

From: CEO
To: Product Team
Date: 3/8/2022
Re: New Savings Feature

Team,

The board and I would like to introduce a new savings feature to the iOS app. The feature will let customers save regularly towards a set amount and then let them know when they've met that goal.

We see this as a good way to integrate CBA into customers' lives and make them feel good about saving with us. We had a roundtable this afternoon and the key things we'd like to see are:

- Users are able to set up a regular saving amount daily, weekly or monthly.
- Must be simple to use (remember our goal of being Australia's most accessible bank).
- Users must be notified when they have met their savings goal.
- Users can tell the app what they are saving for, which could link to deals or special offers from partners.
- Lending department is keen to stop users from making purchases using their device if it will prevent them from saving that month/week/day – not sure if this is possible.

Looking forward to seeing how this turns out!

CEO