

Fidelity Investor Center
Online Analysis

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1.1 Objectives and Process

Objective

Madanire was charged with the task of evaluating Fidelity.com and key competitor's online education and research content, with the goal of building a foundation for a design strategy for the Fidelity.com *Investor Center*. The *Investor Center* will be a destination that is integrated into the existing Fidelity.com site where users can find the information and resources to become 1) more informed investors and 2) more facile users of the website.

Process

Background research utilizing both primary and secondary research was conducted to :

- 1 Identify key competitors
- 2 Understand Fidelity customers and Fidelity.com user profiles
- 3 Understand *Investor Center* goals
- 4 Evaluate the success of the content and navigation of Fidelity.com and key competitors' education information

An analysis of the education content of Fidelity.com and key competitors was conducted, evaluating content, features, and functionality. While analyzing the sites, we measured the success of each competitor in respect to:

- Ease of use
- Integration of 3rd party content
- Branding
- Self diagnostic tools and personalization
- Online seminars
- Multimedia content
- Presentation of online site help

The result is a report which demonstrates a top level view of the financial education online landscape that helps identify market trends as well as best and worst practices among key players.

Key competitors examined in education content audit

- Charles Schwab
- Vanguard
- DLJ Direct
- E*Trade
- Merrill Lynch

1.2 Executive Summary

There seems to be an unlimited amount of financial information and resources available to individuals online. This has created a more empowered user and investor, but perhaps a more confused one as well. An over abundance of financial information is perhaps as much of a deterrent to a user as it is an asset. It is important that this information is useful, timely, and presented in such a way that is clear to the customer. How is a person to ensure he is getting the most up-to-date information? Smart and valid information? How is she to be sure that she is dealing with the most informed broker? How is he to feel comfortable investing for the first time when he has heard conflicting information about the market and investing strategies?

There are multiple reasons which may deter a person from investing.

- Lack of investing knowledge
- Overwhelmed by financial information available
- Mistrust of technology
- Baffled by technology
- Perceived "difficulties" in investing online

In addition, the increase in online brokers has created more competition, and has driven investing companies to focus on increasing *service* for the customer. An important component of this service is offering users the tools they need to become more informed investors and to gain help when interacting online. There exists a need for a destination within Fidelity.com where the user can become informed through a trusted source and learn at their own pace. Investing can seem like a complicated process; Fidelity.com has an opportunity to simplify that process by becoming a single destination for investment education, researching and transacting online. The *Investor Center* at Fidelity.com is an opportunity to create and consolidate compelling tools and value added content and to encourage new prospects and empower existing customers by accommodating their financial education needs.

Primary Observations

The analysis identifies primary observations which need to be considered in the development of the Investor Center user experience.

- There is a need for a centralized location for educational content which is clearly labeled and easily accessible from the top level
- Educational content should be integrated contextually within the site
- There needs to be a differentiation between help with the use of the site, education, and research
- Naming of the education section needs to communicate underlying contents clearly
- There exists a need for a clear Help section to instruct visitors on the use of the site
- There is an opportunity to cross promote products and education
- There is need for a unique experience for the novice investor and first time visitor
- Educational content should be available for various levels of investors to build upon existing knowledge

2.0 **Background**

2.1 Investor Center Goals

2.2 Online Customer Profiles

2.3 User Profile Scenarios

2.1 Investor Center Goals

Background

Strategic

- Drive new accounts and personal investing revenue
- Extend Fidelity brand
- Build customer loyalty
- Use web's communication, data-gathering, and customer research capabilities to improve Fidelity's competitive positioning
- Use Investor Center as a launching pad for personalization, marketing, and brand development initiatives
- Cross promote mini sites and product specific content
- Meet market demand for content

Content and implementation

- Create a centralized and logical location for financial education within Fidelity.com
- Provide relevant, interactive content that is frequently updated, drawing users back to the site
- Integrate original and third party content with a Fidelity standard and voice

2.2 Online Customer Profiles

Background

There are varying elements that need to be identified when considering the online financial customer. An overall understanding of online users and a psychographic breakdown of the online investor needs to be clearly defined. In addition, Fidelity needs to consider existing customer profiles. The combination of these three categories creates an accurate profile of the Fidelity online user.

Fidelity Customer Profiles

Active Traders

Customers who make over 70 trades per year.

High Net Worth Customers

Investors with over \$500,000 in assets with Fidelity

Retiree

Customers with 401(k) and 403(b) accounts.

Core

Non retirement account holders transacting online.

Online Investor Profiles

Hyper-Active Trader

Low cost trading, a simple interface, and outstanding site performance are crucial to this market junkie. Their trading is so frequent, they do not even want to re-enter their password on every order.

Serious Investor

This data-hungry investor is an active trader who values high-quality information, investment tools, and research. What they want is help deciding what to buy -- in one integrated, easily accessible place.

Life Goal Planner

This investor is interested in trading mutual funds for long-term growth and wants tools for financial planning and portfolio optimization. A stable financial services provider is more important than the latest in technical analysis.

One-Stop Shopper

This convenience-minded consumer wants a comprehensive package of financial products -- stock trading, insurance, mutual funds, credit cards, bill payment, and checking. Breadth of offerings and ease of use are most important to this customer.

Online User Profiles

Novice User

Has little experience with the internet and feels hesitant and dubious about transacting online. This user rarely downloads custom plug-ins or applications.

Recreational User

Is familiar with the internet and is open to the idea of transacting online. This user is comfortable exploring complex sites, but easily becomes confused when architecture of a site is not clear and intuitive.




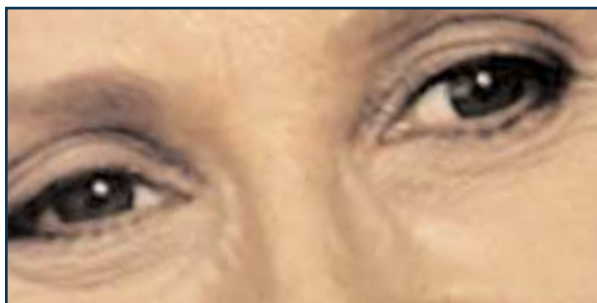
Power User

The most advanced user has adopted all of the conveniences of the internet. The power user often makes purchases online and feels confident with security issues. This user will download applications and plug ins that will enhance his/her web experience.

* Online Investor Profiles created by Gomez

2.3 User Profile Scenarios

Background

	Level	Investor characteristics	Features	Business Opportunities
	Novice	<p>Life goal planner</p> <p>Jill is a young single professional woman investing for the first time. She knows little about the market but knows she has time before retirement and is interested in investing more aggressively. She is overwhelmed by the contradicting information she hears about the market and how to invest. She needs help getting started.</p>	<p>Self diagnostic tools, getting started, online seminar, planning tools, multimedia demo/introduction</p>	<p>cross promote products, gain customer trust, attract new prospects</p>
	Novice	<p>Hyper Active Trader</p> <p>Phil is investing for the first time. He is young single, and all of his friends are making money by investing online. He knows he is smart enough to do it but he is baffled by all of the contradicting information he hears. He wants to learn fast invest fast, make money fast.</p>	<p>articles, community and message boards, educational games</p>	<p>cross promote products, gain assets from existing customers</p>
	Advanced	<p>Serious Investor</p> <p>Marcus is a high net worth Fidelity customer and an active trader. He needs to ensure he has the most up to date information. He currently uses PowerStreet to invest online, and is looking for information to enhance his investing knowledge.</p>	<p>articles, message boards</p>	<p>attract new prospects, offer personalization and home portal</p>
	Intermediate	<p>Life Goal Planner</p> <p>Joyce is a retiree with a Fidelity account. Comfortably reaching her investment goals, she now has extra assets to re-allocate her funds. She is interested in moving some of her investments around, but isn't familiar with today's investing techniques. Joyce is concerned he doesn't have the most up to date information</p>	<p>articles, glossary, online seminars, planning tools</p>	<p>cross promote products, gain more assets from existing customers, gain customer trust</p>

3.0 Education Content Analysis

3.1 Project Summary

3.2 Charles Schwab

3.3 Vanguard

3.4 DLJ Direct

3.5 E Trade

3.6 Merrill Lynch

3.7 Fidelity

3.1 Features & Functionality Inventory

	Fidelity	Schwab	E Trade	Merrill Lynch	Vanguard	DLJ	Financial Portals	
							Yahoo Finance	MSN Money Central
Branding	Scattered	Schwab Learning Center	Knowledge Center	Education/Channel/ Financial Education	Vanguard University	Research/ Education Center	Education Center	Investing Basics/ Step-by-Step Guides
Self Diagnostic Tools	●	●	●	●	●	○	○	●
Online Seminars	○	●	●	●	●	○	○	○
3rd Party Content	●	●	●	●	●	●	●	●
Dictionary/Glossary	●	●	●	● (contextual only)	●	●	●	●
Planning Tools	●	●	Scattered	Scattered	●	Scattered	Scattered	●
Flash/DemoVideo / Multi-media Content	○	●	○	○	○	○	○	○
Related Articles	●	●	●	●	●	●	●	●

Legend
 ● =Exists
 ○ =Doesn't Exist / Future Possibility

2.3 Charles Schwab Online Education Analysis–Summary

Features & Content Inventory	
Self Diagnostic Tools	●
Online Seminars	●
3rd Party Content	●
Dictionary/Glossary	●
Planning Tools	●
Flash/DemoVideo / Multi-media Content	●
Related Articles	●

Legend

- =Exists
- =Doesn't Exist / Future Possibility

EVALUATION	
ease of use	5
branding	5
content	5

* Based on a scale of 1 - 5
1 being least effective,
5 being the most effective

Schwab has two comprehensive sections for financial education and value added content, titled *Getting Started* and *Smart Investor*, both accessible from the global navigation bar on the homepage. These two distinct sections are clearly targeted toward different levels of users–*Getting Started* speaks to the first time user and novice investor, with links and resources such as investing basics and opening an account, while *Smart Investor* assumes a user having some knowledge of investing with advanced articles and tools.

In addition to these educational content destinations, Schwab has created an extensive *Learning Center*, which is a centralized location for interactive learning seminars. Most courses within the section can be completed in one session, but they are designed in a modular way so that a user can complete them at his own pace.

The extensive information offered to even non-members is successful in inviting users to become Schwab customers.

Overall Observations

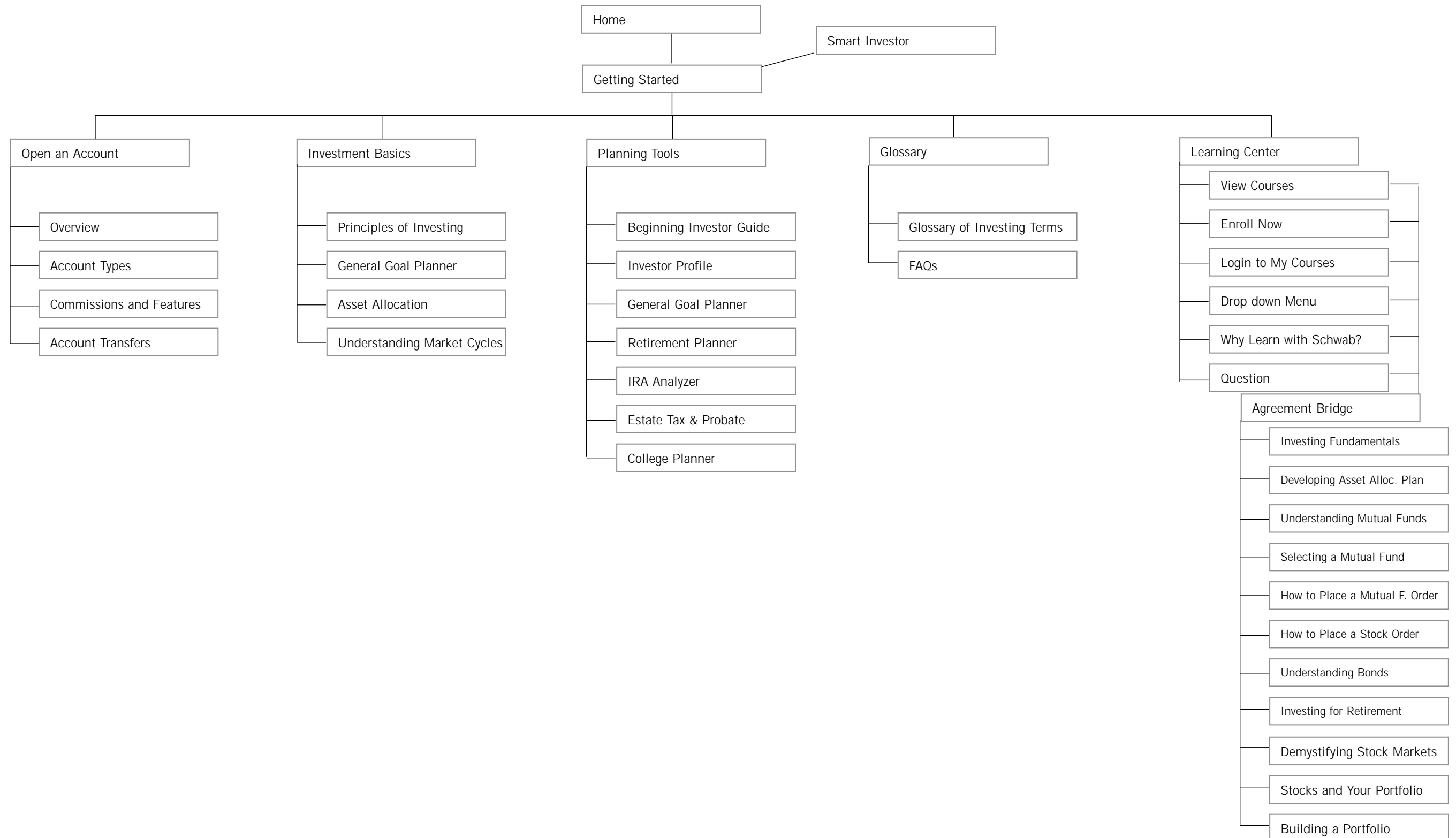
- Compelling interactive seminars are available to visitors and customers
- Help is represented by a small text link at the bottom of each page and is globally available. It contains information such as FAQ's, how to use the site, technical support, feedback, etc.
- Extensive use of well organized community message boards
- Timely articles by knowledgeable financial experts
- Clear and descriptive graphics are used to clarify complicated concepts
- Getting Started tab on the homepage is clear, prominently placed and always available for a first time users
- Smarter Investor may not clearly communicate section contents

Learning Center Observations

- Powerful branding and packaging
- Written in a very clear voice with digestible amounts of information
- Checkpoints to evaluate learning progress
- Extensive, easy to use glossary
- Course map serves as a place indicator as well as navigation
- Utilizes audio and multi media to enhance user experience
- List of Courses does not indicate which courses have or have not been completed. The completed courses are not removed from a user's list of courses.
- No "saved state" within a course, therefore, return users have no way of knowing where they left off
- No sense of completion when the course is completed, only a user satisfaction questionnaire.

3.2 Charles Schwab Site Map of Educational Content

*This sitemap represents only the educational content and not the contents of the entire site



3.2 Charles Schwab Main Education Entry Points

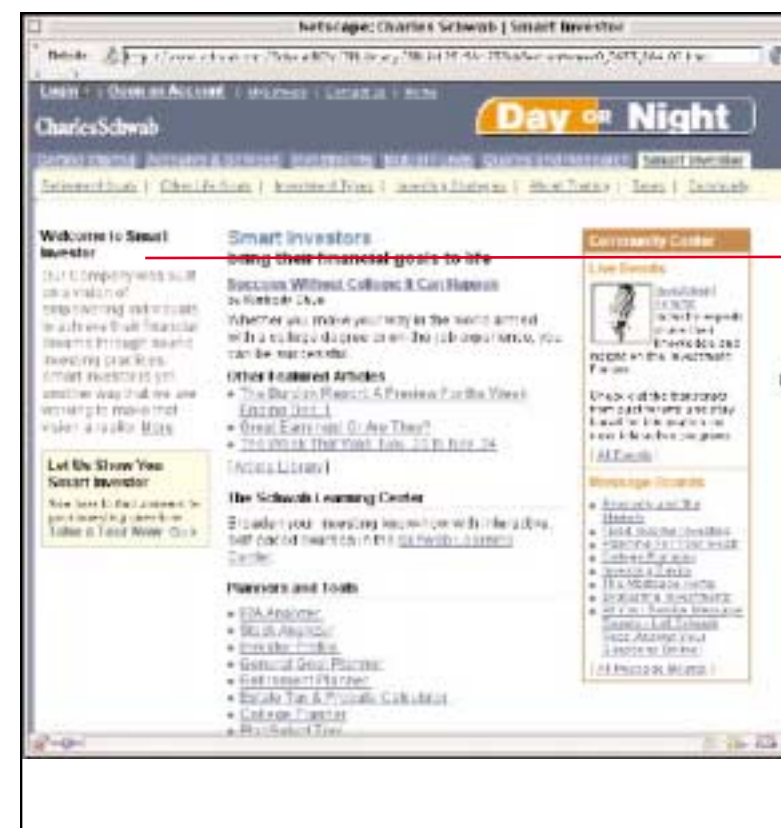
Getting Started



Getting Started tab on the global navigation bar includes clear concepts for the novice investor.

- Open an Account
- Investment Basics
- Planning Tools
- Glossary
- Learning Center

Smart Investor



Smart Investor tab on the global navigation bar includes content for a more knowledgeable audience

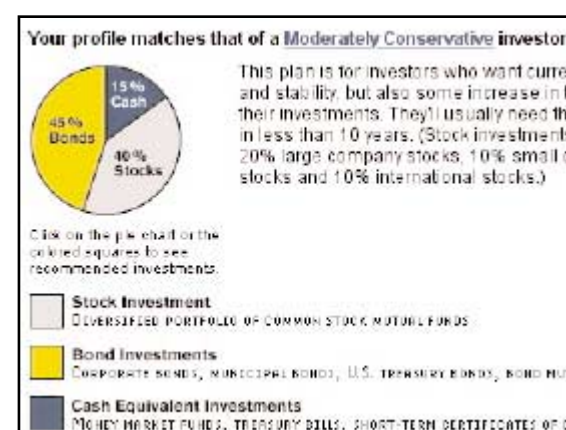
- Retirement Goals
- Other Life Goals
- Investment Types
- Investing Strategies
- About Trading
- Taxes
- Community

User profile questionnaire



Self diagnostic tools, such as an questionnaire to determine Investor Profiles, are located within the Smart Investor section.

Graphic representation of customer profile



Graphic representation of Investor Profiles effectively communicates complicated concepts

Investment Basics



Investment Basics is accessed from within Getting Started. This is a clear and simple introduction to investments.

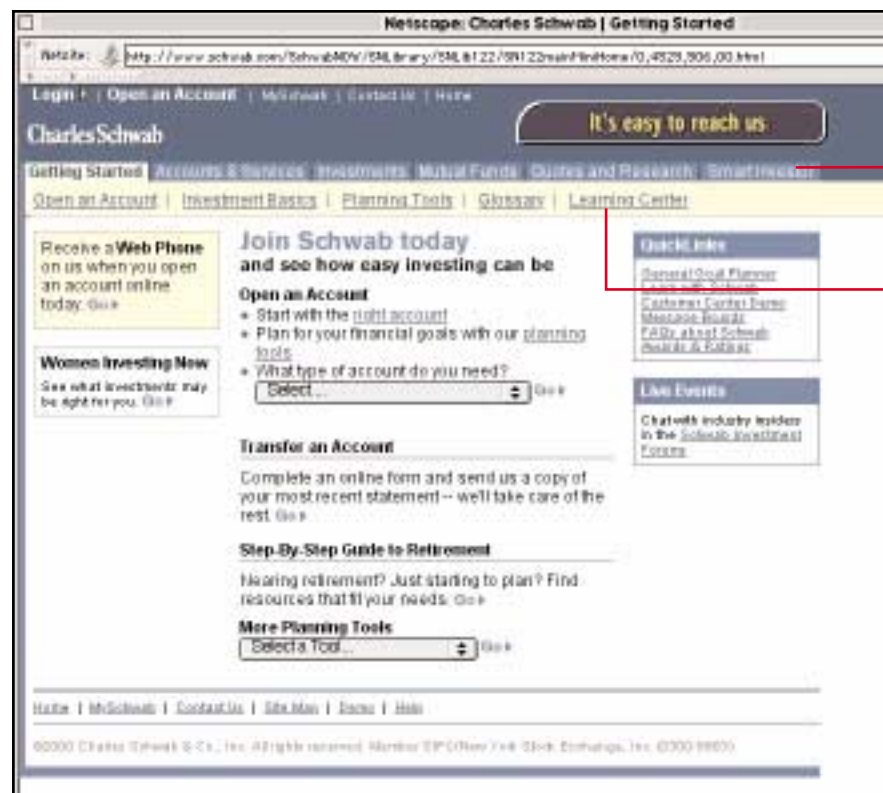
Glossary



The extensive glossary is easy to locate under the Getting Started tab, but it is not globally available. It should be available across all pages.

3.2 Schwab Learning Center Main Education Entry Points

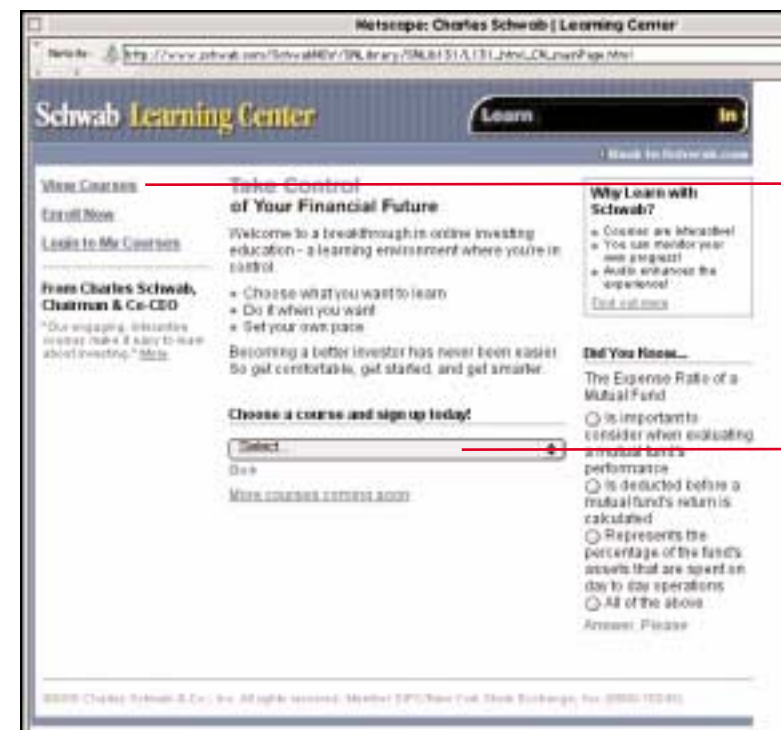
Getting Started



Learning Center can be accessed from Smart Investor tab. It is prominent here, which indicates Smart Investor is targeted at a more knowledgeable investor

Learning Center accessed from global navigation bar. It is intuitive and easy to find under getting started

Schwab Learning Center



View Course link takes the user to a detailed more list of course offerings

Easy to navigate course list available from the drop down menu

Course Sample



Clear navigation and information display make courses easy to comprehend. Audio clips enhance the user experience. Links to *Glossary* are available.

Pop-up interactive quizzes



Online Seminars include "Checkpoints" or interactive game like quizzes within the curriculum to evaluate knowledge.

Course Map



There is a clear indication of user's place within any particular course. This pop-up window can also be used to navigate the courses. Place, however, is not held, and therefore when the user returns it is difficult to know where he has left off, or what courses have been completed.

Glossary



The *Glossary* available from within the Learning Center

3.3 Vanguard Online Education Analysis–Summary

Features & Content Inventory	
Self Diagnostic Tools	●
Online Seminars	●
3rd Party Content	●
Dictionary/Glossary	●
Planning Tools	●
Flash/DemoVideo / Multi-media Content	○
Related Articles	●

Legend

- =Exists
- =Doesn't Exist / Future Possibility

EVALUATION	
ease of use	5
branding	3
content	4

* Based on a scale of 1 - 5
1 being least effective,
5 being the most effective

Vanguard has an extensive education and resources section of their site, clearly labeled and accessed from the homepage, called *Education, Planning, and Advice*. The content found within the section is very comprehensive and intuitively organized. A large portion of the education content, however, is only accessible behind a login to Vanguard customers. These services are however viewable by everyone, enticing users who are not already Vanguard customers to open an account.

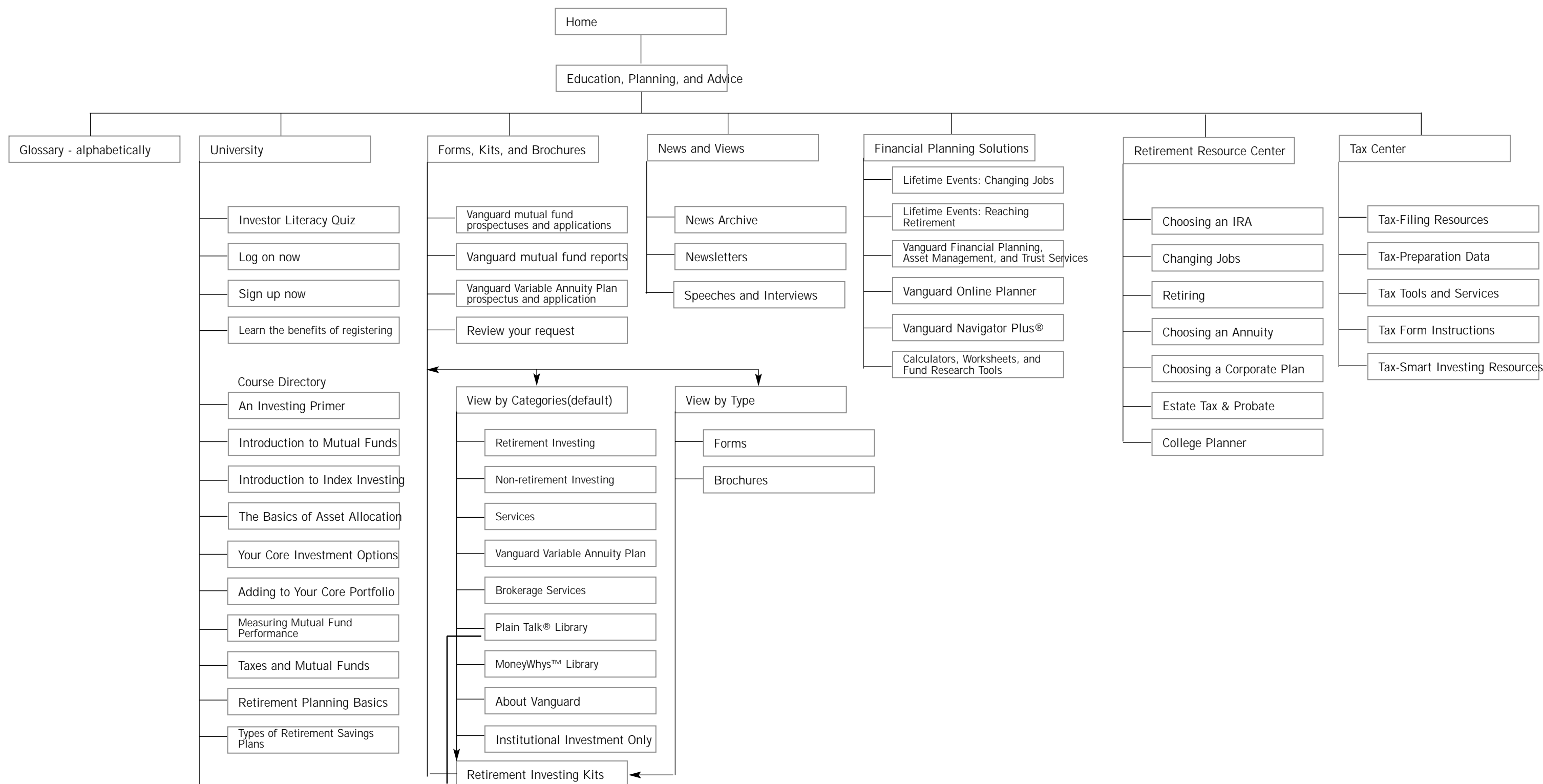
Vanguard focuses a great deal of energy on Education, with a large offering of online seminars available in *Vanguard University*. The organization and interface of the site is very straightforward and intuitive. Like many of the other key competitors, Vanguard treats the Help section as a distinct place where users can become more familiar interacting with the site.

Observations

- Education content packages under *Education, Planning, and Advice* is clearly labeled and accessible at top level.
- Self Diagnostic tool available at top level (*Investor Literacy Quiz*).
- Quiz results are presented in a way that can enhance learning, as opposed to simply evaluation. (ie: crossover links to glossary of key concepts)
- Quiz misses an opportunity to take personalization one step further by suggesting course enrollment
- University courses offered are extensive and clear for varying levels. Estimate of the amount of time to complete the course and descriptive text supplied before "enrollment". Only accessible to Vanguard customers
- Strong brand development with information and brochures such as MoneyWhys and PlainTalk.
- Extensive planning tools available
- Help (instruction for site usage) is clear and easy to use.
- Extensive glossary available, but it is a link to a new page as opposed to a pop-up, making it difficult to navigate the site and reference the glossary simultaneously
- Some education tools are also found under the Services tab, which is not intuitive.

3.3 Vanguard Site Map of Educational Content

*This sitemap represents only the educational content and not the contents of the entire site



3.3 Vanguard Main Education Entry Points

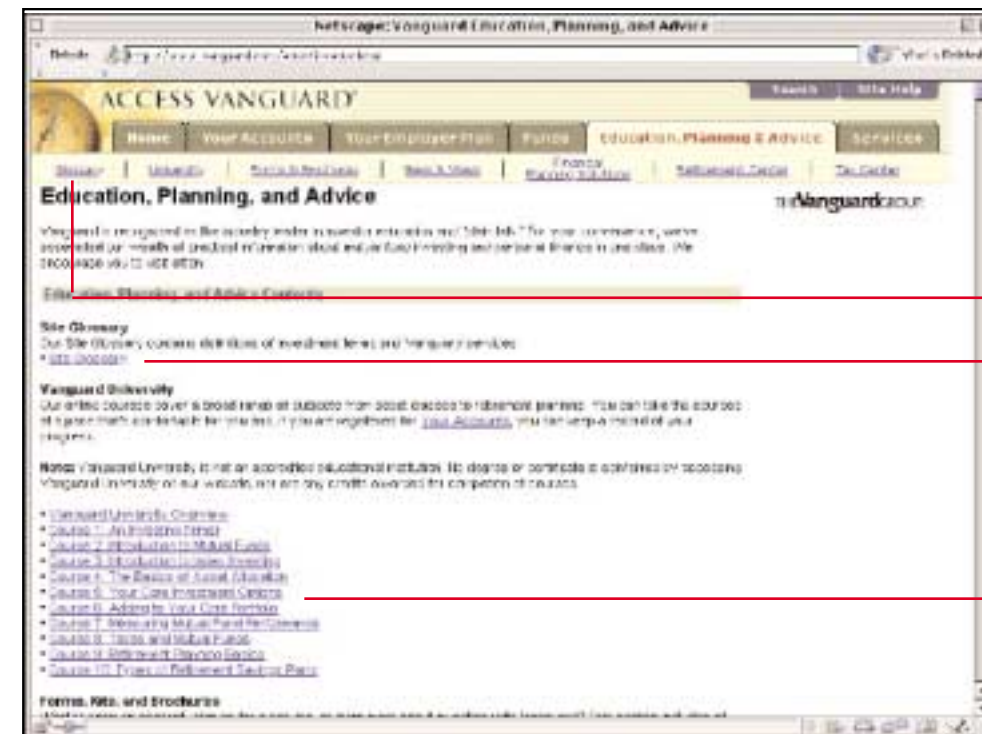
Vanguard Home Page



Education, Planning, and Advice is a prominent tab and very clear language, and intuitive grouping of concepts.

Getting Started concepts, such as "learn about investing" are also available from homepage link

Fidelity Main Education Center



Site Glossary is prominently placed on the Education page, and in the top navigation

Interactive Seminars list of courses available at top level and grouped intuitively within Vanguard University

Self Diagnostic quiz



Self Diagnostic quiz is a very intuitive multiple choice quiz. It is straightforward and well designed.

Quiz results



Quiz results link users directly other sections of the site, allowing the user to learn more about specific investing concepts. There is an opportunity to follow through with more customization based on quiz results.

Financial Planning Solutions



Financial Planning Solutions offers visual tools for personalized asset allocation and goal planning. Results of the analysis are saved for Vanguard Customers, while site visitors who are not customers can interact, but not save their results.

Services (with Education and Planning content)



Education vs. Planning and Advice are distinguished as independent sections within the Services section.

3.4 DLJ Direct Online Education Analysis–Summary

Features & Content Inventory	
Self Diagnostic Tools	O
Online Seminars	O
3rd Party Content	●
Dictionary/Glossary	●
Planning Tools	●
Flash/DemoVideo / Multi-media Content	O
Related Articles	●

Legend
 ● =Exists
 O=Doesn't Exist / Future Possibility

EVALUATION	
ease of use	3
branding	1
content	2

* Based on a scale of 1 - 5
 1 being least effective,
 5 being the most effective

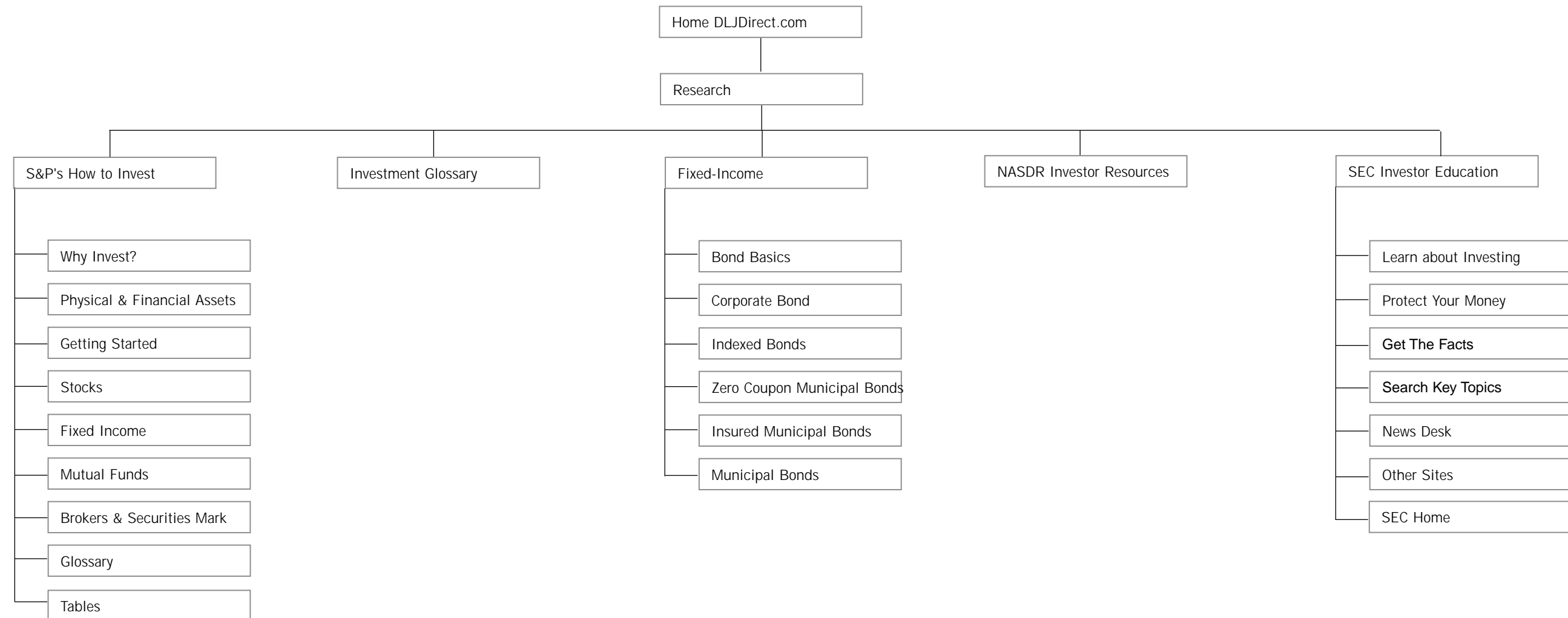
DLJ Direct has a limited financial education user experience. The content is grouped in one centralized location and is accessible from the top level of the website, but it is not intuitively placed under the tab titled *Research*. Much of the content that is included in the education section is third party content which DLJ does not integrate into the site, but offers links to additional sites—for example SEC and NASDR. The use of these acronyms without accompanying explanation indicates that DLJ Direct assumes a certain level of knowledge from their online customers, and may alienate some novice users. Some services within the education section, such as NASDR information is password protected and only available to customers and is accessible from behind a log in. DLJ lacks compelling tools for learning, but offers straightforward information.

Observations

- Recognizable names and 3rd party content such as SEC is authoritative and credible, however not well integrated into the site
- Glossary available, but not well designed. It is difficult to see glossary entries vs. definitions.
- Link to 3rd party content such as SEC education is not well integrated into the site. It is simply a link to another site.
- Branding is nearly non-existent
- Information is presented in a dry manner, without creation of a consistent voice
- Too much information is presented, discouraging the user from reading
- May alienate novice users with acronyms like SEC and NASDR. Assumes user has a specific level of knowledge.

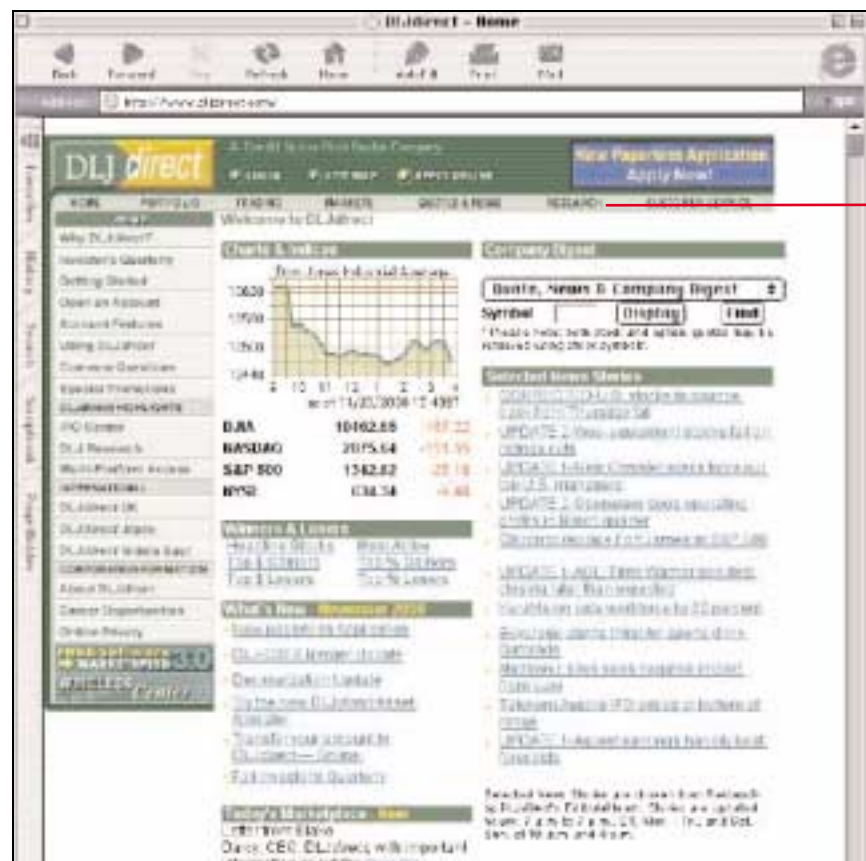
3.4 DLJ Site Map of Educational Content

*This sitemap represents only the educational content and not the contents of the entire site



3.4 DLJ Main Education Entry Points

DLJdirect Home Page



Education Content is accessed under the *Research* tab. There is no clear indication that educational content is present here.

DLJdirect Education Center



Research Content occupies top half of the page and is broken out into clear categories

Education Center Link is clearly labeled, but much less prominent

Features are heavily branded and are simply links to other sites. They are not integrated into the DLJ look and feel

Link to SEC homepage



SEC homepage is a link in DLJ's Education section. This contains a bulk of the educational content provided. It is not visually or editorially integrated into the site.

S&P How To Invest Page



S&P's How To Invest is an extensive list of links. There is no descriptive text under each link to help a user navigate through the content.

Getting Started Article



Much of DLJ's education information is presented in the form of articles. Many of these articles are often very word heavy and not easy to read. The user must scroll down through multiple pages of text.

Glossary



Glossary is extensive, but not accessible from all parts of the site. It is a small text link under the Education header within Research. The design of the glossary makes it difficult to determine entries vs. definitions. It is not very *scannable*.

3.5 E Trade

Online Education Analysis–Summary

Features & Content Inventory	
Self Diagnostic Tools	●
Online Seminars	●
3rd Party Content	●
Dictionary/Glossary	●
Planning Tools	●
Flash/DemoVideo / Multi-media Content	○
Related Articles	●

Legend

● =Exists

○=Doesn't Exist / Future Possibility

EVALUATION	
ease of use	5
branding	5
content	4

* Based on a scale of 1 - 5
1 being least effective,
5 being the most effective

Most of Etrade's Educational content exists within the *Knowledge Center* and *Quotes & Research*. In addition, Etrade clearly differentiates their online help from their education content through a globally available and easy to navigate pop-up window.

Etrade has extended its brand consistently across all site content including educational content and interactive learning tools. Voice, look and feel, and nature of content are thoughtfully integrated into the Knowledge Center and Etrade's overall site architecture.

Etrade makes extensive use of interactive and community functionality to enhance user experience in educational content, and is successful in summarizing content in a manner that is visually inviting and easy to digest.

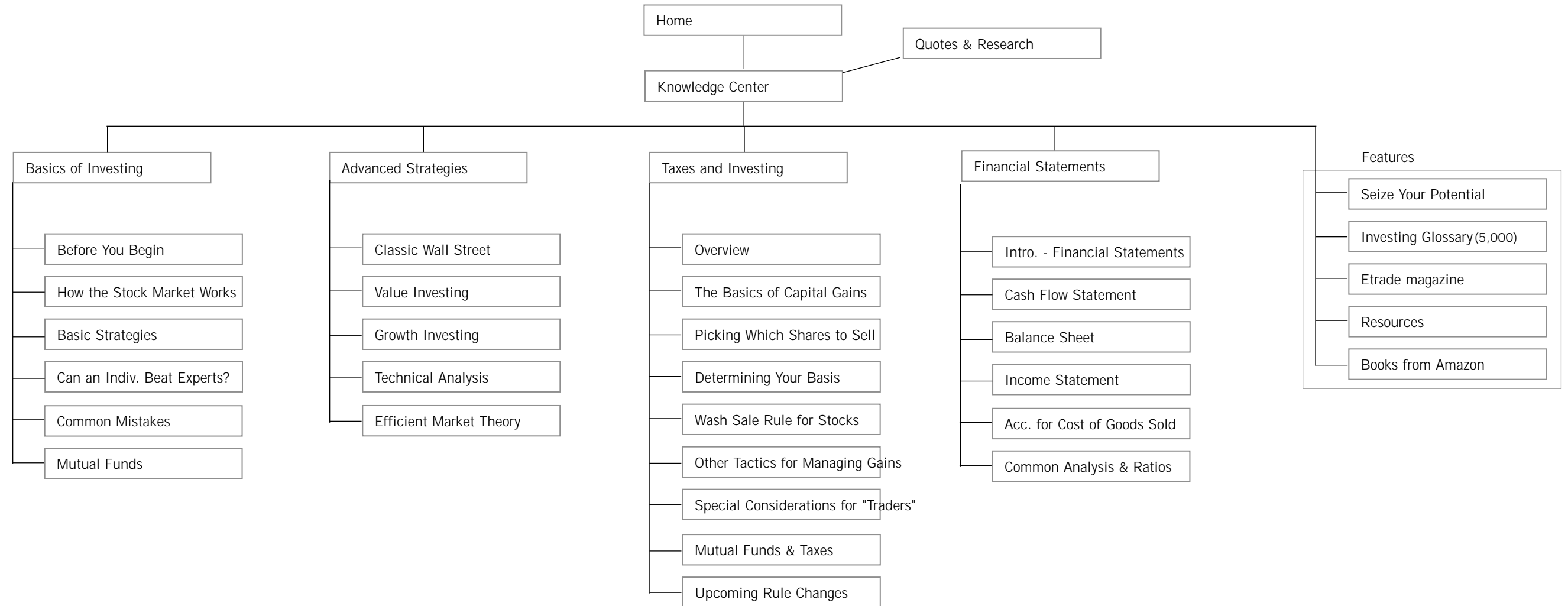
Observations

- Clear design and consistent Etrade branding exists across education content
- Pop-up Help (use of the site) makes it easy to navigate the site and access Help simultaneously
- Clear differentiation between Help and Education
- Comprehensive *Glossary* which is both global and contextual (part of the pop-up Help window)
- Integration of 3rd party content is seamless
- Links to Amazon financial Books and E*trade magazine presented clearly and effectively
- Knowledge Center is not featured prominently on the homepage, it is only a small link in the TOC. There may be difficulty finding it as a first time or novice user.
- It is not intuitive to look for *Knowledge Center* under *Quotes and Research*

3.5 Etrade

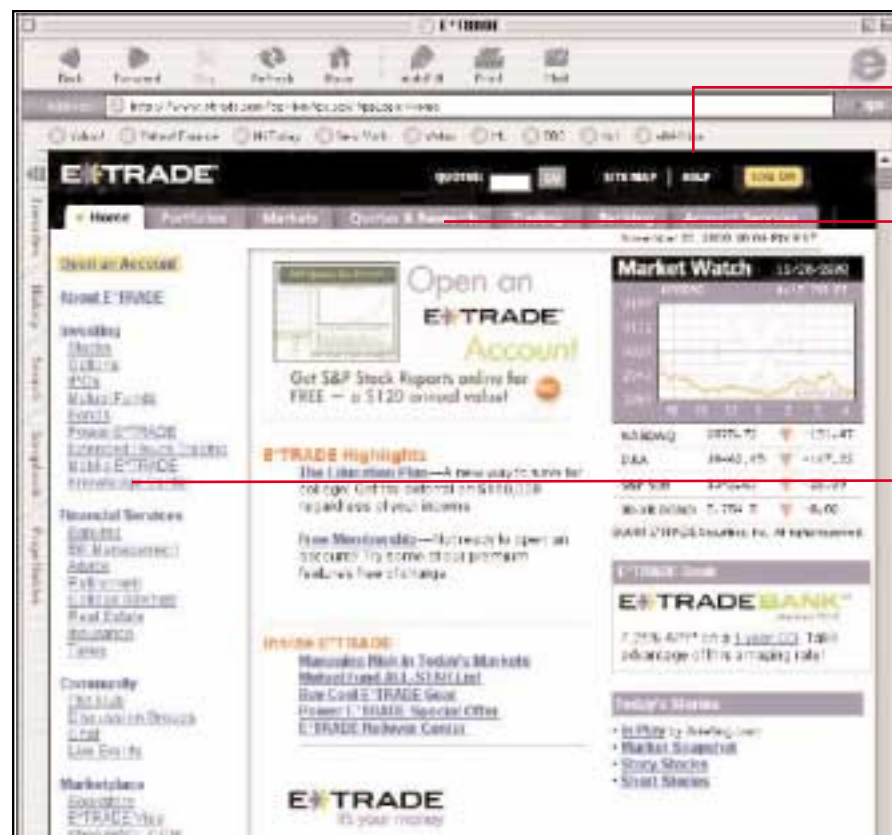
Site Map of Education Content

*This sitemap represents only the educational content and not the contents of the entire site



3.5 E Trade Main Education Entry Points

E*Trade Home Page

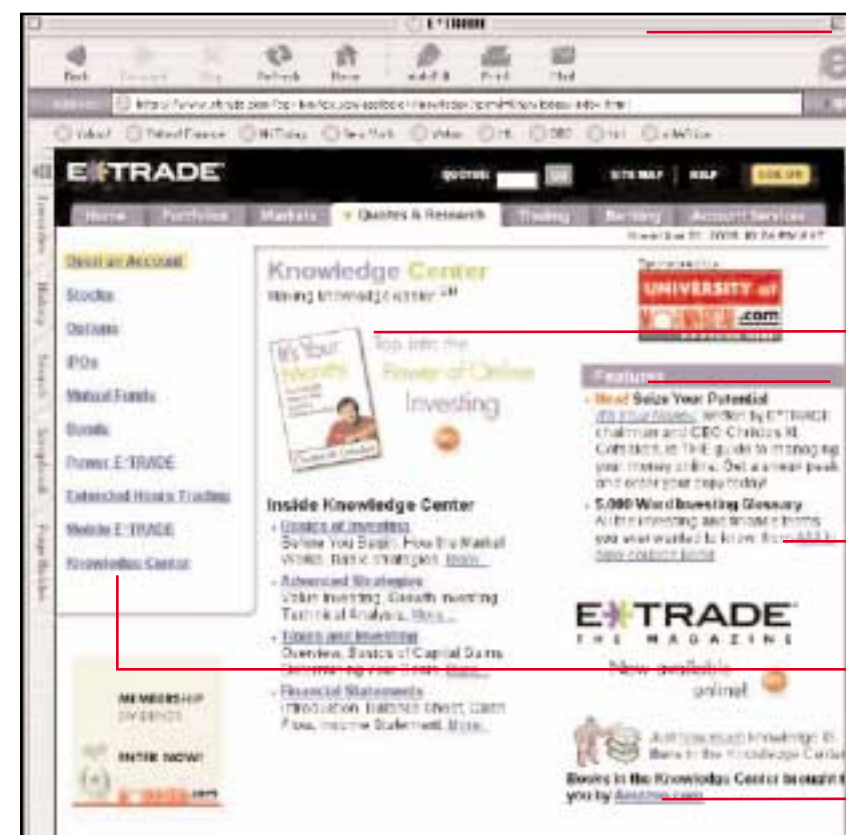


Help link accessible throughout the site on global navigation bar

Knowledge Center also accessible from within *Quotes and Research*

Knowledge Center link available at the top level, but not very prominent in TOC

Quotes and Research



Cross promotional link to other media formats

Glossary pop-up window is not featured very prominently. It is difficult for a new user to know that the Help section contains the glossary

Access to Knowledge Center on the top level of Quotes & Research.

Link to Amazon demonstrates new business opportunities

Mock-trading learning games



Mock Investing Financial Games are available from the Knowledge Center for new users to become familiar with trading online.

Pop-up Glossary



Pop-Up *Help Center* with a glossary is available from the global navigation bar. Contextual links to the glossary are also available from within articles and sections. It is not intuitive to a first time user that the glossary is located within Help.

Pop-Up help window



Pop-Up *Help Center* is available from global navigation bar, and is clearly divided into sections including *Investing, Banking, Index, Glossary, and Contact Us*.

Community



Extensive community section, which includes educational content such as *live events, message boards and chat*, is accessible from the *Knowledge Center*.

3.6 Merrill Lynch Online Education Analysis–Summary

Features & Content Inventory	
Self Diagnostic Tools	●
Online Seminars	●
3rd Party Content	●
Dictionary/Glossary	● *
Planning Tools	●
Flash/DemoVideo / Multi-media Content	○
Related Articles	●

*contextual only

Legend

● =Exists

○=Doesn't Exist / Future Possibility

EVALUATION	
ease of use	2
branding	2
content	3

* Based on a scale of 1 - 5
1 being least effective,
5 being the most effective

Merrill Lynch has a very weak educational content user experience. Although most of the information is organized into one centralized location, the Financial Education Homepage does not clearly communicate the wealth of information found on the pages that follow. Most all of the educational resources that Merrill Lynch offers are available to site visitors, and not exclusively to Merrill customers.

Educational content on the Merrill Lynch site is not packaged and branded tightly, using inconsistent language and naming throughout. For example Education Channel vs. language suggesting a “school” or “university” metaphor is an inconsistent implementation of branding opportunities.

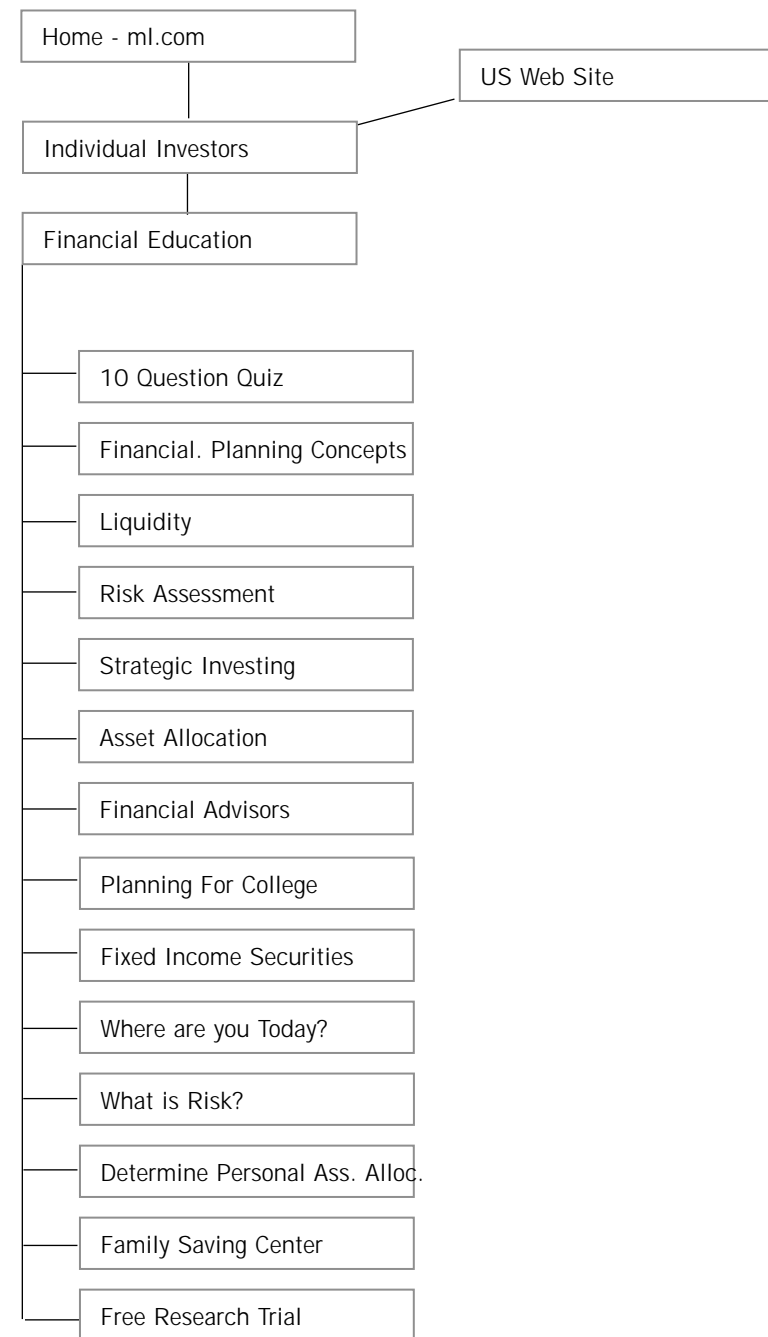
The educational content is presented in a very dry and uninteresting way. When Merrill Lynch attempts to implement interactive concepts, such as an interactive online quiz, they seem to have technical difficulties, and thus miss a chance to communicate effectively and gain useful information from their users.

Observations

- Self diagnostic “Quiz” to evaluate financial investing knowledge is available. This feature would be useful if better designed. (2 times we were unable to complete the process due to technical shortcomings)
- A pop-up contextual glossary is available, but is not extensive. A searchable consolidated glossary is not available
- Inconsistent branding. Financial Education and Education Channel labels are used interchangeably
- Inconsistent use of language throughout the education content.
- Metaphors for Education Channel and a University or school vernacular are used inconsistently
- Financial Education is found one level down below the Merrill Lynch home in the *U.S. Individual Investors* home. This may be difficult for new users to find
- Financial Channel homepage sections seem scattered and a little weak

3.6 Merrill Lynch Site Map of Educational Content

*This sitemap represents only the educational content and not the contents of the entire site



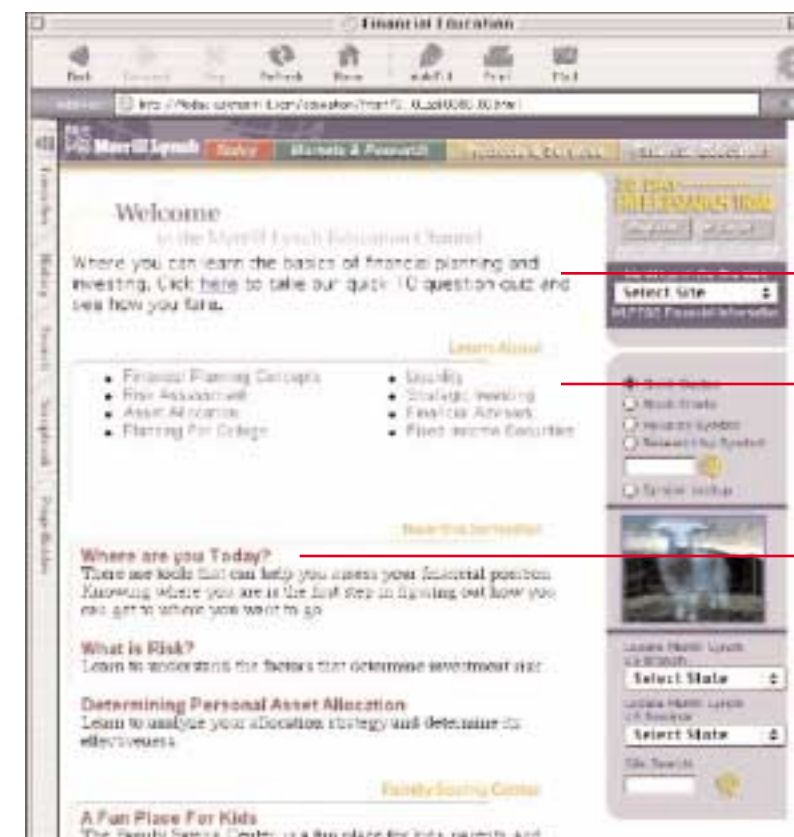
3.6 Merrill Lynch Main Education Entry Points

AskMerrill Page



Financial Education content available from one centralized location and available on the top navigation bar

Financial Education



Self Diagnostic Tool 10 question Quiz

List of education offerings does not indicate the amount of information found within these sections

Unclear language. This link takes the user to Investment Basics. Not intuitive

Self Diagnostic Investment quiz



The short 10 question quiz indicates a user's knowledge of investing. This quiz was technically buggy when evaluating.

Mini Lesson



Information is presented in very short summaries which are easy to digest. Related articles and concepts can be accessed in the menu on the left.

Article



Articles existing in other site locations can be navigated to through the education center. The articles are short and easy to digest. ML offers the ability to comment, e mail the article, or access a printer friendly version.

Pop-up glossary



A contextual glossary is available. When a user mouses over a linked word, a "tool-tips" style tag pops-up within the browser. This is a useful tool, but not implemented extensively.

3.7 Fidelity

Online Education Analysis–Summary

Features & Content Inventory	
Self Diagnostic Tools	●
Online Seminars	○
3rd Party Content	●
Dictionary/Glossary	●
Planning Tools	●
Flash/DemoVideo / Multi-media Content	○
Related Articles	●

Legend

● =Exists

○=Doesn't Exist / Future Possibility

EVALUATION	
ease of use	2
branding	3
content	3

* Based on a scale of 1 - 5
1 being least effective,
5 being the most effective

Fidelity's existing education, research and value added content is not robust. Content for these areas does exist on Fidelity.com, but is not intuitively designed. Therefore, Fidelity.com falls short of delivering a comprehensive package of education and research resources for its users. As it exists now, the information is scattered, creating a need for the user to hunt down the information, rather than having the information clearly presented to him.

There lacks an inviting and compelling experience for the first time user. Currently, a link exists on the home-page and in the quick links drop down menu entitled *Getting Started*. This is not displayed prominently and needs to be a more robust section where new users and potential customers can learn about investing and Fidelity, and feel welcomed to open an account.

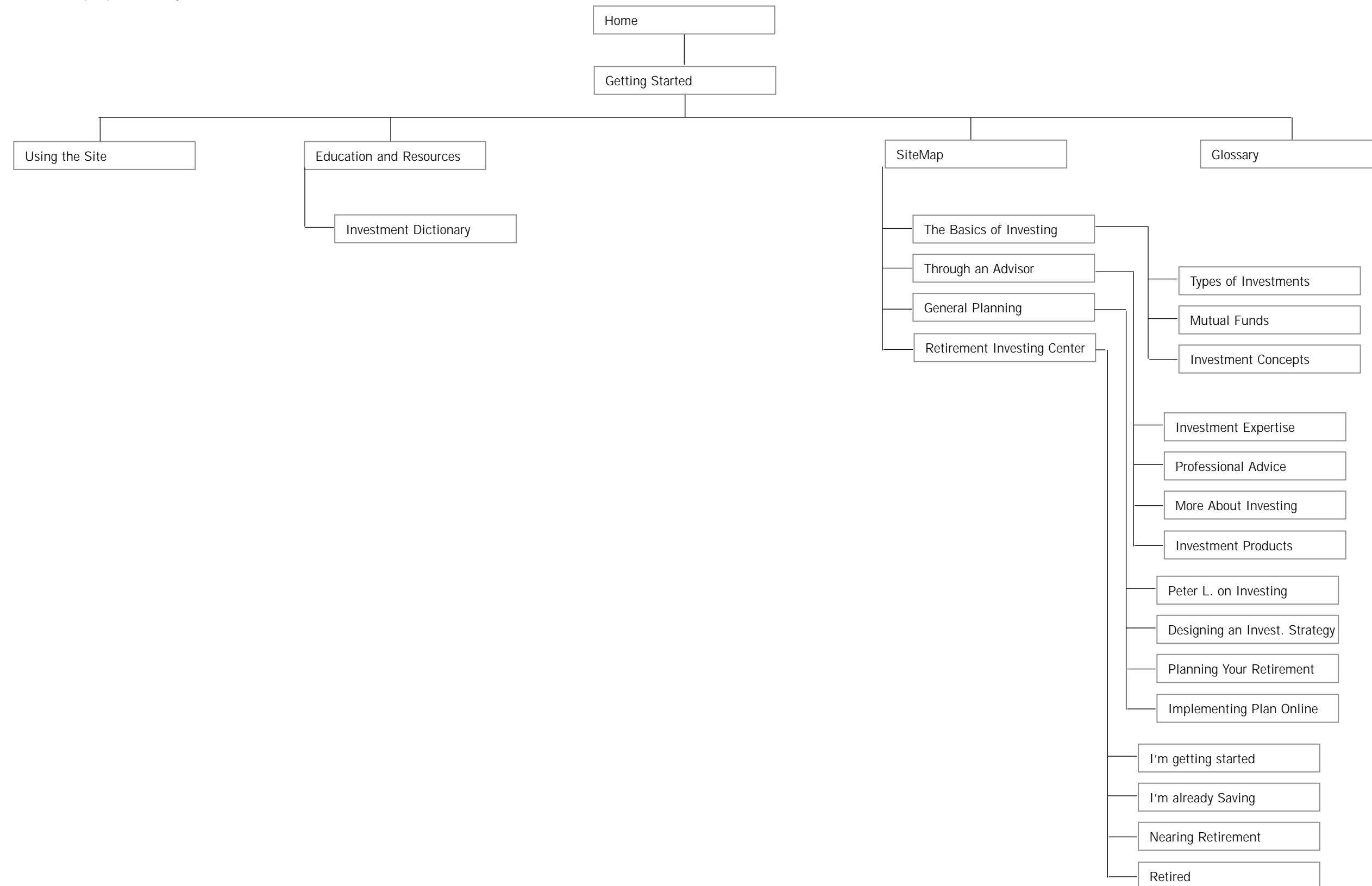
Currently existing research information is heavily branded with the Peter Lynch name. While this is a powerful and effective brand in the investing world, there is a segment of new customers who are unfamiliar with Peter Lynch and his investing principles. This should be considered carefully when developing the *Investor Center*.

Observations

- The existing educational content for Fidelity is either scattered or non-existent
- Lacks a centralized location, which makes it difficult for users to find
- Archived information creates an impression of "dated" and not up-to-the-minute information
- Peter Lynch Investing Guides are found under *Retirement & Planning* tab, which may not be intuitive
- Innovative webcasts with third party expert interviews creates trust and credibility that information is not skewed in favor of Fidelity
- Cross promotions to traditional print media, such as "Stages Magazine", exist, but in scattered locations
- Planning tools and calculators exists independent of education and research content within
- Help and Getting Started are links to the same content . This is confusing.
- Glossary exists, but is accessed only from within Getting Started and Help sections
- Customer Service contains links to resources such as Brokerage Handbook. This is not intuitive.

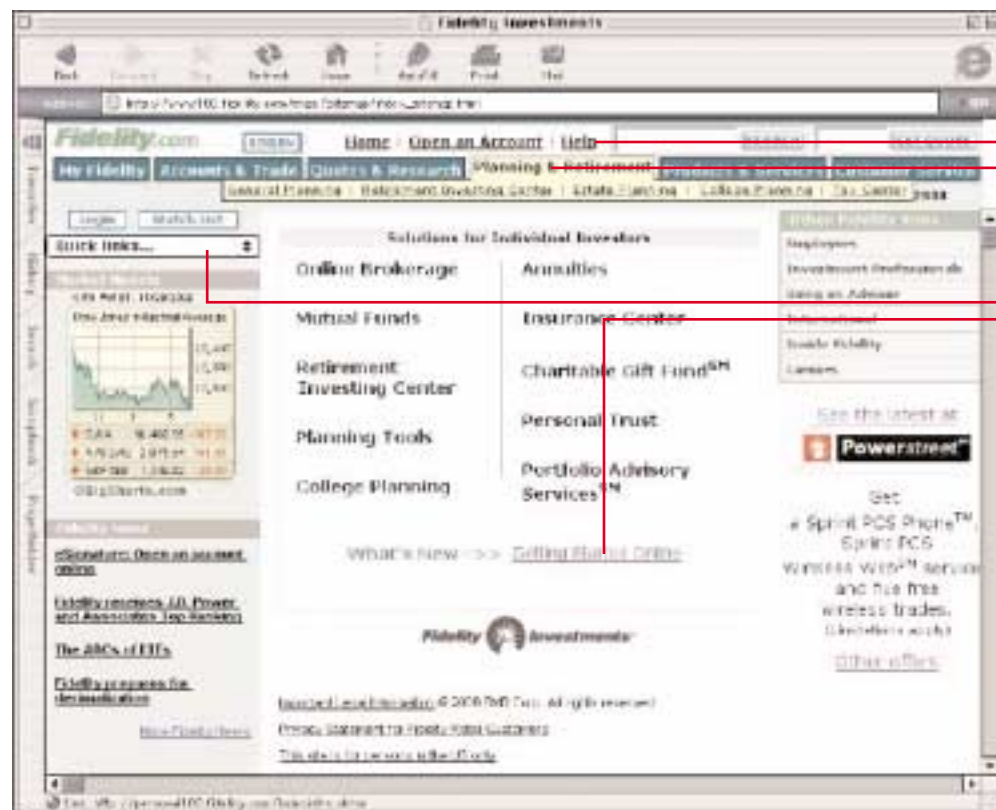
3.7 Fidelity Site Map of Educational Content

*This sitemap represents only the educational content and not the contents of the entire site



3.7 Fidelity Main Education Entry Points

Fidelity Home Page



Help available on global navigation bar

Peter Lynch on Investing content accessed under Planning & Retirement. Non intuitive placement

Getting Started is accessed through a drop down menu. Contains educational content for novice users. This is too hidden and should be immediately recognizable as a starting point for new users

Fidelity Main Education Center



Research or education piece is heavily branded with Peter Lynch. Users unfamiliar with Peter Lynch may be turned off or confused by this branding decision.

Getting Started



Getting Started contains the same content as Help. This is confusing to the user. These should be unique sections with appropriate content.

Glossary



Glossary accessed from Getting Started. This is too hidden. The Glossary should be a global element that can be accessed at any time.

Portfolio Demonstration



Portfolio Selection Demo is an example of an interactive learning tool that should be part of an Investor Center.

Peter Lynch on Investing Quiz



Self diagnostic tools, such as this Peter Lynch on Investing Quiz are available, but could be enhanced with better interface design. There is no indication as to how many questions are in the quiz, etc.

4.0 Best and Worst Practices

4.1 Innovative Multimedia Demos

4.2 Online Seminars

4.3 Self Diagnostic Tools

4.4 Help Center

4.5 Branding

4.1 Innovative Multimedia Demos

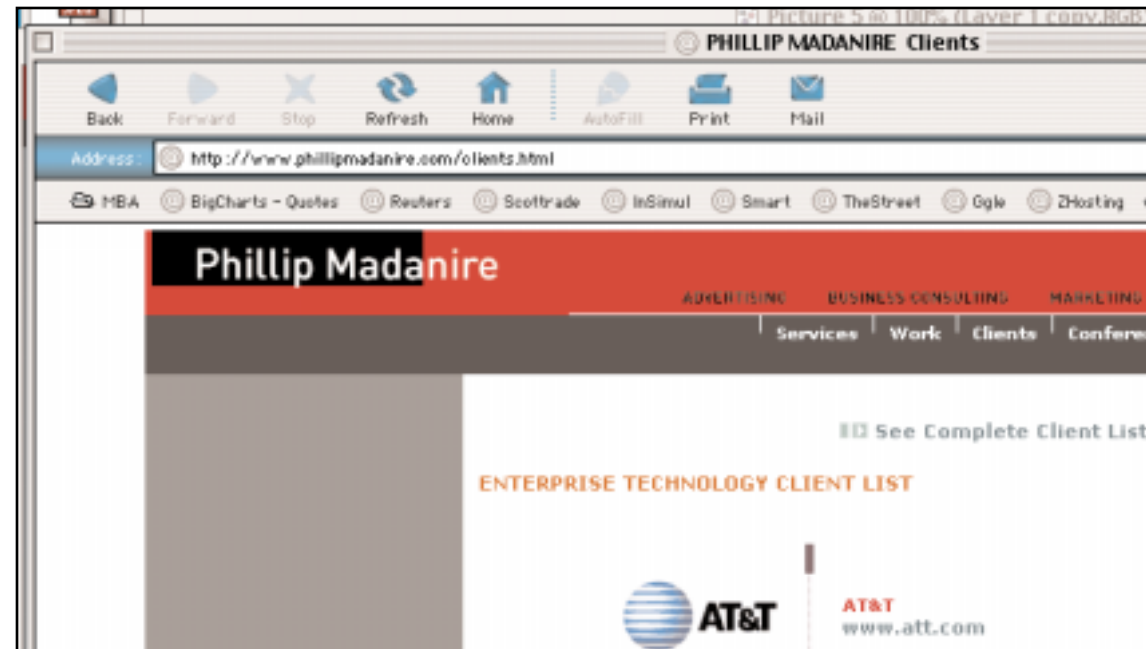
Best
Charles Schwab



Multi-media tours demonstrate the contents and how-to of Smart Investor.

In the Schwab learning center, interactive content makes difficult concepts more accessible.

Worst
Merrill Lynch



Merrill's site makes no use of the interactive nature of the medium. The subject areas are nothing more than mini-lessons (articles) followed by poorly programmed quizzes that don't load properly.

4.2 Online Seminars

Best
Charles Schwab



Schwab's Learning Center contains compelling interactive courses, where difficult concepts are clearly supported through simple visuals. Schwab includes "Next Steps" upon finishing a course, which includes links to additional or "next level" information.

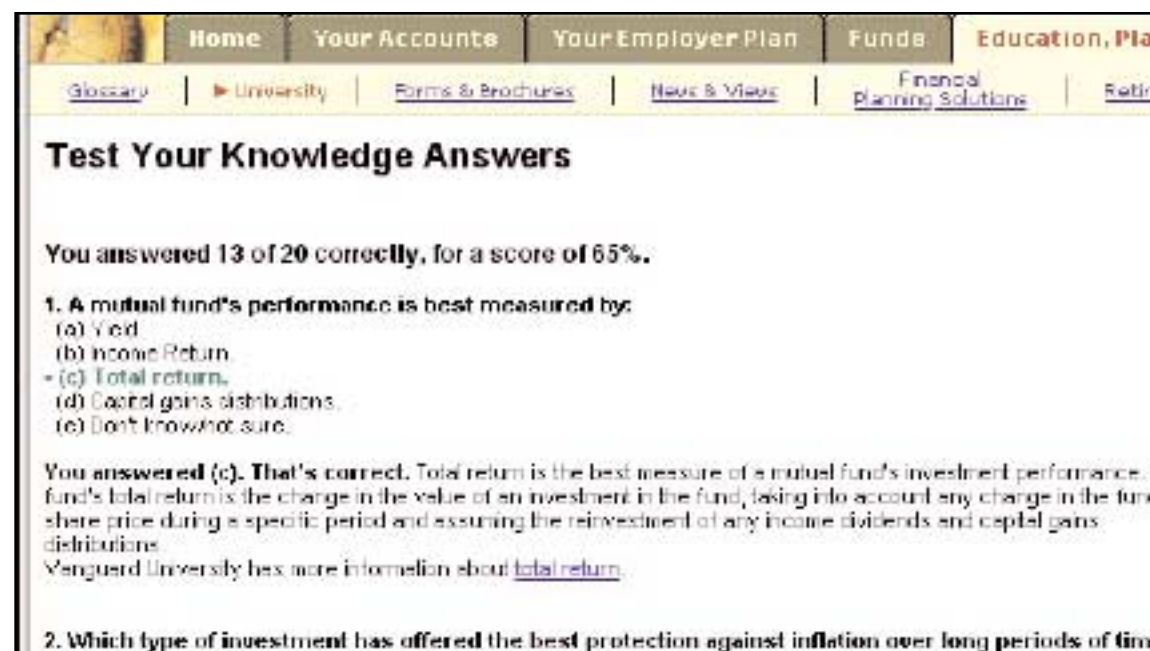
Worst
DLJ Direct



DLJ's Getting Started section is a perfect opportunity to make a lot of content more digestible through interactive online seminars. The information as it is presented here creates a need for the user to scroll through many pages of boring text.

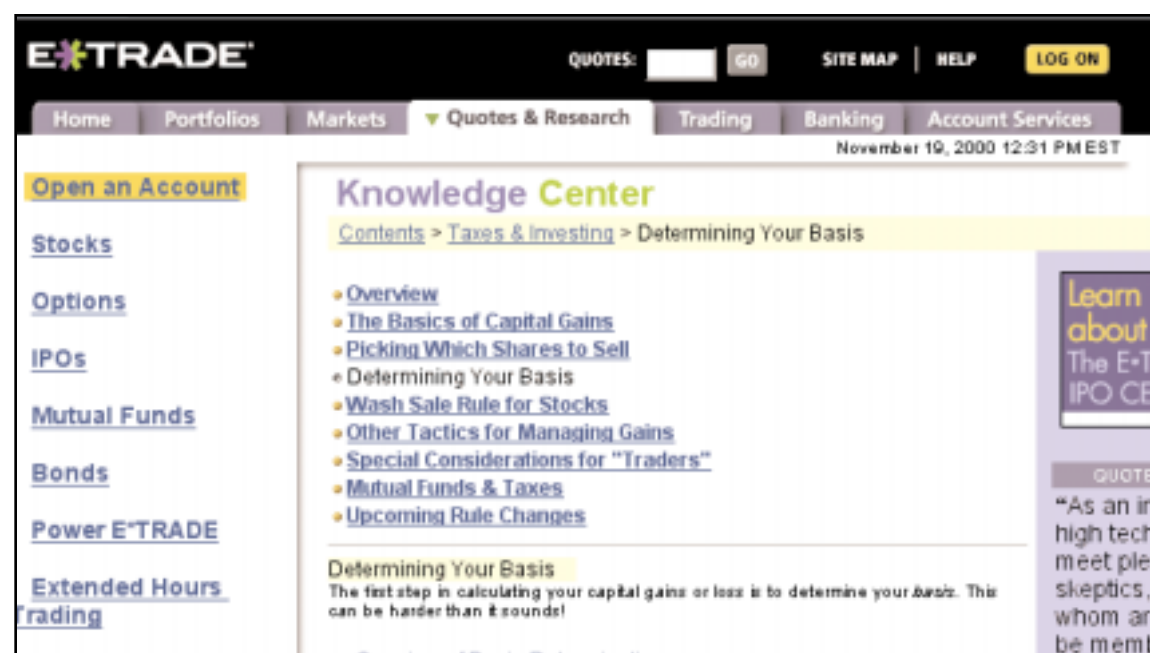
4.3 Self Diagnostic Tools

Best
Vanguard



Vanguard's self diagnostic Investor Quiz is straightforward and very simple to use. Results are displayed clearly, with the opportunity to learn more on subjects through cross over links.

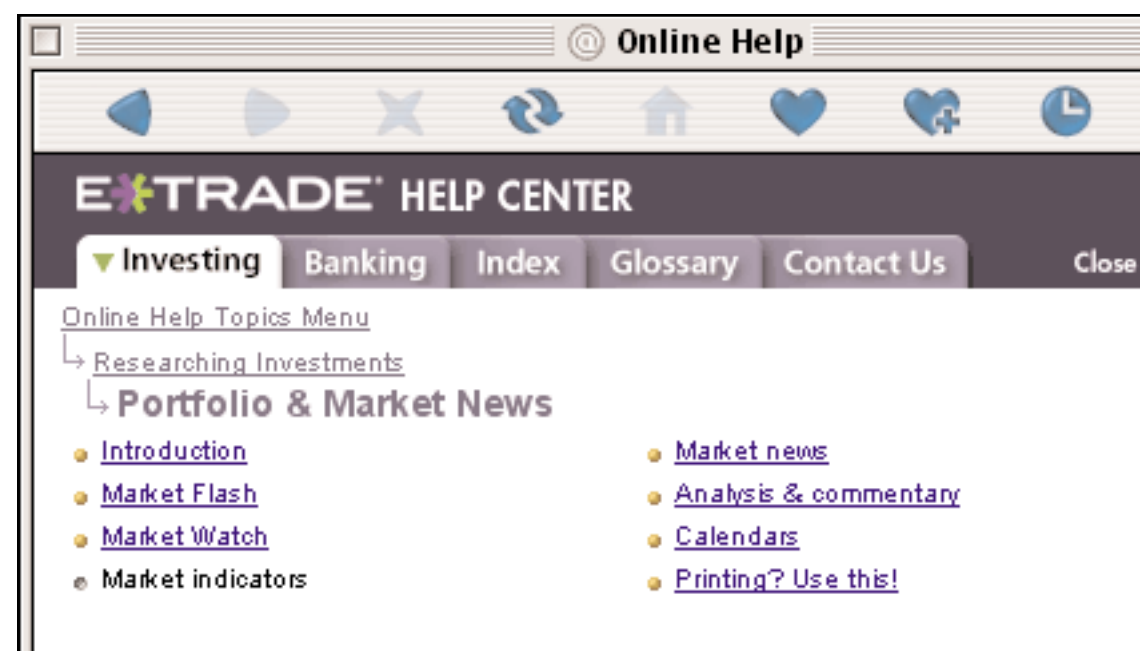
Worst
Etrade



Etrade has no personalization in their Knowledge Center. The content is entirely articles and book excerpts.

4.4 Help Center Help vs. Education

Best
Etrade



Etrade has a pop-up window that has both searchable investment topics, a how-to section for using the site and an expansive glossary of investment terminology.

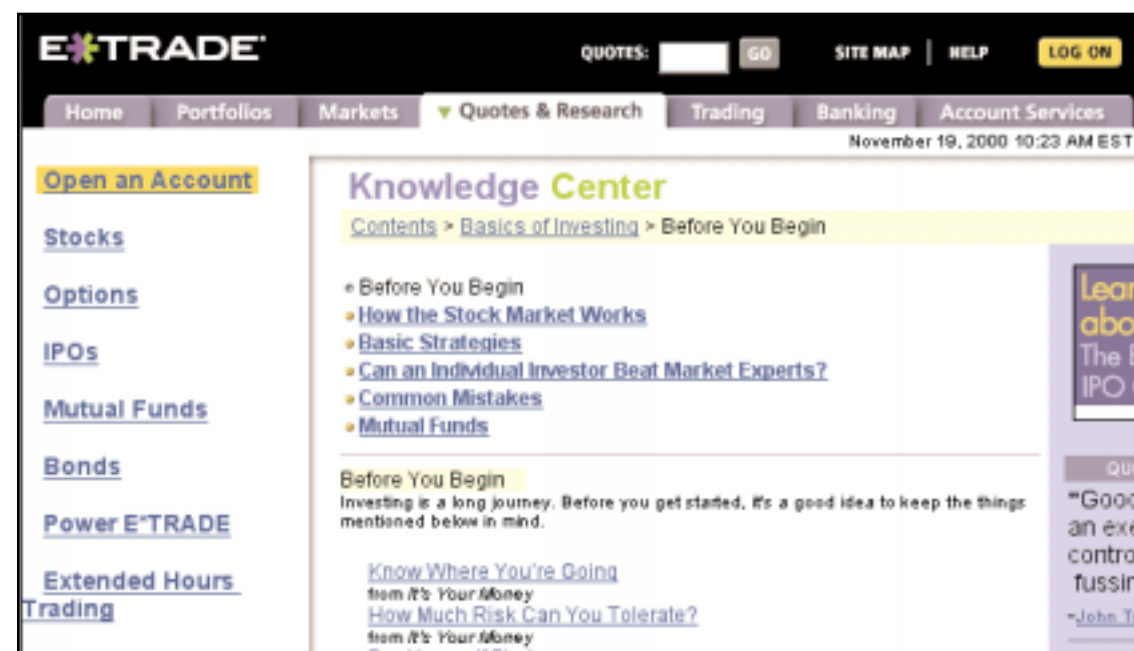
Worst
Merrill Lynch



Merrill Lynch has no help section, either general or contextual. There is no terminology glossary, or searchable FAQ section.

4.5 Branding

Best
Etrade



Etrade uses a clean, efficient design system throughout their educational content site. The language is clear and straightforward without seeming elementary. The hierarchy of information makes navigating easy and thus fulfills the brand promise of simple online investing.

Worst
Merrill Lynch



While the Merrill Lynch bull is the heart of the company's identity, they do little on their site to leverage it consistently. On the start page, for example, there are three different renderings of the bull and a banner that rotates three more versions over and over! The nomenclature seems to have little to do with the Merrill Lynch brand and the overall site design is inconsistent.

Fidelity Investor Center
Online Analysis

Global Business Strategist, Information Architect & Creative Director: Phillip Madanire

11.28.00