

Discovery Report

Constantinople

- 1.0 HOW WE FRAMED OUR MARKET ANALYSIS?
- 2.0 CORE INSIGHTS: VISUAL HIERARCHY, MESSAGING & CONVERSION PATHS
- 3.0 COMP REPORT SUMMARIES
- 4.0 FEATURE MAPPING - DIRECT & RELATED COMPS
- 5.0 OVERVIEW, MARKET SIMILARITIES AND OPPORTUNITY AREAS
- 6.0 FINISH

1.0

Framing Our Market Analysis

HOW WE
FRAMED OUR
MARKET
ANALYSIS

1. USER HIERARCHIES

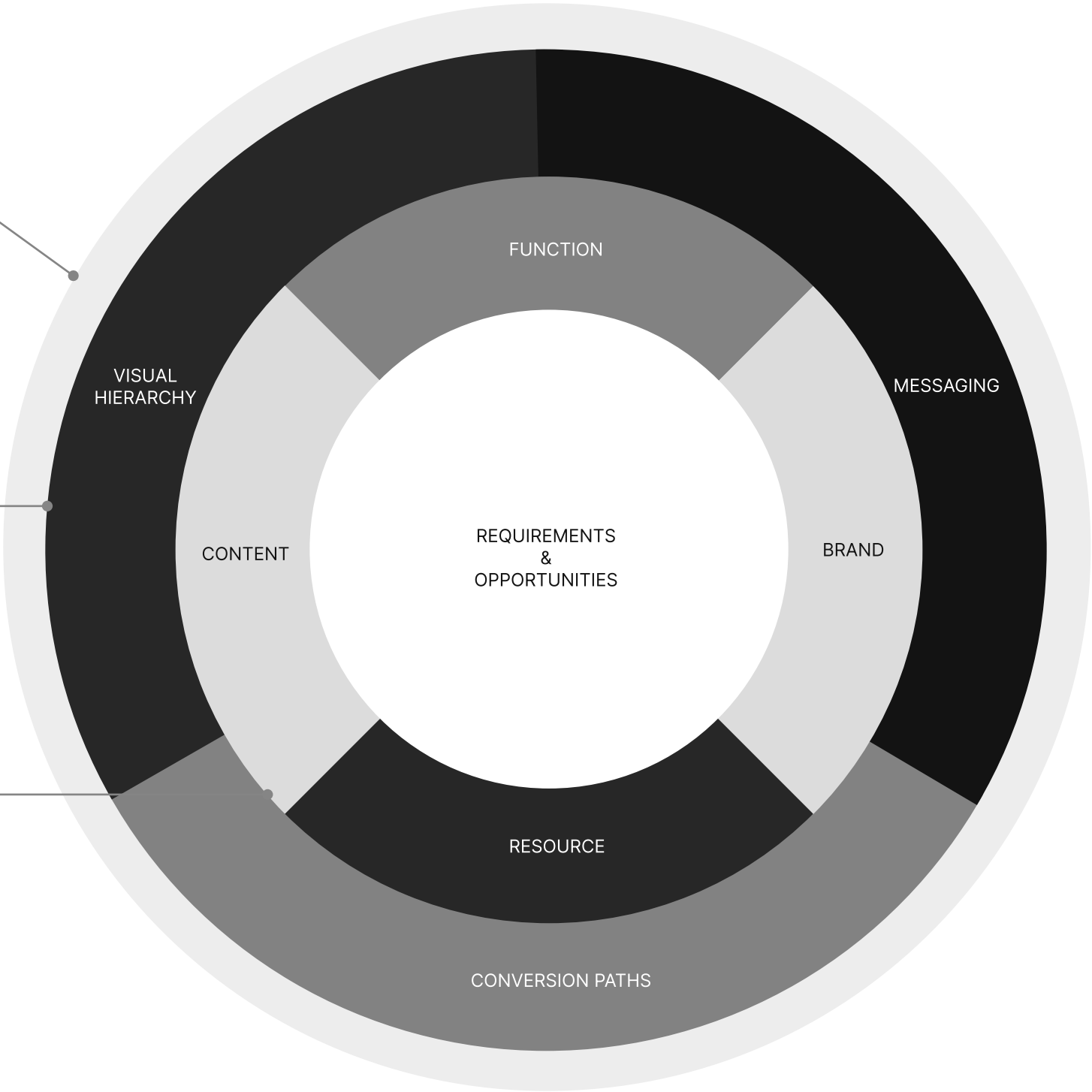
CEOs
COOs
CTOs
Technical Leadership
Developers

2. CORE PRINCIPLES

Visual Hierarchy
Messaging
Conversion Paths

3. UX FEATURES

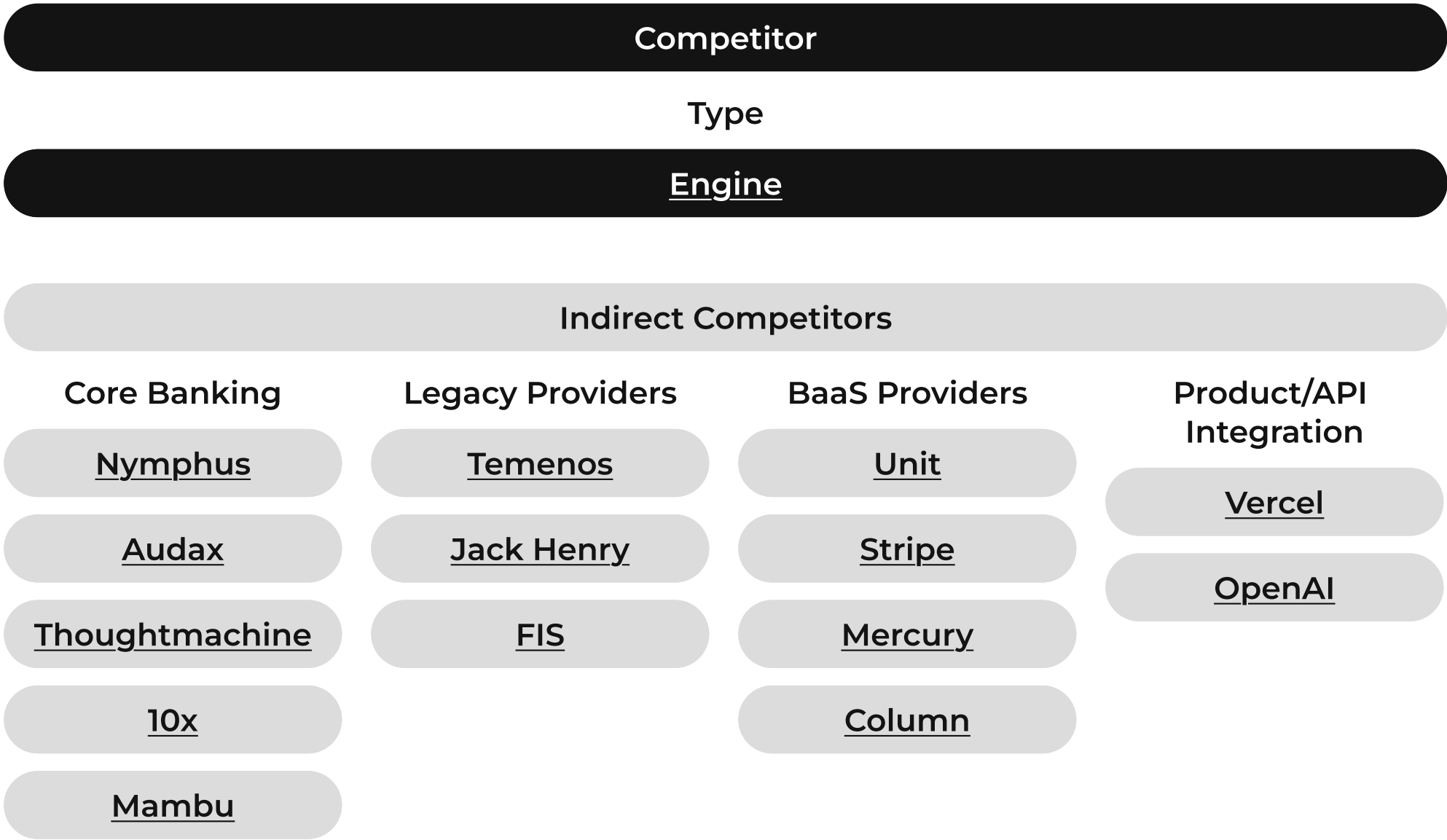
Content
Resource
Function
Brand



2.0

Core Insights: Visual Hierarchy, Messaging & Conversion Paths

WHO WE
ANALYSED



Visual Hierarchy

Product Centric

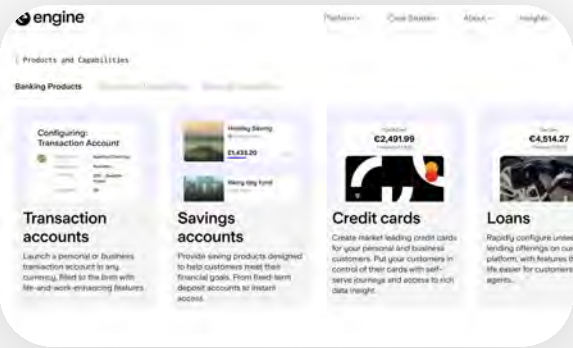
What?

Product centricity is the emphasis on the core brand proposition and the level of detail and transparency they provide on their products, features and means of getting started.

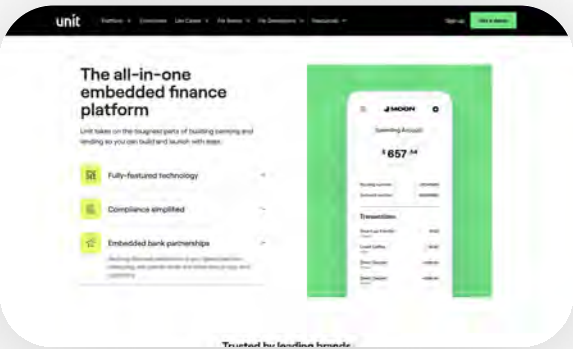
Why is this important?

Gauging the product centricity allows us to determine the level of detail certain brands are providing across the market when it comes to their product offering and features and what methods they are using to both support and educate users on what their products are, how they are used and why they are important.

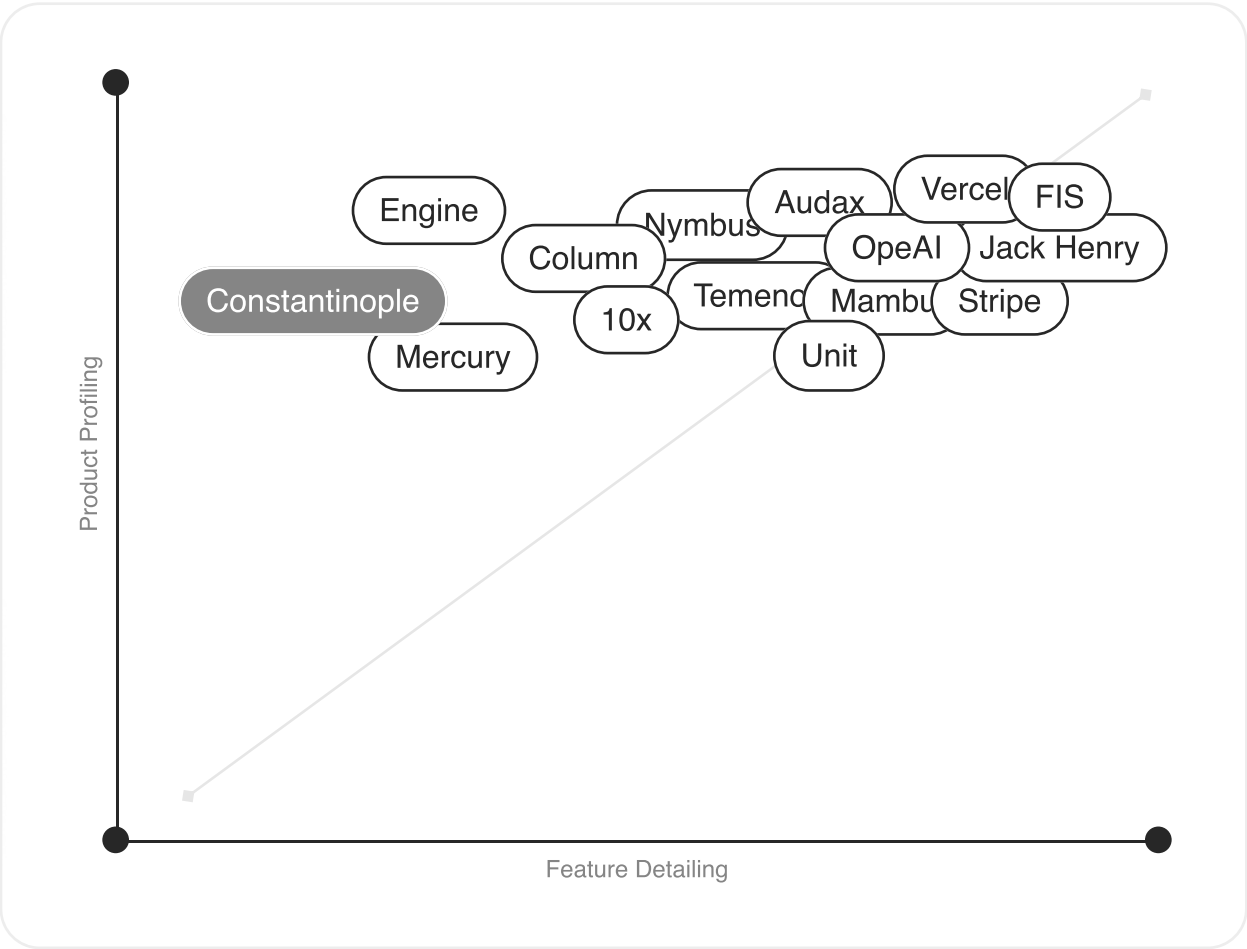
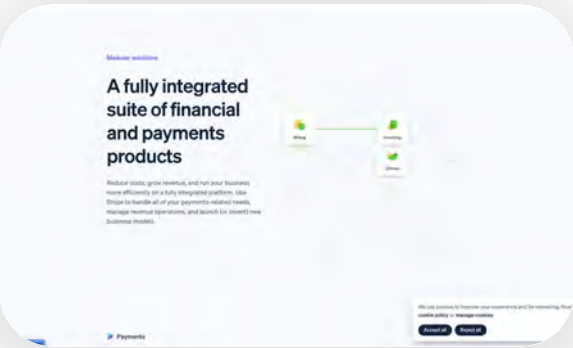
Example #1



Example #2



Example #3



How They Execute it:

- Product Mapping & Hubs
- Feature Mapping & Hubs
- Benefits & Differentiators
- Success metrics
- Product Interaction (OpenAI)
- Infographics (Interactive)
- Customer Stories & Testimonials
- Video Explainers & Summaries
- Developer Hubs & Documentation

Visual Hierarchy

Solutions & Use Cases

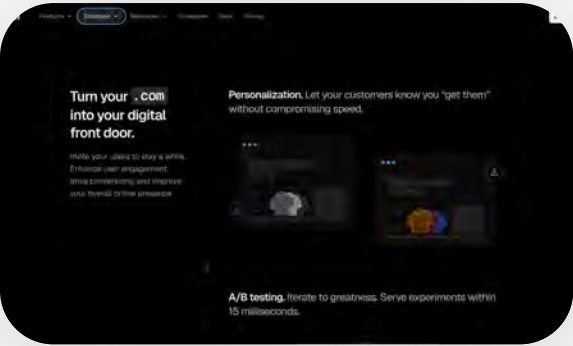
What?

Solutions & use cases use industry verticals and problem scenarios to speak more directly to how the products solve their problems

Why is this important?

This reveals the importance of contextualizing how products are used and whom for to help fast track leadership decision making when determining whether a product will solve their needs and integrate within their current workflows and structures.

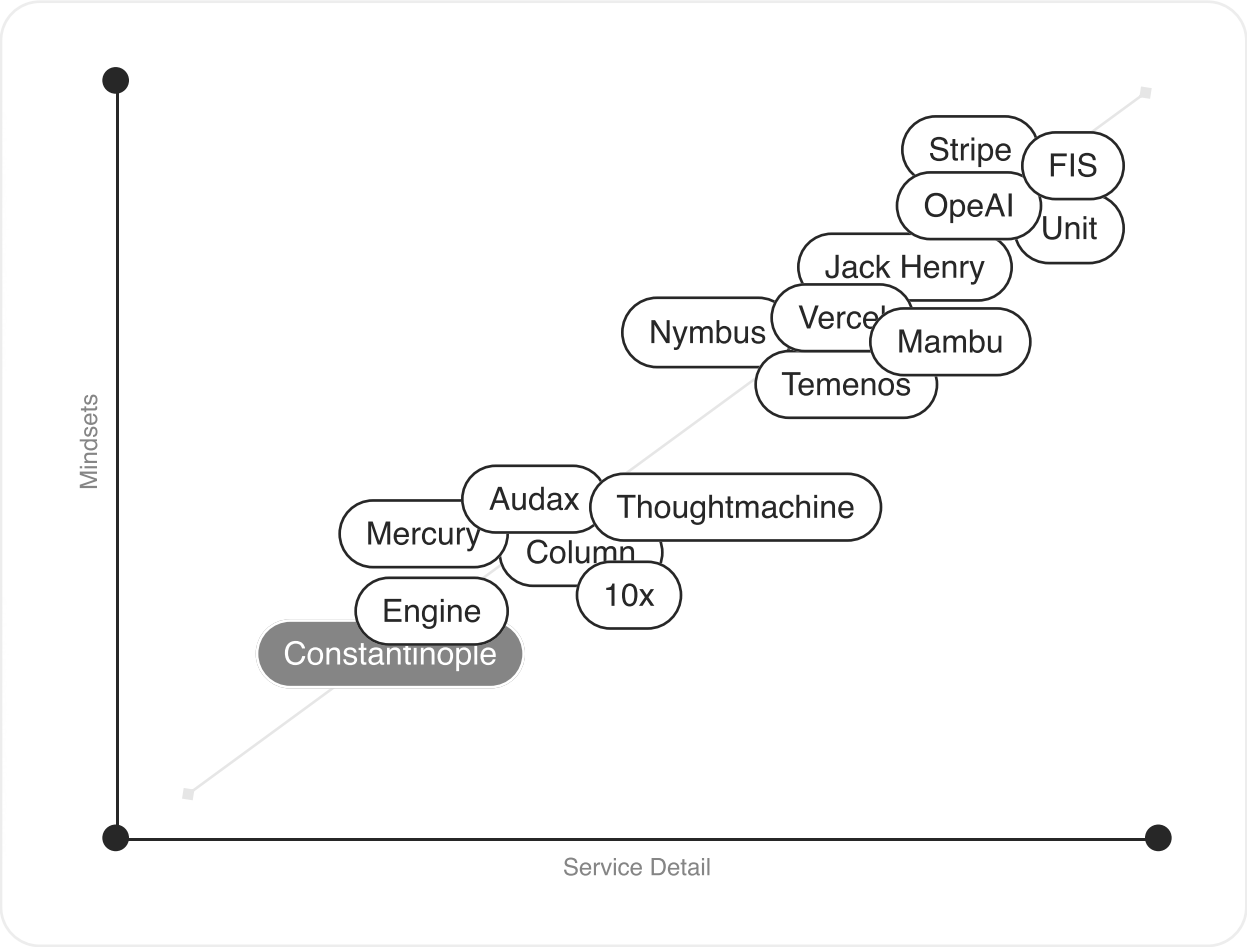
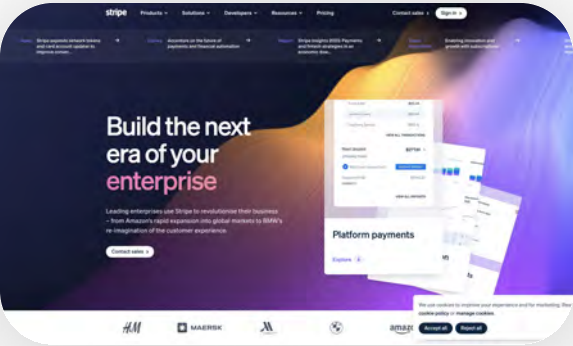
Example #1



Example #2



Example #3



How They Execute it:

- Mindset Mapping & Hubs
- Service Solution Mapping & Hubs
- Service Journey Overview
- Problem Solving Mapping
- Bespoke Differentiators
- Success Metrics
- Customer stories
- Testimonials

Visual Hierarchy

Thought Leadership

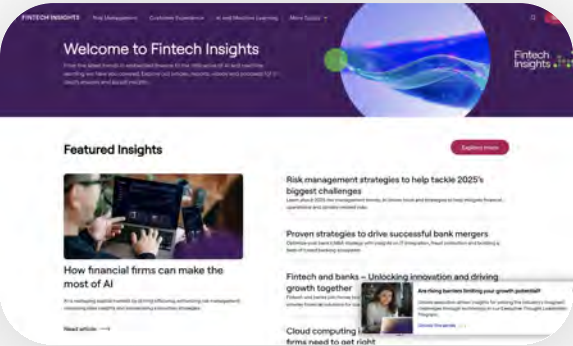
What?

This identifies how a brand provides their market know how and leadership through the mobilization of content, events and evidence based statements.

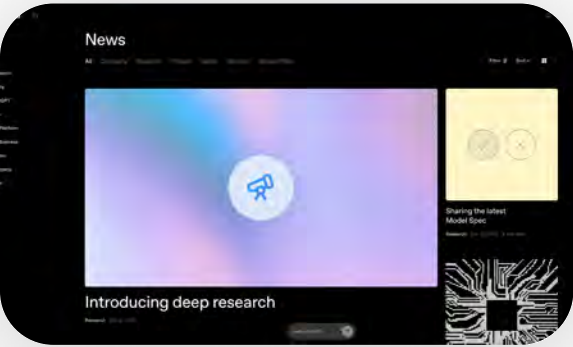
Why is this important?

By personifying a strong sentiment of thought leadership, it encourages user trust and shows that certain brands are worthy of following and heeding when considering technologies and services in that market.

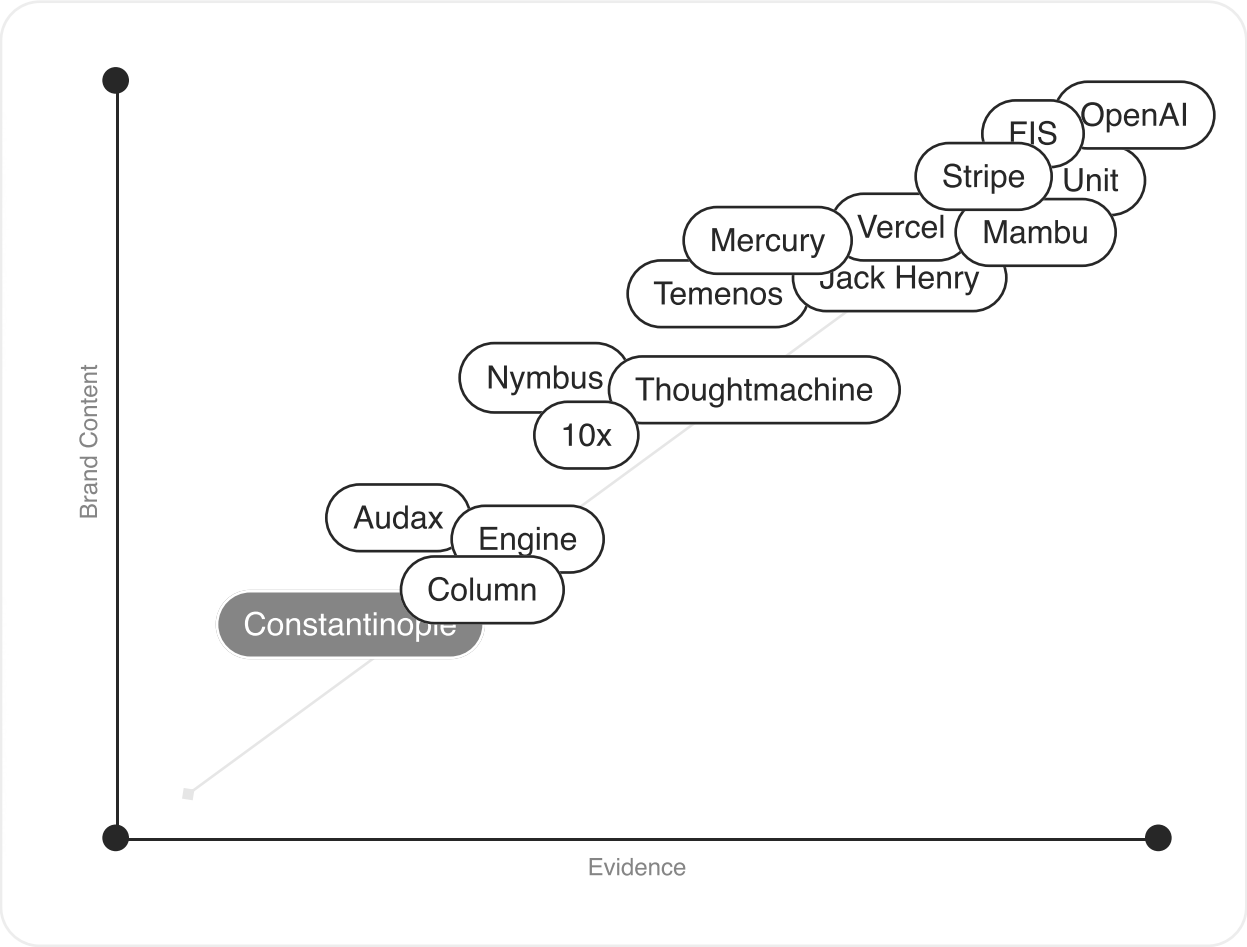
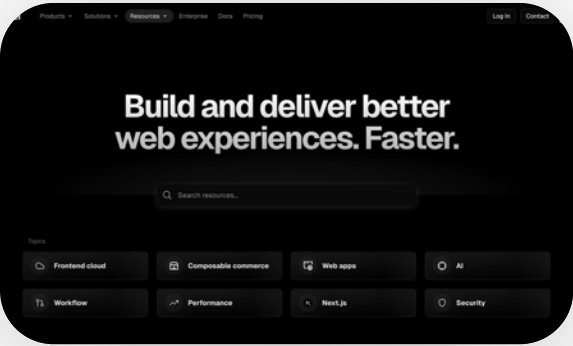
Example #1



Example #2



Example #3



How They Execute it:

- News / Blogs / Research
- White-papers
- Events
- Podcasts & Webinars
- Partner Hubs & Case Studies
- Video Interviews
- Newsletters
- Guides & Documentation

Visual Hierarchy

Evidence Driven

What?

This reflects how a brand mobilizes evidence to give credence to statements of success, performance and influence within a given market.

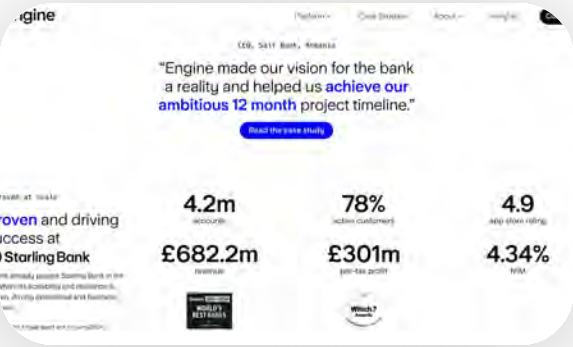
Why is this important?

By identifying how brands mobilize evidence driven content we can discern common use cases across direct and indirect markets as well as identify opportunity areas and differentiators when mobilizing reinforcing statistics and evidence driven reports.

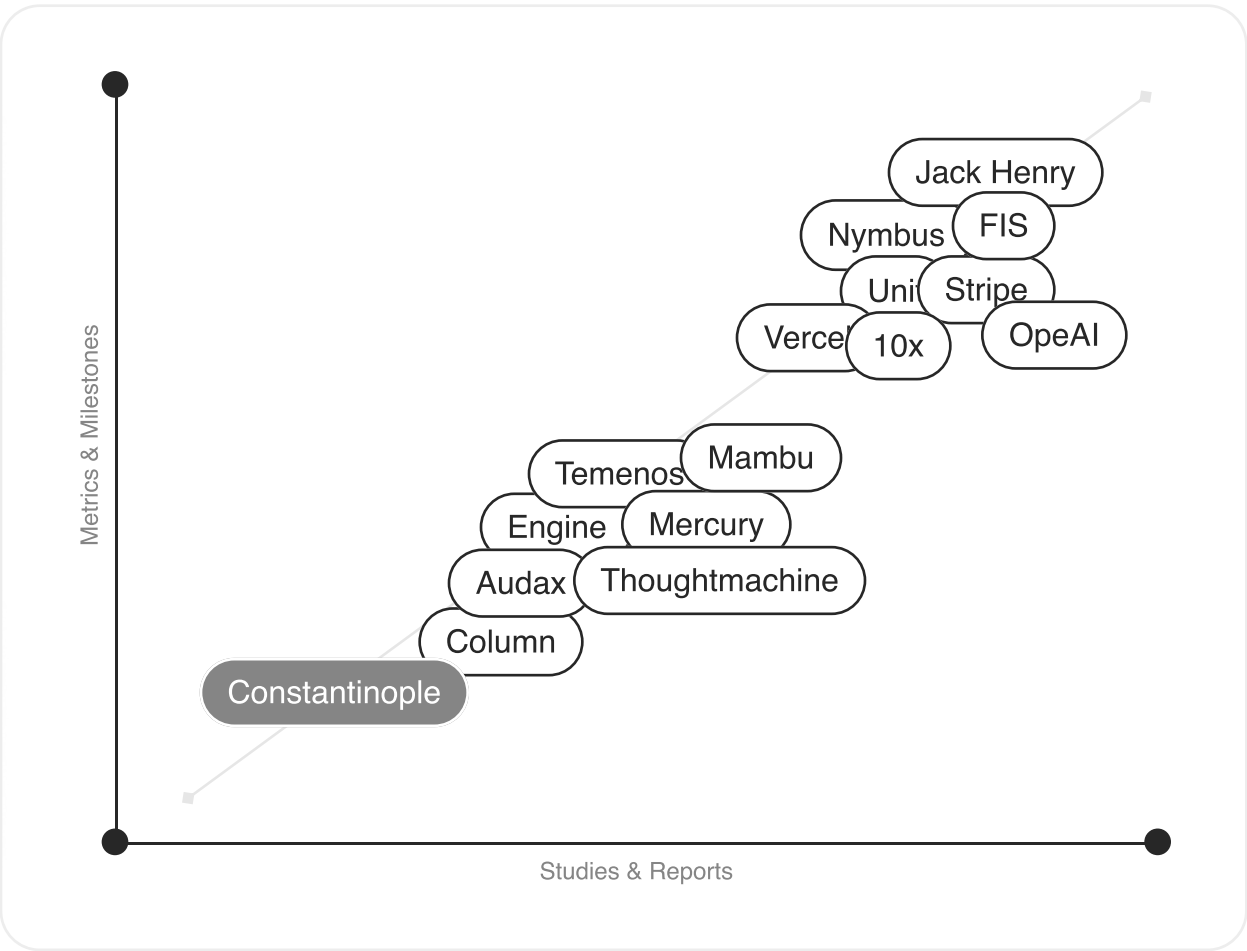
Example #1



Example #2



Example #3



How They Execute it:

- Internal & External Testimonials
- Company Milestones
- Client Success Metrics
- Client Success Stories
- Performance Metrics
- Partner CS Hubs
- Video Case Studies
- Insight Libraries

Visual Hierarchy

Talent Acquisition

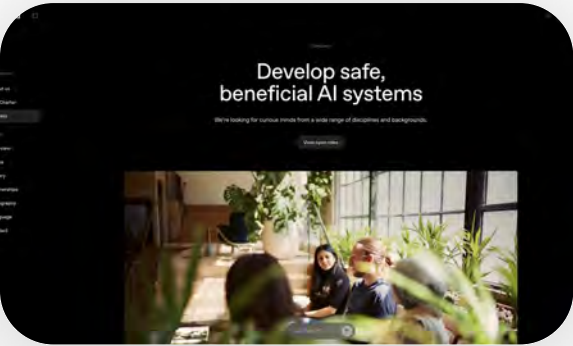
What?

This assesses the brands strategy towards talent acquisition via brand representation, culture definition and job exploration.

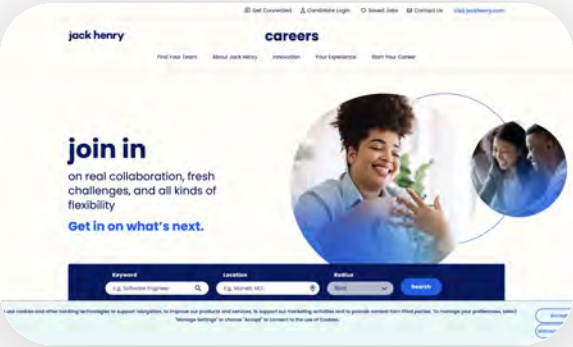
Why is this important?

Talent acquisition strategies reflect the support and leadership a brand personifies within a given market. By showing the capacity to celebrate, support and onboard new talent, this reflects healthy and strong brand & cultural identity, which in turn only increases impression and visibility.

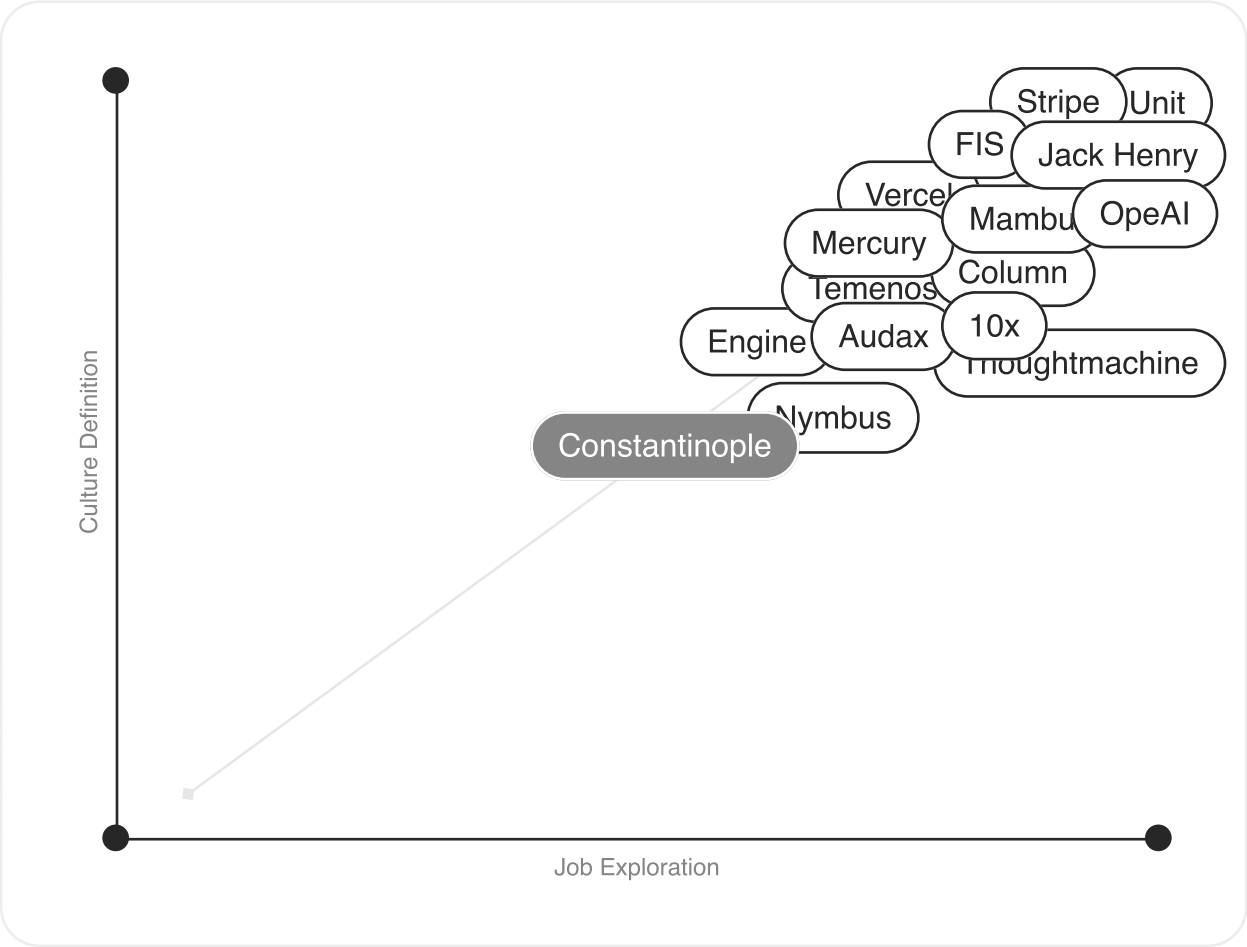
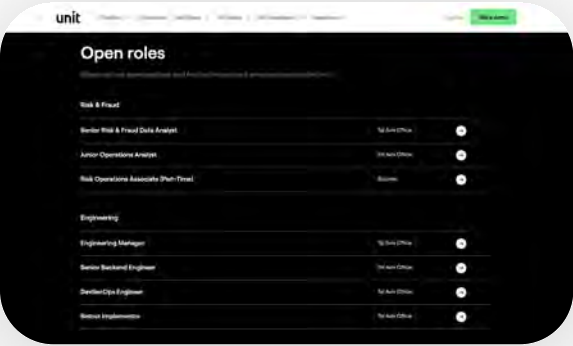
Example #1



Example #2



Example #3



How They Execute it:

- Culture & Career Hubs
- Perks & Benefits
- Job Exploration w/ Search & Filter
- Dedicated Application Portal
- Sustainability, Diversity & Growth
- Residencies
- Interview Process Transparency
- Talent Login CRM

Messaging

Simple & Concise Propositions

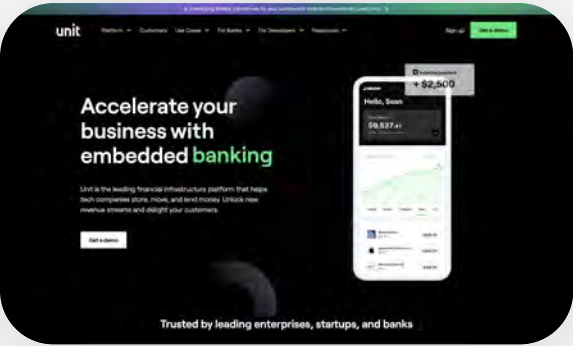
What?

Simple (messaging) and concise (definitions) reflect how a brand defines their core propositions. This can include anything from top-line messaging to navigation and proposition detailing.

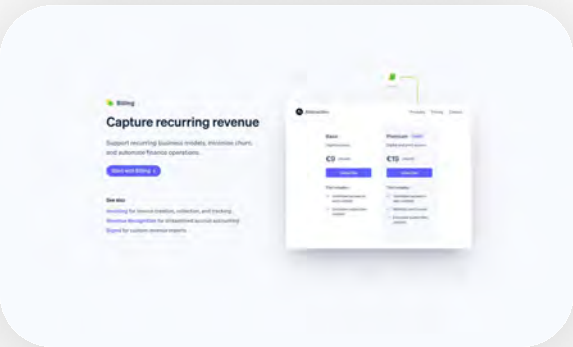
Why is this important?

This helps us frame the importance between logical IAs and messaging to concise and supportive content and proposition definition. If a site can achieve this balance, it provides the clear value proposition first for first time users but support to longterm or ongoing customers.

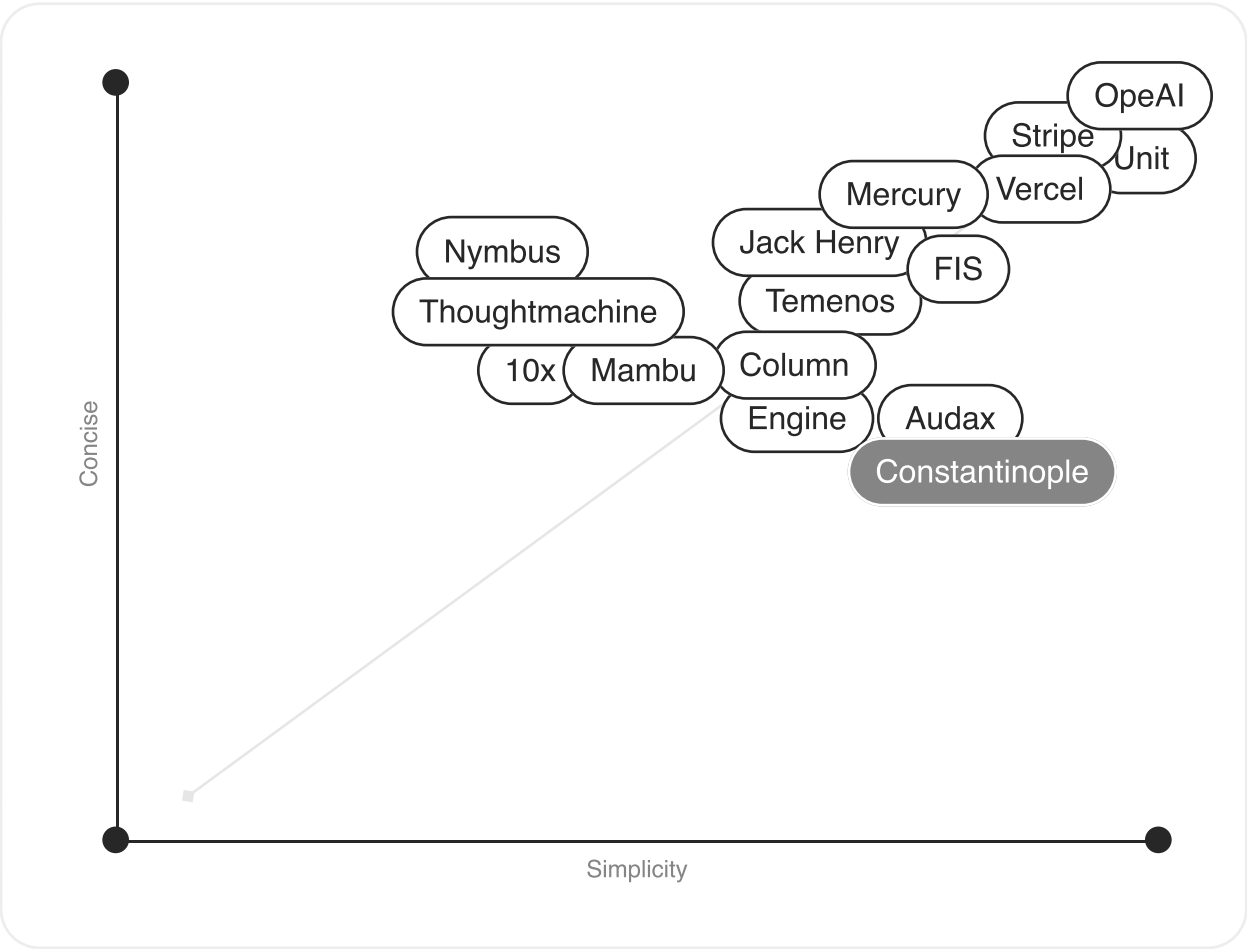
Example #1



Example #2



Example #3



How They Execute it:

UX Examples

- Sound Categorical Navigation
- Clear Module Messaging
- Multi-faceted Module Placement
- Predictable Page Narratives
- Cognitive Consideration

Content Examples

- Product & Solution Hubs
- Documentation & Insights
- Infographics & Video Narrative
- Customer Profiling
- Job Exploration

Conversion Paths

Standardized Conversion Pathways

What?

Standardized conversion pathways involve any common means to convert users, whether thats contact forms, CTAs or bespoke capture points.

Why is this important?

This helps us understand the common and bespoke means brands within this market convert new potential customers. This also helps us discern opportunity areas or creative means to engage users to get in touch. For example, OpenAI provide their product on initial landing, providing another lens to engage and then convert users.

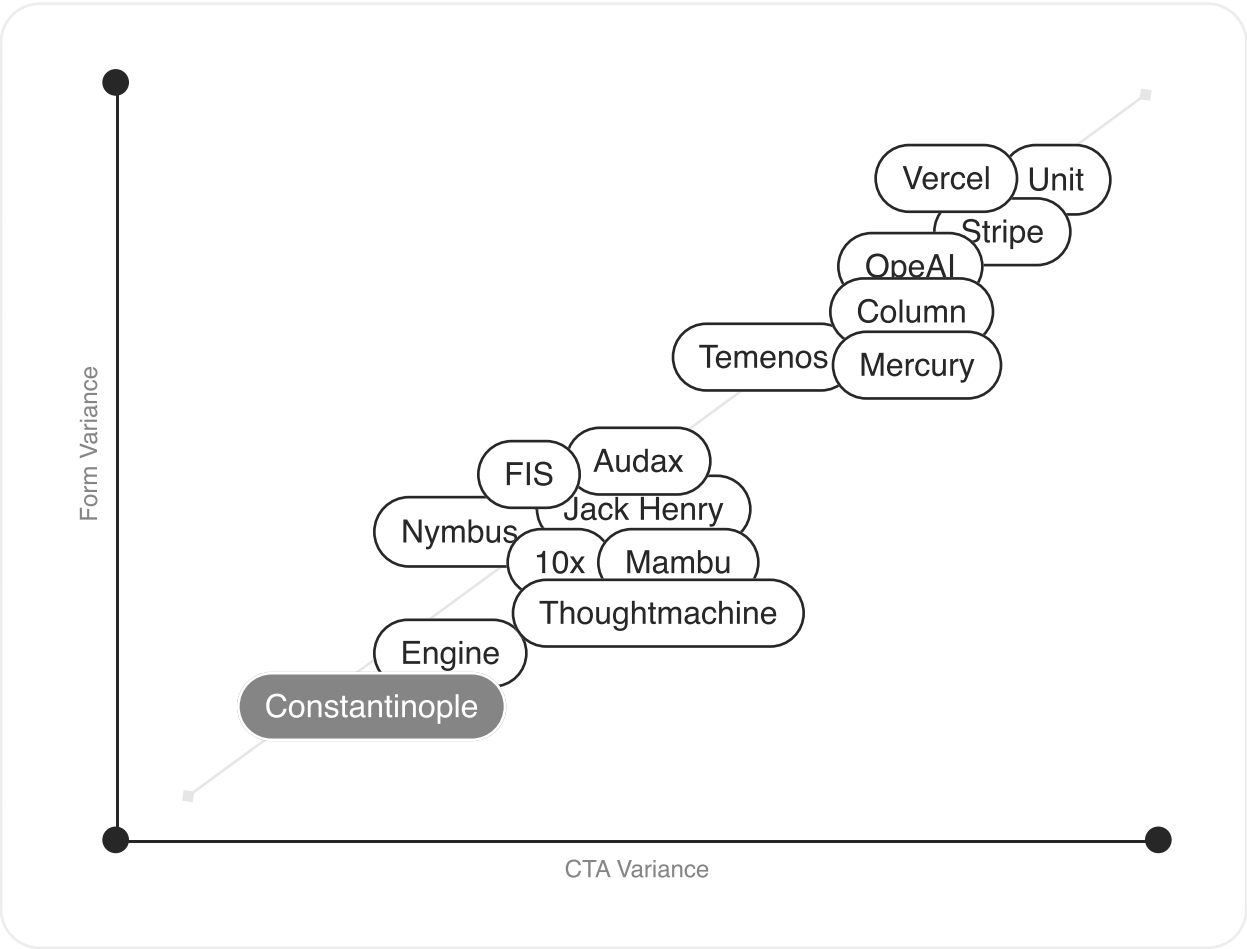
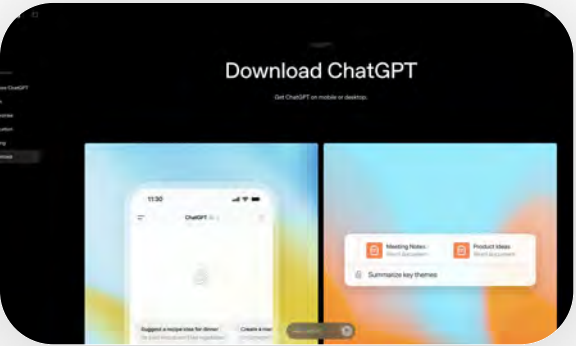
Example #1



Example #2



Example #3



How They Execute it:

- Standard Contact Forms
- Integration Verification Forms
- Partner & Application Forms
- Sign Up / Login CRM
- Newsletters CTA's
- Download Collateral CTA's
- Banner CTA's
- Product Download CTA's

3.0

Comp Report Summary

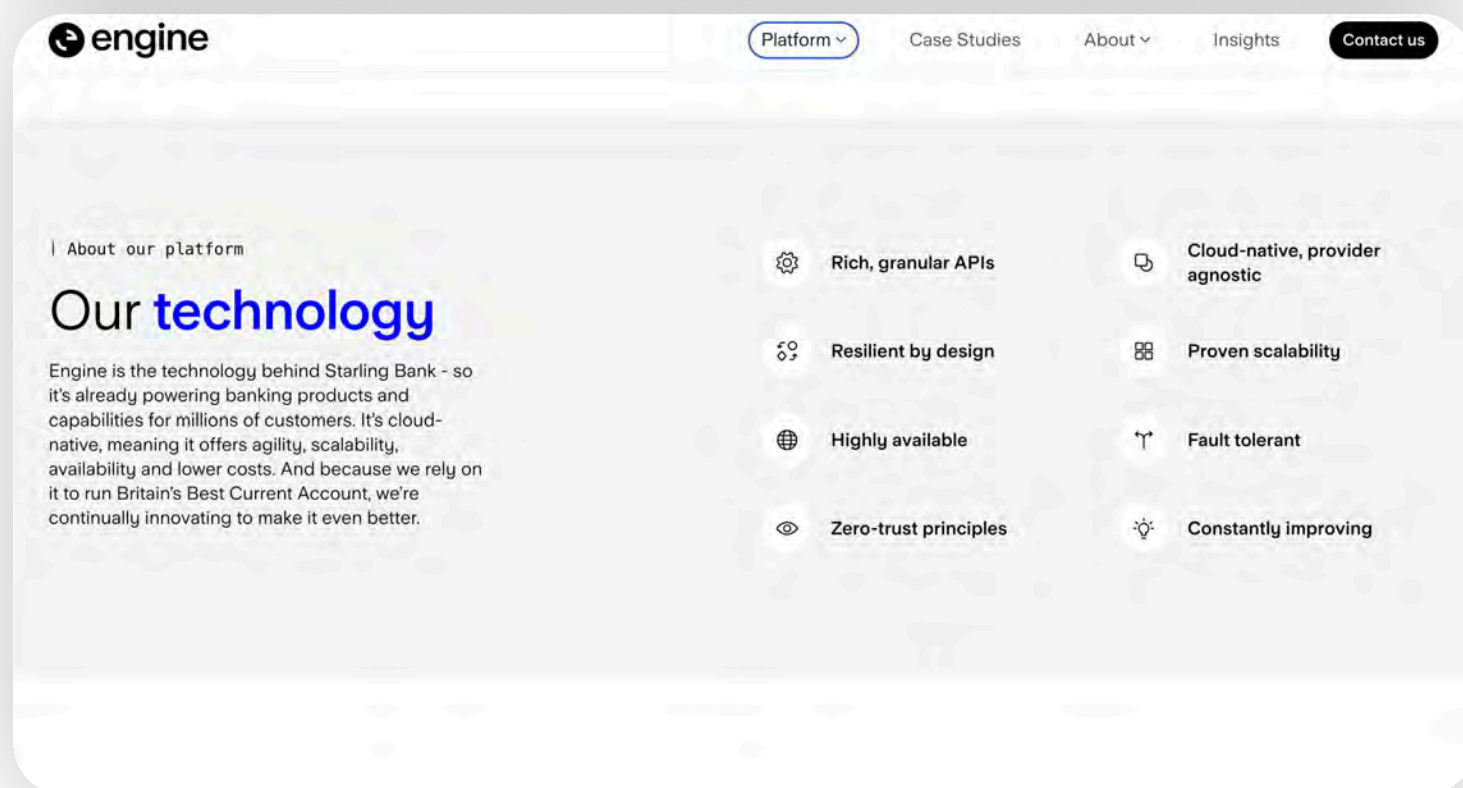
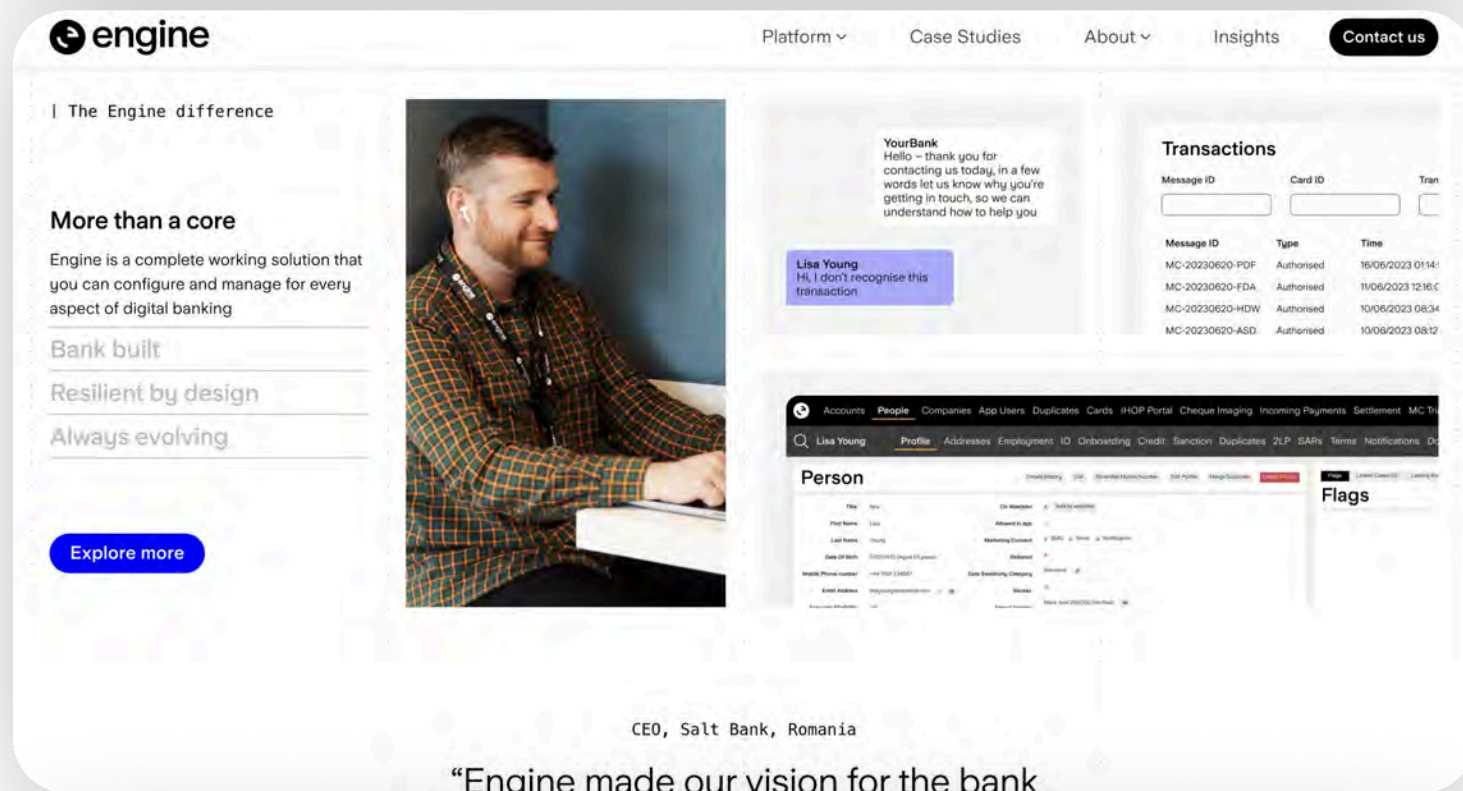
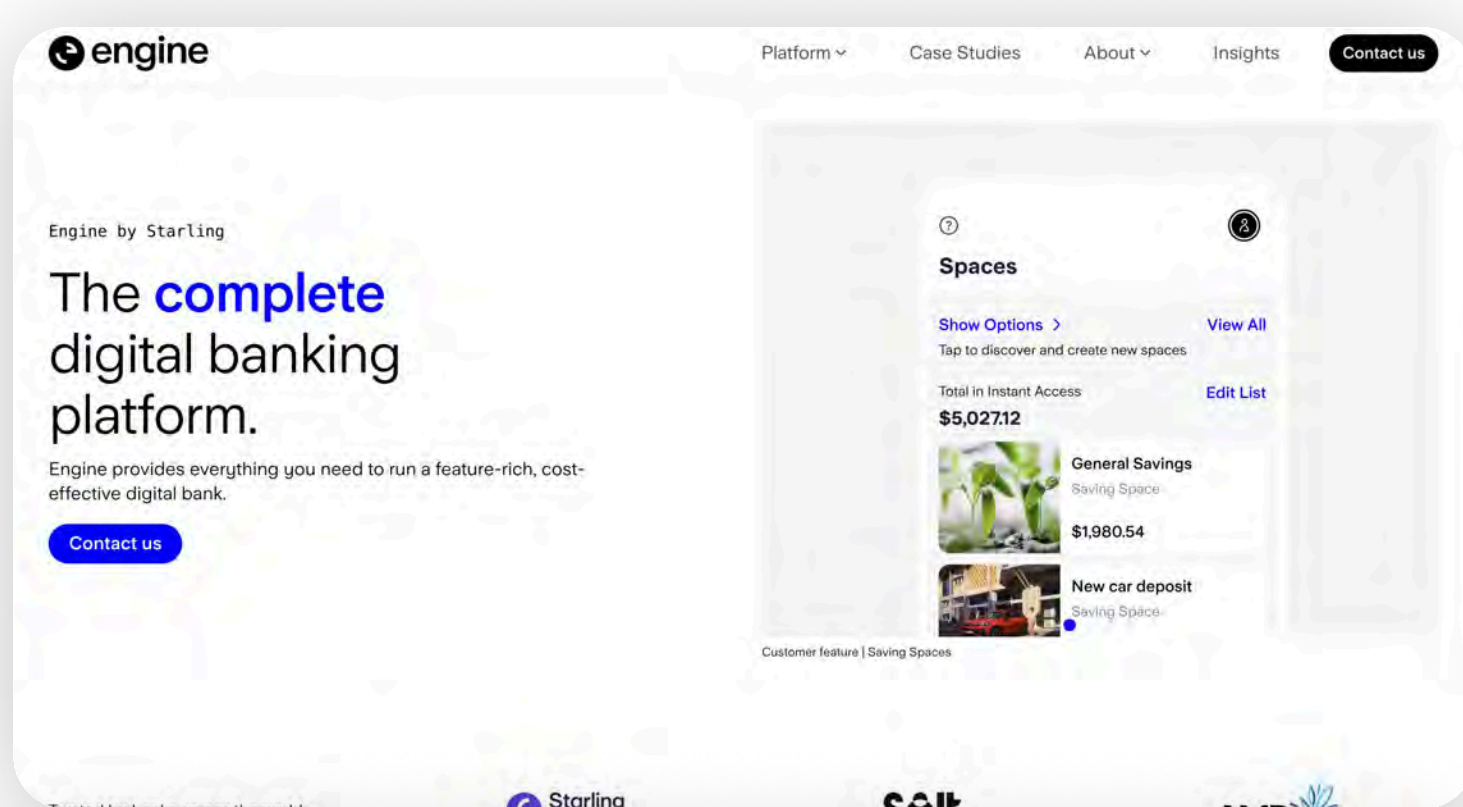
Value Position

“The complete digital banking platform.”

Verbal Branding

Engine provides everything you need to run a feature-rich, cost-effective digital bank.

Visuals



Visual Hierarchy

Differentiator Emphasis

Front and centre is emphasis on the core pillars that make Engine a differentiator in the market and what their product focus is to it's end users (banks). This makes their messaging and hierarchy clear and concise.

Clear Product Feature Categorisation

Engine places clear emphasis on their product details through establishing categories and key features of their product. This ranges from the banking products (user), operational capabilities (client control) and overall banking capabilities.

Evidence Driven

Engine mobilise many moments of evidence driven content to help contextualise their successes and the impact of their product. This ranges from testimonials, milestones, case studies and insight explainer video content.

Product Features & Breakdown

- Core Pillars & differentiators
- Product and capability overview
- Who is it for? Modules
- Technology Breakdown (simple technical)
- Feature & Capability benefits
- Bespoke Customisation Emphasis
- Emphasis on product diversity

Evidence & Milestones

- Pragmatic numbers and milestones to showcase product impact
- Detailed client case studies
- Insights page showcasing video content from engine leaders answering common questions regarding their product
- Blog space featuring engine insights and perspectives on the market
- Awards
- Client & partner listing

Testimonials

- Client & partner testimonials
- Client & partner case studies
- Client & partner interviews on Engine impact

Real-Life Integrations

Engine have a few case studies and real life examples to show but they do push detailed reports to reflect the client experience, the impact and the ongoing growth of their partners via their product integrations.

Multi-User Consideration

Emphasis on seamless benefits for the customer as well as internal product control and customisation for the client.

Video Explainers From Engine Leaders

Words are not all that Engine supply to help carry forward their message of what they do and how it's done. Video content is supplied within their insight page with an array of their leaders giving detailed explainers on how their products work or answering FAQ's for their next potential clients may soon onboard.

Messaging

Simple & Digestible

Language is simple and directive. It keeps messaging concise, making them appear to be easy to approach and interact with. This marries well with Banking approaches as they also want to keep the approach simple for their own respective customers.

Emphasis on the WHY

Engine give the WHY in most contexts to supply the answer for who it's for, what is included, why it's successful and if it's right for you.

Conversion Paths

Narrative CTA Approach

Engine supply open contact forms at the end of page narratives to supply easy and succinct moments of contact (ie. Homepage).

Banner Mobilisation

Like most websites, Engine mobilise banner CTAs at the end of pages and in and amongst certain key moments (usually evidence or feature driven) to help nudge potential client contact.

Career Hub

Engine also put emphasis on new talent via their career hub that hosts values and cultural insights of working at Engine. This also leads to a job opportunity stack which then links to workable for seamless online application.

Feature Opportunities

Product Features & Breakdown

- Core Pillars & differentiators
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Testimonials

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- Client & partner case studies
- Client & partner interviews on Engine impact

Business Values & Identity

- Who we are
- How we work
- Our Mission
- Team member bios
- Partner bios

Career Pathways

- Dedicated careers hub
- Value and culture detailing
- Open opportunity stack linked to workable for application

UX / UI Feel

Fresh

Progressive

Supportive

Language Persona

Simple

Non-Technical

Approachable

Downloaded Collateral

Media Pack

Lacking Approach / Capabilities

Lack of Developer Hub

Despite it's detailed approach to the banking products and operational and banking capabilities, the site does fail to speak more directly to developers and the platforming approach required to adopt their services, or more or less a lack of emphasis on their versatile and one size fits all approach.

Lack of 'How We Work'

No definition of what the onboarding journey looks like for clients who want to assess how the client journey will commence and what their ongoing relationship looks like.

Top-line Information Architecture

Home

Attractor

Convertor

Platform ▾

Case Studies

About ▾

Insights

Contact Us

Product Overview

Attractor

Banking Products

Attractor

Operational Products

Attractor

Collector

Why Engine?

Attractor

The Team

Attractor

Newsroom

Collector

Careers

Convertor

Contact

Company

Legal

Website

Email

LinkedIn

Media Queries

Media Pack

Career

Informer

Starling Website

UK B2B Banking Services

Informer

Privacy Notice

Terms of Use

UK B2B Banking Services

Cookie Policy

Manage Cookies

Informer

Website Accessibility

Informer

Primary Navigation

Footer Navigation

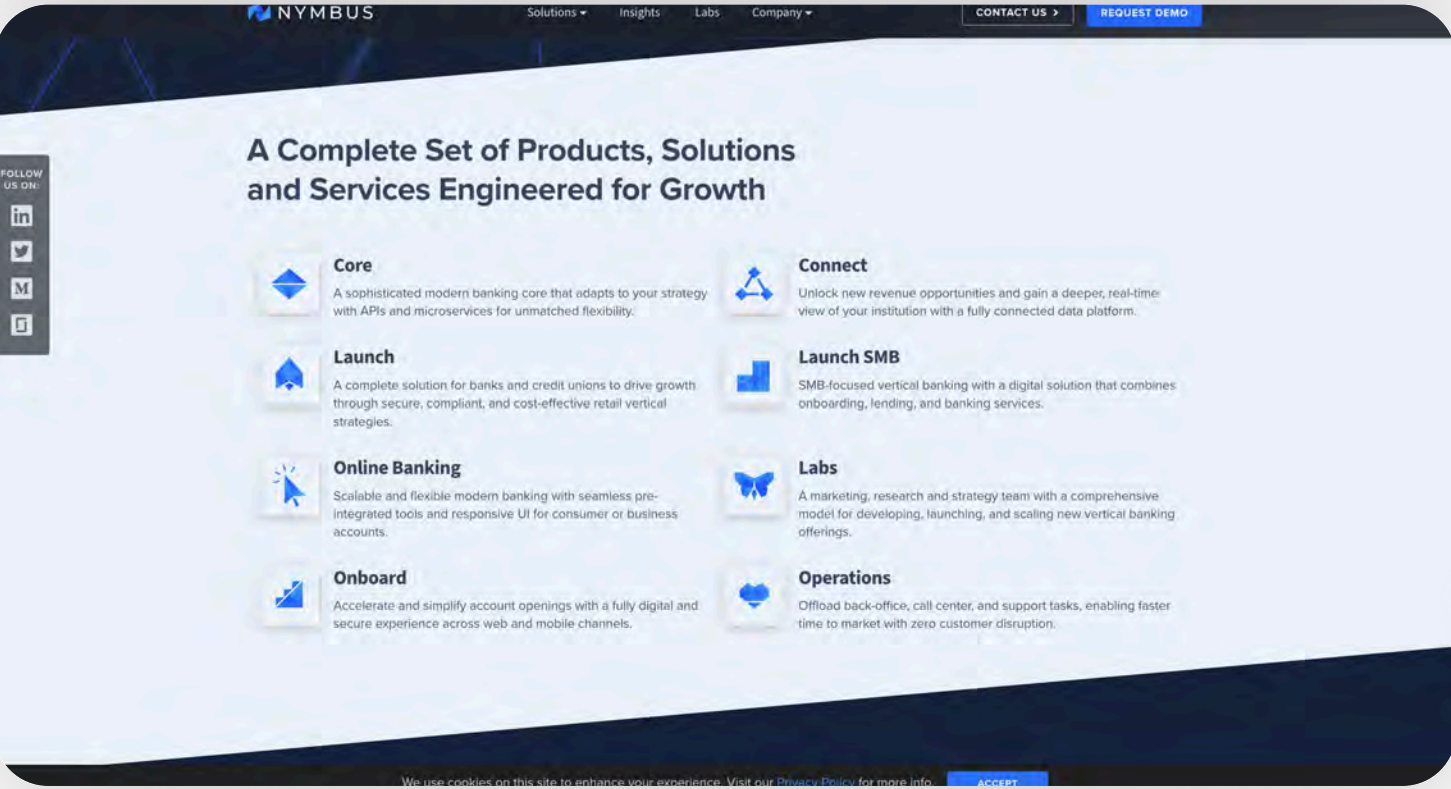
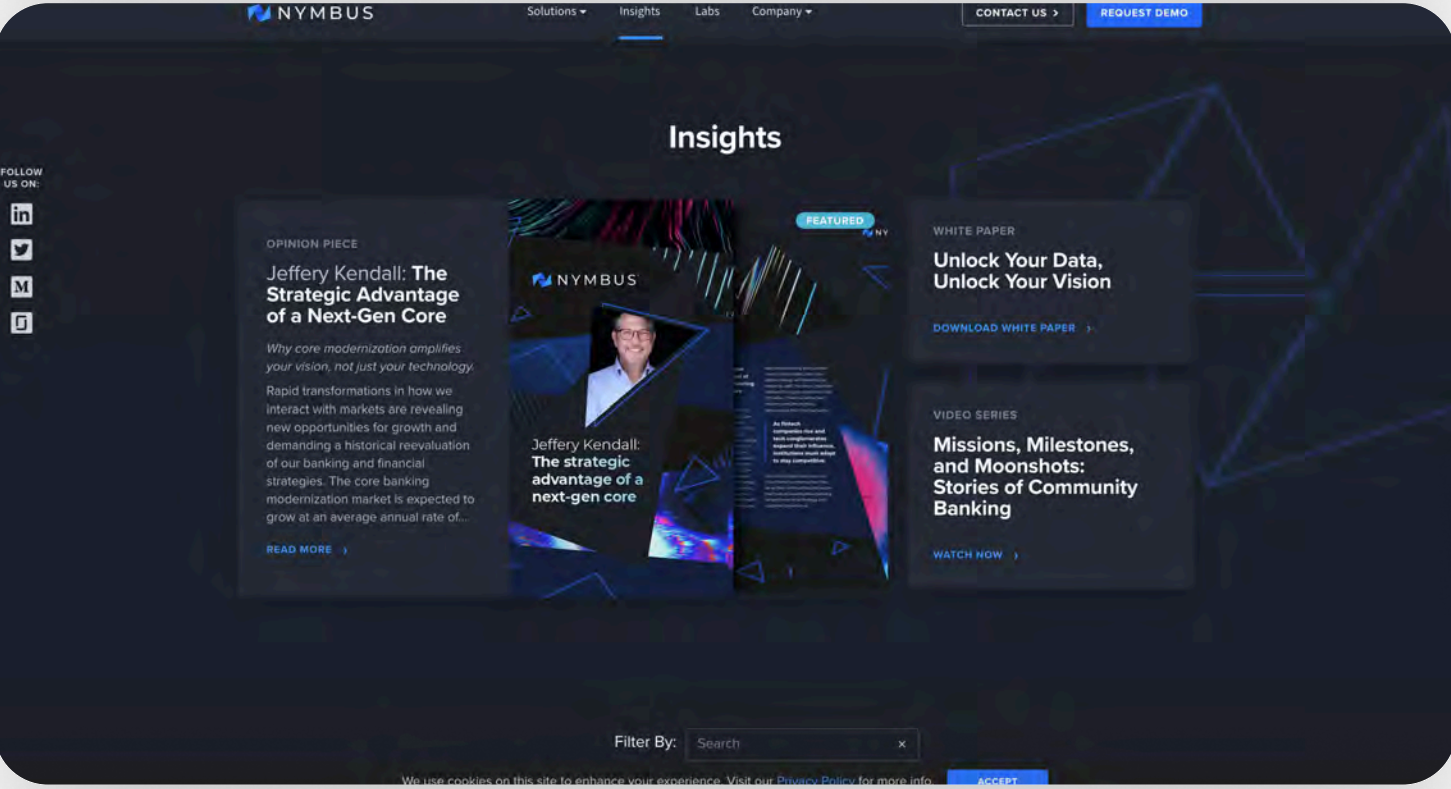
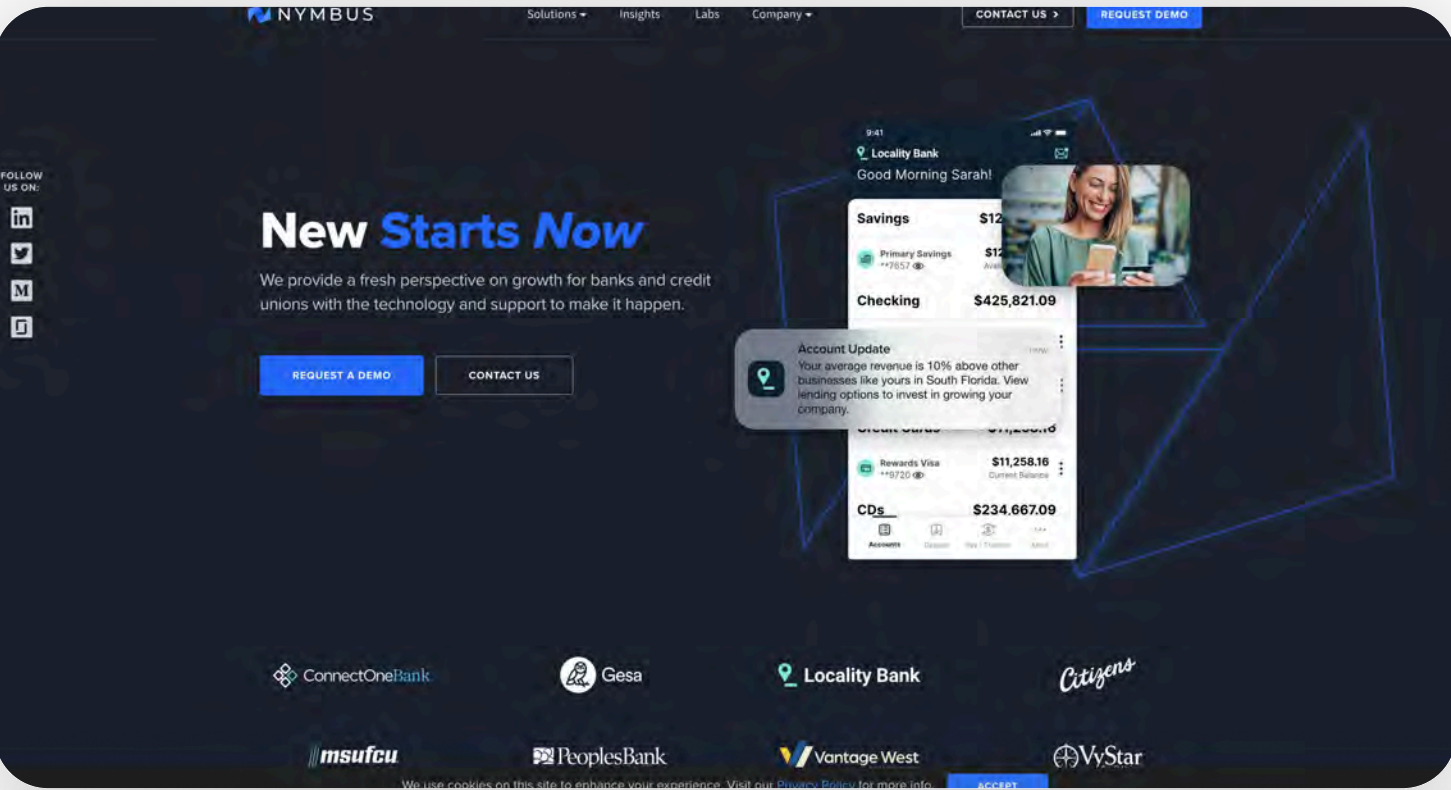
Value Proosition

“New Thinking
New Growth
New Opportunity
New Start”

Verbal Branding

We provide a fresh perspective on growth for banks and credit unions with the technology and support to make it happen.

Visuals



Visual Hierarchy

Product & Solution Centric

Nymbus has an array of products and solutions and it is at the heart of their hierarchal emphasis. They provide breakdowns of what their services provide, what problems they solve and insight into the product experience they service their clients & customers.

Solution Overview

All of Nymbus' solutions provide a lot of contextual and pertinent information regarding that solution through the form of a infographic overview to holistically understand the provided solution, what the client / nymbus relationship looks like as well as everything from launch to ongoing support.

Substantiated Evidence

Nymbus express their success through case studies, testimonials and market statistics to set a precedent for their successes and why they are possible solution moving forward for their clients.

Approach Transparency

Nymbus define their approach so clients understand how they work and engage with potential new customers. They also describe how their approach works in steps to keep workflow and engagement clear and easy to understand.

Partner Case Studies

Nymbus emphasize their client relations and their success stories to help set a precedent for what has worked, who that was for and what their experience and product output looked like.

Work Backlog

Nymbus provide a backlog of their work so they can see who they have engaged with in the past and ongoing. This helps to personify a company of success and growth and one that is solving many clients concerns and needs.

Messaging

Simple But Detailed

Considering Nymbus is solution centric, they provide many different lens to understand their products and approach. They are holistic in regards to what their products are but also provide various detailed modules that talk to specific product solutions and experiences that are fundamental to that solution.

Progressive Language

The language and overall messaging of Nymbus is positive and progressive. They see their product as a means of launching their clients into the future of digital banking solutions and this is mobilized across many of their headings and modules.

Conversion Paths

Contact Us & Request Demo

Nymbus provide two key lead points of entry via contact and demo request. These forms are bespoke and appear to lean into two different client approaches relative to their point of interest.

Banner & CTA Mobilization

Nymbus push their CTAs via banners and embedded in key product information. Like most sites, their banners or contact forms appear at the end of dedicated solution pages to help guide users to convert.

Career Pathways

Nymbus provide a dedicated career hub for new talent to learn more about what working at Nymbus looks like as well as their culture. They also host a library of job opportunities which are linked out to their LinkedIn ads.

Feature Opportunities

Product Features & Breakdown

- Banking platform and functions overview
- Growth Emphasis Modules
- Product perks and benefits
- Infographic overviews
- Operational functions
- Emphasis on 'no-hidden costs'
- 'Why choose Nymbus' explainers
- Security emphasis

Testimonials, Evidence & Milestones

- Insights page and white paper downloads
- Award listings
- Client number engagement to reflect success
- Dedicated case studies for each solution type
- Video content for each case study and success story
- Partner listings and page library

Resources

- White papers
- Downloads
- Video content
- Infographics

Business Values & Identity

- Complete team breakdown
- Press backlog with added links
- Values and culture detail

Career Hub

- Mission & Who We Are
- Business values
- Press backlog with added links
- Job opportunity library
- LinkedIn application portals
- Video content introducing Nymbus from a business POV
- Internal Testimonials & quotes
- Employee Benefits

UX / UI Feel

Progressive

Technical

Clean

Language Persona

Bank / Tech Balance

Positive

Downloaded Collateral

White Paper

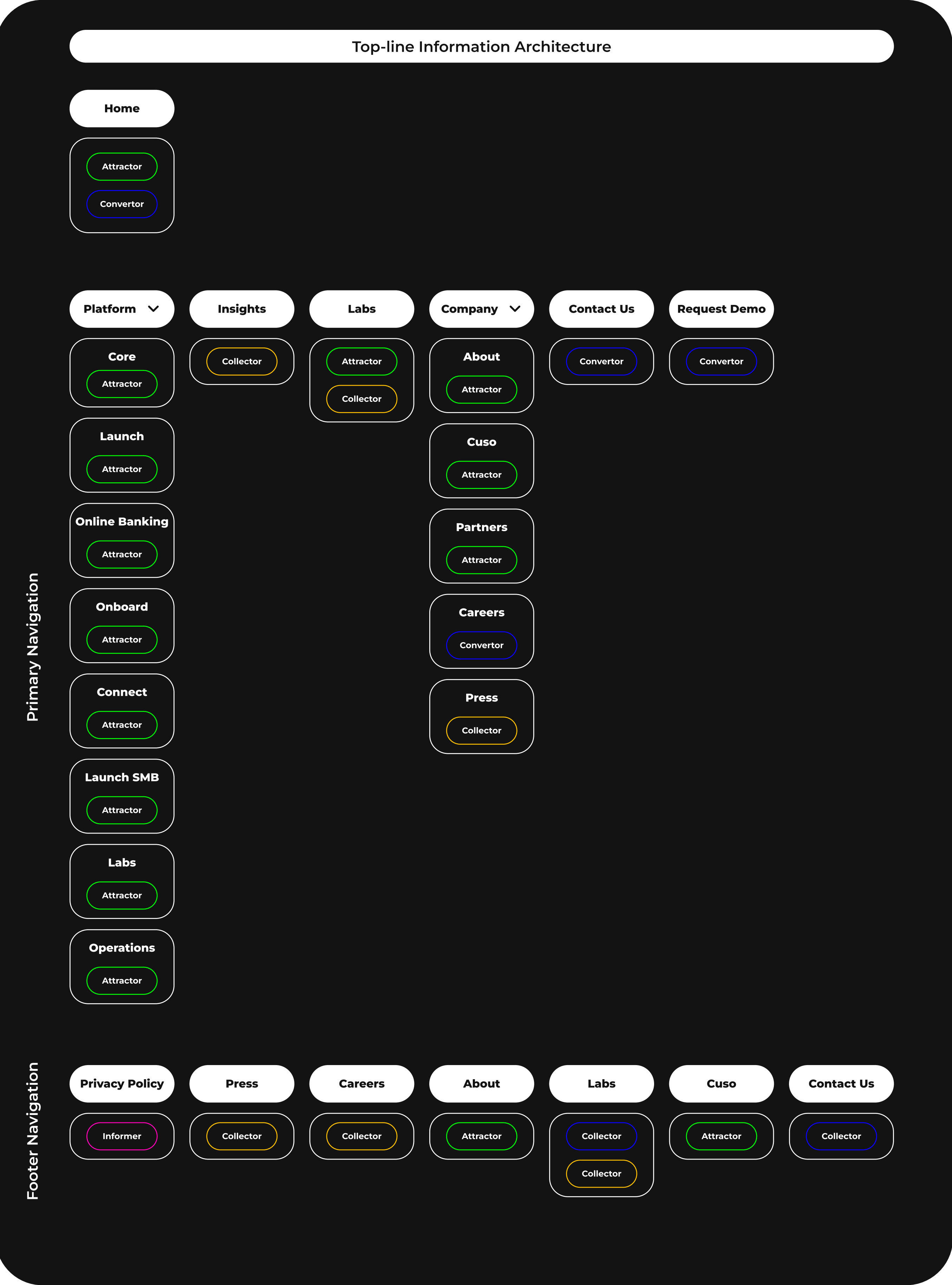
Lacking Approach / Capabilities

Lack of Developer Hub

Despite having a more technical and detailed approach to their product solutions for both client and technical leaders, they do not provide a clear pathway for developers to understand the systematic integration of their services.

Text Heavy

Even though it feels warranted to explain their product and services in such detail, the pages do heavy and condensed, making it lethargic to absorb the content and definitions they provide.



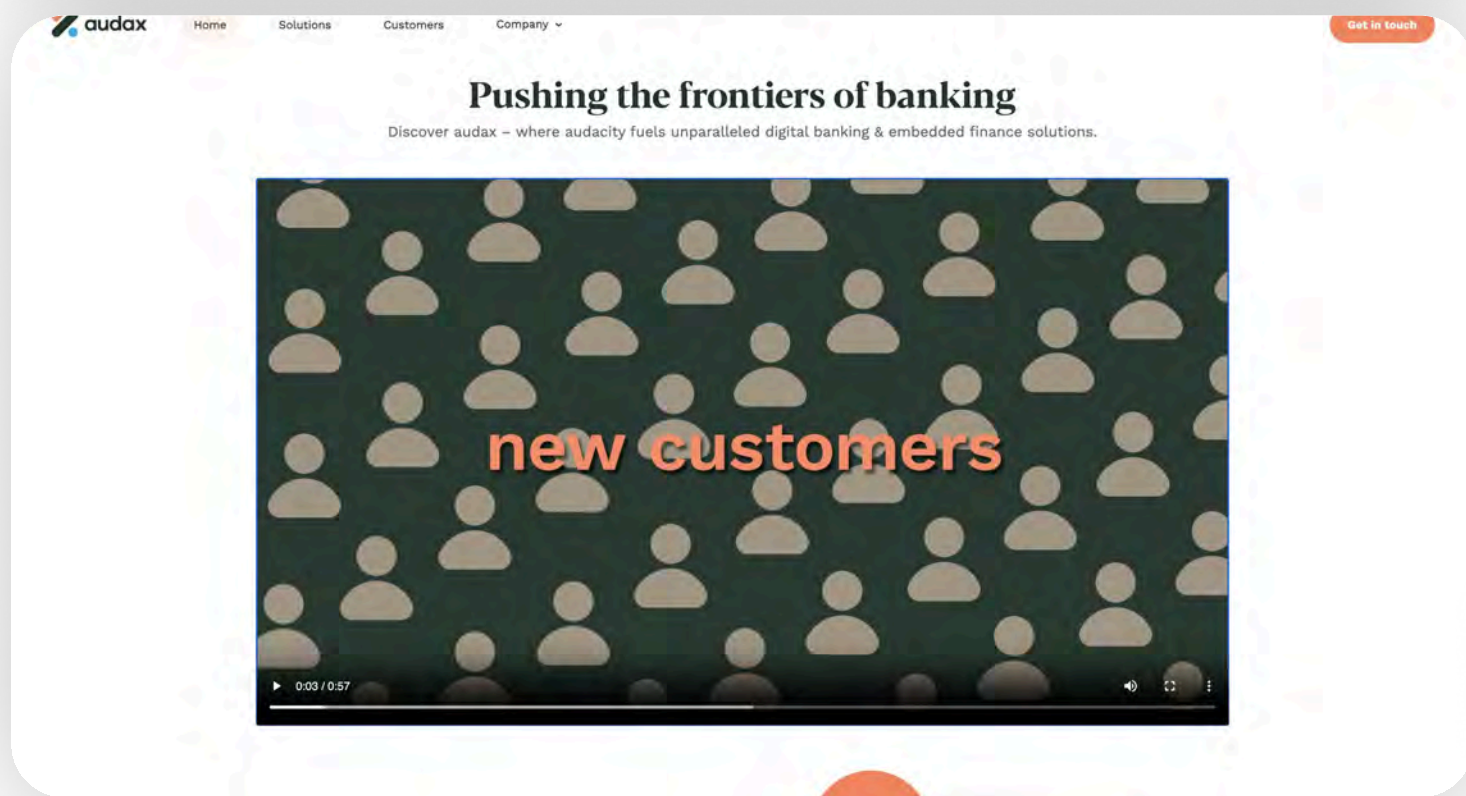
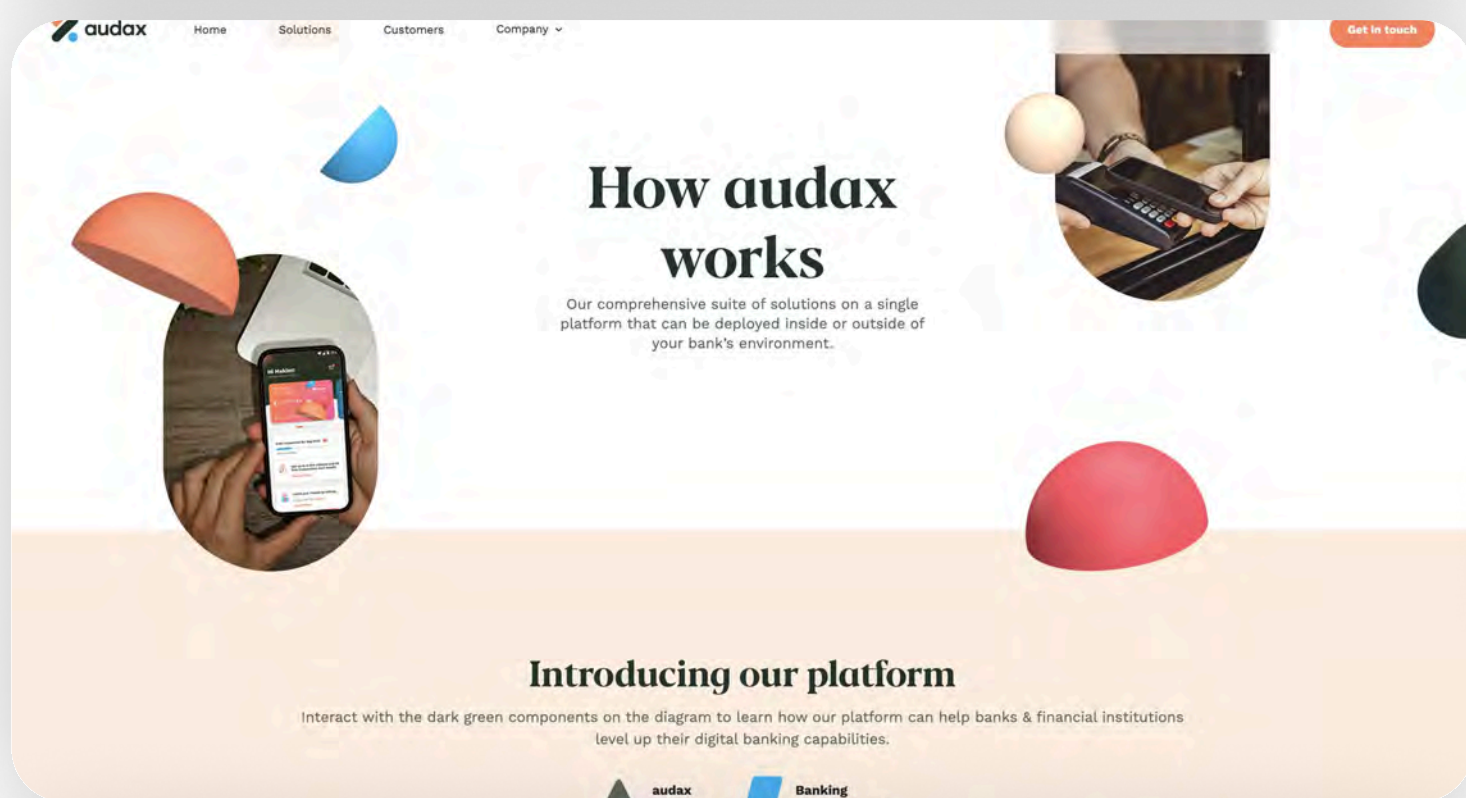
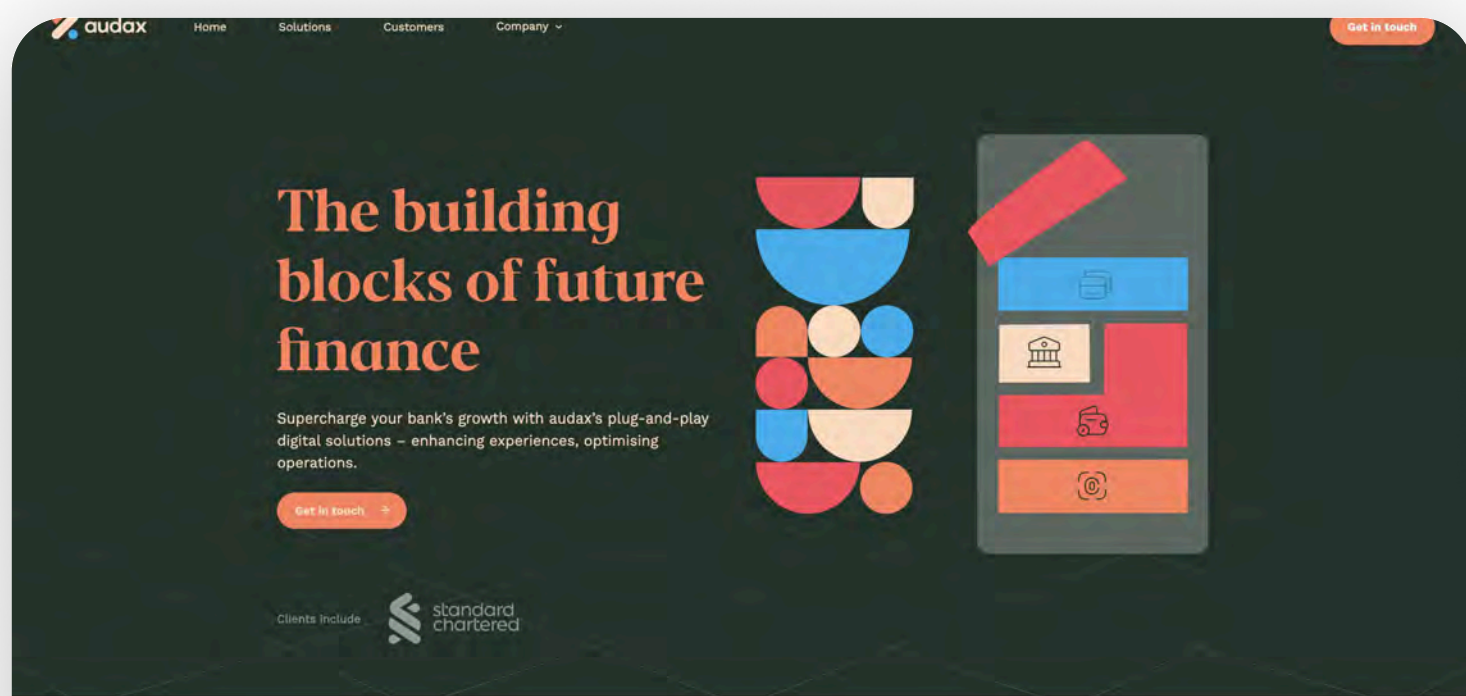
Value Position

“The building blocks of future finance”

Verbal Branding

Supercharge your bank’s growth with audax’s plug-and-play digital solutions – enhancing experiences, optimising operations.

Visuals



Visual Hierarchy

Visual Product Approach

Audax push a very simple visual product approach to help explain their services and offerings from video content, interactive infographics and explainers and bold, colourful imagery and text. They push for a simple sentiment to help personify their approach and services as easy to integrate and interact with.

Core & Detailed Product Definitions

Audax provide clear and simple definitions of their solutions, whether thats their core services or detailed products. They don't spend too much time reframing the why's and hows but rather provide clear narrative of what they do in order to keep understandings simplified and digestible.

Differentiator Emphasis

Audax provide differentiators to help potential clients understand why they are bespoke leaders within Baas.

Evidence Driven

Audax use success stories and case studies in order provide evidence of past successes and ongoing client support. This helps contextualize their service and solution approach as well as represent a successful and capable Baas service.

Customer Centric

Audax celebrate their previous success stories through video content and dedicated hubs to show that what they have achieved has meaning and is something to be proud of. The visual approach makes it easy for users to absorb as well as perpetuates their bright and bold brand appeal.

Messaging

Simple & Easy

Messaging and language is simple and easy to absorb through a balanced supply of content from simple written definitions to video content and interactive infographics to help define their services and offerings.

Approachable

With the branding being bold and somewhat fun, Audax push for an approachable look and comms to help support banking leaders to understand their products and service, leaving the more technical questions once converted.

Conversion Paths

Get In Touch

Audax have a simple and easy contact form to help convert and engage potential customers. Like their brand and messaging, their approach is simple and easy and therefore not heavy handed on their conversion pathways.

CTA Banners

Audax don't push their CTA moments all that much. They have a single CTA banner on the bottom of most pages to help nudge conversion.

Career Pathways

Audax hero their career conversion paths through a dedicated site which hosts job search capabilities and login/sign up CRM to help Audax record and store user information and applications.

Feature Opportunities

Product Features & Breakdown

- Core product definitions
- Main and specialty product definitions
- Differentiators and key service landmarks
- Video content & explainers
- Interactive infographics
- Platform definitions and structural visualisation

Testimonials, Evidence & Milestones

- Partner testimonials
- Awards
- Success story video content

Resources

- White Paper downloads
- Blog articles and exploration
- Upcoming newsletter (not released yet)

Business Values & Identity

- Audax definition
- Mission
- Our Team
- Backstory

Career Pathways

- Dedicated career hub
- Login/Sign up CRM
- Job search capabilities
- Internal testimonials
- Culture & work environment definition

UX / UI Feel

Fun & Bright

Balanced

Easy

Language Persona

Approachable

Simple

Downloaded Collateral

White Paper

Lacking Approach / Capabilities

Lack of Technical Sentiment

Despite the brand and language approach of Audax being bank leader centric, there is a lack of technical insight for operational and technical teams client side. The only transparent documentation they provide are their white papers.

No Approach Definition

Audax do not provide any transparency on what a working relationship with them looks like nor what their ongoing relation and support is.

Lack of Security Reassurance

Considering the need for security in banking services, there is little to no reassurance in their security capabilities and offerings in regards to their wide range of BaaS solutions.

Top-line Information Architecture

Home

- Attractor
- Convertor

Solutions

- Attractor

Customers

- Attractor

Labs

- Attractor
- Collector

Company

- About
 - Attractor
- Careers
 - Convertor
- Newsroom
 - Collector

Get In Touch

- Convertor

Solutions

- Our Platform
- Core Offerings
- Additional Services
- Success Stories
- Why Audax?
- FAQ
- Attractor

About

- About Us
- Leaders of Audax
- Careers
- Attractor
- Convertor

Resources

- Press Release
- Media Mentions
- Collector

Legal

- Privacy Policy
- Terms & Conditions
- Cookie Policy
- Informer

Contact Us

- Get In Touch
- Convertor

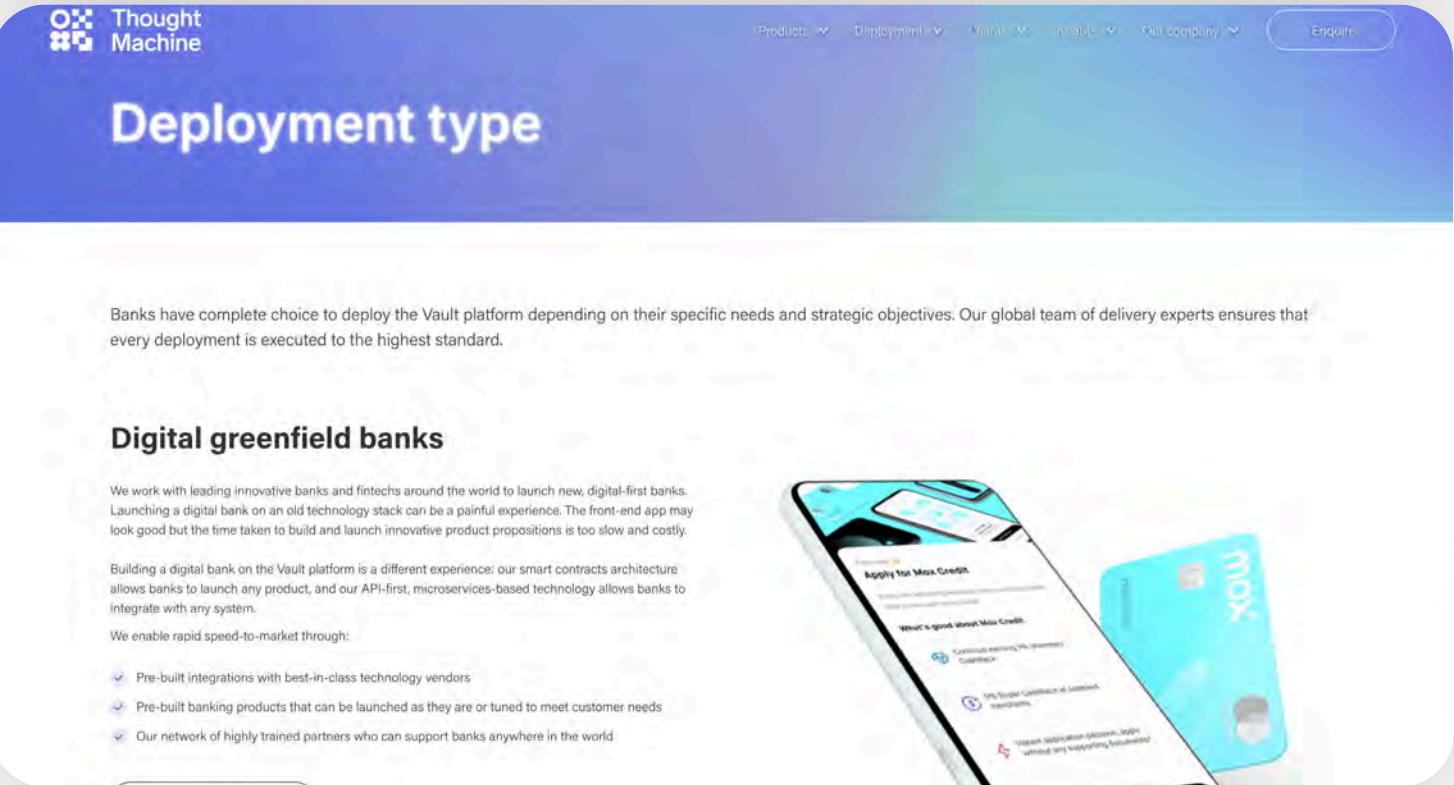
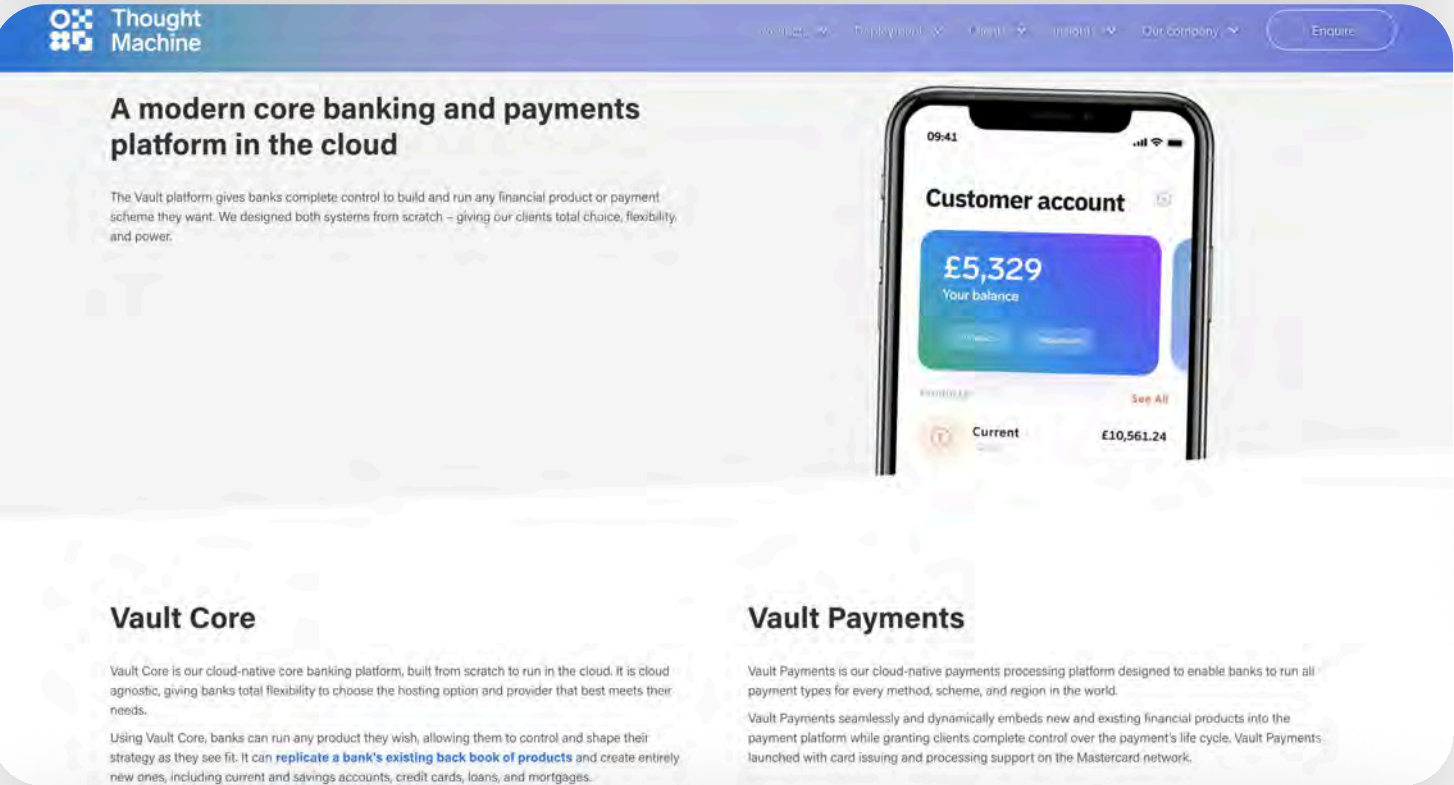
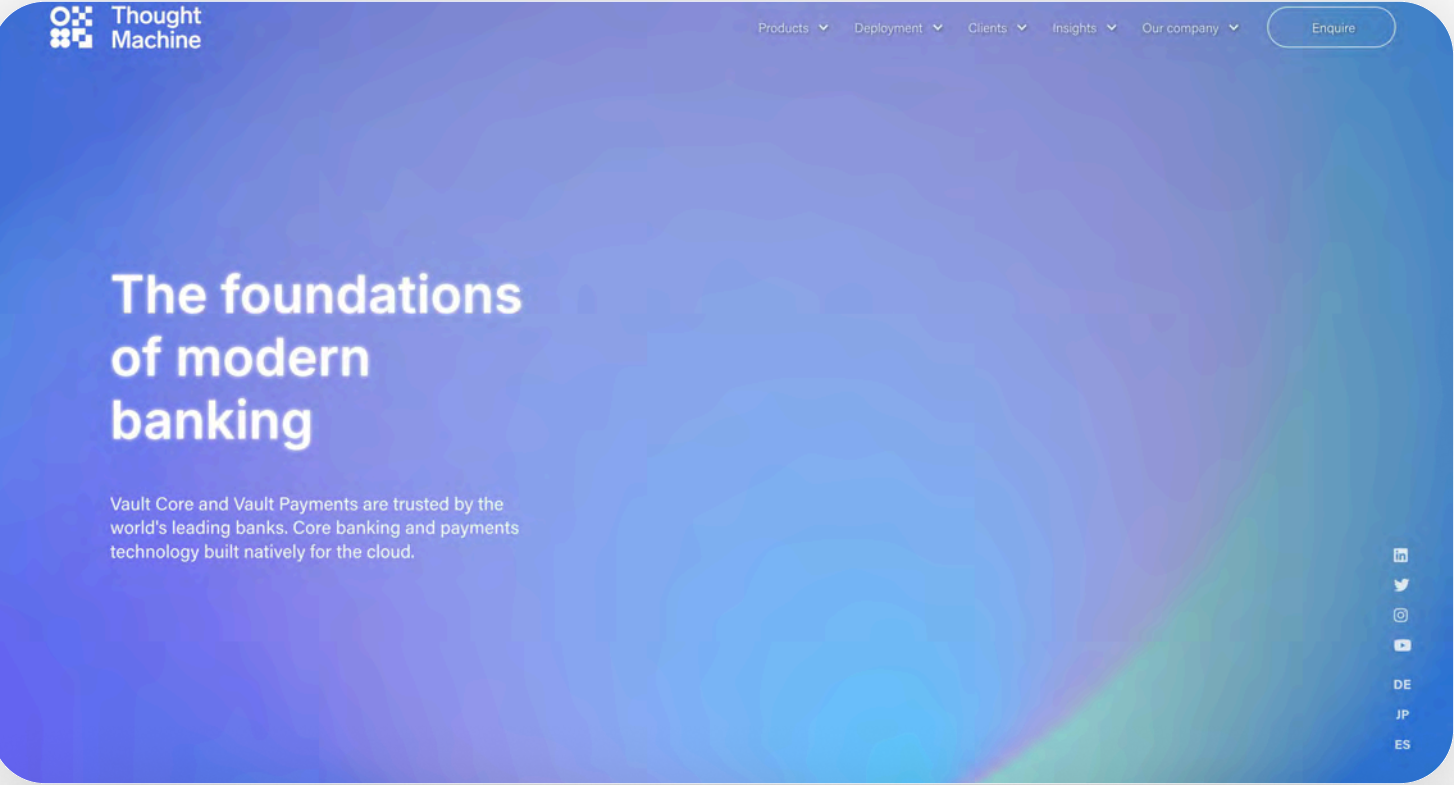
Value Prosition

“The foundations of modern banking”

Verbal Branding

Vault Core and Vault Payments are trusted by the world's leading banks. Core banking and payments technology built natively for the cloud.

Visuals



Visual Hierarchy

Product Centric

Thoughtmachine keep their product definitions simple and clear but do provide rigorous detail in product hubs where they provide their product library, SDKs, Ledgers, API listings and hosting options.

Feature Emphasis

Thoughtmachine provide rigorous detail in regards to their product features, each breaking out into their respective hubs for greater technical insights.

Deployment, Integrations & Delivery

Thoughtmachine provide specific hubs pertaining to their client relationship regarding mobilization from deployment to integrations and delivery.

Wide Content

Thoughtmachine provide an array of content from news, white paper downloads, webcasts, video content, blogs and press releases.

Rigorous Client Case Studies

Thoughtmachine provide an array of success stories via client case studies, which take the user through the problem, solution and outcome.

Partner Ecosystem

Thoughtmachine celebrate their array of partnerships through client carousels and a dedicated hub to scroll through the myriad of customers they have onboarded and are using their products.

Messaging

Simple With Detail

Thoughtmachines site permits a simple approach with clear titling and language use however does provide the necessary detail to voice to technical banking leadership.

Confident Approach

Thoughtmachines site lacks a call to action and does not use such moments to convert it's users. It therefore exudes a industry persona of professionalism and confidence in their practice and products. They have replaced the instance of a CTA banner with a newsletter, inviting users to their community.

Conversion Paths

Contact Form

Thoughtmachine provide a simple contact form that is mostly only accessible via the universal nav.

Newsletter

The newsletter acts as a subsidiary CTA for Thoughtmachine. However, instead of converting users to engage them and their products, they are looking to grow their sphere of influence and community via their rich content strategy.

Feature Opportunities

Product Features & Breakdown

- Product definitions & hubs
- Product capability overview across all products
- Detailed product scope, features, capabilities, integrations, technical requirements
- Detailed deployment, integration and delivery hubs

Evidence & Milestones

- Rigorous client case study exploration and pages
- Case study pages featuring the challenge, solution and outcome metrics
- Partner promotion via carousels

Branded Content

- Web Casts
- News
- Blog
- Video Content

Business Values & Identity

- Mission
- Leadership
- History
- Accolades

Career Pathways

- Dedicated Career Hub
- Culture, social activities and communication
- Recruitment and benefits
- Search and filter capability
- Login/Sign Up CRM

UX / UI Feel

Modern

Busy

Detailed

Language Persona

Detailed

Rigorous

Transparent

Downloaded Collateral

NA

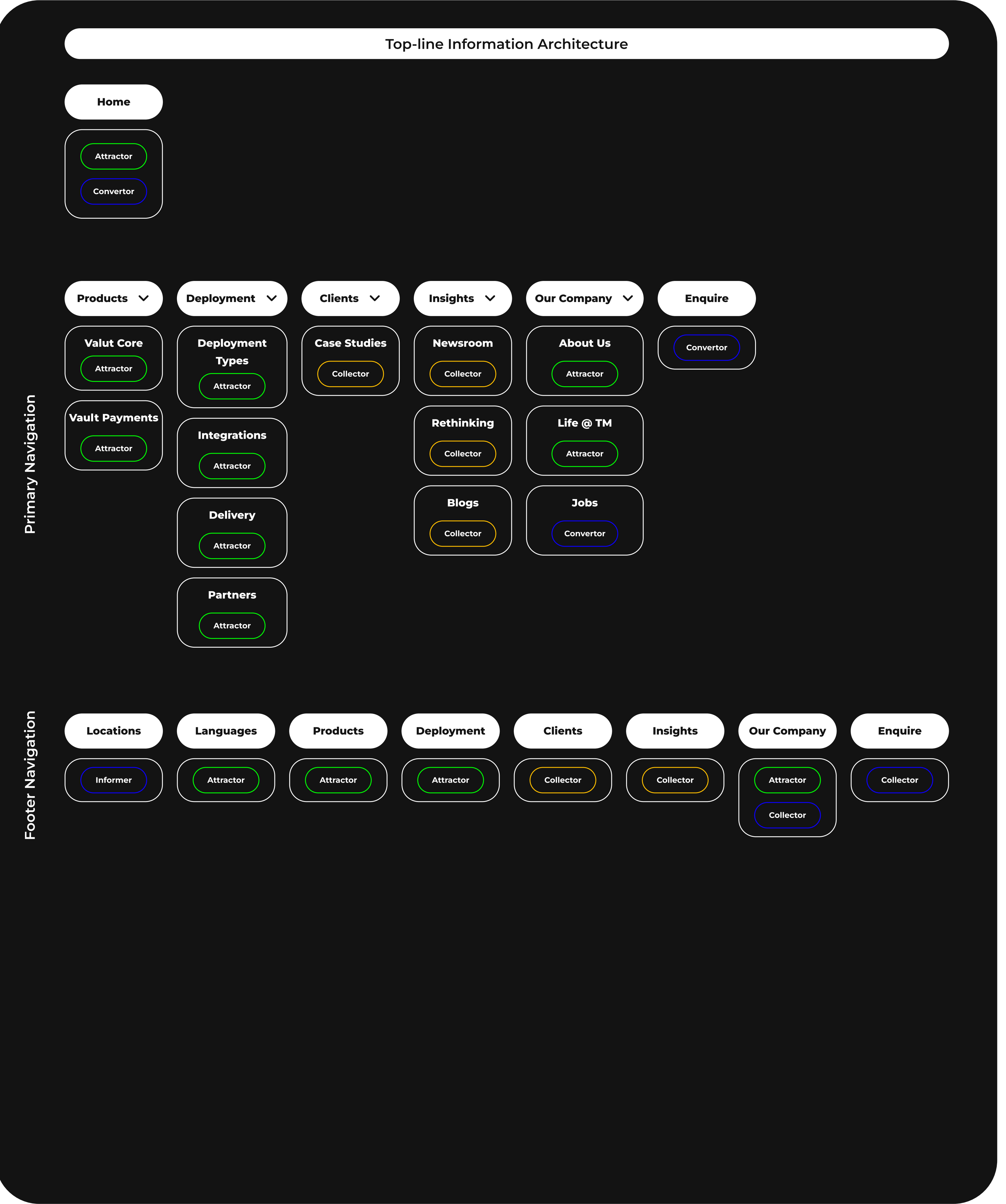
Lacking Approach / Capabilities

Detail Overload

Despite the transparency and provision of detailed content around products and their capabilities, the approach is an overload for users and lacks quick excite and delight capability through simplicity and concise messaging and definitions.

No White Papers

Thoughtmachine could mobilize their white papers to help alleviate the pressure of ingesting an influx of technical and product detail.



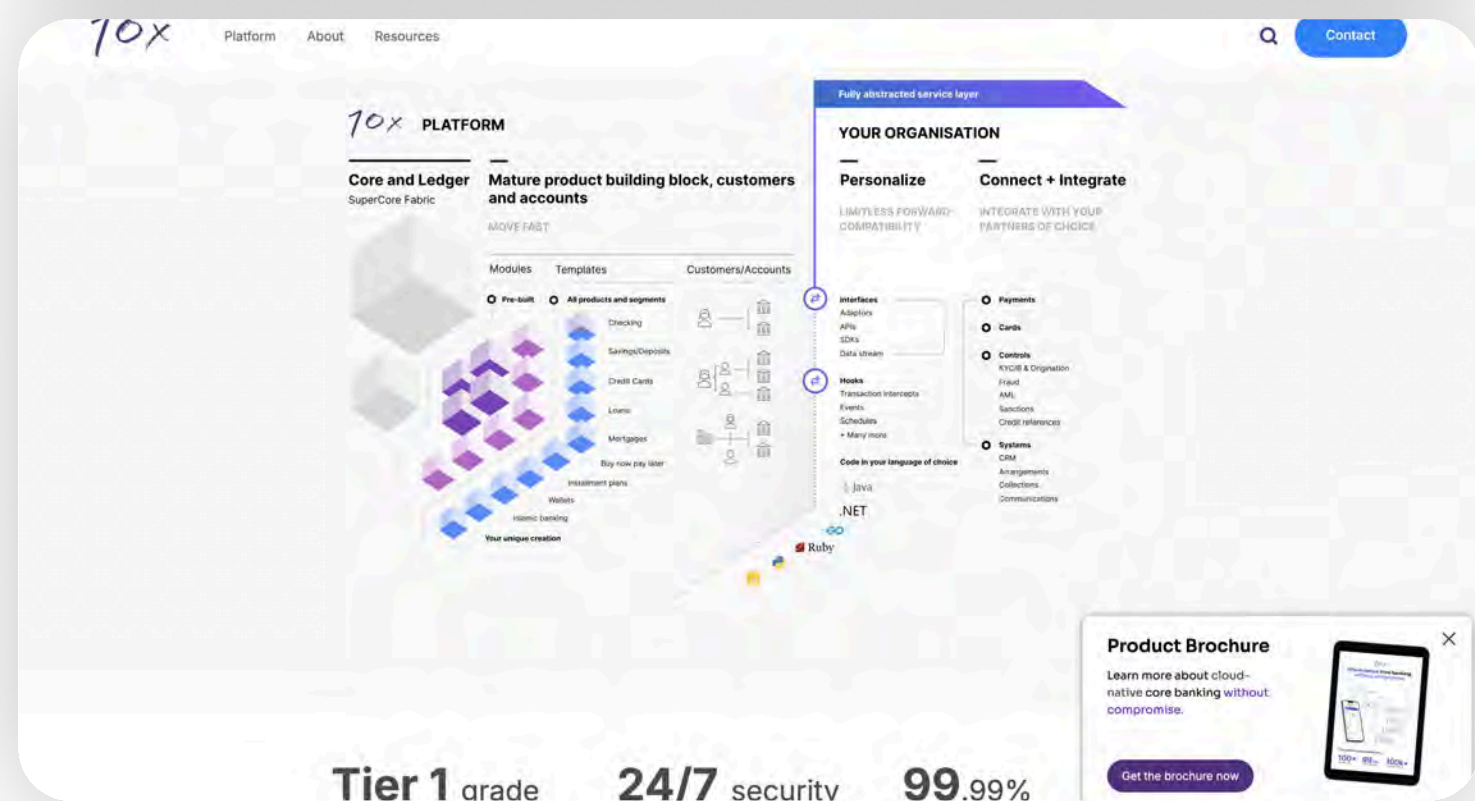
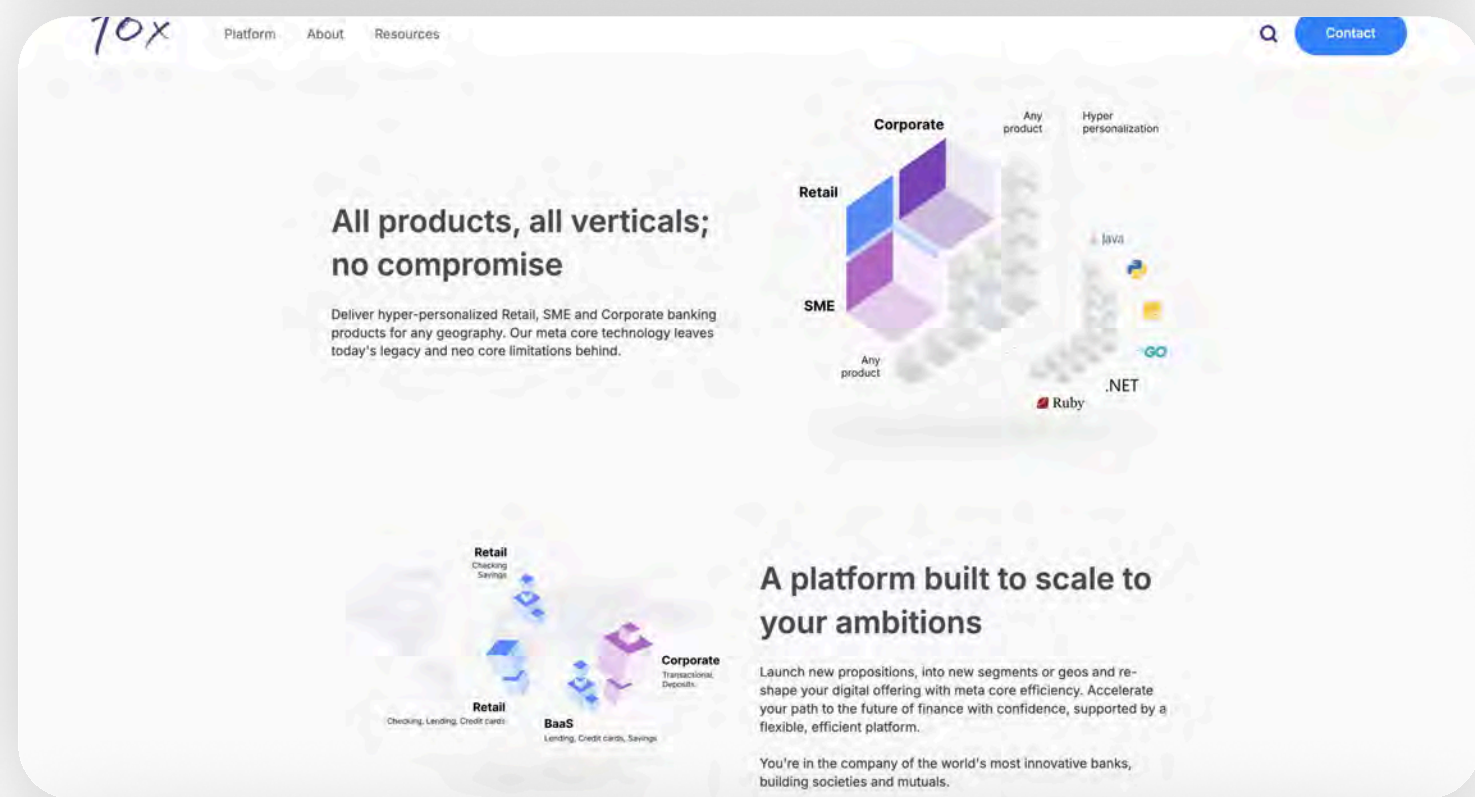
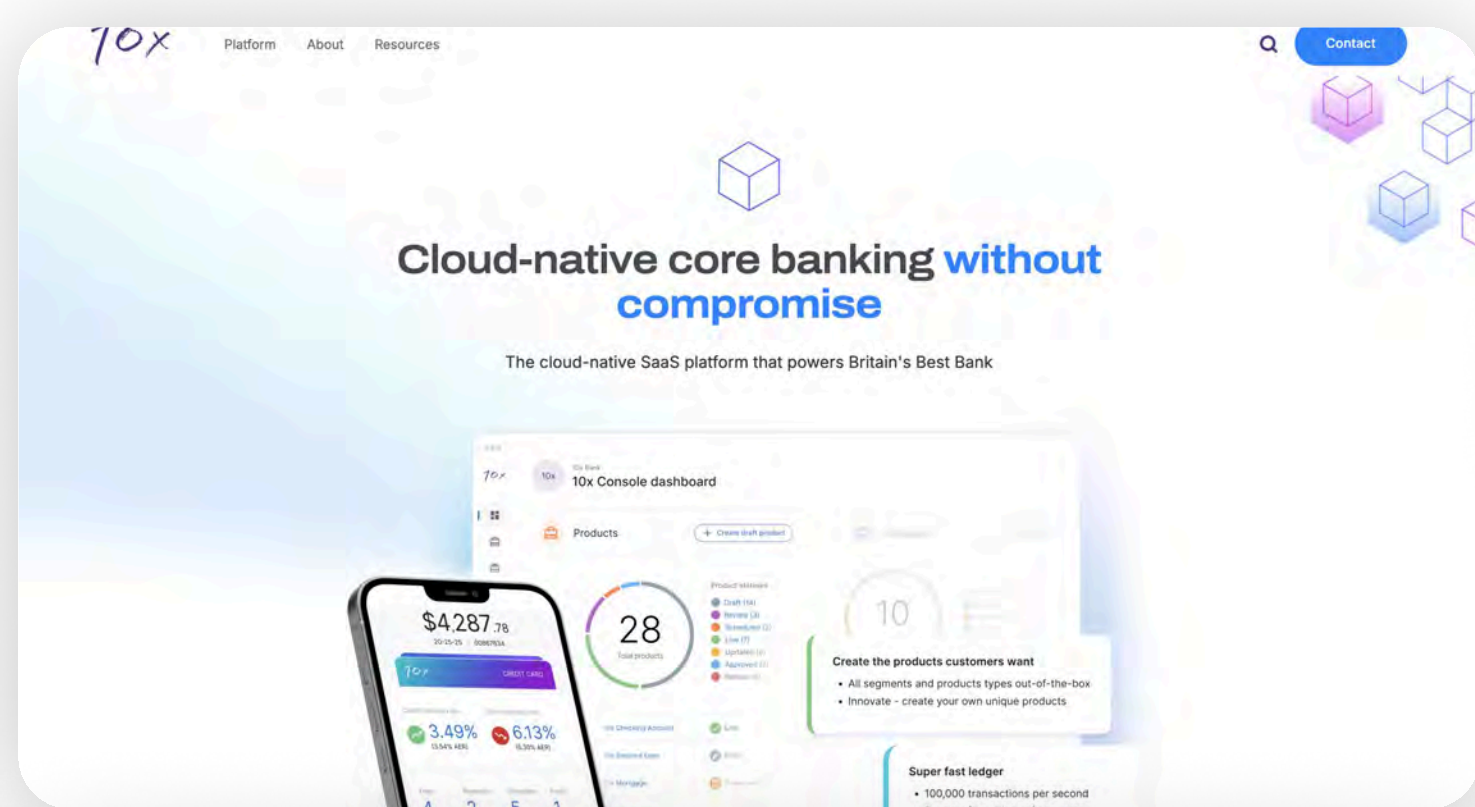
Value Position

“Cloud-native core banking without compromise”

Verbal Branding

The cloud-native SaaS platform that powers Britain's Best Bank

Visuals



Visual Hierarchy

Holistic Product Definition

10x provide rigorous product definition, scalability and flexibility through succinct module mobilisation and infographic imagery.

Engagement, Security & Transition Reassurance

10x provide key statistics on their security and transition metrics as well as transparency on account creation and engagement to reflect their growth and favourability amongst their banking clients.

Partner Focus

10x provide detailed reports on their client ecosystem from their technology, consulting and cloud service partners to reflect their end to end service of products.

Wide Content

10x provide an array of content from white papers, news articles, blogs, events, webinars, press coverage, awards, e-books, thought leadership, video content and industry insights.

Resource Foundry

10x mobilise a lot of their content under resource exploration, where they mobilise a lot of their wide content and thought leadership.

Career Hubs

10x provide two career hubs in the form of 'Why work at 10x' and 'Vacancies'. The former provides a rigorous insight to their work culture, values, career progression pathways and overall perks. The latter provides a dedicated hub to gauge job opportunities and what position structures are available.

Messaging

Simple but detailed

10x provide succinct definitions with a balance of detailed infographics that explain their product and brand ecosystem.

Holistic Emphasis

10x try not to leave anything to doubt with their products and services through providing an array of reassuring messages and information regarding their product details, the market positioning and overall security.

Conversion Paths

Multi-CTA Approach

10x provide a multitude of CTAs through the form of demo downloads, contact now and embedded CTA forms.

Brochures, Reports & Newsletter

Another strategy to engage their users to convert is via brochures, reports and newsletters.

Feature Opportunities

Product Features & Breakdown

- Product ecosystem and verticals breakdown
- Scalability & tech flexibility explainers
- Engagement and security metrics
- SME Suitability Type Definitions
- Security reassurance
- Infographic system detailing

Testimonials, Evidence & Milestones

- Client testimonials
- Internal testimonials
- Security & engagement metrics
- Impact assessment hub
- Client case studies

Resources

- News articles
- Blog
- E-books
- Brochures
- Webinars & events
- Case studies
- White papers
- Reports
- Newsletter

Business Values & Identity

- Mission
- Our Team & bios
- Internal testimonials

Impact Focus

- Inclusion
- B-corp certified
- Business strategy
- Community & networks

Career Hubs

- Dedicated career and job availability hubs
- Search & filter exploration
- Values & benefits
- Culture definition

UX / UI Feel

Modern

Clear

Language Persona

Simple

Detailed

Imagery Based

Downloaded Collateral

White Paper & E-Book

Reports

Brochures

Lacking Approach / Capabilities

Infographic Reliance

10x rely a lot on infographic representation of their service and product ecosystem and this does fall to the wayside as their infographics are heavily detailed and reoccurring.

Convolutd IA

Certain pages repeat under various men drop-downs as well as categories lack clear focus.

Top-line Information Architecture

Home

Attractor

Convertor

Platform

About

Resources

Contact

Platform Overview

About 10x

Insights

Convertor

Partner

Why Work at 10x

News

Collector

Brochure CTA

Impact

Events & Webinars

Collector

Meet The Team

Engineering Blog

Vacancies

Resources

Collector

Success Stories

Life At 10x

Platform

About

Resources

Get In Touch

Legal

The Platform

Partners

Attractor

Our Story

Meet The Team

Why Work at 10x

Vacancies

Impact Commitment

Suppliers & Partners

Responsible Disclosure

Attractor

Convertor

Insights

Downloads

News

Success Stories

Events

Life at 10x

Engineering

Attractor

Collector

Contact Us

Convertor

Privacy Policy

Informer

Primary Navigation

Footer Navigation

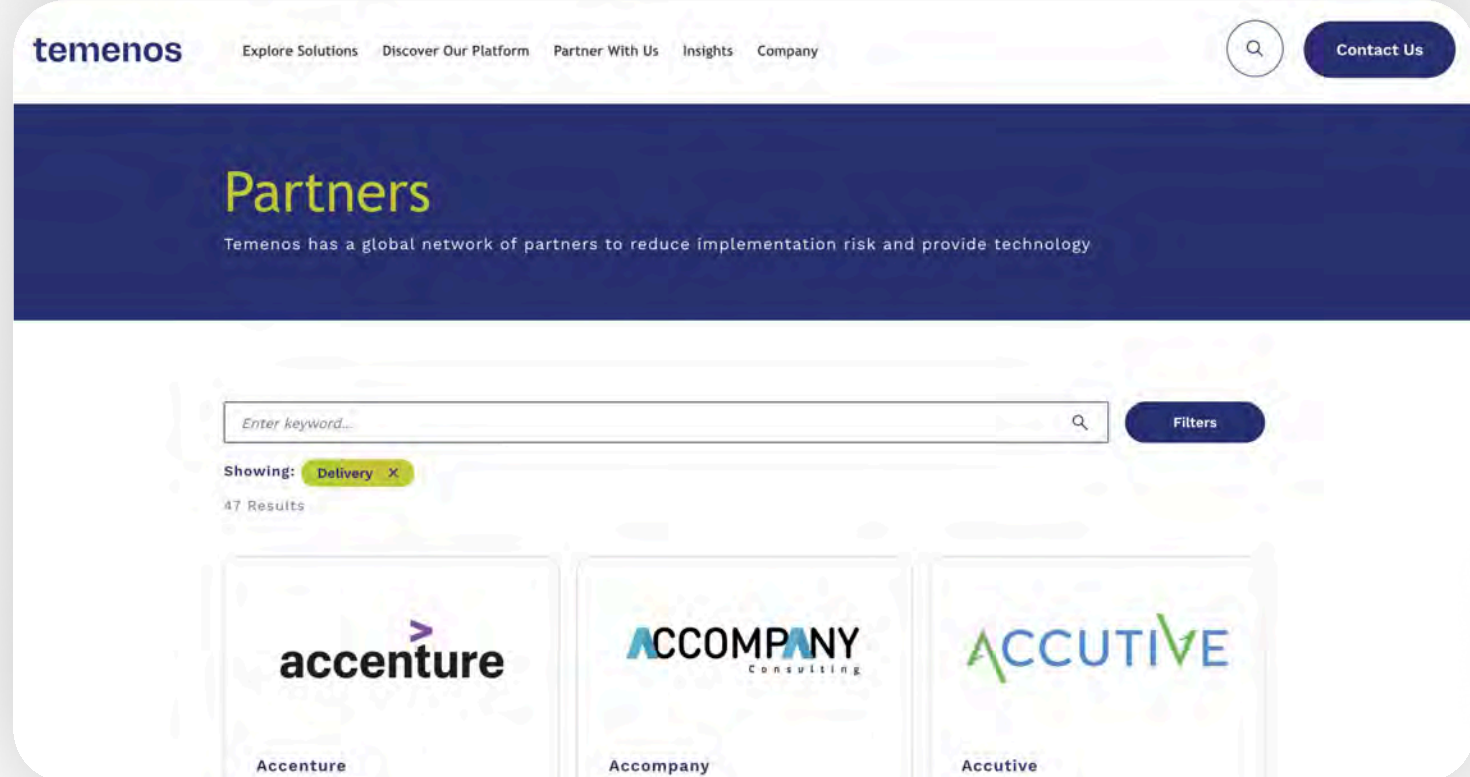
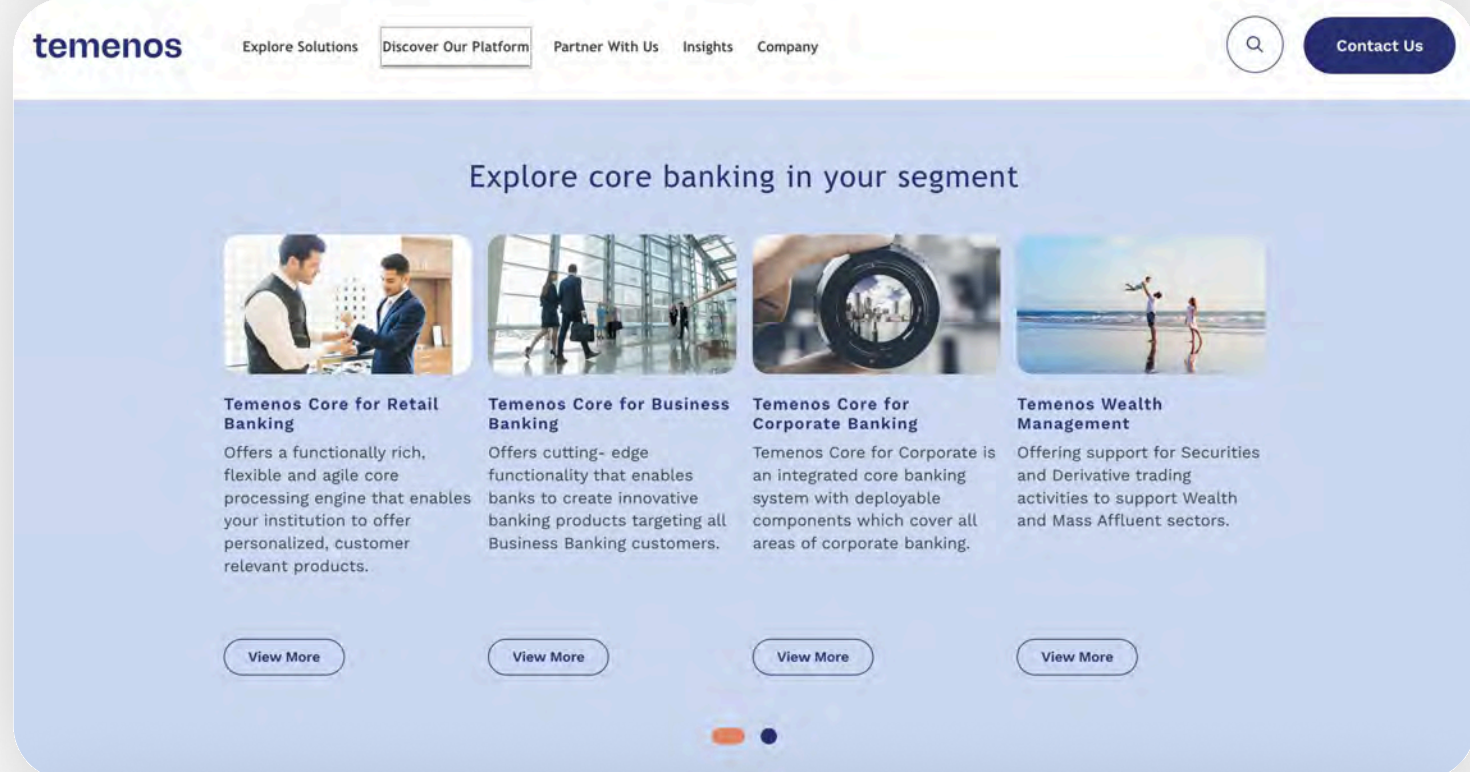
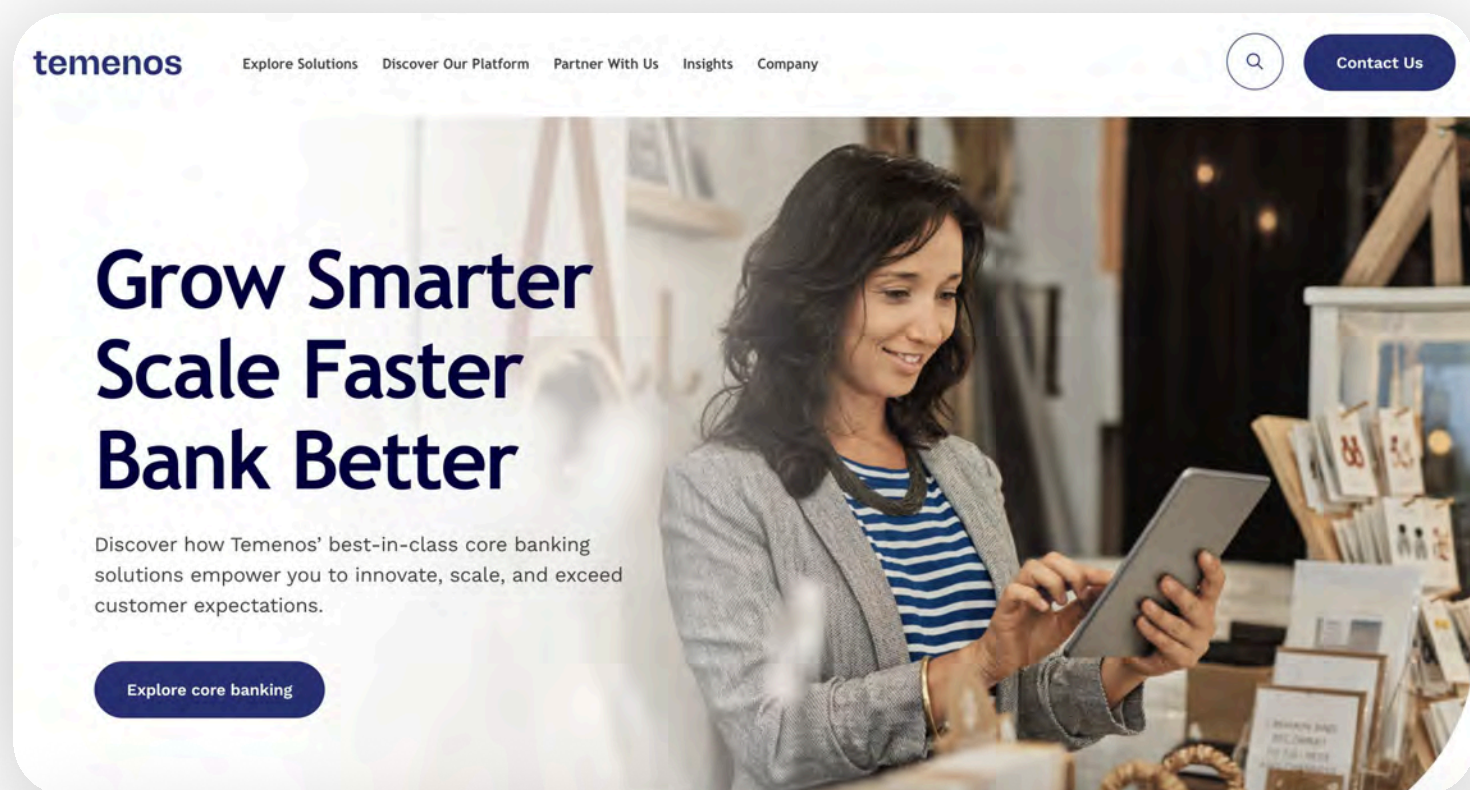
Value Proosition

“Grow Smarter Scale Faster Bank Better”

Verbal Branding

Discover how Temenos' best-in-class core banking solutions empower you to innovate, scale, and exceed customer expectations.

Visuals



Visual Hierarchy

Solution Centric

Temenos provides a holistic approach to solutions by summarising its services by who it services, the technology it provides and the regions it can be mobilised and their respective reach for their offerings.

Platform Capability Detailing

Temenos is rigorous in showcasing all of its products and features and the versatile nature of their capabilities. This includes anything from SaaS, AI, Digital and core banking products and their overall technology. Each product and solution is given its dedicated hub with relevant articles attached to explore.

Client & Partner Ecosystem

Temenos pushes its client and partner ecosystem so users can explore the journey they have had, what their problem and goals were and how Temenos assisted in giving them their banking and finance solution.

Developer Community

Temenos provides a dedicated developer hub for technical leadership to explore API integrations, UX guides and industry events. An attached CRM is provided to help embed, onboard and educate their client technical teams.

Wide Content

Temenos is wide with their content offering from insight and news articles, case studies, webinars, events, video content, communities and programs. They provide a search capability to find and filter through their array of content.

Evidence Driven

Temenos provide key statistical milestones to help shape their past and current success rates as both a company and also with their clients and partners. They also provide client and internal testimonials to add context to their triumphs.

Feature Opportunities

Solution Summary

- Top line pages from SaaS & Technology
- Feature & benefit breakdowns for each respective solution
- Sub nav for each solution page to provide greater detail and information
- Regional focus to help frame flexibility and capability in various parts of the world
- Most solutions are framed within a financial capability lens ie. Corporate & business banking

Product Features & Breakdown

- Temenos is top line with their product features from AI to SaaS
- They provide feature benefits and perks
- Video content and explainers
- Factsheets and downloadables
- Push on partners to contextualise who has engaged with each product
- Sub nav IA to help detailing and product information distribution and inclusion

Testimonials, Evidence & Milestones

- Partner and company success metrics and milestones
- Internal and client testimonials
- Partner and client case studies
- Thought leadership through insight library

Business Values & Identity

- Vision & strategy
- Leadership
- Investor relations
- Culture hub
- Chairman testimonials

Career Pathways

- Careers hub
- Search & filter capability
- Candidate profile creation
- Login/sign up CRM capability
- Sub nav exploration for detailed career benefits
- FAQ
- Team bios

Developer Hub

- API exploration
- Login/sign up CRM capability
- Events
- UX rulebooks and guides

Messaging

Simple But Rigorous

Considering Temenos is a established legacy platform with years of experience, a balance of simplicity and rigour is voiced in their messaging to be both concise but detailed, where required.

UX / UI Feel

Modern

Simple

Clear

Language Persona

Simple

Detailed

Downloaded Collateral

Reports

Factsheets

Developer Guides

Lacking Approach / Capabilities

Conversion Paths

Contact Us & Pop ups

Temenos mobilise routine contact forms with an added pop up to help prompt users to convert.

Factsheet, Report & Guide Downloads

There is an array of downloadable items that are hidden behind contact forms to help user conversion.

CTA Banners

CTA banners are commonly placed on the bottom of attractor pages to help convert engaged users.

Top-line Information Architecture

Home

Attractor

Convertor

Explore Solutions

Temenos SaaS

Our Technology

Temenos SaaS

Delivery

Segments

Retail Banking

North America

Corporate Banking

Europe

Business Banking

MEA

Wealth Management

LatAm

Payments

Asia-Pacific

Funds

Discover Our Platform

Temenos SaaS

Temenos AI

Digital Banking

Core Banking

Our Technology

Temenos Exchange

Partner With Us

Become A Partner

Sales

Technology

Solution Providers

Strategic Providers

Developer Community

Insights

Success Stories

Webinars

Press Releases

Videos

Blogs

Value Benchmark

Resources

Ambassador Program

Events

Learning Community

Temenos Fellows

About Us

Vision & Strategy

Approach to ESG

Leadership

Investor Relations

Our Culture

Careers

Contact Us

Attractor

Convertor

Footer Navigation

Contact Us

Company

Legal

Locations

Contact us

Customer Support

Services

Convertor

Informer

Leadership

Investor Relations

Press Releases

Attractor

Collector

Cookie Policy

Privacy Policy

Supplier Information

Terms & Conditions

Informer

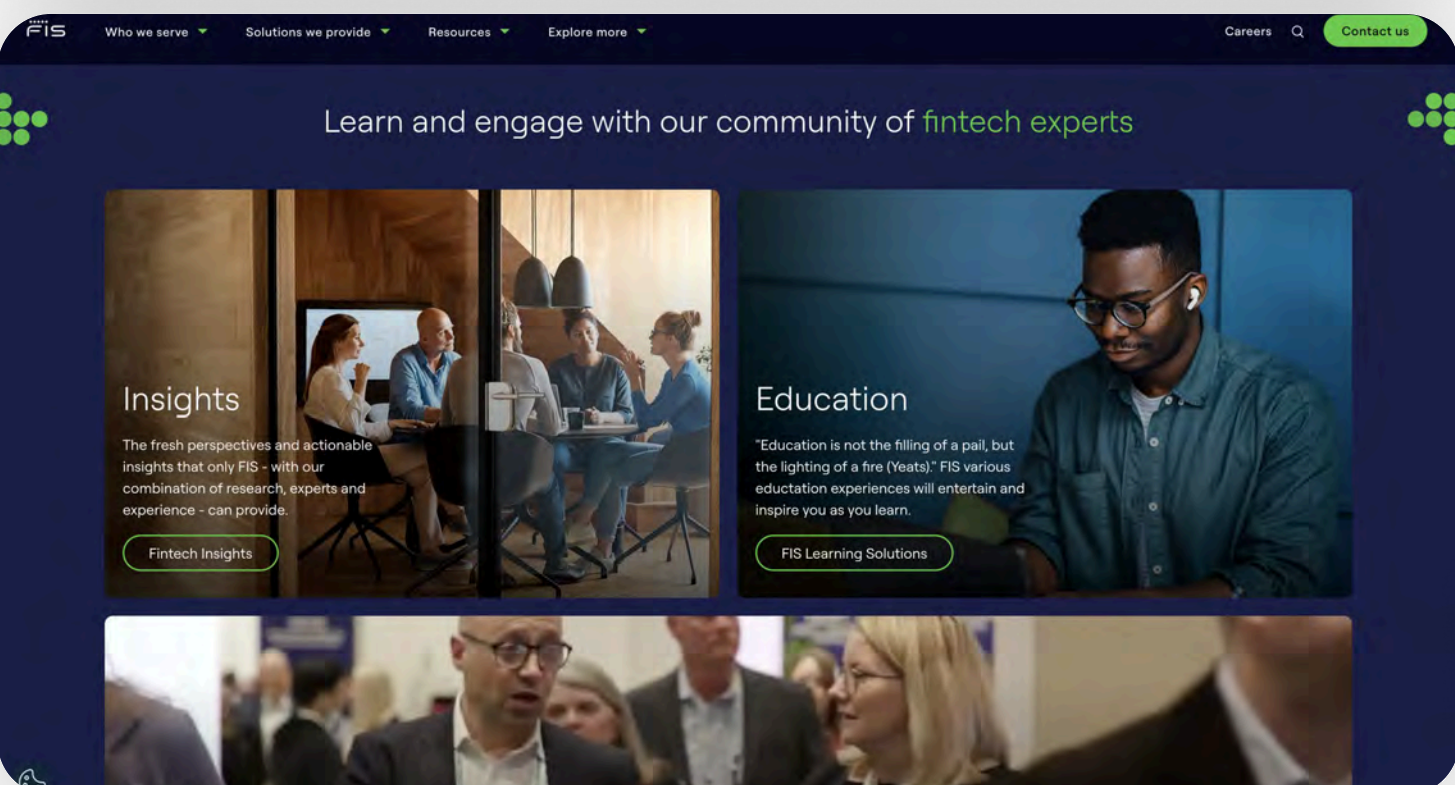
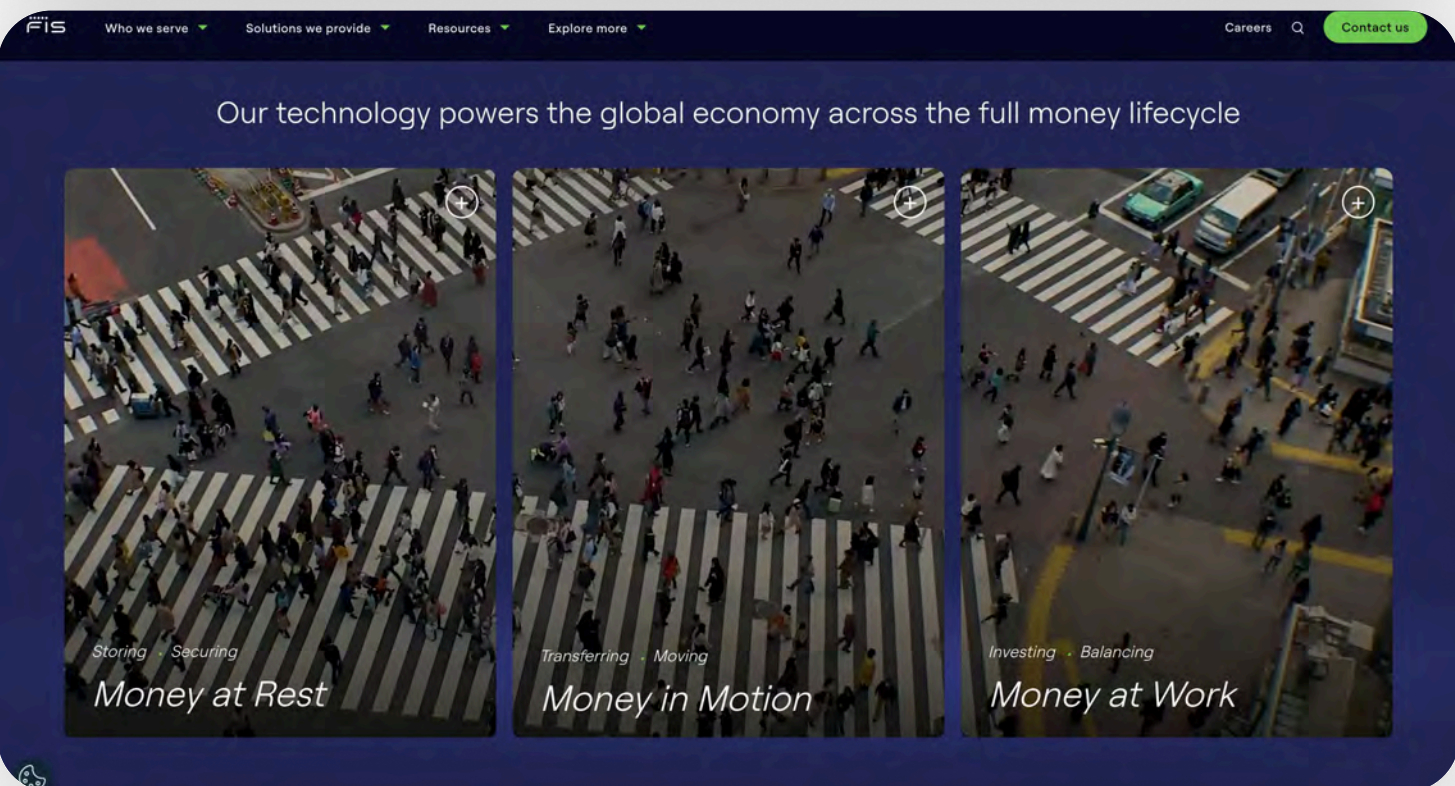
Value Proosition

“Unlocking financial technology. Bringing the world's money into harmony.”

Verbal Branding

For more than 50 years, leading financial institutions and businesses have relied on FIS financial technology to power their mission-critical operations. Today, our technology helps our clients unlock new growth opportunities by cutting through complexity and bringing harmony in how they store, move, and put money to work.

Visuals



Visual Hierarchy

Products By Customer

FIS provides their products by customer need to help funnel their user needs and journey to their respective hubs. This includes all client needs from institution size, type and industry. Each hub provides a micro navigation to allow structural and hierarchal distribution of information.

Solution Centric

FIS provides all their product offerings under solutions. All of their offerings are given dedicated hubs to help contextualize their full functionality. These include clear explainers, differentiators, milestones and related content.

Thought Leadership

FIS provide an array of thought leadership via wide content such as insights, case studies, success stories, articles, video content and events.

Evidence Driven

FIS mobilizes many metrics, milestones and testimonials to give evidence to their successes both as a company and for their clients.

Client & Developer Hubs

FIS provides dedicated hubs for both their clients direct and also their respective technical teams, therefore giving them the support and resources to facilitate and manage their ongoing needs.

Career Hub

FIS provides a dedicated career hub to explore the culture, career pathways, job opportunities, perks and their hiring process.

Messaging

Assured & Trusting

FIS's messaging tone is assured and trusting in approach through progressive categorical framing to define their client needs. They speak to what they do and provide by how they can help, therefore promoting a clear value proposition for their users.

Market Leader

FIS provides many content exploration points throughout their site, therefore promoting their market leader persona. This includes anything from education, insights and events, showing their ongoing leadership and impact on their respective market.

Conversion Paths

Contact Forms

FIS deploy a rigorous but standard contact form to help their users engage.

CTA Banners

FIS mobilize standard end of page narrative CTA banners to nudge user engagement.

Feature Opportunities

Product Features & Breakdown

- Feature breakdown
- Differentiator emphasis
- Milestones and metrics per product and feature
- Relevant content and article links
- Dedicated feature hubs and exploration from each respective product type
- Video banners
- Sub-nav page exploration

Customer Centric

- Industry, business type and size exploration
- "How We Can Help" definition, differentiators, strategy breakdowns
- Feature hubs with detailed perks, benefits and capability definition ie. Corporate > Prepaid Solutions
- Video banners
- Sub-nav page exploration

Testimonials, Evidence & Milestones

- Business milestones
- Client success metrics
- Impact metrics
- Internal testimonials
- Client testimonials
- Client stories

Business Values & Identity

- Mission
- Who We Are
- Video Content
- Sustainability Mission
- Awards
- Press Releases
- History Hub
- Ethics hub

Client & Developer Hubs

- Login/Signup CRM
- Sandbox access
- API breakdowns
- Technical Support
- API library and exploration
- Documentation

Career Pathways

- Life at FIS definition
- Our Teams
- FIS University
- Events
- My Applications
- Signup/login CRM
- Search & Filter Job Exploration
- Hiring process
- Locations

UX / UI Feel

Progressive

Modern

Clunky

Language Persona

Professional

Assured

Downloaded Collateral

Brochures

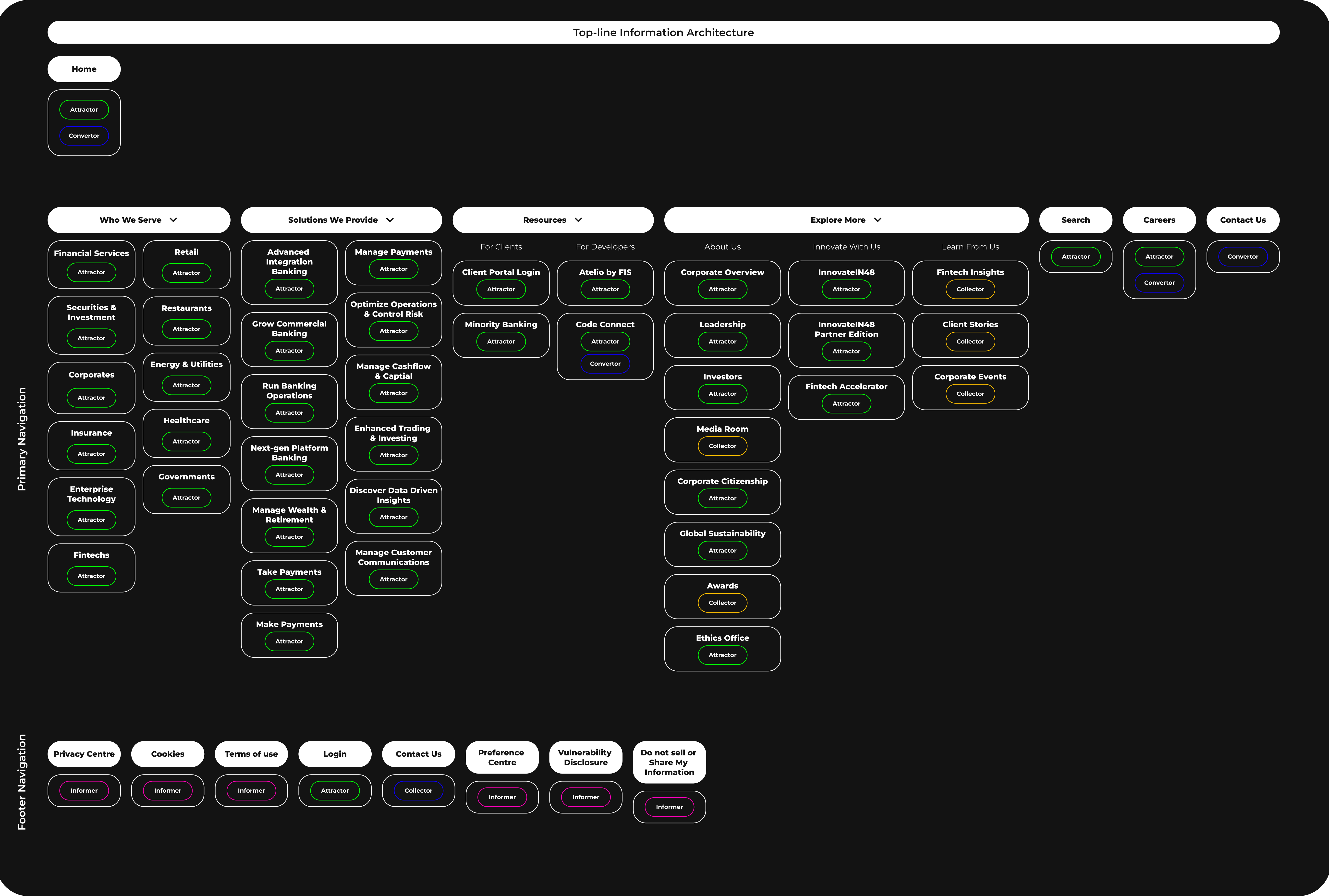
Lacking Approach / Capabilities

Clunky UX/UI

Despite having a progressive and modern look and feel and a clear top-line IA, the site suffers from performance issues from a lot of video content which makes the experience clunky and jarring.

Hub Overload

FIS has a lot to share and for a lot of user types. This ends in an IA that feels never-ending in exploration and depth. Despite this information feeling necessary for end users, it does make labour exploration.



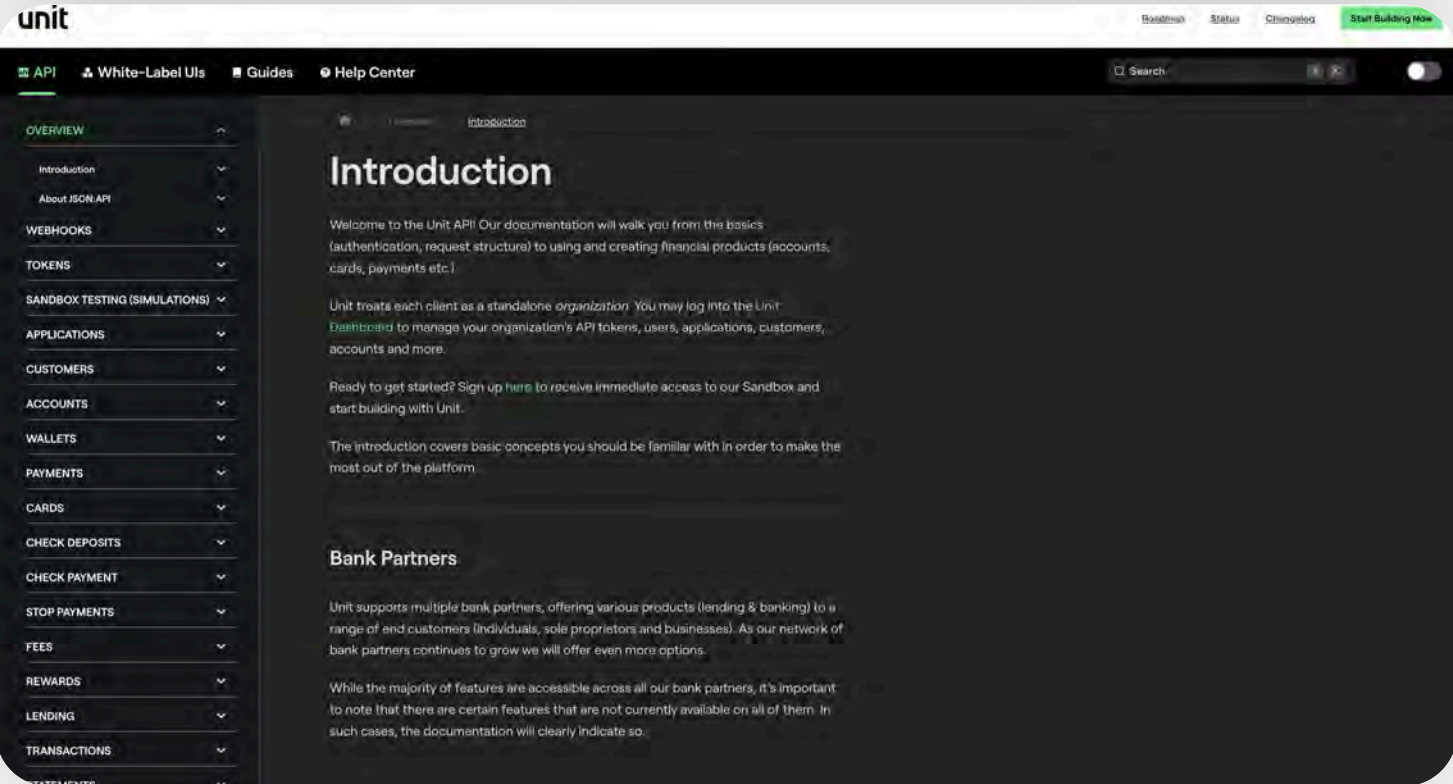
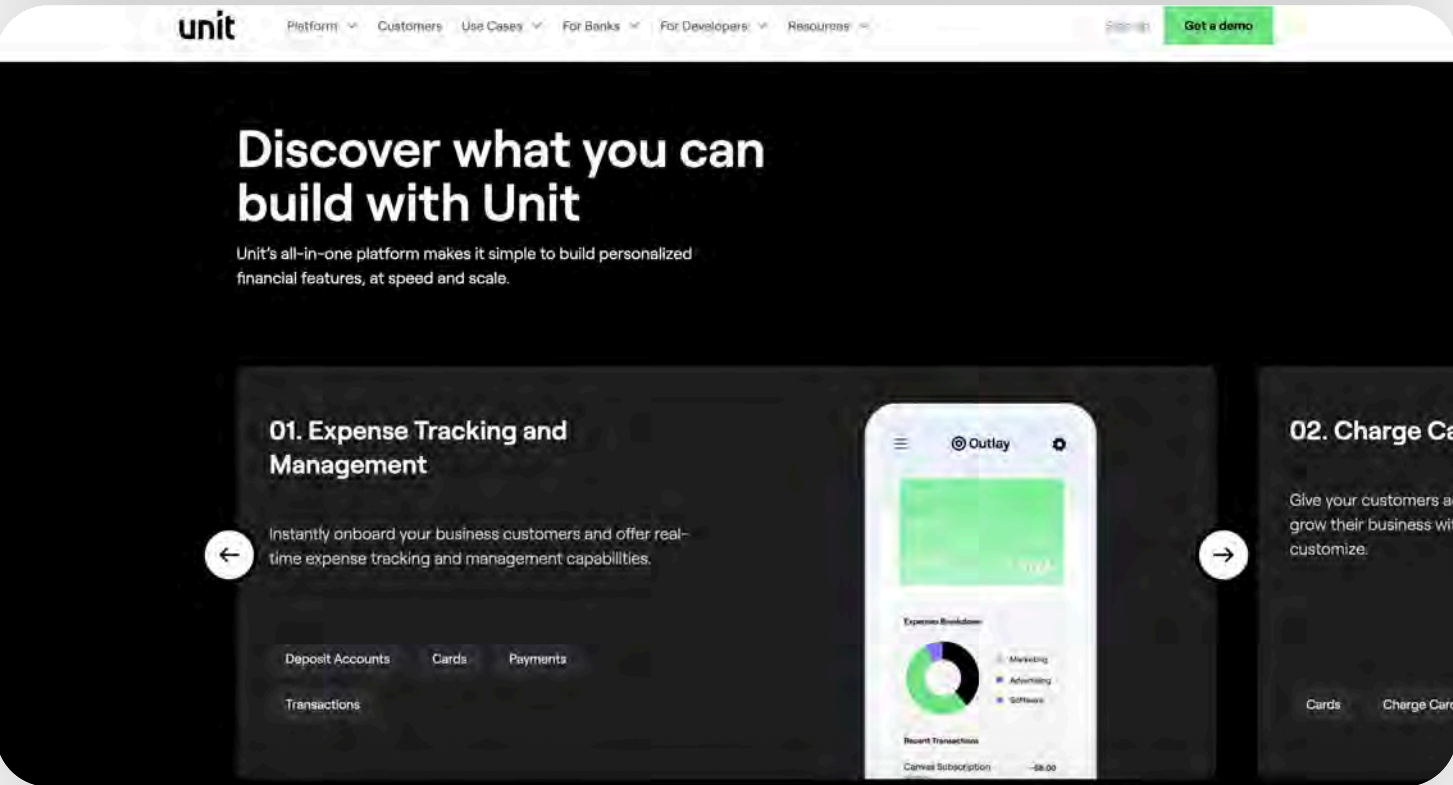
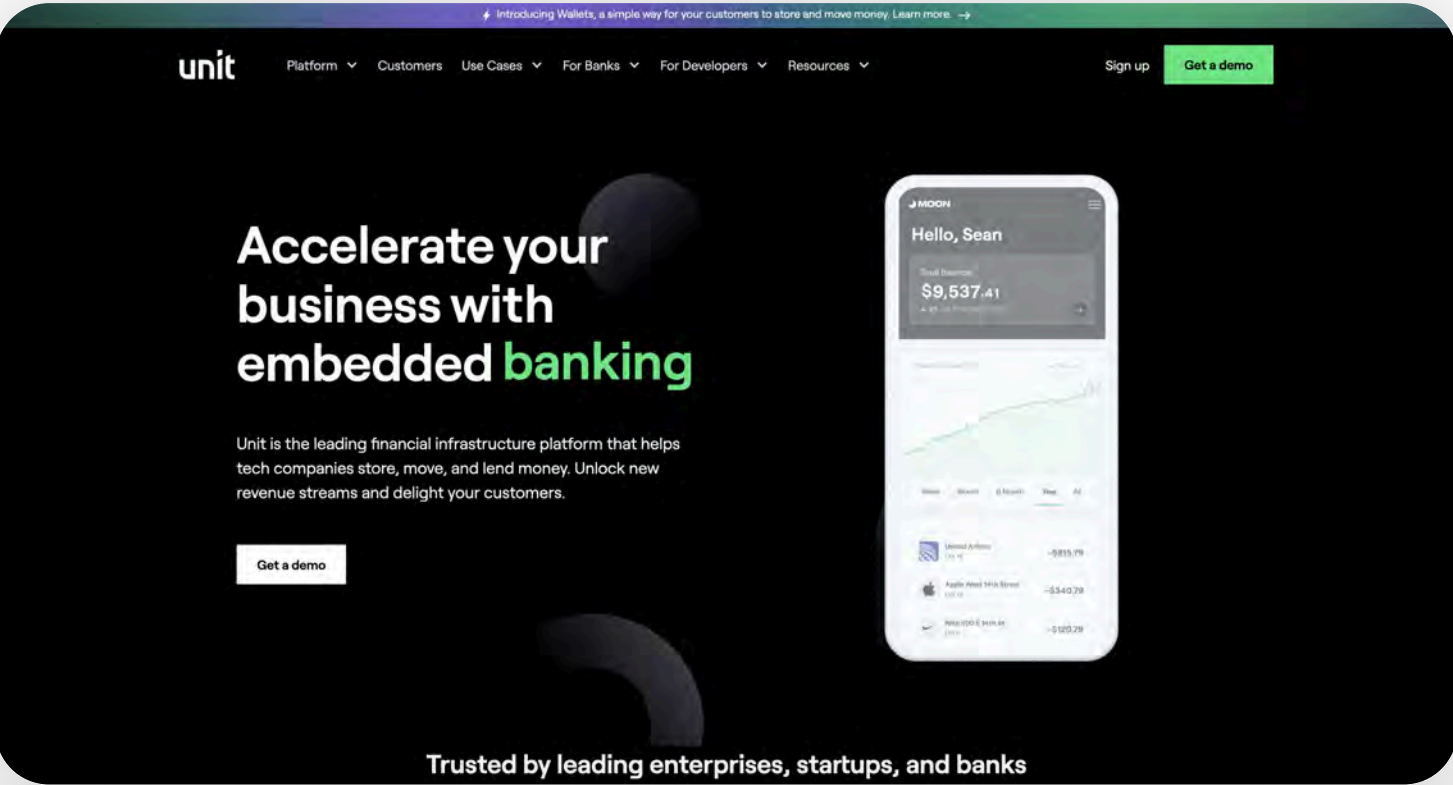
Value Position

“Accelerate your business with embedded banking”

Verbal Branding

Unit is the leading financial infrastructure platform that helps tech companies store, move, and lend money. Unlock new revenue streams and delight your customers.

Visuals



Visual Hierarchy

Platform Overview

Unit is thorough in providing a holistic vision and understanding of their product offerings. They provide dedicated hubs for everything from lending, features, integration and changelogs.

User Lens

Unit provides a dedicated hub for their core users from banking, freelance and consumers. This helps to create a easy entry point for user mindsets and needs and therefore promotes a quicker journey to understand their products and potentially convert.

Evidence Driven

Unit provides a dedicated customer hub so users can understand who has mobilized their products and also to what success. Unit houses numerous case studies and success stories in order for users to gauge how it solved their client problems.

Bank & Developer Resource

Unit provides dedicated hubs for both banks and developers. This provides a easy access point for these user types as banks can understand Unit's security measures and integration and developers can attain API documentation for revision or application.

Career Hub

Unit provides a lite career hub that gives context to the company culture, their points of difference as a company, what their core tenants are, perks, job exploration as well as internal testimonials.

Integrated Tooling

Unit provides a profit margin calculator for banks so they can get a prospective number on how Units services and platforms can improve their overall margin.

Messaging

Clear & Concise

Unit is concise and clear in it's messaging. It tells users how it can help, how it is different and what the impact will be. This supported in both it's design and IA structure, which is succinct and simple but also detailed and efficient.

Assured

Unit are assured in their language through saying things as they are. They point to a proposition of ease, efficiency, discovery, production or increased revenue.

Conversion Paths

Contact Us & Newsletters

Unit mobilizes a standard contact us and newsletter portal to help convert users.

CTA Banners

Unit mobilizes standard end of page narrative CTA banners to help nudge user conversion.

Self Sign Up

Unit provide a sign up portal for any curious or committed user who wants to learn and explore more about the integration and services of Units platforms.

Feature Opportunities

Product Features & Breakdown

- Perk & benefits breakdown
- Feature and product definition with 'excellent for' recommendations
- Product design and developer customization definition
- Integration ease and reassurance
- Certification
- How to build guides and 101 entry points for willing learners

Banking, Consumer & Freelance Cases

- Products by user need to help define requirements for potential clients
- Tailored benefits and perks breakdown
- Tailored language, content and testimonials for user mindsets

Testimonials, Evidence & Milestones

- Client testimonials
- Internal testimonials
- Metrics and business milestones
- Client milestones and metrics
- Revenue Calculator
- Certification

Wide Content

- Podcasts
- Articles
- Case Studies
- News
- Events
- Guides

Business Values & Identity

- Mission
- Who We Are
- Our Team
- Press releases
- Industry compliments and recognition
- Compliance

Career Pathways

- Culture breakdown
- Perks and benefits
- Points of difference
- Tenants
- job exploration

UX / UI Feel

Progressive

Clean

Visual

Language Persona

Assured

Professional

Technical

Downloaded Collateral

NA

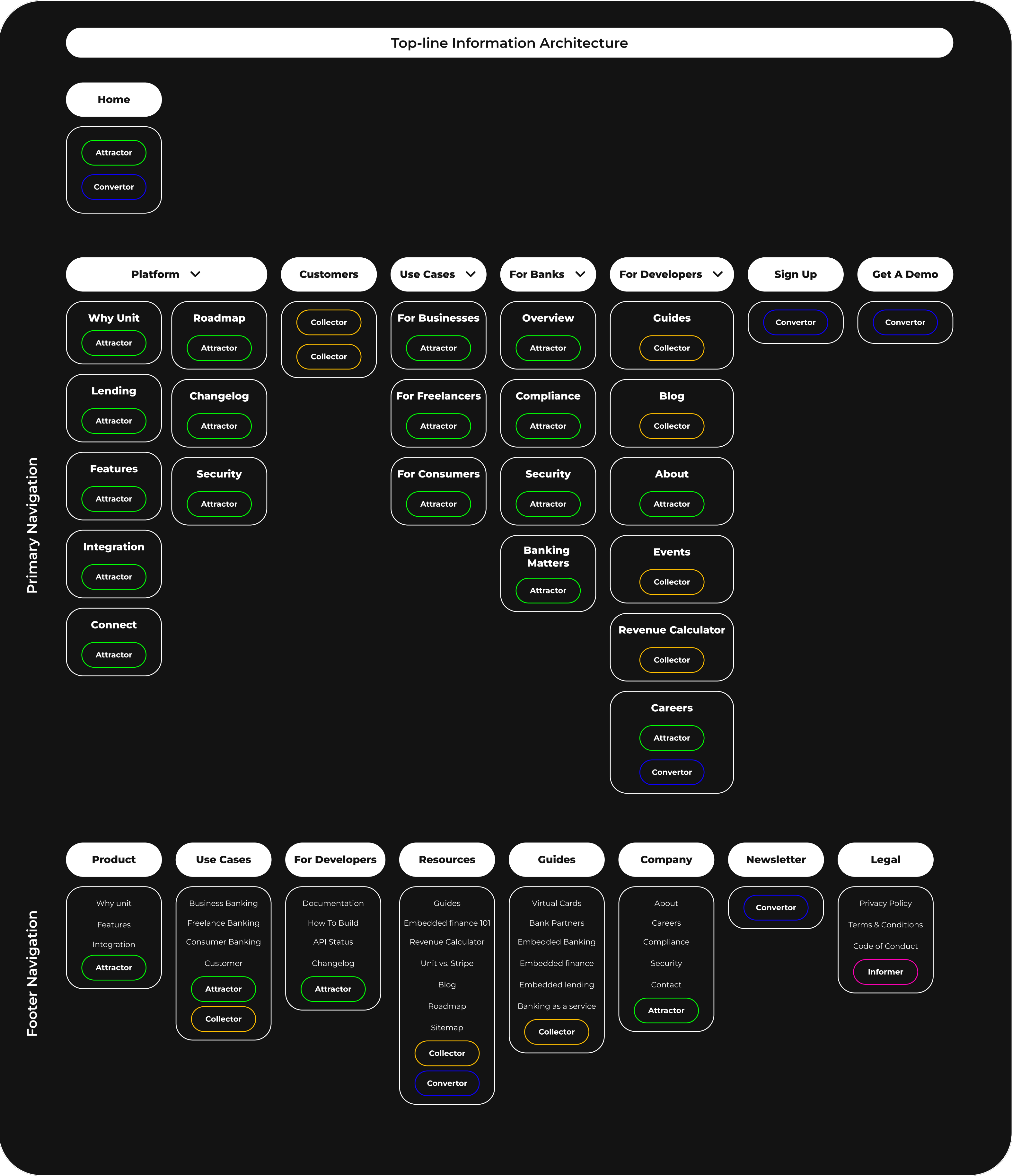
Lacking Approach / Capabilities

IA Tightening

Unit has an easy site as far as exploration but some of it's definitions in the top-line IA could be defined more succinctly.

Lack of How to Engage

Unit does not give a sense of what it looks like to commence a client journey with them not what it looks like as far as support once a business has converted.



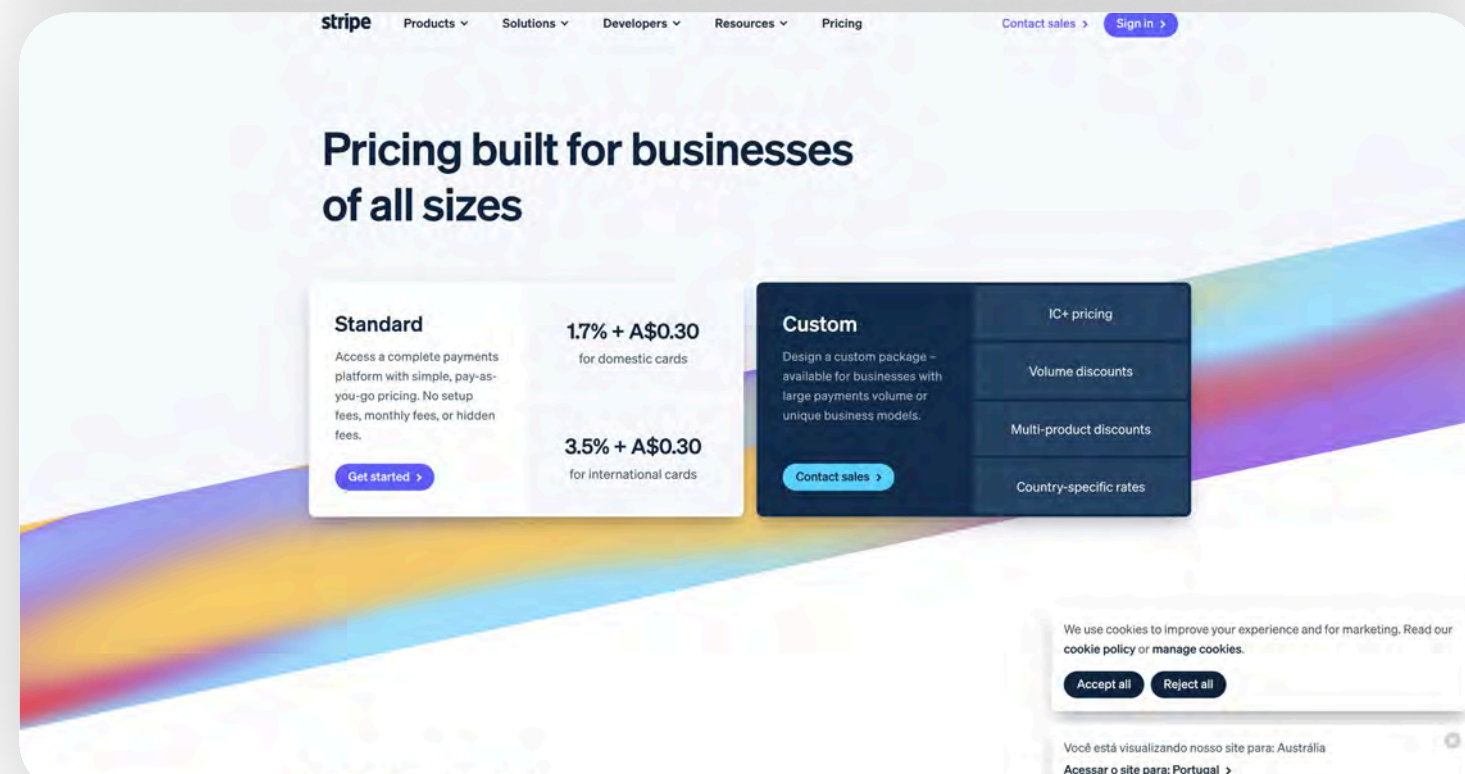
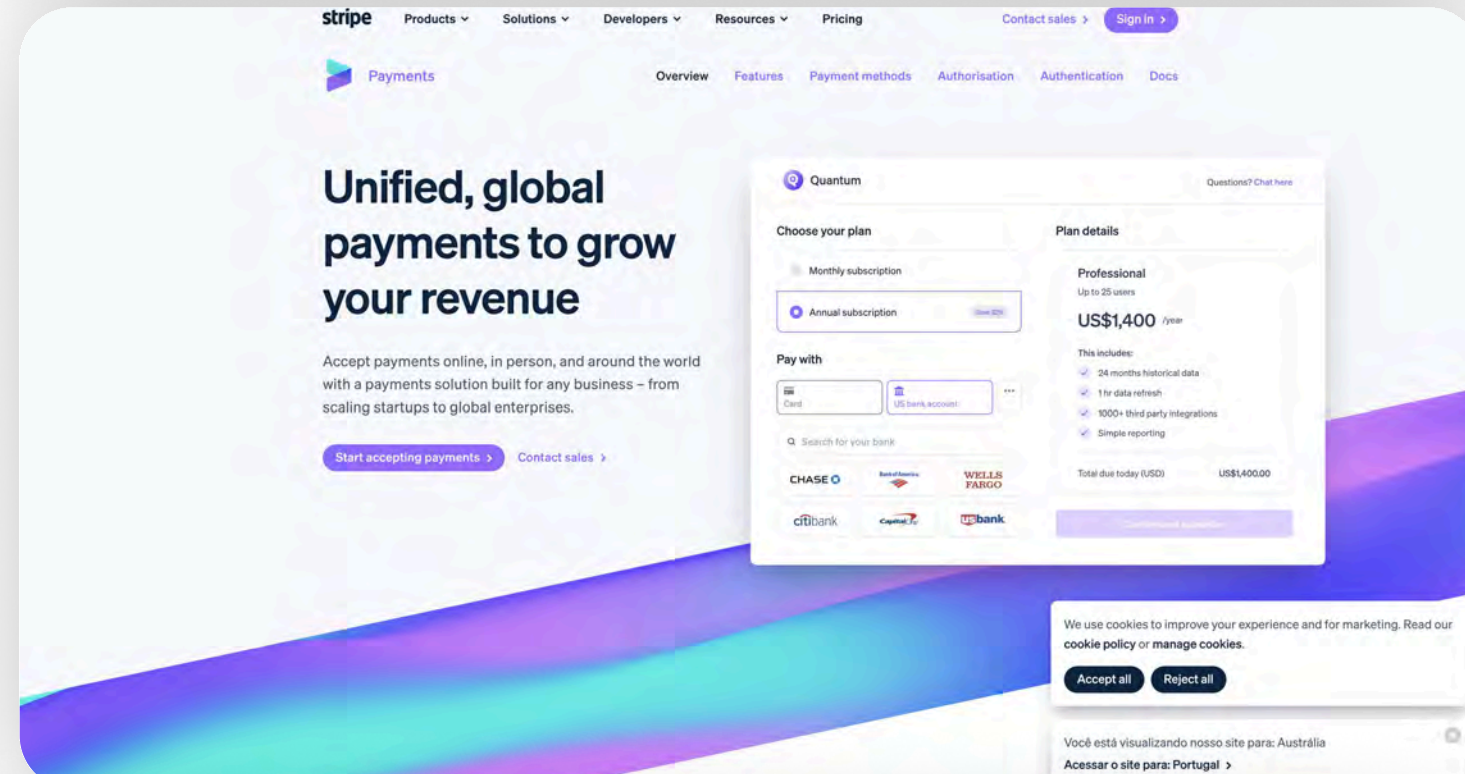
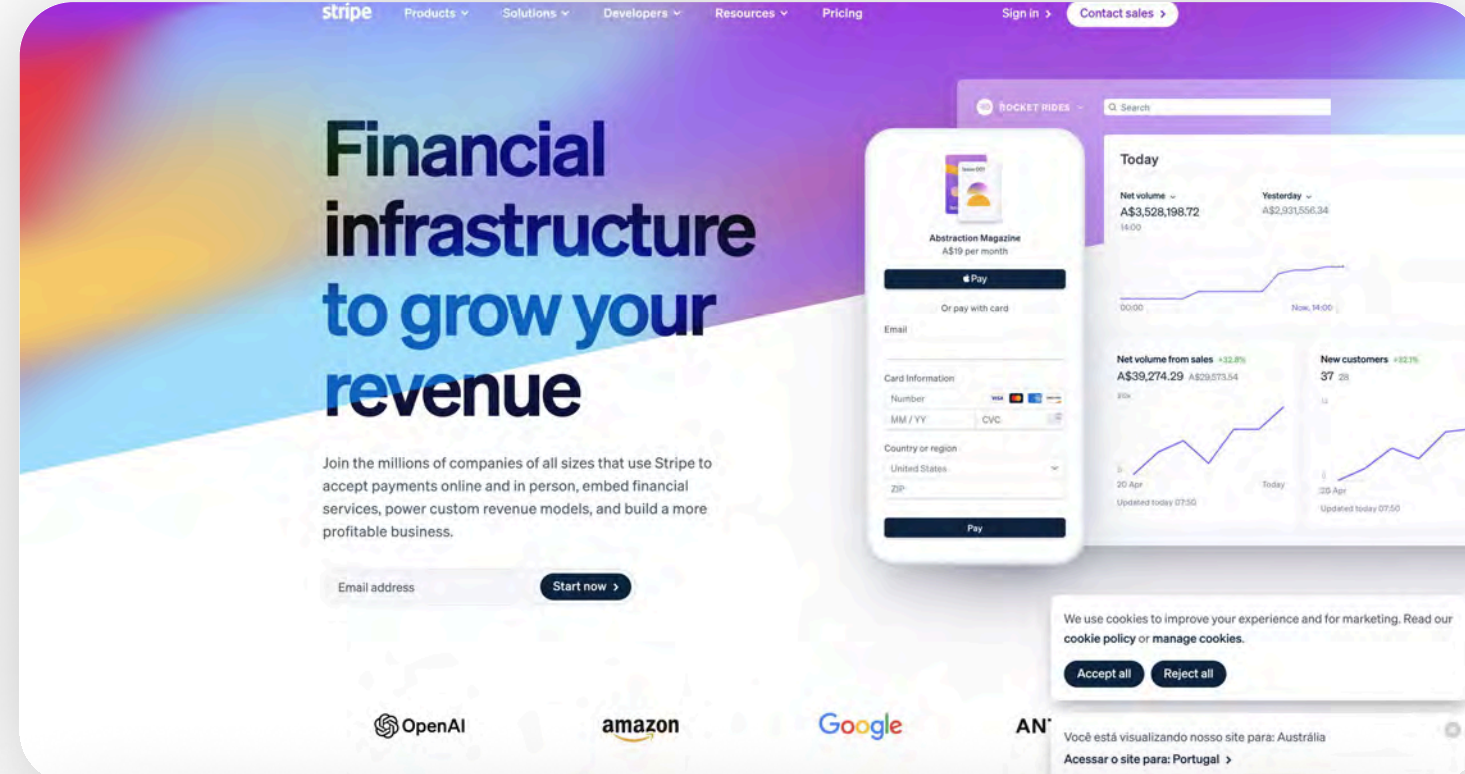
Value Proision

“Financial infrastructure to grow your revenue”

Verbal Branding

Join the millions of companies of all sizes that use Stripe to accept payments online and in person, embed financial services, power custom revenue models, and build a more profitable business.

Visuals



Visual Hierarchy

Product Detailing

Stripe provide detailed and dedicated hubs for all their specific product features. These define how they work, feature inclusion, workflows, pricing, perks & benefits and customer stories. They are bespoke per each product as they are independent services that can be attained by incoming users.

Solution Centric

Stripe speaks to a myriad of mindsets from business stage, model, use case and overall client and business ecosystem for broader case study scenarios and contexts. This helps to adapt to the mindset and needs of its users so they can better understand how stripe products can be and have been integrated and used.

Evidence Driven

Stripe provide a myriad of evidence driven content to help reassure users. This ranges from developer documentation, customer stories, testimonials, partner hubs and listings and business milestones.

Wide Resource

Stripe provide an array of content from customer success stories, case studies, blog, guides, developer documentation, news and press.

Developer Hub

Stripes developer hub is rigorous in its offering from API documentation, changelogs, SDK libraries, code samples and guides.

Career Hub

Stripe has a focused career hub that also speak to its overall culture, worldview, challenges, impact and community. They also provide a dedicated jobs page with search and filter capabilities, full descriptions and application portals.

Messaging

Clear Propositions

Everything from module titling to the IA provide clear page narratives and intentions to inform their users. This helps to shape and define how they can impact businesses, what they do and why they are right for certain structure and business types.

Growth Emphasis

Where they can, Stripe often emphasise their impact on their clients growth and they use modules with metrics and clear growth messaging to emphasise their successes with their ongoing clients.

Conversion Paths

Contact Sales

Stripe mobilises a standard contact sales global CTA to help drive user conversion.

CTA Banners

Most page narratives finish with a CTA banner to nudge user engagement.

Self Sign Up

Stripe provide an open sign up function to invite users to explore their products and dashboard experience and capabilities

Feature Opportunities

Product Features & Breakdown

- Interactive and fluid infographic images
- How they work, benefits & perks, bespoke customer stories, feature breakdowns, workflows, integration ease and documentation

Type, Model & Use Case Definition

- Perks & benefits
- How their products can help and have an impact explainers
- Documentation exploration
- Relevant customer stories
- 'At a Glance' holistic product and feature mapping
- Pricing
- Infographic service mapping
- Scalability, reach and reliability reassurance

Testimonials, Evidence & Milestones

- Detailed customer success stories & exploration
- Holistic client success metrics
- Global company milestones and impact

Business Values & Identity

- Newsroom
- Press releases
- Dedicated job and culture hub

Developer Hub

- Documentation for APIs, SDKs and guides
- Changelogs
- Code Samples
- Get Started guidance
- API Status
- Stripe apps
- Search bar
- Exploration by product
- Developer tools
- Create account and sign in

Career Pathways

- Dedicated culture hub
- Values, challenges, worldview, impact, benefits and community
- Search & filter job exploration
- Detailed job listings
- Application portal with upload function

UX / UI Feel

Progressive **Innovative** **Clean**

Language Persona

Clear **Assured** **Transparent**

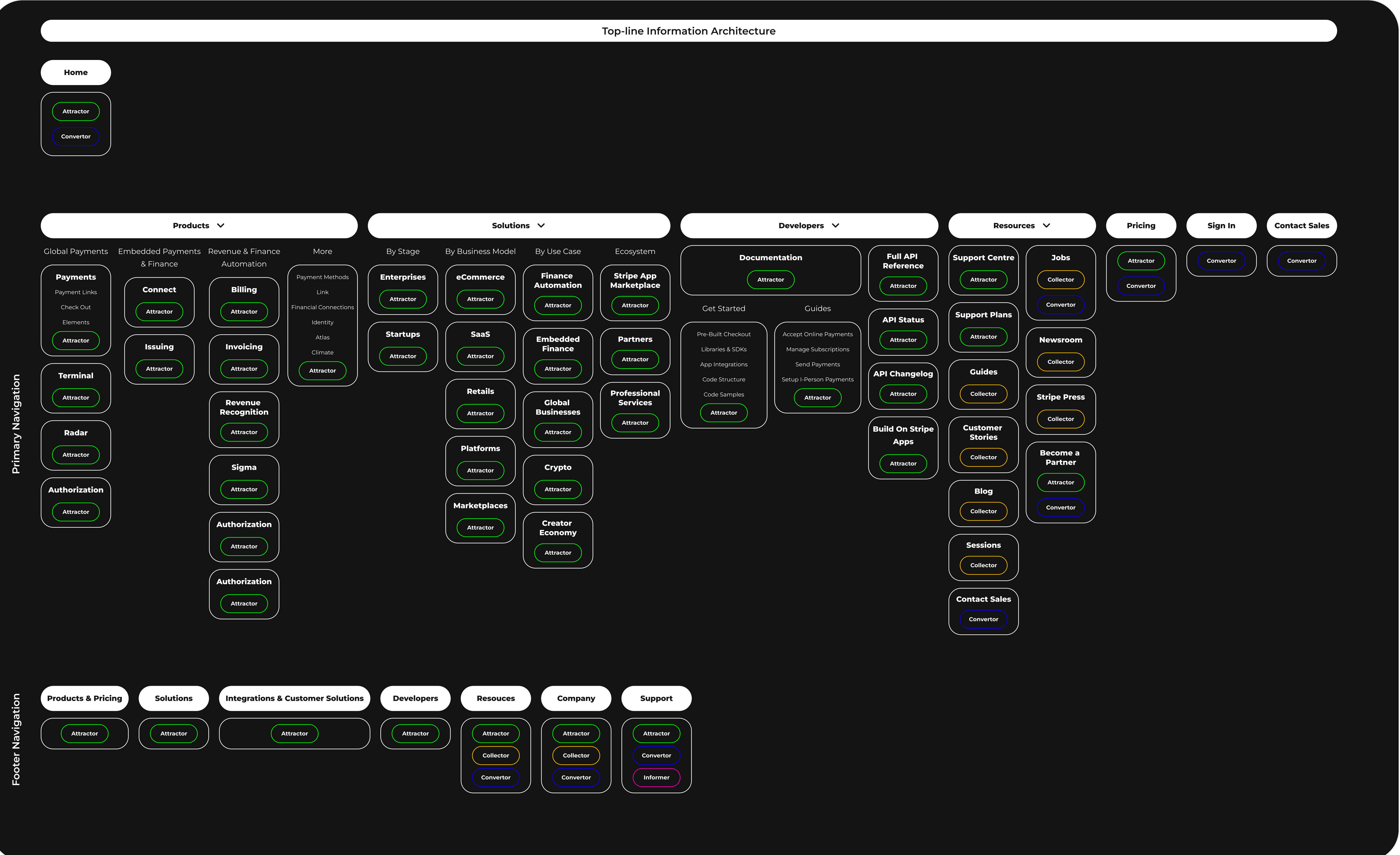
Downloaded Collateral

NA

Lacking Approach / Capabilities

IA Overload

The IA, despite being quite well structured for such a multi faceted product offering, does suffer from IA cognitive overload and does pose questions for end users as to where they should start.



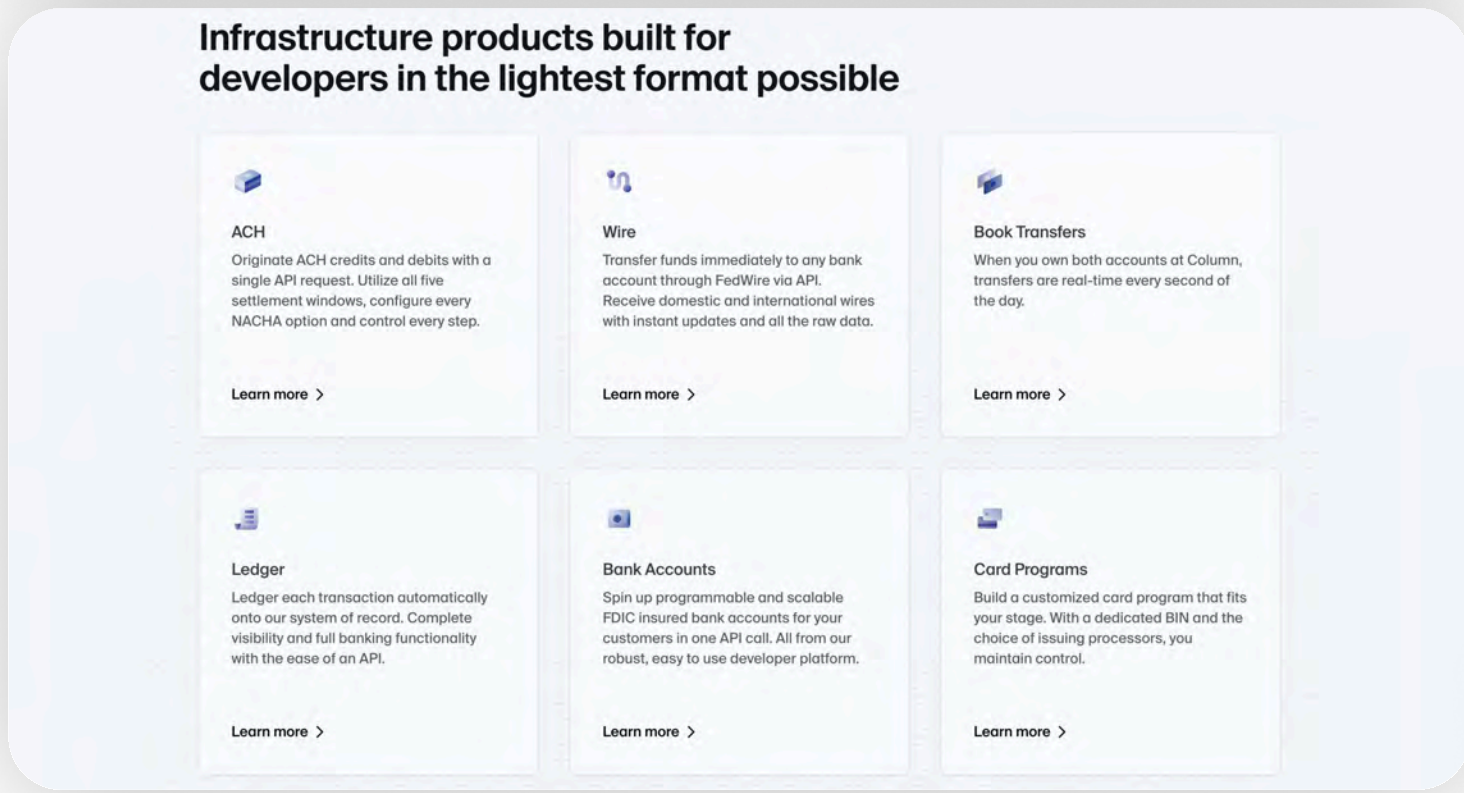
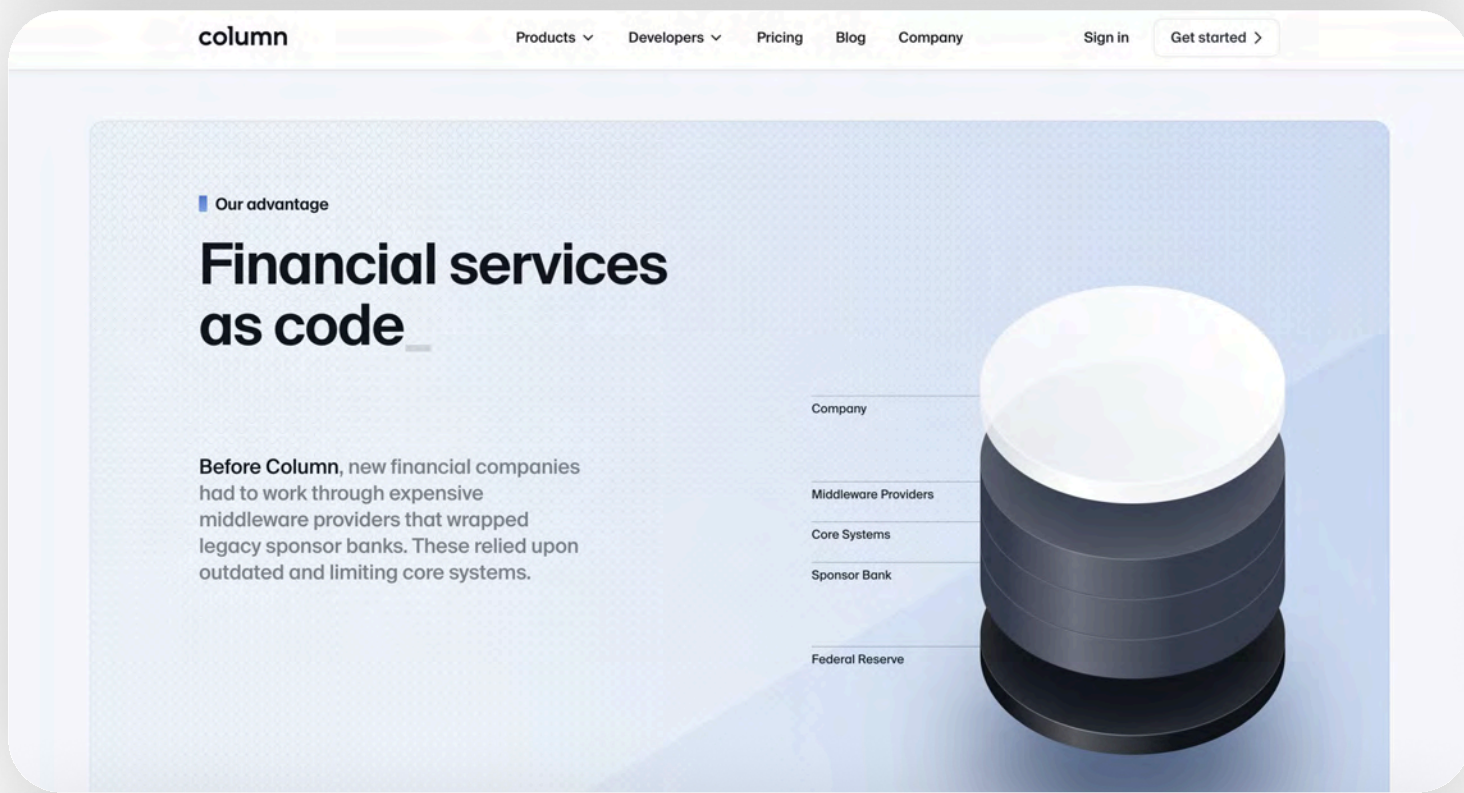
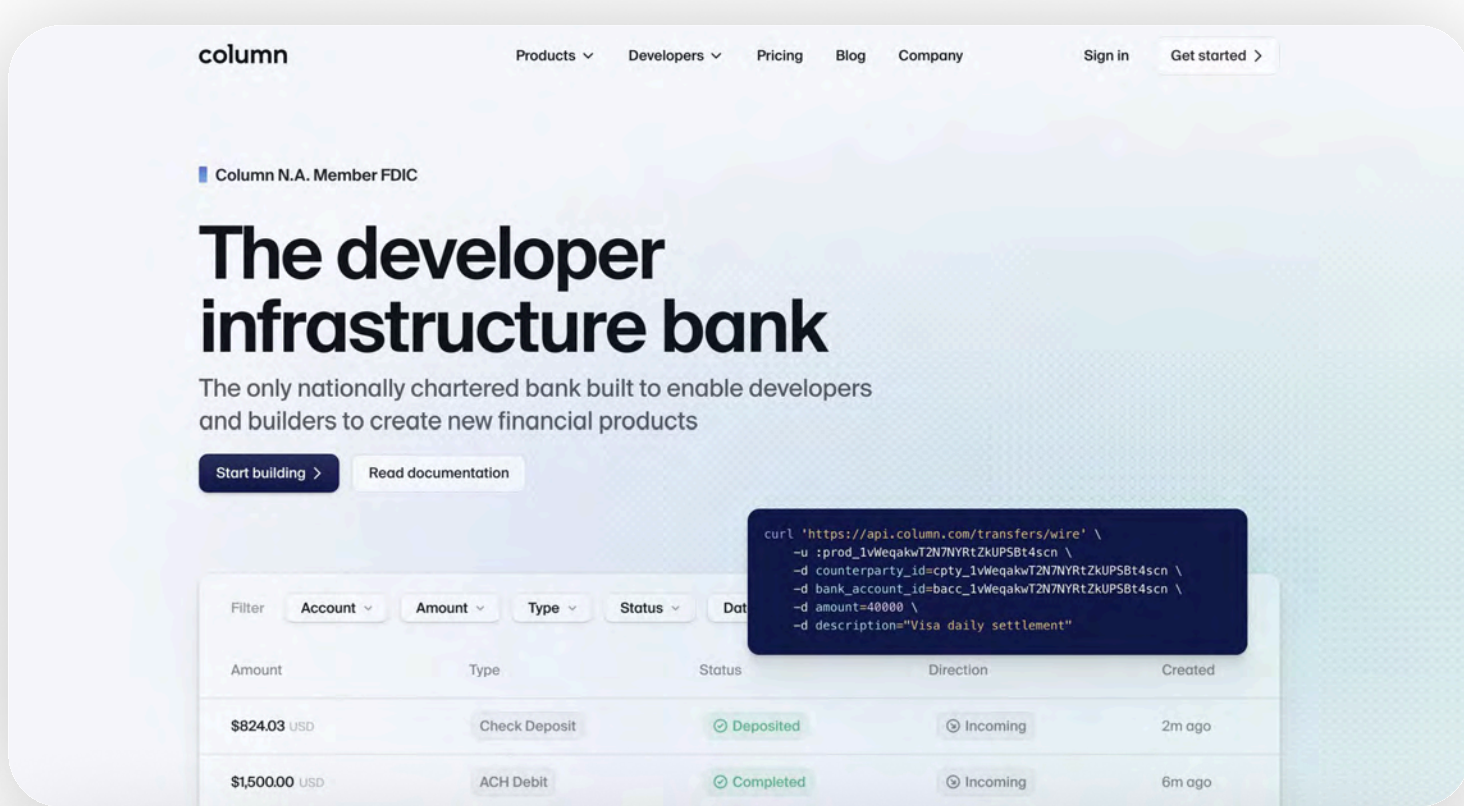
Value Position

“The developer infrastructure bank”

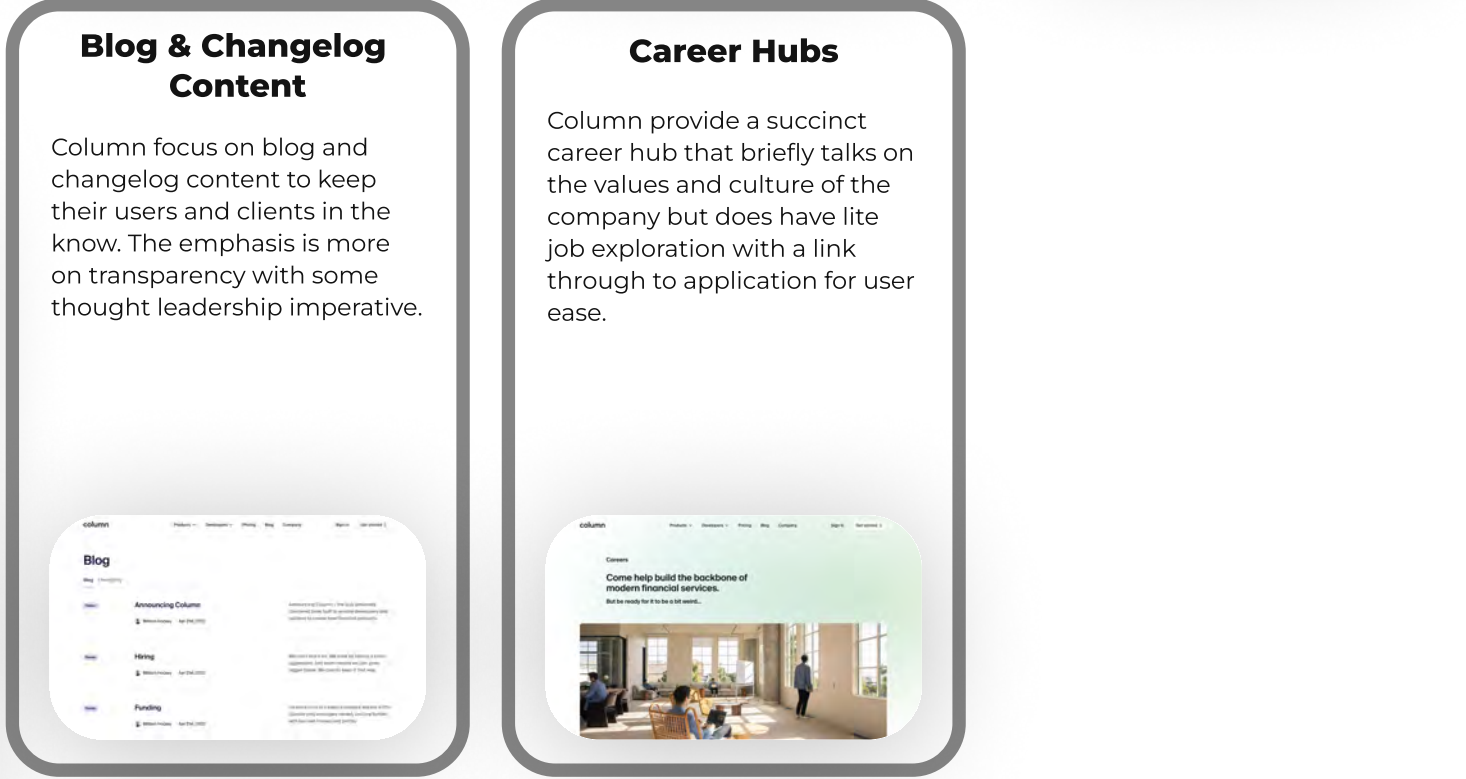
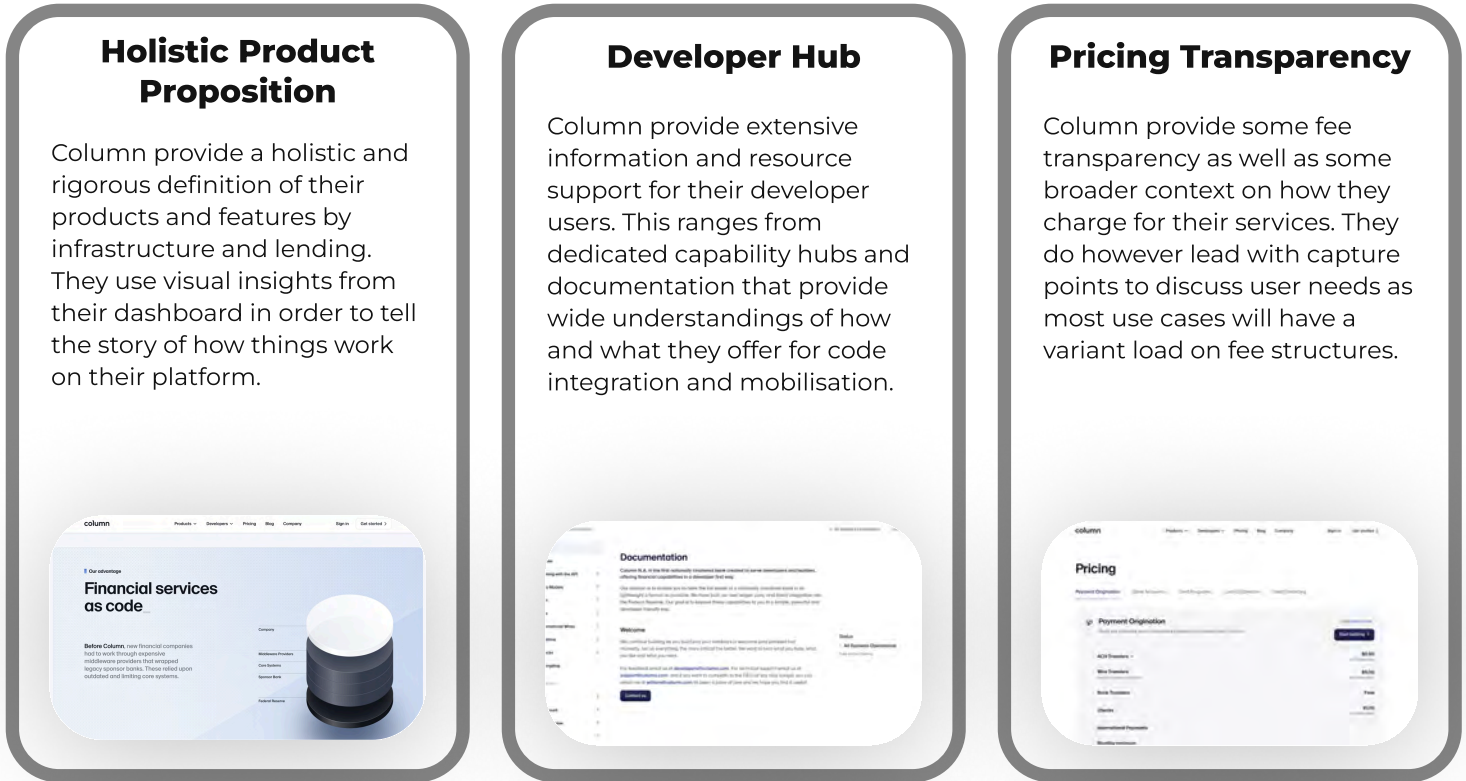
Verbal Branding

The only nationally chartered bank built to enable developers and builders to create new financial products

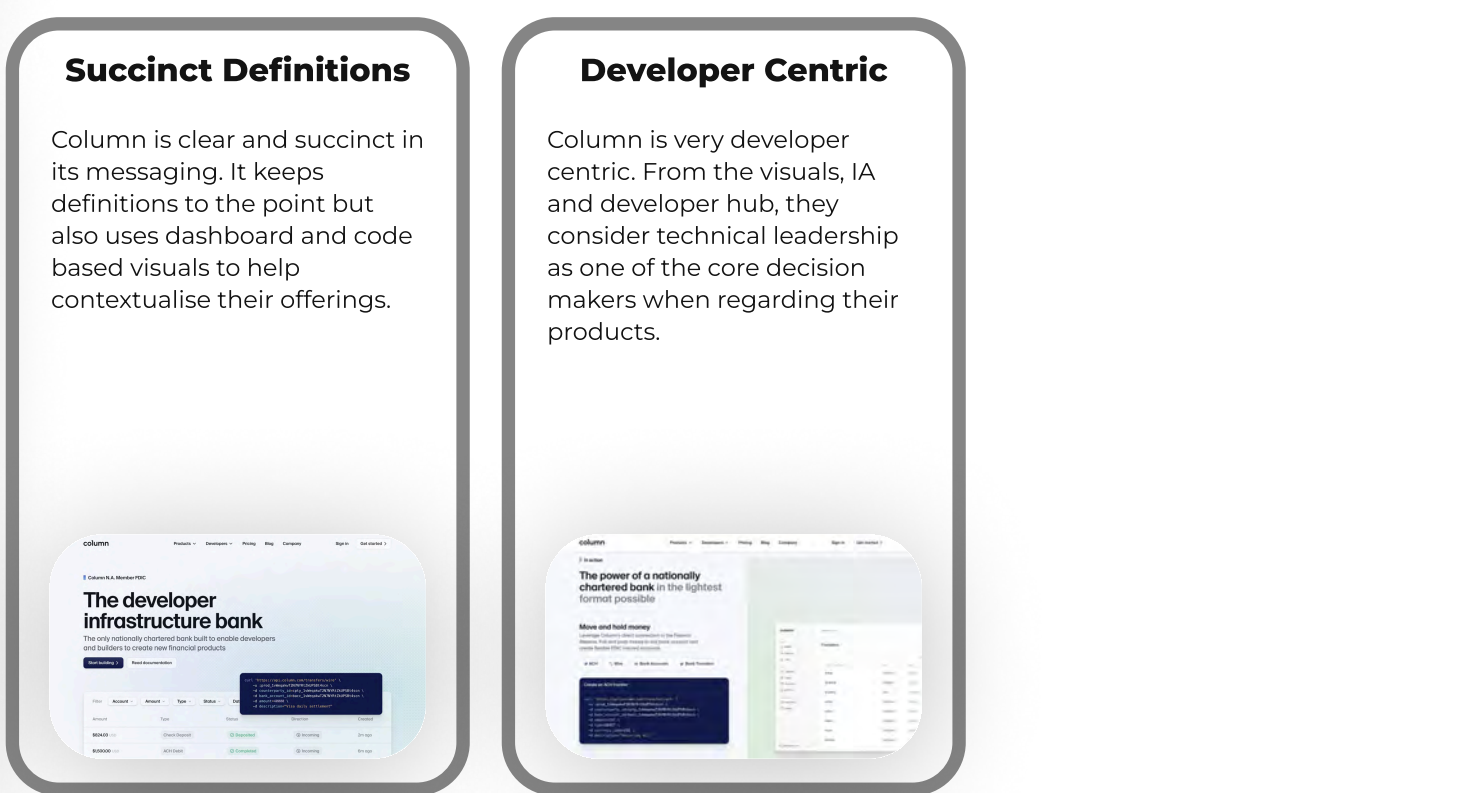
Visuals



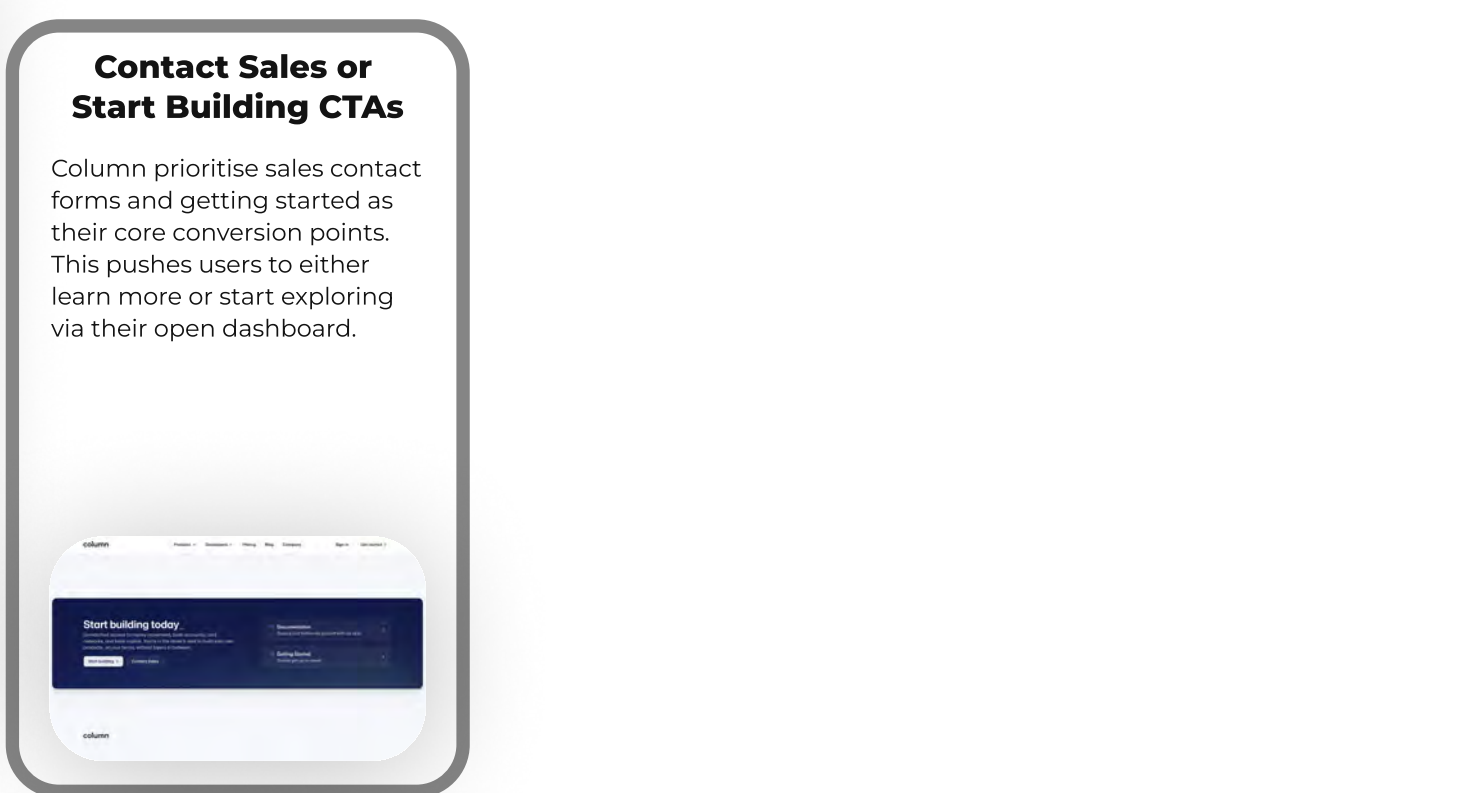
Visual Hierarchy



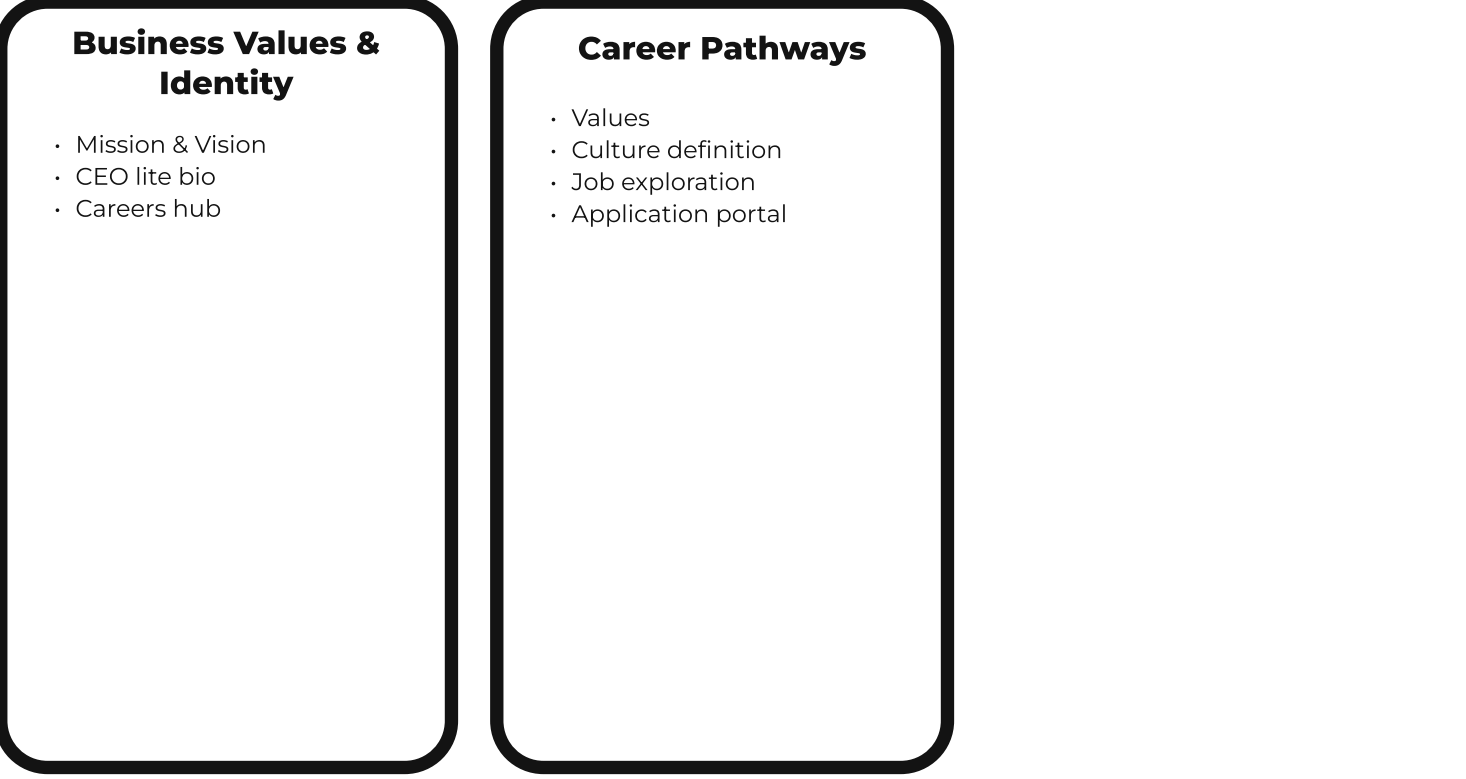
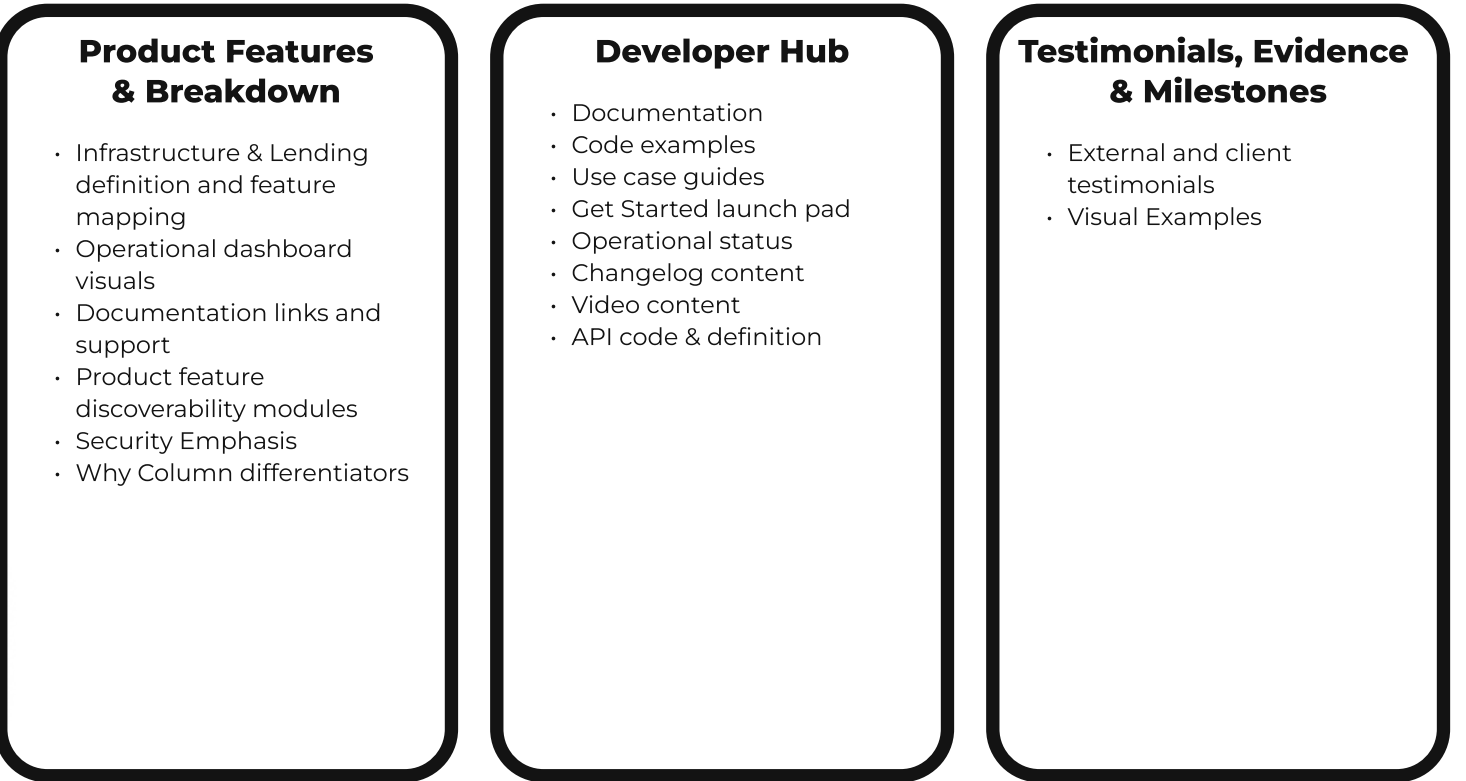
Messaging



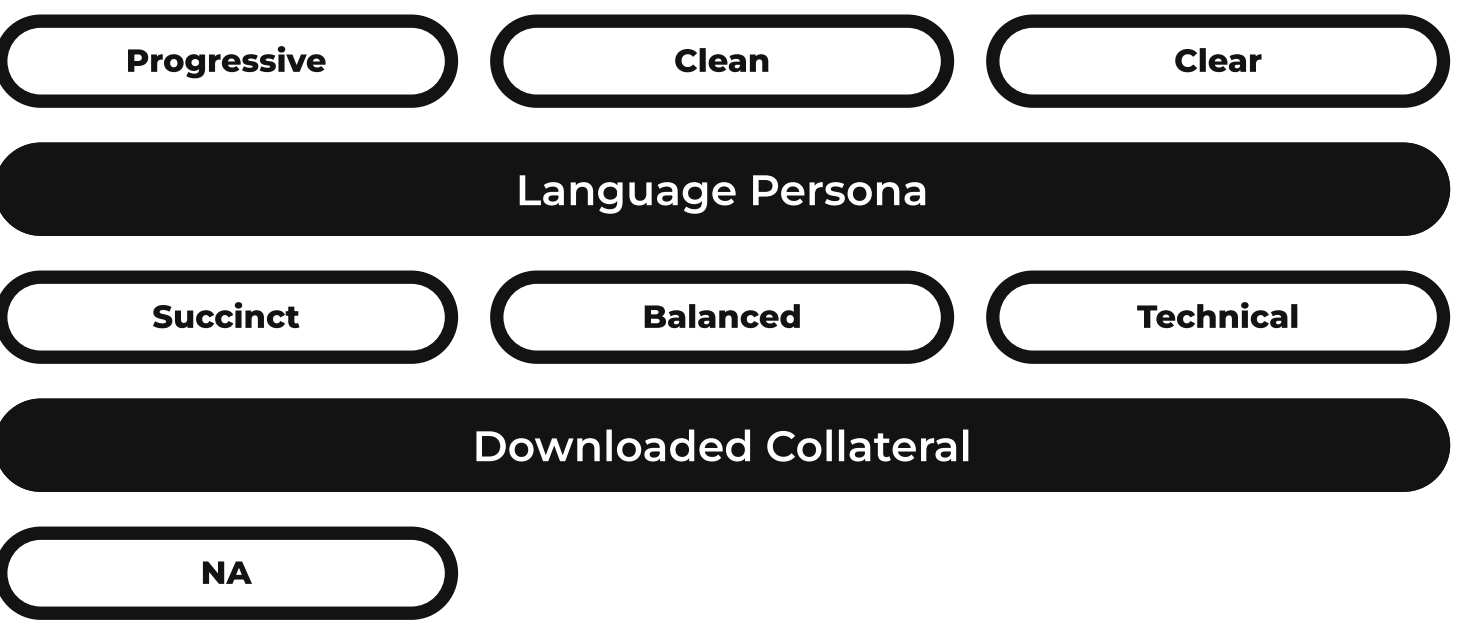
Conversion Paths



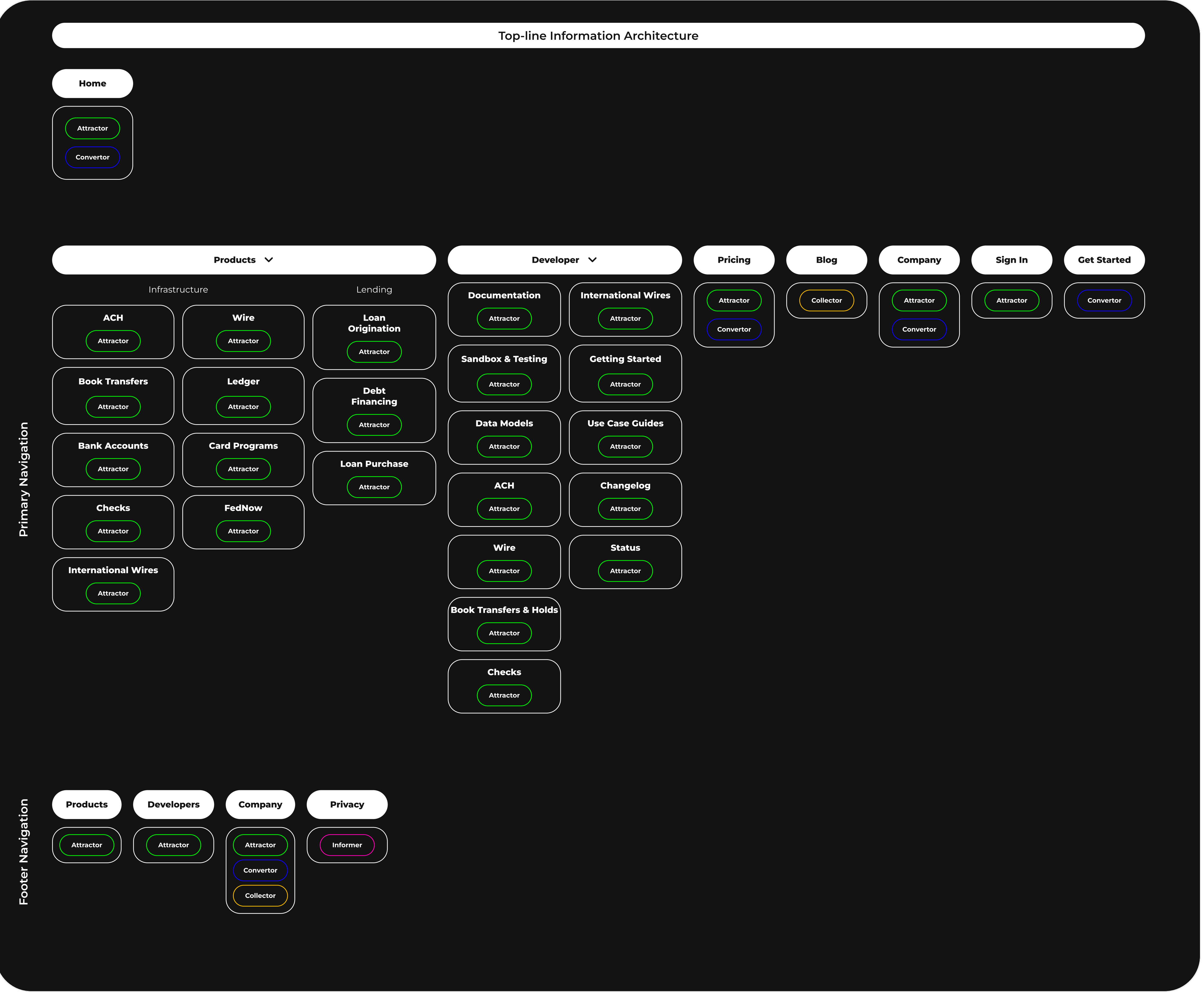
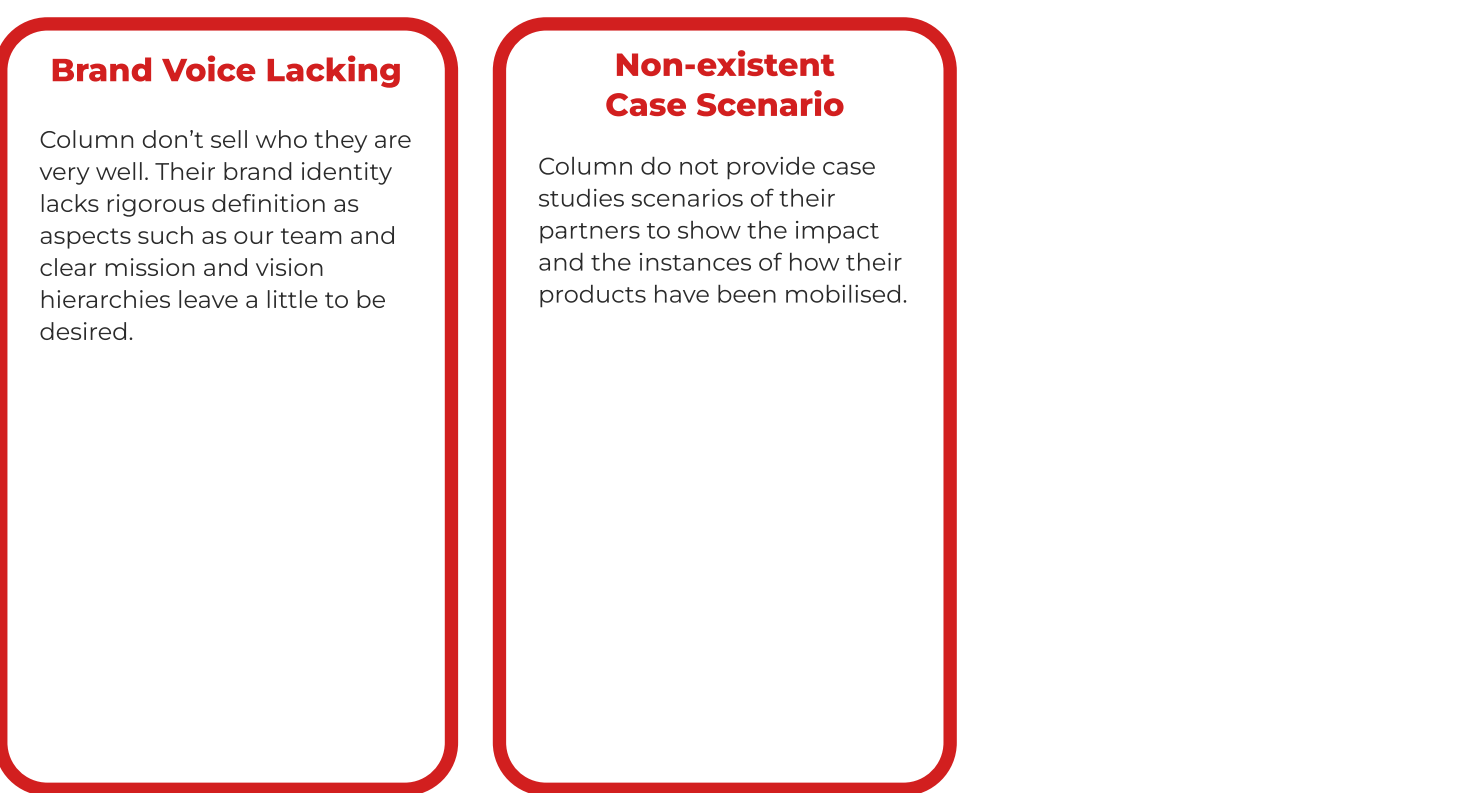
Feature Opportunities



UX / UI Feel



Lacking Approach / Capabilities



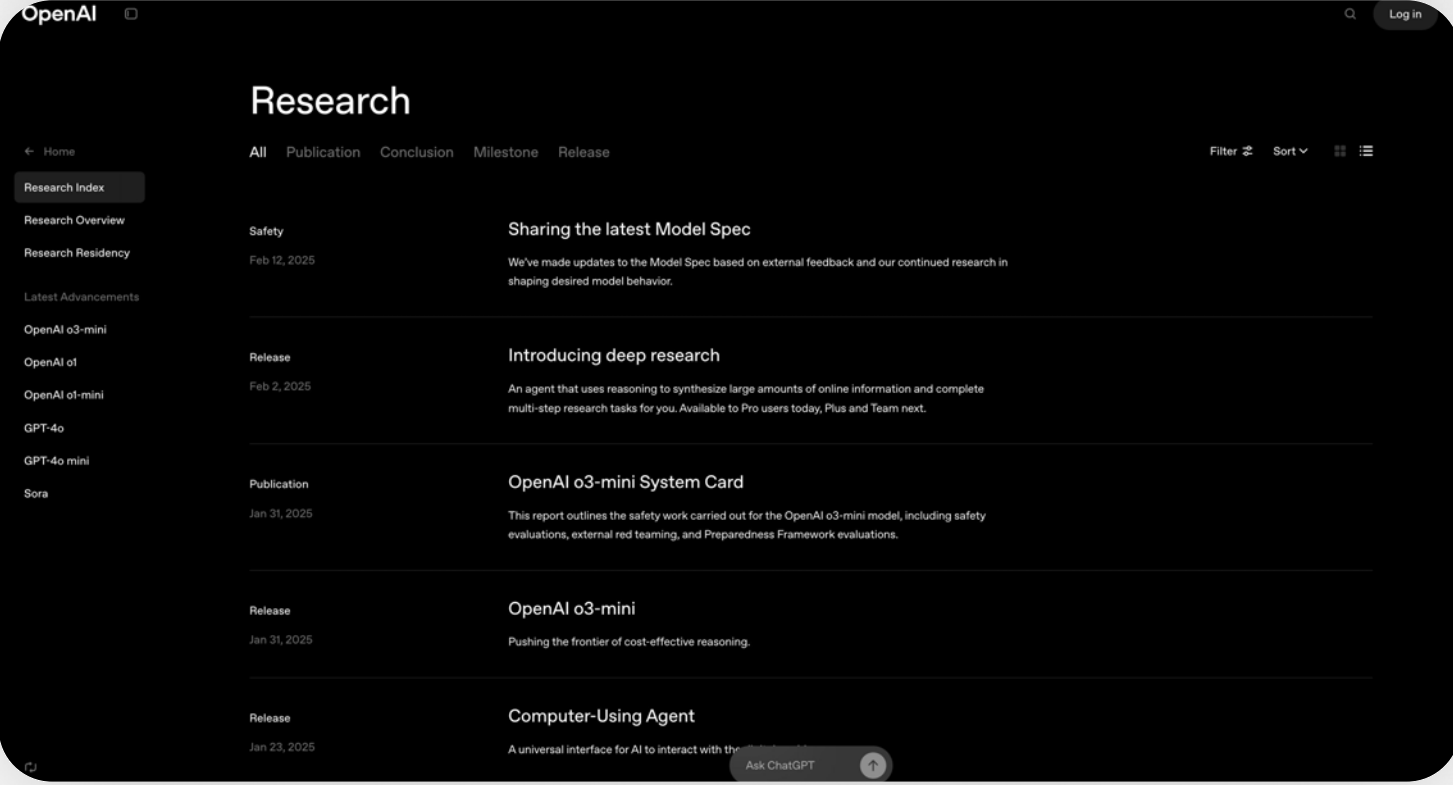
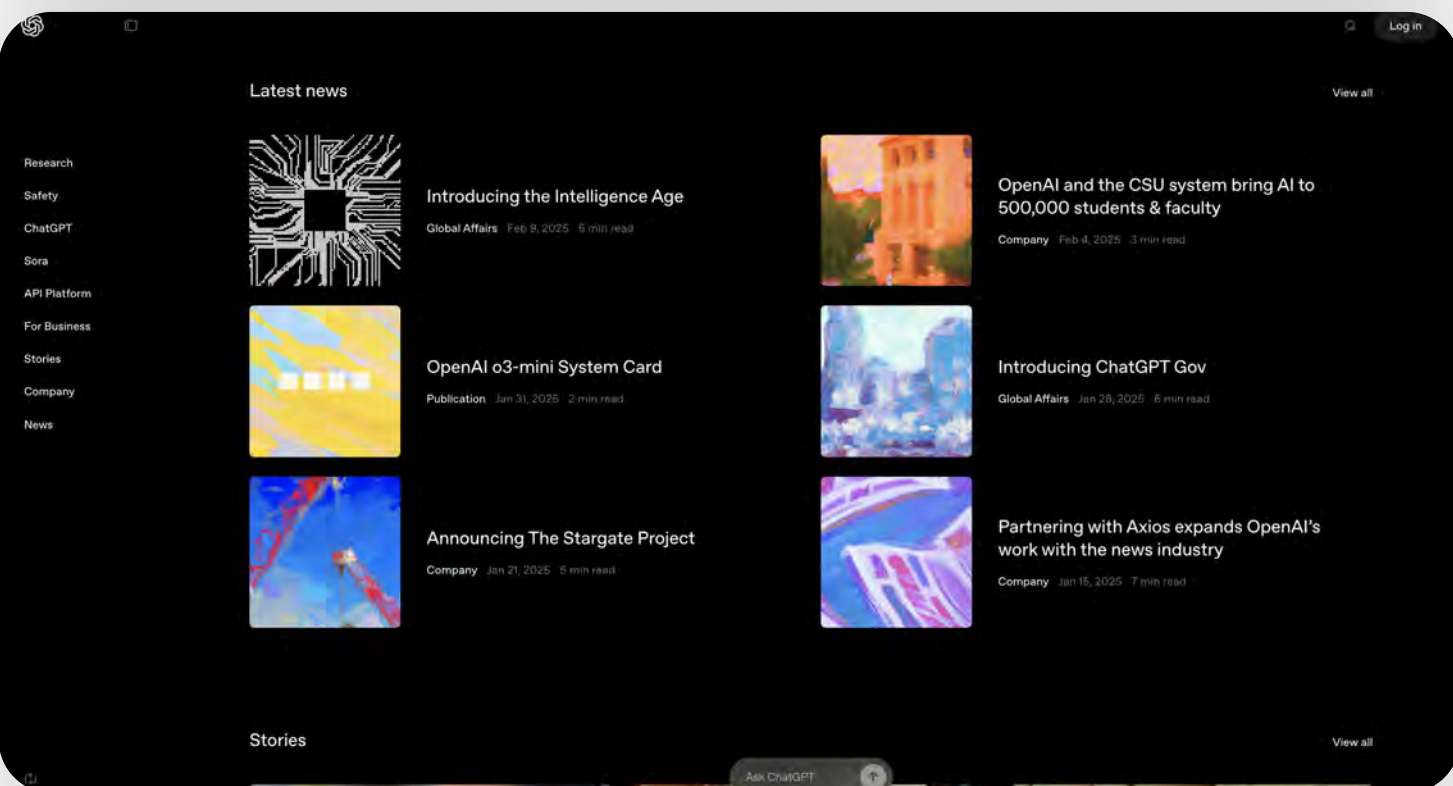
Value Proosition

“What can I help with?”

Verbal Branding

OpenAI is an AI research and deployment company. Our mission is to ensure that artificial general intelligence benefits all of humanity.

Visuals



Visual Hierarchy

Product Lead

OpenAI lead with their product proposition by providing immediate access via an open portal. They also provide rigorous detailing on their various products, their features, how they can help businesses and be used as well as linked out access to documentation.

Research Driven

OpenAI is research lead. They show the quality of their products by giving insight into their data management and model structures. This shows the roadmap of the product whilst also setting out some of the key functions of their offerings.

Ethics & Ethos

Considering OpenAI is an AI generator tool, ethics and the use of AI is at the forefront of their communication as they want users to know their sound approach and considerations.

Customer Centric

OpenAI provide a rigorous partner finder to discover various client success stories, their problems and the solutions that OpenAI were able to achieve in these partnerships.

Wide Content

OpenAI provide an array of resources and content from news, help centers, developer hubs, blog, video content, news and partner stories. Not to mention, they also allow free access to one of their AI generators to test and freely explore their features.

Career & Culture Hub

OpenAI provides a rigorous career hub that captures their ethos, mission, ethical approach, benefits, culture, resources, residencies and job opportunities. Their career hub provides a location and department filter with a dedicated job description and application portal.

Messaging

Crystal Clear

OpenAI is short and simple in its comms approach. Their brand language is about simplicity and clarity and they carry this forward through concise definitions and CTAs.

Ethics Driven

OpenAI is all about ethical AI and they carry this brand persona through their language and messaging.

Conversion Paths

Download & Login

OpenAI engagement occurs through downloading one of their many products and creating an account or logging into their user dashboard.

CTA Banners

OpenAI mobilizes standard end-of-page narrative CTA banners to nudge user engagement.

Feature Opportunities

Product, Features & Breakdown

- Product portal (active)
- Capability examples and definitions
- Team, enterprise and educational impacts
- Pricing
- Download CTAs
- Testimonials
- Benefits
- Security and privacy measures

Testimonials, Evidence & Milestones

- Client testimonials
- Client success stories
- Partner finder

Business Values & Identity

- Vision
- Latest Research
- Business structure
- Latest Products
- Company charter

Developer Hub

- Dedicated documentation hub
- Cookbook
- Develop chatbot
- Dedicated developer forum
- Platform overview
- Dedicated API CRM login

Career Pathways

- Benefits breakdown
- culture and ethos
- Available residencies
- Job exploration
- Location and department filter
- Application portal

UX / UI Feel

Progressive Clean Supportive

Language Persona

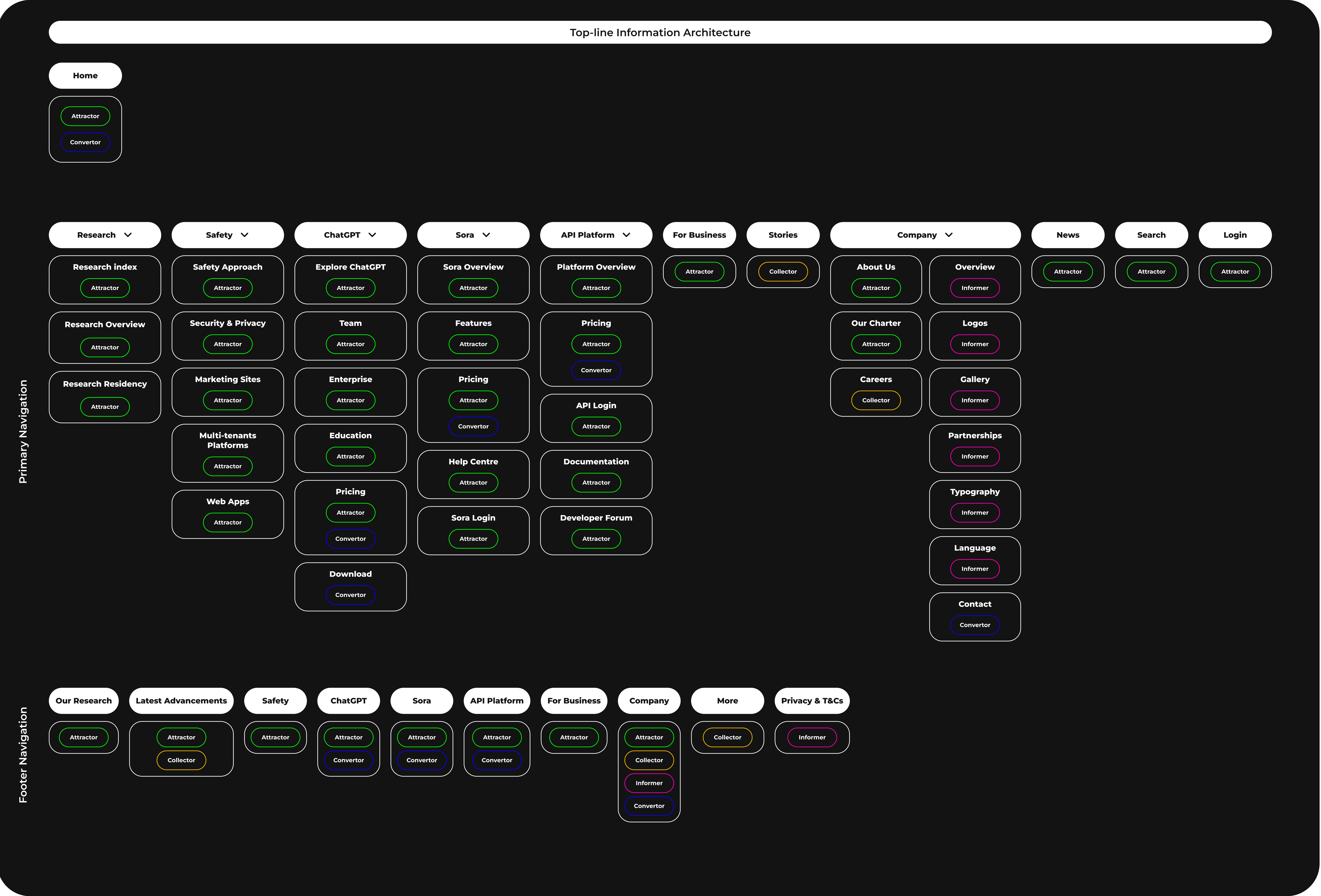
Simple Ethical

Downloaded Collateral

PDFs Product

Product Definition Scattered

Despite the hands on approach in giving access to their AI capability voo the chatGPT portal on the site, the site is scattered in its distribution and clear definition of it's products due to the various use cases it can be used.



4.0

Feature Mapping: Direct & Related Comps

COMPETITORS:
ALL

Direct & Indirect
Feature
Mapping

Feature Key:

- Included
- Lightly Included
- Not Included
- Market Differentiators
- Opportunity Areas

| | CONTENT | | | | | | | | | | | | | | | | | | | | FUNCTION | | | | | BRAND | | | | | | | | | | RESOURCE | | | | | | |
|--------------------|--------------|--------------|--------------------|--------------|-----------------------|-----------------|----------|-----------------------|-----------------------|---------------------|--------------------|--------------|---------------|------------------------|-------------|----------|------------|----------|--------|---------|--------------|-----------------|--------------------|----------|---------------|----------|--------------------|----------|----------------|-----------------------|------------|-----------------|--------------|------------------------|---------------|-------------------|-------------|---------|------------------------|---|---|---|
| | Product Hubs | Feature Hubs | **Product Examples | Infographics | Animated Infographics | Differentiators | Benefits | Solutions & Use Cases | Compliance & Security | Client Testimonials | How We Work / Help | Case Studies | Video Content | News / Blog / Insights | Whitepapers | Podcasts | Newsletter | Webinars | Events | Pricing | Contact Form | Sign Up / Login | Search &/or Filter | Chat Bot | Bespoke Forms | About Us | Company Milestones | Our Team | Impact Metrics | Internal Testimonials | Career Hub | Job Exploration | Apply Portal | Awards & Certification | Developer Hub | API Documentation | Help Centre | Tooling | Partner / Customer Hub | | | |
| *CXNPL | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ○ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ● | ● | ○ | ○ | ○ | ● | ○ | ● | ○ | ○ | ● | ● | ● | ○ | ● | ○ | ○ | ○ | ○ | ○ | | |
| Engine | ● | ○ | ● | ○ | ○ | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ○ | ○ | ○ | ● | ○ | ○ | ● | ○ | ○ | ○ | ○ | ● | ● | ● | ○ | ○ | ○ | ○ | ● | ● | ● | ● | ○ | ○ | ○ | ○ | ○ | |
| Nymbus | ● | ○ | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ● | ○ | ● | ● | ○ | ○ | ○ | ○ | ● | ○ | ● | ○ | ○ | ○ | ○ | ● | ● | ● | ● | ○ | ○ | ○ | ○ | ○ | ● |
| Audax | ● | ○ | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ○ | ○ | ○ | ● | ○ | ○ | ○ | ○ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ● | ● | ● | ● | ○ | ○ | ○ | ○ | ○ |
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| 10x | ● | ○ | ● | ● | ○ | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ○ | ● | ○ | ● | ○ | ○ | ● | ○ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | |
| Mambu | ● | ○ | ○ | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ○ | ● | ● | ● | ● | ○ | ● | ○ | ○ | ○ | ○ | ● | ● | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | |
| Temenos | ● | ● | ○ | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ○ | ● | ● | ○ | ● | ● | ● | ○ | ○ | ● | ● | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | |
| Jack Henry | ● | ● | ○ | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ○ | ● | ● | ○ | ● | ● | ● | ○ | ○ | ● | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | |
| FIS | ● | ● | ○ | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ○ | ○ | ○ | ○ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | |
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| Mercury | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Column | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
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*The content comparison for Constantinople is based off their unreleased UI wireframes
**Product examples are defined by showing the real life product (interactive) or giving examples of said product (website).

5.0

Overview, Market Similarities & Gaps

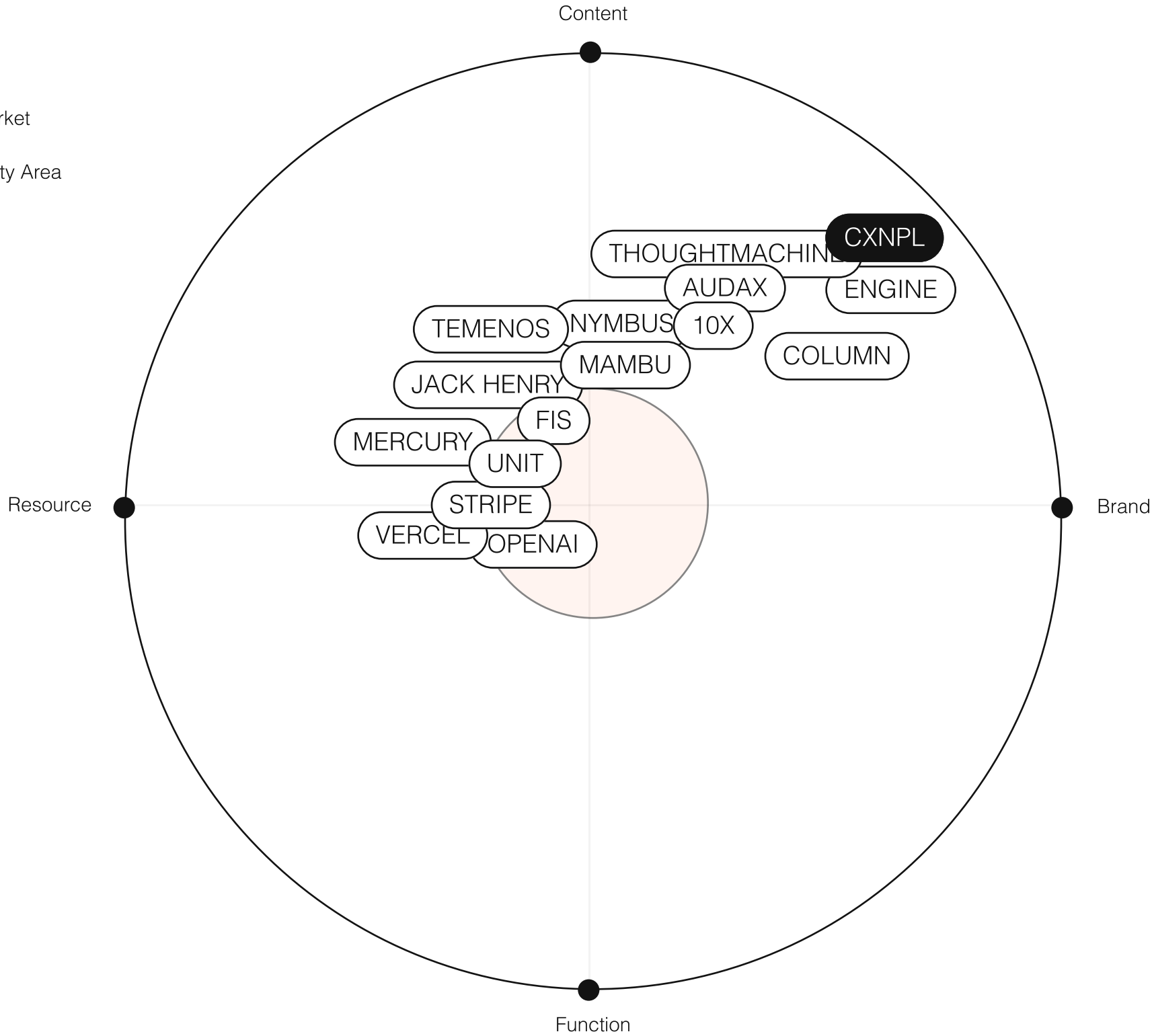
OVERVIEW

Most sites provide a generic IA and web offering focused around brand and content.

However, the industry leaders and more progressive products (ie. OpenAI) provide a more resource centric offering to help onboard new users, educate ongoing customers as well as provide holistic product insight from both a propositional and technical point of view.

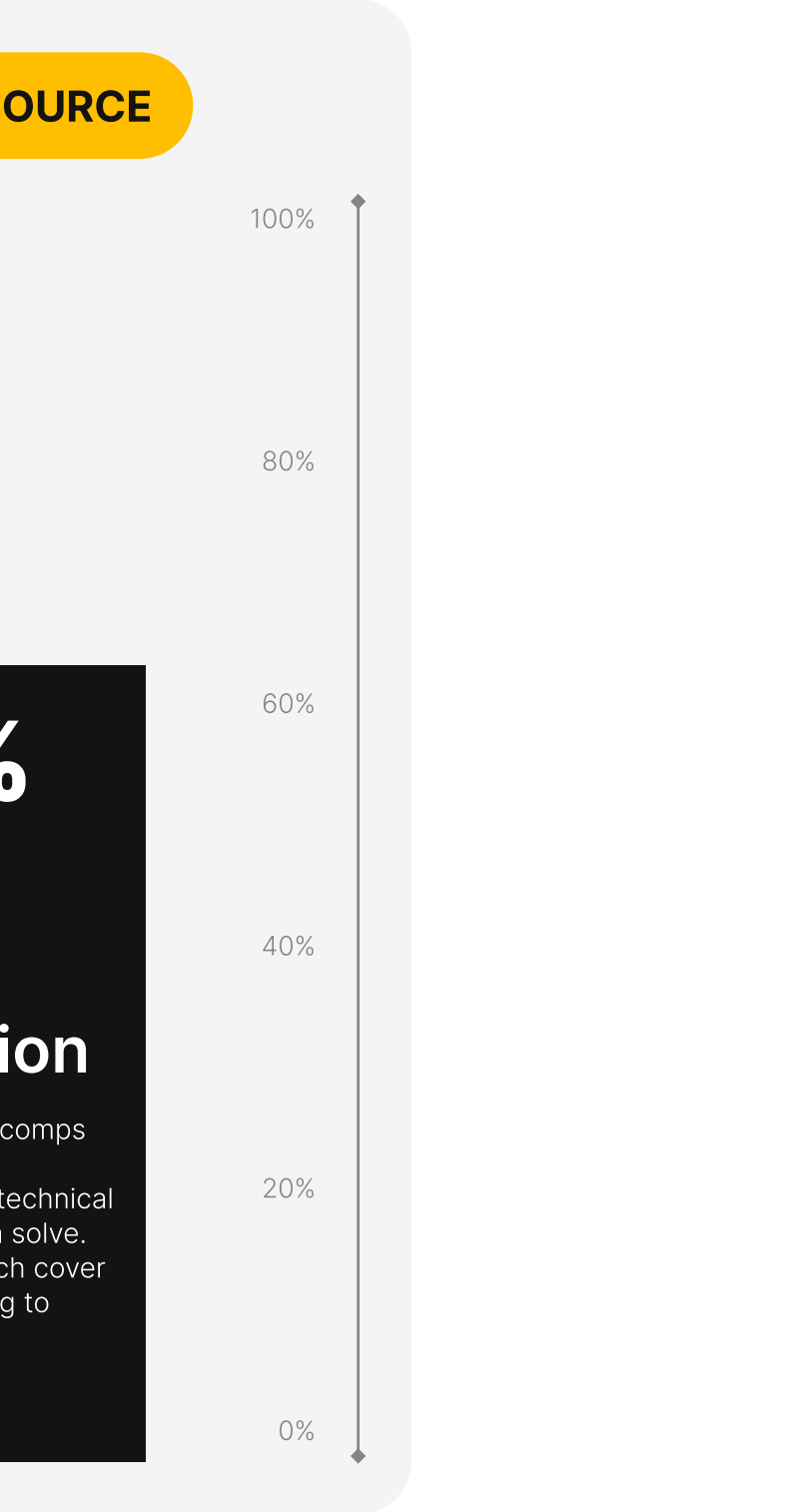
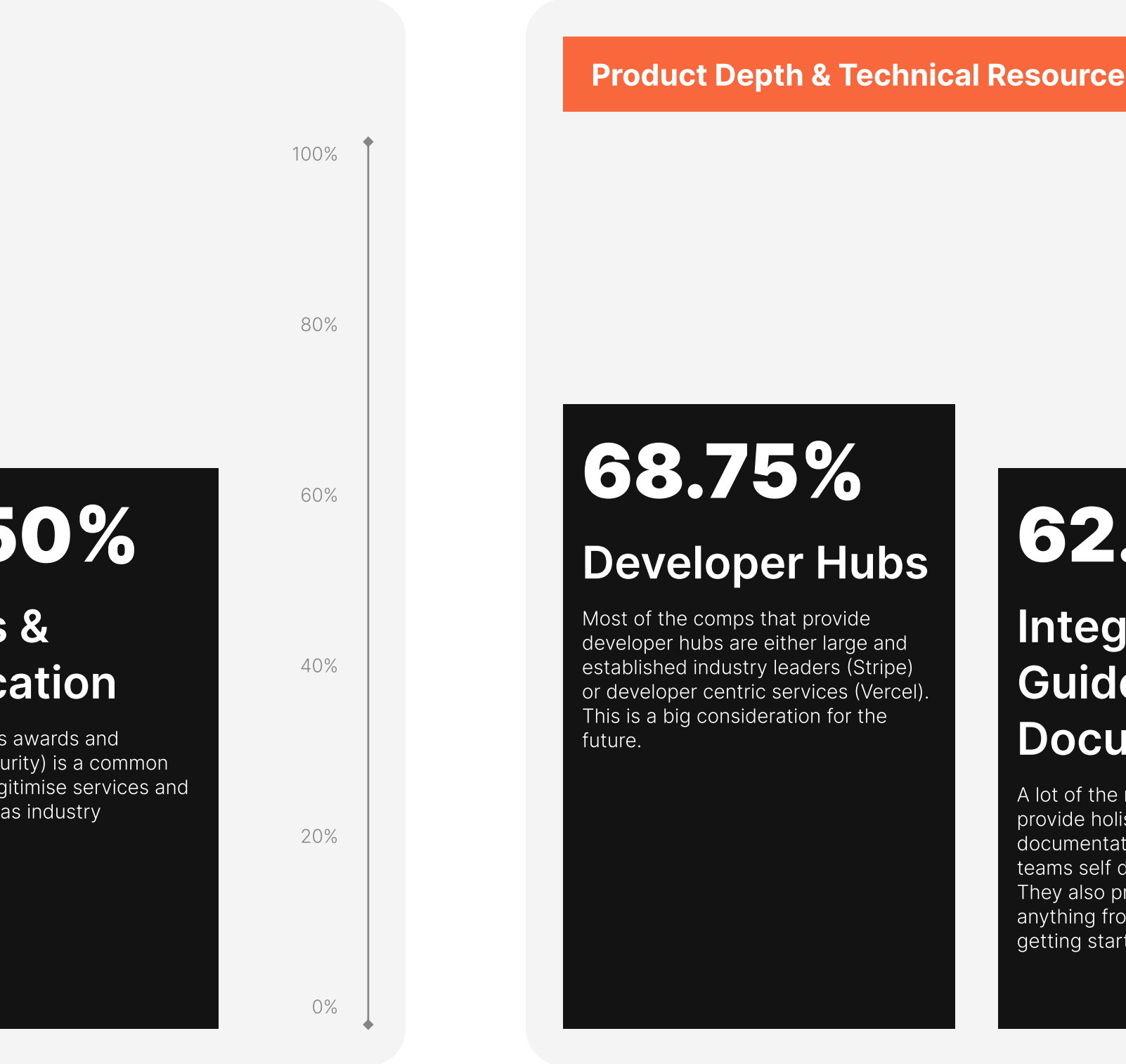
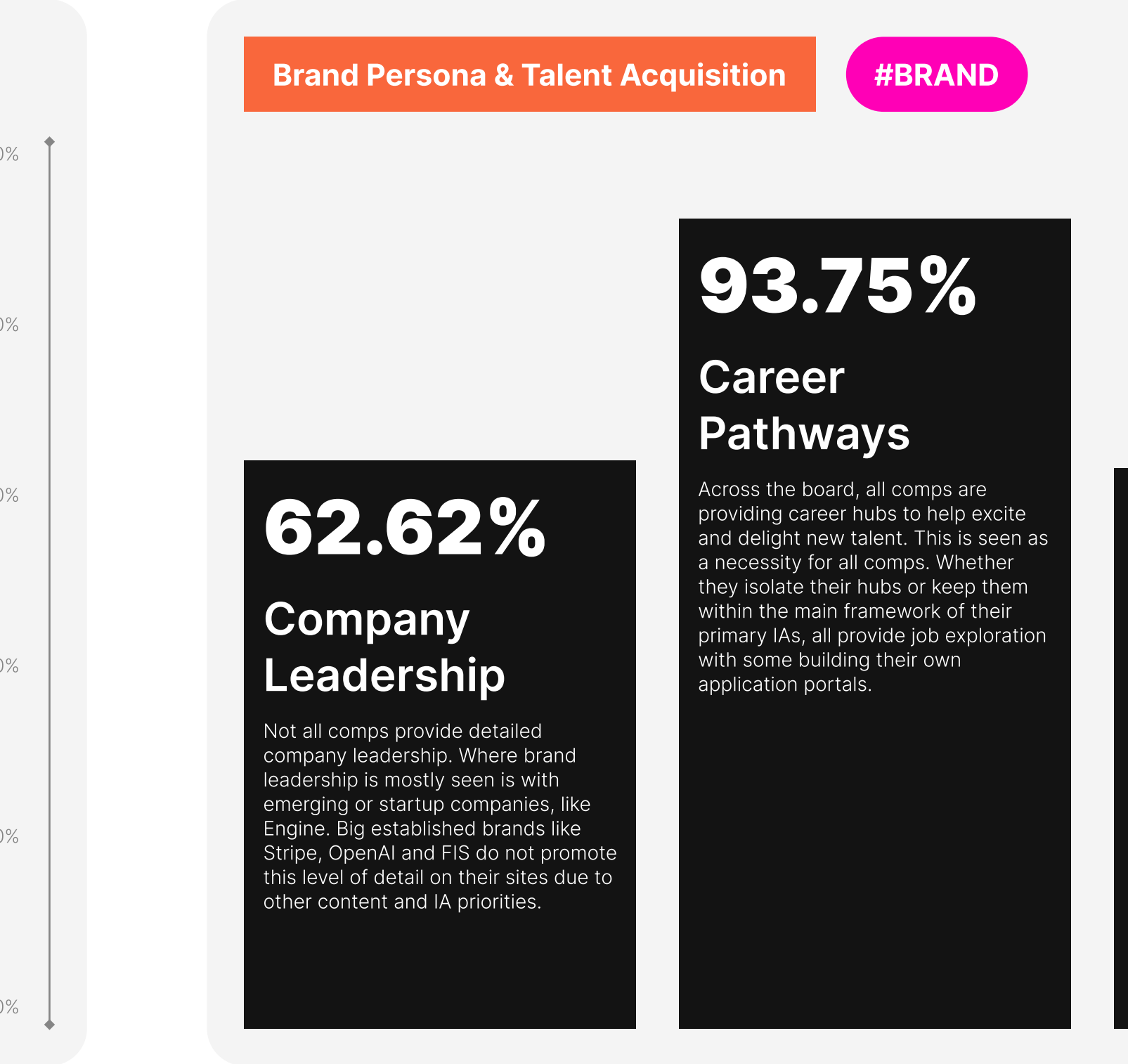
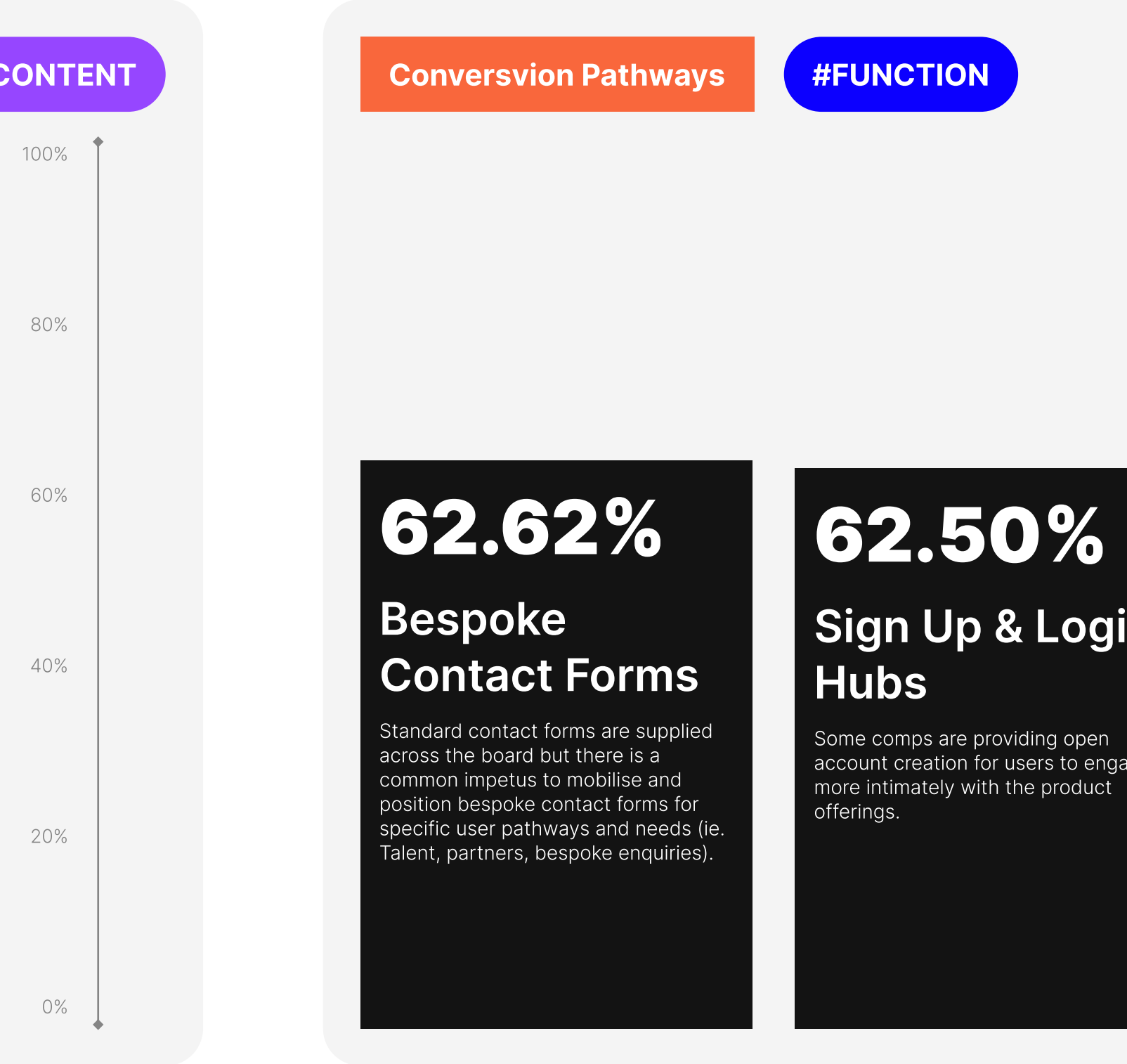
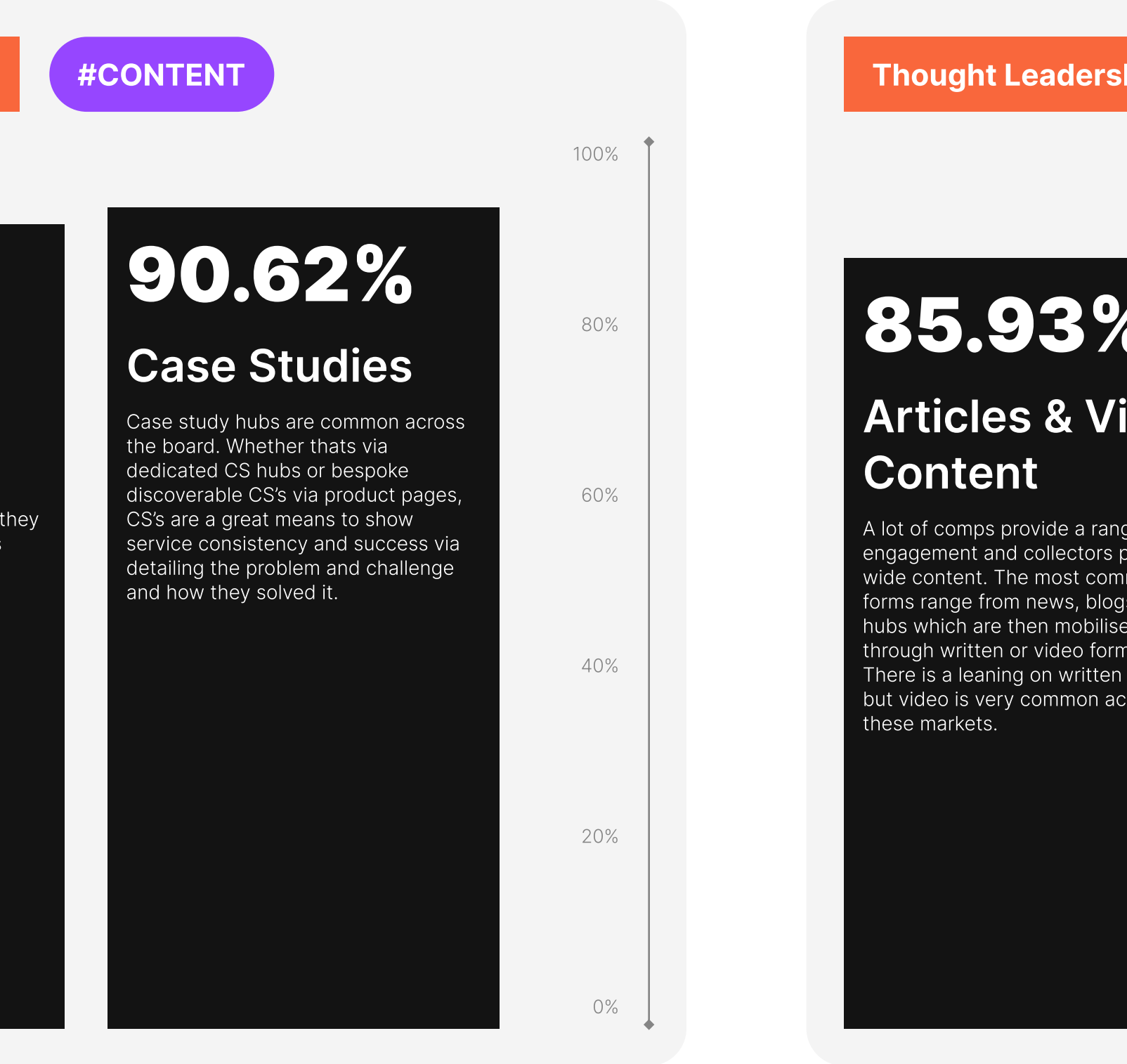
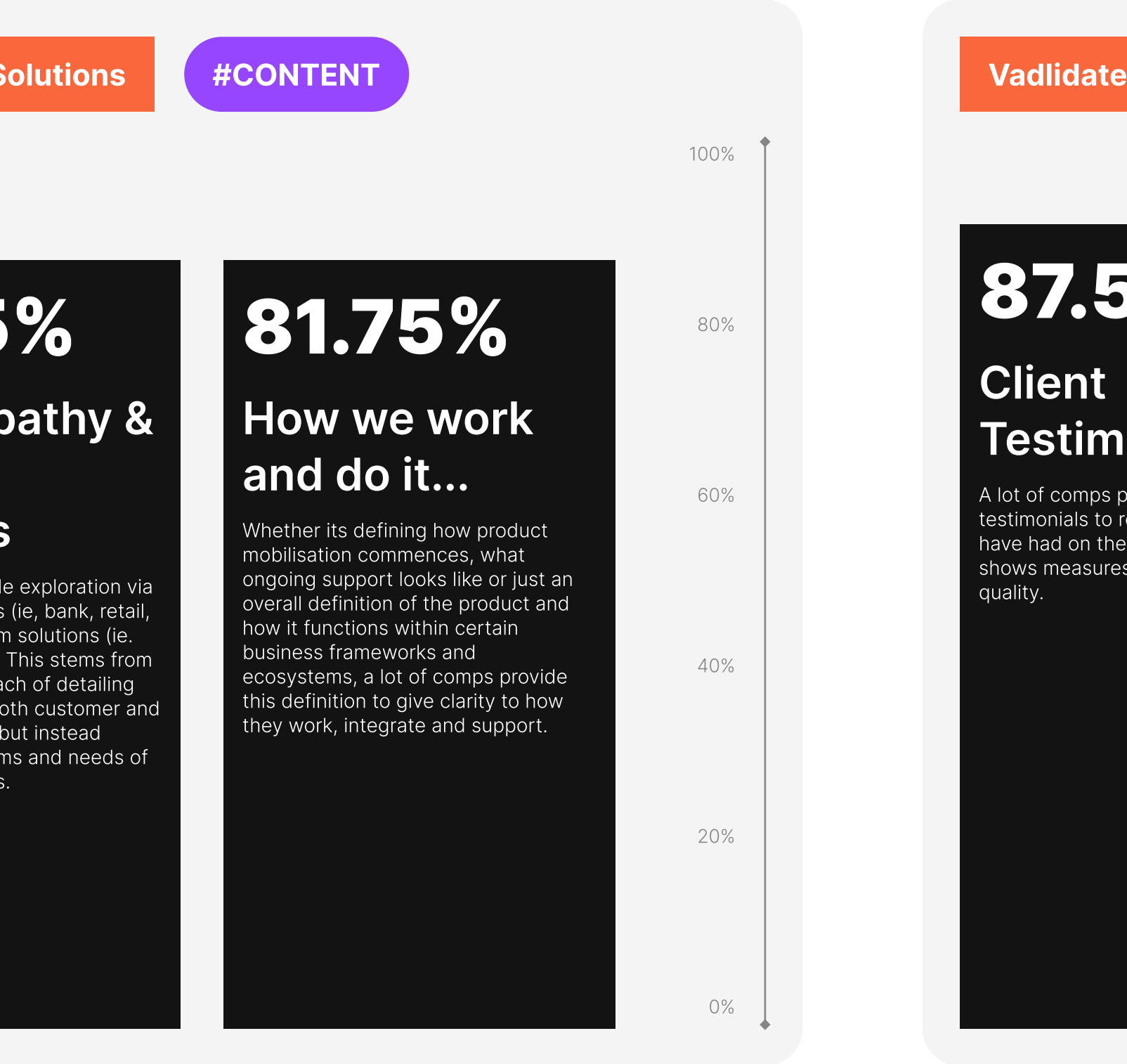
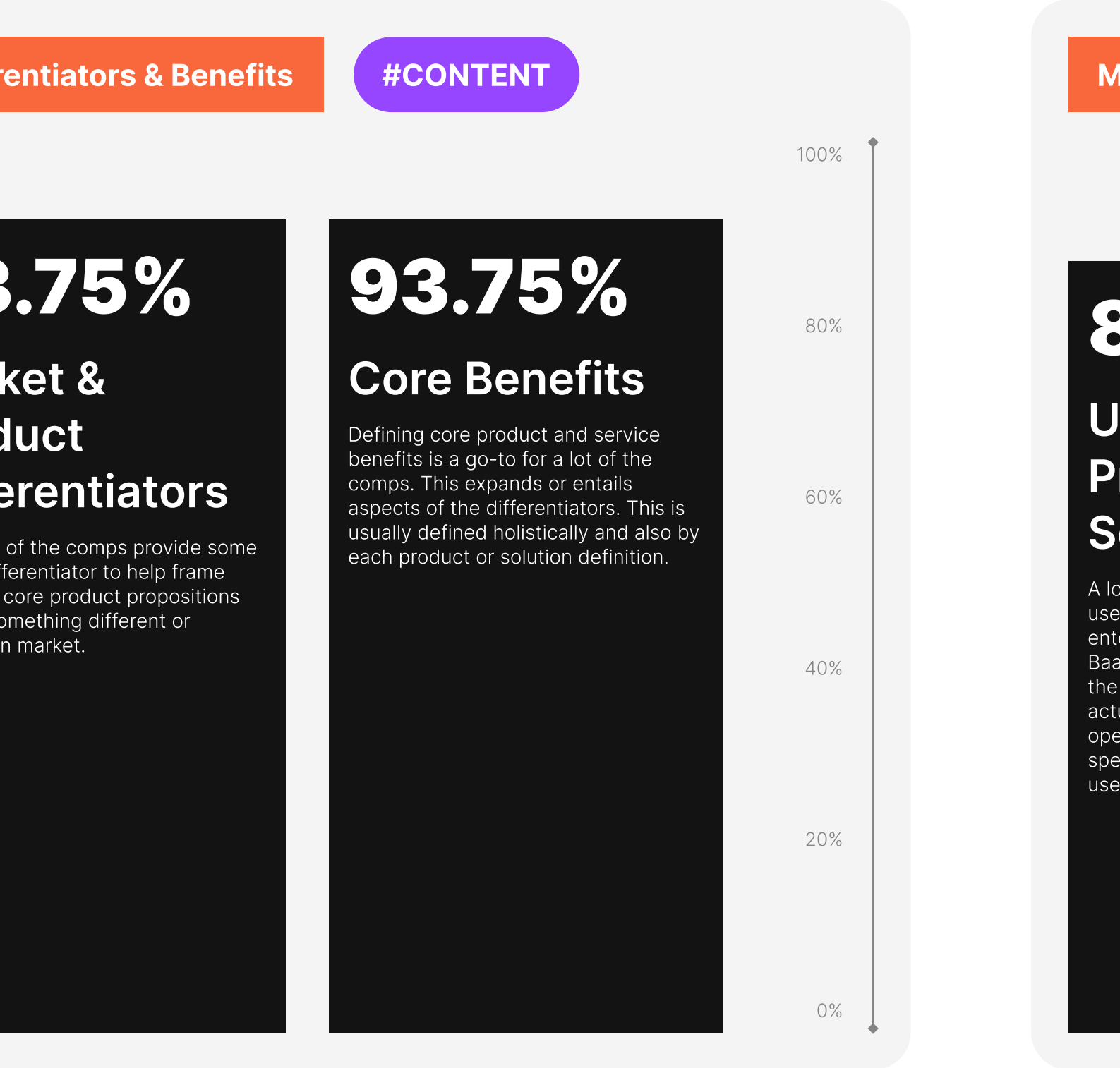
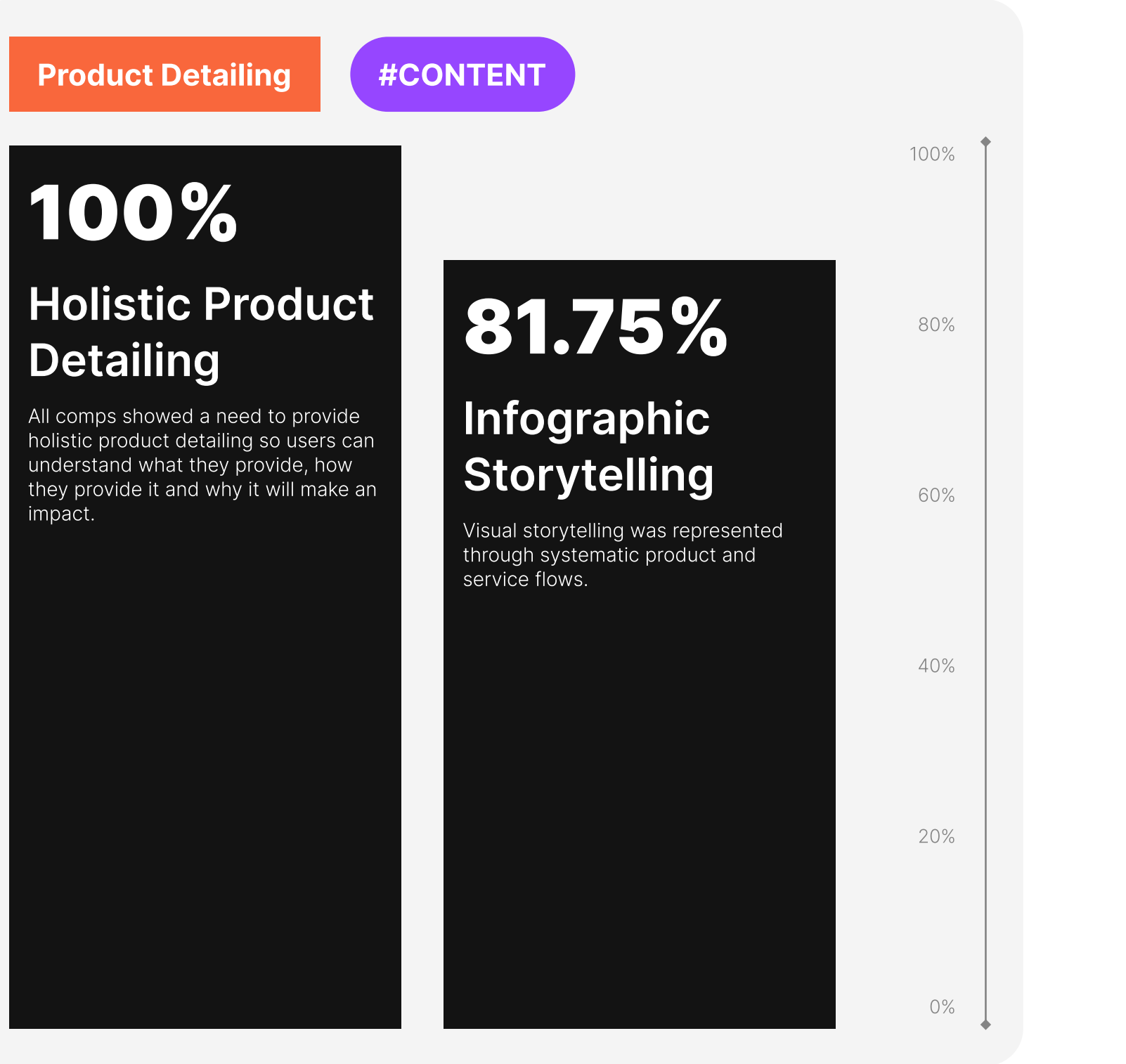
KEY

- CXNPL
- Comp Market
- Opportunity Area



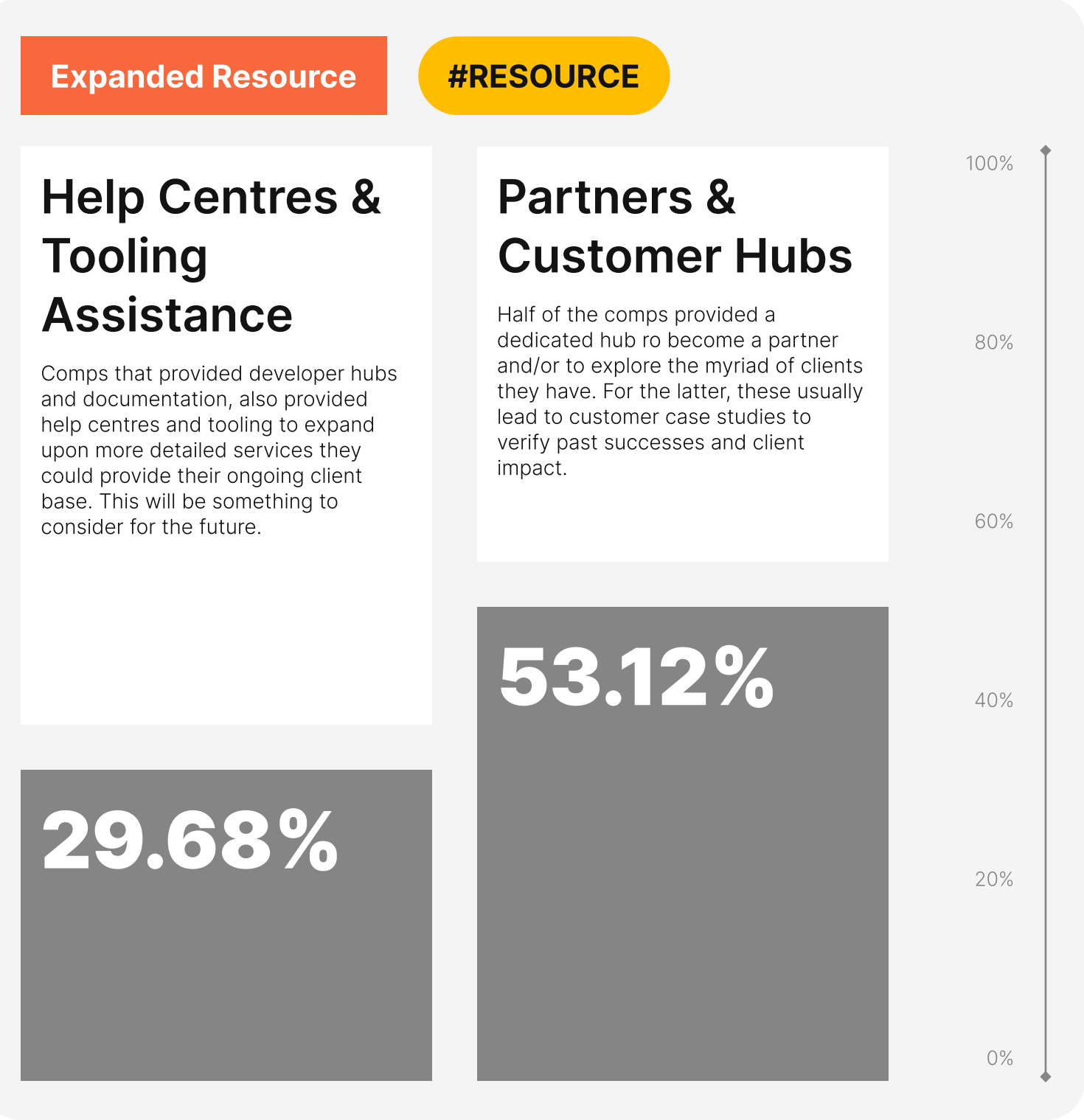
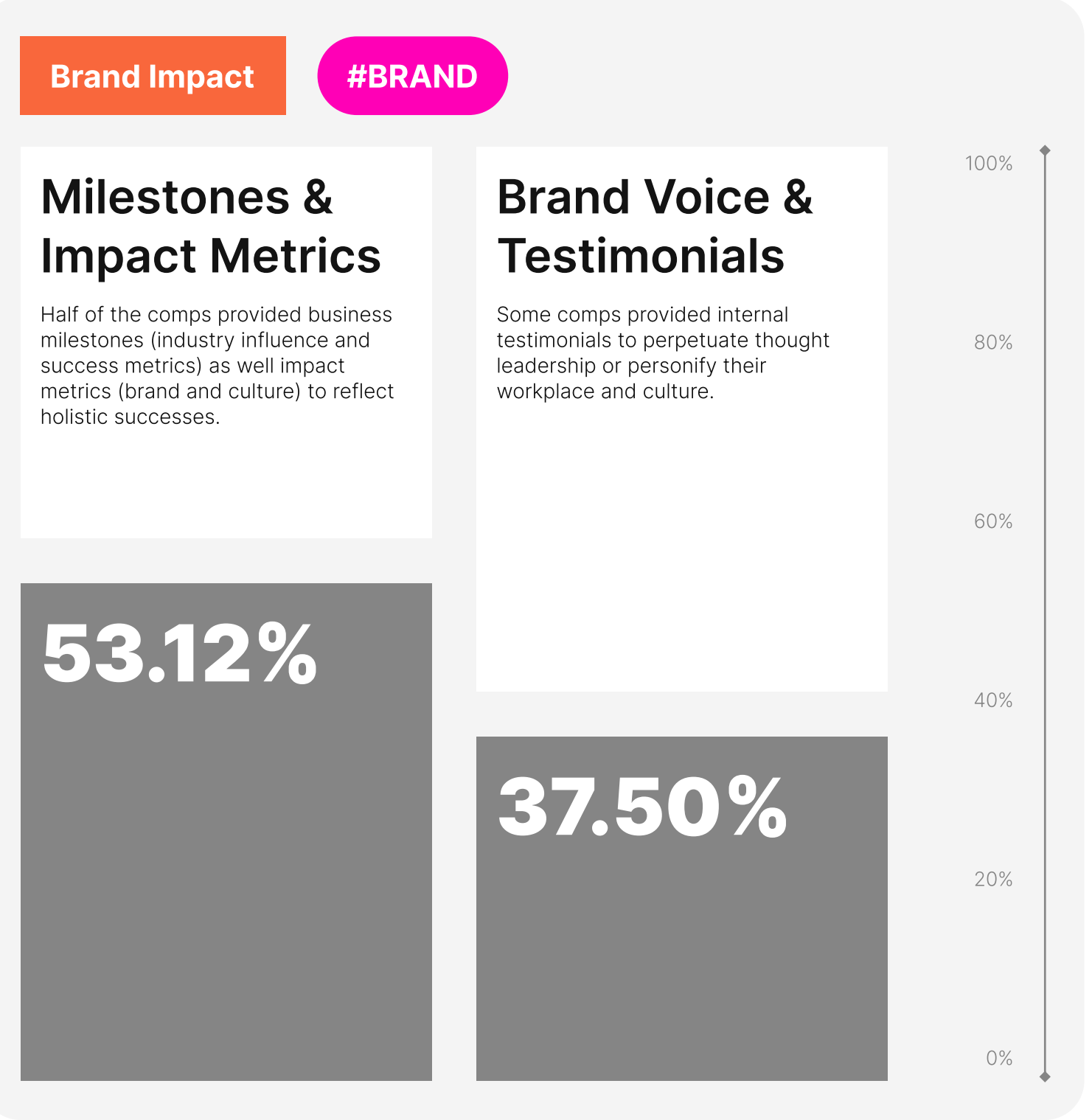
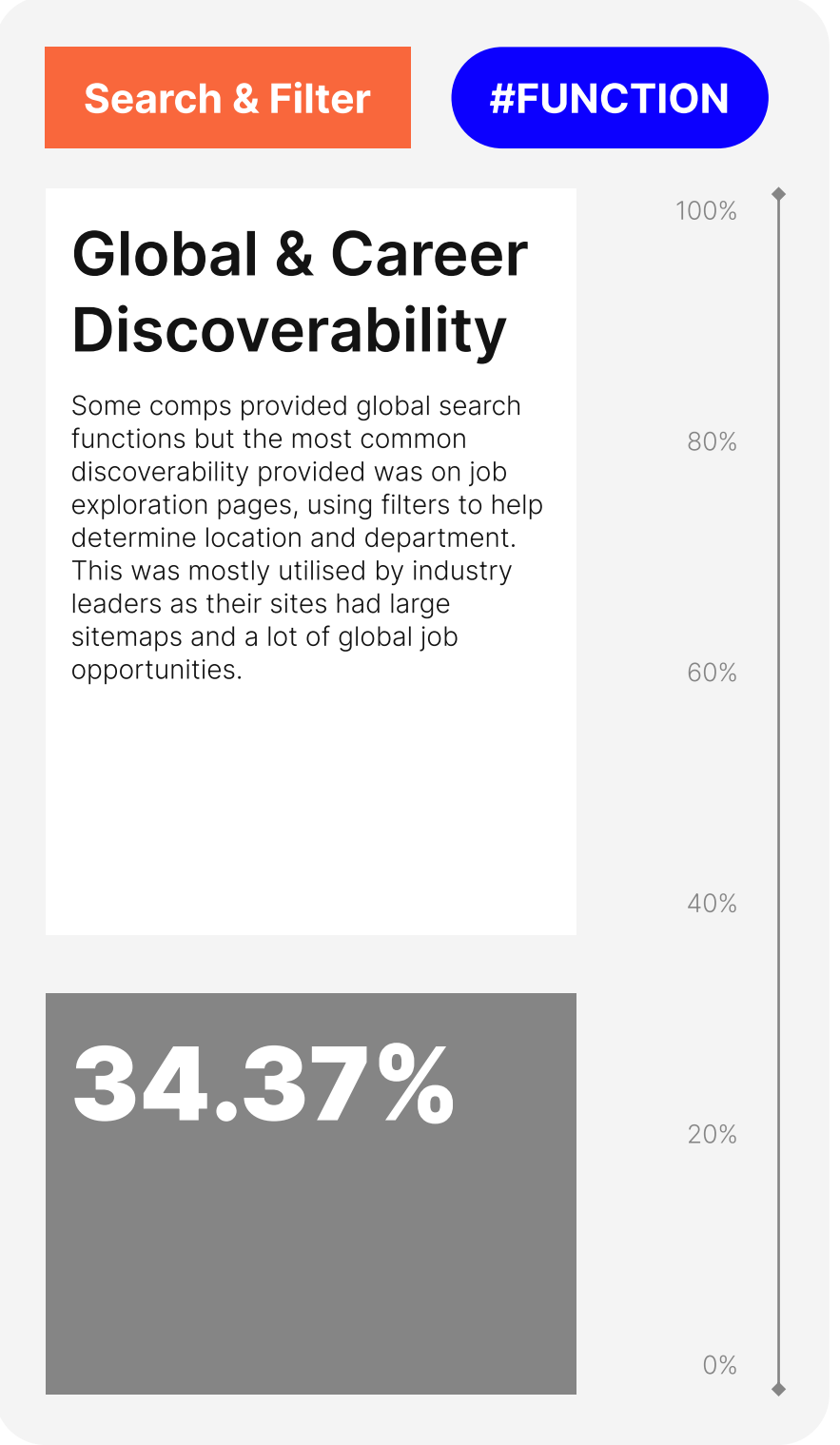
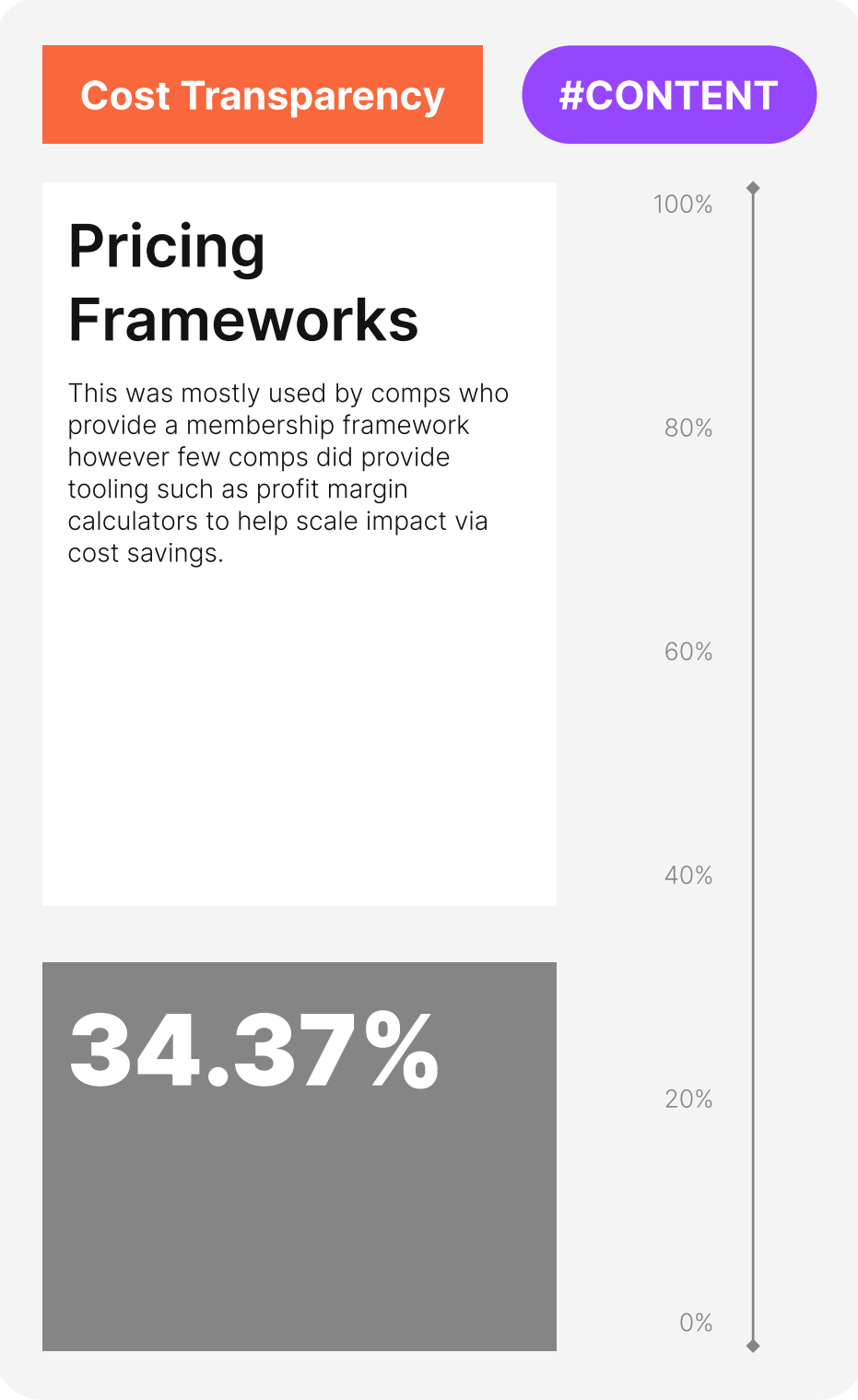
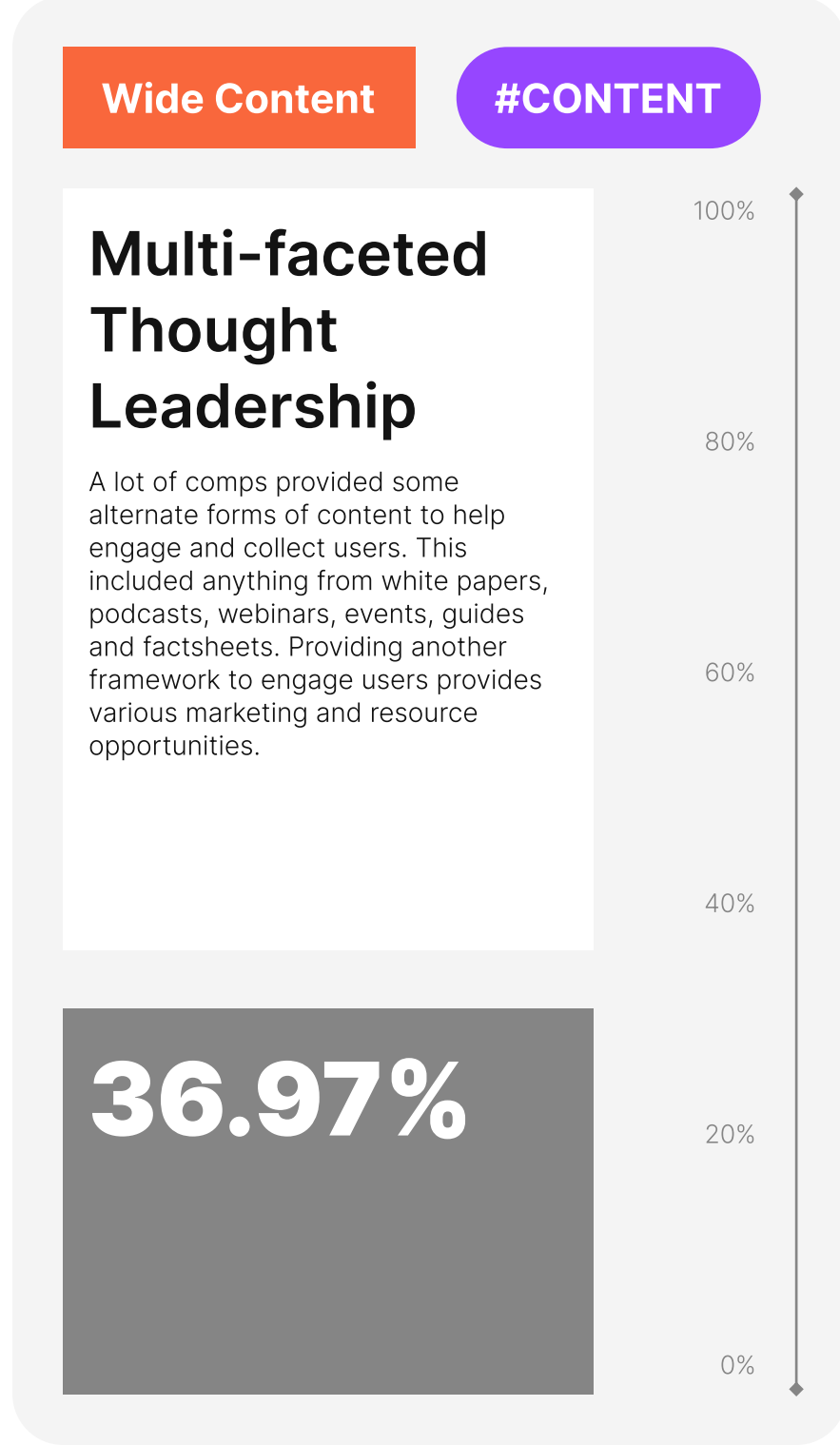
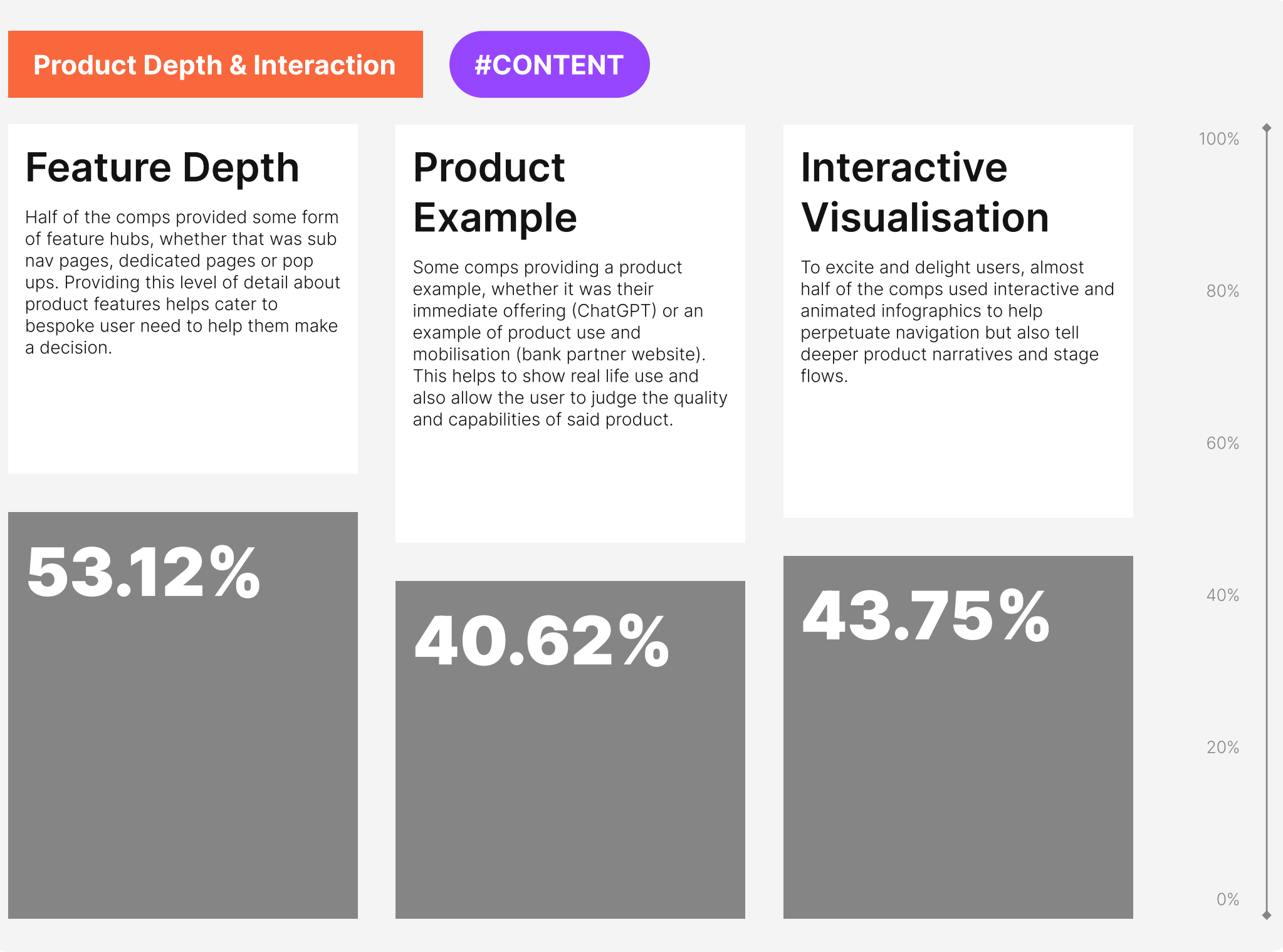
HYGIENE STANDARDS

These expected standards reflect what should be included in the CXNPL site from a content, UX function, brand and resource point of view, whether thats for the MVP or future state.



GAPS

These opportunities show areas of the comps that weren't so consistent across the board. These reflect areas of potential development to create differentiation in market for the MVP and moving forward.



6.0

Finish