

## Digital Banking Interstitials

A sampling of messages written for Apple Bank's online and mobile banking platforms.

### Sample 1

The screenshot shows the Apple Bank digital banking interface. At the top left is a "Menu" button and the "Apple Bank" logo with an apple icon. At the top right, it says "Good Morning, SAMANTHA EGAN" and "Last login 01/31/2022 at 4:25 PM". The main content area is partially obscured by a central white interstitial box. The interstitial features an icon of two bank buildings with arrows indicating a transfer. The text inside the interstitial reads: "It's easier than ever to move money. Now you can *instantly* link your account from another bank and make transfers. Visit **External Accounts** in the Transfer menu to add your account." There is a "Got it" button at the bottom right of the interstitial. In the background, various banking options are visible, such as "Pay down your credit card debt.", "Home", "FINANCIAL TOOLS" (Net Worth, Budget, Spending, Trends), "ACCOUNTS" (Savings 8908, Current Balance \$391.10), "Transfer Money Now", "View Rates", "Fixed rates.", and "Make paying down debt easier with a Personal Loan."

### Sample 2

Three separate interstitial messages are shown, each with a close button (X) in the top right corner:

- Message 1:** Features a rocket icon. Text: "New features are here! We made some updates to improve your banking experience." Button: "Show me".
- Message 2:** Features an icon of a smartphone with arrows and dollar signs. Text: "Transfer between your accounts. Now you can move money between your Apple Bank accounts in just a few clicks!" Button: "Continue".
- Message 3:** Features an icon of a check with a red 'X' over it. Text: "Place a stop payment. Need to stop payment on a check? You can now do it online under **Account Services**." Button: "Got it".