PRACTICE INTELLIGENCE

Practice Intelligence

A Growth Platform

30 +
Screens Design

Made with

Project Overview

The goal of this project is to create a web application for financial advisors that will improve their advice experience and increase client satisfaction. The application will provide advisors with tools and resources to enhance their advisory services and streamline their workflow.

Project Goals

1. Increase advisor efficiency by automating manual tasks
2. Improve client communication and engagement
3. Provide access to comprehensive financial data and analysis tools
4. Enhance advisor-client collaboration and decision-making
5. Increase client satisfaction and Net Promoter Score (NPS)

Target Audience

The target audience for this web application is financial advisors who are based in the USA. They have experience in providing financial advice to clients and are looking for ways to improve their advisory services.

Challenges

- Lacks effective communication strategies to demonstrate the value of her advice to clients.
- Track and measure the impact of advice on clients' financial well-being.
- Not able to consistently exceed client expectations, identify areas for improvement in Advice KPIs, and manage the increased complexity for their practice
- Way to enhance the advice experience, maintain a high NPS, and effectively communicate his value proposition to clients.
- Measuring and improving the Relationship Quality
- Gathering consistent and honest client feedback for calculating Net Promoter Score (NPS).
- Clients question the value of advisory services

Solutions

- Increase advisor efficiency by reducing manual tasks.
- Practice valuation is to calculate net profit as an advisor.
- Practice AI to find related industry information and Trending topics.
- Practice Development Courses for advisor to ensure they provide the most relevant and accurate advice to the client.
- Establish clear Key Performance Indicators (KPIs) that track progress toward clients.
- Implement a systematic process for collecting feedback through surveys and post-interaction assessments for continuous improvement.

Design Process

Discover
User Research
User Interview
Competitve Analysis

Define
User Personas
Empathy Map
User Journey

Ideate
User Flow
Information Architecture
Brainstorming

Design
Wireframe
Hi-Fi Designs
Prototype

Test
Check Usability
User Survey Insight
Improvements

My Role

Design Strategy | Problem Solution | Information Architecture | Empathy Mapping

Prototyping | Wireframes | Competitive Analysis | Usability Testing

Visual Design | User Research | User Persona | User Flow

Qualitative Research

Interview Questions

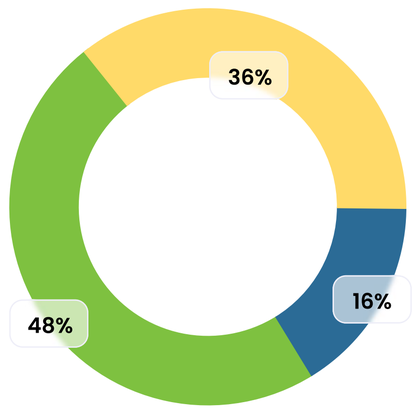
1. Do you currently use any applications or software for measure and improve your financial advice processes?
2. How do you think improving your advice KPI's could positively impact your business or clients?
3. Have you identified any specific areas or aspects of your business that need improvement to positively impact your NPS?
4. What challenges or obstacles do you face in improving your NPS?
5. Can you share any success stories or examples of how you have successfully improved your NPS?
6. What improvements or changes would you like to see in the overall advice experience for your clients?
7. How do you currently gather feedback from your clients to understand their experience?
8. How do you think improving the advice experience could positively impact your client relationships and business?
9. How do you currently engage in continuous learning and development as a financial advisor?
10. What resources or platforms do you use to stay updated on industry trends and best practices?

Quantitative Research

Survey

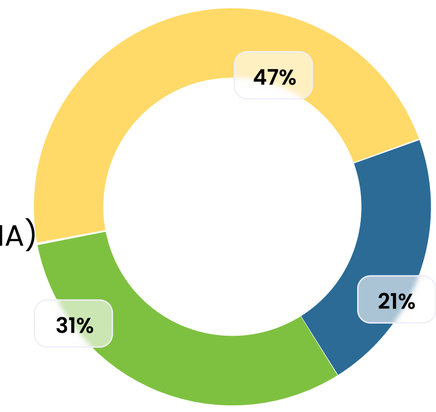
Years of Experience as a Financial Advisor

- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years



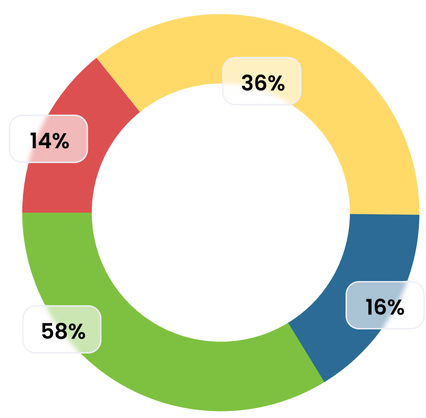
Years of Experience as a Financial Advisor

- Certified Financial Planner (CFP)
- Registered Investment Advisor (RIA)
- Stockbroker
- Insurance Advisor



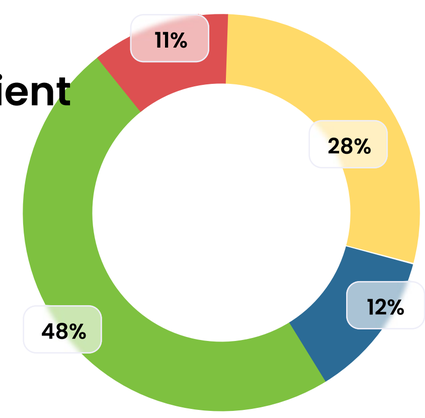
Years of Experience as a Financial Advisor

- Dissatisfied
- Very Dissatisfied
- Satisfied
- Very Satisfied



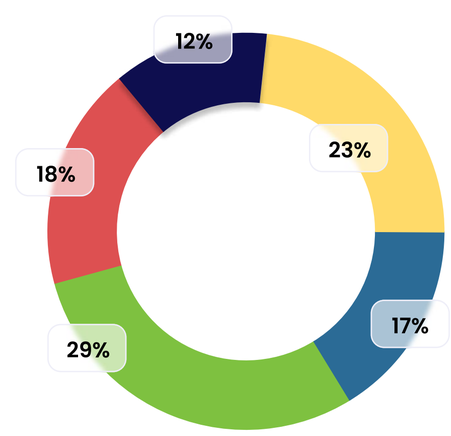
How often do you Communicate with your client

- Weekly
- Monthly
- Quarterly
- Annually



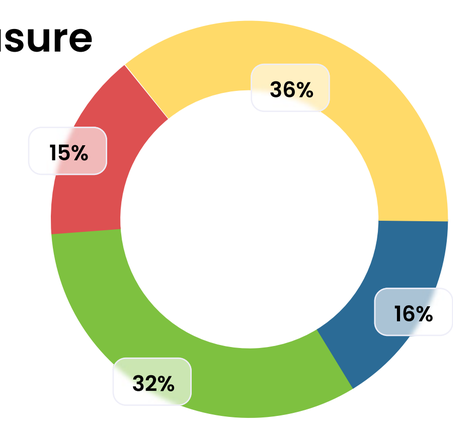
How your client satisfied with your comprehensive advice for all my wealth management and financial planning needs.

- Strongly disagree
- somewhat disagree
- neutral
- somewhat agree
- strongly agree



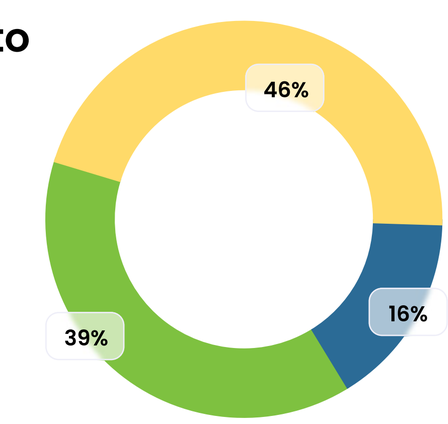
How frequently you track or measure your NPS as a financial advisor?

- Weekly
- Monthly
- Quarterly
- Yearly



How likely are you to retain your client?

- Retain 100%
- Around 75%
- More than 50%
- Below 30%



Natalie Martin

Age	38
Education	MBA in Finance
Gender	Male
Experience	10+ years in financial advising
Location	New York

BIO

Natalie is a relatively new financial advisor with limited experience in the industry. She's passionate about helping clients achieve their financial goals but lacks the expertise to provide comprehensive advice.

GOALS

Natalie aims to enhance the overall experience her clients receive, increase her Net Promoter Score (NPS), and improve her Advice Key Performance Indicators (KPIs).

Challenges

- Struggles to maintain client satisfaction due to complex investment strategies that are hard for clients to grasp.
- Lacks effective communication strategies to demonstrate the value of her advice to clients.
- Needs a better way to track and measure the impact of her advice on clients' financial well-being.

Alina Sarah

Age	38
Education	MBA in Finance
Gender	Male
Experience	10+ years in financial advising
Location	New York

BIO

Alina is an experienced financial advisor who has a strong track record of delivering high-quality advice. However, she's facing challenges related to maintaining high NPS scores and effectively managing her growing client base.

GOALS

Sarah's goals include refining her advisory process to ensure a seamless advice experience, implementing strategies to enhance NPS scores, and leveraging data analytics to track and improve Advice KPIs.

Challenges

- Sarah needs a way to consistently exceed client expectations, identify areas for improvement in Advice KPIs, and manage the increased complexity of her practice.
- Inadequate training and development opportunities
- Needs to find innovative ways to enhance the advice experience, maintain a high NPS, and effectively communicate his value proposition to clients.

SAYS

I have clients with such varied financial goals; it's hard to create one-size-fits-all advice.

THINKS

I want to provide the best advice, but finding a balance between personalized service and efficiency is tough.

DOES

Segment clients based on their needs, but sometimes struggle to keep up with the demands of each segment.

FEELS

Overwhelming workload, fear of missing key details, potential for client dissatisfaction

SAYS

Explaining investment strategies in simple terms can be challenging.

THINKS

I need to be transparent about fees and conflicts of interest, but it's not always easy.

DOES

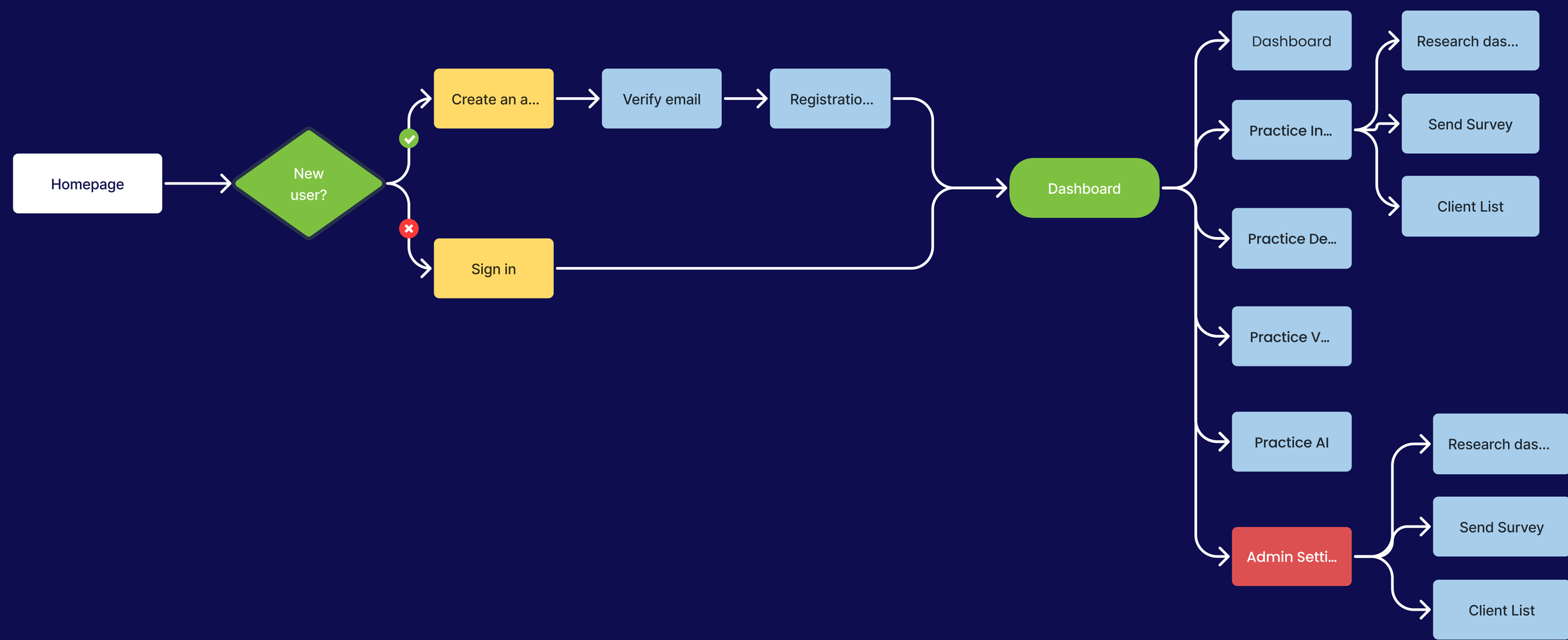
Invest time in clear communication, provide documentation, and use visual aids.

FEELS

Fear of miscommunication, concerns about compliance, time-consuming explanations.

Application Flow

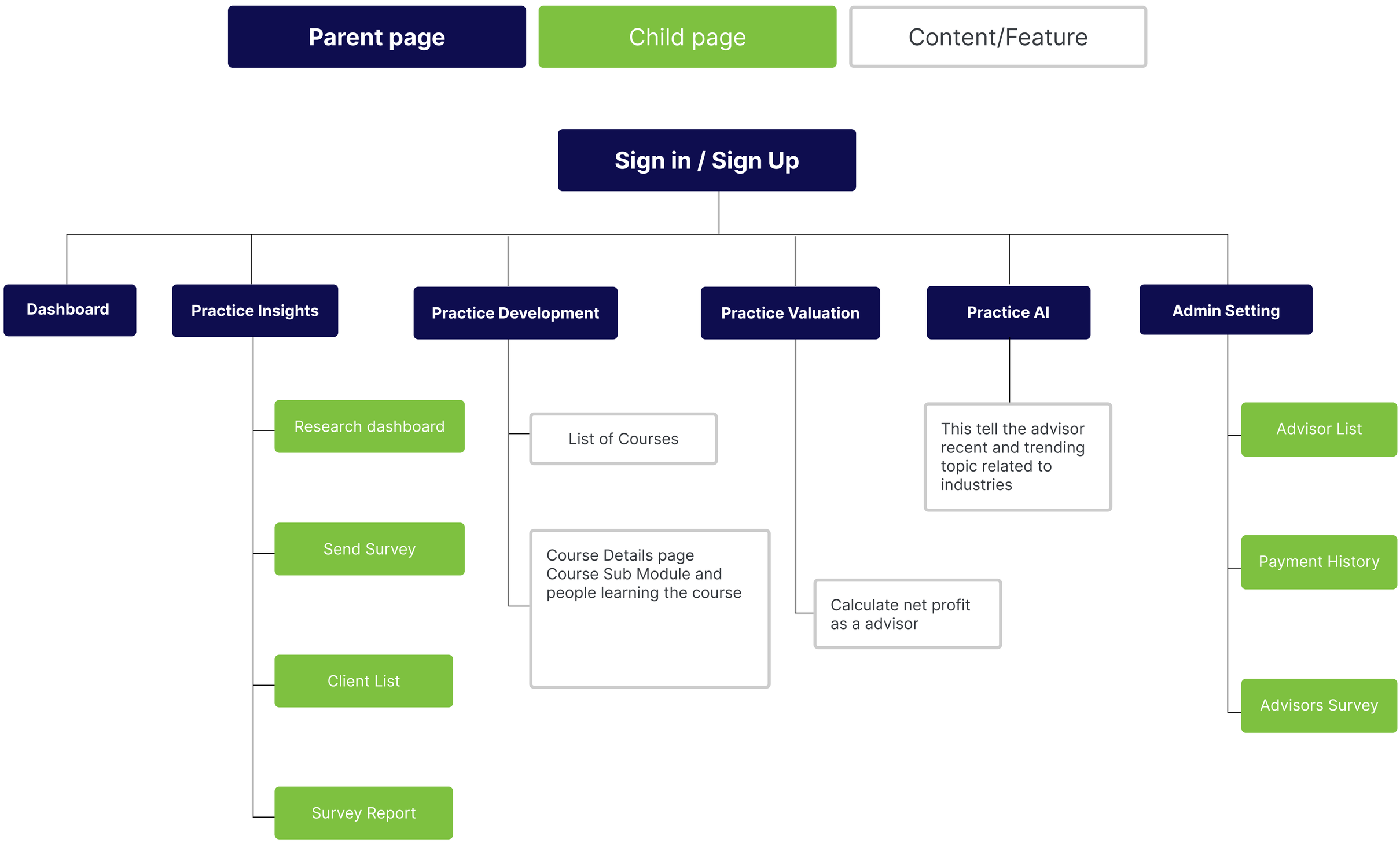
The application flow aims to deliver a seamless and intuitive user experience, enabling effortless navigation, easy access to features, and efficient task completion.



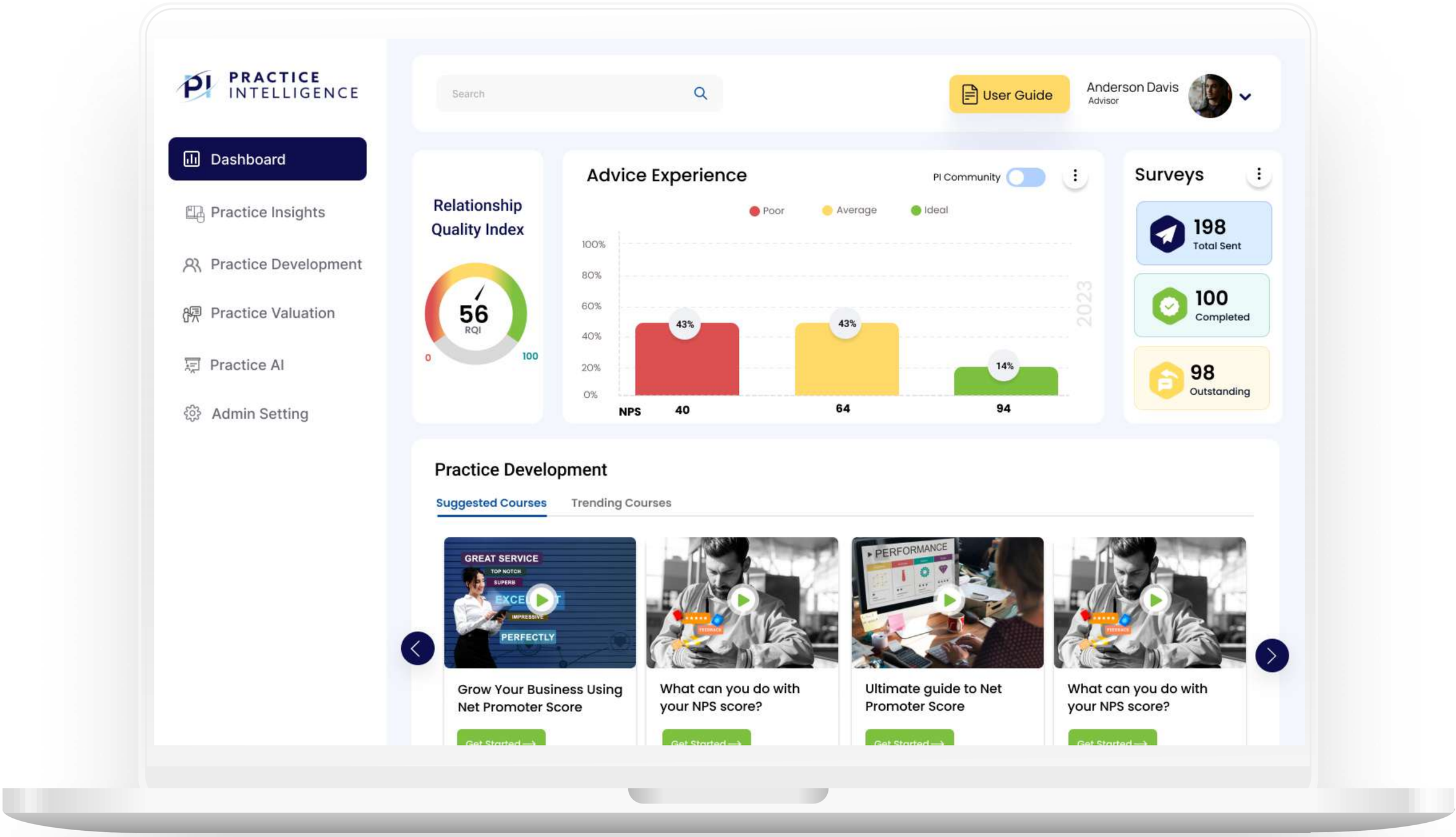
Legend

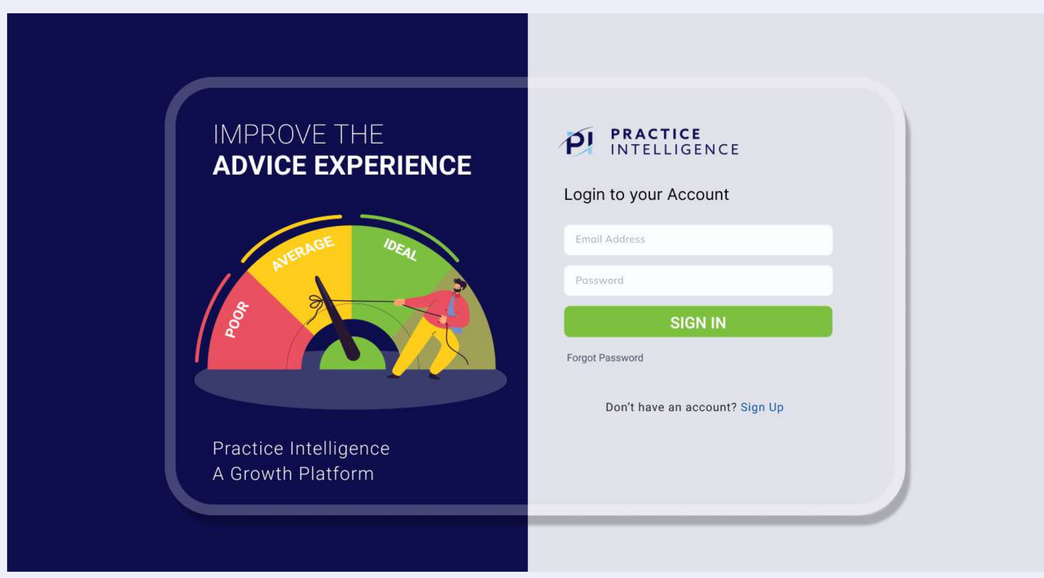
Information Architecture

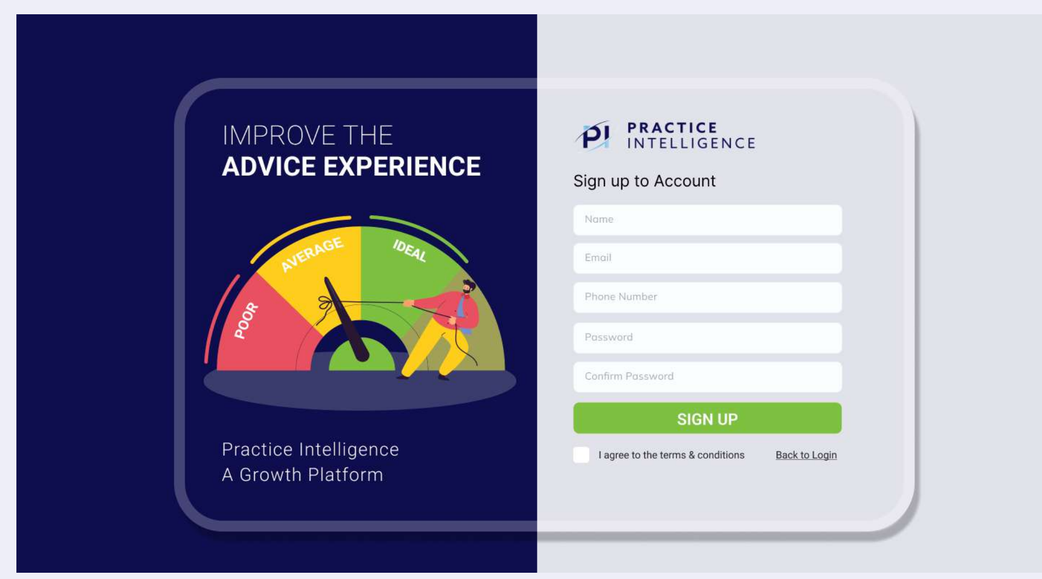
Structure features and information in a logical and intuitive tree map.

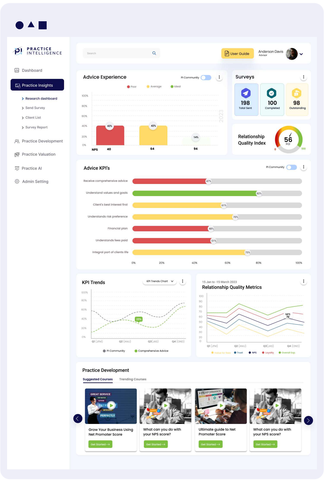


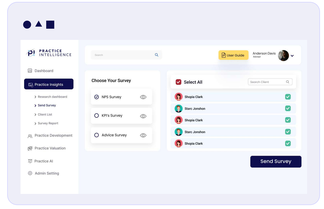
High Fidelity Screen

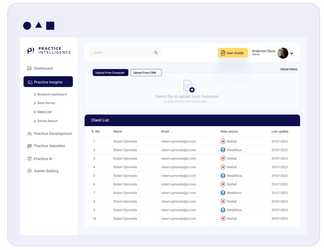


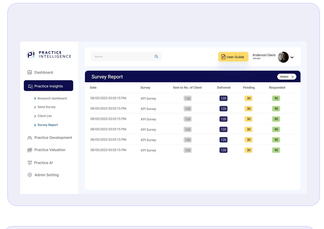


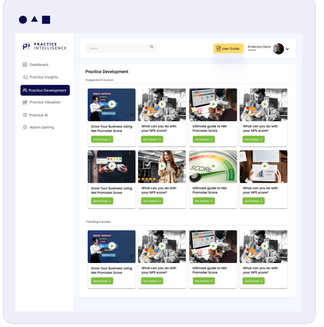


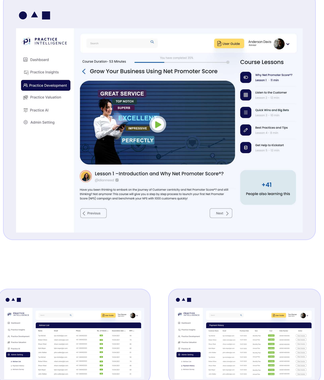

PRACTICE INTELLIGENCE
Dashboard
Practice Insights
Research dashboard
Send Survey
Client List
Survey Report
Practice Development
Practice Valuation
Practice AI
Admin Setting
User Guide
Anderson Davis
Advice Experience
Surveys
198 Total Sent
100 Completed
98 Remaining
Relationship Quality Index
56
Advice KPIs
KPI Trends
Relationship Quality Metrics
Practice Development
Grow Your Business Using Net Promoter Score
What can you do with your NPS score?
Ultimate guide to Net Promoter Score
What can you do with your NPS score?

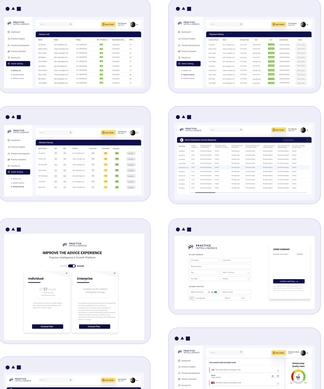

PRACTICE INTELLIGENCE
Choose Your Survey
NPS Survey
KPI's Survey
Advice Survey
Select All
Shuja Clark
Sam Jonahan
Shuja Clark
Sam Jonahan
Shuja Clark
Send Survey


PRACTICE INTELLIGENCE
Client List
S. NO.
Name
Email
Data source
Last update


PRACTICE INTELLIGENCE
Survey Report
Date
Survey
Sent to No. of Client
Delivered
Pending
Responded


PRACTICE INTELLIGENCE
Practice Development
Suggested Courses
Trending Courses


PRACTICE INTELLIGENCE
Course Duration- 53 Minutes
Grow Your Business Using Net Promoter Score
Course Lessons
GREAT SERVICE
EXCELLENT
IMPRESSIVE
PERFECTLY
Lesson 1 –Introduction and Why Net Promoter Score?
+41
People also learning this


IMPROVE THE ADVICE EXPERIENCE
Individual
Enterprise
Personal Details
Relationship Quality Index
Advice Experience

Typography

Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular Medium **Bold**

H1 64 px

H2 36 px

TX 24 px

TX 16 px

TX 14 px

TX 12 px

Colors

HEX
0E0E4F

HEX
2B6B96

HEX
A7CDEB

HEX
26304B

HEX
DD5051

HEX
FFDA69

HEX
7EC140