

Holistic View of the Users that Interface TIAA-CREF Web Apps and Sites

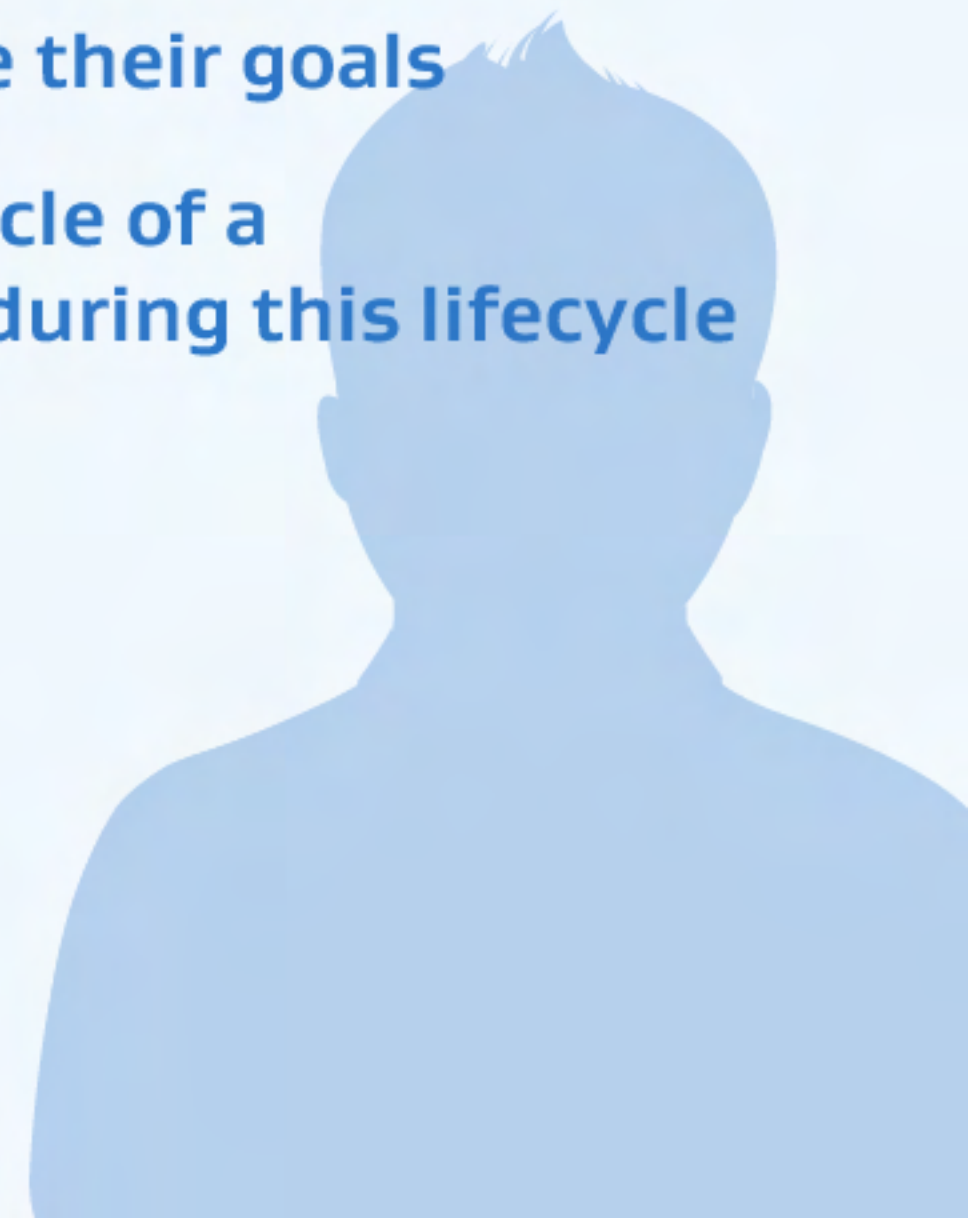
Prepared By: Rahsaan Hunter
Date: Aug 10th, 2013



User Experience Design

Agenda:

1. Empathic Picture of confusion related to correlating our users to our digital assets
2. Clarified picture of our users and our website that they interface to achieve their goals
3. Empathic path taken during the lifecycle of a retirement plan and user involvement during this lifecycle

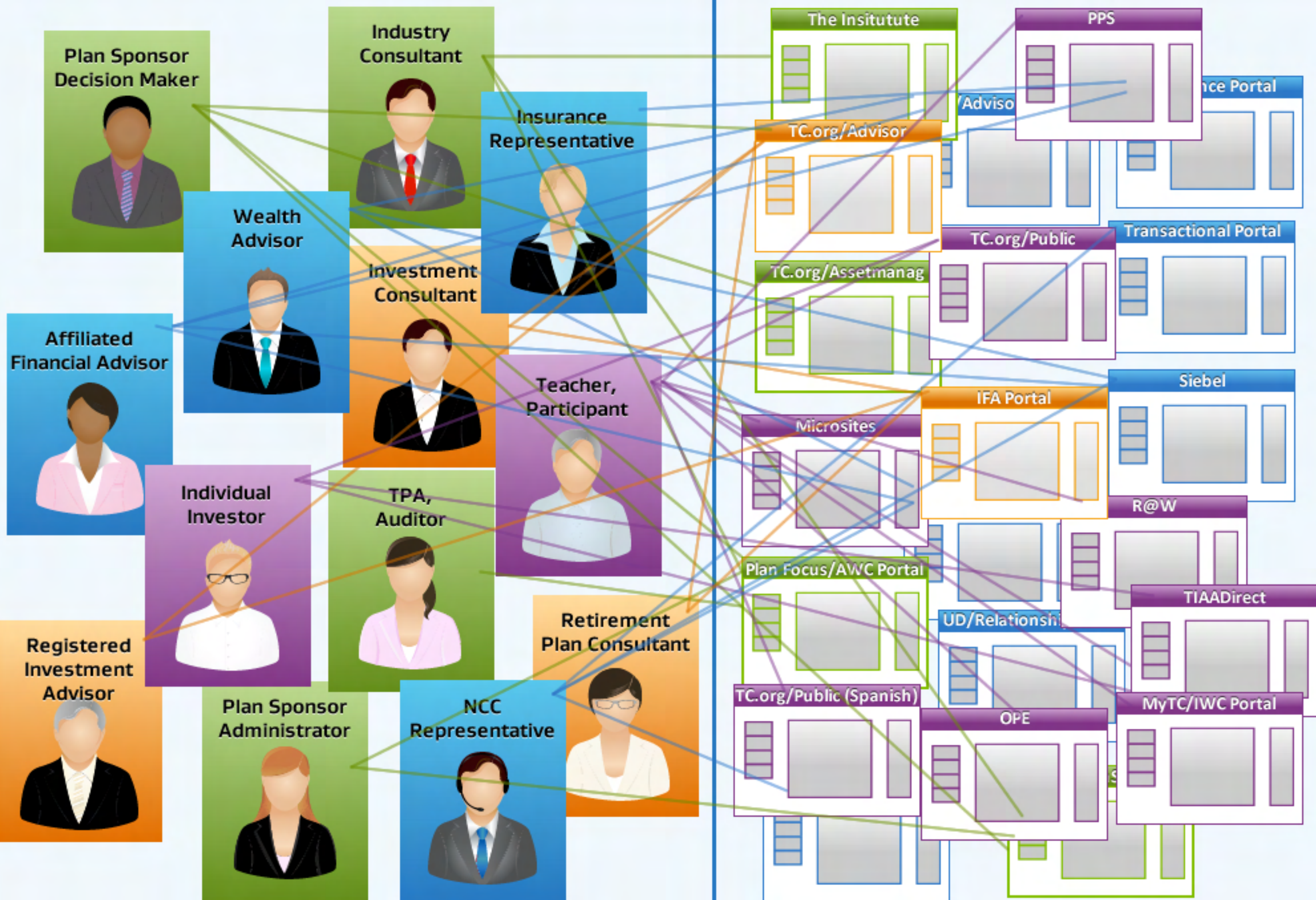


User identification Resources:

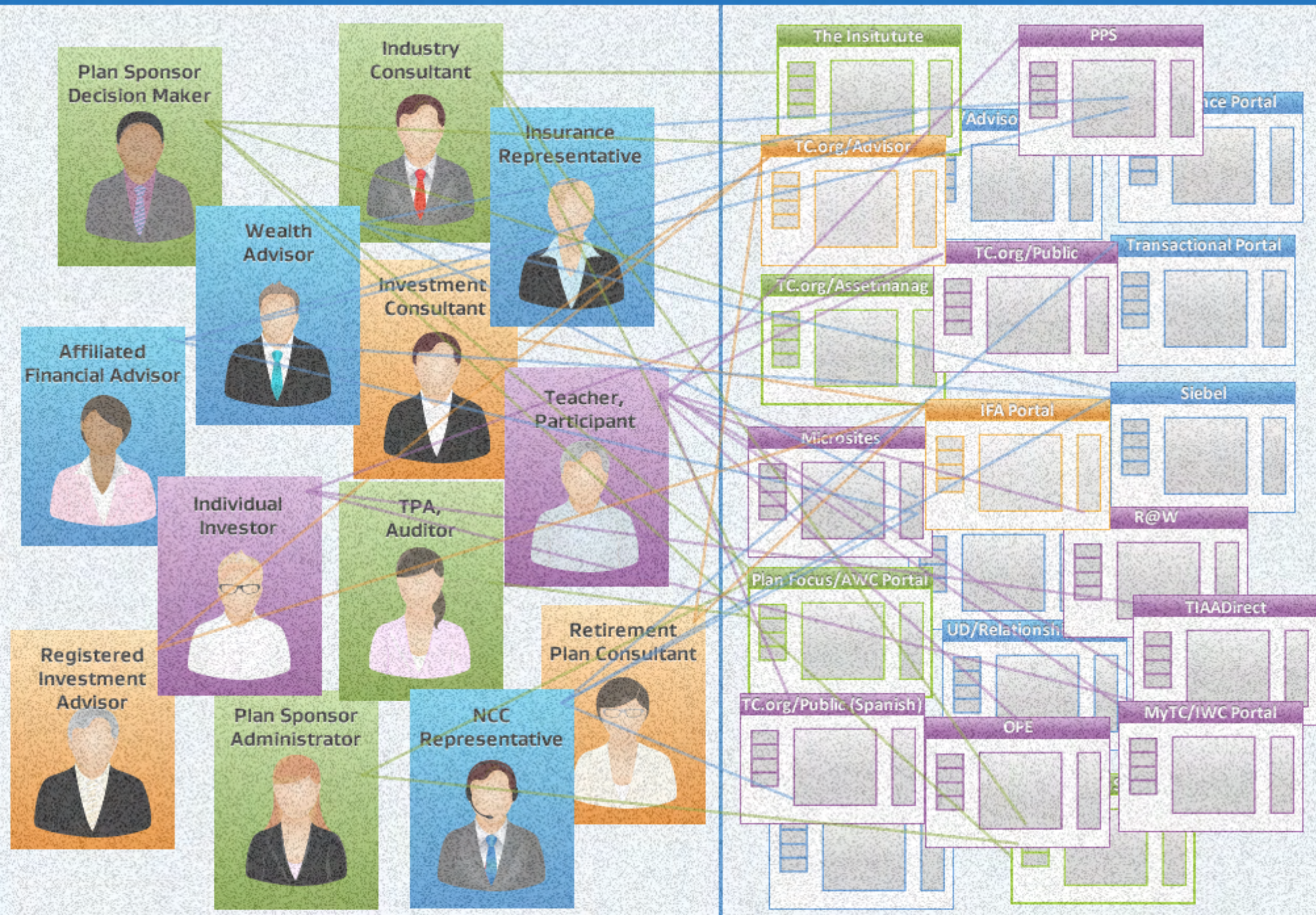
1. TIAA-CREF (TC) personas from 2006
<http://intranet.ops.tiaa-cref.org/personas/splash.html>
2. tiaa-cref.org/public and subsidiary websites
3. Audience manager interviews
4. Past project documentation and user descriptions
5. Project teams / Digital Strategies / Business owners / teammates



UX supports a vast number of users as well as websites/web apps



The "Big Picture" becomes fuzzy



**Users and websites identified
and organized by audience
manager**



Users: Individuals

Audience Manager: Patti Palmer / Brice Stokes

Individual Investor



Individuals that are seeking retirement investment solutions but are not employees, former employees, or trustees of eligible institutions.

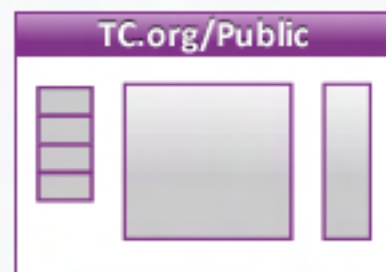
Teacher, Participant



Individuals that are employees, former employees, or trustees of eligible institutions and have retirement plans or/and other investments managed by TC

Individual User Digital Assets

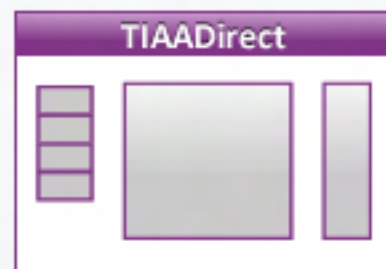
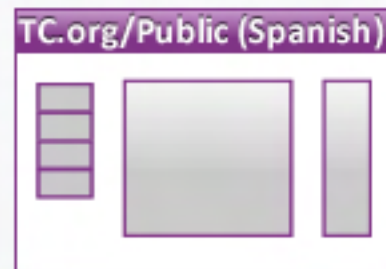
Audience Manager: Patti Palmer / Brice Stokes



tiaa-cref.org/public

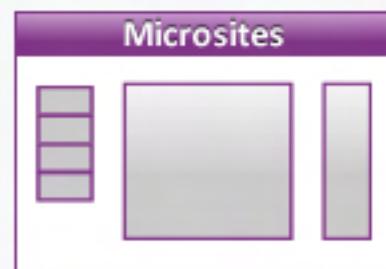
Public site that provides all users, especially the Individual with:

- TC value prop
- Product research
- Other resources

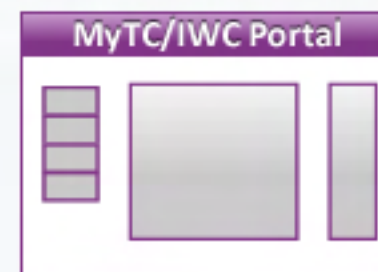


tiaadirect.com

Online bank established by TC to offer its participants a place to transfer their assets and enjoy great interest rates and products

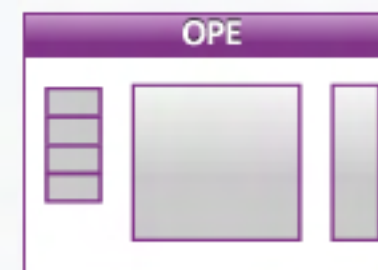


Institutions have co-branded microsites where participants can go to start enrollment or learn about the retirement plans that are available to them via their employer.



Secure access where participants log in via the public site and can manage their TC retirement plans. Noted tools:

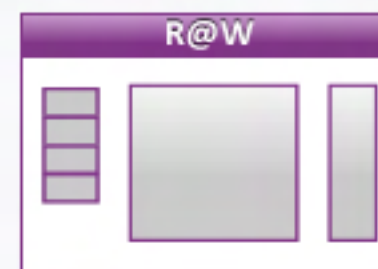
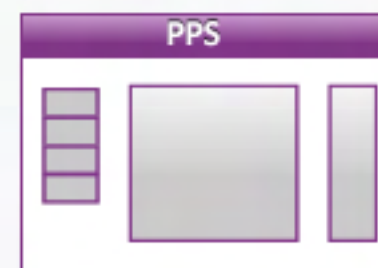
- 360 Financial View



Secure Enrollment sites for participants.

Differences:

- OPE (Online Participant Enrollment)
- PPS
- Retirement At Work



Users: Plan Sponsors

Audience Manager: Mike Ryneearson

Plan Sponsor Decision Maker



Responsible for the overall health of the plan, including a design that optimizes participation, contributions, and ultimately the “retirement readiness” of their employees - all while ensuring compliance with ever-changing regulations.

Plan Sponsor Administrator



Responsible for day-to-day plan administration, including contributions, enrollment, and keeping the plan compliant.

Plan sponsors would also like to see an increase in participant knowledge about the benefits of saving for retirement, and would like us to give them tools that will help them plan.

Industry Consultant



Hired by the “Plan Sponsor Decision Maker” to provide industry expertise and advise on the vendors offered under the plan, investment policy and options, plan design, and compliance.

They are often the primary driver for the key decisions made.

They generally have a long-term relationship with the plan.

TPA, Auditor



Hired by the “Plan Sponsor Decision Maker” to operate as a proxy for the plan sponsor.

This is often done to supplement or outsource existing staff.

Plan Sponsors Digital Assets

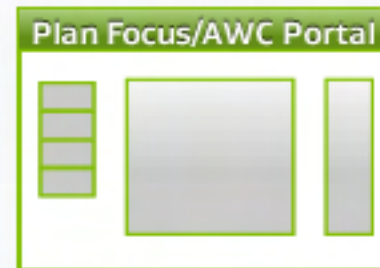
Audience Manager: Mike Ryneearson



tiaa-cref.org/public/plansponsors/

Public site that provides Plan Sponsors with:

- TC value prop
- Product research
- Other resources



Secure access where Plan Sponsors log in via the public site and can manage their TC retirement plans and participant data. Noted tools:

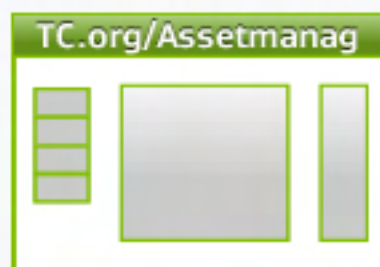
- Plan Analyzer
- Custom Portfolio



tiaa-crefinstitute.org

The institute is a research and education tool/resource.

The data on this site is the results of highly respected academic research fellowships that can be used by Plan Sponsors can find studies conducted on several investments.



tiaa-cref.org/public/assetmanagement

The Plan Sponsor Decision Maker can find content about why to choose TC as a Plan Provider, and TC investment strategies.

Users: Financial Advisors

Audience Manager: Mike Ryneearson

Investment Consultant



Focus is only on investments

Work with Plan Sponsors to determine investment objectives and select funds to help meet those objectives.

Retirement Plan Consultant



Work with Plan Sponsor on overall benefits, with emphasis on retirement.

Registered Investment Advisor



Independent Financial Advisors (IFA's) who provide individual participant level advice on retirement plan strategy

Represent independent advisor firms

Focus is only on investments at the individual level

Financial Advisor Digital Assets

Audience Manager: Mike Ryneearson



tiaa-cref.org/public/plansponsors/

Public site that provides Financial Advisors with:

- TC value prop
- Product research
- Other resorces



Secure access where Financial Advisors log in via the public site and can manage their clients with TC retirement plans. Noted tools:

- Bulk Trade
- Custom Portfolio

Users: TC Internal Employees

Audience Manager: Andy Knight

Wealth Management Advisor



Dedicated financial professional offered to TC high valued participants. Provides the following:

- Personalized portfolio management
- Disciplined research and asset selection
- Tax-sensitive investment strategies and asset allocation
- Portfolio monitoring and automatic adjustments

NCC Representative



National Call Center Rep must be knowledgeable of all products in their area of support.

They are TC's first contact to hear the voice of the customer.

They must be able to access and update a range of participant data, and they must be prepared to sell TC products to prospect customers.

Affiliated Financial Advisor



Works directly with participants to create a personalized, comprehensive, needs-based financial plan.

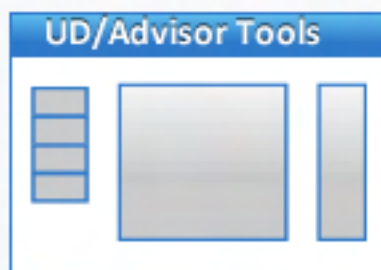
Insurance Representative



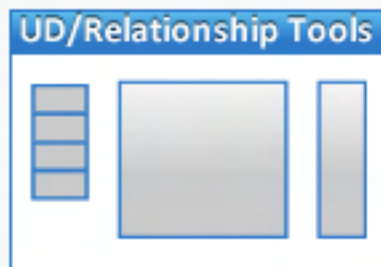
Professional licensed to sell TC insurance products in all 50 states and available to fill all life insurance needs of participants and general public.

Unified Desktop (and other tools)

Audience Manager: Andy Knight



Unified Desktop is a collection of apps that offer TC internal client facing employees a single interface to data around dedicated clients, institutional profiles, participant investment summaries, etc.



Some of the apps/tools available are:

- Retirement Advisor
- RMD
- Participant Summary
- Relationship Summary
- My Book Of Business
- Bulk Email
- Institutional Summary
- PRISM
- etc.



<https://tclifemgroup.tiaa-cref.org>

Secure site where Insurance professionals can manage their current client and prospective client data.



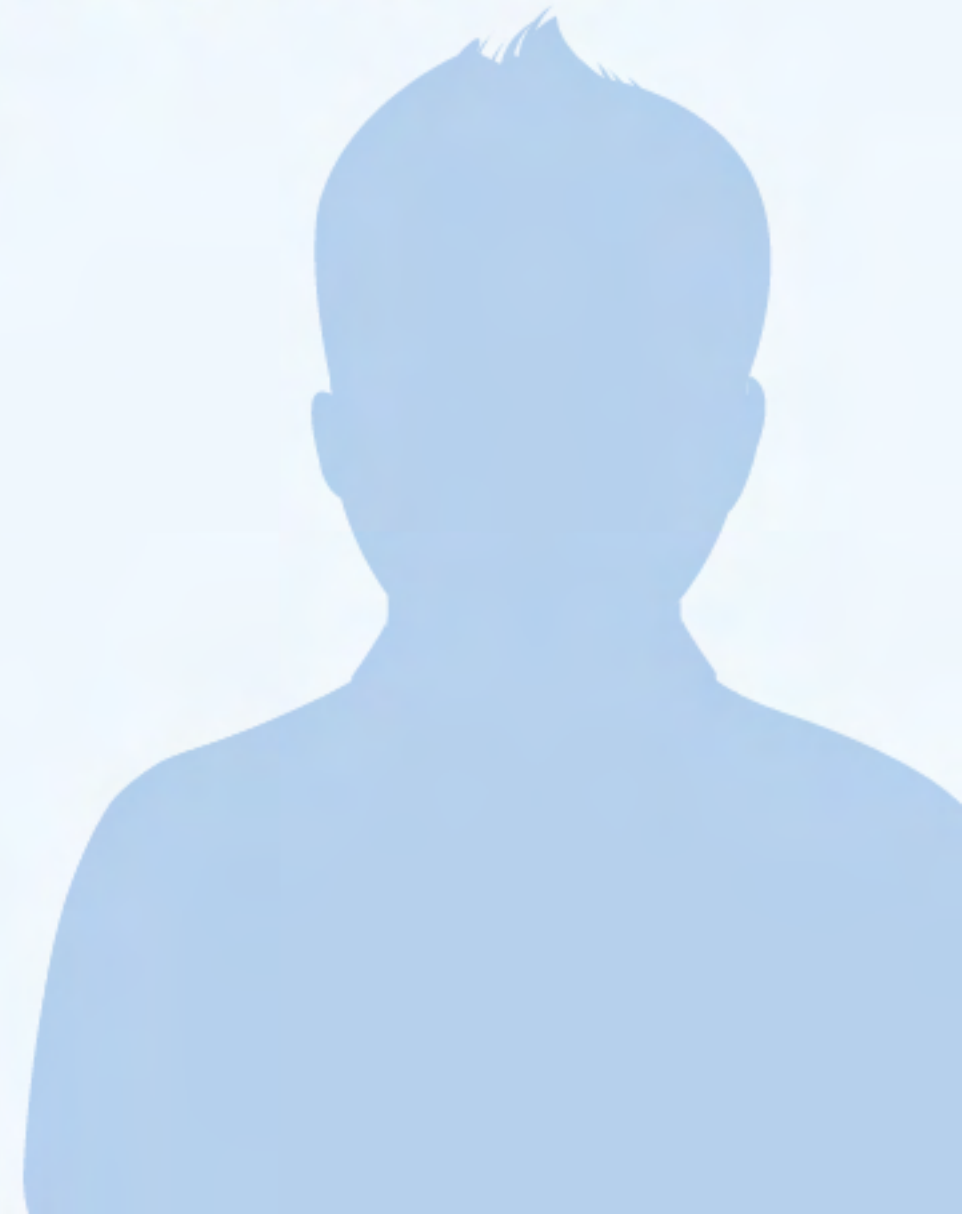
There are several auxiliary sites, main frame databases, tools etc. that internal client facing employees must interface to perform their day to day responsibilities.

These include:

- Transaction Portal
- EXP AG
- Siebel
- etc.



Lifecycle of a retirement plan as it relates to our users



Plan Sponsor, Decision Maker



William is a Plan Sponsor for Duke University and he is looking for a new retirement solutions provider for his university.

William's has a support team that helps him manage the retirement goals of all Duke Univ employees, design the retirement plan, and pick a retirement provider:

- Plan Sponsor Administrator
- 3rd Party Administrators
- Industry Consultant

Plan Sponsor, Decision Maker



William

"I want a provider that offers exemplary customer service—this helps me do my job better by minimizing my interaction with employees and improving my ability to maintain compliance. Plan performance and cost are important but secondar"

Goals:

- Choose the best retirement provider for my institute
- Design plans that help provide a secure retirement for employees of my institution

Pain Points:

- Lack of support during all the phases of my plan design
- I need my consultants and I to be able to easily access as much information about venders investment strategies and products so that I can decide on the best provider.

TIAA-CREF Tools / Websites:

- Dedicated Managing Consultant provided for plan design collaboration
- Plan Focus / Plan Analyzer tool
- www.tiaa-crefinstitute.org and <https://www.tiaa-cref.org/public/assetmanagement> (both are research and education tool)

Plan Sponsor, Administrator



Susan, as part of Williams Team, helped pick TIAA-CREF as their retirement provider and helped design the plan. Now she must perform the day to day plan administration duties.

Administrative duties include:

- Increase plan contributions
- Provide retirement planning tools
- Assist participants with enrollment and contributions
- Ensure plan compliance

Plan Sponsor, Administrator



Susan

"Employees should be able to enroll themselves. Yes, I want them to take an active interest in their retirement plans, but you can only lead a horse to water...I prefer employee self-service. I don't want to open the door to giving advice."

Goals:

- Help my employees be fully vested in the plan
- To fully understand both plan details and how to maintain compliance
- For employees to be self-directed while having their questions fully answered by TIAA-CREF online

Pain Points:

- Spend too much time handling both back-office details and front-office "easy" questions
- Inaccurate data from TIAA-CREF
- Employees can't figure out when to come to HR and when to talk with TIAA-CREF

TIAA-CREF Tools / Websites:

- Plan Focus / Plan Analyzer tool / Custom Portfolio

Individual, Participant



Professor Eddie was just hired as a mathematics professor at Duke Univ, and now that Susan has communicated open enrollment and new custom portfolios to the employees, Prof Eddie is ready to enroll, contribute, and make allocations to his retirement plan.

Individual, Participant



Professor Eddie

"I am a mathematics professor nearing retirement, but I might have to work longer than originally expected. I lost two-thirds of my retirement savings in the stock market downturn. I think I need the advice of a financial advisor, but I can't afford it right now."

Goals:

- to accumulate wealth while minimizing the tax burden
- to maintain or exceed my current standard of living in retirement
- to pay for the kids' educations, afford necessary home repairs, and evade potential devastation from unexpected life events.

Pain Points:

- Feels that the best financial planning resources (e.g., a professional advisor) are out of reach.
- I worry about whether or not I'm planning correctly for unexpected life events. I would like to consult an expert for added security
- Sometimes I wonder if my job and the economy will prevent me from realizing true financial health in retirement

TIAA-CREF Tools / Websites:

- My TC, R@W, Microsites, OPE, PPS, MOD, Custom Portfolio

Individual, Participant



Professor Eddie goes to tiaa-cref.org/public to research investment choices and find that he is eligible for Individual Advisory Services. He schedules an appointment to meet face to face with an TC affiliated Financial Advisor.

Affiliated Financial Advisor



Debra, a TC internal financial advisor, met with Prof Eddie to construct a comprehensive investment plan that included managing his income, creating investment and tax strategies, transferring wealth to the next generation to protect his family against the unexpected.

Individual, Participant



“Thanks to the plan that Debra helped me construct, I am bouncing back fairly well by maximizing, staying conservative, and continuing to work with a financial advisor.”

Prof Eddie, assets have grown to the level of becoming a high valued participant of TC, and has now been assigned a dedicated Wealth Management Advisor, who will not only provide planning assistance but will also actively monitor his portfolio and make adjustments where needed.

Thank you

-Please provide any additional information or additional details that could be included in this living document

