

# Envisioning the future of financial services, shaped by Gen Z

## Context

The financial landscape is evolving as fintech disrupts traditional banking, while societal demands for sustainability push banks to adapt. Triodos Bank, a leader in sustainable finance, is well-positioned but struggles to connect with Gen Z. This research explores how Triodos can stay relevant by addressing three key questions:

## Approach

To address these questions, the research combined desk research with generative design methods, including a game to uncover Gen Z's values and aspirations. Using the Vision in Product (ViP) method, context factors were created, worldviews sketched, and a specific worldview chosen to guide the new vision.

What bold vision can redefine the role of a financial service provider in the Netherlands?

How can this vision be translated into actionable steps that empower Triodos Bank to attract and retain younger customers?

What reimaged interactions can be designed to engage Generation Z?

### strategy

New attitude of a bank in 2035

#### Goal:

Trigger Gen Z to think about the basic principle of banking and their current relationship with their bank

#### Message:

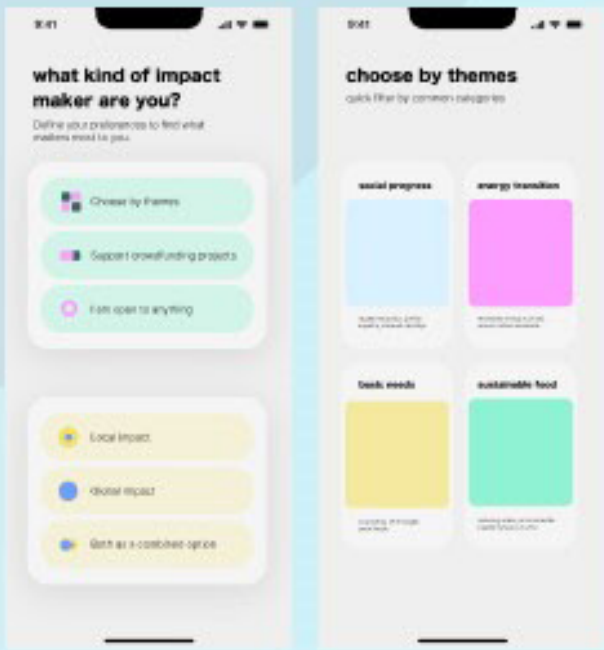
Triodos Bank facilitates a 'give and take' culture and show san appreciative attitude towards the customer. They **break away from the traditional, transactional approach**. By focusing on giving back, to customers and the world, Triodos wants to achieve a **more equal relationship** with its customers.

#### Values of Gen Z:

- open
- honest
- real
- funny
- clarity
- relatable
- self-expression
- guidance

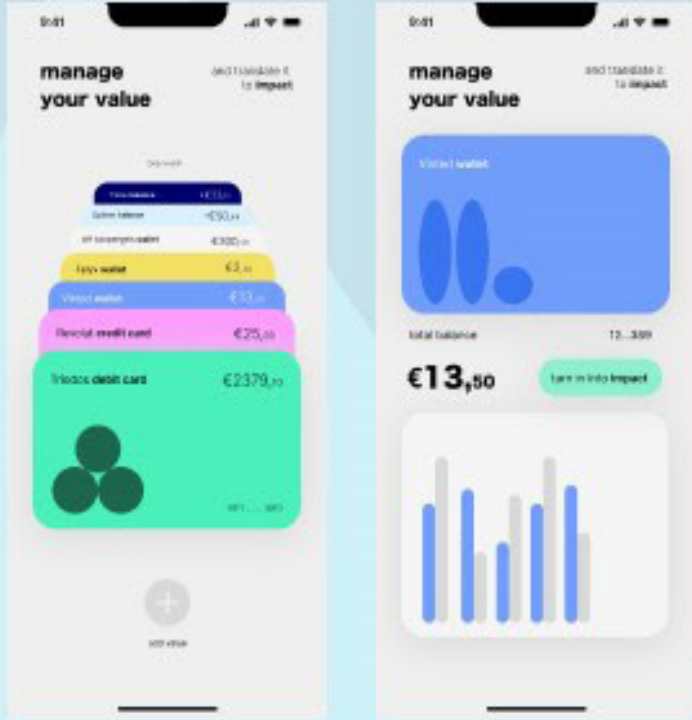
### service

All your value in one place



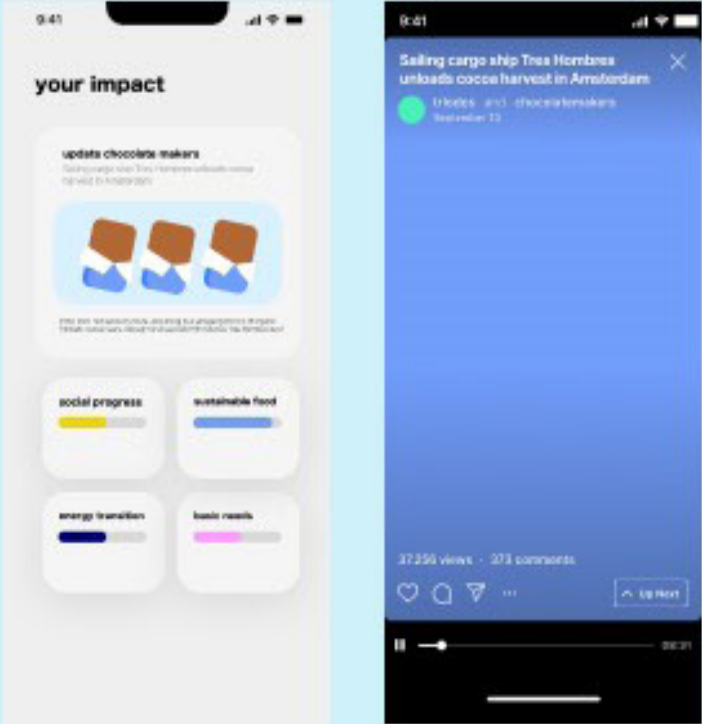
### service

Choose your impact



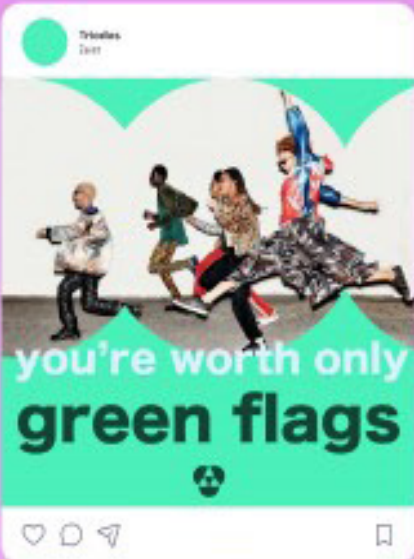
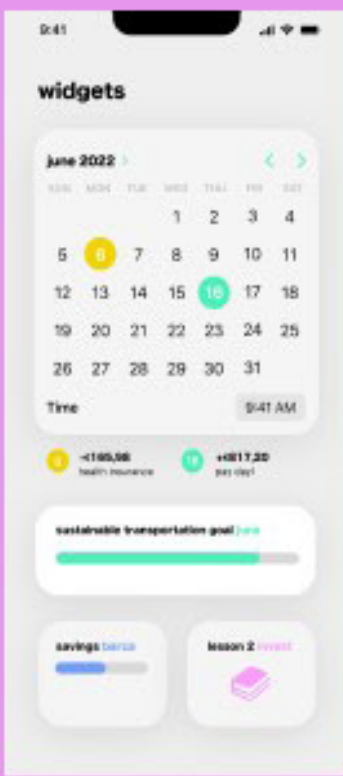
### service

Tangible and shareable impact



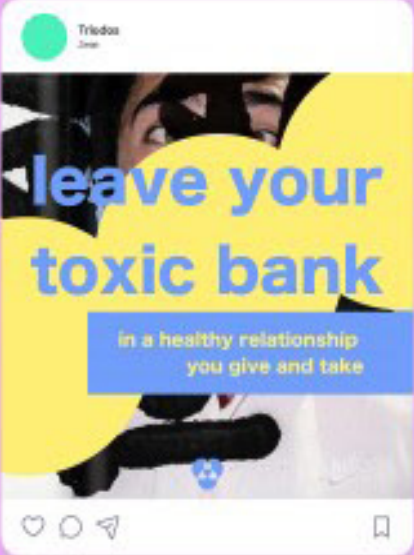
### UI guideline

Widgetfy the app



### brand image

Speak the Gen Z language



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