

# Discovery Report

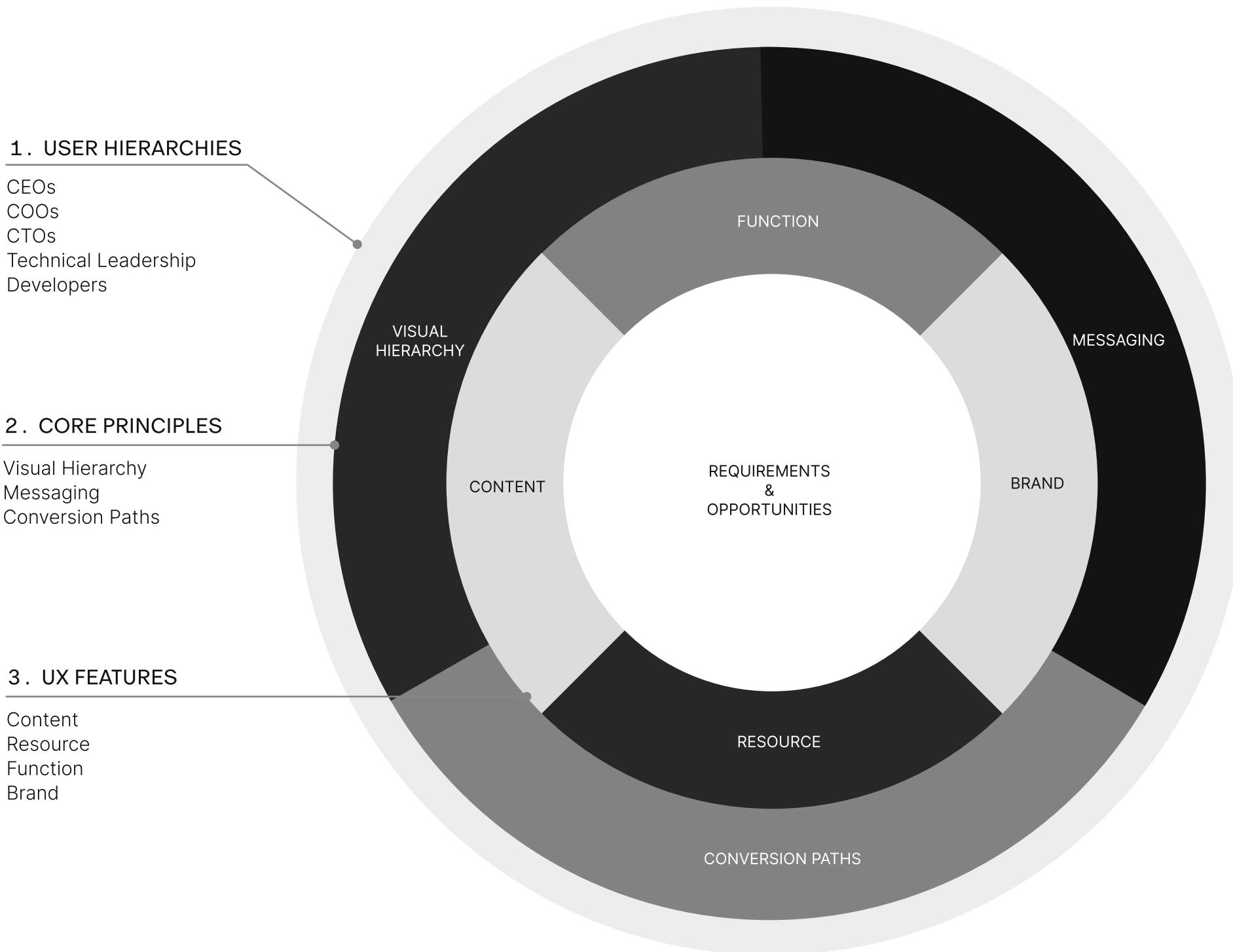
## Constantinople

- 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



2.0

# **Core Insights: Visual Hierarchy, Messaging & Conversion Paths**

WHO WE  
ANALYSED

Competitor

Type

Engine

Indirect Competitors

Core Banking

NymphusAudaxThoughtmachine10xMambu

Legacy Providers

TemenosJack HenryFIS

BaaS Providers

UnitStripeMercuryColumnProduct/API  
IntegrationVercelOpenAI

## Visual Hierarchy

## Product Centric

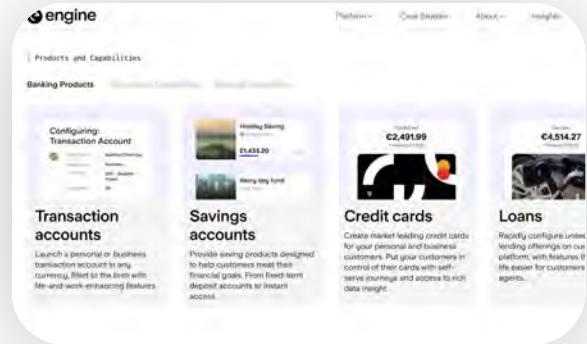
## What?

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.

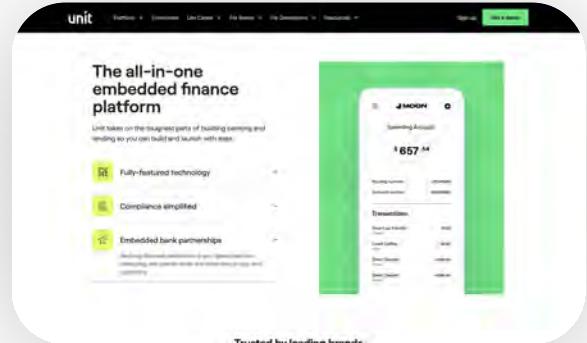
## Why is this important?

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.

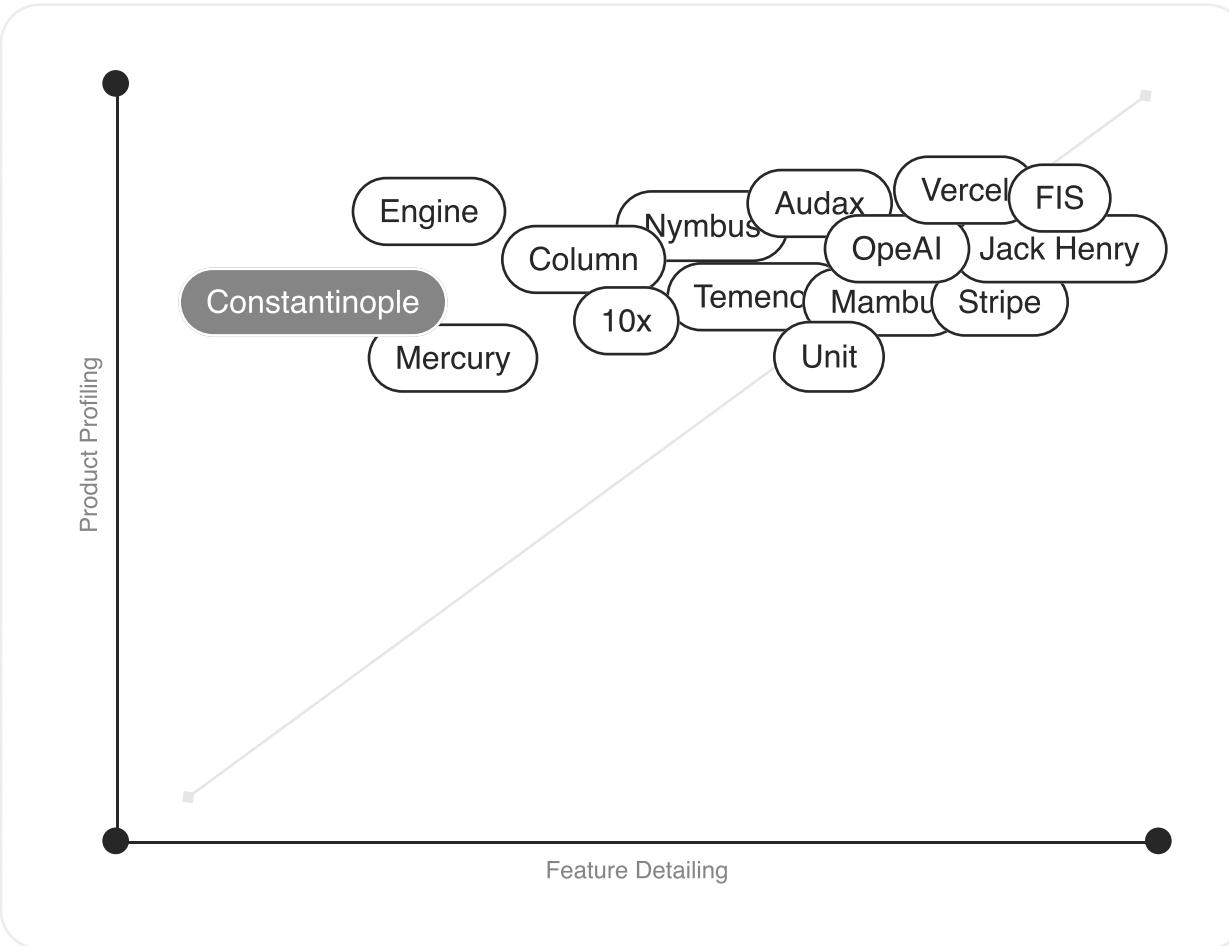
## Example #1



## 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 &amp; Use Cases

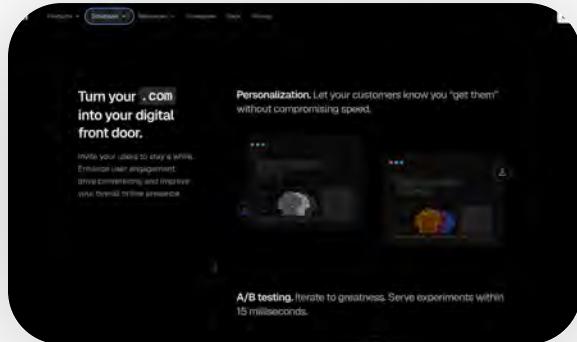
## What?

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

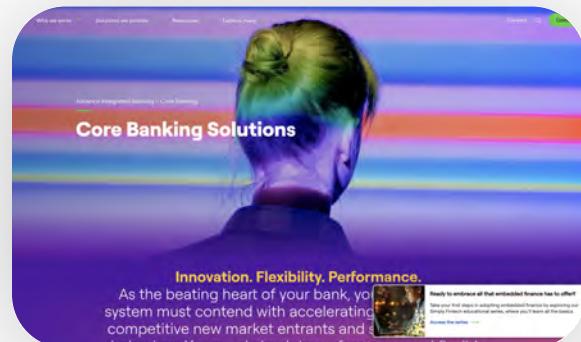
## Why is this important?

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.

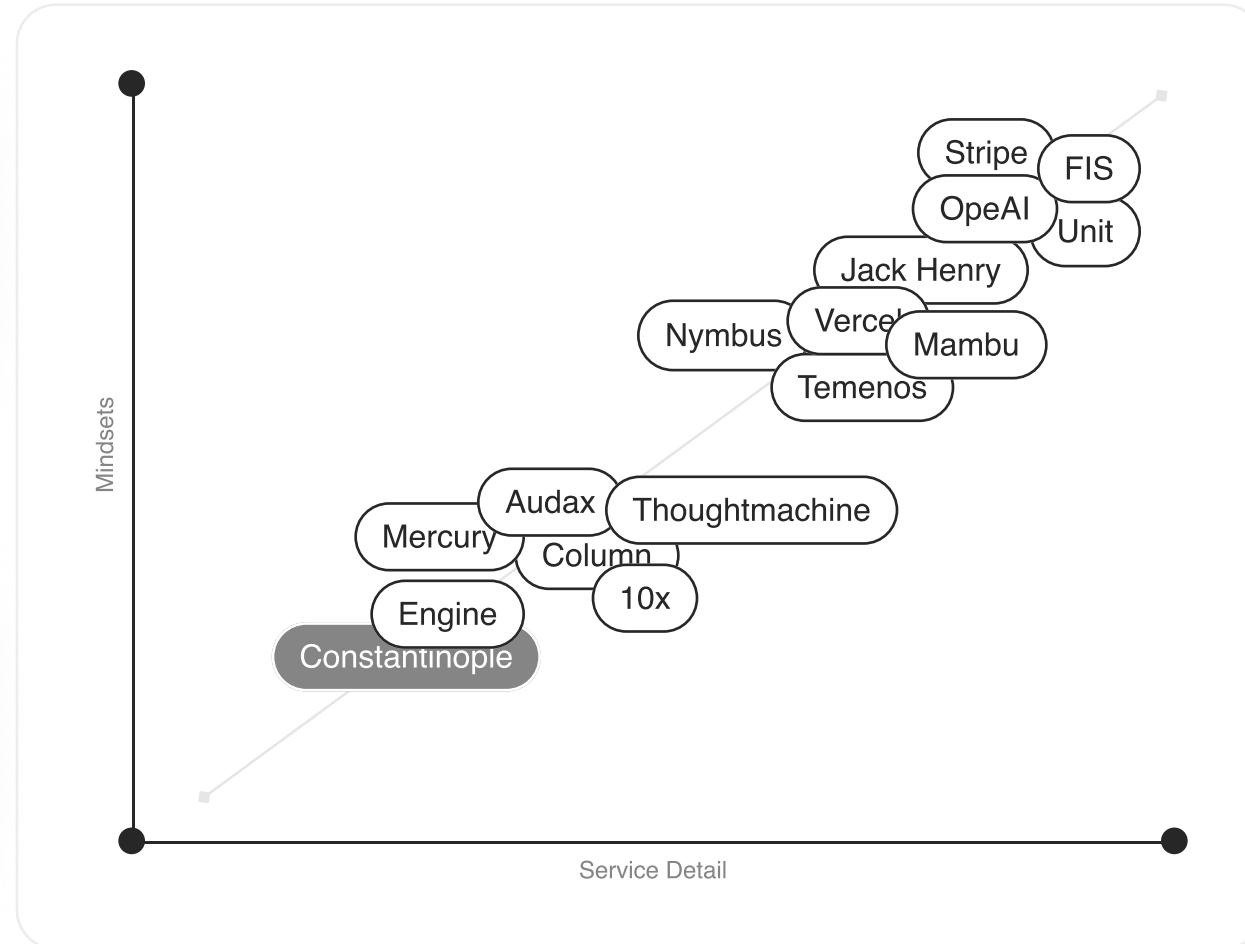
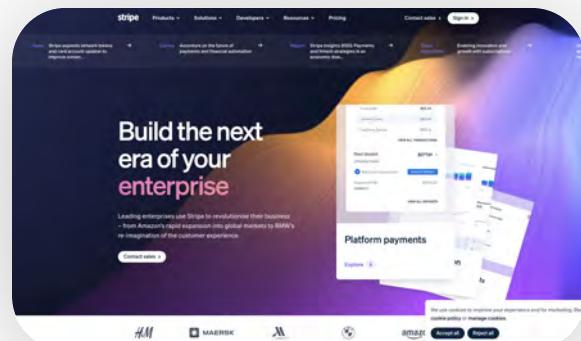
## Example #1



## 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

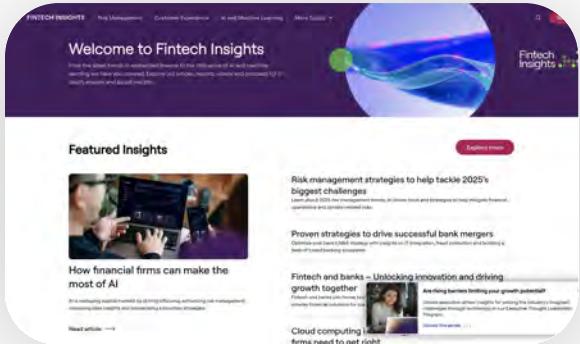
## What?

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

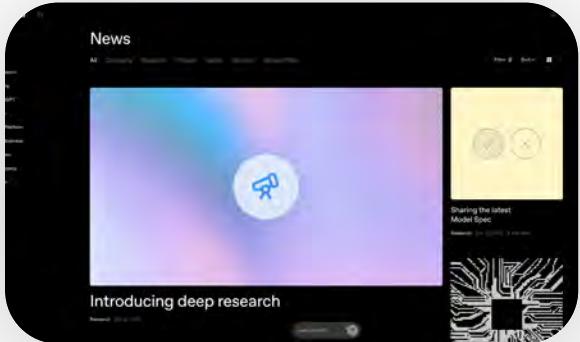
## Why is this important?

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.

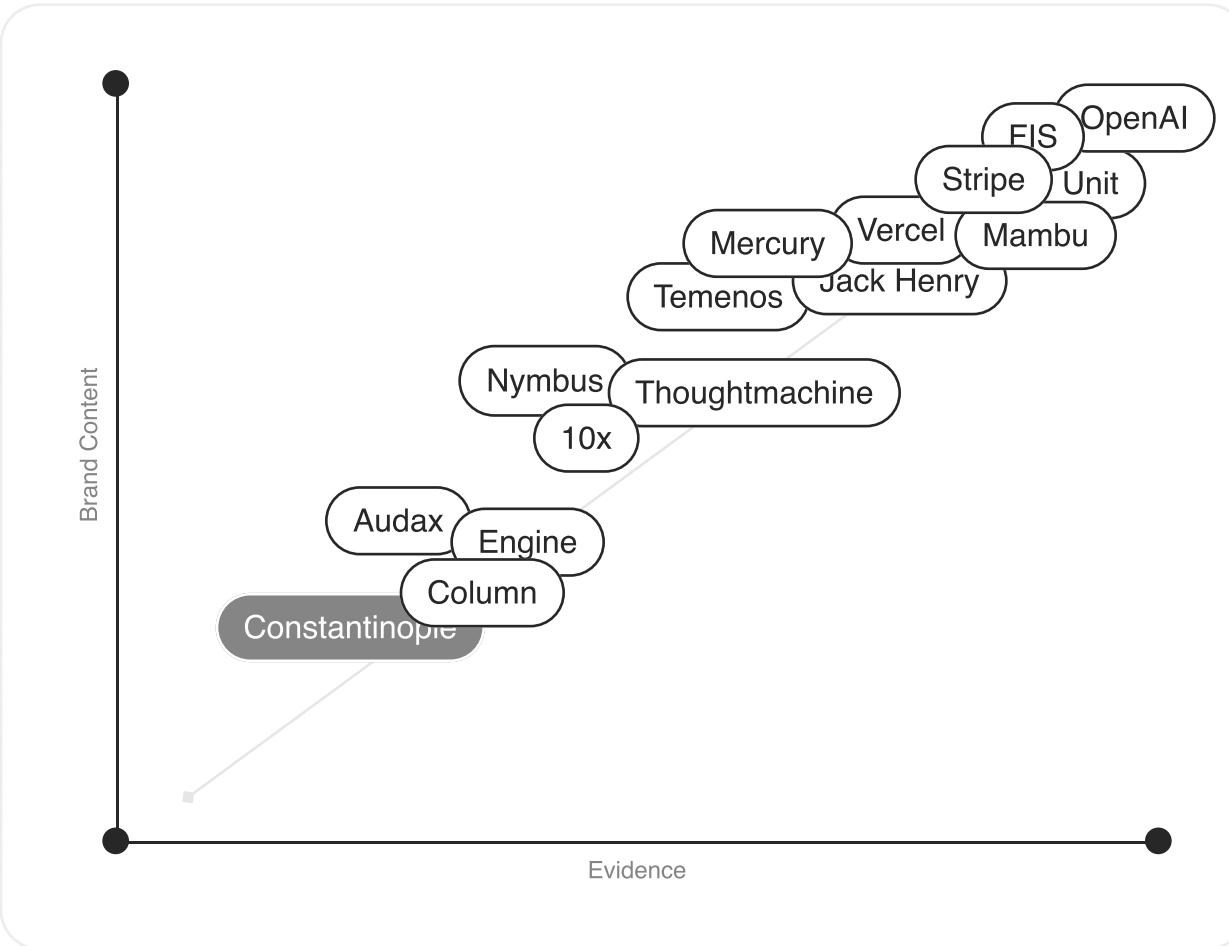
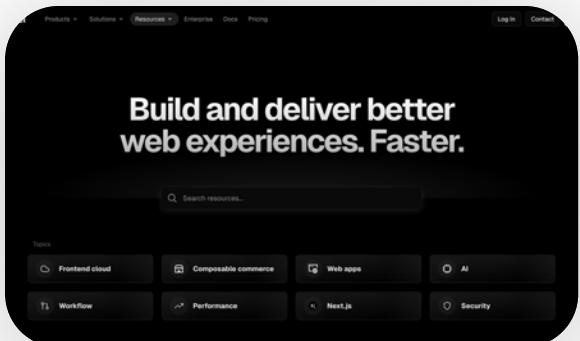
## Example #1



## 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

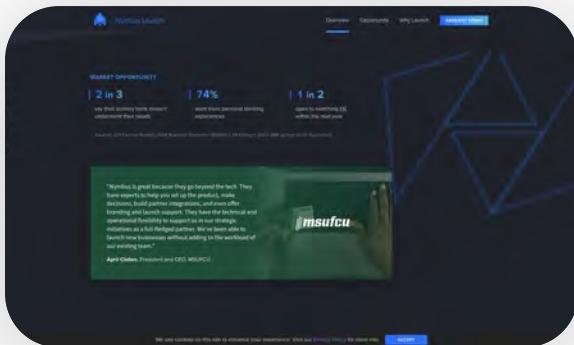
## What?

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

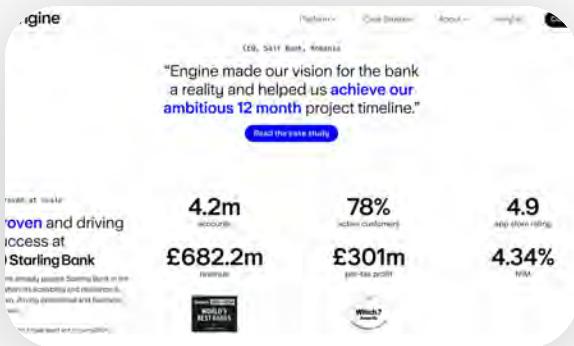
## Why is this important?

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.

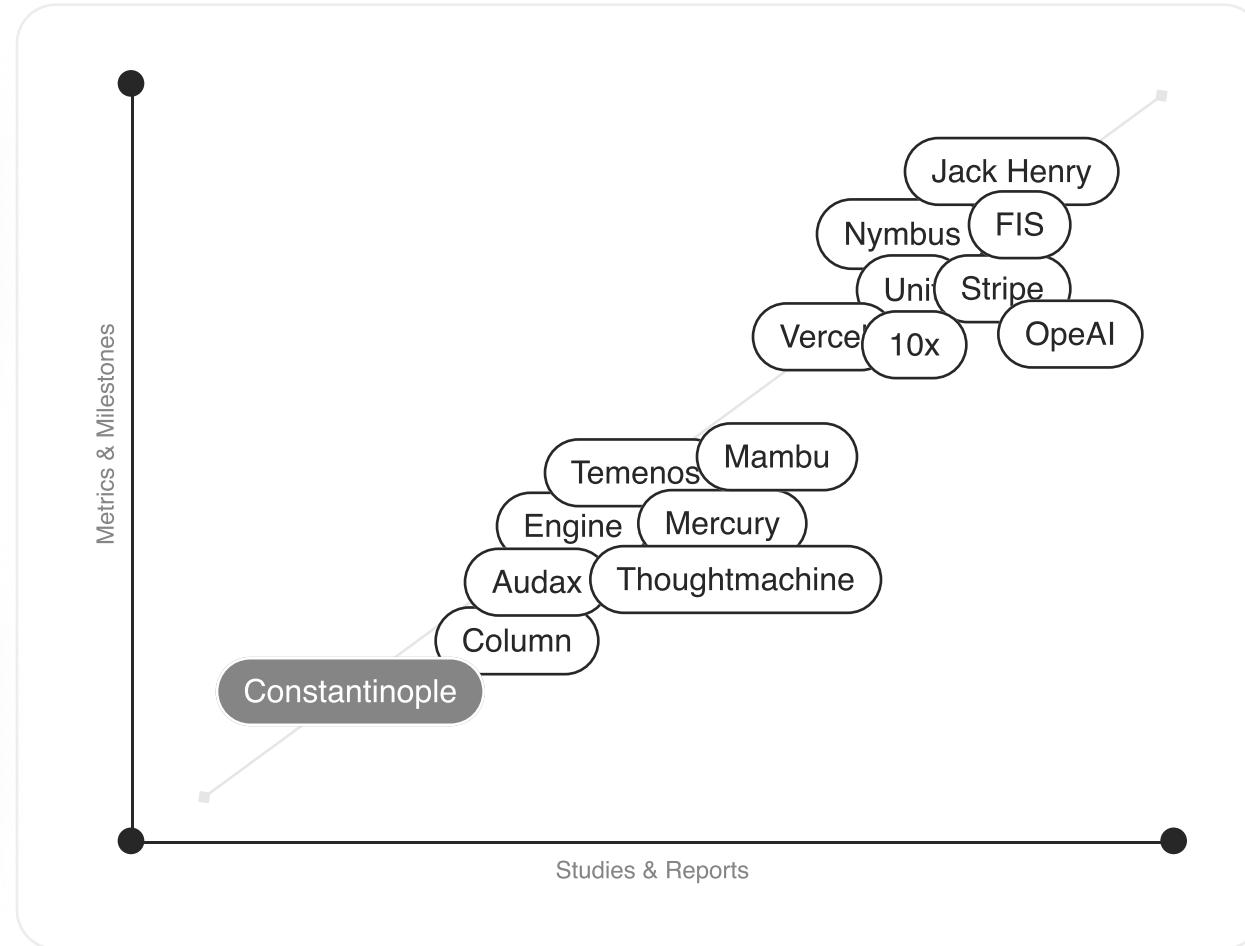
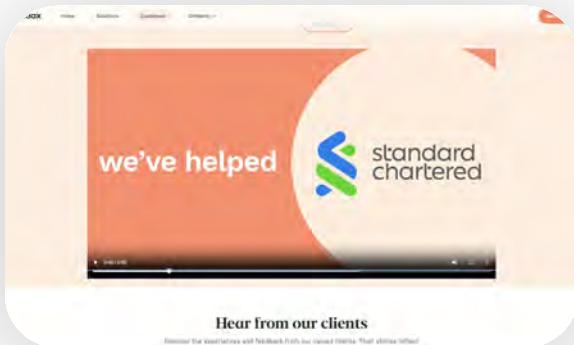
## Example #1



## 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

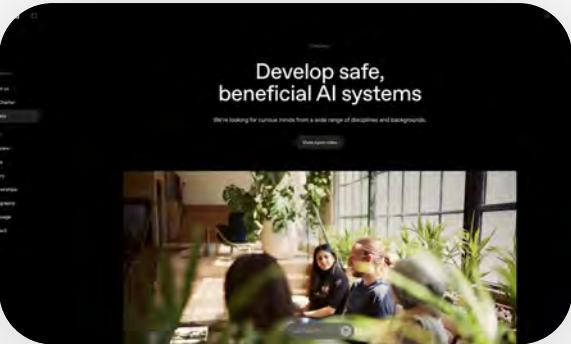
## What?

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.

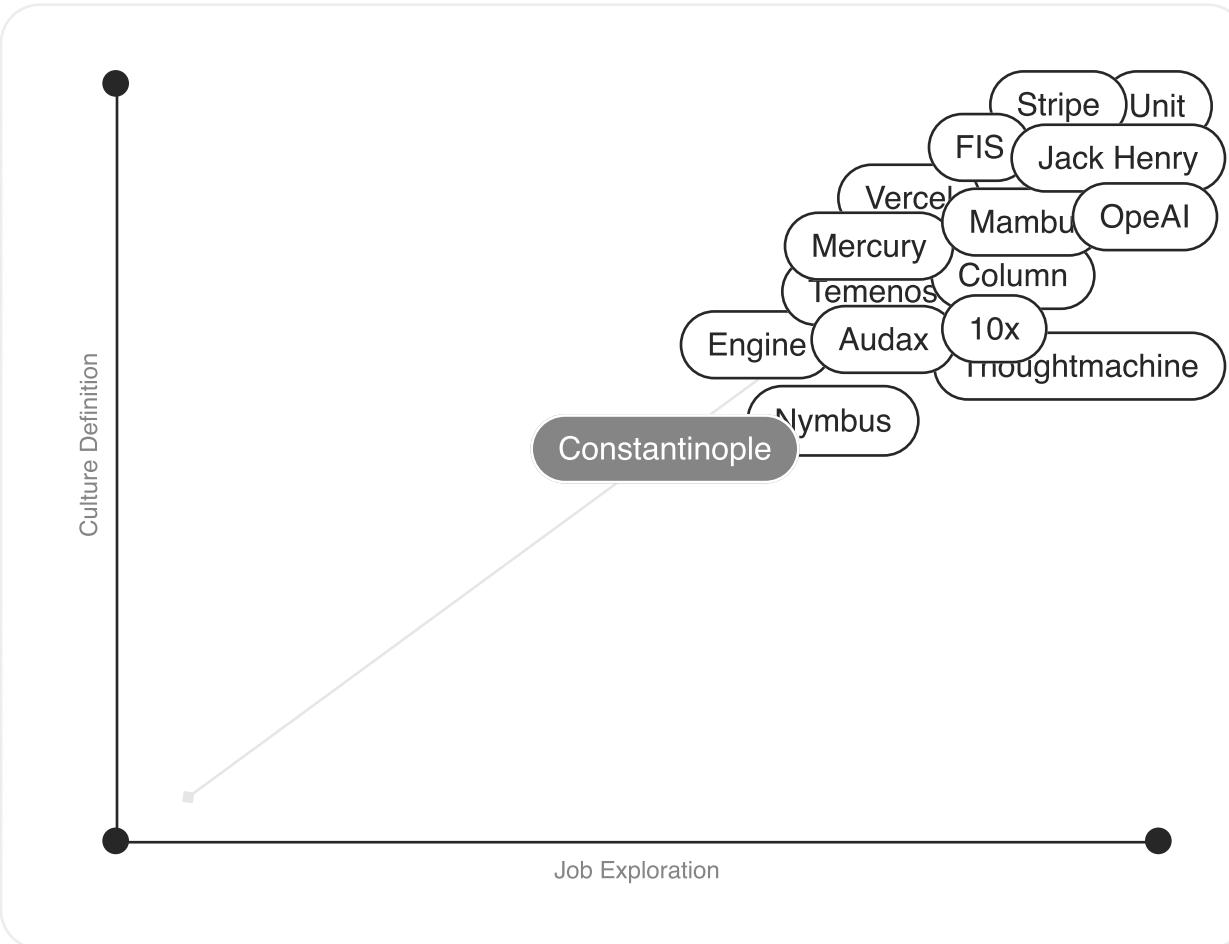
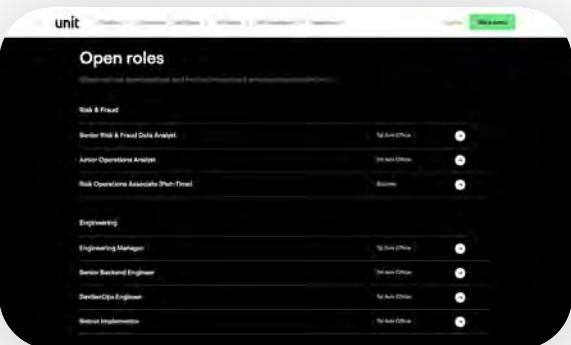
## Example #1



## 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 &amp; Concise Propositions

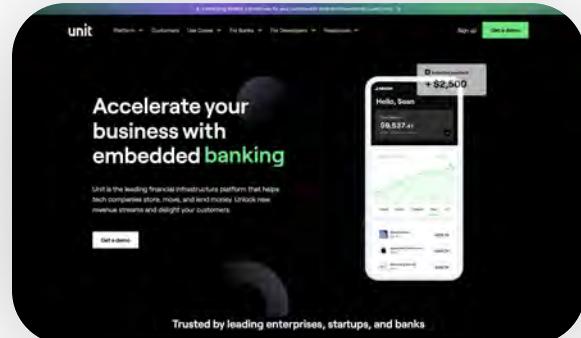
## What?

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.

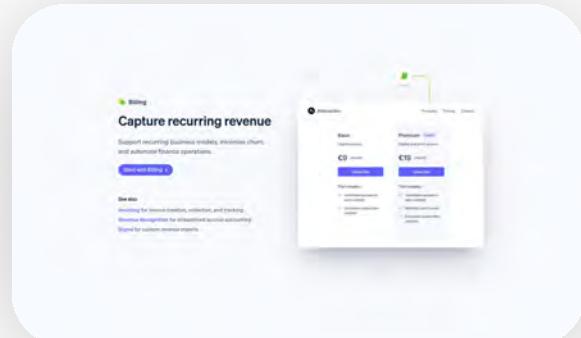
## Why is this important?

This helps us frame the importance between logical IA's 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.

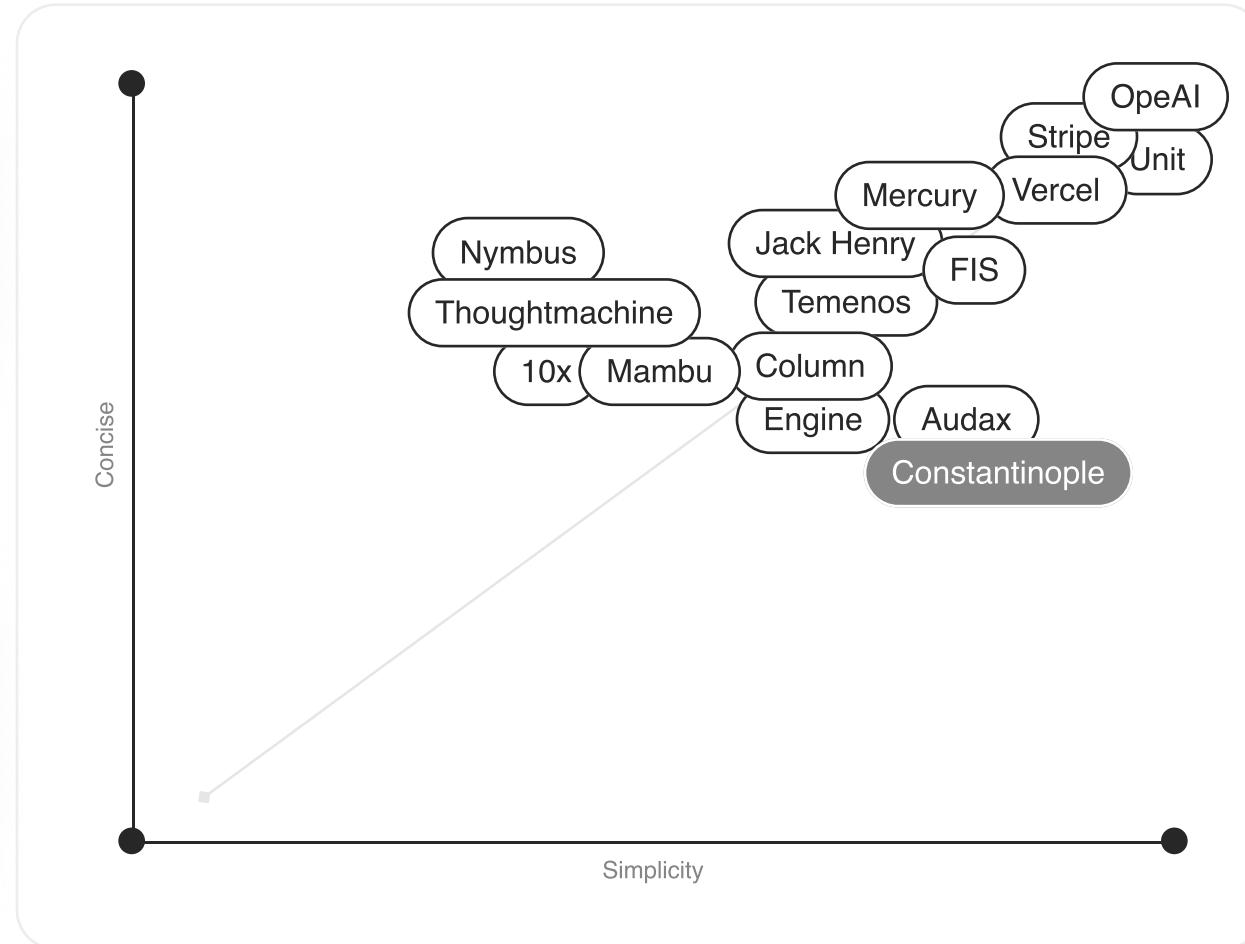
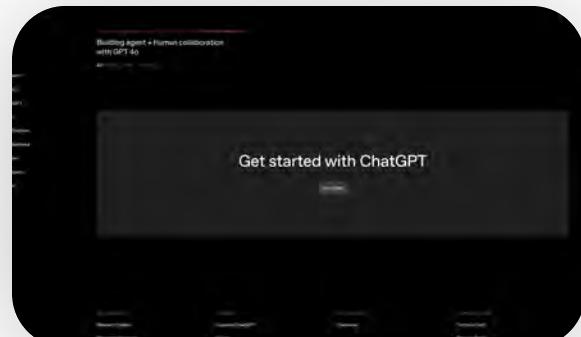
## Example #1



## 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 that's 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.

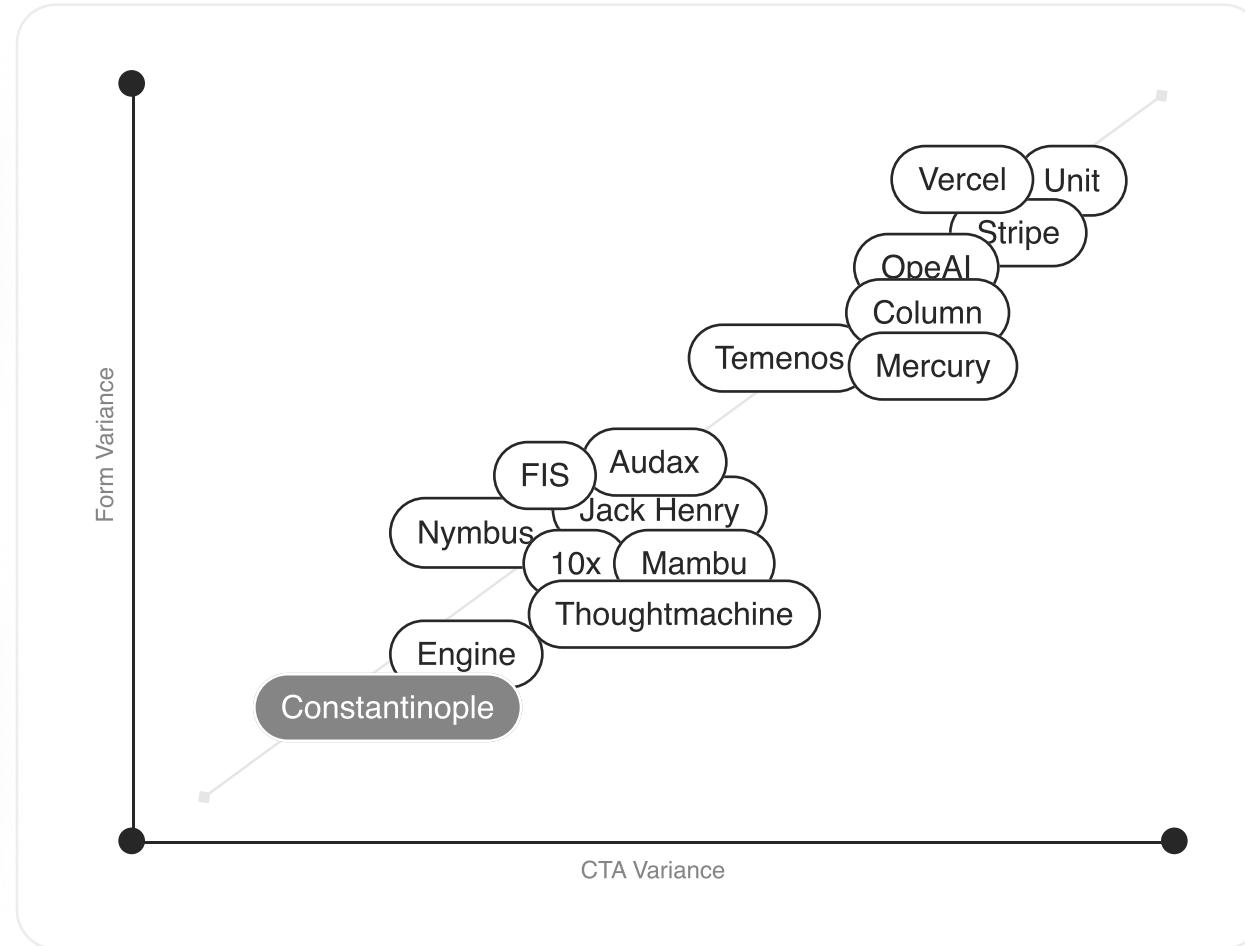
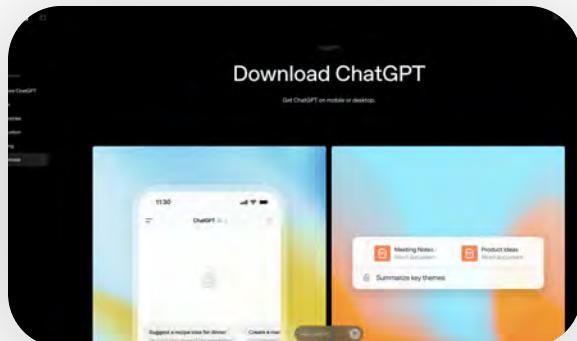
## Example #1



## 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

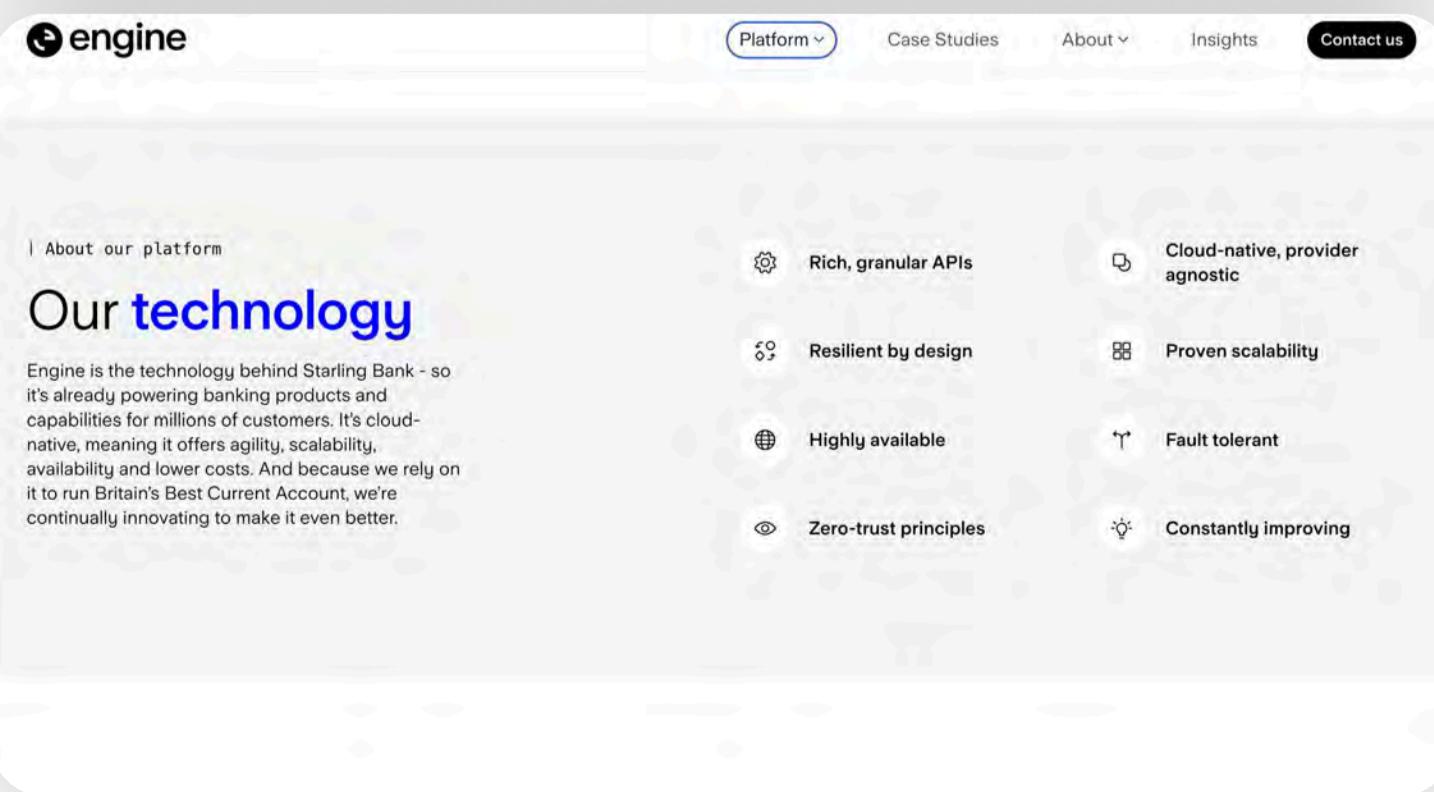
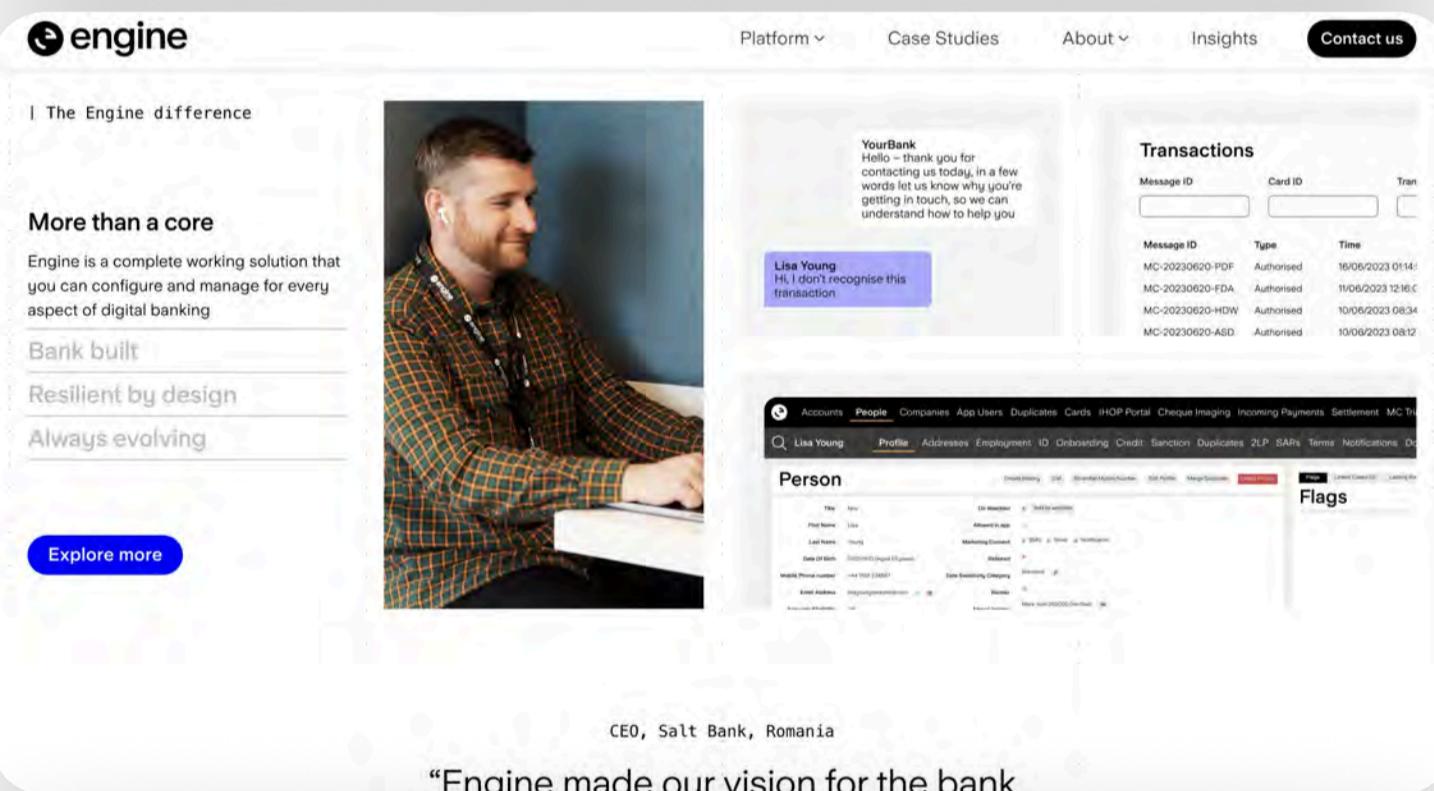
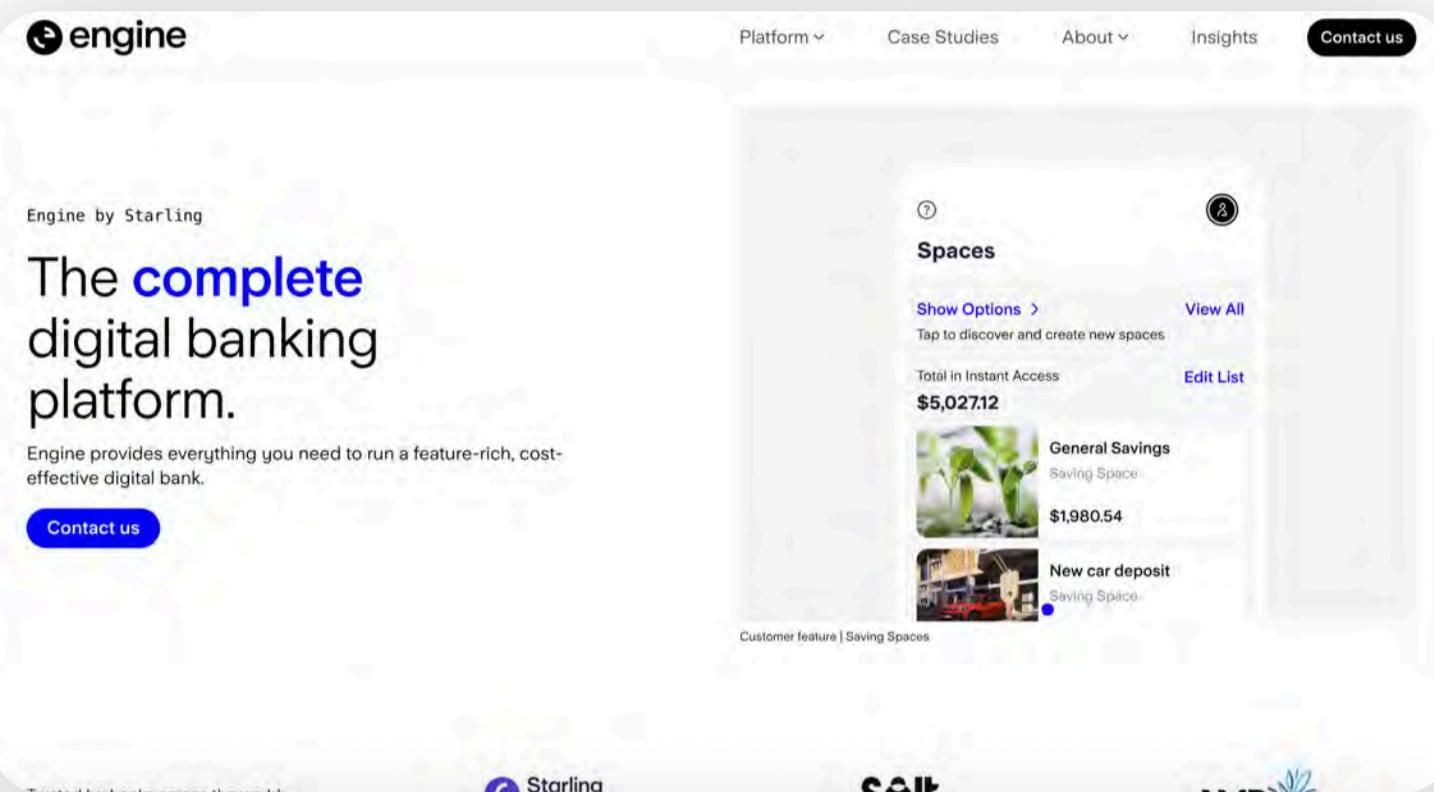
## Value Position

**“The complete digital banking platform.”**

## Verbal Branding

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

## Visuals



## Visual Hierarchy

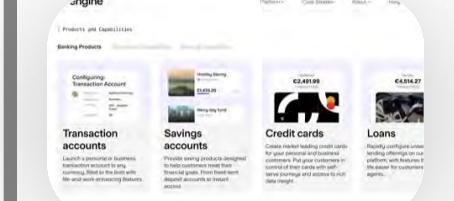
### Differentiator Emphasis

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 the various fronts of their product. This ranges from testimonials, milestones, case studies and insight explainer video content.



### Evidence Driven

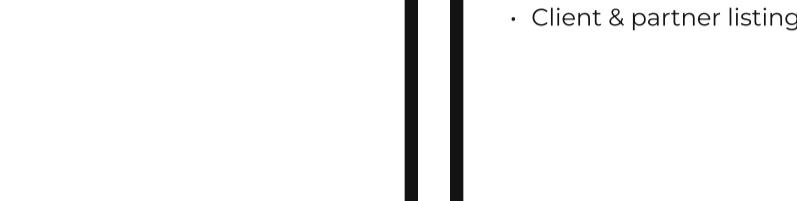
Engine mobilise many moments of evidence driven content to help contextualise their successes and the impact of their product. This ranges from testimonials, milestones, case studies and insight explainer video content.



## Feature Opportunities

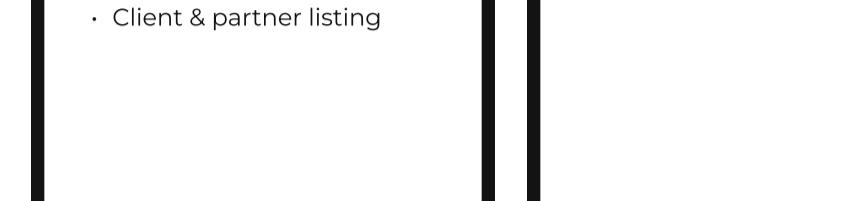
### Product Features & Breakdown

- 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



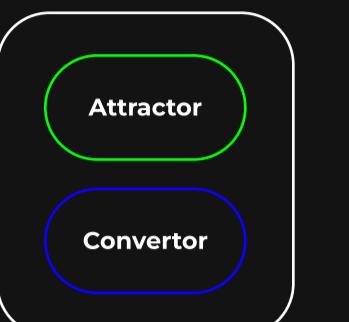
### Testimonials

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



## Top-line Information Architecture

### Home



### Platform

#### Case Studies

#### About

#### Insights

#### Contact Us

#### Product Overview

#### Collector

#### Why Engine?

#### Attractor

#### The Team

#### Attractor

#### Newsroom

#### Collector

#### Operational Products

#### Attractor

#### 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

## Primary Navigation

## 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.

## Footer Navigation



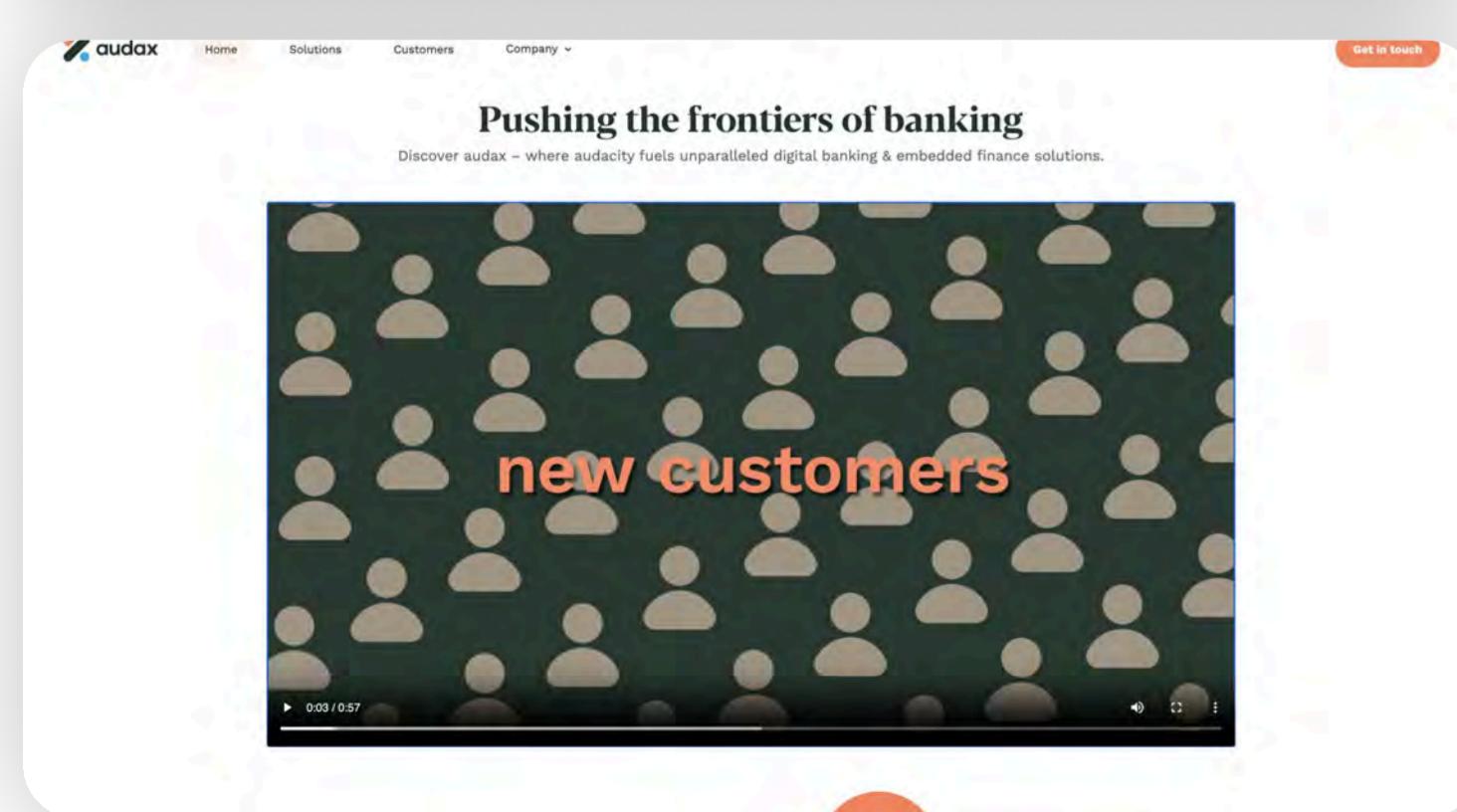
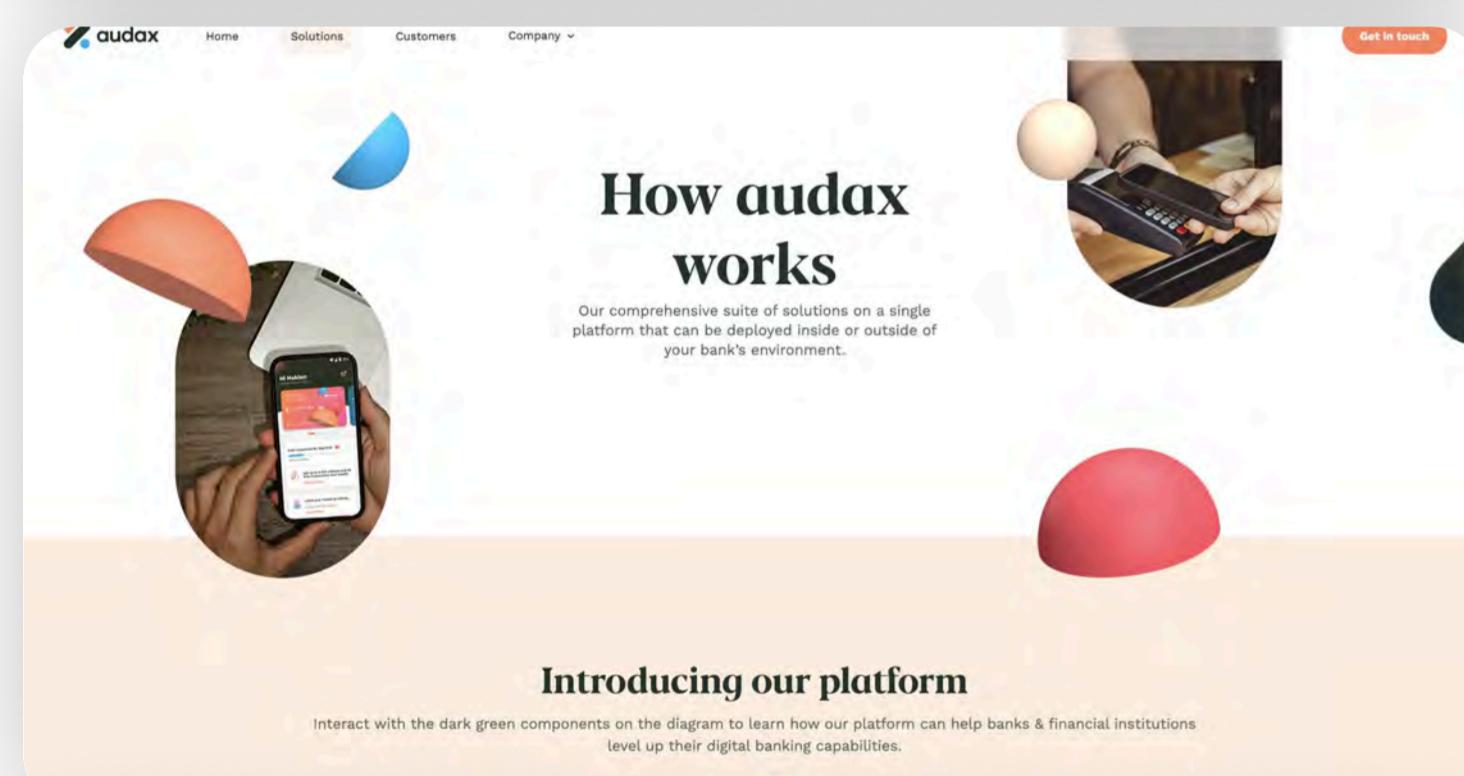
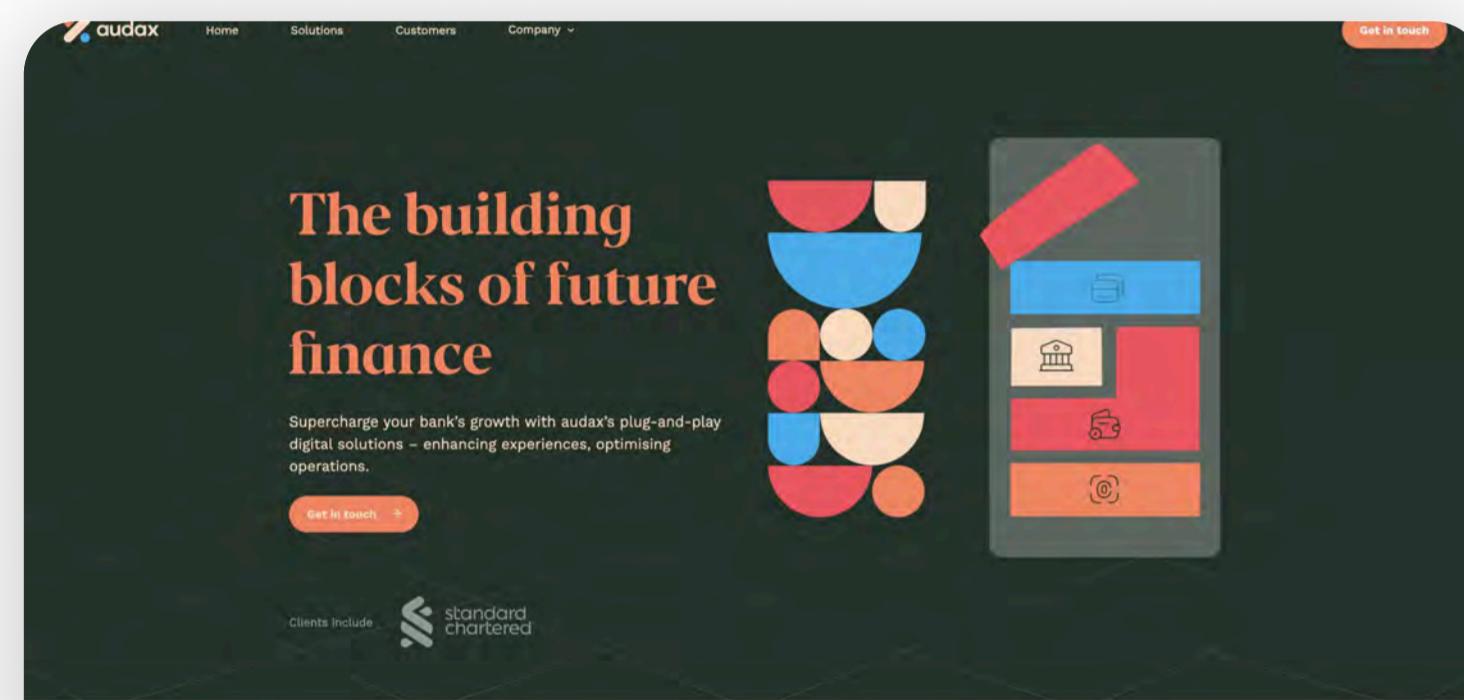
## Value Position

# “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.

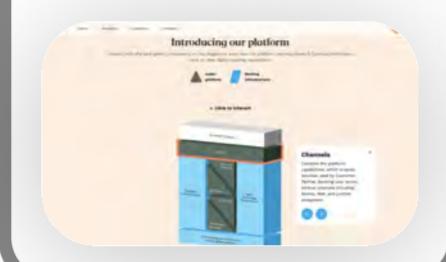
## Visuals



## 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 that's their core services or detailed products. They don't spend too much time reformatting 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.



## 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

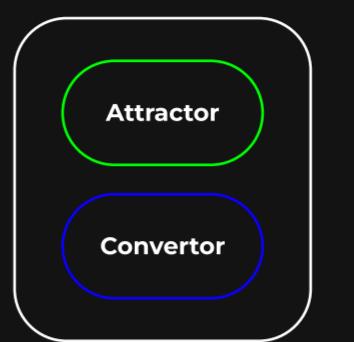
- Partner testimonials
- Awards
- Success story video content

### Resources

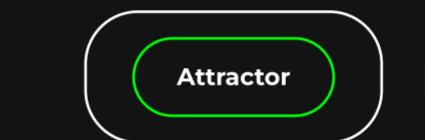
- White Paper downloads
- Blog articles and exploration
- Upcoming newsletter (not released yet)

## Top-line Information Architecture

### Home



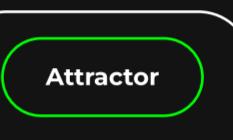
### Solutions



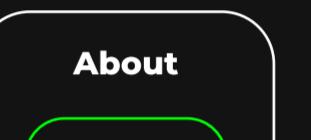
### Customers



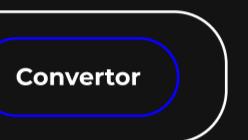
### Labs



### Company

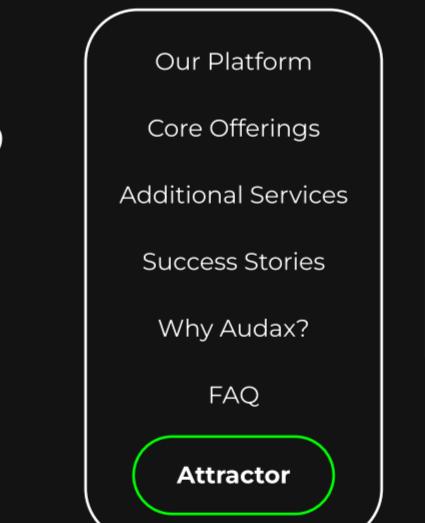


### Get In Touch

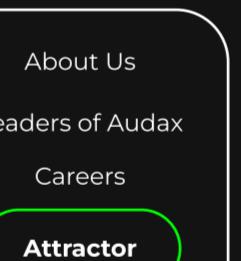


## Primary Navigation

### Solutions



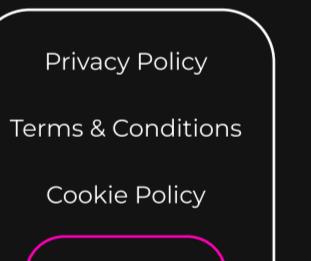
### About



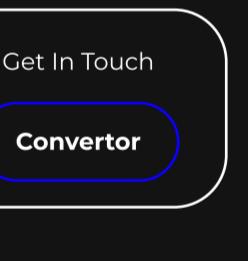
### Resources



### Legal

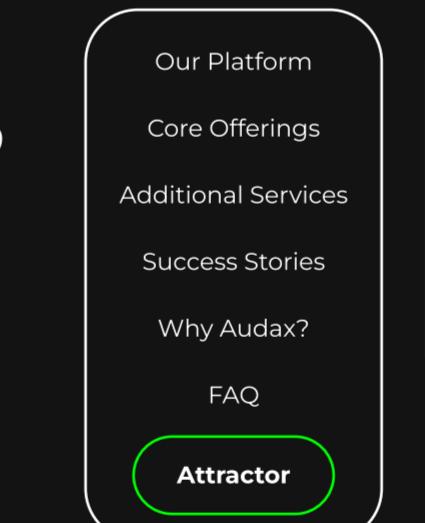


### Contact Us

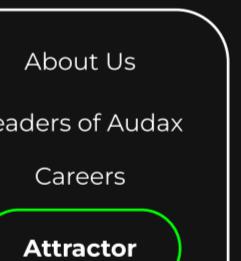


## Footer Navigation

### Solutions



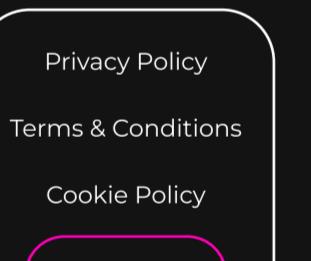
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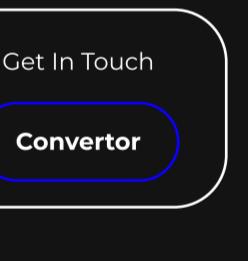
### Resources



### Legal



### Contact Us



## 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.

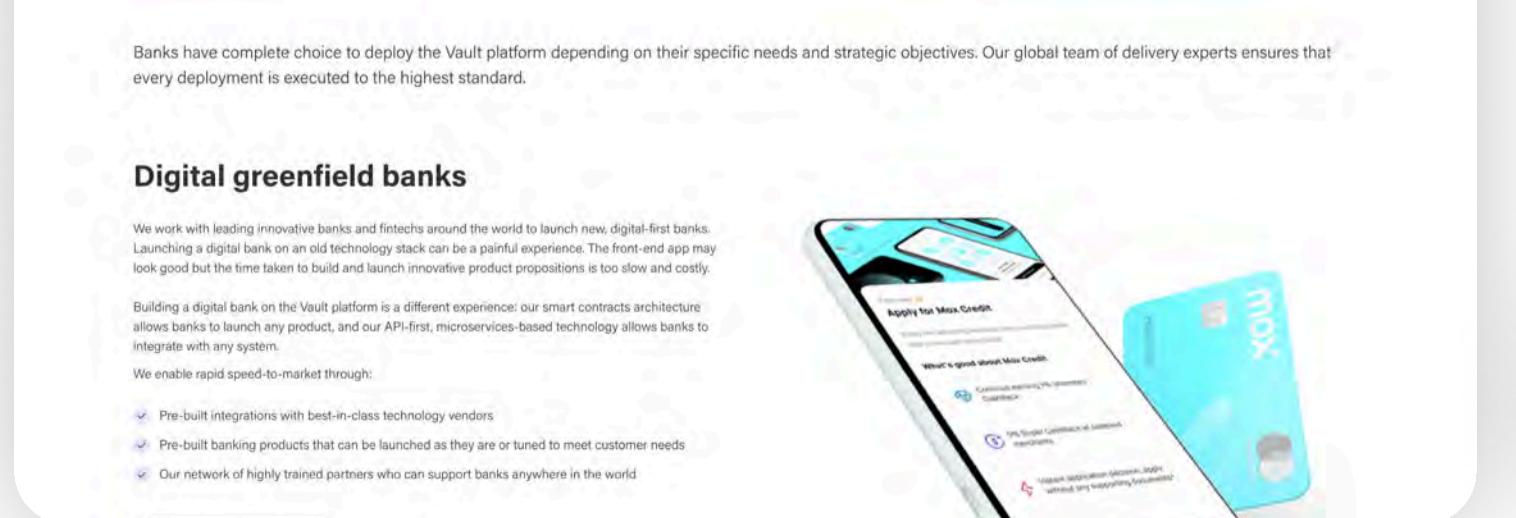
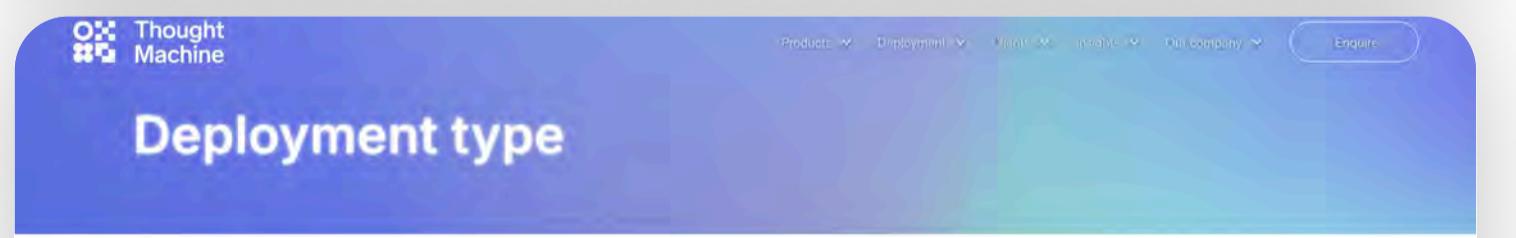
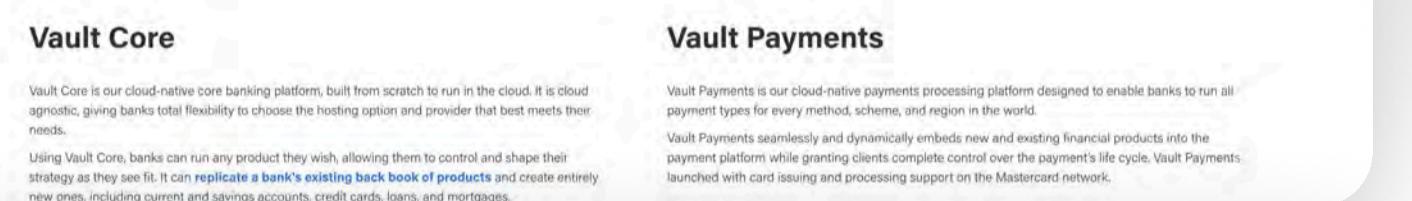
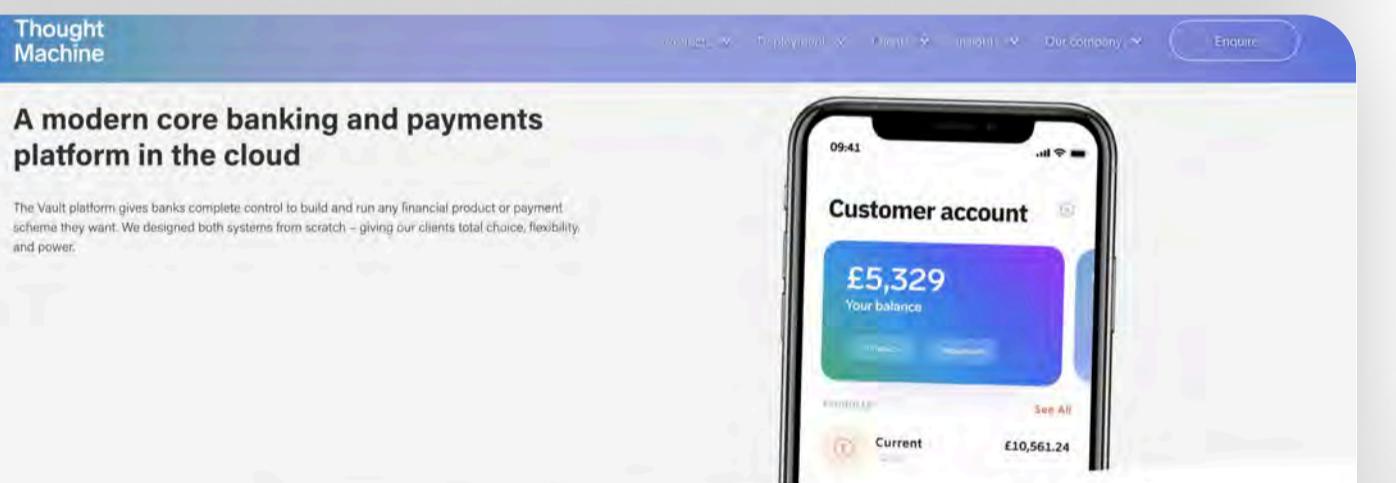
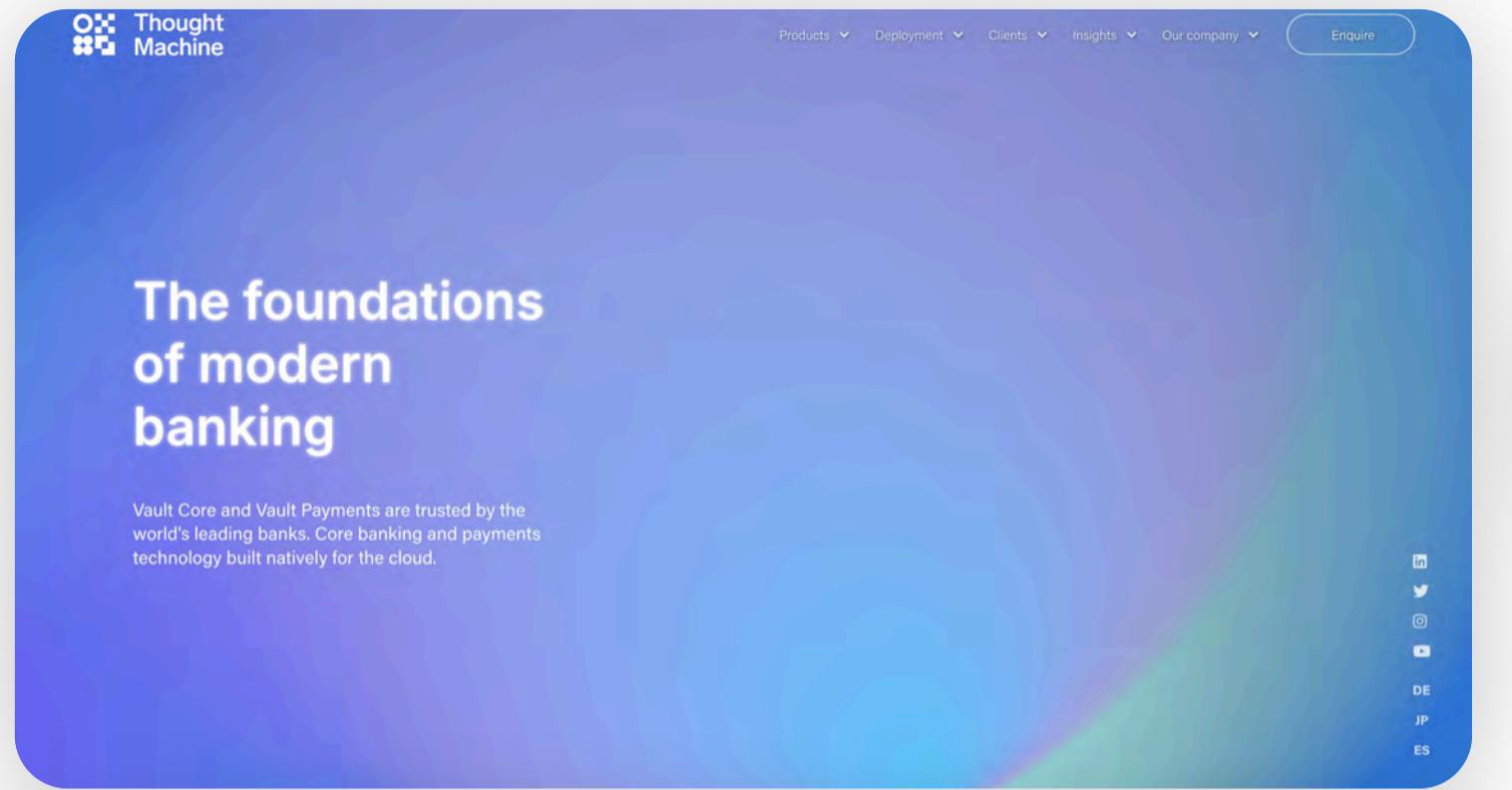
# Value Position

## “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.

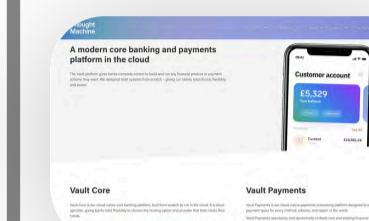
### Visuals



### 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.



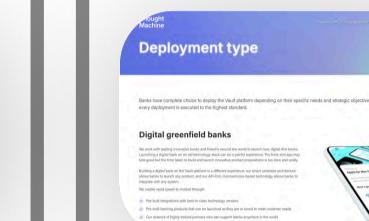
#### Feature Emphasis

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.



### Feature Opportunities

#### Product Features & Breakdown

- Product definitions & hubs
- Product capability overview
- 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

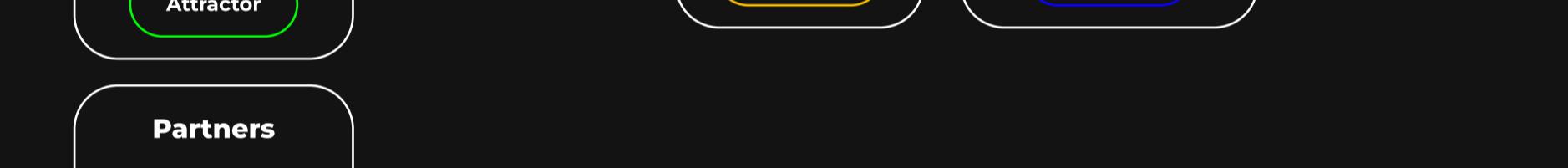
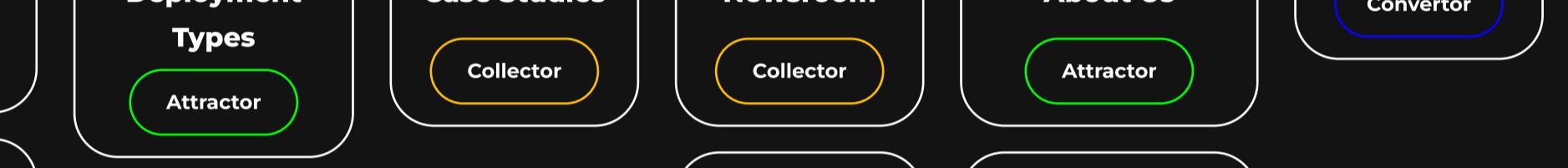
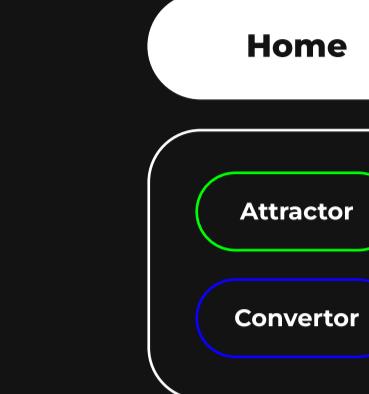


#### Branded Content

- Web Casts
- News
- Blog
- Video Content

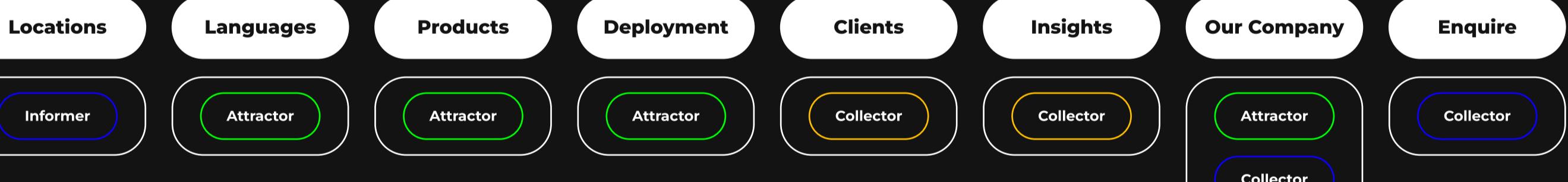


### Top-line Information Architecture



### Primary Navigation

### Footer Navigation



### UX / UI Feel

#### Modern

Modern

Busy

Detailed

#### Language Persona

#### Detailed

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.

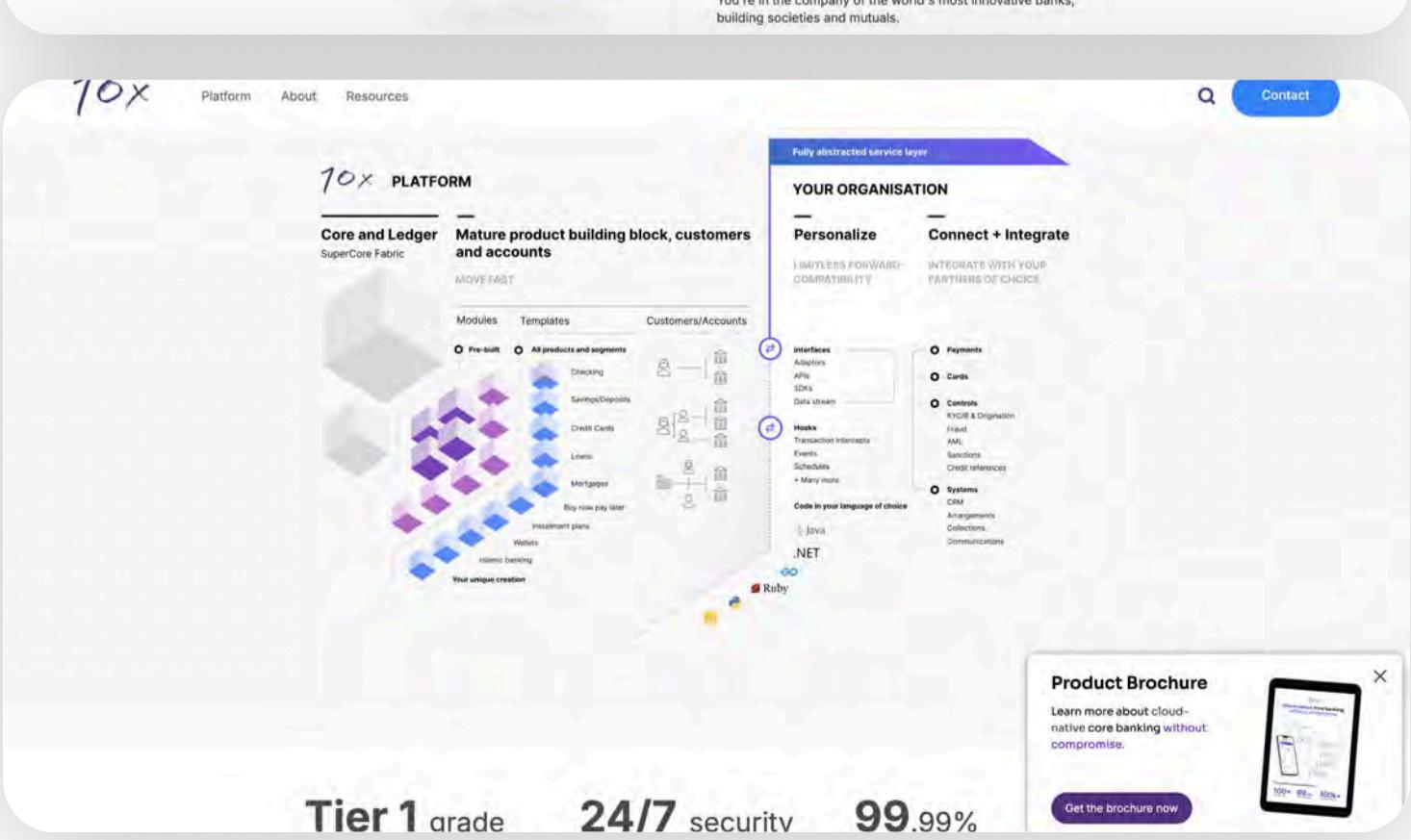
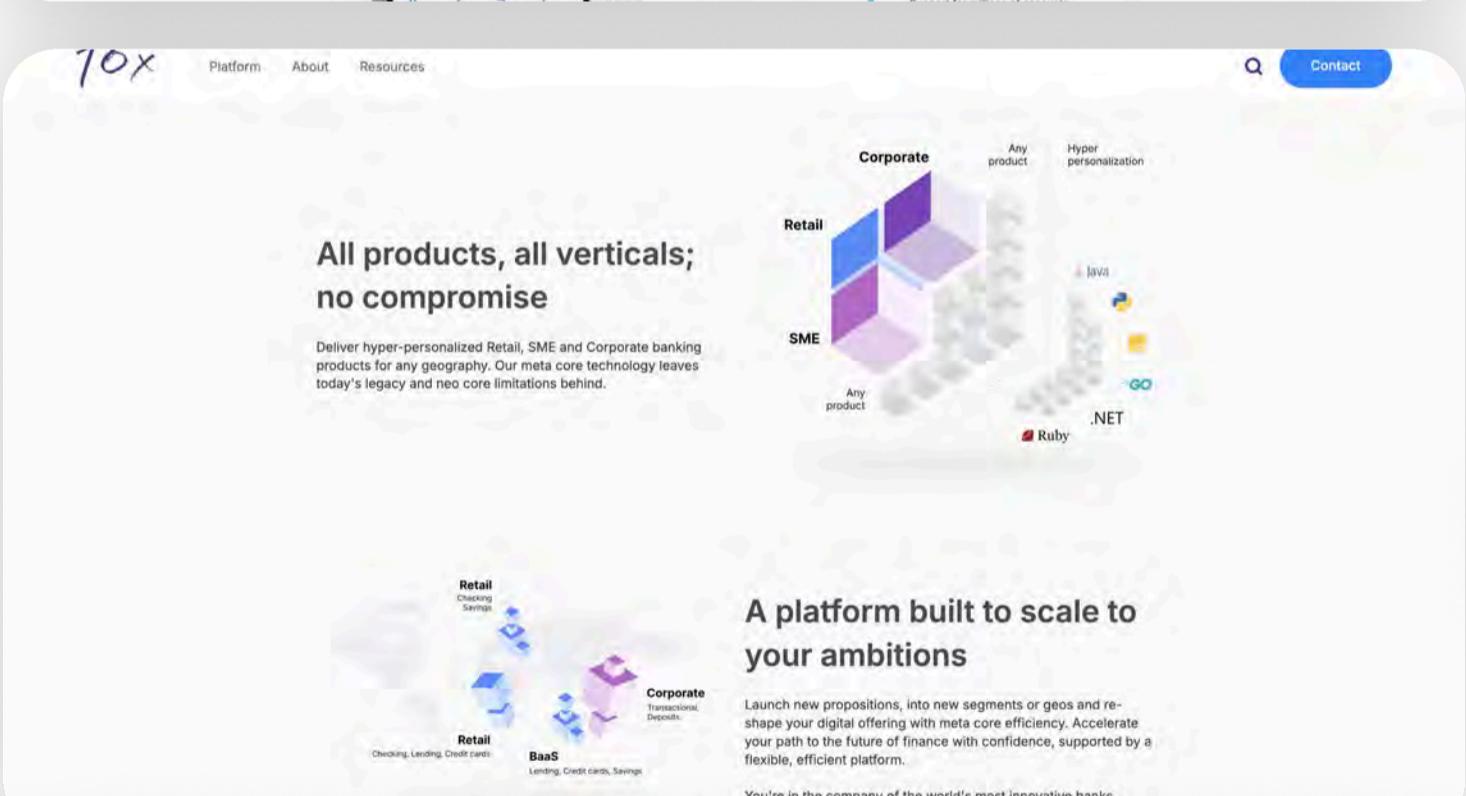
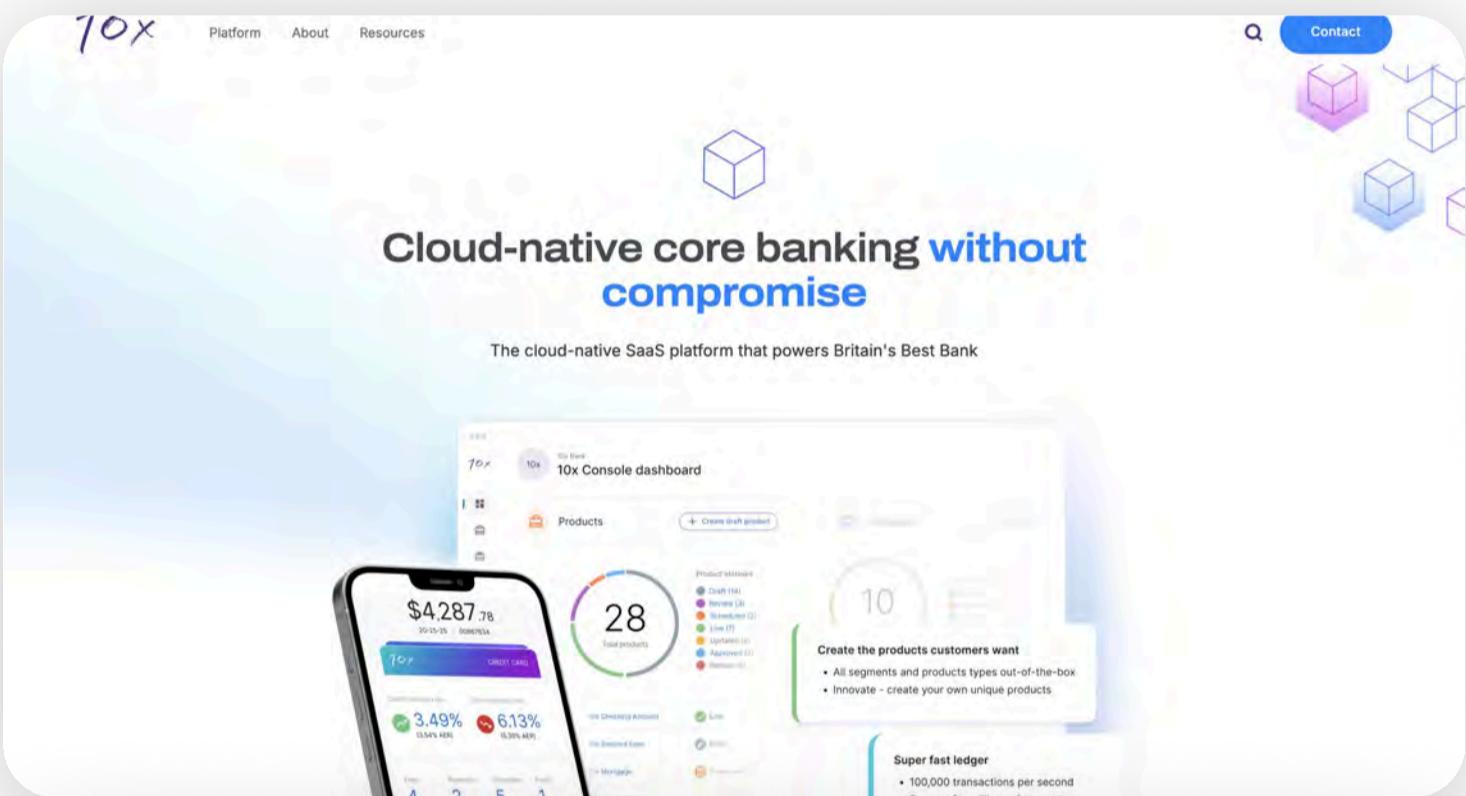
## Value Position

# “Cloud-native core banking without compromise”

## Verbal Branding

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

## Visuals



## Visual Hierarchy

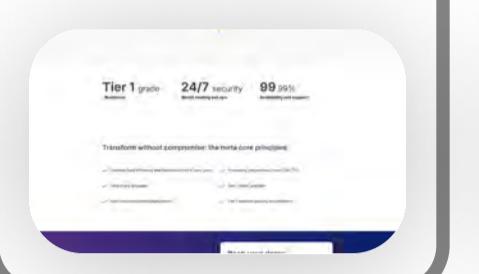
### Holistic Product Definition

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



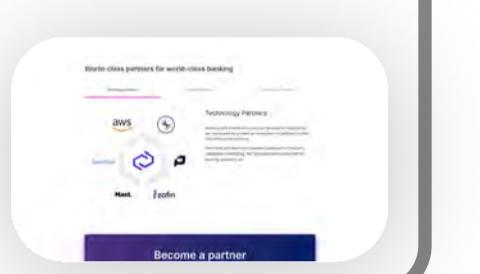
### Engagement, Security & Transition Reassurance

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.



## Feature Opportunities

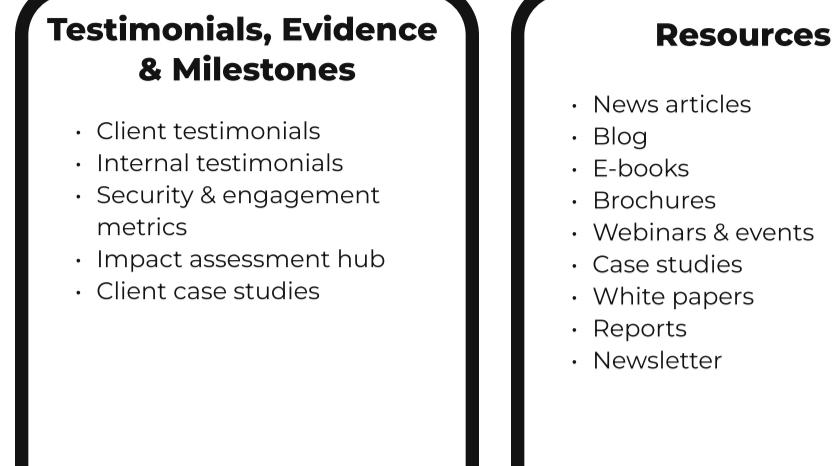
### Product Features & Breakdown

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



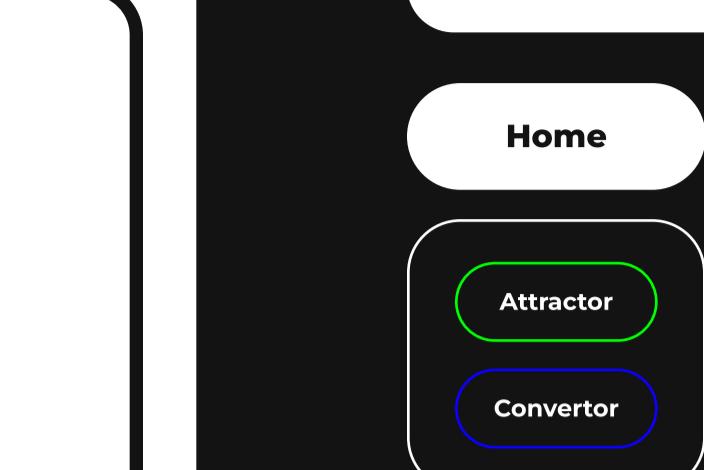
### Testimonials, Evidence & Milestones

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

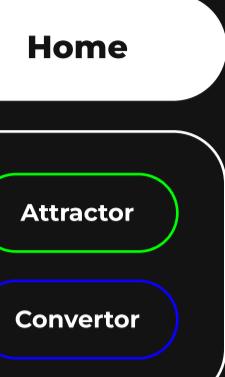


### Resources

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



## Top-line Information Architecture



### Platform

#### Platform Overview



### About

#### About 10x



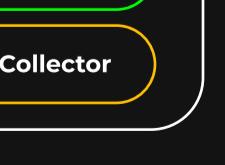
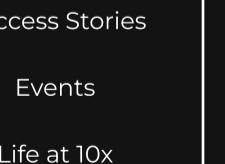
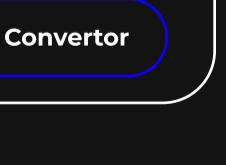
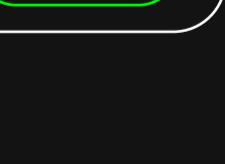
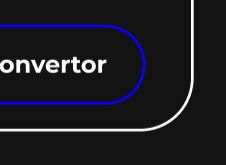
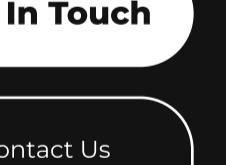
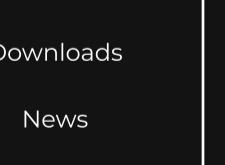
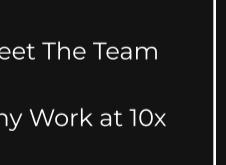
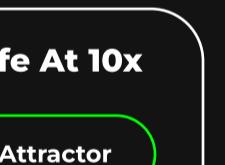
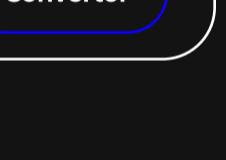
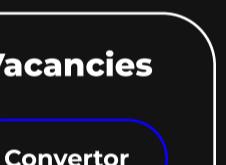
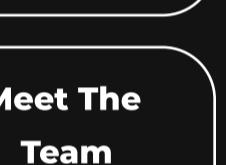
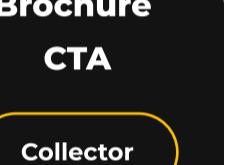
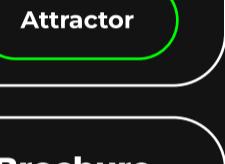
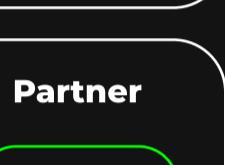
### Resources

#### Insights



### Contact

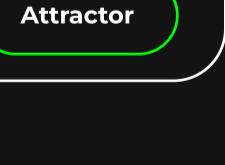
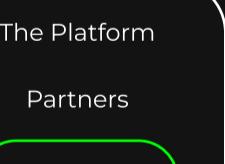
#### Convertor



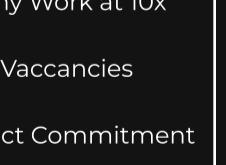
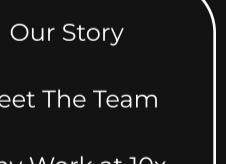
## Primary Navigation

### Footer Navigation

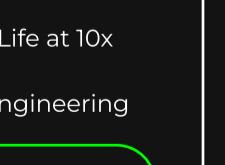
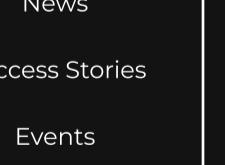
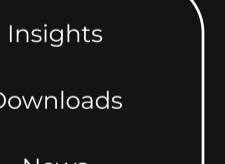
### Platform



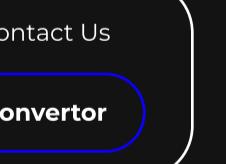
### About



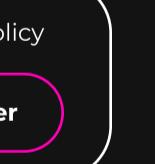
### Resources



### Get In Touch



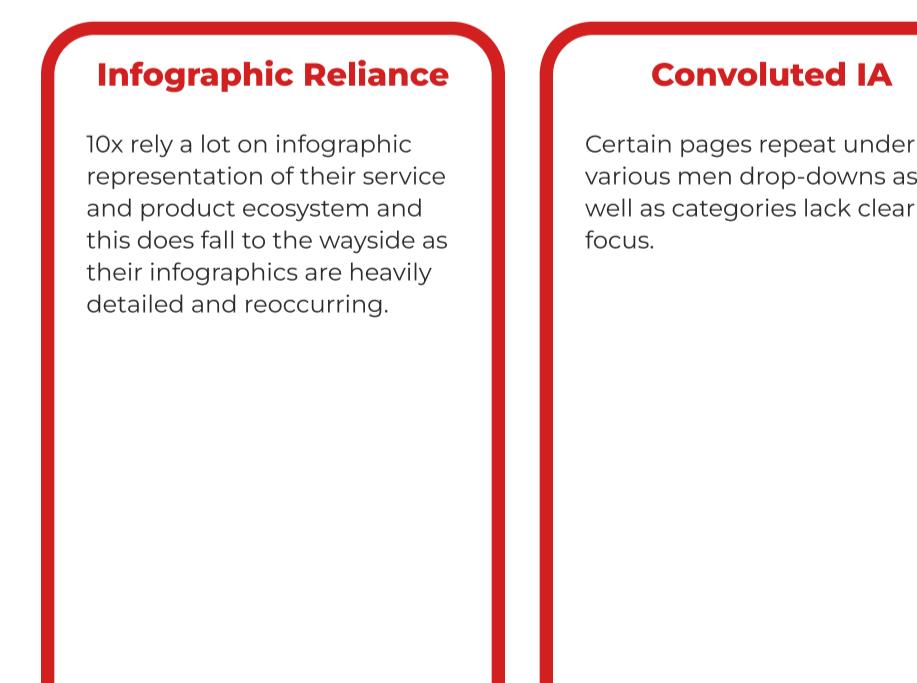
### Legal



## Lacking Approach / Capabilities

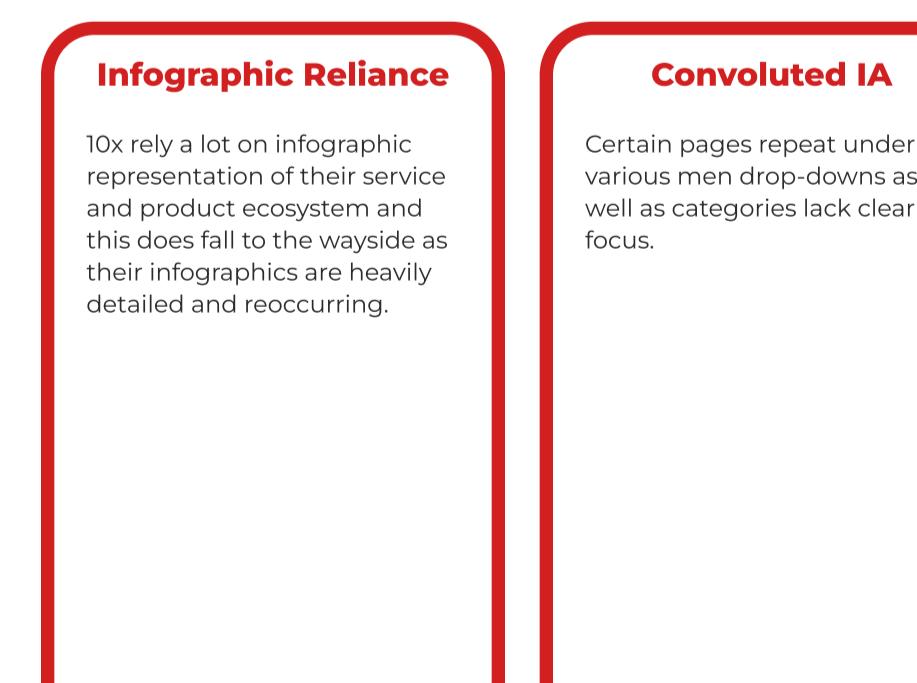
### Infographic Reliance

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.



### Convoluted IA

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



## Value Proposition

# “Core banking, born in the cloud”

## Verbal Branding

Unleash true change by building the modern banking and financial experiences your customers want and need.

A wireframe of a user interface for Mambu, showing various sections like Visuals, Messaging, Conversion Paths, and UX/UI Feel, with specific components like a 'Customer & Partner Ecosystem' and 'Wide Content' section.

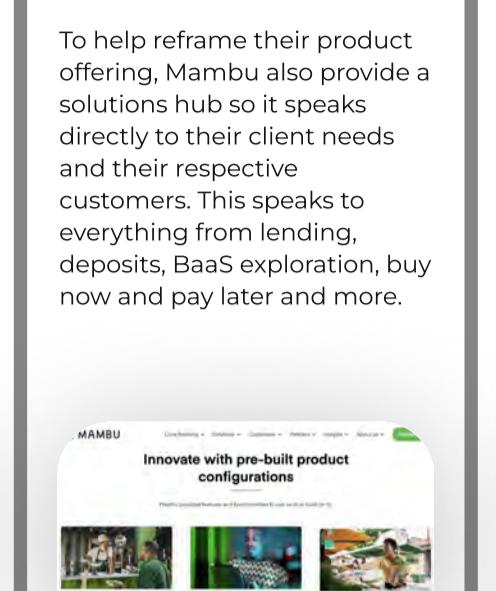
## Hierarchy

Product  
Definition

Include an array of product definition andographics, capability hubs and insurance and orchestration. Define their products 'what' and 'how we

## Solution Arcs

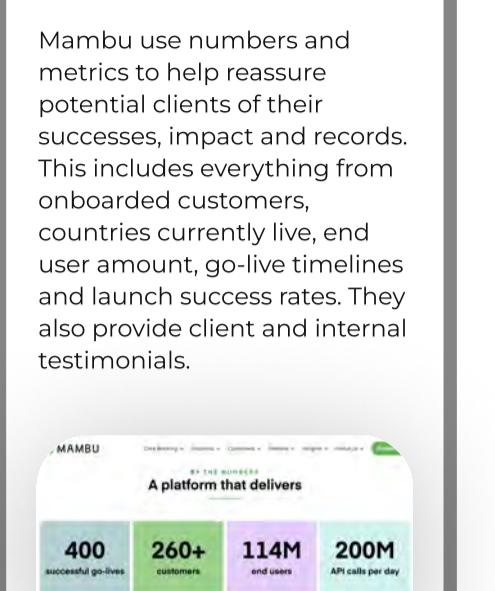
To help reframe their product offering, Mambu also provide a solutions hub so it speaks directly to their client needs and their respective customers. This speaks to everything from lending, deposits, BaaS exploration, buy now and pay later and more.



The diagram illustrates the 'Solution Arcs' for Mambu. It features a central green circle with the Mambu logo, surrounded by a white ring containing the text 'SOLUTION ARCS'. This is further enclosed by a purple ring with the text 'SOLUTION HUB'. The outermost ring is white with the text 'SOLUTIONS'. The entire diagram is set against a light grey background with a subtle grid pattern.

## Evidence Driven

Mambu use numbers and metrics to help reassure potential clients of their successes, impact and records. This includes everything from onboarded customers, countries currently live, end user amount, go-live timelines and launch success rates. They also provide client and internal testimonials.



The image shows a screenshot of the Mambu website under the 'Evidence Driven' section. It features a green header with the Mambu logo and navigation links. Below the header, the text 'Innovate with pre-built product configurations' is displayed. The main content area has a light grey background with three sections: 'Product level highlights', 'Account level highlights', and 'Transaction level highlights'. Each section contains a small image and a list of bullet points. At the bottom, there is a green box with the text 'Go-live in 4 to 9 months' and a green box with the text 'A proven track record with a 98% project success rate'.

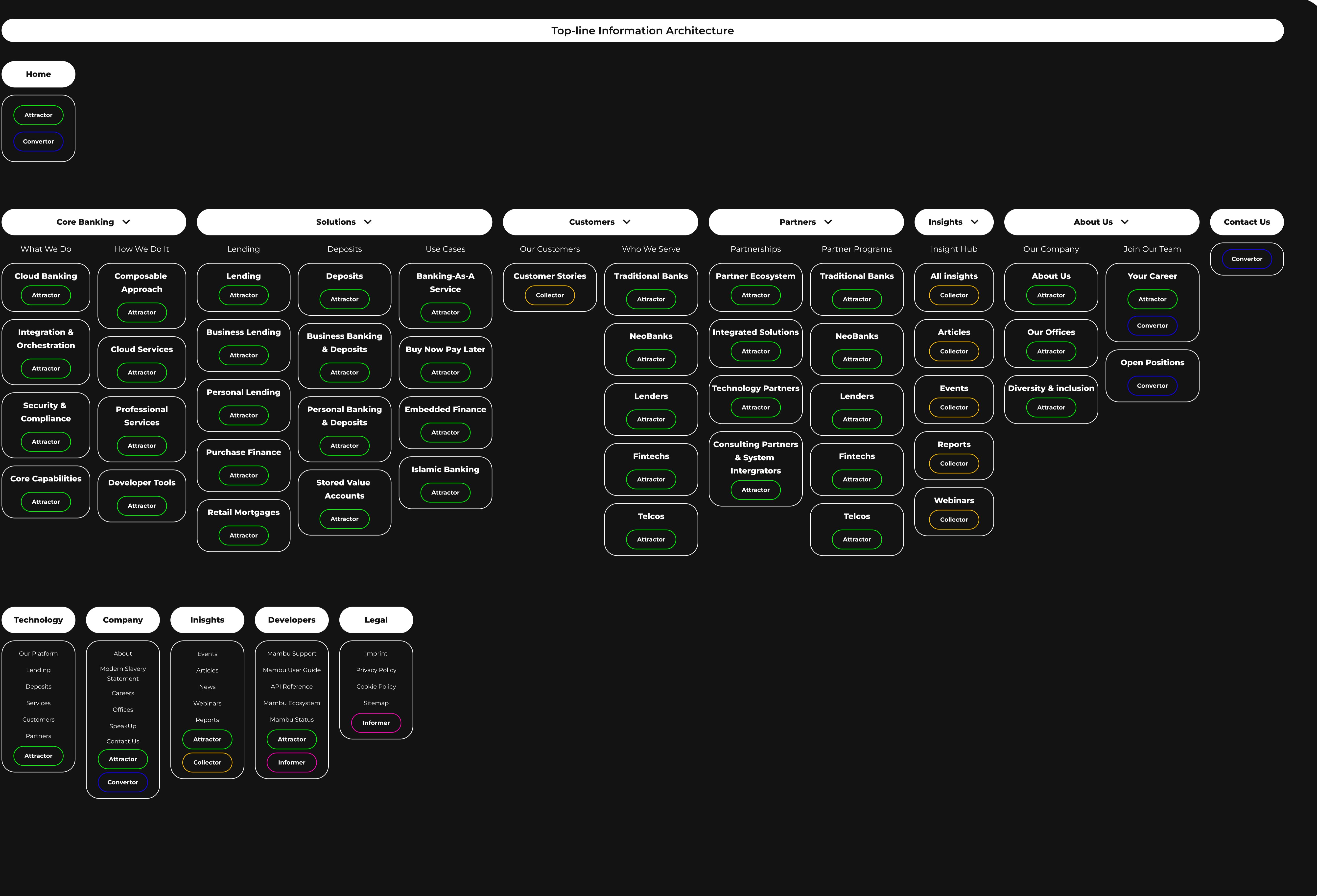
## Product Features & Breakdown

- Product definition
- Mobilisation breakdown & workflow
- Perks & benefits
- By solution type
- Bank product offerings
- Operational structures & offerings
- Integration

## Opportunities

- **Testimonials, Evidence & Milestones**
  - Business success & impact metrics
  - Client & internal testimonials
  - Client & partner ecosystem & case studies
- **Resources**
  - Insight & news articles
  - Webinars
  - Newsletters
  - Reports
  - Events
  - Search & filter insight exploration

## Top-line Information Architecture



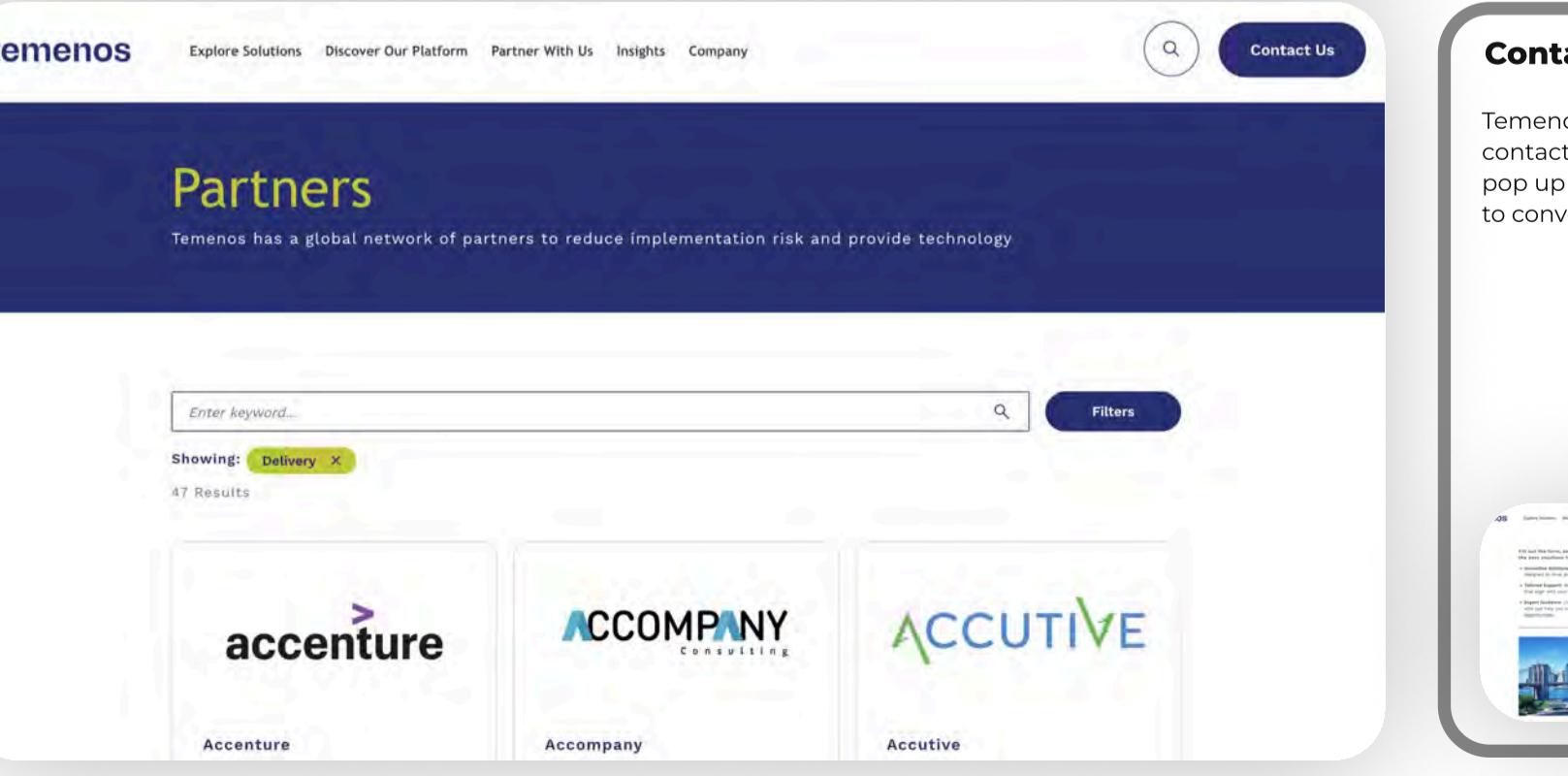
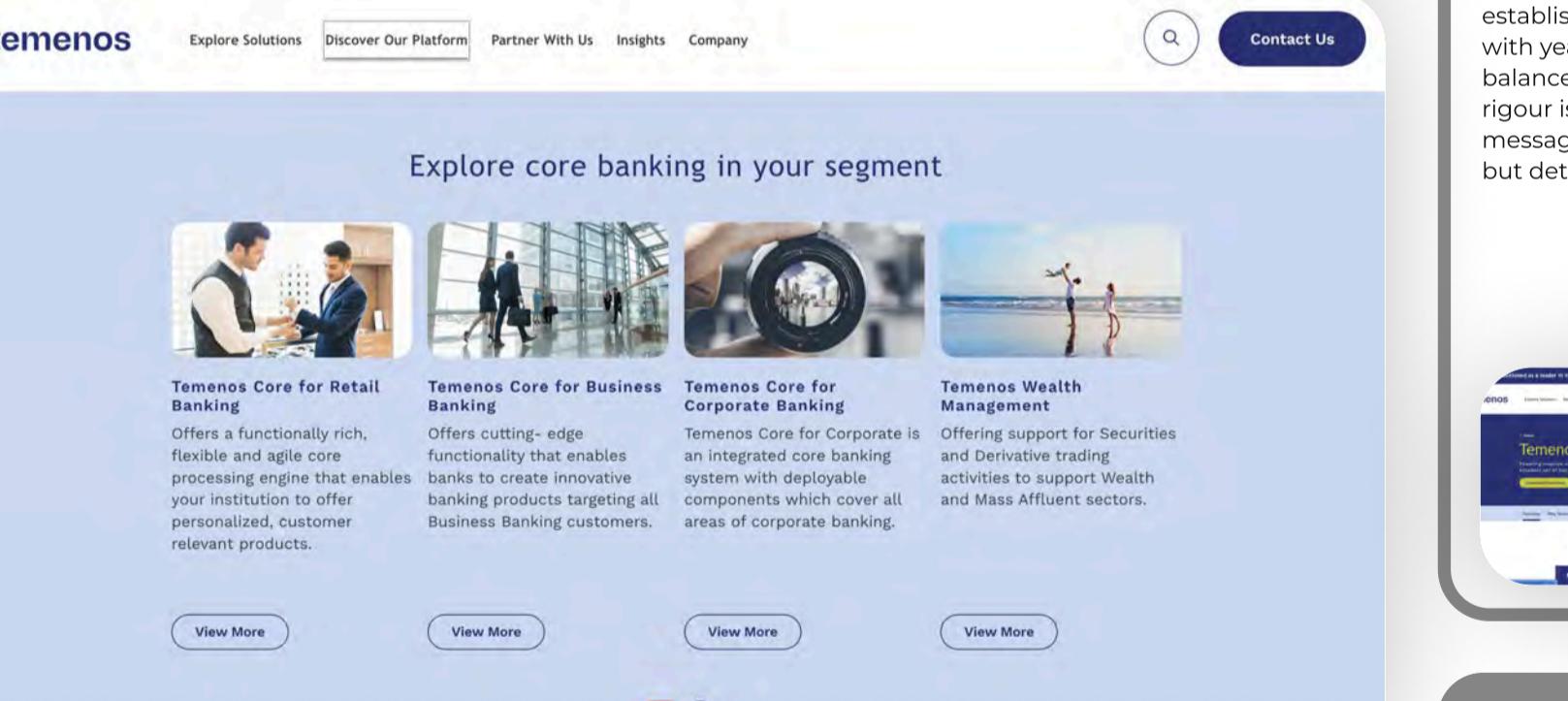
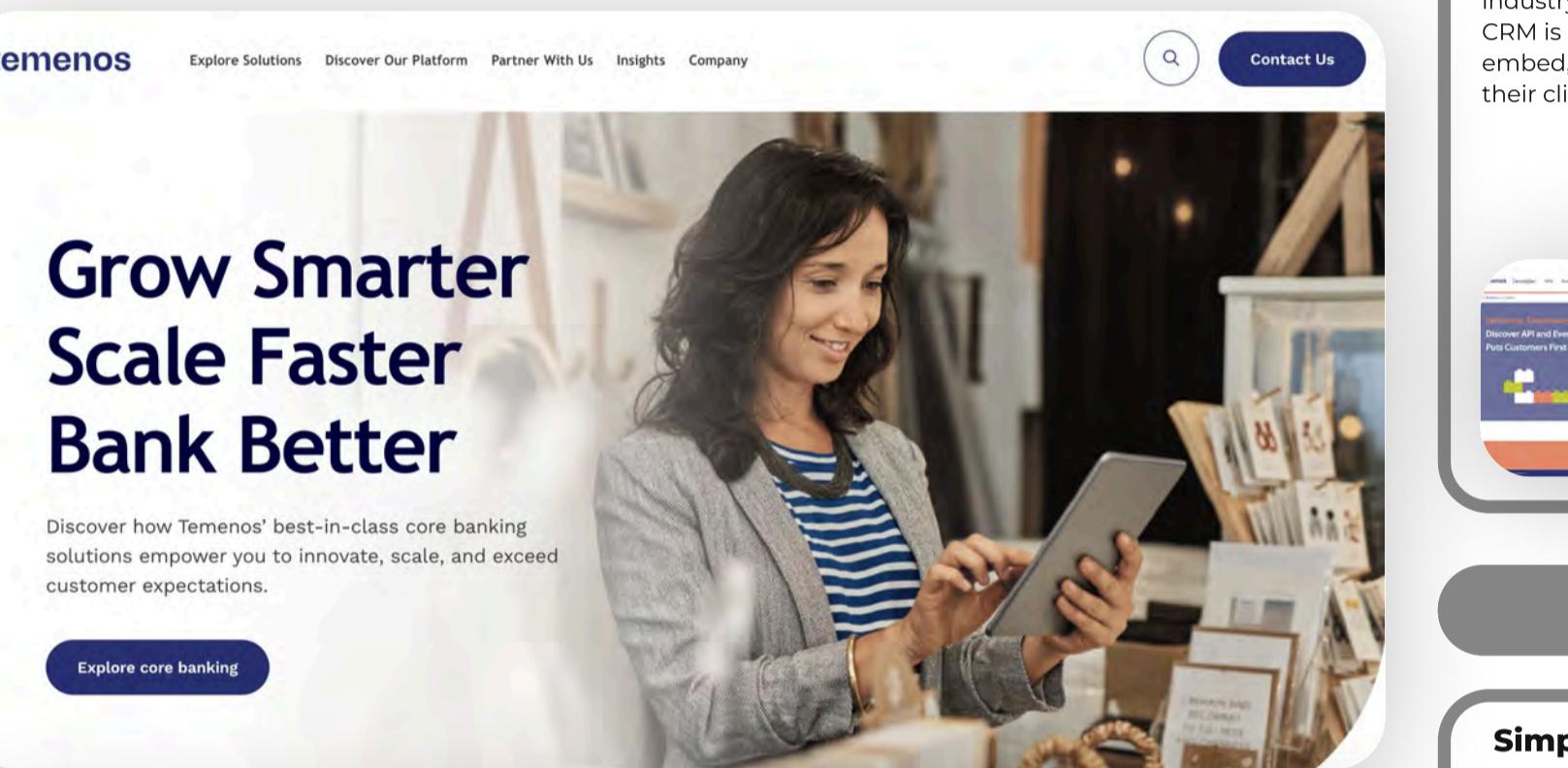
## Value Position

# “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.



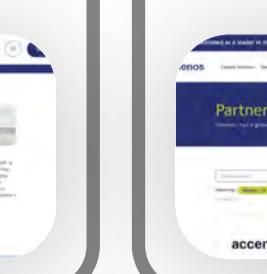
### Platform Capability Detailing

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

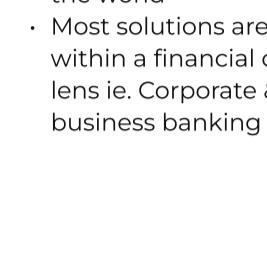
Temenos pushes its client and partner ecosystem so users can explore the journey they have had, what their problem and goals were and how Temenos assisted in giving them their banking and finance solution.



## Feature Opportunities

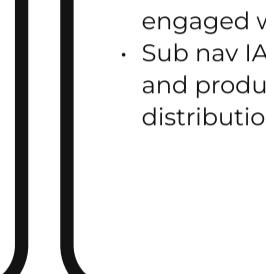
### Solution Summary

- 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
- Sub sections 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 explainer
- Infographics and downloadable
- Push on partners to contextualise who has engaged with each product
- Sub nav IA to help detailing and product information distribution and inclusion



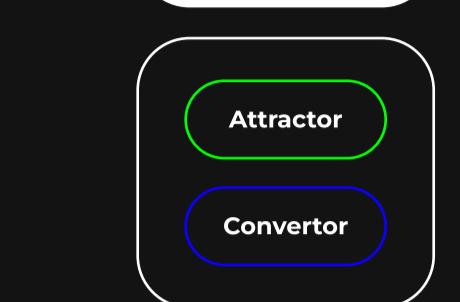
### Testimonials, Evidence & Milestones

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



## Top-line Information Architecture

### Home



### Explore Solutions

#### Temenos SaaS

##### Attractor

#### Our Technology

##### Attractor

#### Temenos SaaS

##### Attractor

#### Delivery

##### Attractor

#### North America

##### Attractor

#### Segments

##### Attractor

#### Regions

##### Attractor

#### Press Releases

##### Collector

#### Videos

##### Collector

#### Approach to ESG

##### Attractor

#### Success Stories

##### Collector

#### Webinars

##### Collector

#### Vision & Strategy

##### Attractor

### Primary Navigation

### Footer Navigation

### Discover Our Platform

#### Corporate Banking

##### Attractor

### Partner With Us

#### Business Banking

##### Attractor

### Insights

#### Technology

##### Attractor

### About Us

#### Core Banking

##### Attractor

### Search

#### Resources

##### Collector

### Contact Us

#### Events

##### Collector

### Footer Navigation

#### Strategic Providers

##### Attractor

### Footer Navigation

#### Learning Community

##### Attractor

### Footer Navigation

#### Careers

##### Attractor

### Footer Navigation

#### Temenos Fellows

##### Attractor

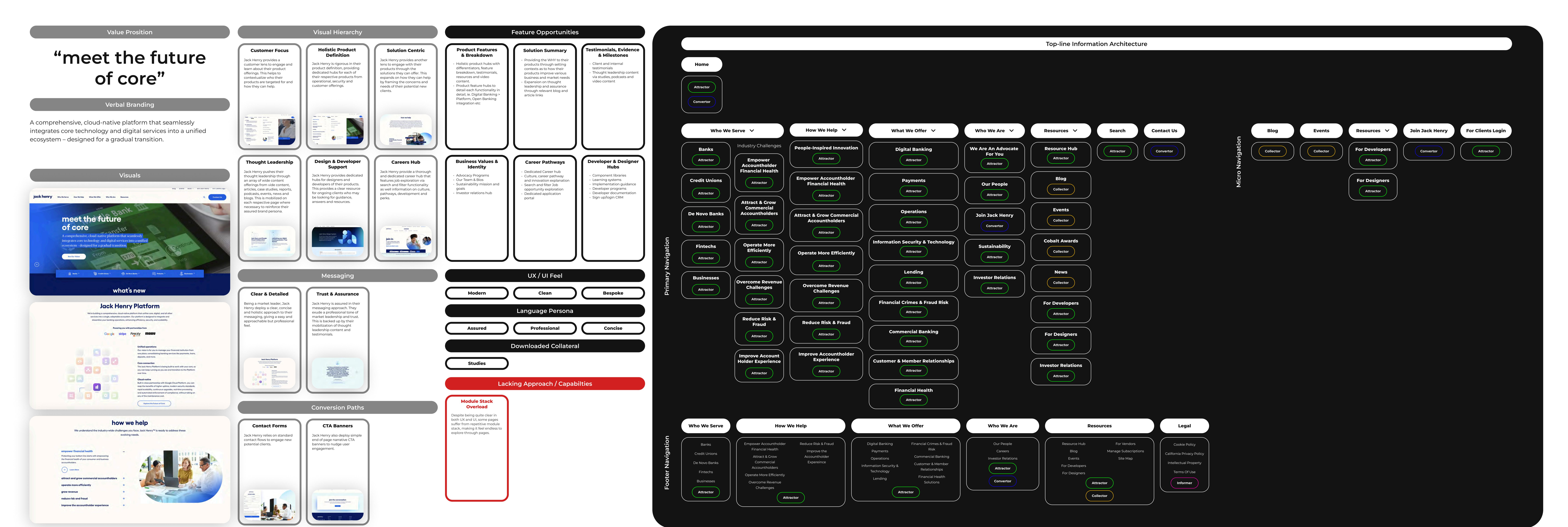
## Lacking Approach / Capabilities

### Page Structure Convolution

The site uses a very similar page structure with sub navs along with similar brand colours and modules. This helps users familiarise themselves with page structure and expectations but it does not holistically leave users not knowing where they are every page feels and looks the same.

### Cognitive Overload

Considering the page convolution and the dense amount of content provided, this does potentially give a cognitive overload to the site and means it may require numerous moments of exploration to absorb what is provided.



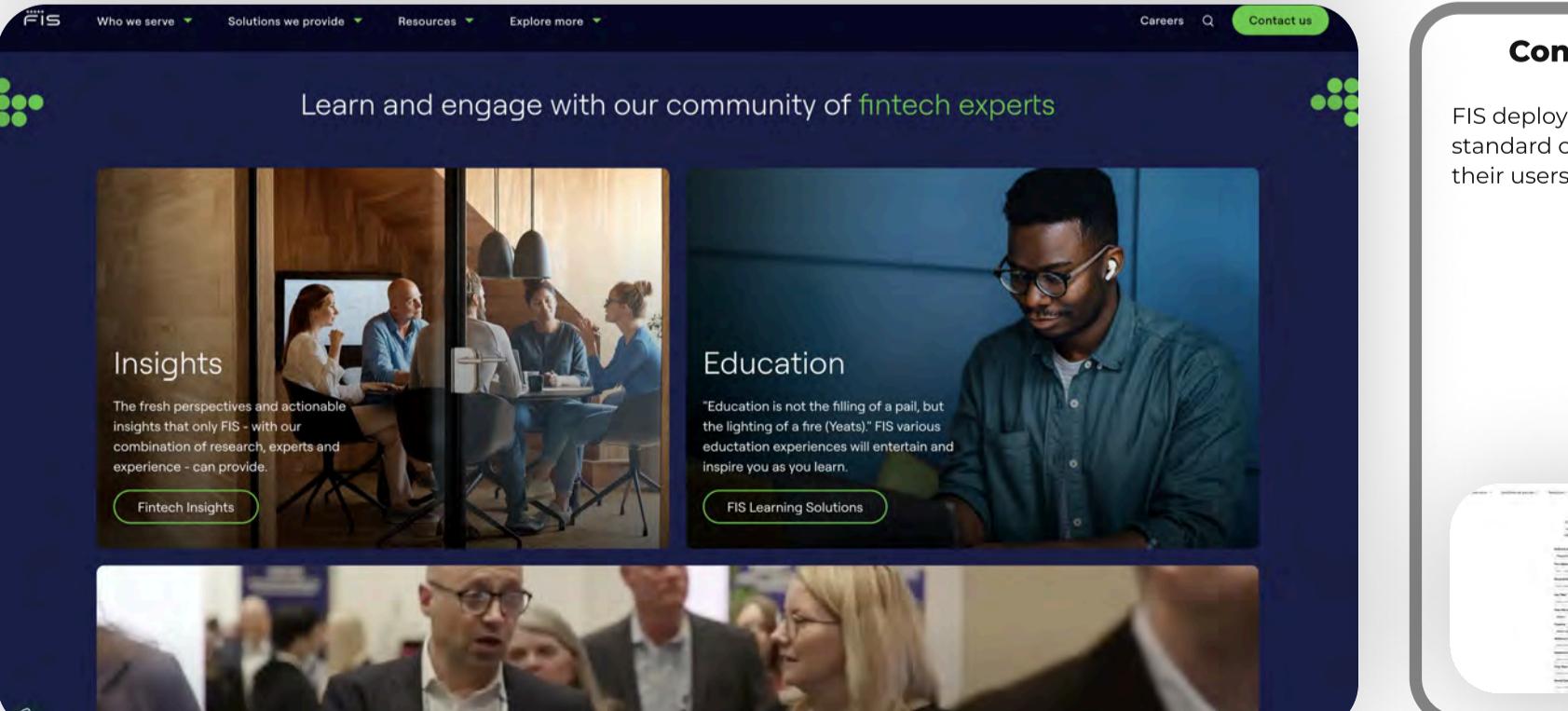
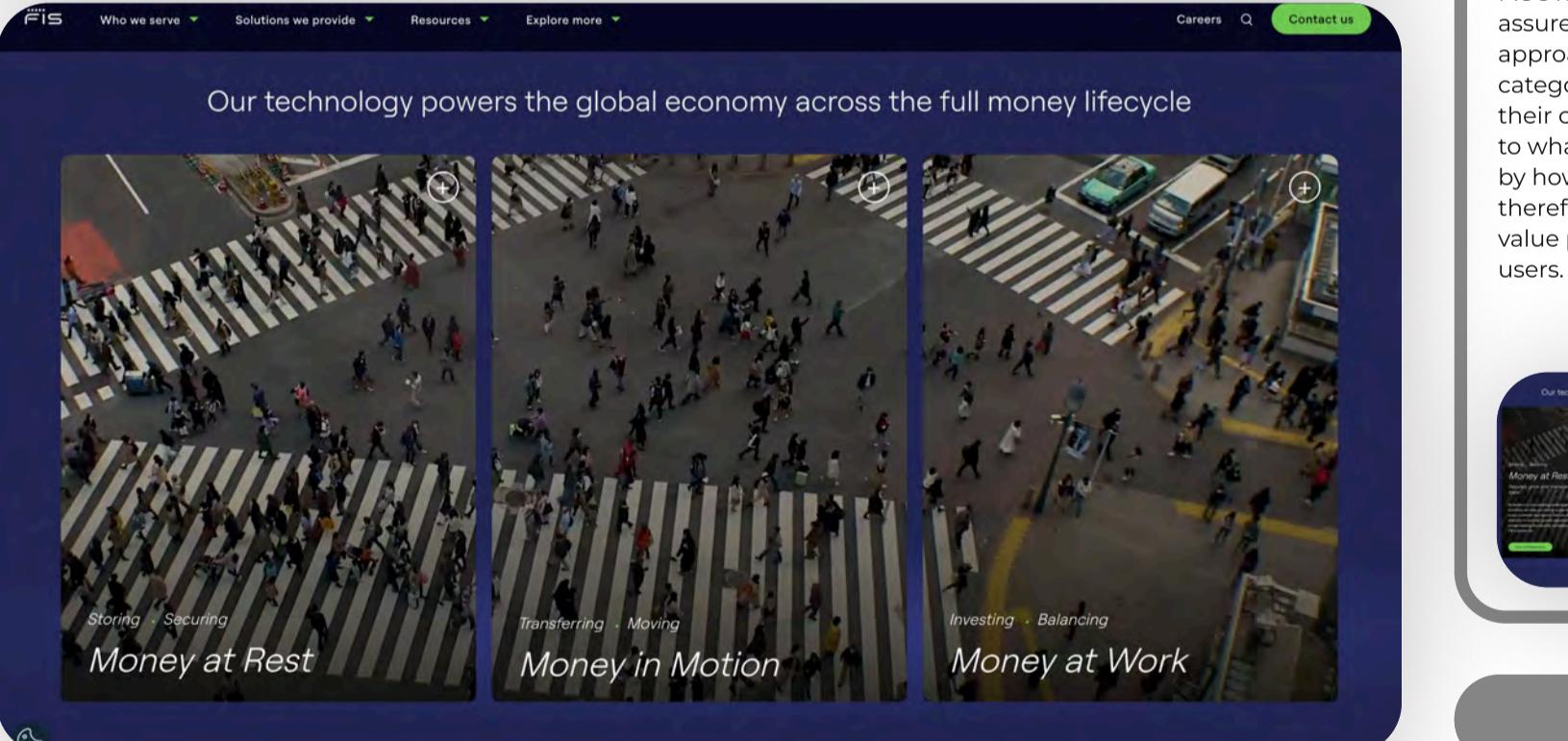
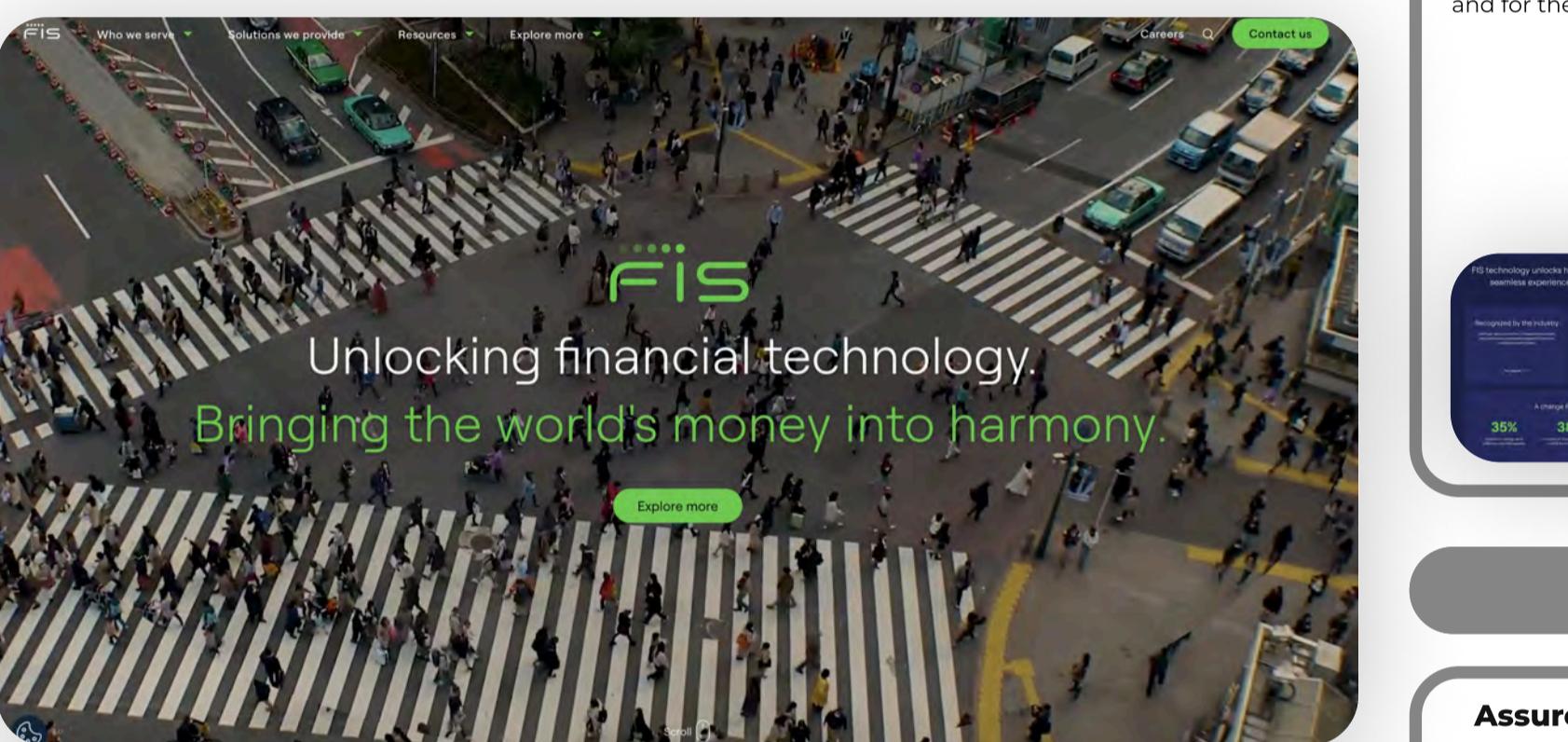
## Value Position

**“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.

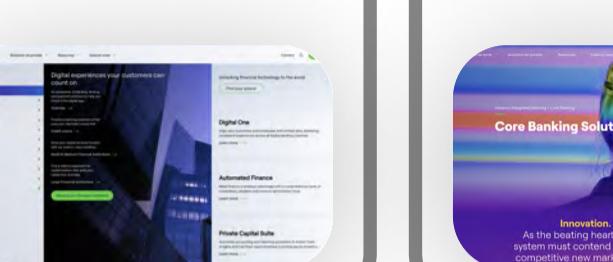
## Visuals



## 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 hierarchical 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.



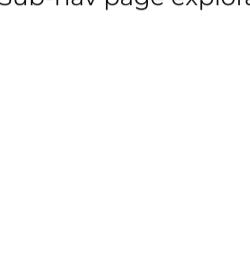
## Thought Leadership

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



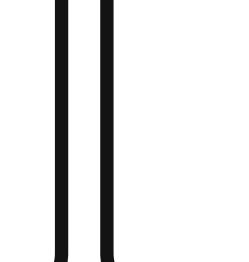
## Product Features &amp; Breakdown

- Feature breakdown
- Differentiator emphasis
- ‘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



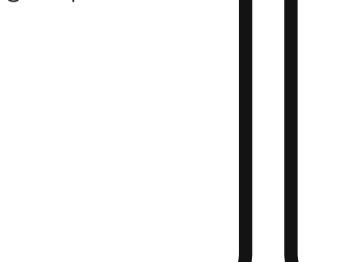
## Customer Centric

- 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 &amp; Milestones

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



## Feature Opportunities

**Home**

Attractor  
Converter

**Who We Serve**

Financial Services  
Securities & Investment  
Corporates  
Insurance  
Next-gen Platform Banking  
Enterprise Technology  
Fintechs

Attractor

**Solutions We Provide**

Retail  
Restaurants  
Energy & Utilities  
Healthcare  
Governments  
Run Banking Operations  
Enhanced Trading & Investing  
Discover Data Driven Insights  
Manage Wealth & Retirement  
Take Payments  
Make Payments

Attractor

**Resources**

Advanced Integration Banking  
Manage Payments  
Optimize Operations & Control Risk  
Minority Banking  
Code Connect  
Leadership  
Investors  
Media Room  
Corporate Citizenship  
Global Sustainability  
Awards  
Ethics Office

Attractor

**Explore More**

Client Portal Login  
Corporate Overview  
InnovateIN48  
InnovateIN48 Partner Edition  
Client Stories  
Corporate Events

Attractor

**Search**

Attractor  
Collector

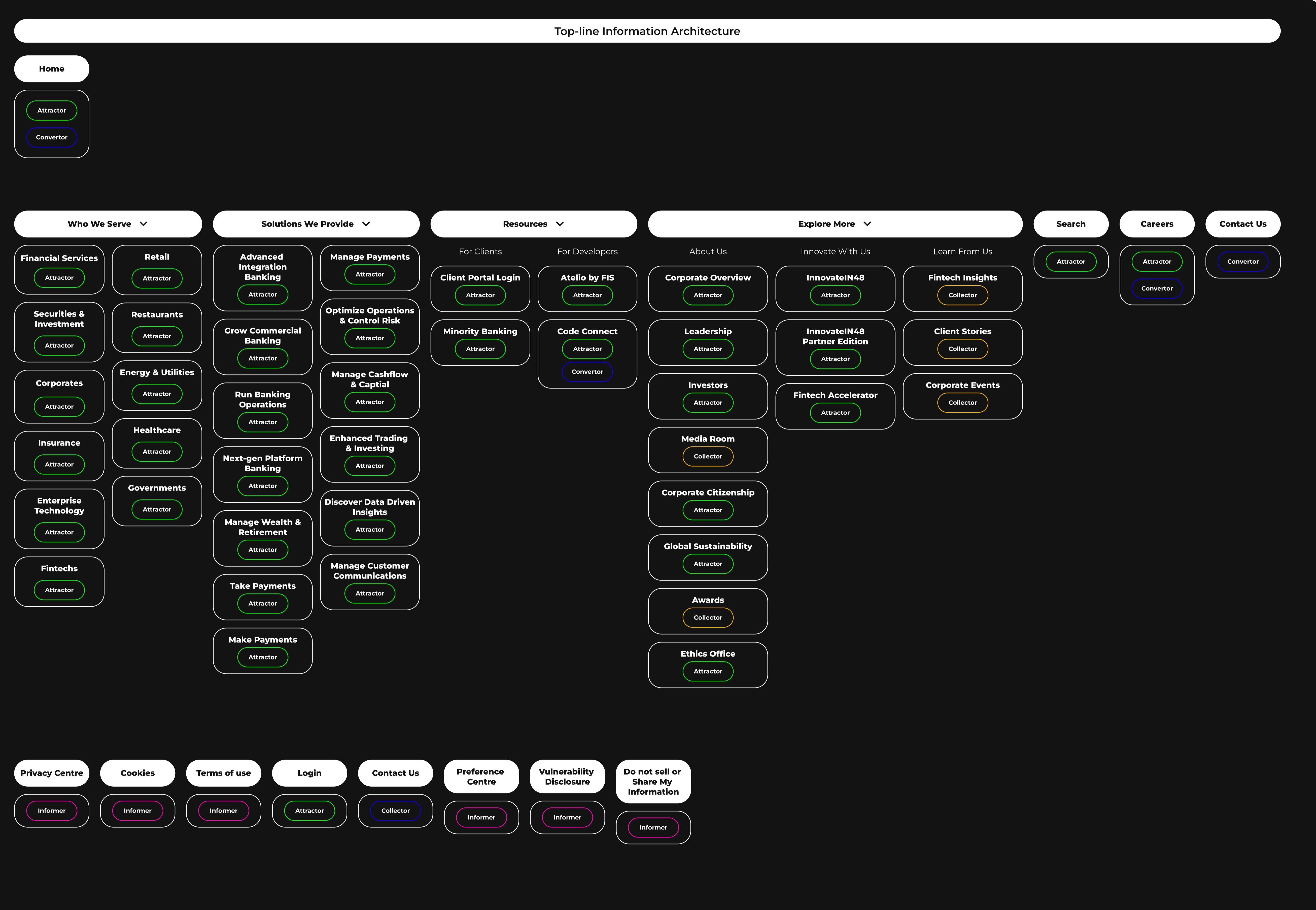
**Careers**

Attractor  
Collector

**Contacts Us**

Attractor  
Collector

## Top-line Information Architecture



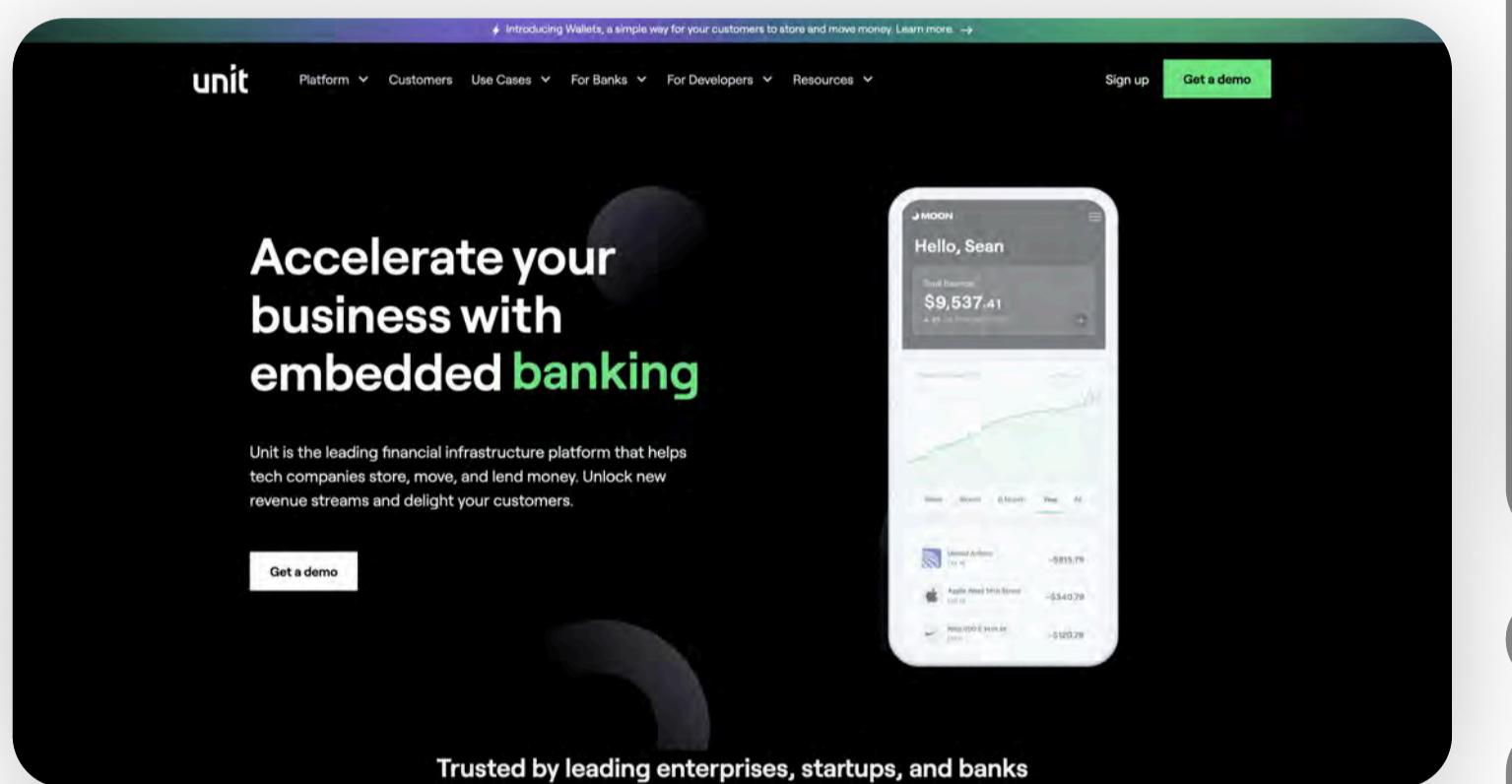
## Value Proposition

# “Accelerate your business with embedded banking”

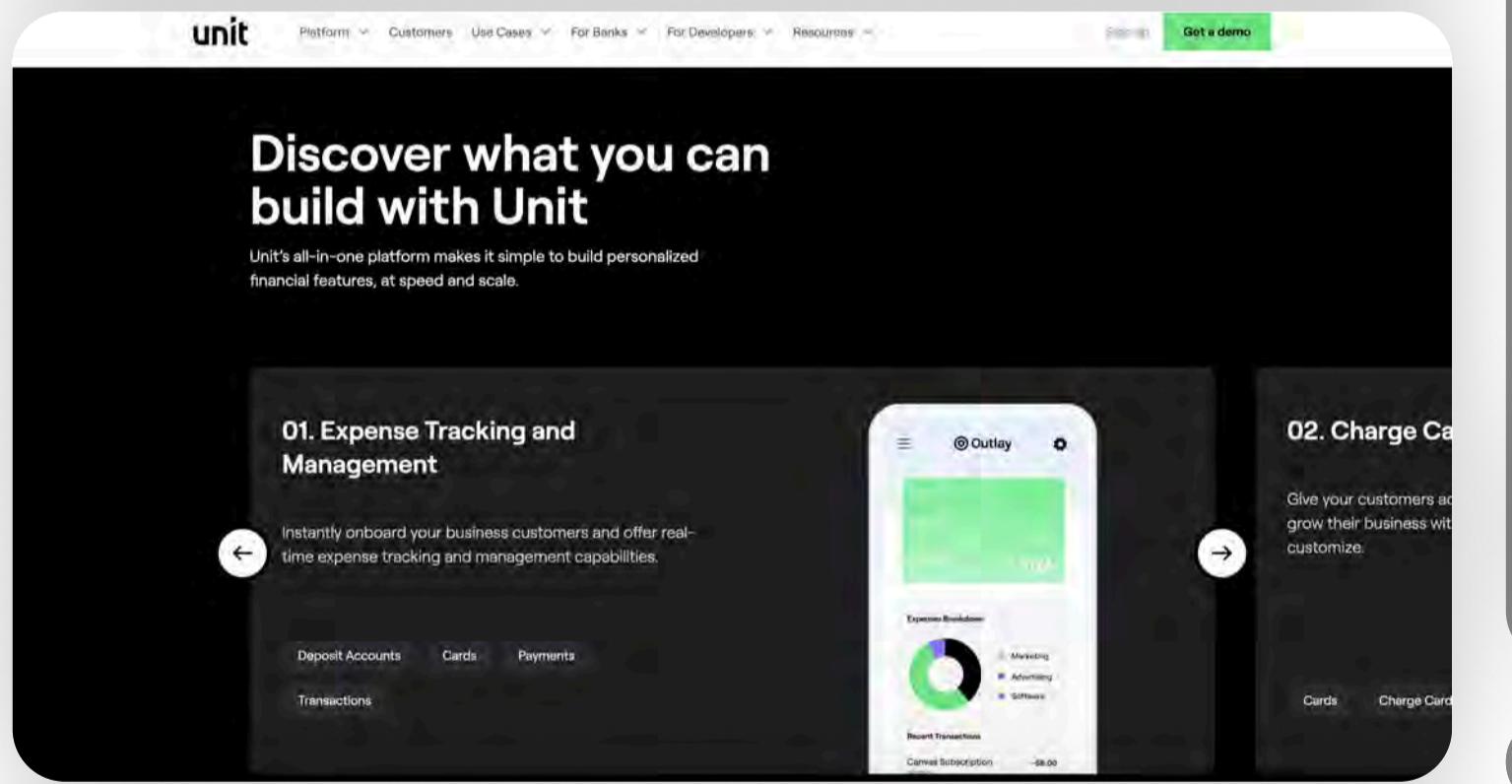
## Verbal Branding

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

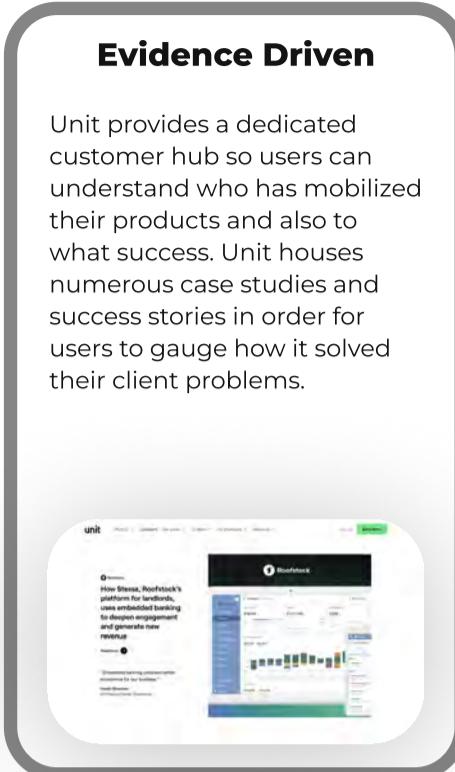
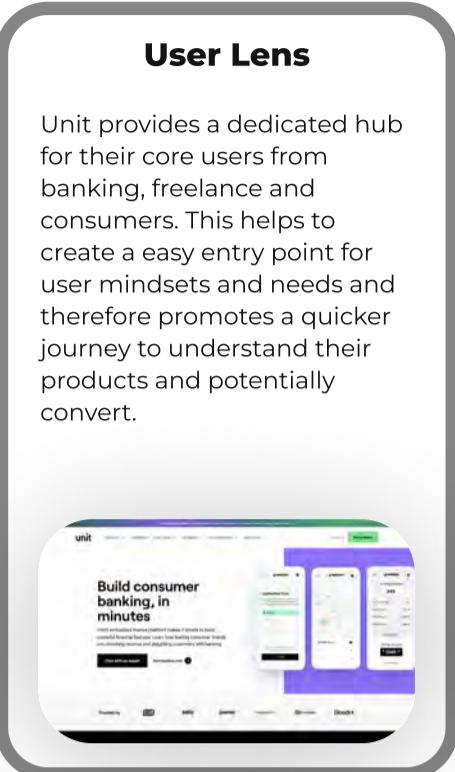
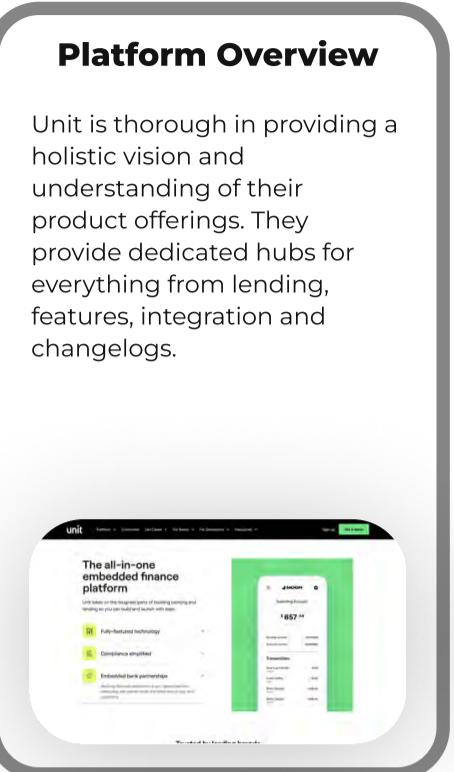
## Visuals



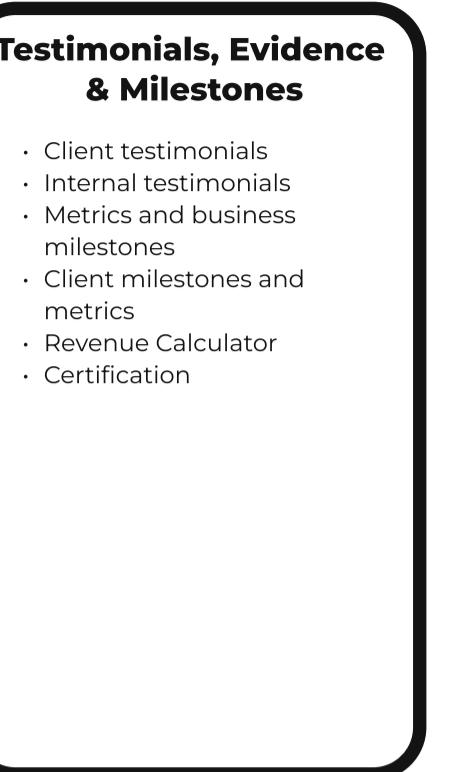
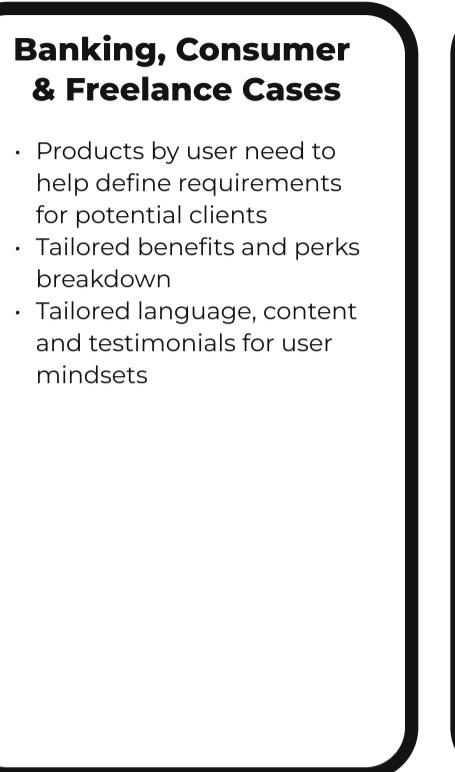
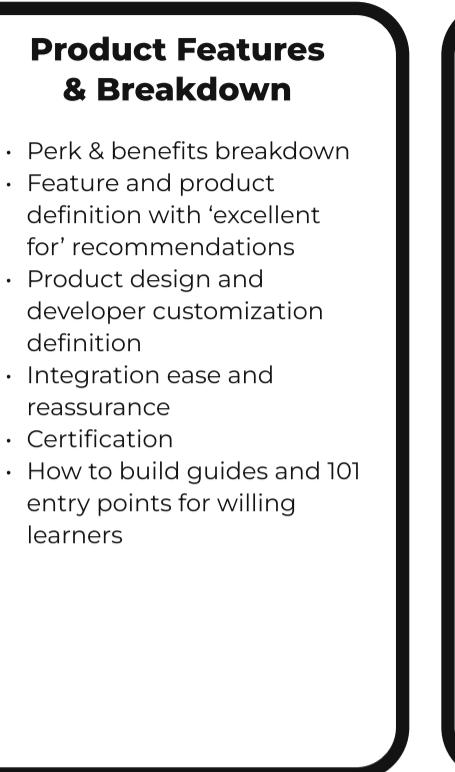
Trusted by leading enterprises, startups, and banks



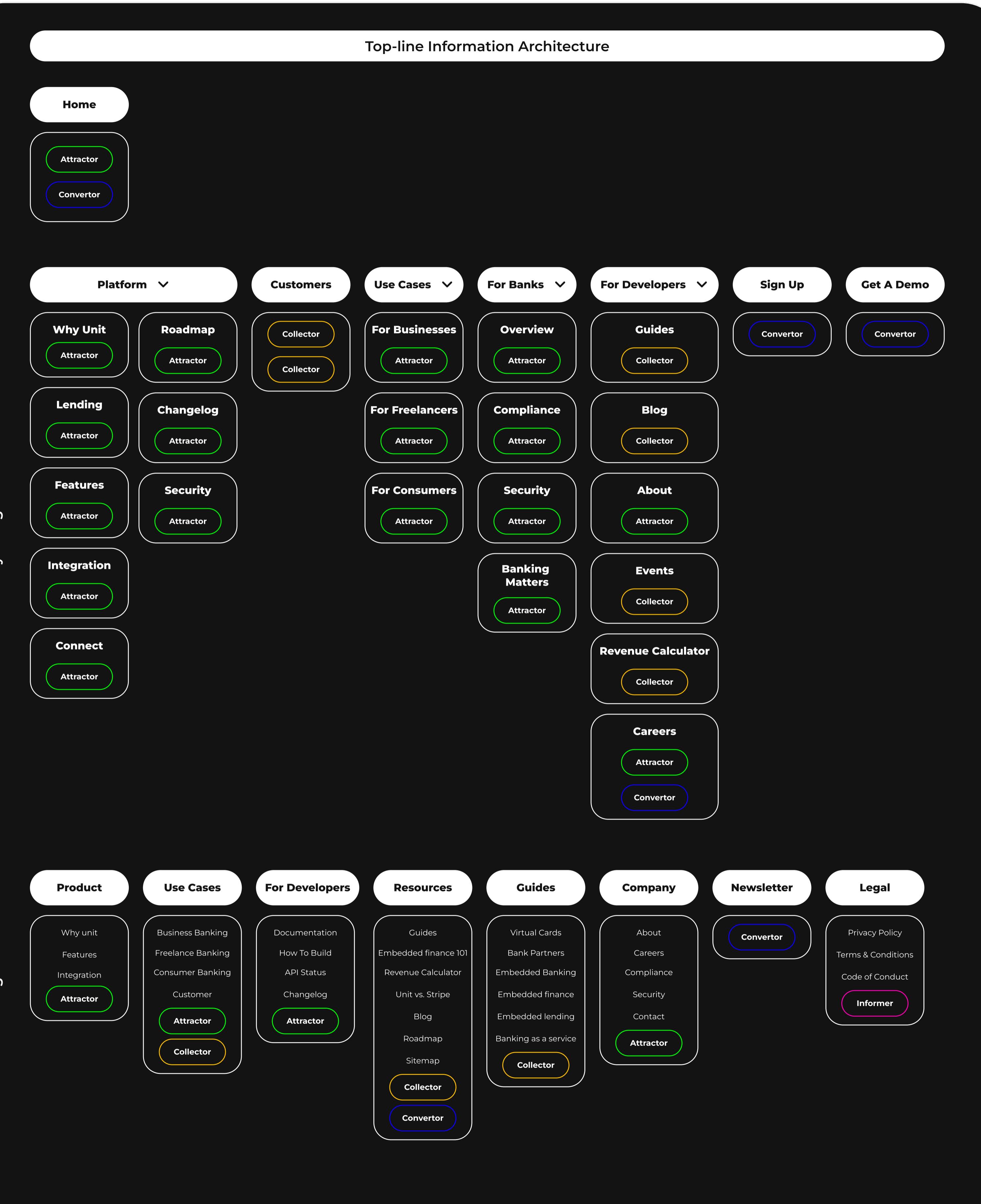
## Visual Hierarchy



## Feature Opportunities



## Top-line Information Architecture





## Value Position

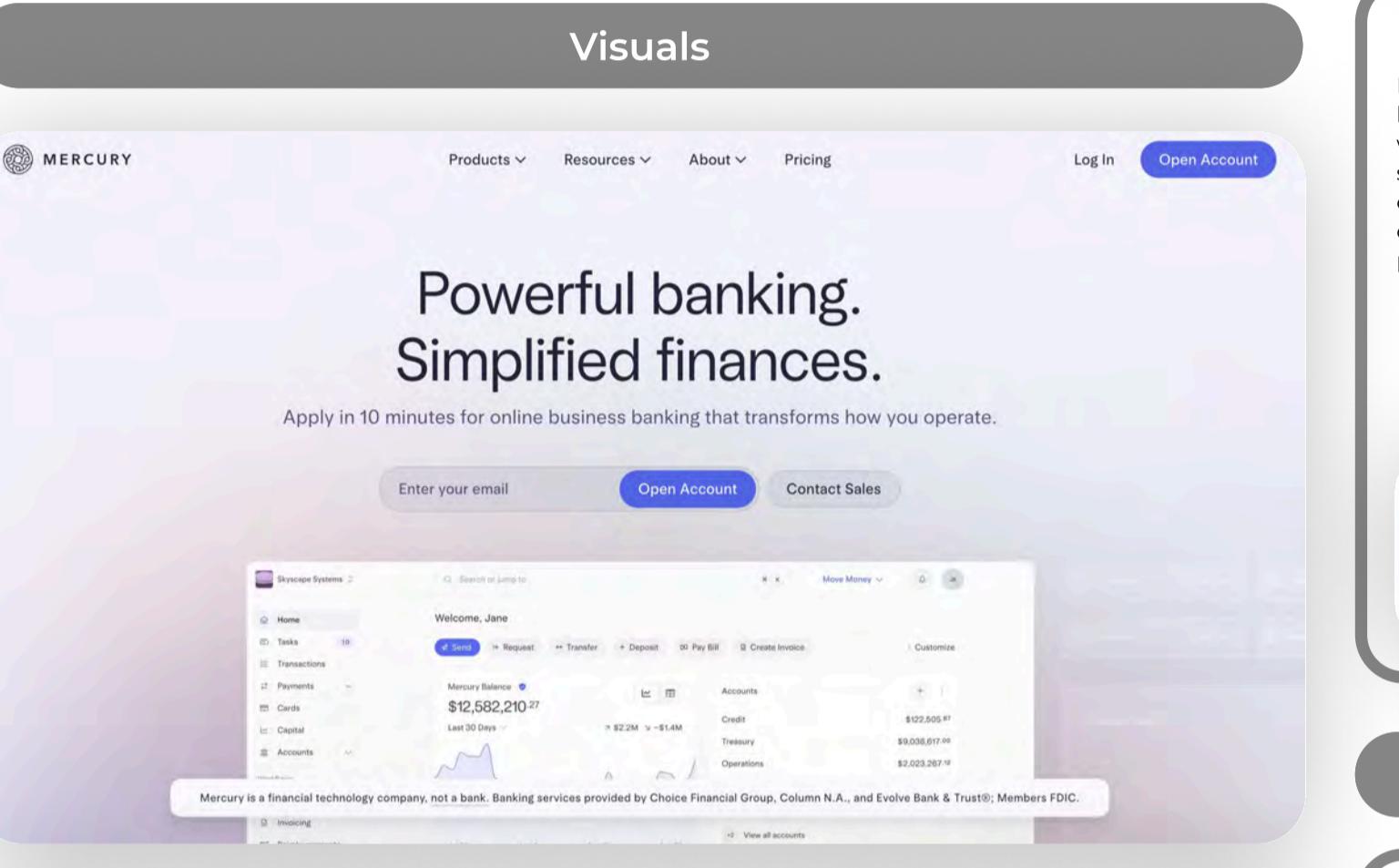
# “Powerful banking. Simplified finances.”

## Verbal Branding

Let banking power your financial operations

Your bank account should do more than hold your money. Now, it can.

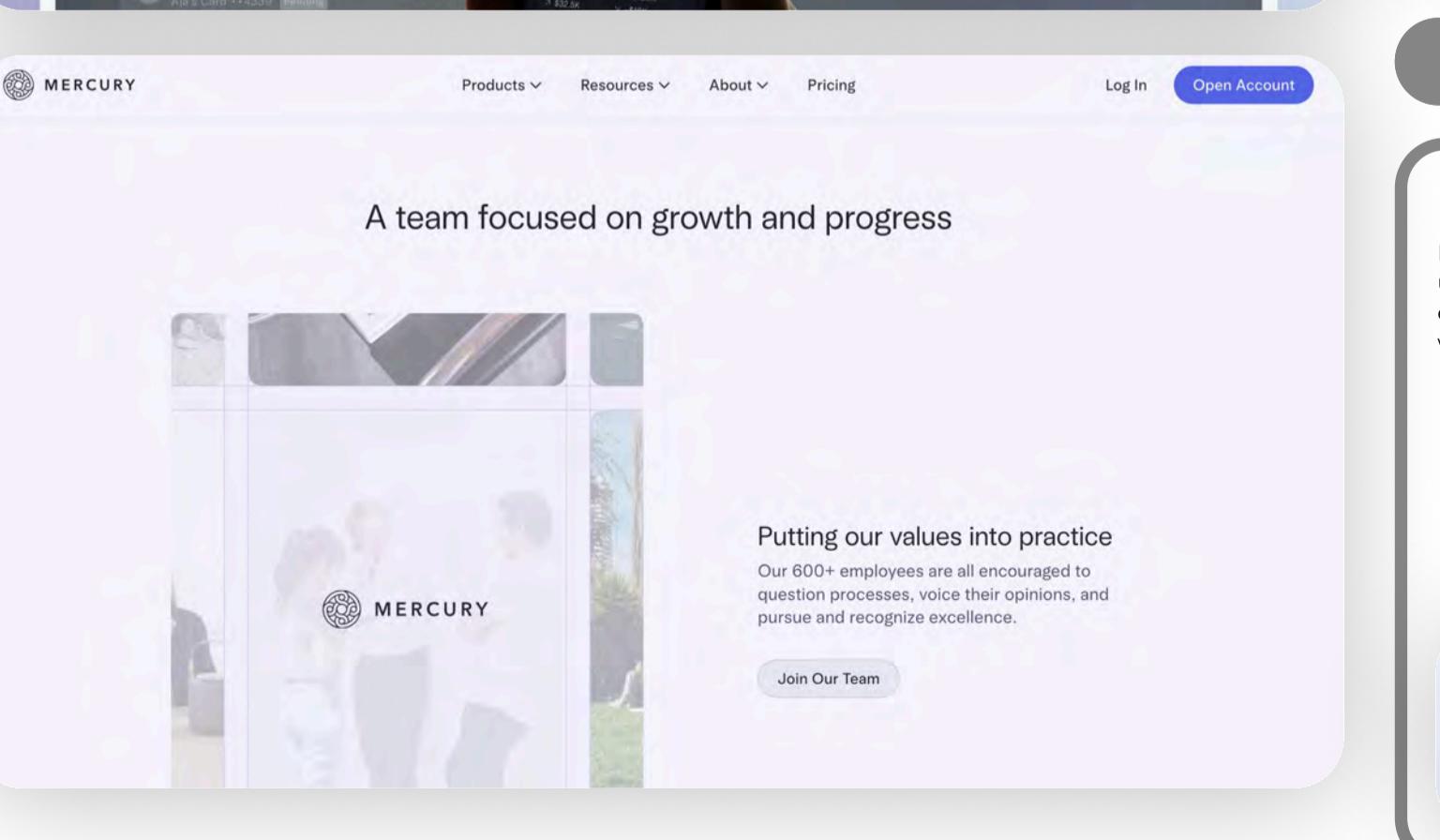
**Visuals**



**The Bottom Line**



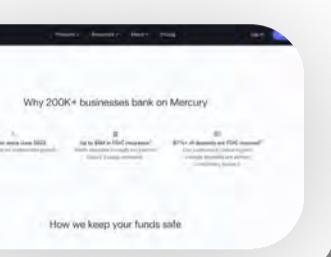
**Conversion Paths**



## Visual Hierarchy

### Product & User Centric

Mercury categorise their products and features by use case for their clients (i.e. Banks). They are detailed in their navigation and allow feature comparison to help users shape their product needs. There are also animated video images embedded to help display how the features work as well as summarised benefits per product feature.



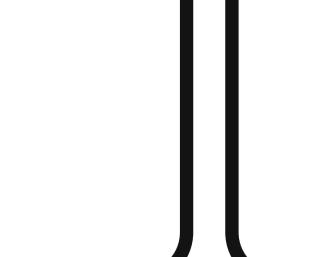
### Evidence Driven

Mercury provide an array of evidence to support their company and partner success. This ranges from client success stories, company milestones and testimonials.



### Dedicated Resources

Mercury provide an array of thought leadership via their dedicated resource hub. This include many engaging content pieces and events to show how they are leading within their market sphere.



### Product Features & Breakdown

Mercury provide a detailed suite of products and their respective features.

- Perks & Benefits
- Detailed action and capability summaries
- Animated action video with pause function
- Feature comparison tool



### Testimonials, Evidence & Milestones

• Client testimonials

• Client stories

• Partner carousels

• Milestones



### Resources

• Events

• Blog & News

• Client stories

• Mentorship

• Online Magazine

• Startup advice guides and inspiration

• Annual Conference

• Help Centre



## Top-line Information Architecture

### Home



### Products

#### Banking

##### Business Checking & Savings



##### Financial Workflows



##### Security



##### iOS App >



##### Explore Demo



##### Mercury Raise



##### Help Centre



##### Mercury Raise



##### Our Story



##### Careers



##### Meridian



##### Blog



##### Partnerships



##### Mercury Spheres



##### Contact



### Resources

### About

### Pricing

### Login

### Open Account

### Primary Navigation

#### NA

#### Lacking Approach / Capabilities

#### Repetitive Modules

Mercury does mobilise a lot of the same content blocks in a lot of their pages. This does keep things simple but the lack of variation does cause cognitive overload and at times feels lacking in approach and detail for specific definitions and explanations.

#### Lacks Developer Support

Mercury doesn't provide a lot of developer resources. It appears to be more directed at financial leadership with their help centre articles mostly being succinct functional explanations rather than setting requirements, integration needs and documentation.

#### NA

#### Footer Navigation

#### Banking



#### Platform



#### Resources



#### Finance Ops



#### Industries



#### Mercury Raise



#### Account



#### About



#### Follow Us



#### Privacy & T&Cs



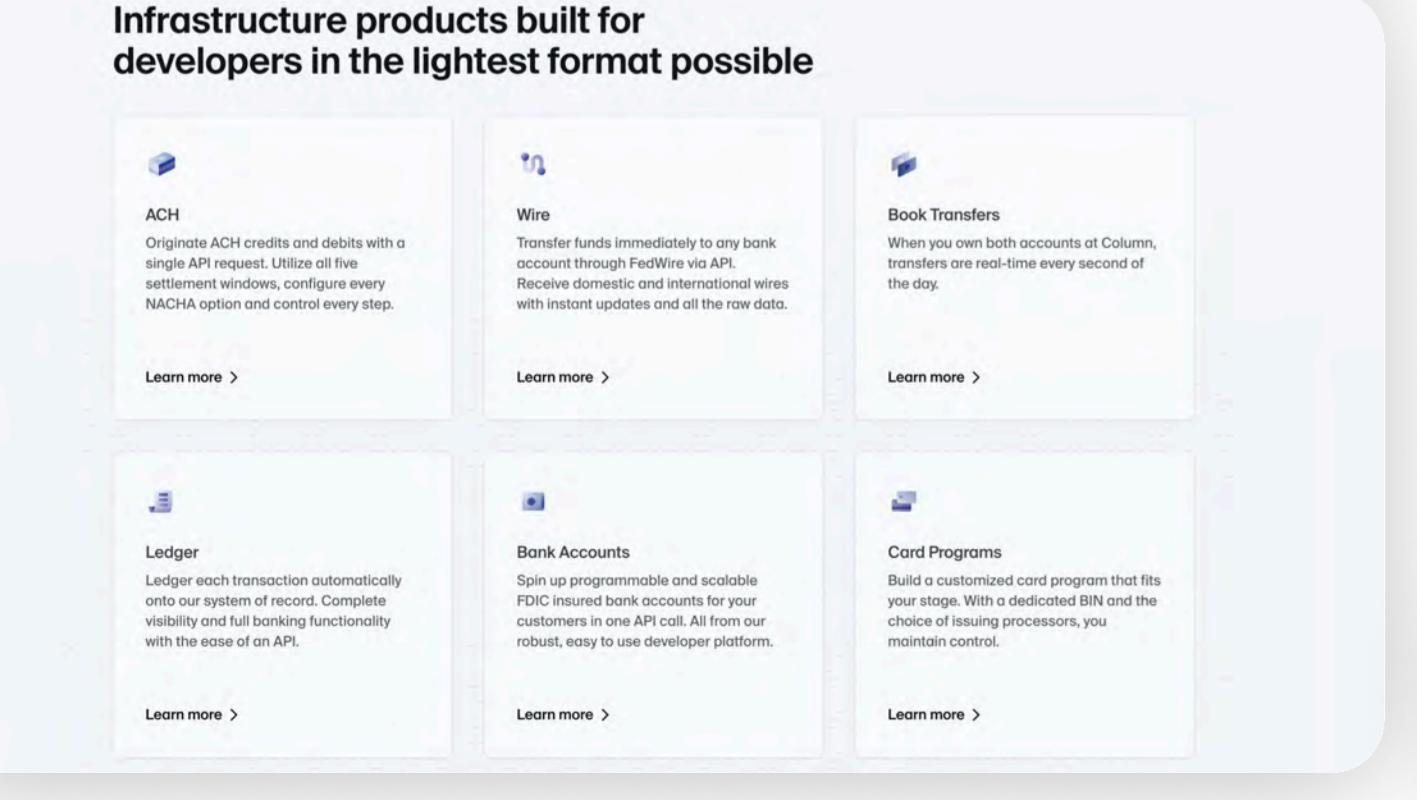
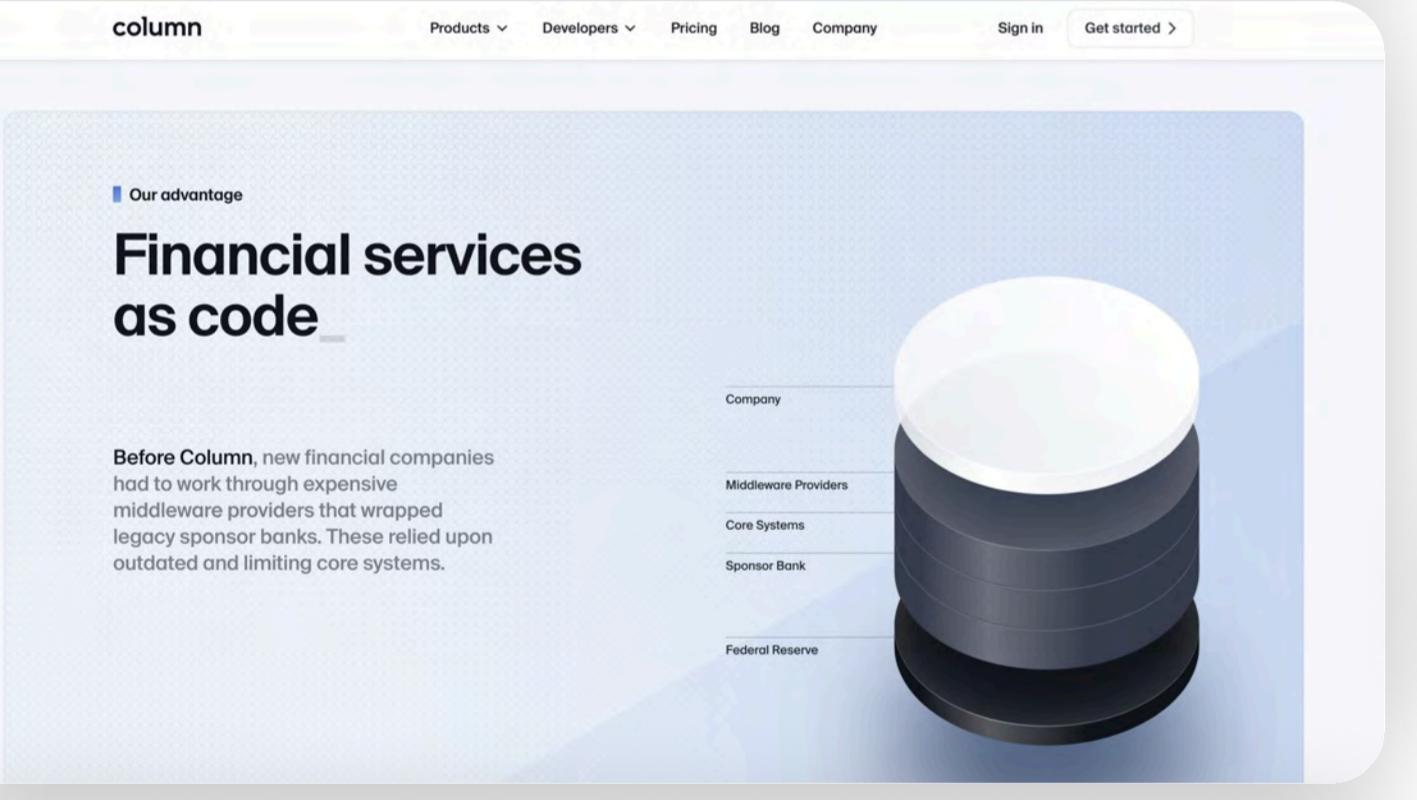
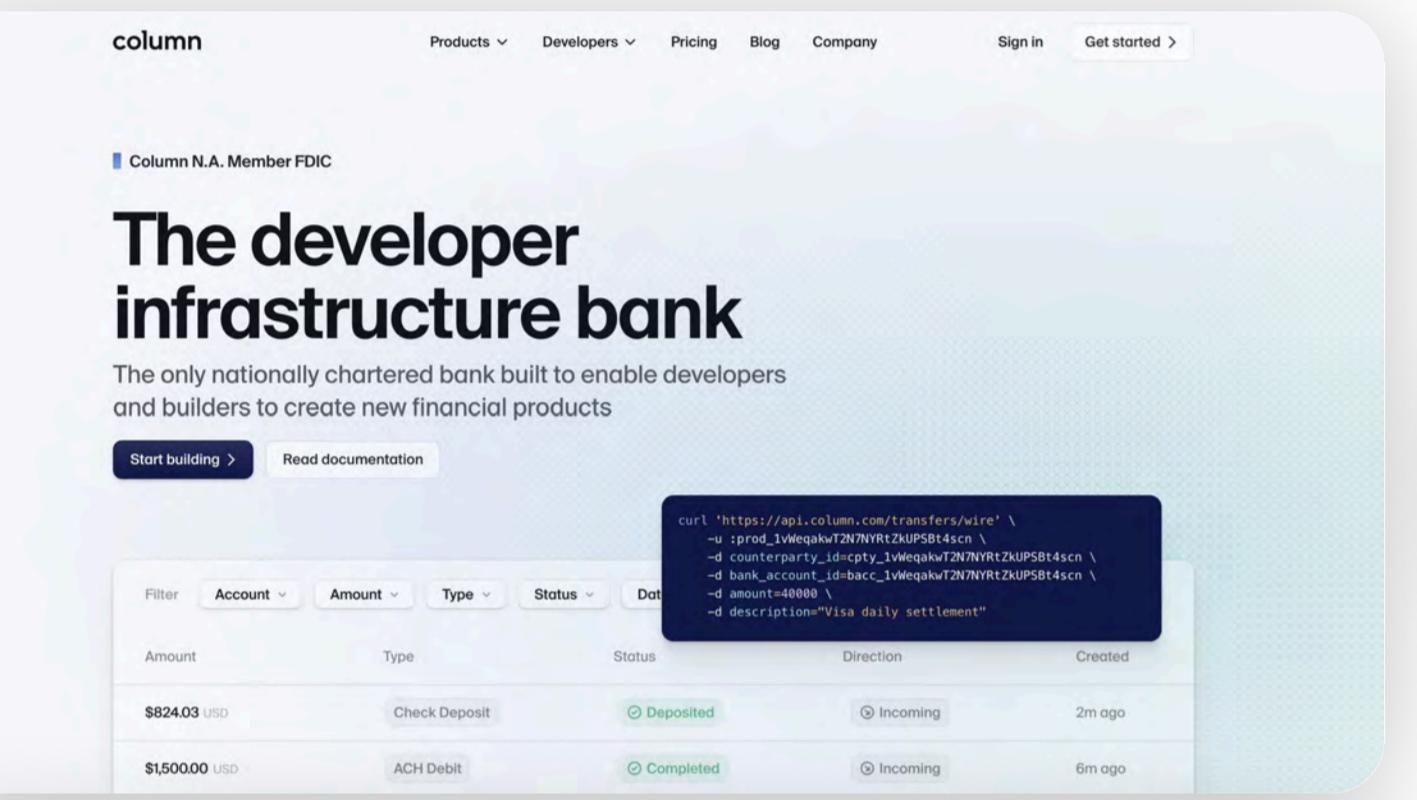
## Value Position

# “The developer infrastructure bank”

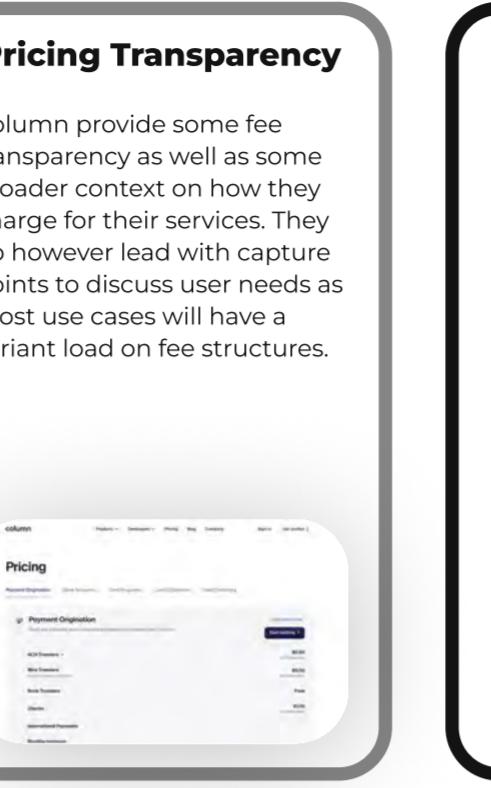
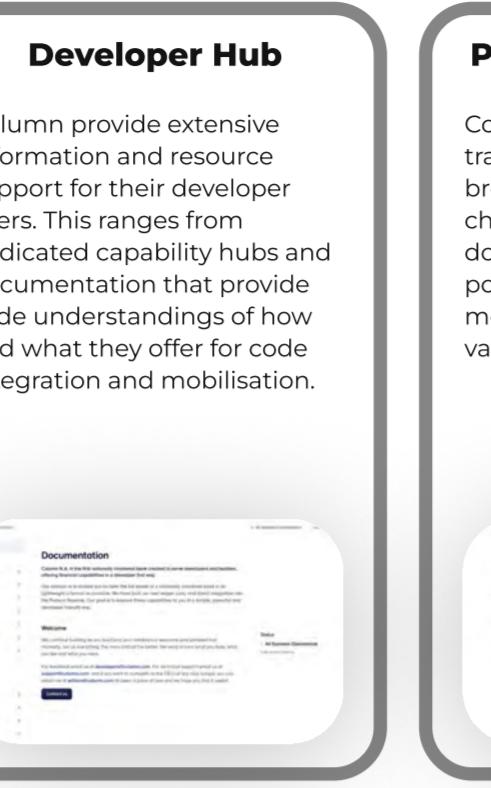
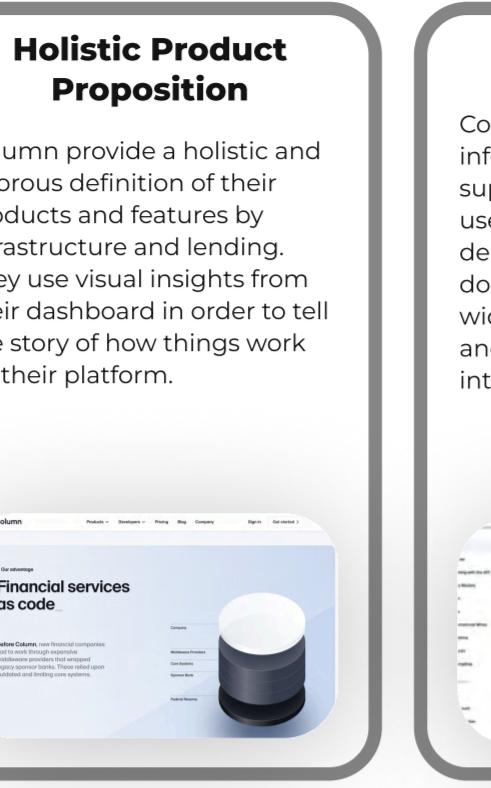
## Verbal Branding

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

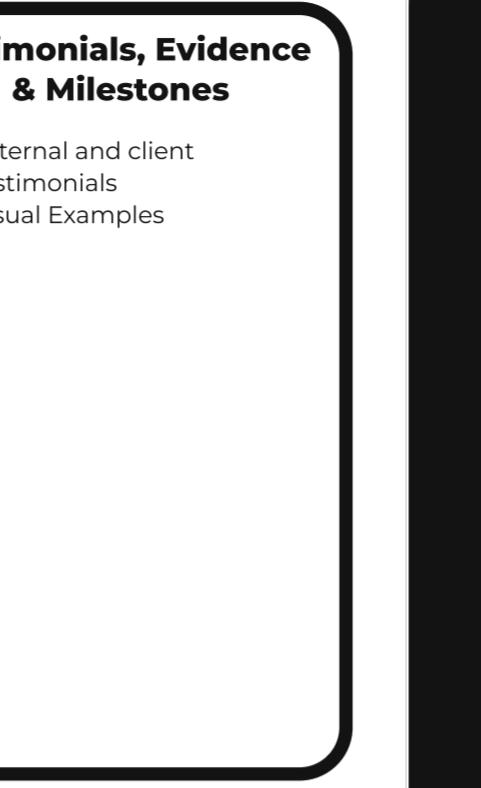
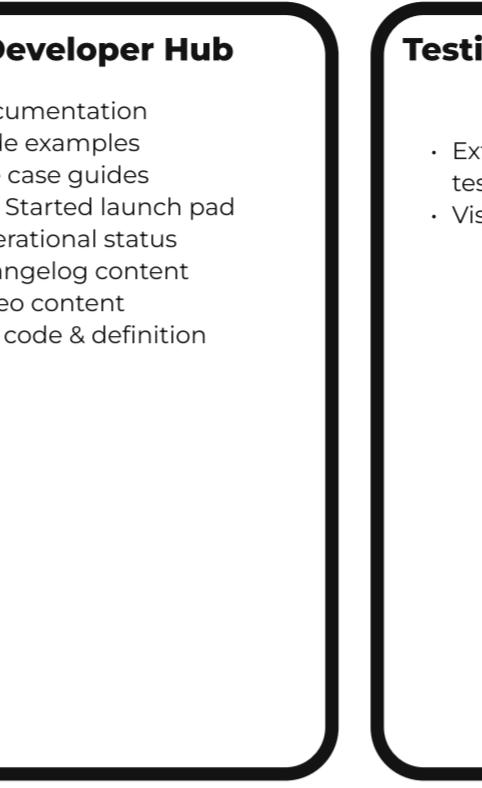
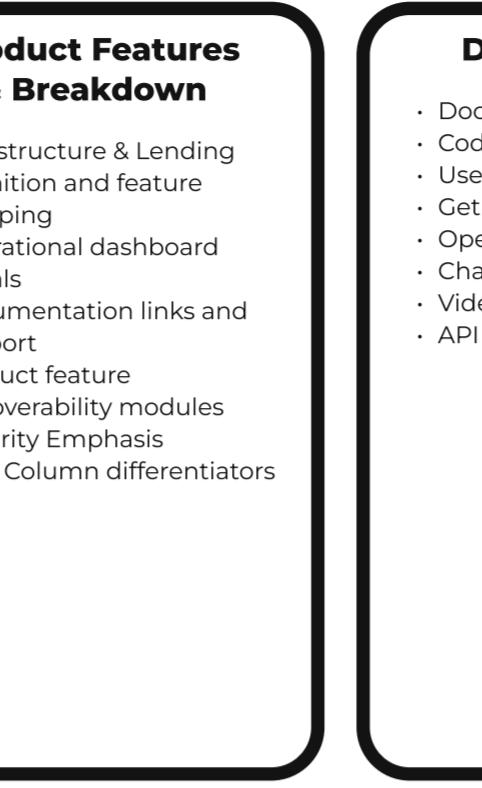
## Visuals



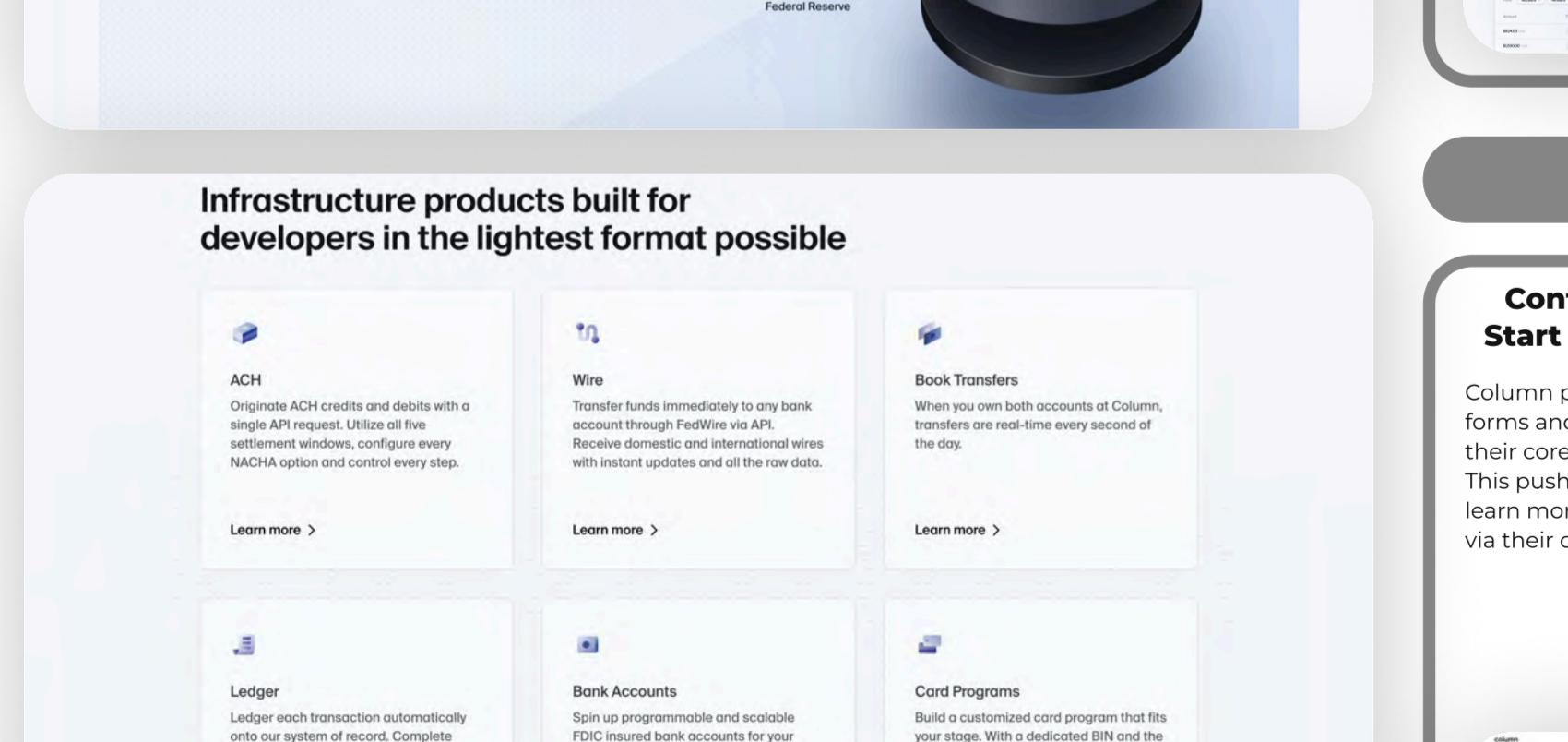
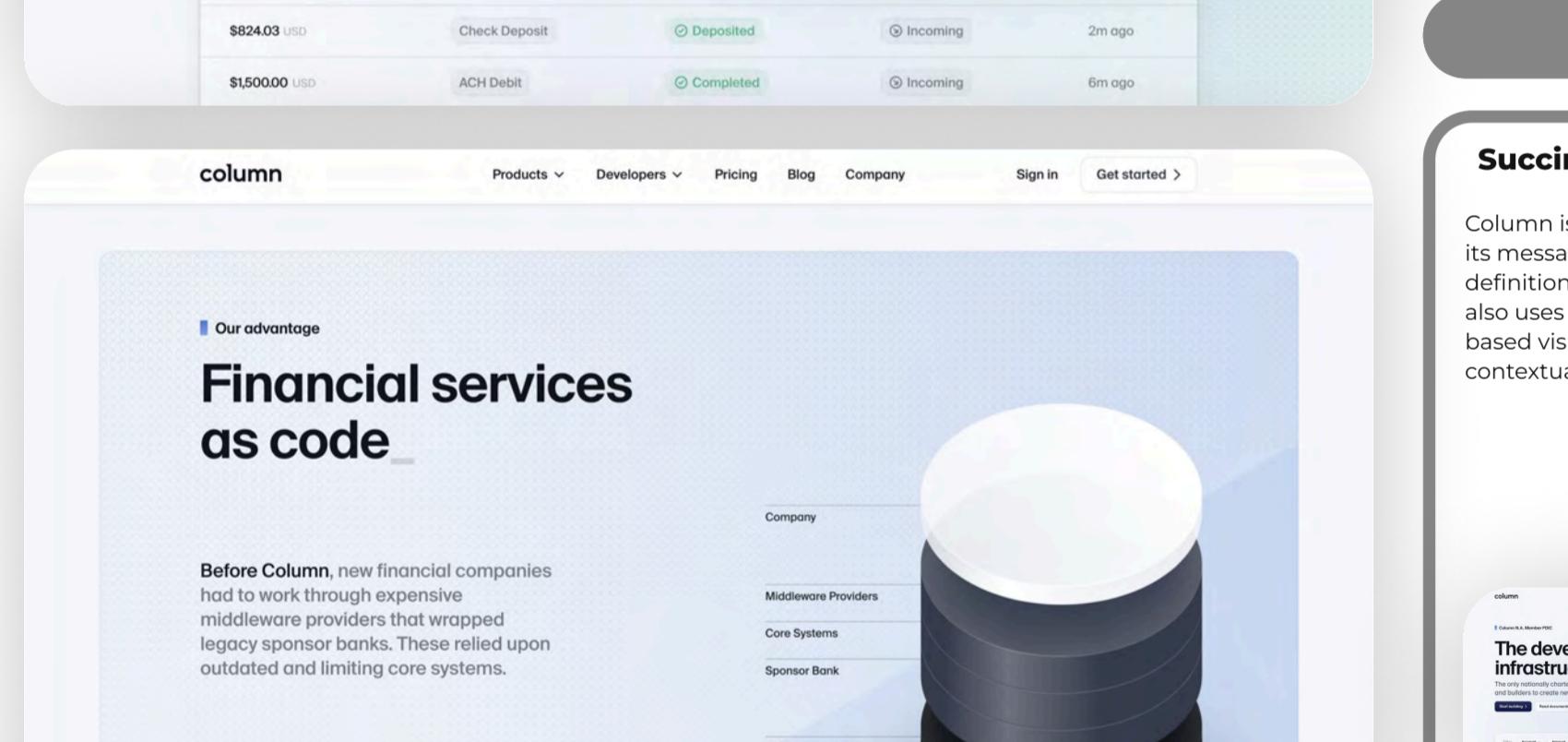
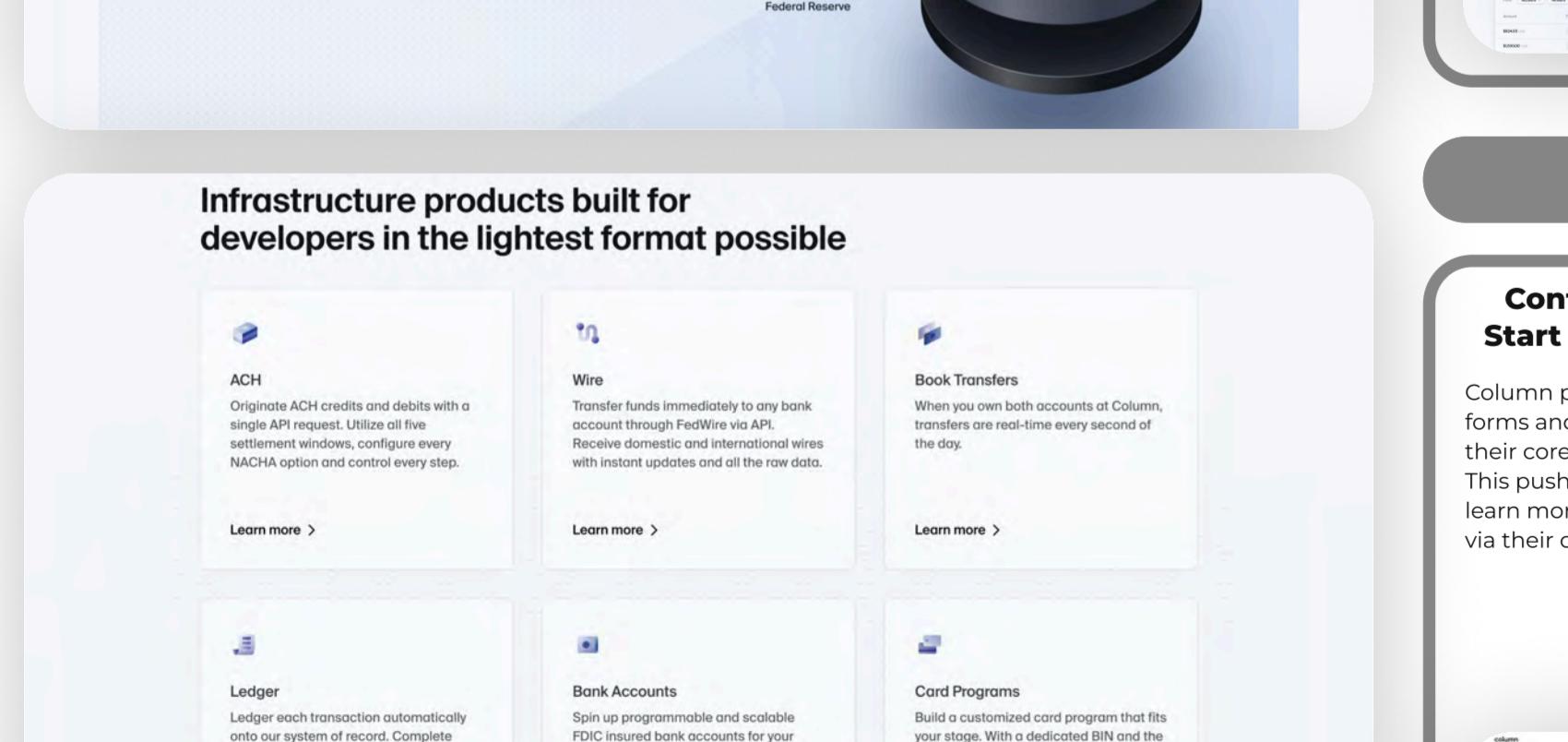
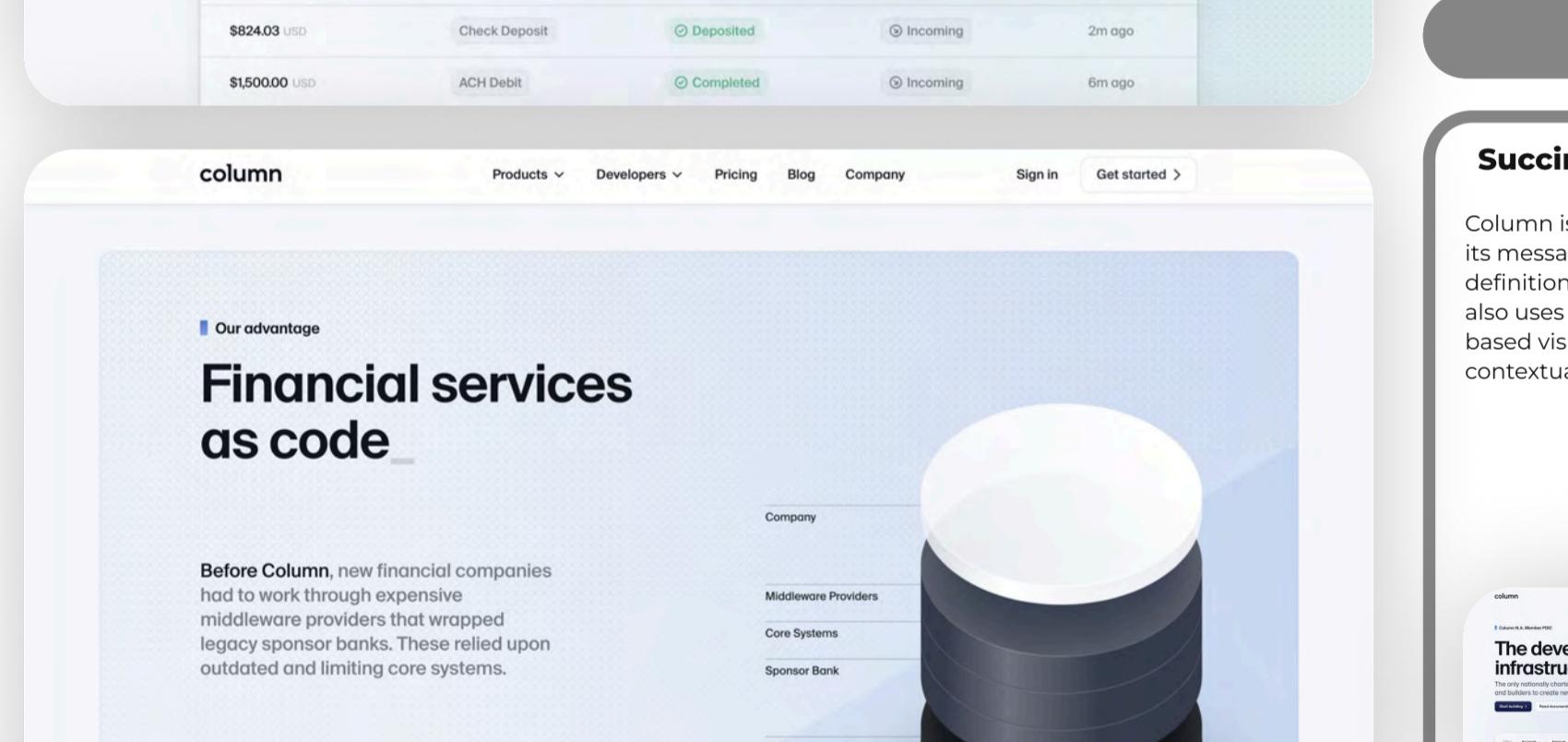
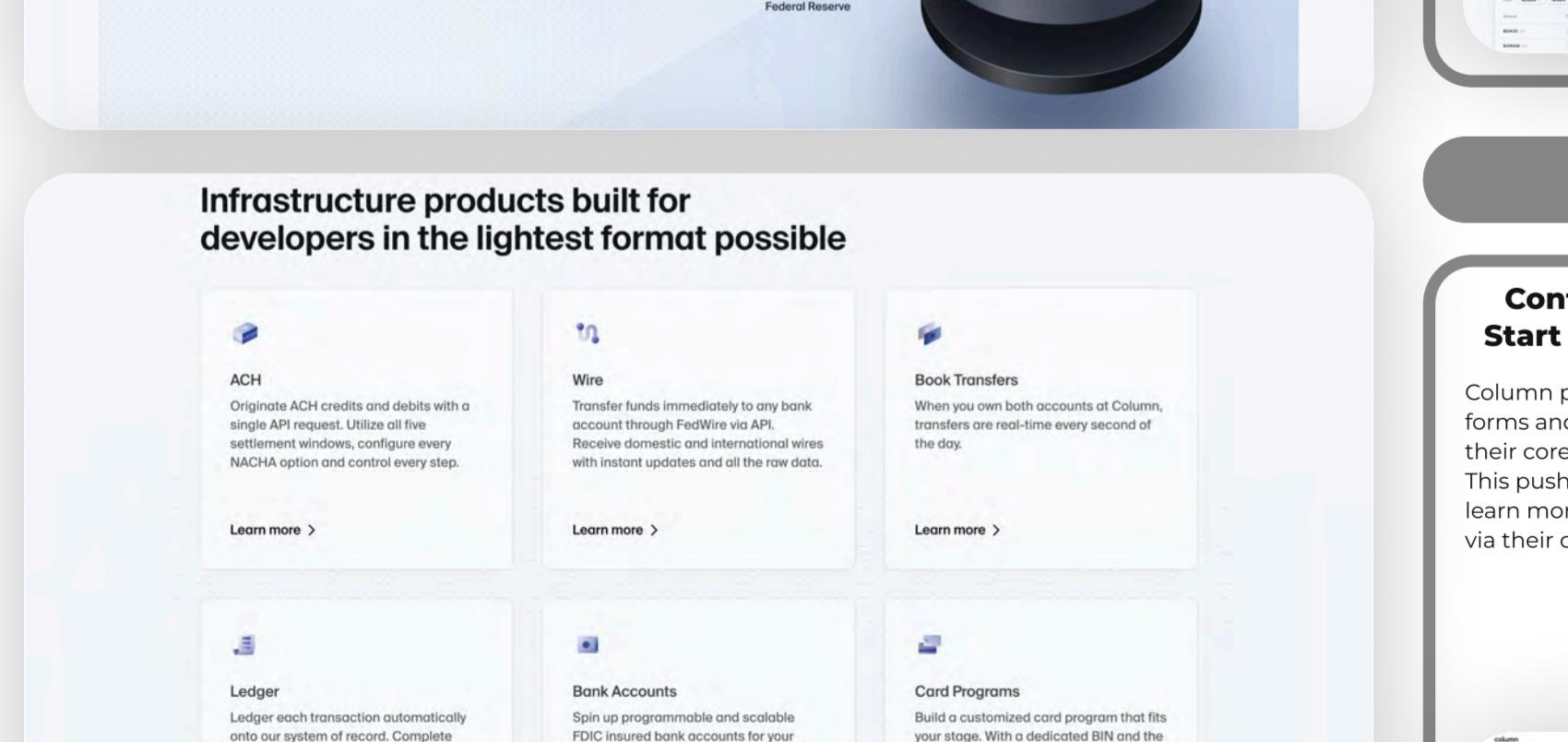
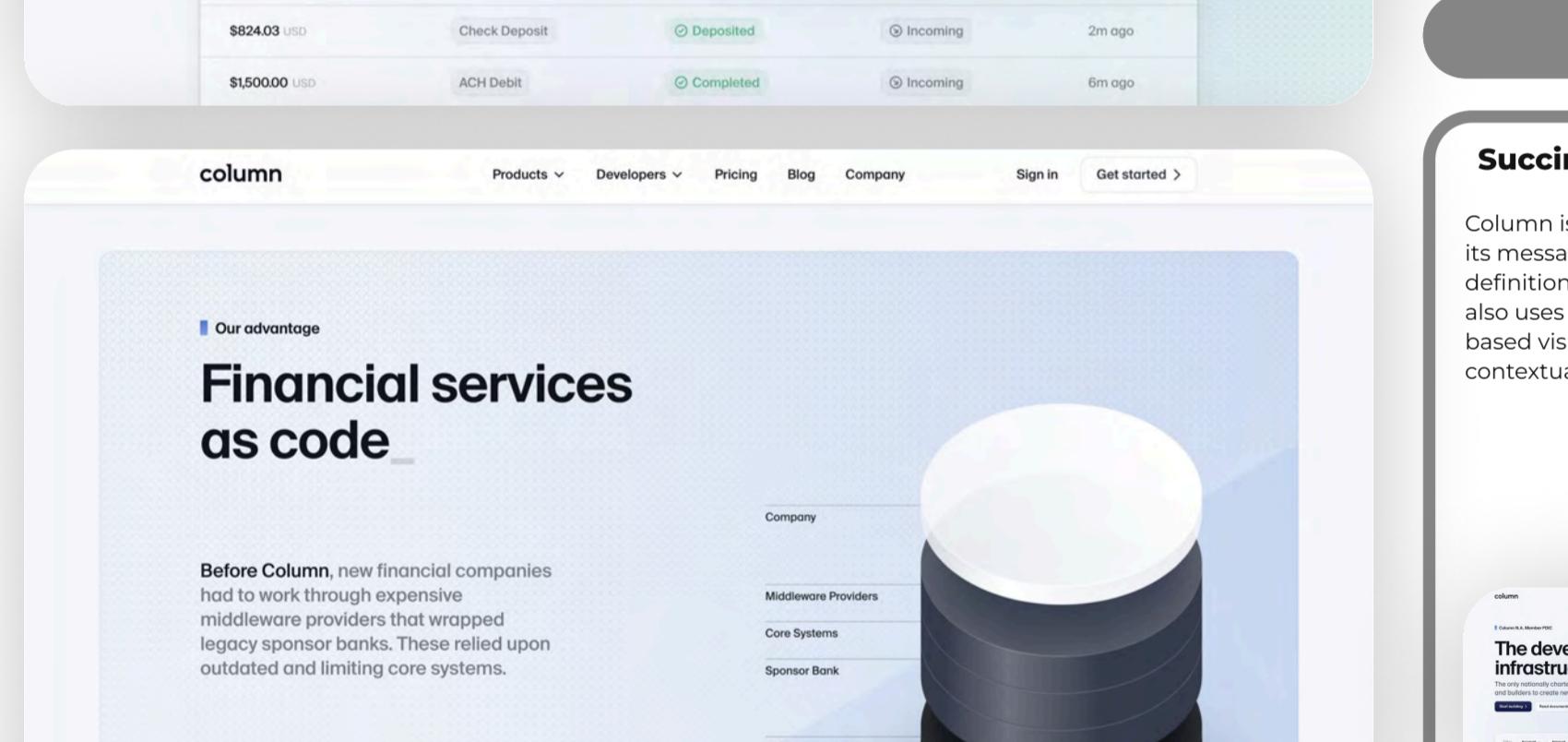
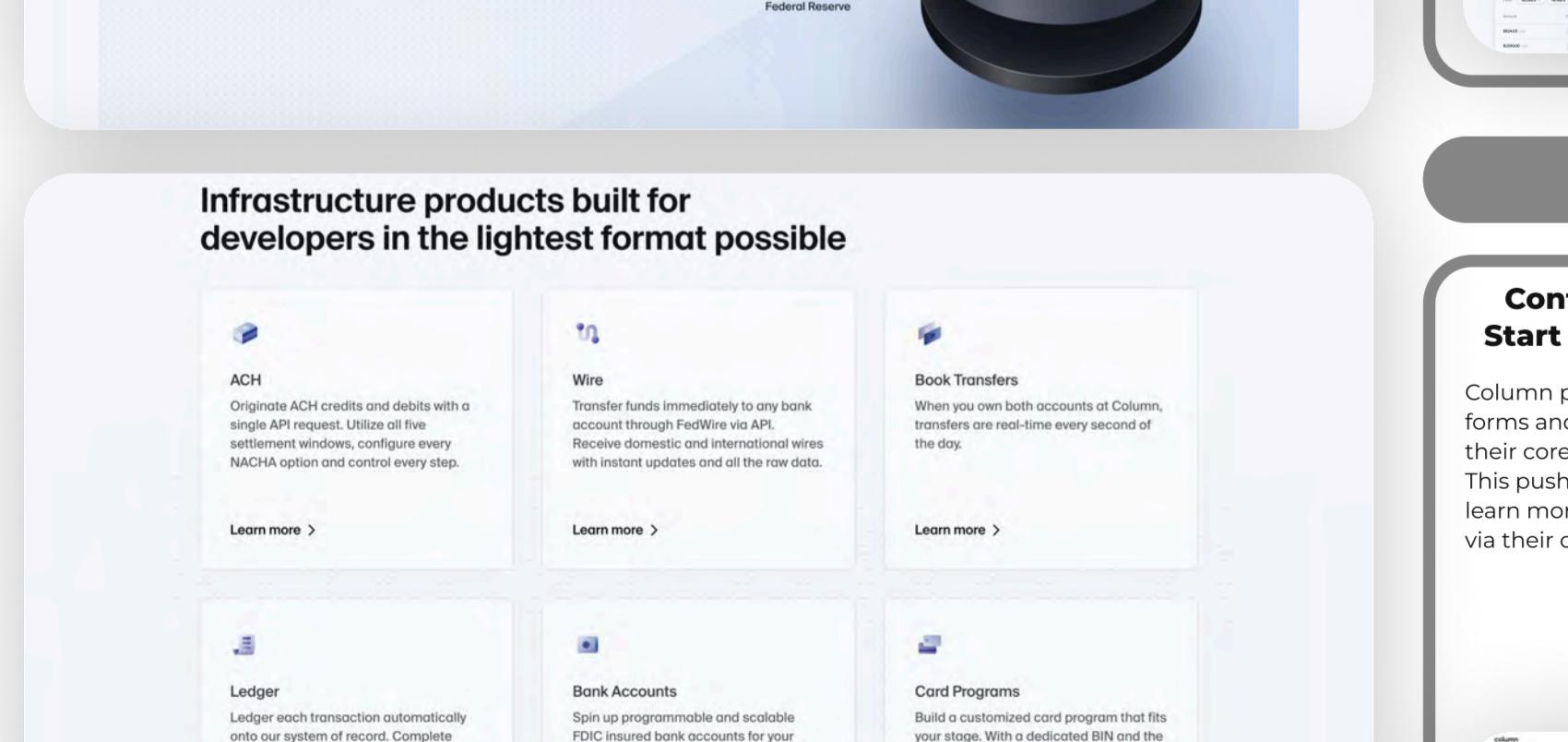
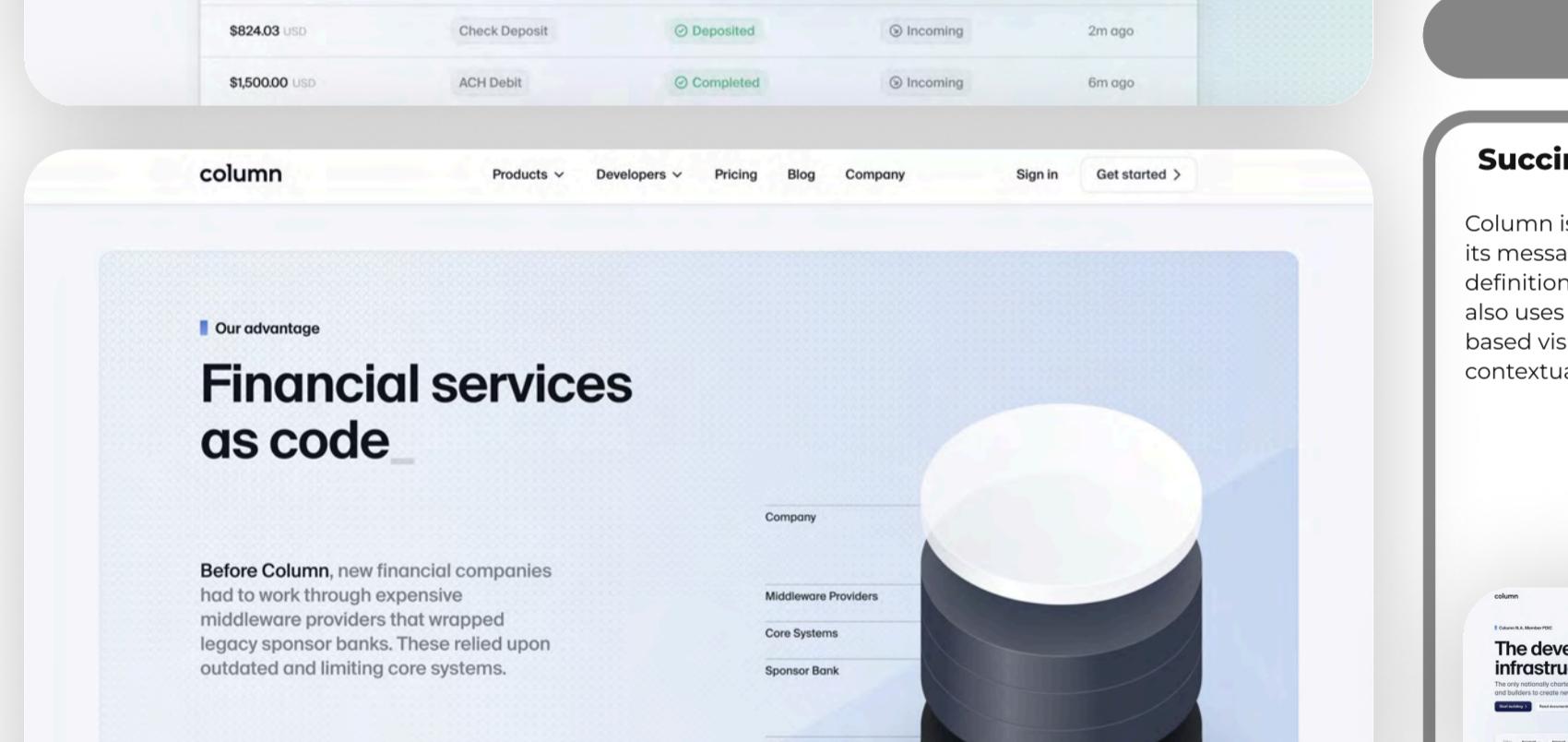
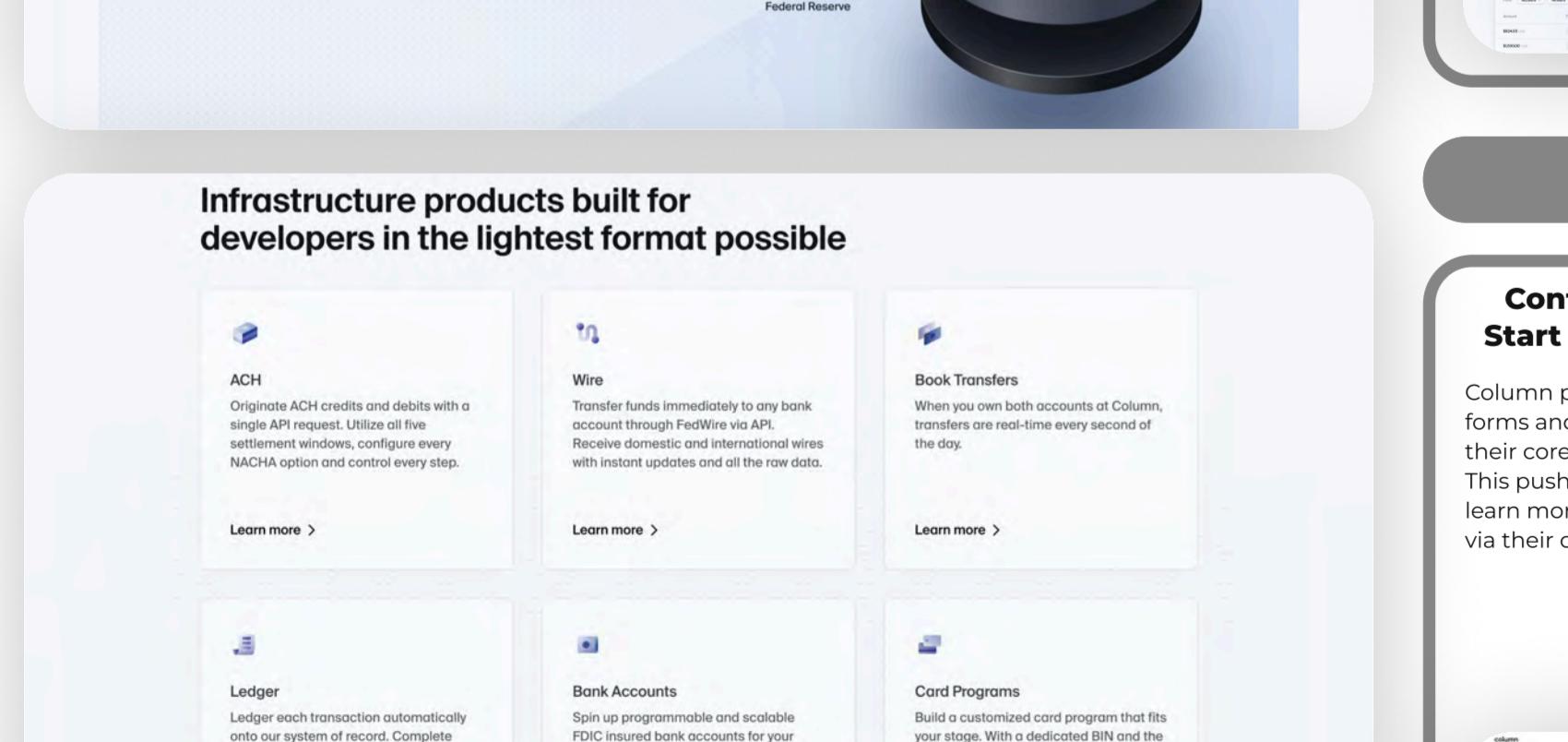
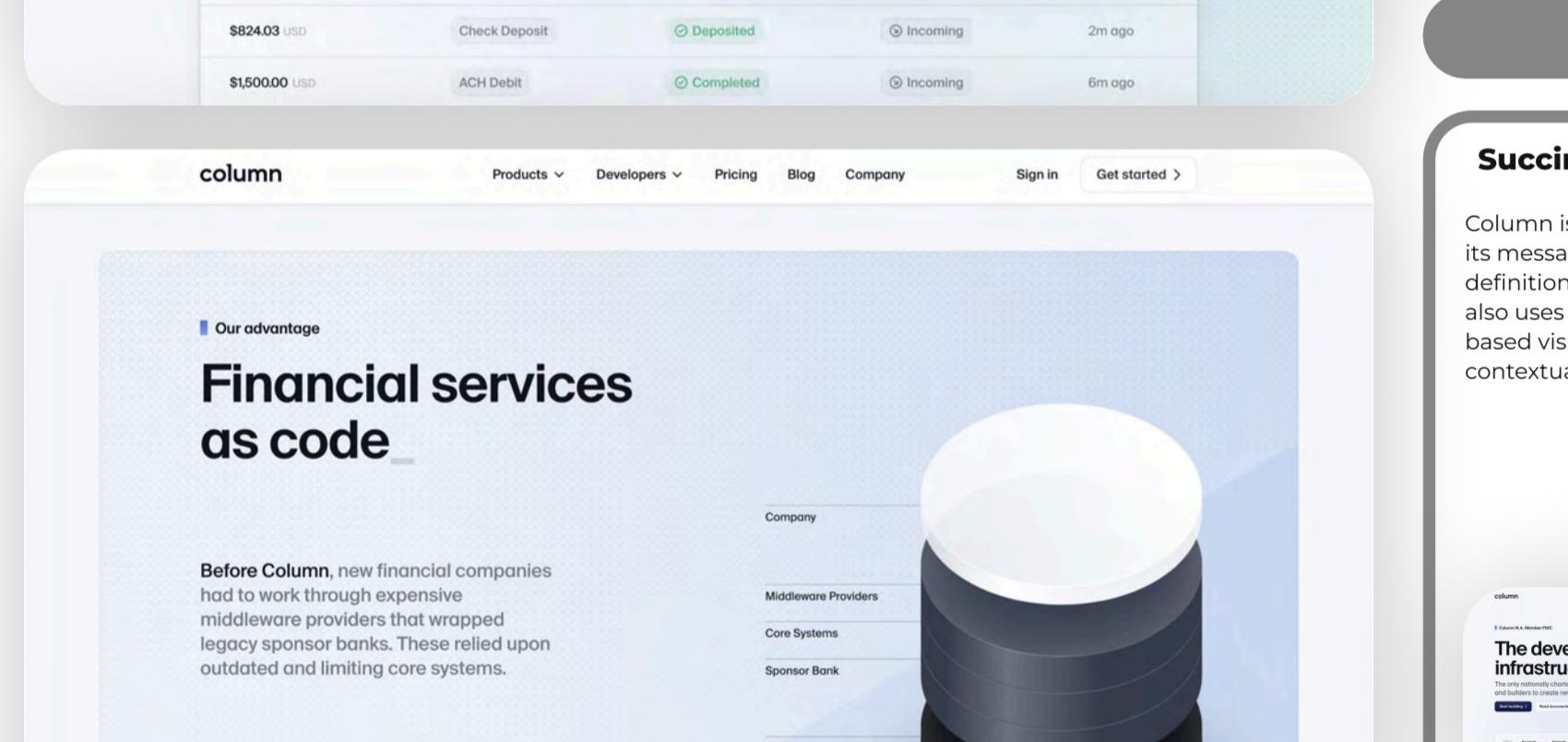
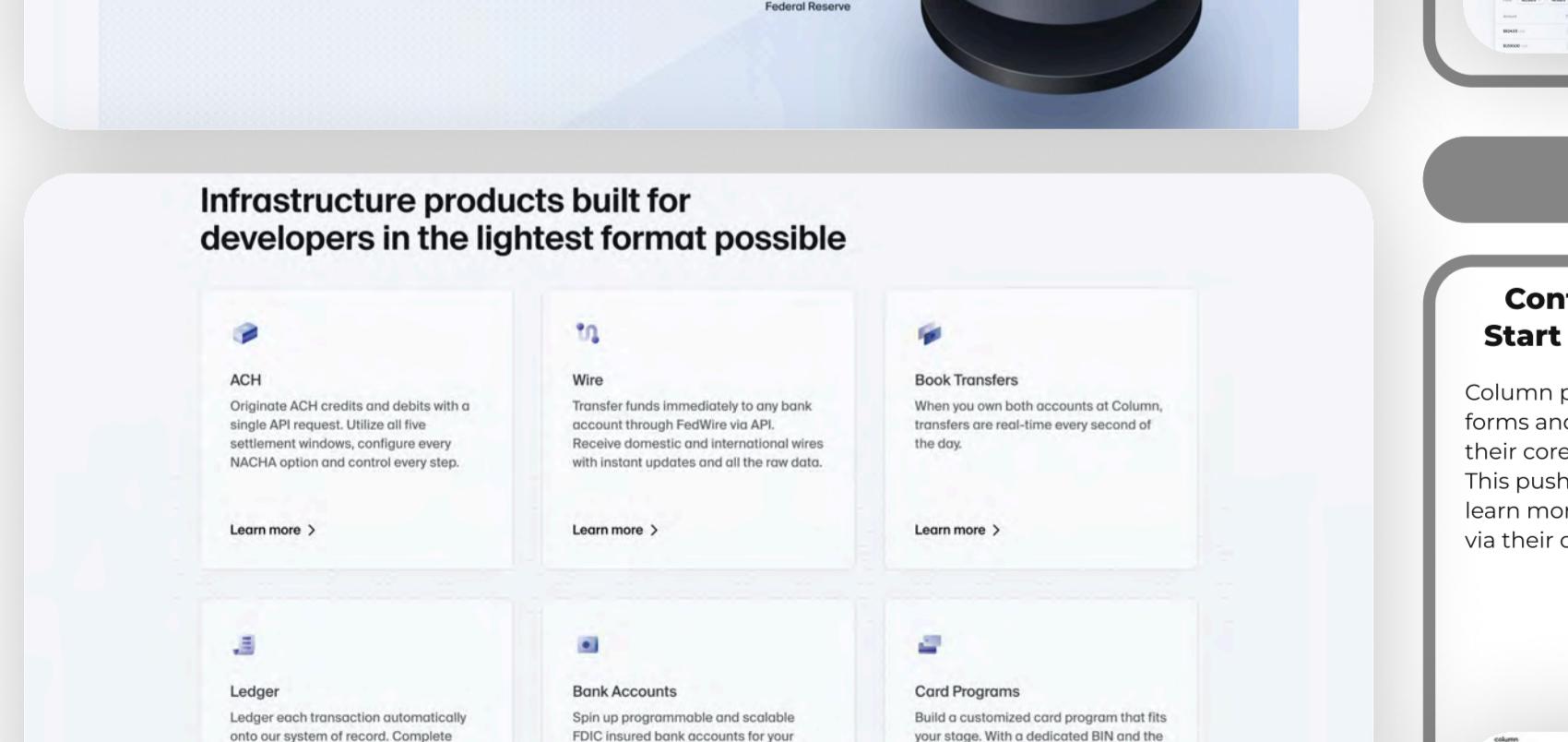
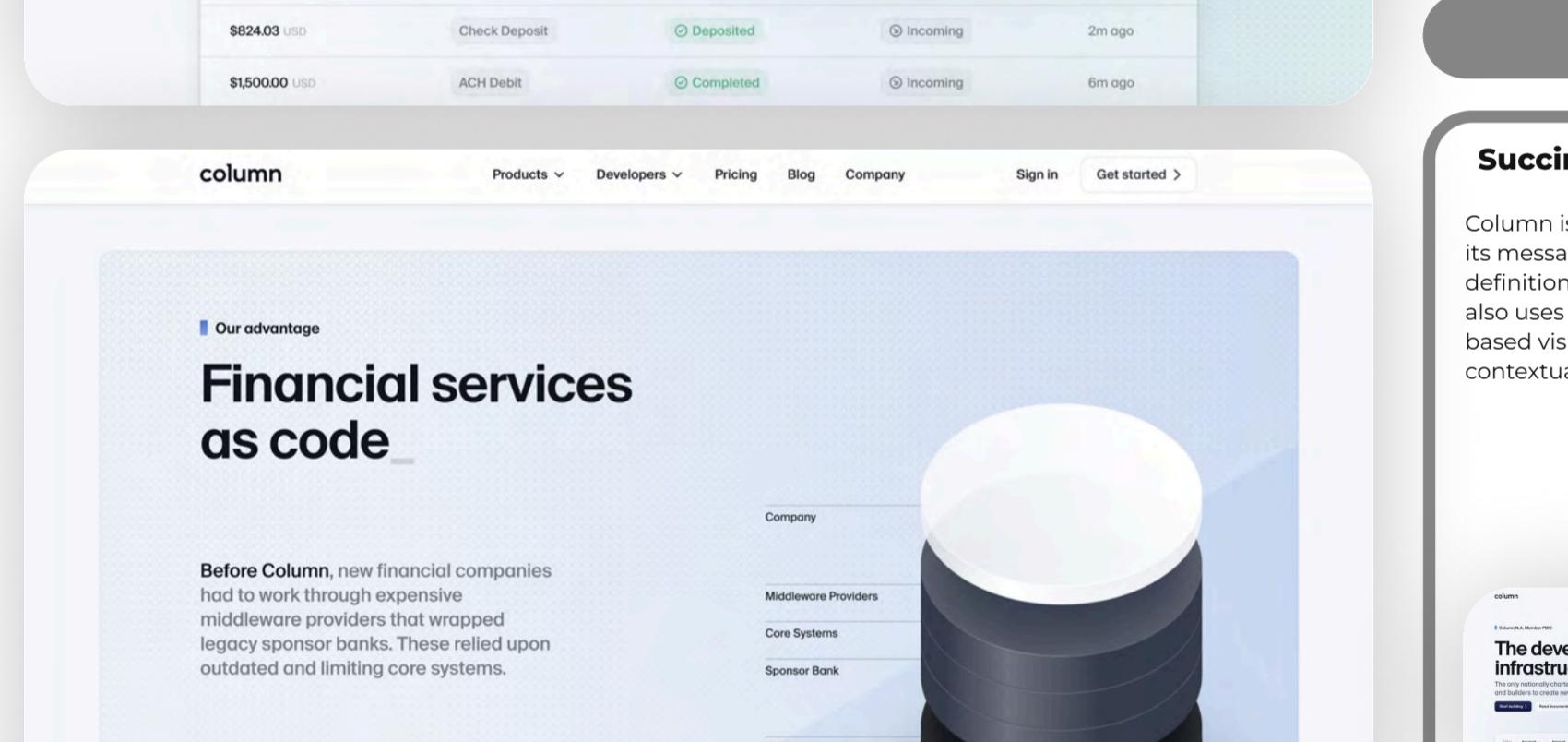
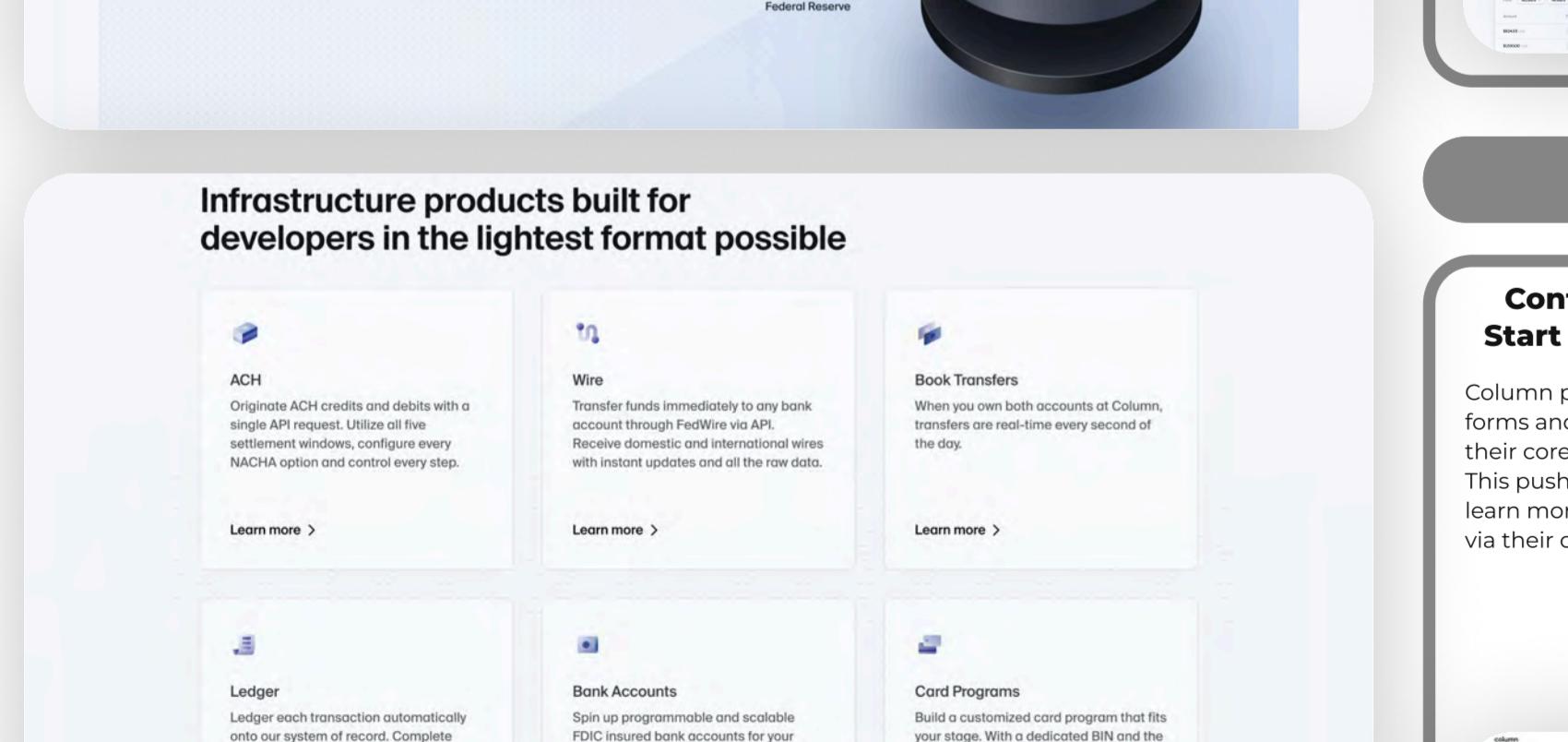
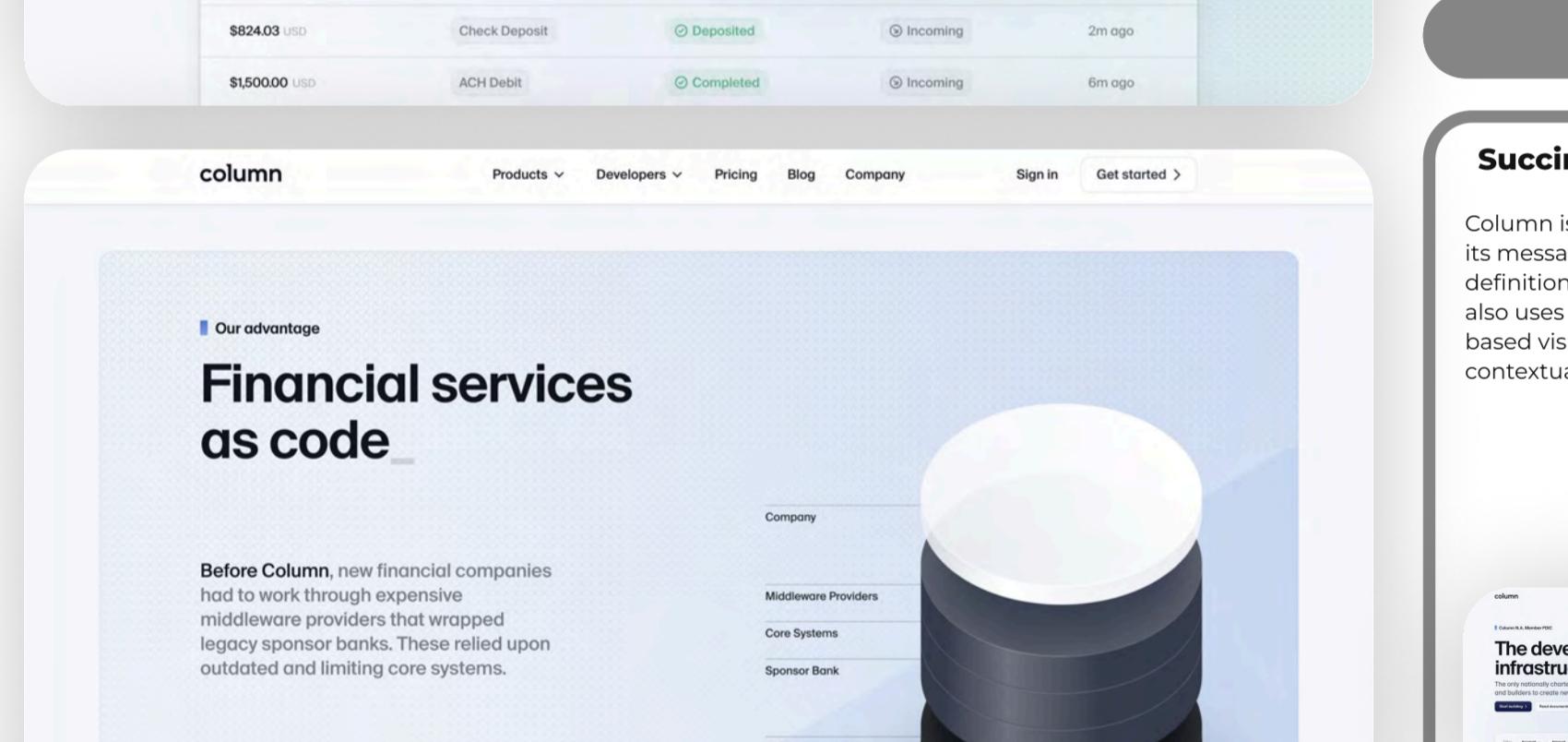
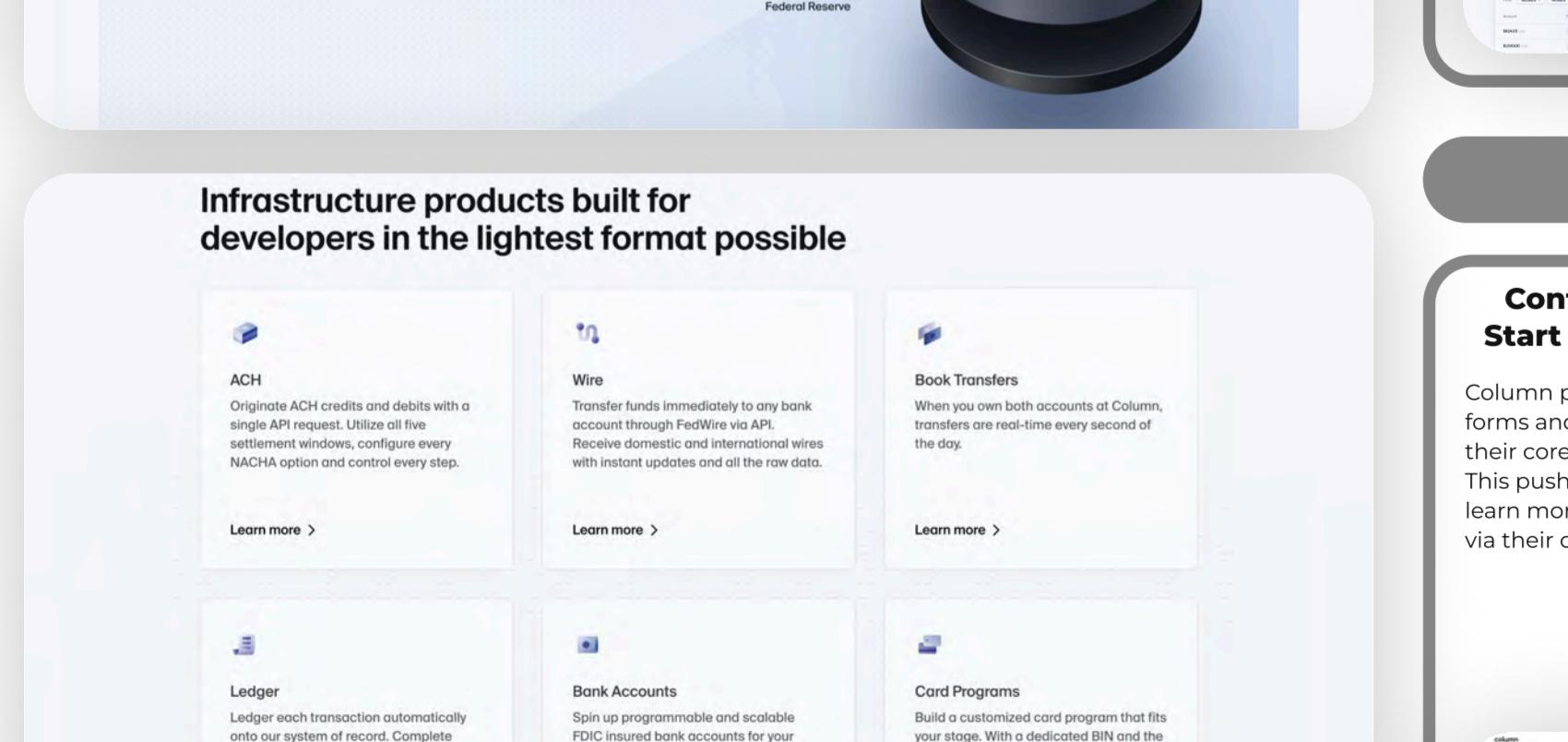
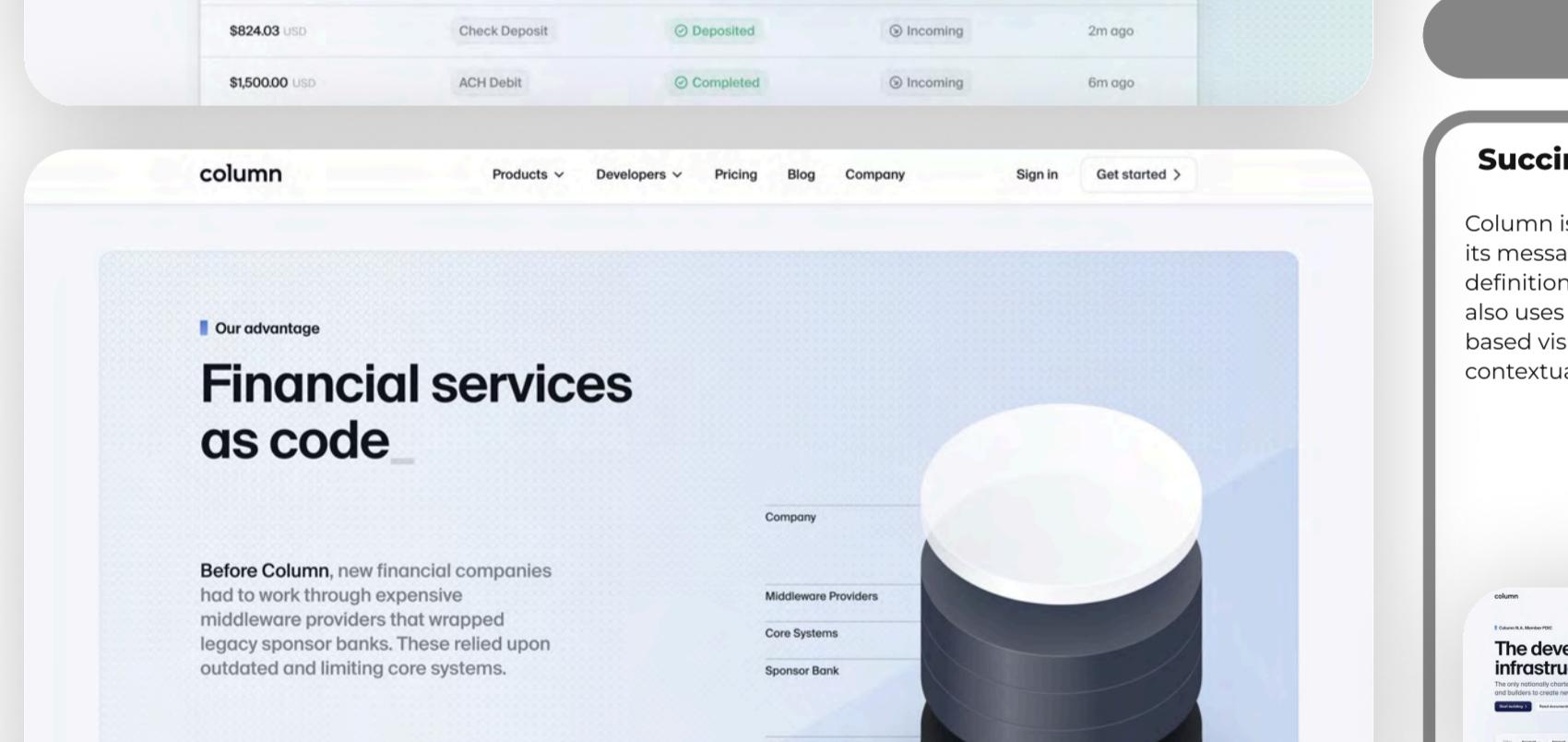
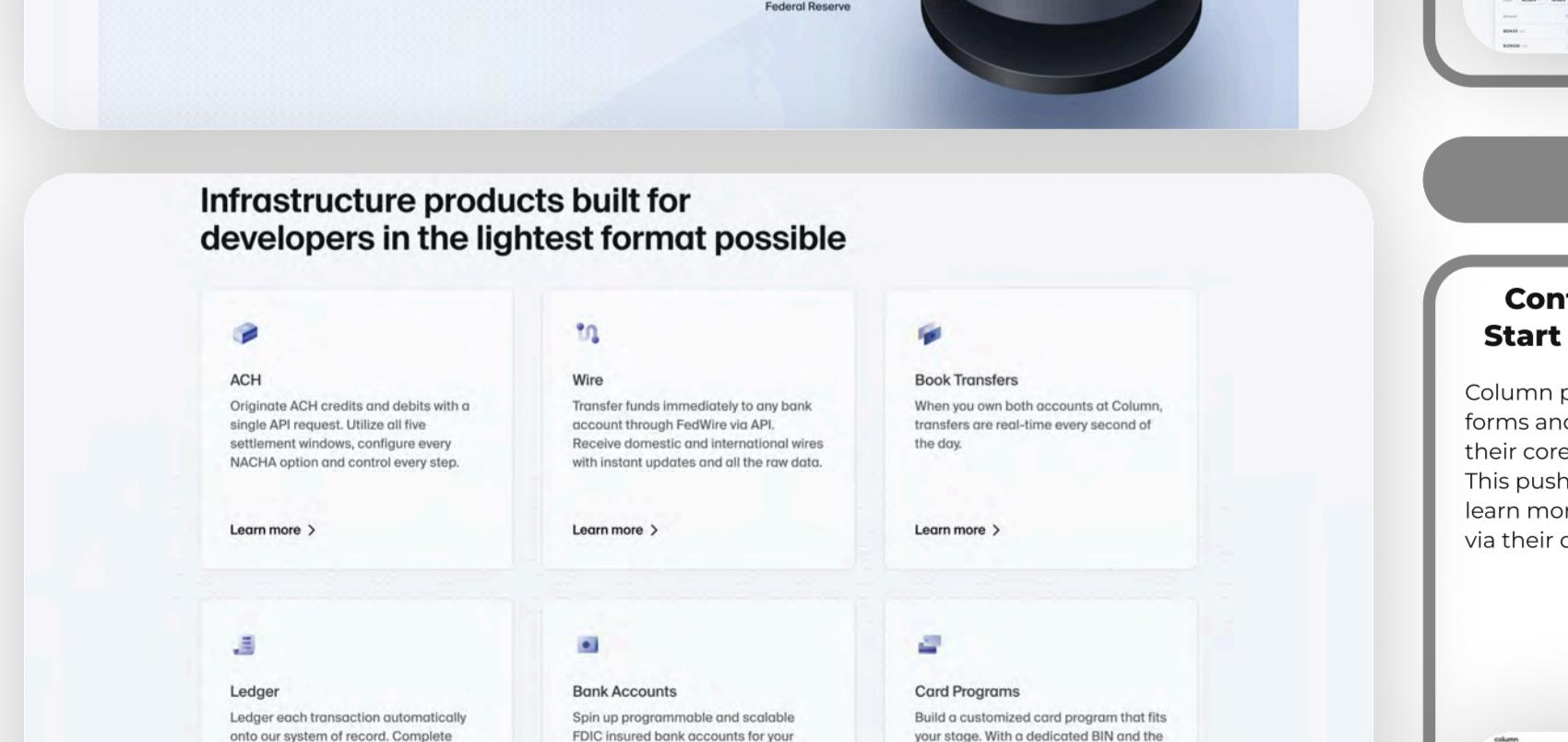
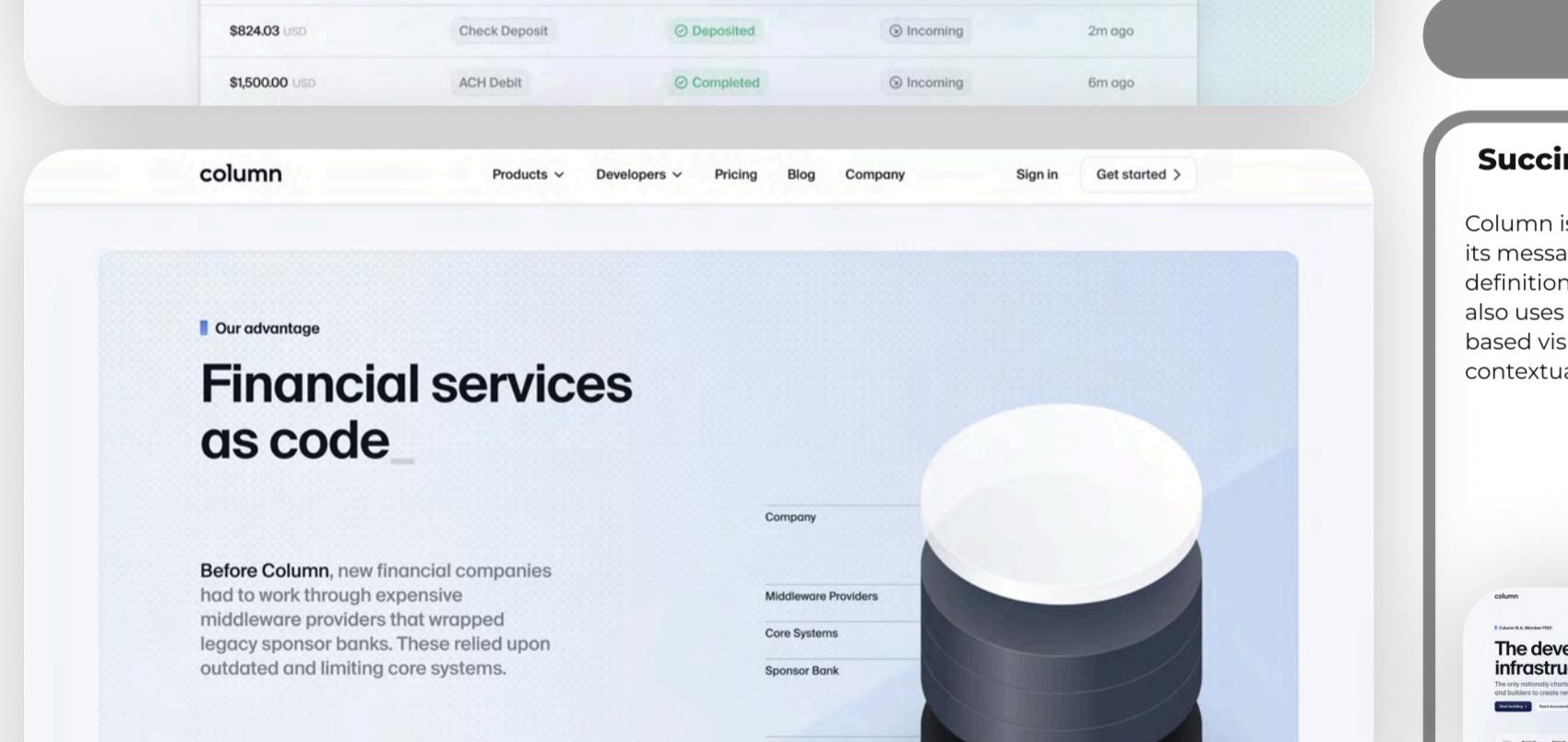
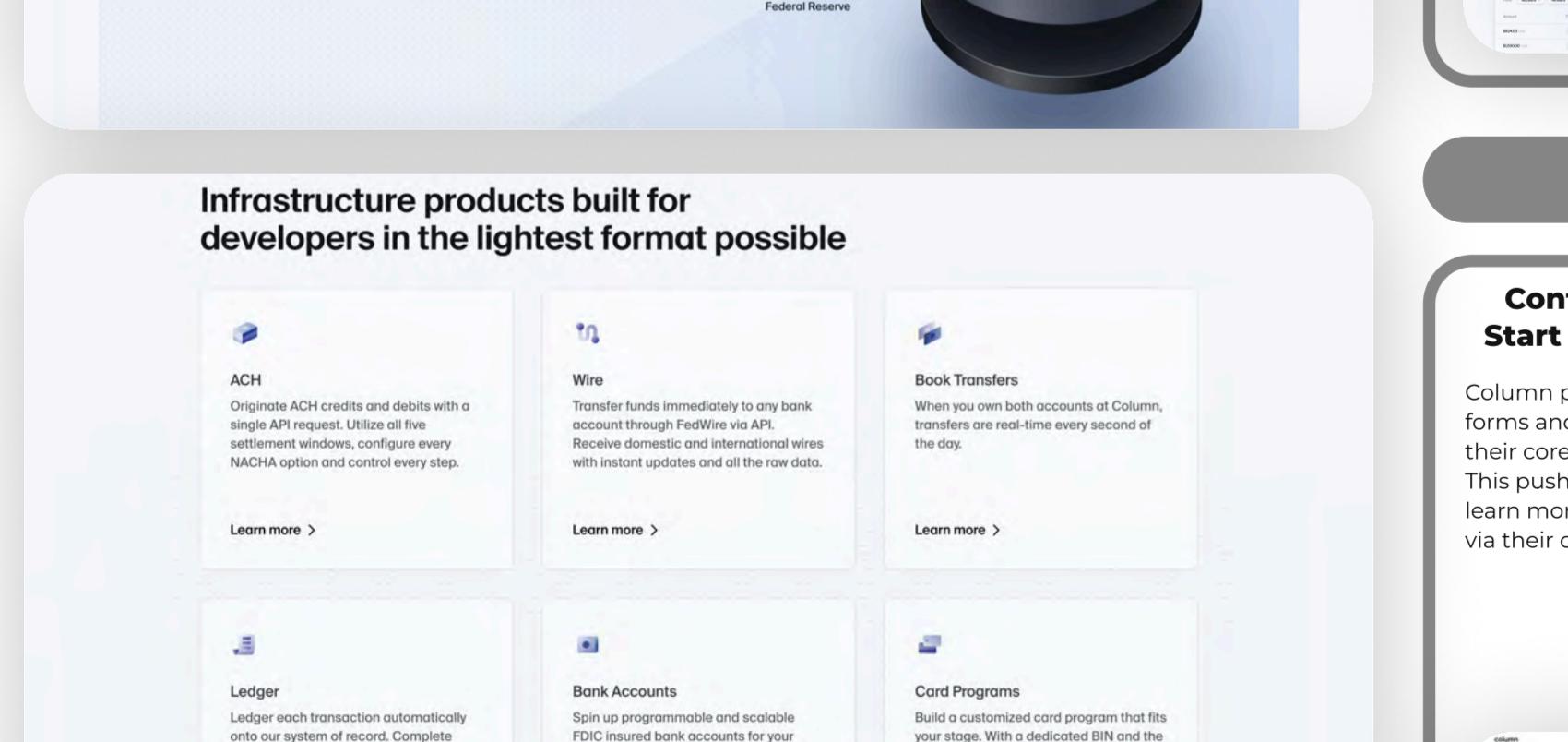
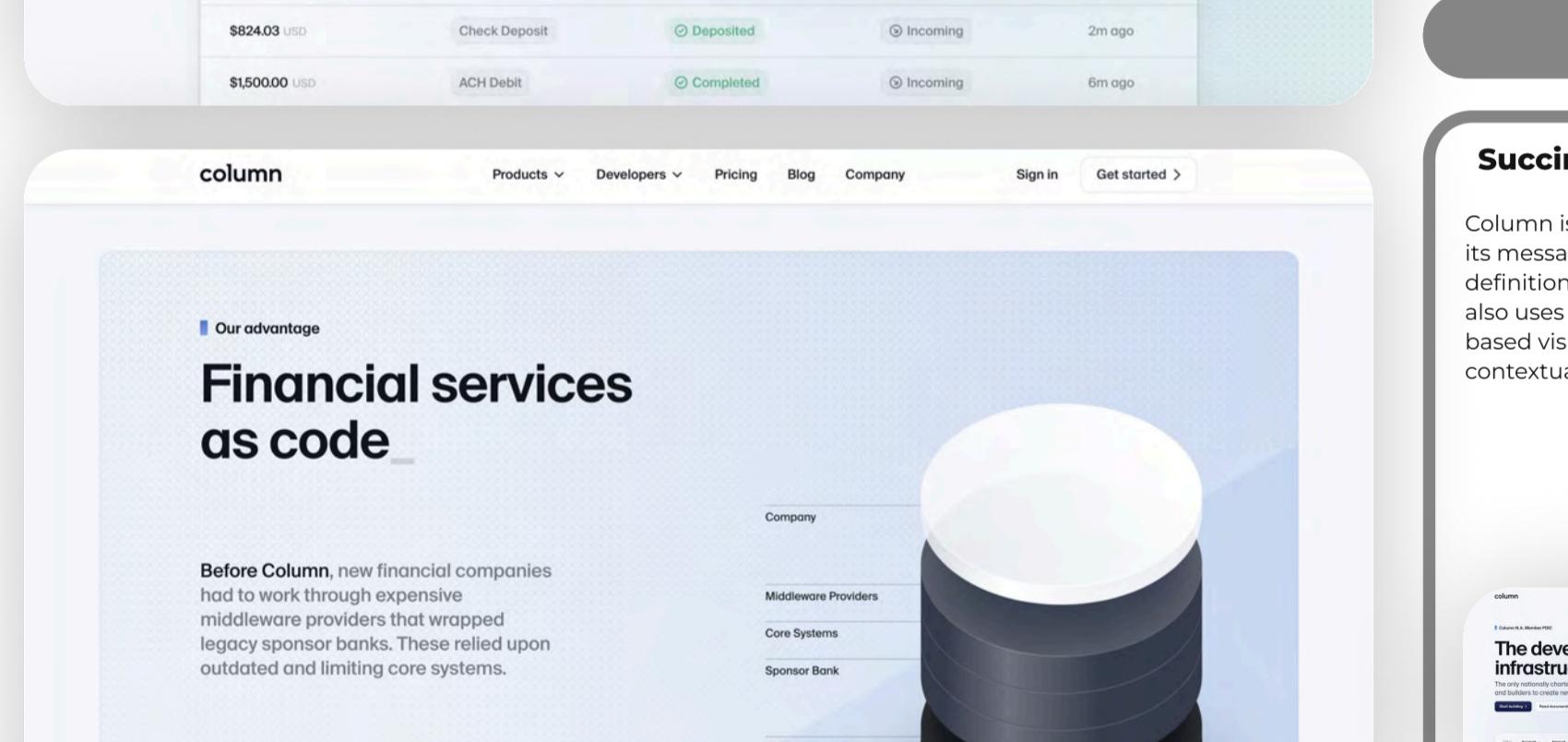
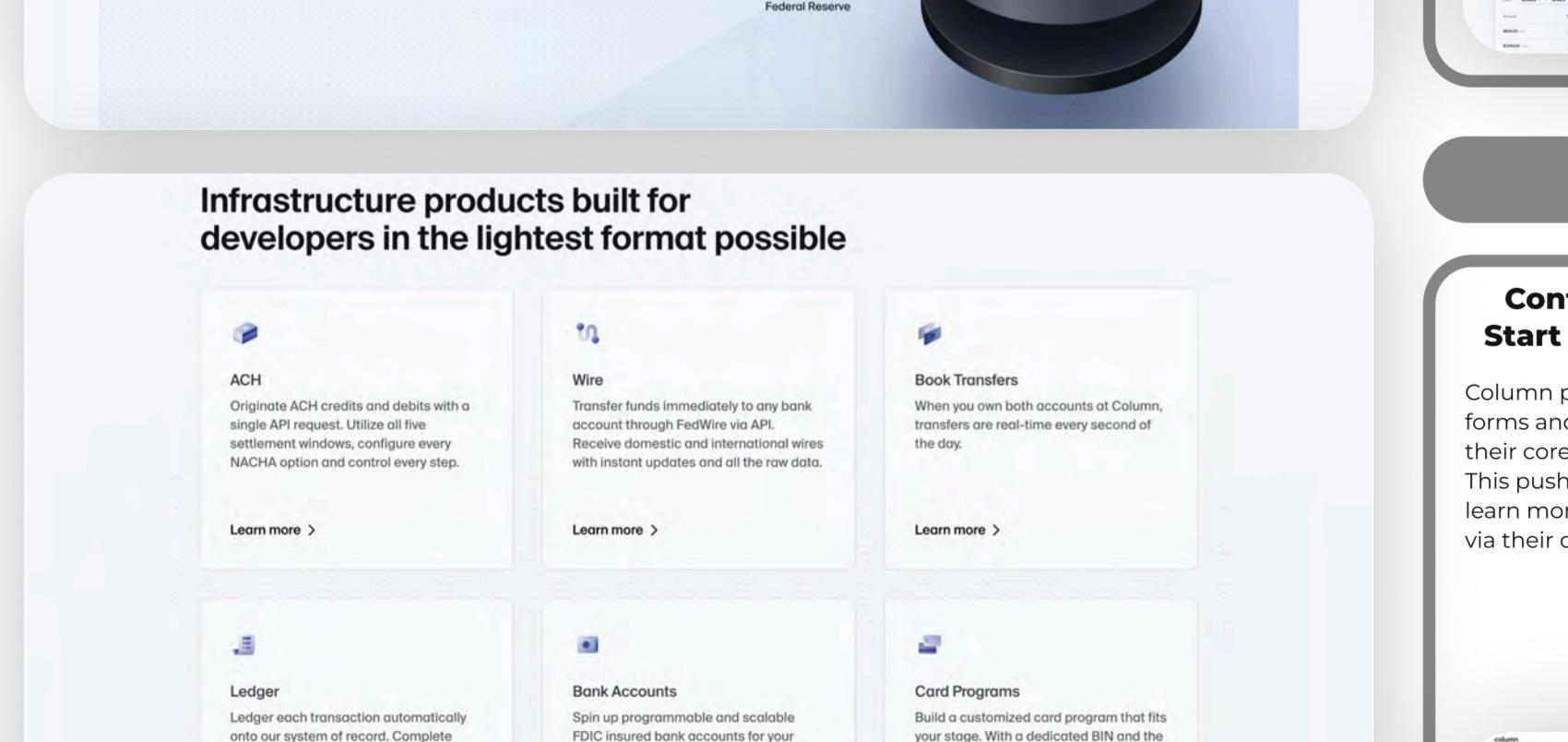
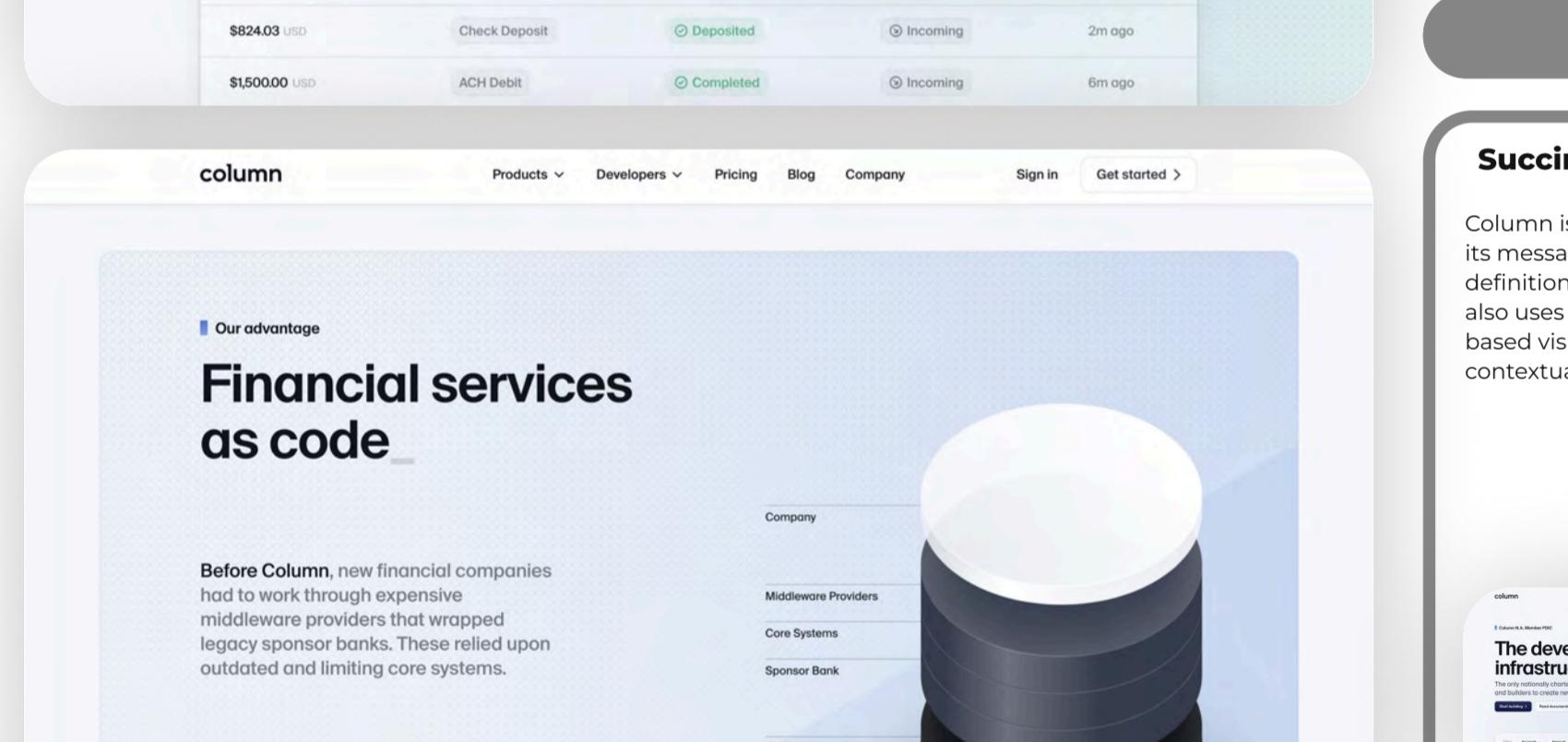
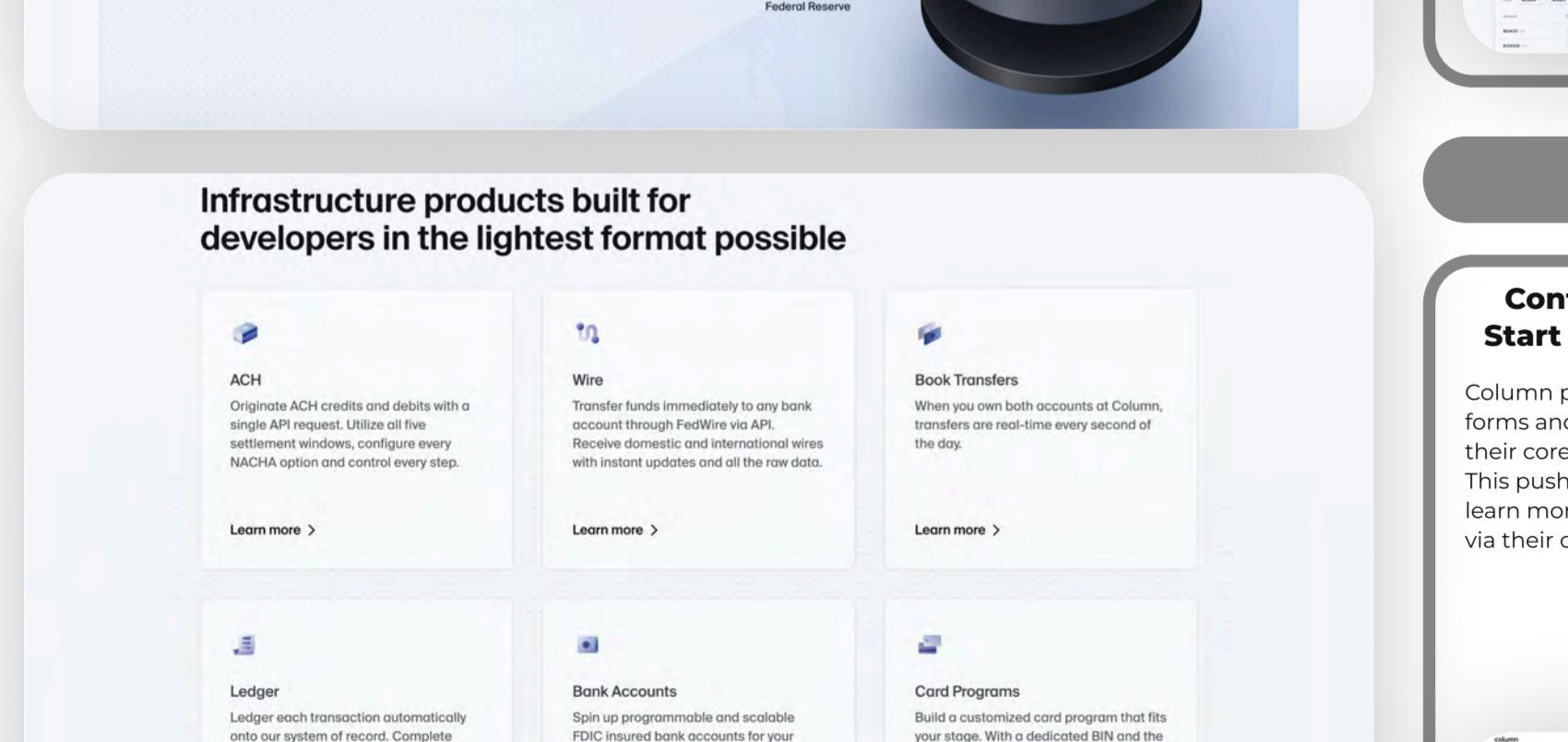
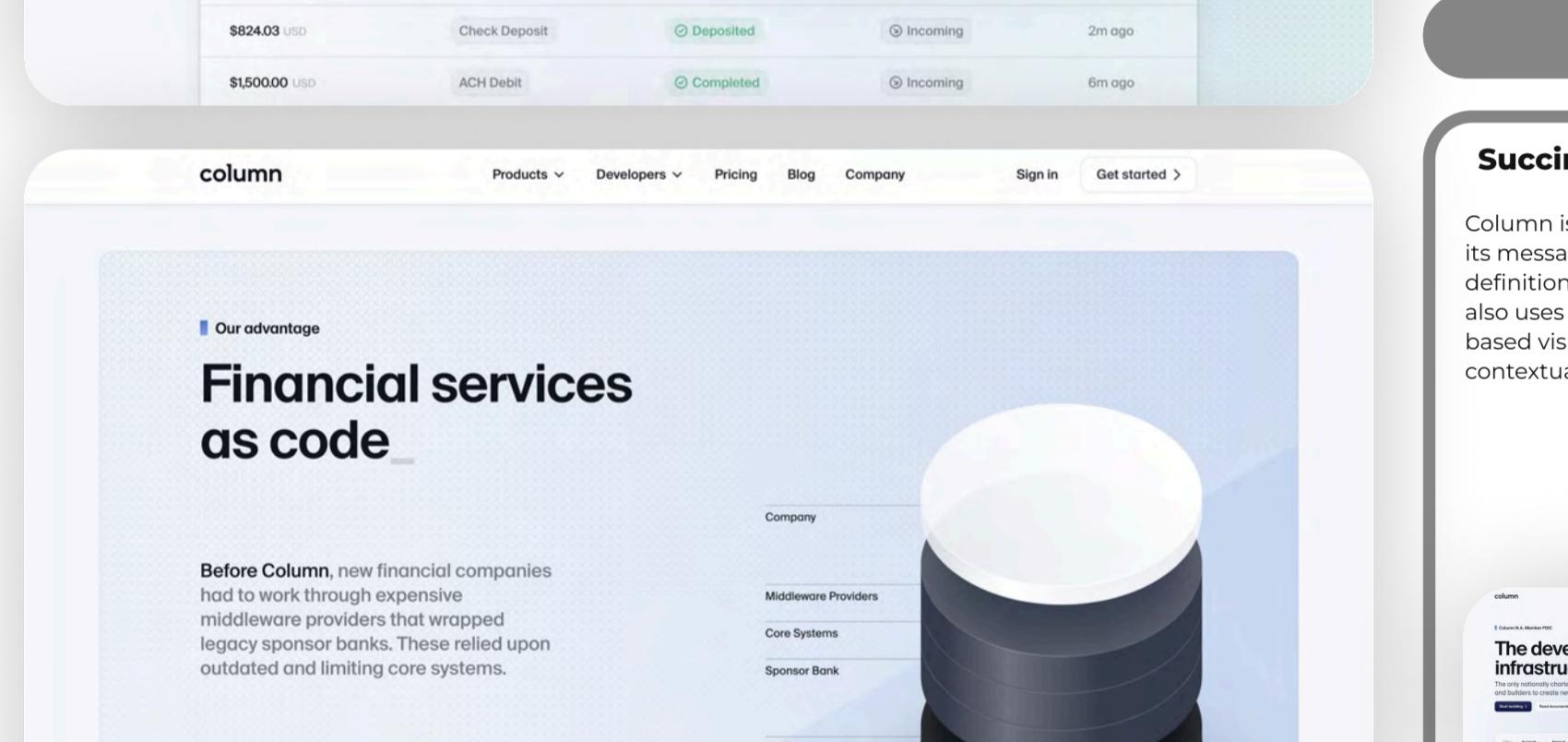
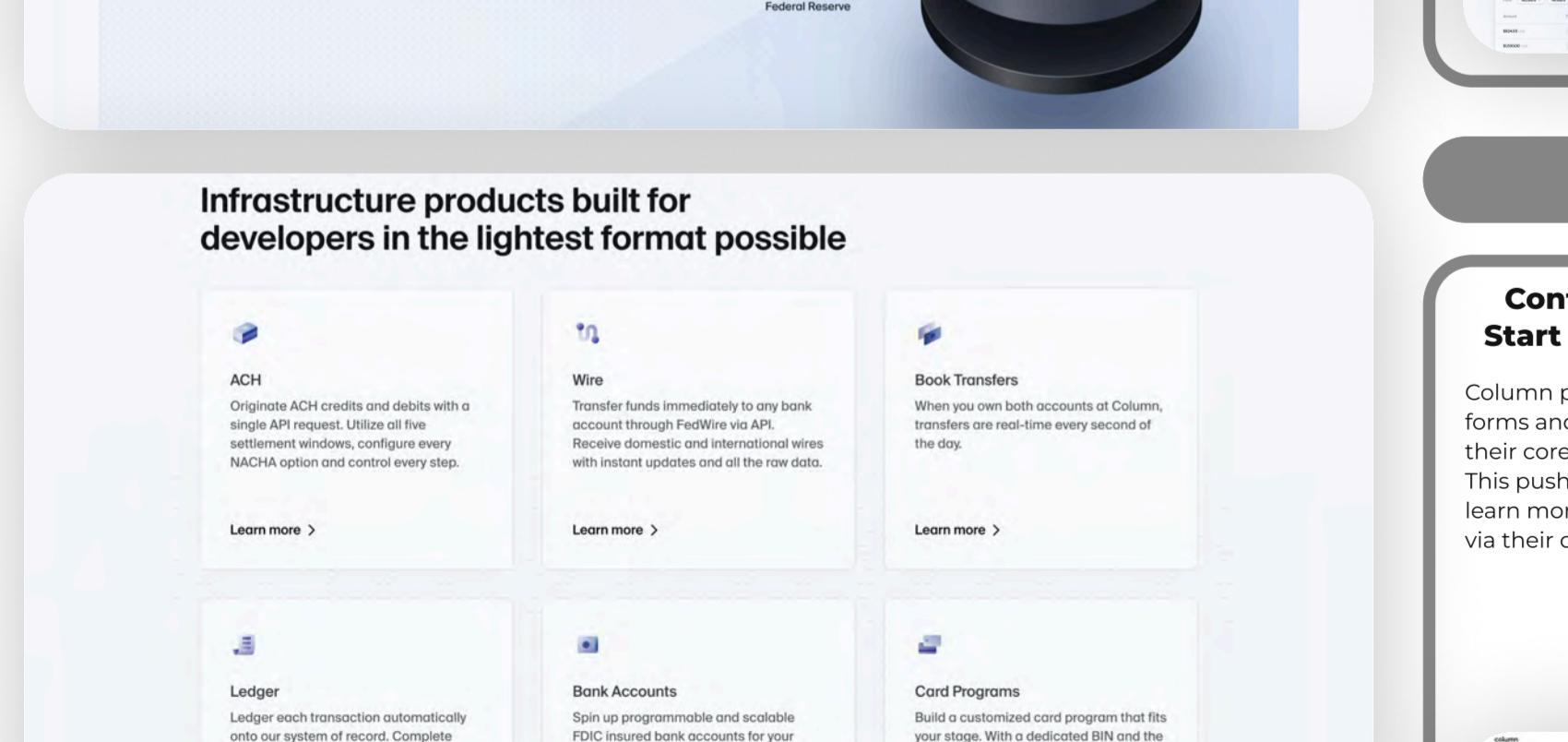
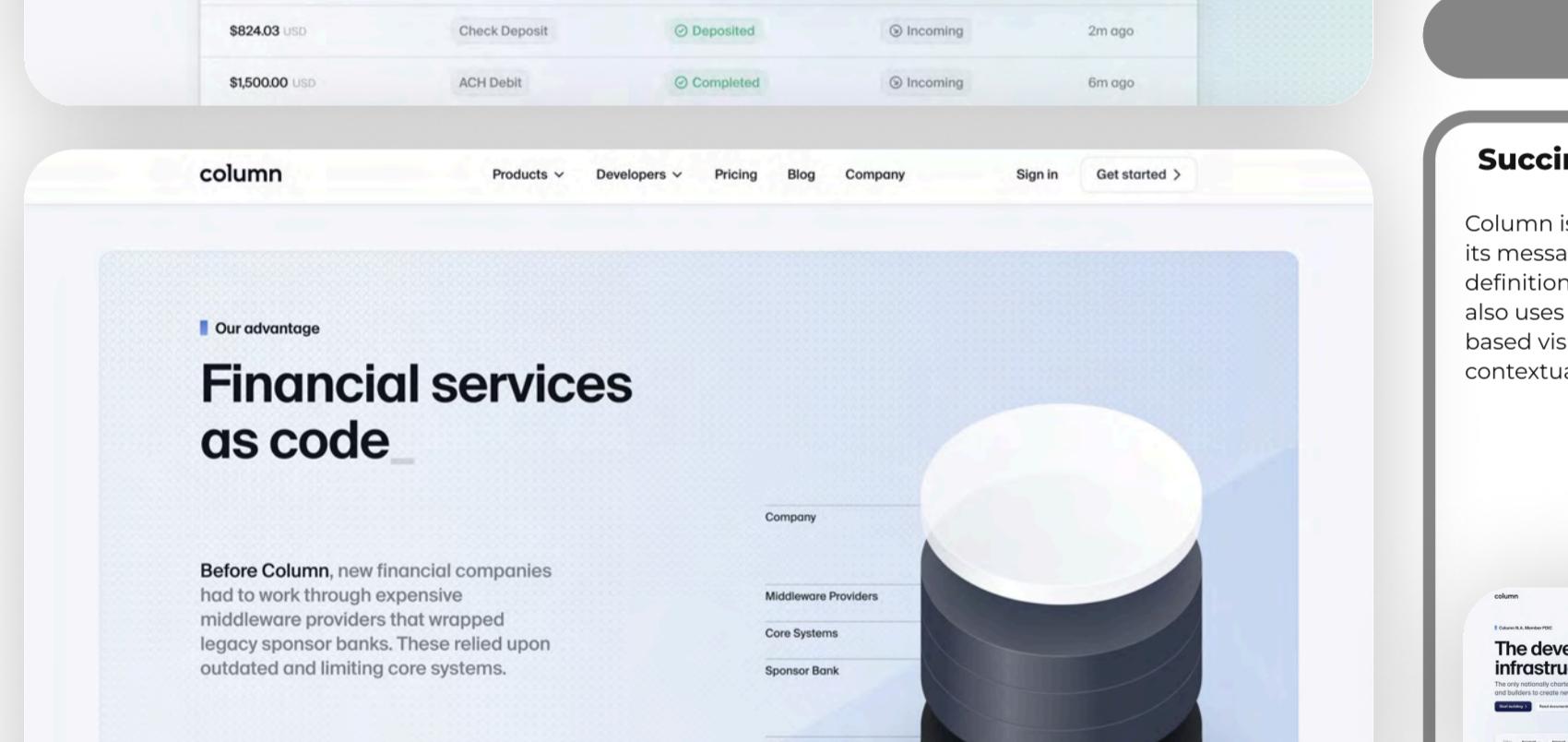
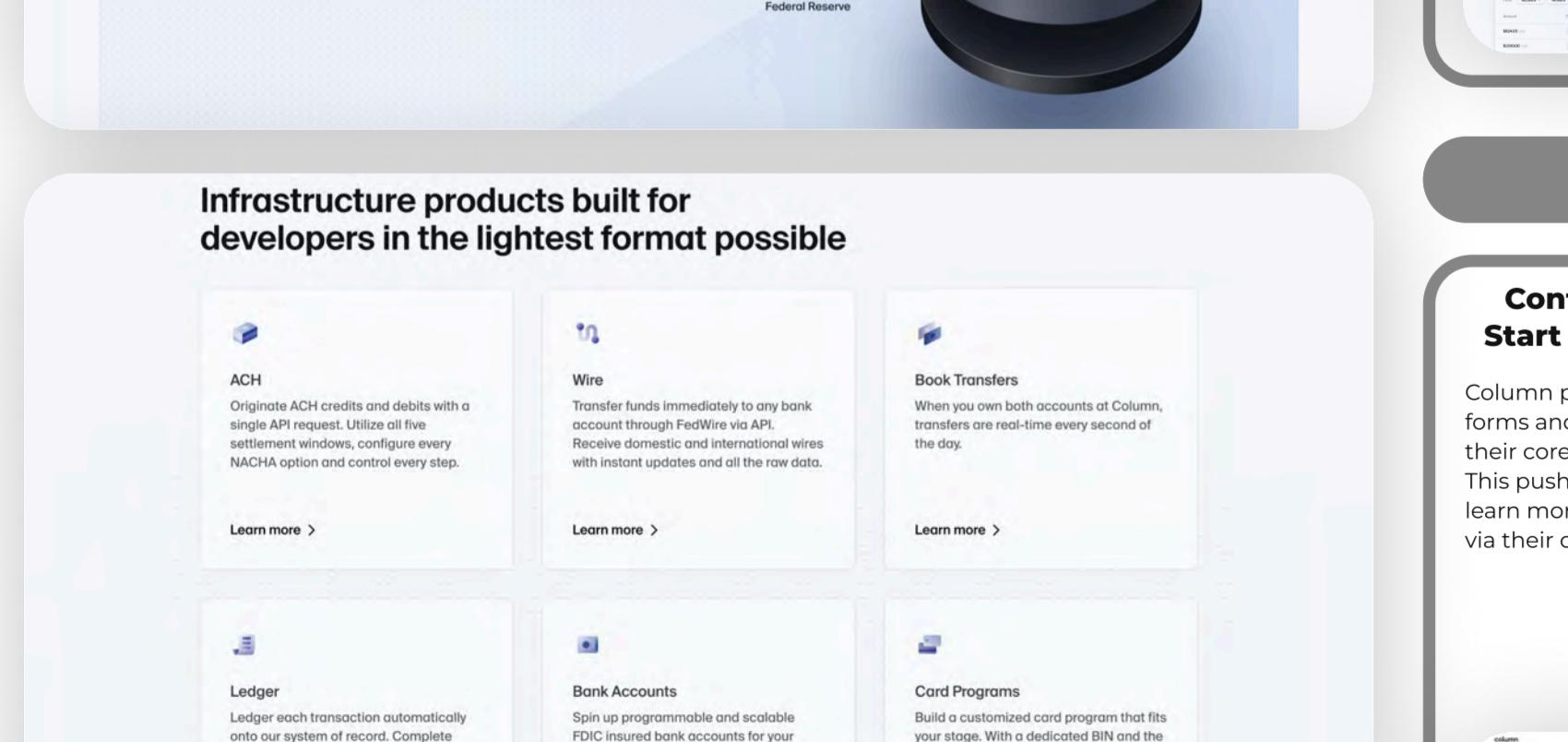
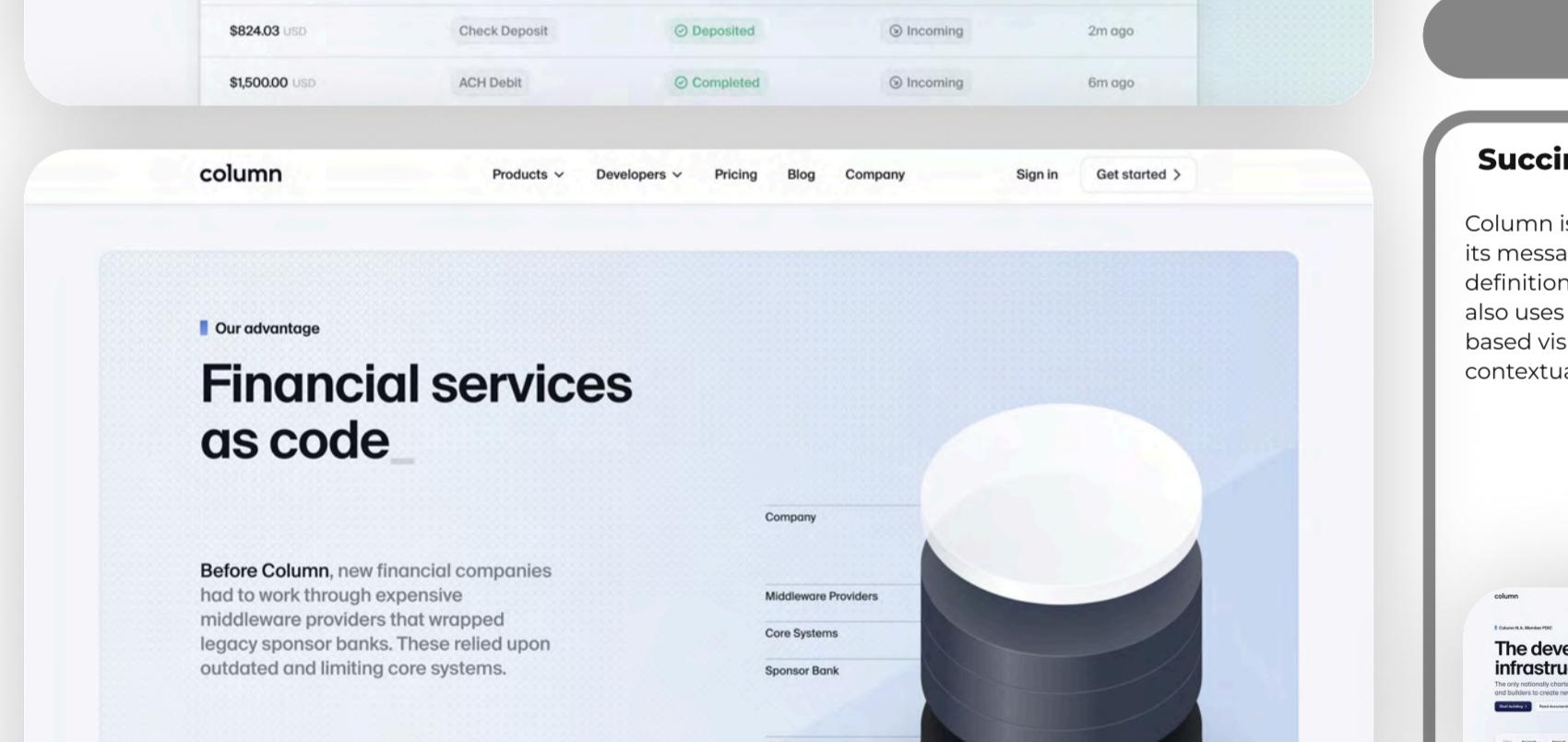
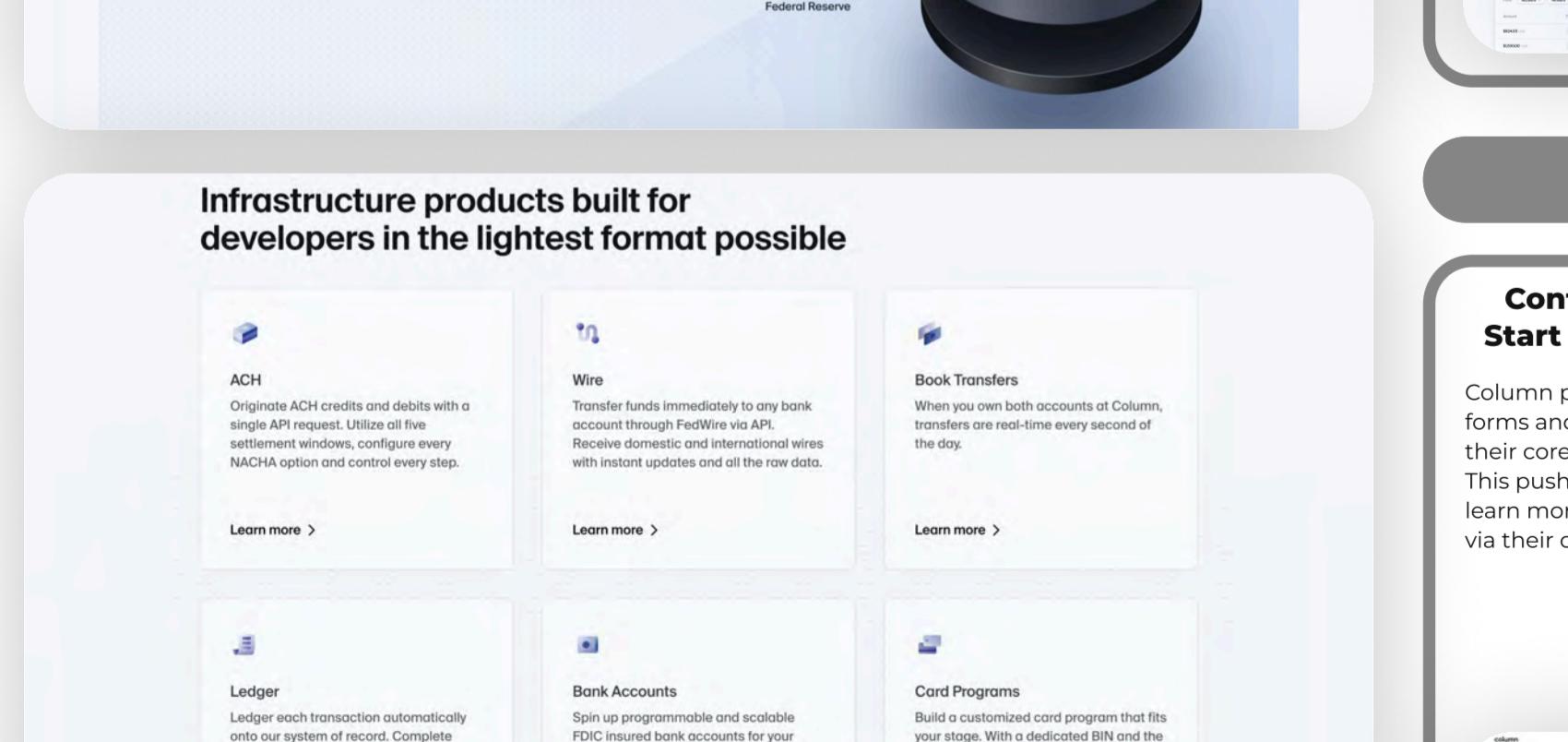
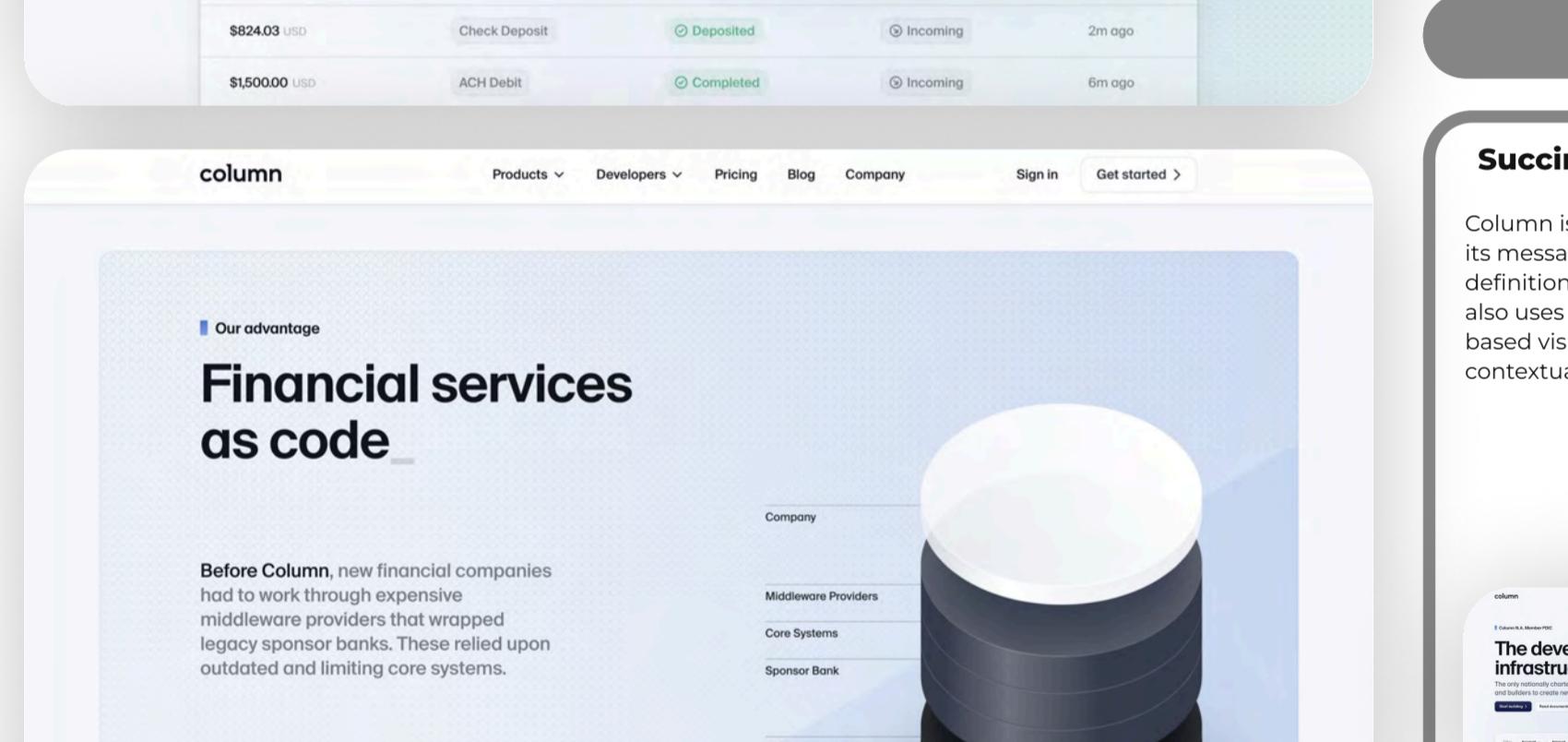
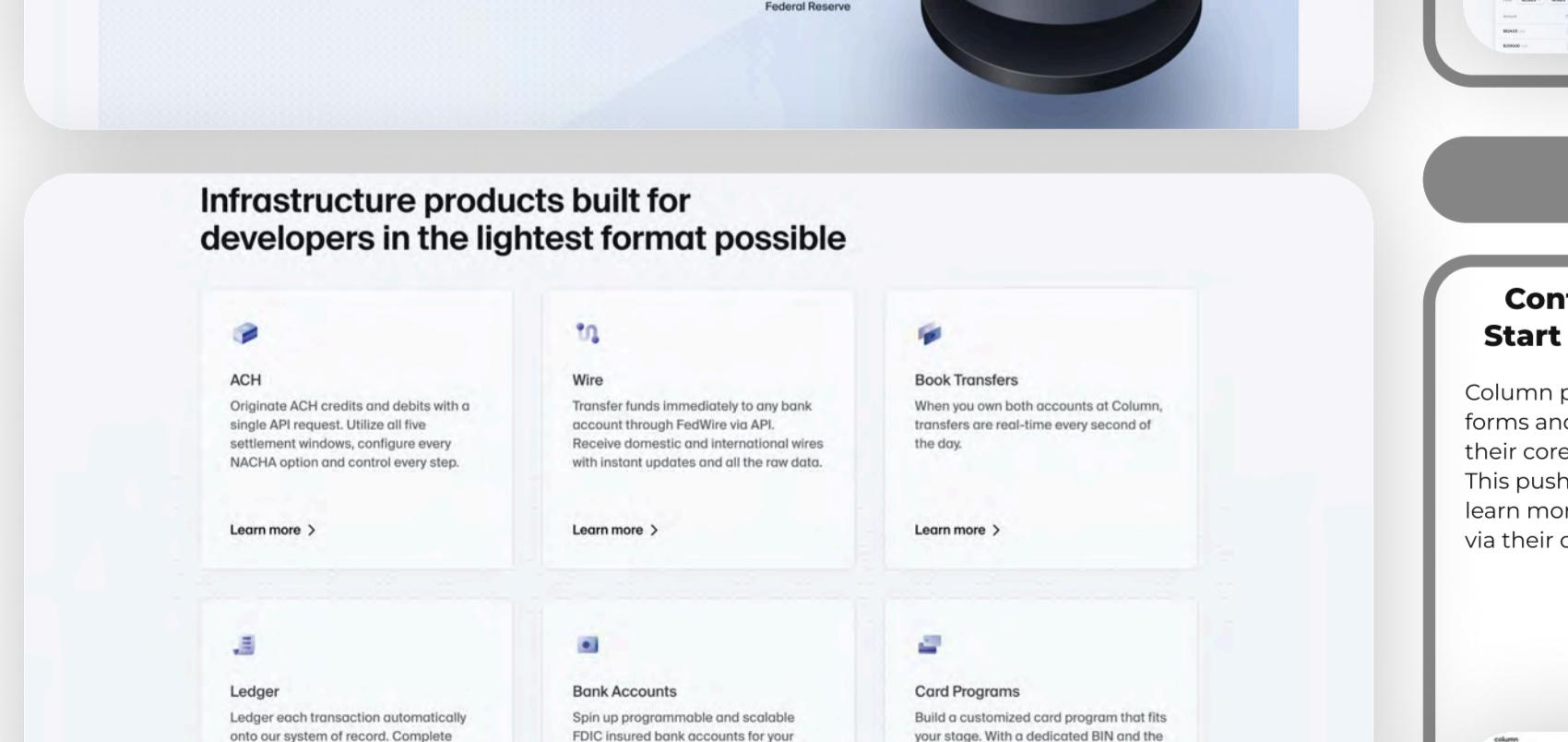
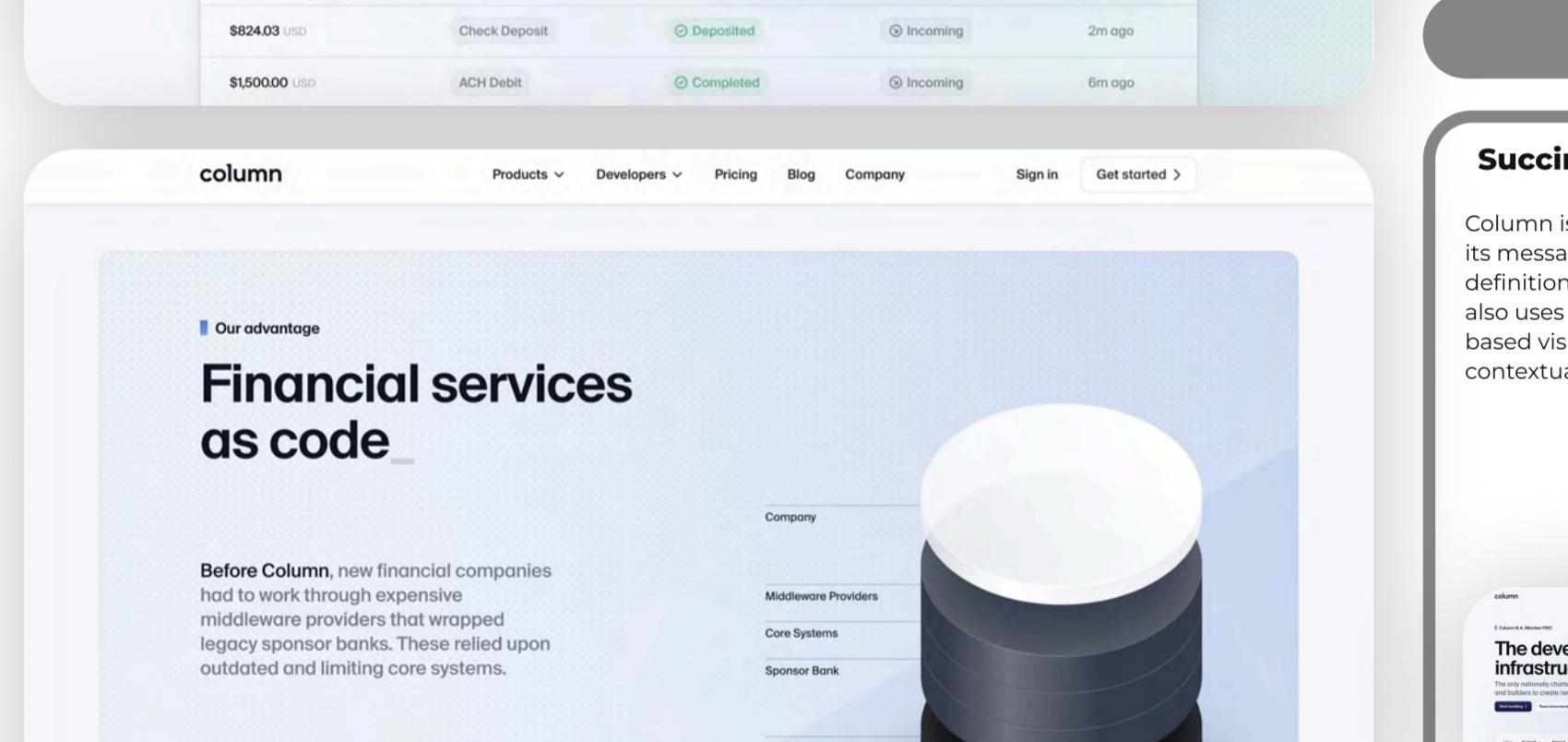
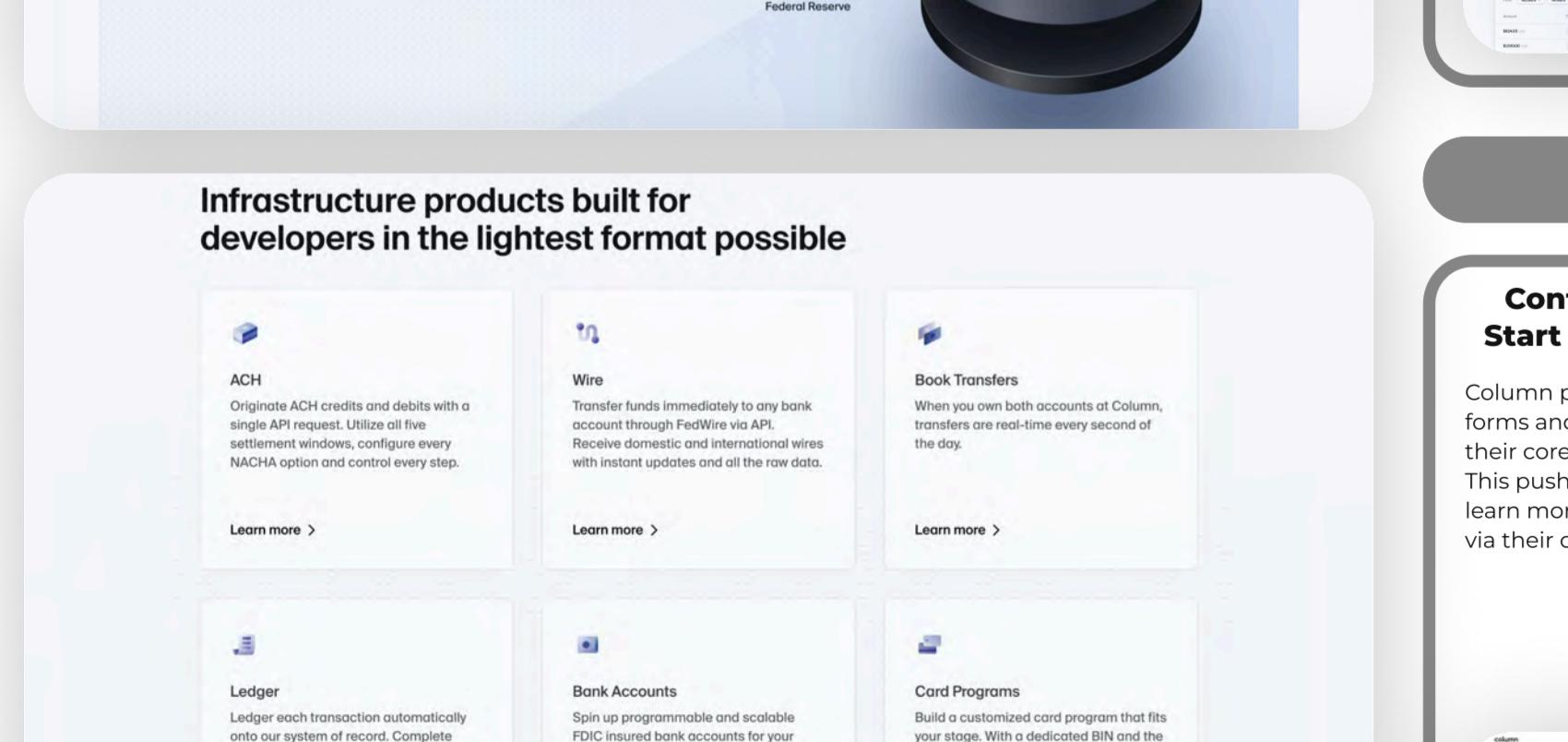
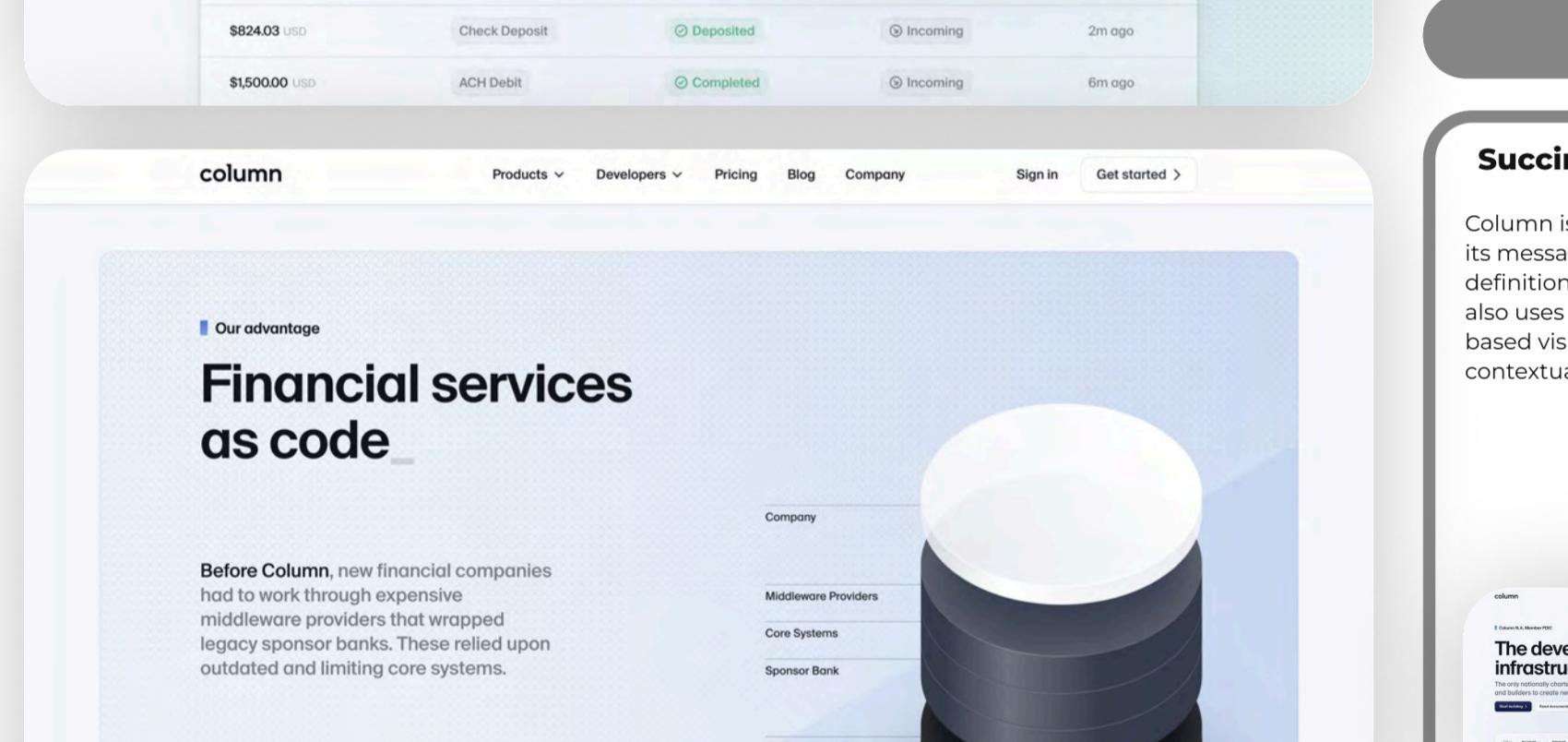
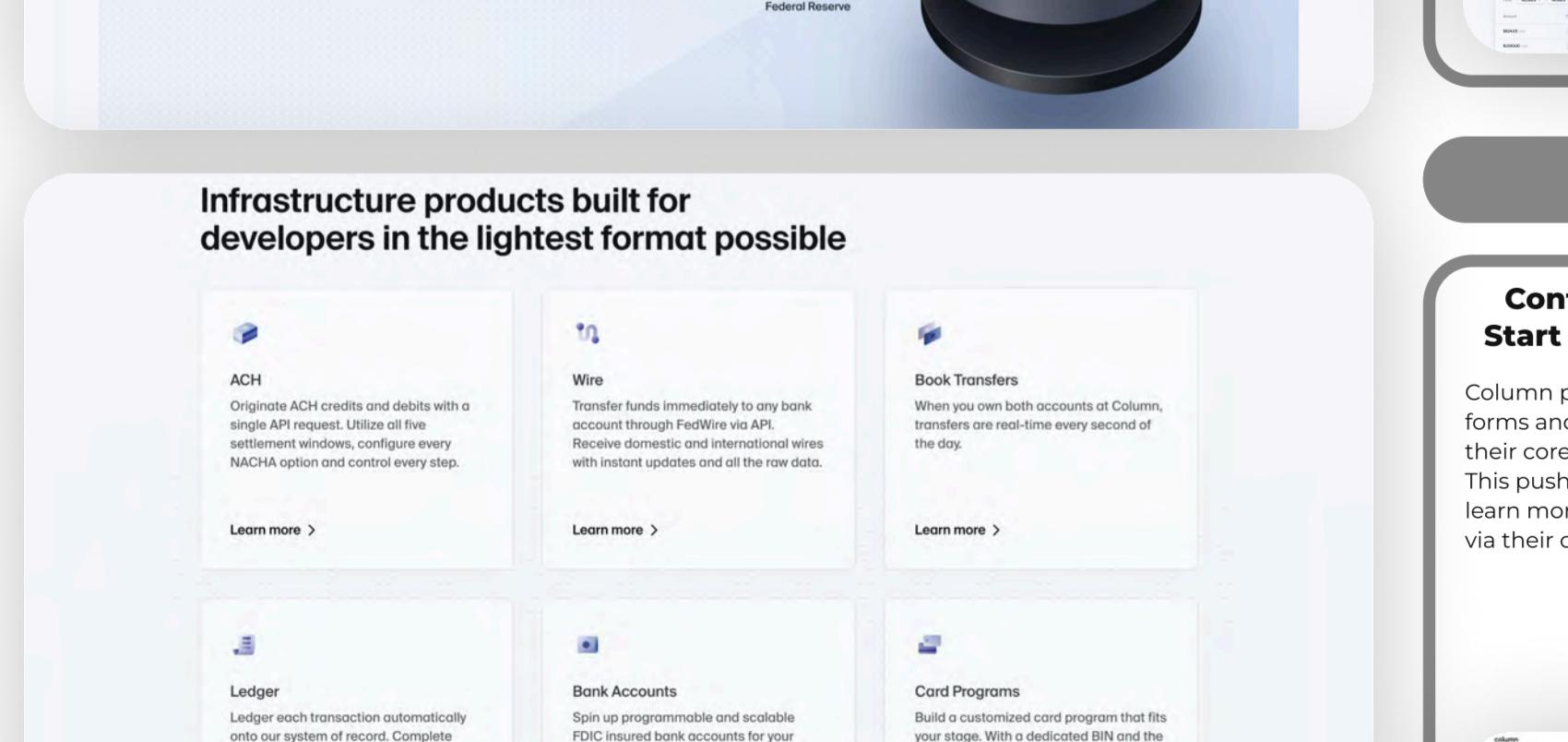
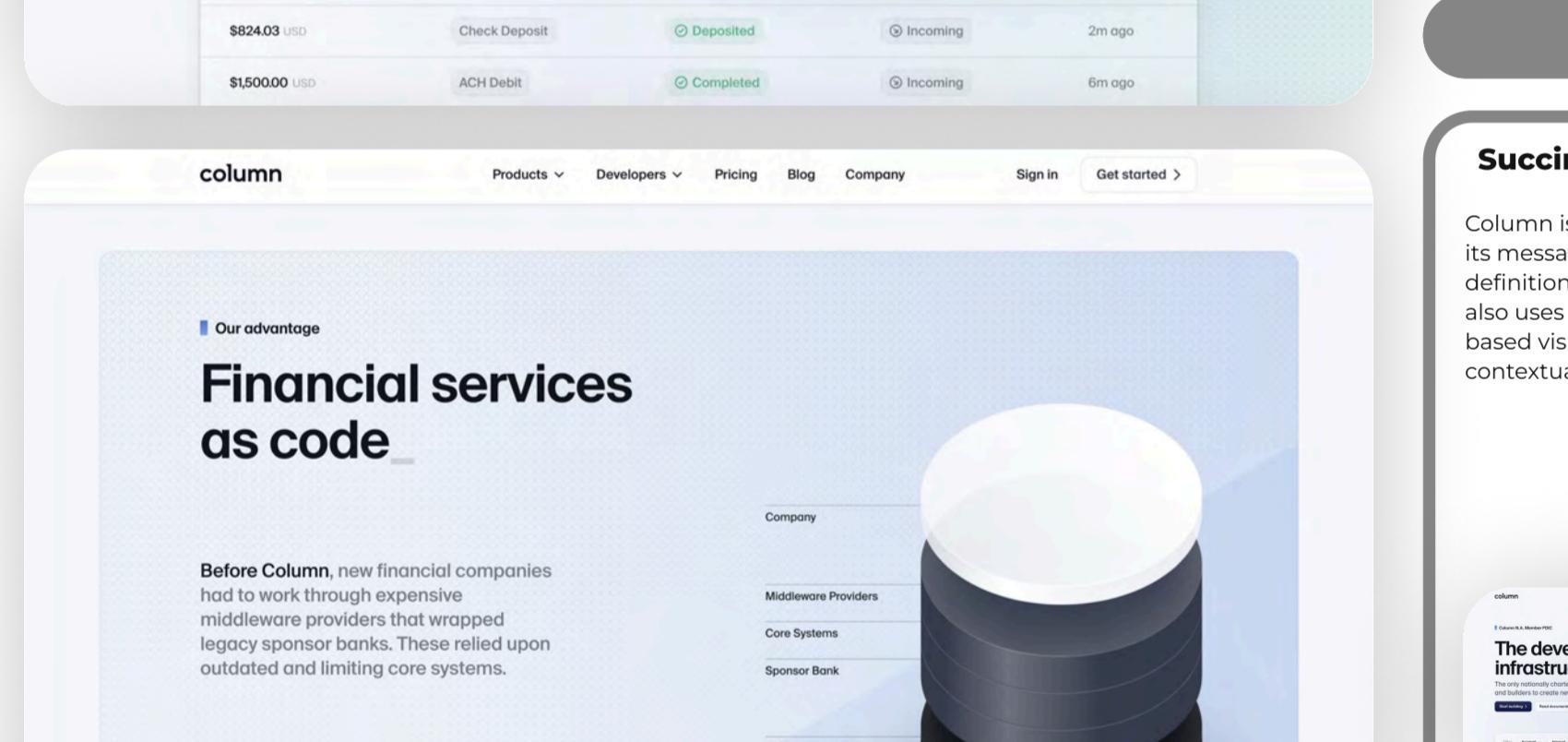
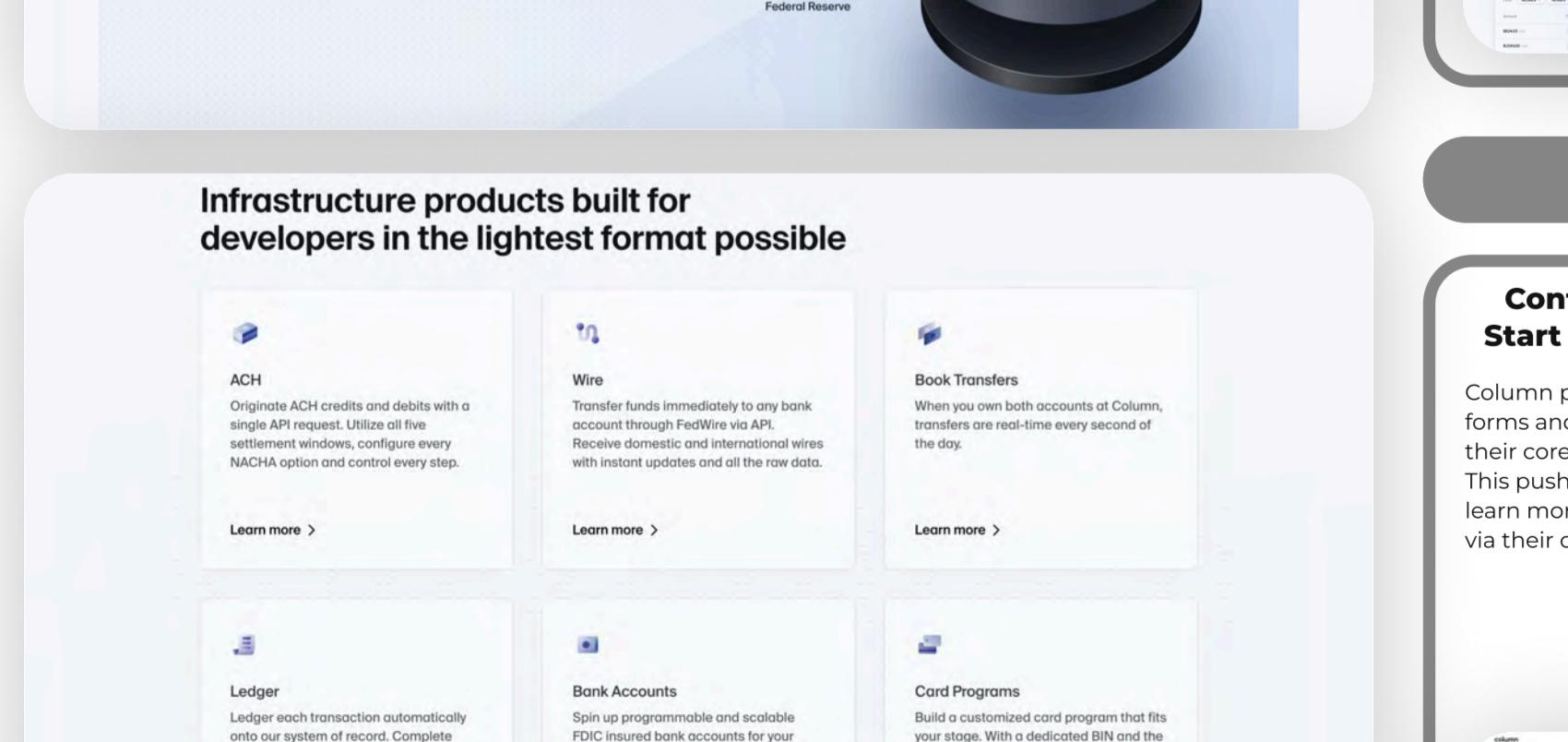
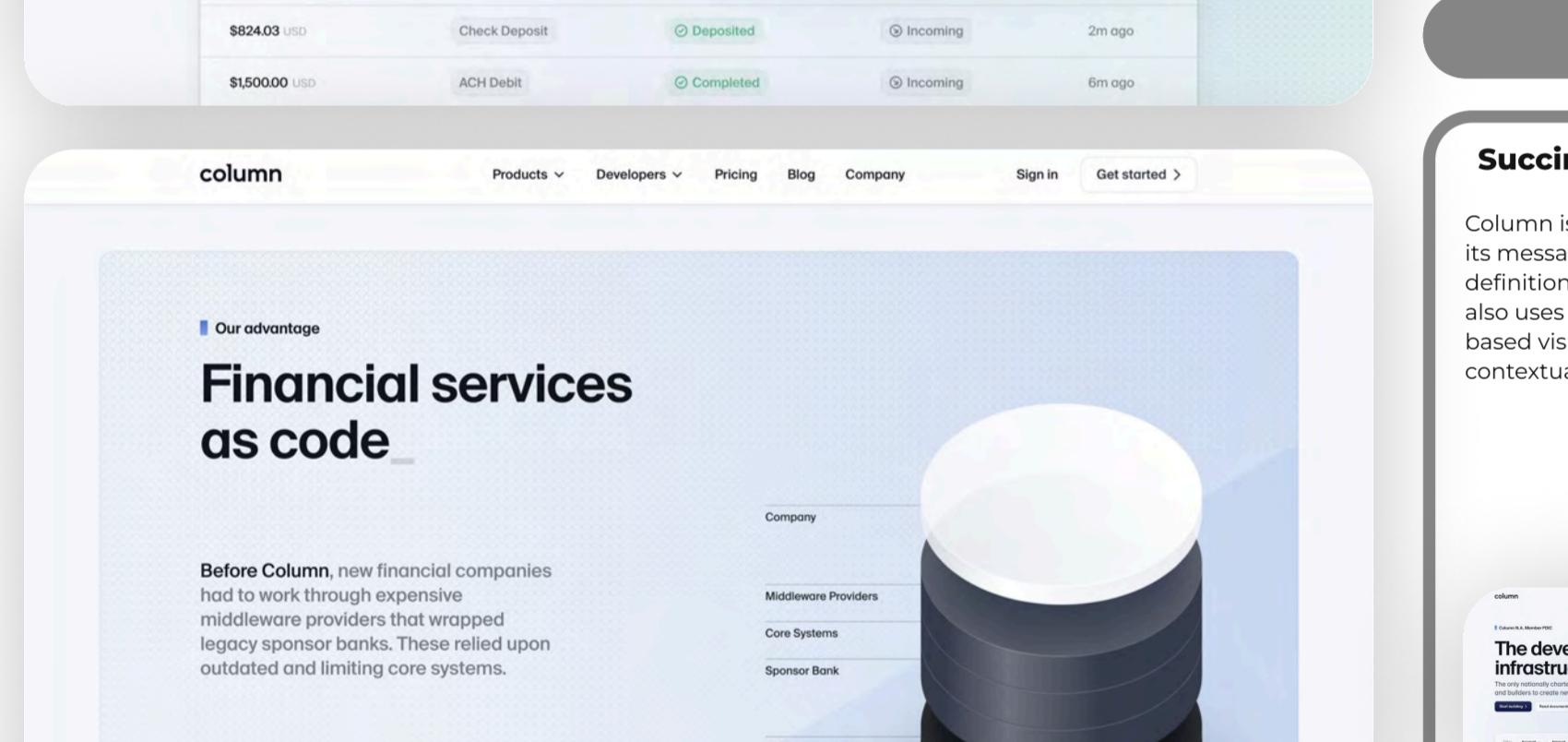
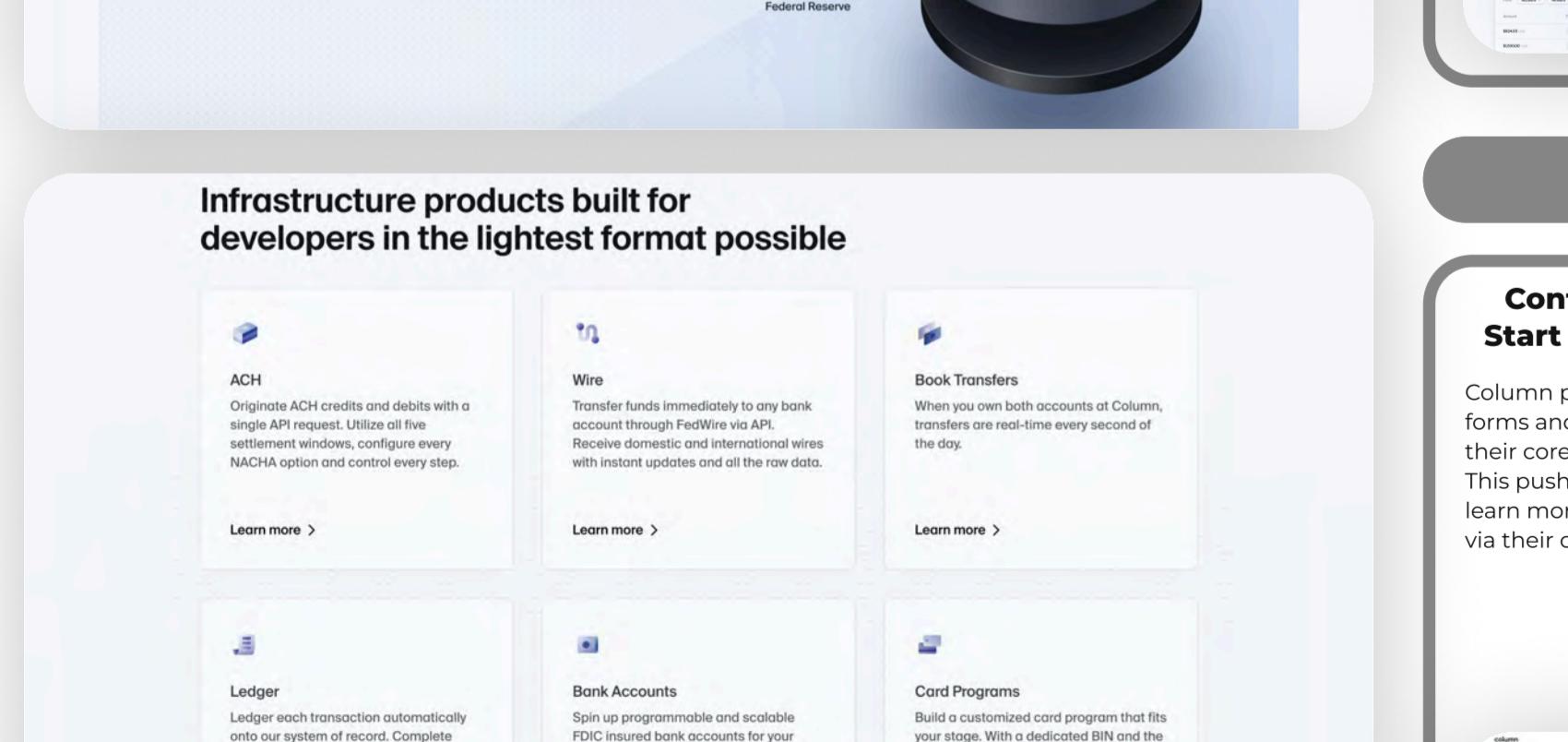
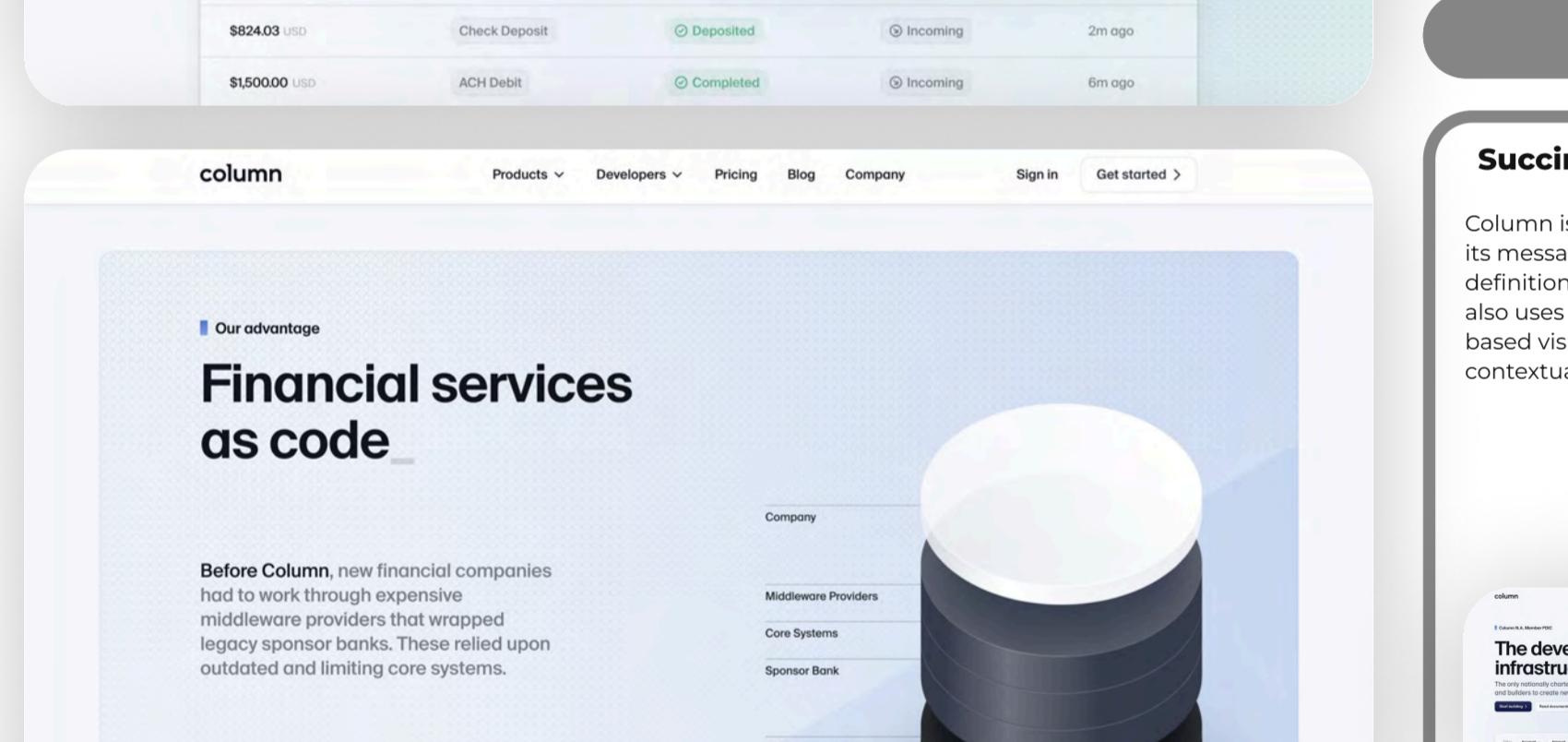
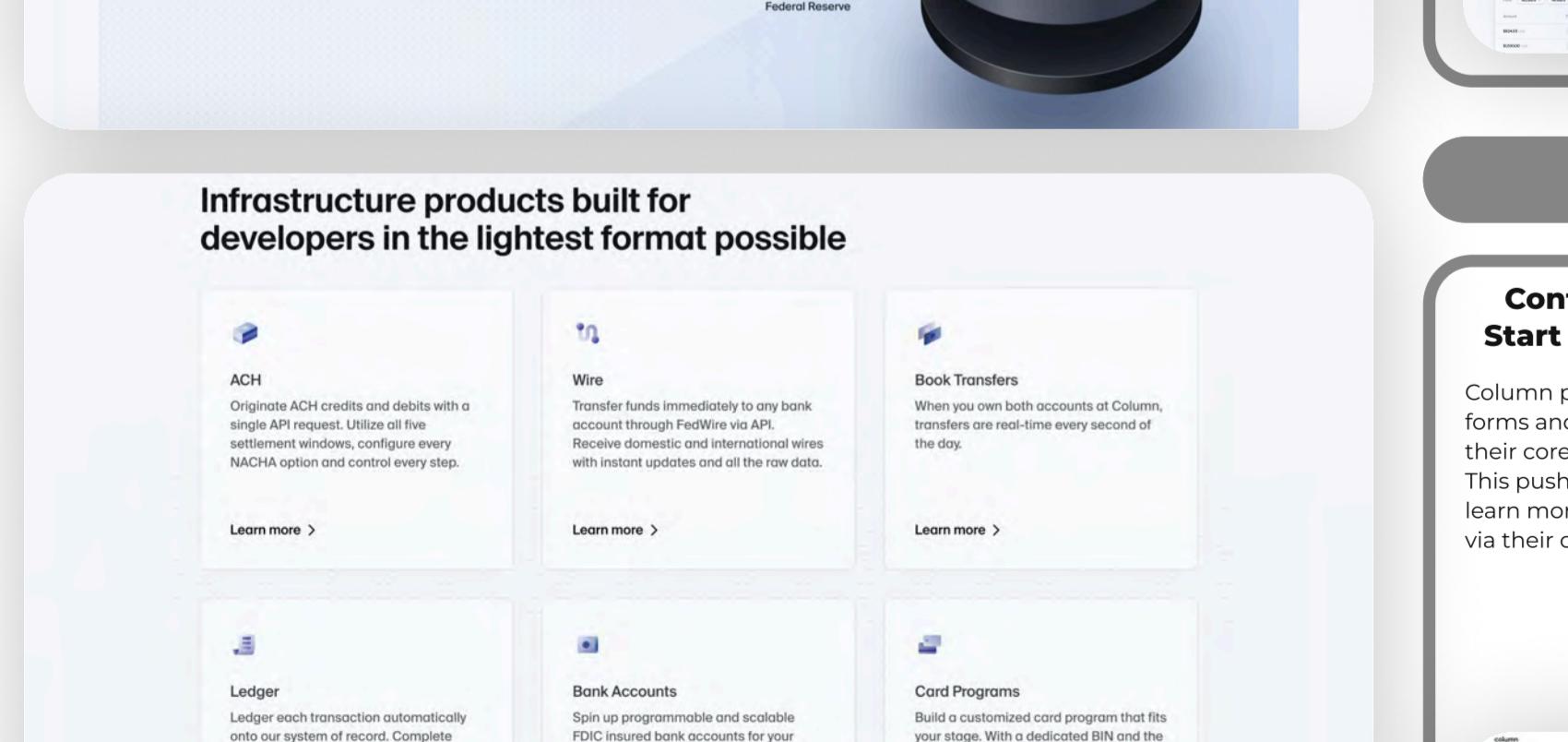
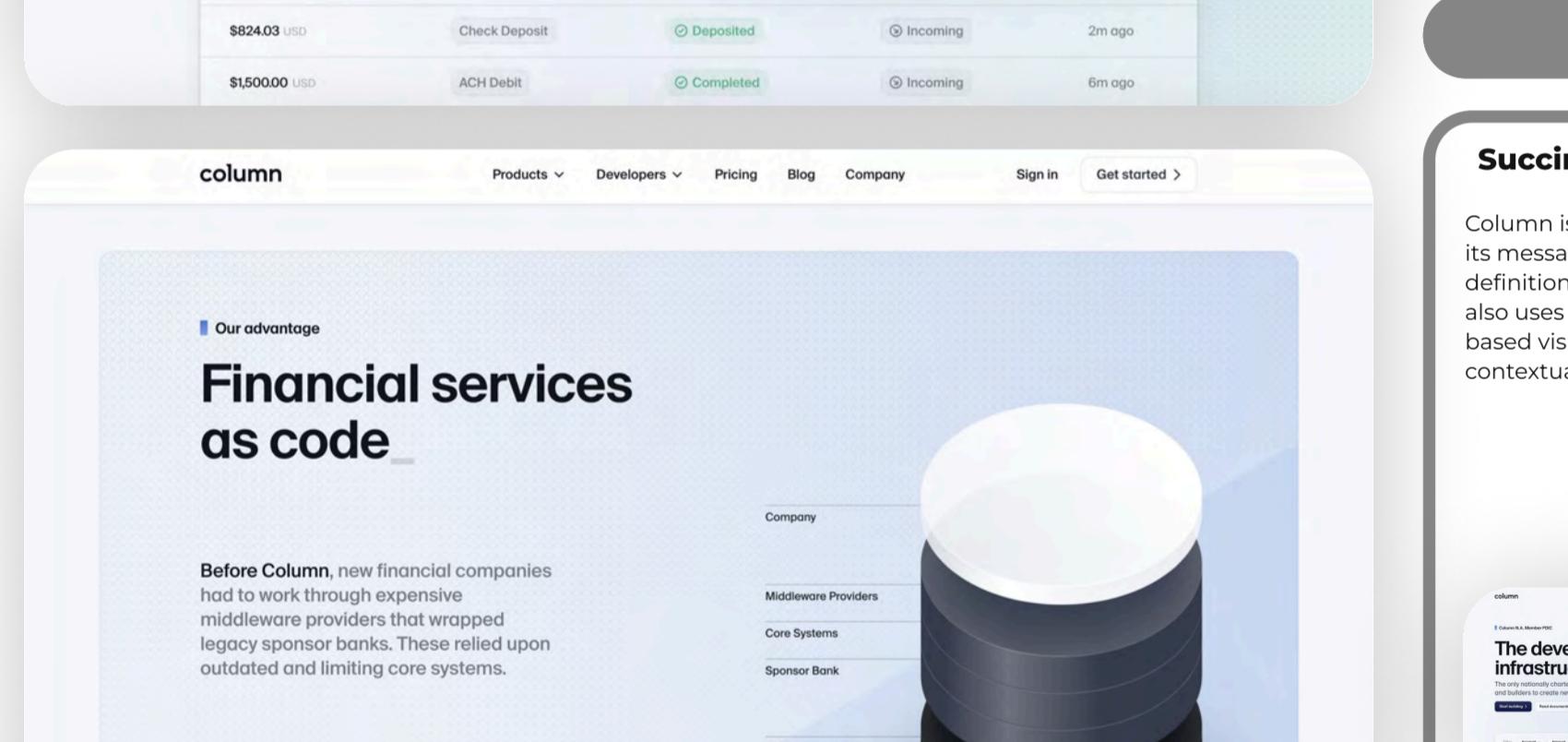
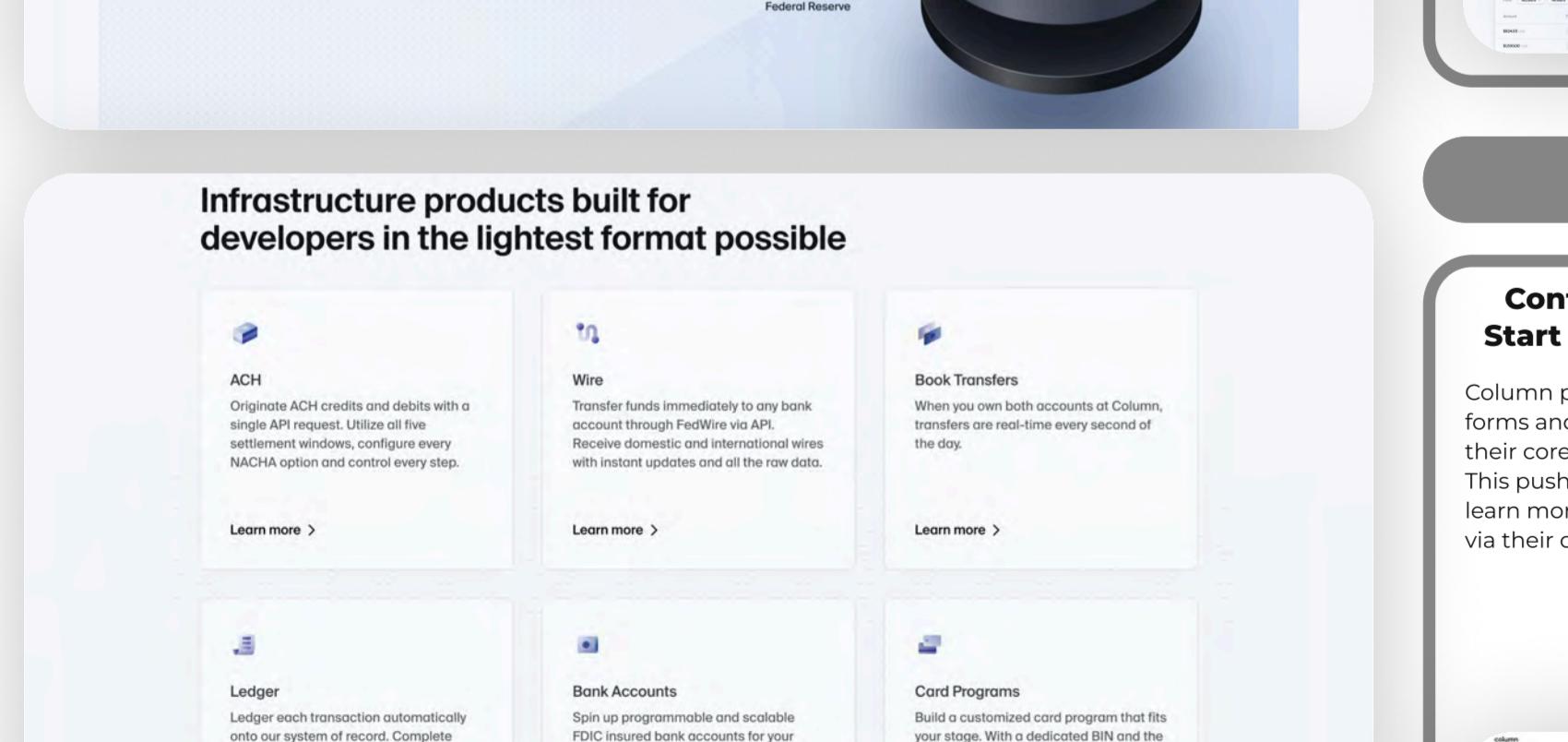
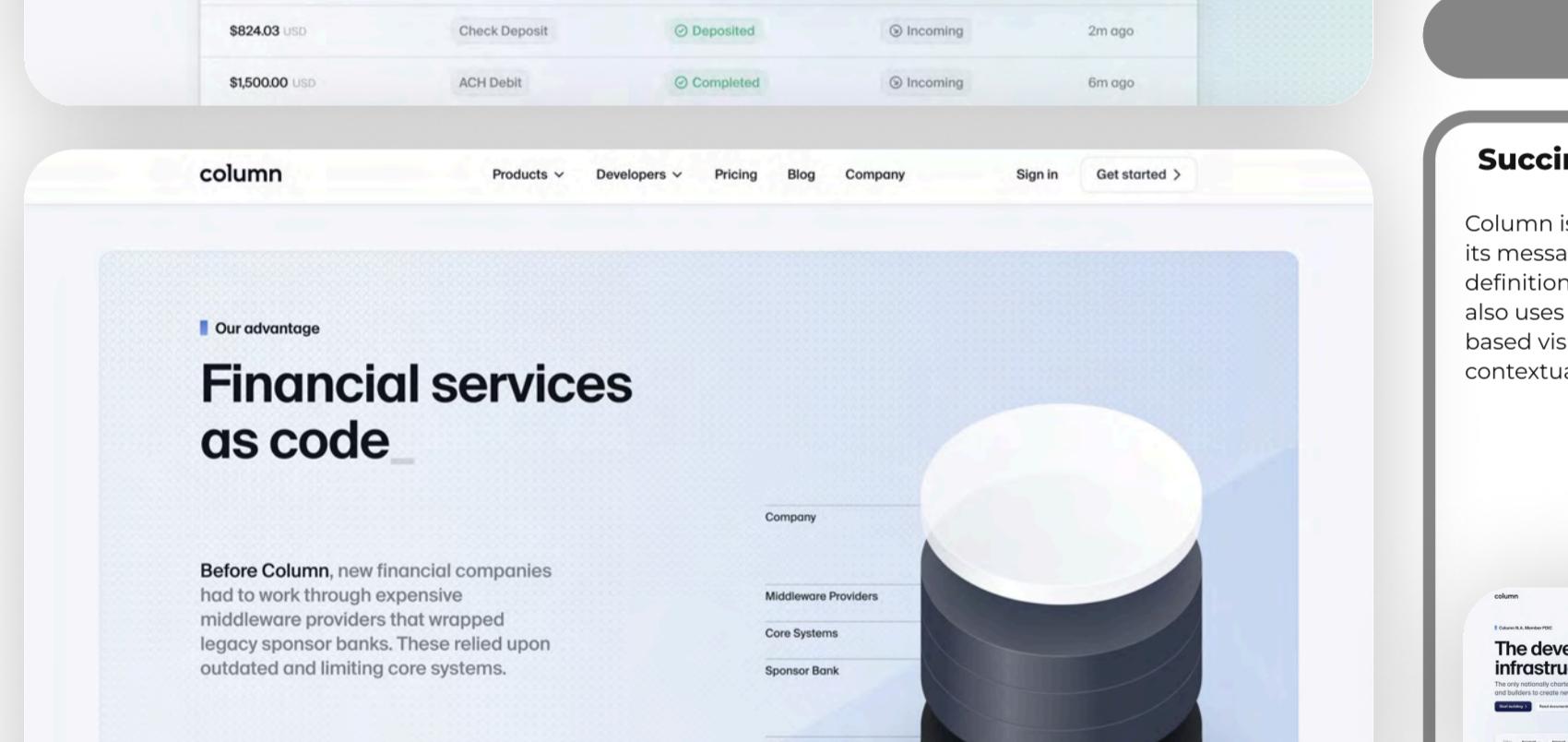
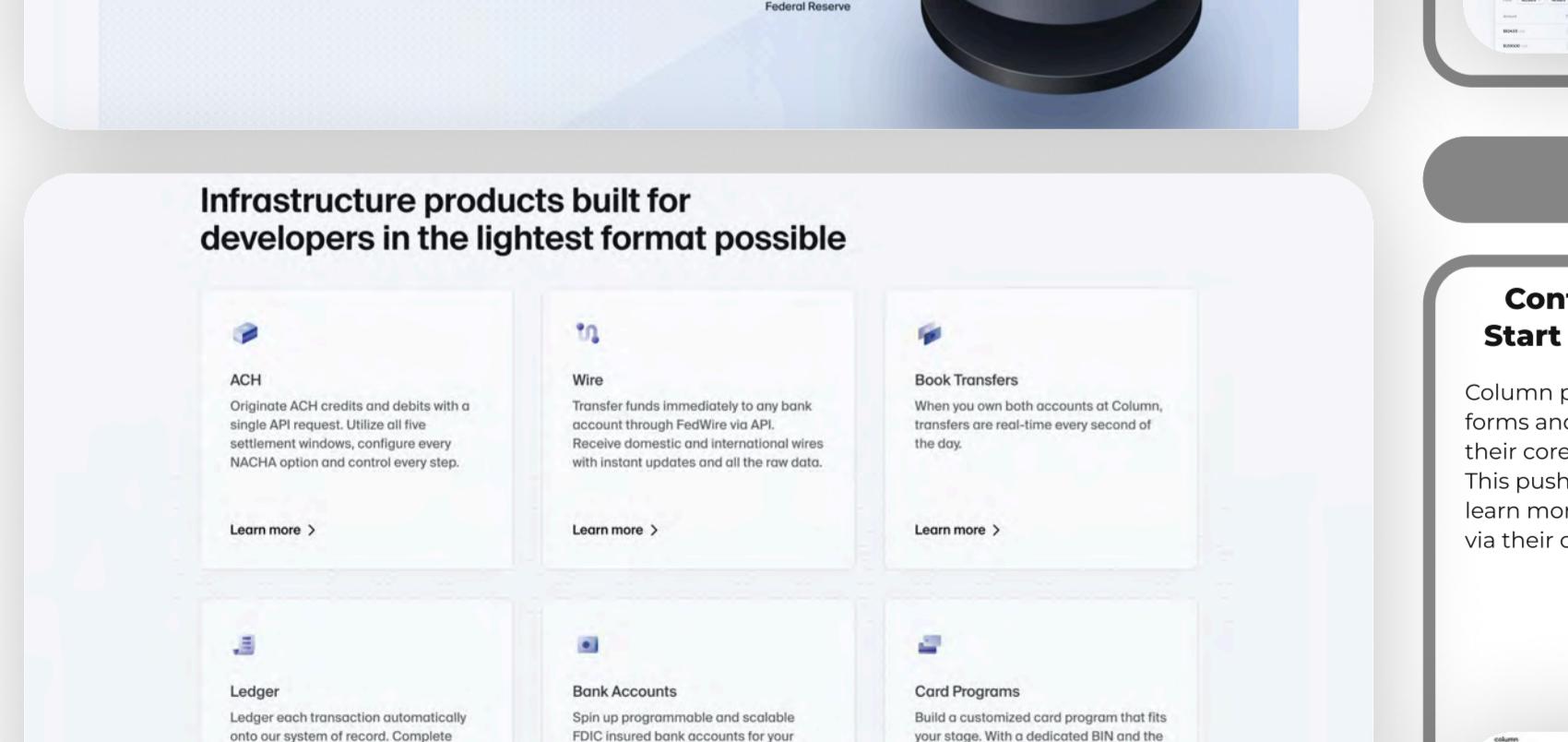
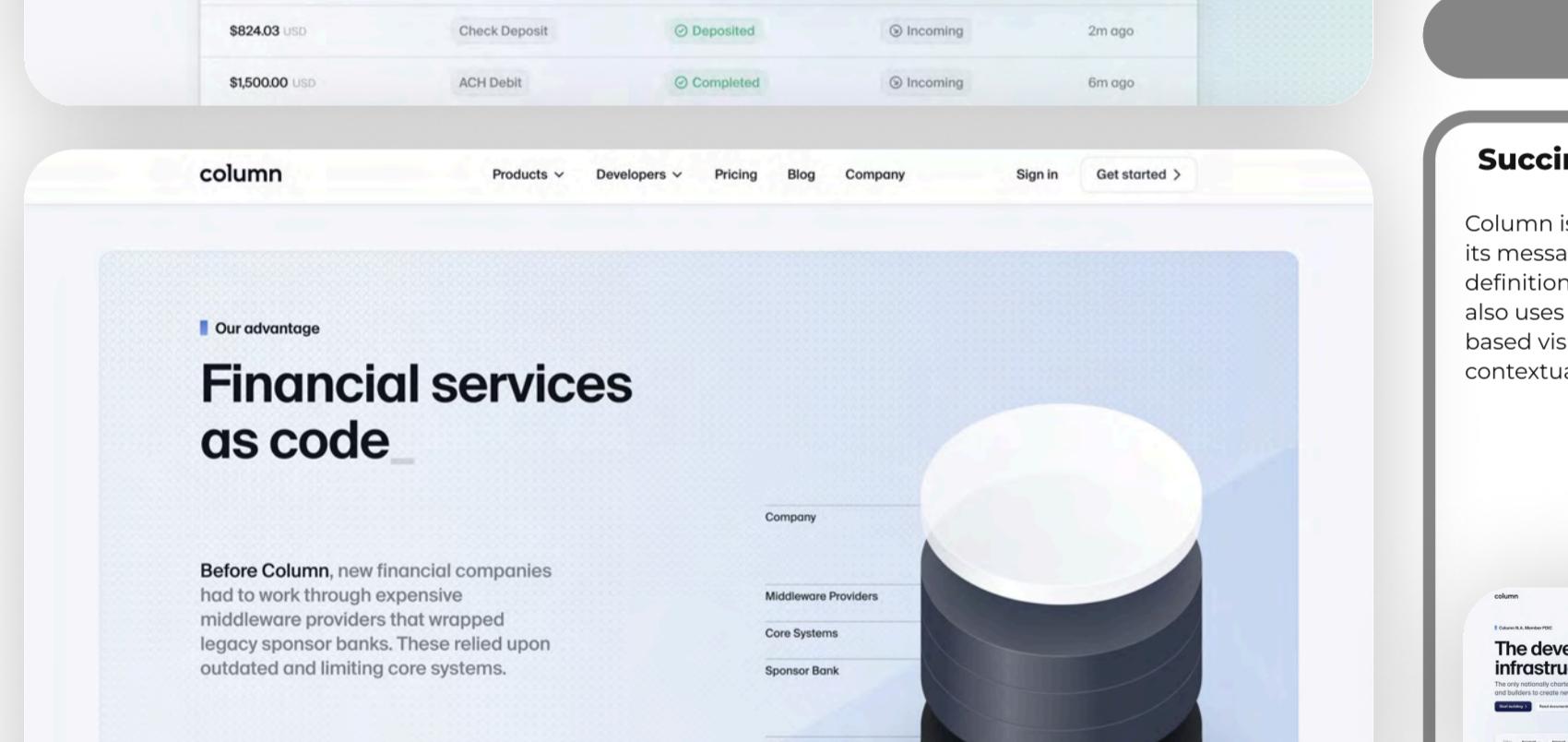
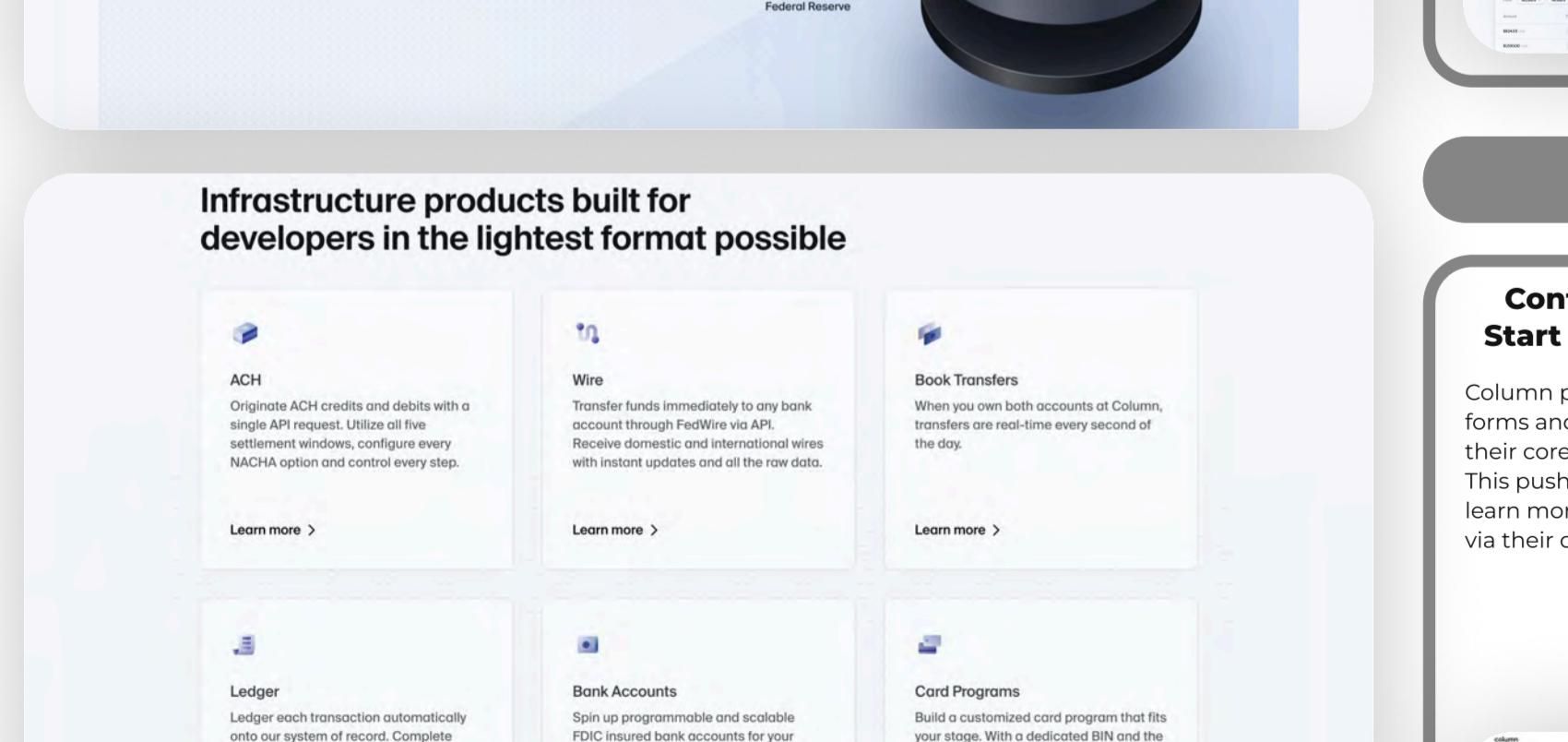
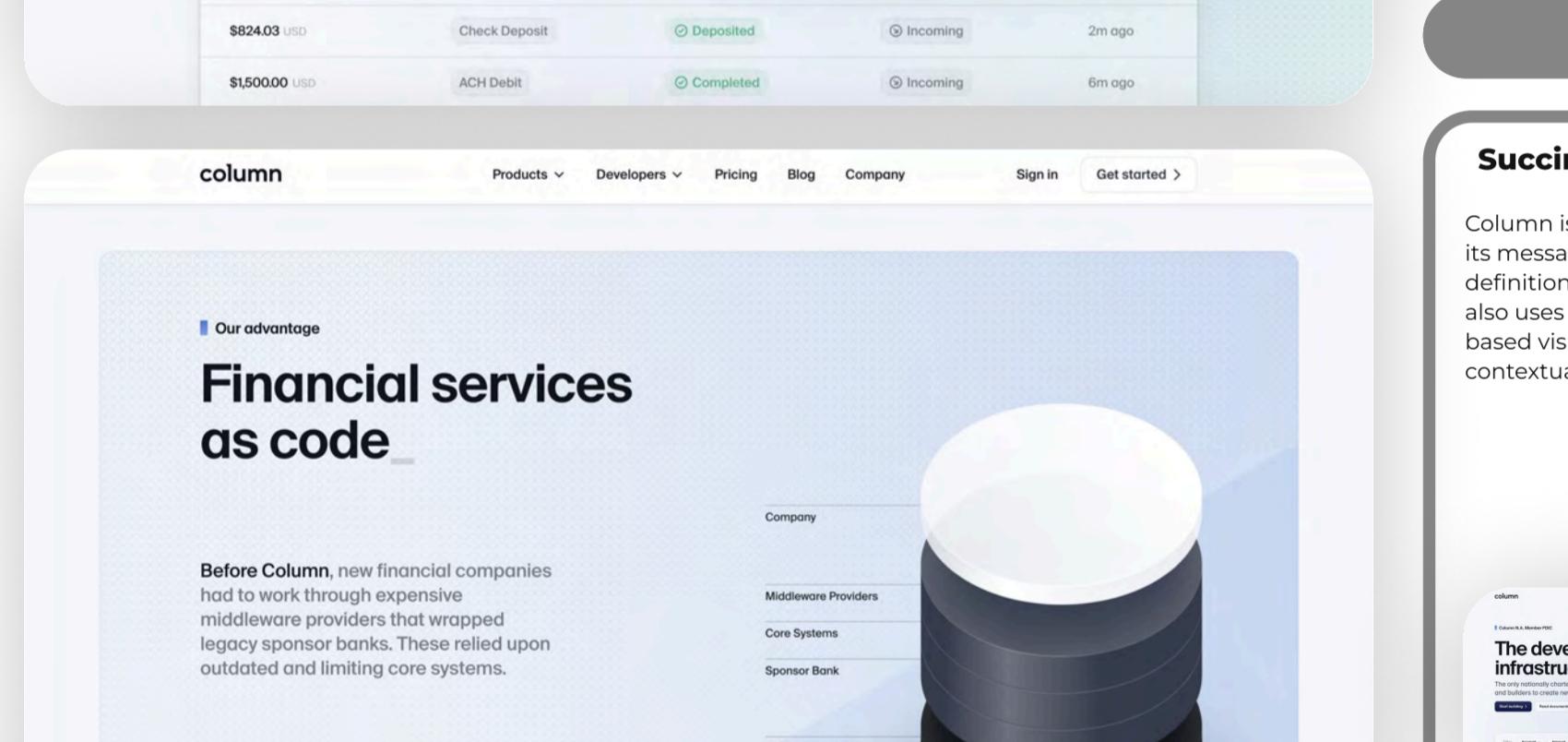
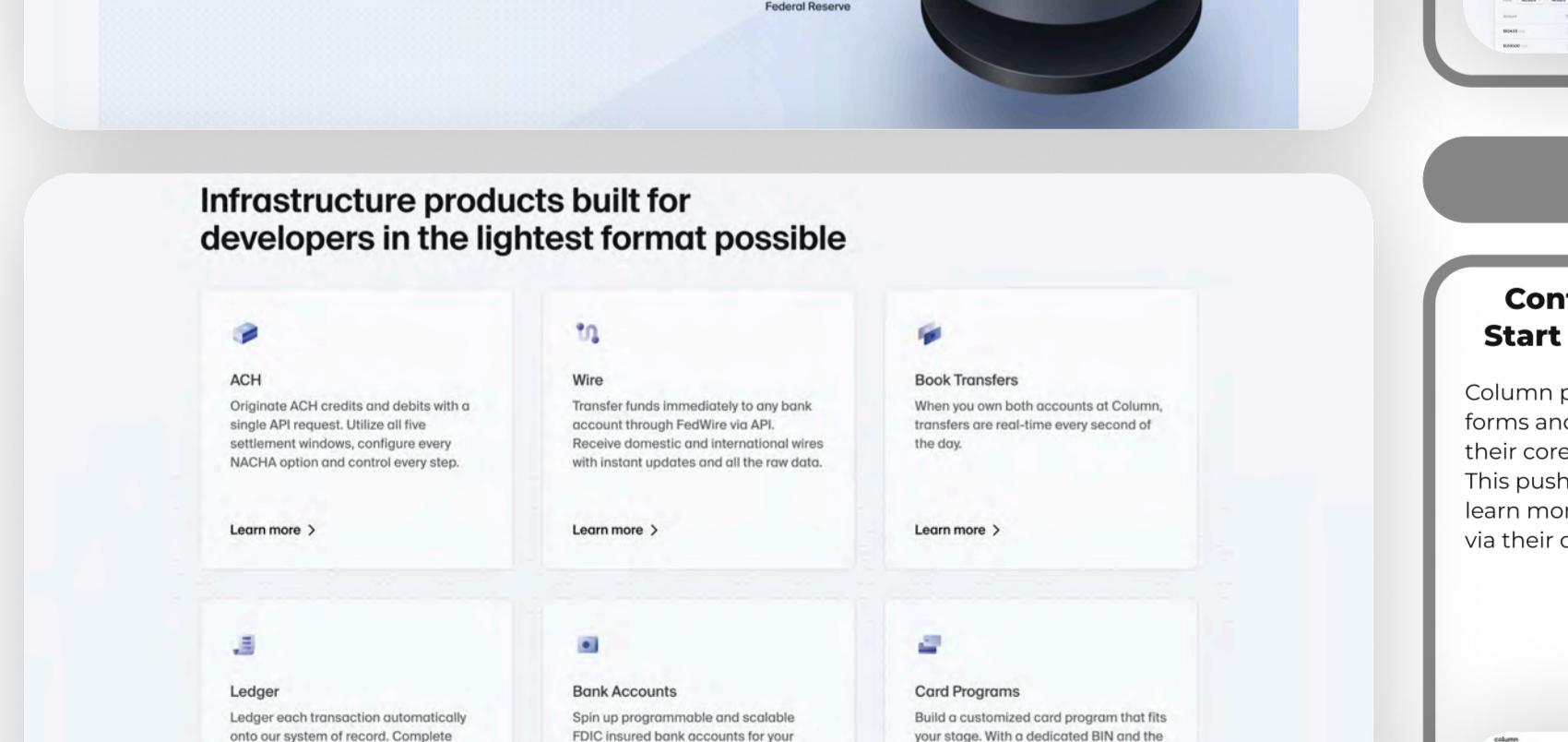
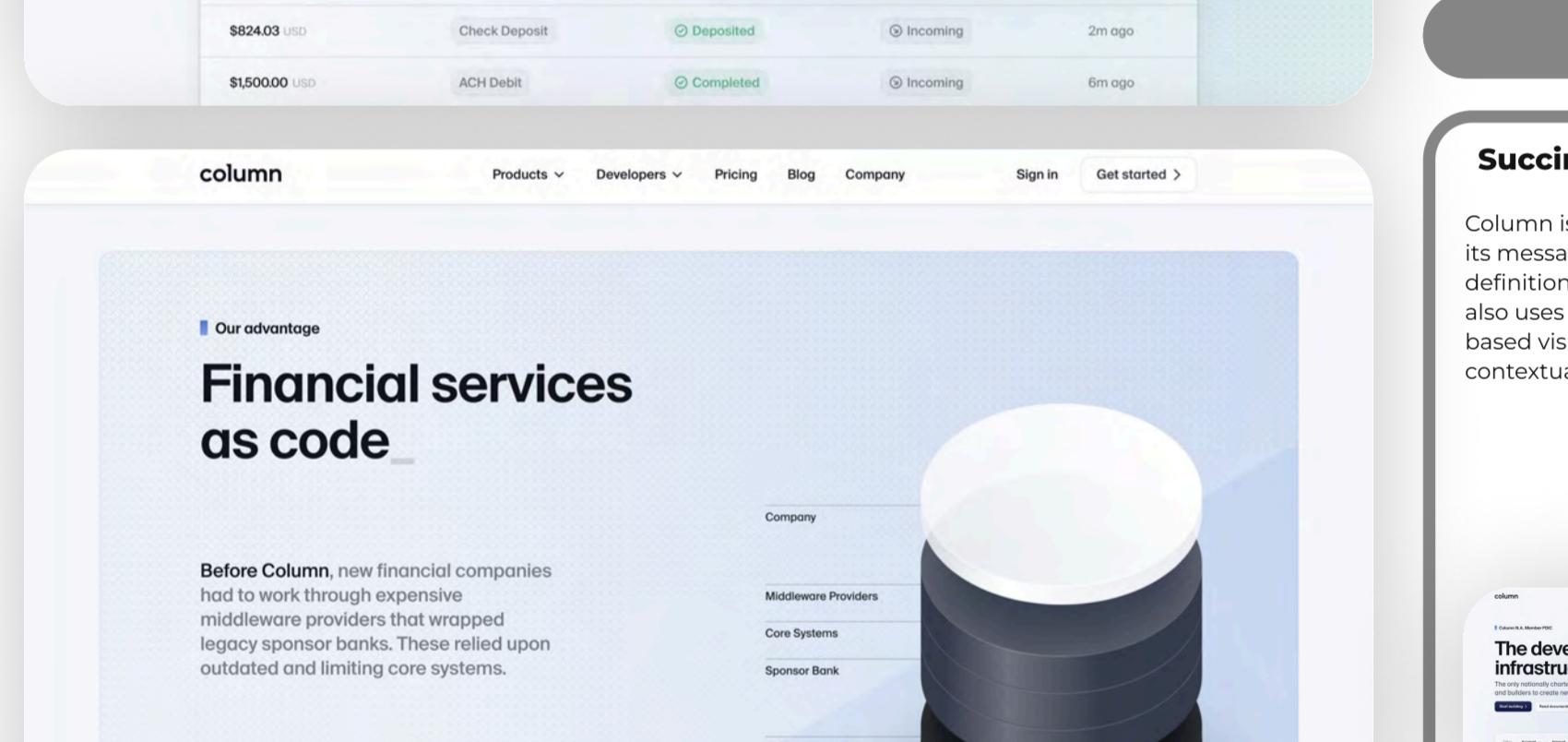
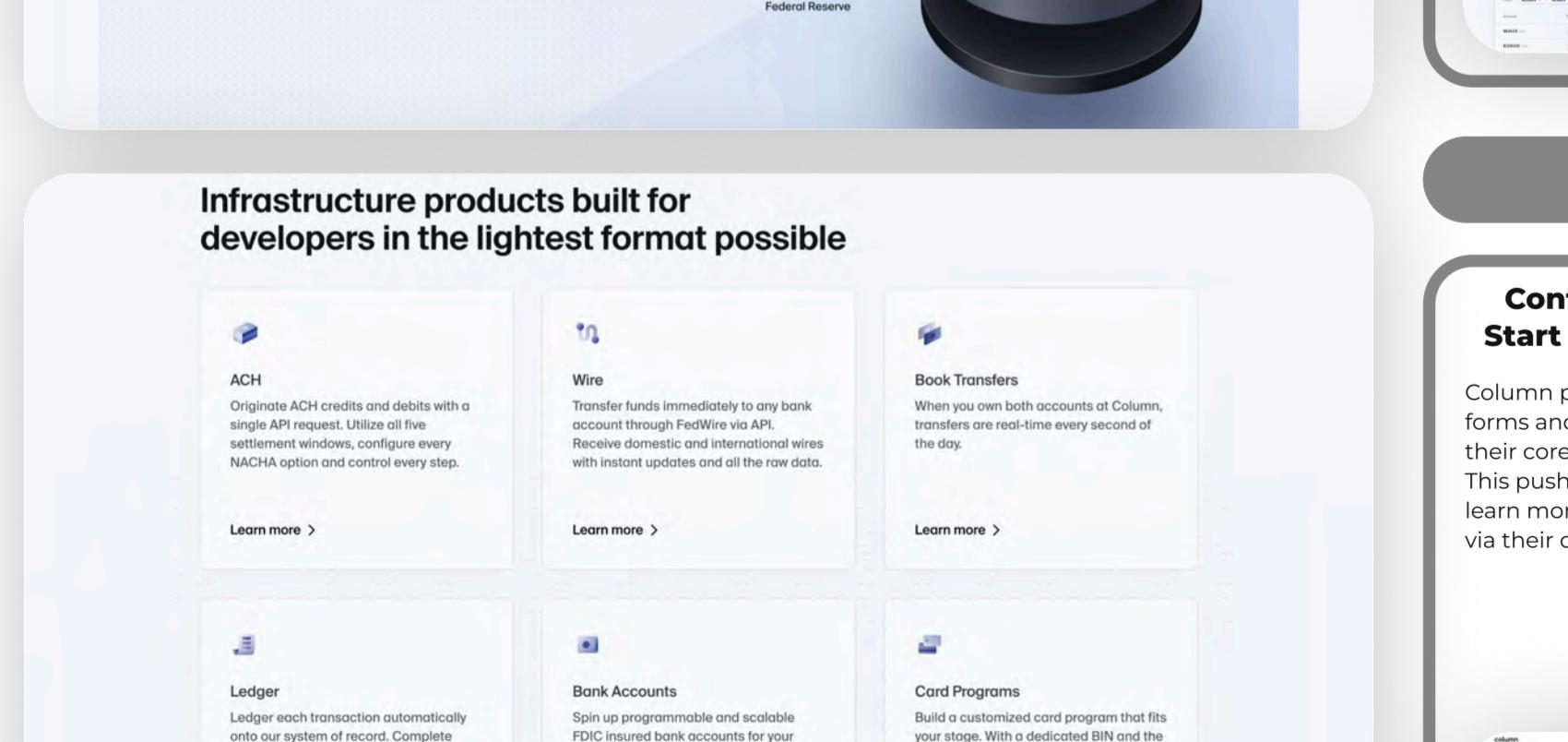
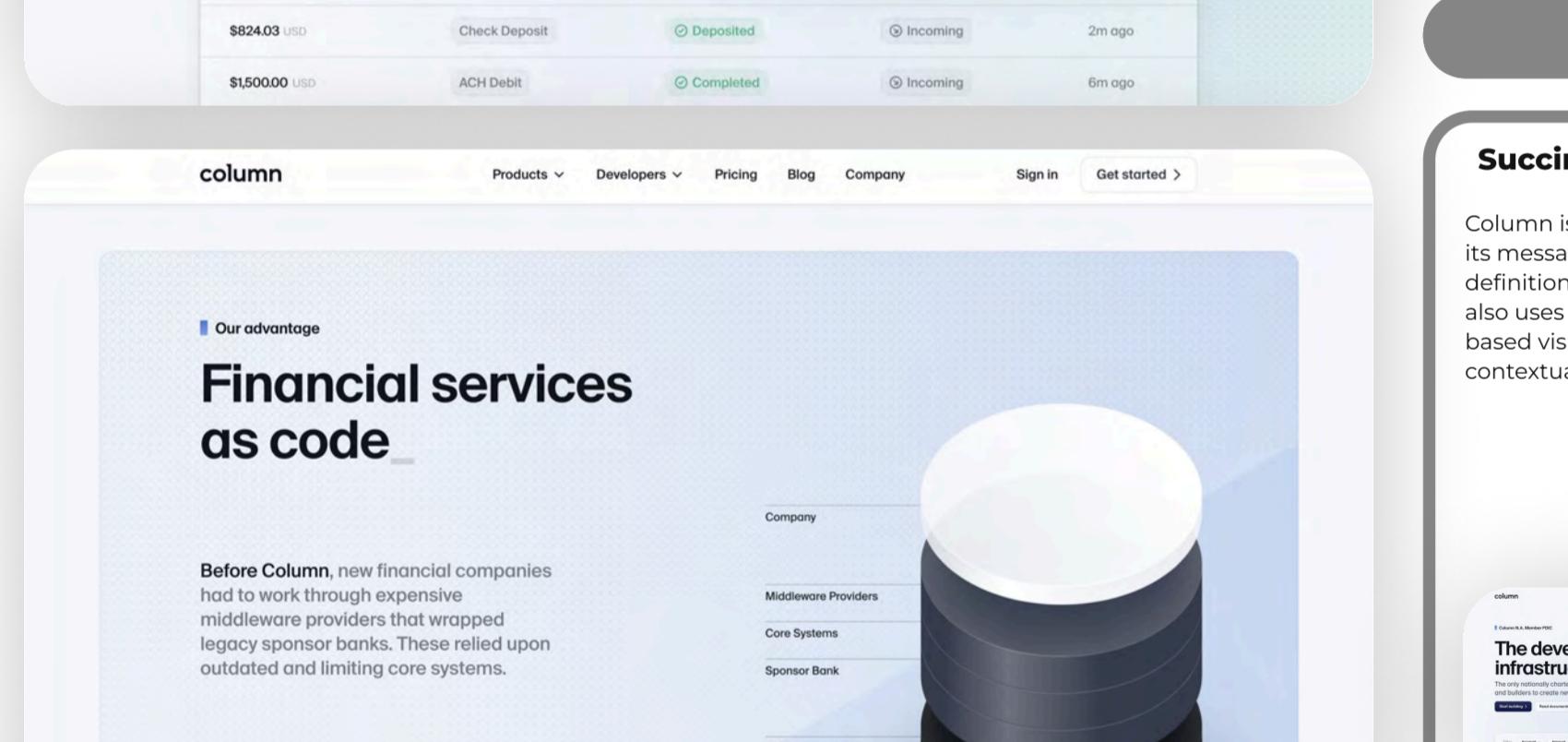
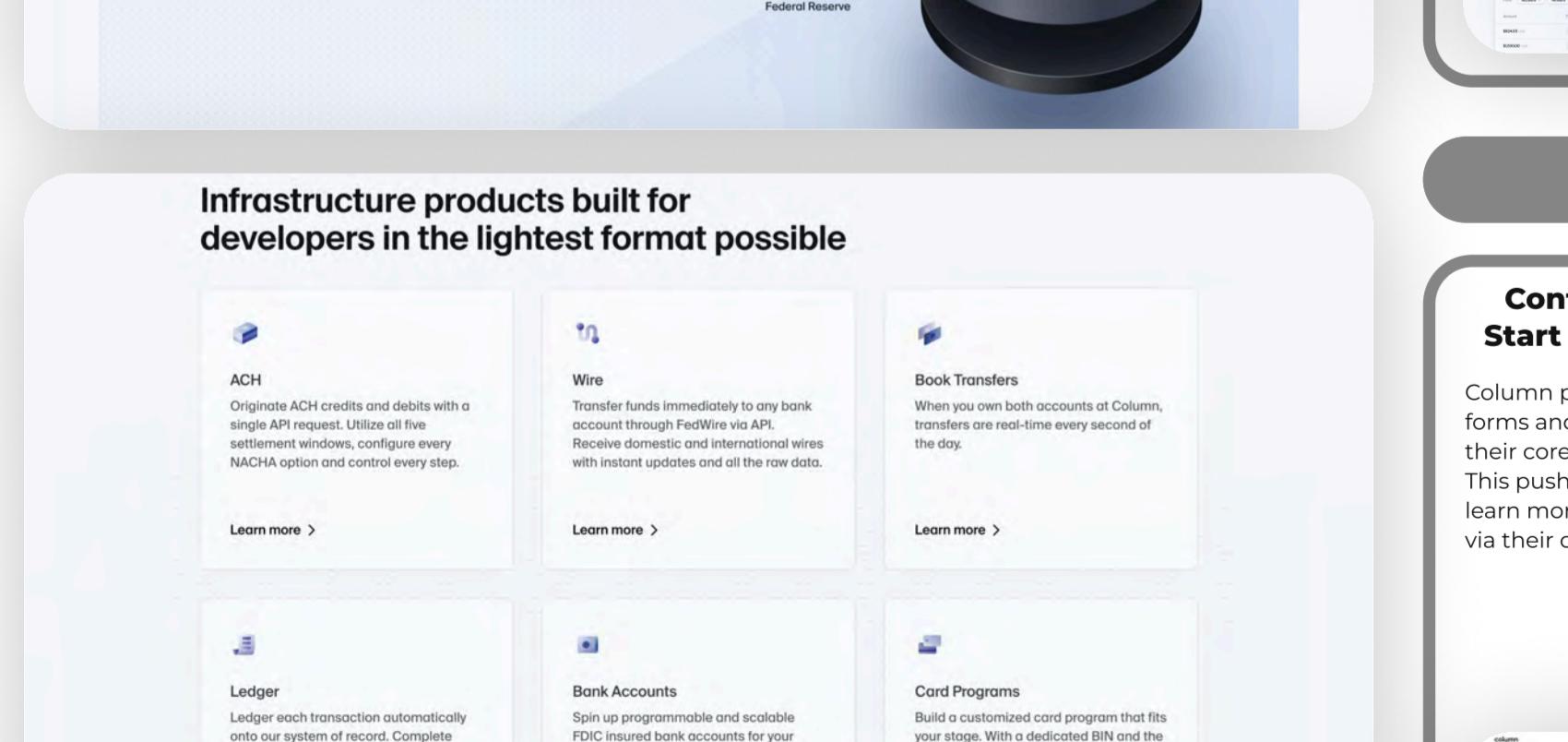
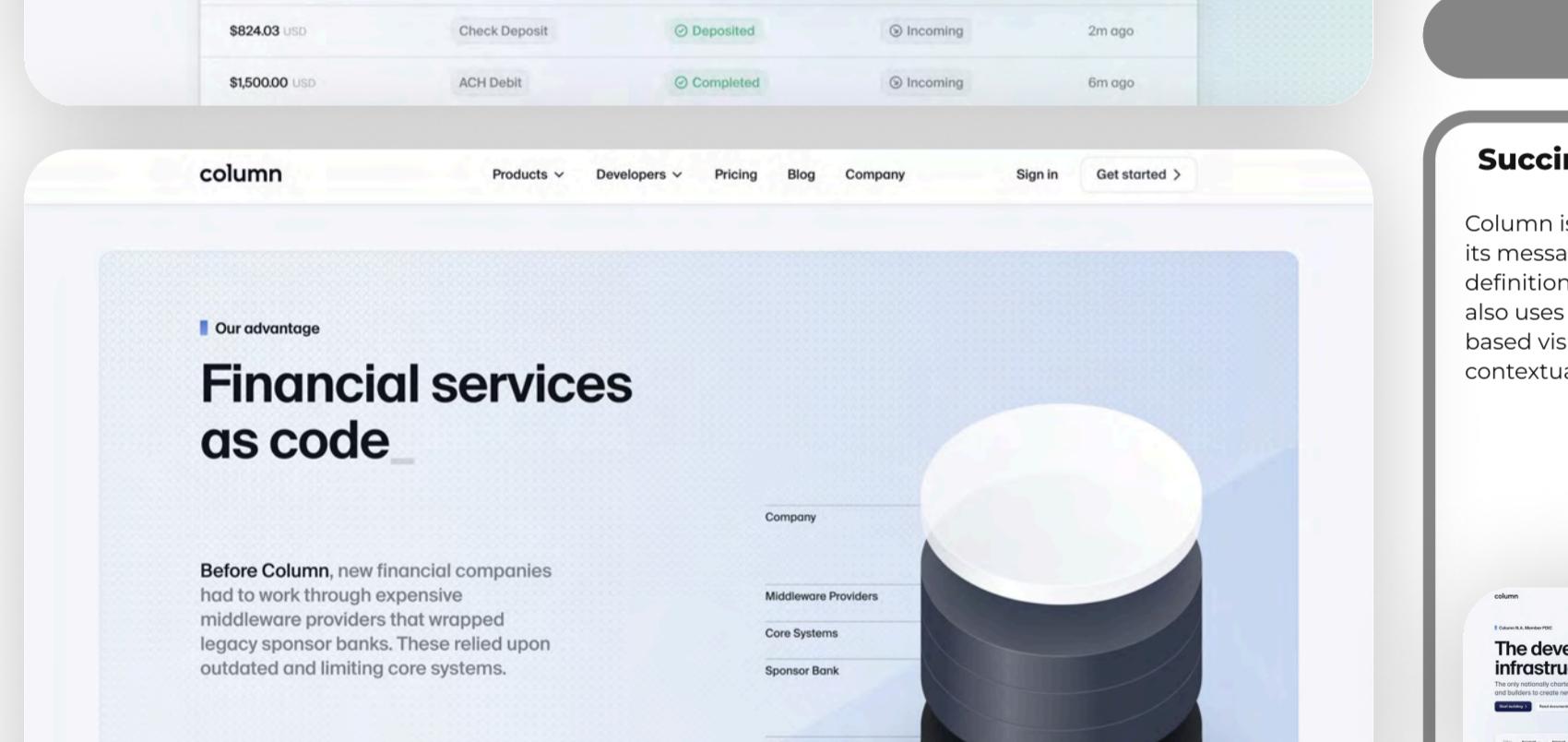
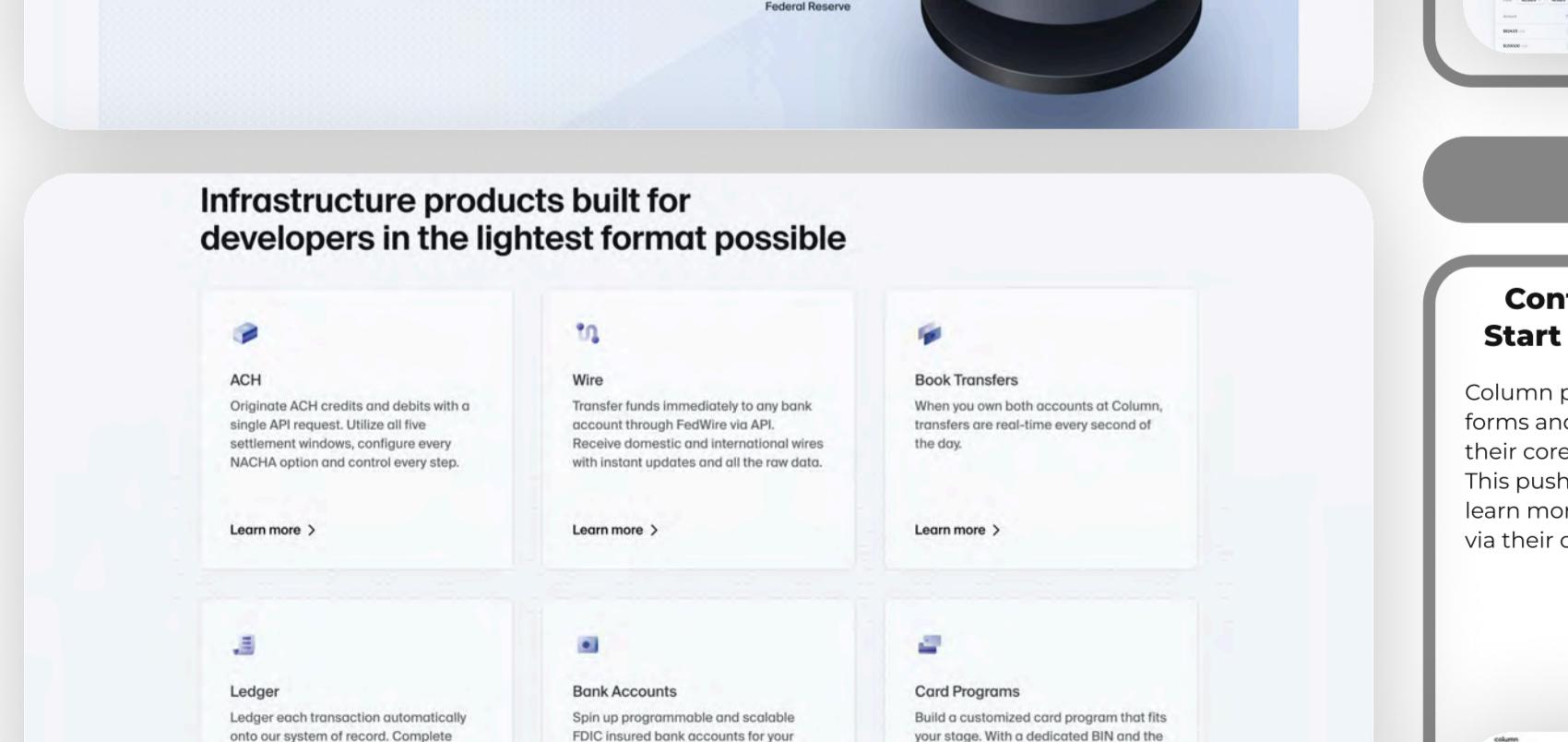
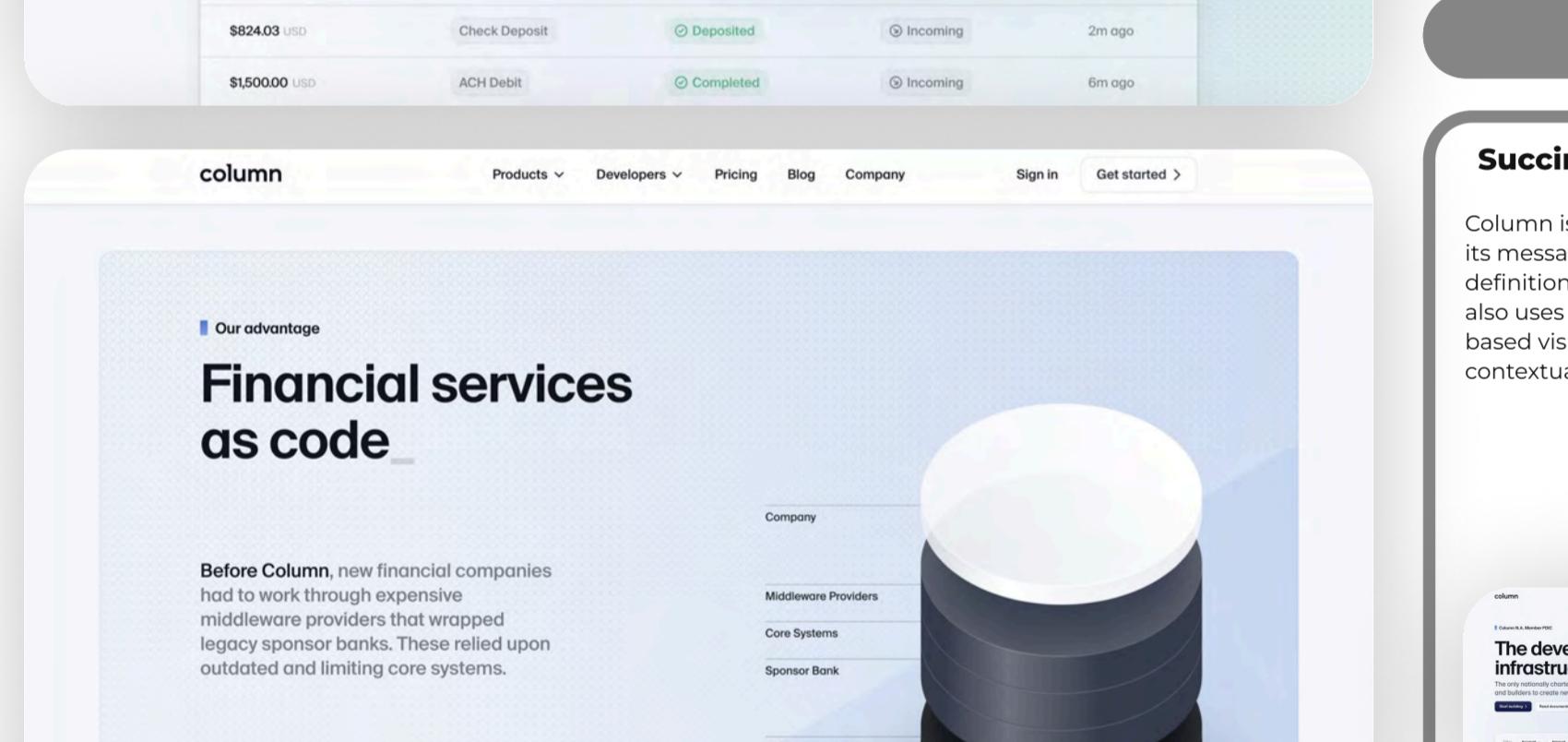
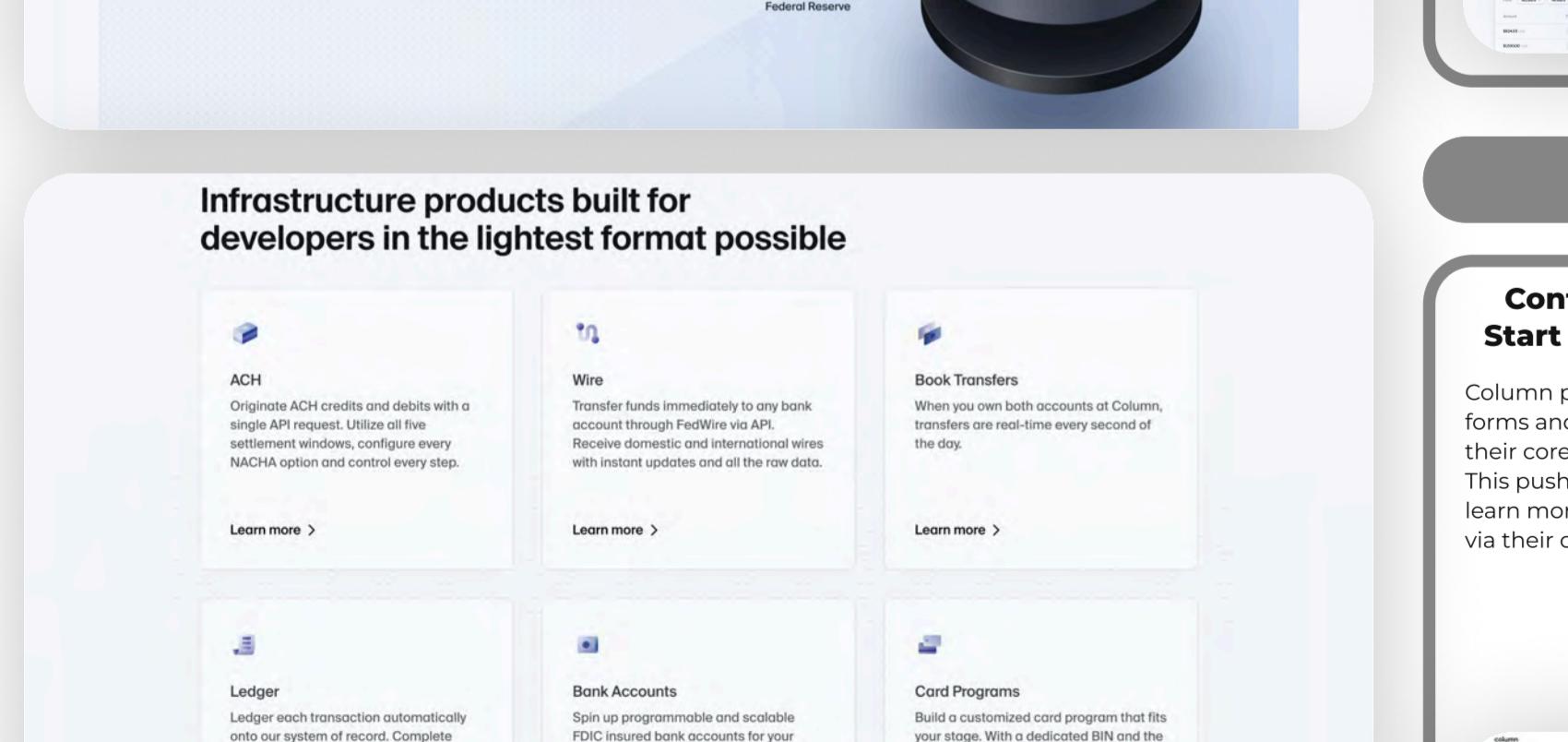
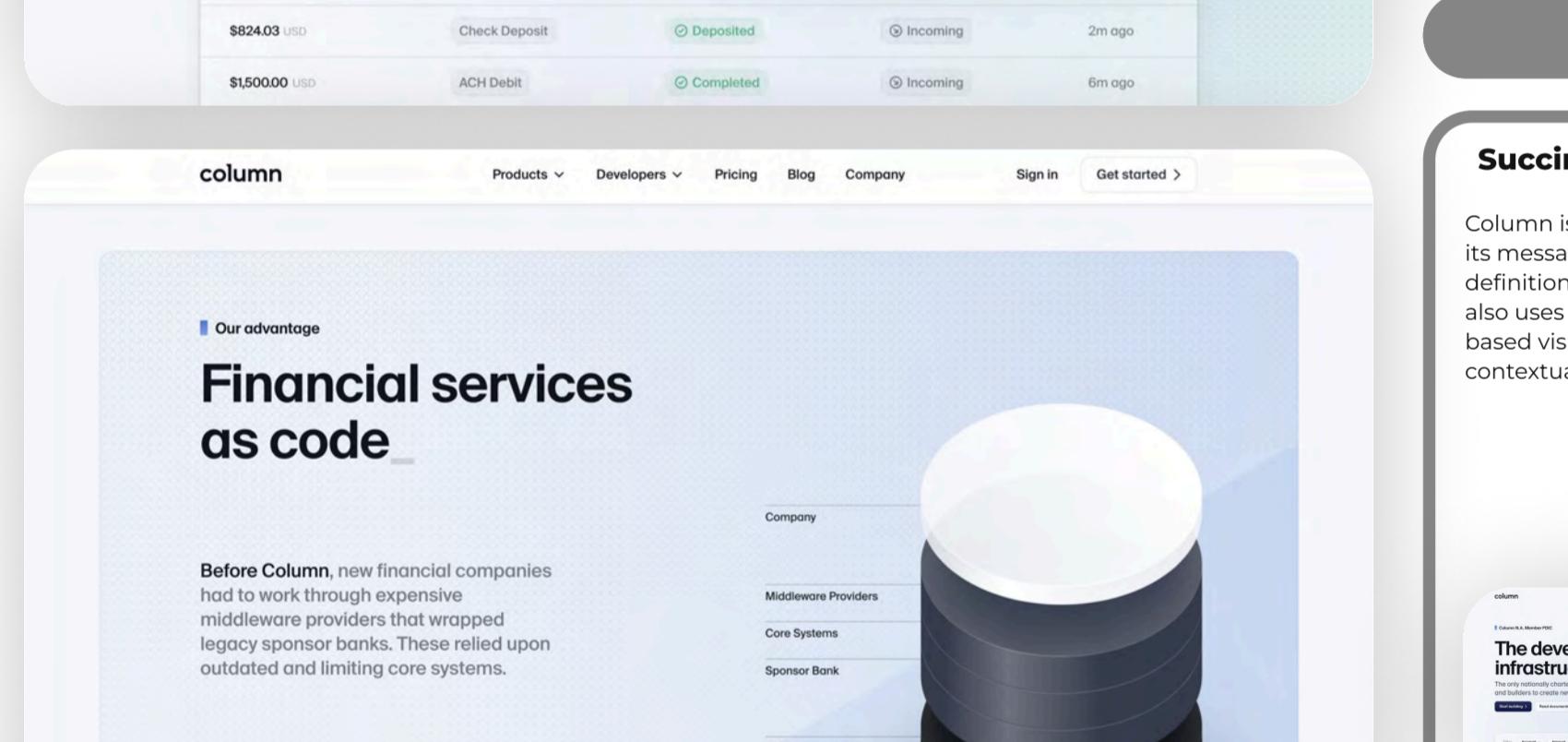
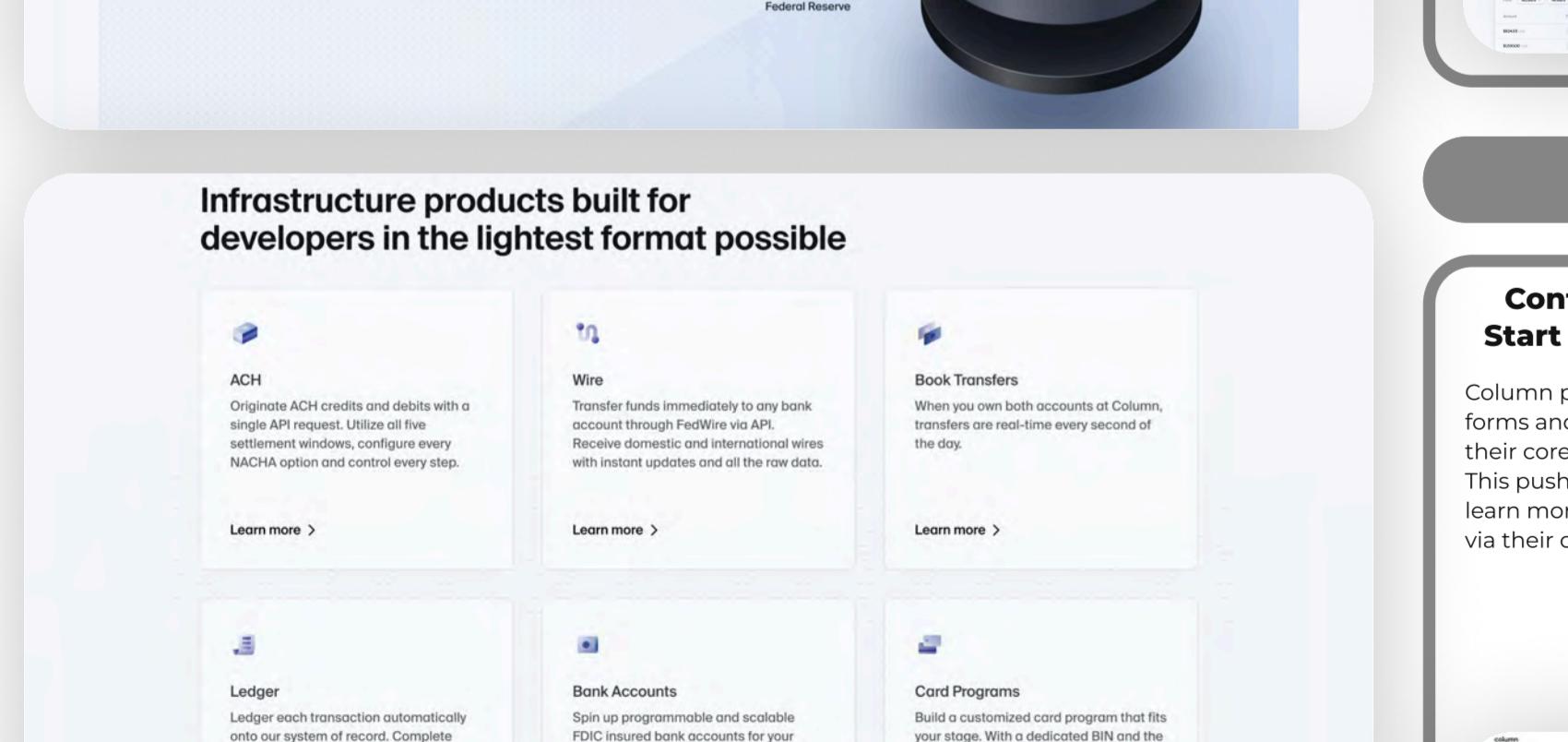
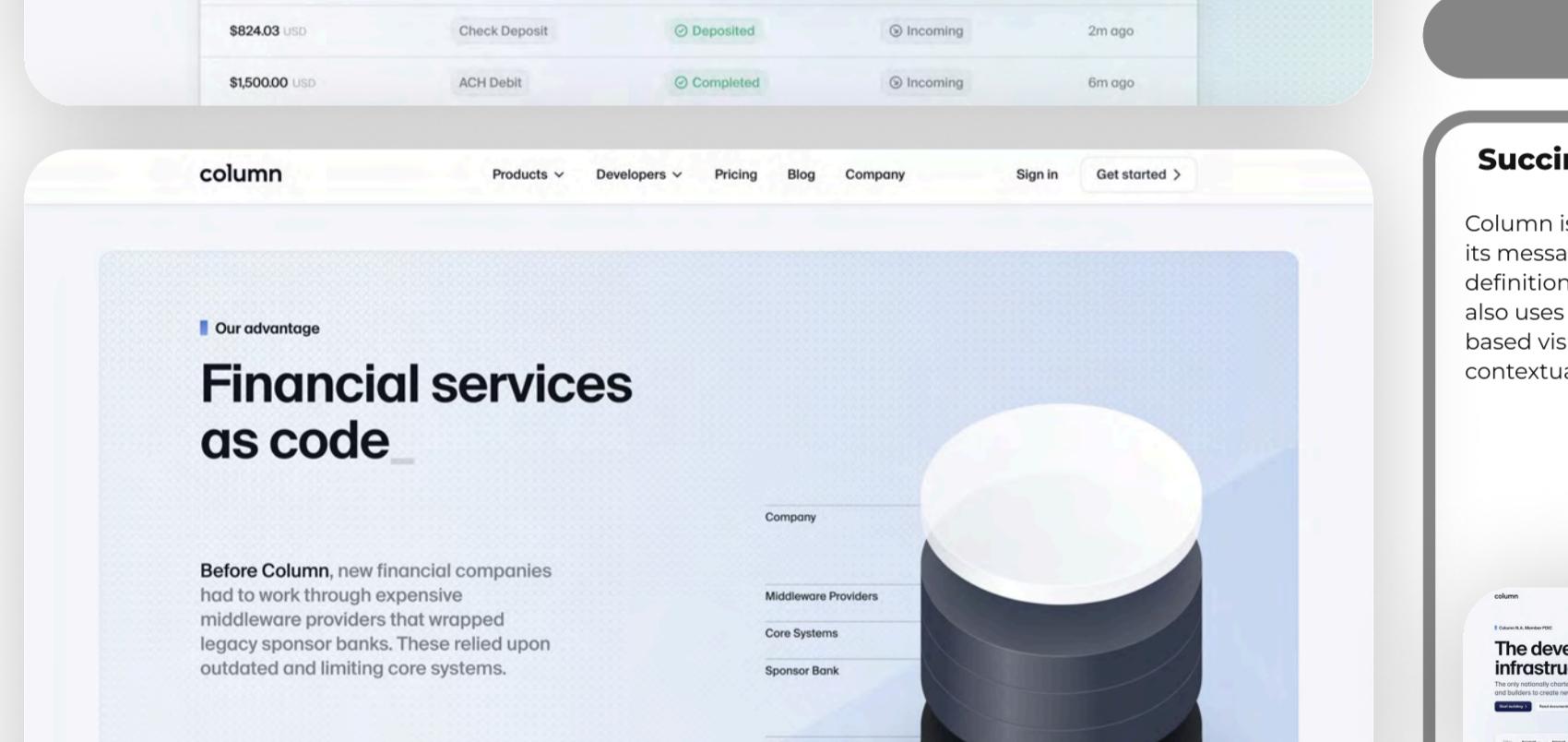
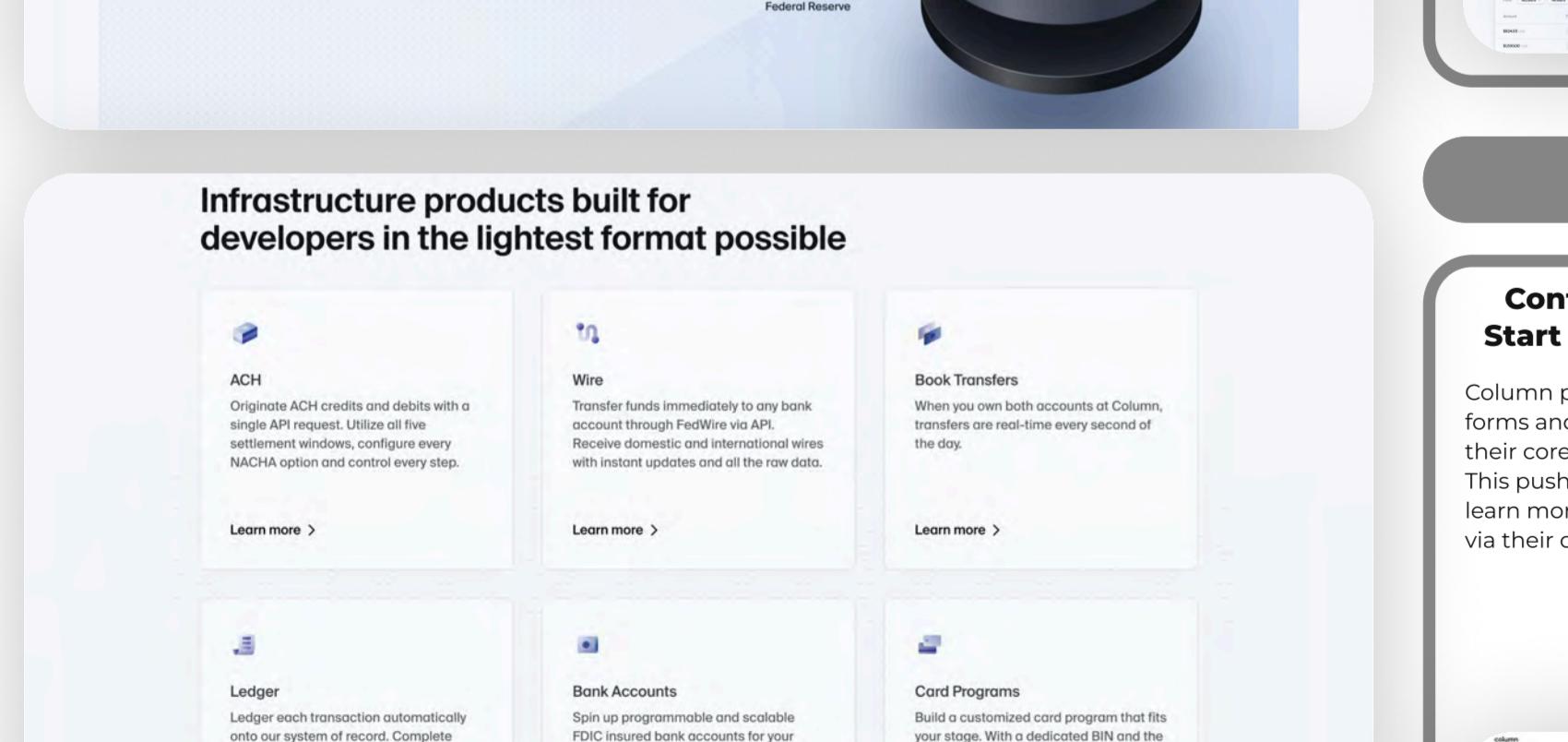
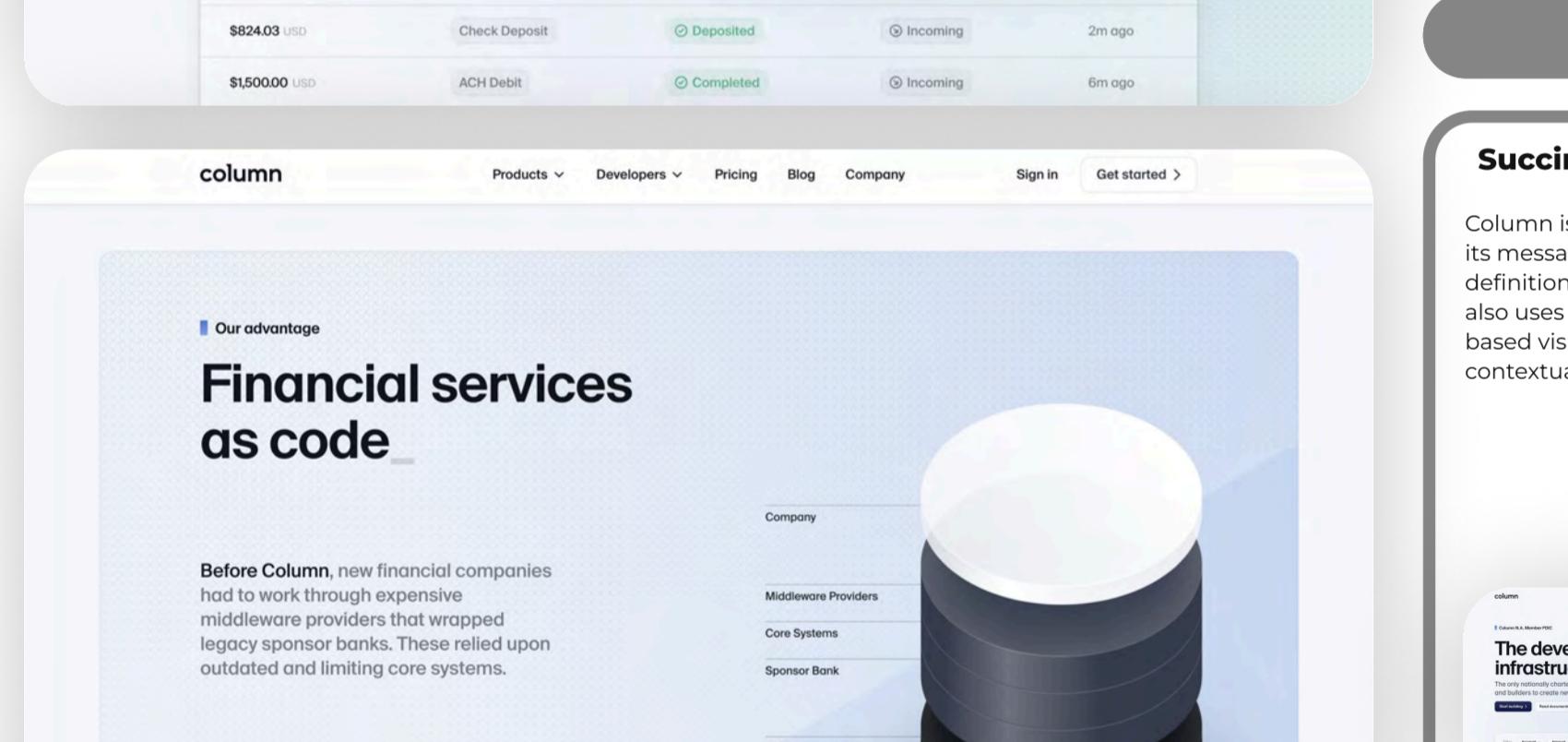
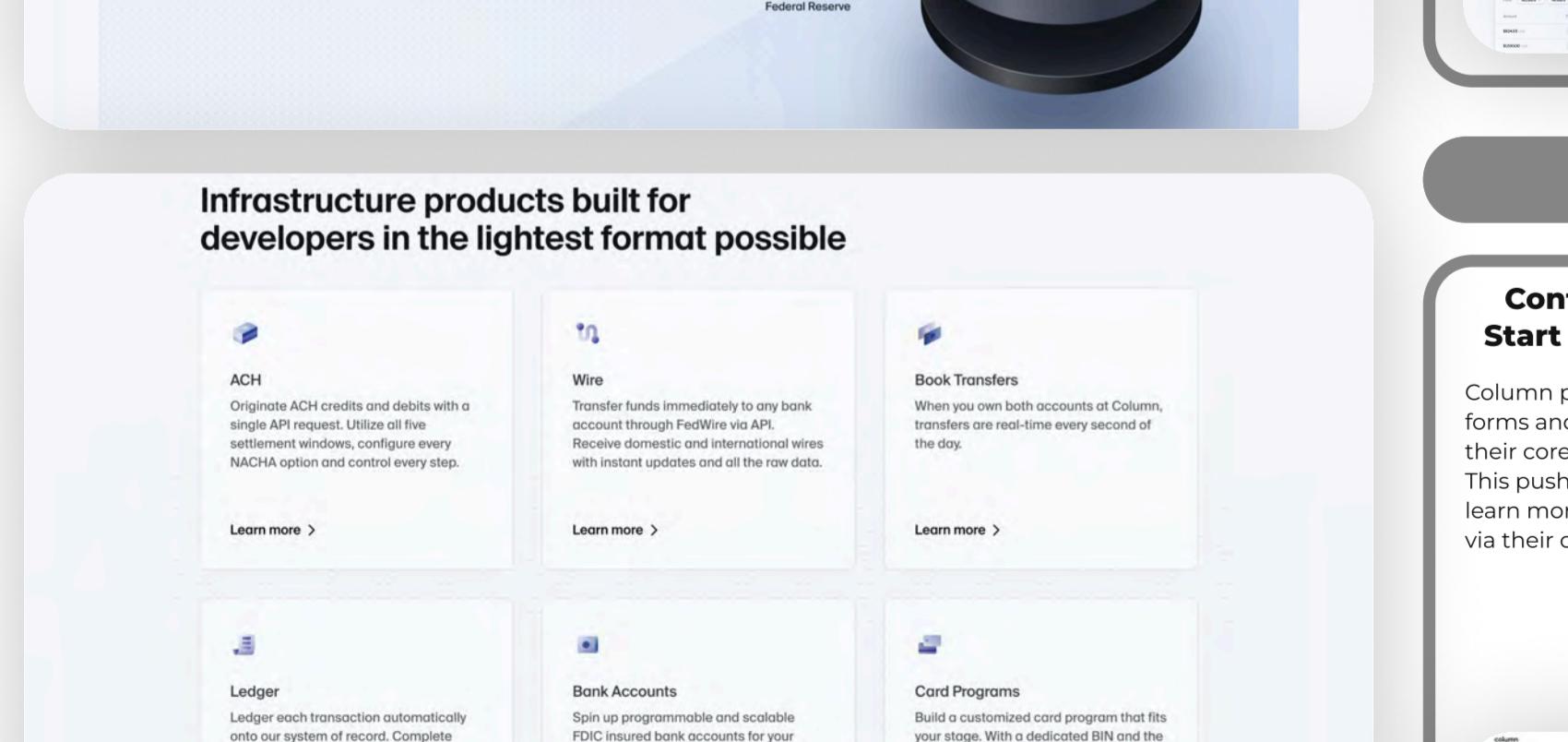
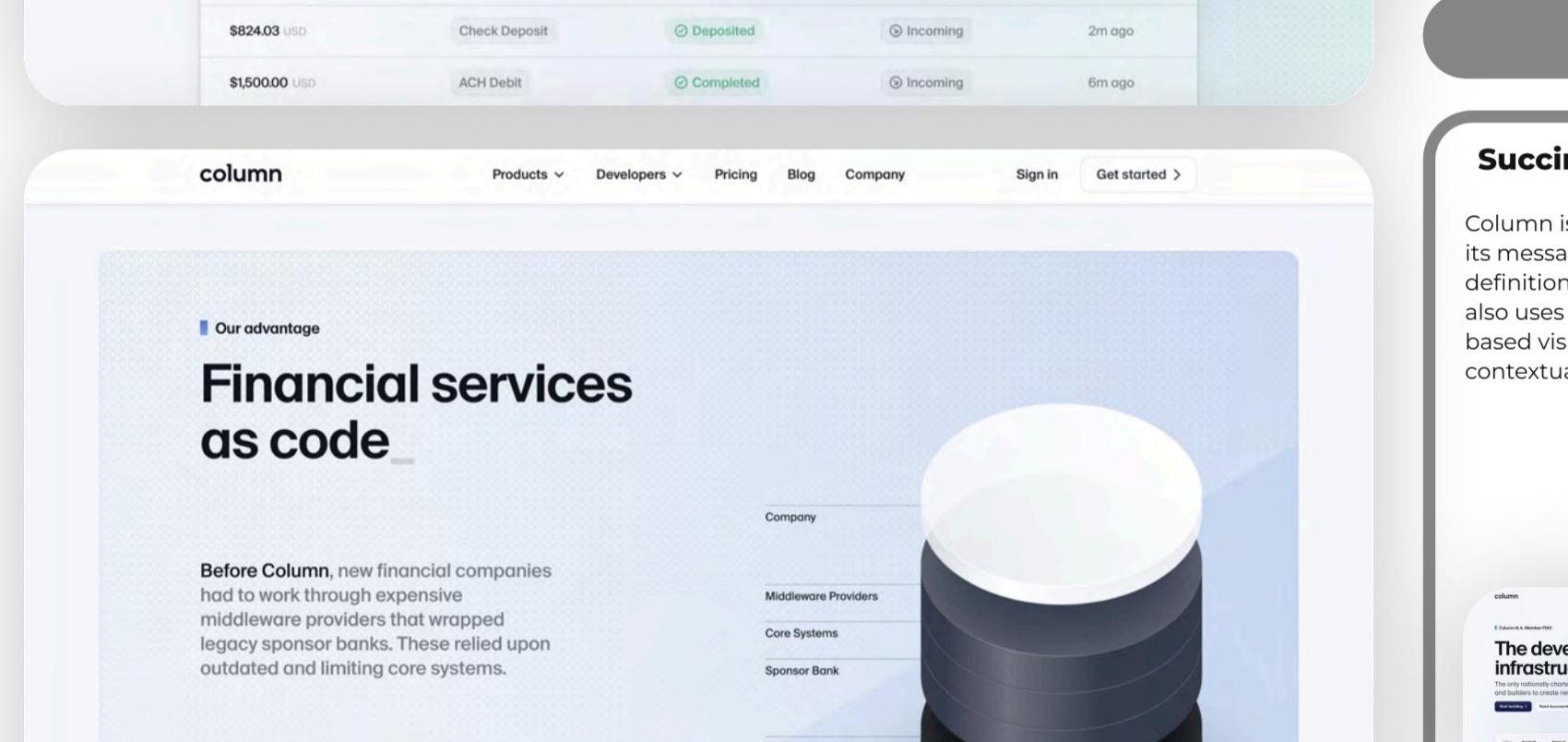
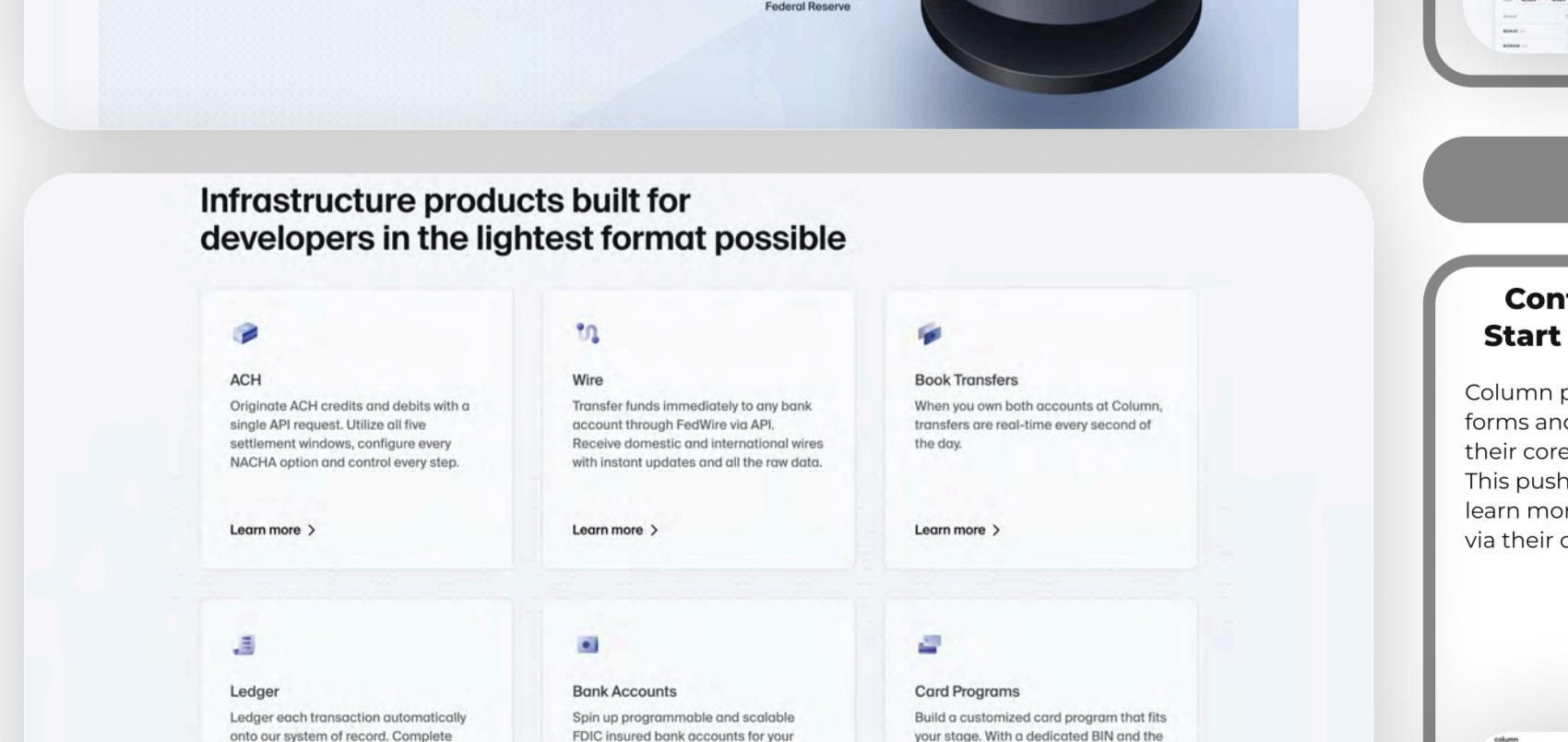
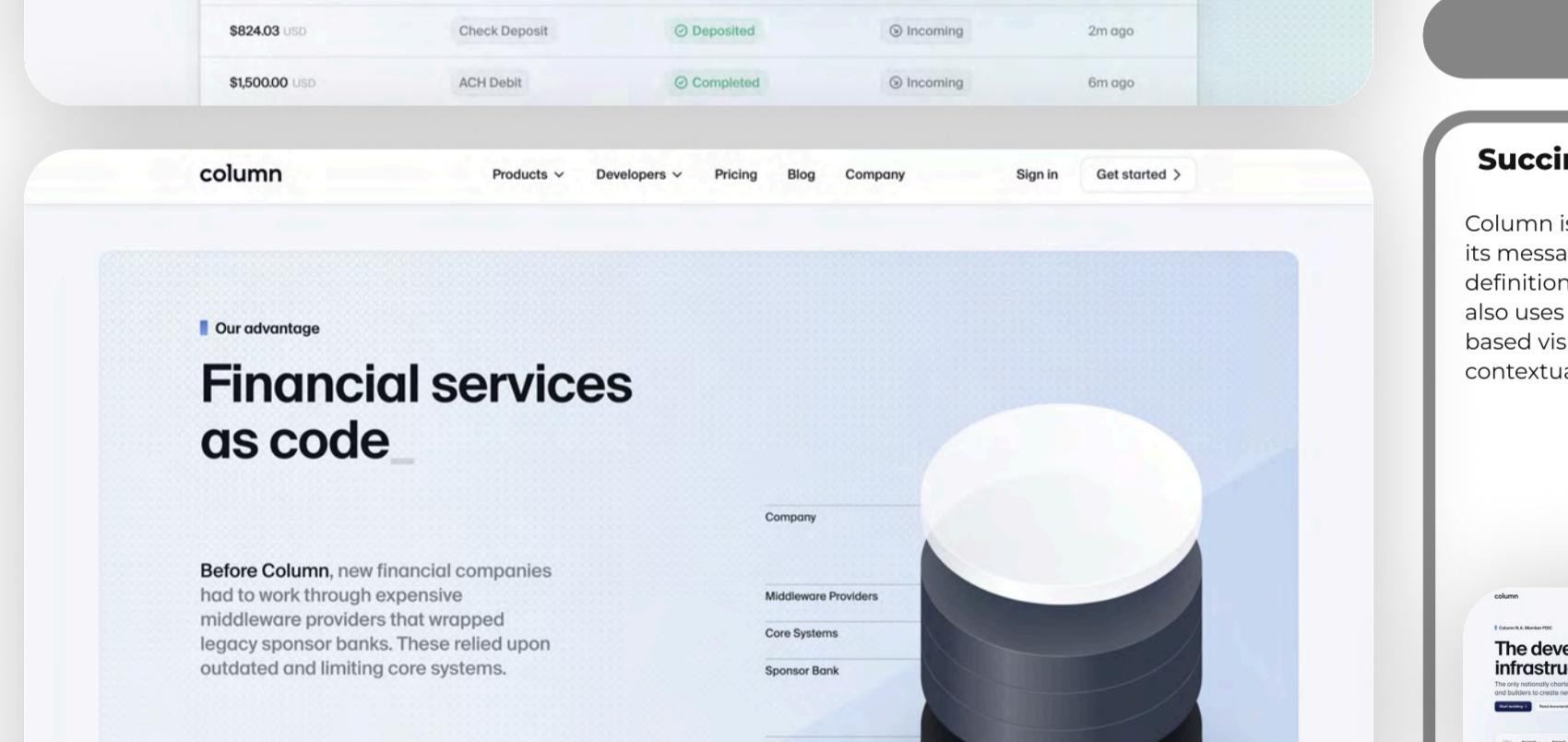
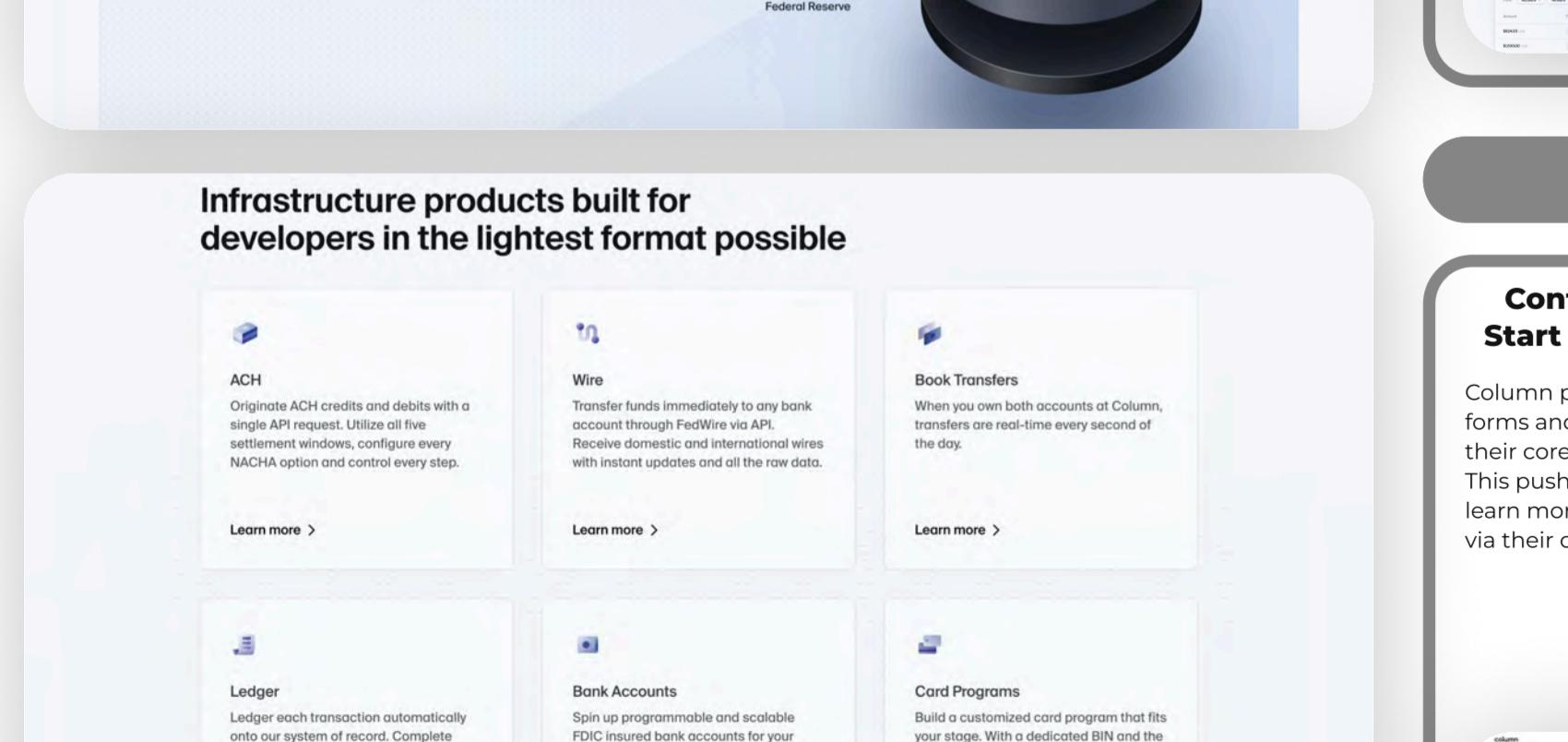
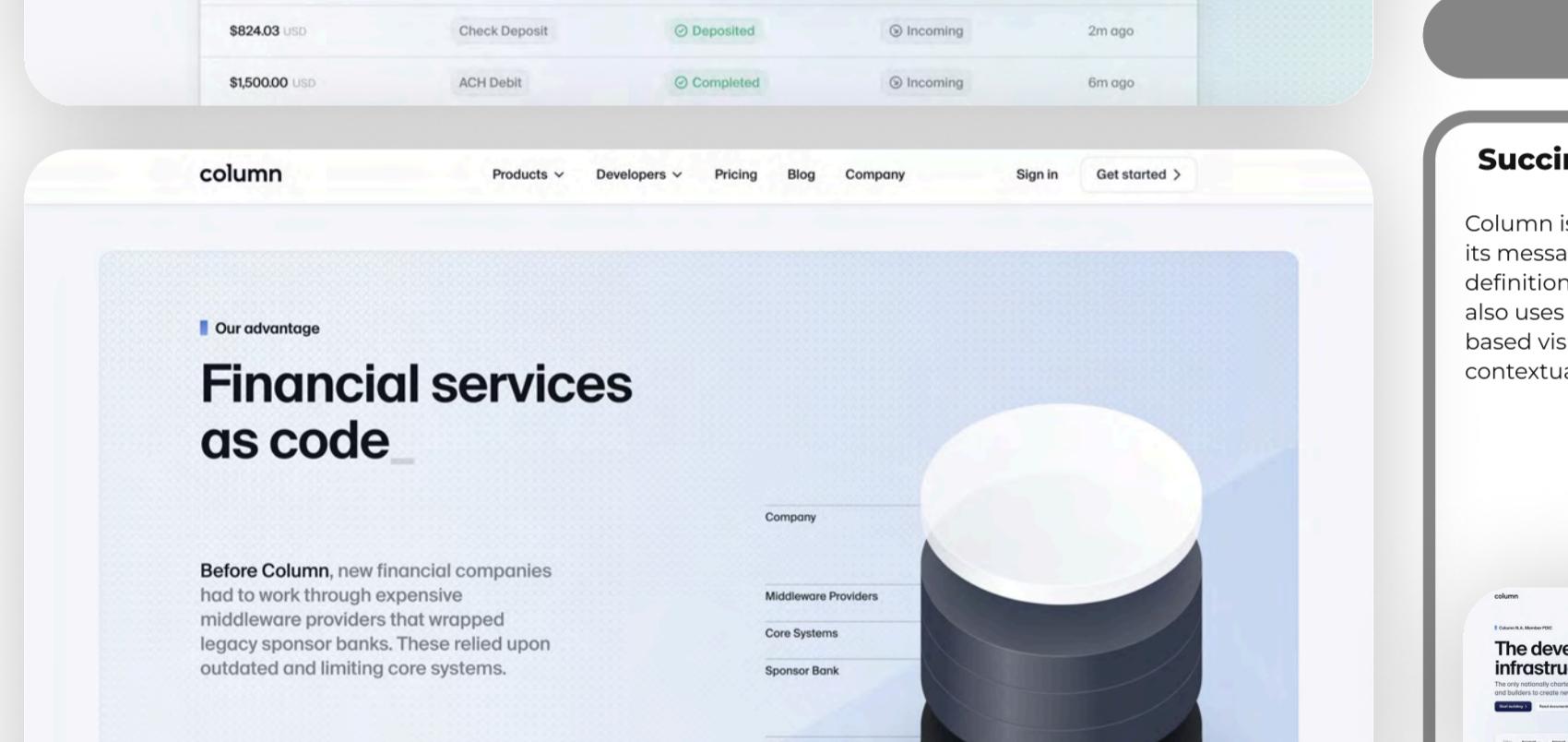
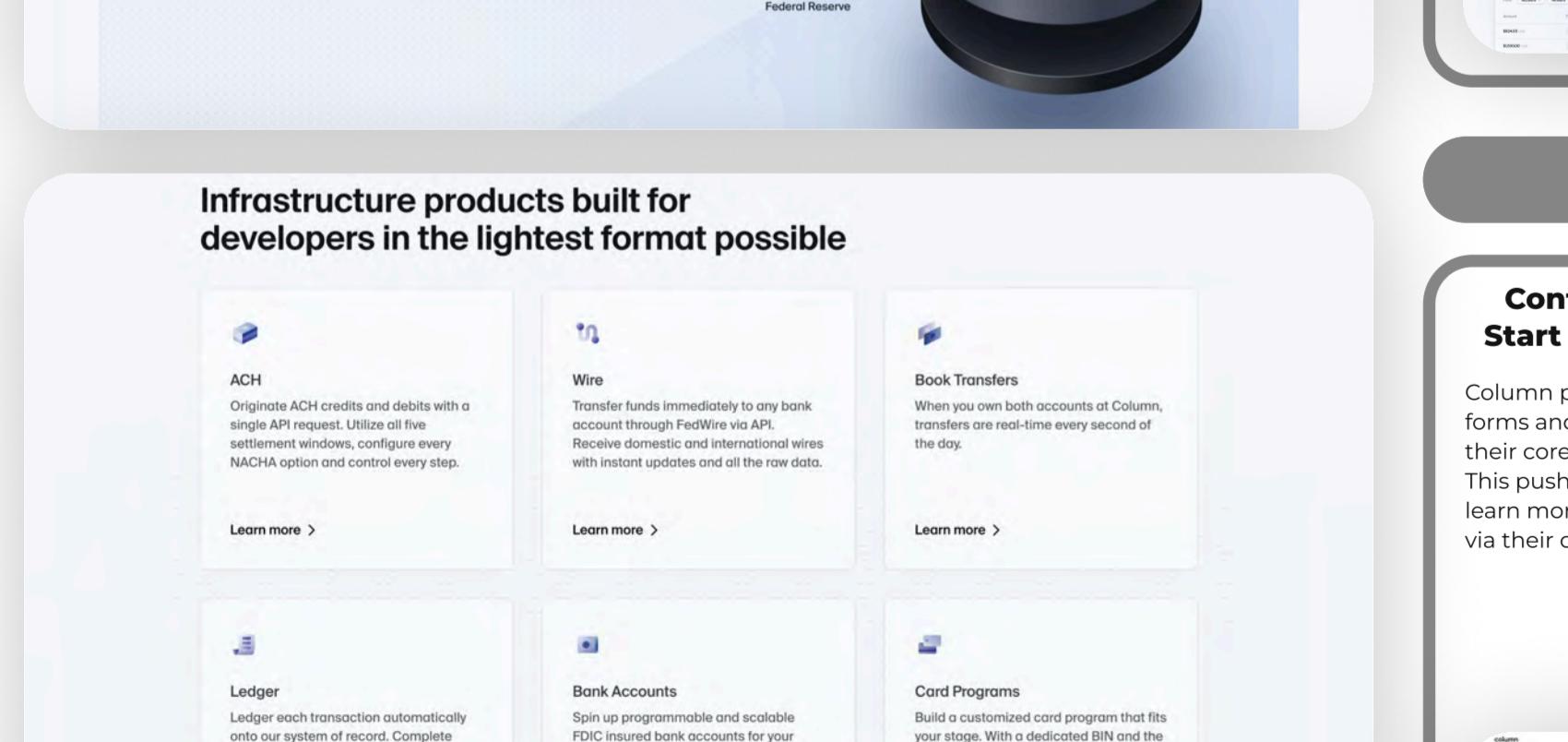
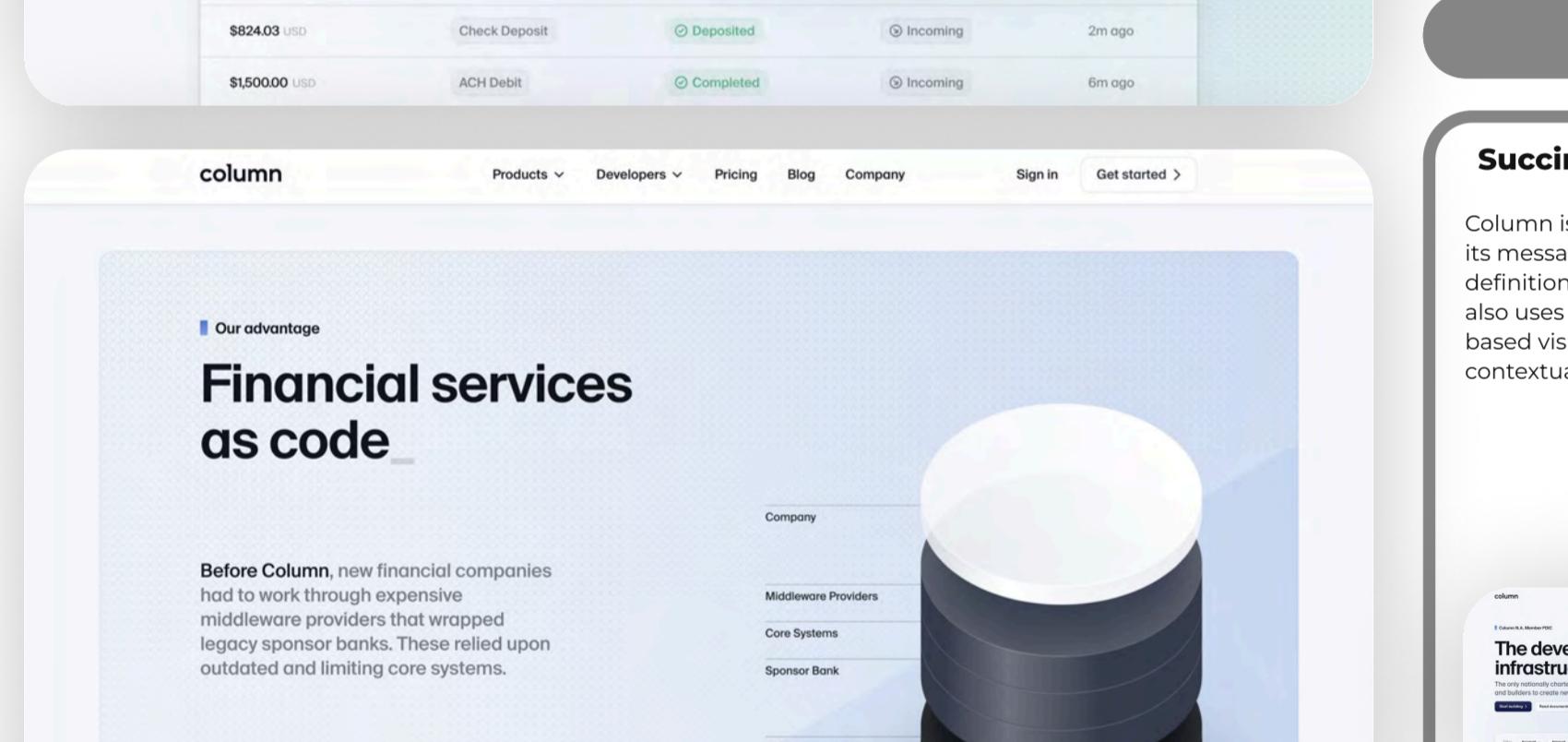
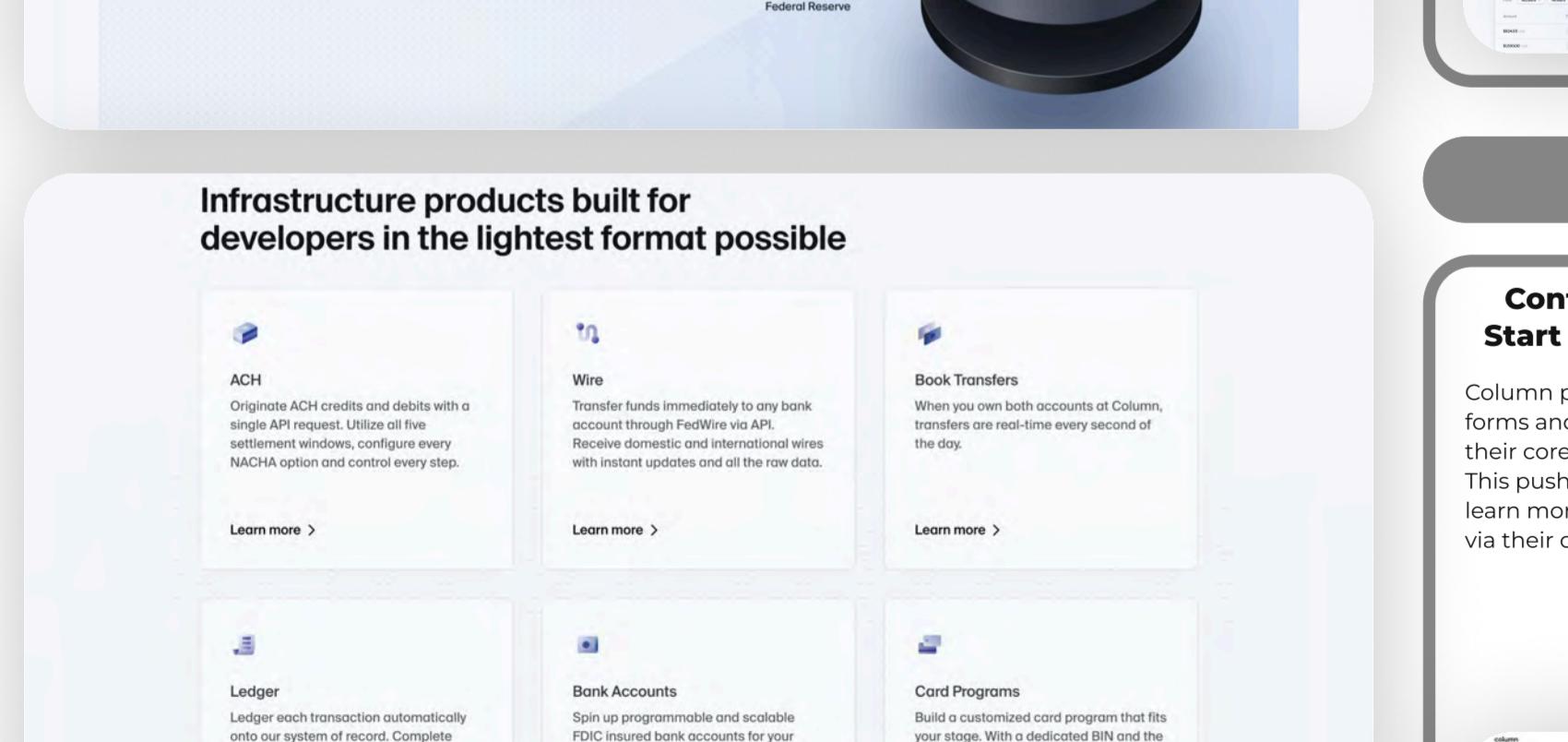
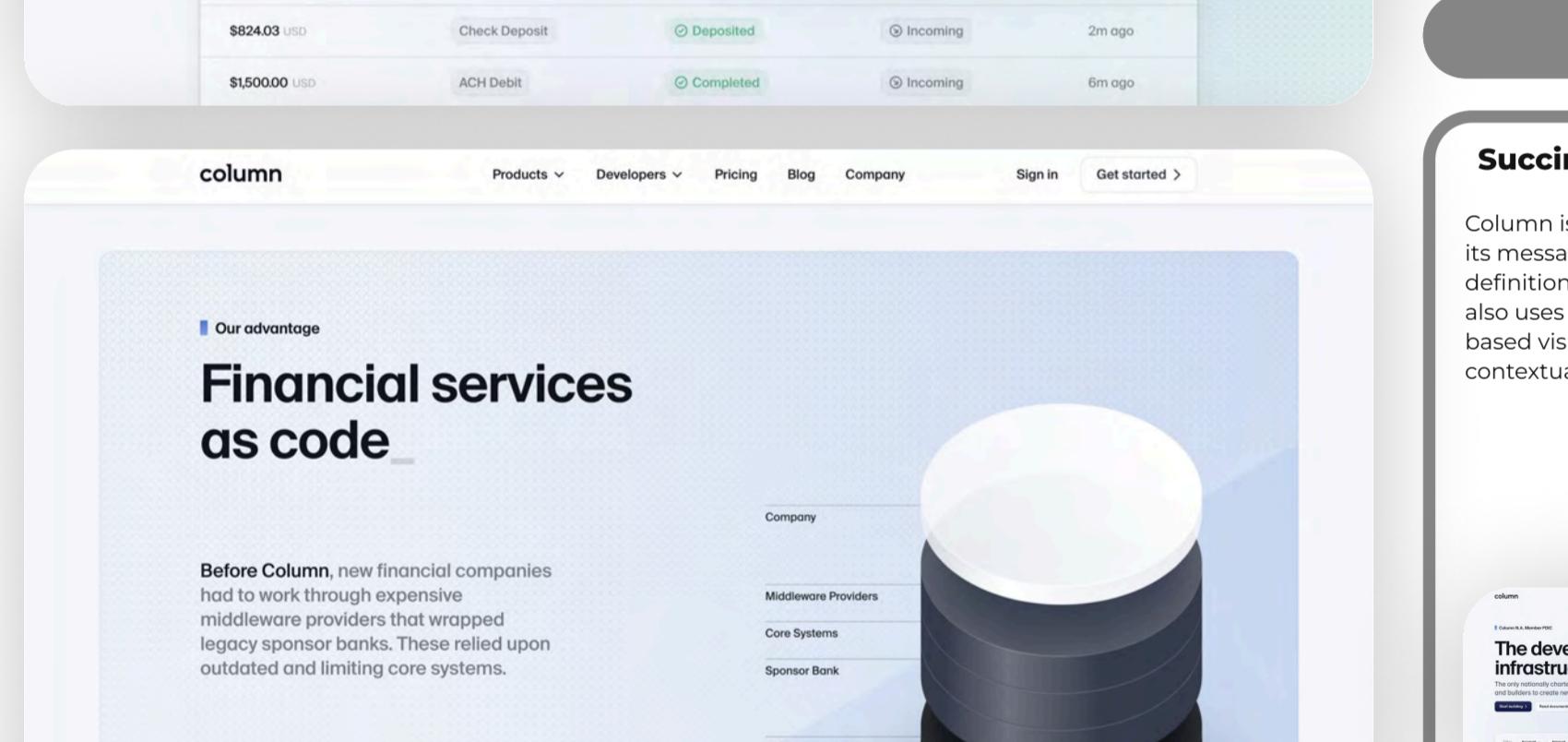
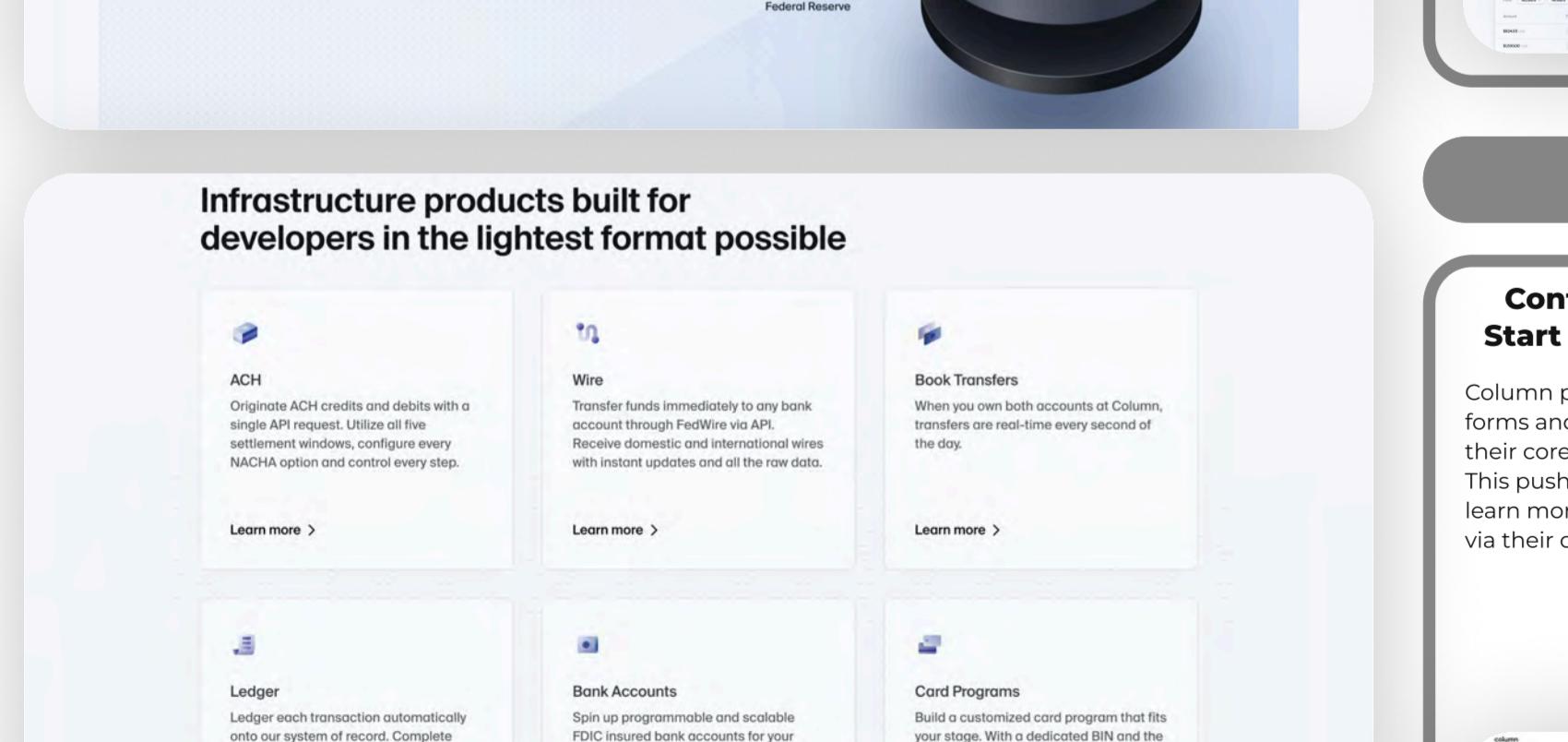
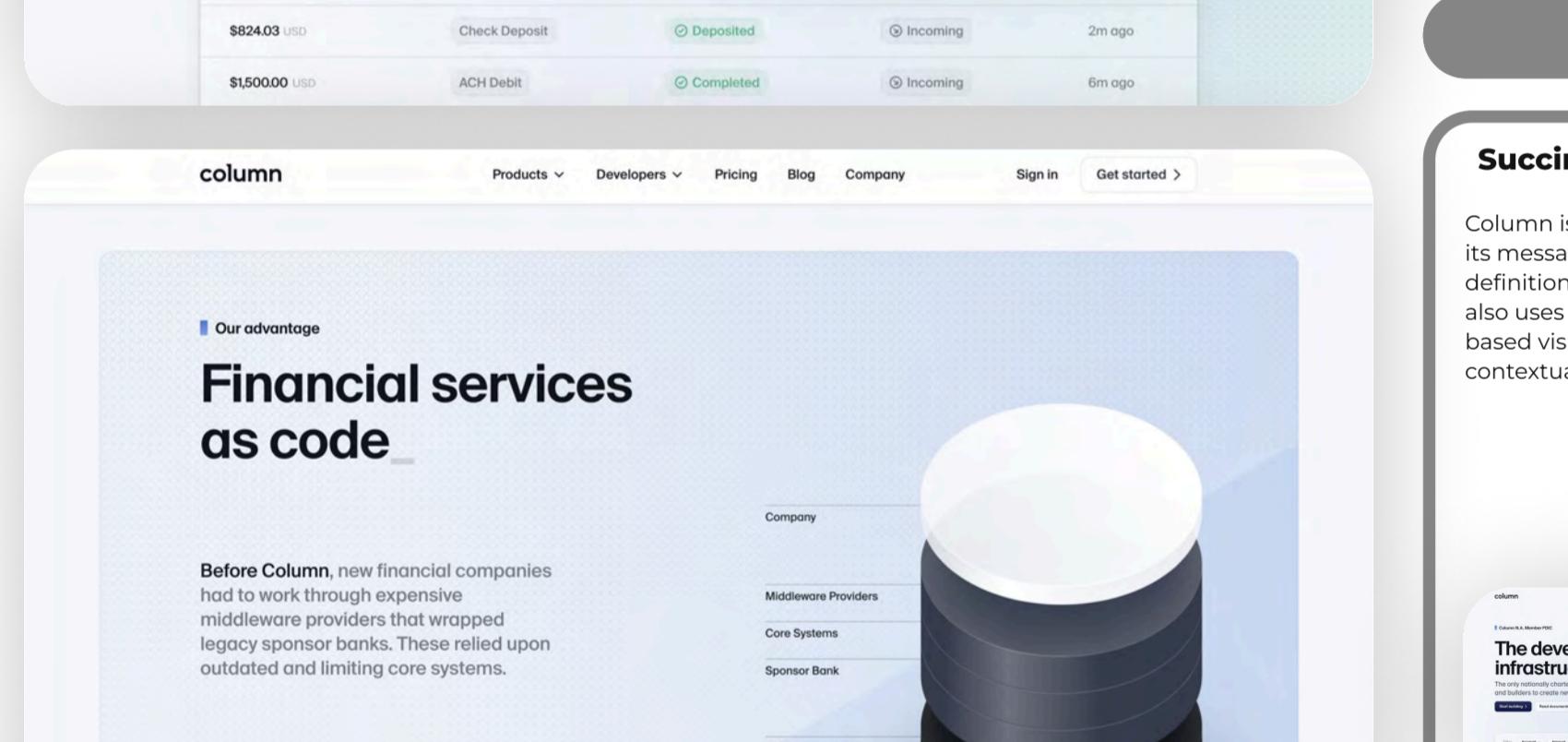
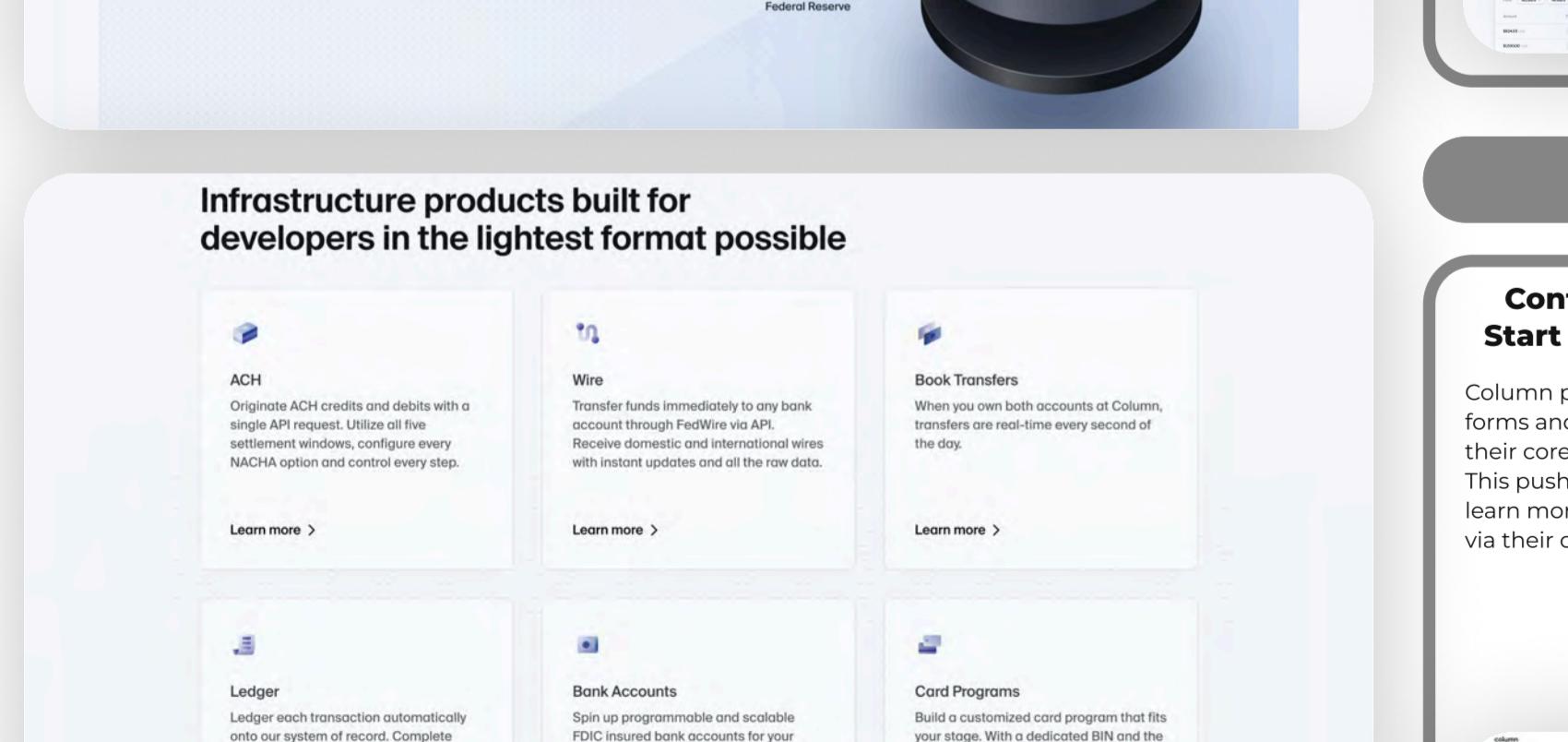
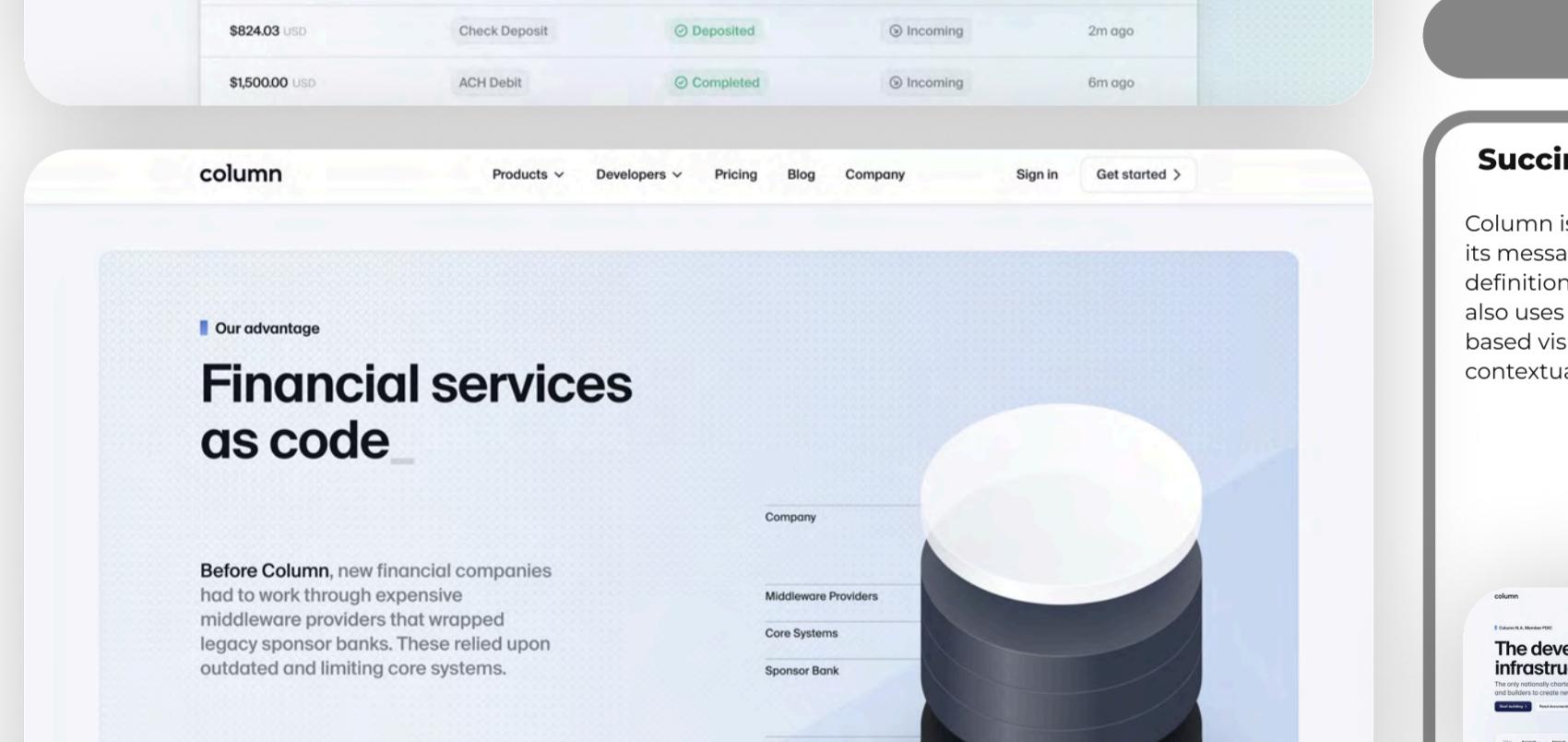
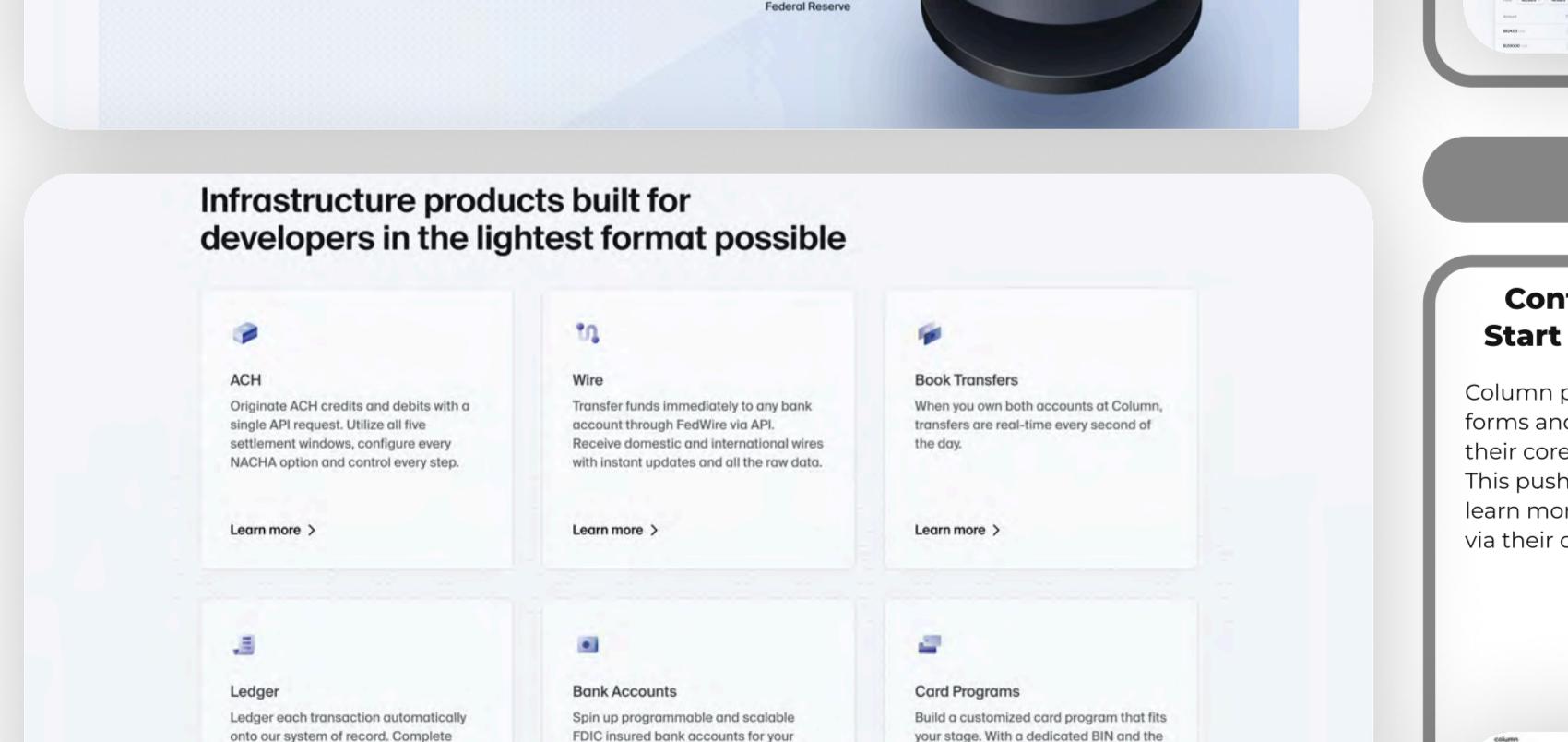
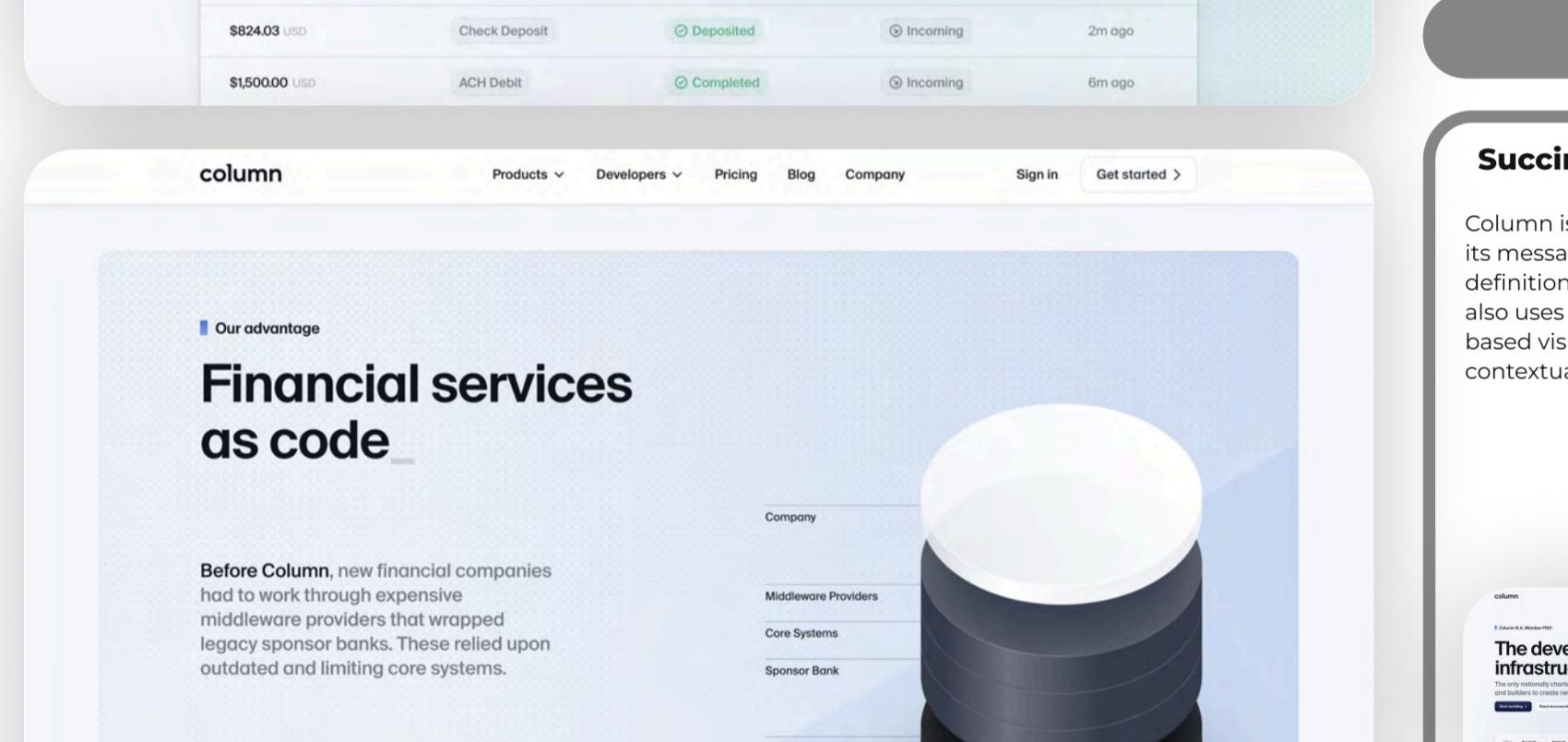
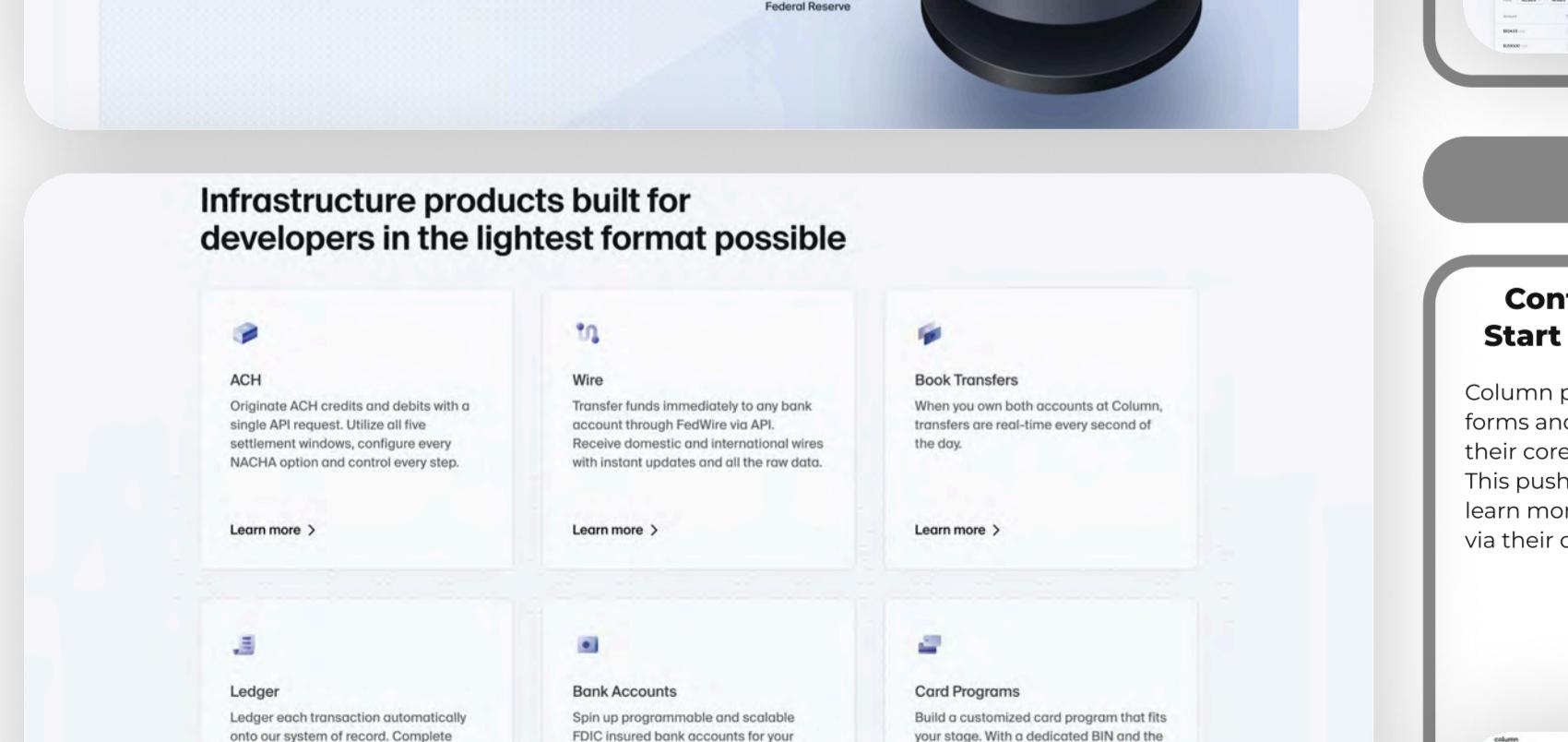
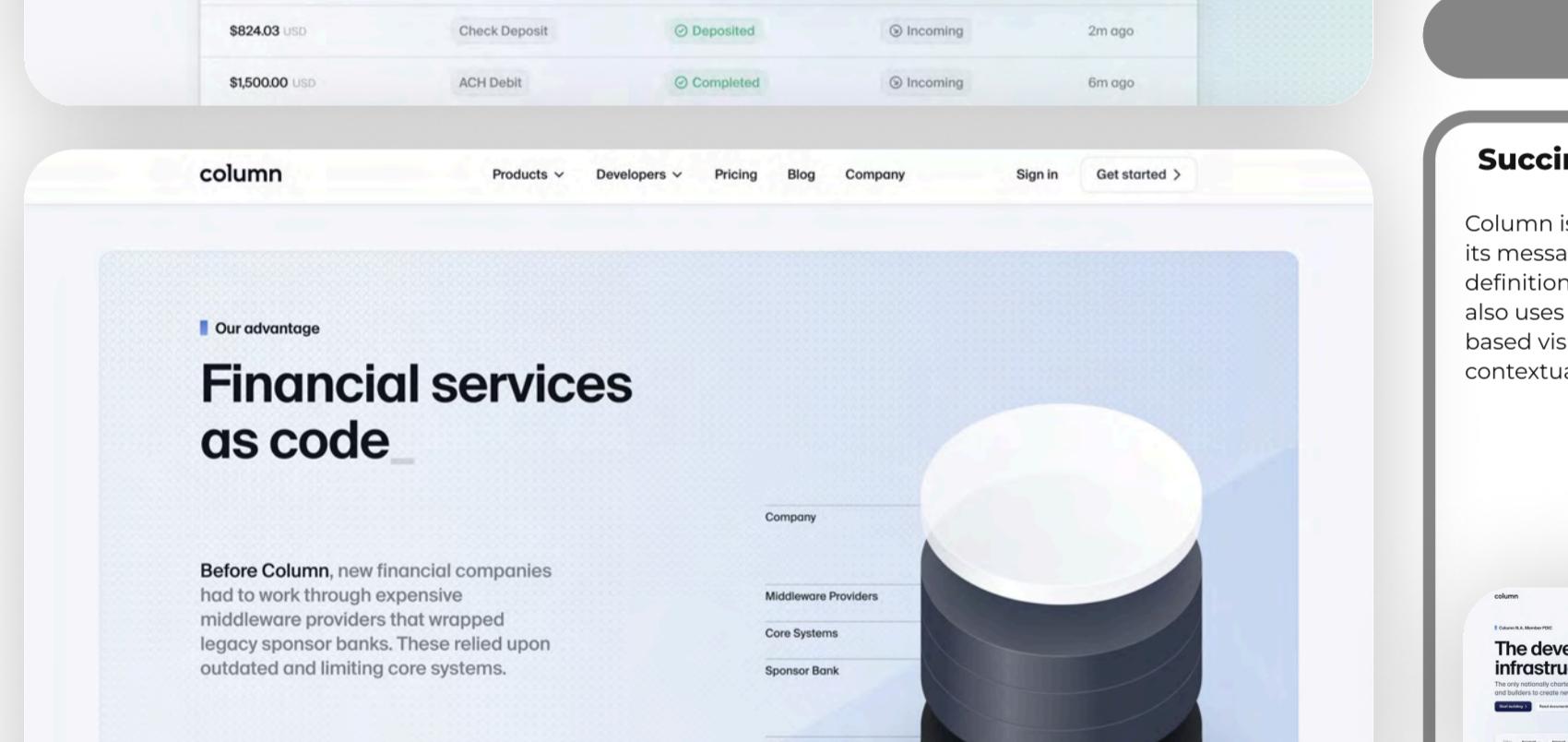
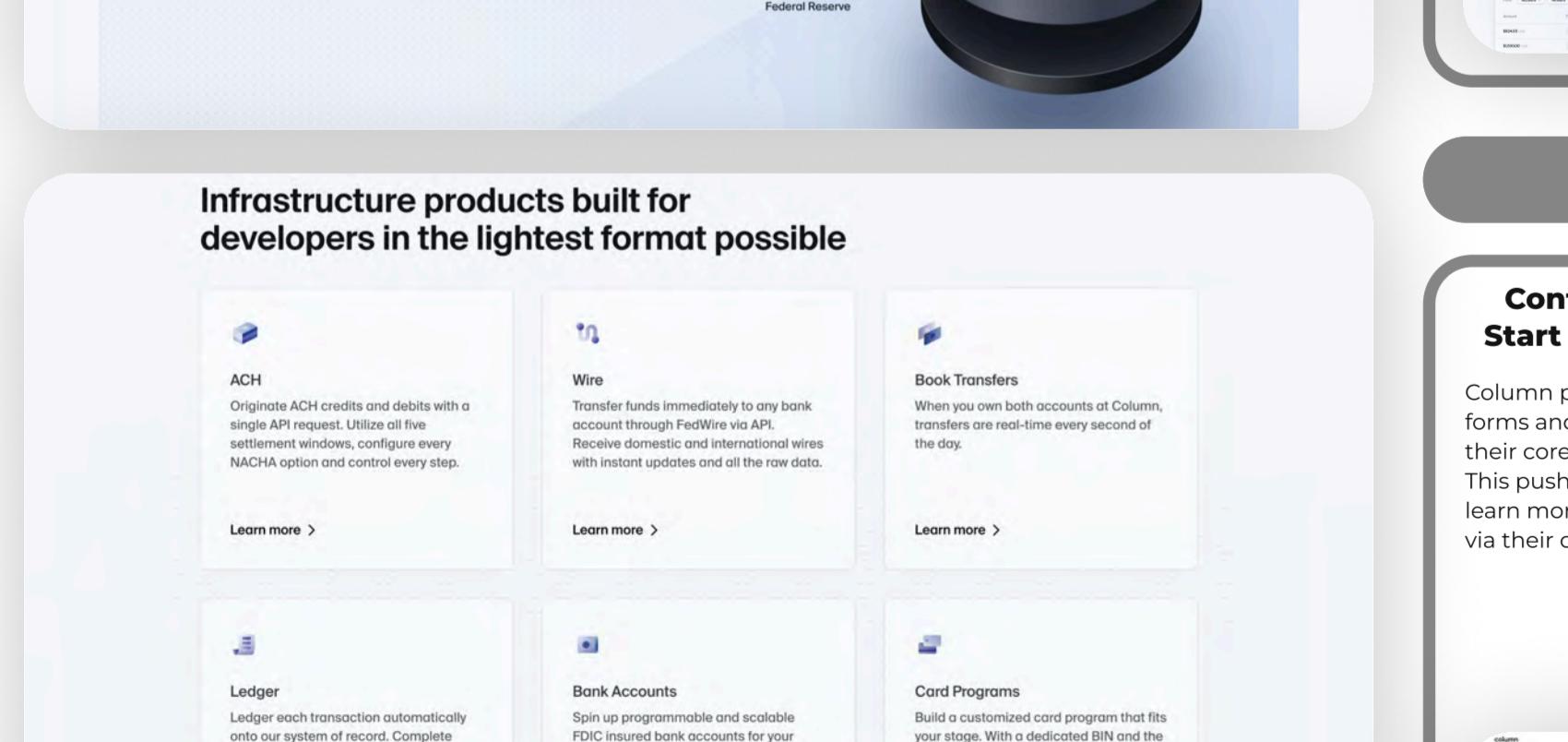
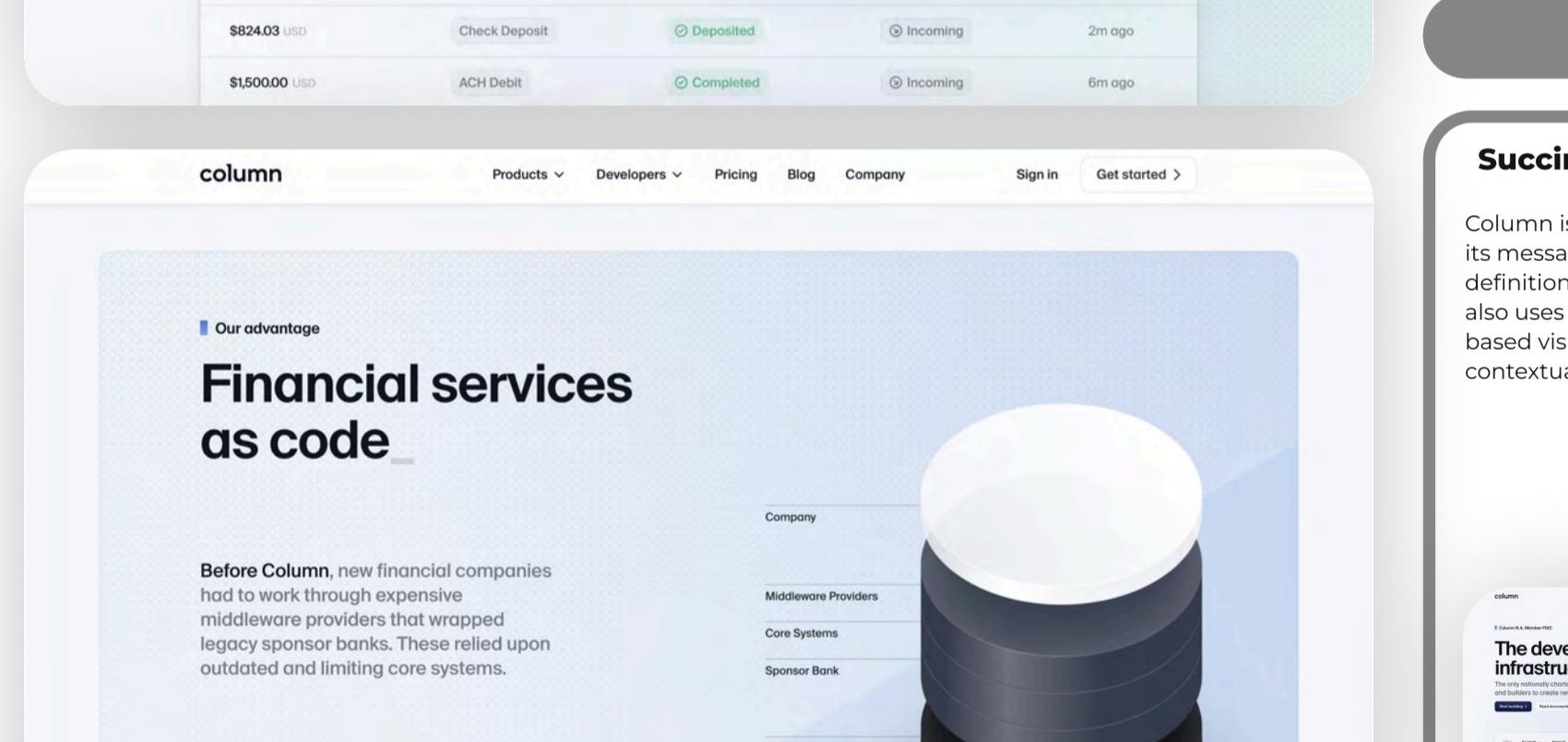
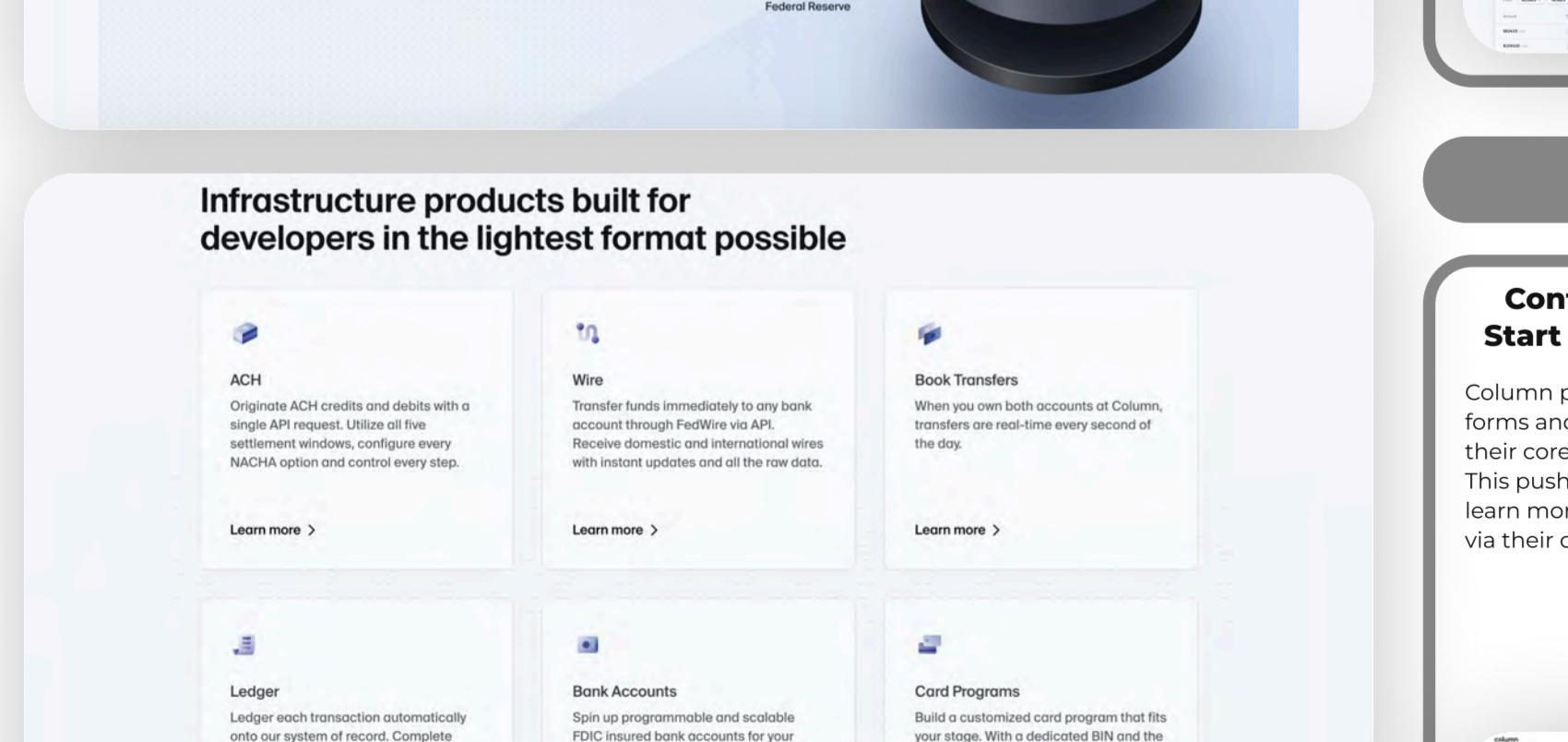
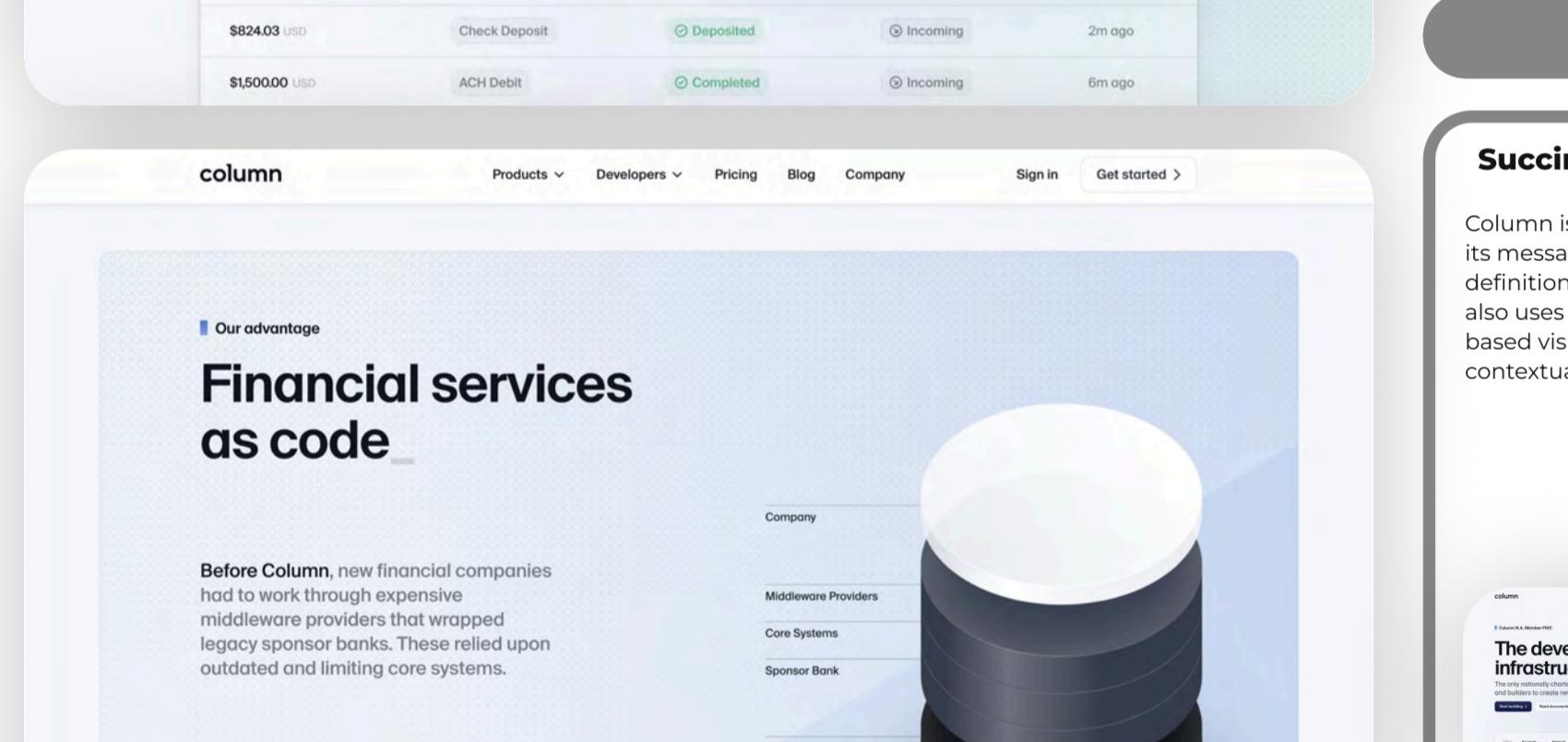
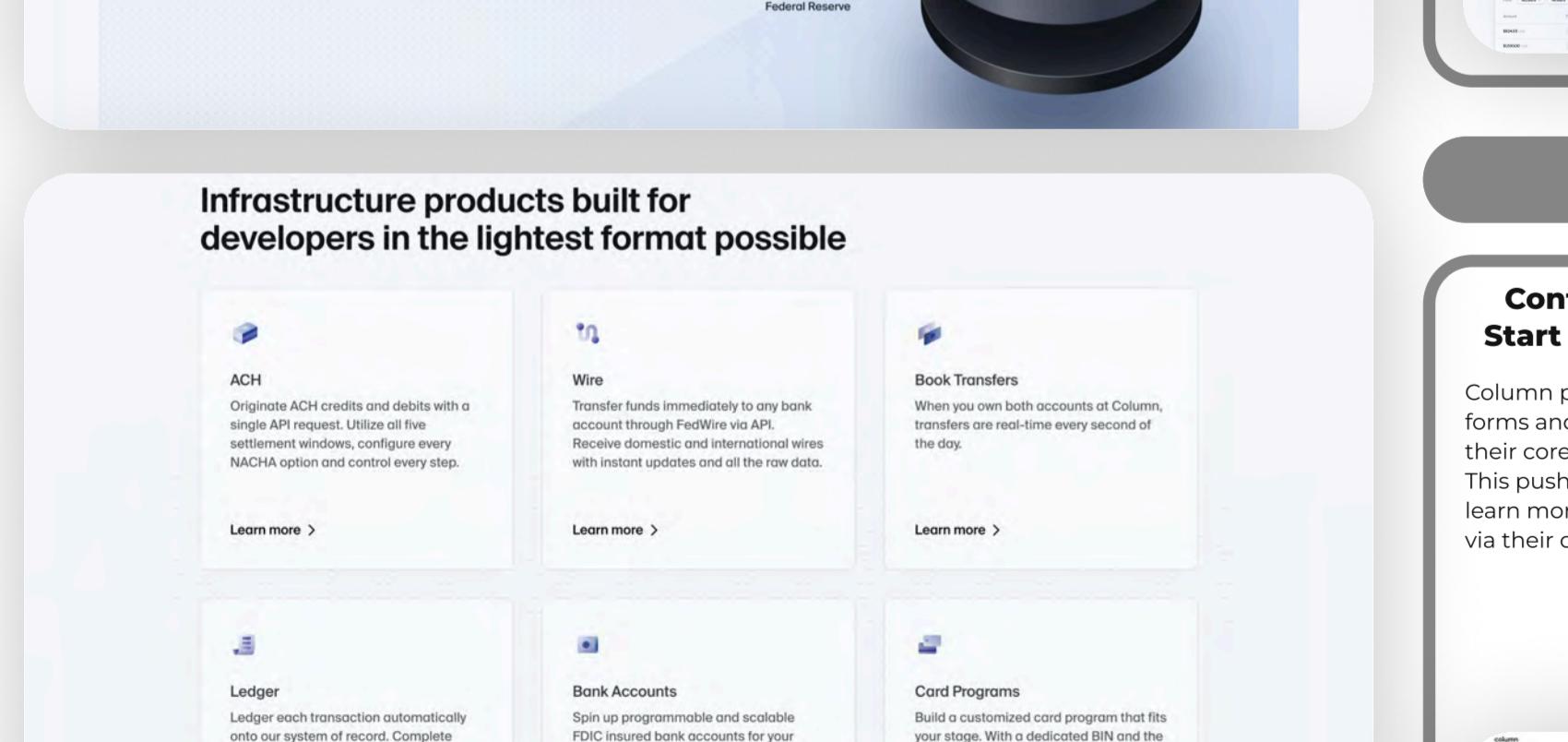
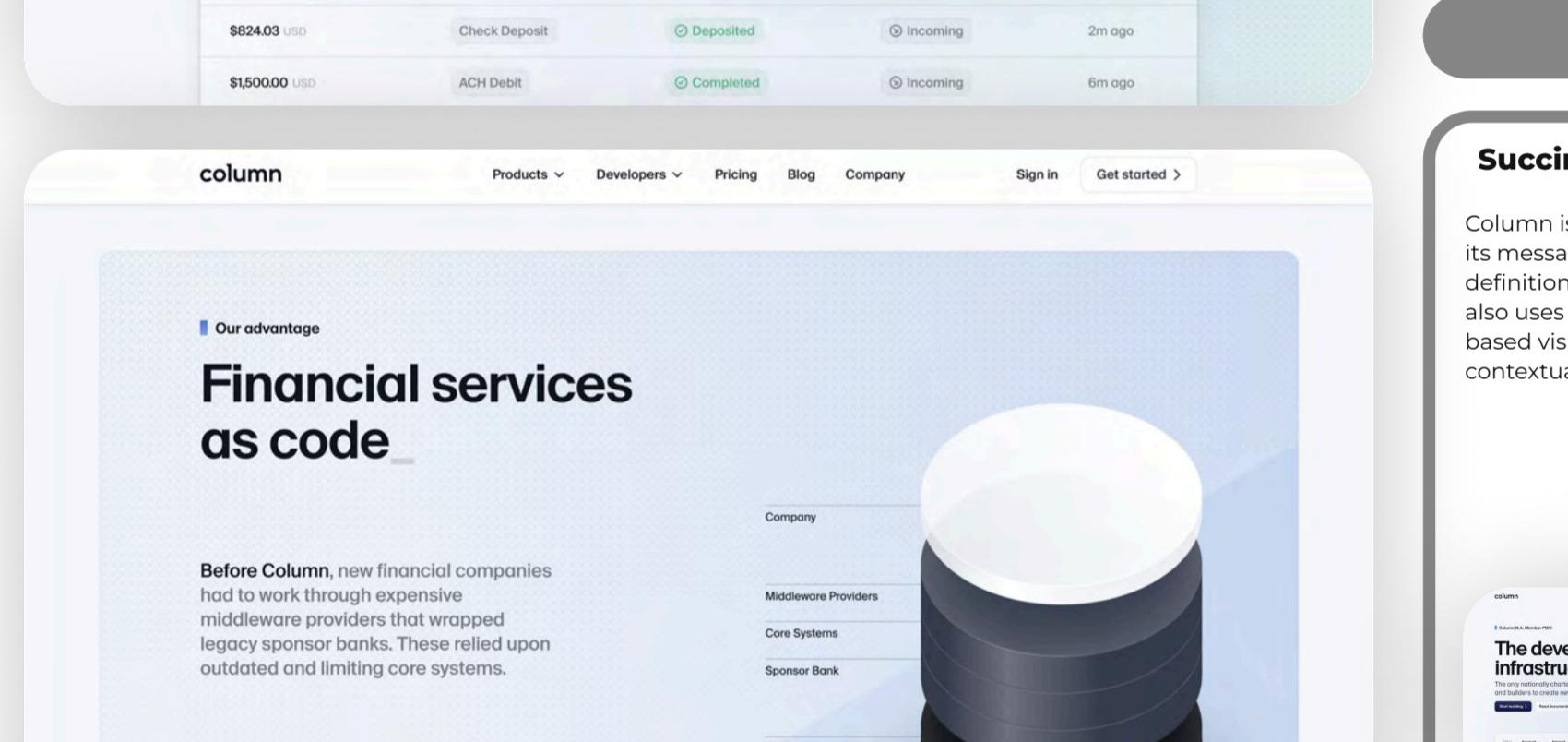
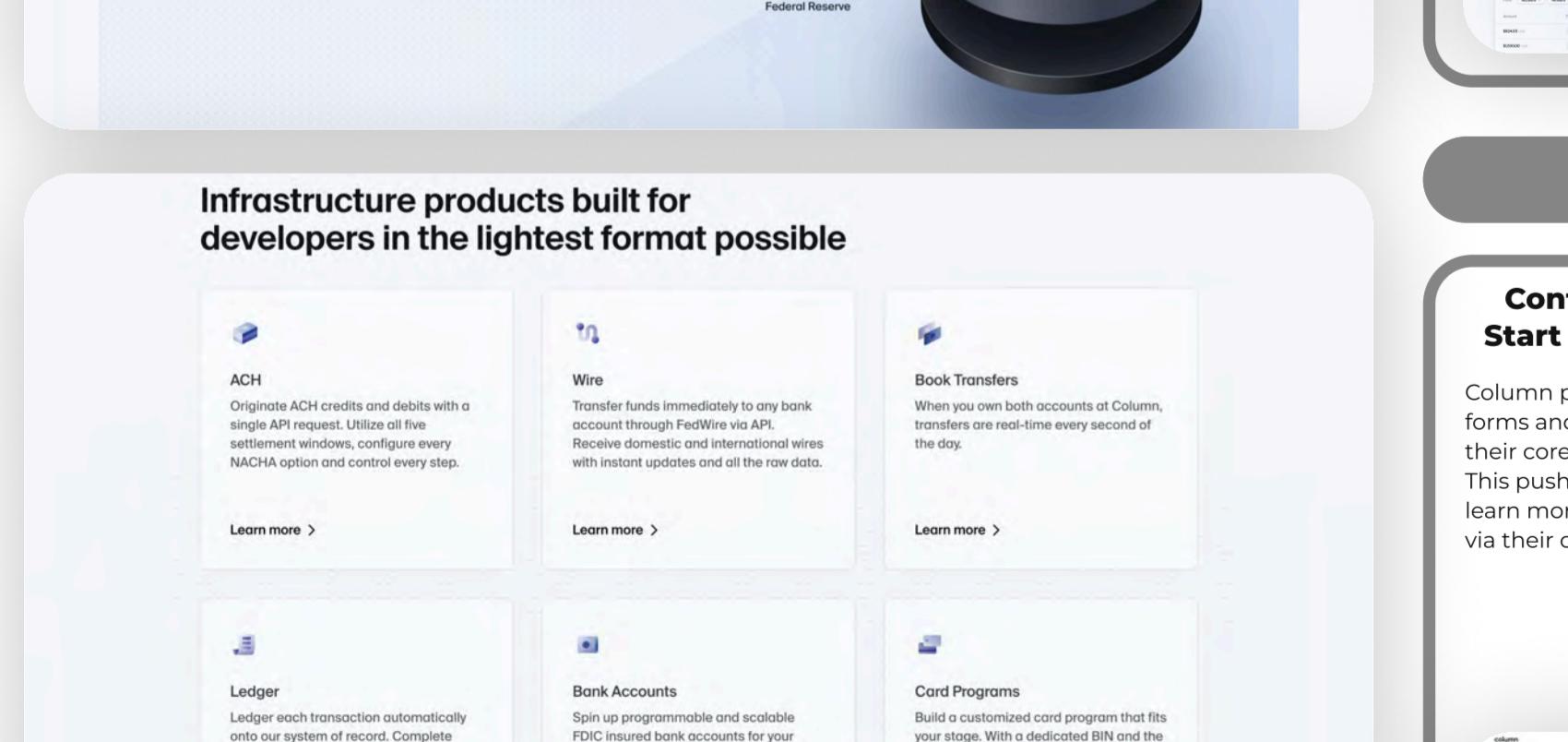
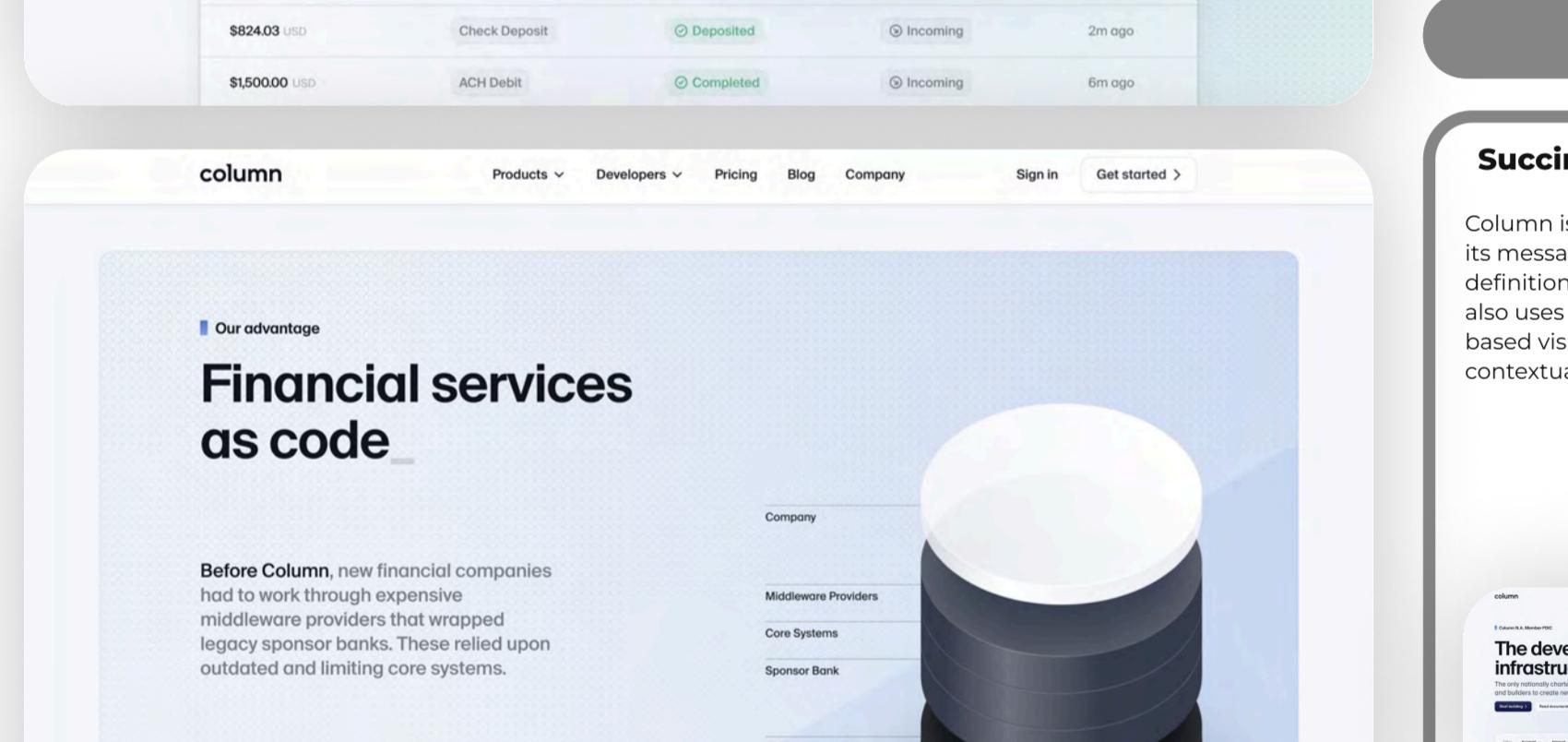
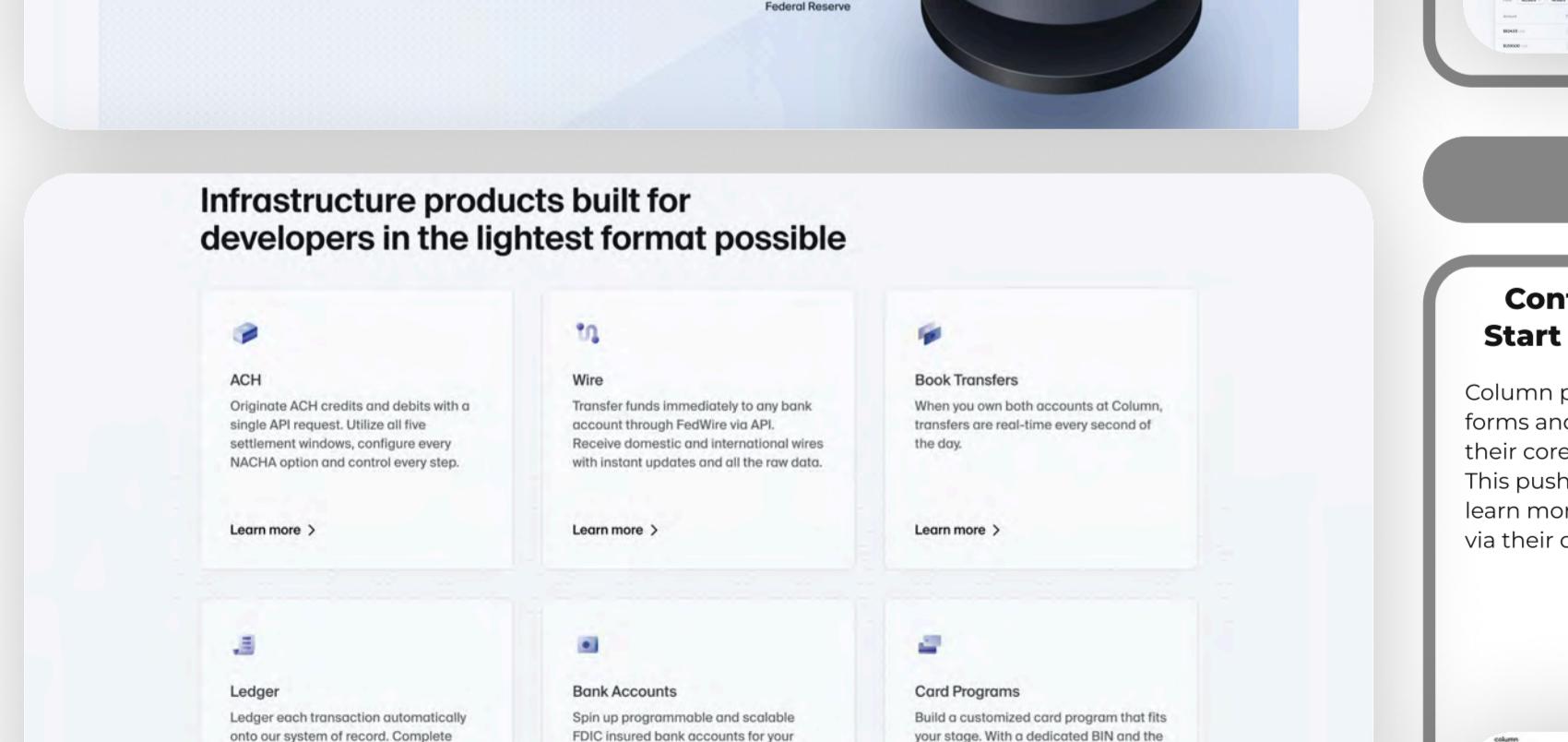
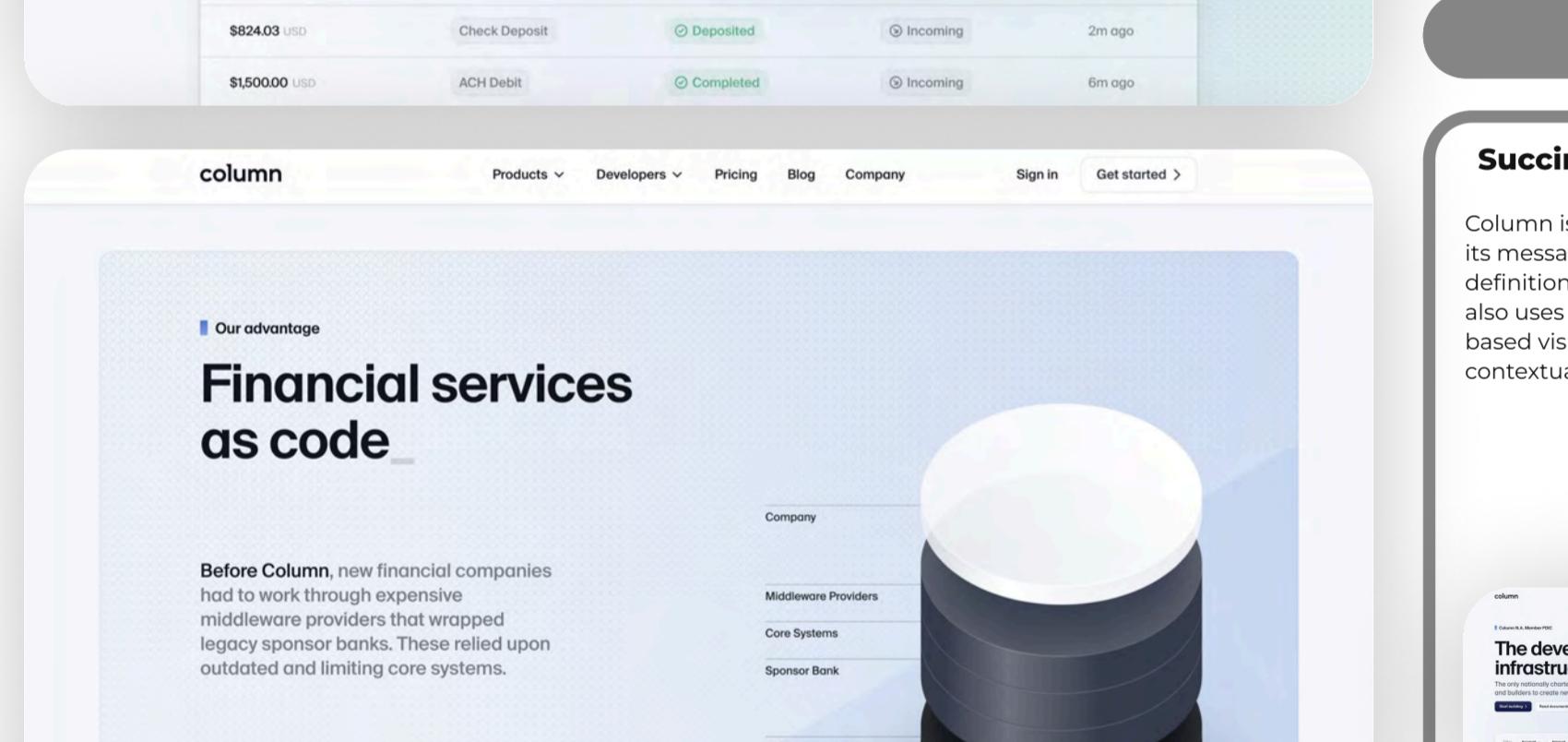
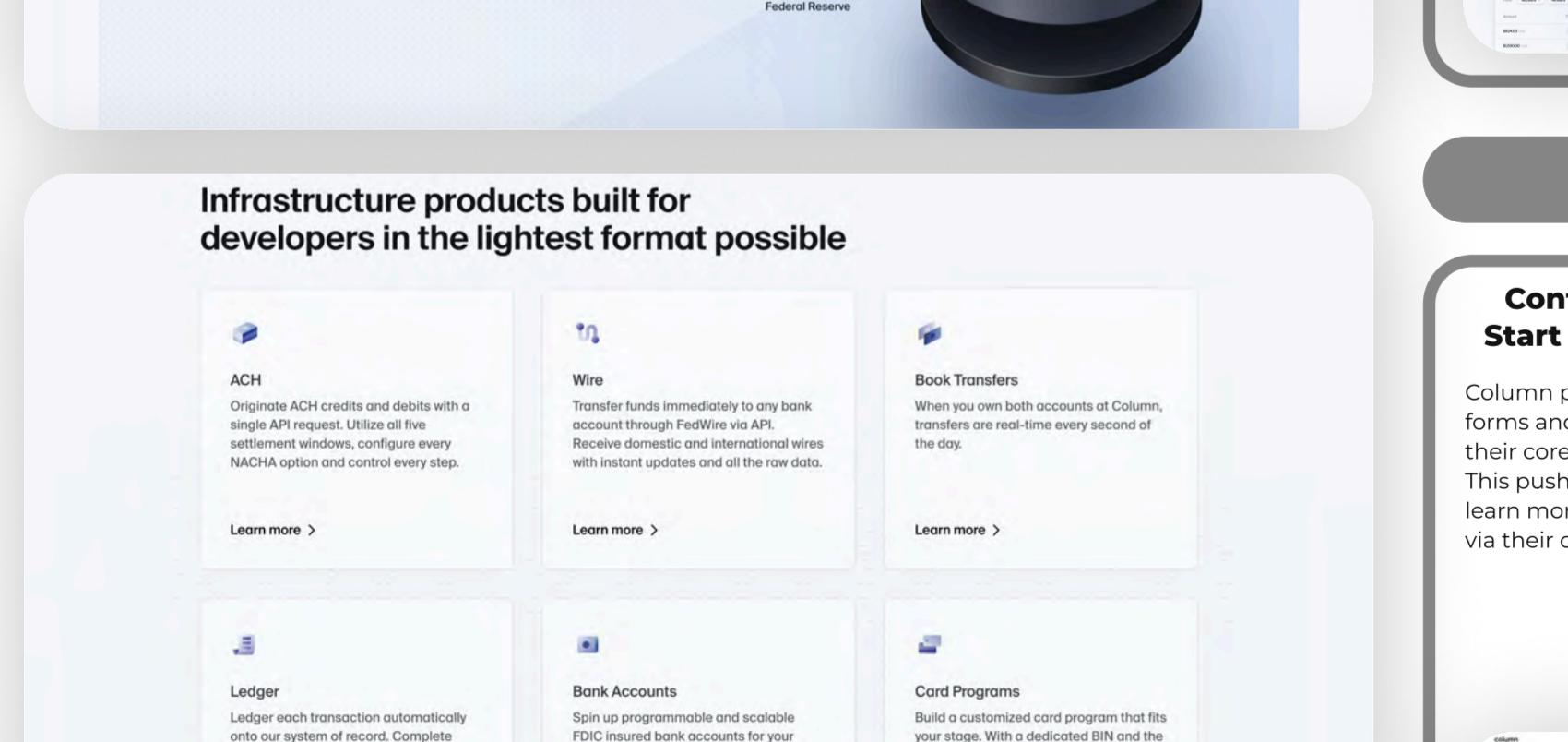
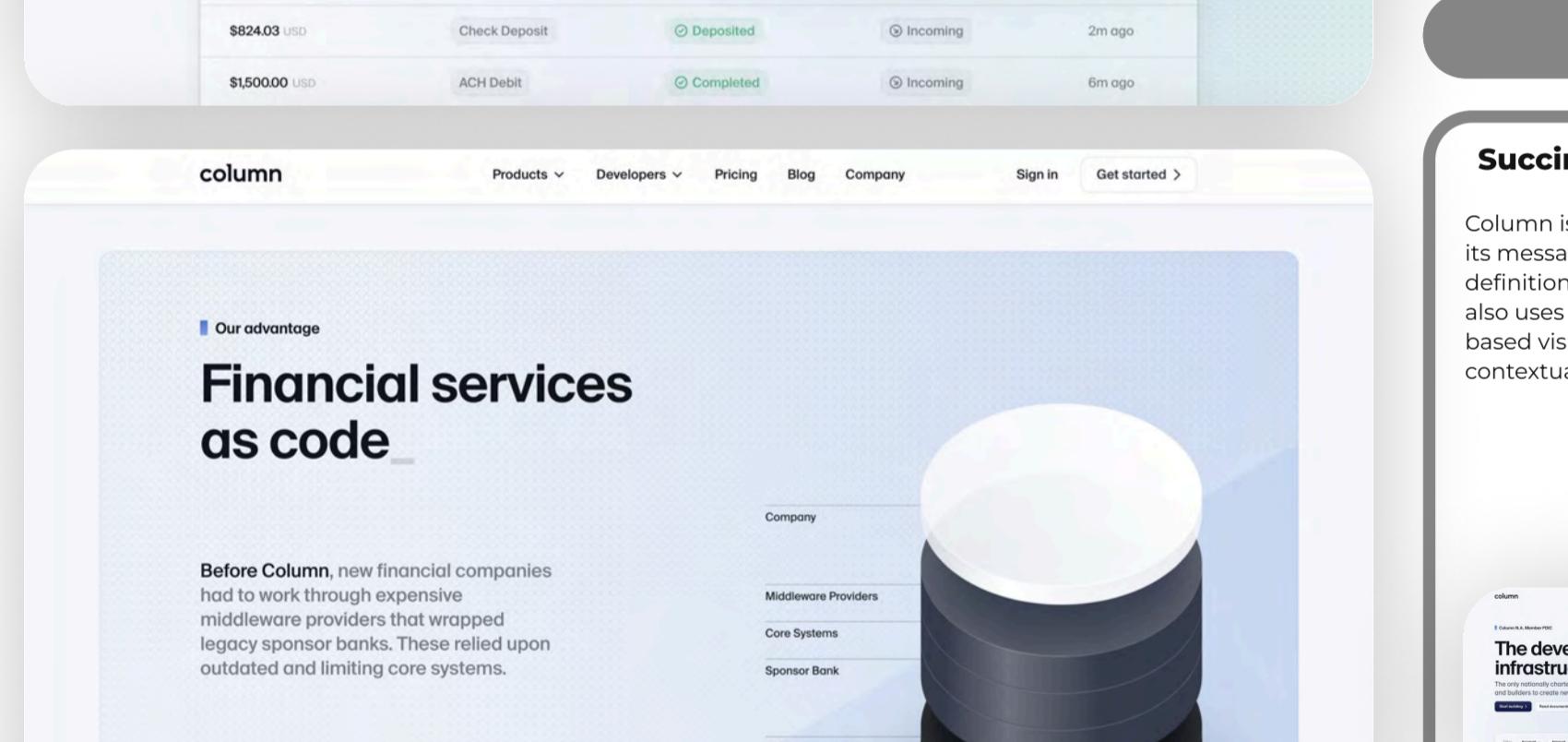
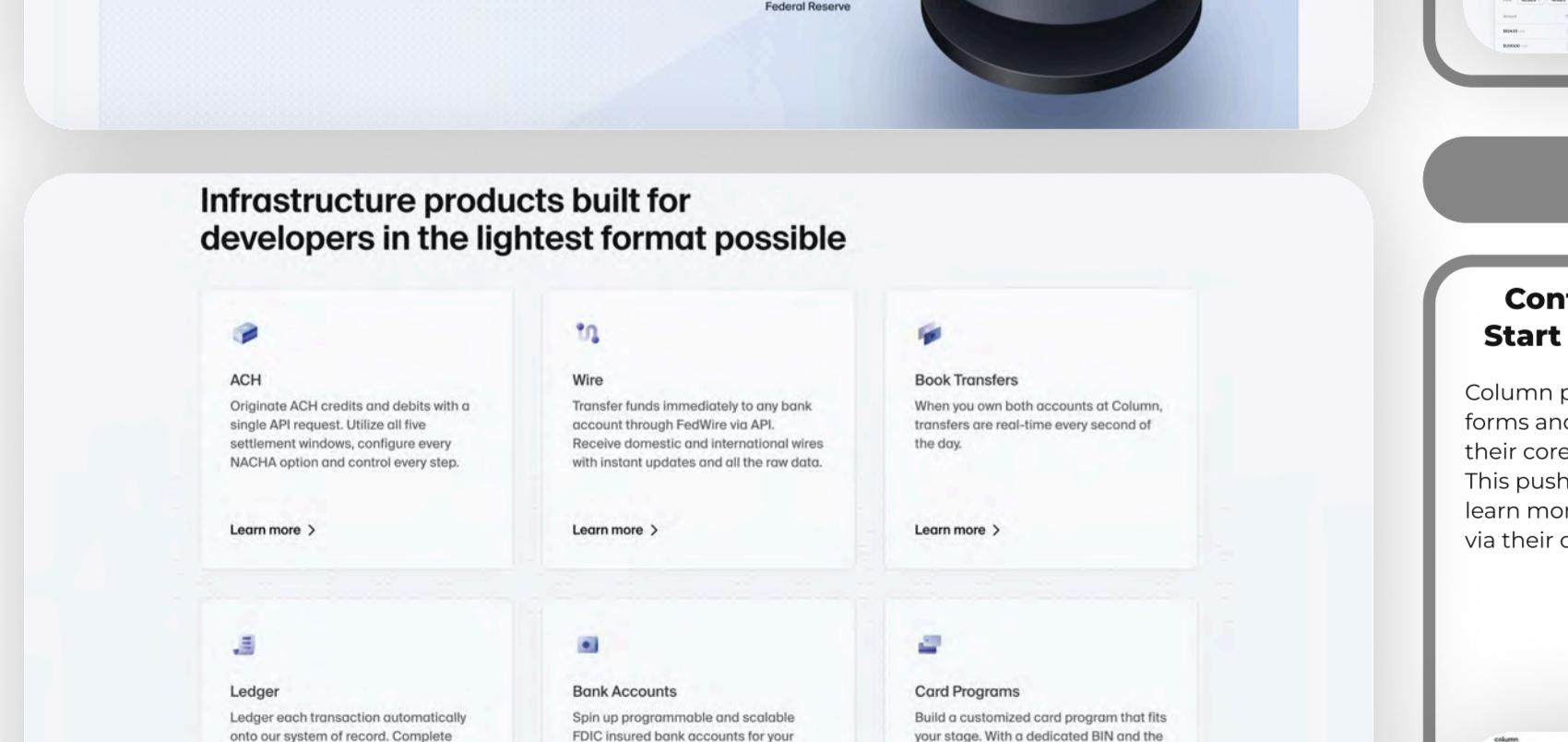
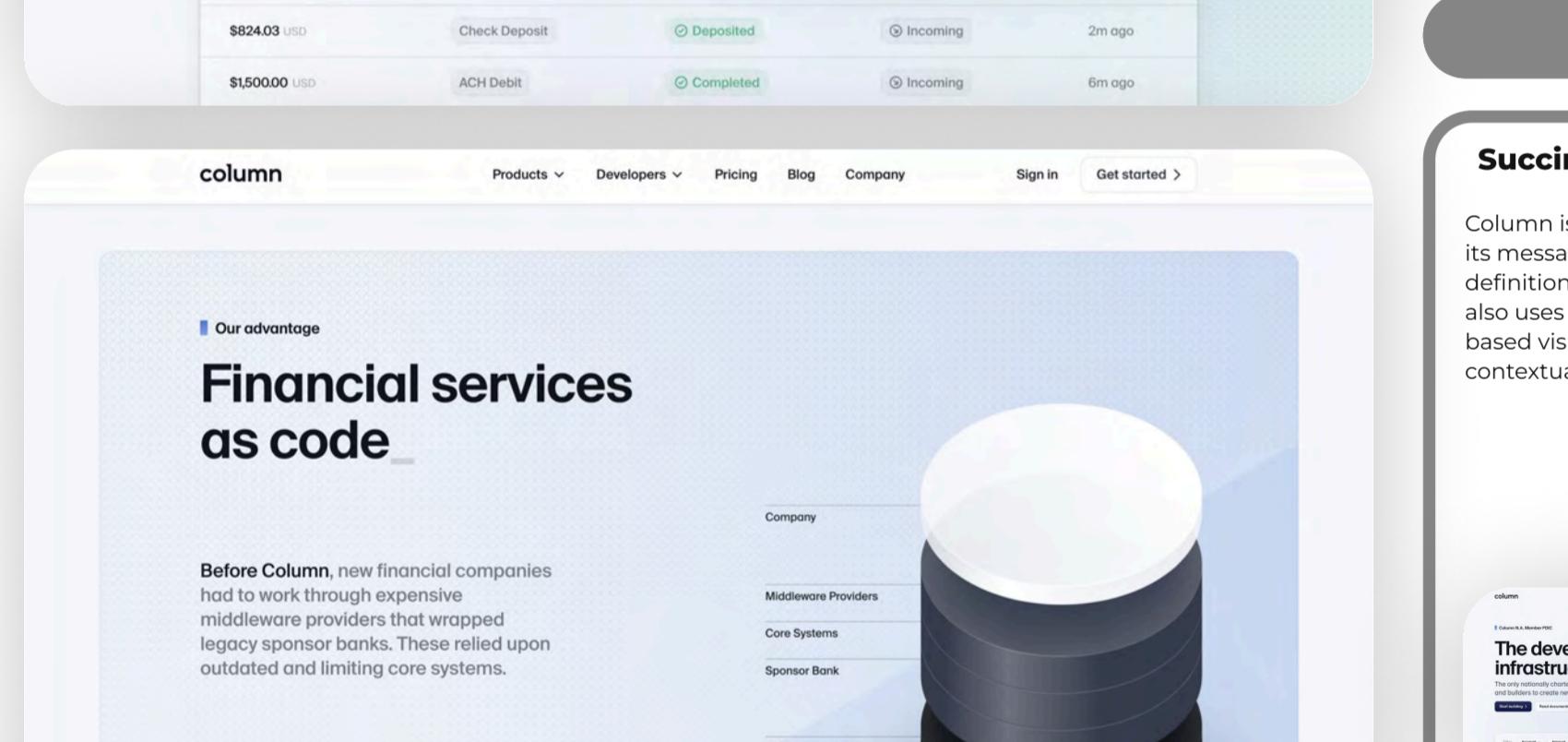
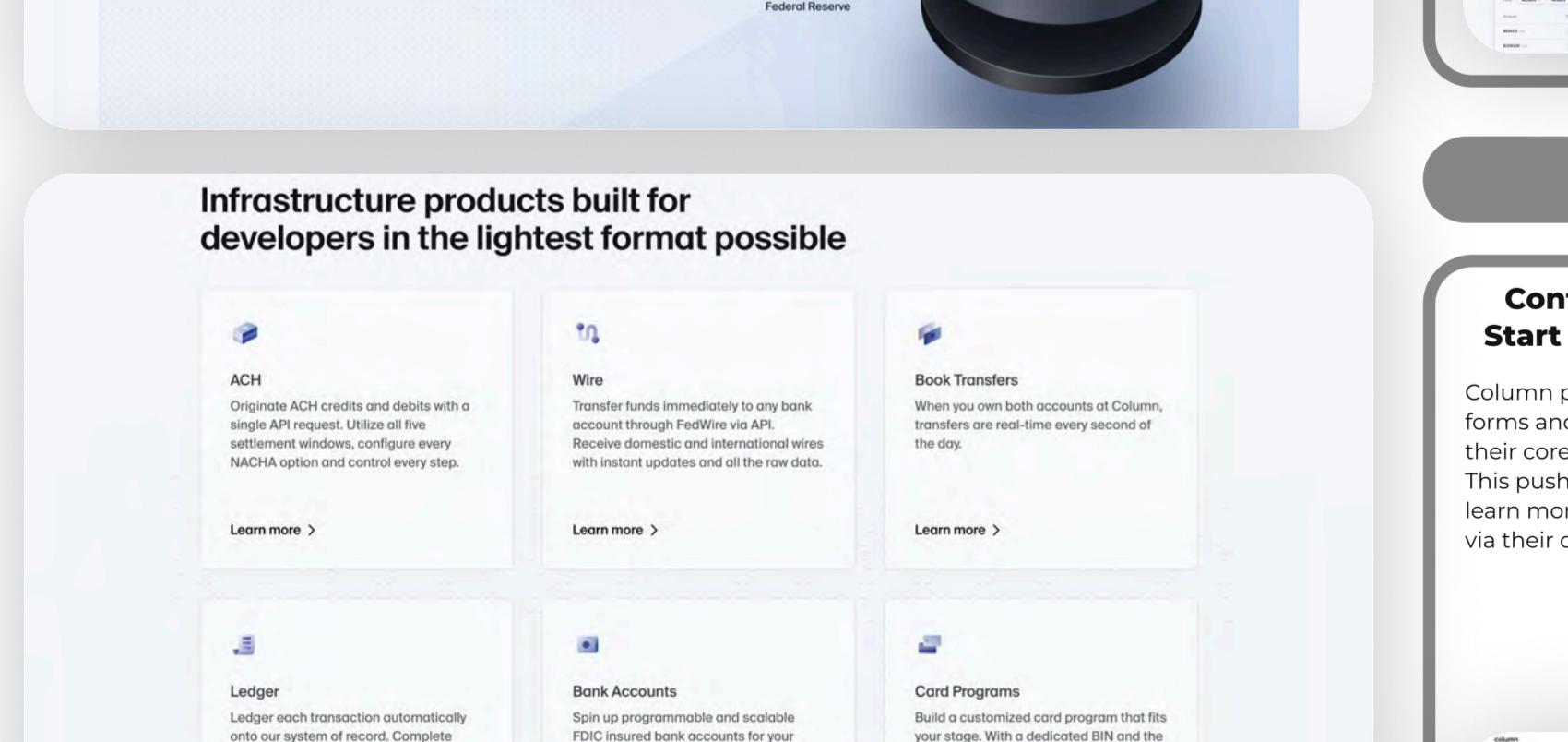
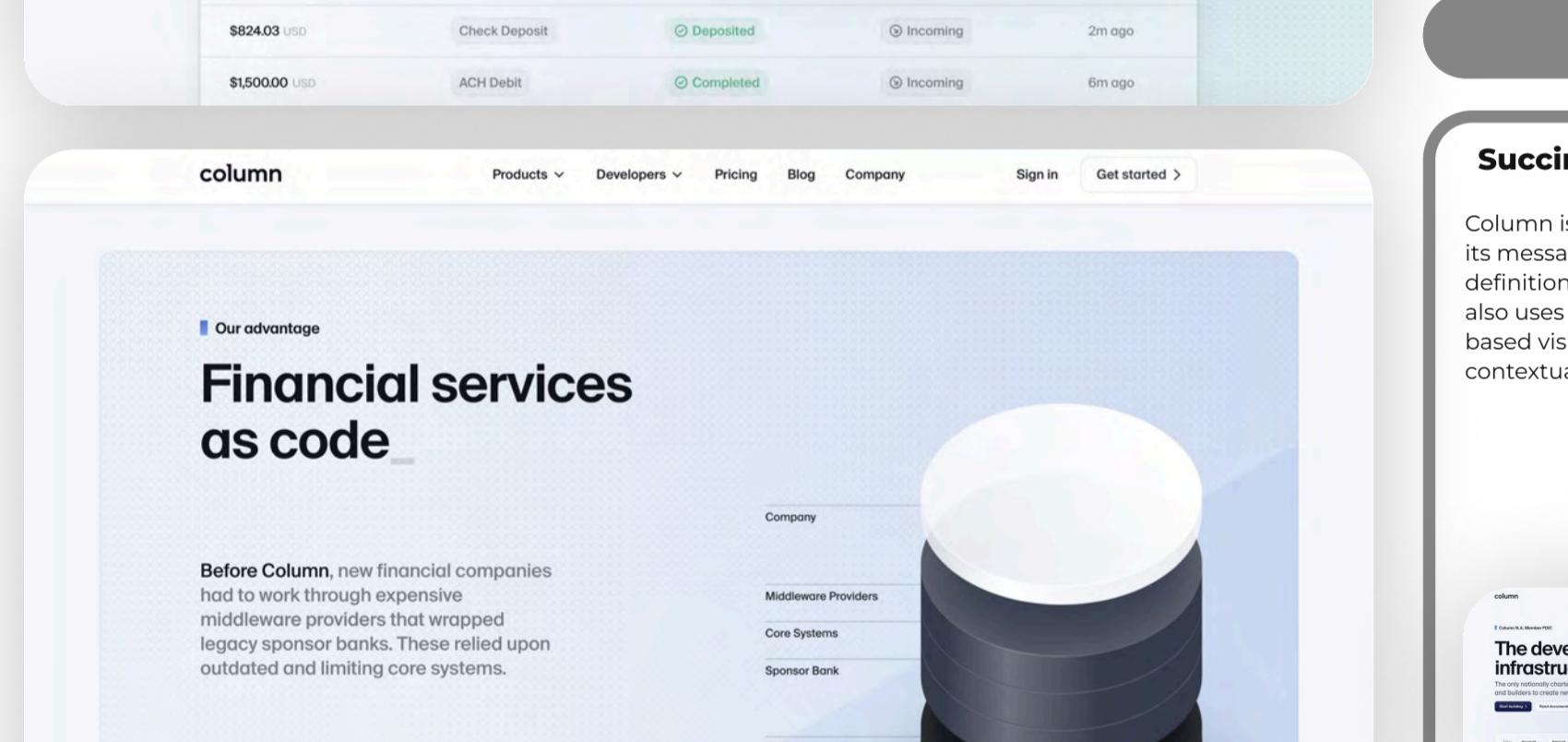
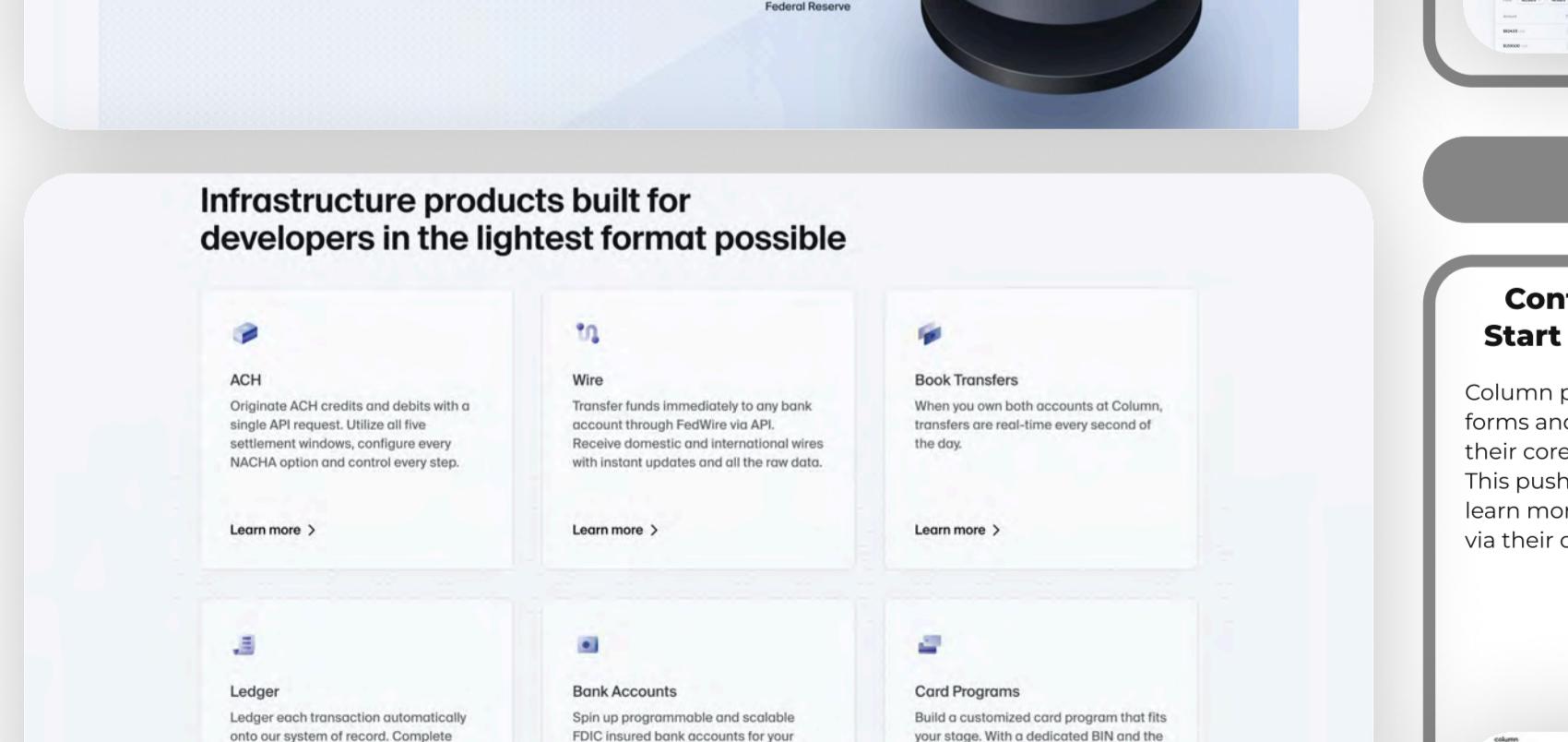
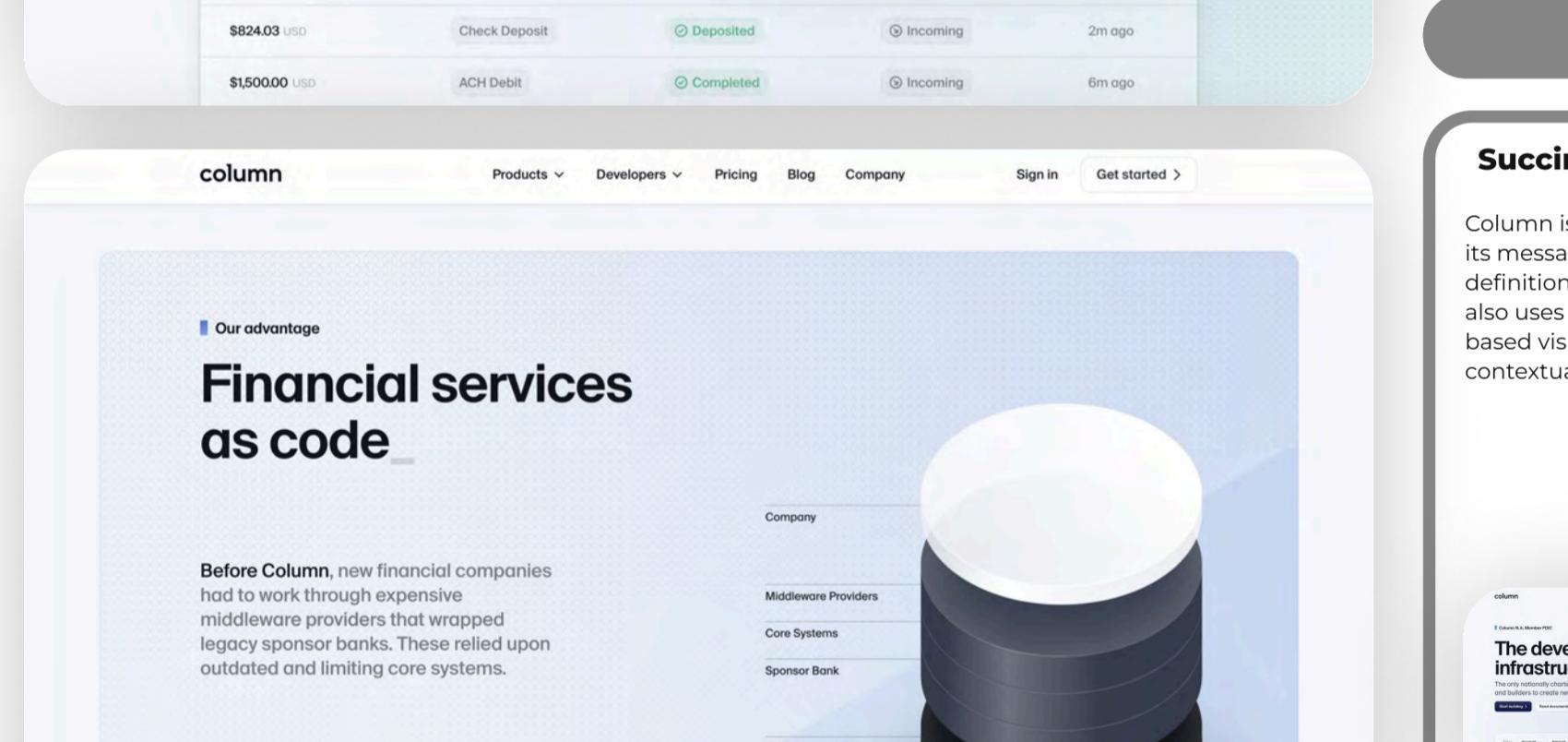
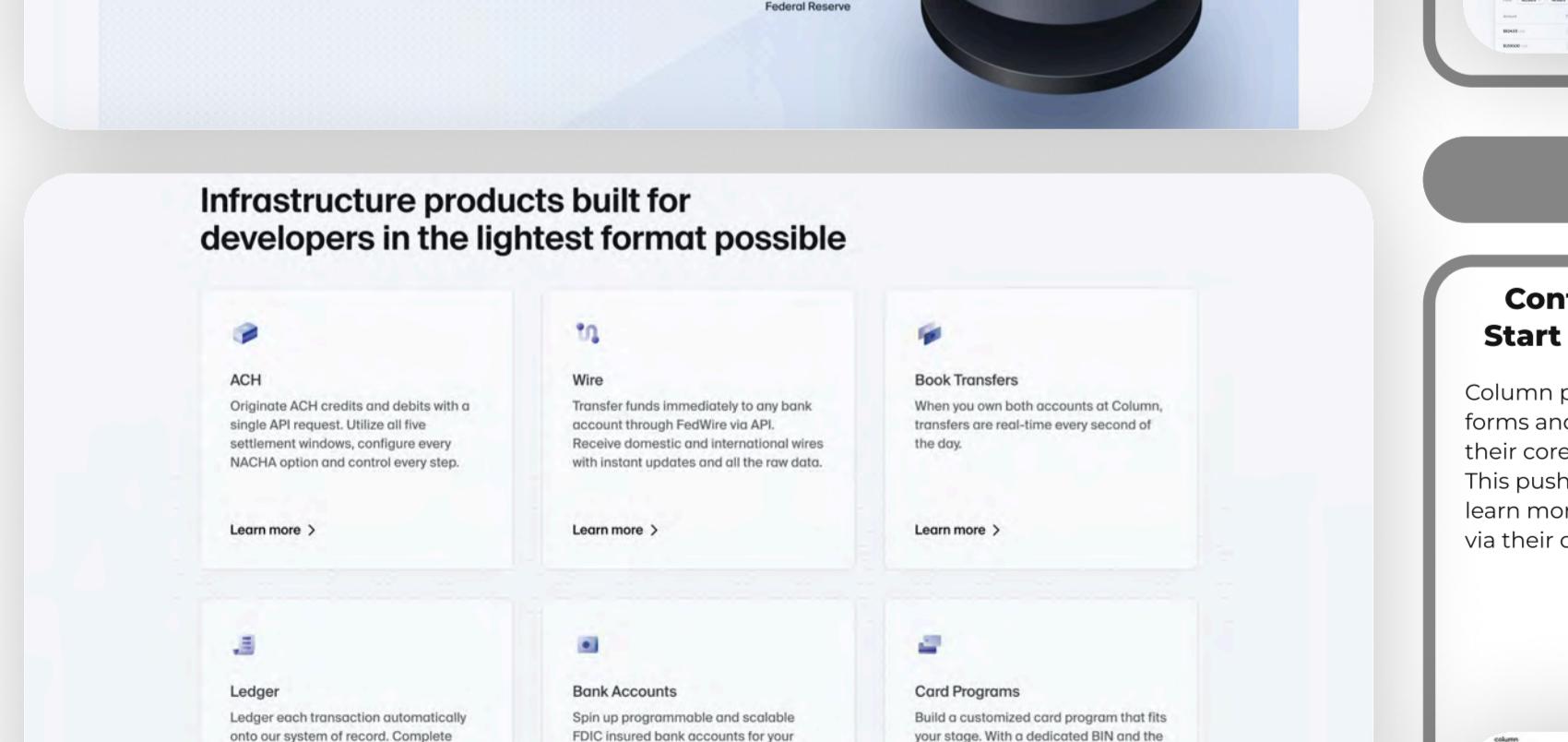
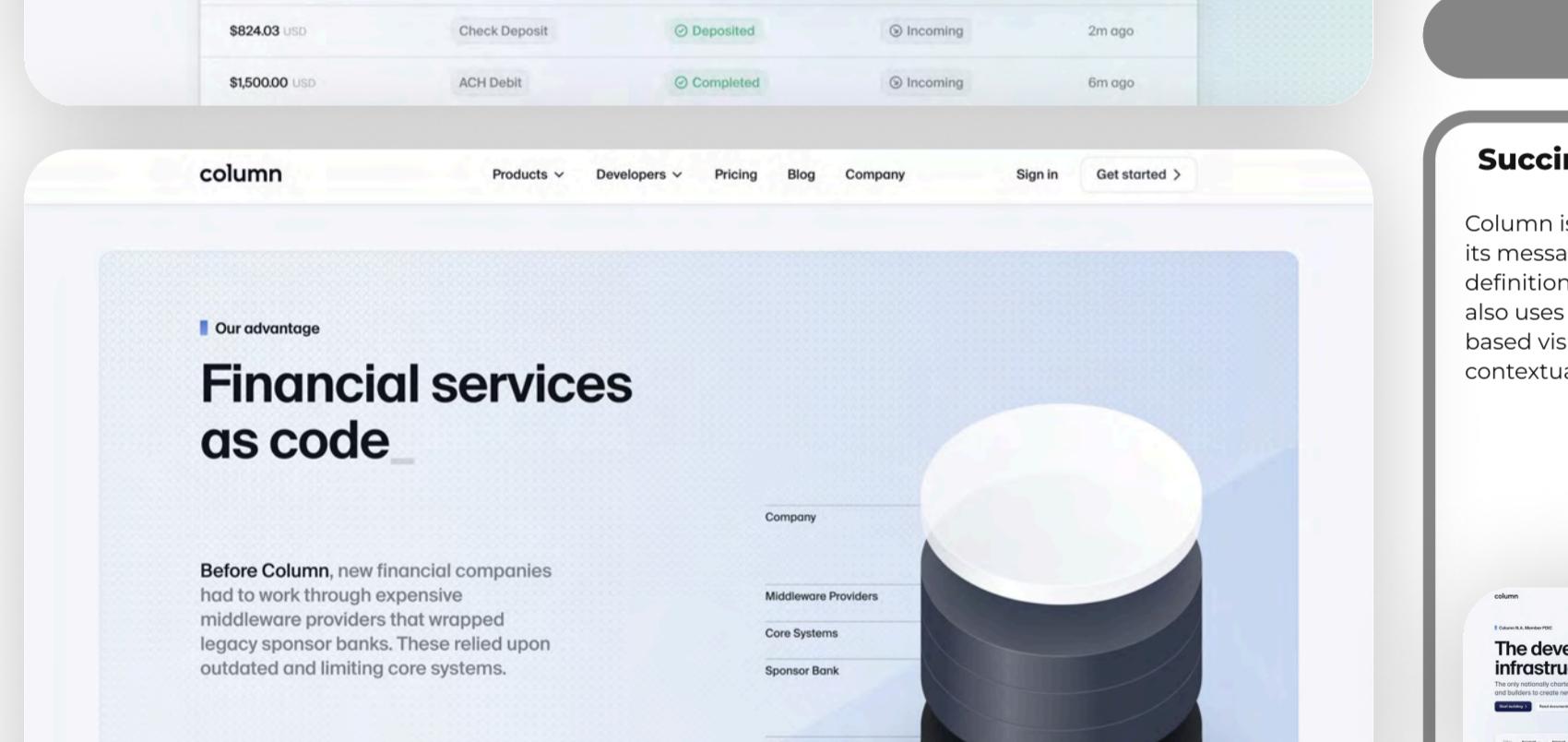
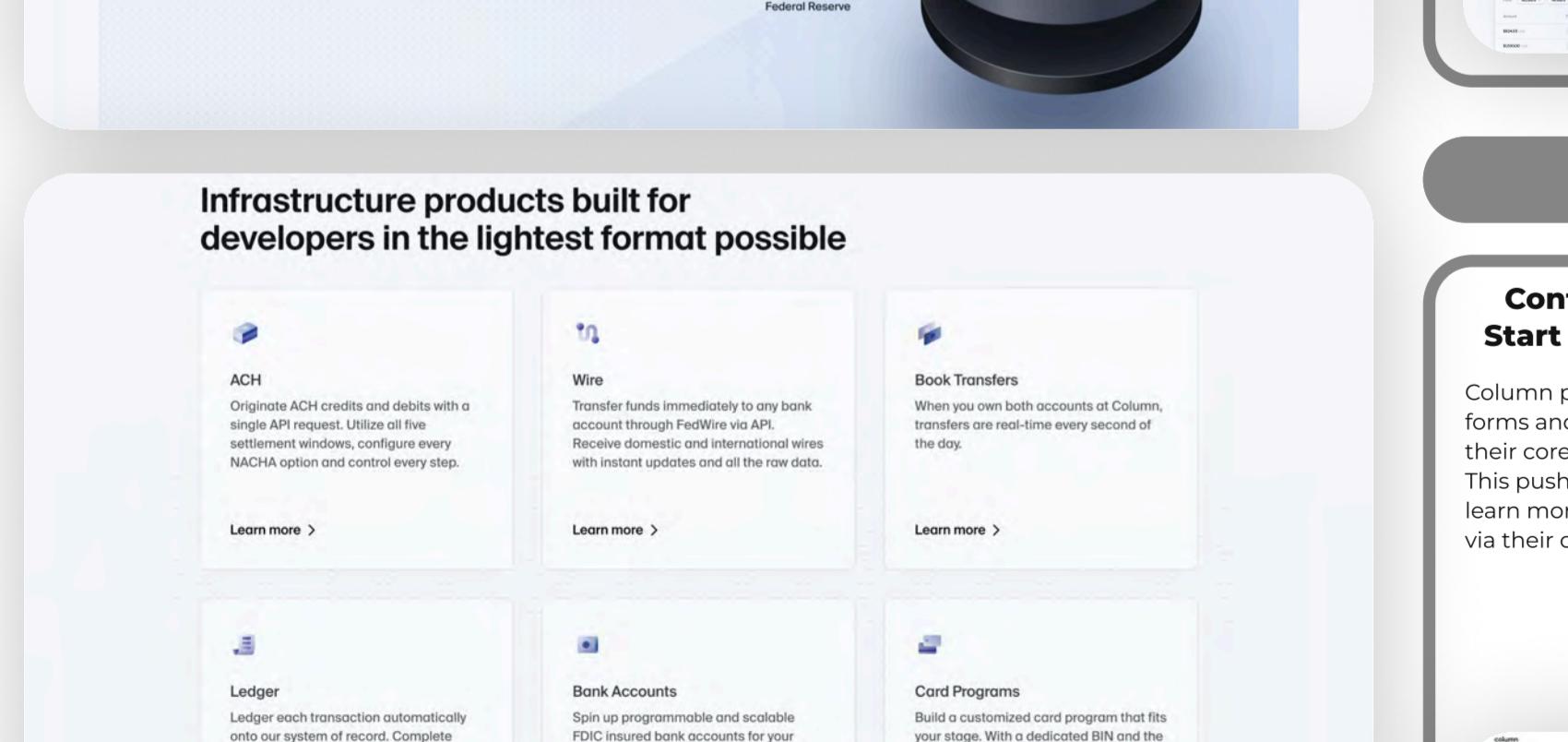
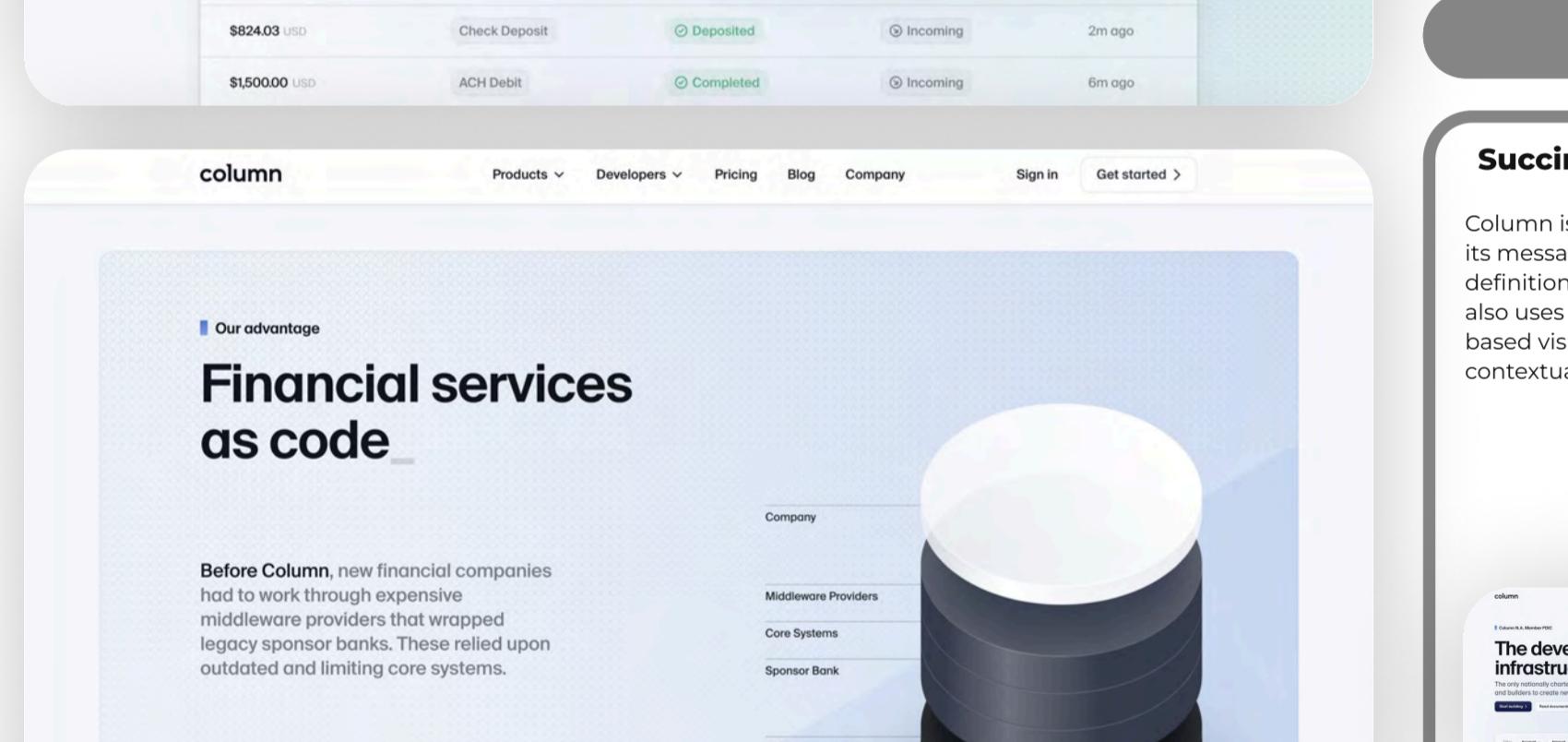
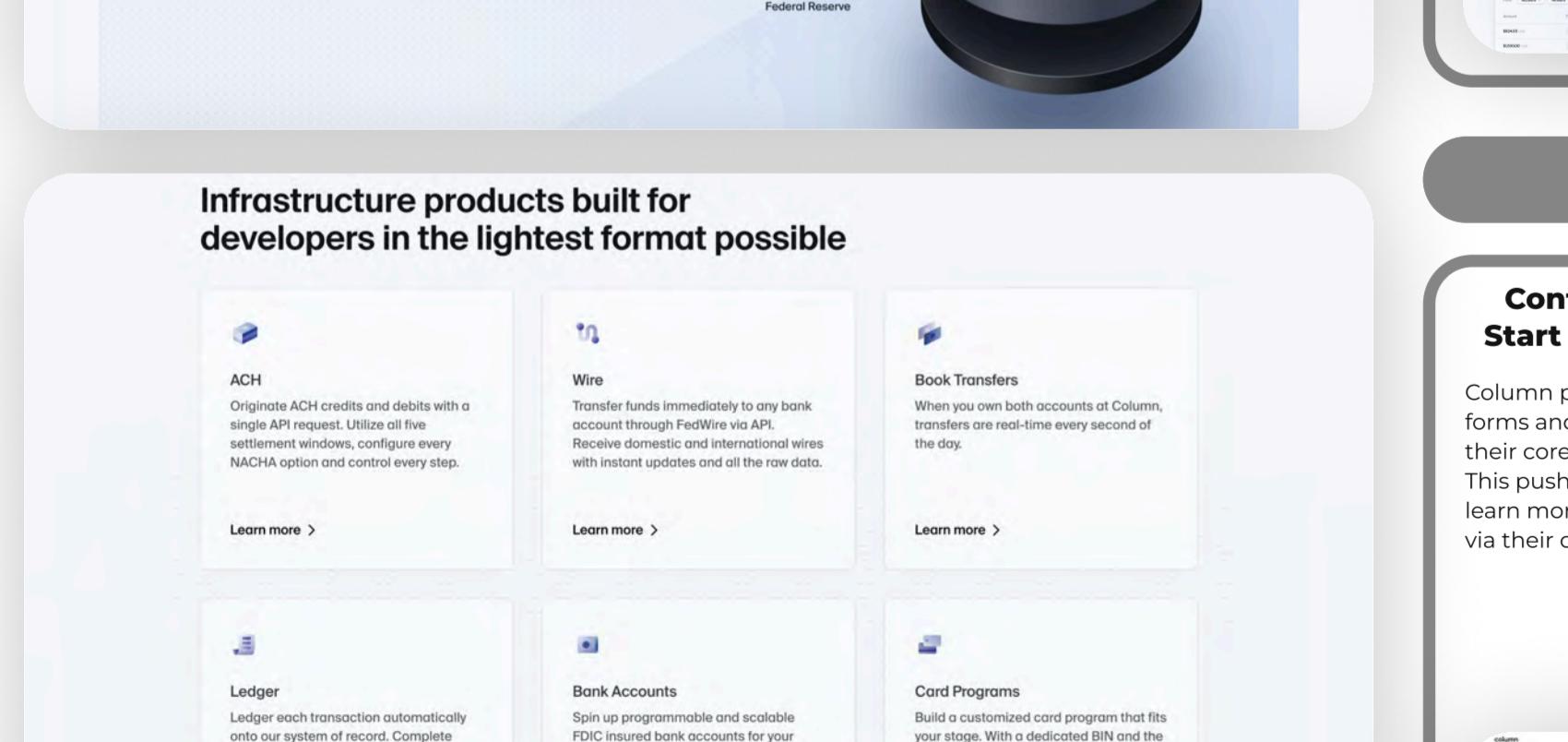
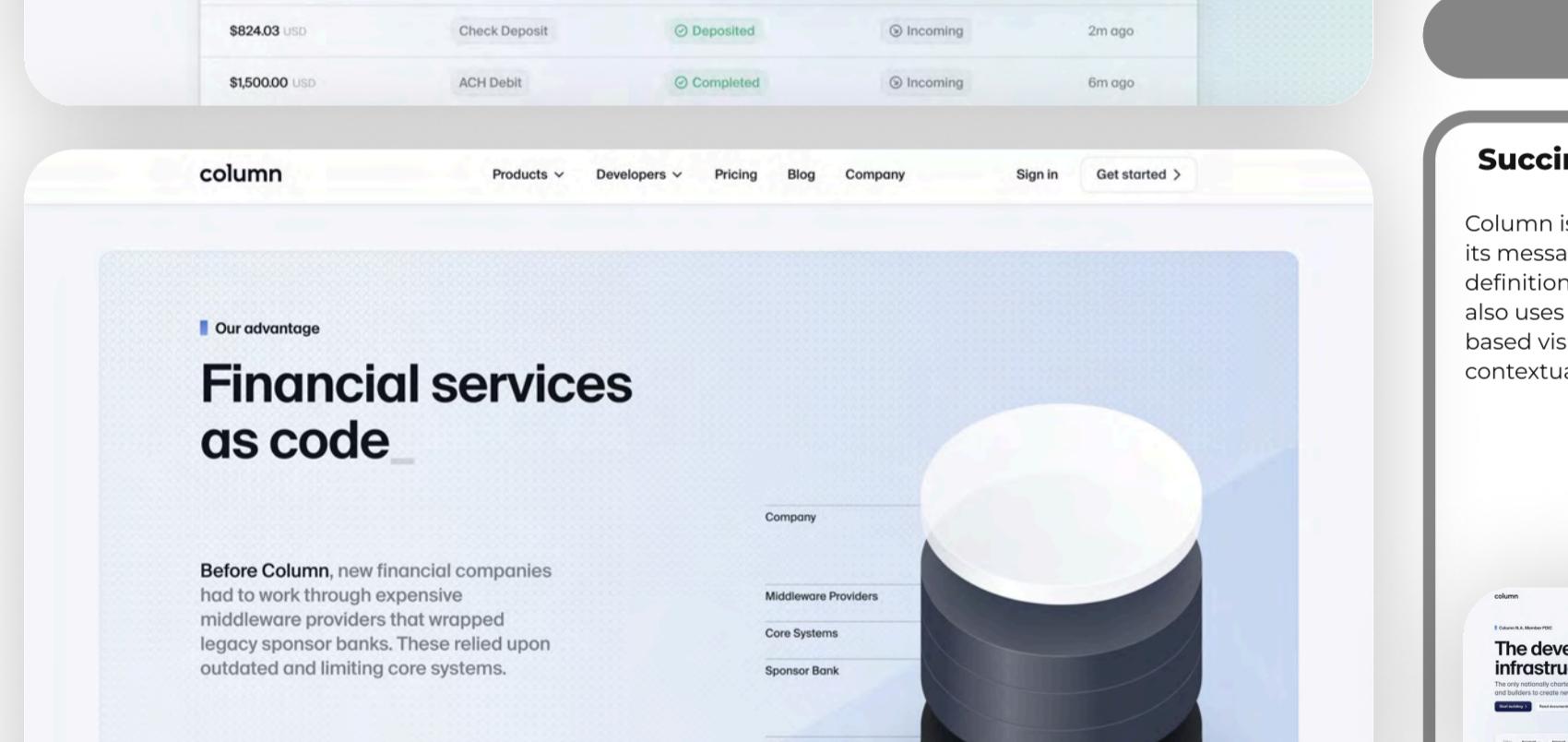
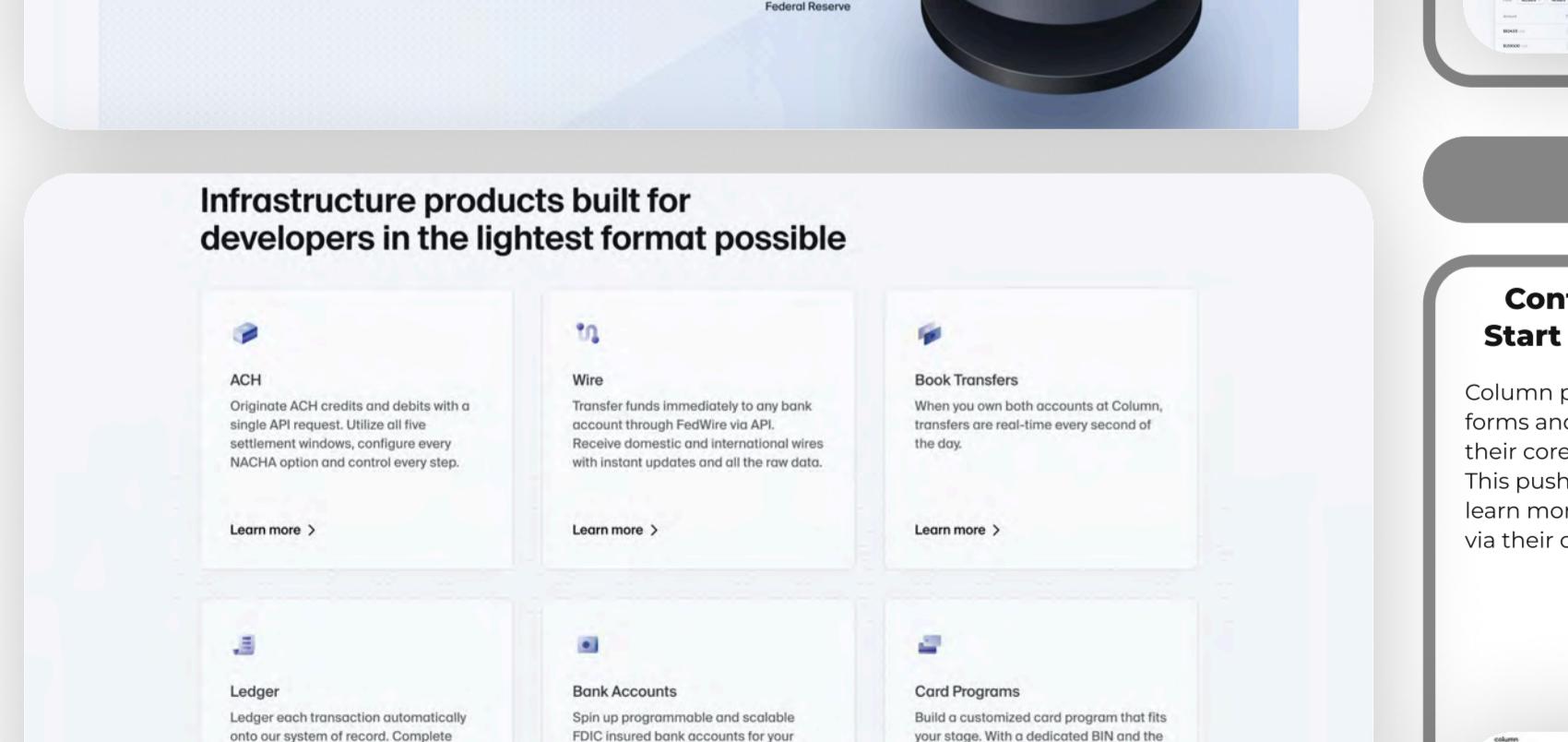
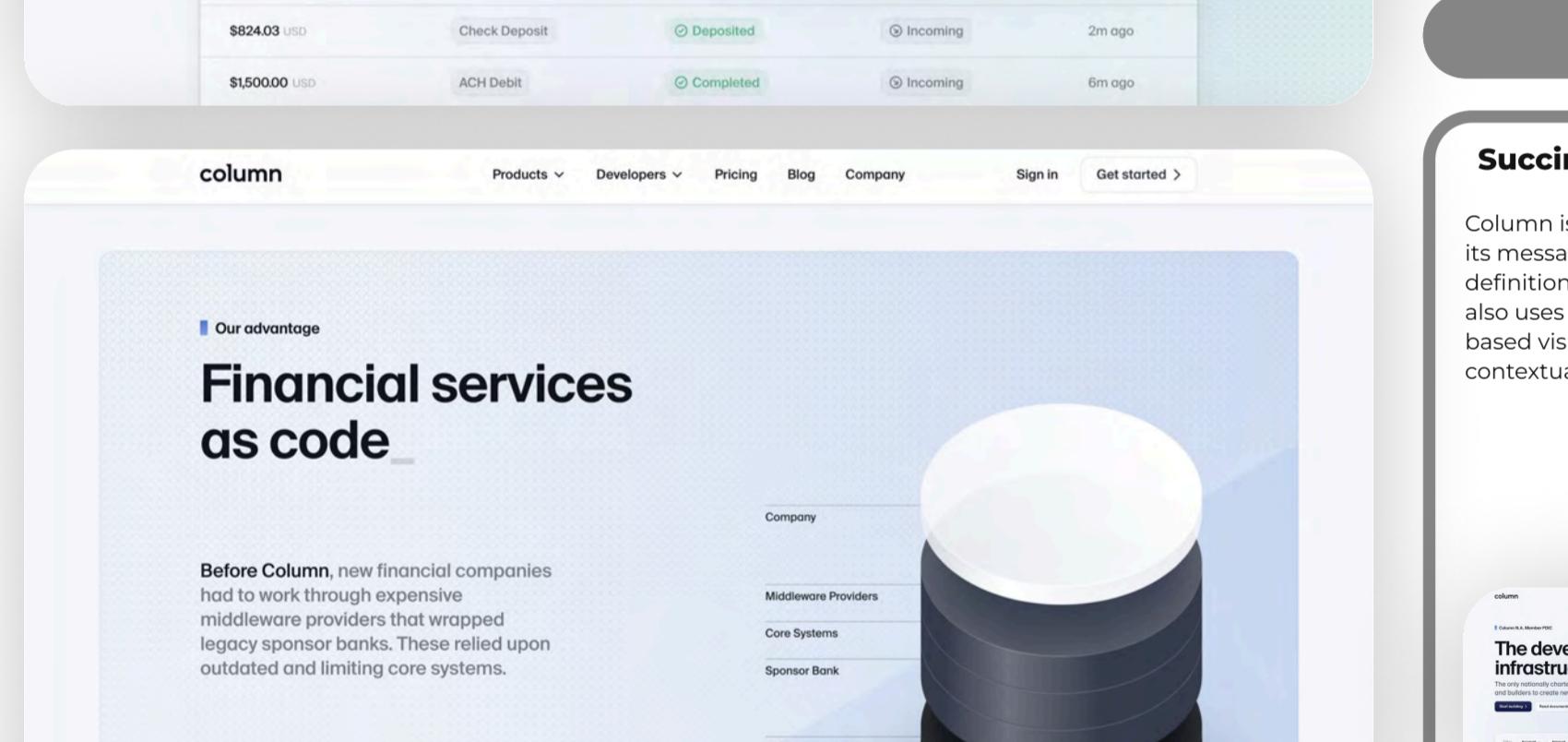
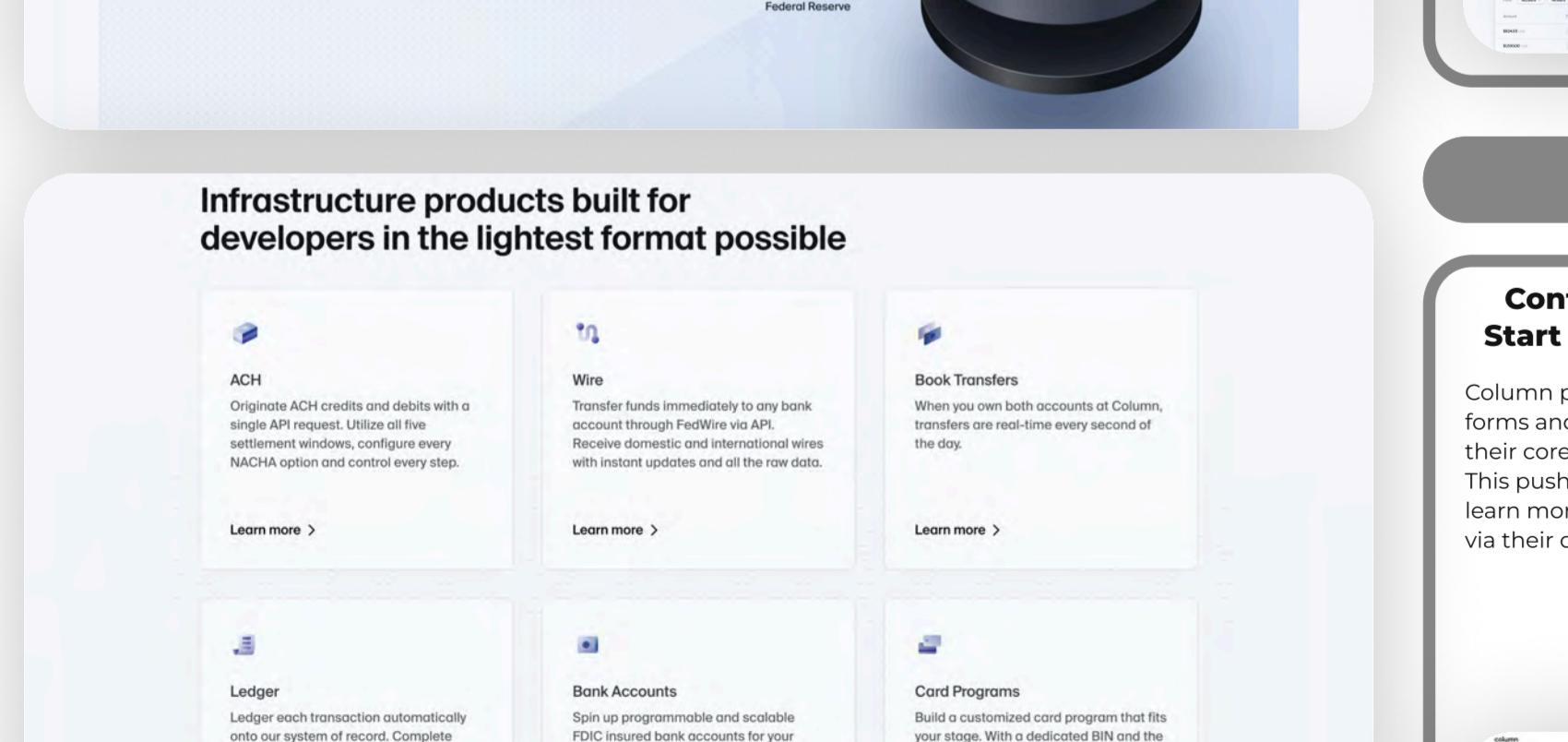
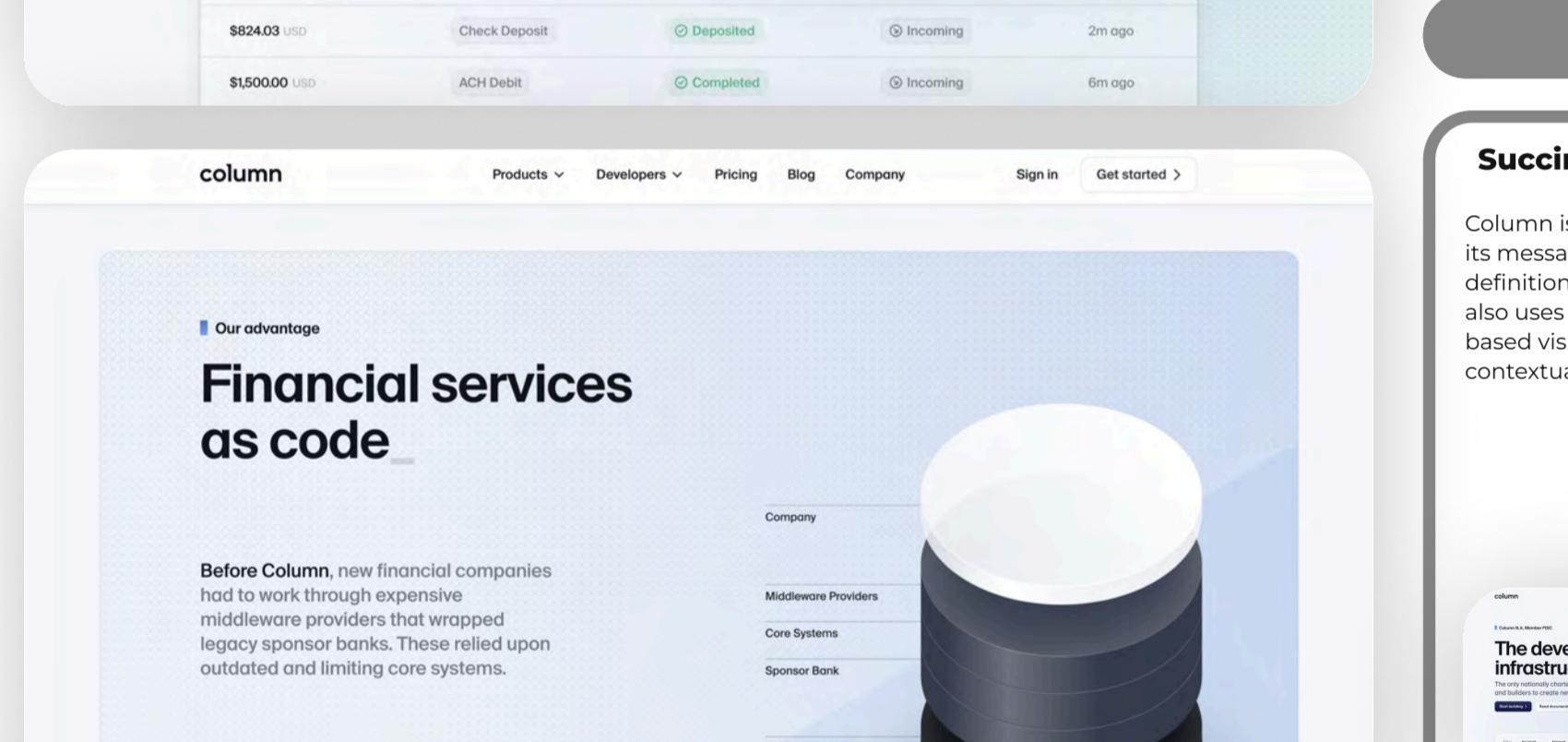
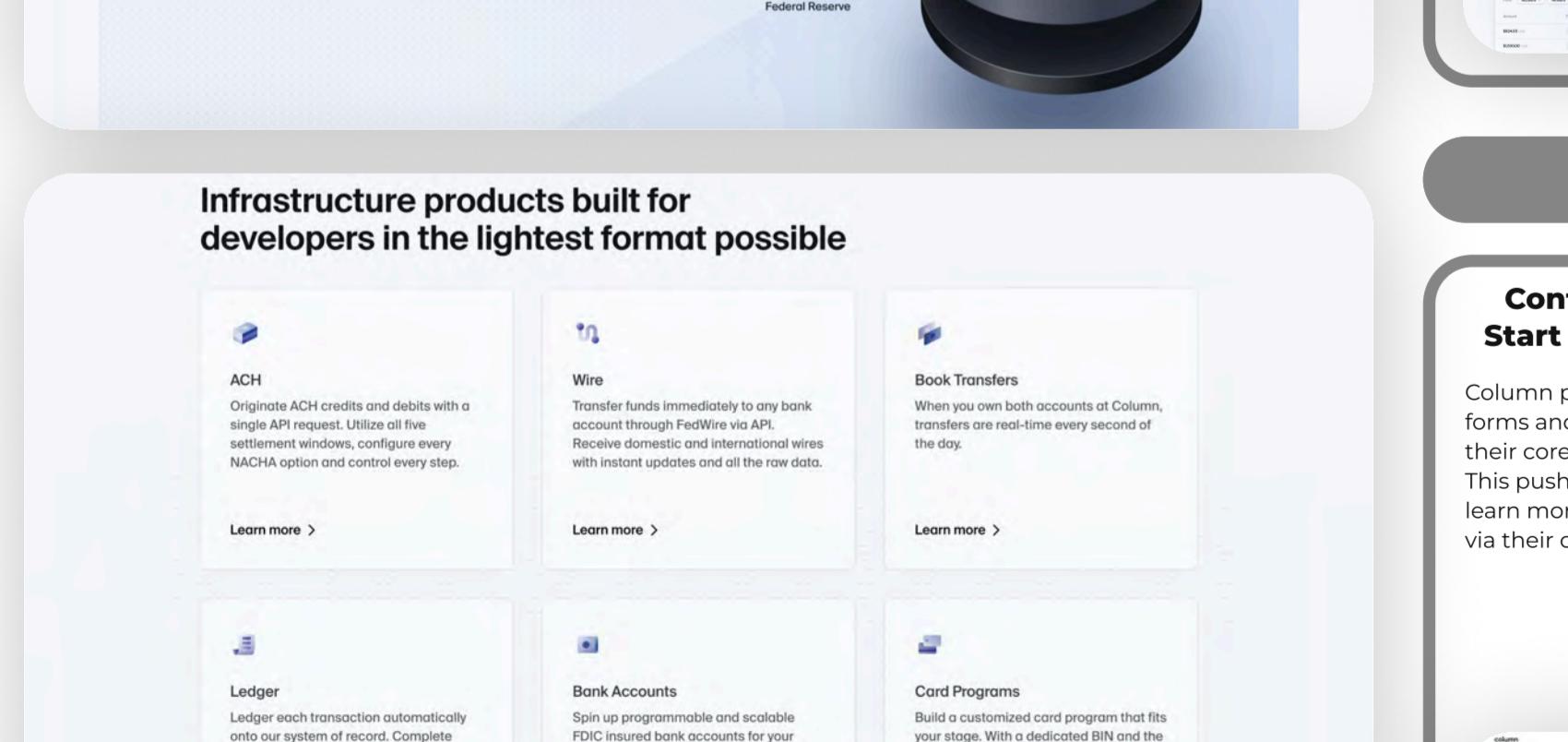
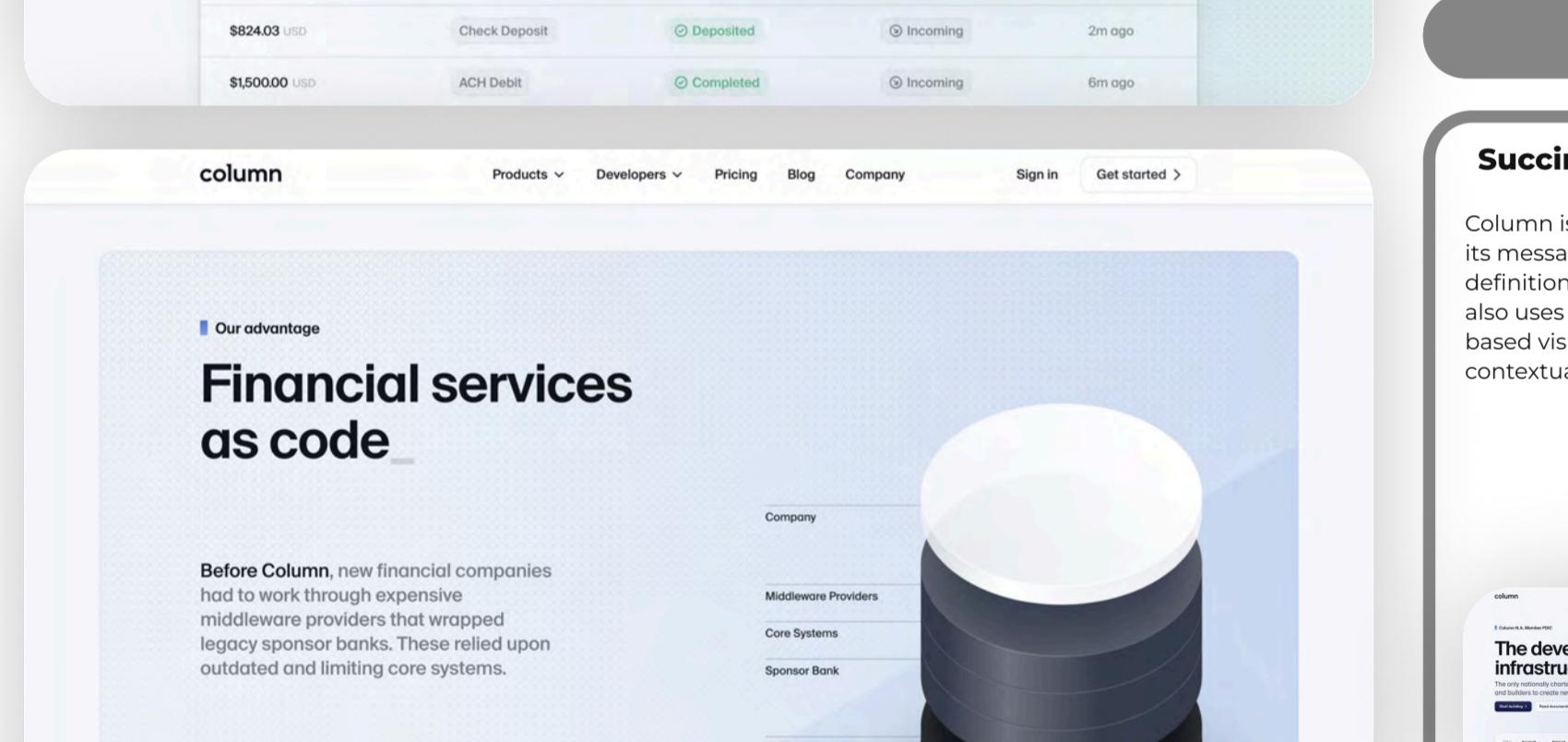
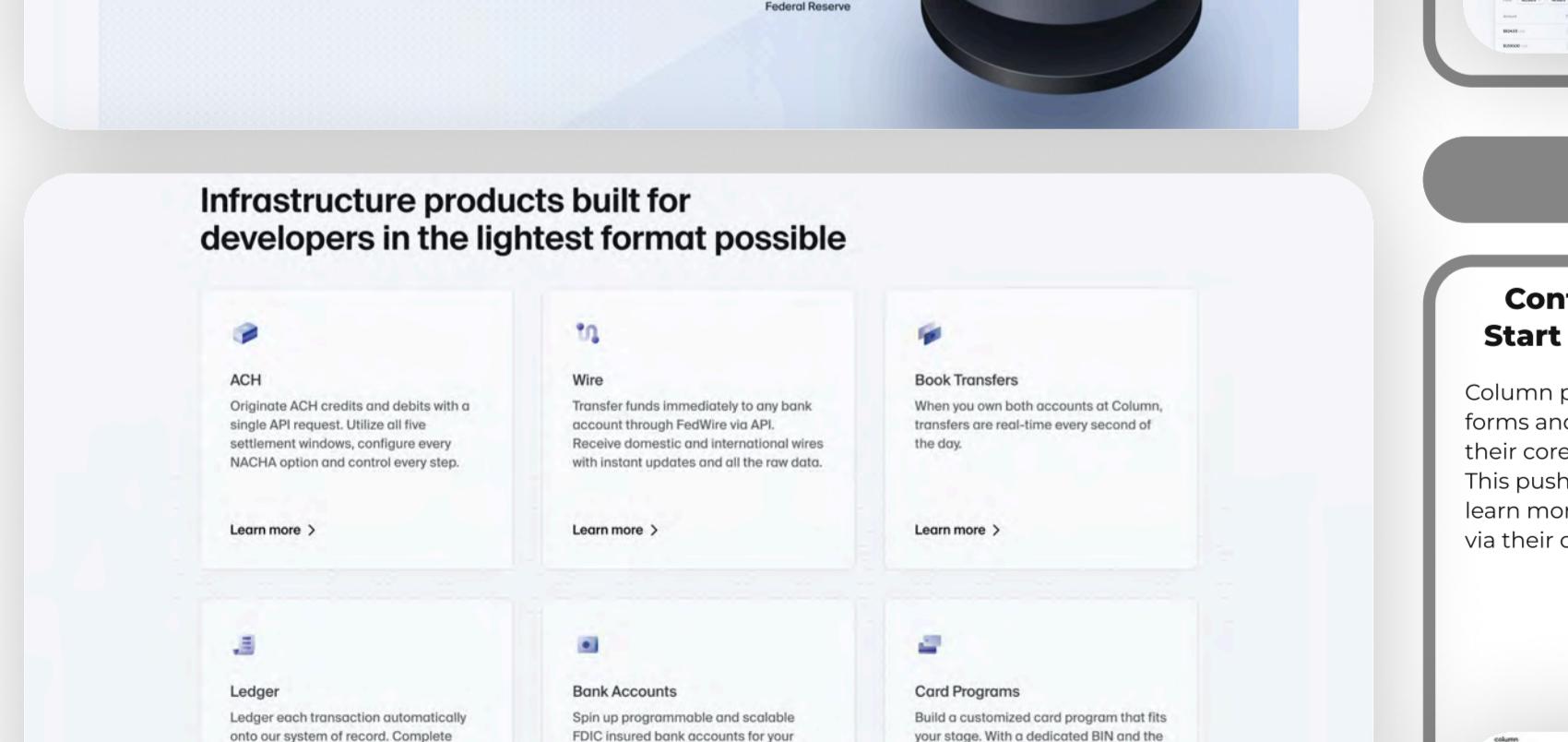
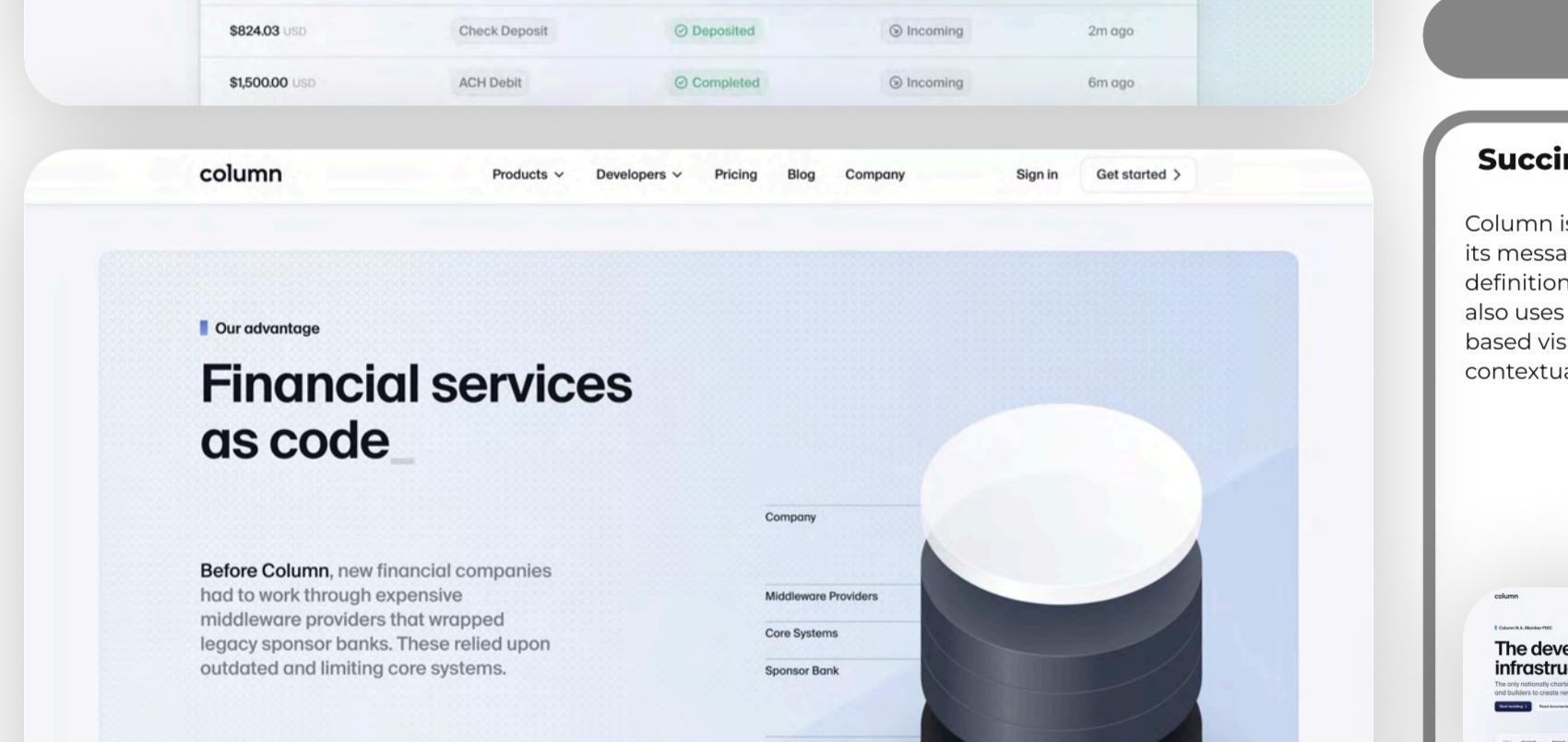
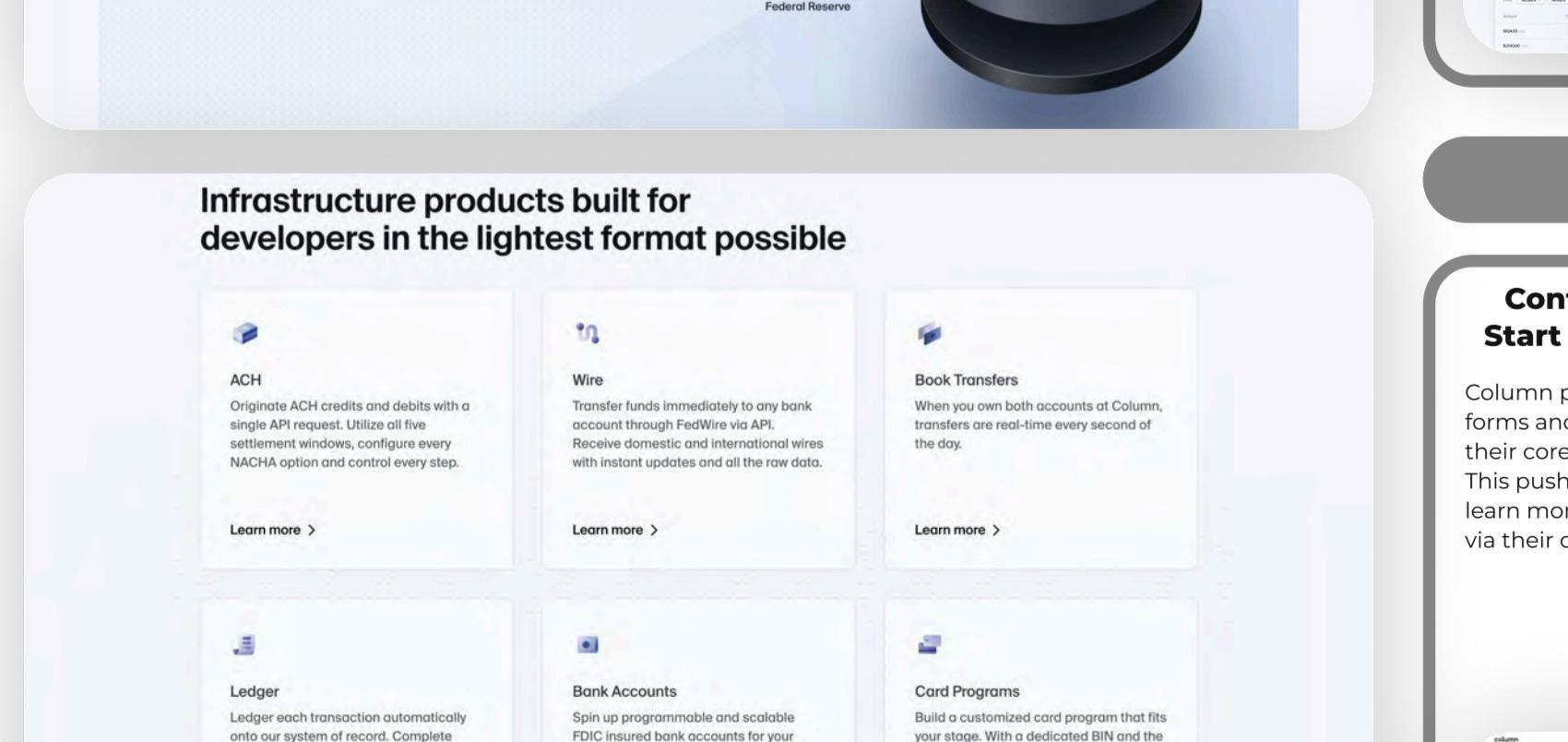
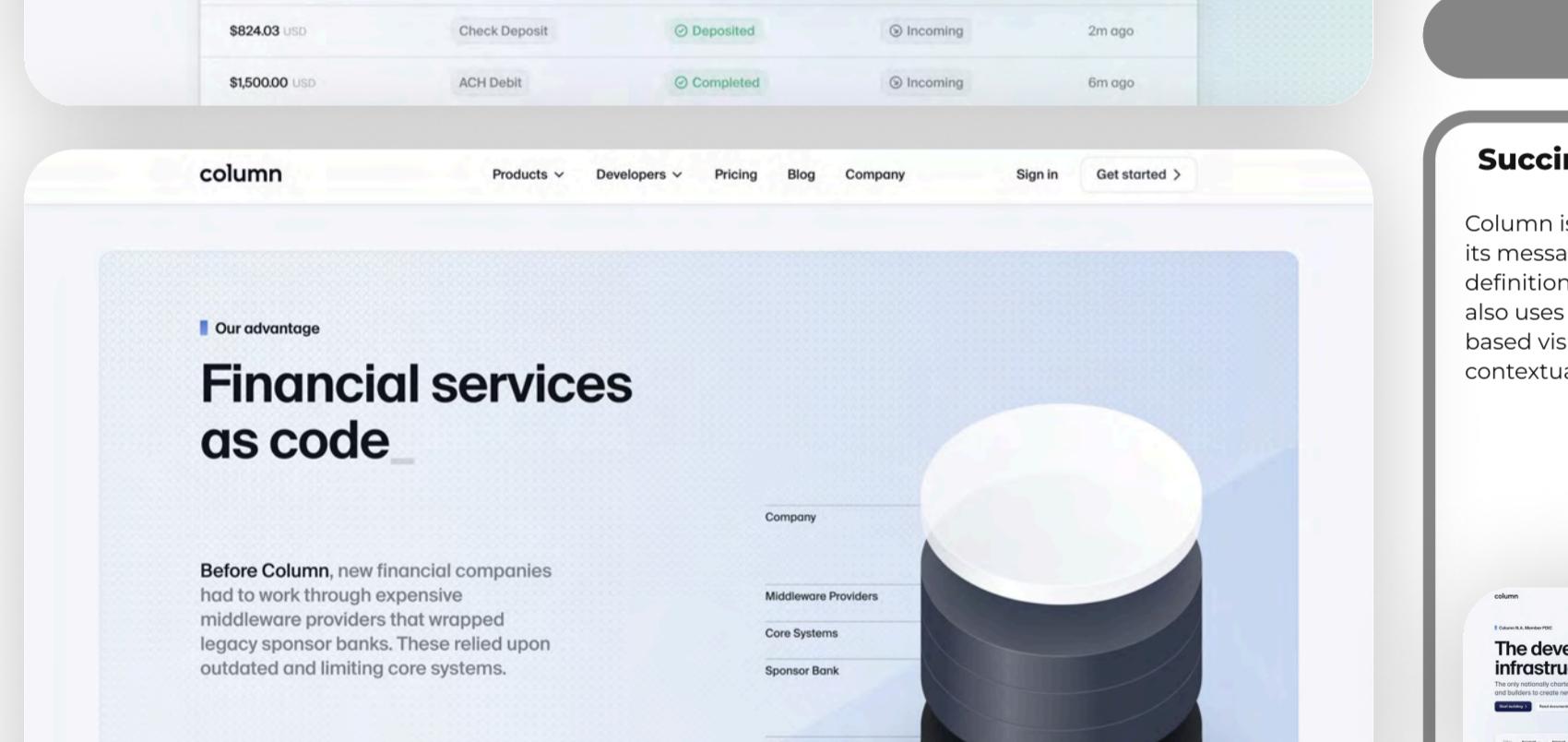
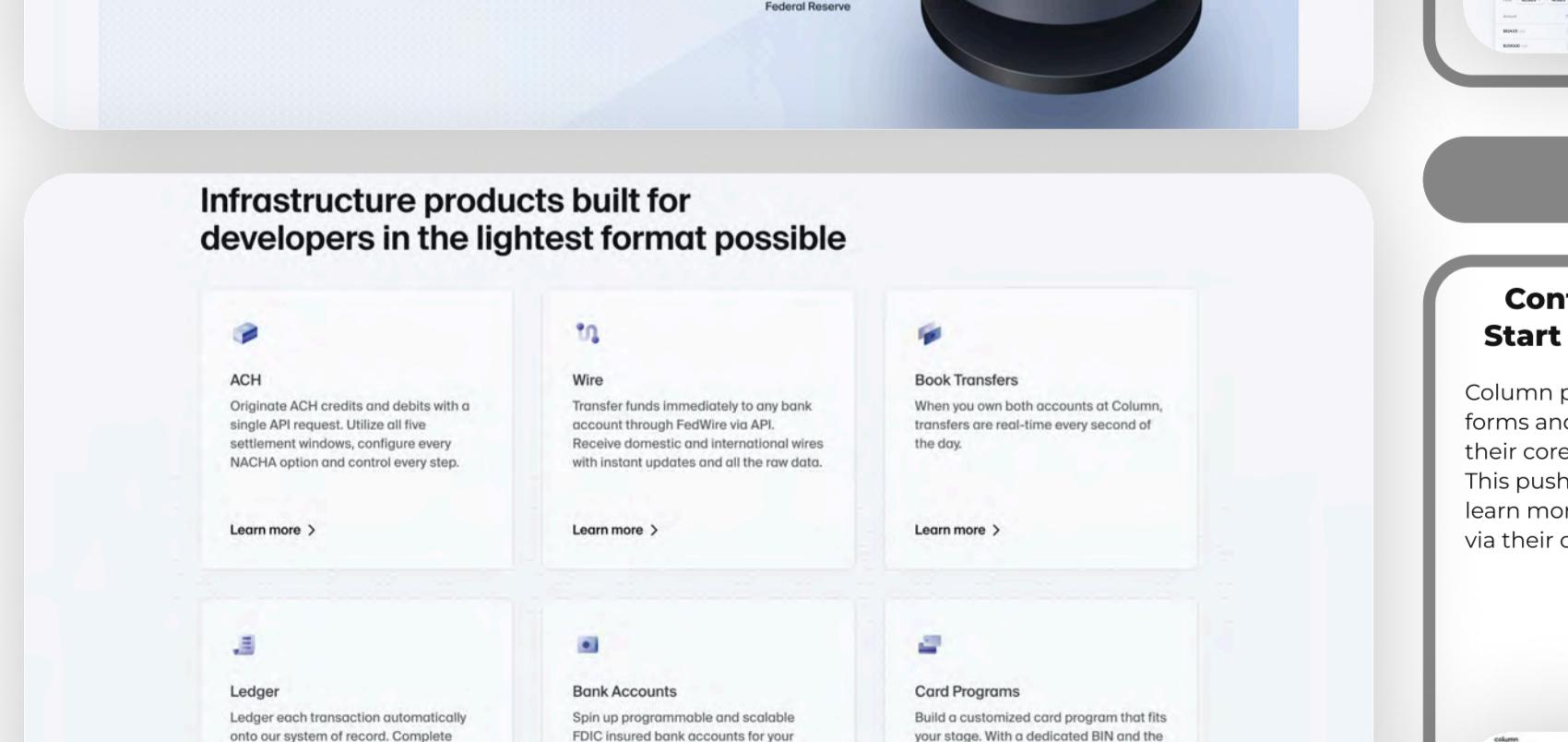
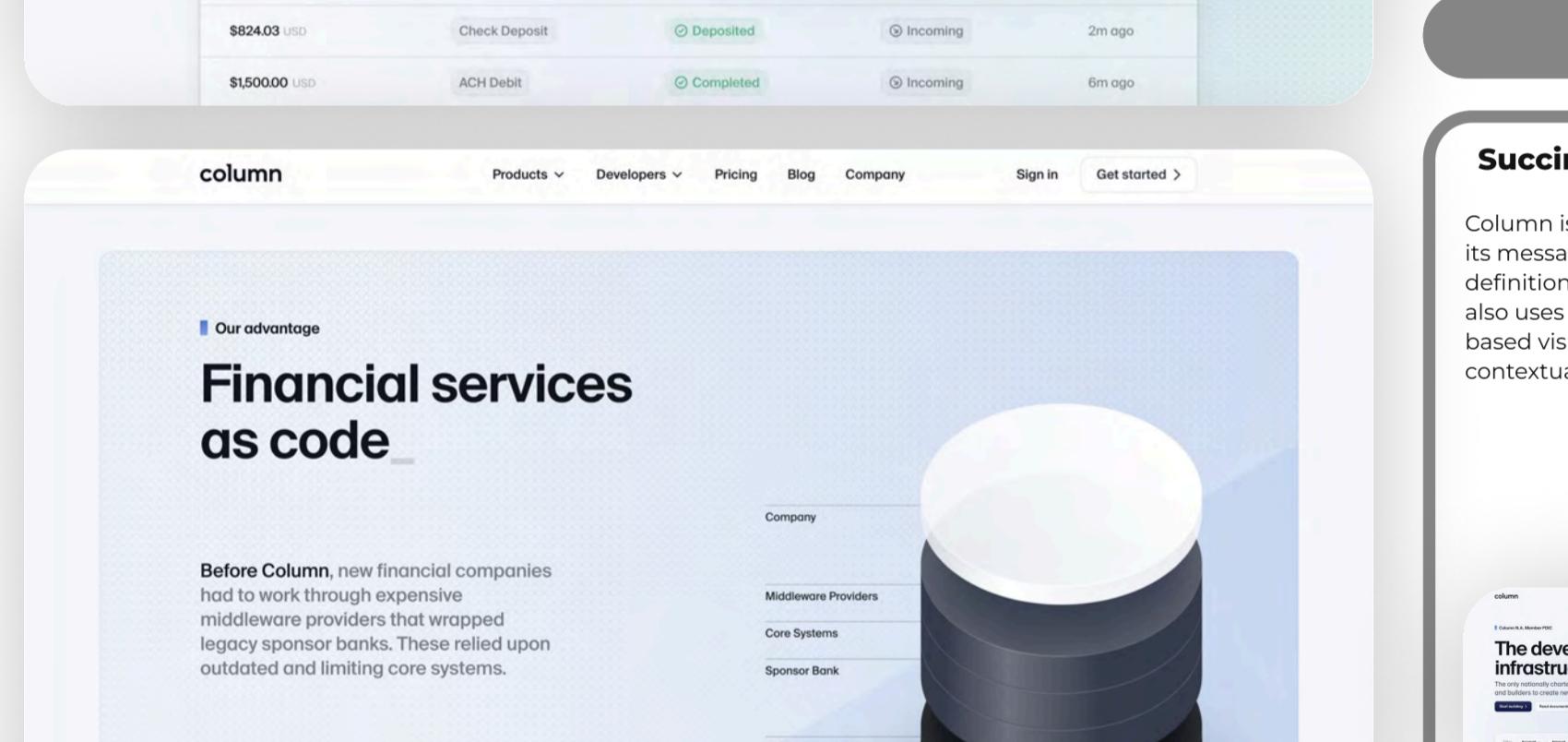
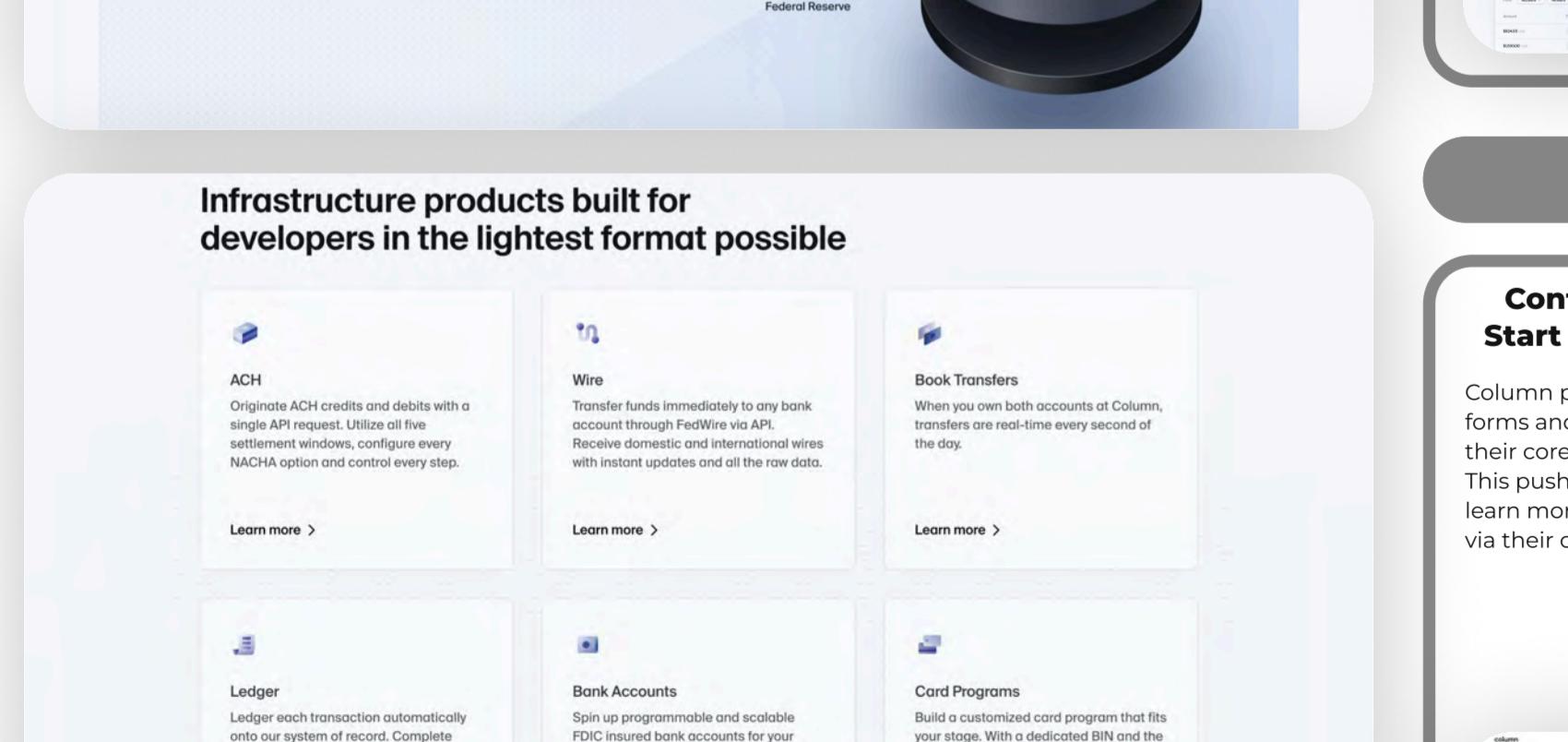
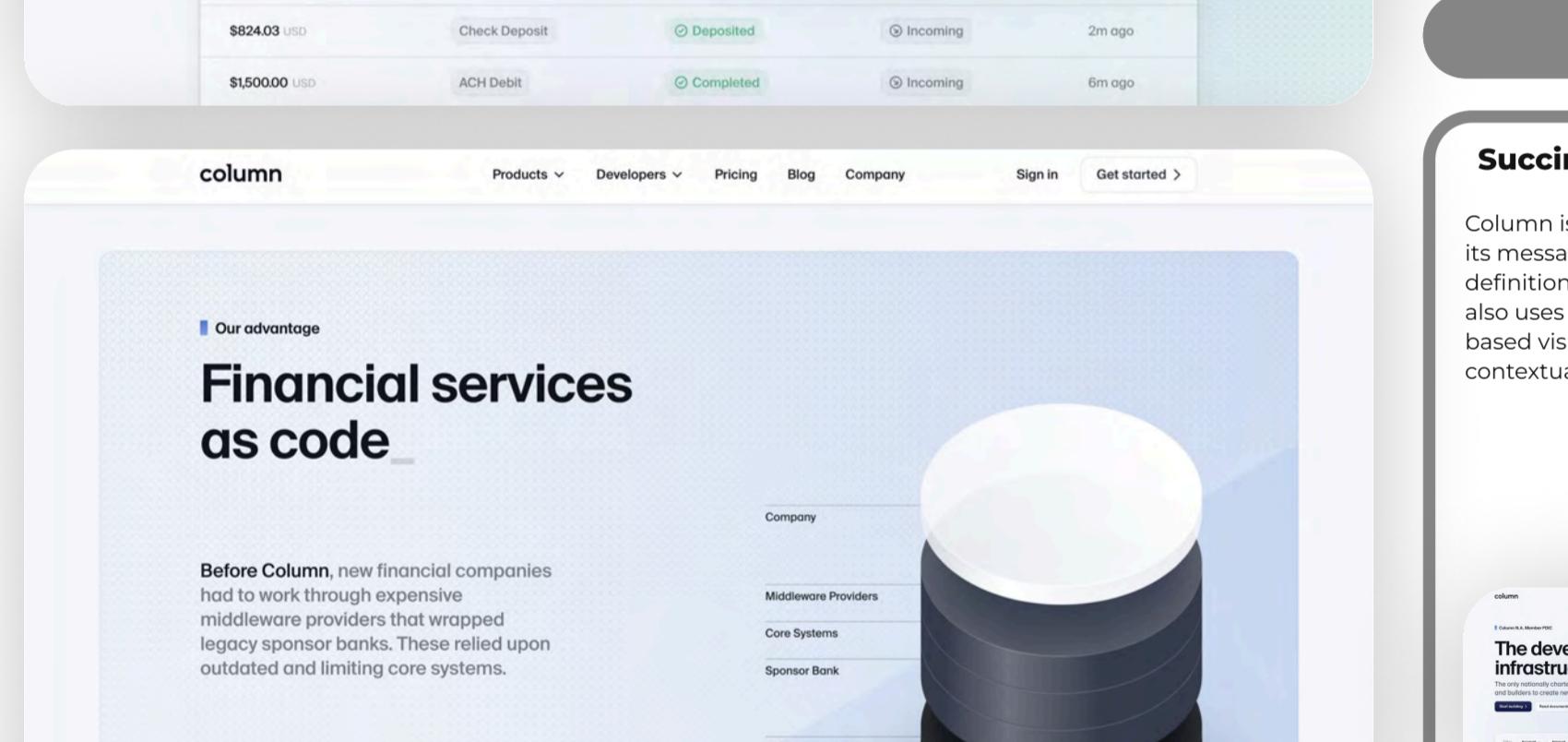
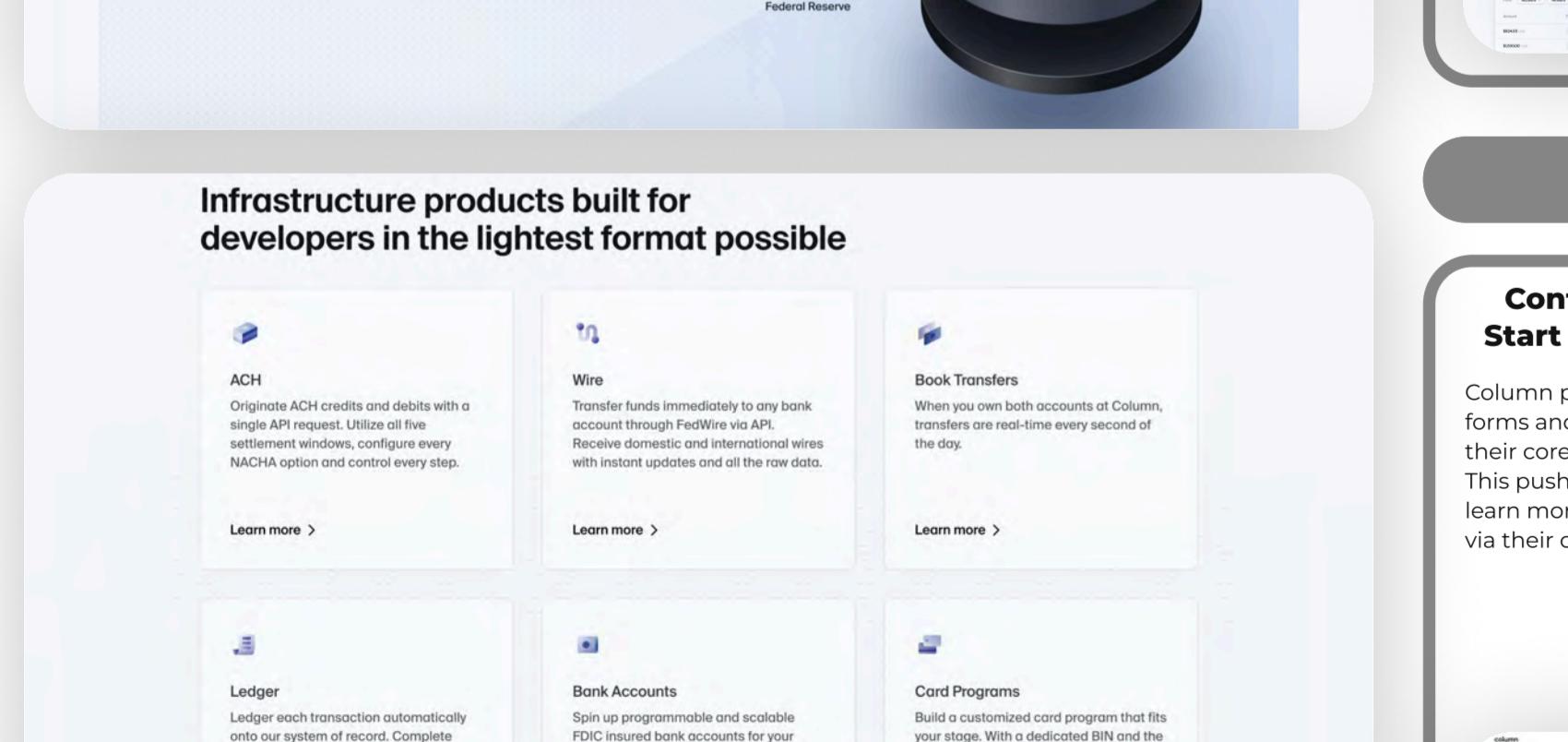
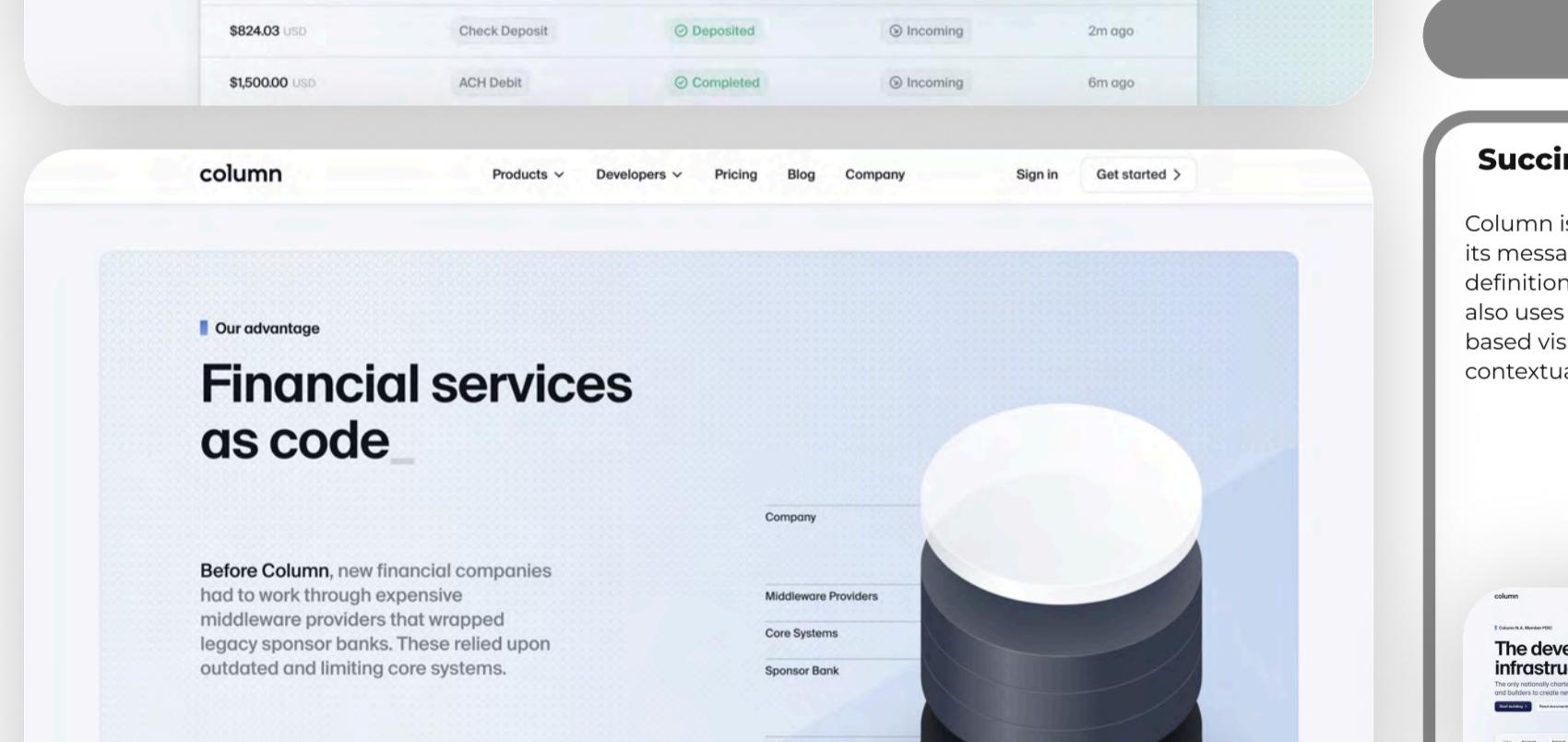
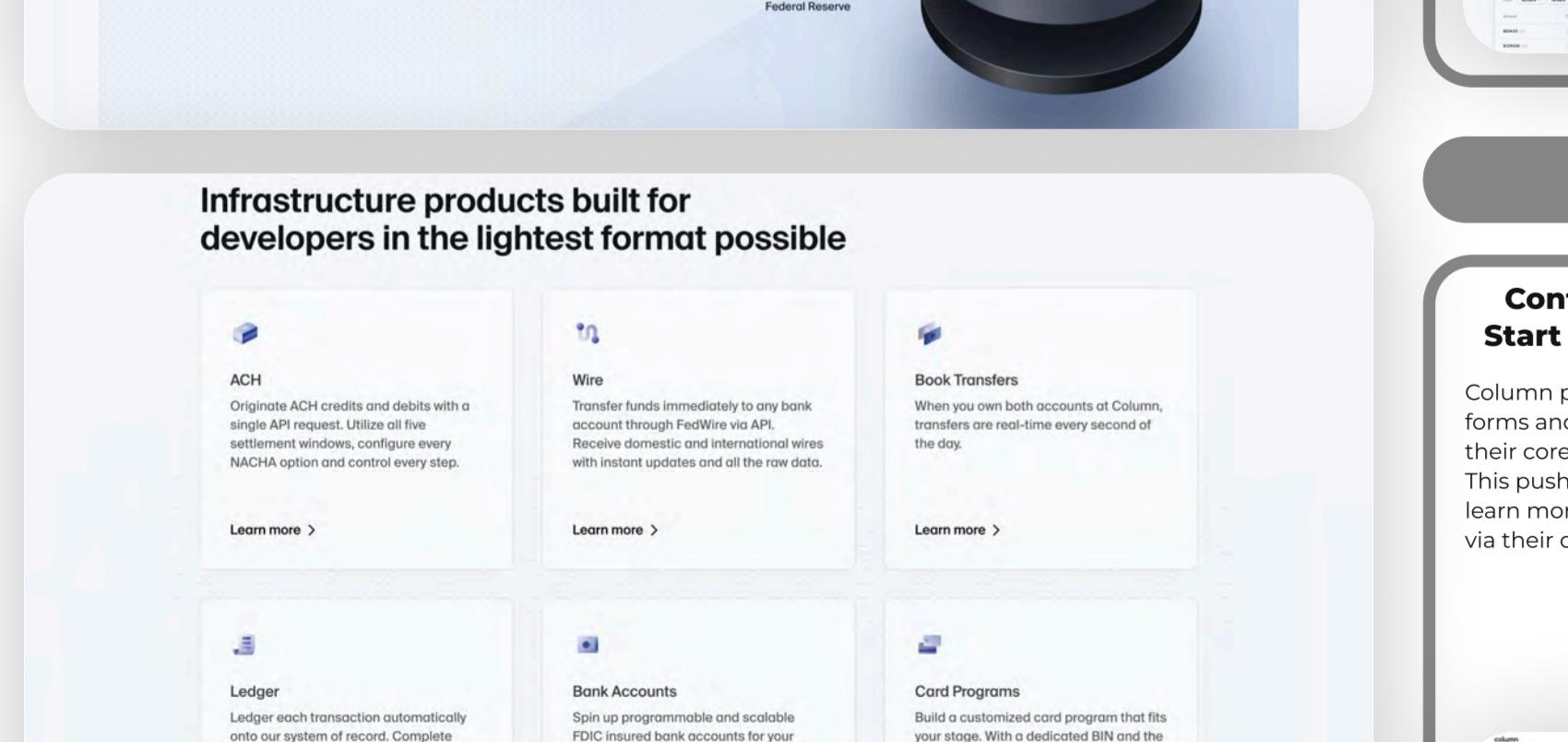
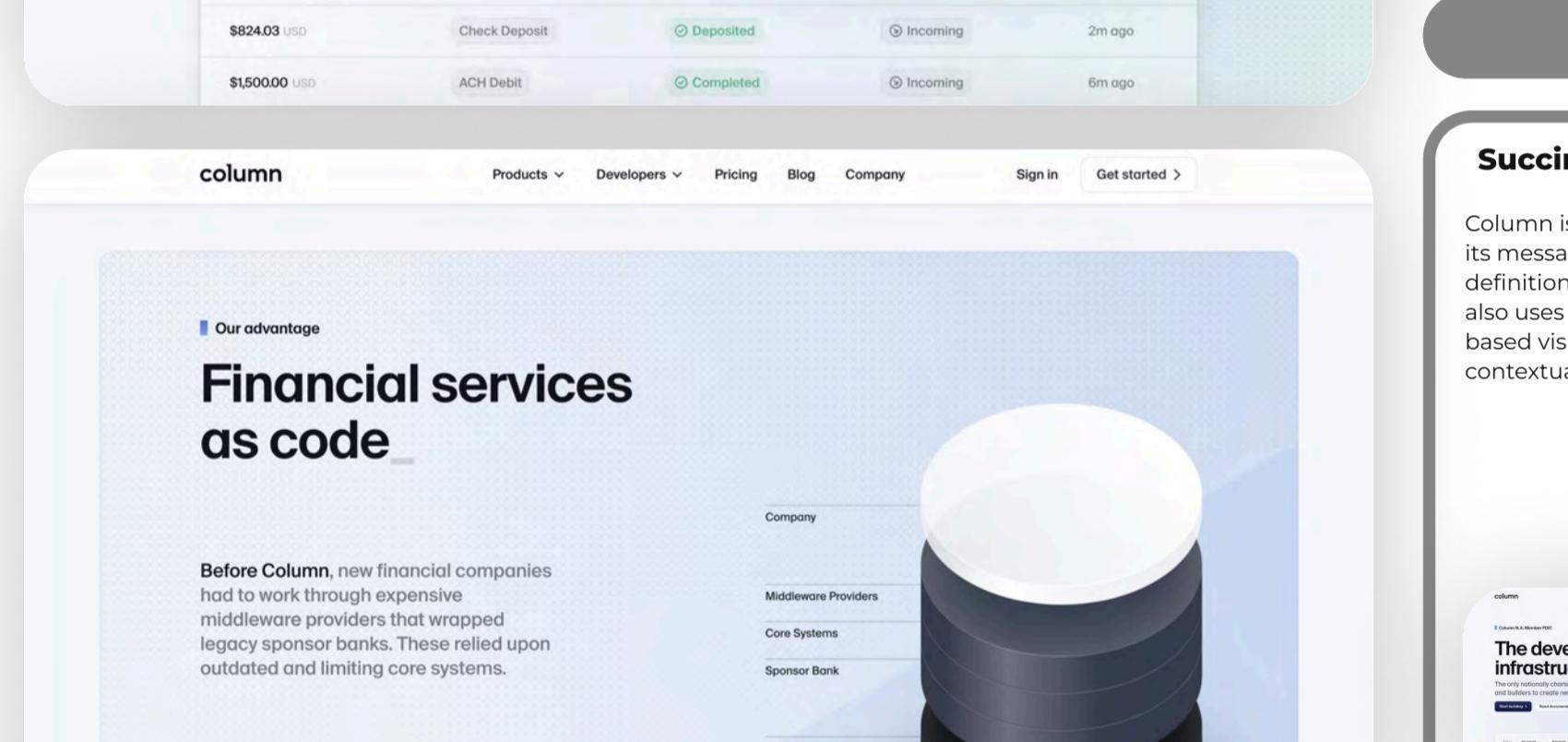
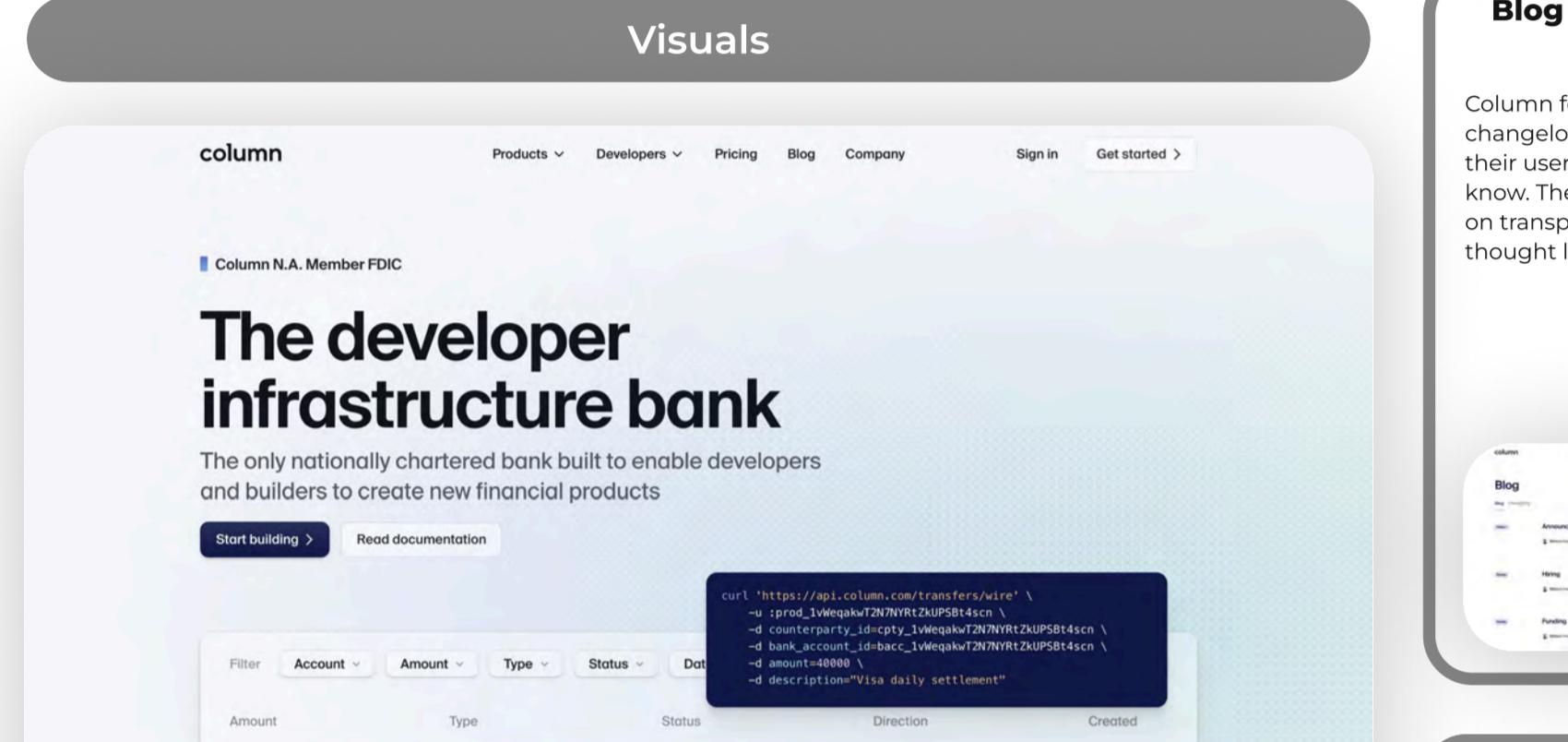
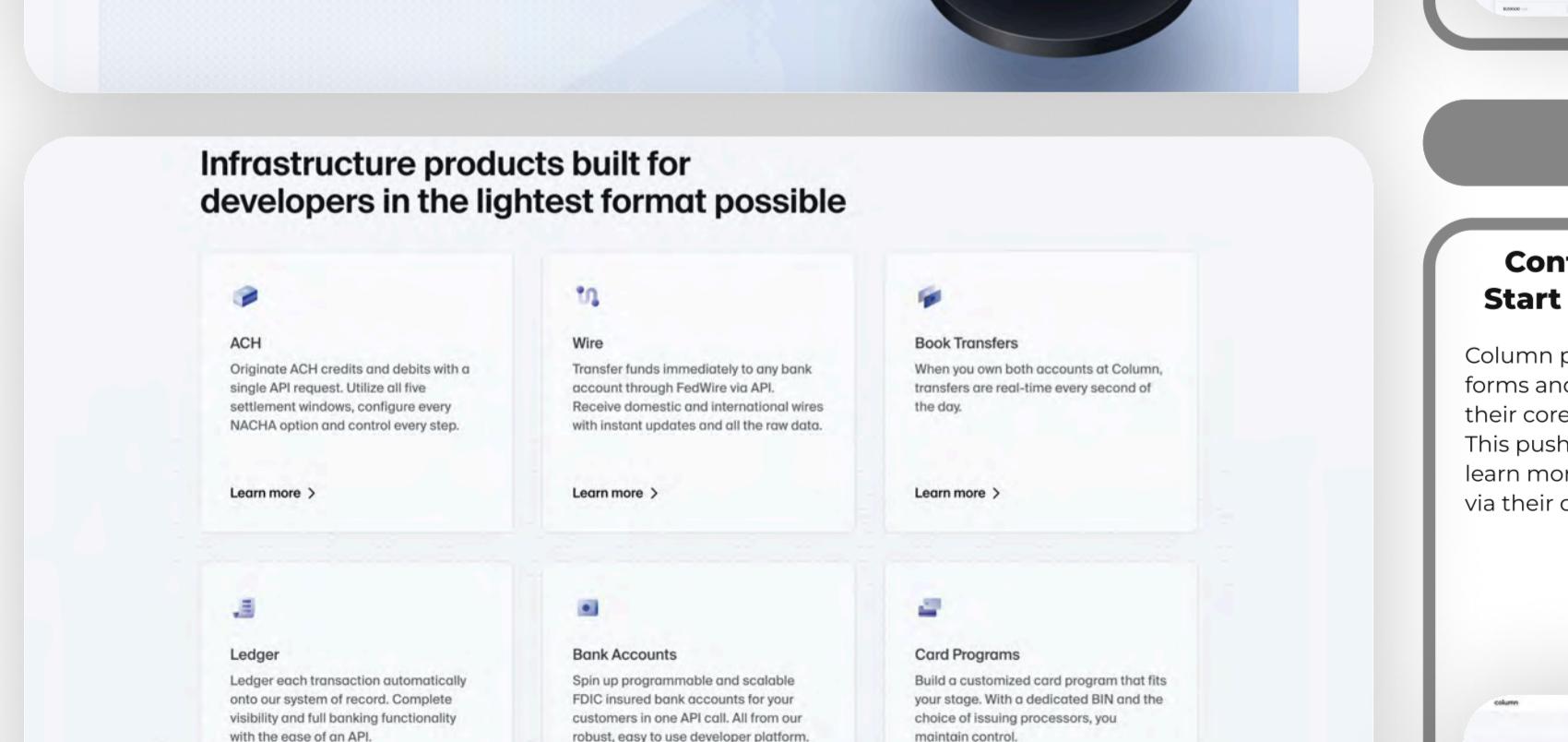
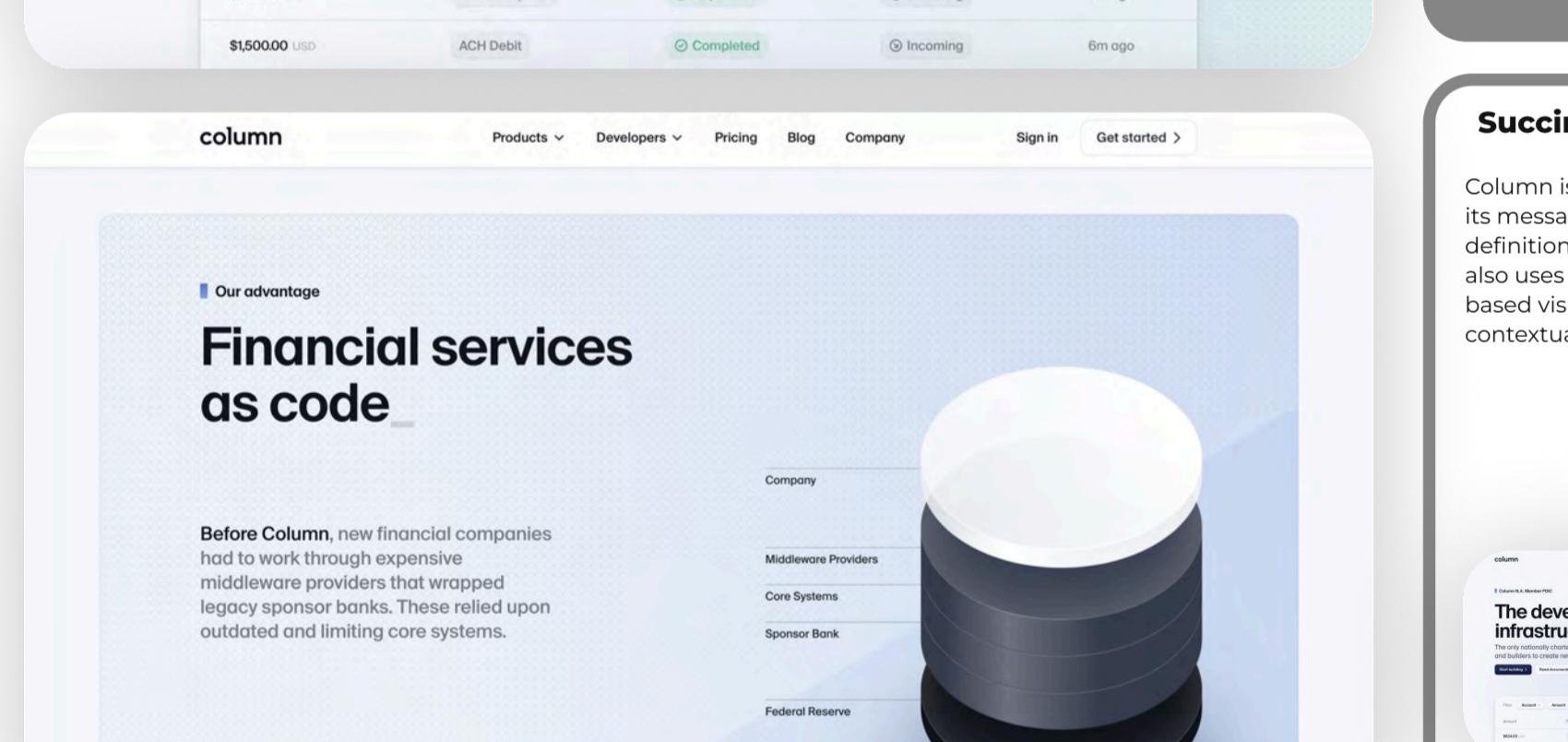
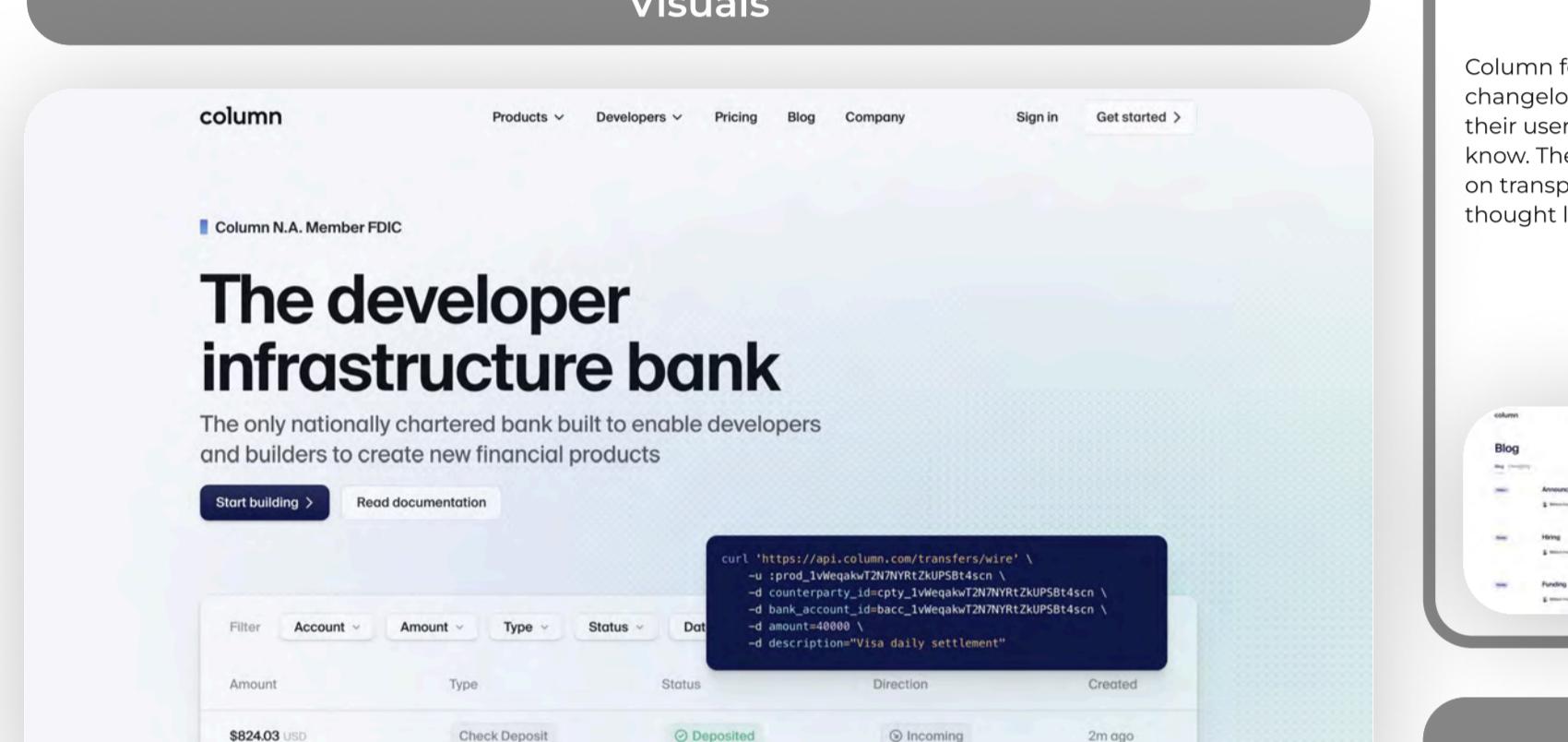
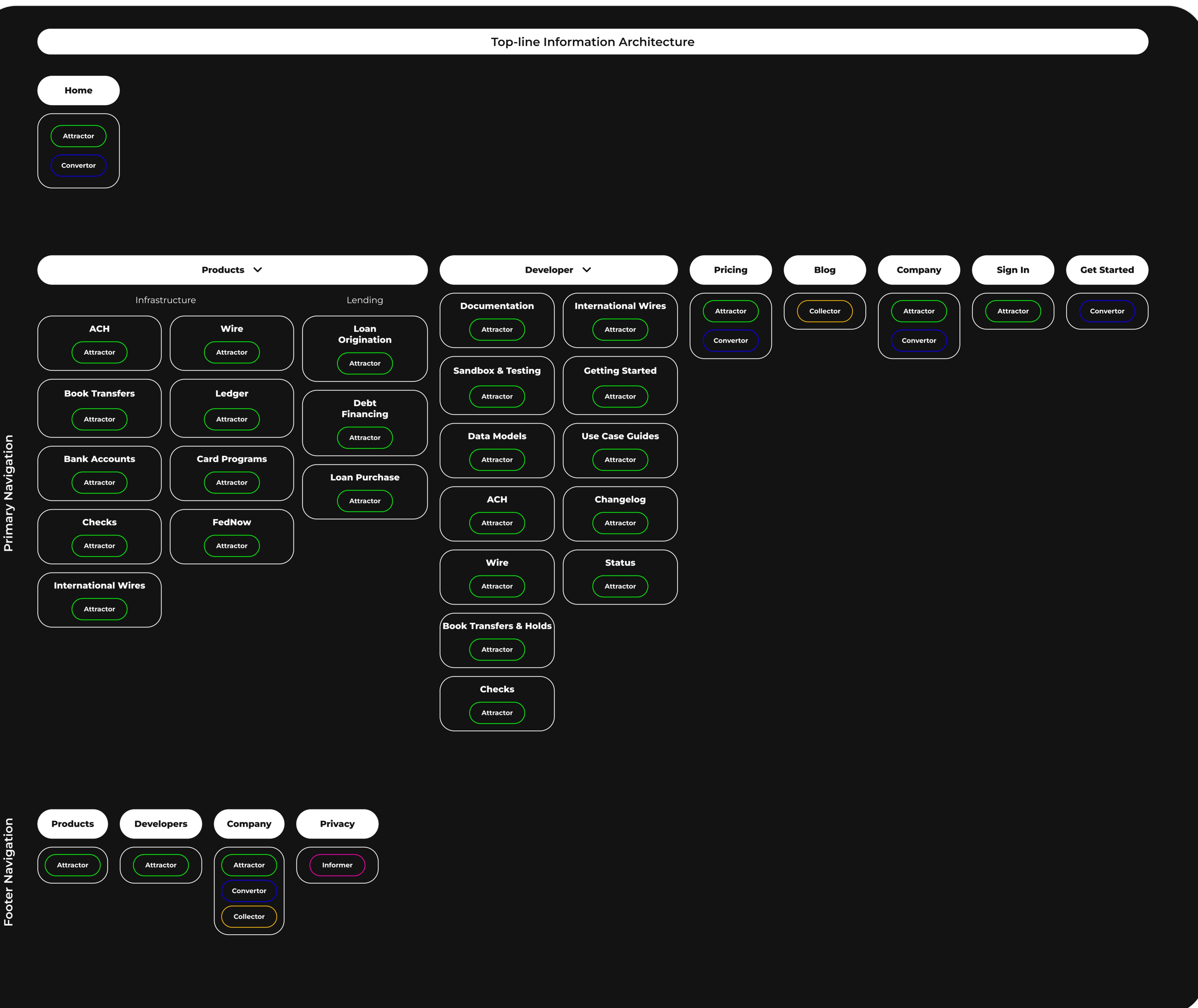
## Visual Hierarchy



## Feature Opportunities



## Top-line Information Architecture



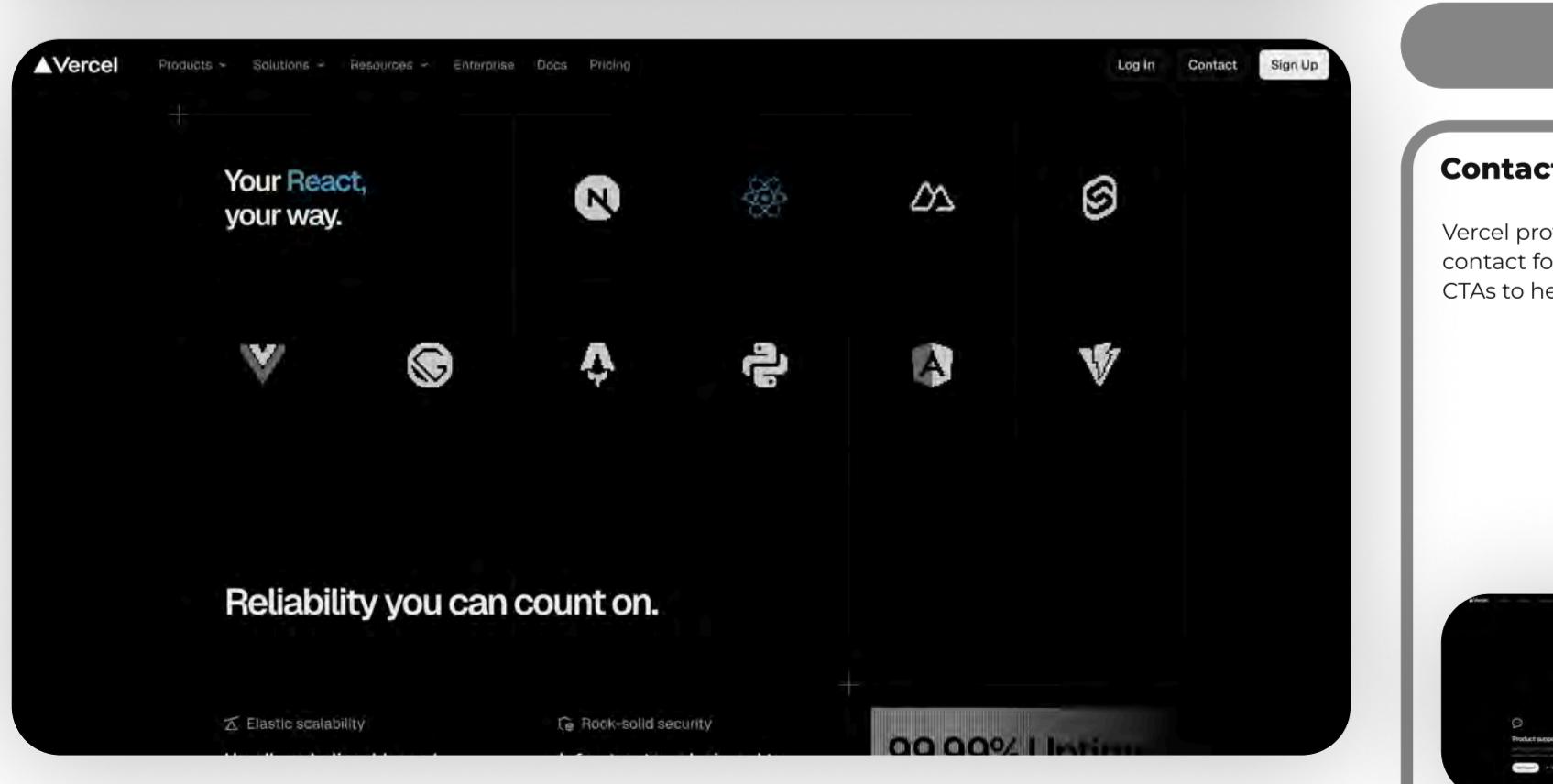
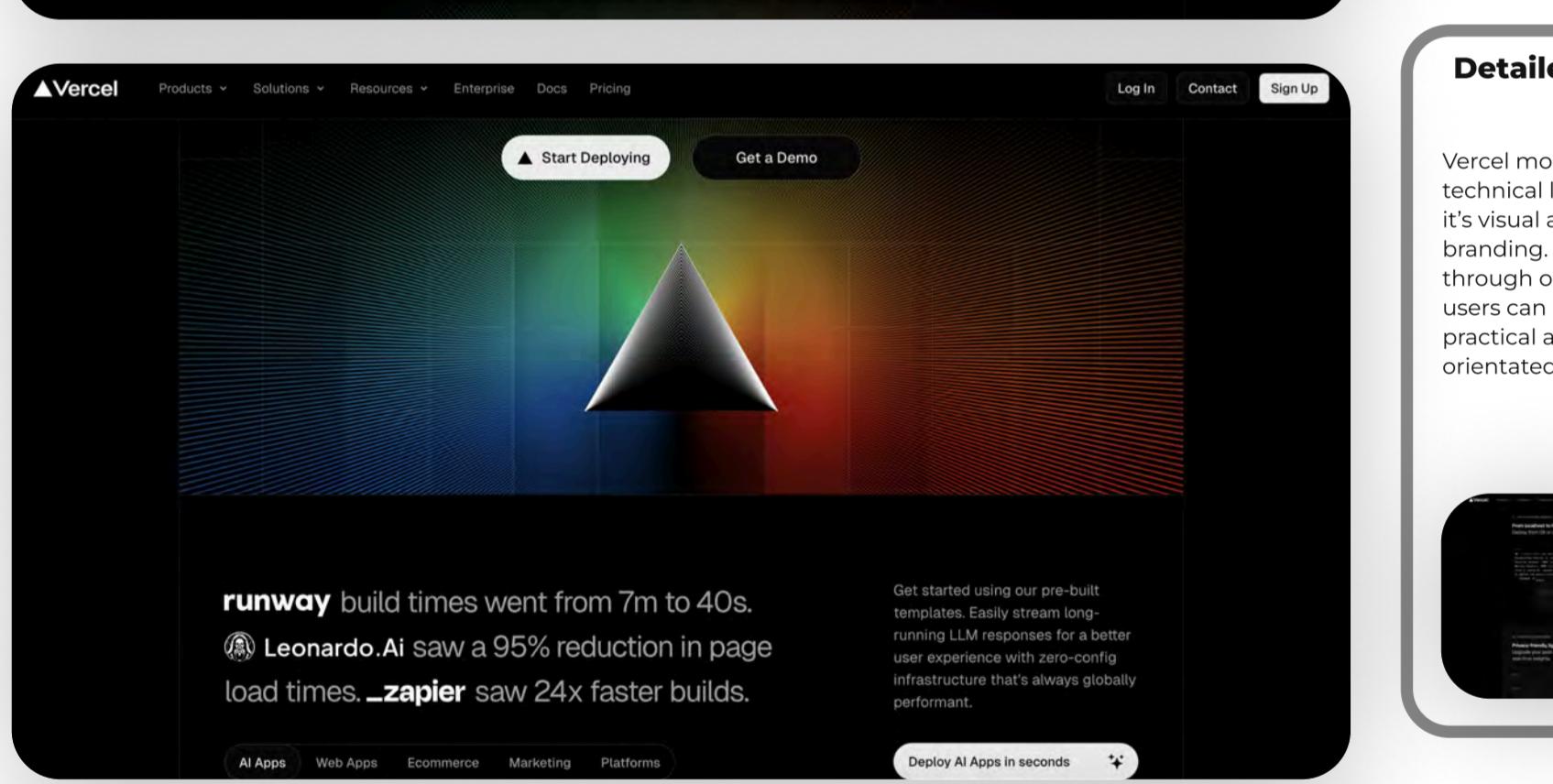
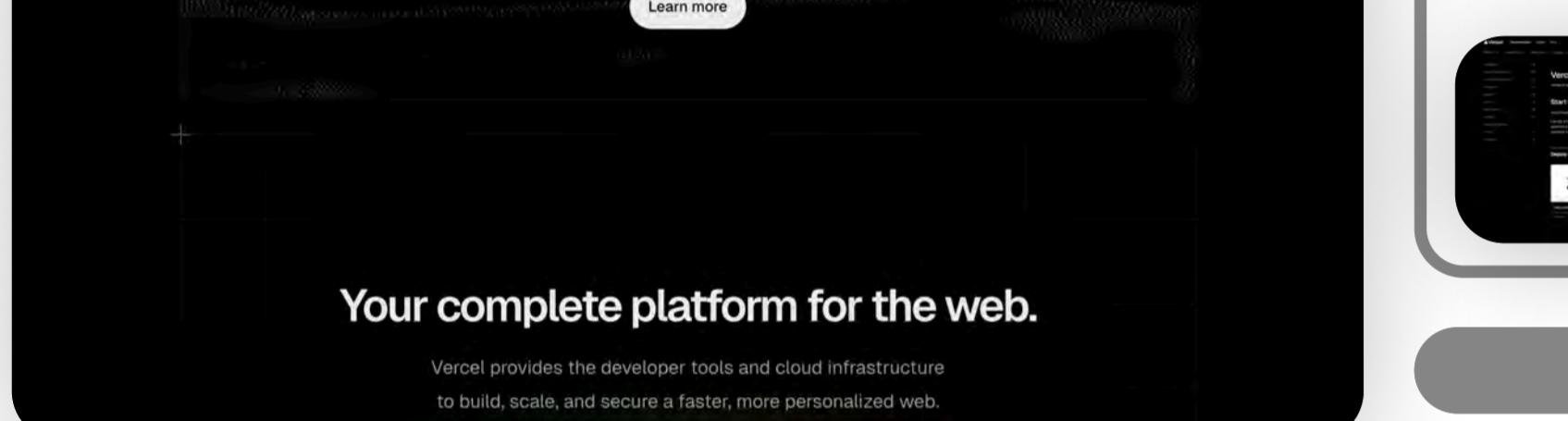
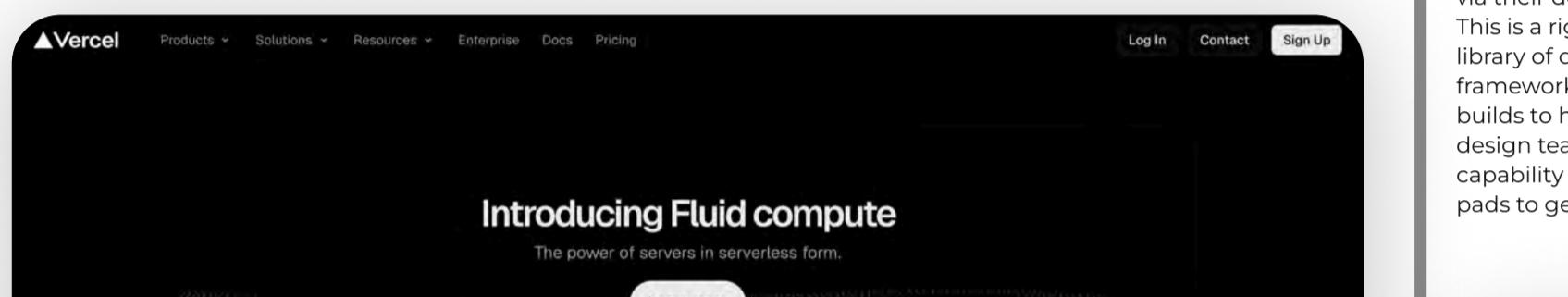
# Value Position

## “Your complete platform for the web.”

### Verbal Branding

Vercel provides the developer tools and cloud infrastructure to build, scale, and secure a faster, more personalized web.

### Visuals



### Visual Hierarchy

#### Product Definition

Vercel is detailed in its product definition using interactive and animated infographics and detailed product feature explanation to help frame capabilities and capacity. Vercel also pushes user differentiators and benefits as well as statistical evidence to drive product narrative.



#### Solution Centric

Vercel provide numerous use case lenses to explore their capabilities and how they can solve certain needs. This ranges from AI Apps (technical) to User types (i.e. Engineers). This helps to contextualise user needs so they can find the information pertinent to them.



#### Wide Content & Resources

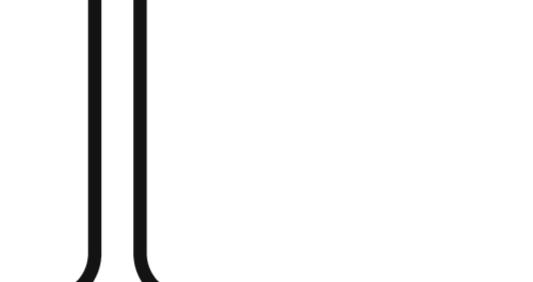
Vercel is very wide with their content and resources. This ranges from dedicated community boards, templates, guides, customers, changelogs, press, marketplace and partner finder.



### Feature Opportunities

#### Product Features & Breakdown

- Impact metrics
- Partner listings per use case
- Interactive infographics
- Statistical evidence to frame user needs
- Differentiators and benefits
- Product and feature module exploration



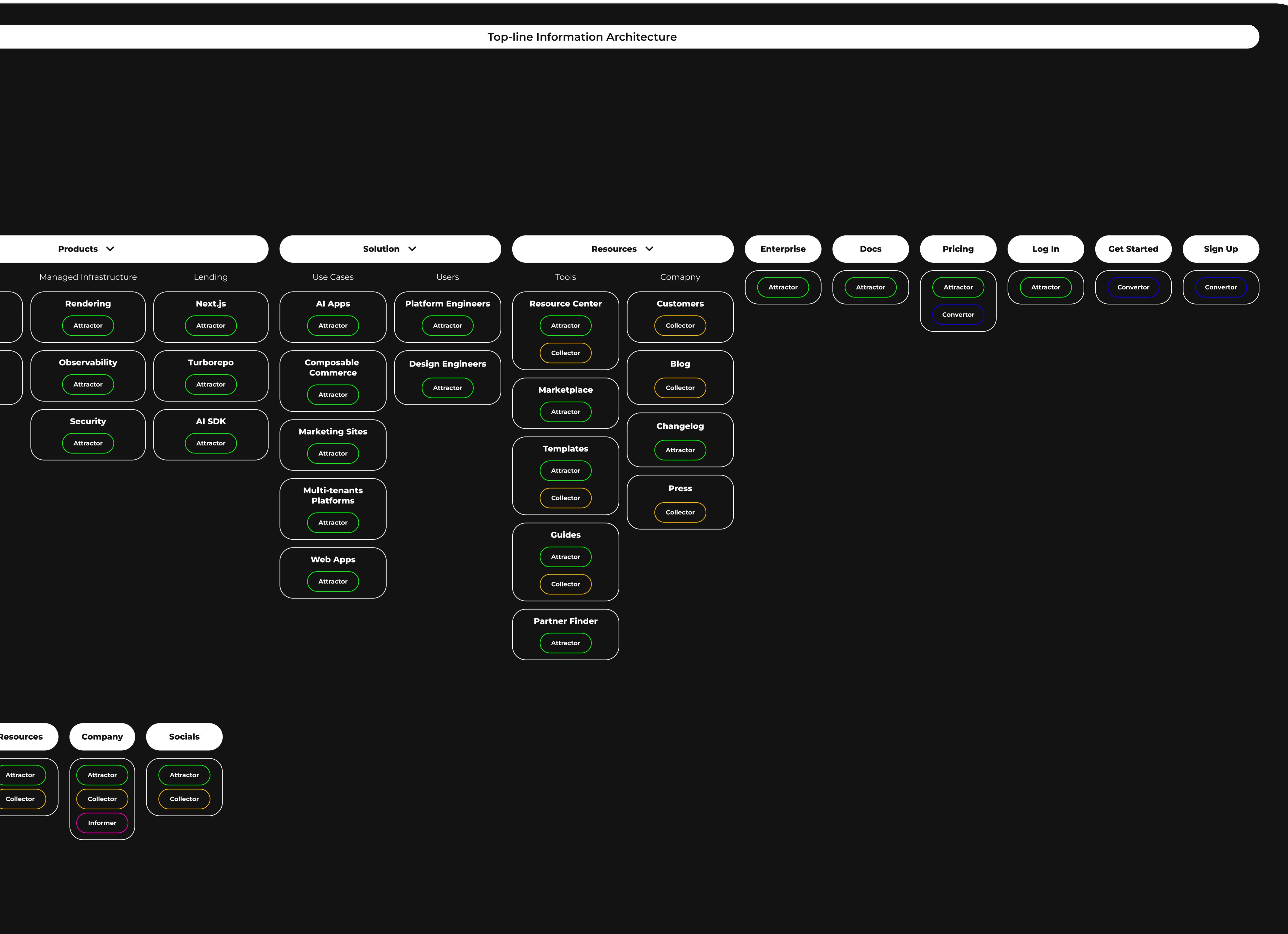
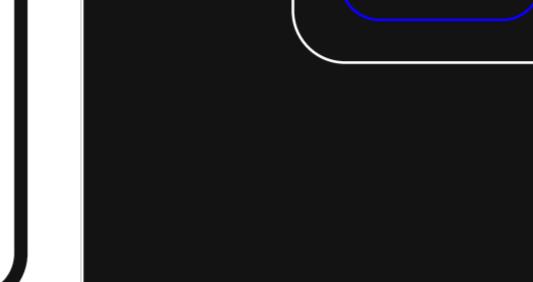
#### Solution & Use Case

- Detailed feature and capability definitions
- Partner case study hub
- Partner case studies with problem and solution details
- Partner contact form for wider community connection
- Impact metrics



#### Testimonials, Evidence & Milestones

- Copy code examples
- Partner case study hub
- Partner case studies with problem and solution details
- Differentiators and benefits
- Partner demos



# Value Position

## “What can I help with?”

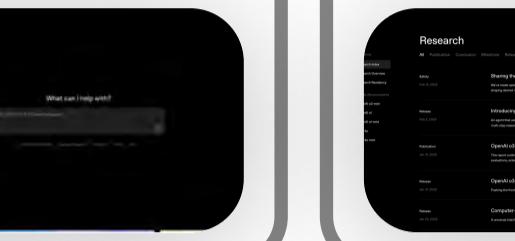
### Verbal Branding

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

# 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

Considering OpenAI as 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.



### Ethics & Eros

Considering OpenAI as 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.



# Feature Opportunities

### Product, Features & Breakdown

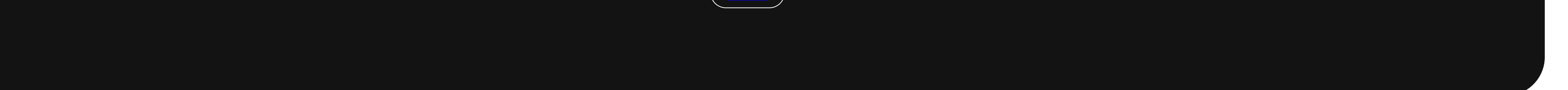
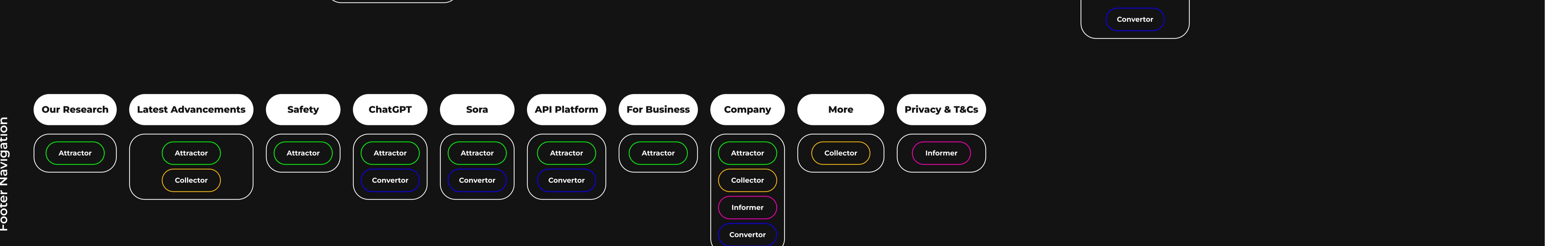
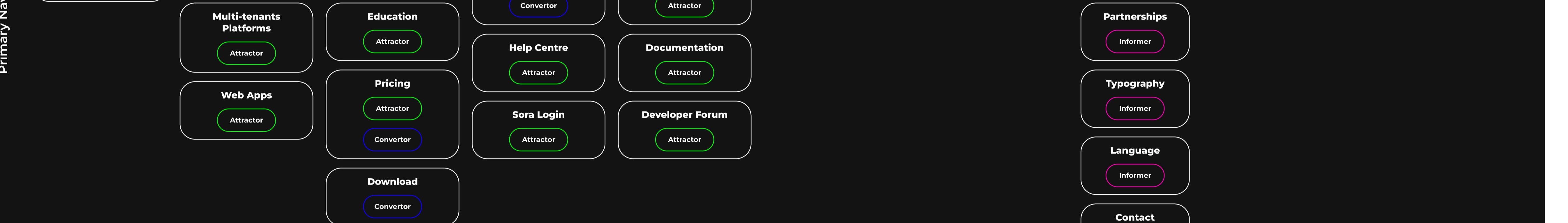
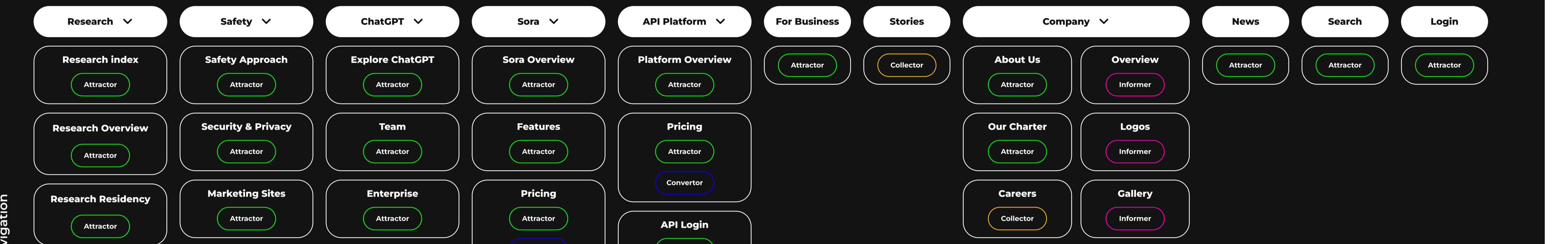
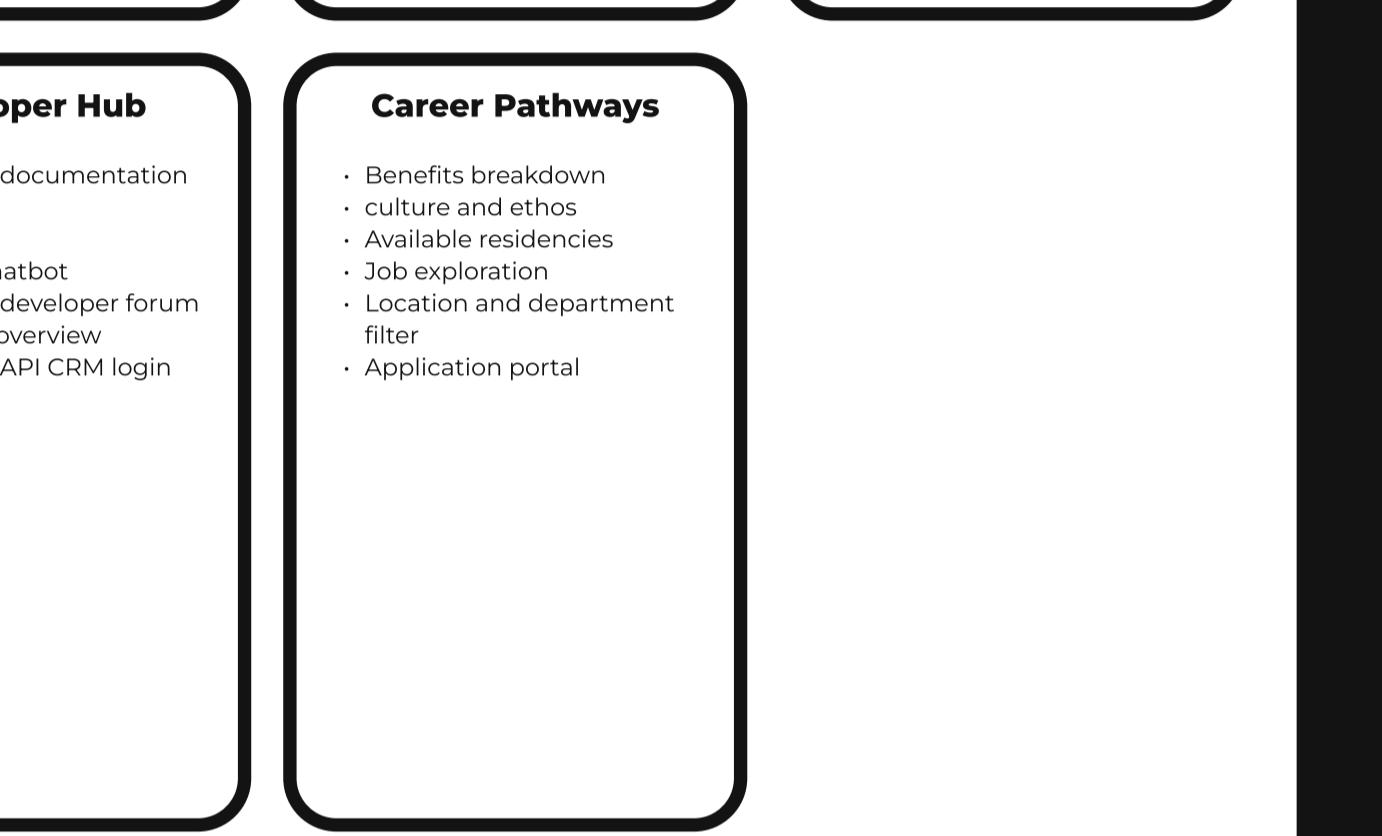
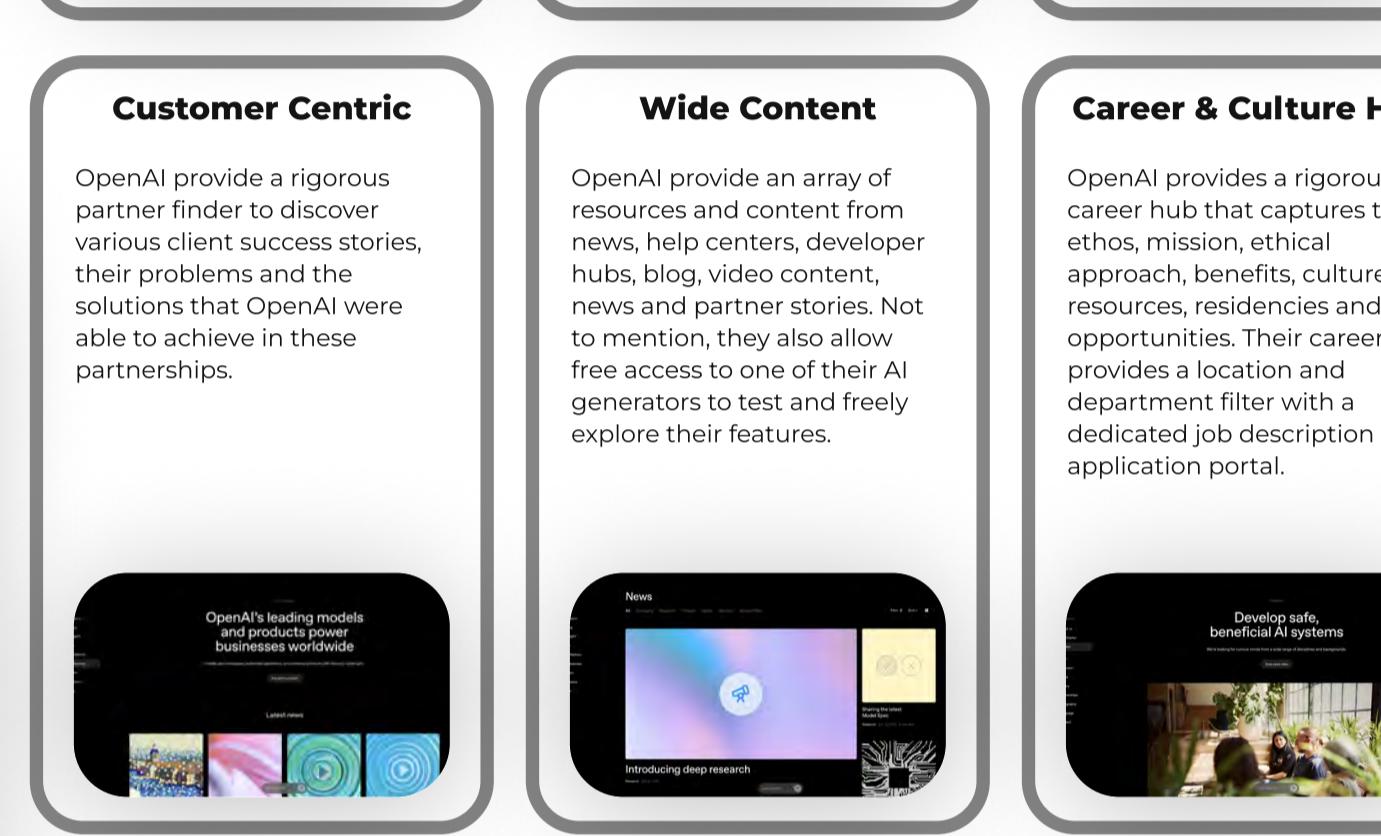
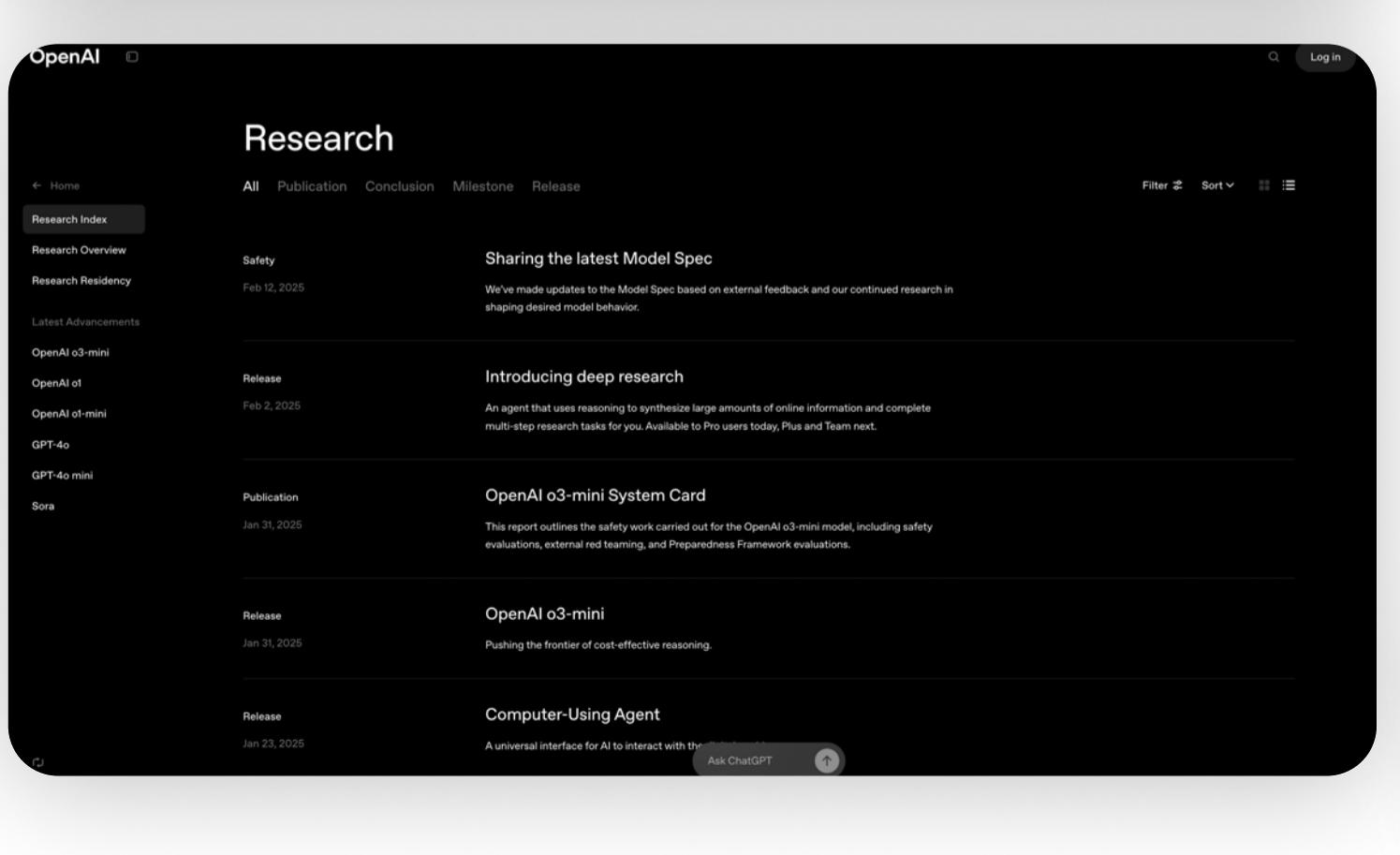
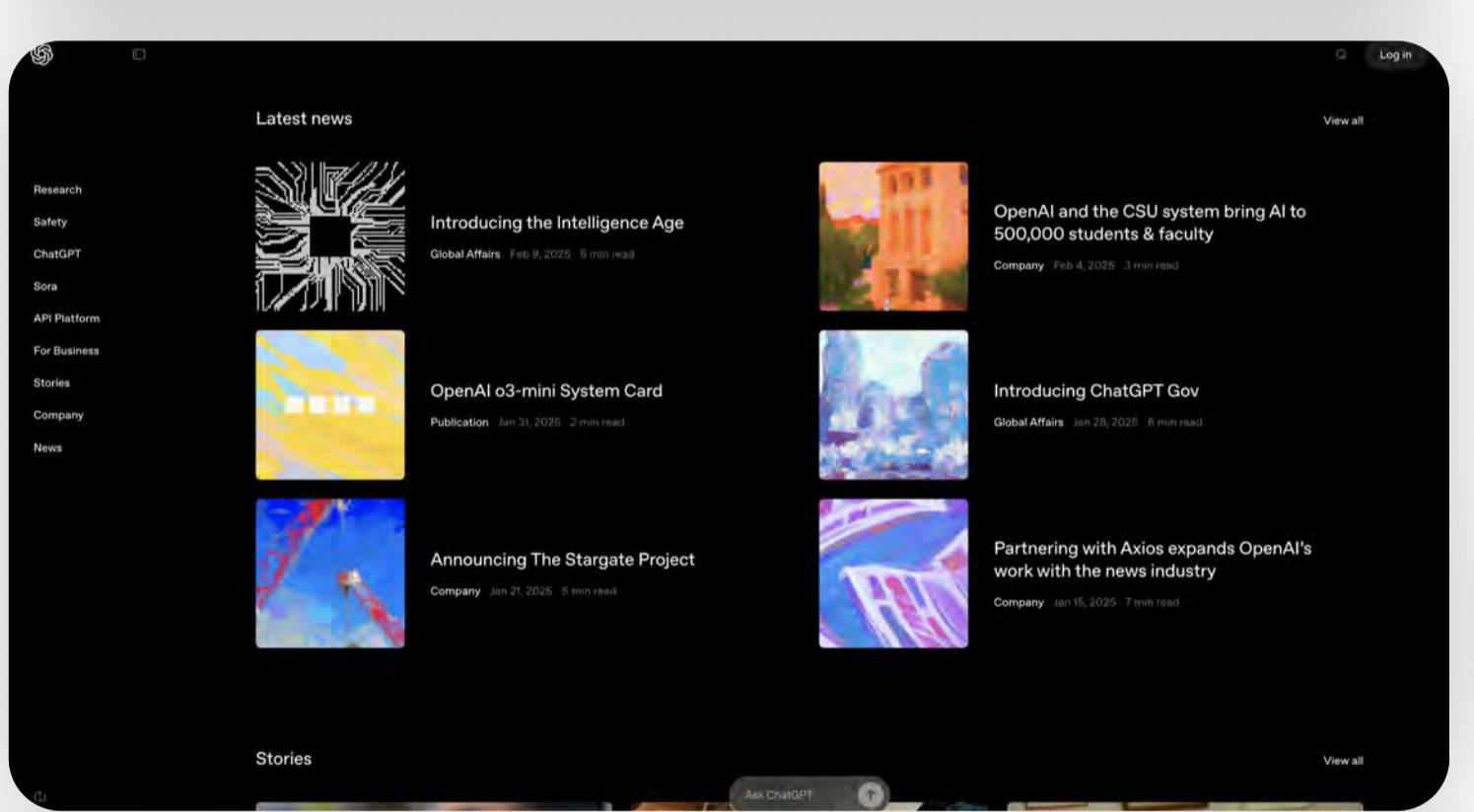
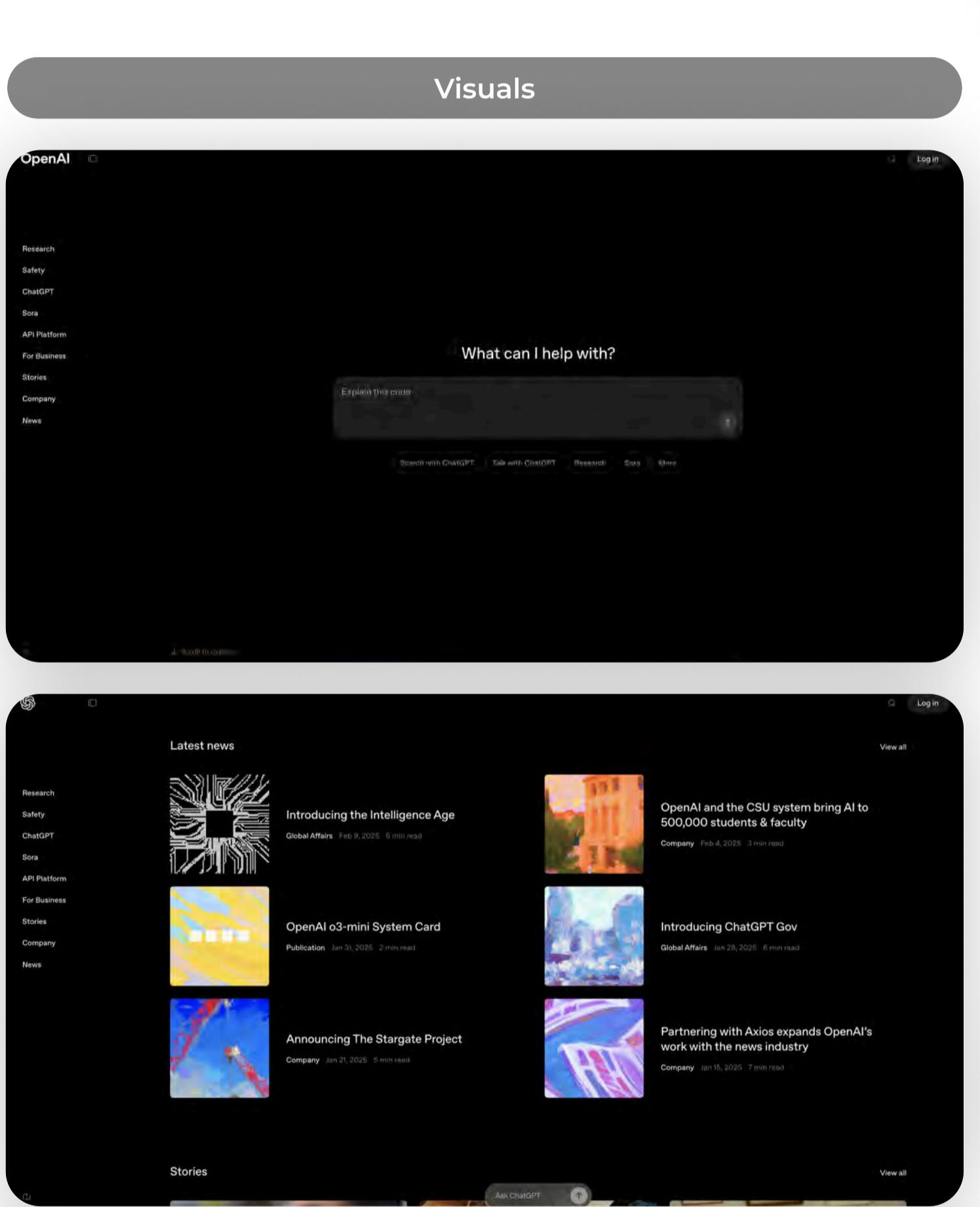
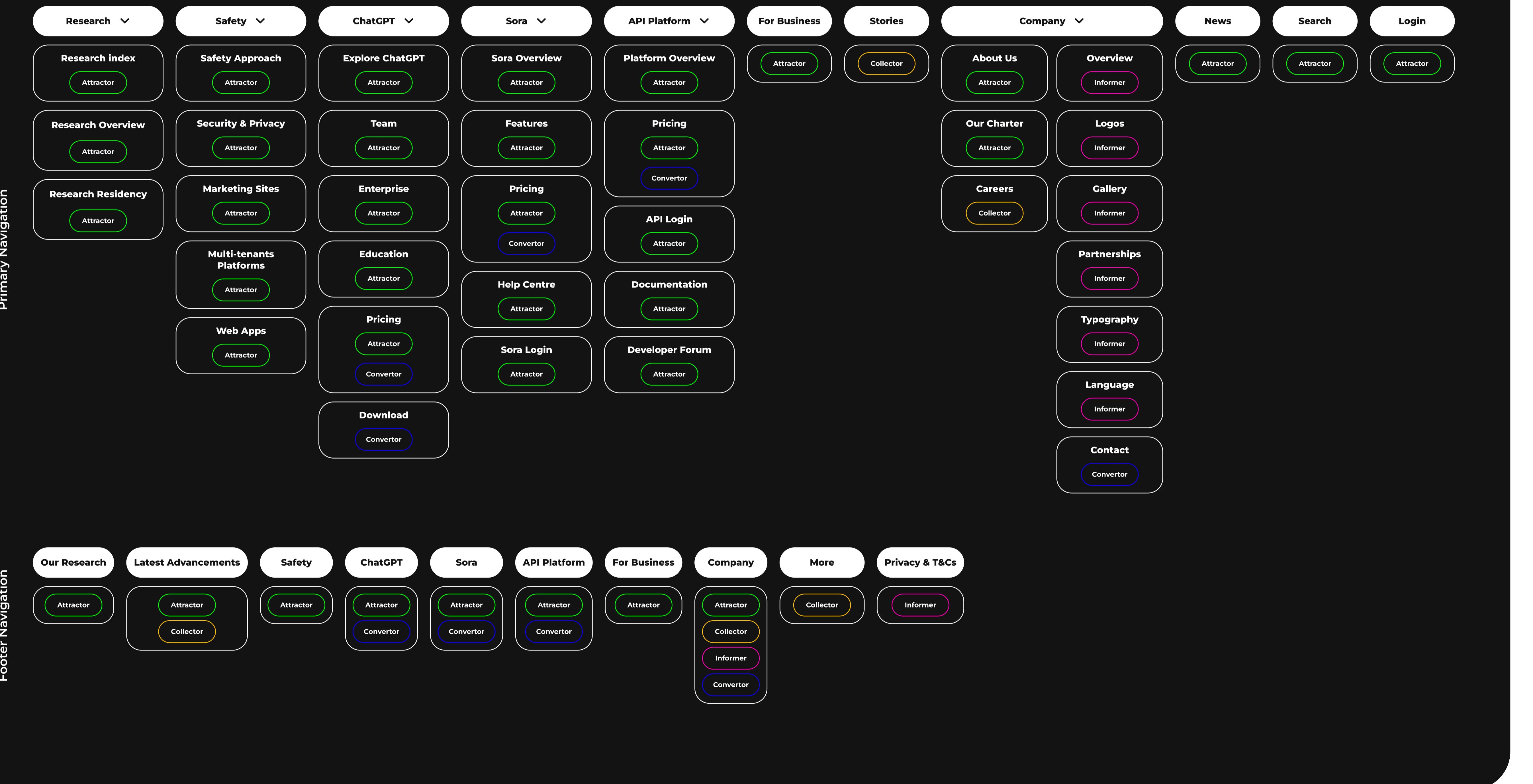
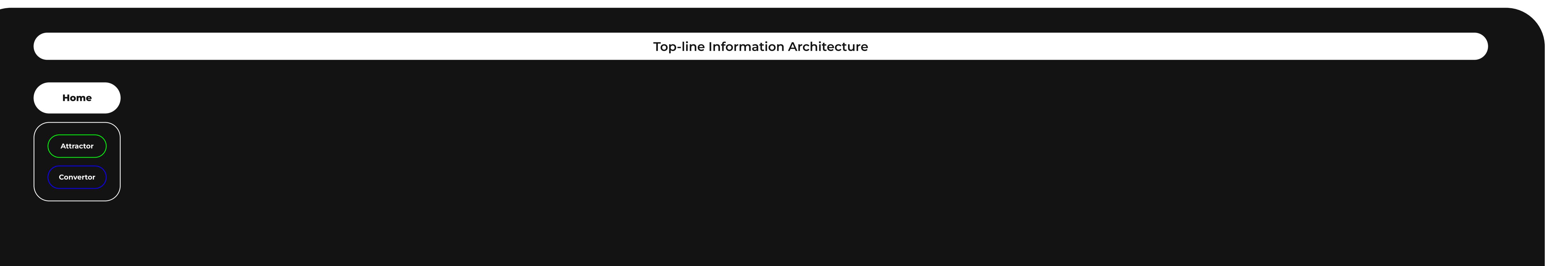
- Product portal (active)
- Capability examples and definitions
- Team, enterprise and educational impacts
- Pricing
- Download CTAs
- Testimonials
- Benefits
- Security and privacy measures

### Testimonials, Evidence & Milestones

- Client testimonials
- Client success stories
- Partner finder

### Business Values & Identity

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



4.0

# Feature Mapping: Direct & Related Comps

COMPETITORS: ALL		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	Applying	Awards & Certifications	Developer Hub	API Documentation	Help Centre	Tools	Partners / Custom Help	
Direct & Indirect Feature Mapping	CXNPL	●	○	●	●	●	●	●	●	●	●	○	○	●	○	○	○	○	○	●	●	○	○	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
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	Thoughtmachine	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	10x	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Mambu	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Temenos	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Jack Henry	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	FIS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Unit	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Stripe	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
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	OpenAI	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	

\*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).

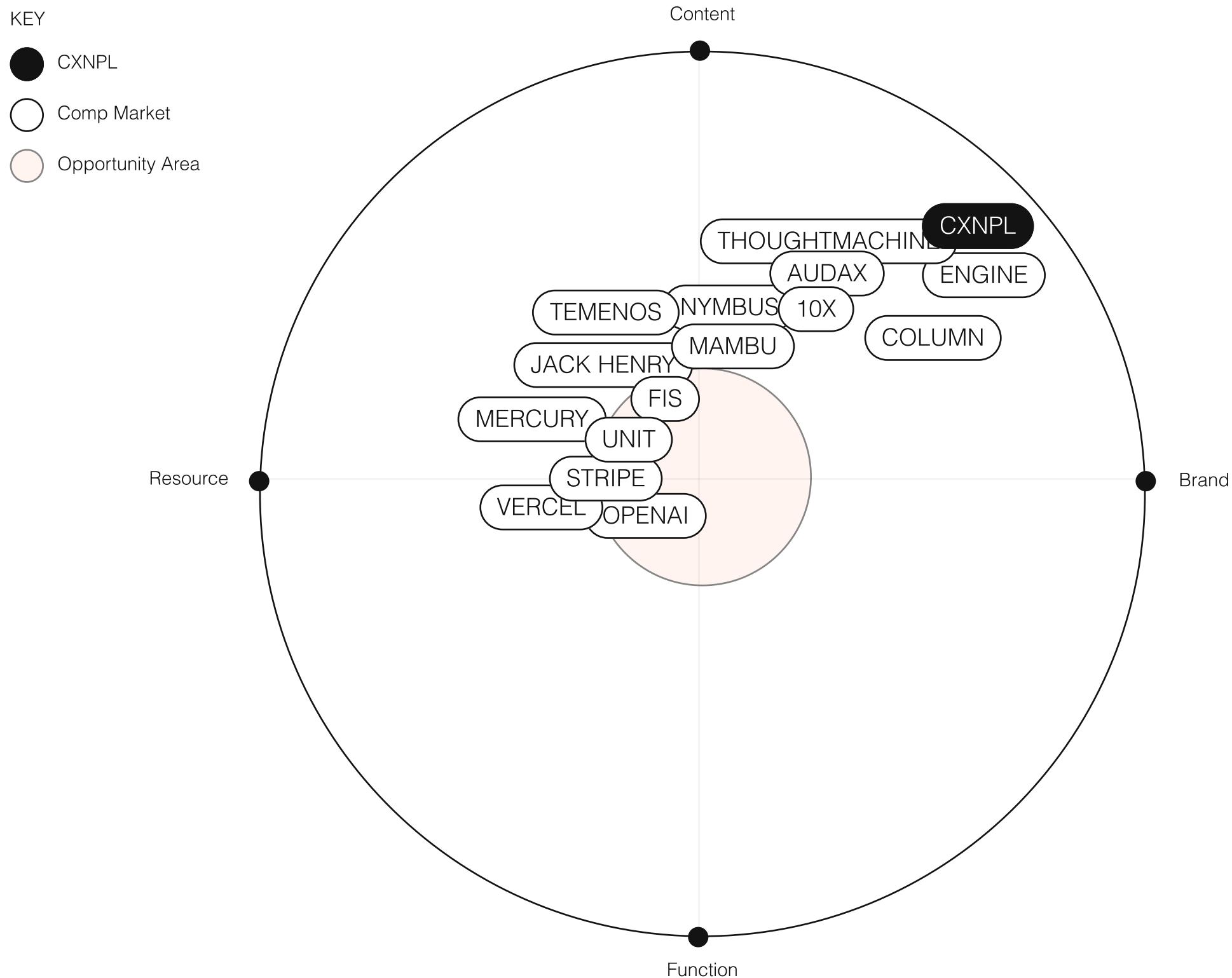
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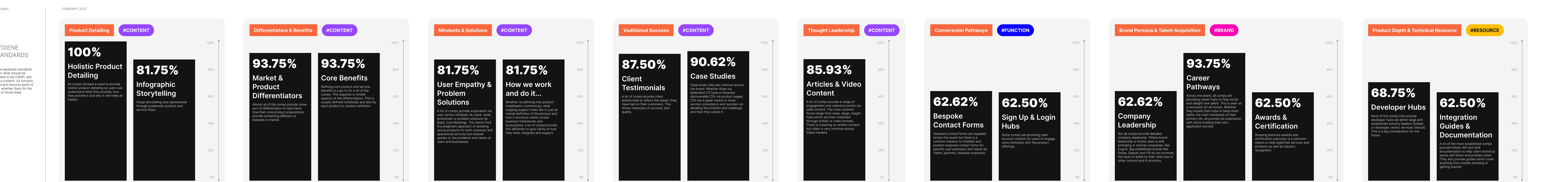
# Overview, Market Similarities & Gaps

## OVERVIEW

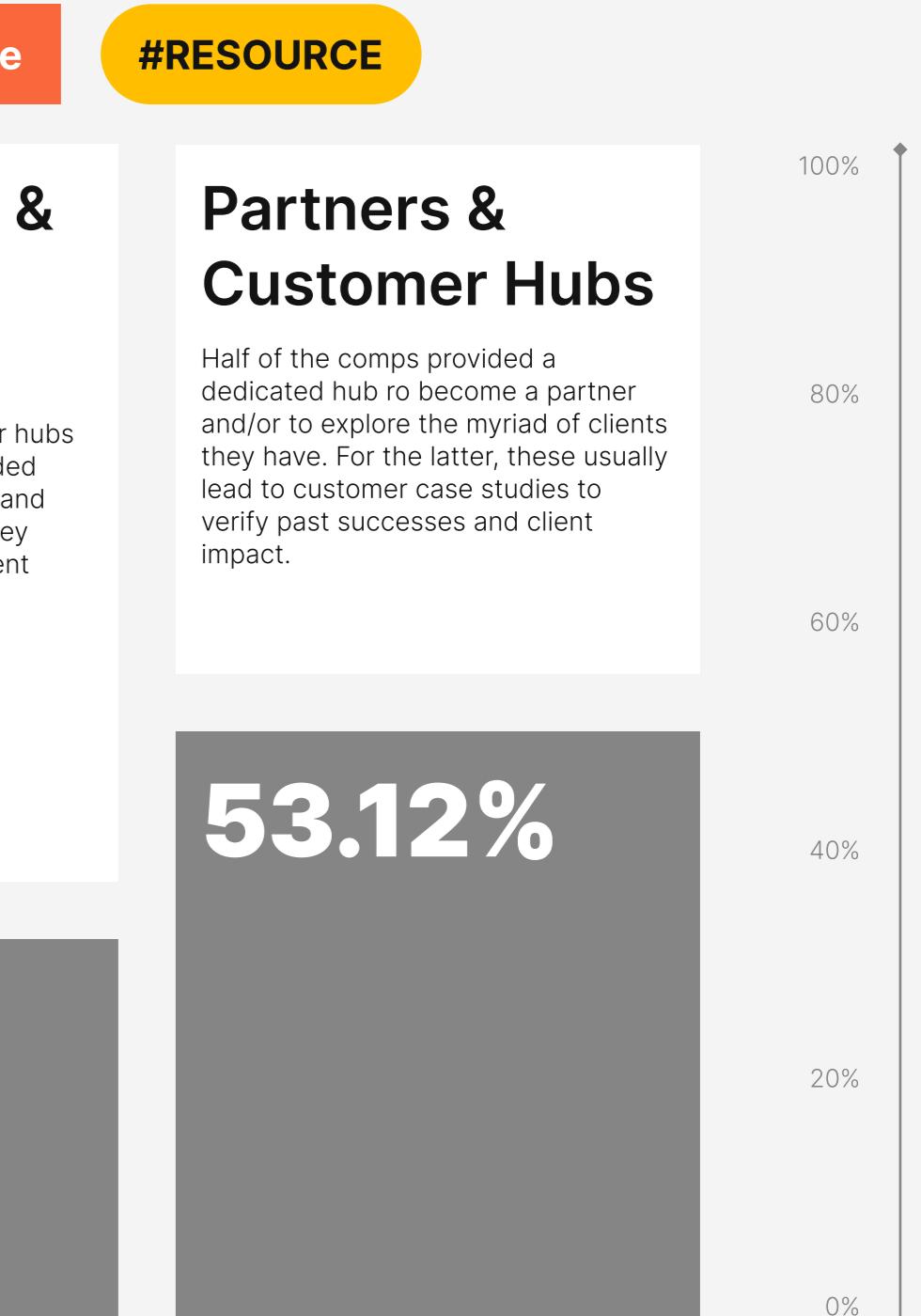
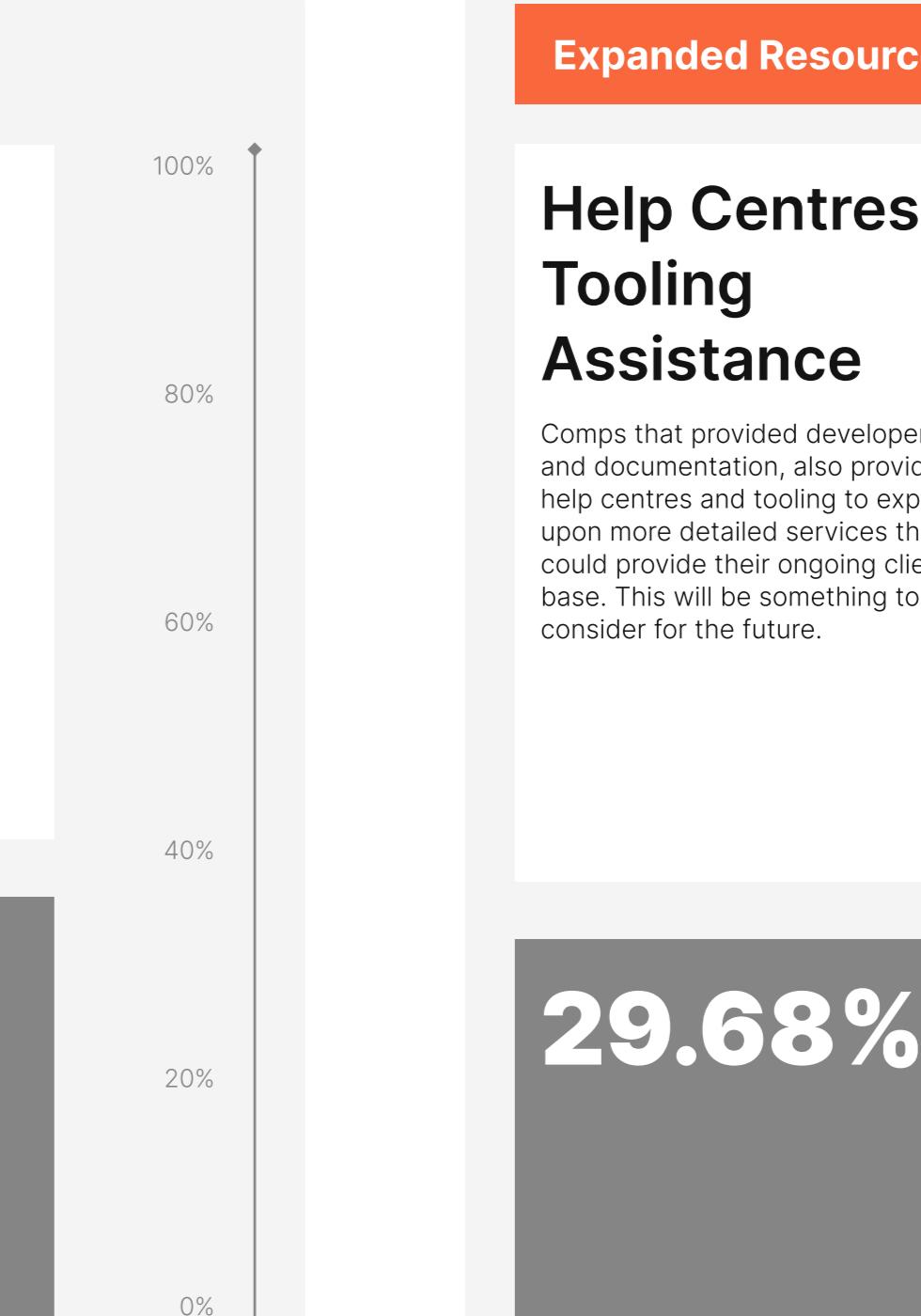
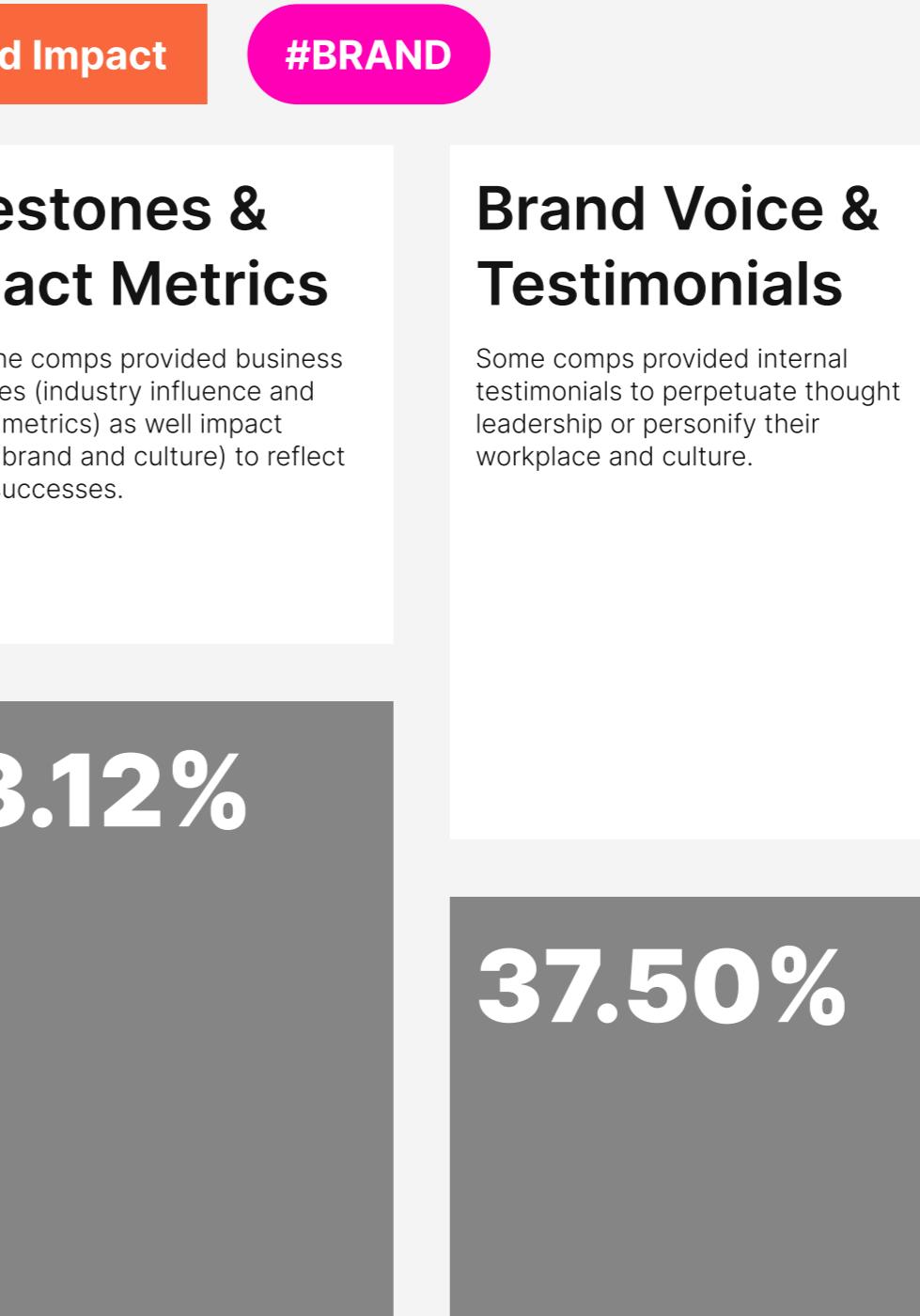
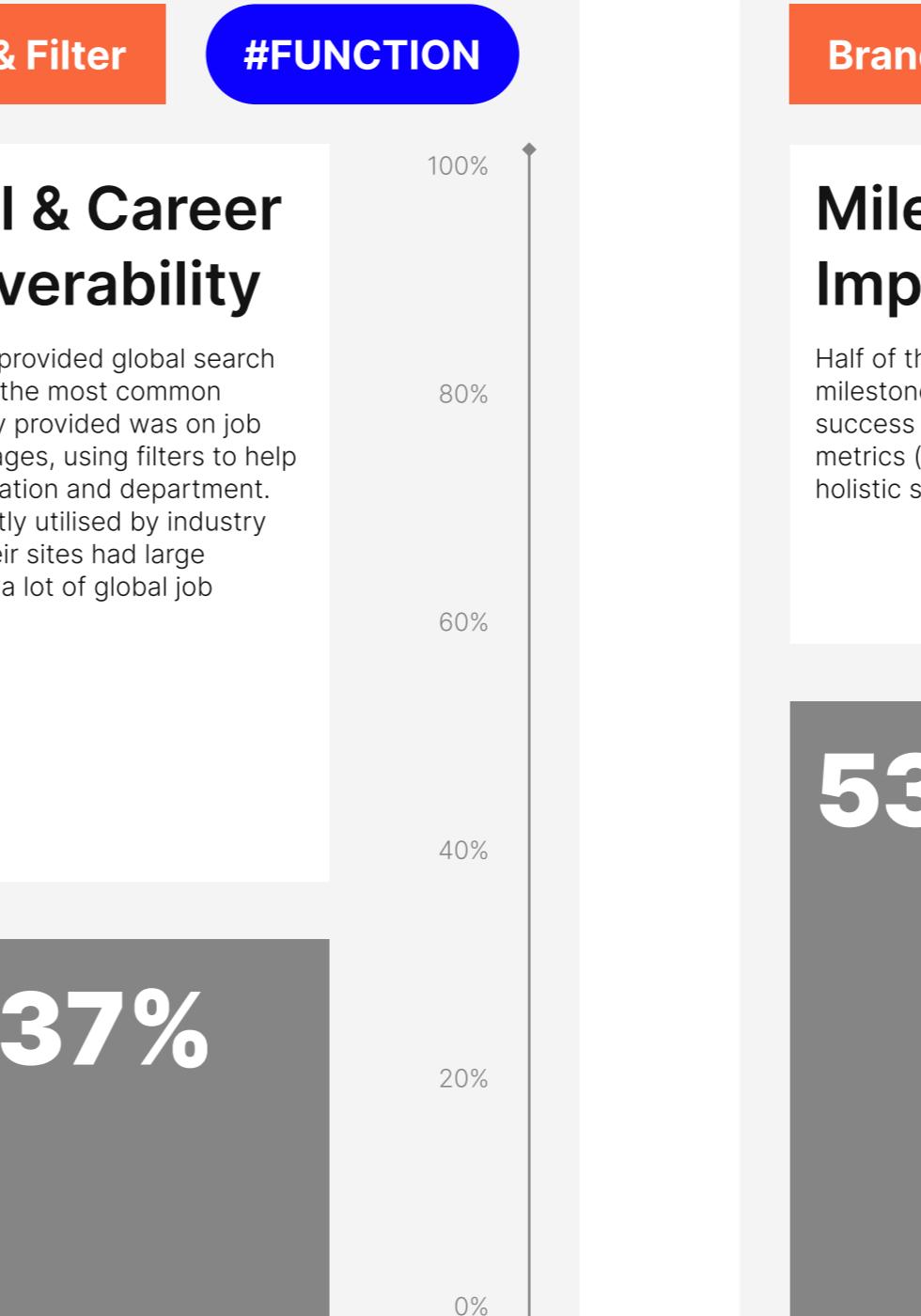
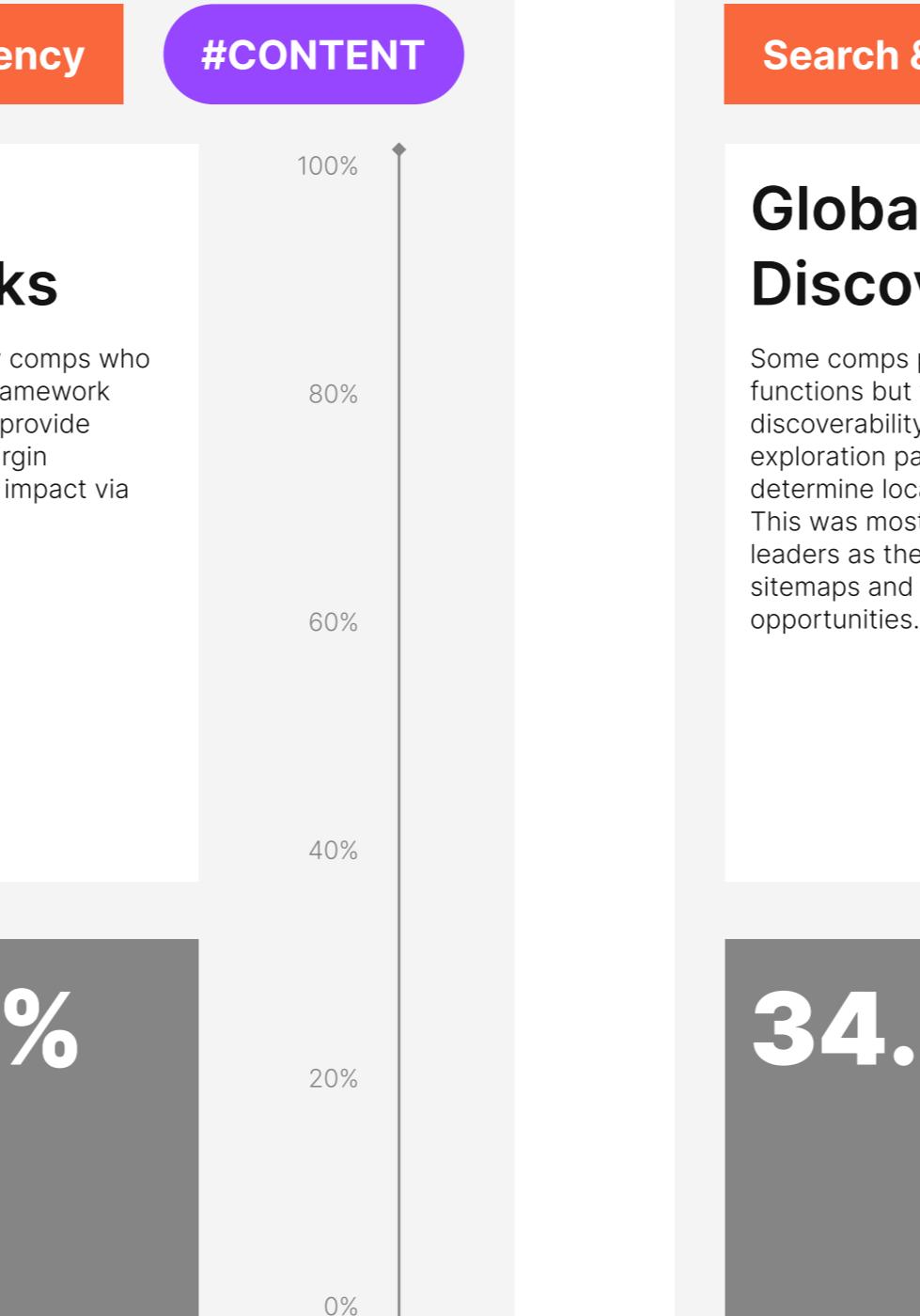
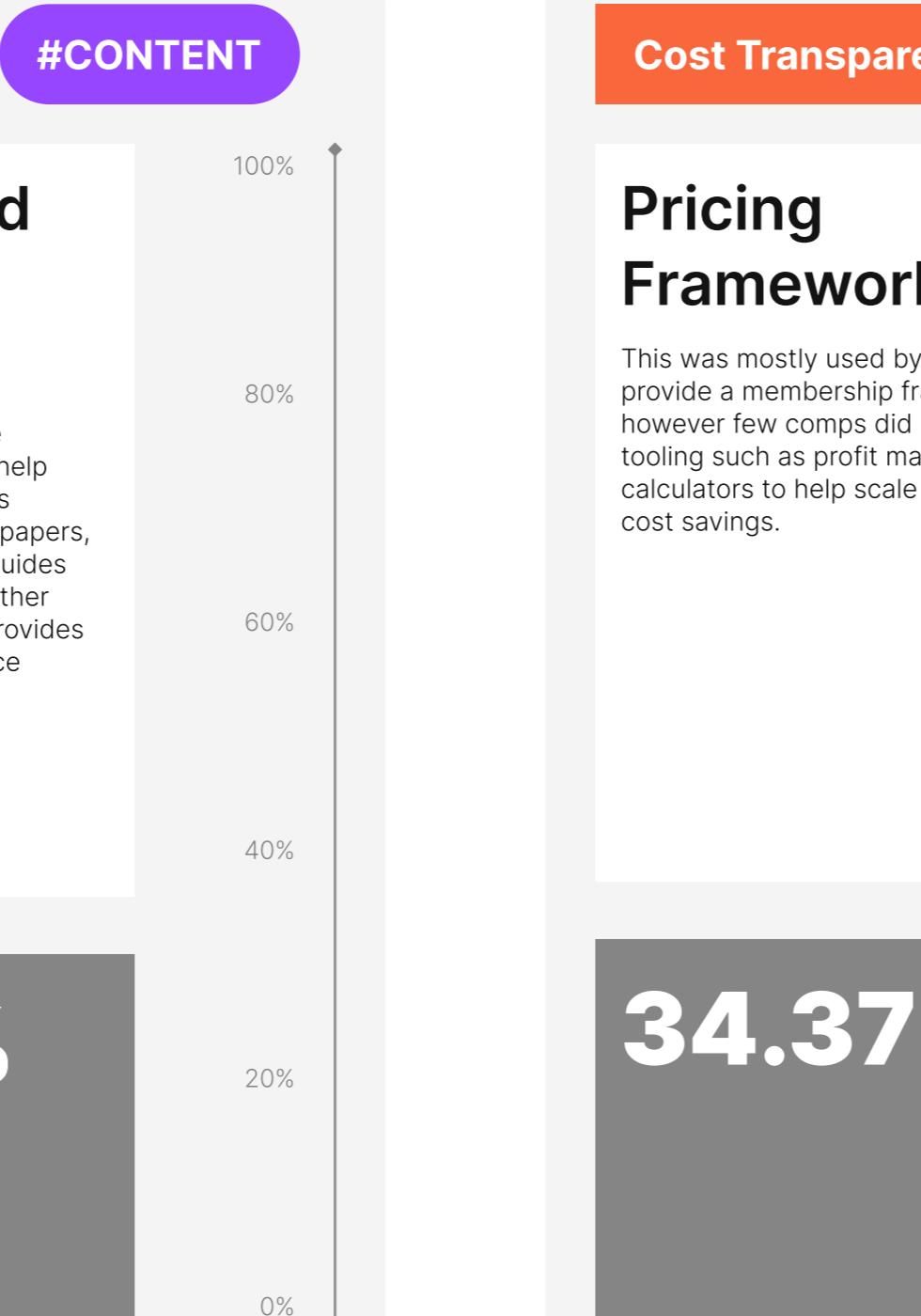
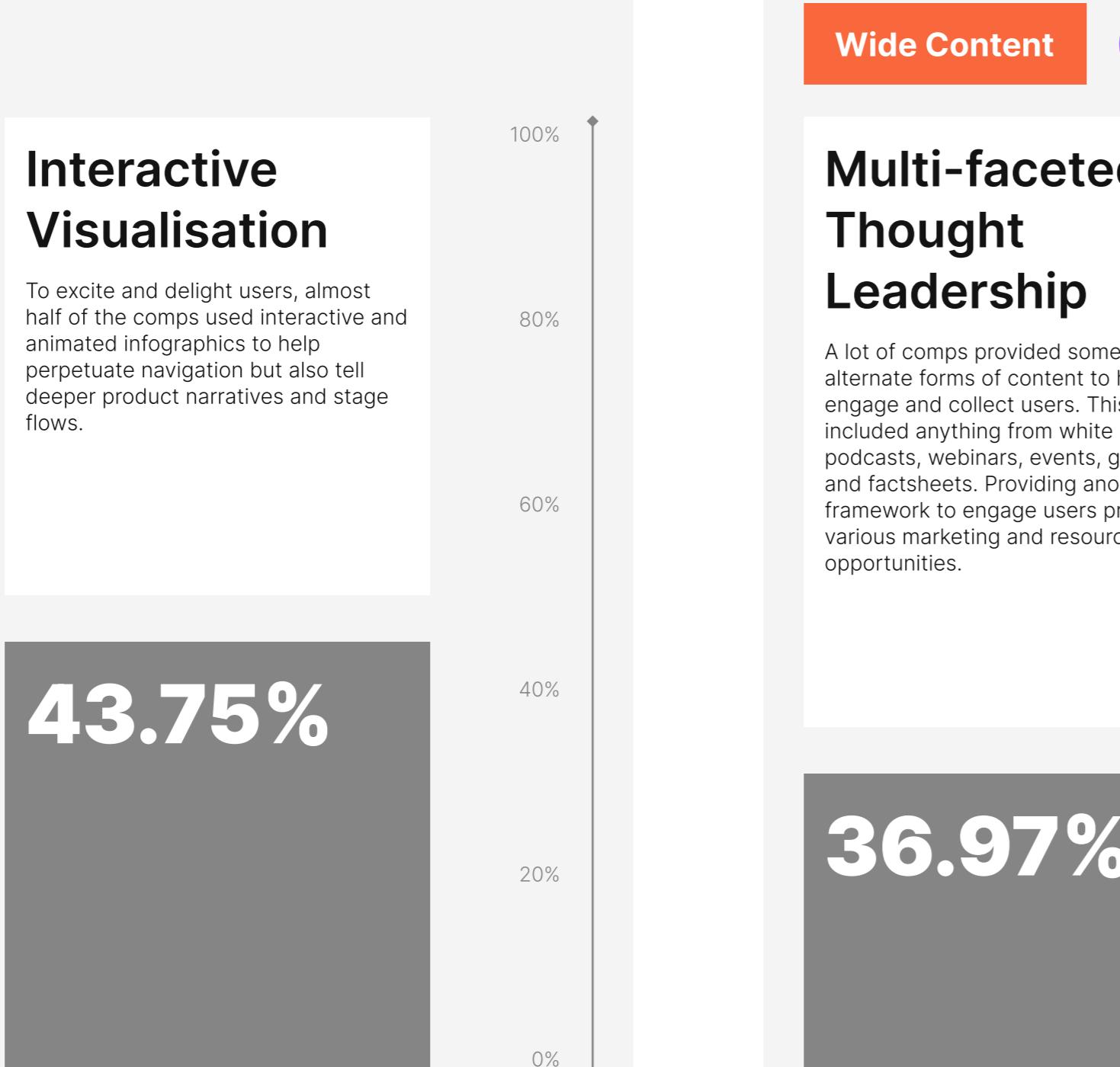
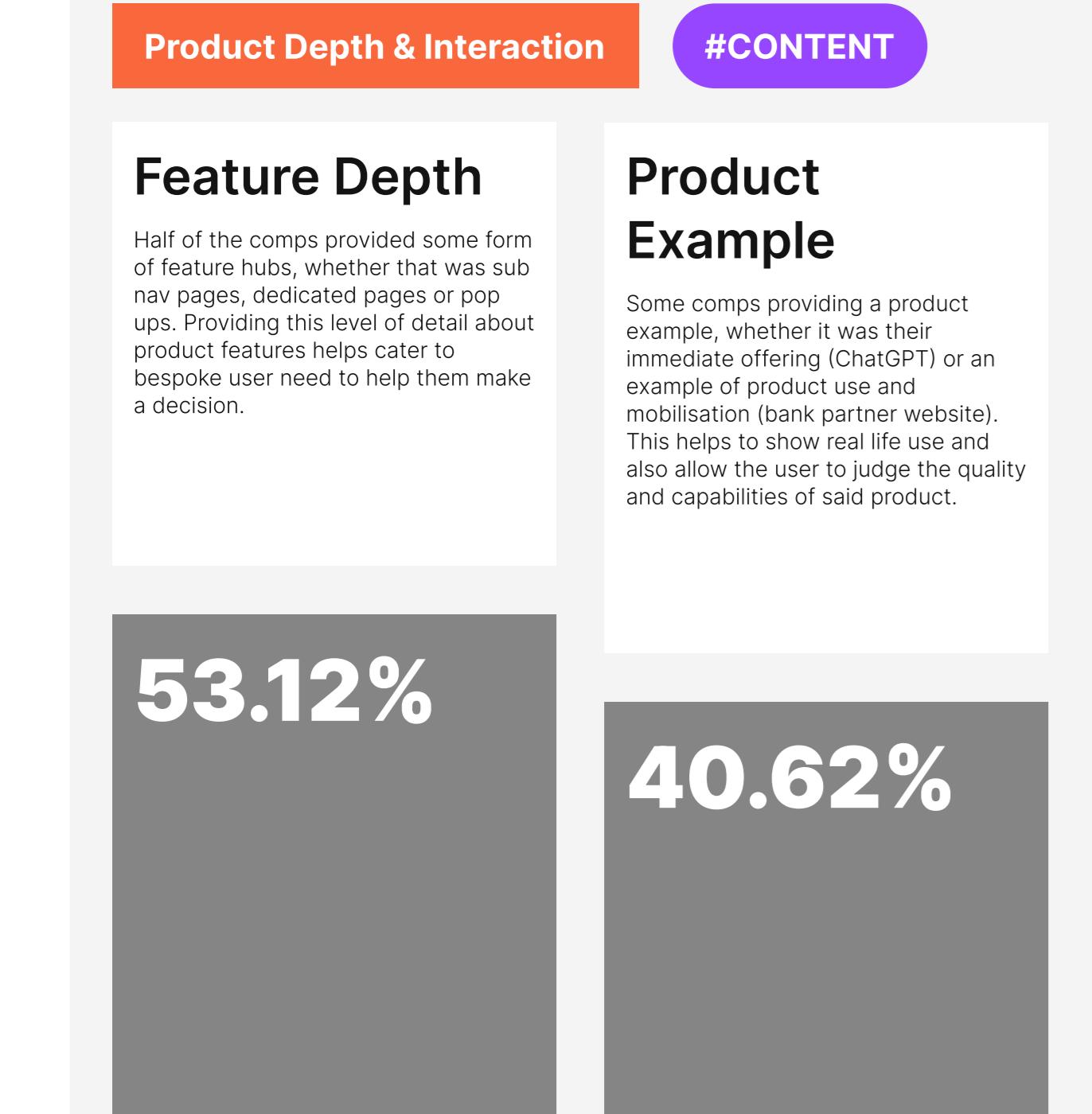
Most sites provide a generic IA and web offering focused around brand and content.

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.





## GAPS



6.0

# Finish