

# Question 2: App Exploration

## Effective and User-friendly Areas

- Onboarding guidance with offered services and features helps a lot.
- Can start strategic saving (daily/weekly/monthly) from very less amount i.e. Rs. 10, targeting wide range of economical groups.
- Both Automatic and manual saving options giving control of investment strategy in the hand of customers.
- Arrival Coupons and offers were attractive eventually getting the user registered.
- Saving Insights and Analytics of the users.
- Nek Section as a good place for quality products for users as well as diversification of revenue sources for the company.



## Areas of Improvement

- Should include more investment options such as other different commodities and mutual funds because there is over-reliance on digital gold.
- Add more goal-based saving schemes targeting different kinds of customers. (I couldn't find one as per my goal)
- Frequency of Ads should be less as it would irritate the customer when the ads are too often.
- Should add more variety for some products in Nek section as there were limited designs and variety.
- Fees and Charges should be easily accessible to maintain a transparency.