**TomoWork Digital PWD Talent Accelerator**

**By Sumitomo Life Insurance and Temasek Polytechnic**

**Corporate Project by TomoBank**

**Project**

Enhancing Accessibility of TomoBank Connect App by TomoBank

**In Brief**

TomoBank is a market leader in the digital banking space, having pioneered many of the innovative solutions used within the industry today, and has one of the highest customer satisfaction with regards to online banking. One of TomoBank’s flagship product is a mobile phone application available on all major app stores named **TomoBank Connect**, where customers can access a whole range of digital banking services, including setting up on new accounts, bank transfers, loan requests, investments, and mobile payments. The platform also comes with in-built machine learning functions that tracks the bank’s customers usage, making the most commonly used function easily available, as well as make recommendations to help users effectively manage their finances. There is also an in-built chat bot, where assistance will be available 24 hours round the clock.

As a market leader, TomoBank hopes to continually strive to improve and innovate on the TomoBank Connect platform. At the same time, inclusivity is a huge priority for the bank, to ensure that everyone is able to enjoy the features available on the app. As such, the aim of this project is to enhance the user experience when using the app, in particular in the area of increasing accessibility of the app to PWDs. The students will need to work alongside our in-house app development team to understand what is being done at this point, what the market needs, and recommend potential improvements that can be made to the platform. This will include understanding the key features that are within the app, and speaking to key stakeholders (management, existing customers, and customer engagement departments). Students will also be required to engage in market research, to better understand what is being done in other organizations within the region in the space of accessibility. The team will need to present their ideas to key TomoBank management and to distinguished guests during the demo day.

**Objectives**

The objectives of the project are to:

1) Speak to various stakeholders, and conduct market research to identify the missing gaps within the TomoBank Connect app.

2) Provide a set of recommendations on how to improve accessibility and customer experience on the app.

**Duration**

The project is to be completed during the TomoWork Digital PWD Talent accelerator from mid-March 2021 to the end of May 2021, which is approximately 10 weeks.

**Deliverables**

The project deliverables include:

* Provide a market analysis report on current state of the app, and what are the existing market needs
* Provide a set of recommendations on what could be incorporated into the TomoBank Connect Apps to increase accessibility of the app to various PWDs.
* Highlight the projected timeline, the budget and the plan of execution for these recommendations

**Project Guidance & Mentoring**

TomoBank will provide a dedicated project mentor *(senior manager)* who will:

* Give an introduction and brief the team in the first week of the project
* Provide background information, and make the necessary connections within TomoBank for team to get the information they need.
* Check-in with the team every Wednesday via Zoom to clarify their doubts and answer their questions.

**Project Resources**

TomoBank will provide access to internal resources, including designers, app developers and product manager to allow students to understand the various features of the TomoBank Connect app.

**Sample Milestones**

* 1st week: Brief by TomoBank on the project
* 2nd week: Speaking to internal stakeholders, and understand needs of the app, company and customers, and provide a needs summary report
* 3rd week: Research on existing practices within market that promotes accessibility, and provide a list of potential features to add onto platform.
* 4th week: Work with the development team on the feasibility of various recommendations, and bring forward a set of proposed recommendations (2-5 ideas)
* 5th and 6th week: Finalised proposed recommendation with TomoBank
* 7th and 8th week: Work alongside development team to come up with a proposed timeline, budget and execution plan
* 9th week: Presentation to Tomo Bank
* 10th week: Presentation to stakeholders on Demo Day

**References**

We will share more at a later date.

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**About TomoBank** (www.tomobank.com)

TomoBank is a leading consumer digital bank, with presence in 6 different countries around Asia. As a trusted provider of banking services for our clients and businesses around the region, TomoBank integrates digital and fintech solutions, aimed at providing our users a hassle-free banking process no matter where they are. We seek to constantly innovate, and pride ourselves as a market leader in the digital banking space. TomoBank is rated the top digital bank in Asia for the past 5 years, and seeks to continue bringing an inclusive and personalised digital experience to our customers. Headquartered in Singapore, we currently have more than 5000 staff across the entire region.