

Prototype Design - Branch of the Future

Customer

Cooperative Bank

Challenges

- Bank identified changing customer requirements for branches
- More modern, future-proof branch design should reflect progress in digitalization, among other aspects
- The bank's own brand and corporate culture were to remain tangible and perceptible
- Full-service offering on site was to be ensured (branch consolidation or mergers with other banks were ruled out)
- Project assignment included the development of a virtual/digital prototype of the next branch generation

Approach

In the first phase of the project, structured interviews were used to generate in-depth customer insights. Based on this, a comprehensive, shared vision of the future branch was developed within a dedicated series of workshops and visualized with initial prototypes. In the second project phase, these were tested, optimized and finalized in an iterative process with 50 potential customers and employees.

- 1 Generating qualitative customer insights through structured customer interviews
- 2 Series of workshops to develop shared vision of the store & initial prototypes.
- 3 Iterative testing & adaptation of prototypes with 50 employees & customers
- 4 Finalization of the prototypes and transfer to an existing pilot store



Results

Precise modular design set-up of the customer-centric "branch of the future" based on validated requirements coming from customers and employees alike



Resilient digital prototypes of the store of the future



Cross-divisional, shared understanding of the targeted (store) vision



Valid insights into customer and employee requirements