

INTERNATIONAL DESIGN CHALLENGE

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PROJECT PROPOSAL

BY TEAM PNG

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Introduction

PT Bank Seabank Indonesia is a financial institution in Indonesia. PT Bank Seabank Indonesia (SeaBank) is a digital financial institution belonging to the Sea Group (NYSE: SE), the parent company of the e-commerce site Shopee and online game publisher Garena. It has a digital bank app that helps us to save and transact through a smartphone, anytime and anywhere. Offering simple, intuitive, and easy-to-use banking features, SeaBank App is used by millions of users in Indonesia. Registered and supervised by the Financial Services Authority (OJK) as well as participating banks of the Deposit Insurance Corporation (LPS).

When it comes to the UX architecture of this financial super app, we have to take into account that the person's financial life involves not only the user and his money but also his/her family, friends and dozens of financial products that solve different financial needs. We present the prototype (UI/UX) of our app hereby.

Existing App Features

1. Savings Account
2. Time Deposit
3. E-wallet Top Up
4. Bill & Utilities
5. Interbank & InterBank Transfer
6. Purchase Prepaid & Data

Theoretical Framework for additional products

Design thinking

It's a way to create solutions that address a real user problem and are functional and affordable. With close user involvement, products are more likely to meet user's



expectations and requirements. Knowing how the user experiences while product usage is of utmost importance as it helps to tailor the product accordingly. Here the end user, a bank customer's needs are analyzed and specified. In this case, the user needs to get access to a digital banking platform supporting savings and transactional financial needs along with an extended access to the digital investment product services.

Design thinking has the following actionable steps:

- a. **Empathize** (which is about discovering what end users really need and learning how to think and feel like them.)

Considering the technology trends, the most used digital investment products in the market are buying/ selling stocks, investing in mutual funds, trading cryptocurrency, investing in digital golds and NFTs. The prototype of the app design considers all these investment products.

- b. **Define** (create a clear problem statement, or a description of the user's need that your designs will address, based on your researching findings.)

The main objective is to add digital banking investment products into the existing digital banking platform.

User needs:

1. Certain segments of SeaBank users are interested in investment products, to grow and manage their wealth portfolio.
1. SeaBank feels that users need to be educated with the right knowledge and information.
2. Each user has different interests and risk profiles based on risk assessment, that will result in different product suitability.

Business objectives:

- i. To allow users to purchase investment products in a single financial application, in SeaBank.
 - ii. To allow users to understand the necessity and purpose of investments, as well as have a good understanding of its products.
 - iii. To be able to match users with the suitable investment needs based on their interest and risk tolerance.
 - iv. To provide users with Investment Knowledge
 - v. To provide used with risk management for every digital investment product
 - vi. To build Trust for Digital Investments platform
 - vii. Testing the usability of the future product and customer reaction
 - viii. Providing an engaging real-life touch and feel experience of the product to impress your stakeholders or investors
 - ix. Setting up final product interaction and motion features to the development team
- c. **Ideate** (goal of ideation is to come up with as many design solutions as possible.)
- In lots of cases, especially for innovative banking apps, it is useful to create a banking motion prototype that helps to explore real-life user experience. The app banking prototype that's based on the design concept allows us to go through the main usage flows and test them.

Following are the key ideation of the prototype application:

1. Ensure Key Data - A financial status overview is the first thing users should see after opening the application.

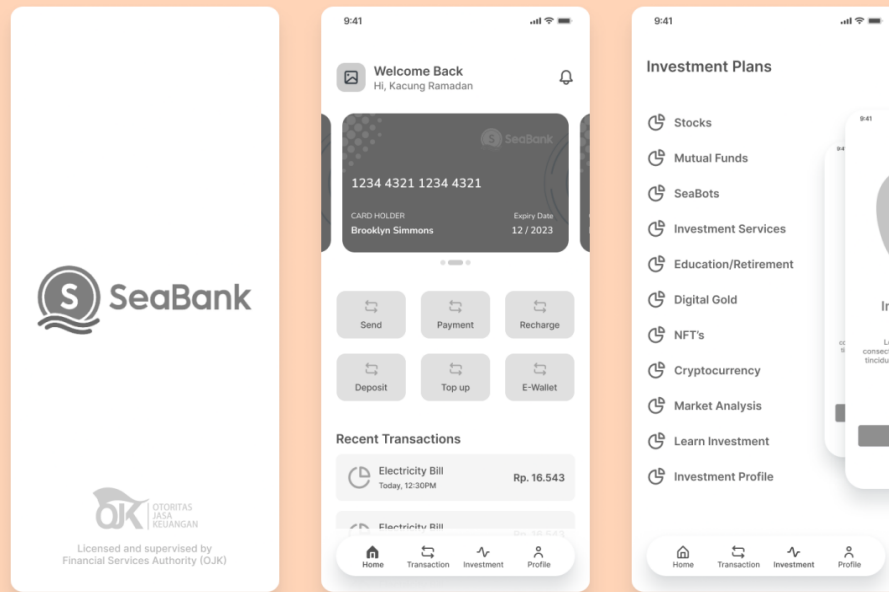
2. Show All the Financial Insights at a Glance - To have a proper understanding of their financial situation, the users need to know their planned balance, excluding money needed to pay routine bills.
3. Design the Best Banking UX for Any Type of Account
4. Ensure all Transactions Information is Available
5. Design an Unlimited Financial Marketplace - Provide Knowledge before use for every digital investment type
6. Compile Personalized Offers That Care About the Users - One of the most powerful features that digital banking AI can provide is personalized promotions. This can be ensured by using predictive analytics. It should combine analysis of the user's financial activity, their social environment and big data analysis on typical behavioral patterns, geolocation data and contextual analysis.

d. **Design/Prototype** (early model of a product that demonstrates its functionality.)

The task is to create an entire new section of buying and selling various digital investment products, opening myriad investment opportunities for the customer along with saving and transactional financial needs.

[Link to Prototype](#)

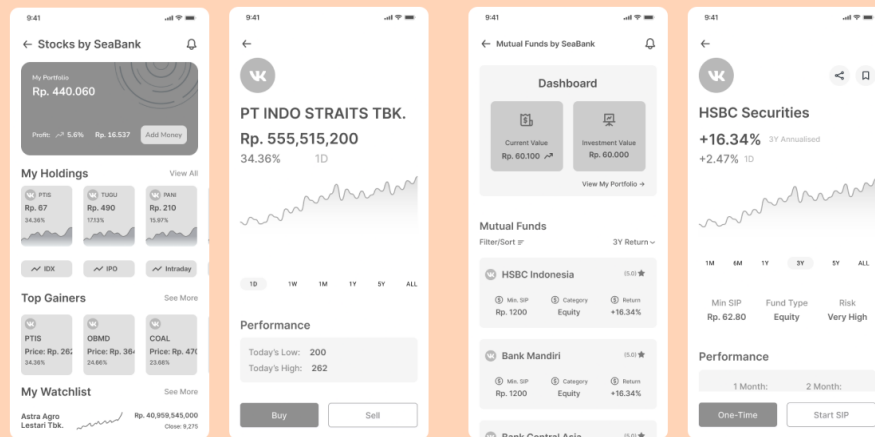
Notes: Press R key to restart prototype & press anywhere on the device screen to view hotspot hints.



Splash Screen

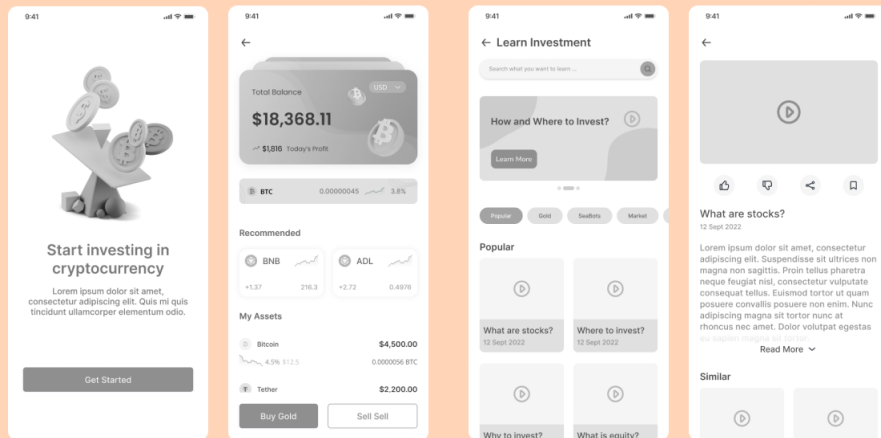
Home Screen

Investment Screen



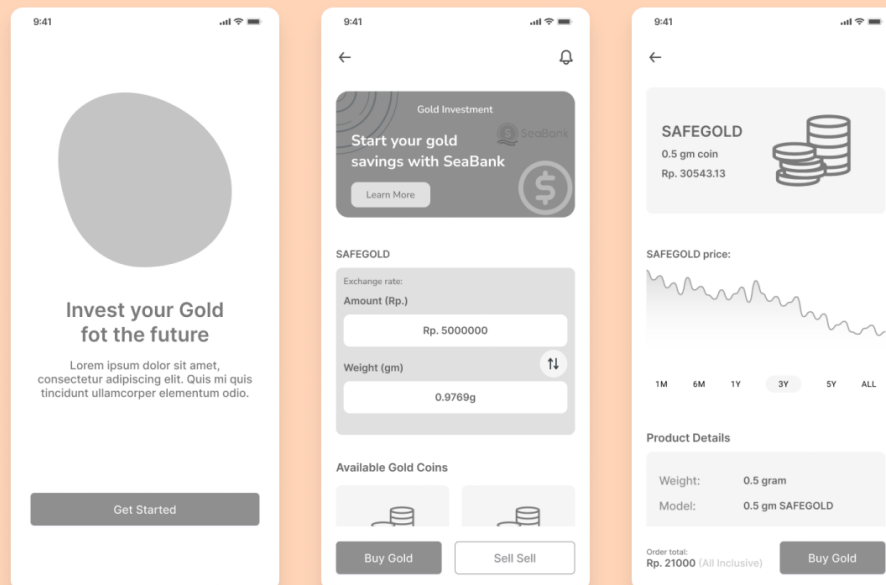
Stock Screens

Mutual Funds Screens



Crypto Screens

Learning Screens



Gold Investment Screens

e. Testing

For testing, we are planning to test the app with some users to get their feedback and make improvements for the same.

Deliverables

These are the types of digital investment products included in the App:

1. Stocks

A stock is a form of security that indicates the holder has proportionate ownership in the issuing corporation and is sold predominantly on stock exchanges.

Corporations issue stock to raise funds to operate their businesses.

We have added the stocks page where users can check his portfolio, keep in track his holdings, look at the top gainers and top losers in the market and watchlist the ones in trending. If a user does not have much idea about stocks, he/she can access video tutorials for the same from the same page.

2. Mutual Funds

Mutual Fund is an investment alternative for investors, especially for small investors and those who have less time and skill to count the risks of their investments. Mutual Fund is designed as a tool to gather funds from the public that have the capital, will to invest, but only have limited time and knowledge. Beside that, through Mutual Fund, it is expected that the number of local investors in Indonesia's Capital Market can increase.

We have a mutual funds page where users can invest in securities.

Benefits of investing in mutual fund are:

1. Investors with smaller budgets can do investment diversification in their securities to minimize the risks.
2. Mutual Fund helps the investor to invest in the capital market easier. Determining which good stocks to buy is not easy.
3. Time efficiency. Since the fund invested in the Mutual Fund is managed by a professional fund manager, investors do not need to monitor their investment performance all the time.

3. Digital Gold

Digital gold currency is a form of electronic money based on mass units of gold. Digital gold currencies are issued by a number of companies, each of which provides a system that enables users to pay each other in units that hold the same value as gold bullion. These competing providers issue a type of independent currency.

The Digital Gold Currency tab shows the current digital gold rate, amount equivalent to weight in grams.

Benefits:

- a. Universal currency
- b. Asset Protection
- c. Bullion investing
- d. Exchanging national currency

4. Cryptocurrency

A cryptocurrency is a digital currency, which is an alternative form of payment created using encryption algorithms. The use of encryption technologies means that cryptocurrencies function both as a currency and as a virtual accounting system. To use cryptocurrencies, you need a cryptocurrency wallet.

Today's generation know the importance of investing in cryptocurrency. The Cryptocurrency page allows users to invest in them and keep track of them within the app.

Benefits:

1. Easy Transactions
2. Short Settlement Times and Low Fees
3. Exponential Industry Growth
4. Outsized Returns
5. More Private Transactions
6. Portfolio Diversification
7. Inflation Hedge
8. Cross Border Payments
9. More Inclusive Financial Systems
10. Transactional Freedom
11. 24/7 Markets

Summary

Online Banking applications have become very essential in the current generation. Also, every user has their needs in day to day life. This includes investments, deposits, bonds, funds, etc. The prototype that we have designed includes features that help users to use a single app for multiple purposes right from physical investment methods to digital banking investment products.