

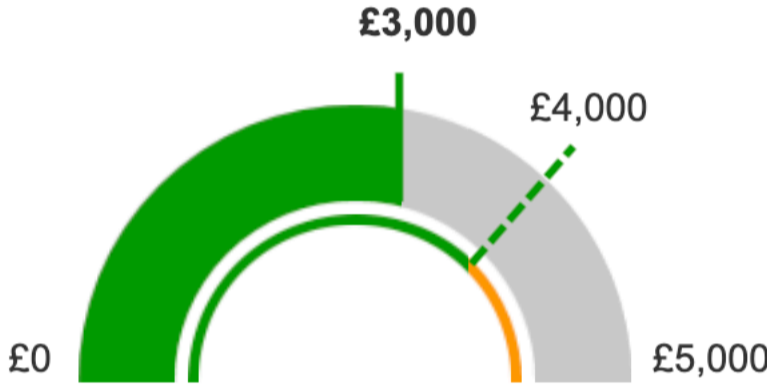
Initial design

Safe & Secure
[Security information](#)

✓
Great news Bob, we can offer you an arranged overdraft

What overdraft amount did you have in mind?

Likely to be approved



You're likely to be approved for overdrafts up to **£4,000**.

[+ What if I need to borrow more than £4,000?](#)

Cost of overdraft

The cost of an overdraft depends on which account you hold.

Check overdraft costs


The hypothesis was that by making the static infographic something users can interact with would enhance the usability.

Version 2

- In order to make the slider less sensitive, the circular slider was configured to reach the maximum amount of £5,000 after the user goes around 5 times.
- As the user dragged the slider, the darker colour inside the circle in the middle filled up to indicate how close they've gotten to the limit.

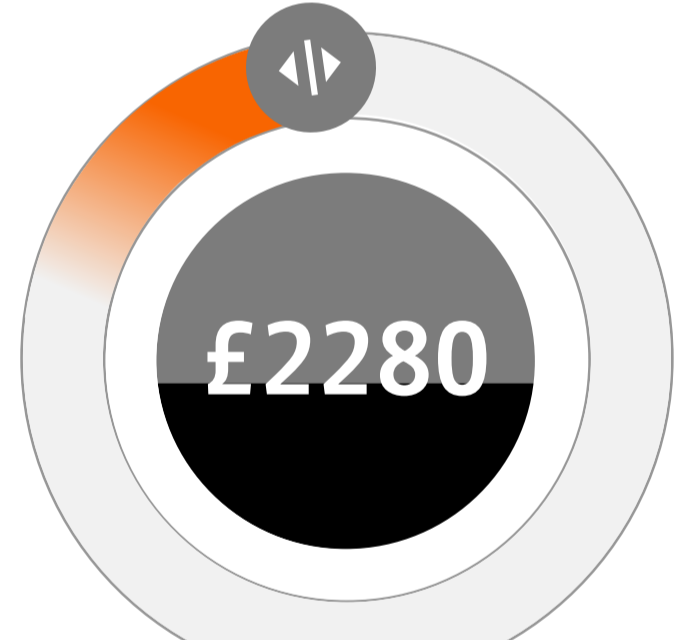
What overdraft amount would you like?

Likely to be approved



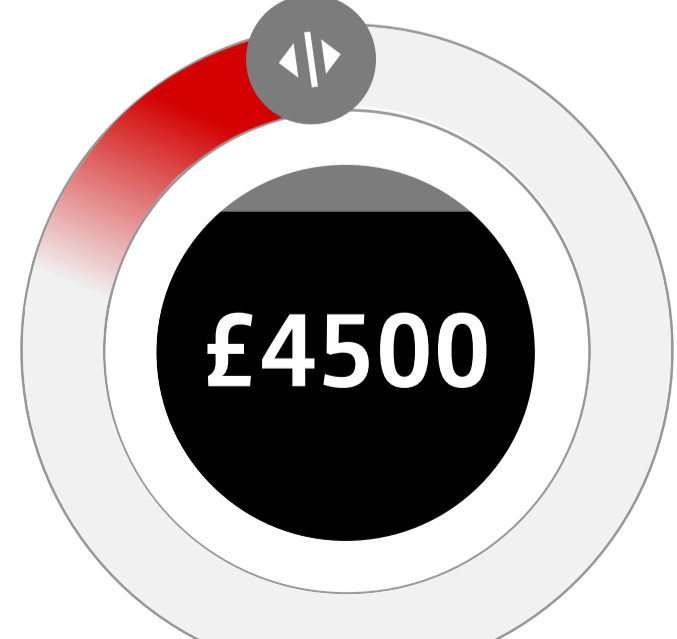
What overdraft amount would you like?

Less-likely to be approved



What overdraft amount would you like?

Unlikely to be approved

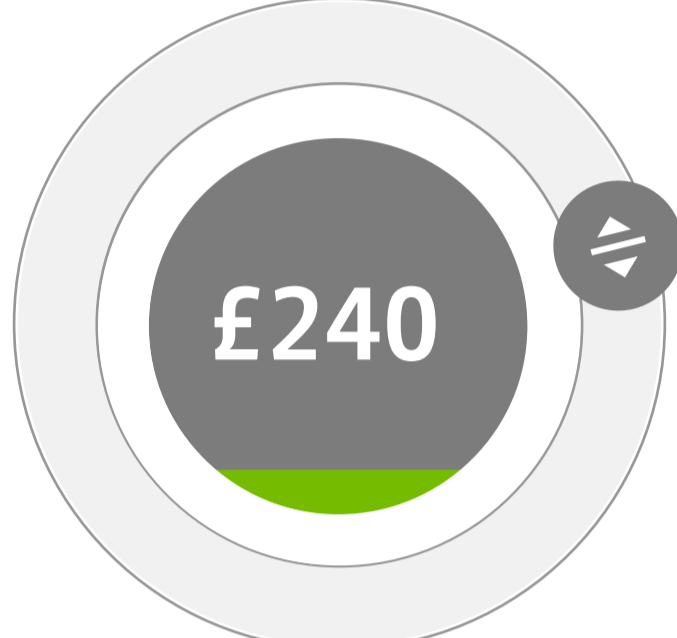


Version 3

- On the next iteration, the colour of the likelihood indicator has been incorporated into the circle in the middle.
- As the user dragged the slider, the colour inside the circle in the middle filled up to indicate how close they've gotten to the limit. In this version, it's also used to reiterate the likelihood through colour coding.

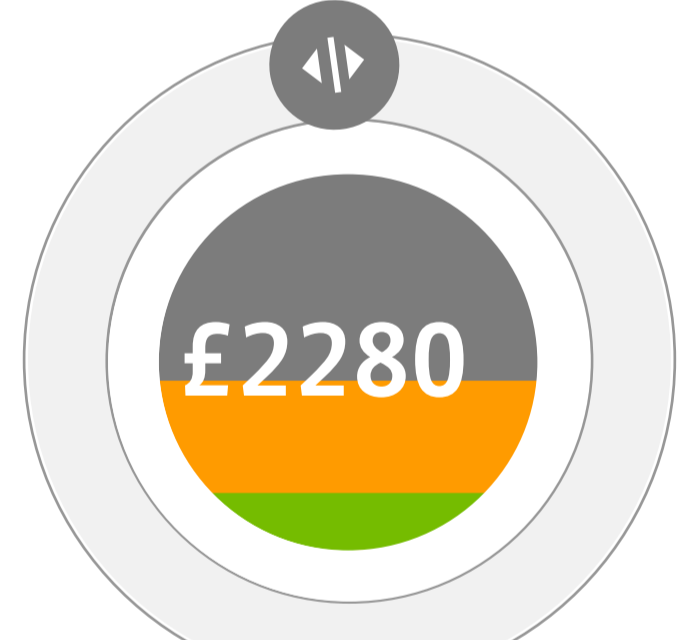
What overdraft amount would you like?

Likely to be approved



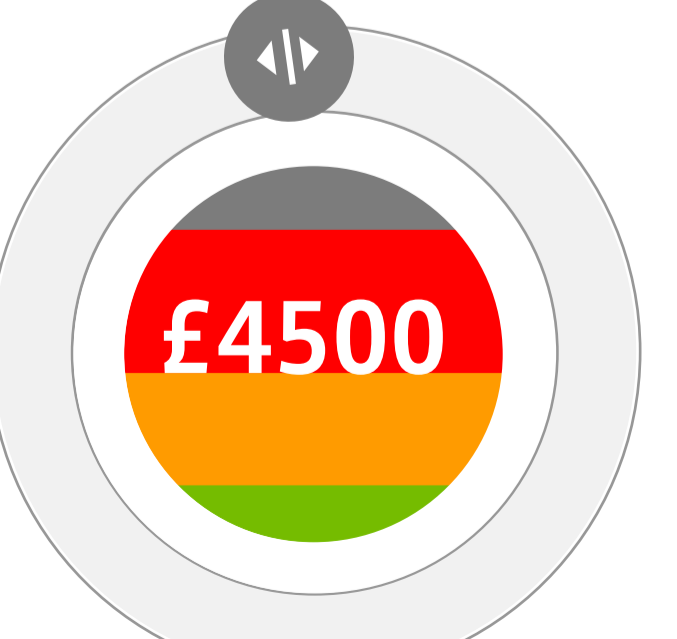
What overdraft amount would you like?

Less-likely to be approved



What overdraft amount would you like?

Unlikely to be approved




Version 4

- Usability tests revealed that when the circular slider was configured to reach the maximum amount of £5,000 after the user goes around 1 time, it provided optimum usability.
- This way, the area inside the slider itself could be utilised to indicate how close the user is to the limit, as well as inform at what point the amount becomes less-likely / unlikely.

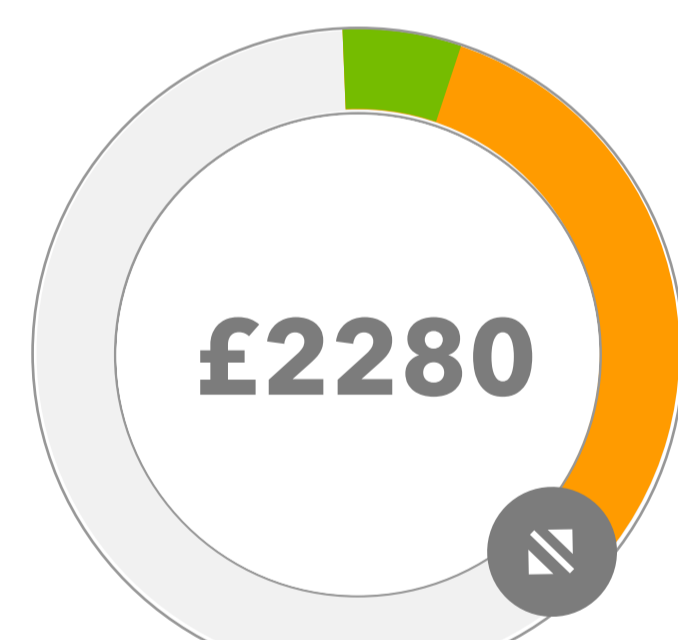
What overdraft amount would you like?

Likely to be approved



What overdraft amount would you like?

Less-likely to be approved



What overdraft amount would you like?

Unlikely to be approved

