

# UX

PRINCIPLES



[design.becu.org](https://design.becu.org)



# 10 BECU UX Principles

Do the  
Right Thing

01. **BECU is for Everyone.**

02. **Yes, protect data, but be innovative in the way we do it.**

03. **This looks like BECU.**

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Members  
First

04. **You are not the user.**

05. **Why would a member use this?**

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Know Your Stuff

06. **Use what works.**

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Be Real

07. **Allow life to happen.**

08. **Speak my language.**

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Own It

09. **Get out of the way.**

10. **Design with intent.**

PRINCIPLE **01 of 10**

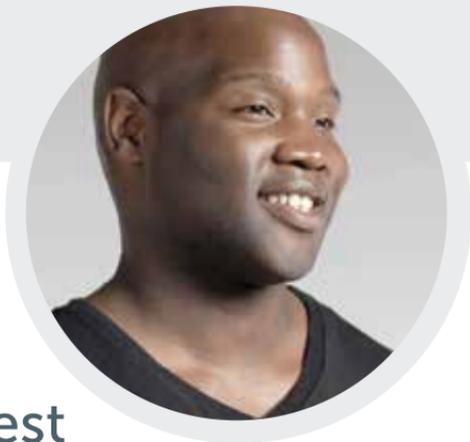
# BECU is for Everyone.

Good design serves all. Doing the right thing means we are committed to inclusive design that meets the full range of our member diversity. Our design is inclusive and pushes the boundaries of modern and engaging experiences.



# VALUE **Do the Right Thing**

We design for the full range of our member diversity.



// Our greatest  
asset when we design  
is human diversity. //

- Tim Allen<sup>1</sup>



PRINCIPLE **02 of 10**

# Yes, protect data, but be innovative in the way we do it.

The confidentiality, integrity and availability of our systems are non-negotiable, we leverage creativity to design controls to prevent the misuse and abuse of our member's data and trust.



We design for the full range of our member diversity.



// Security UX,  
is the first experience.  
So in essence, it's not mobile first  
or content first, it's security first  
because that's the thing the  
user runs into first. //

- Jared Spool<sup>2</sup>



PRINCIPLE **03 of 10**

# This looks like BECU.

We embrace design patterns to create familiarity and strengthen usability.

We communicate with our members in a consistent voice that builds trust.

We document what works and reuse it when it makes sense.



## VALUE **Do the Right Thing**

We design for the full range of our member diversity.



// Consistency is one of the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen. //

- Jakob Nielsen<sup>3</sup>



PRINCIPLE **04 of 10**

# You are not the user.

Projection of internal knowledge onto our products assumes that our users will behave just like you. The reality is that our users don't have the same understanding about banking, finance and our systems. We always practice a user-centric approach when designing solutions.



We design with a deep commitment to understanding our members' needs, wants, goals and dreams.



// Want your users  
to fall in love with your designs?  
Fall in love with your users. //

- Dana Chisnell<sup>4</sup>



PRINCIPLE **05 of 10**

# Why would a member use this?

If the most well designed widget is not useful to our members, it will be the most well designed non-useful widget. Our designs should look to solve a documented need from our members.



We design with a deep commitment to understanding our members' needs, wants, goals and dreams.



// Don't find customers  
for your products, find products  
for your customers. //

- Seth Godin<sup>5</sup>



PRINCIPLE **06 of 10**

# Use what works.

User Centered Design is a process of design about people. We use a documented, repeatable, and iterative process that defines the system of design, concurrently driving organizational and member goals.



We design following established methods and methodology.  
We share the learning journey with our teams.



Your primary role should be to share what you know, not to tell people how things should be done.

- Steve Krug<sup>6</sup>



PRINCIPLE **07 of 10**

# Allow life to happen.

Our designs should be flexible in that they integrate into our members' lives - allowing for the interruptions, distractions and complexities of daily life.



We design for humans. The BECU brand is only as good as the experience our members have using our products and services.



// If we want users  
to like our software,  
we should design it to behave like  
a likeable person: respectful,  
generous, and helpful. //

- Alan Cooper<sup>7</sup>



PRINCIPLE **08 of 10**

# Speak my language.

We don't use banking jargon, we break down complex concepts into easily digestible and actionable information. Interactions with BECU should feel like you are talking to a trusted friend.



We design for humans. The BECU brand is only as good as the experience our members have using our products and services.



// Pay attention  
to the way you talk  
about the work you're doing.  
If you design for people,  
use people language. //

- Julie Zhou<sup>8</sup>



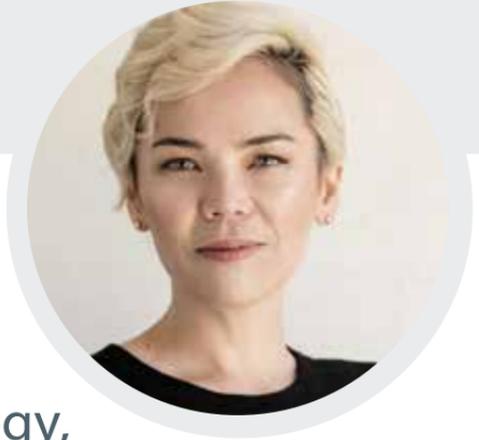
## PRINCIPLE 09 of 10

# Get out of the way.

The best designs are the ones that are not noticeable. We provide our member the help they need in the way that is most useful to them.



We find real problems and we design to provide real solutions.



// With technology, many customers have a tendency to blame themselves for not being able to figure out the changes on their own... In essence, they feel excluded. The impact on people can be deeply emotional. //

- Kat Holmes<sup>9</sup>



## PRINCIPLE 10 of 10

# Design with intent.

Each interaction, no matter the size, is a puzzle piece to the larger overall experience. Seemingly small problems today could equal large problems tomorrow. Focus on the elegance and simplicity of the micro-interactions to guide the entire experience.



We find real problems and we design to provide real solutions.



// Don't be a complainer; make things better, let it go, or take action to make it better. //

- Tina Roth Eisenberg<sup>10</sup>



1. **Tim Allen**, *Creative Mornings*, 2017: "Inclusive design uses diversity to guide innovation"
2. **Jared Spool**, *UX Immersion: Interactions*, May 2017: "Insecure & Unintuitive: How We Need to Fix the UX of Security"
3. **Jakob Nielsen**, *Alertbox*, 1999: "Top 10 New Mistakes of Web Design"
4. **Dana Chisnell**, Co-Director, Center for Civic Design  
<http://usabilityworks.com/>
5. **Seth Godin**, *This Is Marketing: You Can't Be Seen Until You Learn to See* (Penguin, 2018)
6. **Steve Krug**, *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability* (New Riders, 2014)
7. **Alan Cooper**, *About Face 2.0: The Essentials of Interaction Design* (Wiley, 2003)
8. **Julie Zhou**, *Medium: The Year of the Looking Glass*, 2018 "Design for People, Use People Language"
9. **Kat Holmes**, *Mismatch: How Inclusion Shapes Design* (MIT Press, 2018)
10. **Tina Roth Eisenberg**, *99u*, 2015: "Tina Roth Eisenberg: Don't Complain, Create"

# How to use Design Principles

Our Design Principles are organized around BECU's Core Values to help guide how you think about design. These guidelines can help align stakeholders to the vision of what it means to 'Be BECU'. In other words, they are more of a frame of mind than a book of rules.

The Principles represent the collaborative work and expertise of the User Experience Design and Research practitioners at BECU. Through the application of these principles, we can help align our design in a way that drives the organization toward an inclusive human-centric experience.

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