

Western Union

Onboarding screens for mobile



Problem

The Western Union mobile app is seeing drop-offs in registrations after installation.

Goal

Create onboarding screens with killer content/graphics to draw in users.

Scope

The UX designer will create graphics. Content strategy will write original copy for each screen.



Problem Statement

Collaboration

Methods

Jumping hurdles

Reviews

Western Union is seeing a steep drop-off of users after downloading the mobile money transfer app.

After performing some customer survey research, results showed that users were unsure what services they could perform with the app, and would therefore abandon their profile or delete the app.

Western Union requires fresh images and copy to help users understand what services the app offers.

Problem Statement

Collaboration

Methods

Jumping hurdles

Reviews

- **Kick-off meeting** with UX, product owner and content.
- **Content strategy**
 - Strategist creates content in line with style guide(s) and industry standards.
- **Approvals**
 - Strategist collects approvals from marketing and legal/compliance.
- **Translations**
 - Content is translated to requested languages.
- **Production**
 - Final content is sent to engineers.

Skip

Problem Statement

Collaboration

Methods

Jumping hurdles

Reviews

Log In

Sign Up



Trustworthy Brand

For more than 150 years, we're still the reliable choice for moving your money.

For legal purposes, we couldn't use the word "safe" or any of its variants. We had to find a way to let customers know their money was safe with us.

Problem Statement

Collaboration

Methods

Jumping hurdles

Reviews



Worldwide Coverage

Send and receive money in over 200 countries and territories and 500,000 agent locations.

Western Union is known for its availability in almost any country in the world. We wanted to highlight that for potential customers.

Problem Statement

Collaboration

Methods

Jumping hurdles

Reviews



[Send or Receive Cash]

[No bank account or credit card? We've got you covered with cash pick up.]

Western Union was the only cash-sharing app that allowed customers to create profiles to send/receive money with no bank account or credit card.



Problem Statement

Collaboration

Methods

Jumping hurdles

Reviews

Exclusion of marketing team

The UX team was not aware that marketing needed to approve the screens. Just before launch, another few meetings had to be held, which pushed the project back several weeks.

Inclusion of legal and compliance

Collaborating consistently with legal/compliance saved lots of time when going back and forth with marketing.

Problem Statement

Collaboration

Methods

Jumping hurdles

Reviews

After launching and collecting A/B results, the screens and content saw a **23% increase in new customer retention.**