



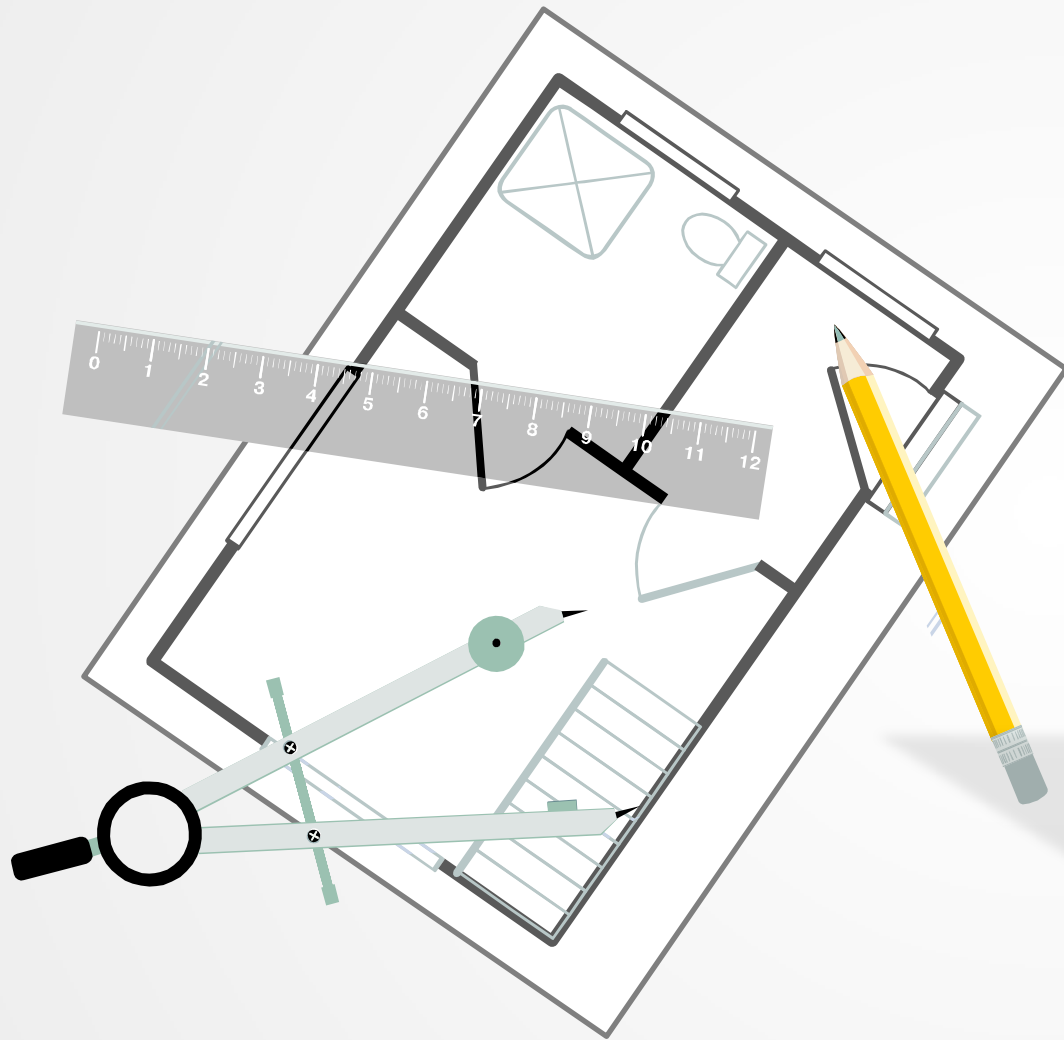
# TECHTREK 2019 SEED

Briefing

# Event Schedule

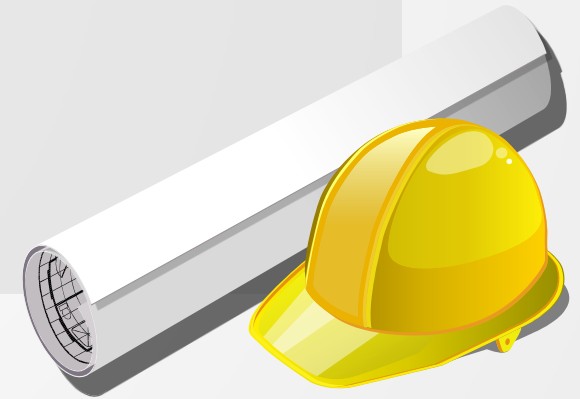
Time	Activity
0800 – 0845	Registration & Breakfast Reception
0845 – 0900	Opening Address
0900 – 0915	Briefing and Challenge Statement
0915 – 1530	Commencement of TechTrek
1530 – 1630	Presentation/Q&A/Tea Break
1630 – 1730	Special Activity
1730 – 1930	Panel Interview & Dinner

- Morning Tea will be provided from 1030 onwards
- Lunch will be provided from 1230 onwards
- Dinner will be provided from 1830 onwards



# Challenge Statement

# Reimagine DBS' iBanking Landing Page



# Motivation

As people become more tech-savvy, the number of users of DBS Bank Ltd's iBanking service has increased over the years. It is expected that the usage of iBanking will continue to grow.

With the landing page being an essential part of the customer experience when using iBanking, DBS Bank Ltd is looking for innovative enhancements to its landing page.

**DBS** Sitemap Preferences Messages Logout

**My Accounts** Transfer Pay Cards Invest Open Request

Welcome Back, **Ms Anne Tan**

Your last login was on 09:39 AM on Monday 19th January 2015 (Singapore)  
There are **3 new messages** and **3 alerts** for you.

Enjoy the convenience of banking online safely by customising your notification alerts via iBanking

**Cash & Investments** \$5 200,000.00  
**Other Loans** \$5 50,000.00  
**Mortgage Loans** \$5 100,000.00

View latest promotion

**QUICKLINKS**

- Transfer Funds to My Account
- Transfer Funds to Another DBS or POSB Account
- Transfer Funds to Another Bank's Account (FAST)
- Transfer Funds to Overseas Account
- Pay DBS or POSB Credit Cards
- Pay Bills
- DBS Vickers Online Trading
- View eStatement

Overview of your savings, cards, investments and loans

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**Deposits** View All Accounts

Account Name	Account Number	Balance
DBS AUTOSAVE	150-803101-1	\$ 80,000.00 Available Balance
POSB PASSBOOK SAVINGS	230-79305-9	\$50,000.00 Available Balance
DBS CURENT ACCOUNT	280-530301-0	\$20,000.00 Available Balance

Total Available Balance \$5 150,000.00

Hide Monthly Balance

**Monthly Balance** POSB Passbook Savings

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

View your account summary and past transactions in a simple chart

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**My Accounts**

- View eStatements
- View eAdvice
- Enquire Transaction History
- View GIRO
- Enquire Standing Instructions

**Pay**

- Pay Bills
- Pay DBS or POSB Credit Cards
- Pay Other Banks Credit Cards
- Top Up PayLah

**Invest**

- Online Trading
- Electronic Payments for Shares (EPS)
- Purchase Unit Trust - Cash
- Purchase Unit Trust - CPF

**Cards**

- Redeem Rewards
- Activate Credit Cards
- Activate Debit Cards
- Apply
- Apply for Deposits
- Apply for Credit Cards
- Apply for Debit Cards

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**Wealth Portfolio**

Portfolio P-0071249

US\$ 80,000,000.00

US\$ 80,000,000.000.000.000

Portfolio Health Check

Current Allocation

Model Allocation

# Deliverables

1. Able to justify on how your solution is able to benefit the target customer & DBS.
2. Prototype solution should be mobile and/or web optimized.
3. Presentation and prototype demonstration for 10 minutes
  - 5 minutes pitch, 5 minutes Q&A, no PowerPoint
  - Pitch with just your working prototype

# API

1. TechTrek API is built for this hackathon and crafted to provide data for your landing page
2. API is secured with token and rate limited
3. Data is raw and might require manipulation
  - Establish contract between what your UI needs and a self-built back-end that packages data fetched from API



# Non-Functional Requirements



# Tips & Hints

## Innovation

Is the solution unique and different? Is the application idea ambitious and creative?

## Desirability

Does the solution look professional and user friendly? Would you want to invest in this solution if you could?

## Quality of Solution

Does the solution work completely from start to finish? Is it robust? Were there any bugs?

## Pitch

Did the pitch leave you with a positive lasting impression? Were you sold on the solution and the team?

## Technical Depth

Does your product apply good usage of API? Are there analytics or operational consideration involved?

## Challenge Completion

Was the team able to complete the challenge?  
Was the team able to achieve what it set out to do?