

## Service Design Experience within Online Financial Services in the UK

An experience can be defined as the sensation of interaction with a product, service, or event, through all of our senses, over time, and on both physical and cognitive levels. The boundaries of an experience can be expansive and include the sensorial, the symbolic, the temporal, and the meaningful (Zeithaml and Bitner, 2003). Service design experience can be defined as all aspects of the user's interaction with the service design: how it is perceived, learned, and used (Sisler and Titta, 2000). Norman (1999) adds a user's design experience begins with an awareness of the service or specific part of a service and then includes all aspects of the user's interaction with the application to reach their goal.

Service design is the whole design process from idea to final specification. Relating this to online financial services will include the design of facilities, servers, equipment and any other resources needed to produce the online service. Fundamentally, services are unambiguously intangible. Companies such as eBay, or collectives such as Wikipedia are rich and sophisticated combinations of basic linguistic deliverables that expand customers' capacities to act and produce value for themselves and for others, something which online banking can be compared to. In an abstract sense, services are networked intelligence (Morelli, 2002). Service comes into existence at the same moment they are being provided and used. Thus, service design is an activity that suggests behavioural patterns to the actors interacting in the service, leaving a higher level of freedom to the customers' behaviour.

A conceptual model of service design experience within online financial services was developed based on the extensive literature review. A measurement instrument was designed to operationalise the conceptual model. The survey questionnaire was distributed to the customers of online financial services. Based on 403 complete responses, data were analysed using structural equation modelling to test and validate the service design experience model within online financial services.

This research highlighted that security awareness and concern was a customer's first interaction with the design of online financial services. This was believed to lead to a customer's security requirements which in turn influence security and systems technology. According to Norman (1999), the best user experiences meet the needs of the customer, support them as they work to reach their goals, and do it simply and elegantly. It means going beyond what users say they want in terms of features or applications and providing what they actually need, in a seamlessly supportive and integrated manner. With this in mind, the two determinants, security and systems technology were recognised as the two factors used in online financial services to meet a customer's service design needs. Findings suggest security awareness and concerns influence customer security requirements; security requirements influence and drive security technology; security requirements influence systems technology; security technology influence a customer's design experience; and finally, systems technology also influence a customer's design experience. Overall, the data fit the model well satisfying all the minimum model fit criteria (Hu and Bentler, 1999; Sigaw, 2002).

**Keywords:** System Awareness and Concern, System Requirements, Security Technology, System Technology, Design Experience

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