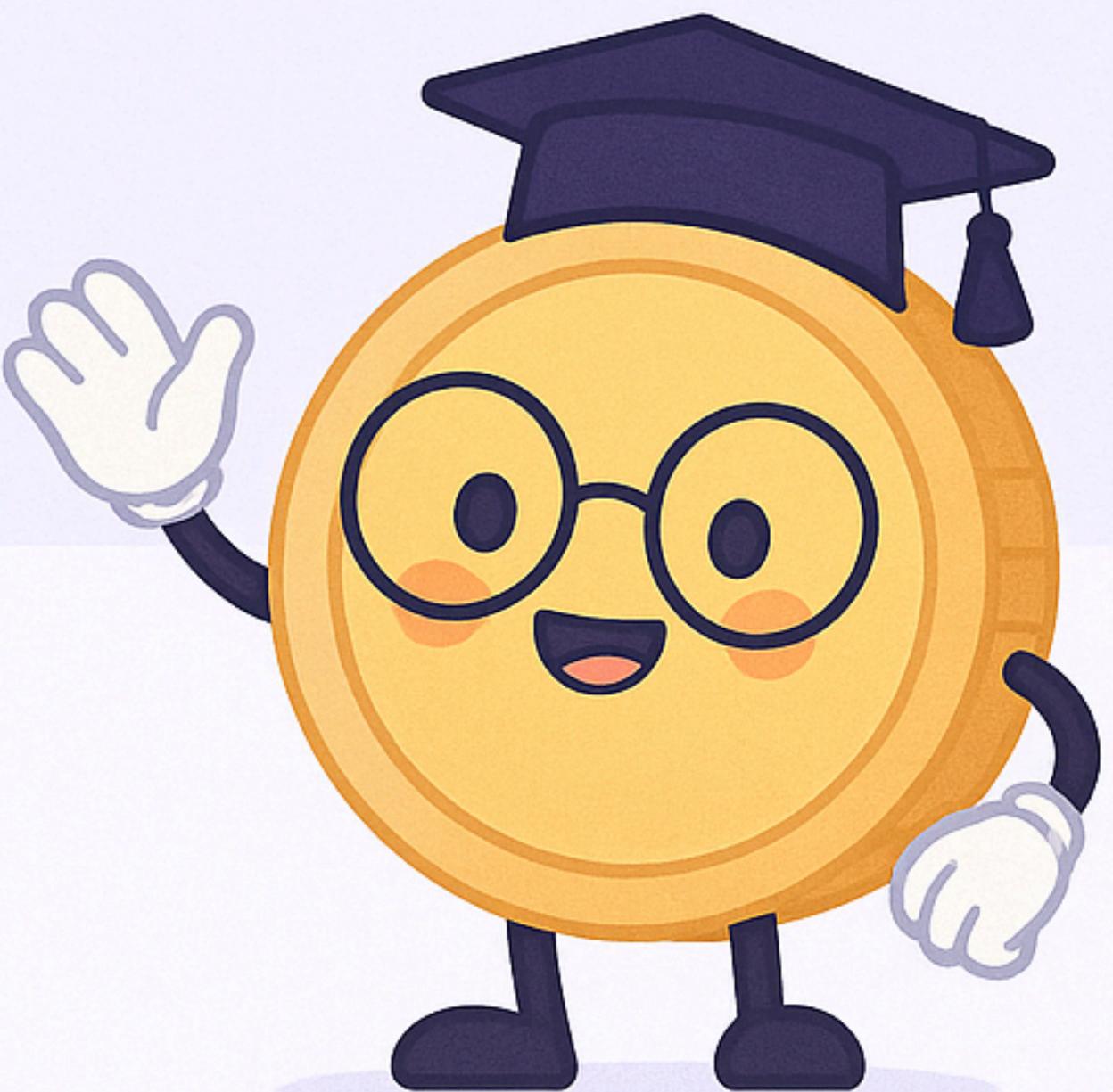


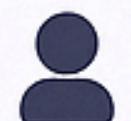
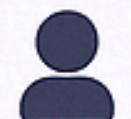


CredWise: Growing Credit, Growing Confidence

Bridging student needs with risk-aware,
education-driven lending



Team Prodigy X Product Space:

-  Yamini Meshram
-  Jayant Pahwa

LENDING VIA BNPL FOR COLLEGE STUDENTS



Context

Apps like Slice and LazyPay offer BNPL to young users, including college students. While access to credit is growing, the lack of financial literacy can lead to overspending and poor financial habits.



Problem

Design a BNPL feature specifically tailored to college students that:

- Has strong spending limits
- Provides financial education-first nudges
- Features a risk-aware, transparent UX



Goal

Balance growth with responsibility. Build a student-first BNPL that educates, protects, and empowers young users while ensuring product viability.





Understanding the BNPL Landscape



App	Key Offerings	USP	Cons	Target Audience
Slice	UPI, instant credit, sleek UI	Speed + UI	Limited onboarding	Young professionals
ZestMoney	EMI options, no credit card needed	Accessibility	Assumes prior credit experience	Salaried individuals, some students
KreditBee	Personal loans, BNPL, quick approval			Blue-collar workers, young earners
LazyPay	Postpaid BNPL low friction	One-click checkout	No guardrails for students	General youth



User Research & Segmentation

Understanding Our Users

We conducted qualitative interviews with 12 students across 6 diverse campuses in India. The objective was to explore financial behaviors, credit attitudes, and emotional triggers around borrowing.



Key Segments Identified:



Hustlers

Part-time working students
Use BNPL to bridge income gaps or invest in skill-building



Budget-Conscious

Students on strict monthly allowances
Need help with budgeting and controlled spending



Social Spenders

Spend influenced by peers, trends, FOMO
Value instant gratification and social



Emergencies-Only

Rarely spend unless it's for urgent needs (health, family)
Extremely cautious with credit



Meet Our Core Users

Our user research helped us distill three primary student personas. Each represents a major behavioral segment in our target audience, helping us empathize with needs, goals, and pain points.

Budget: ₹4,000/month

Riya



Age: 20 | B.Tech Student

Spending Pattern: Buys academic books, food occasionally

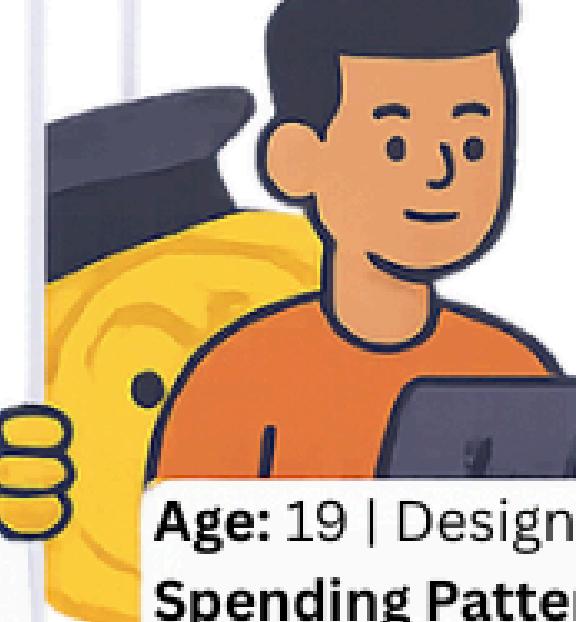
Goals: Wants to build a strong credit history early

Traits: Disciplined, financially cautious

Needs: Transparent BNPL system with credit education

Budget: ₹8,000/month

Aryan



Age: 19 | Design School

Spending Pattern: Subscriptions, tech gadgets, short travel

Goals: Avoid borrowing from friends

Traits: Independent, tech-savy, design-aware

Needs: Clean UX, clear repayment system, autonomy over limits

Budget: ₹6,000/month

Neha



Age: 21 | B.Com Final Year

Spending Pattern: Mostly on class -es, essentials, health emergencies

Goals: Learn to manage money while supporting family

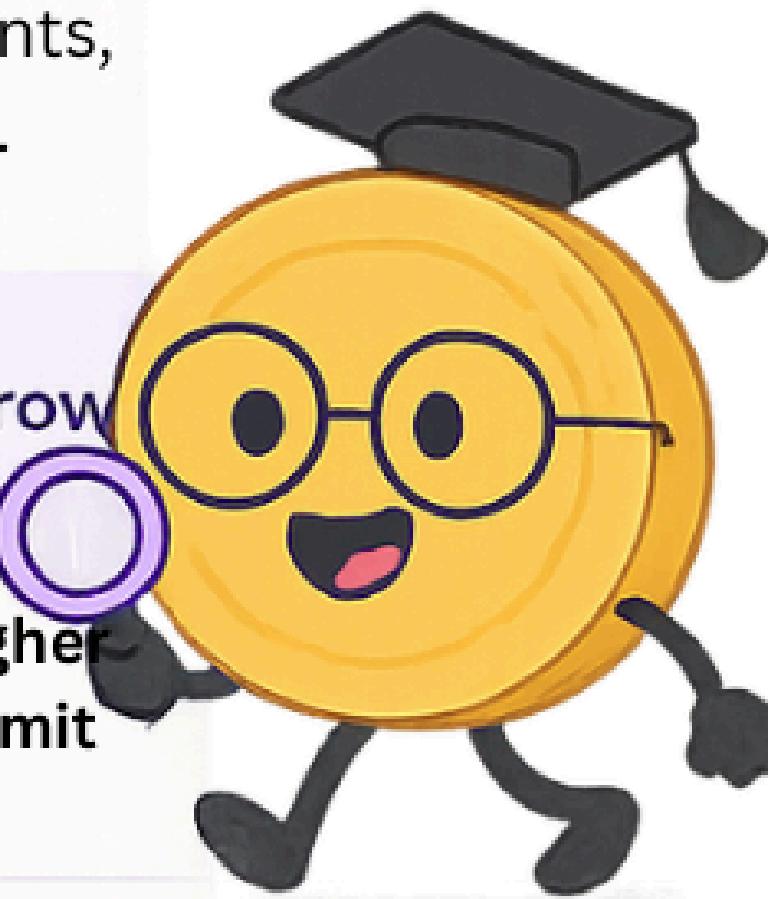
Traits: Responsible, under financial pressure

Needs: Safety controls, reminder nudges, parental trust

Mapping the Student BNPL Experience

Visualize the end-to-end journey of a typical CredWise user from discovery to credit growth. Each stage includes user actions, touchpoints, emotions, and common pain points that inform product opportunities.

	Discover	Onboard	Use	Repay	Grow
Actions	Sees ad, downloads app	Signs up, inputs student ID	Makes first purchase	Emi due date arrives	Gets higher credit limit
Touch points	App Store, social media	App UI	Checkout flow	Push notifications	In-app dashboard
Pain points					
	Trust barrier, worries about data misuse	Too much jargon, no guidance	Spends impulsively, no reminders	Forgets due date, limited alerts	Unclear why limit increased





Key User Frictions & Product Focus Areas

We mapped user pain points across their journey and prioritized them based on impact and frequency using user interviews and usability testing. This helped us scope MVP features and user experience goals.



Pain Point	Impact	Frequency	Priority
Lack of credit education	High	High	● High
No visual spending feedback	Medium	High	● Medium
No accountability mechanism (defaults)	High	Medium	● High
Overwhelming UI for first-time users	Medium	Low	● Low

⇄ Matching the Right Features to the Right Frictions

We mapped our top pain points to core solution features – building around user needs with feasibility and impact in mind. This mapping helped drive our MVP scope.



Problem	Solution Feature
No financial literacy	🎓 EduNudge: Gamified micro-learning
High risk of default	📊 Risk Meter + Soft Penalties
Impulsive spending	⌚ Spending Health Dashboard
Low trust + new to credit	🧩 Tiered Onboarding with low initial limit

SmartStart BNPL: Designed for Financial Growth & Safety

CredWise introduces ‘SmartStart’ – a BNPL ecosystem tailored for student needs, blending credit access with responsible nudges.

💡 Features in SmartStart:

1. Tiered Credit Limits
2. EduNudge Learning System
3. Spending Health Dashboard
4. Green-Red Risk Meter
5. Soft Penalties + Interventions
6. Goal-Based Spending Mode
7. Guardian Mode
8. Responsible Rewards System

We'll walk through each feature in the next slides – showing what it does, the user problem it solves, and how we designed it for trust, learning, and control.



Onboarding Flow – Setting the Right Tone Early

Sets the tone with a student-first message (“Credit smart, grow wise”), guiding users through CredWise’s key value props: early credit building with low limits, gamified financial learning via EduNudge, and tools for responsible, goal-oriented spending—all wrapped in a warm, flexible UX.

The image displays four mobile screen mockups arranged horizontally, representing a user's progress through the CredWise onboarding flow. Each screen has a light purple header bar with a dashed progress bar at the top. The screens are white with dark blue call-to-action buttons at the bottom.

- Welcome to CredWise**
Credit smart, grow wise. Your student-first BNPL solution designed for financial success.
[Continue →](#)
[Skip](#)
- Build Credit History**
Start building a positive credit history while still in school with manageable limits.
[Continue →](#)
[Skip](#)
- Learn As You Earn**
Complete quick educational modules to increase your credit limits and financial knowledge.
[Continue →](#)
[Skip](#)
- Shop Responsibly**
Get what you need now with clear terms and tools that help you stay on track.
[Get Started →](#)

Student Verification

Let's verify your student status to get you started

Full Name

Your full name

School Email

your.name@school.edu

Student ID Number

Your student ID number

Upload Student ID

↑ Upload ID

Invite a Guardian

Optional: Add a parent or guardian for extra accountability

Continue →



Student Verification Flow

Collects key details (name, school email, student ID) and ID proof to confirm student status, with an optional guardian invite for added trust and accountability. Keeps the process clear and friendly to reduce friction.



Verification Submitted Pop-Up

Confirms successful submission with a simple message—“Your information has been submitted for verification”—offering reassurance and setting expectations for next steps.

Invite a Guardian

Optional: Add a parent or guardian for extra accountability



Guardian Email

guardian@email.com

Continue →

Verification submitted

Your information has been submitted for verification.

Set Your Goal

Tell us how you plan to use CredWise. This helps us tailor your experience.



Essentials

Necessary purchases for school and daily life
Examples: Textbooks, school supplies, groceries



Emergencies

Unexpected costs that can't be delayed
Examples: Laptop repair, medical expenses, car fixes



Lifestyle

Non-essential purchases for quality of life
Examples: Concert tickets, dining out, clothing

Continue →



Goal Selection Flow

Allows students to choose between Essentials, Emergencies, or Lifestyle as their primary use-case—helping personalize features, limits, and nudges based on intent. Keeps examples visible to guide thoughtful selection.



Goal Selected Pop-Up

Confirms the chosen goal with a friendly message like “You've selected emergencies as your goal,” reinforcing clarity and personalization before moving forward.

Goal saved

You've selected emergencies as your goal.



Credit Basics: Quick Intro

Let's take a quick 2-minute lesson on the basics of credit and BNPL before you start. This will help you make smarter financial decisions.

[Start Quick Lesson](#)

BNPL Basics

Buy Now, Pay Later (BNPL) lets you split purchases into smaller payments, usually in 4 installments.

Key things to remember:

- Only use BNPL for planned purchases you can afford
- Missing payments can result in fees and credit score impacts
- Set payment reminders to avoid late payments
- Don't open multiple BNPL accounts at once
- Pay attention to total costs, not just small installments

CredWise is designed to help you build responsible credit habits while in school.

[Take Quick Quiz](#)

Edit with Lovable

Question 1 of 3

What is BNPL?

A credit card alternative
 Buy Now, Pay Later - a payment method that lets you split a purchase into installments
 A student loan option
 A banking app

[Next Question](#)

Edit with Lovable

Question 2 of 3

What happens if you miss a BNPL payment?

Nothing, you can pay whenever
 You might be charged late fees and it could affect your credit score
 Your account gets deleted
 You get a warning only

[Next Question](#)

Edit with Lovable

Question 3 of 3

What's a good practice when using BNPL?

Maxing out your credit limit on non-essentials
 Only buying things you could afford to pay for in full
 Opening multiple BNPL accounts at once
 Ignoring the payment schedule

[Finish Quiz](#)

Edit with Lovable



Lesson Complete!

You scored 3 out of 3

EduNudge Completed
You've unlocked your initial credit limit

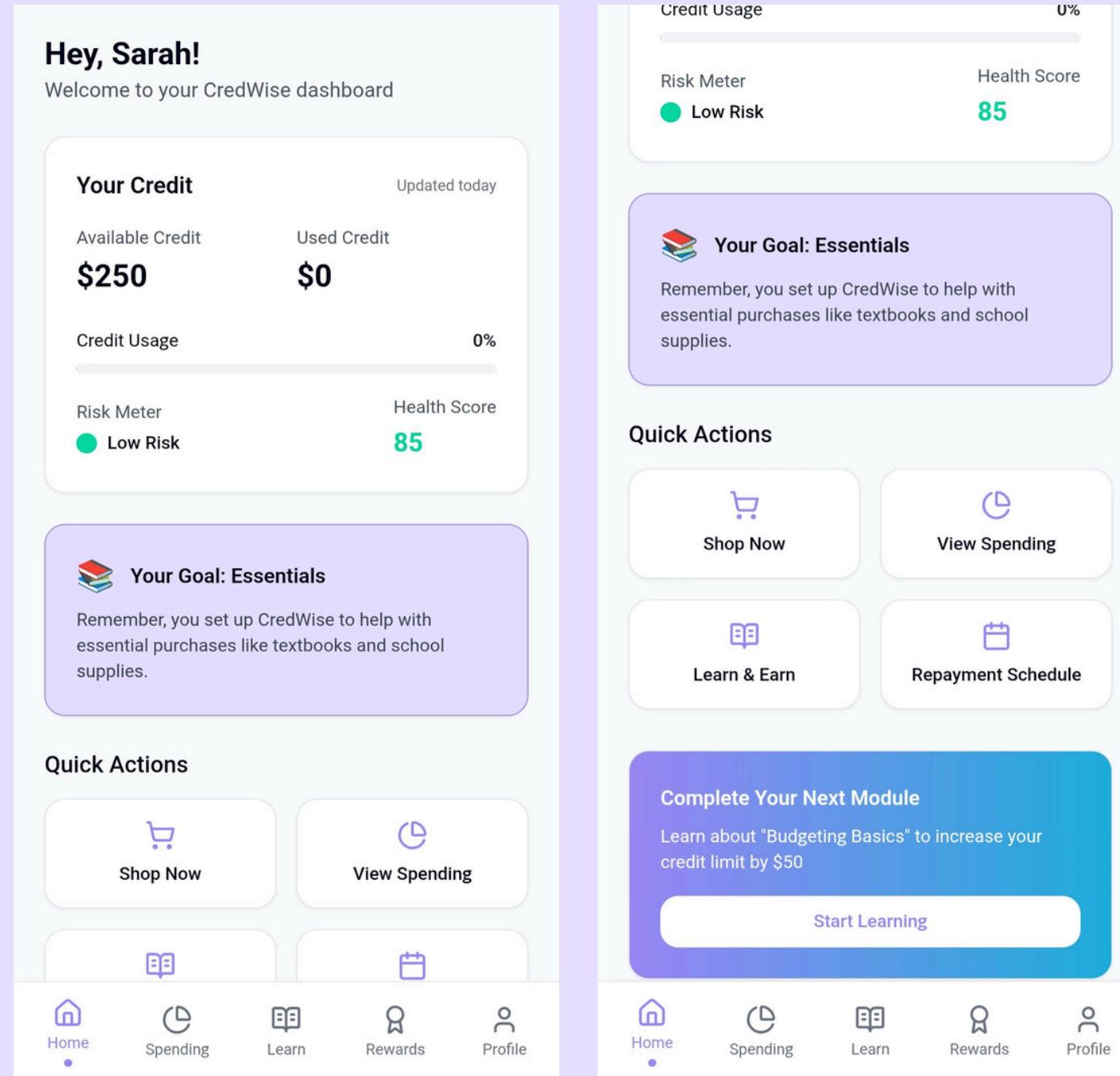
[Continue to Dashboard →](#)

Edit with Lovable

EduNudge Micro-Learning System

Gamified, bite-sized modules teach essential financial skills—and as students learn, they unlock higher credit limits and safer usage, blending education with tangible rewards.

CredWise Dashboard Overview



- Spending Health at a Glance: Shows current credit usage, upcoming payments, and overall financial health through a simple, color-coded interface (**green** = safe, **red** = caution).
- Progress & Rewards Tracker: Displays credit tier, EduNudge completion, and earned rewards—motivating students to stay on track.
- Action Nudges: Smart prompts like “Complete a module to raise your limit” or “Consider paying early” help reinforce positive behavior.

Spending & Learn Tabs Overview

- Helps students track their recent transactions, repayment deadlines, and available credit. Includes smart insights like “You’ve spent 60% on lifestyle—consider prioritizing essentials.” This promotes real-time reflection and nudges toward responsible behavior.
- Hosts short, gamified lessons on topics like credit scores, interest, and budgeting. Completion unlocks credit limit upgrades and badges—making learning both rewarding and integral to growth on CredWise.

Your Spending
Track your purchases and repayments

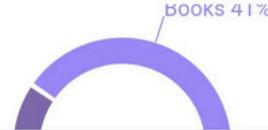
Total Spent **\$322.34** Remaining Credit **\$177.66**

Spending Health Score **85**
Overall Health **85%**
Your spending is on track with your goals. Keep maintaining responsible spending habits.

Upcoming Due Date
You have a payment of \$45.67 due on May 28, 2025

[Breakdown](#) [Payments](#)

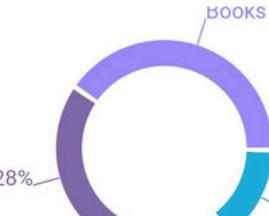
Spending by Category



Category	Amount
Books	\$132.45
Electronics	\$89.99
Supplies	\$54.23
Food	\$45.67

[Home](#) [Spending](#) [Learn](#) [Rewards](#) [Profile](#)

Spending by Category



Category	Percentage
Books	41%
Electronics	28%
Supplies	17%
Food	14%

Recent Transactions

Description	Amount
College Physics Textbook	\$89.99
Scientific Calculator	\$34.99
Campus Cafe	\$12.45

[Home](#) [Spending](#) [Learn](#) [Rewards](#) [Profile](#)

Upcoming Due Date
You have a payment of \$45.67 due on May 28, 2025

[Breakdown](#) [Payments](#)

Repayment Schedule

Date	Amount	Status
May 28, 2025	\$45.67	Upcoming
June 11, 2025	\$45.67	Upcoming
May 14, 2025	\$45.67	Completed
April 30, 2025	\$45.67	Completed

Recent Transactions

Description	Amount
College Physics Textbook	\$89.99

[Home](#) [Spending](#) [Learn](#) [Rewards](#) [Profile](#)

Learn & Earn
Complete modules to increase your credit limit

Your Progress **1/5 Completed**
You've earned \$50 in credit limit increases so far!

Ready for your next lesson?
Complete "Budgeting Basics" to increase your credit limit by \$50
[Start Lesson](#)

All Modules

Module	Status
Credit Basics	Completed
Budgeting Basics	Pending

[Home](#) [Spending](#) [Learn](#) [Rewards](#) [Profile](#)

Duration: 5 min ↗+\$50 credit
[Review Lesson](#)

Budgeting Basics
Create a student budget that works for you
Duration: 7 min ↗+\$50 credit
[Start Lesson](#)

Smart Spending Habits
Tips for responsible purchasing decisions
Duration: 6 min ↗+\$75 credit
[Complete previous modules to unlock](#)

Planning for Repayments
Strategies to never miss a payment
Duration: 8 min ↗+\$75 credit
[Complete previous modules to unlock](#)

Building Your Credit Score
How BNPL can help build your future credit
Duration: 10 min ↗+\$100 credit
[Complete previous modules to unlock](#)

[Home](#) [Spending](#) [Learn](#) [Rewards](#) [Profile](#)



Rewards & Guardian Mode Overview

Your Rewards
Track your achievements and partner discounts

Your Badges
Unlock more badges by using CredWise responsibly and completing educational modules! 3/6

Badges **Discounts**

First Steps Complete onboarding and verify student status **Unlocked!**

Knowledge Seeker Complete your first educational module **Unlocked!**

Smart Shopper Make your first purchase aligned with your goal **Unlocked!**

Prompt Payer Make 3 payments on time **Locked**

Budget Master Stay under 50% of your credit limit for 2 months **Locked**

Credit Scholar Complete all educational modules **Locked**

Next Badge Progress

Prompt Payer 2/3
Make 1 more on-time payment to unlock this badge

Budget Master 1/2
One more month under 50% usage to unlock

Home **Spending** **Learn** **Rewards** **Profile**

First Steps **Knowledge Seeker**

Smart Shopper **Prompt Payer**

Budget Master **Credit Scholar**

Add accountability with a parent or trusted adult

Guardian Status
No guardian connected. Invite a parent or trusted adult to help keep you on track.

Guardian Email parent@example.com

Benefits of Guardian Mode

- Additional accountability to help build good credit habits
- Support from a trusted adult when questions arise
- Timely reminders about upcoming payments
- Guardian can help spot unusual spending patterns

Adding a guardian is completely optional but recommended for first-time credit users.

Guardian Mode
Add accountability with a parent or trusted adult

Guardian Status
Connected yaminimeshram240602@gmail.com is connected as your guardian

Remove Guardian

Guardian Notifications

Notify about missed payments Your guardian will be notified if you miss a payment

Notify about large purchases Your guardian will be notified about purchases over \$100

Monthly spending reports Your guardian will receive monthly spending summaries

Save Notification Settings

Home **Spending** **Learn** **Rewards** **Profile**

Guardian invited
Invitation sent to yaminimeshram240602@gmail.com

Guardian Mode:

Adds an optional accountability layer. Students can invite a parent or trusted adult who receives monthly summaries and nudges. This builds trust and reassures both students and families, fostering healthy credit habits together.

Rewards System:

CredWise motivates responsible behavior with Learning Coins and badges. Students earn rewards for on-time repayments, completing EduNudge modules, and hitting financial milestones—turning good habits into tangible perks like fee waivers or exclusive offers.

Tracking Impact – CredWise Success Metrics

Metric	Why it Matters	Target
Monthly Active Users	Engagement	10,000+
Default Rate	Risk control	<5%
Module Completion Rate	Education success	70%
Feature NPS (Dashboard etc)	User satisfaction	50+
Credit Limit Graduation	Responsible behavior progression	60%



These metrics are tied to our product pillars, safety, education, and engagement. Success means students grow in confidence and financial independence.

Thank You!

