



Save, Navigate, Challenge and Win

Use SAV NAV to save on the go, or Challenge your friends to win monthly reward points!

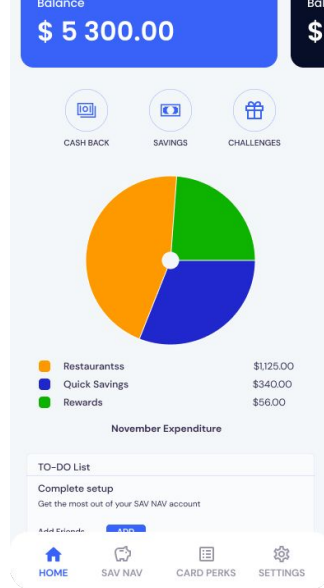
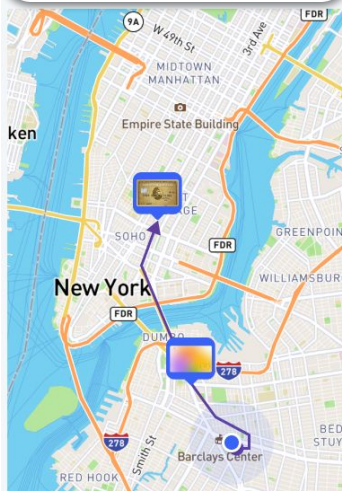


Get started

Looks like you're near a Grocery Store

Groceries

AMEX Gold



SAVNAV

Group 1
Design Thinking Fall 2022

The Team



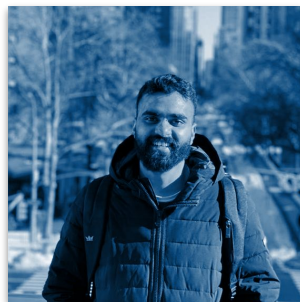
Matahari Herwin*



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Roles:

- ★ UX Researcher *
- ★ Product Designer ^

The Brief

“Define a product or service that
empowers people to play and learn”



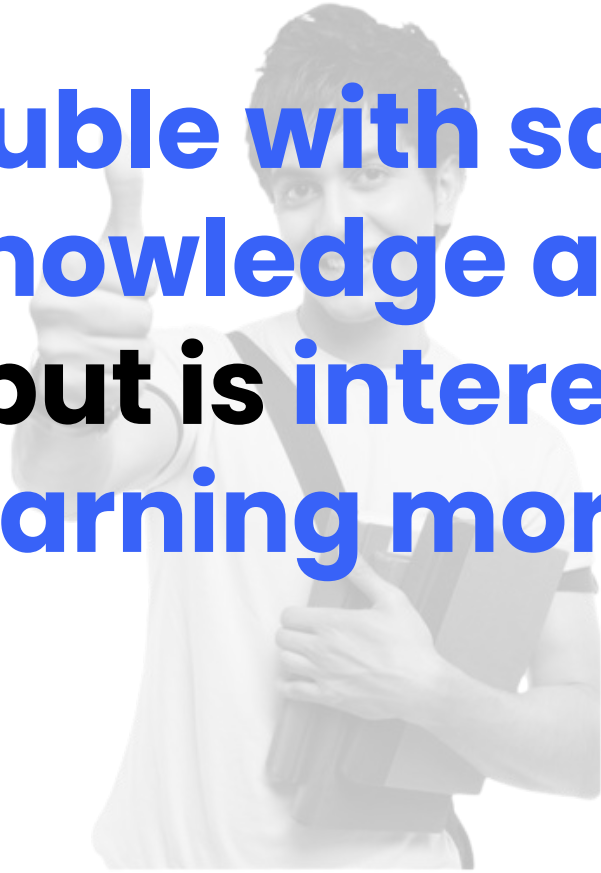
Meet Raj.



**He's 24, a college student in the
US coming from India.**



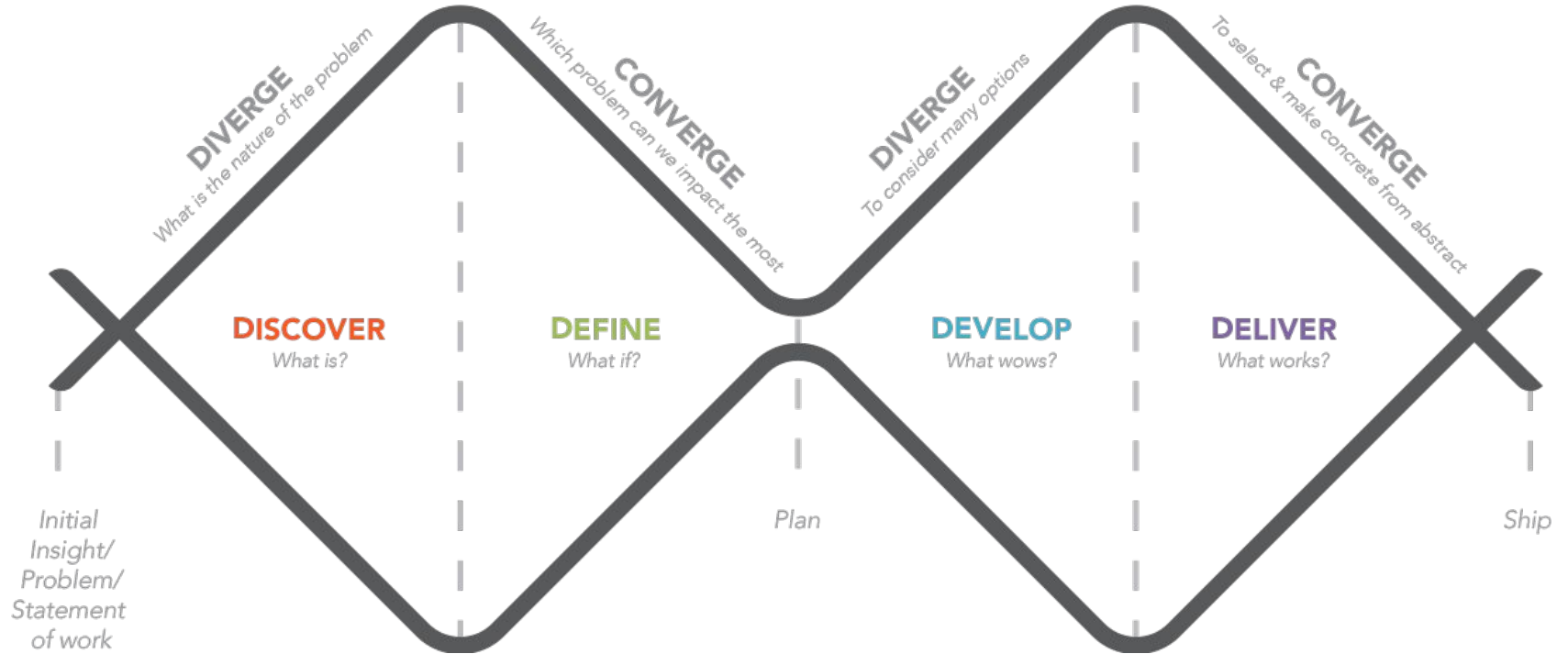
He has trouble with savings and has little knowledge about credit cards but is interested in learning more.



**And he's not the only person
with this problem.**



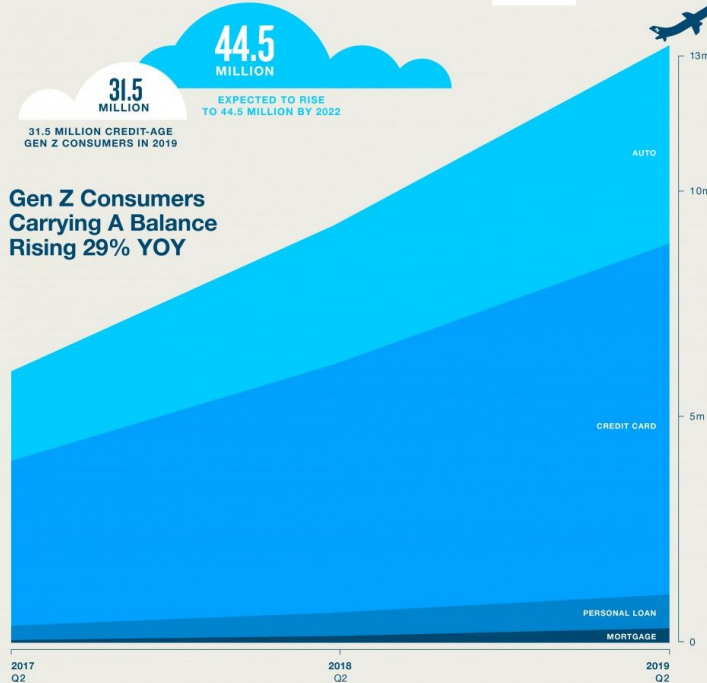
Our Process



THE GEN Z CREDIT MARKET IS TAKING OFF



Gen Z Consumers Carrying A Balance Rising 29% YOY



Number Of Gen Z Consumers Carrying A Balance Growing Quickly And Outpacing Other Generations (from Q2 2018 to Q2 2019)



Mortgage

Gen Z: +112% to 319,000

Millennials: +12% to 14.37 million

Gen X: 0% to 23.76 million

Baby Boomers: -4% to 25.34 million

Silent: -9% to 4.50 million



Auto

Gen Z: +42% to 4.37 million

Millennials: +4% to 26.42 million

Gen X: +1% to 26.02 million

Baby Boomers: -2% to 24.85 million

Silent: -9% to 4.35 million



Personal Loan

Gen Z: +45% to 746,000

Millennials: +14% to 5.61 million

Gen X: +10% to 6.37 million

Baby Boomers: +5% to 5.79 million

Silent: -4% to 1.03 million



Credit Card

Gen Z: +41% to 7.75 million

Millennials: +5% to 38.29 million

Gen X: +3% to 38.27 million

Baby Boomers: 0% to 47.91 million

Silent: -6% to 15.84 million

Source: TransUnion



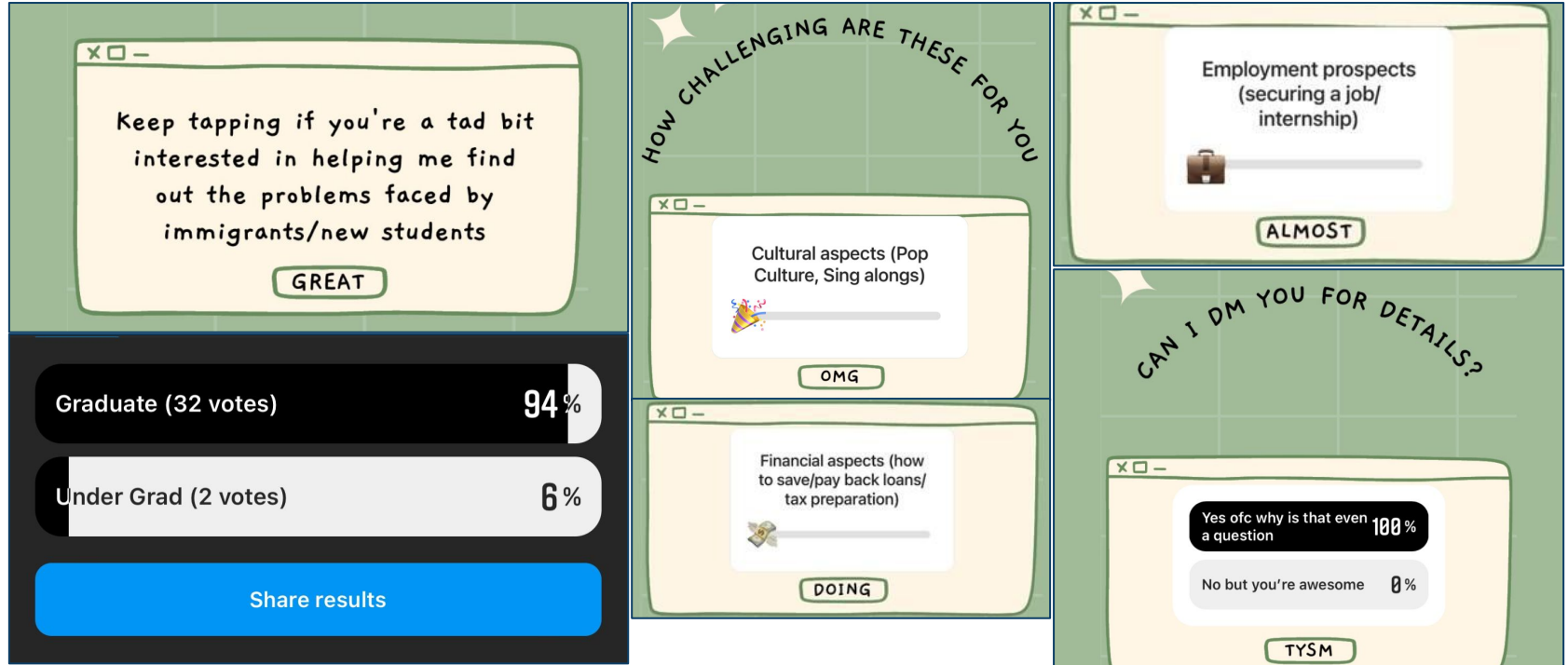
Commercial Insights

“Shopping around for a credit card helped consumers find their best rewards option. 53% of rewards cardholders say they compared multiple credit cards before applying.”

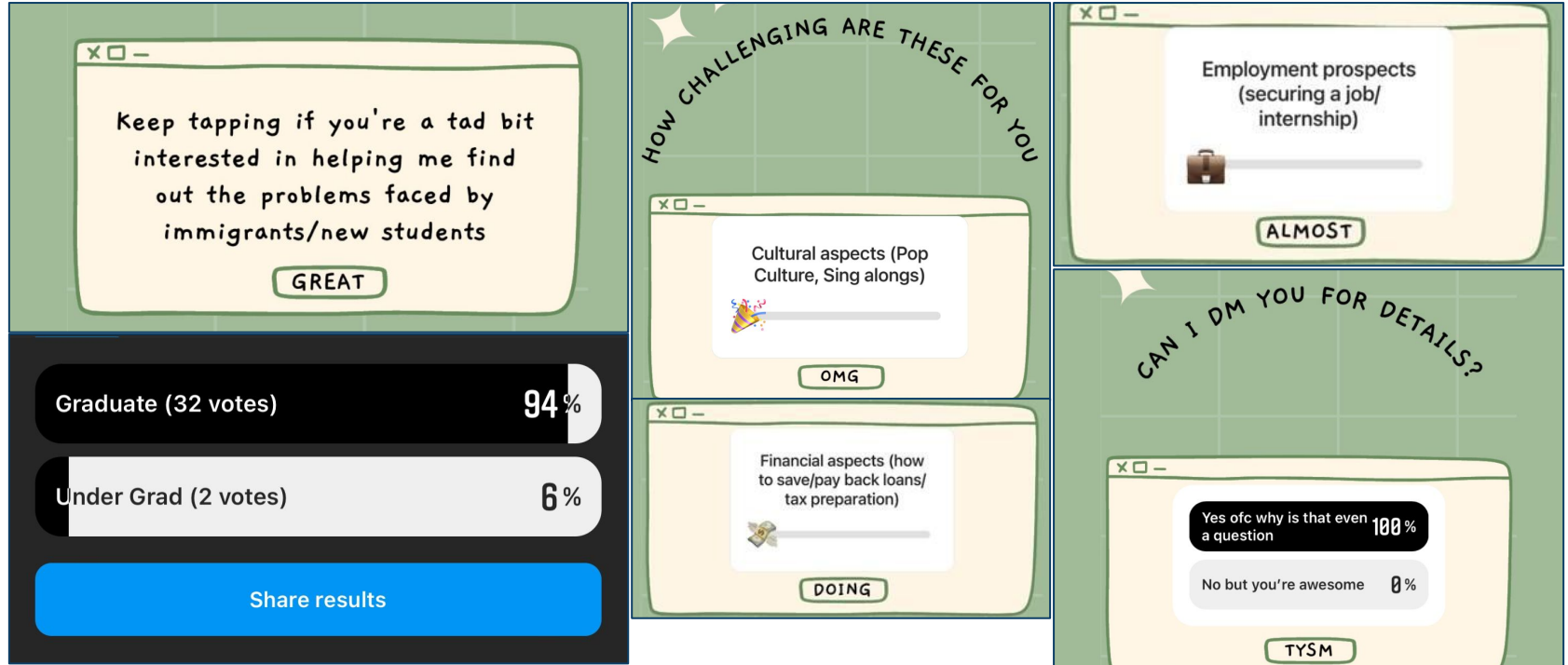
Commercial Insights

- **47% of US adults** have used credit cards **just for rewards**
- **39% are unaware** of the **balance of their rewards**
- Nearly **70% of rewards credit cardholders** are sitting on **unused benefits** (cash back, points and/or miles)
- **40%** of rewards **credit cardholders haven't cashed in** on any rewards in the **past year**

Discovery – Consumer Responses

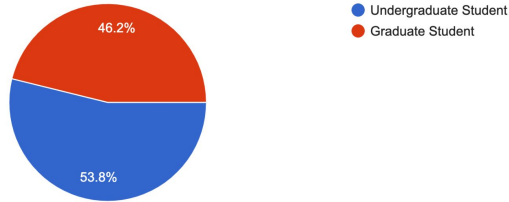


Discovery – Consumer Responses

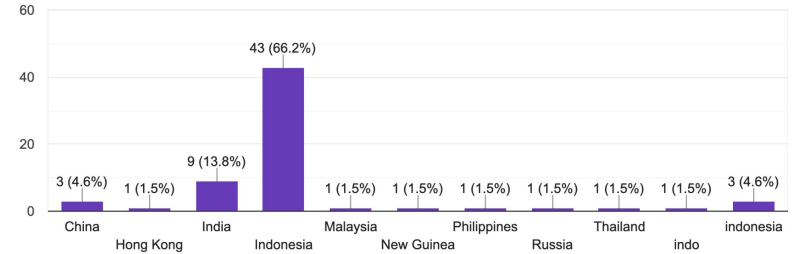


Discovery – Survey Responses

Level of Study
65 responses

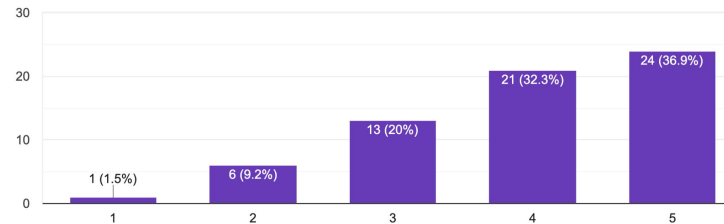


Where are you from? (Country)
65 responses

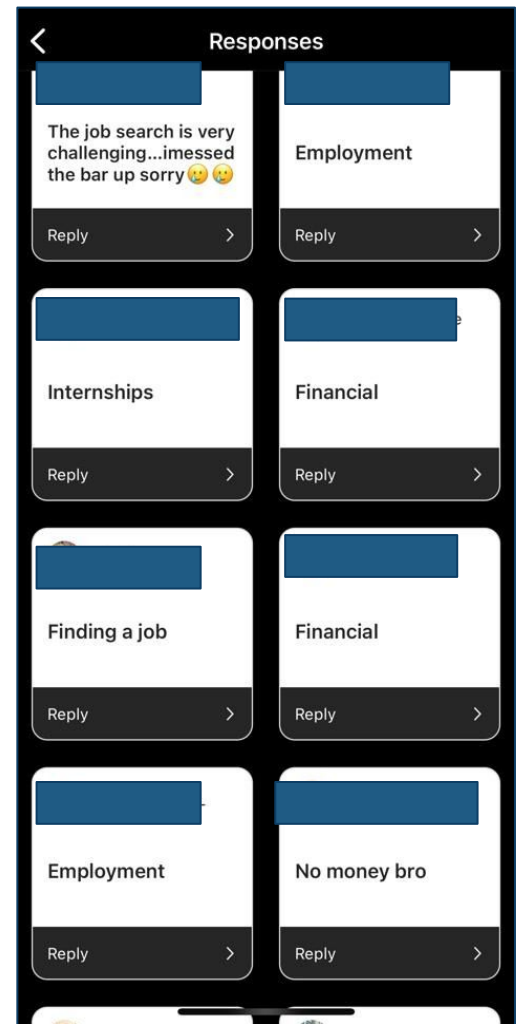
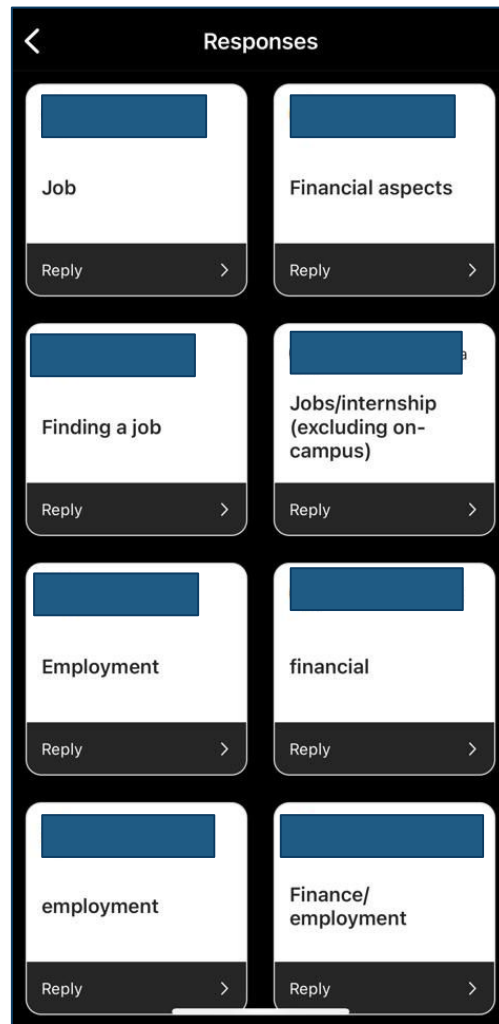


How challenging were the following aspects on a scale of 1-5

Financial (how to save/pay back loans/ tax preparation)
65 responses



Discovery – Instagram Responses



Discovery – Interview Responses

"No budget but have a vision on how much to spend"

"Unaware of the lifestyle inflation"

"Do not always have a good idea about how much I have in bank and different accounts"

"Find the Financial service app provided by the bank useless"

"I wish I knew more about the different credit cards especially the ones with rewards"

"Don't use any app to manage or track spendings"

"It's harder to save than earn"

"Hard to budget monthly expense"

"Worried about my budget since before I started my 1st semester"

Define – Fact, Belief, and Insight

FACT

Students often fail to track and maintain their expenses to meet their financial goals.

ACCEPTED BELIEF

Using apps and analog trackers aide in keeping track of and recording their spending.

INSIGHT

The money available on your bank account is not the money that you have available to spend.

Define – Fact, Belief, and Insight

FACT

Each credit card has various reward systems.

ACCEPTED BELIEF

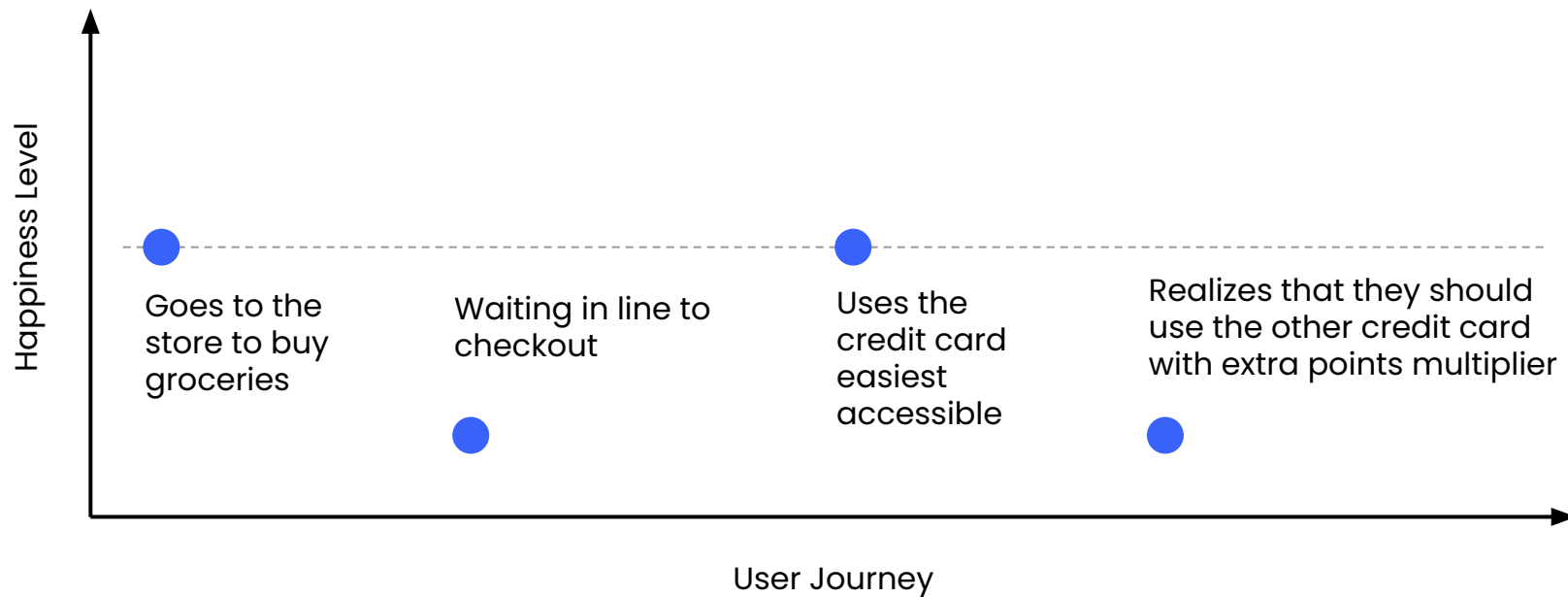
Using credit cards provide cash rewards and benefits.

INSIGHT

People feel excited when they see the amount of rewards on their cards, yet many fail to maximize the use of the rewards.

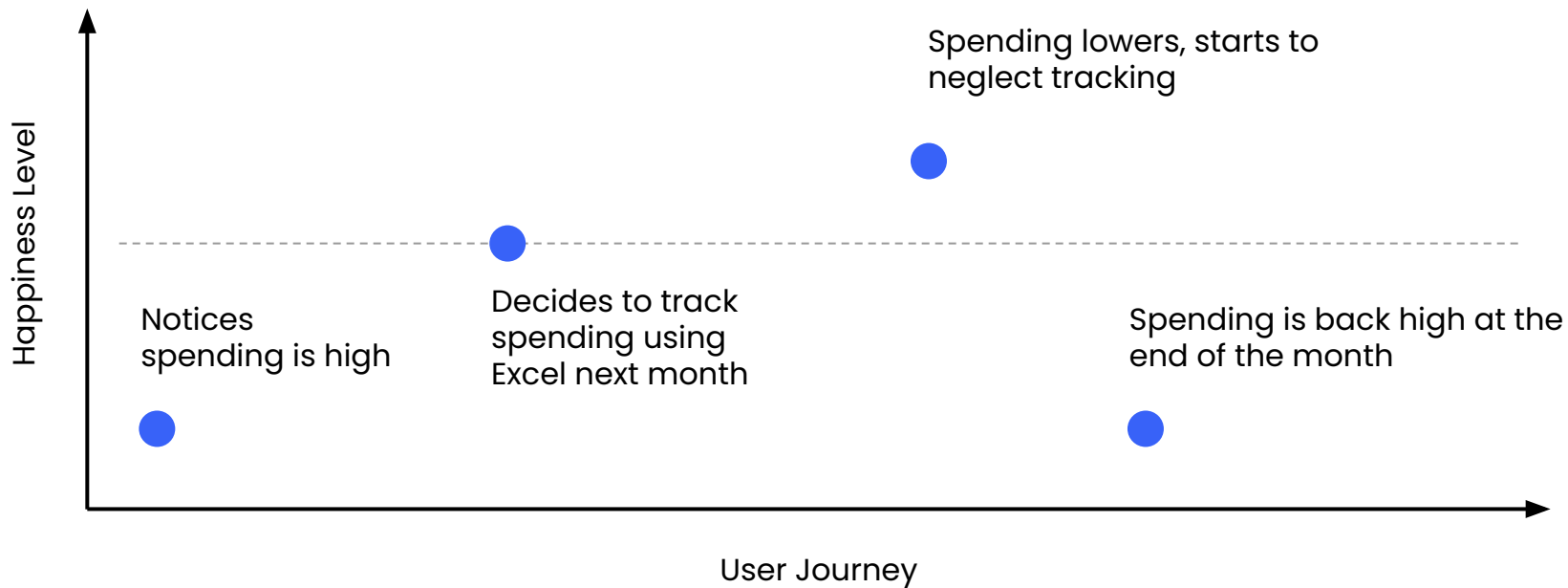
User Journey

Case 1: User is not sure which card to use to maximize points.



User Journey

Case 2: User has problems tracking their spending.



Our Solution

SAVNAV

Save More, Think Less

Save more, spend less, and take control of your financial life with SAVNAV. Our mobile app makes it easier for you to learn, save, and interact with friends at the same time.

Problems We Are Trying to Solve

01

Financial illiteracy

02

Inconvenience of
choosing between
multiple cards

03

Spending habits

Our Mission

To provide students with financial literacy and proper ways to use credit cards with our reward tracking application.

What we do – Providing financial knowledge and a way for users to save using interactive methods all in one place.

How we play – Recent graduates and current students who have limited financial knowledge and want to learn more about saving money in a fun way.

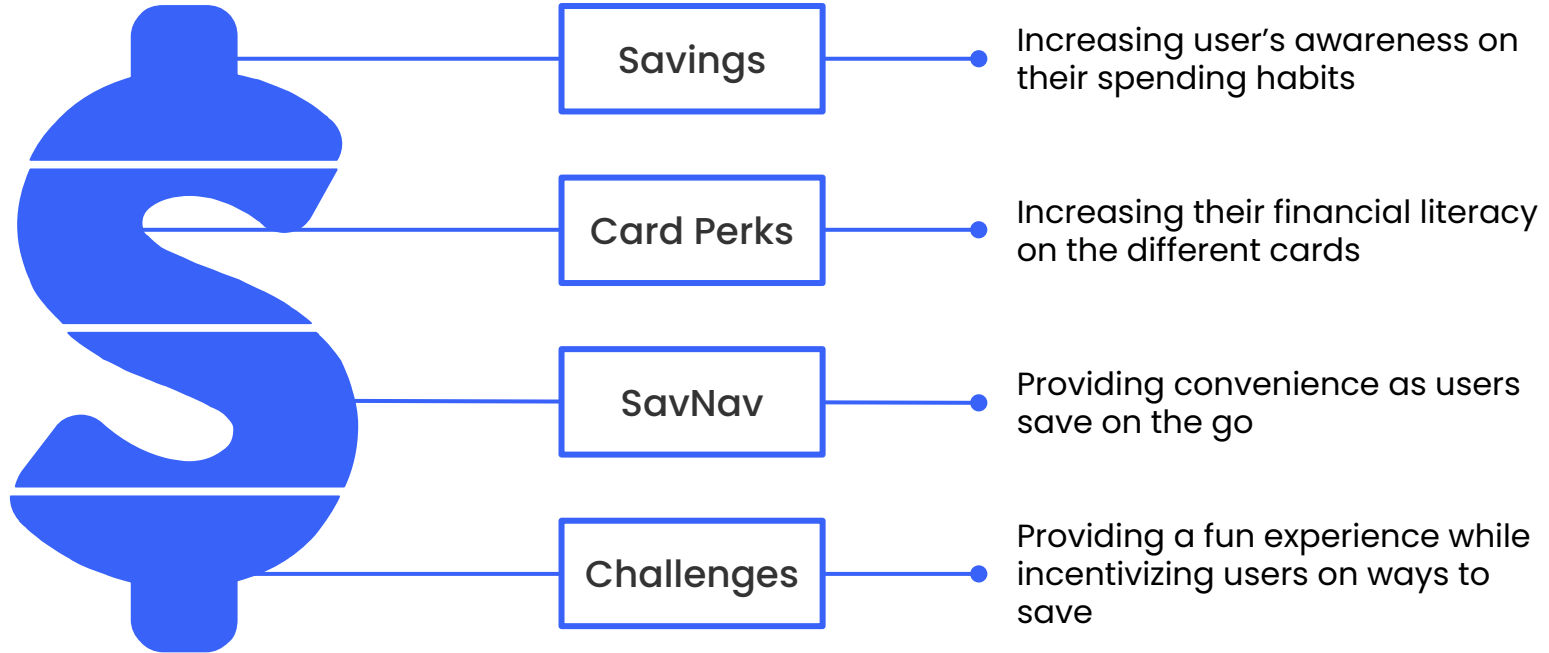


Our Vision

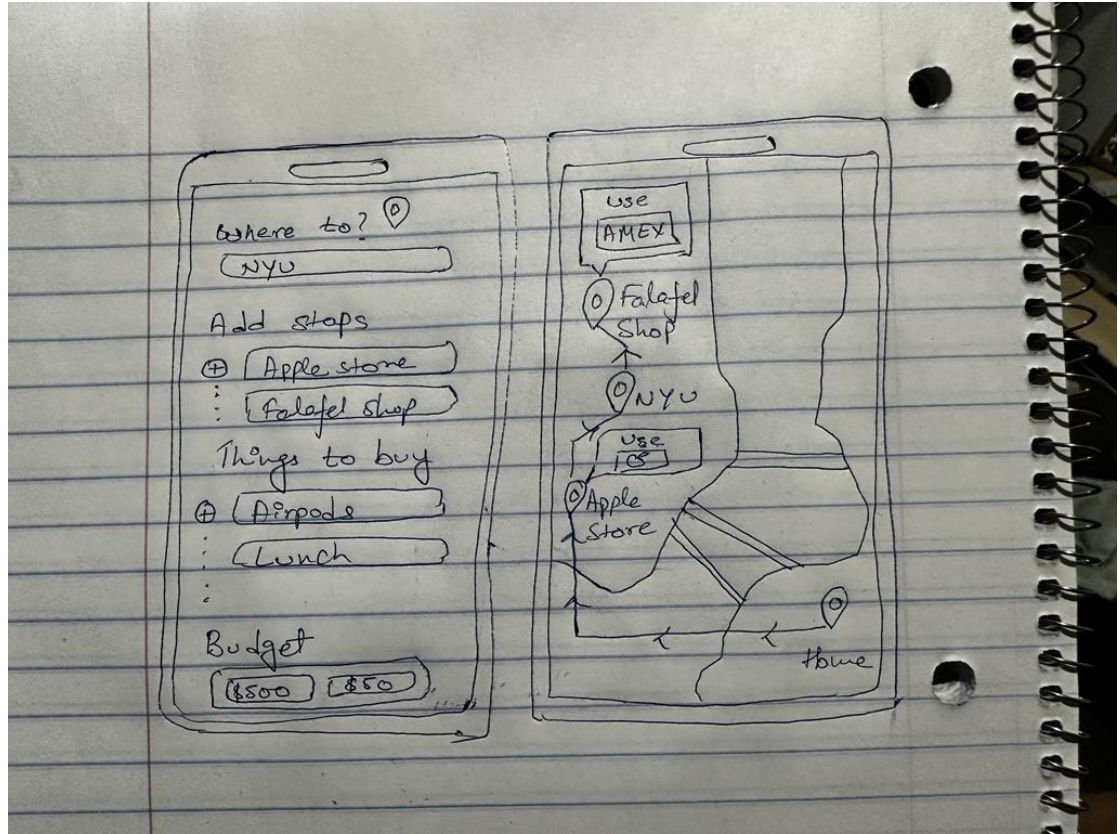
To create a financial ecosystem where students and early professionals become money savers and leaders with a twist of bite-sized challenges, all in a one-stop navigation app.

How we win – It's more than an app, it's about making savings and increasing your financial knowledge fun with challenges and interactivity.

How SavNav Works



Lo-Fi Prototypes



Lo-Fi Prototypes

Where to?

NYU

Add stops

+ Apple Store

⋮

Falafel Shop

Things to Buy

+ AirPods

⋮

Lunch

Enter Budget

- \$250 +

Where to?

NYU

Add stops

+ Apple Store

⋮

Falafel Shop

Things to Buy

+ AirPods

⋮

Lunch

Enter Budget


- \$250 +

Explore Challenges


☐ All ☐ Take out ☐ Bars ☐ Food ☐ coffee

Available For you

NO TAKE OUTS

 12 Days left

NO UBERS

 3 to complete goal

Try it with us!



Business Insights

- The global virtual cards market size was **valued at \$281.22 mn in 2021** and is projected to grow to **\$1,893 bn by 2031**
- Personal Finance Mobile App Market is expected to grow fast in 2021-2031, as over **70% of the smartphone users are shifting towards finance apps**

Appendix

Discovery – Consumer Interview Guide

Do you have a credit card? Why or why not? If yes, how do you manage your spending to budget yourself and make sure you pay on time & don't pay interest?

How do you feel about your ability to manage your own finances?

Do you track your spending? Why or why not? If yes, how?

Are you planning on getting a credit card? What is something that you'd like to know before you apply for one?

Where do you feel your money goes the most? What are your spending habits?

How interested are you in increasing your financial knowledge/literacy? Why or why not?

What do you think is the most important to achieve financial stability?

Where/who do you go for financial advice?

Do you use any apps to manage your finances? If so what are those and why?

How far do you think when you manage your money?

What do you think is the biggest difficulty in case managing finances and setting financial goals?

How was the experience has been until now to find employment? Or

How confident are you about finding a job? why?

If you did find a job, how was the process? Are there any difficulties you faced?

Are you aware of all the on-campus employment services?

What are the career services that you are aware of?

What are the career services you use? Do you find them helpful?

How did this service help you in your career?

Do you think that your school could do a better job in explaining job prospects and the immigration process for employment for international students?

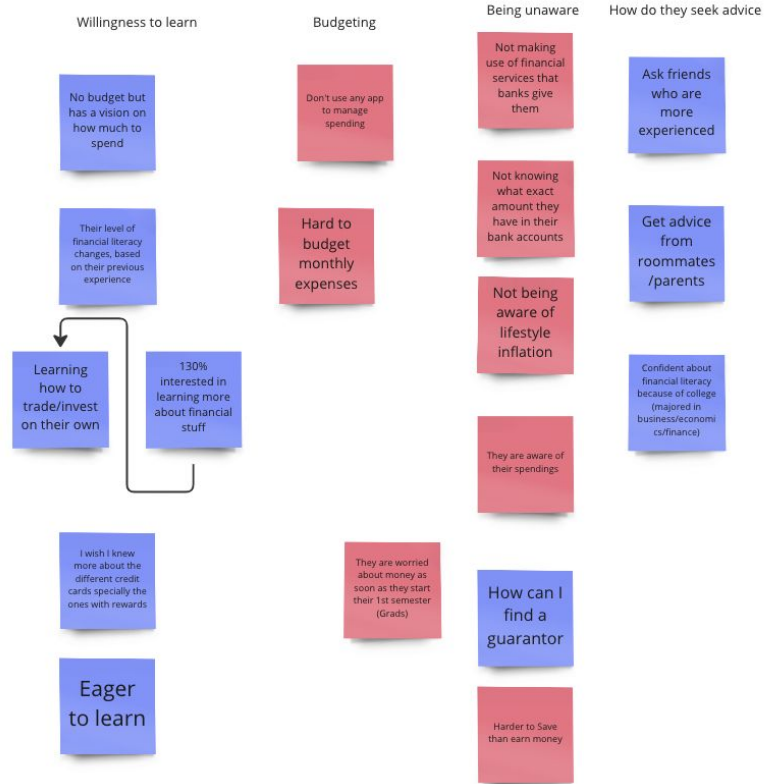
Are you aware of the opportunities/sponsorships available to international students after OPT?

What do you know about the H-1B visa process?

Are you interested in working in the US after graduating? Why or why not?

What platform do you use for job searching?

Finance



Employment

