Deloitte.

JPMC Content Concierge SDI Experience Use Case Definition

December 2025

Use Case Definition

The MVP will focus on creating curated and personalized content to drive desired user behavior and deepen engagement

Key features of MVP *to be validated*

- Curate mix of market insights and existing JPMWM perspectives in a contextual and digestible way
- Embed personalized content through targeted end-points in the SDI UI*
- Drive personalized content of client segments / tiers

Example Scenario: An existing SDI customer is served tailored content based on their tier, driving targeted outcomes across their investment journey.

Tiers	*Example experience*
under $250K	Introduce foundational concepts to convert curious browser into a first-time investor
$250K+	Surface portfolio gaps so rising-balance clients see clear steps and place larger, more frequent trades
$1M+	Provide exhaustive analysis that remove hesitation to consolidate outside assets with SDI

Select Targeted Outcomes & KPIs

✓ ***Accelerates new account-opens*** by mirroring the language, goals and products that resonate with each wealth band

 # new account opens

% accounts funded within first 7 days

✓ ***Lifts share of wallet*** once that account is open by deepening engagement and trust

$ average initial funding

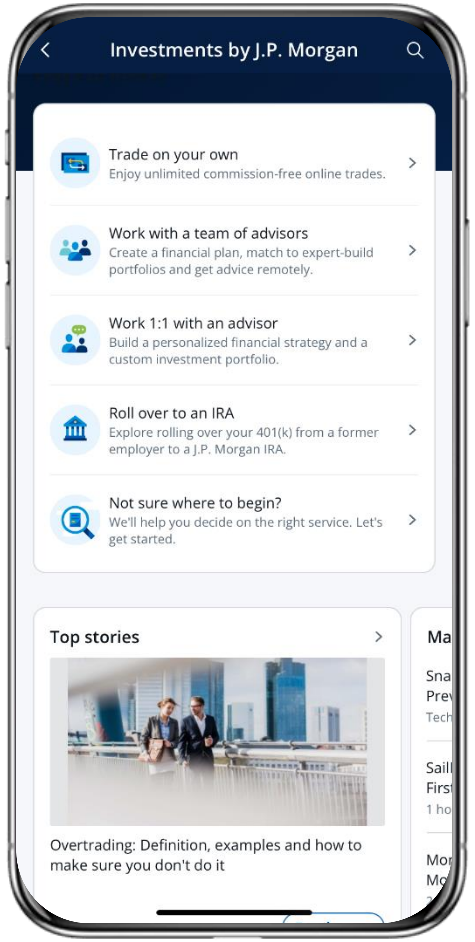
$ net new assets

# of external transfer-ins

✓ ***Deepens engagement and trust*** by surfacing sophisticated insights, only when the customers' balance and behavior suggest readiness (e.g., tax-loss harvesting, IPO access)

 # monthly active visitors

content engagement rate



*Note - * JPMC will be responsible for UI/UX for MVP scope*

To create a dynamic, personalized journey for SDI customers, we will start with a personalization and curation use case, then expand over time

MEET Alex!
- *50-year-old professional*
- *$250K invested in SDI*
- *$1M in investable assets across other banking accounts*
- *Banks with chase and is toying with SDI*
- *Building wealth for retirement*

MVP

Alex opens the Chase app to personalized investment insights on the *Investment Summary* page, tailored to his goals and financial profile ***(e.g., "You're 71 % of the way to your 2032 retirement goal: a 60/40 portfolio that can replace 80% of your paycheck. Continue investing to stay on track")*** as well as dynamic market ***insights (e.g., "Dividend-growth stocks are trending (⇧40 % chatter, ⇧25 % ETF volume). Learn how a 5 % shift to a Dividend-Aristocrat ETF could lift your yield."*** Each insight links to educational content in his preferred format ***(e.g., video, audio-clip, 3 bullet summary).***

PERSONALIZED INVESTMENT INSIGHTS

- Agent continuously tracks Alex's progress toward his goals, generating tailored updates.
- Selects and surfaces relevant educational articles and resources linked to each insight.
- Personalizes insights and links based on activity, preferences, and knowledge gaps.
- Auto-tunes content based on engagement

MVP+

When Alex navigates to the *Positions* tab, he is shown real-time insights directly related to his holdings. As he hovers over a ticker, an interactive pop-up displays a timely perspective ***(e.g., "ABC Co. dropped 4 % on weak earnings, leaving your Growth-Tech ETF under-weight. Ready to see how a quick rebalance can get you back on target"*** Each pop up connects to JPMC research and interactive data visualizations, enabling Alex to explore deeper analysis without leaving the app.

DYNAMIC INVESTMENT INSIGHTS

- Agent synthesizes JPMC perspectives, market data, news, and research into concise, easy-to-understand insights
- Personalizes content to client portfolio, goals, and preferences.
- Ensures content is compliant with FINRA/brand standards.
- Intelligently times and sequences content at optimal moments in the journey (e.g., goal creation)

Alex reviews a few stocks in *Positions Details* but doesn't take action. A pop-up highlights recent changes (*e.g., Did you know your International Bond ETF moved on global rate news– here's why"*), sparking his curiosity. As Alex continues, another nudge appears (e.g., "*Rebalancing keeps your risk in check. Analysts recently upgraded this ETF's outlook due to improving global bond yields*"). Prompted by these insights, Alex makes changes to his ETF allocations – guided by real-time educational nudges.

SMART TRADE NUDGES

- Agent flags when specific tickets are lingered on or research views without trading, signaling intent but no follow through.
- Delivers nudges at optimal moments such as dwell time or repeated views.
- Delivers real time scenarios to adjust and gamify learning

When Alex's needs become more complex (e.g., explores high risk options, assets exceed $500K) he's ***invited to connect with an advisor*** directly in the app for personalized support (e.g., *Hi Alex, we've noticed you're exploring new investment strategies and we suggest a Tax-smart growth specialist is the best fit for your current goals, do you want to be connected?").*

ADVISOR CONNECTION TRIGGER

- Dynamically identifies key moments of need, such as increased research, increased exploring of different scenarios activity or signals of life events.
- Curate and trigger timely invitations to connect with an agent.
- Single in app tap books a call while the advisor simultaneous receives a generate brief of client portfolio, recent activity and likely questions

Intended Outcomes

Deepens engagement with SDI account	▶	Promotes in-app investment research	▶	Converts interest into investment	▶	Unlocks cross-selling opportunities of WM solutions

Draft for discussion

FigJam board [link]

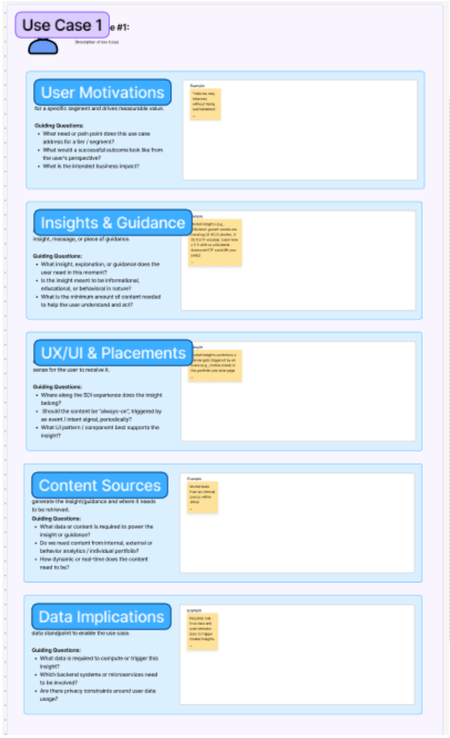
Let's dive into the use case definition

Instructions

For each use case we will brainstorm and capture input around 5 dimensions to drive further definition:

1. Begin with a quick review of each use case dimension.
2. In FigJam, go through the guiding questions to unpack each use case. Add notes, ideas, and clarifications directly on the board.
3. For each use case, outline all 5 use case dimensions. Aim for a clear, thorough articulation.
4. Once all use cases have been refined, come back together to discuss broader themes and dependencies prior to aligning on 1-2 use cases for the MVP build.

Use Case #1



Use Case Dimensions

Client & Business Impact

Goal: Ensure each use case solves a real problem for a specific tier / segment and drives measurable value.

Guiding Questions:
- *What need or pain point does this use case address for a tier / segment?*
- *What would a successful outcome look like from the user's perspective?*
- *What is the intended business outcome?*

Draft for discussion

Use Case Dimensions: Goals and guiding questions

Client & Business Impact

***Goal**: Ensure each use case solves a real problem for a specific tier / segment and drives measurable value.*

Guiding Questions:

- *What need or pain point does this use case address for a tier / segment?*
- *What would a successful outcome look like from the user's perspective?*
- *What is the intended business outcome?*

Insights & Guidance

***Goal**: Define what the user sees: the specific insight, message, or piece of guidance.*

Guiding Questions:

- *What insight, explanation, or guidance does the user need in this moment?*
- *Is the insight meant to be informational, educational, or behavioral in nature?*
- *What is the minimum amount of content needed to help the user understand and act?*

UX/UI & Placements

***Goal**: Place the insight exactly where it makes sense for the user to receive it at the right moment.*

Guiding Questions:

- *Where along the SDI experience does the insight belong?*
- *Should the content be "always-on", triggered by an event / intent signal or show periodically?*
- *What UI pattern / component best supports the insight?*

Content Sources

***Goal**: Understand what information is needed to generate the insight / guidance and where it needs to be retrieved.*

Guiding Questions:

- *What data or content is required to power the insight or guidance?*
- *Do we need content from internal, external or behavior analytics / individual portfolio data?*
- *How dynamic or real-time does the content need to be?*

Solution Architecture Implications

***Goal**: Identify what's needed from a technical and data standpoint to enable the use case.*

Guiding Questions:

- *What data is required to compute or trigger this insight?*
- *Which backend systems or microservices need to be involved?*
- *Are there privacy constraints around user data usage?*

Draft for discussion

Our initial workshop surfaced potential use cases and their business value, setting the stage for deeper refinement

Themes Discussed & Explored

Business Impact

- Focus on how we can move the needle with a 'quick win'
- Lift share of wallet and increase trade volume
- Engagement metrics (e.g., repeat visits) matter but may be secondary KPIs to track

Client Insights

- 2% of SDI are options traders yet make up 25% of revenue
- Majority of clients own 1-5 positions (e.g., Mag 7 and ETFs)
- About 90% of SDI clients are banking clients

Client Archetypes

Discussed several client archetypes including:

- Unfunded
- Dormant account
- Engaged investor
- Advanced investor

Market Insights and Content Sources

- Benchmark insights for clients would be beneficial for comp.
- Focus on proprietary content; discussed Connect Coach
- Already work with Benzinga; potential licensing agreement in works with MT Newswire

Jobs To Be Done (JTBD)

- Reviewed JTBD and aligned on Everyday Job [1], Jobs That Matter [A], Jobs That Matter [C] and [4D]
- Use cases should build off these JTBD framing to align with SDI product teams focus

Pilot Phase and Approach

- Run a % basis A/B test impact
- SDI release throttle would be 5% with JPMC employees first and after a month, make client facing
- Track pre/post behavior to track success

Where do we go from here?

- **Business Impact**: Ensure we have a clear path to measure and track KPIs in preparation for the MVP pilot
- **Key Insights**: Leverage existing insights to drive the intended client behaviors and inform Market Insights
- **Client Archetypes and JTBD**: Layer in client archetypes with Jobs To Be Done to refine and align on use case definition
- **Market Insights & Content Sources**: Identify content gaps and path to addressing
- **Pilot Phase and Approach**: Continue to engage with SDI product teams to align on pilot phase approach and testing

Draft for discussion

Let's continue to explore use case definition by focusing on a framework anchored around Jobs To Be Done and SDI user activity

JOBS TO BE DONE (JTBD)

[1]	[2]	[3]	[A]	[B]	[C]	[4D]
I want to quickly check my performance at the position level to see if changes are needed / warranted	I want to invest while maintaining liquidity in order to eventually make a large purchase	I want to know what other investors on the platform are doing	I want to inflow new cash and invest.	I want to manage all of my investment accounts with one financial institution.	I want to know what to change in my portfolio in order to do better.	I want to know if now is the time to sell.

SDI User Activity

Advanced	Savvy investor already approved to trade options, margins and/or fully paid loans.
Everyday	Engaged investor who holds ETF (QQQ) and/or Mag 7, making 11-120 trades a year.
Inactive	Client who has funded with no recent trades or portfolio may not be funded at all.
Prospect	Existing JPMorgan banking client ready to open and activate an SDI account.

Next, our deep dive discussion around use case definition will focus on the intersection of prioritized Jobs To Be Done and SDI User Activity

JOBS TO BE DONE (JTBD)

[1]	[2]	[3]	[A]	[B]	[C]	[4D]
I want to quickly check my performance at the position level to see if changes are needed / warranted	I want to invest while maintaining liquidity in order to eventually make a large purchase.	I want to know what other investors on the platform are doing	I want to inflow new cash and invest.	I want to manage all of my investment accounts with one financial institution.	I want to know what to change in my portfolio in order to do better.	I want to know if now is the time to sell.

SDI User Activity

Advanced	Savvy investor already approved to trade options, margins and/or fully paid loans.	**Use case #3**
Everyday	Engaged investor who holds ETF (QQQ) and/or Mag 7, making 11-120 trades a year.	**Use case #2**
Inactive	Client who has funded with no recent trades or portfolio may not be funded at all.	**Use case #1**
Prospect	Existing JPMorgan banking client ready to open and activate an SDI account.	

Overview: Connect each use case to business objectives and desired impact

	Use Case #1: Inactive	**Use Case #2:** Everyday	**Use Case #3:** Advanced
Client Scenario	*After a period of not engaging with their account, a client returns to their SDI account but notice they have no active positions which reinforces a sense of not actively progressing toward their financial goals. Motivated to act, they are ready to fund the account and invest but they look for clear guidance on opportunities aligned to their goals so they can act with confidence.*	*An everyday investor logs-in to understand how their positions are performing and whether they remain on track. They want to compare their holdings against relevant benchmarks to determine if any positions are underperforming. If changes are warranted, they look for guidance on opportunities that align with their goals or cues that it may be the right time to sell, so they can make informed decisions about reallocating, adding funds or reducing exposure.*	*An advanced investor checks their account to evaluate position-level performance, focusing on what's driving gains, losses, and risk within their portfolio. They rely on granular metrics to assess whether conditions warrant immediate action. If they identify a tactical opportunity, they want to quickly fund their account and execute trades. Their goal is to move efficiently from insight to action, optimizing their portfolio or capitalizing on market conditions without delay.*
Business Objective	**Get to at least five positions**	**Increase trade volume and expand beyond ETFs or Mag7**	**Enable options, margin or fully paid loan activity**
Desired Impact	• $ average initial funding • $ net new assets • # of external transfer-ins	• # of average trades • % of non-ETFs (e.g., QQQ) or Mag7 • Total Wallet (i.e., deposits)	• # of options, margins trading approval • # of average trades • Total Wallet (i.e., deposits)
Content 'Right to Play'	**[Very High]**: For inactive clients, content isn't just helpful, it is foundational to triggering re-engagement and behavior change through educational moments in their financial journey.	**[High]**: Everyday clients understand basic performance but struggle to interpret it or know what to do next. Content becomes the bridge between data and actionable insights.	**[Moderate]**: Content must operate at a higher layer of sophistication, depth, and immediacy. Content is not a confidence builder; it becomes a performance enhancer and a tactical guide.

Draft for discussion

Use Case #1: Nudge inactive users to understand the value of investing now to progress towards their financial goals and provide guidance needed to invest

Use Case #1:
Inactive

After a period of not engaging with their account, a client returns to their SDI account but notice they have no active positions which reinforces a sense of not actively progressing toward their financial goals. Motivated to act, they are ready to fund the account and invest but they look for clear guidance on opportunities aligned to their goals so they can act with confidence.

Jobs To Be Done

[1] **[A]**

User Activity: **Inactive**

Use Case Dimensions

Objectives & Outcomes

Problem Statement
Users confuse funding with investing, and upon seeing no positions, they lack guidance on how to begin, creating friction that stalls engagement and first-time investing

Desired Impact
- $ average initial funding
- $ net new assets
- # of external transfer-ins

Business Objective
- Get clients to hold at least 5 positions

Content Strategy

Insights & Guidance
- Educate clients around achieving financial goals through different investment options

Content 'Right to Play'
- **[Very High]** Content isn't just helpful, it is foundational to triggering re-engagement and behavior change

Content Sources
- Connect Coach
- Benzinga
- MT Newswire
- …and more

Experience Strategy

Journey Stage
- SDI activation
- Onboarding

End Points
- OVD
- Positions

Content Form Factor
- *[Example: visual, 3 bullet summary, audio-clip, video, and more]*

Use Case #2: Drive everyday investors to compare their portfolio against benchmark and enable them to optimize performance based on investment goals

Use Case #2: Everyday

An everyday investor logs-in to understand how their positions are performing and whether they remain on track. They want to compare their holdings against relevant benchmarks to determine if any positions are underperforming. If changes are warranted, they look for guidance on opportunities that align with their goals or cues that it may be the right time to sell, so they can make informed decisions about reallocating, adding funds or reducing exposure.

Jobs To Be Done

[1] [C] [4D]

User Activity: **Everyday**

Use Case Dimensions

Objectives & Outcomes

Problem Statement
Without clear performance context, users struggle to assess their positions and decide what to hold or sell, leading to reduced trading / less active portfolio management

Desired Impact
- # of average trades
- % of non-ETFs (e.g., QQQ) or Mag7
- Total Wallet (i.e., deposits)

Business Objective
- Increase trade volume
- Expand beyond ETFs (QQQ) or Mag7

Content Strategy

Insights & Guidance
- Benchmarks (e.g., S&P 500) for comp.
- Education around commonly traded non-ETFs / Mag7
- Instances of when to sell based on goals

Content 'Right to Play'
- **[High]** Content becomes the bridge between data and actionable insights to help clients interpret performance or know what to do next

Content Sources
- Connect Coach
- Benzinga
- MT Newswire
- ...and more

Experience Strategy

Journey Stage
- Portfolio monitoring
- Ongoing investing
- Goal tracking and adjustment

End Points
- Investment Dashboard
- Positions
- Performance

Content Form Factor
- *[Example: visual, 3 bullet summary, audio-clip, video, and more]*

Draft for discussion

Use Case #3: Enable advanced investors to review performance and quickly make portfolio adjustments while unlocking new asset classes to broaden exposure

Use Case #3:
Advanced

An advanced investor checks their account to evaluate position-level performance, focusing on what's driving gains, losses, and risk within their portfolio. They rely on granular metrics to assess whether conditions warrant immediate action. If they identify a tactical opportunity, they want to quickly fund their account and execute trades. Their goal is to move efficiently from insight to action, optimizing their portfolio or capitalizing on market conditions without delay.

Jobs To Be Done

[1] **[A]**

User Activity: **Advanced**

Use Case Dimensions

Objectives & Outcomes

Problem Statement
Users lack real-time insights to know when options or other assets offer an advantage, limiting their precision and reducing trading velocity and platform stickiness

Desired Impact
- # of options, margins trading approval
- # of average trades
- Total Wallet (i.e., deposits)

Business Objective
- Enable options, margin or fully paid loan activity

Content Strategy

Insights & Guidance
- Commonly traded assets for advanced investors (e.g., options, margins)
- Real-time insights as a supplementary to tools / features for immediate actions

Content 'Right to Play'
- **[Moderate]:** Content must operate at a higher layer of sophistication, depth, and immediacy. It becomes a performance enhancer and a tactical guide

Content Sources
- Connect Coach
- Benzinga
- MT Newswire
- …and more

Experience Strategy

Journey Stage
- Portfolio monitoring
- Ongoing investing
- Goal tracking and adjustment

End Points
- Investment Dashboard
- Positions
- Performance

Content Form Factor
- *[Example: visual, 3 bullet summary, audio-clip, video, and more]*