We are

not our customers

Research and understand customer needs, motivations and desires in every decision we make.

Recognise changing customer behaviors and prioritize their experience, not product features.
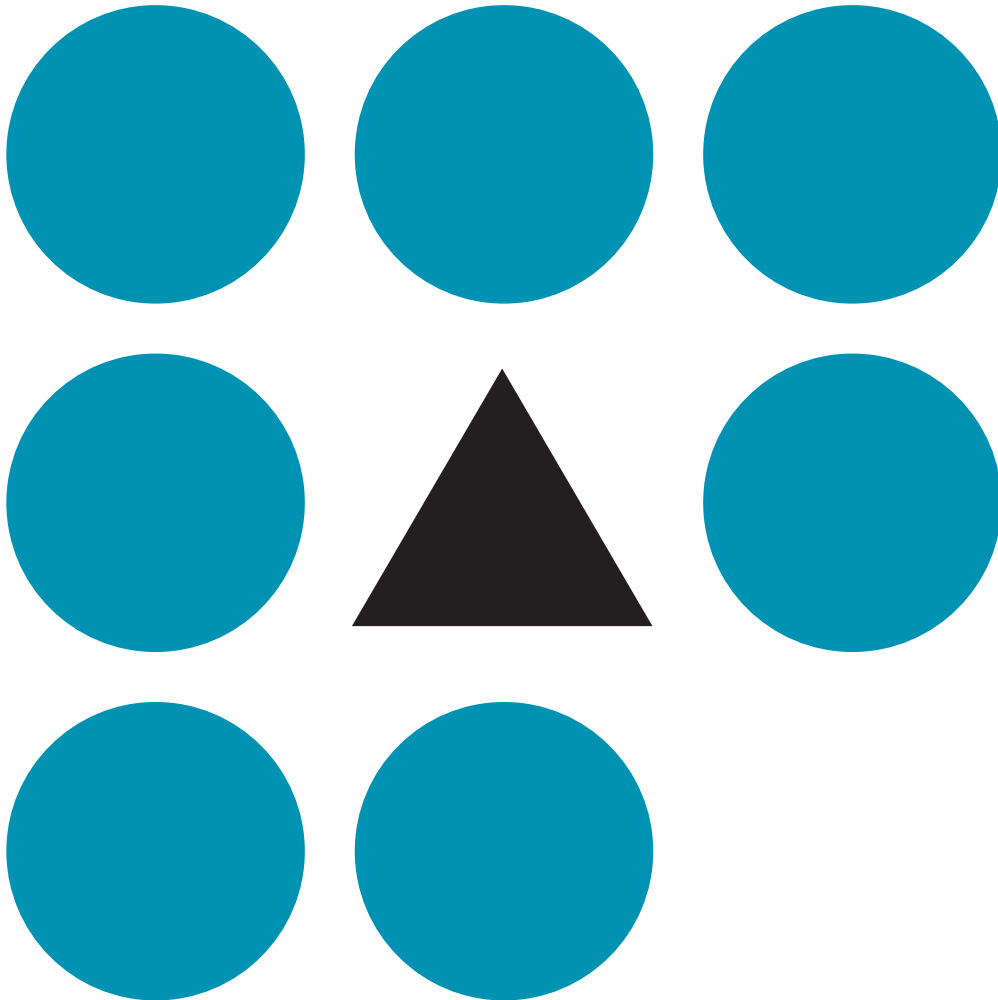
Help them in a meaningful way in their daily activities.

Be informed

Santander

We are

diversity conscious

Design for everybody and create experiences that are accessible and intuitive to use.

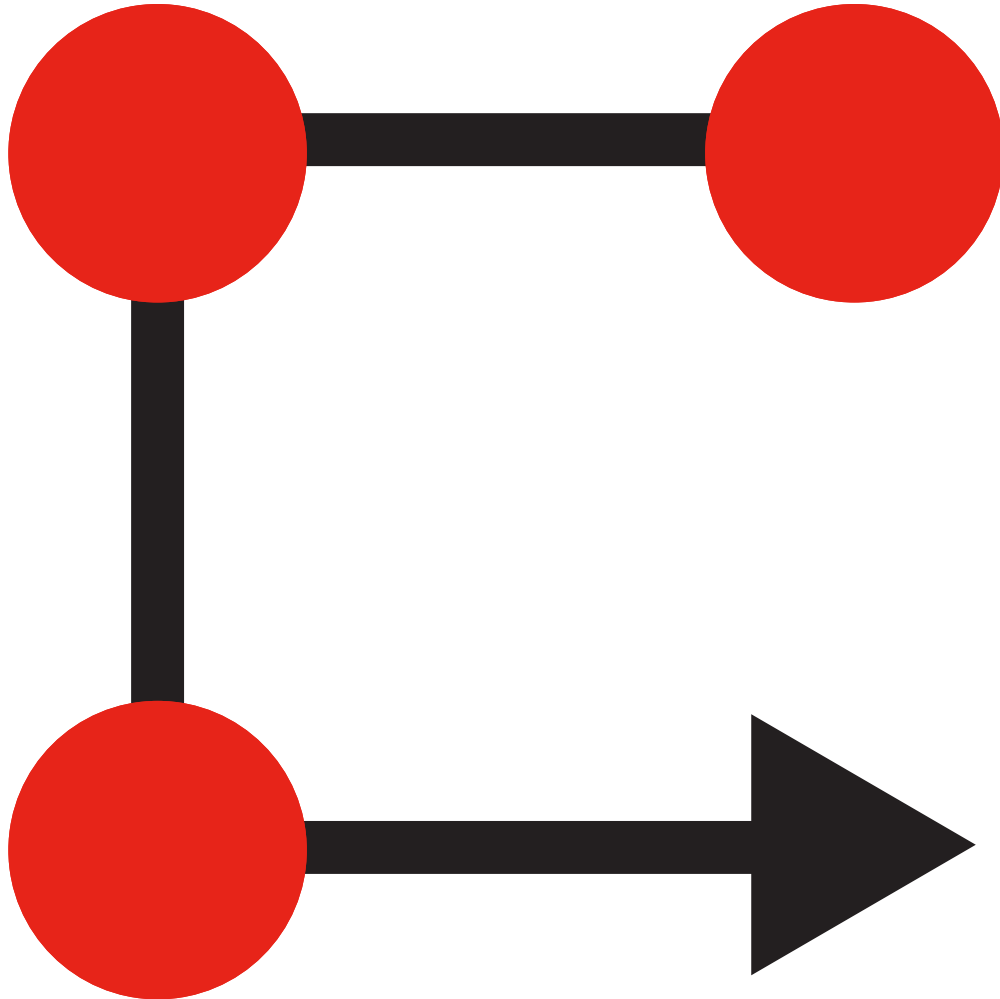**Deliver delightful experiences**, connecting technology and logic with empathy and emotion.

Ask yourself who will use this so that everyone can enjoy the journey from beginning to end.

Be inclusive

Santander

We are

experience crafters

Get inspired and get out of the conventional. We identify, follow and learn from other industries to provide our customers great experiences.

Always think out of the box, Imagine different ways of doing things.

Amaze the world with our work, and take innovation as key.

Be innovative

◈ Santander

We are

fueled by data

Personalize the users' experience, led by insightful data that provides a deep understanding of their behaviour.

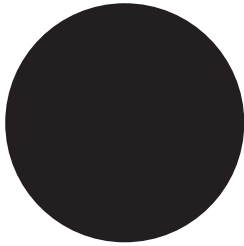**Make decisions** based on real data and not intuition or "expert" judgment.

Change our thinking about an idea if the data does not support it.

Be data driven

Santander

We are

always evolving

Think and experiment We are open to innovation and experimentation, applying new ways to solve problems.

Design products and services that are alive and evolving, anticipating our customers' needs.

Iterate, evaluate and improve over time.

Be an excellence seeker

 Santander

We are

consistent

Don't be homogeneous, because our customers are from all over the world and their context is highly variable. Always design for their needs and context.

Our products and services are members of the same family and share common features, although they're not identical. Design relatives, not clones.

Our design system has common elements to simplify the design process and improve accuracy. Use it.

Be smart

 Santander

We are

transparent

Respect our customers and keep the fine print understandable.

Use direct language, and make sure text is easy to read.

Foster a simple and logical design.

Be simple

Santander

We are

responsible risk takers

Don't fear failure, learn quickly and If it doesn't work, it's ok, we keep moving and succeed!

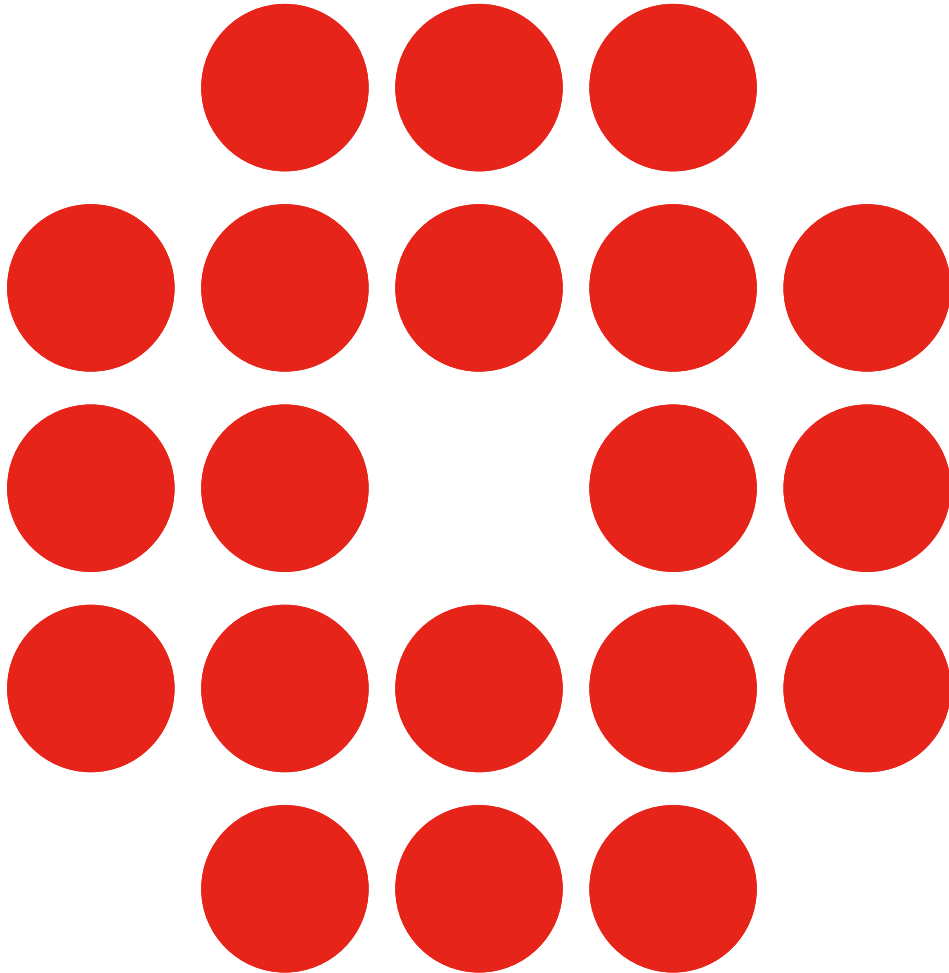**Understand that true innovation** comes from those who dare to think differently.

Always challenge first ideas and seek new solutions.

Be brave

◆ Santander

We are

a team

We need and celebrate the knowledge of all the areas that build the Santander experience.

Build together and accept other points of view.

Share our knowledge.

Be empathetic

Santander

We are

user experience managers and designers

this is what design means for us,
and **this is our commitment**

Be passionate

Santander