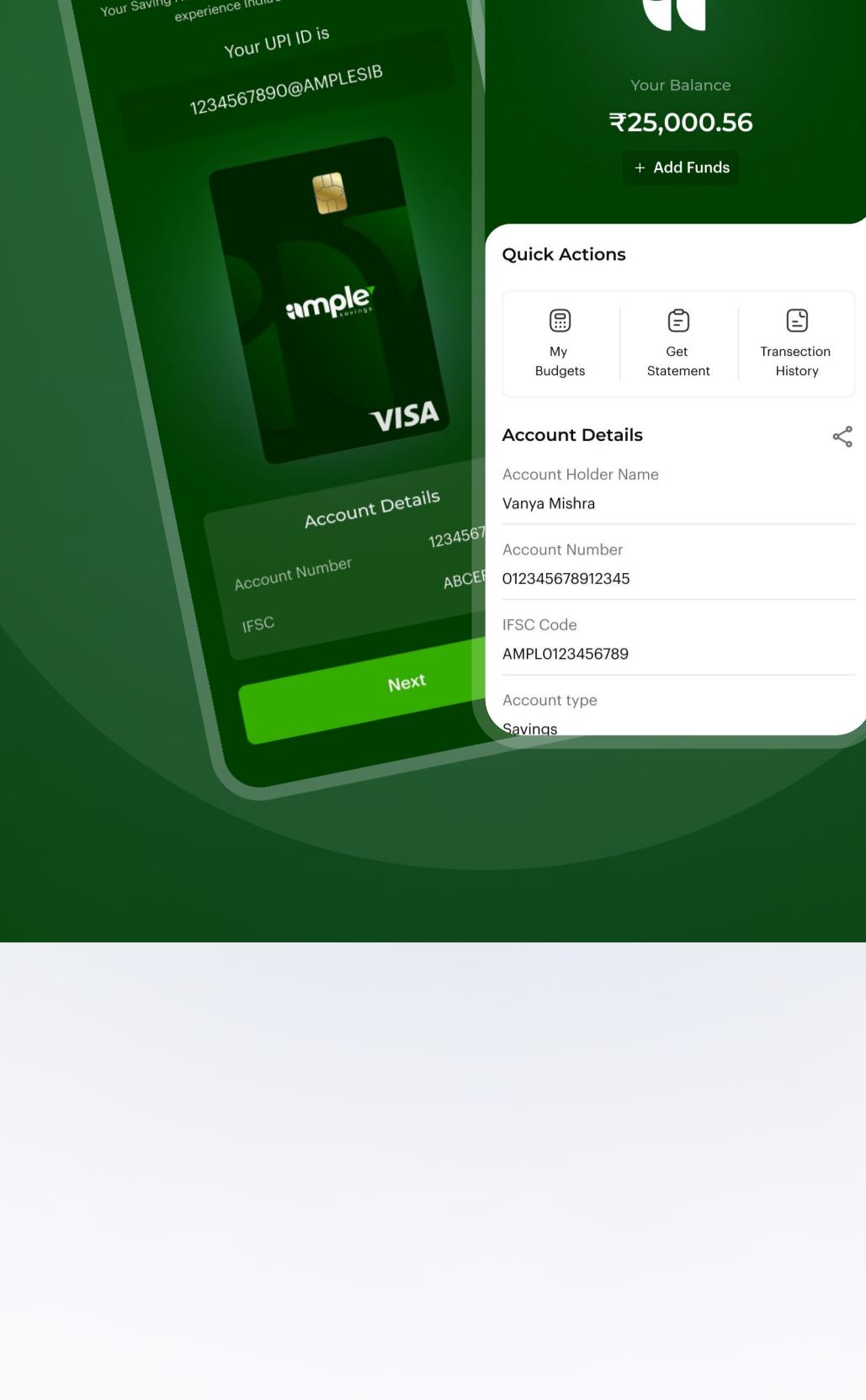


Ample Savings

Ample Savings: Empowering 68 million Indians with financial inclusion. Our unique savings option integrates Savings Goals in our app and Merchant website, enabling individuals to achieve their aspirations. Funds are auto-invested in a diversified portfolio with up to 10% market returns, plus a 10% Merchant reward/Co-Investment. Partnered with RBI-Insured bank, Visa, and NPCI.



Duration	Engagement model	Platform	Industry
—	Monthly basis	Android / iOS	Banking App

Expertise

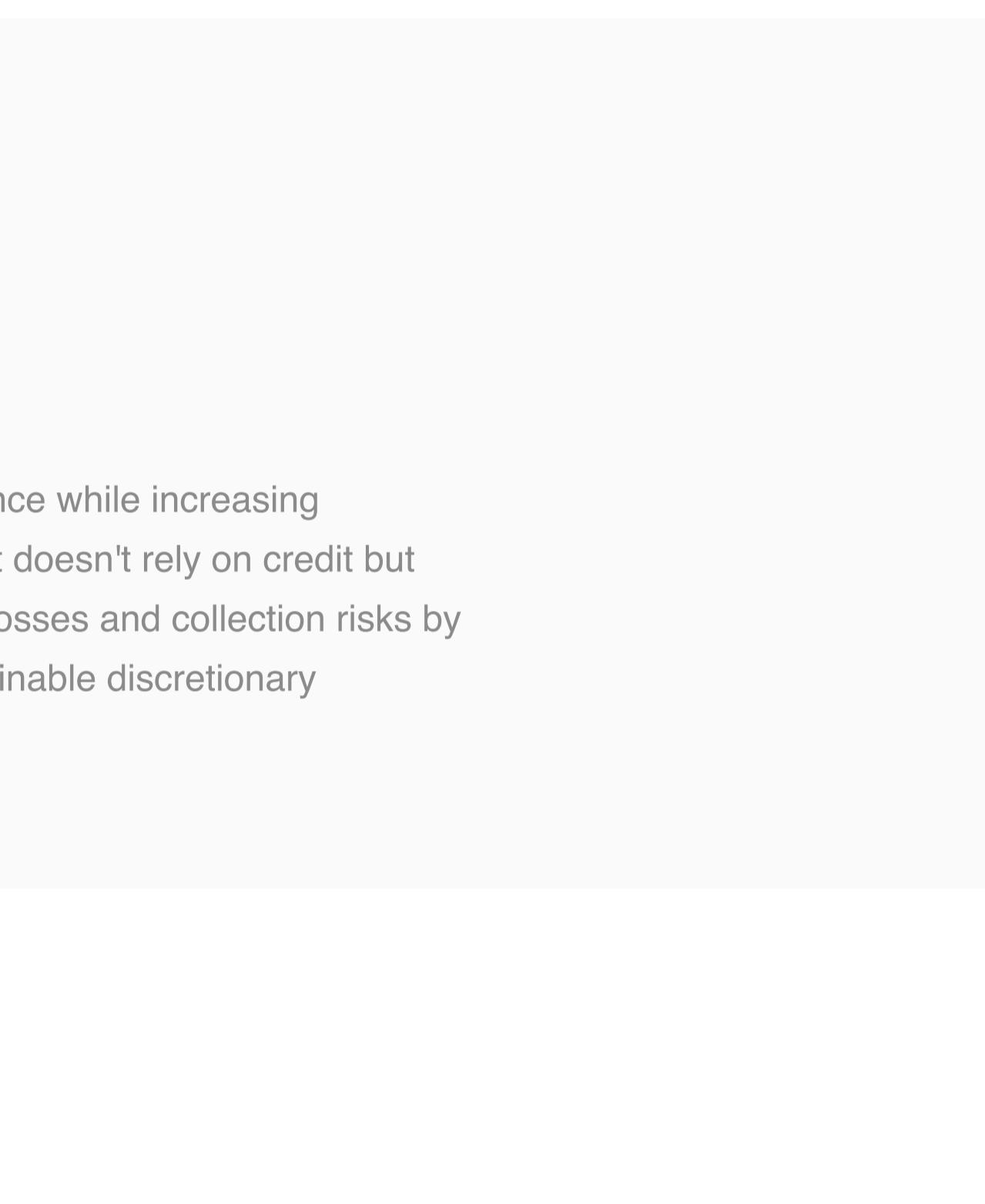
UX Research, UX Flow and Prototyping, and UI Design

Process

Branding, UX & UI Design

Project scope and requirements

Ample Savings is an innovative platform in India, offering comprehensive financial solutions to promote inclusion. Users can save for predictable expenses like travel or essential ones such as insurance premiums, while the auto-investment feature provides market returns up to 10% with rewards and co-investments from merchants. The credit facility acts as a safety net. Personalization is key, with a write-up option to express preferences. Backed by a trusted partner bank, Visa, and NPCI, Ample Savings ensures security and reliability for users' savings and investments. Achieve financial goals with Ample Savings, your trusted financial partner.

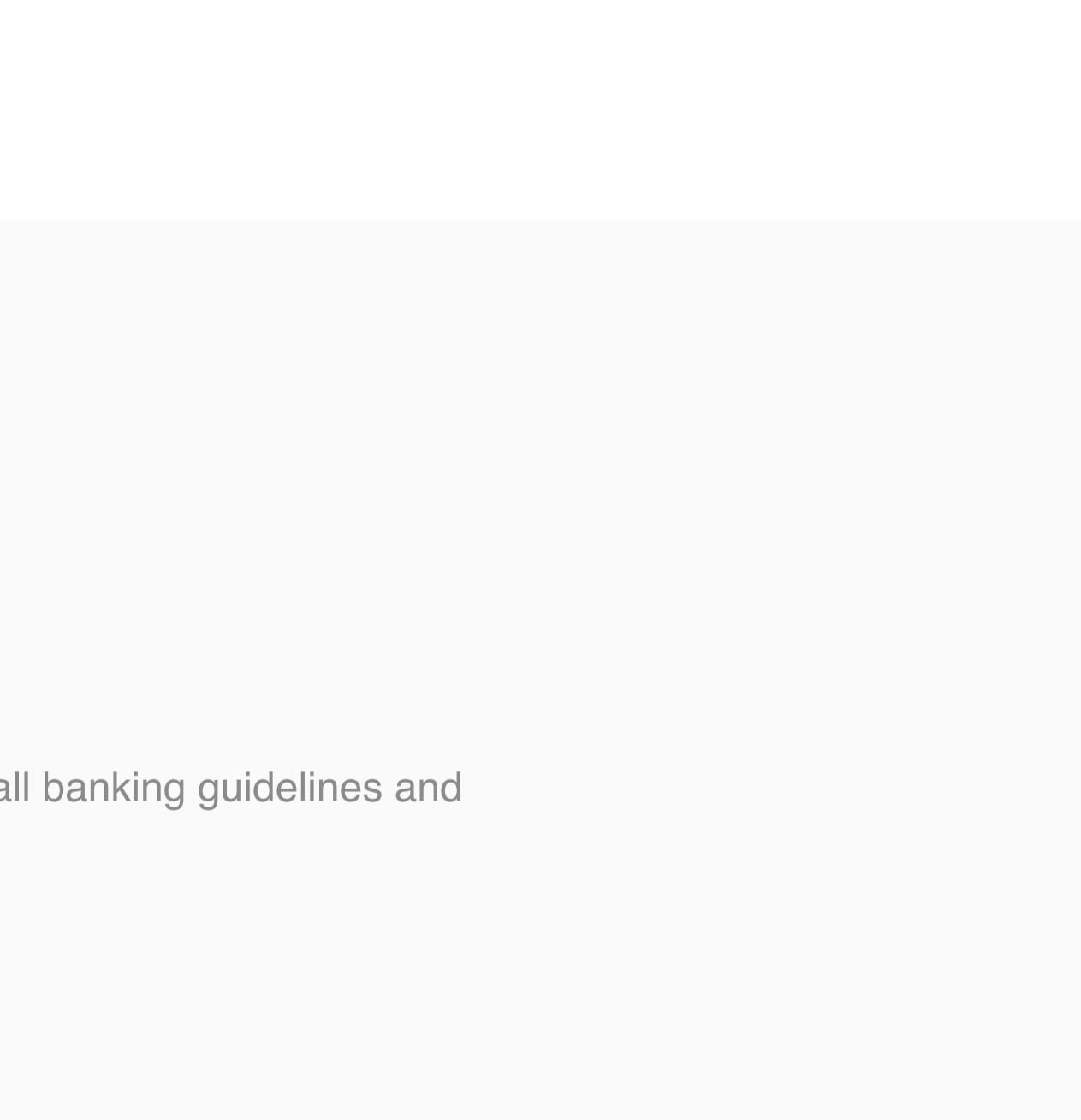


Challenge

Ample Savings improves the shopping and investing experience while increasing turnover for merchants. Unlike banks and credit companies, it doesn't rely on credit but on savings, making it accessible to all users. It avoids credit losses and collection risks by not offering traditional loans. Additionally, it encourages sustainable discretionary spending and complements other financial avenues.

Solution

- Clear and Simple Onboarding Process:** Simple onboarding process with clear benefits and step-by-step guidance.
- Customisable Dashboard:** Customisable dashboard for tracking savings, investments, and transactions.
- Personalised Savings and Investment Recommendations:** Personalised recommendations based on spending patterns and risk tolerance.
- Transparent Fees and Charges:** Transparent disclosure of fees and charges.
- Strong Security Measures:** Strong security measures, including two-factor authentication and encryption, for data protection.



Outcome

The Project is Still Ongoing and we are making sure to follow all banking guidelines and ensuring optimal experience and designs for the users.

