

things i have done

tom williams



archie

Archie, an Open Banking platform that wanted to be human first. I lead the design of their new website and a complete overhaul of their platform and product offerings. Our goal was to empower people and SMEs to leverage open banking.



problem

One part of the Archie platform was an open banking payment terminal. By leveraging open banking, Archie's clients could reduce their transaction costs considerably, the trade off being a more involved checkout and payment journey. Clients were signed up to Archie but the adoption rates were low.

What could we do to help improve the transaction process for Archie's clients and the end user?

The main cause of the issue stemmed from the fact there was very little reason for the end user to opt to pay with an open banking payment. Our initial assessment of the Archie platform showed it struggled to compete with traditional card transactions in terms of time to complete and ease of use. Its main strength lay in the cost saving to the client.

Further end user research into the area showed that most people interacting with an open banking payment worried about the safety of their banking details. A third party study showed that even mentioning open banking lead to a 70% reduction in transaction completion, so it was clear that steps had to be taken to improve the feeling of safety during the transaction.

After interviewing current users of the platform it became obvious that while the platform worked, it was seen as clunky and confusing. It was also difficult for the people using it to explain to customers what it was. All of these are things we aimed to address in the overhaul of the platform.



personas

After speaking with Archie to identify areas they wanted to improve and new business opportunities they wished to explore, we set off to interview some of their existing clients. This research was used to create a set of user personas for the platform overhaul.

The best business case for Archie revolves around low volume, high value transactions. Wholesale product deliveries from SMEs are a great example of this and became the backbone for this persona.

The persona on the right is Craig. This persona was used to represent Archie's current users. All of our planned improvements to the platform were tested against Craig.



Craig Fox

Delivery Driver, Guildford,
Married, 2 Kids



Bio

Craig has been with the company for 13 years and is their most trusted delivery driver. Has a great connection with the regulars. Adapted to technology the company has bought in but reluctantly. Allegedly getting too old for computers. Aims to get home before the kids bedtime to tuck them in before putting his feet up.

***“I just want to get the job done
and go home to the kids.”***



Wants

- Simplicity, for himself as he has multiple delivers per day.
- It to work on his phone so he doesn't have to carry a secondary device.
- Get home to the kids.



Frustrations

- Hard to deal with paper work on the road.
- Older traditional customers have poor eye sight and unwilling to engage with tech.

journey mapping

The personas were ran through their ideal journeys when using Archie. Craig’s journey below shows him interacting with the platform and his customer while delivering goods. Tracking his feelings against the actions means we can

spot areas for improvement. For example, we identified how important it was to make the transaction value clear to all parties to reduce errors and lower anxiety around the transaction.



Craig Fox: Payment on delivery

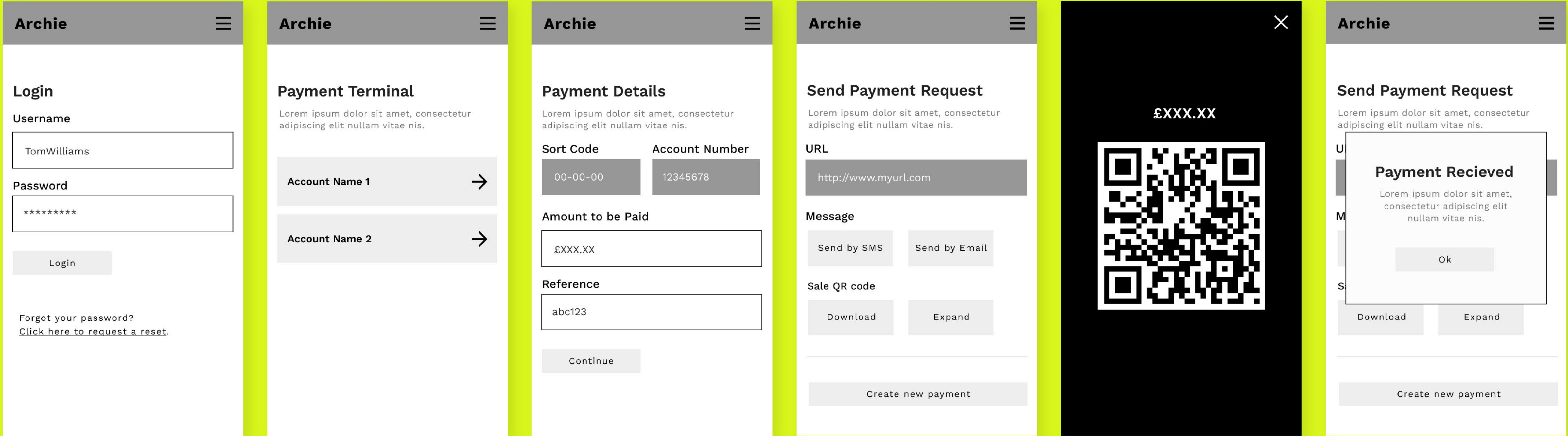
Craig delivers goods to a customer. After the goods are delivered he requests payment on the spot via Archie’s payment terminal feature.

	Goes to Archie to begin payment	Selects Payment Terminal journey	Enters payment details	Shares payment with customer	Checks for payment confirmation
Description	<p>Craig logs into Archie to initiate a new payment.</p> <p>😊</p>	<p>He selects the correct payment journey so the money lands in the right account.</p> <p>😐</p>	<p>Craig copies the information from the invoice into the payment terminal.</p> <p>😭</p>	<p>The payment request can be sent via email, sms or shared as a QR code. Craig shows the customer the QR code.</p> <p>😊</p>	<p>Payment confirmation can take up to 30 seconds. Craig waits for confirmation.</p> <p>😴</p>
Opportunity	<p>Login on mobile devices allows biometric authentication</p>	<p>We can show the account details in a secure way to reassure the user the correct</p>	<p>Showing the payment amount to the customer allows mistakes to be caught before money is</p>	<p>Flexible sharing options give more freedom to the customer, this enables the user to add</p>	<p>Add push notification so user doesn’t have to actively wait for confirmation.</p>

wireframes

Taking the journey map as a starting point I began by creating low fidelity wireframes of a payment transaction. To address the issues highlighted by the research and the journey map I implemented additional features to the wireframe prototype. These design improvements were ran past Archie’s dev term to make sure they were practical to add to the platform.

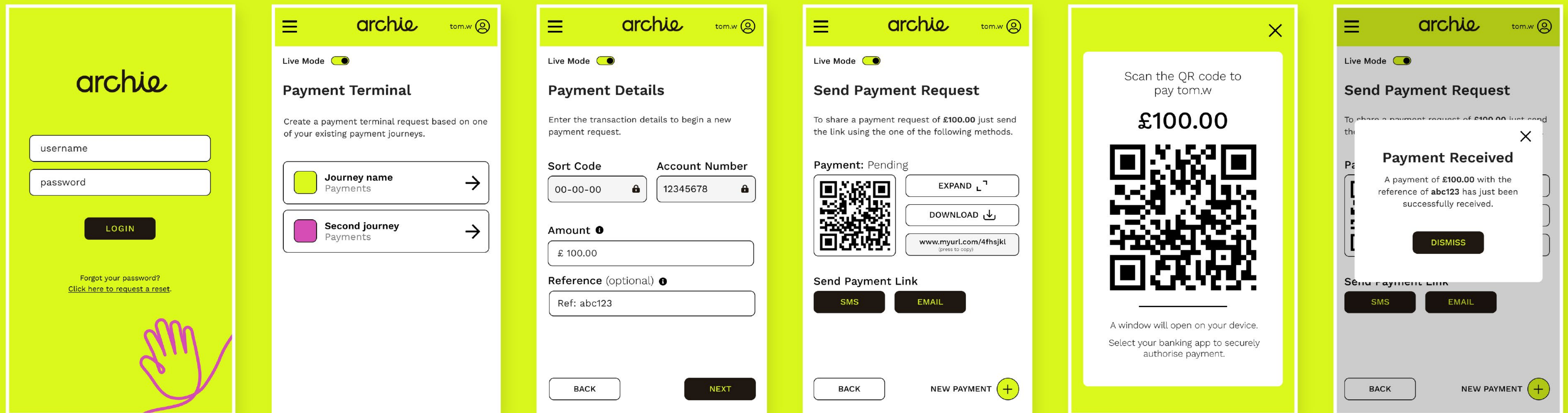
The key win here was condensing the process to less actions, with clearer sharing of information to limit confusion. Elements were also rearranged to fit on mobile devices as a single screen, removing the need to scroll.



As designs were approved we started moving towards higher fidelity wireframes. We tested them on users. This highlighted the need for a new payment button, as opposed to having the user restart the process. We also added the ability to go back and amend mistakes. The new payment UI element had its own design language to differentiate it from other CTAs. The forward and backward buttons were also placed consistently

in the design to aid with navigation. The copy was rewritten to inform the outcome of the end user's actions and reassure them during the transaction.

Archie's new branding was incorporated into the designs with extra care being taken to make sure sufficient contrast was achieved. Iconography was brought in to reinforce button prompts and add brand personality.



archie

Journeys

API docs

Support

Docs

Profile

Users

Reports

Test Mode

tom.w

TEST MODE

Back to My Journeys

VIEW JOURNEY

DELETE JOURNEY

App settings

Redirect URLs

Webhooks

Account details

Customisation

Name

My application name

This name is not visible outside of the console

Donation Link

This is the donation link you can use for your customers

http://www.myurl.com

COPY

Donation QR code

Generate your personalised donation journey here

DOWNLOAD

This will be used to link off to your donation journey

archie

Journeys

Payments

Data

Docs

Profile

Users

Reports

Live mode

tom.w

Back to My Journeys

VIEW JOURNEY

DELETE JOURNEY

App settings

Redirect URLs

Webhooks

Account details

Customisation

Name

My application name

This name is not visible outside of the console

Last updated: 2 Sep 2021 @ 12.28

Functionality

Additional features you can enable for your payment journey

Payment Terminal

Test Client ID

Unique ID identifying you as a client

My client ID

COPY ID

Test Client Secret

Key used to authenticate you as a client

COPY

Last downloaded: 2 Sep 2021 @ 12.28

SAVE

iteration

The design process involved testing of prototypes, which allowed me to make improvements to the designs. The images below show the progression of the QR code share screen. The close button lost its circle highlight, so end users wouldn't close it while trying to pay. The instruction text was added to reassure the user. It was improved over

time. The layout of the text was also tweaked to provide a stronger hierarchy and avoid confusion with instruction placement. The white inner box was also brought in to help with contrast when scanning the QR code.

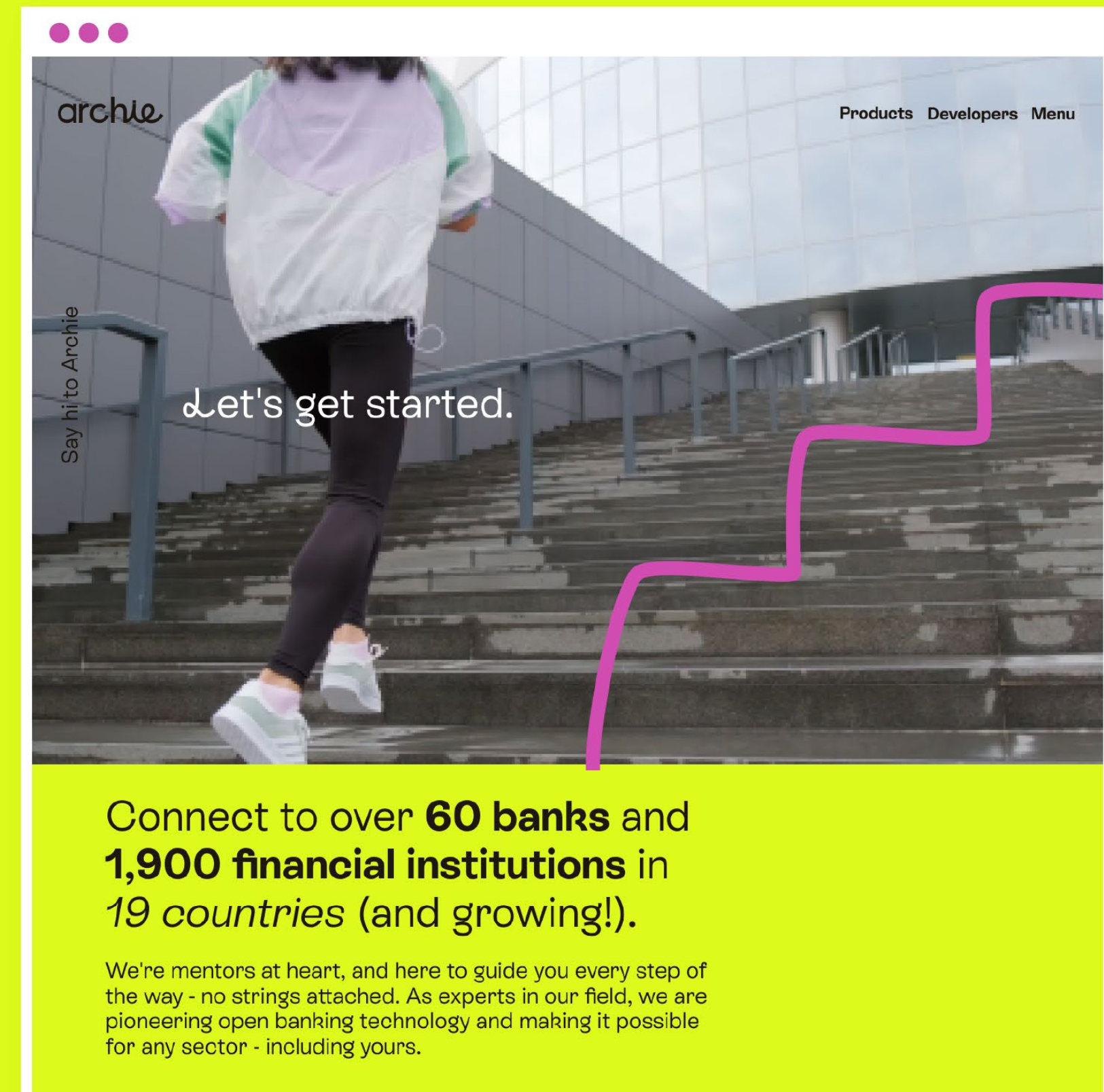


website

While working on Archie's platform, I also took part in their rebranding. One of the tasks was to design a new website to showcase Archie and the platform. I approached this website in a similar way to the platform, taking time to map out the site and produce numerous versions of the designs at different levels of fidelity. These prototyped versions were then handed over to external devs for implementation.

I worked to ensure the website was user friendly and approachable; reflecting Archie's brand values and its human first principles. Design elements like an open banking glossary, the use of footnotes to explain concepts and the removal of technical language played a part in making the website feel welcoming. The striking and vibrant colour palette also helped differentiate the brand from the typical fintech offering.

see it in action



Chemistry test

Give us a bell, email, owl - whatever you're into. A member of the Archie team will get in touch to chat things through. No commitment, no pushy sales, just a good old fashioned conversation. We'll then email you over an Archie brochure, which you can digest in your own time and decide if Archie is right for you.

Getting to know each other

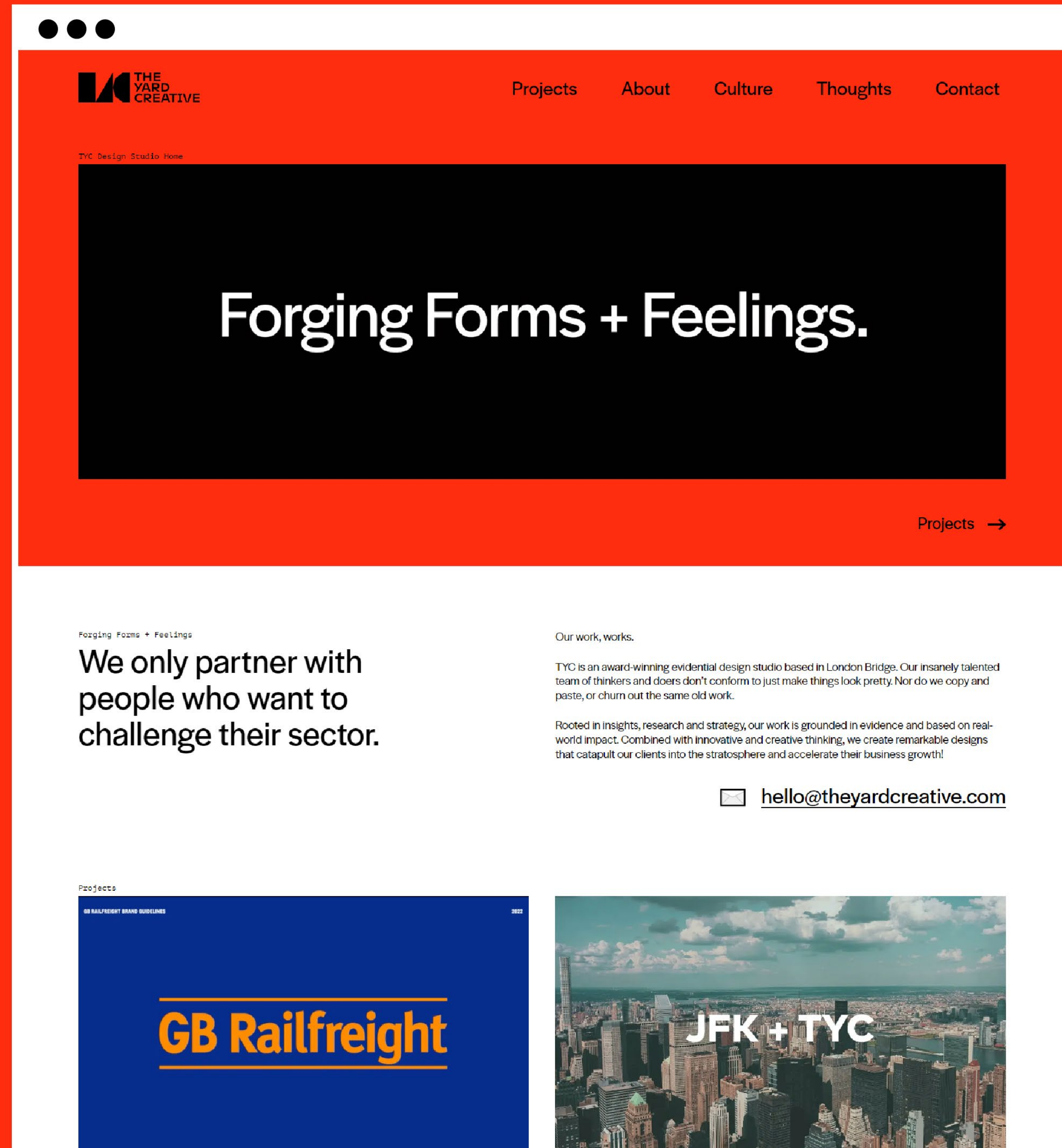
We'll get to know your needs a little better, so that we can recommend the right products for you (and nothing else). We'll then share a demo with you so you can see products that are relevant to you in all their glory.

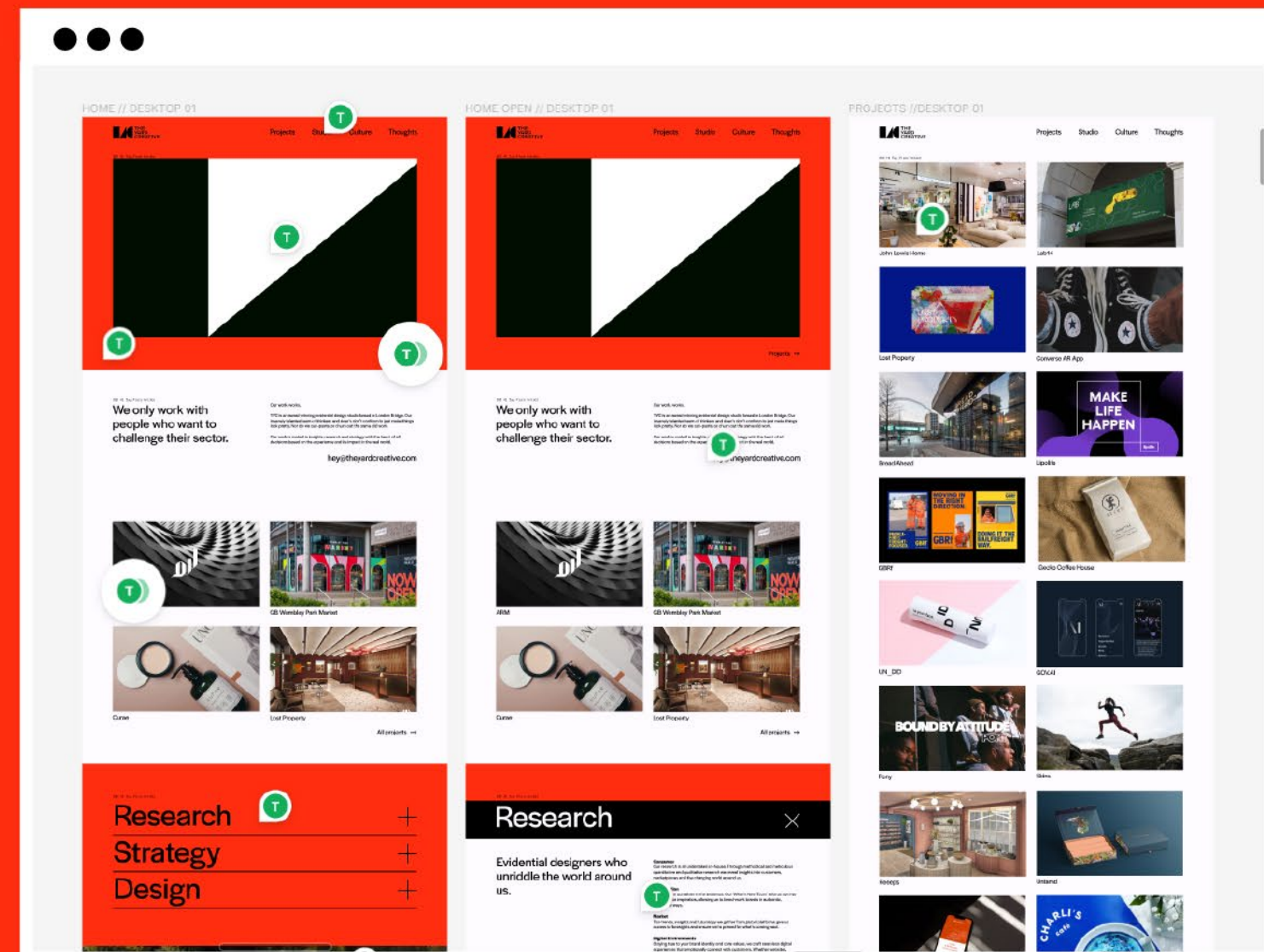
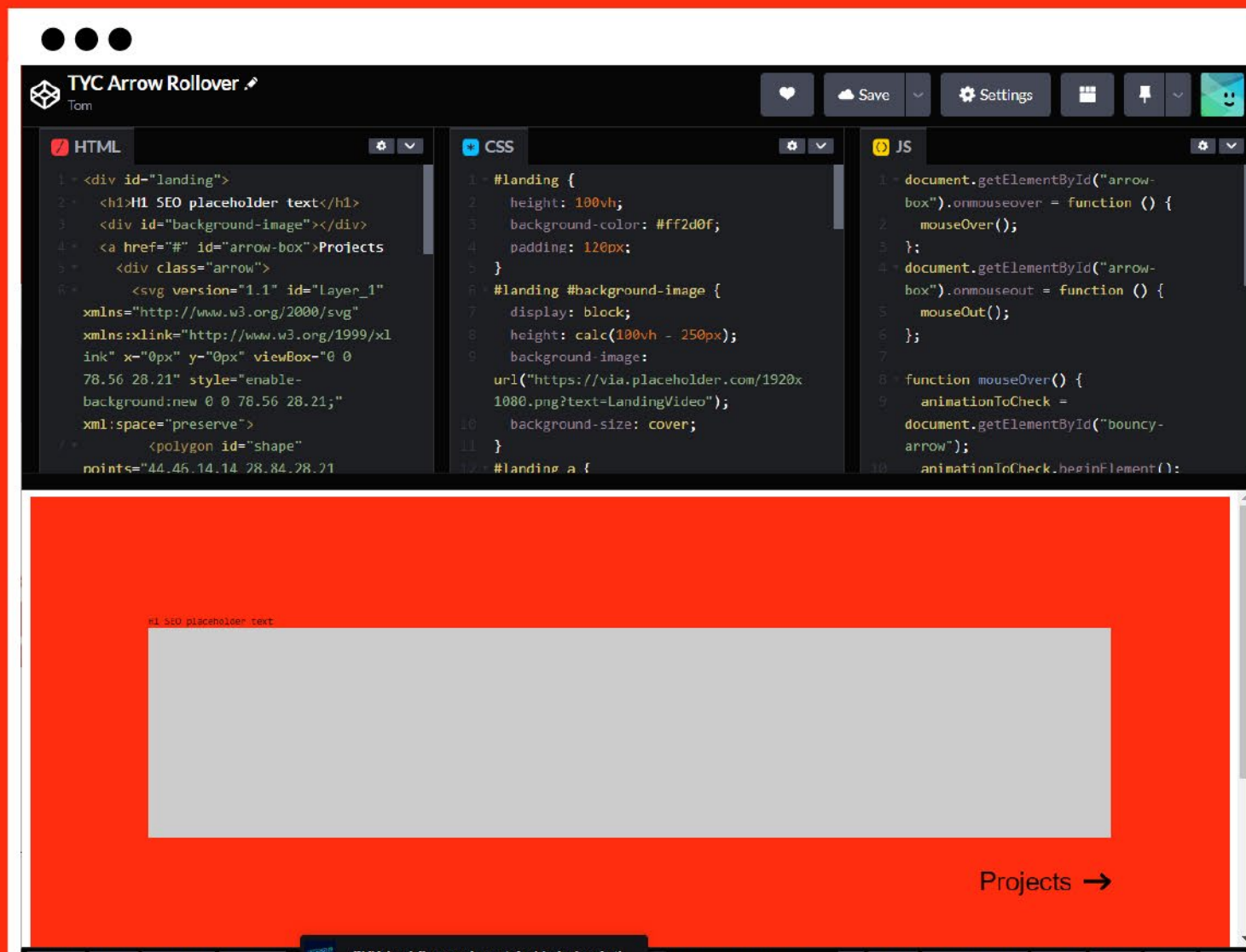
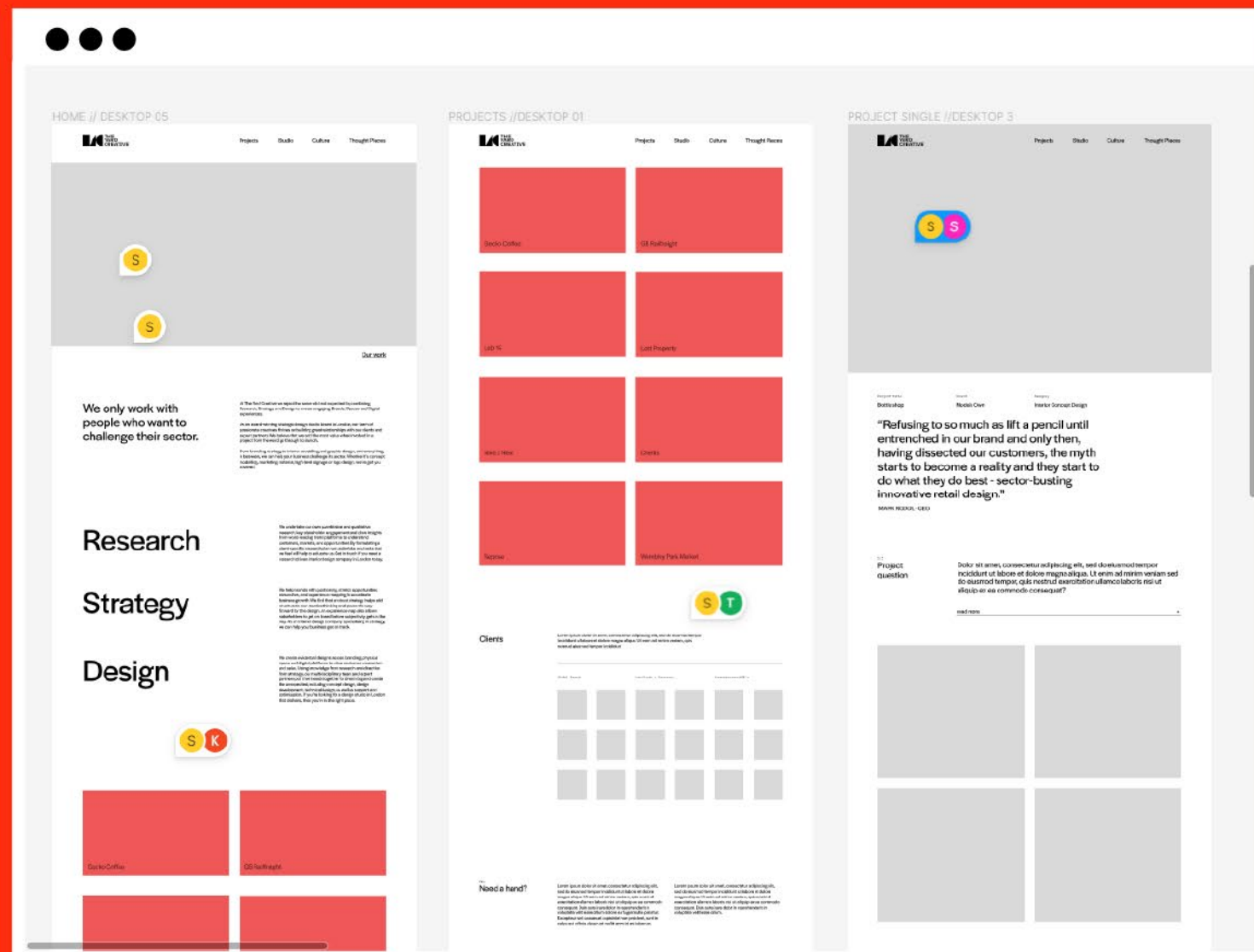
Growing together

Once everyone's happy and we agree to take things to the next stage, we'll work on making all journeys look like yours. We're white labelled and easy to personalise so that your brand takes centre stage. We're just supporting you in the background.

tyc

The first task I was received after landing at TYC was to redesign their website to reflect the studios growth. What better way to learn about your new company.





process

TYC were in the middle of a company rebrand when I joined, the first thing I was tasked with was helping transition the brand to a brand new website. The special thing about this rebrand was the desire to carry out came from within the branding team at the studio. Taking inspiration from Bauhaus shape and colour theory, the team looked to reflect their creative grown and to bring them more up to date with their designer competition.

With the rebrand under way, I worked closely with management to implement the brand on a new website. Helping to

modernise the UI/UX of the site and address SEO issues. Starting from scratch with a simple sitemap, we iterated on several sprints of low and medium fidelity wireframes in Figma. This gave a solid base for layout and user flow through the site, and let us work on the more creative elements of the site.

It was important to us that a sense of fun and a feeling of creativity remained on the site but they didn't impact on usability. Using my developer skills I was able to rapidly prototype interactive and creative elements on the site. This

helped get design sign off from management when it came to presenting high fidelity wireframes to decision makers. It also provided a massive help to our development team when it came to time to build the site. These prototypes reduced the build time and assured that key elements were delivered in line with our designs and most importantly with a sense of fun.

THE YARD
CREATIVE

Projects

About

Culture

Thoughts

Contact

Succeed
Together

Property design agency

Project Title

Repositioning and campaign creation

Client

Landsec

Category

Research, Strategy, Naming, Branding, Marketing Campaign

“TYC delivered high-quality work that significantly impacted our number of leads. Their efforts generated solid engagement and press coverage. The team was outstandingly involved and determined, and they were trustworthy and knowledgeable partners.”

JO SMEE

MARKETING DIRECTOR

1/2

QUESTION

Repositioning the office

TYC were asked to redefine how Landsec are perceived within Retail & Hospitality as part of a move to break away from stereotypical perceptions of landlords and build a new voice and understanding of partner needs.

Read More

+

Property campaign design agency

see it in action

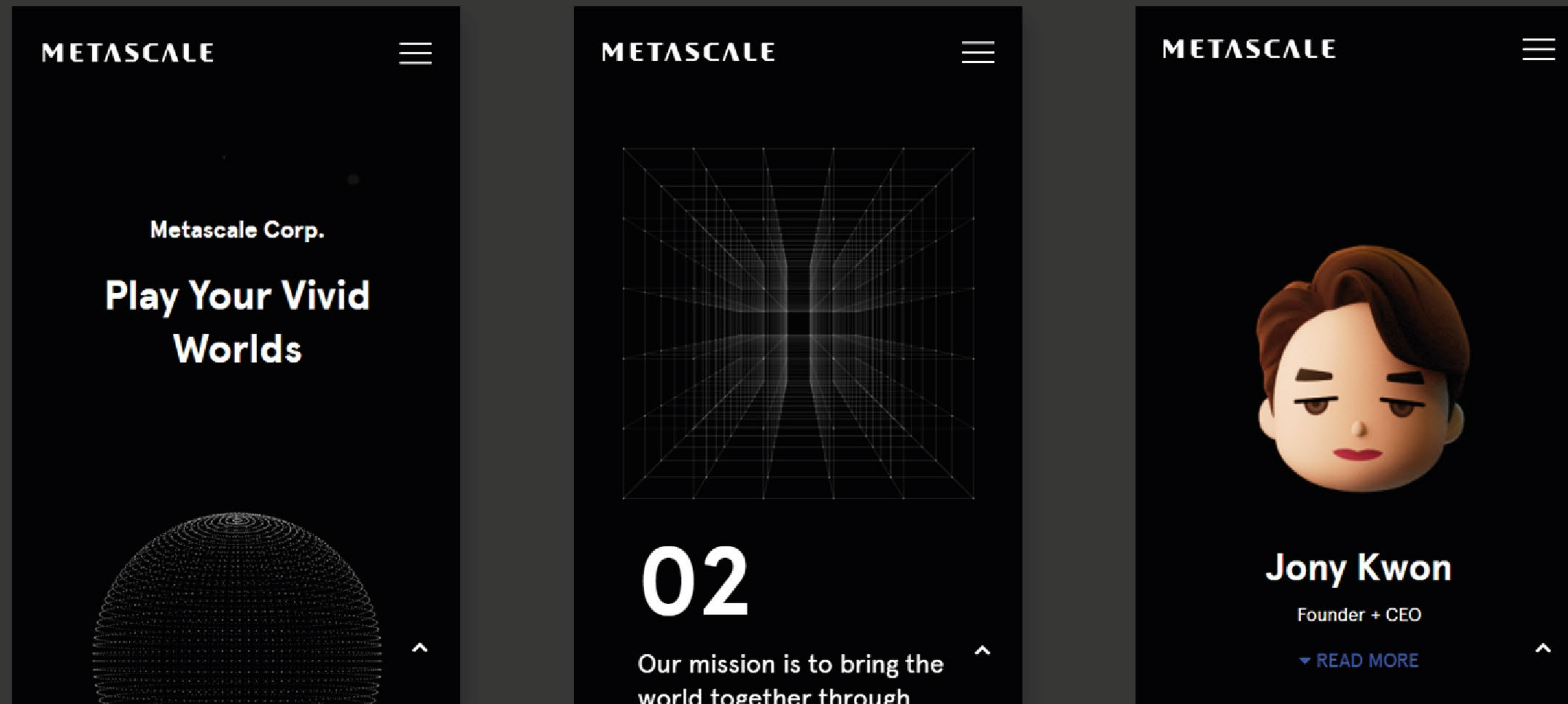


metascale

A new tech start up from Korea that is aiming to provide tech services to help companies transition their offerings to the metaverse.



METASCALE



concept

Started the same day Facebook announced their name change. Metascale requested we help them design a brand new website. As a fresh start tech start up from Korea, Metascale were looking to provide services to business to help them embrace the metaverse and transition their projects to the new metaverse reality we appear to be heading towards.

I worked on the branding with a designer friend of mine. The goal here was to create a dynamic brand that could respond to the ever evolving digital landscape. The metaverse remains in

it's infancy, so we wanted to create a brand that could evolve and adapt to the changing circumstances. The core brand idea here was a collection of shapes that built up the Metascale wordmark into a custom font. These shapes drew inspiration from bits and bytes of data and could be re used to form whatever designs the brand would need going forward.

The website designs focused on digital inspired computer graphic imagery, custom animations that draw inspiration from the brand shapes and 3d modelled avatars. The avatars are

one of Metascale's many products. Helping people easily and quickly create 3d avatars for interaction in virtual reality spaces.

This elements were bought into a modern responsive website, complete with parallax scrolling, video headers and animated svgs to provide the finishing touches. All built into a custom Wordpress theme.



METASCALE

HOME

ABOUT

LEADERSHIP

NEWS

CAREERS

FOR MEDIA

**Rescale
Your
Universe**



Metascale Corp.

Play Your Vivid Worlds

see it in action



btw, i'm tom

I'm a UI/UX designer and web developer with over 10 years of experience creating websites. Coming from a branding background I have a diverse set of skills that allows me to work across branding, graphic design and digital projects.

After spending a few years freelancing as a web designer/developer I ended up working my way up to being a senior creative at Barefaced Studios and lead a talented multi-disciplined design team. With a spell at Ronin Marketing, providing branding and design services for their clients. I'm currently at TYC leading their UI/UX offering.

If I'm not working you can find me out riding my bike. Thankfully though, I'm never far away from an internet connection.

