

Behavioral Economics Audit

Choices Wealth eApplication – Fund Selection Pages

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Life's brighter under the sun

Agenda

This presentation is an audit of the Choices Wealth eApp user experience.

The purpose is to understand barriers and opportunities to optimize the Client journey using Behavioural Economics principles.

- 1 BE Bootcamp learnings
- 2 Current state audit of Choices Wealth eApp – Fund selection pages
- 3 Re-design of fund selection pages



BE Bootcamp Learnings

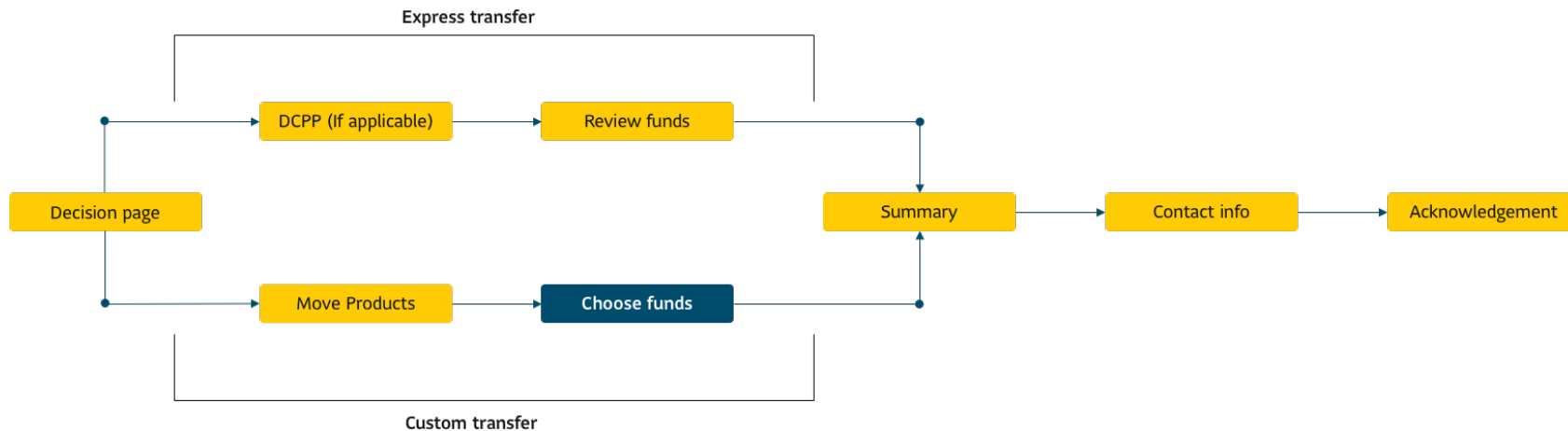
Course Structure

- Bootcamp was run for 8 weeks, split into 2 parts
- Weeks 1-4
 - Covered core BE principles and practices that can be incorporated within Sun Life.
 - Homework included applying these principles in the project we are working on.
- Weeks 5-8
 - “The Smarter screen” by Jonah Lehrer and Shlomo Benartzi.
 - Reviewed practical research and examples of how BE can improve user experience.

Key Takeaways

- Design principles backed by psychological principles on how people interact with digital applications will drive better client experience.
- Validate designs based on proven research in order to reduce friction.
- Evaluate content and design based on BE principles, reward the desired user behavior instead of desired outcome to drive ideal client behavior.

Choices Wealth Current State



Fund Selection Page Audit



Life's brighter under the sun

Choices Wealth Current State

Fund selection – Initial page

Fund selection – By fund

Fund selection – By percentage

Initial page



Choose your funds



Build your new Choices LIRA - Locked-In Retirement Account

Your balanced below will be combined to form your new Choices LIRA.

How would you like to move your funds?



Fund by fund

An easy way to keep your same funds. Default suggestions are provided if the same fund isn't available. You can also choose from a list of funds to create your own diversified portfolio.

This allows you to keep the interest rates of your guaranteed funds, if applicable.



By percentage

Helps you choose funds based on your risk tolerance and retirement goals.

You can also choose from a wide selection of balanced funds that are invested across multiple asset classes to provide diversification.

Learn more about Choices funds & fees

[Click here](#) to get information on available Choices funds, their performance and how you can save on management fees.

Next

Back

✓ System 1 stimuli: Visual

Visual processing is superior and faster. Visual cue at top of page immediately invokes the positive emotion of trust.

ē Emotional State: Interest/Anticipation

User's emotional state is anticipation to select their investments with help/guidance from the application.

✓ Endowment effect

Users value what they currently have more than something new. Option to 'keep your same funds' taps into that heuristic to help client make faster decision.

We can also leverage **status quo bias**: people have a tendency to keep things the same because it's cognitively easier.

X **Attention economy**
Information about guaranteed funds is displayed even before we determine whether user has guaranteed funds.

X **Lack of pattern recognition**
Description given for each fund are not comparing same attributes, it's hard to scan and process the information quickly.

By percentage

Move your total balance using percentages

Need help determining your goal investment mix?

Find out what kind of investor you are and how much risk you're comfortable with by completing an [Investment Risk Profiler](#). Choosing your risk profile will display the goal investment mix as you choose your funds.

Your Risk Profile
Conservative

Choose the funds you want to invest in

You can choose funds in two ways. One that's easier and offers [pre-mixed funds](#) or by one where you select funds yourself.

I will make the investment decisions

I'll choose between a variety of funds based on my risk profile, life stage, and individual preferences.

Cash & equivalents

Low-risk, low-return funds invested in guaranteed investments or money market funds. These more stable funds may be appropriate for short-term investing.

Fixed income

Low to moderate-risk funds that invest in government/company bonds. Your returns will fluctuate with changes to interest rates and credit conditions.

MFS Canadian Fixed Income

Fees: 1.30%

Percentage %

PH&N Bond Fund

Fees: 1.80%

Percentage %

SL Multi-Strategy Bond

Fees: 1.98%

Percentage %

SL PH&N Short Bond Fund

Fees: 1.95%

Percentage %

TDAM Cdn Bond Index Fund

Fees: 1.74%

Percentage %

TDAM Cdn Core Plus Bond

Fees: 2.00%

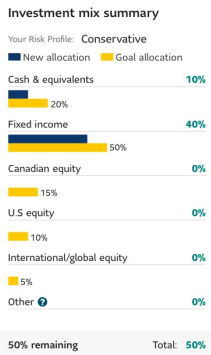
Percentage %

Templeton Global Bond Fd

Fees: 2.40%

Percentage 50 %

This contains multiple fund types



TDAM Cdn Core Plus Bond

Fees: 2.00%

Percentage %

Templeton Global Bond Fd

Fees: 2.40%

Percentage 50 %

This contains multiple fund types

Canadian equity

Higher-risk funds invested primarily in Canadian companies. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

US equity

Higher-risk funds invested primarily in U.S. companies. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

International equity

Higher-risk funds invested primarily in companies outside of North America, including Europe and Asia. They spread out your investments into other markets, which may lower your overall risk. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

Foreign/global equity

Higher-risk funds invested primarily in companies outside of Canada, including the U.S. Europe, and Asia. They spread out your investments into other markets, which may lower your overall risk. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

5%

Other

0%

50% remaining

Total: 50%

Choose pre-mixed funds

Choose funds based on your target date, target risk or a balanced approach.

Balanced

Moderate-risk, moderate-return funds invested in a mixture of different fund types to lower risk. These include stocks, bonds, and cash.

Target risk funds

Choose one fund that matches your risk profile. The amount of risk the fund manager takes depends on the fund policy and the risk level you choose (e.g. conservative or aggressive).

Target date funds

Choose one fund closest to the year you need your money / your retirement age. When you start, the fund manager takes more risk to grow your money. As you get closer to the goal date, they choose less risky investments to protect it based on the fund policy.

By percentage

Move your total balance using percentages

Need help determining your goal investment mix?

Find out what kind of investor you are and how much risk you're comfortable with by completing an [Investment Risk Profiler](#). Choosing your risk profile will display the goal investment mix as you choose your funds.

Your Risk Profile
Conservative

Choose the funds you want to invest in

You can choose funds in two ways. One that's easier and offers [pre-mixed funds](#) or by one where you select funds yourself.

I will make the investment decisions

I'll choose between a variety of funds based on my risk profile, life stage, and individual preferences.

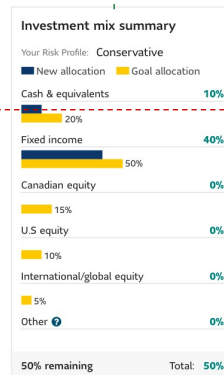
➤ **Cash & equivalents**
Low-risk, low-return funds invested in guaranteed investments or money market funds. These more stable funds may be appropriate for short-term investing.

✓ **Fixed income**
Low to moderate-risk funds that invest in government/company bonds. Your returns will fluctuate with changes to interest rates and credit conditions.

MFS Canadian Fixed Income Fees: 1.30%	Percentage	%
PH&N Bond Fund Fees: 1.80%	Percentage	%
SL Multi-Strategy Bond Fees: 1.98%	Percentage	%
SL PH&N Short Bond Fund Fees: 1.95%	Percentage	%
TDAM Cdn Bond Index Fund Fees: 1.74%	Percentage	%
TDAM Cdn Core Plus Bond Fees: 2.00%	Percentage	%
Templeton Global Bond Fd Fees: 2.40%	Percentage	%
This contains multiple fund types. ⓘ		

➤ **Canadian equity**
Higher-risk funds invested primarily in Canadian companies. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

➤ **US equity**
Higher-risk funds invested primarily in U.S. companies. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.



- ✗ **Avoidance emotional state: Distress**
Overwhelming amount of information about fund categories need to be processed even before viewing funds. This causes distress, users are more likely to abandon the flow.

- ✗ **Attention economy**
Too much information leads to scarcity of attention

- ✗ **Lack of availability heuristic**
No information available regarding current funds making it hard for users to make quick decisions.

- ✗ **Lack of query theory/choice closure**
Opportunity to use query theory with additional filters to reduce the choice consideration set.

- ✗ **System 1 stimuli – Lack of emotional lift**
Lacks emotional lift to encourage users to proceed.

- ✓ **Visual cue**
Goal and new allocations are next to each other, providing visual guide for users as they are allocating funds.

- ✗ **Choice paralysis**
Choices can be too overwhelming to user without proper framing and relation between different funds. The only attributes currently in play are fund category and fund fees.

By percentage

- **Social proof**
Opportunity to use social proof here by tagging these funds as beginner friendly funds - "most beginner knowledge investors select pre-mixed funds"

› US equity

Higher-risk funds invested primarily in U.S. companies. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

› International equity

Higher-risk funds invested primarily in companies outside of North America, including Europe and Asia. They spread out your investments into other markets, which may lower your overall risk. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

› Foreign/global equity

Higher-risk funds invested primarily in companies outside of Canada, including the U.S. Europe, and Asia. They spread out your investments into other markets, which may lower your overall risk. Their values will fluctuate more than fixed income funds, but have the potential for a higher return over time.

Choose pre-mixed funds

Choose funds based on your target date, target risk or a balanced approach.

› Balanced

Moderate-risk, moderate-return funds invested in a mixture of different fund types to lower risk. These include stocks, bonds, and cash.

› Target risk funds

Choose one fund that matches your risk profile. The amount of risk the fund manager takes depends on the fund policy and the risk level you choose (e.g. conservative or aggressive).

› Target date funds

Choose one fund closest to the year you need your money / your retirement age. When you start, the fund manager takes more risk to grow your money. As you get closer to the goal date, they choose less risky investments to protect it based on the fund policy.

× **Visual saliency**
Opportunity to increase prominence of pre-mixed funds to improve decision making for beginners

× **Framing and relativity**
Lack of framing of different options other than fund category. Each dropdown could still result in up to 20 funds.

Fund Selection Page Re-design



Life's brighter under the sun

Initial page comparison

Fund selection – Current State



Choose your funds



Build your new Choices LIRA - Locked-In Retirement Account

Your balanced below will be combined to form your new Choices LIRA. 

Locked-In Retirement Account **\$4,567.40**

How would you like to move your funds?



Fund by fund

An easy way to keep your same funds. Default suggestions are provided if the same fund isn't available. You can also choose from a list of funds to create your own diversified portfolio.

This allows you to keep the interest rates of your guaranteed funds, if applicable.



By percentage

Helps you choose funds based on your risk tolerance and retirement goals.

You can also choose from a wide selection of balanced funds that are invested across multiple asset classes to provide diversification.

Fund selection – Proposed Re-design



Choose your funds



Build your new Choices LIRA - Locked-In Retirement Account

Your balanced below will be combined to form your new Choices LIRA. 

Locked-In Retirement Account **\$4,567.40**

How would you like to move your funds?



Keep the same investments

An easy way to keep your same funds. Default suggestions are provided if the same fund isn't available. You can also choose your own funds.



Choose new investments

Choose new funds based on your risk tolerance and retirement goals.



I'm a beginner, help me choose funds

Choose from a wide selection of balanced funds that are invested across multiple asset classes to provide diversification.

Initial page



Choose your funds

- **Emotional State: Interest/Anticipation**
User is interested at this point to select their funds and anticipating help in either options they might choose to make a confident fund selection

- ✓ **Use of visual to trigger gives the positive feeling of trust**



Build your new Choices LIRA - Locked-In Retirement Account

Your balanced below will be combined to form your new Choices LIRA. ?	
Locked-In Retirement Account	\$4,567.40

How would you like to move your funds?

- ✓ **Path of least resistance**

Users value what they currently have more than something new. Option to 'keep your same funds' taps into that heuristic to help client make faster decision.

We can also leverage **status quo bias**: people have a tendency to keep things the same because its cognitively easier.

<input type="radio"/>	Keep the same investments An easy way to keep your same funds. Default suggestions are provided if the same fund isn't available. You can also choose your own funds.
<input type="radio"/>	Choose new investments Choose new funds based on your risk tolerance and retirement goals.
<input type="radio"/>	I'm a beginner, help me choose funds Choose from a wide selection of balanced funds that are invested across multiple asset classes to provide diversification.

- ✓ **Intent language**
Changing copy to speak to the intent to do specific action user wants to perform helps make decision
- ✓ **Contrastable options**
Differentiates each option with benefits, reducing the decision cycle.

By percentage page comparison

Fund selection by percentage– Current State

Move your total balance using percentages

Need help determining your goal investment mix?

Find out what kind of investor you are and how much risk you're comfortable with by completing an [Investment Risk Profile](#). Choosing your risk profile will display the goal investment mix so you choose your funds.

Your Risk Profile: **Conservative**

Choose the funds you want to invest in

How would you like to move your funds?

☐ **Keep the same investments**
An easy way to keep your same funds. Default suggestions are provided if the same fund isn't available. You can also choose your own funds.

☐ **Choose new investments**
Choose new funds based on your risk tolerance and retirement goals.

☐ **I'm a beginner, help me choose funds**
Choose from a wide selection of balanced funds that are invested across multiple asset classes to provide diversification.

SL Multi-Strategy Bond Fees: 1.15%	Percentage	%
SL Mid-In Short Bond Fund Fees: 1.05%	Percentage	%
TDAM Cdn-Bond Index Fund Fees: 1.15%	Percentage	%
TDAM Cdn Core Plus Bond Fees: 1.05%	Percentage	%
Templeton Global Bond Fd Fees: 1.05%	Percentage	%
This contains multiple fund types.		

- Canadian equity**
Higher-risk funds invested primarily in Canadian companies. Their values will fluctuate more than bond income funds, but have the potential for a higher return over time.
- US equity**
Higher-risk funds invested primarily in US companies. Their values will fluctuate more than bond income funds, but have the potential for a higher return over time.
- International equity**
Higher-risk funds invested primarily in companies outside of North America, including Europe and Asia. They spread out your investments into other markets, which may lower your overall risk. Their values will fluctuate more than bond income funds, but have the potential for a higher return over time.
- Foreign/global equity**
Higher-risk funds invested primarily in companies outside of Canada, including the US, Europe, and Asia. They spread out your investments into other markets, which may lower your overall risk. Their values will fluctuate more than bond income funds, but have the potential for a higher return over time.

Choose pre-mixed funds

Choose funds based on your target date, target risk or a balanced approach.

- Balanced**
Moderate-risk, moderate-return funds invested in a mix of different asset types to lower risk. These include equity, bonds, and cash.
- Target risk funds**
Choose one fund that matches your risk profile. The amount of risk the fund manager takes depends on the fund policy and the risk level you choose (e.g. conservative or aggressive).
- Target date funds**
Choose one fund closest to the year you need your money in your retirement age when provided. The fund manager takes more risk to grow your money, so you get closer to the goal date. They decrease risk (they tend to go down) as you get closer to the goal date. They decrease risk (they tend to go down) as you get closer to the goal date.

Fund selection by percentage re-design (Diversified investments)

Choose your diversified investments

Choose from a wide variety of funds by these following steps:

1. Determine your goal investment mix.
2. Choose between funds that will get you to your goal investment mix.

Need help determining your goal investment mix?

Find out what kind of investor you are and how much risk you're comfortable with by completing an [Investment Risk Profile](#).

Your Risk Profile: **Conservative**

Choose the funds you want to invest in

Choose between a variety of funds based on my risk profile, life stage, and individual preferences.

Investment mix

Your Risk Profile: **Conservative**

Cash & equivalents 10%
Fees: 1.05% *YTD return: 10.12%
Risk category: Low

Fixed income 40%
Fees: 1.05% *YTD return: 11.23%
Risk category: Low

Canadian equity 0%
Fees: 1.05% *YTD return: 15.00%
Risk category: Low

US equity 0%
Fees: 1.05% *YTD return: 15.00%
Risk category: Low

International/global equity 0%
Fees: 1.05% *YTD return: 15.00%
Risk category: Low

Other 0%
Fees: 1.05% *YTD return: 15.00%
Risk category: Low

50% remaining Total: 50%

Fund category

☐ Cash & equivalents
☐ Fixed income
☐ Canadian equity
☐ US equity
☐ International equity
☐ Foreign/global equity

Risk

☐ Low
☐ Low to medium
☐ Medium
☐ Medium to high
☐ High

Fees

0.00% 9.21%

Year to date return

0.00% 21.11%

Asset allocation

☐ Show fund type
☐ Multiple fund types
☐ Show funds I am currently invested in

MFS Canadian Fixed Income
Cash & Equivalents
Fees: 1.05% *YTD return: 10.12%
Risk category: Low

FIM-B Bond Fund
Cash & Equivalents
Fees: 1.05% *YTD return: 11.23%
Risk category: Low

SL Multi-Strategy Bond
Cash & Equivalents
Fees: 1.15% *YTD return: 15.00%
Risk category: Low

SL Mid-In Short Bond Fund
Cash & Equivalents
Fees: 1.05% *YTD return: 15.00%
Risk category: Low

TDAM Cdn-Bond Index Fund
Cash & Equivalents
Fees: 1.15% *YTD return: 10.12%
Risk category: Low

TDAM Cdn Core Plus Bond
Cash & Equivalents
Fees: 2.00% *YTD return: 11.23%
Risk category: Low

Templeton Global Bond Fd
Cash & Equivalents
Fees: 2.00% *YTD return: 15.00%
Risk category: Low

CCML Group Canadian Equity Segregated Fund
Canadian Equity
Fees: 1.45% *YTD return: 15.00%
Risk category: Low

MFS Canadian Equity Segregated Fund
Canadian Equity
Fees: 1.45% *YTD return: 11.23%
Risk category: Low to medium

TDAM Low Volatility Canadian Equity Segregated Fund
Canadian Equity
Fees: 1.35% *YTD return: 15.00%
Risk category: Low to medium

Show more funds

Fund selection by percentage re-design (Pre-mixed funds)

Move your money to pre-mixed funds

Choose from a wide variety of pre-mixed funds by these following steps:

1. Determine your goal investment mix.
2. Choose a balanced, target risk or target date fund that matches your goal investment mix.

Need help determining your goal investment mix?

Find out what kind of investor you are and how much risk you're comfortable with by completing an [Investment Risk Profile](#).

Your Risk Profile: **Conservative**

Choose the funds you want to invest in

Choose a fund based on your risk profile; you can even split the balance in different funds.

Retirement year

2010 2060

Risk profile

☐ Conservative
☐ Moderate
☐ Balanced
☐ Growth
☐ Aggressive

Fees

0.00% 9.21%

Year to date return

0.00% 21.11%

☐ Show funds I am currently invested in

BlackRock LifePath Index Retirement Segregated Fund
Fees: 1.30% *YTD return: 10.30%

BlackRock LifePath Index 2015 Segregated Fund
Fees: 1.05% *YTD return: 9.20%

BlackRock LifePath Index 2030 Segregated Fund
Fees: 1.05% *YTD return: 9.20%

San Life Growth 2040 Segregated Fund
Fees: 1.05% *YTD return: 8.70%

San Life Growth 2045 Segregated Fund
Fees: 1.14% *YTD return: 4.80%

San Life Growth 2050 Segregated Fund
Fees: 2.00% *YTD return: 21.00%

San Life Growth 2055 Segregated Fund
Fees: 2.00% *YTD return: 21.00%

Show more funds

Allocated: 50% Remaining: 50%

Learn more about Choices funds & fees

[Click here to get information on available Choices funds, their performance and how you can save on management fees.](#)

Diversified investments

Choose your diversified investments

Choose from a wide variety of funds by these following steps:

1. Determine your goal investment mix
2. Choose between funds that will get you to your goal investment mix

Need help determining your goal investment mix?

Find out what kind of investor you are and how much risk you're comfortable with by completing an [Investment Risk Profiler](#).

Your Risk Profile

Conservative

Choose the funds you want to invest in

Choose between a variety of funds based on my risk profile, life stage, and individual preferences.

Investment mix

Your Risk Profile: **Conservative**

New Goal

Cash & equivalents **10%**

Goal - 20%

Fixed income **40%**

Goal - 50%

Canadian equity **0%**

Goal - 15%

U.S. equity **0%**

Goal - 10%

International/global equity **0%**

Goal - 5%

Other ⓘ

0%

50% remaining **Total: 50%**

MFS Canadian Fixed Income

Cash & Equivalents

Fees: 1.30% YTD return: 10.12%

Risk category: Low

Percentage %

PH&N Bond Fund

Cash & Equivalents

Fees: 1.80% YTD return: 11.23%

Risk category: Low

Percentage %

SL Multi-strategy Bond

Cash & Equivalents

Fees: 1.98% YTD return: 15.00%

Risk category: Low

Percentage %

SL PH&N Short Bond Fund

Cash & Equivalents

Fees: 1.95% YTD return: 15.98%

Risk category: Low

Percentage %

Fund category

- ☐ Cash & equivalents
- ☐ Fixed income
- ☐ Canadian equity
- ☐ US equity
- ☐ International equity
- ☐ Foreign/global equity

Risk

- ☐ Low
- ☐ Low to medium
- ☐ Medium
- ☐ Medium to high
- ☐ High

Fees

0.00% 9.21%

Year to date return

0.00% 21.11%

Asset allocation

- ☐ One fund type
- ☐ Multiple fund types
- ☐ Show funds I am currently invested in

TDAM Cdn Bond Index Fund

Cash & Equivalents

Fees: 1.74% YTD return: 10.12%

Risk category: Low

Percentage %

TDAM Cdn Core Plus Bond

Cash & Equivalents

Fees: 2.00% YTD return: 11.23%

Risk category: Low

Percentage %

Templeton Global Bond Fd

Cash & Equivalents

Fees: 2.40% YTD return: 15.00%

Risk category: Low

Percentage 50 %

CC&L Group Canadian Equity Segregated Fund

Canadian Equity

Fees: 1.40% YTD return: 15.98%

Risk category: Low

Percentage %

✓ You are currently invested in this fund.

MFS Canadian Equity Segregated Fund

Canadian Equity

Fees: 1.40% YTD return: 11.23%

Risk category: Low to medium

Percentage %

TDAM Low Volatility Canadian Equity Segregated Fund

Canadian Equity

Fees: 1.35% YTD return: 15.00%

Risk category: Low to medium

Percentage 50 %

Show more funds ▼

Diversified investments

✓ In your way instructions

Providing clear instructions reduces ambiguity and distractions

✓ System 1 stimuli: Visual

Visual stimuli helps grab attention than text. Gives immediate direction on how users should allocate funds

✓ Framing

Framing the investments against the goal makes this more comparable, simplifying the decision making process

Choose your diversified investments

Choose from a wide variety of funds by these following steps:

1. Determine your goal investment mix
2. Choose between funds that will get you to your goal investment mix

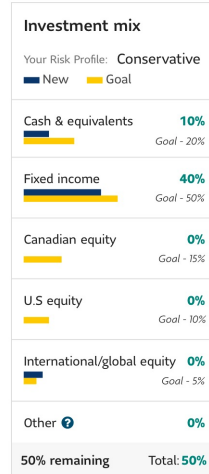
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Your Risk Profile
Conservative ▼

Choose the funds you want to invest in

Choose between a variety of funds based on my risk profile, life stage, and individual preferences.



MFS Canadian Fixed Income Cash & Equivalents Fees: 1.30% YTD return: 10.12% Risk category: Low	Percentage %
PH&N Bond Fund Cash & Equivalents Fees: 1.80% YTD return: 11.23% Risk category: Low	Percentage %
SL Multi-strategy Bond Cash & Equivalents Fees: 1.98% YTD return: 15.00% Risk category: Low	Percentage %
SL PH&N Short Bond Fund Cash & Equivalents Fees: 1.95% YTD return: 15.98% Risk category: Low	Percentage %

✓ Thinking architecture

By adding the key pieces of information the user will be looking for, we make the decision making process simpler.

Diversified investments

✓ Query theory

By providing additional filters, we make it easy for the member to considerably reduce the consideration set from 130 to 20 funds.

✓ Thinking architecture

We are bringing mental shortcuts that help guide members on to the screen, helping them make same decisions quicker

✓ Choice closure

By filtering the funds users don't want, we are providing choice closure to users, thereby reducing the chance of post choice regret.

Fund category

☐ Cash & equivalents
☐ Fixed income
☐ Canadian equity
☐ US equity
☐ International equity
☐ Foreign/global equity

Risk

☐ Low
☐ Low to medium
☐ Medium
☐ Medium to high
☐ High

Fees

0.00%

9.21%

Year to date return

0.00%

21.11%

Asset allocation

☐ One fund type
☐ Multiple fund types

☐ Show funds I am currently invested in

TDAM Cdn Bond Index Fund
Cash & Equivalents
Fees: 1.74% YTD return: 10.12%
Risk category: Low

Percentage
%

TDAM Cdn Core Plus Bond
Cash & Equivalents
Fees: 2.00% YTD return: 11.23%
Risk category: Low

Percentage
%

Templeton Global Bond Fd
Cash & Equivalents
Fees: 2.40% YTD return: 15.00%
Risk category: Low

Percentage
50
%

CC&L Group Canadian Equity Segregated Fund
Canadian Equity
Fees: 1.40% YTD return: 15.98%
Risk category: Low

Percentage
%

You are currently invested in this fund.

MFS Canadian Equity Segregated Fund
Canadian Equity
Fees: 1.40% YTD return: 11.23%
Risk category: Low to medium

Percentage
%

TDAM Low Volatility Canadian Equity Segregated Fund
Canadian Equity
Fees: 1.35% YTD return: 15.00%
Risk category: Low to medium

Percentage
50
%

Show more funds ▼

✓ System 1 trigger: availability heuristic

Highlighting the funds users are currently invested in helps reduce ambiguity and influences quick decisions.

✓ Progressive disclosure

We are avoiding choice paralysis by only showing digestible pieces of information at any time and give user option to see more

Help me choose funds

Move your money to pre-mixed funds

"Most beginner level investors choose pre-mixed funds that are already diversified and managed by fund managers".

Choose from a wide variety of pre-mixed funds by these following steps:

1. Determine your goal investment mix
2. Choose a balanced, target risk or target date fund that matches your goal investment mix

Need help determining your goal investment mix?

Find out what kind of investor you are and how much risk you're comfortable with by completing an [Investment Risk Profiler](#).

Your Risk Profile
Conservative

Choose the funds you want to invest in

Choose a fund based on your risk profile, you can even split the balance in different funds

Retirement year
2010 2060

Risk profile
☐ Conservative
☐ Moderate
☐ Balanced
☐ Growth
☐ Aggressive

Fees
0.00% 9.21%

Year to date return
0.00% 21.11%

☐ Show funds I am currently invested in

BlackRock LifePath Index Retirement Segregated Fund Fees: 1.30% Return: 10.30%	Percentage %
BlackRock LifePath Index 2025 Segregated Fund Fees: 1.30% Return: 11.02%	Percentage %
BlackRock LifePath Index 2030 Segregated Fund Fees: 1.98% Return: 5.23%	Percentage %
Sun Life Granite™ 2040 Segregated Fund Fees: 1.95% Return: 8.76%	Percentage %
Sun Life Granite™ 2045 Segregated Fund Fees: 1.74% Return: 4.89%	Percentage %
Sun Life Granite™ 2050 Segregated Fund Fees: 2.00% Return: 21.03%	Percentage %
Sun Life Granite™ 2055 Segregated Fund Fees: 2.40% Return: 21.00%	Percentage 50 %

Show more funds

- ✓ **Social proof**
Makes it easy for user to relate to and follow the social norm.

- ✓ **Personalization**
Filtering funds based on their target retirement age helps scan through 81 funds quicker

- ✓ **Thinking architecture**
We are bringing mental shortcuts that help guide members on to the screen, helping them make same decisions quicker.

- ✓ **Choice closure**
By filtering the funds users don't want, we are providing choice closure to users, thereby reducing the chance of post choice regret.

- ✓ **Progressive disclosure**
We are avoiding choice paralysis by only showing digestible pieces of information at any time and give user option to see more

- ✓ **System 1 stimuli: Visual**
Using visual cue that stays persistent on screen to tend to subliminal priming.

Allocated: 50%

Remaining: 50%

Questions?

Contact sneka.sampath@sunlife.com

