

# Banking Customization



## Website Customization: Exploring a tag-based approach in the Australian banking context

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### Introduction

Online banking customization is imperative to customer satisfaction particularly among the younger generation in Australia.

### Computer



### Mobile



### Hypothesis

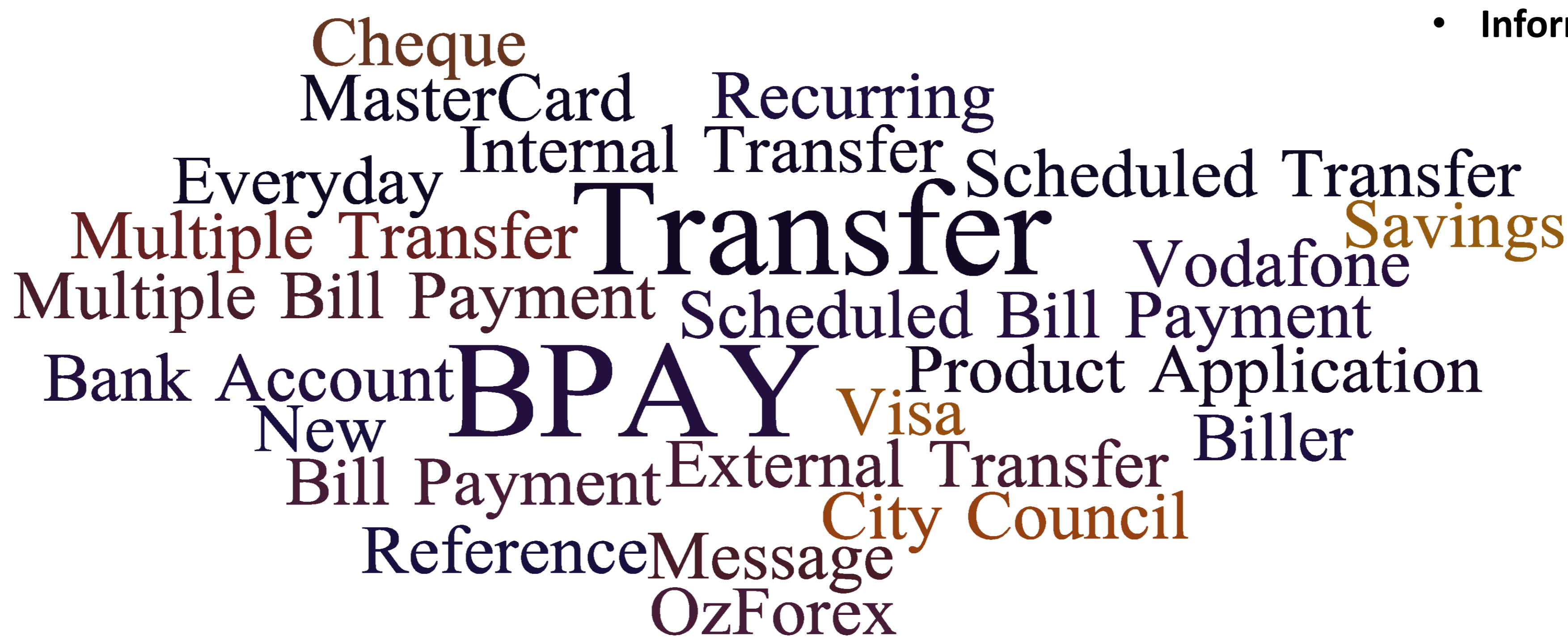
Tags, user assigned keywords to Web resources are **suitable** to facilitate **interaction** customization.

### Methodology

The methodology proposed includes case study, prototyping (software) and experimentation.

### Outcome

- Simple, intuitive and personalized interaction
- Information discovery (services)



### Remembering

car andy arizona auto books movies hotel  
federal energy airasia furniture guess mother  
insurance charity lunch medicare gym  
money transfer registration software subaru  
subscriptions taxes mobile internet utilities

### Comprehension

Everyday x Vodafone x OzForex x

add a new tag

Select Action

- Transfer from Everyday Acc to Vodafone, OzForex
- View history involving Everyday Acc and Vodafone, OzForex

### Associative

car energy forex insurance internet mobile  
money transfer network phone voip

Service Name	Website	Total Users	Average/month
OzForex	<a href="http://www.ozforex.com.au">http://www.ozforex.com.au</a>	50,000	\$ 1500.00
Western Union	<a href="http://www.westernunion.com.au">http://www.westernunion.com.au</a>	30,000	\$ 1200.00
Travelex	<a href="http://www.travelex.com.au">http://www.travelex.com.au</a>	10,000	\$ 1100.00

- Overview of banking activities
- Carry out past / recurring transactions by clicking on tags

- Custom representation of resources
- Carry out new transactions by selecting tags

- Tag recommendation based on semantic analysis
- Aggregation of information (service usage)



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