

## I. Strategic Identity

- **Feature Name:** PNC Refund Radar
- **Product Pillar:** Virtual Wallet / Cash Flow Management
- **Target Persona:** High-frequency online shoppers (Gen Z/Millennials) who utilize "Buy Now, Pay Later" or return items frequently.
- **The "Magic Moment":** Receiving a notification the moment a merchant initiates a refund, even before the money hits the ledger, so the user knows they "won" the dispute or return.

## II. The Problem Space (Deep Dive)

- **The Micro-Friction Event:** A user returns a \$200 jacket to a retailer. They check their transaction history daily for 7 days. Because the refund date often differs from the return date, they have to scroll back through weeks of data to see if the credit arrived.
- **Data Blind Spots:** Users cannot see the difference between a "Pending Credit" and a "Settled Credit." They also don't know if a partial refund (e.g., \$180 vs \$200) is due to a restocking fee or a bank error.
- **Psychological Hurdle: "Financial Limbo."** The user feels they have \$200 "missing" in the world, which prevents them from making other necessary purchases, leading to a feeling of being out of control.
- **Existing Workarounds:** Users keep screenshots of return receipts or keep "Return" emails marked as unread in their inbox until they manually verify the credit in the PNC app.
- **The Cost of Inaction:** High volume of "Where is my money?" calls to PNC support; customers perceiving the bank as "slow" even when the delay is on the merchant's end.

## III. Strategic Constraints & Inputs

- **Integrations:** Must pull data from **ISO 8583 transaction messaging** (specifically looking for "Credit" indicators) and integrate with the **Virtual Wallet "Calendar" view**.
- **The "North Star" Policy:** Must adhere to **Reg E (Electronic Fund Transfers)** regarding the timing of when credits must be made available to the customer.
- **The "Do-Not-Touch" List:** The feature should NOT allow the user to spend the refund until the funds are officially settled/cleared, to avoid overdraft risk if the merchant reverses the credit.