

# Designing Better Banking Experiences

Go behind the scenes with the Temenos Infinity Design Center of Excellence.



## Design Principles

Every digital experience must be:



### Intuitive

Design for simplicity, following best practices and human interface design guidelines, to reduce friction for any customer type.

Less = more



### Innovative

Innovate by always looking ahead to find undiscovered customer needs and never settling for the status quo.



### Visually Appealing

Create memorable first impressions through crisp and clean designs using the latest user interactions.



### Customer-Centric

Put the customer first. Following a design thinking approach, we help customers accomplish banking tasks by creating solutions optimized for their needs.



### Consistent

Deliver a consistent experience across all channels and eliminate confusion between user tasks.



### Functional

Help customers achieve their banking goals efficiently through designs that are practical and useful rather than just attractive.

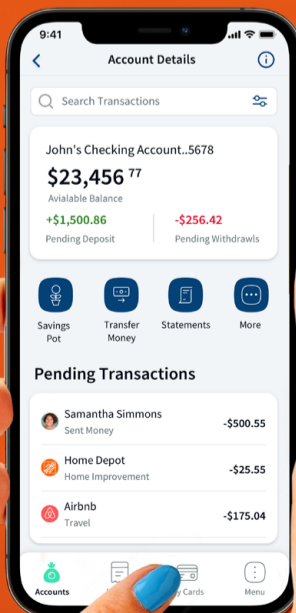


### Engaging

Design personalized and engaging experiences that drive repeat usage and build loyalty.

## Digital Banking Made Simple

By following these principles, and by listening and collaborating with Temenos clients, the Temenos Infinity Design Center of Excellence is making banking better by simplifying some of the most complex processes in banking. This translates into better experiences for both your employees and customers.



To learn more about Temenos Infinity and our Design Center of Excellence,

[DISCOVER MORE](#)

We would love to hear from you!