Figure 5-7. Template: Sketching the Models

Problem (What is the problem you are solving?)

- Difficulty in determining optimal savings accounts
- Hard to compare between the different savings accounts
- Tedious to create new accounts
- Unfamiliar to banking terminologies

Opposing Models (What are the two opposing models?)

Model 1	**Model 2**
(What name describes the essence of this model?) User manually provide financial information to generate financial profile	(What name describes the essence of this model?) User provide financial information using bank statement to generate financial profile

Essential Components

(How would you describe each model in three bullet points, specifying the key choices that make them extreme and opposing?)

Model 1	**Model 2**
● Manual survey of the users when onboarding to get spending habits, net worth, bank and bank account type. ● Provides user with some form of anonymity and choice of data provided ● May not be the most accurate as user cant accurately provide info or make mistakes	● Application will use Optical Character Recognition (OCR) technology to read through the user's bank statement to fill up their financial profile ● User is not required to input any further information as the process is automated ● Users may not be willing to provide their sensitive bank statements

Figure 5-8. Template: Visualization

Model 1
(Draw a simple sketch that illustrates this model.)

Model 2
(Draw a simple sketch that illustrates this model.)

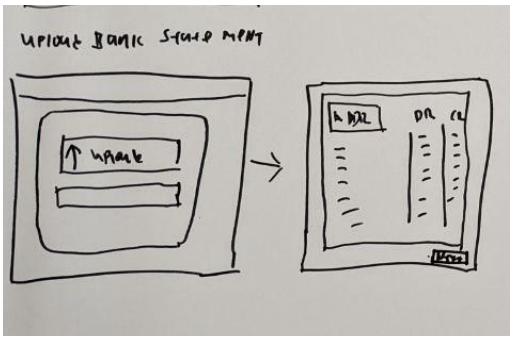

Figure 5-10. Template: Pro/Pro Chart, Model 1

Model 1- User manually provide financial information to generate financial profile

Users	Application	Financial Regulator
● Fine tune control of data provided ● Privacy on transactions, application has no insight on what transactions are made ● Lower exposure in cases of data leaks	● Less identifiable information that needs to be maintained by the application.	● Data Protection Complexity. Less sensitive data at risk due to lack of identifiable information

What is this model really about?

Getting the users to provide financial information to the application to allow for accurate recommendations for savings account

Figure 5-10. Template: Pro/Pro Chart, Model 2

Model 2 - User provide financial information using bank statement to generate financial profile

Users	Application	Financial Regulator
● Convenient because the user is not required to input any information ● More accurate because automated data extraction from bank statements ensures the data used to generate the financial profile is accurate and reliable, reducing the chance of human error ● The use of accurate financial data allows for more tailored financial advice, including suggestions for specific savings accounts that could be beneficial to the user based on their financial habits.	● Improved Service Offering: the application can provide more personalized product recommendations, improving satisfaction and retention.	● Automated processes can be designed to meet regulatory requirements, making compliance easier to track and enforce. ● The model can help protect consumers by ensuring they are offered suitable financial products based on their financial profiles. ● Better understanding of consumer financial behavior can contribute to maintaining the stability of the financial system.

Figure 6-5. Template: Similarities, Differences, and What You Value Most?

Similarities

. Where do you see benefits that occur in both of the models in some way?
Generation of financial profile for analysis to obtain optimal savings account

. Where do you see different outcomes that may be produced by similar mechanisms in each of the models?
Accuracy of the suggestions provided by the application

Differences

. What are the benefits that are produced in one model but not the other?

Model 1 gives user more control over the data provided to the application

Model 2 gives the application the most accurate financial data to analyze and perform comparisons on savings account

. How do the models advantage the players in different ways?

Model 1: Control of data for user, Less PII to handle for the application, Reduced complexity on data protection for the financial regulator

Model 2: Better recommendations for the user, Accurate data to make recommendations for the application, Only products that fit the user's actual financial profile are recommended, resulting in less complains for financial regulators

Valued Benefits

Looking at the models together, how do the most valued benefits fall across them?

. Is it really just one truly essential benefit from each model?

. Is it all the benefits from one model and one essential benefit from the other?

. Is it all the benefits from both of the models?

Figure 6-6. Template: Tensions

Tensions

. What elements of the two models are in tension? What would stop you from using both models at game time?

Accuracy of the datapoints for the application and the privacy of the user

Nothing stops the usage of both models at the game time, however, only one model should be used by the user at once

. What is the overlap between the elements that are in tension and the benefits you most value?

Accuracy of datapoints while preserving the privacy of the user.

. What would you have to do differently to make the tensions go away?

Some way to allow the user to choose what information they wish to provide for model 2 and tempering expectations of accuracy for model 1