you’re not happy with your grades, Karin’s allowed and confirmed resubmissions
* Final Presentations:
  + Whole team present, 10 min for pitch (**\*includes time for questions!... So presentation should be 8-9 minutes...**)
  + What’s your problem? How’d you identify it? What’s your solution? Is there a solution-problem fit? How did you do your research? How did you get to that solution?
  + Your presentation can have any order, make it interesting
  + Everyone to have a pitch deck, Karin doesn’t care how many slides we have
  + Marked on: 1) Presentation skills, 2) Make your content clear, easy to read, design compliments content -> slides need to be uploaded before class (**APRIL 2ND, 6:00PM HARD DEADLINE NO LATE SUBMISSIONS ALLOWED**)
* About Prototypes:
  + You can prototype ANYTHING, it’s okay if it’s crap, don’t be perfect
  + Should appear real
* CJM Feedback:
  + A couple of ideas
    - Only 4 stages -> supposed to have 10-12 stages
    - It’s also hard to read (with 4 stages that’s not enough) -> we’re supposed to have 12 stages
    - Font is small
    - White and green is hard to read
    - Where’s our data from? No indication that we did surveys/quantification, how many people we interviewed? What questions did we ask?
    - Can’t just be 4 stages, our CJM is too simplified
    - I.e. Discovery -> Arrive in Canada is a small step, discover bank, etc.
    - Visually, it looks really nice
    - Flip it - it’s our brand thing, not a TD thing, maybe not a color that's just green

**BET 350 Final Presentation - Raw Content**

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**1.0 Tell the Story (Jimmy)**

* Walking the audience through a relatable story: Think back to when you were in 1st year, lost and unsure. Navigating University of Waterloo campus and the City of Waterloo. Perhaps you felt unsure of where your classes were, or intimidated to ask a question to your professor or TA. Or maybe it was navigating finding your own housing for the 1st time. You probably felt lost, frustrated, scared and confused…
* These are the same thoughts, feelings, and experiences a lot of students and youth face when approaching their local bank branch...

**2.0 Buyer Persona (Sharon)**

* Meet <name>, <name> is a…
* (Optional: is in ??? program/study)
* First-year (international?) student
* Completely new to banking
* Feels uncomfortable approaching their bank and bank staff
* Have low financial literacy
* Perceives banks as formal, distant, serious, intimidating, dull, too professional and out of touch with youth

**3.0 Our Research (Lea)**

* We arrived at a story like <name’s> after having open conversations with 1st year students about their overall banking experience
* After 16 Interviews and a discussion post on Reddit, we discovered that a majority of incoming international students had not heard of the big 5 banks prior to arriving in Canada, among other things such as xyz… (**\*make a list of key takeaways from research\***)
  + A majority of the students really appreciated when the employees they interacted with went above and beyond to make their experience pleasant
  + A lot of the students **WOW Customer experiences** involved the employees finding a way to connect and personalize their service to their customer.
  + The WOW Customer Experiences involved companies giving away free items/ upgrades.
  + Students expressed that they appreciated the fact that the employees genuinely cared about them, beyond them being just a customer.
  + The words “wait time”, “frustrating”, “annoying” were used quite frequently by some of the students to describe their most recent banking experience
  + Students only using basic financial functions (transfers, balance checks, basic stats)
  + 25% noted expected long waiting times for their bank visits
  + 56% of students interviewed expressed minimal confidence in their financial literacy
* Among these, we heard that many felt that they perceived banks as formal, distant, serious, intimidating, dull, too professional and out of touch with youth. This, we decided, became the focus of our project.
* Here’s a basic overview of a 12-step journey through a first-year’s initiation and ongoing relationship with their bank divided into three phases: discovery, starting account, and ongoing relationship.
* Looking at our data, we noted 6 points in this journey that, more often than not, become pain points for students.

1. set up appointment
2. commute and wait in queue
3. meet with teller
4. conduct regular transactions
5. receive customer support
6. improve financial literacy

* These areas involve coordinating schedule, direct contact with bank representatives, and travelling to and being in the physical bank space.
* While our research noted that students tend to conduct their transactions online or through mobile apps for convenience, some concerns about security were raised. As well, there are times when face-to-face contact with representatives is necessary.

**4.0 Our Problem (Quinn)**

* From our research, we then wanted to tackle the problem: how can we make the banking experience more welcoming and comprehensive for first year students new to banking?
* Students not taking full advantage of all the services banks offer that are included in their account due to a lack of financial knowledge
* Students not seeking out financial help because:
  + They’re afraid and intimidated
  + Doesn’t seem that important when you’re young
  + Have to book an appointment with financial advisor
    - Seems too formal
    - Takes initiative and time

**5.0 Our Solution (Michelle)**

* T. Space (**\*EXPAND MORE ON THE SOLUTION\***):
  + Making bank branch spaces as a collaborative cafe space and multi-use event space (**Refer to end of raw document - Bank of Ireland Trinity College Branch Example for ideas**)
  + >>> Describe the space, how are we going to describe it in our presentation?
* **How the solution addresses the need of the customer segment:**
  + **(\*Build\*)**

**6.0 Introductions (Errbody)**

* Have 1 slide that introduces us as a team (include our term/study, team role)

**7.0 Summary & Key Takeaways (Jimmy)**

* Make banking more welcoming, less intimidating
* If you’re gonna go to the bank, you might as well make it an enjoyable experience not as a “chore”
* Changing the environment to something different
* Less formal, more comfortable
* Culture of banking -> right now it’s formal and stiff, but more friendly, forward focused, open
* Making a more calming atmosphere for banks where the next coming generation will have a better relationship and comfortability to actively engage with their bank
* What we learned as part of doing this course:
  + Let go of any assumptions you might have about what people want
  + Don’t be loyal to our ideas
  + Don’t be afraid, and in fact, completely disregard industry norms
  + Sometimes your ideas can come from outside your current industry
  + Design for the extreme user

**Other Ending Slides:**

* End/Q&A
* References
  + <http://trinitysocieties.ie/tag/boi/>
  + <https://businessbanking.bankofireland.com/campaigns/trinity-branch/#panel2>
  + <https://www.tcd.ie/news_events/articles/bank-of-ireland-to-partner-with-trinity-on-innovation-entrepreneurship-hub/>
  + <https://www.siliconrepublic.com/start-ups/entrepreneurship-hub-bank-ireland-trinity-college-dublin>
* Appendices

**EXAMPLE RESOURCES: Bank of Ireland Trinity College Branch:**

* + State-of-the-art banking and workspace facilities
  + The branch is separated into two floors
  + **Ground floor**
    - Operates like a regular branch - seen as the financial services space
    - ATMs are available as well as the dedicated and welcoming staff that assist students with any of their financial needs. The branches Mortgage advisor is here to guide you on your mortgage journey. A Business advisor is also on site to help with any business account needs.
  + **2nd Floor:**
    - A dedicated workbench zone complete with hot desks, interactive digital screens and complimentary high-speed Wi-Fi - open to Trinity students and the public
    - The space is nice and comfortable alternative to studying in the library. Complete with complimentary tea/coffee and pastries
    - There are also small meeting rooms available to hold private meetings or presentations
    - BOI Event Executive takes care of pre-promotion through our social media channels, free catering, events staff
    - All of these supported activities go to enrich their student experience, equipping them for life in general but also for employability and entrepreneurship.”
  + **Relationship with the college and local community:**
    - Very involved in student life at Trinity. They sponsor the annual society and sports award ceremonies as well as awarding bursaries to some of the societies
    - They hold regular hackathons, expert-led sprints and workshops for college students and run weekly Coder Dojo classes for secondary school students.
    - **Bank of Ireland CEO, Francesca McDonagh** said, "At Bank of Ireland we see innovation as being critically important – for our company, for our customers, and for the country as a whole. That’s why it gives me great pleasure to deepen our relationship with Trinity – a college associated with original thought and innovation for many centuries. We look forward to working with Trinity College on a variety of I&E Hub programmes to enable the ambitions of Ireland’s future leaders and innovators."
    - They provide mentorship to students interested in founding a startup as well as assisting in opening and maintaining a BOI business account. They are also one of the driving forces behind Trinity’s Launchbox Incubator programme( a summer programme open to early-stage startups)
  + **What’s in it for them?** 
    - To establish banking relationships with students and early stage startups
    - To build brand loyalty and a comfortability with their bank with visitors whether they are clients or not