

Reimagining Banking for Senior Citizens

Empowering them, not overwhelming them.



Banks have so many benefits for the elderly -

But are the elderly aware?
Are they trusting the schemes?
Are the schemes easily available?

CAN WE

Help seniors bank confidently —
securely, digitally, and
independently.

Understanding our user



Going to bank means standing in those long queues again... these knees don't cooperate the way they used to!

I want to deposit this money... but I just can't afford to leave."

Ravi earns a stable income from his pension and shop but handles large amounts of cash. He fears theft yet can't leave his store to visit the bank. With low digital literacy and distrust of online banking, he stays dependent on cash transactions.

And who will take care of the shop then? I can't shut it, customers will go somewhere else... business will suffer."

THE PROBLEM HE FACES – WHAT'S THEIR FINANCIAL CHALLENGE OR FRICTION?

Ravi's primary friction is the unsafe and inconvenient handling of cash. He must physically visit the bank to deposit money, which leads to:

- Loses business
- Worries about theft
- Avoids digital banking due to fear of scams



WHY IT EXISTS – WHAT SYSTEMIC OR BEHAVIORAL REASON CAUSES IT?

This problem exists because of both systemic and behavioral gaps:

SYSTEMIC:

- Relying on physical visits
- Complex banking apps
- When communication fails, seniors miss out on safe doorstep banking.

BEHAVIORAL:

- Trust in face-to-face banking.
- Fear of fraud
- Reluctance to depend on others for money management.

Its Implications - What happens because of it?

FINANCIAL IMPLICATIONS:

- Opportunity cost of time lost traveling to banks.
- Risk of theft from holding cash.
- Missed investment and savings opportunities due to low digital engagement.

EMOTIONAL IMPLICATIONS:

- Constant worry about safety of money.
- Feelings of exclusion in a tech-driven world.
- Dependence on younger family members, reducing confidence and autonomy.

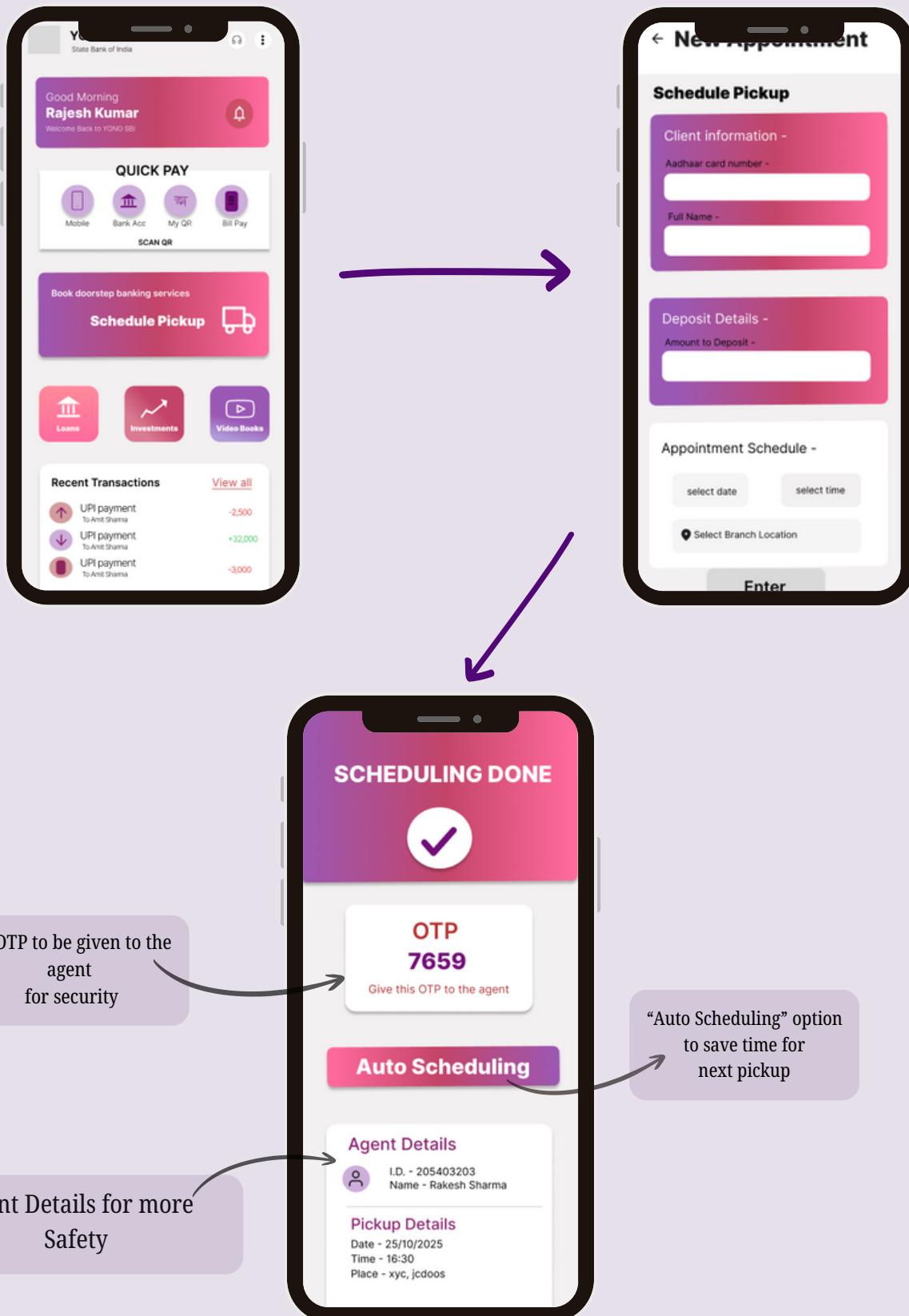
SOCIAL IMPLICATIONS:

- Limited participation in formal finance systems.
- Reduced trust in institutions that aim to help him.

A Possible Solution

The proposed solution is a “Secure Cash Pickup” feature integrated into YONO SBI.

The redesigned interface uses visual guidance, large icons, AI-assisted explainers, and minimal steps, helping users like Ravi feel safe and in control.



Even though we digitalised Door-to-Door Banking, one key anxiety still remained -

**"WHAT IF THE AMOUNT I HAND OVER IS NOT THE AMOUNT DEPOSITED?
WHO IS RESPONSIBLE IF SOMETHING GOES WRONG?"**

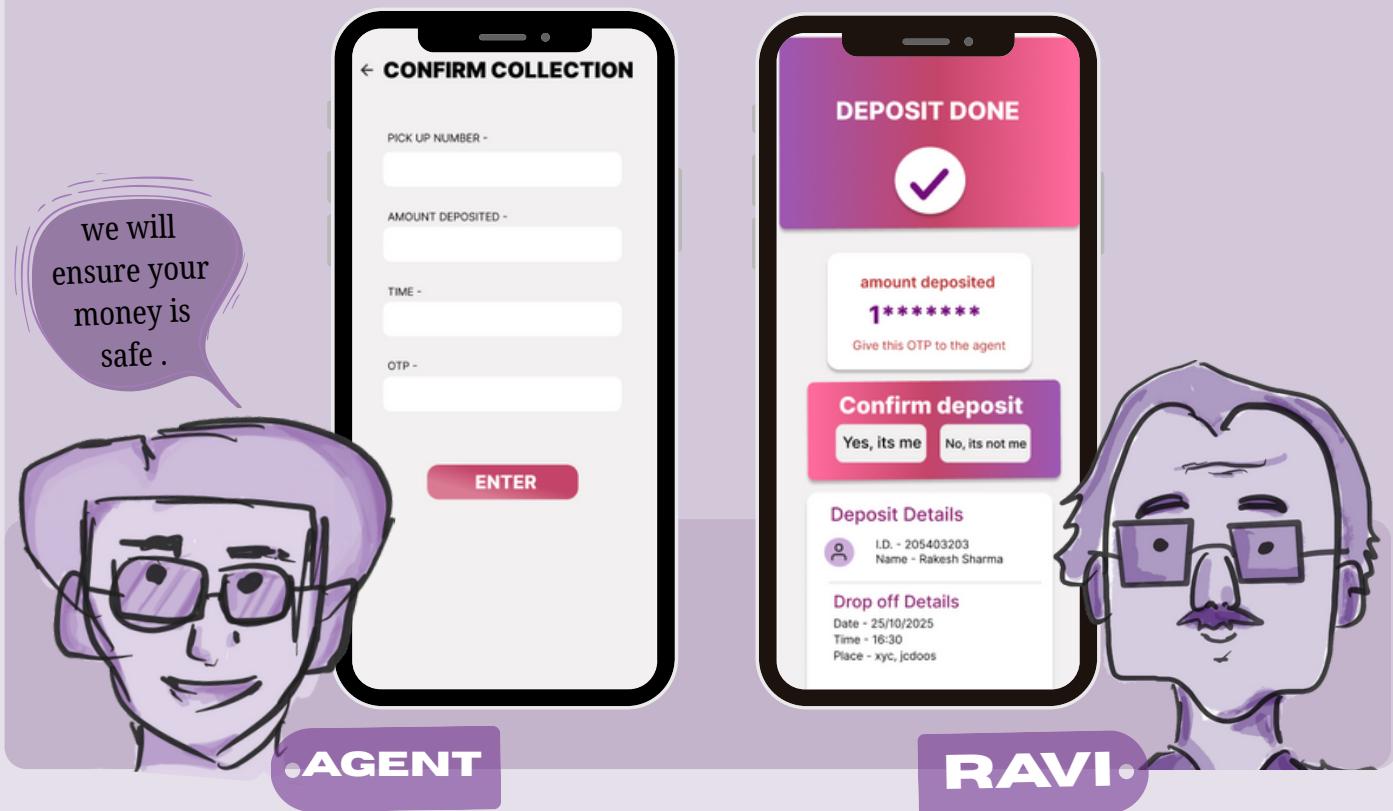
OUR SOLUTION?

The agent counts the cash in front of the user

Enters the exact amount into the banking app

Submits the record on-spot

The user instantly receives a matching confirmation



Why It Might Make Sense

Builds on an existing service gap:

Doorstep banking exists but lacks a digital scheduling and trust layer.

Reduces both friction and fear:

Users no longer need to travel or worry about fraud since every step is trackable.

Supports inclusion:

Simplified UX, vernacular options, and video explainers increase confidence for elderly users.

Aligns with bank goals:

Encourages digital adoption, reduces branch load, and boosts engagement with senior-citizen schemes.

User validation insight:

Elderly users expressed willingness to try digital banking if it felt human, safe, and easy to understand

“The instant confirmation message gives me peace of mind. I know the money has reached the bank safely.”

“Earlier I was nervous about someone collecting my cash, but now I can see the agent's name, photo, and ID before they arrive. It feels trustworthy.”

USER FEEDBACKS

Schedule karna bohot simple hai — do button dabao aur kaam ho gaya

Beta, agar koi galti hogayi toh? Paisa kaun lautaayega?

Aaj kal har jagah fraud ho raha hai... phone pe kaise bharosa karoon?