

## **Business Analyst Assignment @ Jar**

**2. App Exploration:** (5 marks) Explore the features and user experience of the Jar app. Identify two aspects that you think could be significantly improved and explain your reasoning behind each suggestion.

**Ans** - Based on the features and user experience described for the Jar app, here are two aspects that could be significantly improved:

**Enhanced User Education and Engagement:** While the Jar app promotes the concept of saving in digital gold effectively, there is room to improve user education and engagement. The app can benefit from more interactive tutorials, infographics, or videos explaining the benefits of saving in digital gold, how gold investment works through the app, and the long-term advantages of such investments. Providing users with real-time updates on gold prices and performance could also increase engagement and help users understand the potential returns from their savings. This could lead to better user retention and more active participation in the savings process.

**Streamlined User Experience for Savings Options:** The app offers different ways to save, such as daily savings, round-offs, and manual savings. To enhance user experience, it would be beneficial to streamline these options and provide clear guidance on which savings method suits different user preferences and financial goals. The app could implement a guided onboarding process where users answer a few questions about their savings goals and risk tolerance, and then receive personalized recommendations on the most suitable saving method. Additionally, simplifying the withdrawal process and offering more flexible withdrawal options (e.g., partial withdrawals) could further improve user satisfaction and trust in the app.

**3. Product Optimisation:** The Jar app has an engagement feature called 'Spin to Win'. Right now, if 100 people come to the app each day, only 23 of them try out this spinning game. But, we know that people who spin are more likely to retain on the app and do transactions. Now, we want to get more people to play the game. So, the question is, how can we make sure that at least 50 people out of every 100 who visit the app each day will play 'Spin to Win'? What can we do to get more people interested in spinning the wheel?

**Ans** - To increase the number of people playing "Spin to Win" in the Jar app, you can consider a few strategies:

1. Offer incentives to Users: Consider giving out rewards, discounts, or other benefits to users who play the game regularly.
2. Make the game more visible: Ensure that the spinning game is prominently displayed in the app's home screen or in the engagement section.
3. Provide education content: Add information articles or videos about how the game works and how users can increase their chances of winning.
4. Run promotions or events: Host a virtual event or promotion to encourage users to spin the wheel and try their luck.