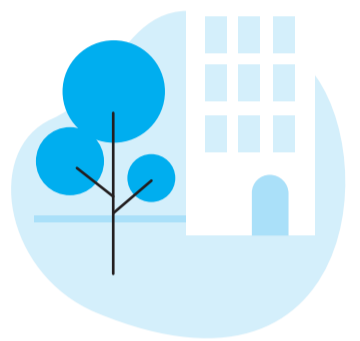


Your journey to good design

Think strategically about design and both identify and exploit the potential to distinguish yourself from the competition. Can you answer all the questions along the way?



Organization

Is the bank's design used consistently for all touchpoints?

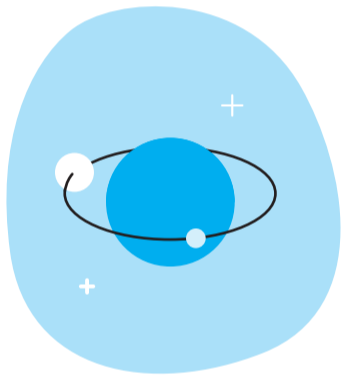
Does the design consistently reflect the brand message, vision and value proposition?

Is design integrated into your corporate strategy?

Are all suitable channels used for customer interaction?

Have the responsibilities for design issues been clearly defined?

Are constant implementation processes established?



Brand

Does the design address the target groups?

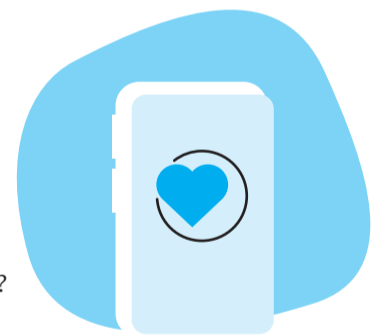
Is customer feedback systematically incorporated into (design) processes?

Is design an integral part of product development from the start?

Are standards and norms defined, e.g. in a design system?

Is a connection between brand and product noticeable?

Are the products designed in a simple and understandable way?



Product



Goal

Together with its digitally-focused subsidiary zeb.applied, zeb has both the experience and expertise to support you on your journey to good design. We work closely with our clients to create solutions that cover all phases of the design process – from market research and user analysis to state-of-the-art design and prototyping, usability testing and further development.



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