

## **Moving money**

The video opens with the HSBC logo placed on a plain white background as the music track begins to play. The next slide shows a red rectangular box which then transitions onto a fresh slide showing the 'My banking' page of the user.

This Account dashboard consists of 5 tabs. The bottom half of the screen show Hotel offers, a "Quick move money" interface and a Currency calculator feature showing the Lankan Rupee against the US Dollar rate, respectively.

The AVO begins by mentioning "Now, moving money is even easier, with our new Online Banking service."

One of the two tabs on the top half of the screen indicate the account balances of the user under different accounts labeled 'My accounts – Indicative balance', 'Day to day', 'Holiday funds', 'Credit card account' and 'Car loan'. The other tab at the top is a Statement indicating the users' previous transactions, the date it took place, the relevant amount and the Balance. This section includes buttons namely 'Manage', 'Details', 'Manage Transactions' and 'Move Money'.

The Move Money button gets highlighted in red and gets clicked on, as we transition to the sub-menu of the button. This 'Move Money' section includes 3 options namely 'New Transaction', 'Future dated payments' and 'My payees'.

The AVO continues "From paying bills or friends, to transferring between accounts, it's simple."

To the right of it, we see a 'New Transaction' drop down menu which have different options, namely 'From', 'Transfer to', 'My Payees', 'Amount' and 'Your Reference'. Next to 'Transfer to' we show 3 options: 'My accounts', 'My payees' and 'New payee'. On the top right, we show the numbers 1, 2 and 3 linked to each other to imply a step by step process.

First we show the 'Day to day' option being selected while the grey cursor on 'Transfer to' shifts from 'My payees' to 'My accounts'. A red rectangle appears along with a drop down next to 'My accounts' and selects 'Holiday funds'. The 'Continue' and 'Cancel' options are shown at the bottom. The AVO continues "To begin, just choose which of your accounts you're moving money from. Then select where you want your money to go. From one account to another? Easy! Every account is at your fingertips"

We zoom into the right half of the screen to the 'Move Money' section where the red cursor moves from the 'New Transaction' to 'Future dated payments' and indicate a click motion.

Once we pan back out, the red cursor moves back to 'New transaction' while the word 'Renters' is typed into and selected on the 'My payees' tab. The AVO continues "As are all of your regular outgoing payments. Setting up a new transfer to a company or friend, both are easy."

Next, 'LKR' is selected from a drop down as the preferred currency before the amount '50,000.00' is typed in as the AVO mentions "You can even make international transfers. Next, decide how much you want to pay and note why you're paying it". On the last tab, we show 'Rent' being selected under reference. The AVO continues "Is it an immediate payment or for a future date?"

Another drop down appears, pushing down the 'Continue' and 'Cancel' buttons. This brings new tabs for future payments. The tabs include 'First transaction date', 'Frequency', 'Transaction end date' and 'Last transaction amount. The calendar on the first option is clicked on and the date 31<sup>st</sup> October 2016 is selected. On the next tab, the frequency is set for a weekly basis and one month is selected for the 'Transaction end date'. The AVO mentions "Maybe it's a monthly bill, so you'd prefer fixed amounts on a day you decide". This whole menu then folds back up.

The 'Continue' button is clicked on. The number 1 in the top right turns into a tick, the number 2 is highlighted in grey and a red box appears and transitions into the 'Review

payment details' tab with the earlier confirmed details (for the rent payment). AVO continues "That's all the details you need to input".

Once the 'Complete Transfer' option is selected, a payment confirmation text appears on top of the tab. At the same time, the number 2 in the top right turns into a tick as well and the number 3 is highlighted in grey. The AVO mentions "Now just check everything's the way you wanted, confirm they're correct and it's done".

We then zoom back out to the initial 'My banking' screen where each tab pops up momentarily one after another before transitioning into the last slide. The AVO closes off with the following statement – "More enhancements, more often, with more to look forward to" as we fade to the last slide. On the last slide, we show the HSBC logo with the text "Introducing your new online banking service" and the call to action to visit the website "Visit [www.hsbc.lk/onlinebanking](http://www.hsbc.lk/onlinebanking) to discover more" below it. Music fades.