

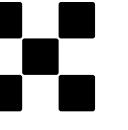
Design Portfolio

Product Design

by Eddie Chak

as of May 2025

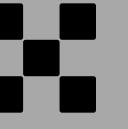
since Jul 2022



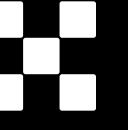
OKX Product Design

by Eddie Chak

as of May 2025



OKX Product Design Assets



- Tackling problems from CS cases to optimize product experience
- Closing experience gaps by adding features to cater the needs from other squads and the market
- Leading asset squad to address problems from foundation to high level perspectives

The image shows the OKX Wallet interface. On the left, a smartphone displays the wallet's main dashboard with a total value of \$823,213.56 USD, a green daily gain of +\$24,821 (+3.04%), and four main actions: Deposit, Withdraw, Transfer, and History. Below this is an Allocation chart showing the distribution of assets across Funding (\$322,884.15), Trading (\$218,240.22), and Earn (\$283,299.89). On the right, a larger window titled 'Deposit' shows the process of sending XRP-Ripple. It includes a step 1 for selecting crypto and step 2 for deposit details, both with sub-instructions. It also provides QR codes for the XRP address (rUzWJkXyEtT8ekSSxkBYPqCv) and tag (1230148), with copy buttons.

OKX Product Design - Assets
by Eddie Chak

OKX Wallet

Overview Funding Trading Grow Analysis Report center

Deposit

Select crypto to deposit Edit

Deposit XRP-Ripple

Deposit details

Important: Only send {crypto} to this address, you will lose your assets if you send any other crypto

Deposit to

Funding account

Scan the QR code {emphasizeText} copy the information below to your withdrawal platform

It is required to copy both the {crypto} address and tag/memo to successfully complete this deposit

XRP address

rUzWJkXyEtT8ekSSxkBYPqCv

{crypto} address

XRP tag

1230148

{crypto} tag

9:41

Est total value

823,213.56 USD

Today + \$24,821 (+3.04%)

Deposit Withdraw Transfer History

Allocation

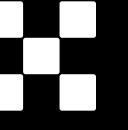
Funding \$322,884.15

Trading \$218,240.22

Earn \$283,299.89

Cash

Name Balance



Accessibility



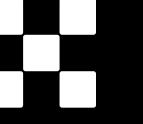
Active Trader/ Expert

Accountability



Novice User

Transparency

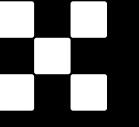


Enhancement

- New Features / New Ideas (from workshops, Brainstorming sessions)
- Problem Solving (CS Tickets / Insights from Data & Research)
- Callout items from Design Backlogs

Alignment

- UX Logic (Consistency)
- UI / Visuals (Branding/ DS/ Improvements)



Is adding things the ONLY WAY to solve problems?

What is the fundamental issue (Why and How)?

Is there any data to track users' behaviors?

Do we have to create solutions on top of the problematic designs?

Can we have our own PRD?

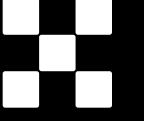
Challenged the objectives of the PRD to PMs for more information and understandings

Be more data-driven to analyze the necessity of improvement OR

Assisted in creating plans for interim and long-term solutions to address problems holistically

Proposed problems-and-solutions from design perspectives as PD-initiated project

Worked closely with cross-functional team (PMs, Devs, UXR, and other teams) to build feasible solutions



Repeating messages at each step on the same user journey

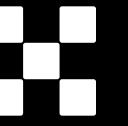
Messages are scattered, visually distracting users from completing the task

Security is important, how might we balance risk warning between good user experience?

Copy

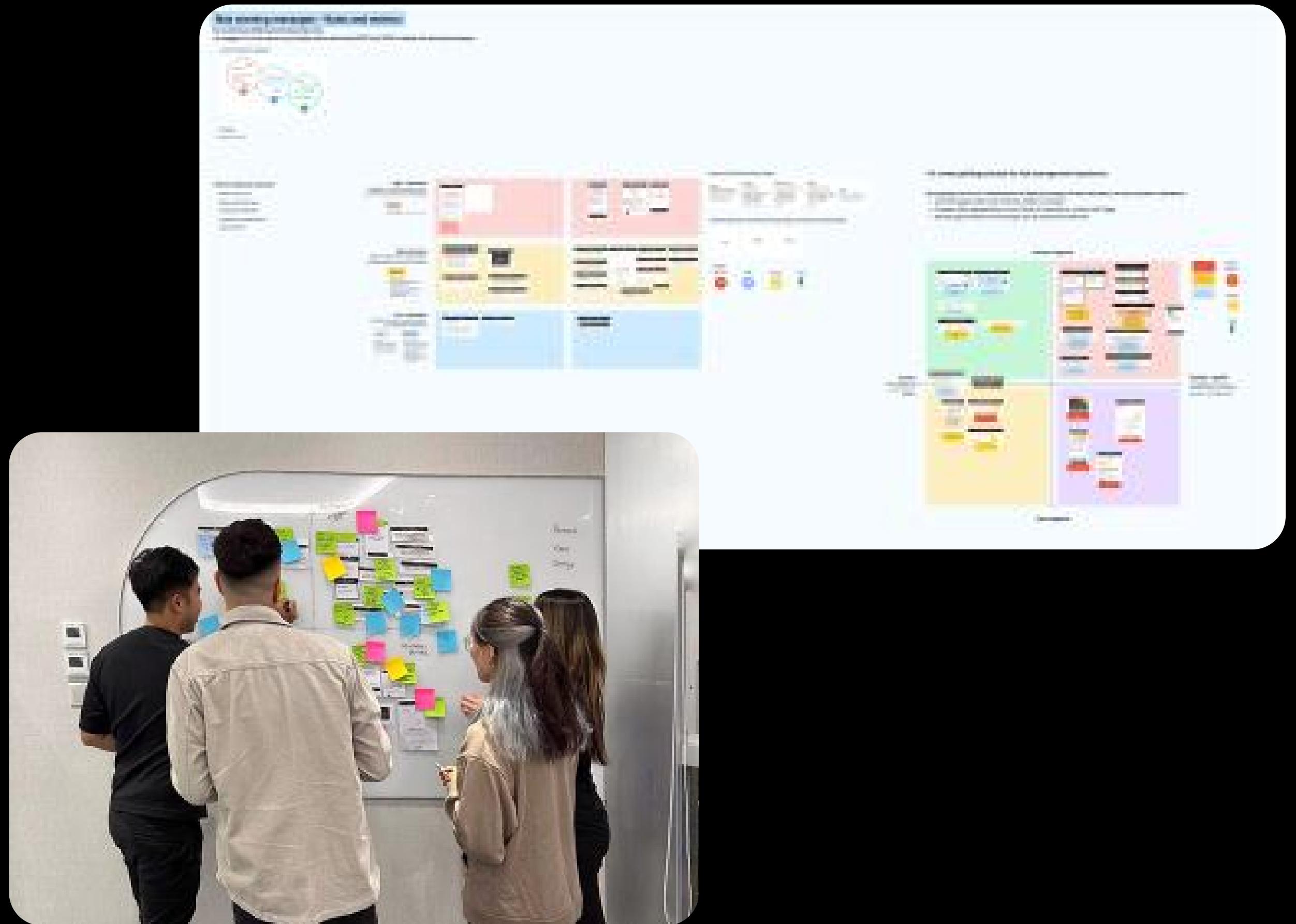
Message UI Style

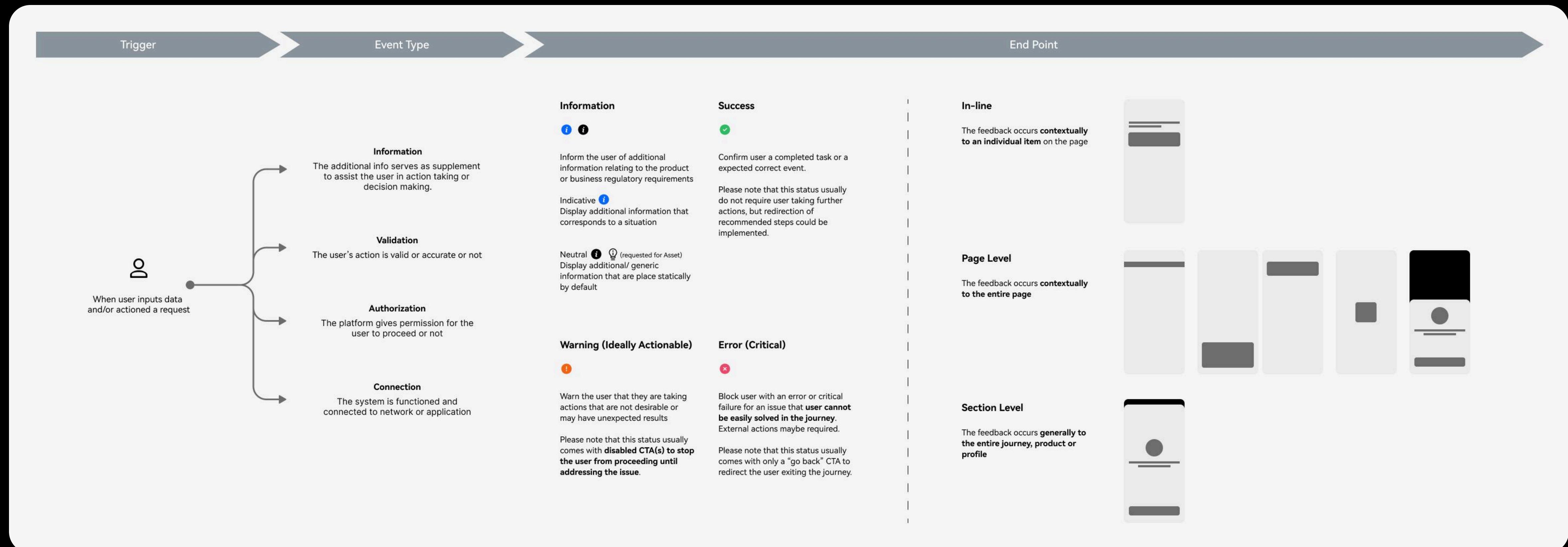
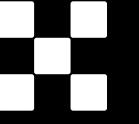
Message Placement

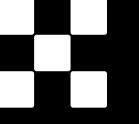


Moving into a more strategic approach to define problems and ideate solutions

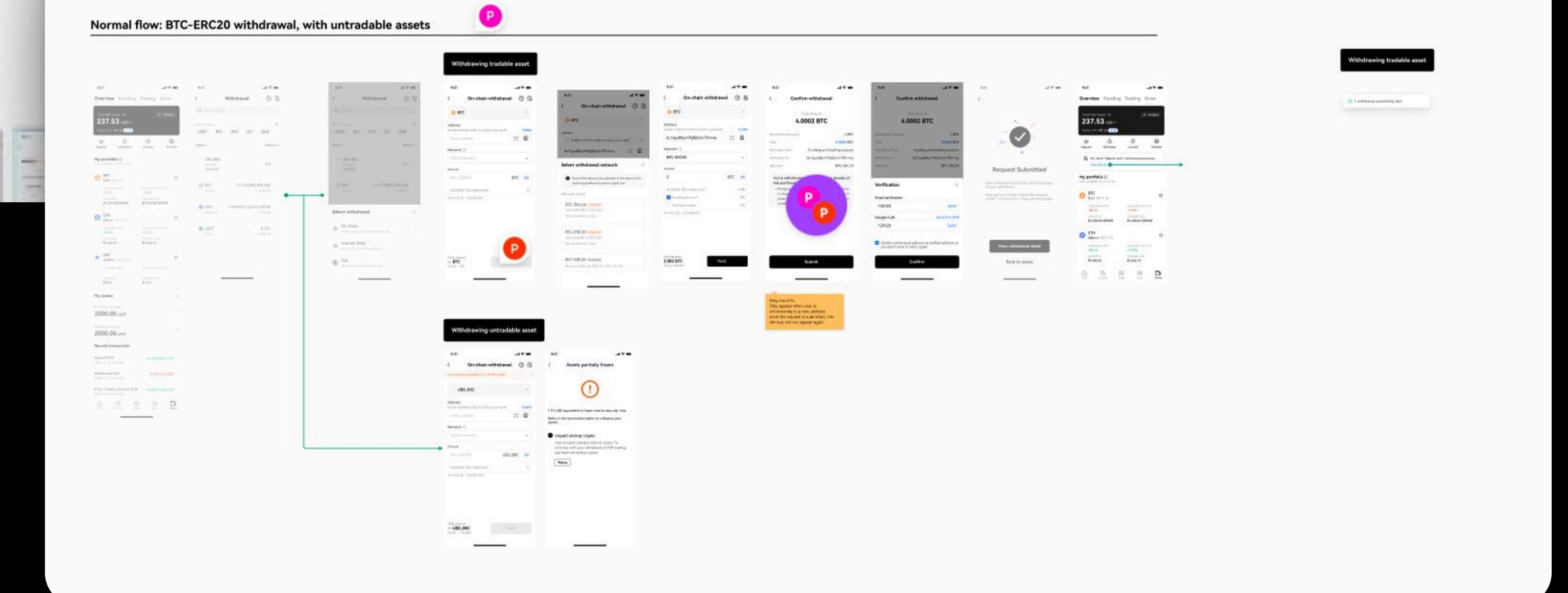
- Facilitated UX workshop to kickstart “Risk warning experience audits”
- Identified warning messages to categorized solutions based on 3 approaches:
 1. Keep
 2. Change
 3. Remove
- Followed up with PMs for visibility and create PRD for PD-initiated tasks

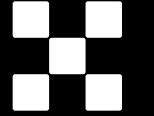






Withdrawal (Proposed)





Risk Warning Audit PD Playback

by Eddie, Sue, Vanessa, Jeffrey, Anna

Fig-Jam:
<https://www.figma.com/file/3IMcT7gJbSX4EIGgF5cm/Risk-Warning-Experience-Audit?node-id=0%3A1&t=20c2K1M9G1opfcs7>



A Recap to the Audit

Project kick-start	Focus Area	Major Problem	Objectives
Mid-Nov to Dec	Deposit:	Repeating messages at each step on the same user journey	Categorise types of risk warning messages
What we have done:	+ Standard journey + Alternative journey	Messages are scattered, visually distracting users from completing the task	Standardise UI treatments according to types of event

10

UX Issue 1

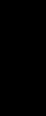
Repeating messages at each step on the same user journey

Scenario - When to remind risk of losing assets at deposit flow[App] (XRP-Ripple)

App - 3 x messages

Web - 4 x messages

The slide shows a comparison between mobile app and web versions of a deposit flow. On the app, three messages are displayed sequentially: 1. 'Deposit required', 2. 'Logins required', and 3. 'Deposit detail'. On the web, five messages are shown: 1. 'Deposit required', 2. 'Logins required', 3. 'Deposit detail', 4. 'Deposit detail', and 5. 'Deposit detail'. Red circles numbered 1 through 5 point to each message, highlighting the redundancy.



Proposed improvements from CD & PD



Risk warning copy guidance & direction

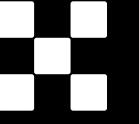
The diagram illustrates the progression from 'Risk' to 'Warning' through 'Information' and 'Reminder' stages. Below this, a grid maps communication levels (e.g., Critical, Normal, Info) against UI treatments (e.g., Confirmation, Response, Request, Finally). A legend defines colors: grey for 'Information', blue for 'Confirmation', green for 'Response', yellow for 'Request', and red for 'Finally'.

10

Risk warning types of event & Proposed UI treatments

This slide shows a mapping between event types and proposed UI treatments. It includes a legend for event types (e.g., Deposit, Withdrawal, Transfer, Settlement, Communication, Dispute, Request, Finally) and a legend for UI treatments (e.g., Confirmation, Response, Request, Finally). A large diagram on the right shows how these map together across various stages of a process.

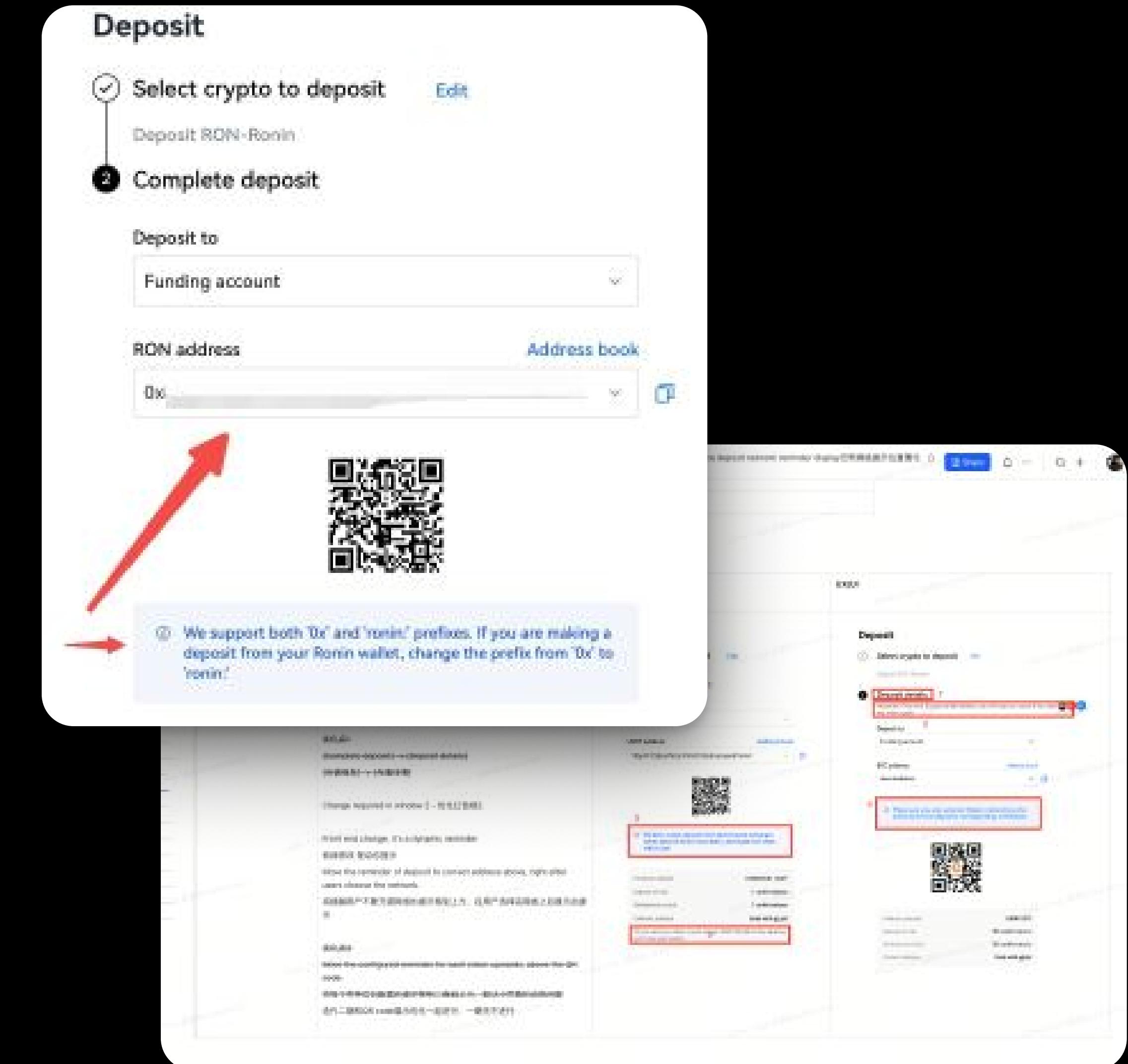
10

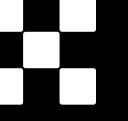


UT Report: As stated in previous [Deposit Flow & New User Guide UT Report](#), users do not notice the warning msg and info below page fold as they were so focused on copying the address and then exiting the app to paste it on the withdrawal platform.

CS case feedback: From [CS bi-weekly feedback](#), in week 08.11-08.17, the problem of depositing to wrong network still ranks number 8 (70 CS cases, 5.14%)

User feedback: when users deposit Ronin in web side, cannot see the reminder in 13-inch macbook, can optimise the display location of the reminder





[AS-304] [Web] Deposit - Enhance deposit network remind...

1. JIRA link
2. 背景 Context
3. 想解決的問題 Problems to solve

Value/ Measure of success
4. 产品需求 Product requirements

Flow diagram (if any)

Important links

Web
5. 数据埋点 Data tracking
6. 测试用例 Test Cases
7. Product sign-off process
8. Competitor Reference
9. Tracking checklist
10. Before launch (as appropriate)
11. Completion date

數位貨幣充值

選擇幣種: USDT USDT

充值到: BSC BNB Smart Chain (BEP20)

地址: 0x8139e27d807b24c089e4bc1efd2dcfe3c60ce2fe

預期到帳: 15 網路確認

充值最小值: 0.0000001 USDT

FAQ:

- 僅發送 USDT 至此充值地址。
- 確保網路為 BNB Smart Chain (BEP20)。
- 請勿將 NFT 發送到此地址。了解如何儲放 NFT

數位貨幣充值

請在交易平台 App 或錢包 App 的提現頁面上掃描行動條碼

QR code

地址: 0x8139e27d807b24c089e4bc1efd2dcfe3c60ce2fe

預期到帳: 15 網路確認

充值最小值: 0.0000001 USDT

FAQ:

- 僅發送 USDT 至此充值地址。
- 確保網路為 BNB Smart Chain (BEP20)。
- 請勿將 NFT 發送到此地址。了解如何儲放 NFT

Binance

step1: 【选择币种】

step2: 【充值到】

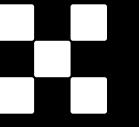
提供可复制地址

提示一直位于下方，使用红色字体高亮

Binance

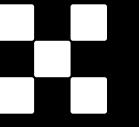
提供QR code与下一步指引

提示位于QR code下方，使用红色字体高亮



The screenshot shows the OKX Deposit page. At the top, there's a navigation bar with tabs like 'Dashboard', 'Home', 'Buy Crypto', 'Market', 'Trade', 'Order', 'Build', 'Learn', 'Help'. Below the navigation is a sub-menu with 'Overview', 'Funding', 'Trading', 'Cross', 'Analytics', 'Report Issues', and 'FAQ'. The main content area has a title 'Deposit' and a sub-section 'Select crypto to deposit'. It includes a QR code for depositing BTC and a note: 'It is required to copy and paste the [original] address and tag/ memo to successfully complete the deposit.' There are also sections for 'Deposit details' (warning about sending to incorrect accounts), 'Deposit to' (selecting a funding account), and a QR code for withdrawal. A 'Related Questions' sidebar lists questions like 'How do I deposit crypto to my account?' and 'Why hasn't my deposit updated yet?'. At the bottom, there's a table for 'BTC deposits' with columns for 'Address', 'Amount', 'Status', and 'Actions'.

The screenshot shows the same OKX Deposit page but with enhanced risk warning features. The 'Deposit details' section now includes a prominent red warning box with the text: 'Important: This is intended to maximize your safety. You are unlikely to need to use this feature.' Below this, the 'Deposit to' section and the QR code for withdrawal remain. The 'Related Questions' sidebar is identical to the first screenshot. The bottom table for 'BTC deposits' is also present.



BINANCE Buy Crypto Markets Trade **Futures** **Earn** Square More

Deposit Crypto Withdraw Crypto Deposit Fiat Withdraw Fiat

Select Coin XRP XRP

Select Network XRP XRP Ledger

3 Deposit Address

Both Address and Memo is required, or you will lose your coins.

Address: rNxp4h8apvRis6mJf9Sh8C6iRxfrDWN7AV

MEMO: 461855691

* MEMO is required, or you will lose your coins

Minimum deposit More than 0.001 XRP

More Details

Recent Deposits

More

Deposit

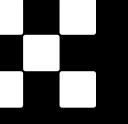
FAQ

How to deposit crypto? 4:10

How to Deposit Crypto Step-by-step Guide

Deposit hasn't arrived?

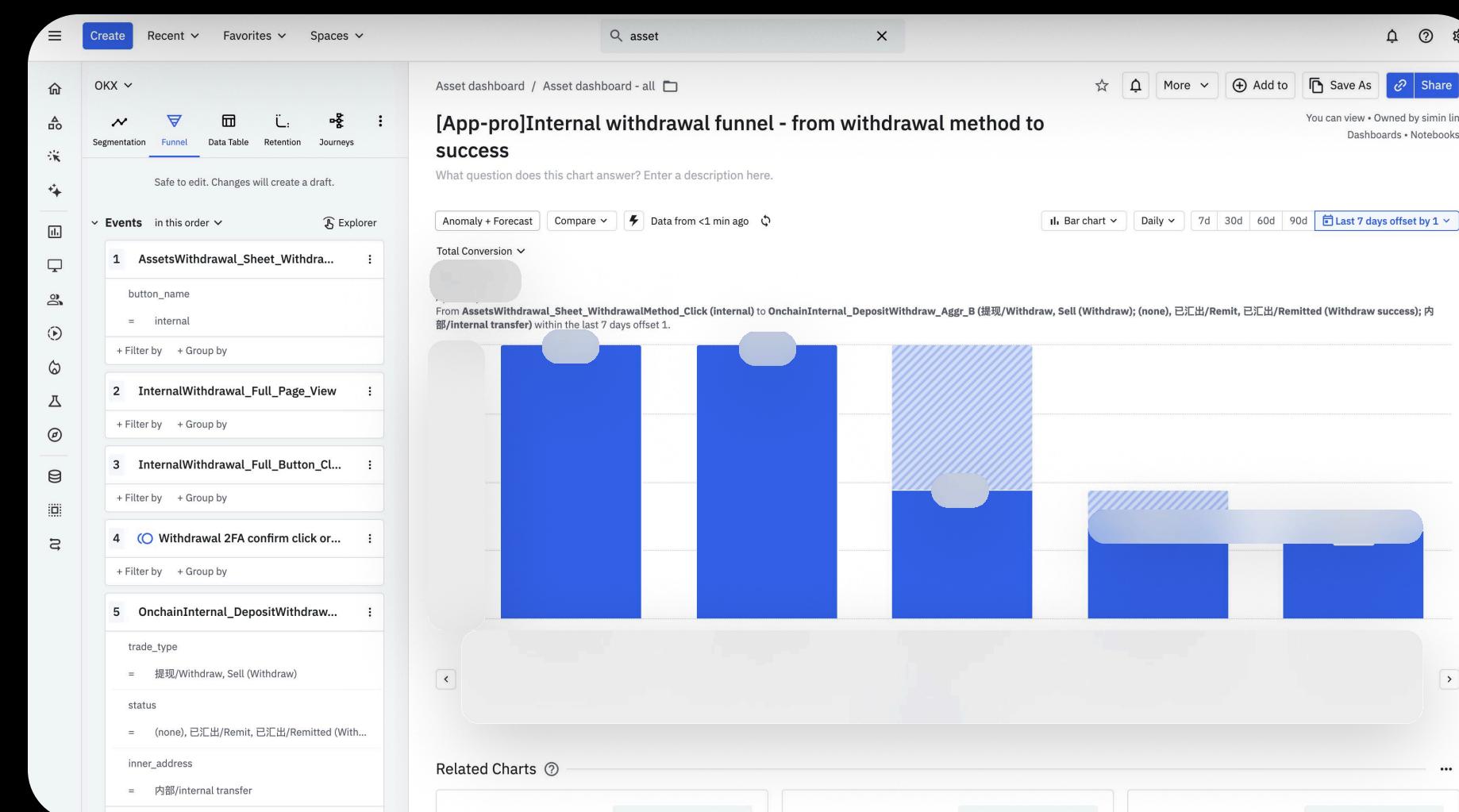
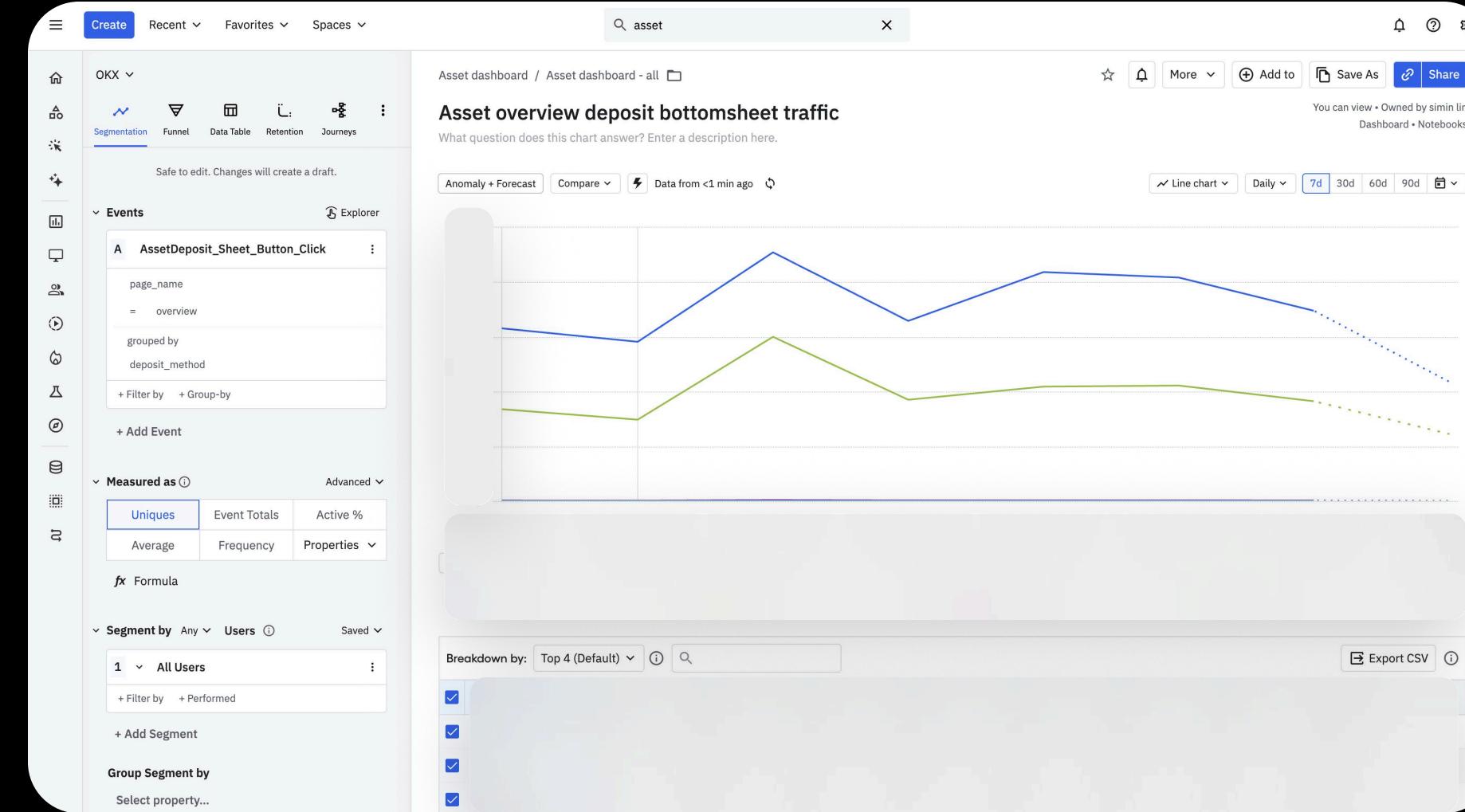
OKX

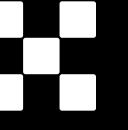


Turning User Data into Design Opportunities

We use Amplitude to analyze user behavior and identify opportunities to improve our designs. Some of the data types we included in our dashboard:

- DAU
- Traffic
- Conversion rate
- Drop-off rate
- Retention rate
- Speed
- Amount
- Crypto
- User Group (Persona)
- # of Holding
- Location





50+ -42.5% -60% 8%

Assets & FP related
Project Deliveries

Overall Asset CS Cases

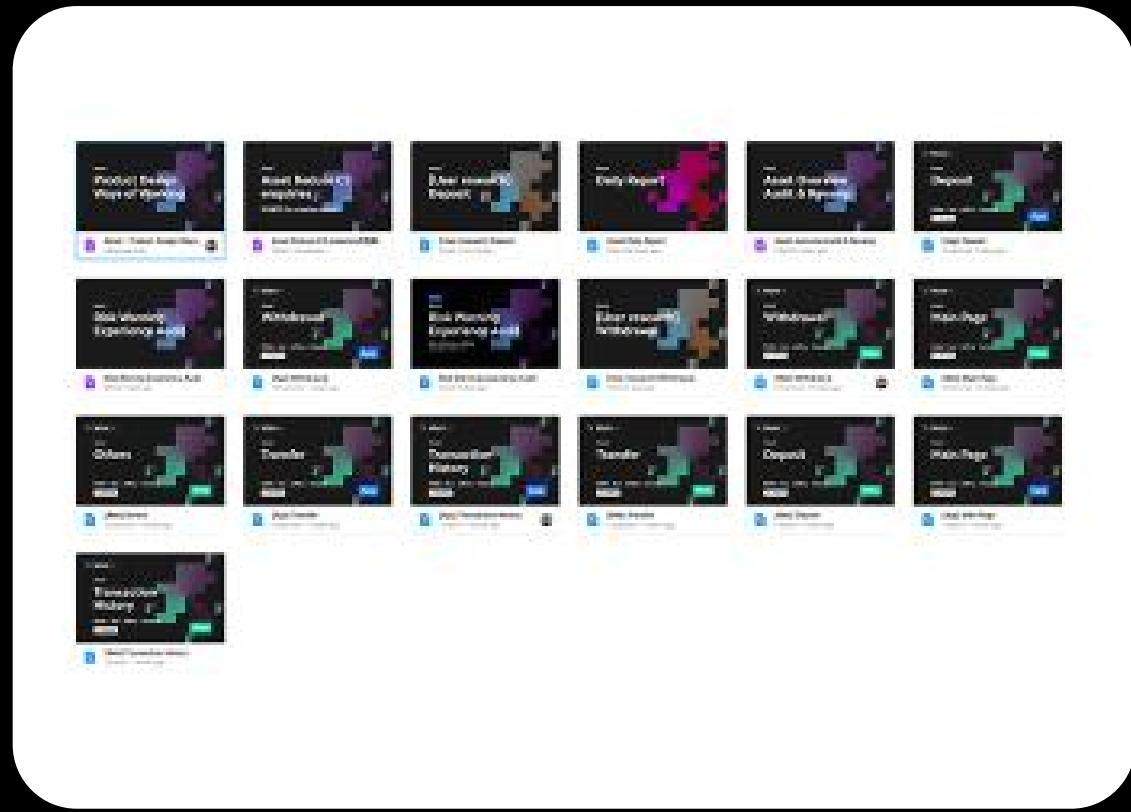
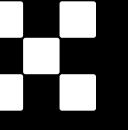
from 0.289% to 0.166%
(Jan-Feb 2023 compared
with Nov-Dec 2022)

Deposit & Withdrawal Cases

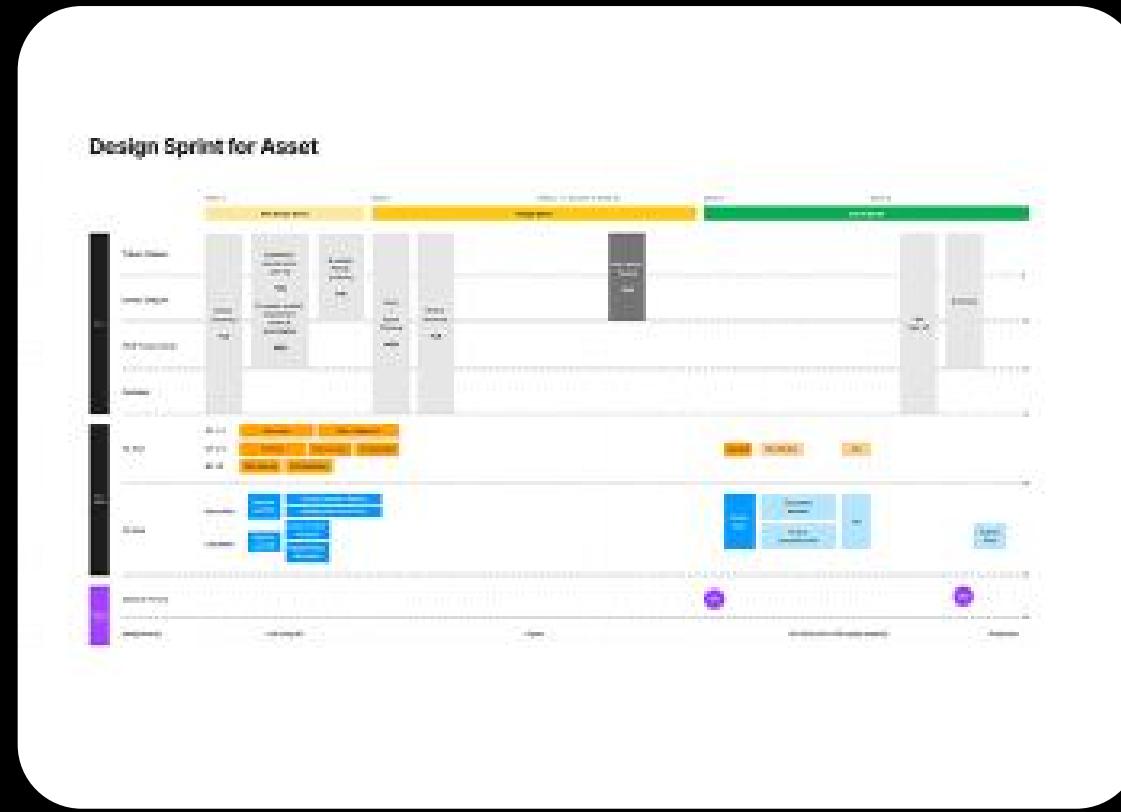
Jan 2023 0.776% compared
with Dec 2022 0.307%

Conversion Rate Increment

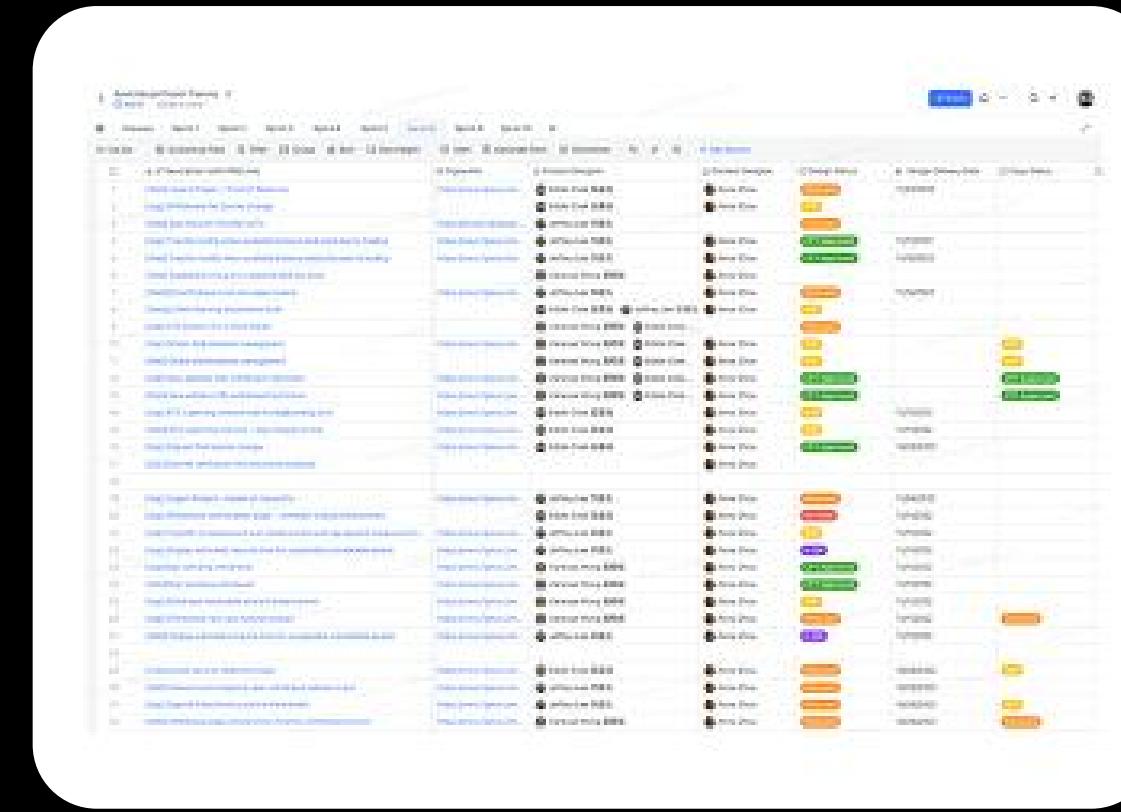
Nov 2022 - Feb 2023



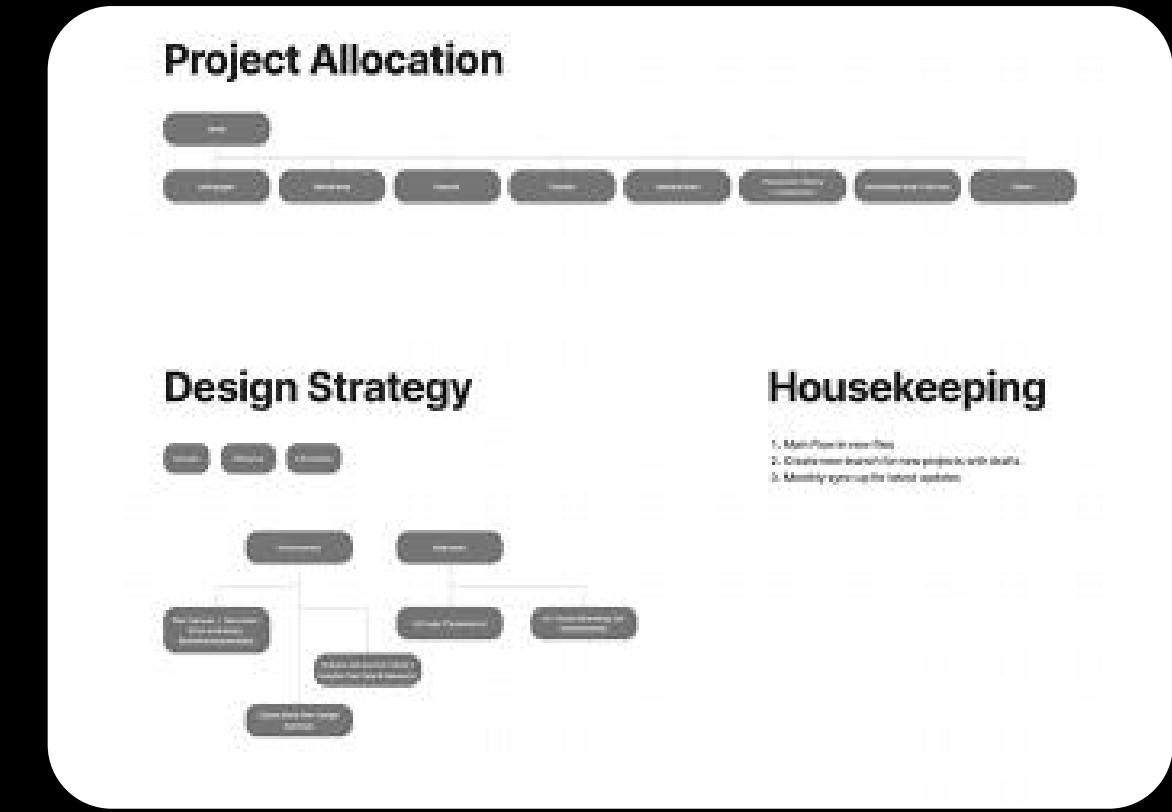
File organization



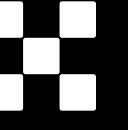
Ways of working with stakeholders



Team operation
(OKR settings, probation evaluation, project assignment, regular sync-ups with designers and product managers)

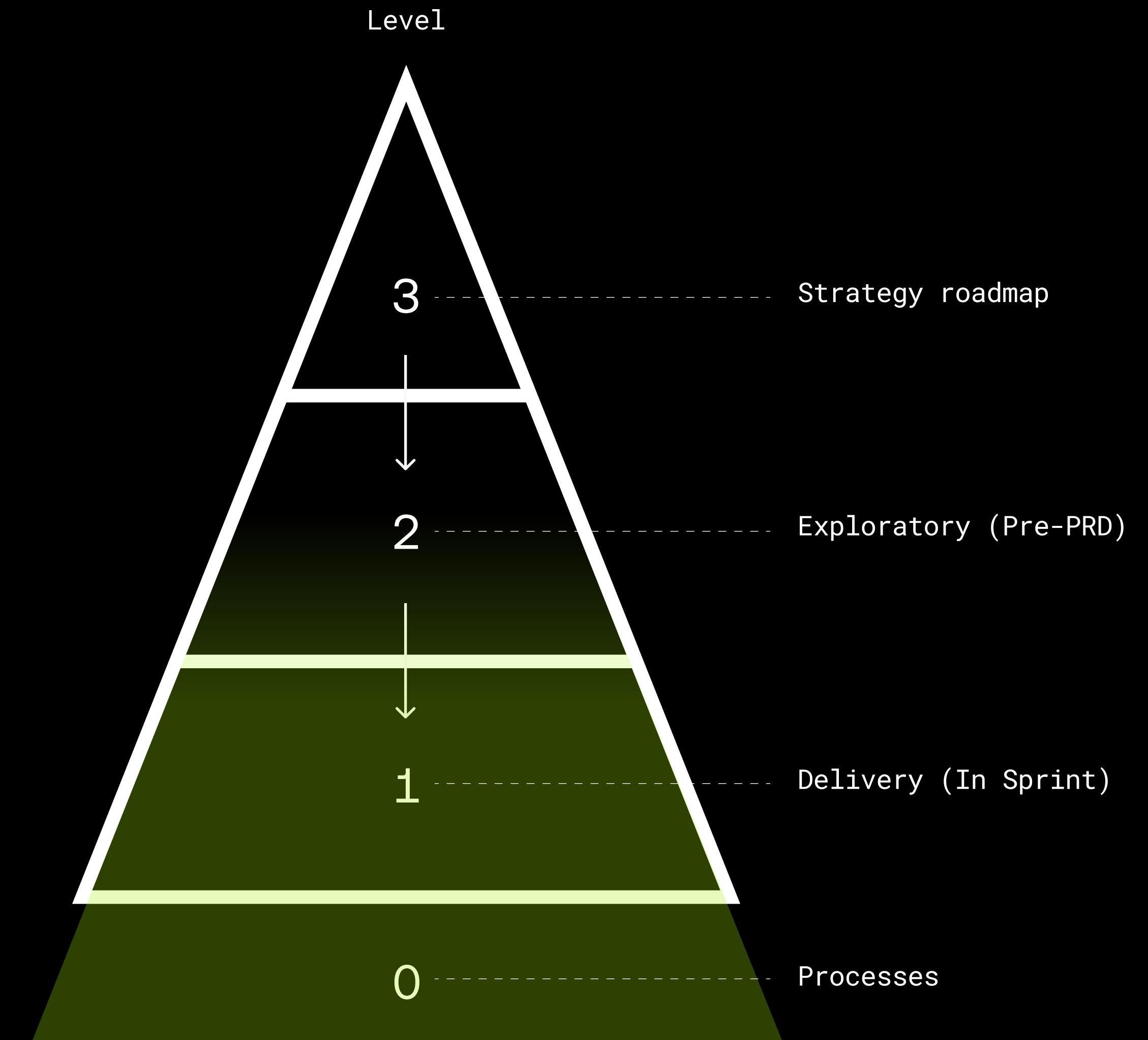


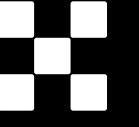
Design direction, team organization, and project allocation



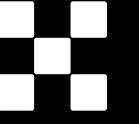
1.5 month

Established strong foundation for **process** and **delivery standards**; ready shifting to **exploratory and strategy** roadmap





Proof of Reserves



By the time of its collapse in November 2022, FTX—once the second-largest cryptocurrency exchange in the world—was exposed for massive fraud and mismanagement.

BUSINESS

Fears of crypto contagion are growing as another company's finances wobble

UPDATED NOVEMBER 22, 2022 · 3:56 PM ET · BY DAVID GURA

2022

Nov. 2 – The collapse of FTX centers in part on the cryptocurrency exchange's close relationship with Alameda Research, a crypto hedge fund also founded by Bankman-Fried.

Major concerns about FTX started when news outlet [CoinDesk](#) published an article that found a significant portion of Alameda Research's assets consisted of FTT, a token created by FTX that allows users of the exchange to access discounted trading fees.

Because FTT cannot be easily exchanged for cash, the report stoked fears about the capital reserves at Alameda Research and thus FTX.

MORE: [Billionaire donors are defecting from Trump. Here's who to watch.](#) →

Nov. 6 – In response to the article, Changpeng Zhao, the CEO of rival crypto exchange Binance, often referred to as "CZ," said he would sell all of the company's holdings in FTT, which amount to \$580 million worth of the token.

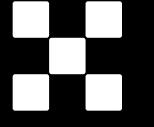
The major exit from a crypto heavyweight triggered a wider selloff, akin to a bank run, placing immense pressure on FTX to meet the sudden demand for customer withdrawals. Due to a lack of funds, FTX halted customer withdrawals altogether.

Nov. 8 – FTX reached a deal to sell itself to Binance, the crypto exchange whose executive had helped trigger the selloff.

"This is a user-centric development that benefits the entire industry," Bankman-Fried

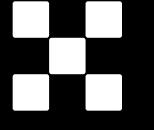
computer on November 10, 2022 in Atlanta, Georgia.

lead to more destruction in the crypto sector in the United States, from banks, with many wondering if another failed Genesis will fall next.



Stabilize and enhance transparency and accountability to crypto investors' confidence and trust in crypto exchanges, and to emphasize OKX holds strong reserves in maintaining its operation

Allow OKX users to track their crypto assets in monthly-basis



Extremely intensive timeline to have completed design

Designed with constraints (limited research, time, tech - understandings and solutions)

Teamed up with 90+ people in 3 weeks
(CD, VD, cross-team PMs, Front-end Devs,
Back-end Devs, DevsPMs, PMMs, and CMO)

Resources for copies and visuals

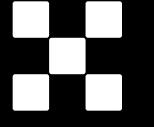
Analyzed and studied competitors such as Kraken for reference

Worked closely with cross-functional team (PMs, Devs (Front-end and Back-end to understand tech logic and feasible solutions

Speedily worked with a hybrid approach based on my experience in UX/UI; as well as my understanding of the domain and the Design Systems

Coordinated design deliveries with CDs and VDs

Retro with PMs and Devs for further releases



Nov 8th, 2022

Kicked off PoR as
the highest priority
project for Assets

Self-audit with
Merkle trees

Nov 14th

Confirmed using self-audit
with Merkle tree

Nov 17th

Initial design completed +
Front-end and back-end
dev building in parallel

Optimize with
zk-STARK and more
asset coverage



Hire a 3rd-party
audit firm

Nov 15th

Front-end Devs, CDs
& VDs onboarded

Nov 20th

Design completed
Dev showcased
Marketing, CMO & MD
involved

Nov 24th

Became the first
major crypto
exchange to launch
PoRs

Research + Design Drafts

Refine based on a Solution

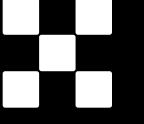
Review + Refine + Develop

Optimize

PD + PMs + Backend Devs

CD + VD + Frontend Devs + PD Director + Head of PD + VP of Engineering

PMM + CMO + MD

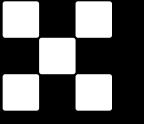


The collage consists of four screenshots from the OKX website and mobile application:

- Top Left (Desktop):** A landing page titled "Proof of Reserves". It features a large graphic of a shield with a checkmark, surrounded by floating digital coins. Below the graphic are two buttons: "View my audit" and "View OKX reserves".
- Top Right (Desktop):** A screenshot of the OKX desktop application showing the "Audits" section. It displays a table for the "Proof of Reserves - Q4 2022 Audit". The table includes columns for "Audit ID", "Audit Date", "Audit Report", and "Status". One row is highlighted with a yellow background.
- Bottom Left (Mobile):** A screenshot of the OKX mobile application showing the "Why Proof of Reserves" section. It includes a small graphic of a stack of coins and a paragraph of text explaining the importance of reserve transparency.
- Bottom Right (Mobile):** A screenshot of the OKX mobile application showing the "OKX reserve ratios" section. It displays three cards with reserve ratio information for BTC, ETH, and USDT.

Audit ID	Audit Date	Audit Report	Status
Q42022-AUDIT	12/30/2022, 14:00:00	EFCLIAUDIT	Pending

Coin	Reserve Ratio	Reserve Status	Reserve Type
BTC	101%	OKX reserves exceed 100% of user deposits	Physical
ETH	103%	OKX reserves exceed 100% of user deposits	Physical
USDT	101%	OKX reserves exceed 100% of user deposits	Physical



250K+

Accessed OKX PoR

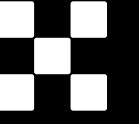
45%

Occupied the most media coverage against competitors

90%

Impacted nine-clients hedge funds return due to OKX PoR release

- Became the one of first leading crypto exchanges to release proof of reserves after FTX event (ahead of Binance)
- Gain trust and enhance transparency to our customers
- Raise exposure by the amounts of publications from medias
 - Yahoo Finance, CNBCTV18.com, CoinDesk, Cointelegraph, CoinJournal, Decrypt, GlobeNewswire, FinTech Futures, CryptoSlate, CoinJournal, Cryptonews, Crypto News Flash, Blockworks, Moneycontrol, etc.
- As of May 2025, PoR is still a monthly highlight.



OKX users can now verify that their assets are backed 1:1

November 23, 2022 07:44 ET | Source: OKX

Follow

- OKX is rolling out both a [Proof of Reserves](#) page on its website that shows reserve ratios and a Self-audit tool that allows users to verify that their assets are backed 1:1.
- The exchange is also launching an Independent Custodial Wallet that allows institutional clients to secure their assets separately from its reserves and keys to their funds.

VICTORIA, Seychelles – crypto exchange by the company that maintains 1:1 reserve ratios for all assets. In addition, it provides instructions on how to self-audit its reserves.

OKX Unveils 2nd Proof-of-Reserves Report, Promises Monthly Publication

Users can now view and download the old and new reserve ratios and self-assess the exchange's health and safety of their assets, OKX said.

BY OMKAR GODBOLE

Updated May 9, 2023, 12:08 pm. Published Dec 23, 2022, 5:04 pm.

OKX reserve ratios

We use reserve ratio to calculate whether assets are full or in excess reserve.

Audit date (UTC+8): 12/26/2022, 14:00:00

C reserve ratio	ETH reserve ratio	USDT reserve ratio
101%	103%	101%
OKX controlled BTC in excess of 100% of user BTC holdings	OKX controlled ETH in excess of 100% of user ETH holdings	OKX controlled USDT in excess of 100% of user USDT holdings
User asset holdings	OKX user asset holdings	OKX user asset holdings
OKX wallet assets	OKX wallet assets	OKX wallet assets

OKX reserve ratios (OKX)

Proof of Reserves

HAIDER RAFIQUE
CHIEF MARKETING OFFICER, OKX

JASON LAU
CHIEF INNOVATION OFFICER, OKX

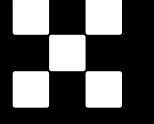
HONG FANG
PRESIDENT, OKX

January 2023
February 2023
March 2023
April 2023

OKX Product Design - Assets

by Eddie Chak

Proof of Reserves



OKX Proof of Reserves

OKX maintains a 1:1 reserve of all account assets on our platform and periodically performs global proof of reserves reports aimed at generating greater transparency in the assets held on our exchange.

[View my report](#) [Visit OKX reserves](#)

Our 30th Proof of Reserves: 23.1B USD in primary assets [Learn more](#)

What's new in OKX PoR

Check out our latest and past upgrades

Timeline: Sep 2023, Oct 2023, Oct 2024, Apr 2025

Latest verification date: 04/07/2025, 21:00:00 (UTC+8)

Currency	Reserve Ratio (%)	Assets	Reserves
Bitcoin (BTC)	104%	OKX account assets	133,151
Ethereum (ETH)	104%	OKX account assets	1,770,686
Tether (USDT)	104%	OKX account assets	7,851,820,806
USD Coin (USDC)	101%	OKX account assets	1,160,796,440
Ripple (XRP)	110%	OKX account assets	181,344,878
Dogecoin (DOGE)	101%	OKX account assets	4,687,820,786
Solana (SOL)	101%	OKX account assets	5,620,537
OKB (OKB)	100%	OKX account assets	127,746,685
Total reserve	201.5%	Total supply	45,573.37 BTC
Total supply	146.3%	Supply by network	45,562.42 cbBTC

Disclaimer: This Proof of Reserves demonstrates that all customer and corporate digital assets held globally by OKX entities are fully-reserved. Please note that third party custody balances are held at third party custodians. You may contact your third party custodians for verification of these balances. Some assets or products shown may not be available in all jurisdictions.

Why is Proof of Reserves important?

BINANCE Proof of Reserves

Verify that Binance user assets are fully backed, at least 1:1.

[View Report](#)

Audit Time: 01/05/25 00:00:00 UTC | BTC Block Height 814668

Verification Mechanism: zk-SNARKs

Merkle Root Hash: 2ed46ecca001b03110c79f51d1802b1c8501fe88112d7a5de7402d8bc24

BTC Ratio 102.06% **USDT Ratio** 102.07% **ETH Ratio** 100.16% **BNB Ratio** 112.45%

Currency	Ratio	Customer Net Balances	Binance Net Balances
BTC	102.06%	604,410,571	614,884,378
USDT	102.07%	29,059,304,576,594	29,459,498,073,374
ETH	100.16%	5,281,746,179	5,289,554,708
BNB	112.45%	37,244,784,615	44,130,417,299

KRAKEN Proof of Reserves

Proof that your funds are safe—anytime you want.

[Verify your account](#) [Sign up](#)

Snapshot date: March 31, 2025 [View report](#)

Currency	Reserve ratio	Client assets	Kraken wallet
BTC	114.9%	141,388,68 BTC	142,091,25 BTC
ETH	102%	2,615,056,41 ETH	2,618,832,50 ETH
SOL	102.2%	11,978,631,38 SOL	12,241,219,24 SOL
USDC	201.5%	434,793,246 USDC	875,861,530,89 USDC
USDT	146.3%	428,564,548,67 USDT	642,762,826,35 USDT
XRP	102.3%	1,093,097,298,06 XRP	1,171,861,623,52 XRP

coinbase cbBTC Proof of Reserves

cbBTC is a wrapped token backed 1:1 by BTC held by Coinbase. [Read more](#)

[Send cbBTC onchain](#)

BTC Price: \$103,061.91 -0.01% (1d)

Total reserve	Total supply	Supply by network
45,573.37 BTC	45,562.42 cbBTC	Ethereum 32,026,214 CBTC
\$4,731,991,533.53	\$4,730,854,245.40	Base 11,096,109 CBTC
		Solana 2,381,824 CBTC
		Arbitrum 58,273 CBTC

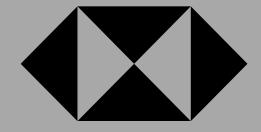
since Jul 2018



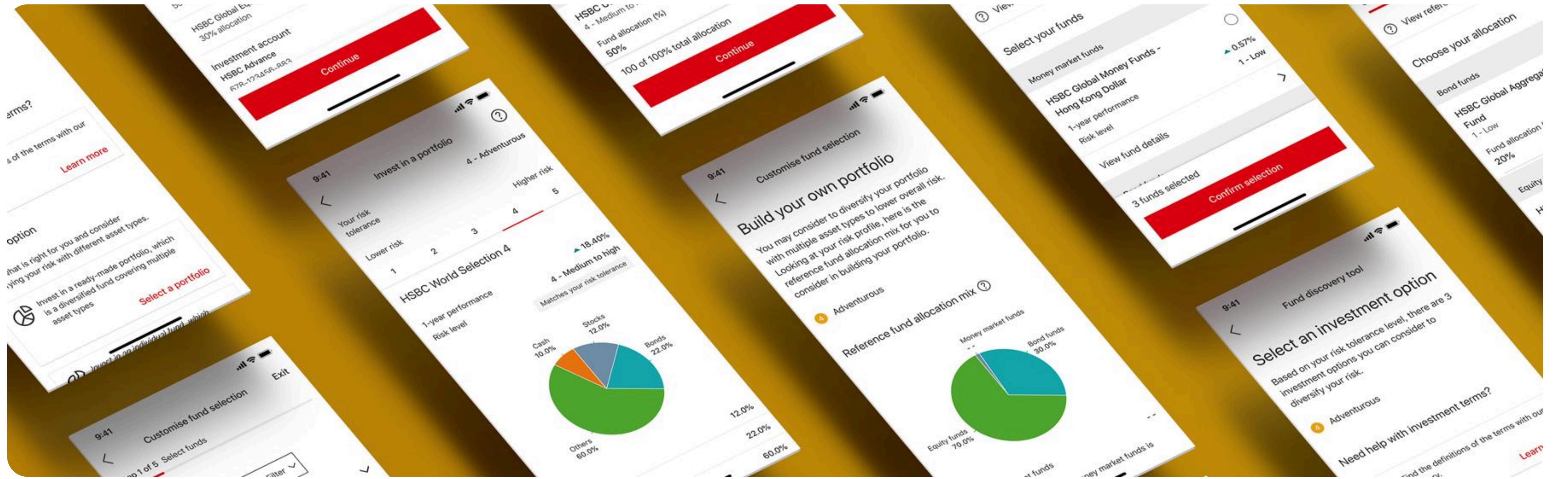
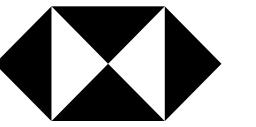
HSBC Design Portfolio

by Eddie Chak

as of Jun 2022

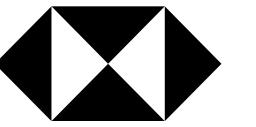


FlexInvest Simple Starter Journey



Simple Starter Journey is to help millennials start investing. It offers a personalized multi-asset fund based on each customer's risk tolerance, making it easy to choose a suitable investment without worrying about fund allocation.

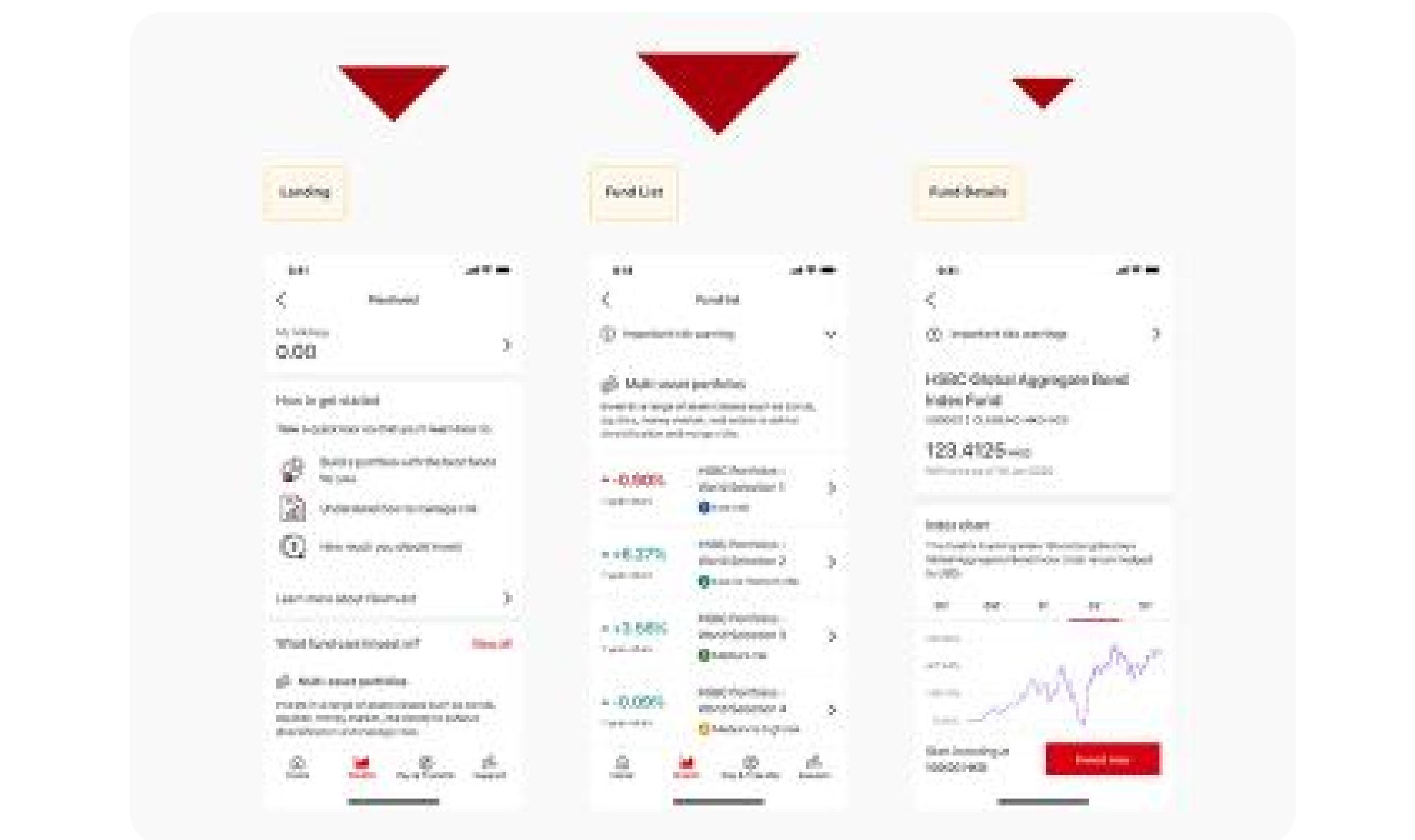
For those with higher risk tolerance, it also suggests a simple portfolio with recommended asset allocations, providing a hassle-free investment experience.

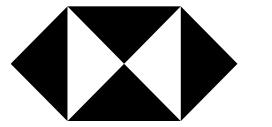


Key Findings in Data

In the app traffic data, we observed there is a significant issue with the drop-off percentages in the app visit. We have some highlighted insights from our research.

1. Customers still don't have enough knowledge/confidence to make purchases.
2. Customers don't have enough knowledge/interest to identify a fund
3. Customers have no valid RPQ (Profile for Risk Tolerance)

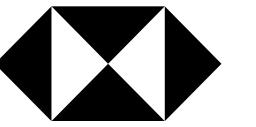




**Customers do not have enough knowledge,
direction, and experience to do fund investment.**



**We want to take further actions to guide
millennials in the investment process in order to
increase the percentage of “customers”.**



Features	Citi Portfolio Selection	BOC PlanAhead & SmartInvest	SoFi Chloe	CITIC Robo 360	Aqumon
Measure of customer's risk appetite level (RPA)	✓	✓	✓	✓	✓
Suggestion of asset allocation mix	✓	✓	✓	✓	✓
Suggestion of customized portfolio with fund recommendations	✓	(Customers need to select funds under each asset type)	✓	(Customers need to select funds under each asset type)	✓
Auto portfolio re-balancing	✗	✗	✓	✓	✓
Guide to set-up specific goals	✗ (Coming soon)	✓	✓	✓	✗
Projection on savings/ investment returns	✗	✓	✓	✓	✓

The Citibank Portfolio Selection interface displays a competitor analysis section comparing SoFi (Chloe) and CITIC Robo 360. It highlights features like completing a risk questionnaire, setting up an investment goal, viewing suggested portfolios, auto-monitoring, rebalancing notifications, and building a custom portfolio. Below this, a 'Fund Details' section shows two recommended funds: Fund 1: AB Emerging Market Multi-Asset Portfolio A Acc (60% Equities, 40% Fixed Income, PRIM) and Fund 2: Franklin NextStep Dynamic Growth Fund A (acc) HKD (77% Equities, 21% Fixed Income, 2% Cash, PRIM).

Competitor Analysis

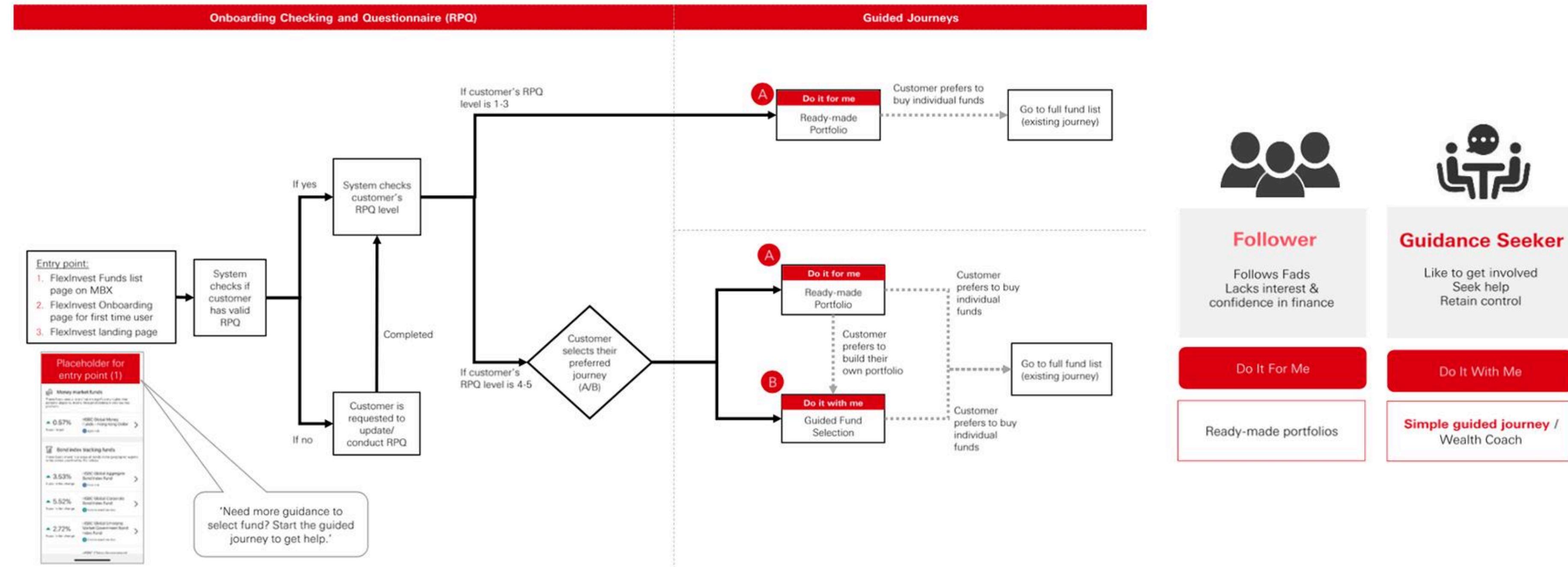
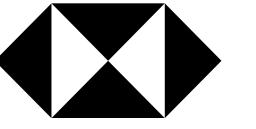
Sally, 25, "follower"
Ages no investment but interested to get involved in her friends' stocks, see getting good returns from the research. She has no desire to risk an investing but willing to take it for personally known returns, or someone around her introduce to do so.

Andy, 27, "guidance seeker"
Understands the basic of investment and knows his university education but not actively involved. Recently realized that he might have missed the opportunities in investment and try to catch up with it and seize the potential of the future.

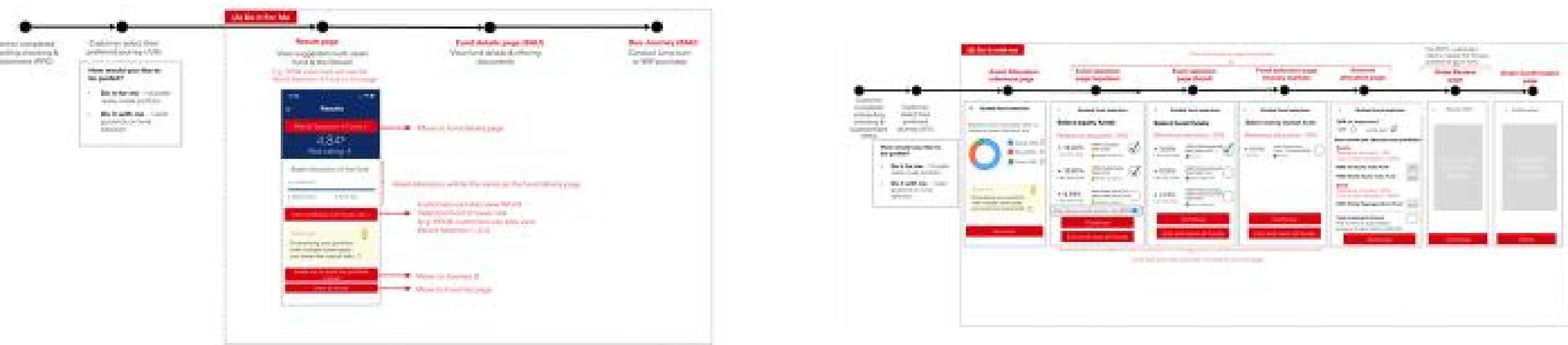
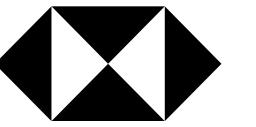
Similarities across the 2 Career Starter personas

Concerns & Challenges	Drivers & goals
<ul style="list-style-type: none"> Lack of financial knowledge and confidence in investing Curious about how to get started with investing Facing difficulties in making investment decisions <ul style="list-style-type: none"> Choosing & evaluating relevant information Decoding products/brands What to invest in Managing investment risk Price of investing during period of uncertainty (e.g. COVID-19) 	<ul style="list-style-type: none"> Focus leveraging on my savings Start investing passive income Advance my career Explore & diversify my income
<ul style="list-style-type: none"> Concerns & Challenges Drivers & goals 	<ul style="list-style-type: none"> Location: Hong Kong BOF: HK\$200k+ (10% in stocks) Membership: Salary - mid 20s Location: Hong Kong BOF: HK\$200k+ (10% in stocks) Monthly Salary: mid 20s Single, open to opportunities and chances within their location of HK, not caring about the potential to move abroad
Needs & Expectations	Channel preferences
<ul style="list-style-type: none"> Understand financial knowledge Build confidence in investing Get information that is easy digest Supportive when I need it Get products & services with transparent communication 	<ul style="list-style-type: none"> Digital channel enabled Expect consistent experience across channels and platforms Applicable real-time information and response

Personas



Ideation Journeys

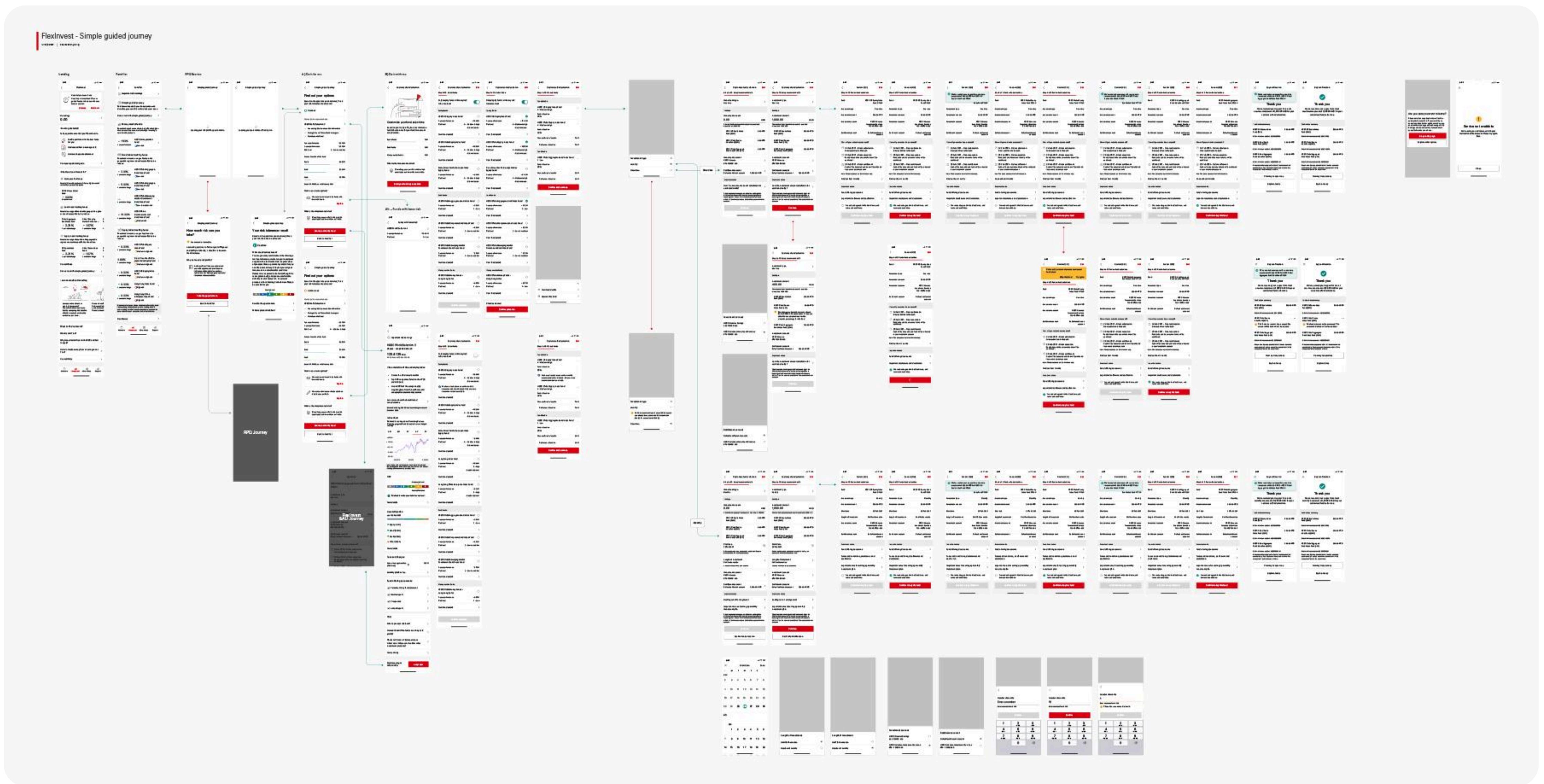
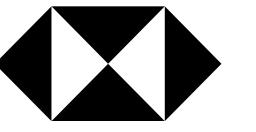


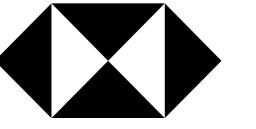
Do it for me is an approach to provide ready-made portfolio funds. Customers can simply choose to invest in a fund with a default asset allocation based on their risk tolerance level.

Do it with me is a journey to allow customers to build their own portfolio fund. With investment references based on customers' RPQ, it assists customers to make their investment decisions.

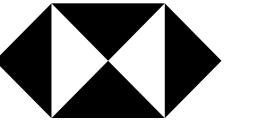
HSBC FlexInvest - SSJ

by Eddie Chak



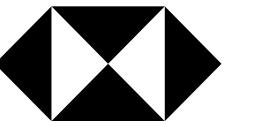


How do we validate our idea?



User Testing Session

Review Sessions



I think it's..... I don't know
Participant 1

I don't know how many I can choose
Participant 4

Looking at this I don't understand what
this is. Do I need to select a percentage?
Participant 3

I do not understand these terms.
Participant 6

I don't think it's recommending anything to me.
Participant 2

Key Findings

1. Lack of Knowledge

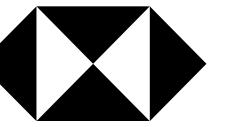
Most of the interviewees pointed out that they faced difficulties understanding the terminologies used in the Journey. For example, they can't easily identify what are the differences between "Individual funds", "portfolio funds", and "multi-asset funds".

2. Missing Directions

Some of the interviewees did not think the design provides enough directions and recommendations in terms of helping them to invest. They were unsure what to do in the steps without hints.

3. Fund Option Display

Interviewees disagreed with the approach of hiding fund options that are beyond their risk tolerance levels. Instead, they think it would be better to display all fund options.



What can you do? Based on your answers to 1 question, the following reference level, along with 1 consideration to diversify your risk, is recommended:

- Adventurous

How to diversify your risk? You may consider to diversify across multiple asset types to lower risk.

Glossary

What is a fund? When you buy a fund, whatever amount you invest is pooled with money collected from investors worldwide. A fund manager uses this pool of money to buy different assets, a diversified portfolio of securities, in most of the time for even other things.

Funds offer a selection of fund different kinds of investments. Whether money funds or index funds, choose that best reflect the risk you're willing to take.

What is a ready-made portfolio?

Need help with investment terms? Find the definitions of the terms with our glossary.

Learn more

Choose an option

Step 2 of 5 Select allocation

Fund allocation (%) Enter allocation percentage

Equity funds

HSBC US Equity Index Fund A - Medium to high

HSBC Global Equity Index Fund A - Medium to high

Fund allocation (%) Enter allocation percentage

90 of 100% total allocation

Continue

HSBC World Selection 3	>
1-year performance	▲ 18.70%
Risk level	3 - Medium

HSBC World Selection 4	>
1-year performance	▲ 18.40%
Risk level	4 - Medium to high

HSBC World Selection 5	>
1-year performance	▲ 14.20%
Risk level	5 - High

Matches your risk tolerance

Outside risk level

Adding Glossaries and Tooltips

Interviewees often tried to interact with the contextual help icon suggesting that it would be a popular and important piece of interaction design, particularly for novice investors.

Having a glossary page could also be a solution to educate customers on the differences between different types of fund investments.

Adding Explanations and Hint text

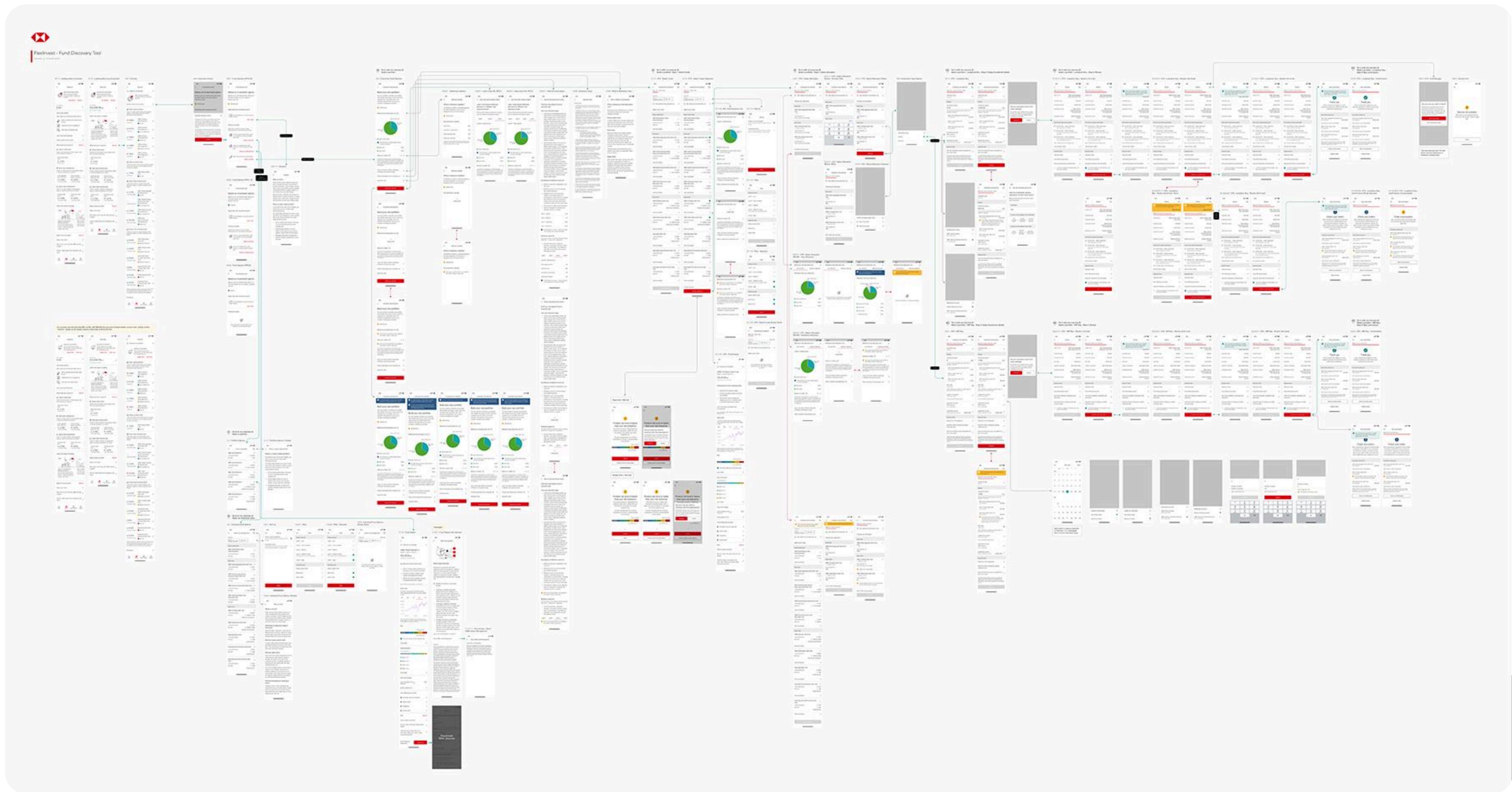
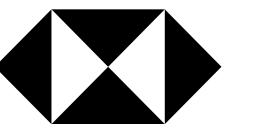
Since some of the interviewees felt lost in using the journeys, we decided to make it more directional by utilizing UI components and changing copies.

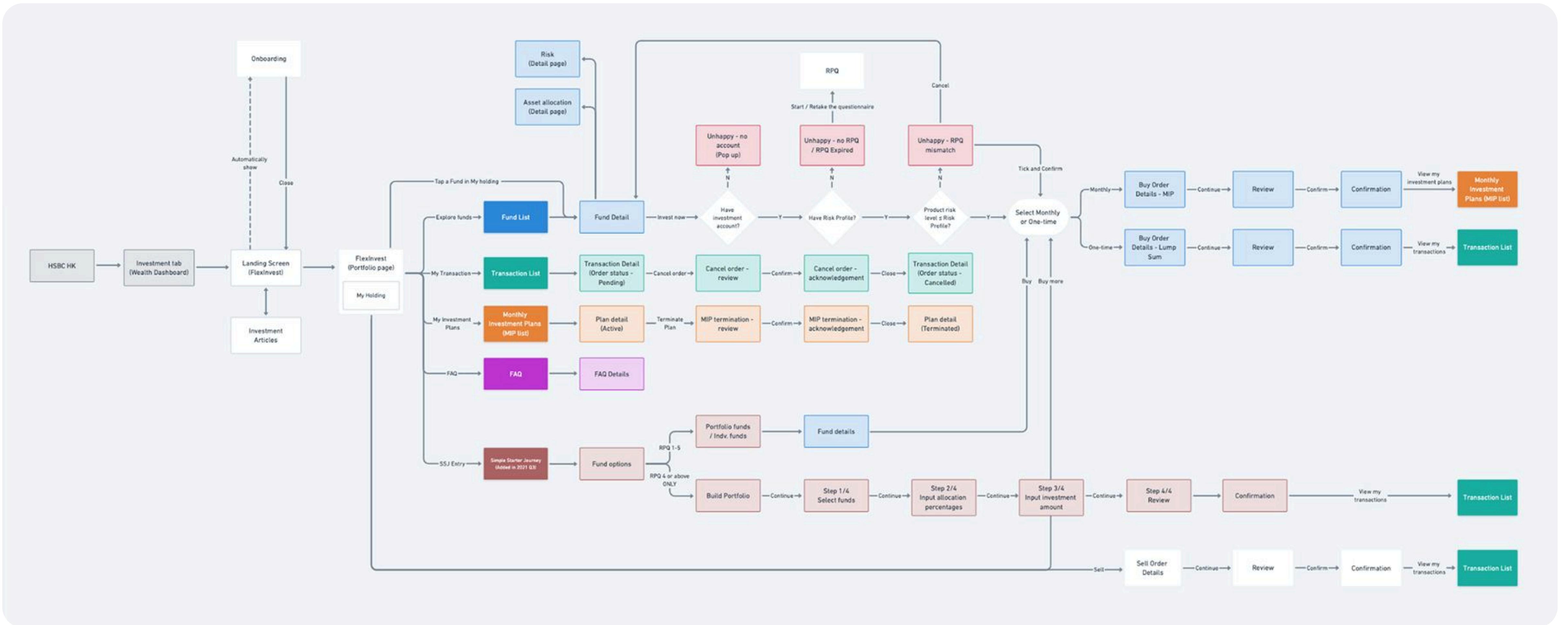
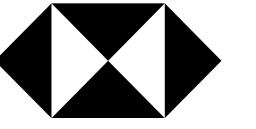
Display All Fund Options

Instead of hiding fund options that are beyond customers' risk tolerance levels. We decided to expose all fund options while reminding customers by adding tags.

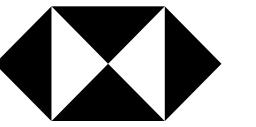
HSBC FlexInvest - SSJ

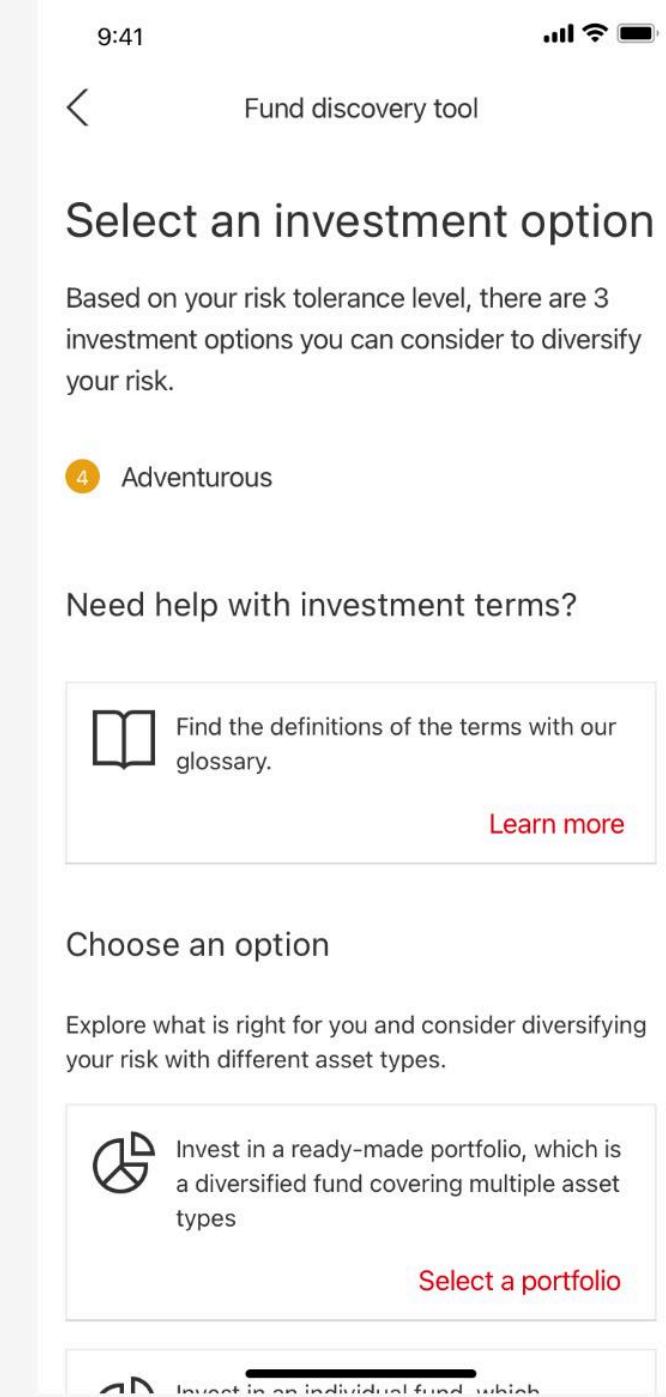
by Eddie Chak





Flowchart for Simple Starter Journey in FlexInvest





Fund discovery tool

Select an investment option

Based on your risk tolerance level, there are 3 investment options you can consider to diversify your risk.

4 Adventurous

Need help with investment terms?

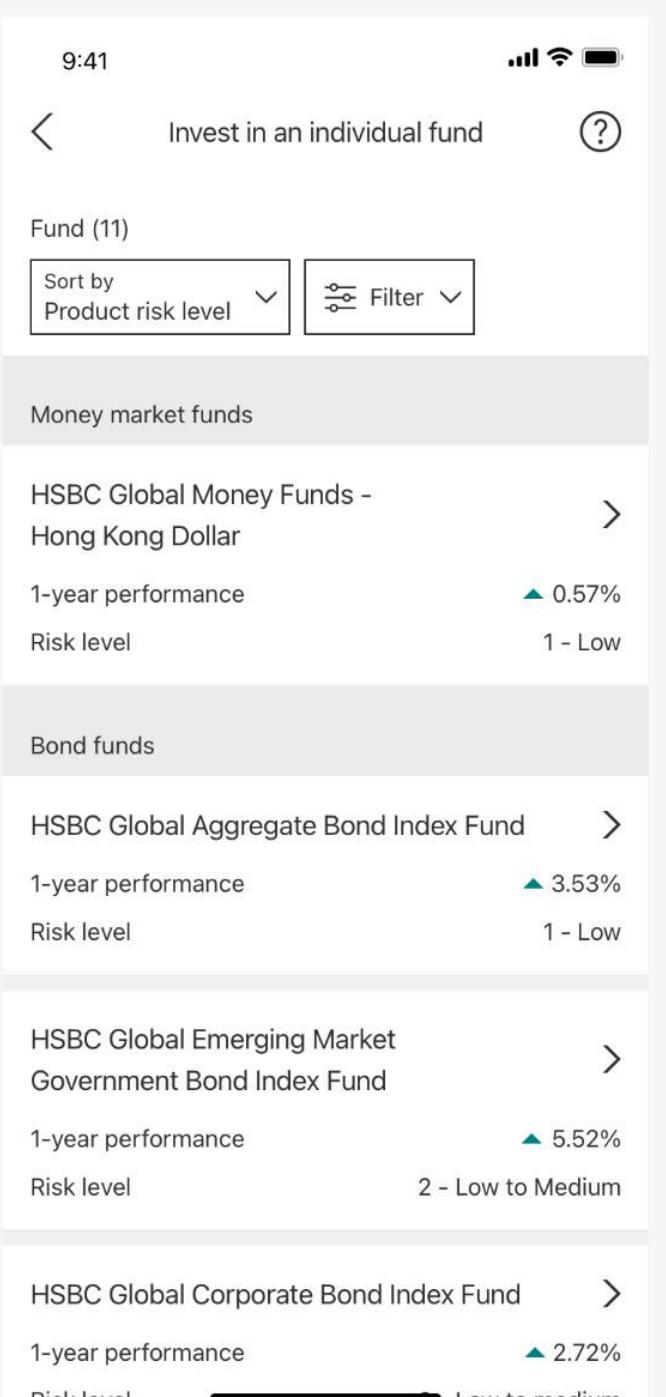
Find the definitions of the terms with our glossary. [Learn more](#)

Choose an option

Explore what is right for you and consider diversifying your risk with different asset types.

Invest in a ready-made portfolio, which is a diversified fund covering multiple asset types [Select a portfolio](#)

Invest in an individual fund, which [Select a fund](#)



Invest in an individual fund

Fund (11)

Sort by Product risk level Filter

Money market funds

HSBC Global Money Funds - Hong Kong Dollar

1-year performance ▲ 0.57%
Risk level 1 - Low

Bond funds

HSBC Global Aggregate Bond Index Fund

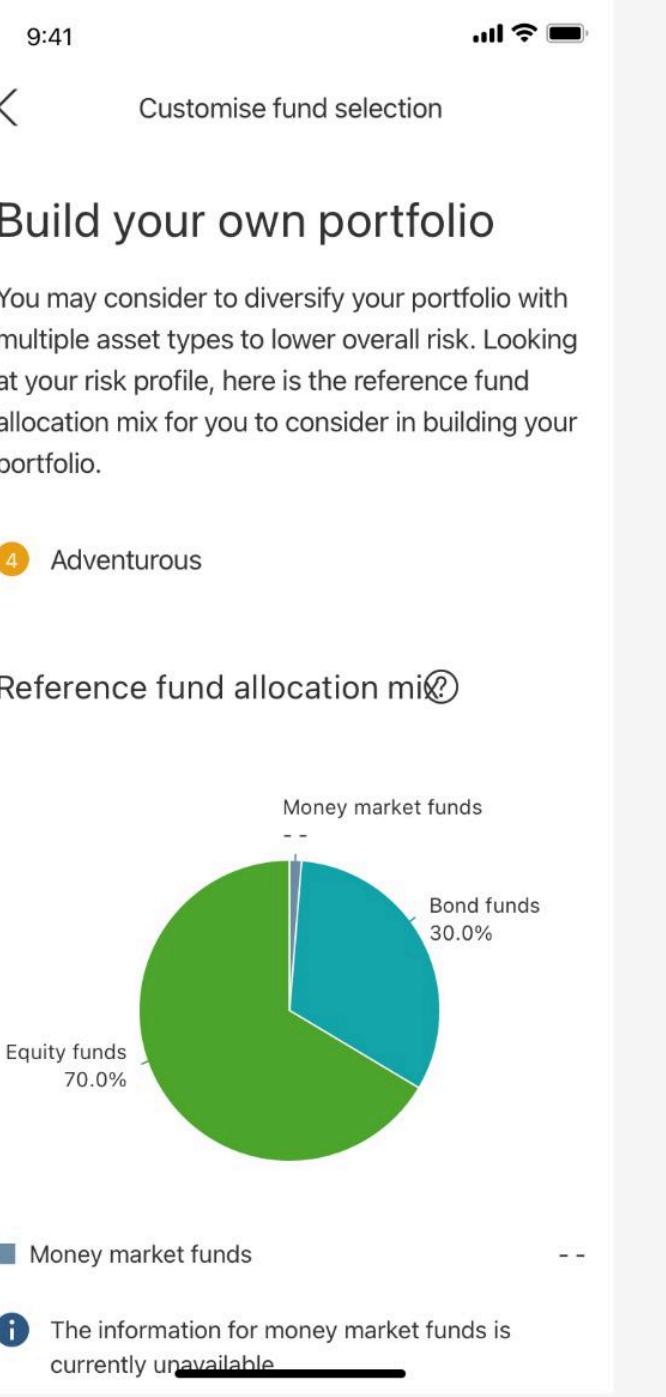
1-year performance ▲ 3.53%
Risk level 1 - Low

HSBC Global Emerging Market Government Bond Index Fund

1-year performance ▲ 5.52%
Risk level 2 - Low to Medium

HSBC Global Corporate Bond Index Fund

1-year performance ▲ 2.72%
Risk level 2 - Low to medium



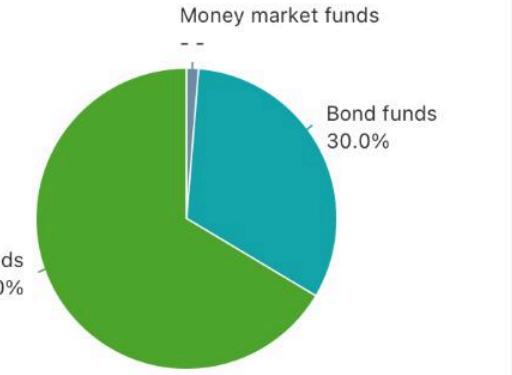
Customise fund selection

Build your own portfolio

You may consider to diversify your portfolio with multiple asset types to lower overall risk. Looking at your risk profile, here is the reference fund allocation mix for you to consider in building your portfolio.

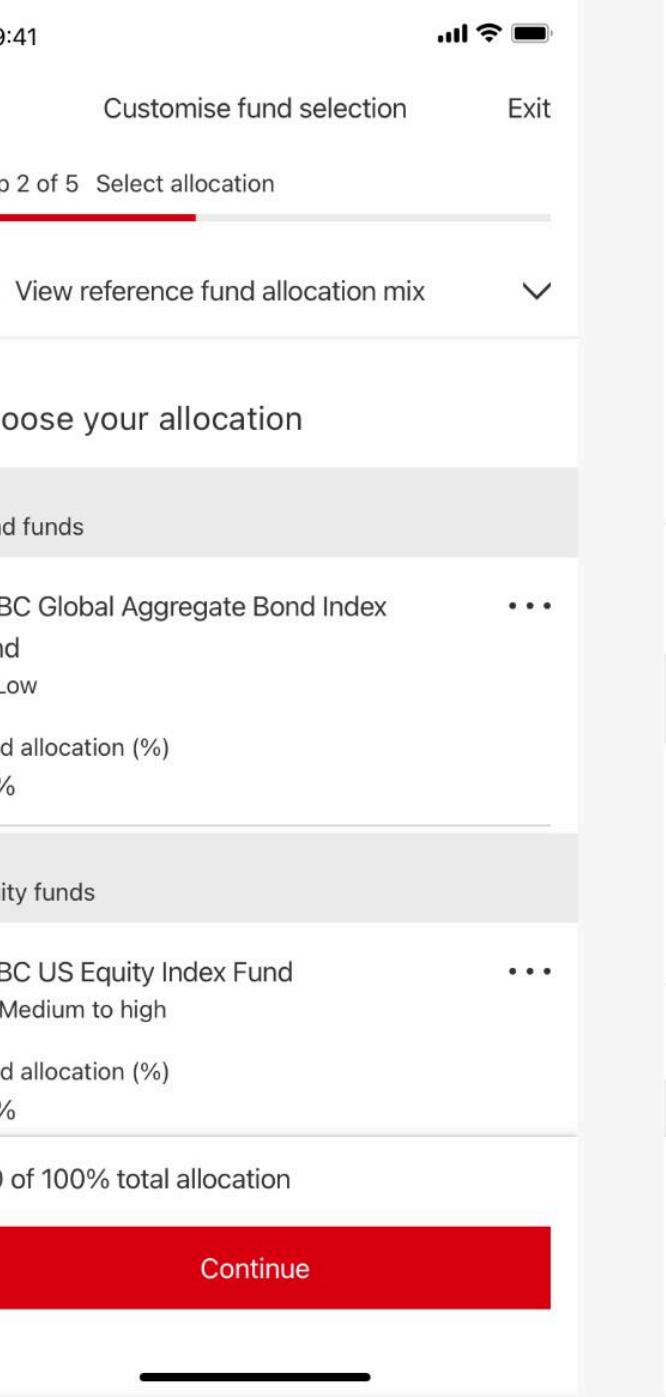
4 Adventurous

Reference fund allocation mix



Money market funds
Bond funds

The information for money market funds is currently unavailable.



Customise fund selection

Step 2 of 5 Select allocation

View reference fund allocation mix

Choose your allocation

Bond funds

HSBC Global Aggregate Bond Index Fund

Fund 1 - Low

Fund allocation (%) 20%

Equity funds

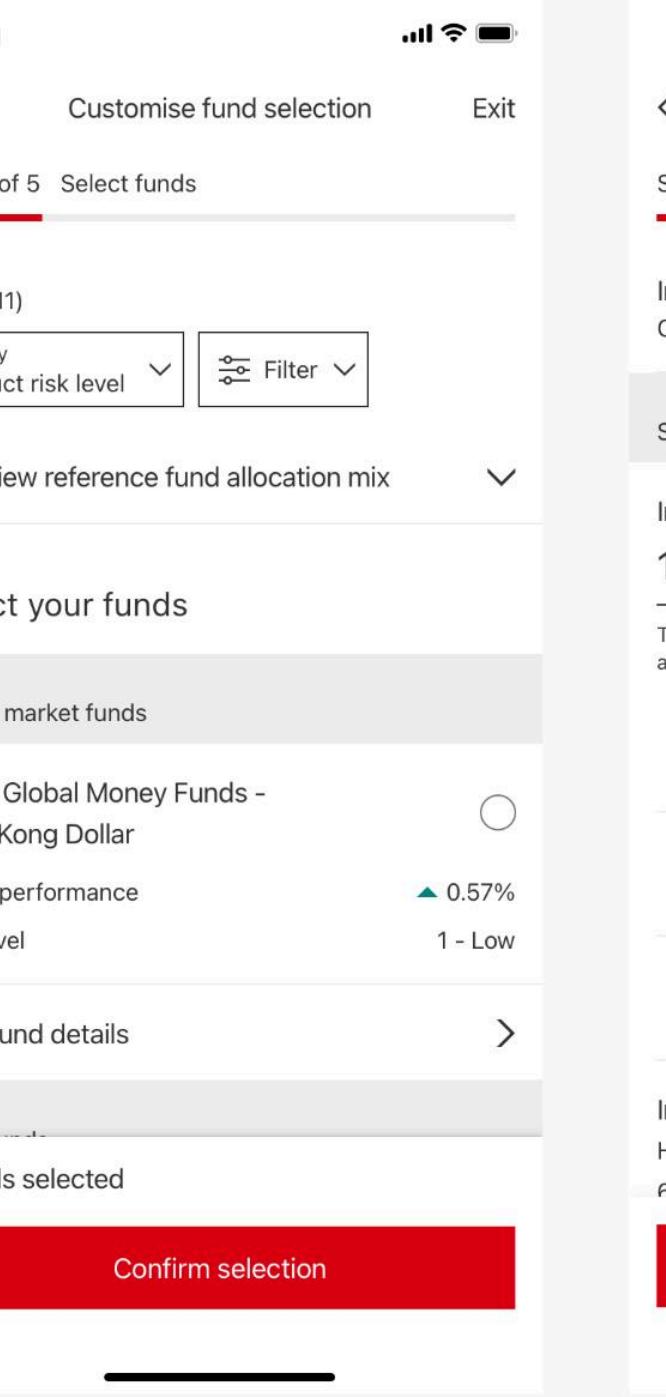
HSBC US Equity Index Fund

4 - Medium to high

Fund allocation (%) 50%

100 of 100% total allocation

Continue



Customise fund selection

Step 1 of 5 Select funds

Fund (11)

Sort by Product risk level Filter

Money market funds

HSBC Global Money Funds - Hong Kong Dollar

1-year performance ▲ 0.57%
Risk level 1 - Low

Equity funds

HSBC US Equity Index Fund

50% allocation 500.00 HKD

HSGC Global Equity Index Fund

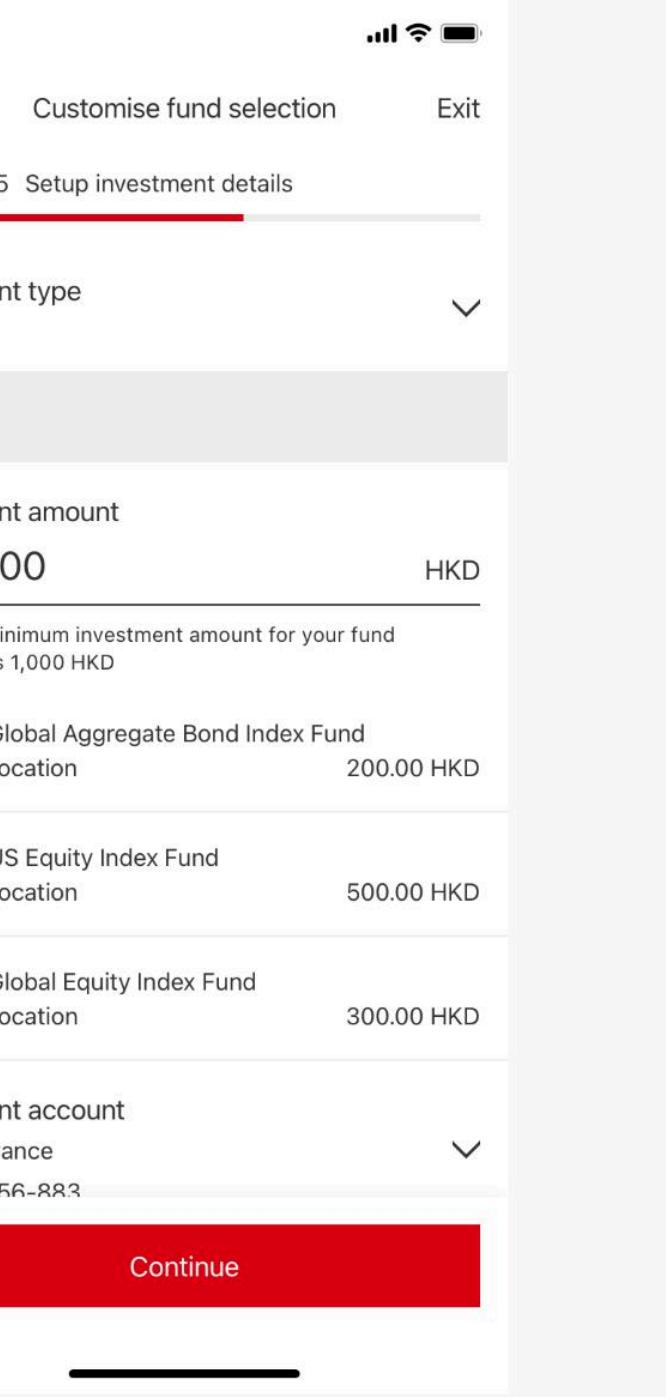
30% allocation 300.00 HKD

Investment account

HSBC Advance 678-123456-888

3 funds selected

Confirm selection



Customise fund selection

Step 3 of 5 Setup investment details

Investment type One-time

Settings

Investment amount 1,000.00 HKD

The total minimum investment amount for your fund allocation is 1,000 HKD

HSBC Global Aggregate Bond Index Fund 20% allocation 200.00 HKD

HSBC US Equity Index Fund 50% allocation 500.00 HKD

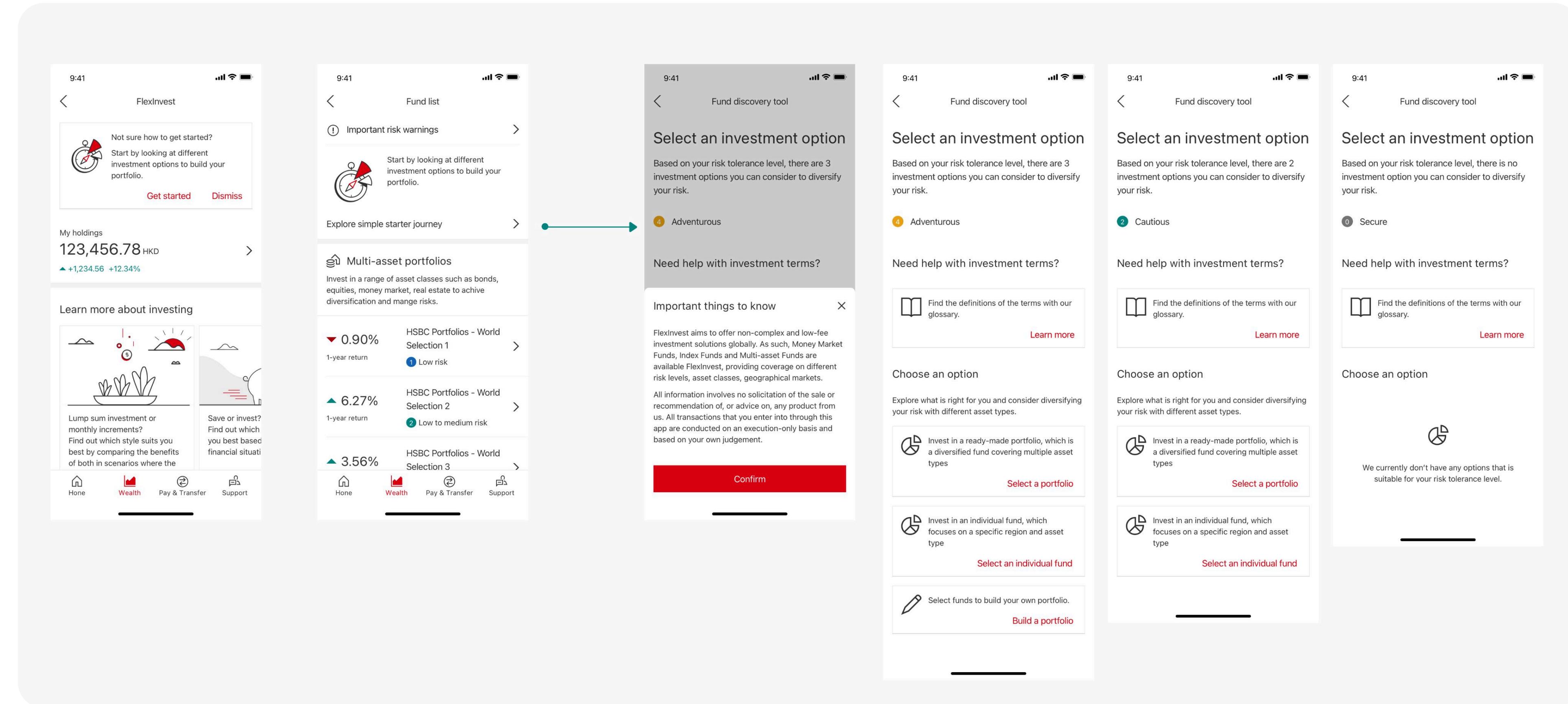
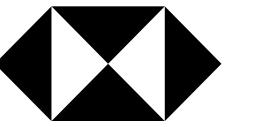
HSGC Global Equity Index Fund 30% allocation 300.00 HKD

Investment account

HSBC Advance 678-123456-888

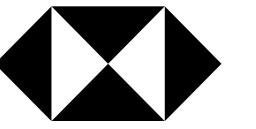
Continue

Key Screens of Simply Stater Journey



Entry Point

There are multiple entry points to let customers enter Simple Starter Journey via Landing and Fund List.



“Do it for me” Journey

It provides ready-made portfolio funds.
Customers can simply choose to invest in a fund
with a default asset allocation based on their risk
tolerance level.

The screenshot shows the HSBC FlexInvest platform interface for the "Do it for me" Journey A. It displays a list of pre-built portfolios on the left, each with a title, 1-year performance, and risk level. A detailed view of a selected portfolio is shown in the center, including its name, risk level, 1-year performance, and key features. On the right, there is a summary of the selected portfolio, including its ID, value, and key features of multi-asset funds. A "View Details" button is visible at the bottom of the detailed view section.

Do it for me (Journey A)
Select a portfolio

HSBC World Selection I
1-year performance: + 1.10%
Risk level: 1 - Low

HSBC World Selection II
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Global Selection II
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Global Selection III
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Global Selection IV
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC World Selection V
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Select Individual Fund
Fund ID: HSBC0001-C-0001-001
Risk level: 1 - Low

HSBC Global Recovery Fund
1-year performance: + 0.00%
Risk level: 1 - Low

HSBC Global Aggressive Income Fund
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Global Emerging Markets Government Bond Index Fund
1-year performance: + 0.00%
Risk level: 1 - Low

HSBC Global Corporate Bond Index Fund
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Core Government Bonds Fund
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Global Equity Index Fund
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Global Bonds Index Fund
1-year performance: + 1.00%
Risk level: 1 - Low

HSBC Global Bonds Index Fund
1-year performance: + 1.00%
Risk level: 1 - Low

To Fund Details

HSBC World Selection VI
123,456 USD
Last price as of 01-Jan-2021

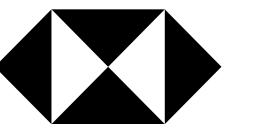
Key features of multi-asset funds

- Aim to replicate stable performance in the long run with a diversified portfolio
- Provides diversification across asset classes and geographical markets
- Can be managed by professional fund managers

HSBC Asset Management as of 01-Jan-2021

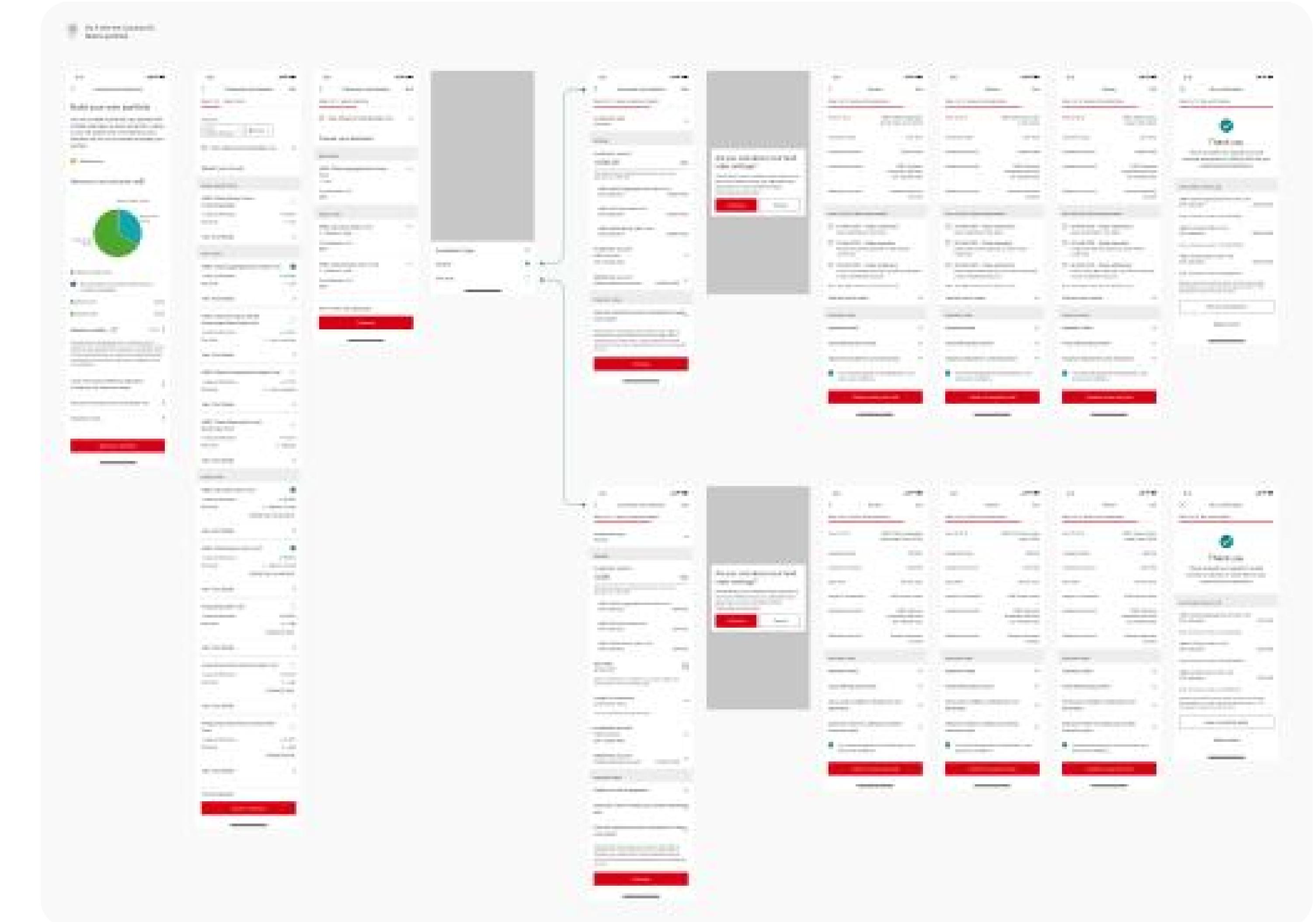
Historical chart

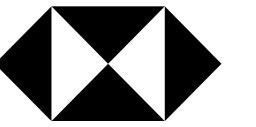
Start Investing! View more



“Do it with me” Journey

It allows customers to build their own portfolio fund. With investment references based on customers' RPQ, it assists customers to make their investment decisions

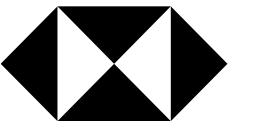




Minor Enhancement

To optimize for more engagement and discovery opportunity, we revised a design for the ready-made portfolio page in “Do it for me” in order to have a better differentiation between portfolio funds and individual funds. Plus, the layout of the page brings more information hierarchy and interaction.

The image shows a comparison between two versions of a portfolio page, labeled 'Before' and 'After'. The 'Before' version on the left displays five 'HSBC World Selection' portfolios, each with a title, a 'View details' button, and a 'Fund level' dropdown menu. The 'After' version on the right shows the same five portfolios, but the 'Fund level' dropdown is removed. Instead, there is a 'User risk tolerance' slider with a 'Higher risk' button, a 'HSBC World Selection 4' section with a 'View performance' button, and a pie chart showing asset allocation. Below the pie chart is a legend with categories: Bonds (15.0%), Equity (35.0%), Options (40.0%), and Cash (10.0%). A large red 'Create account' button is at the bottom.



Results

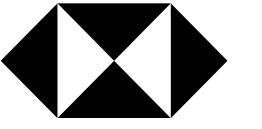
We observed two things to measure success based on fulfilling OKRs in this project.

1. Reduction of drop-off rate

We have observed there is a decrease in the drop-off percentages throughout the journey and pages such as **reducing from around 40% to around 20%**. We expect the situation will get better with further improvements.

2. Increase percentages of the fund purchase

As of June 2022, there is **more than a 10% increase from the fund purchase** from the Simple Starter Journey. We hope the percentage will continue growing with more updates.



Conclusions

There are some points that I learned from this project.

1. Final version is not always ideal

There are always “Imagination VS Reality” scenarios in our design process. The process and outcome of this project are definitely not exceptional. With feedback from various stakeholders, all we can do is to find balanced solutions that serve the needs and meet the requirements from stakeholders. We can only hope for improvements in Day 2 release.

2. Ways of working

The process of this project was quite difficult due to the change of new joiners in the team. With doing design revisions going back and forth because of the potential legal risks, there is a need for us to have a retrospective to find out what caused this to happen, why made it happen, and how to avoid it happening again.

3. Future improvement may be needed

A good product always comes with changes for enhancement. The MVP of Simple Starter Journey is definitely needed to take further actions for a better experience.

Thanks =)