

Sprint 3 Summary

Group 9: Mortgage transparency for Customer's Happiness

Agnes Pakozdi

Anuradha Kishore

Anh Ngoc Tran

Gael Feyertag

1. Sprint 3 Approach

In the Sprint 2 we have identified different communication channels through which we can deliver detailed information to the end customer. Therefore, in sprint 3 we brainstormed within the team and identified 6 relevant, popular, user friendly and most effective channels for providing information to the prospective customers. The prototypes we identified are as follows: Chatbot, Youtube channel, Website, Pdf document, Face-to-face meeting and skype call respectively.

Further, we developed the prototypes in order to show the prospective customers the usability, functionality and importance of each channel. The idea is to identify the most effective channel of communication which also matches with the choice of the customer. The focus of the interview is to understand the interest and preference of the customer in each prototype. We also try to understand by asking the prospective customer what information is more important for them when they decide to go for the mortgage. The interview analysis can be accessed from the following [link](#).

In Sprint 3 we contacted the mortgage advisor of UBS to understand the requirements of the end customers. The focus of the interview with the mortgage advisor was to know about the frequently asked questions by the customers, what the customer is mostly interested to know during the mortgage process, during the first mortgage meeting how many customers have knowledge about the mortgage process, what are the penalties and clauses of the mortgage contract. The following [link](#) can be viewed to review the mortgage advisor interview results.

As per the interview analysis we developed the prototype of website with embedded options of skype call, youtube channel and chatbot. The final solution i.e. **a website** was further evaluated by Beat and Maya. As per their recommendations we made changes in the design of the website and improved the content in the chatbot.

2. Sprint 3 Deliverables

- Prospective Customers Interview Analysis which provides valuable insight for the development of the prototype and the content.
- Mortgage advisor interview enable us to better understand the requirements of the end customers.
- Develop a Prototype- Website with all the possibilities as per customer liking.

3. Next Step

- Create a pitch for the management for the project approval
- Submit all the relevant reports and details for the approval
- Value addition and benefits report
- Looking for the vendors for the realisation of the fully functional website of Mortgage Transparency.

4. Useful Resources

- Prototype Website [link](#)
- Meeting Minutes [link](#)
- Prospective Customer Interviews [link](#)
- Functional Prototypes [link](#)
- Trello Board [link](#)