

Hydrant

Hello

Our Approach

Our goal is to re-imagine the web experience for the Tucson Federal Credit Union website.

Approach

Human-centered design is a method to unleashing creative solutions, putting the people you serve at the center of your design process to come up with new answers to difficult problems.

Insight

We use collected data to articulate insights on which to build concrete design decisions.

Research
Interview
Scout
Evaluate
Observe

Design

Our rapid iterative design approach is led by allowing the user guide our decision making process.

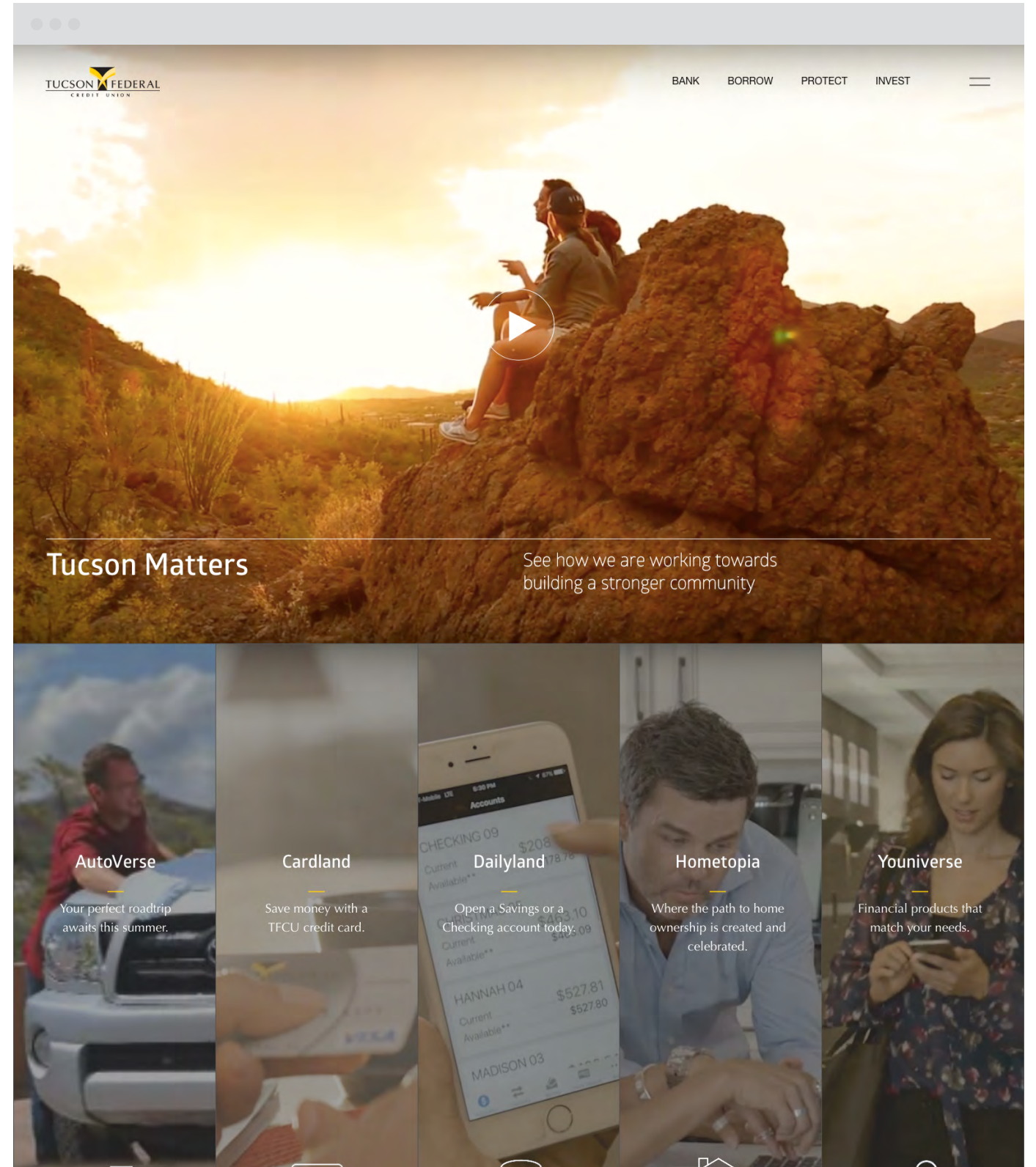
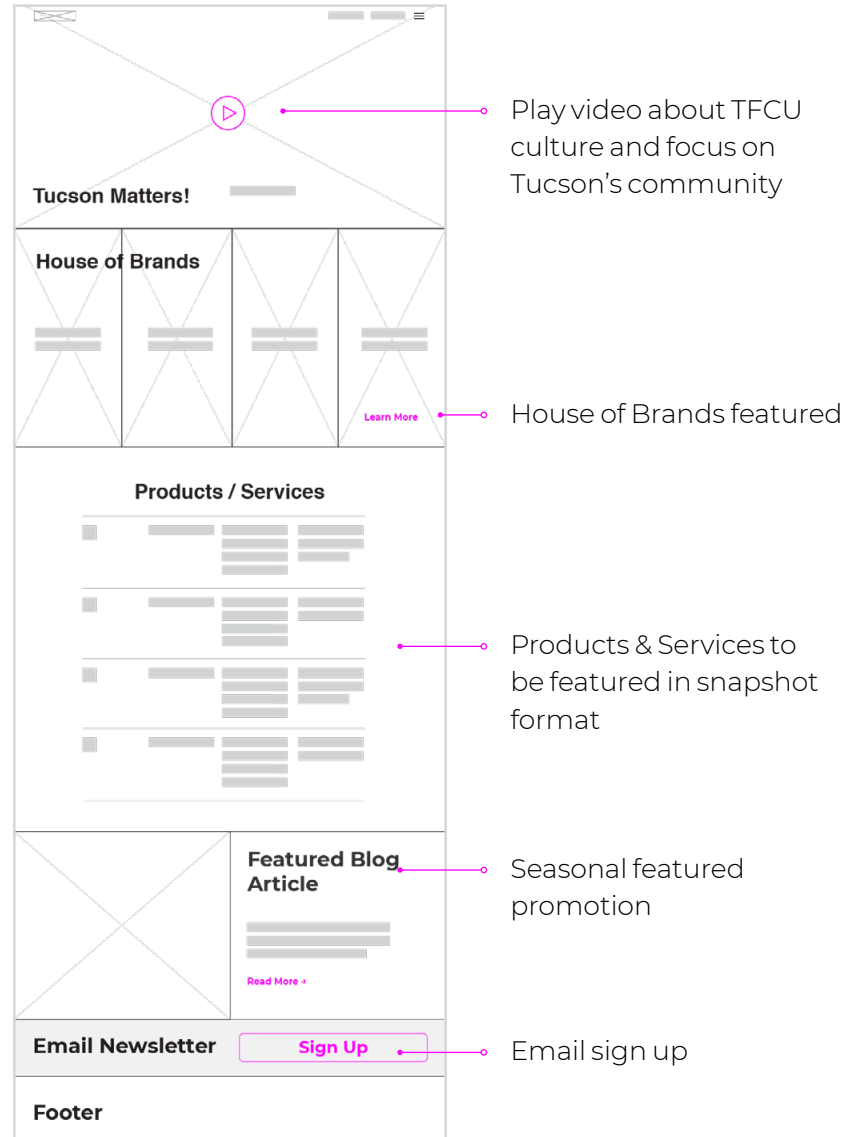
Design
Review
Iterate
Repeat

Visual Design

1. Homepage

The priorities for the homepage are:

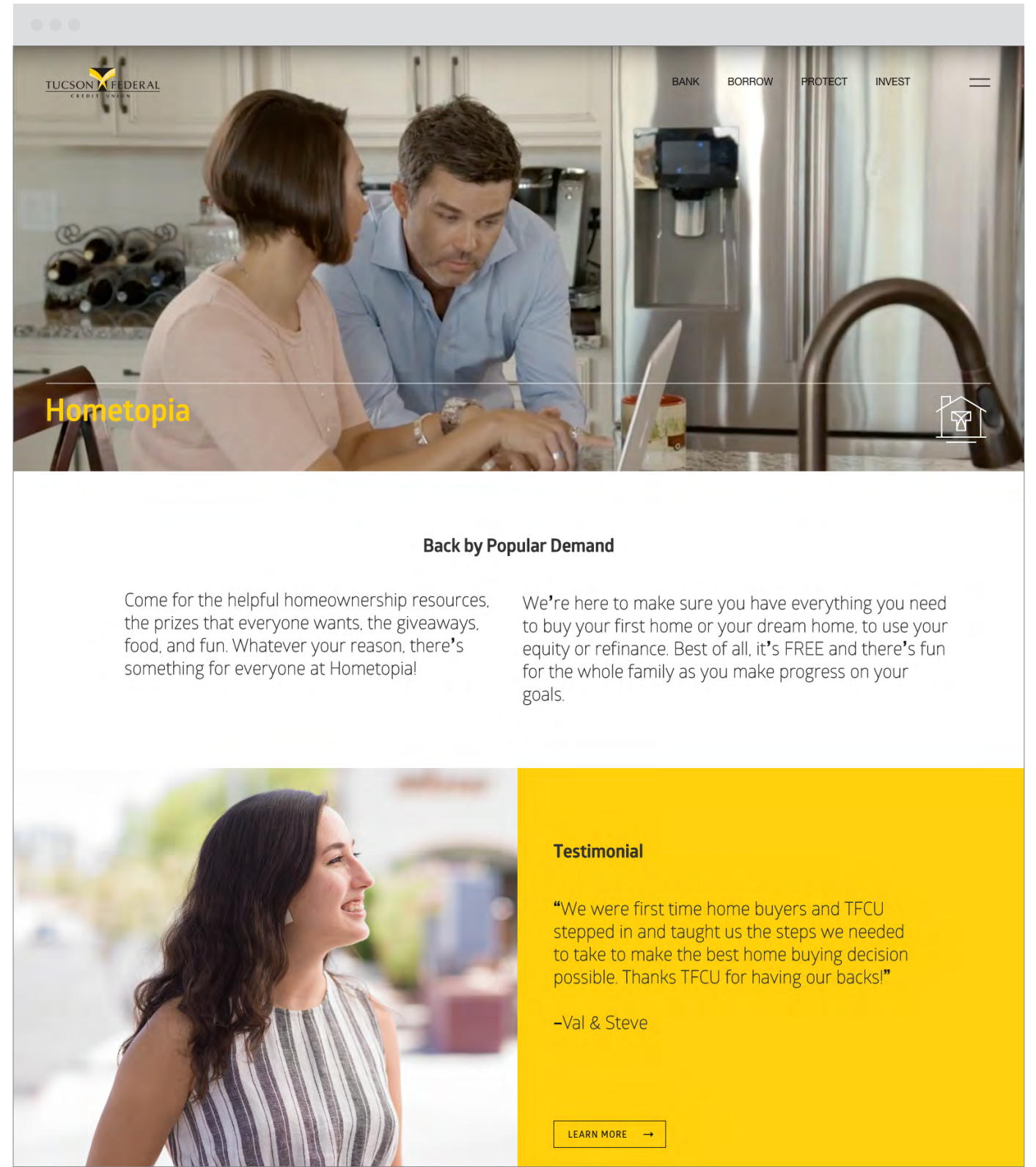
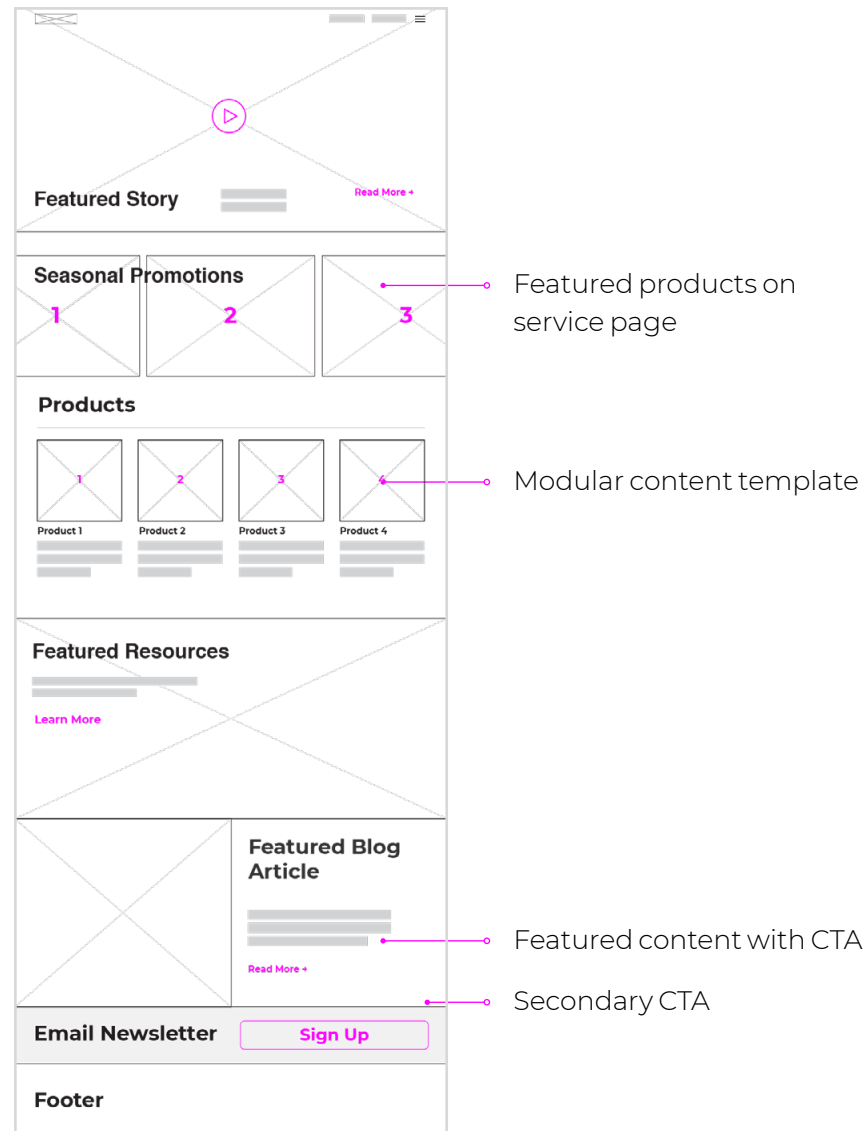
- Clear visual hierarchy to consume the present information
- Prioritized featured content: promotionals, stories, services/products
- Global snapshot on one page



2. House of Brands Page

Feature content that is relevant to the TFCU culture and brand that the community at large would find interesting:

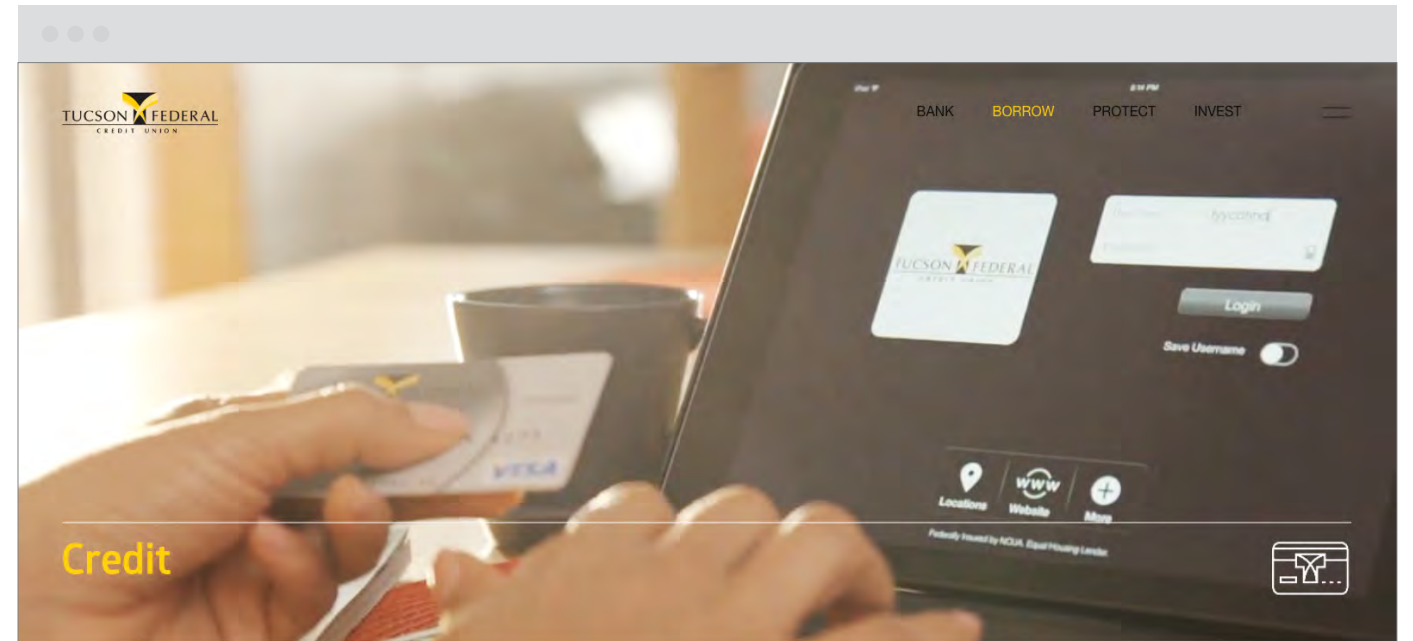
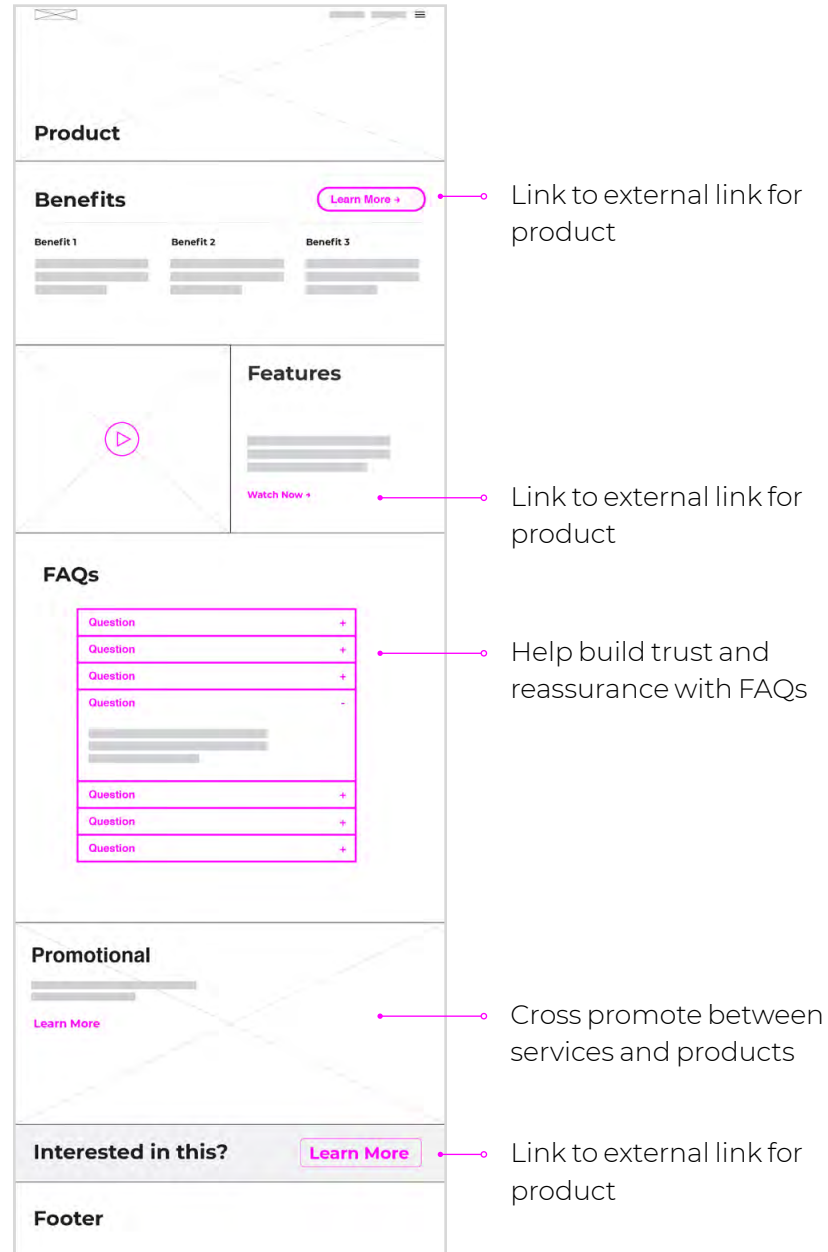
- Featured story lines that are tied to products



3. Product Detail Page

Product detail page priorities are to articulate features and benefits of products to help consumers make informed decisions

- Features
- Product benefits
- FAQs
- Cross promotional linking

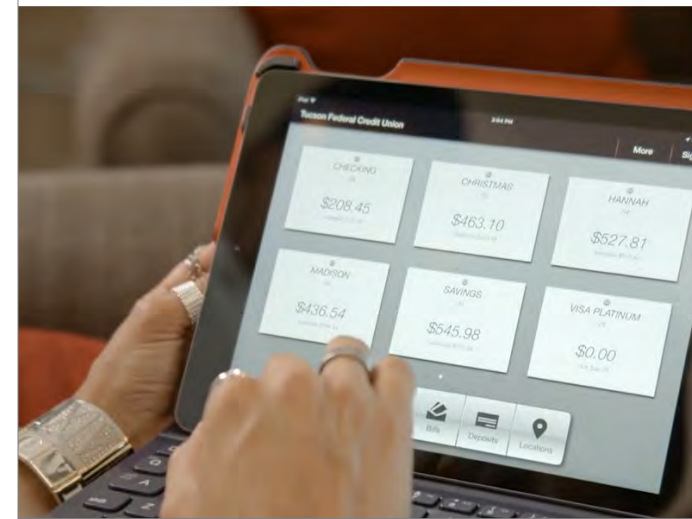


1 We offer the full range of financial products that match your financial need, no matter what stage of life you're in. Go ahead, take a closer look.

2 We offer the full range of financial products that match your financial need, no matter what stage of life you're in. Go ahead, take a closer look.

3 We offer the full range of financial products that match your financial need, no matter what stage of life you're in. Go ahead, take a closer look.

FEATURE 1
FEATURE 2
FEATURE 3



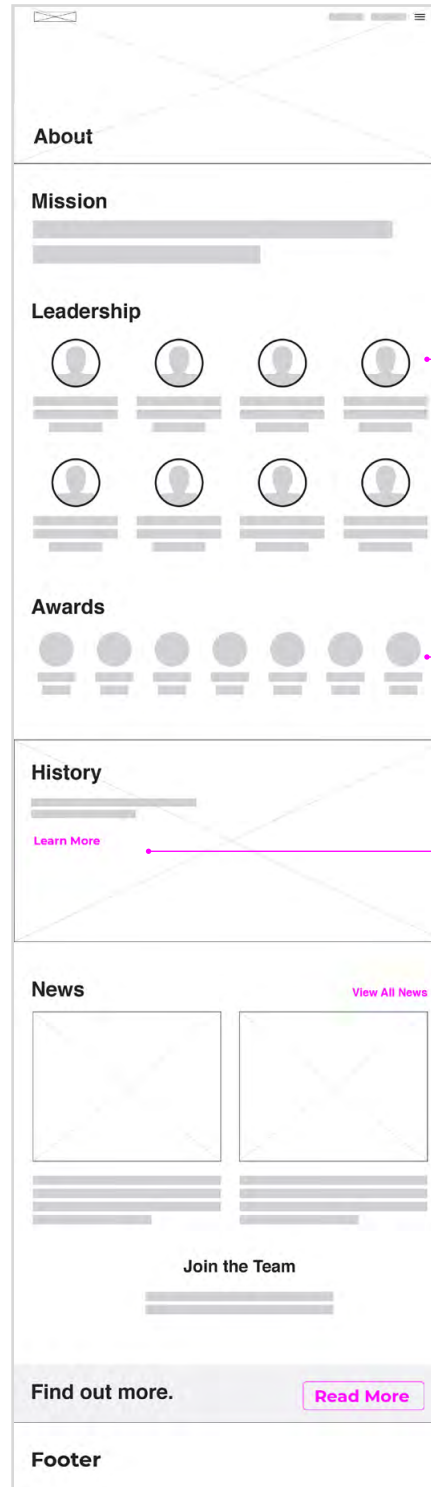
Credit Cards

Save money with a TFCU credit card. You get a great rate, plus "no annual fee" is the standard. You can rack up rewards, build credit, or consolidate debt without a balance transfer fee. With Fraud Protection and Instant Issue, our cards are one of a kind. Get yours today!

LEARN MORE →

4. Partner Page

About page priorities are to articulate organizations culture and overview of TFCUs leadership and history.

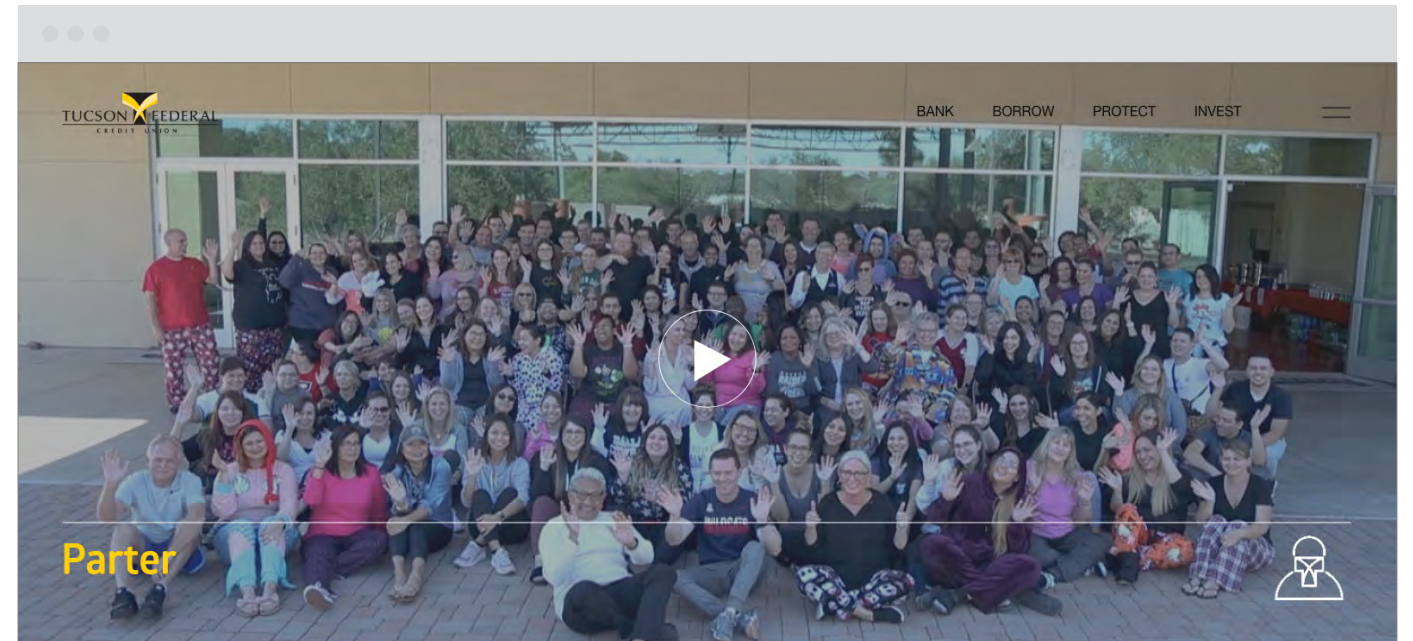


Biographies of team members upon click in fly in modal

Recent awards won

Click for historical timeline page

Featured latest blog content



Community

TFCU's true pride lies in our ties to the community. We strive to pay it forward through education, philanthropy, and volunteerism. Below is a sample of organizations we've contributed to through our many programs and initiatives.

[LEARN MORE](#)

Membership

With your experience as our priority, TFCU provides the right financial tools at the right place. We are committed to convenience, whether you want your banking done at home, at the office, or on the go. Check out the tech that gets it done.

[LEARN MORE](#)

Newsroom

It's easy to join TFCU and there are a lot of member benefits. Our story began in 1937, serving the city's teachers. Today, we are community charted and can offer membership to almost anyone in Pima County.

[READ MORE](#)

Apply Today

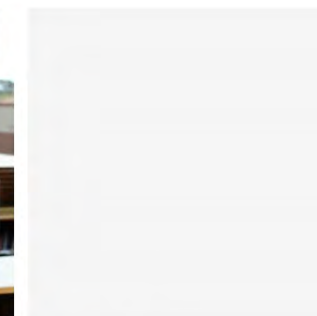
Creating an exceptional experience for each person, each day.

[APPLY NOW](#)

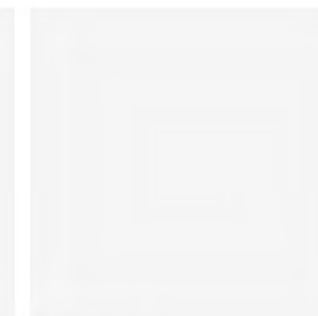
Leadership



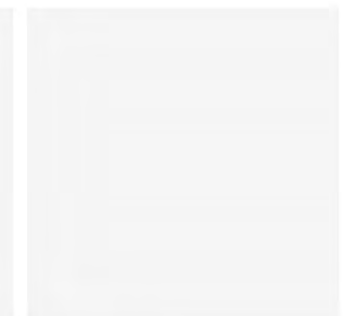
Team Member
Position



Team Member
Position



Team Member
Position



Team Member
Position

Questions?

Appendix

TFCU-Site Map

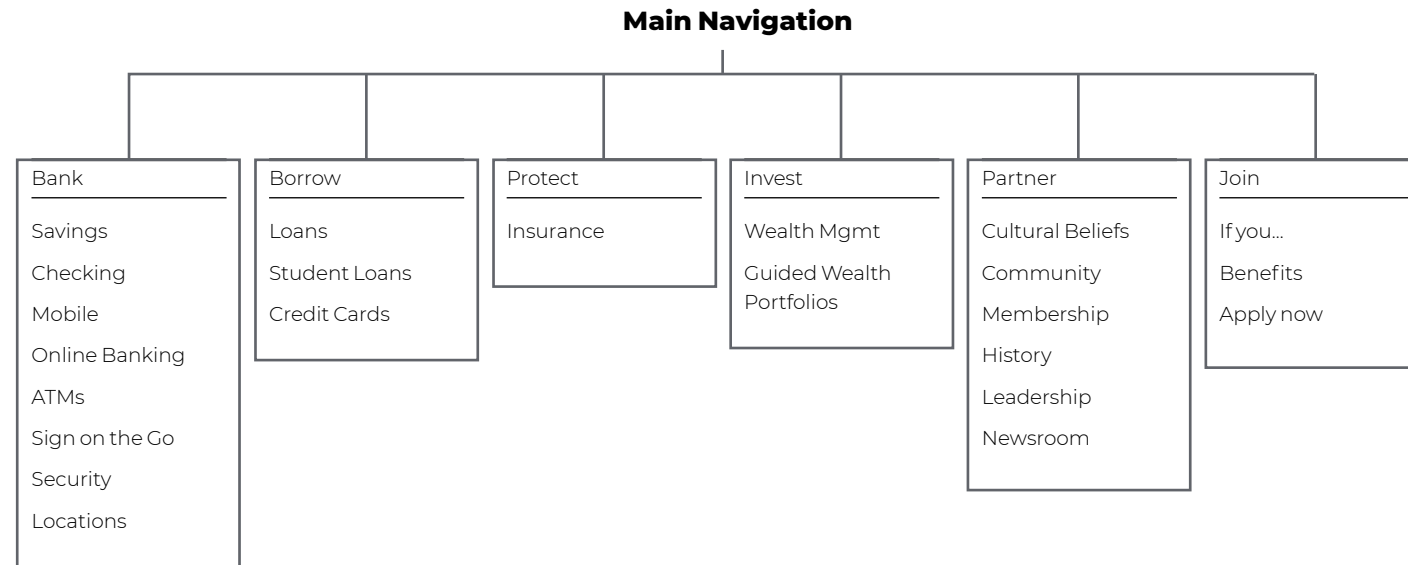
Homepage's priorities are:

- Clearly present variety TFCU service offerings in an engaging way
- Showcase customer success stories
- Present user seasonal promotions

Main Navigation

Utilizing our proposed site architecture and new nomenclature, we suggest minimal navigation in collapsed view with login and new account only visible before the menu is actualized.

The main navigation will be a global snapshot of website to allow users quick access to desired information.



Navigation

Global Navigation

Utilizing our proposed site architecture and new nomenclature, we suggest minimal approach for global navigation. Login and new account only visible before the menu is actualized.

Expanded Menu

The main navigation is a global site view with space for hot links to feature the most commonly used pages on the website.

Main Navigation

The diagram illustrates the main navigation layout. At the top right, there are buttons for 'Login' and 'New Account', followed by a hamburger menu icon. The expanded menu is organized into columns:

- Bank:** Savings, Checking, Mobile, Online Banking, ATMs, Sign on the Go, Security, Locations
- Borrow:** Loans, Student Loans, Credit Cards
- Protect:** Insurance
- Invest:** Wealth Mgmt, Guided Wealth Portfolios
- Partner:** Cultural Beliefs, Community, Membership, History, Leadership, Newsroom
- Join:** If you..., Benefits, Apply now
- Hotlinks:** Hotlink 1 through Hotlink 9
- Search:** Search

At the bottom right, there is a rounded button labeled 'ESPAÑOL'. Callouts on the right side identify 'Hotlinks', 'Expanded menu', and 'Search'.

Footer

The bottom navigation serves to compliment the main navigation allowing a quick alternative path to find the information you are looking for.

The footer layout includes:

- Follow:** Facebook, Twitter, Instagram, Youtube
- Bank:** Savings, Checking, Mobile, Online Banking, ATMs, Sign on the Go, Security, Locations
- Borrow:** Loans, Student Loans, Credit Cards
- Protect:** Insurance
- Invest:** Wealth Mgmt, Guided Wealth Portfolios
- Partner:** Cultural Beliefs, Community, Membership, History, Leadership, Newsroom
- Join:** If you..., Benefits, Apply now

Legal disclaimers at the bottom:

- Equal Housing Lender © 2019 Tucson Federal Credit Union. All Rights Reserved.
- NMLS ID 462532. This credit union is federally insured by the National Credit Union Administration.

Thank you.