

# Best Features and User Experience of the Jar app

## **Minimum Value Investment:**

Jar has a unique investing approach: it allows investments in gold starting from as little as Rs.10 a day. This low barrier to entry makes gold investing accessible to everyone and has a high possibility of attracting ordinary people.

## **Payment Integration:**

It has several payment integrations, including Google Pay, Paytm, and PhonePe, and an autopay feature that makes investing simpler and smarter.

## **Withdrawal in our wish:**

The Jar app allows you to withdraw money between scheduled savings deposits without restrictions. The app will sell your gold savings and return an equivalent amount of money.

## **User-Friendly Interface:**

Jar offers a hassle-free user experience and regional language support, making it convenient and easy to use. The platform simplifies investment processes, allowing users to invest in a minimum number of clicks.

## **Jewels and Loans:**

The Jar app allows you to buy jewels using savings collections. You can also get a personal loan with flexible EMIs in minimal clicks, all paperless.

# Suggestion with Reason for Jar app

## **Guide about Digital Gold:**

The Jar app provides many guided videos and much information about its functionality. However, it lacks a clear explanation of Digital Gold and its mechanics. This explanation is necessary because Jar targets a broad customer base, including individuals with no prior knowledge of Digital Gold. Educating users about Digital Gold will foster trust and expand the app's reach. By understanding the concept, users become better equipped to explain it to others, potentially attracting a larger audience through referrals.

## **Building Community:**

Build an inbuilt community forum, similar to Reddit, designed to foster a healthy community for exchanging financial advice. Include features like thumbs up and thumbs down reactions to gauge user feedback. A review or advice from a business professional could garner attention, potentially resolving doubts and encouraging others to save wisely.

## **Minimalize App UI:**

The UI looks catchy and elegant, but it has excessive detailing and pop-up notifications. While the new UI works fine with high-end devices, it may lag or lose features on low-end devices. Therefore, ensure the UI is minimalistic and functions well across all devices to accommodate the JAR app's wider customer base.

## **Multiple Target Support:**

The Jar app currently supports one investment plan at a time. Offering multiple investment targets, an EMI calculator for multiple investments, and estimated target completion times would benefit users. These features would improve the app and enable customers to plan and achieve multiple financial goals.

## **More regional language support:**

The jar includes several helpful guided videos and user success stories. However, the videos are currently only available in English and Hindi. Providing support for all regional languages would help make them accessible to a wider audience.