NatWest

In and out of category safari highlights

from Nimbletank

Four key areas of focus

Derived from persona needs & pain points

Human Support

2

Strategic Business Development

3

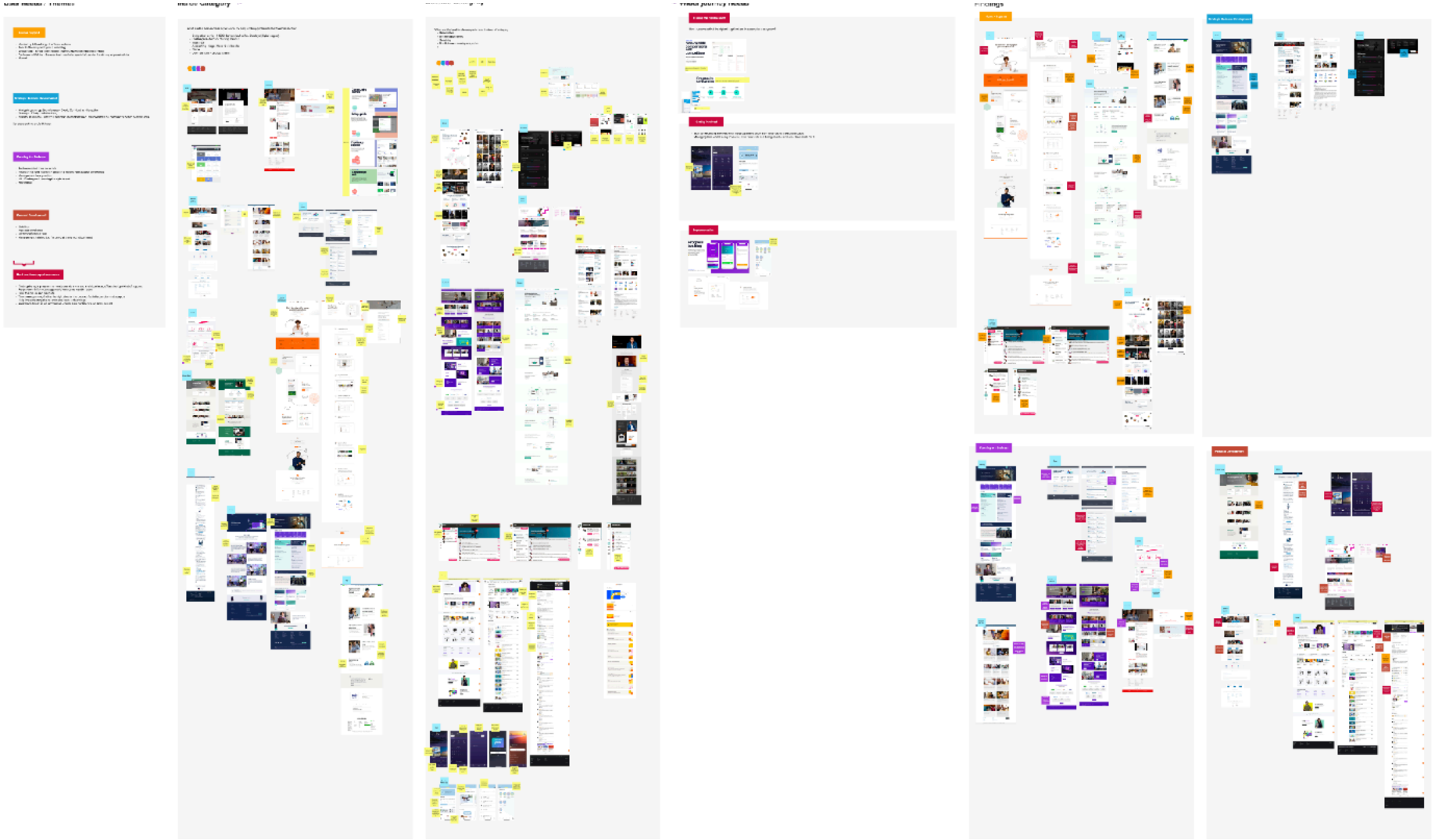
Running the Business

4

Personal Development

Underpinned by best practice support journey experience

Mural - Research findings tagged to focus areas



1

Human Support

- Mentoring & Coaching - 1 to 1 connections
- Peer to Peer support/ group coaching
- Networking - Senior connections, events, SME's for ongoing learning
- Professional Advice - General business help, specialist, senior, hands on, targeted advice
- Alumni

Rise

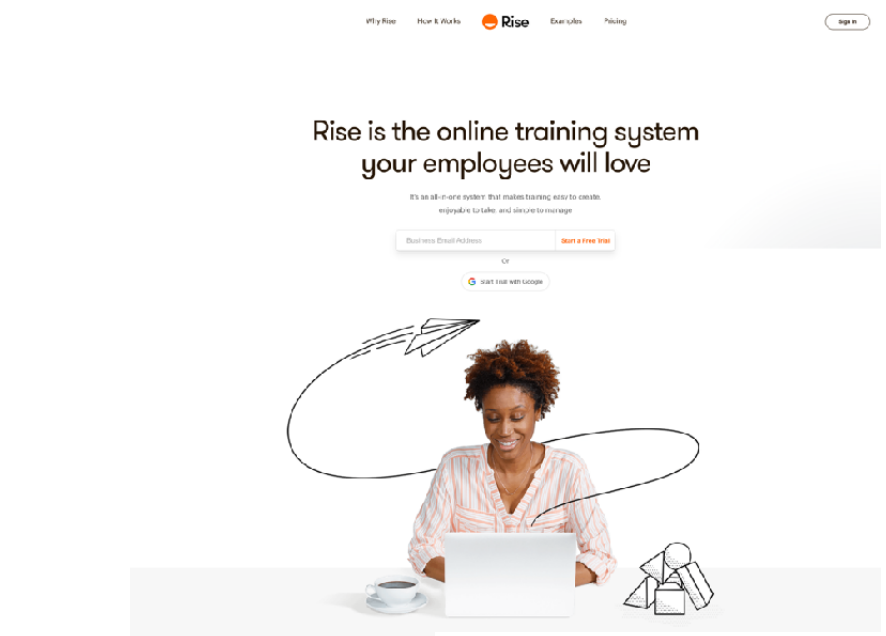
Online training platform for businesses and employees

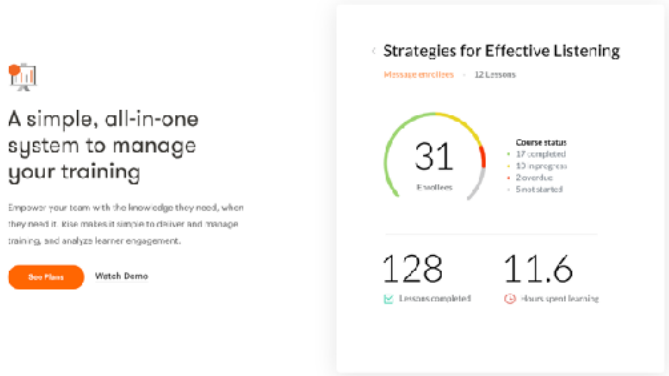
Description:

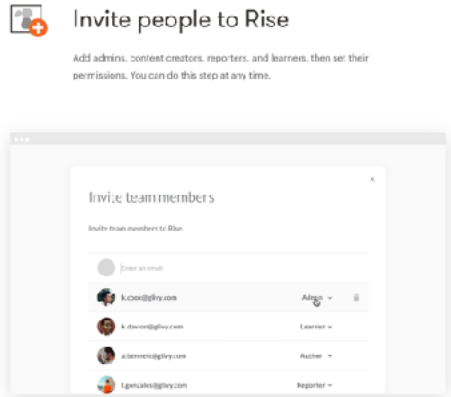
Rise is an all-in-one, online training system. They make it simple to deliver and manage training, and analyse learner engagement.

Key factors

- Invite and share courses with wider SME network and connections making learning more social.
- Courses can be created and shared to employees within your business.
- Keep track and manage training easily with statistics on modules, also helping to keep users accountable.
- Courses are completely customisable, meaning that a course can be built to your exact business needs.
- Users receive certifications on successful completion of a course.
- Analytics after the course is complete to help users understand how to put learnings into practise.







Qooper

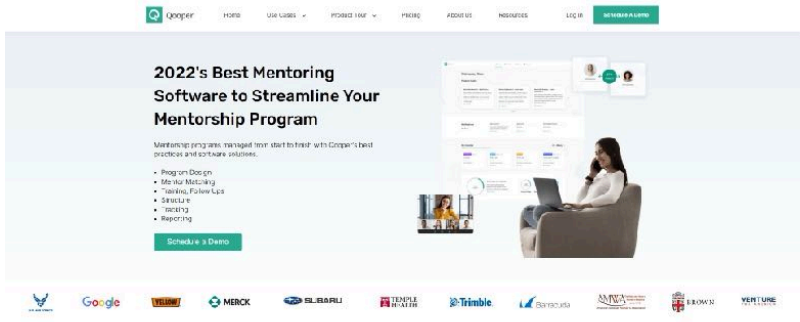
Mentorship programmes

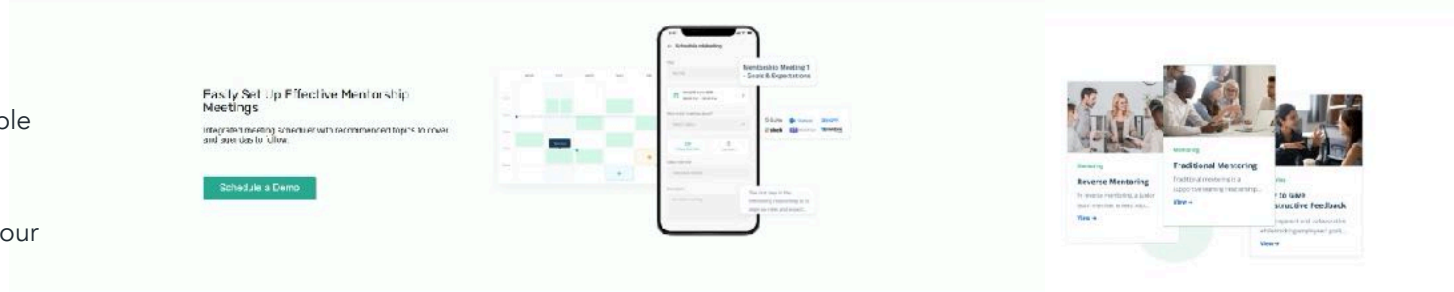
Description:

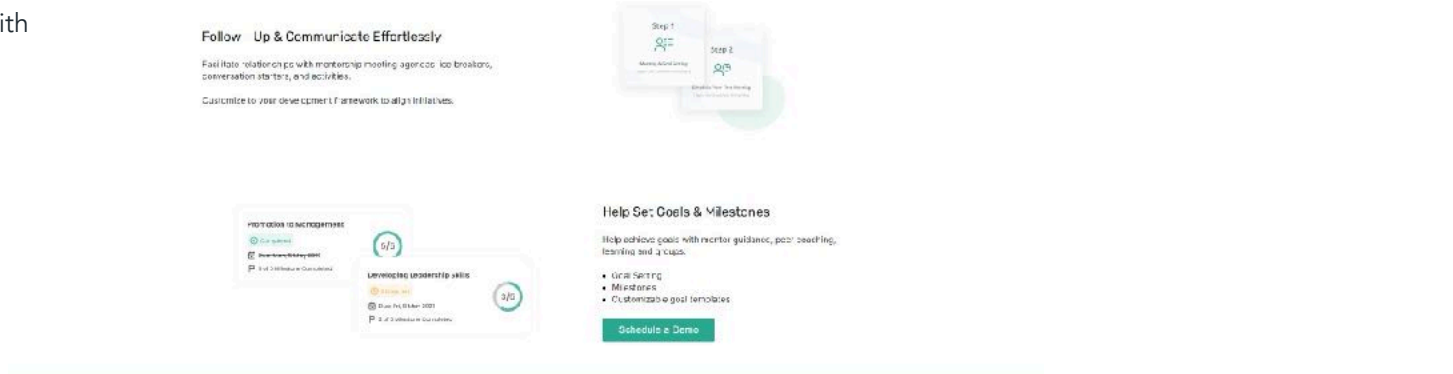
Run mentorship, coaching, and training programs with best practices, software solutions, and analytics.

Key factors

- Mentor matching feature by smart algorithm meaning that users are given someone that is right for their specific needs and requirements.
- Users can connect and engage on a mobile app, allowing like-minded people to make connections through having similar business goals.
- Having an app to engage means there are alternate ways to connect with your mentor, rather than just on a 1:1 basis.
- Integrated calendar making it easy to manage time, and set up meetings with mentors.







Shreddy

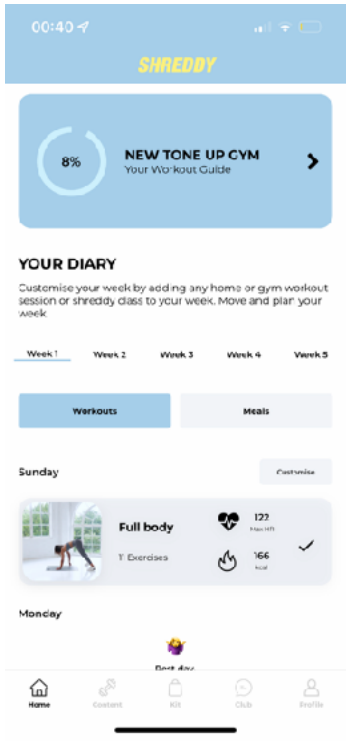
Health and fitness mobile app

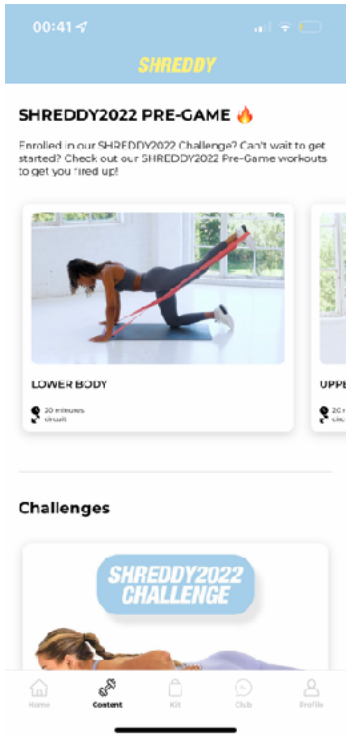
Description:

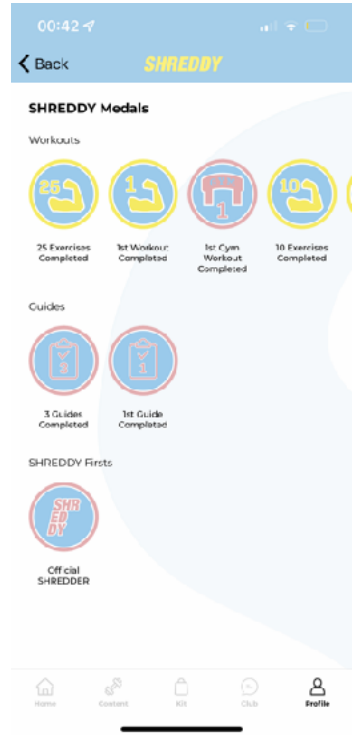
Shreddy is a fitness app used to achieve transformation goals, whether that be to get fitter, stronger or weight loss.

Key factors

- Homepage shows which guide the user is on, and how far through it they are with a percentage.
- Calendar within the app which allows users to flick between weeks, and also allows them to see each day in detail within the week that is selected. Users can add extra workouts or challenges within the weekly diary, which helps with time management and accountability.
- Video guides, written guides and also mini challenges that take less time to complete.
- Once a workout has been completed, user can see statistics such as calories burned, and heart rate. Users also have a medal section where they can earn medals during workouts for different things.
- Community section within the app allows users to join groups that relate to them and their help/support needs. It also allows users to connect with each other using direct messaging within the app.







The Guild

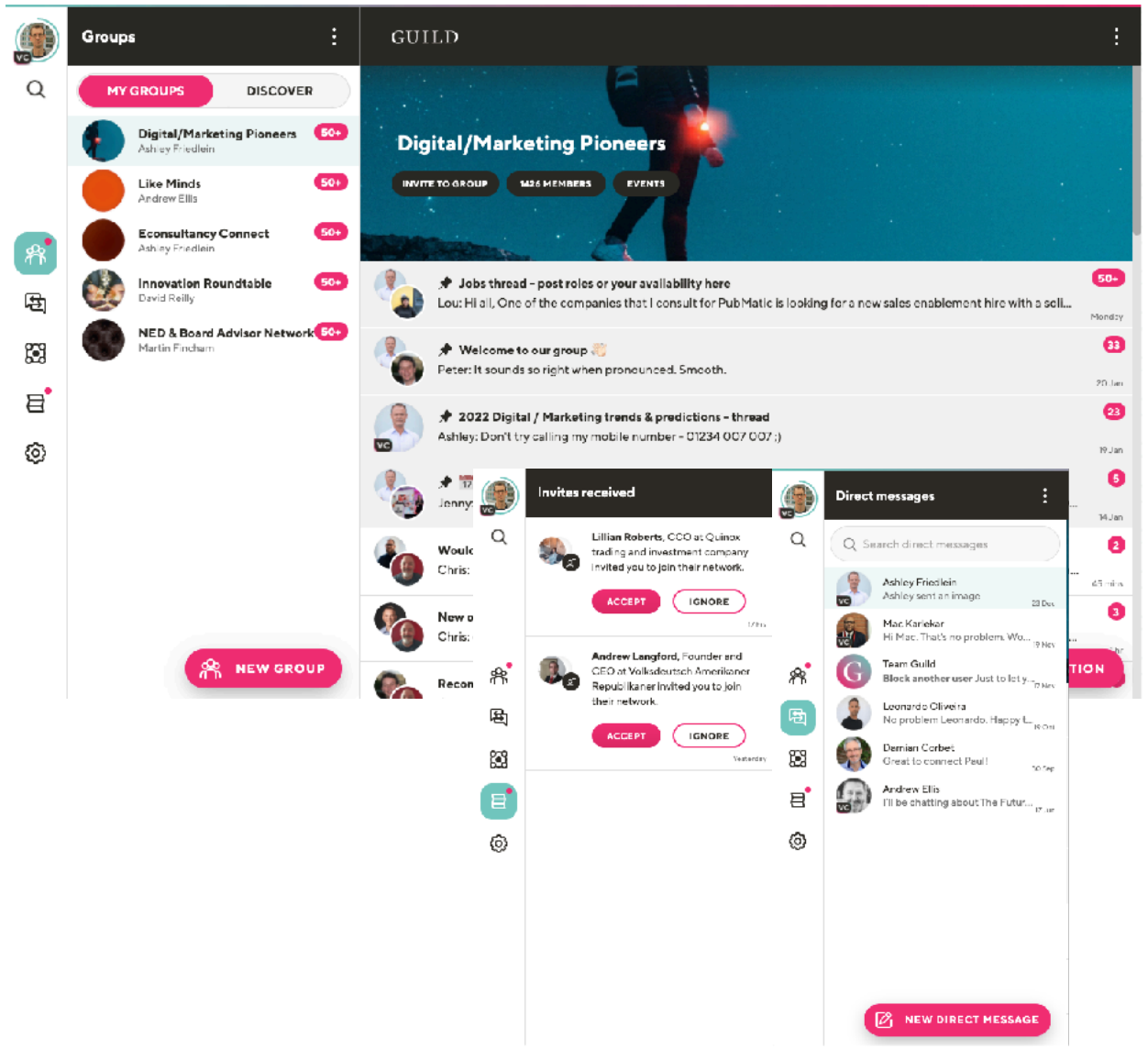
B2B community and support platform

Description:

Guild is a platform where users have access to advice and support from like-minded people, whilst also being able to network and make new connections.

Key factors

- Users can join groups aligned to interests or needs.
- Explore groups based on role, business type, interest, support needs, gender etc.
- Build a network of likeminded connections.
- Ability to direct message connections for advice and support.
- Easily accessible as there is a desktop web version, and a mobile app.



ADPList

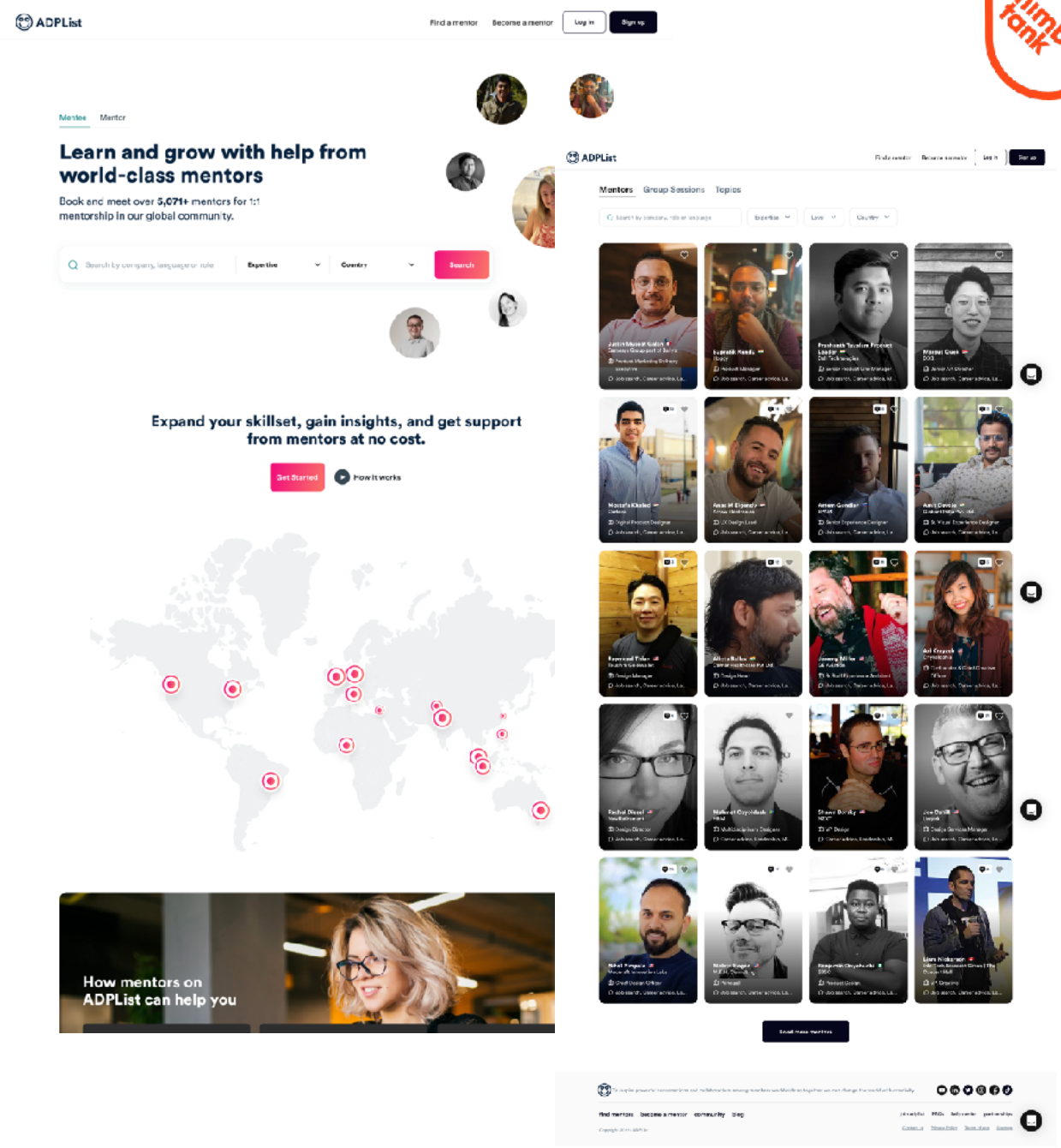
Online mentorship programme and global community

Description:

ADPList is an online mentorship platform that offers experts in the field and a global community to connect with.

Key factors

- Functionality to filter, or search by required expertise.
- Clearly displaying the benefits of having a mentor and additional content.
- Options between 1:1 mentoring or group mentoring sessions, so the user can choose which option will best suit their needs.
- Pre recorded presentations from mentors so that you don't have to always have a 1:1 session, to feel like you're learning.
- Showcase of mentors available and clearly displays their specialisms.
- Gives a personal approach by showing all mentors photos, names, skillset etc. Allows the user to get to know a bit about them before initial conversation.



Virgin Money Stores

Description:

Virgin Money offer stores where both customers and none-customers have a space that they can go to for free, to get advice, work and play.

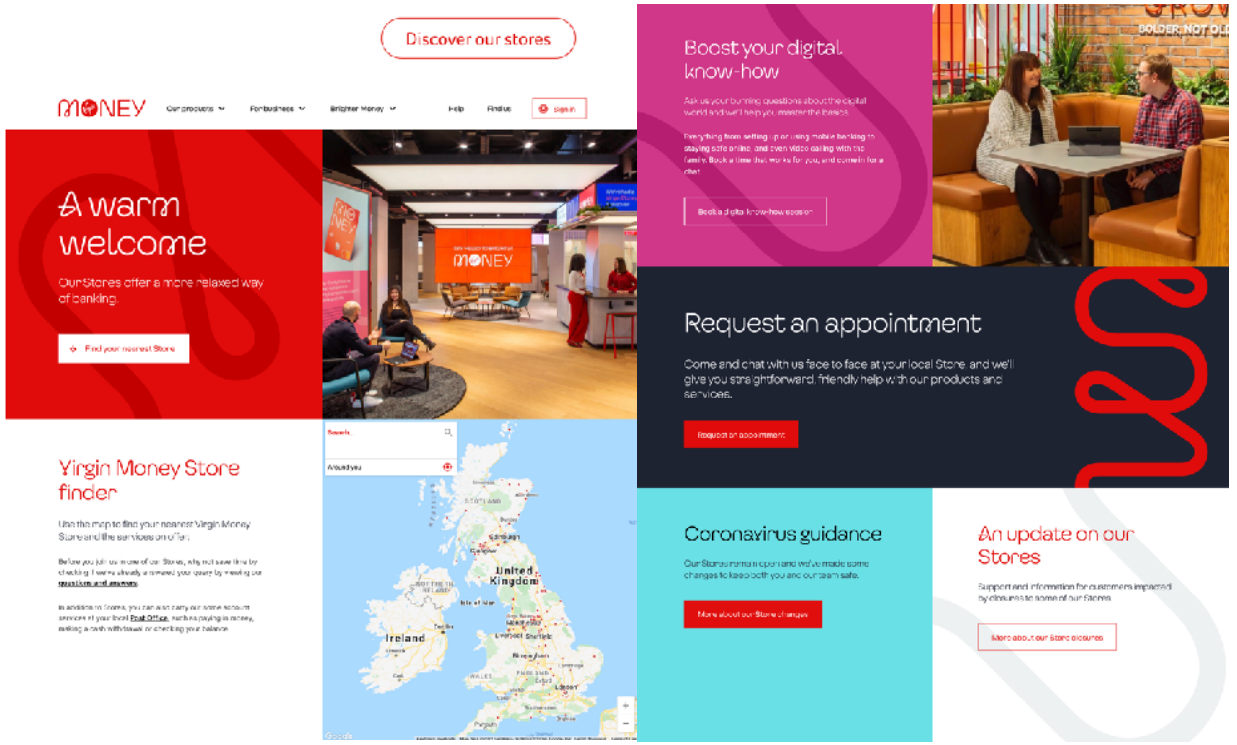
Key factors

- Both customers and none-customers can go and use the Virgin Money store for free.
- They offer a nice space where customers can relax with a coffee, or alternatively you can set up and work with their free wifi.
- Store staff can offer users support and advice on a wide range of different topics, other that be for a new product, getting better at technology or financial advice.
- Users can book a free appointment to join digital classes to learn more around technology and everything digital.
- Depending on the store location, some stores offer customers the option to rent a room to host meetings, work events etc. One of the stores even has a bowling alley!

Virgin Money Stores

A new generation of creative and community-focussed spaces on the high street, designed to broaden people's horizons and brighten their lives.

Open plan layouts, shoulder-to-shoulder service and relaxed discussion spaces are just a few of the ways that people can manage their money in a modern way. Virgin Money Stores give everybody a space to learn, work and play.



1 Human Support - Learnings

- Users being able to **engage and connect** with each other **within the platform** is really important. Allows the opportunity to connect with like-minded people, get support or advice, and can make learning social by sharing with connections or colleagues.

- Make sure that the customer feels understood by being **smart with recommendations.** This reduces the choice paralysis of finding the right human expert or programme whether that be in person, or online.

- Have **alternate ways that experts can connect and add value to users at scale**, beyond 1:1 engagement. This could be experts responding to comments or messaging within group chats etc.

- **Certifications and rewards** to show success, and make the users feel a **sense of achievement**. This helps to build **motivation and loyalty** to the programme.

2

Strategic Business Development

- Navigating change & challenges - Brexit, Covid, other disruption
- Strategy - Clarity and direction,
- Investor readiness - Lifestyle business ideas dismissed, could women be coached to better position idea?

Starling

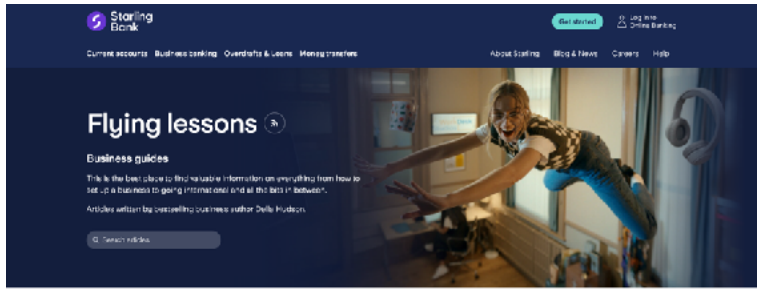
UK challenger bank

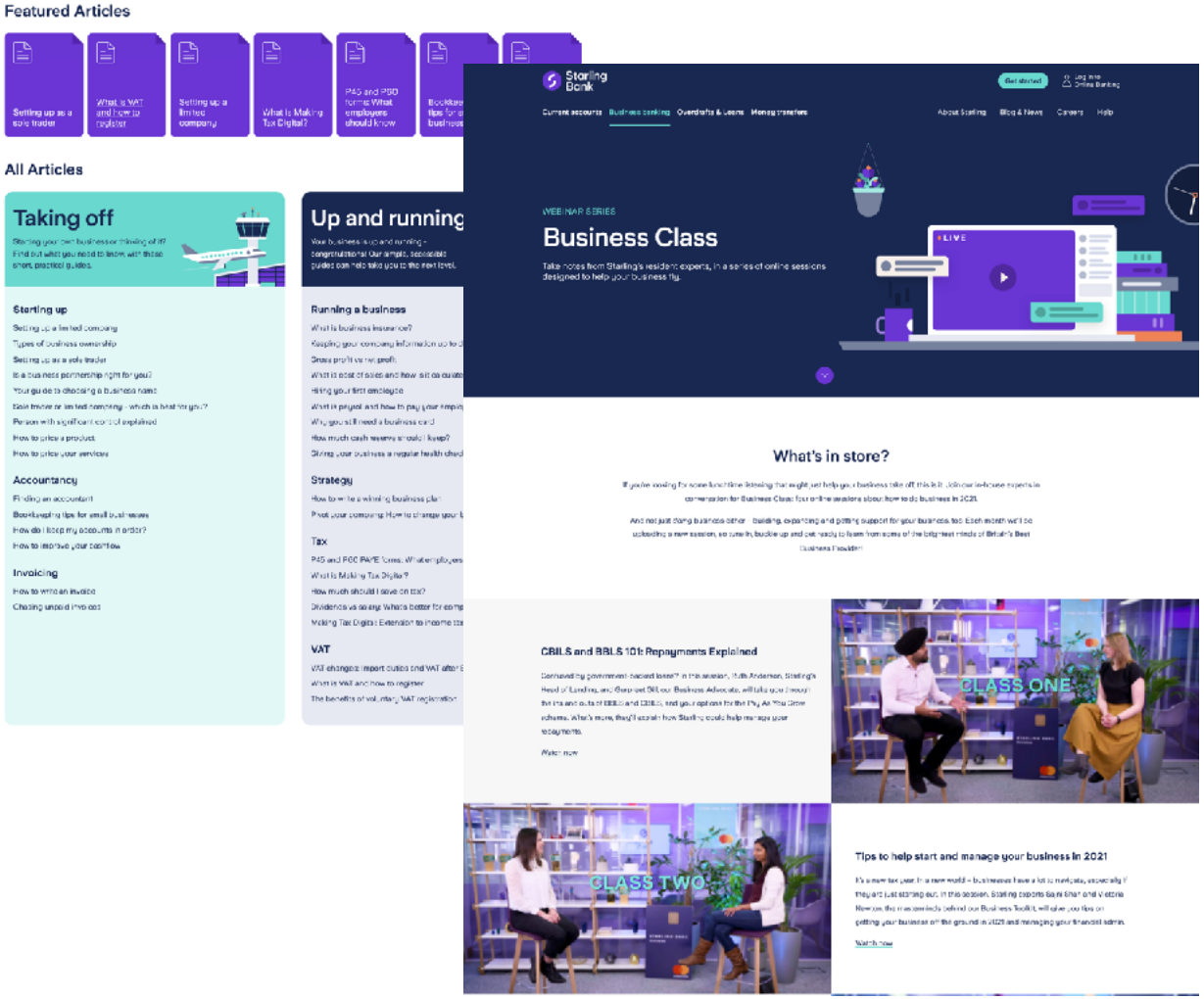
Description:

Starling is one of the top UK challenger banks, transforming the way that people manage their money.

Key factors

- Business development courses, and strategic courses to help create business plans/models.
- They've created a really nice structure to display guides and articles, in a way that separates them depending on what type of business you are, where you are at in your journey and what your customer needs/pain points might be at that particular time.
- Webinar series, videos and guides on everything to do with having a business, getting up and running and growth etc





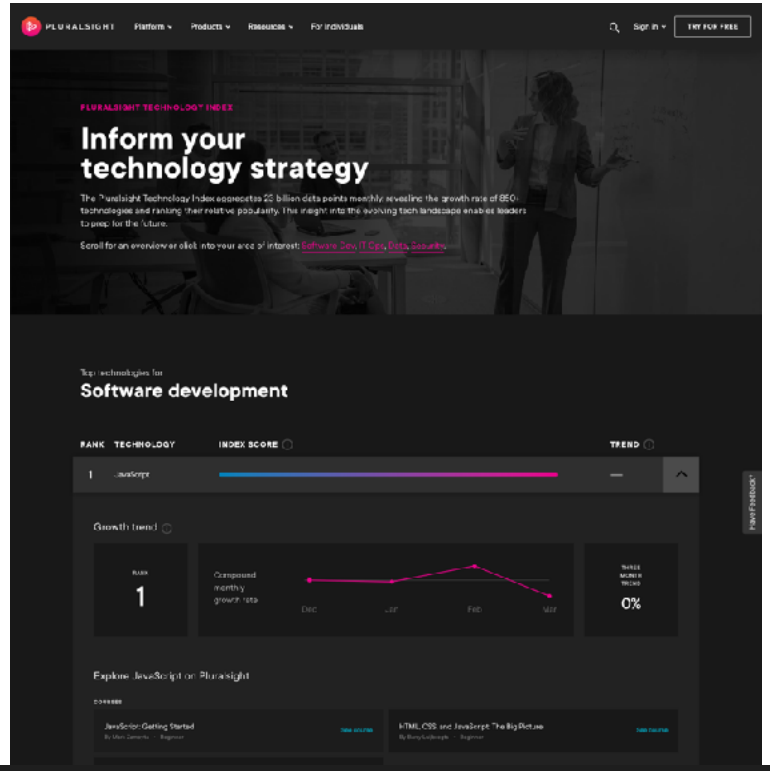
Pluralsight

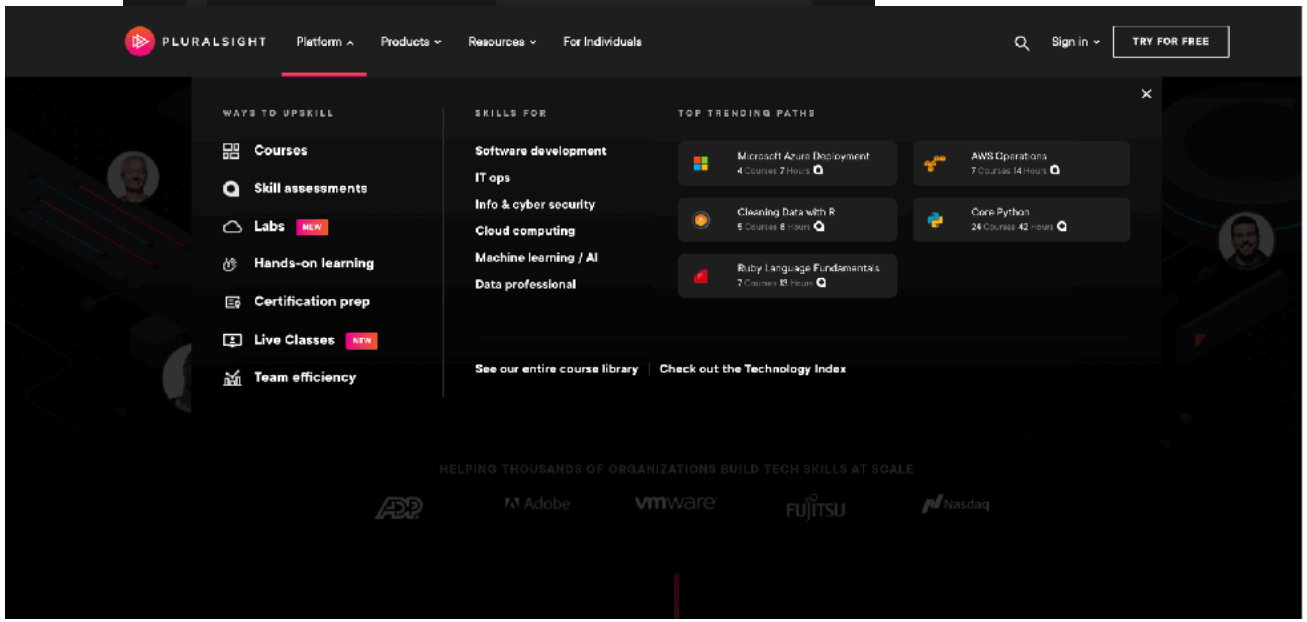
Description:

Pluralsight is the technology workforce development platform that helps tech teams know more and work better together with stronger tech skills.

Key factors

- Live data feed to show the changing market/trends and which programmes are the most popular.
- Shows top trending paths - giving you the confidence that those courses are going to add value
- Has a smart algorithm so users can take a test to understand what areas they need to improve in, for that specific skill. Pluralsight will then recommend what courses they need to do to improve in those areas.
- Global event programme offering top speakers with a huge community, job opportunities and networking.
- Course offer experience that will help to scale your business by selection process, certifications etc.





Nielsen Norman

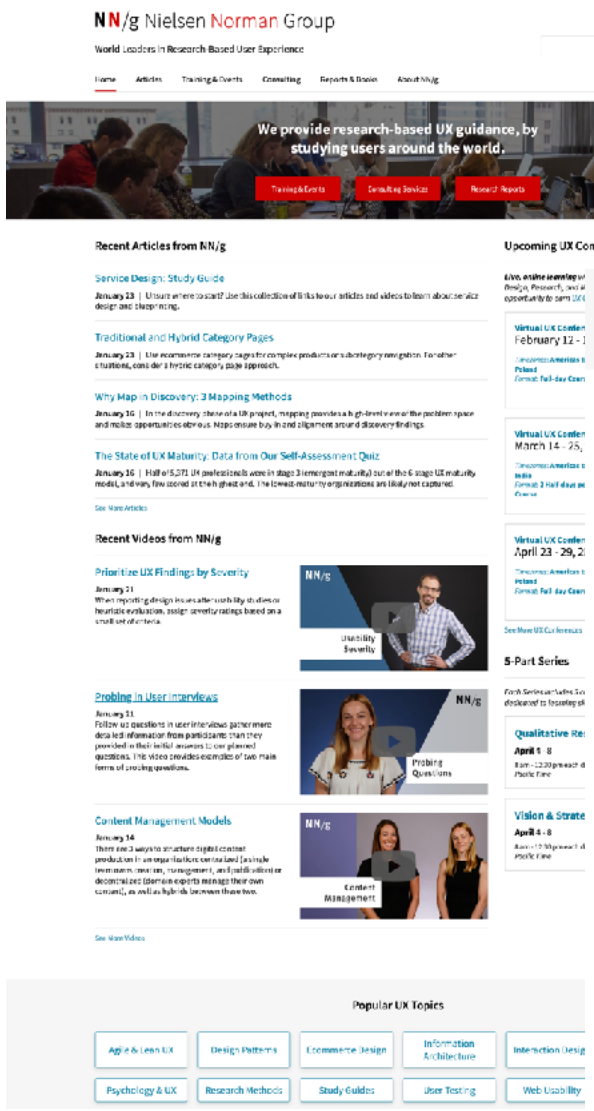
Online learning platform for research based UX guidance

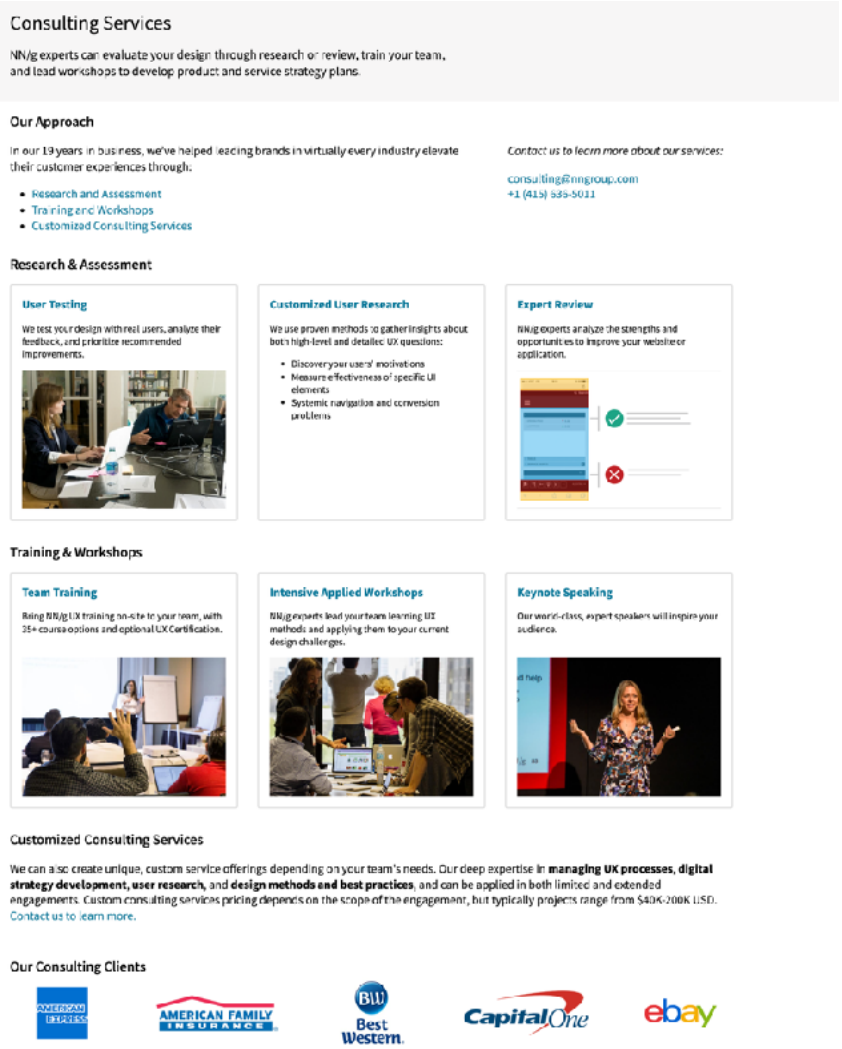
Description:

A leader in the user experience field, conduct groundbreaking research, trains and certifies UX practitioners, and provides UX consulting to clients.

Key factors

- Online guides
- Certified courses and training led by experts in the field.
- Courses are all well-written and offer really great content. Users know that they can trust the site, and that learnings will add value.
- Worldwide events and conferences, research reports.
- Easily filter what you need by the search bar, or they have a popular topics section.





Technation

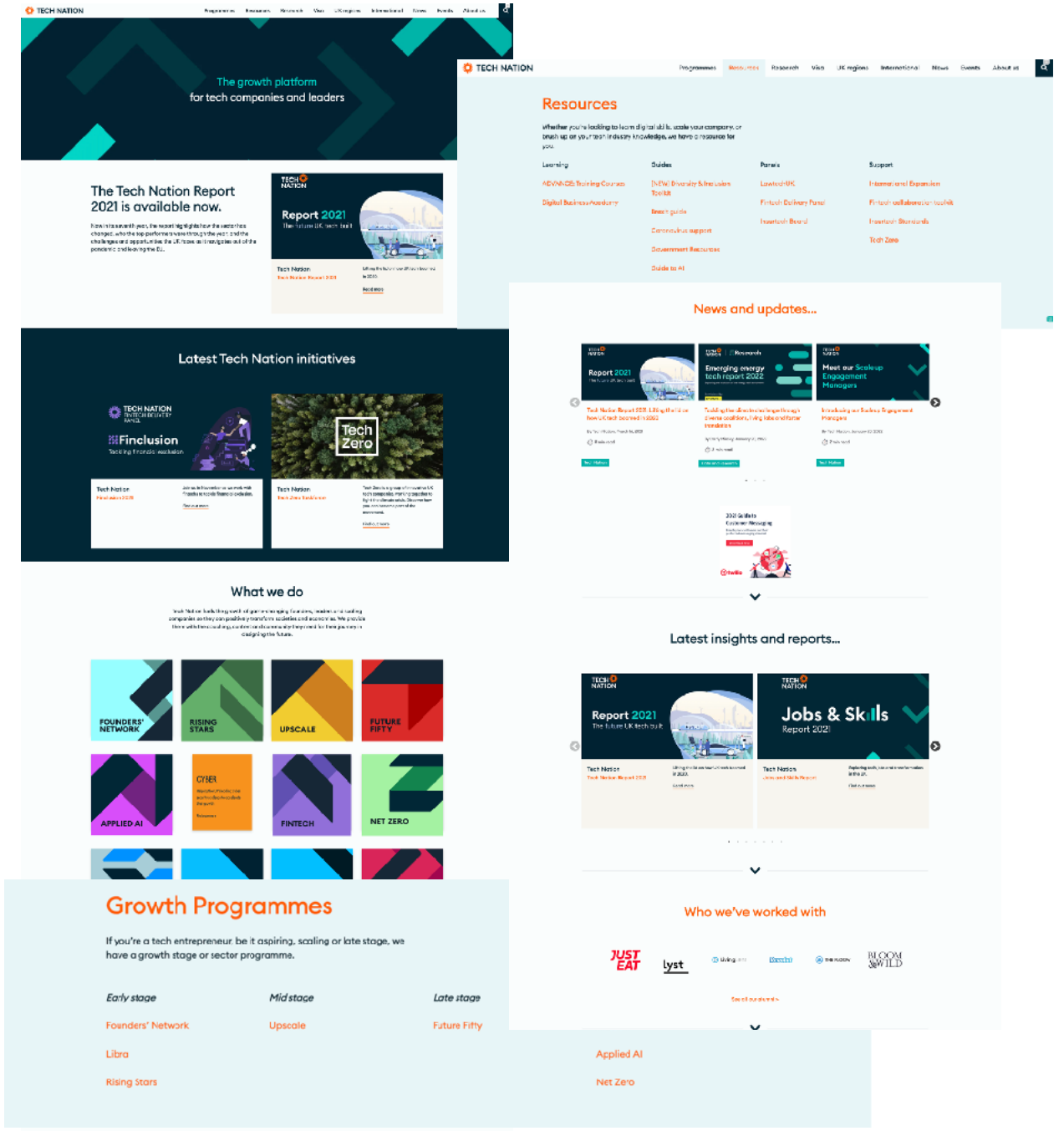
Growth platform for tech companies and leaders

Description:

Tech Nation fuels the growth of game-changing founders, leaders and scaling companies so they can positively transform societies and economies. They provide them with the coaching, content and community that users need for their journey in designing the future.

Key factors

- They have an early stage, mid stage and late stage growth programme which is sector specific. This allows users to easily understand where they are at, and what type of programme would suit them at the current point in their journey.
- Have a range of different content to suit different needs e.g. programmes, guides, support, panels, research reports etc.
- Loads of different categories depending on what you are looking for. You can find anything from upscaling advice through to tech.
- They show who they have worked with, partners and alumni. This shows credibility and builds trust between customer and company. You know as a user that they have a quality product if top brands have worked with them.



2 Strategic Business Development - Learnings

- In addition to segmenting content by **categories** based upon the type of business, **showing trends of popularity** across content topics helps users to find the right support streams and gives motivation to engage.

- Making users feel like they are being **taught by leading experts** within the field, helps the course stand out, ensures quality, and builds trust.

- Creating a **test or an algorithm** to check peoples knowledge on the subject or skillset, before giving recommendations and tools to for them to use.

3

Running the Business

- Reduce wasted time on admin
- Establishing best practice / up-skilling in general business knowledge
- Management best practice
- HR - Finding and securing the right talent
- Workspace

Xero

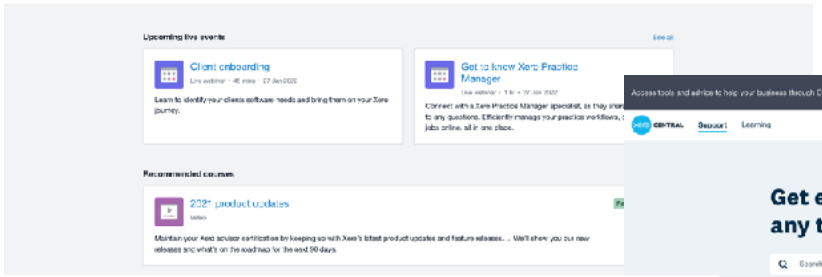
Accounting Software

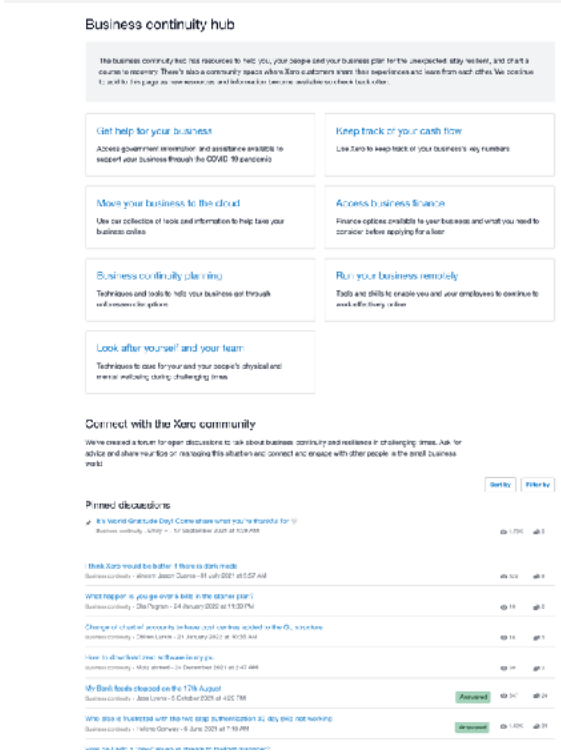
Description:

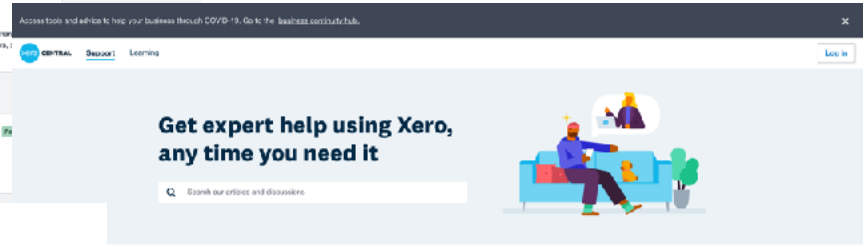
Xero online accounting software for your business connects you to your bank, accountant, bookkeeper, and other business apps.

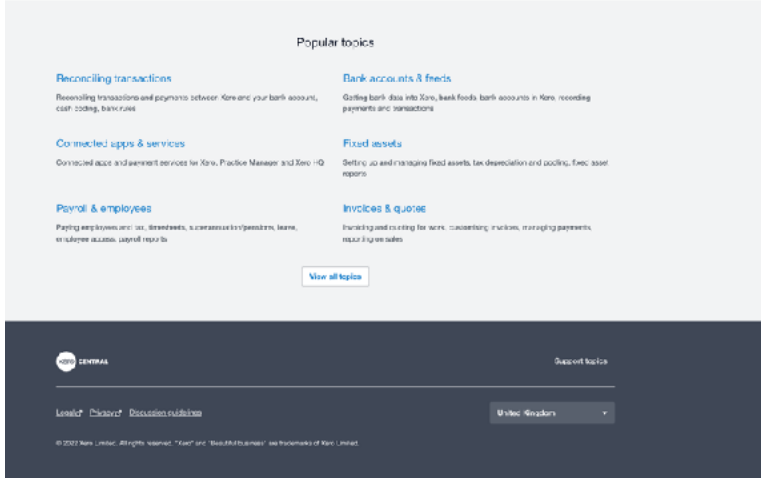
Key factors

- Different types of learning - live webinars, pre recorded videos, articles etc.
- Courses that are specifically recommended for you and your business.
- Each course is broken down into easy to understand sections where users can see the length of each resource.
- The course is also broken down further into different modules s that there is a clear idea of exactly what you have to complete before the final assessment.
- Community forum which allows users to ask for advice or get questions answered on anything business specific.









Crunch

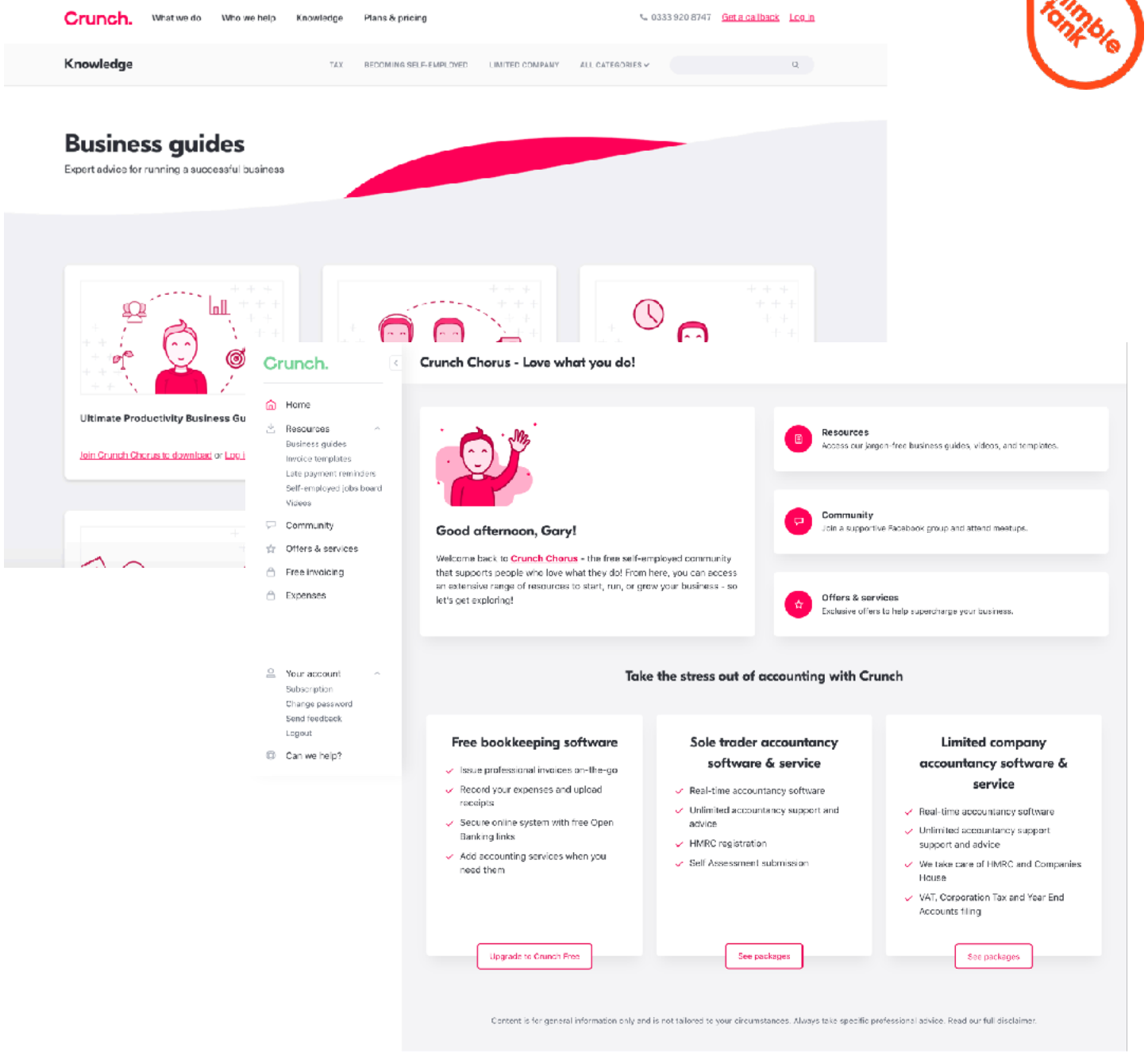
Accounting Software

Description:

Crunch offers simple accounting software, expert advice, and great service from chartered certified accountants.

Key factors

- Guides for each stage of your business.
- Online resources such as templates that they can download, and exclusive offers for the business.
- A personal portal which keeps everything that is relevant to the user in one central place.
- Community area where you can find advice and support.
- Crunch uses the portal to upsell products that might relate to the customer based upon their individual needs.



Barclays - LifeSkills

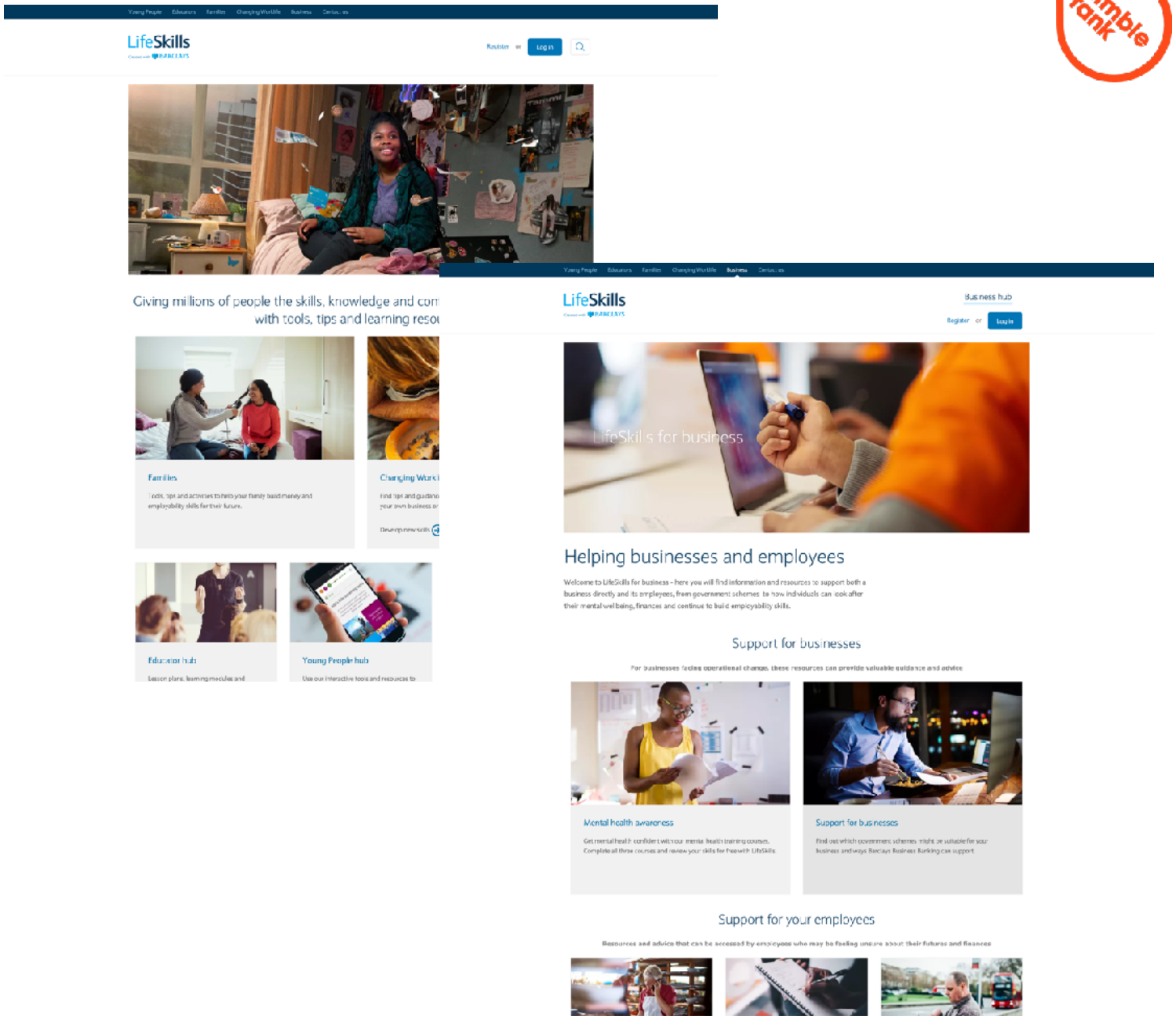
Barclays learning platform

Description:

LifeSkills, created with Barclays, helps young people get the skills and experiences they need to enter the world of work.

Key factors

- Has different hubs for different user needs. For example, there is a business specific hub where you will find everything relevant to up-skilling in relation to your business.
- Doesn't only offer financial support for your business, but also mental health support, government schemes, confidence, and how to navigate through difficult situations like Covid-19



BT - Skills for Tomorrow

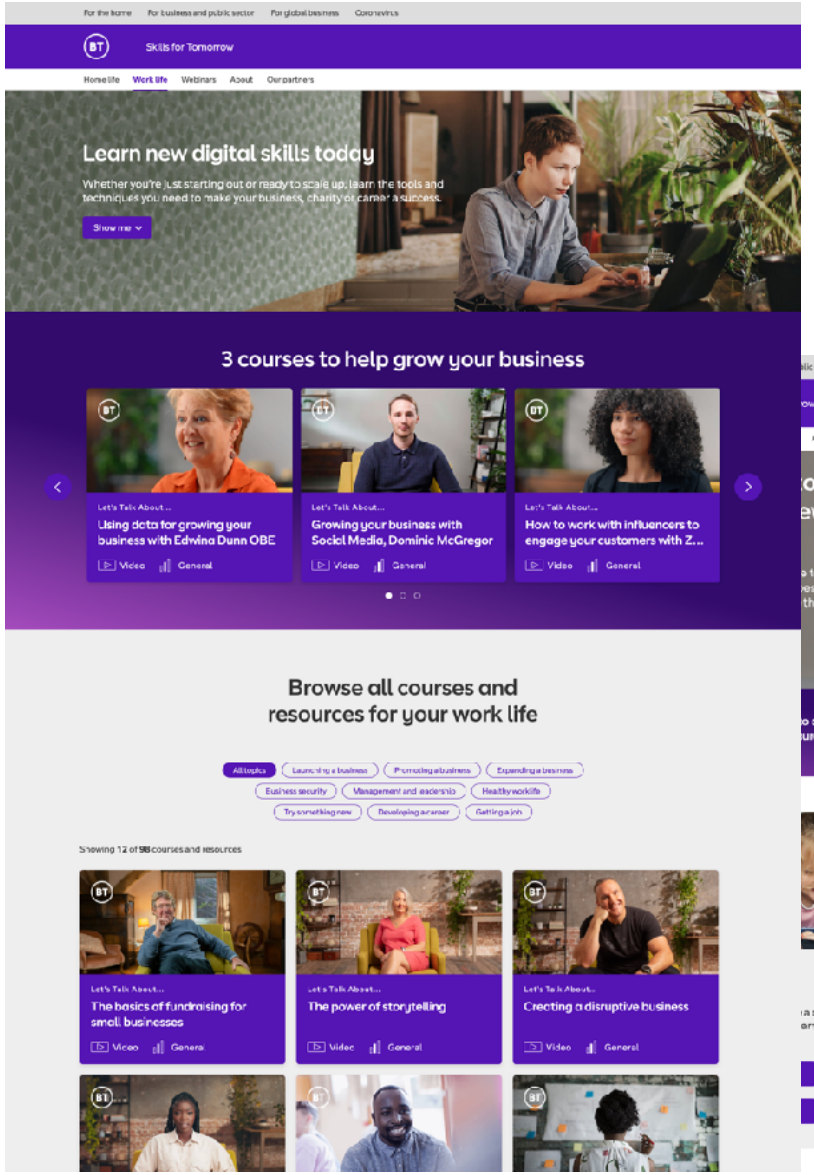
Barclays learning platform

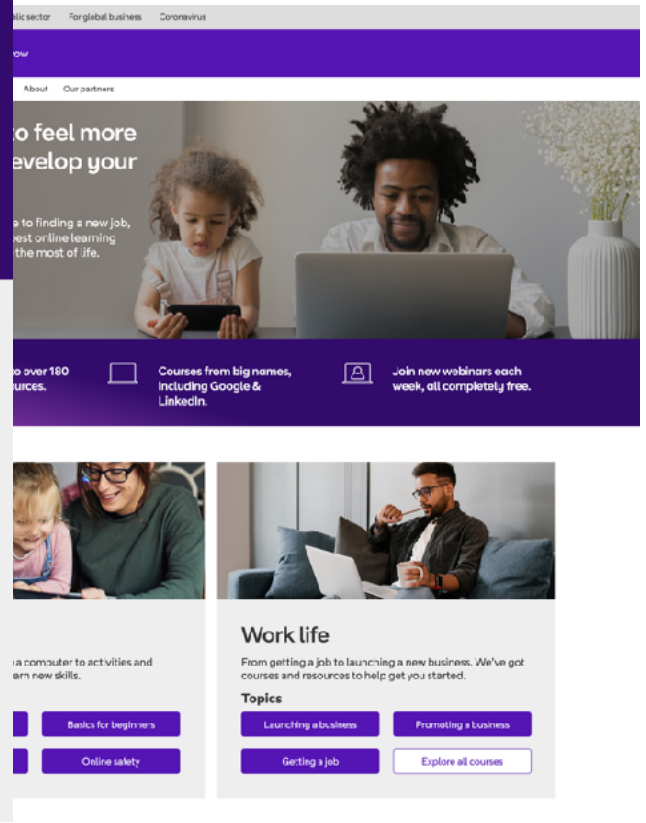
Description:

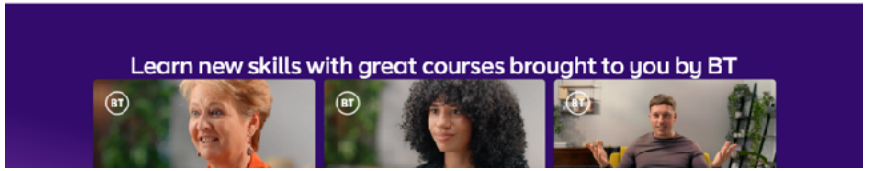
Learning platform that offers users free courses to help develop work life skills and home life skills.

Key factors

- Content is clearly split between the two different categories [work life and home life].
- Offer bitesize video clips focusing on a specific topic meaning that some of the resources are easily accessible and don't take up a huge portion of your time.
- They offer approved and relevant businesses that can offer help and support to the user such as: LinkedIn Learning and Google Digital Garage.
- Offers the user great flexibility in the ability to watch now, or download the guides and continue to watch later.
- Offer really great business specific videos that have been created by experts within the field.







3 Running the Business - Learnings

- Having a portal where everything that relates to the user sits, gives a more **personalised experience**. It also gives the opportunity to show relevant or recommended resources which could keep users **more engaged**, and that their **specific needs are being met.**

- Having the ability to be **flexible, and offering different types of content** e.g bitesize videos, shorter reads as well as longer more in depth resources will allow for **better time management.**

- Giving customers the right tools to be able to implement the things that they have learned, into their business.

4

Personal Development

- Risk fear
- Imposter syndrome
- Technology/digital fear
- Management training (i.e. i'm good at trade not at business)

Monzo

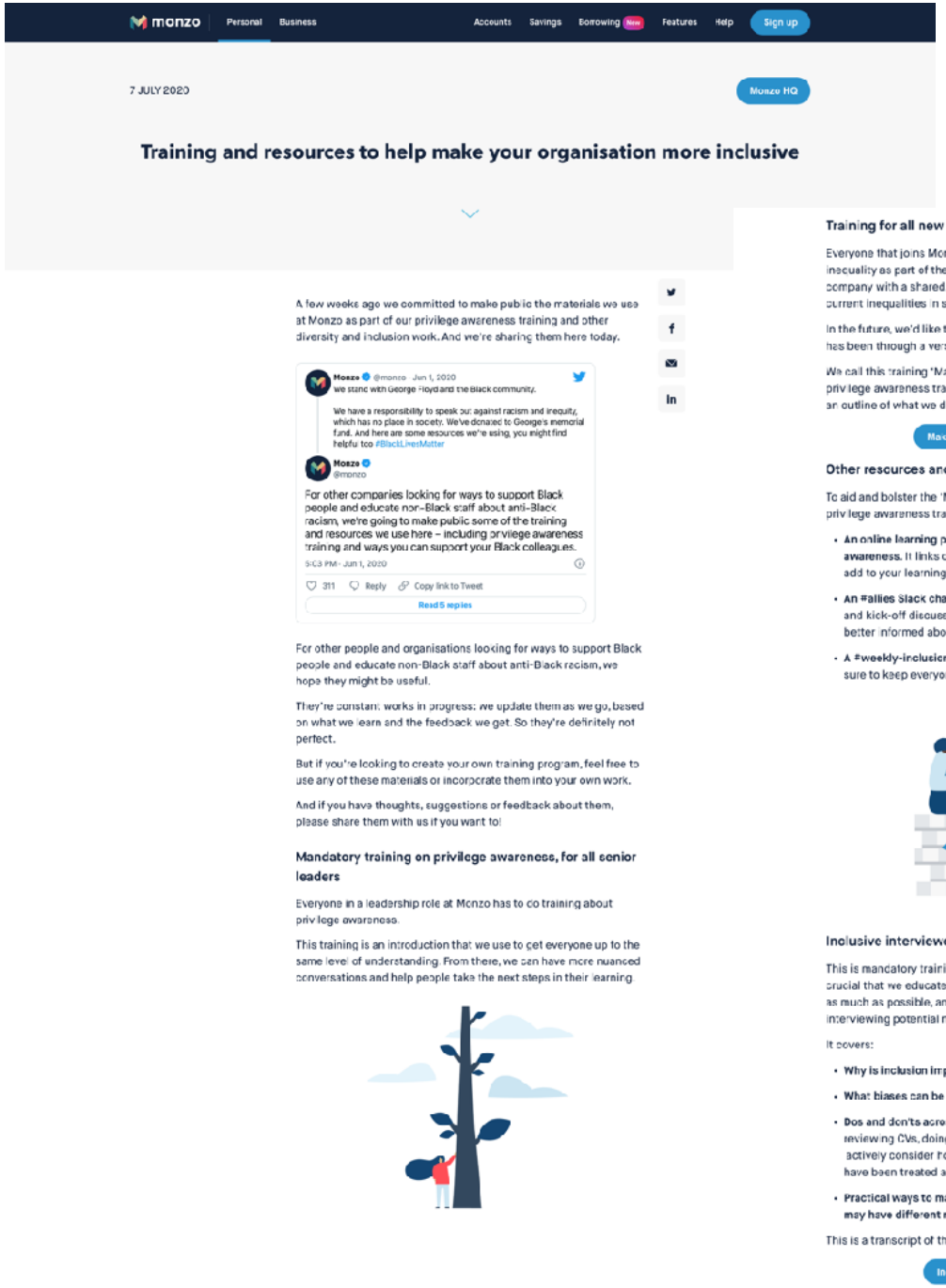
UK challenger bank

Description:

Monzo is one of the top UK challenger banks, transforming the way that people manage their money.

Key factors

- Learning and training section all around being inclusive.
- Training is for all levels from senior leaders, through to new hires.
- Monzo offer online resources that are available for download to re-use within your wider business.
- Have places/groups that you can join for discussion on different topics and get community support/advice from likeminded people.



Future Learn

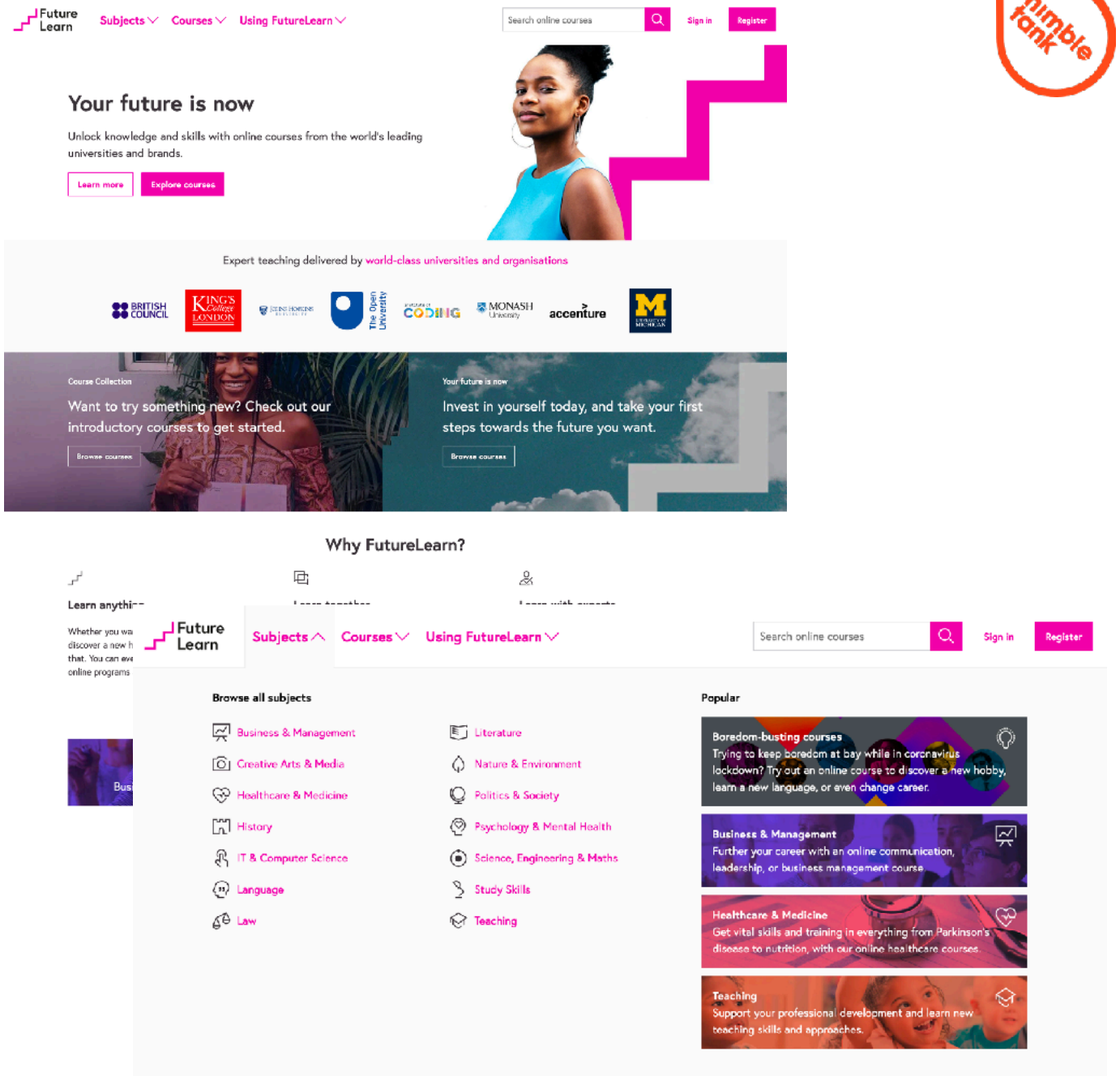
Online learning platform

Description:

Future Learn is an online learning platform that offers a wide range of free online courses as well as degrees from leading universities or organisations

Key factors

- Offers guidance for people that are unsure what they are looking for or what it is they are specifically looking to learn.
- The customer rating and reviews helps to understand what the quality of the course is like, and how useful it is.
- Easy to navigate and find what you're looking for with the search bar at the top, and also the different category sections.
- Logos for top brands that offer the courses and teaching. This builds confidence that the course is going to be of a high quality and that users can trust it will add value.



Calm

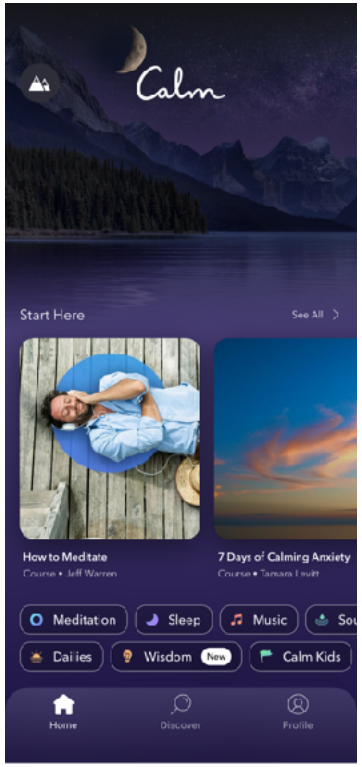
Guided meditation and sleep app

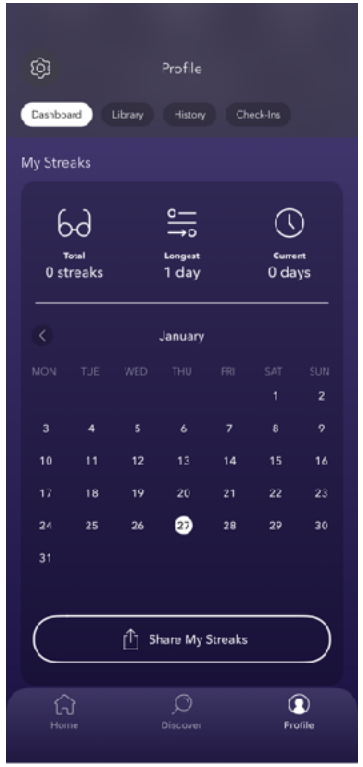
Description:

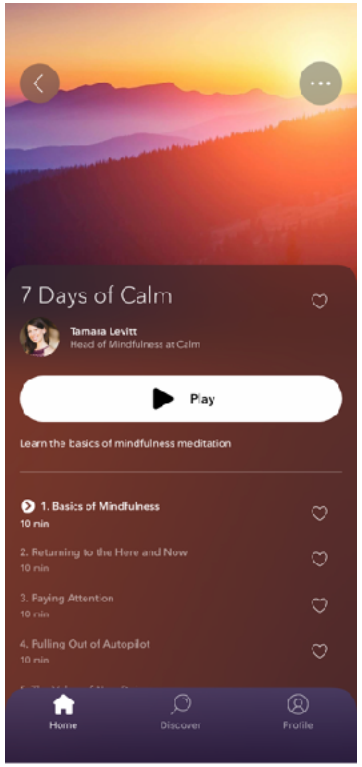
Calm is a mobile app designed to promote better sleep, lower stress, and less anxiety, through guided meditation and story telling.

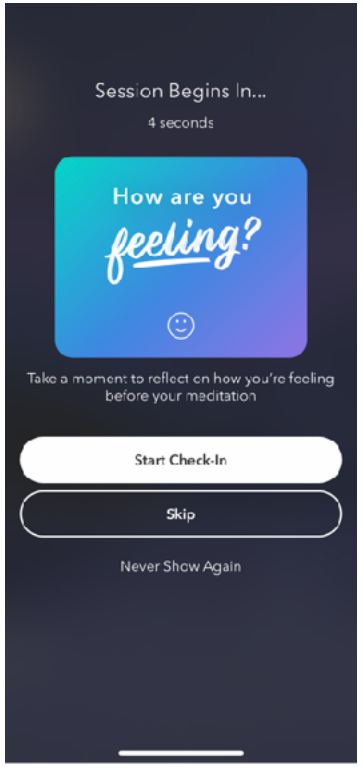
Key factors

- Once signed up it suggests a starting point for the user. This is generic however it creates a really nice welcome, and helps to stop the user feeling overwhelmed by the amount of content.
- Displays categories on the main homepage so that users can easily filter what they are looking for.
- A calendar feature gives the user the option to add daily check-ins, which help to keep you accountable and engaged.
- The calendar also shows some stats from your app usage e.g. streaks, and your longest active day. This helps to create motivation to return as you want to keep the streak going, and you want to beat your previous longest day of listening.
- Pop up's asking users to check-in if they haven't already that day. Helps to keep accountability and is also really engaging with the user.









Udemy

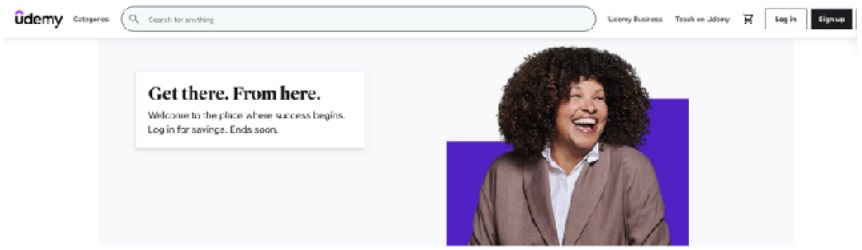
Online learning platform

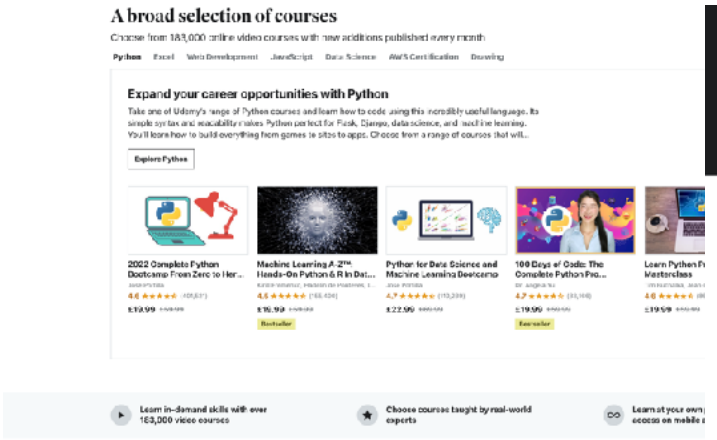
Description:

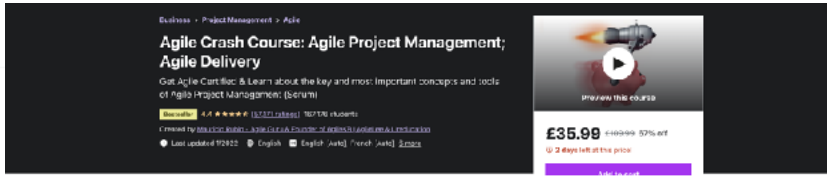
Udemy is an online learning and teaching marketplace with over 183000 courses and 40 million students.

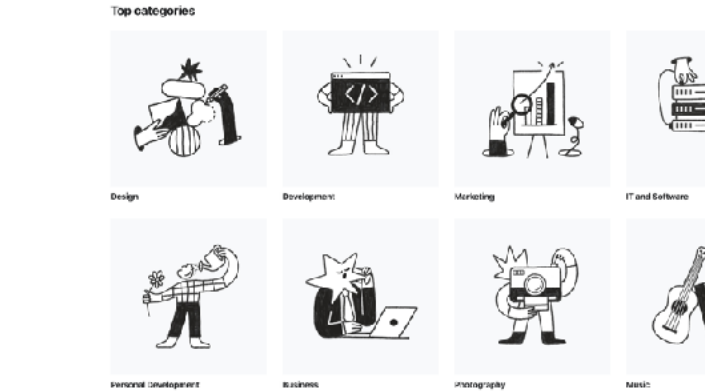
Key factors

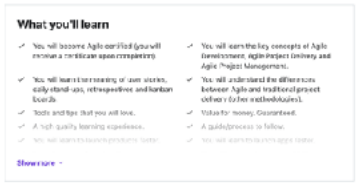
- Easy to find courses through the search bar, or category sections.
- Lifetime access offers flexibility and learning at your own pace, however the courses themselves are very structured and easy to follow.
- Courses are taught by experts in the industry through webinars, online resources and 1-2-1 support.
- Users get a clear understanding of what the course entails, how long each module is, and how far away from examination you are.
- Users also get an overview into the quality of the course with reviews and customer rating.











4 Personal Development - Learnings

- Ensure that the resources are **engaging for all levels**, and that the correct thing is being offered to the right person - from senior leaders through to complete beginners. Having something which engages well with its audience helps with **accountability and creates motivation.**

- Showing a **customer rating or reviews** puts a level of confidence in users when looking to start a new course. It gives a clear indication on the **quality of the course**, and if people in a similar position to them thought it was was beneficial.

- Using **gamification of progress tracking**, and streaks within a calendar feature gives people more motivation to stay accountable. Having a calendar also helps the user to **practically find the time within their week**, and manage time expectations.

Thank you