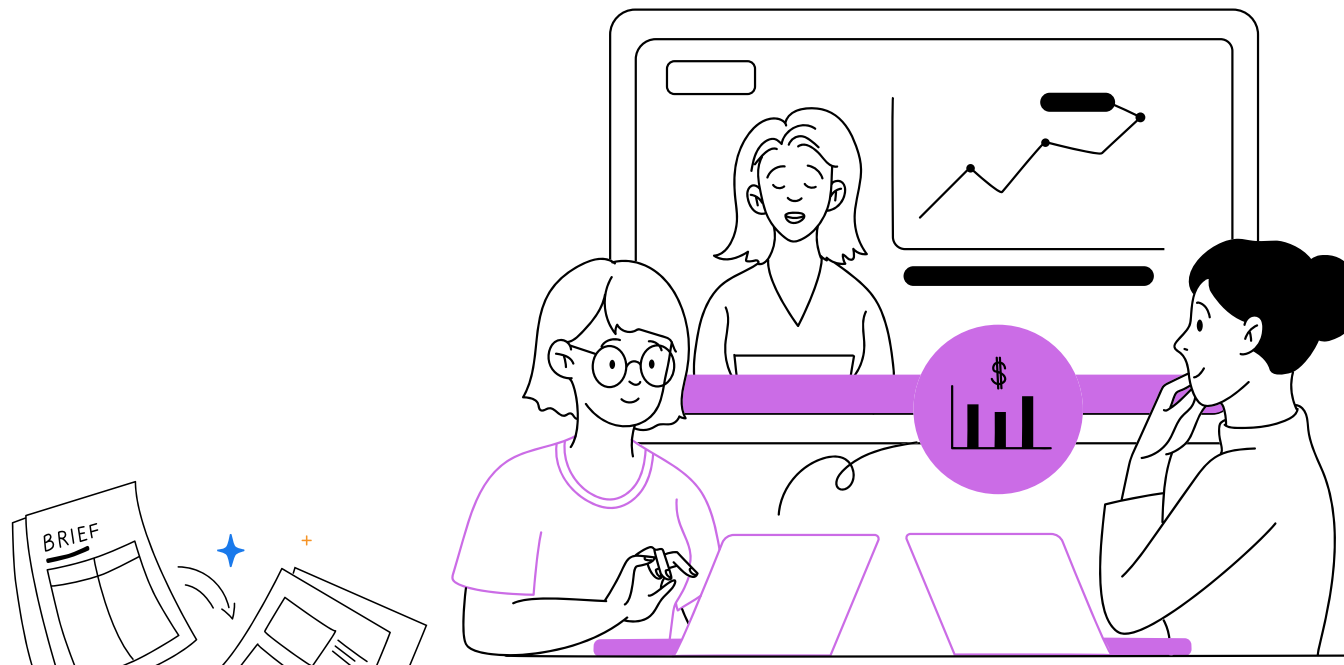


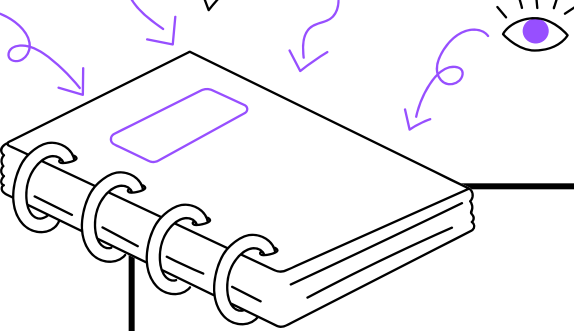
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Unlocking Financial Innovation: A Visual Research Journey into the JAR App Ecosystem



created by Maitri Jain





PROBLEM STATEMENT

Jar, a leading **fintech app** in India, has revolutionized micro-savings by rounding up users' digital transactions and investing the **spare change into digital gold**. While this approach has driven impressive user growth, some customers express **concerns about gold pricing, liquidity delays, and hidden charges**. Many users desire instant access to their savings in emergencies, a feature not possible with digital gold due to **mandatory waiting periods and transaction spreads**.





THE CHALLENGE

User Painpoints:

EFFECTIVE VALUE REDUCTION

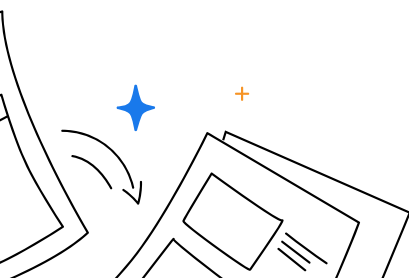
- Higher-than-market gold prices
- GST reduces effective investment value

LIQUIDITY HINDRANCES

- 24-hour withdrawal lock
- Buy-sell spreads

USER CONTROL & FLEXIBILITY

- Users desire more control and flexibility over savings
- Sometimes prefer cash over gold

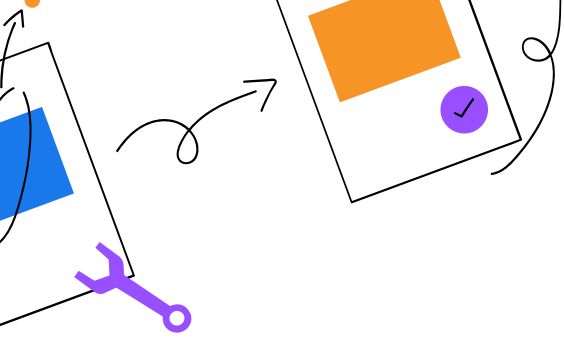


THE SOLUTION: "SMART PIGGYBANK" FEATURE

Inspired by global digital **piggybank innovations**, Jar can introduce a dual-path savings option

Jar App Savings Transformation





HOW IT WORKS

User Choice:

When saving, users can choose to:

SAVE IN PIGGYBANK (CASH)

- Money is stored as a digital cash balance within the app.
- Can be withdrawn instantly to a bank account, with no GST or buy/sell spread.

INVEST IN DIGITAL GOLD

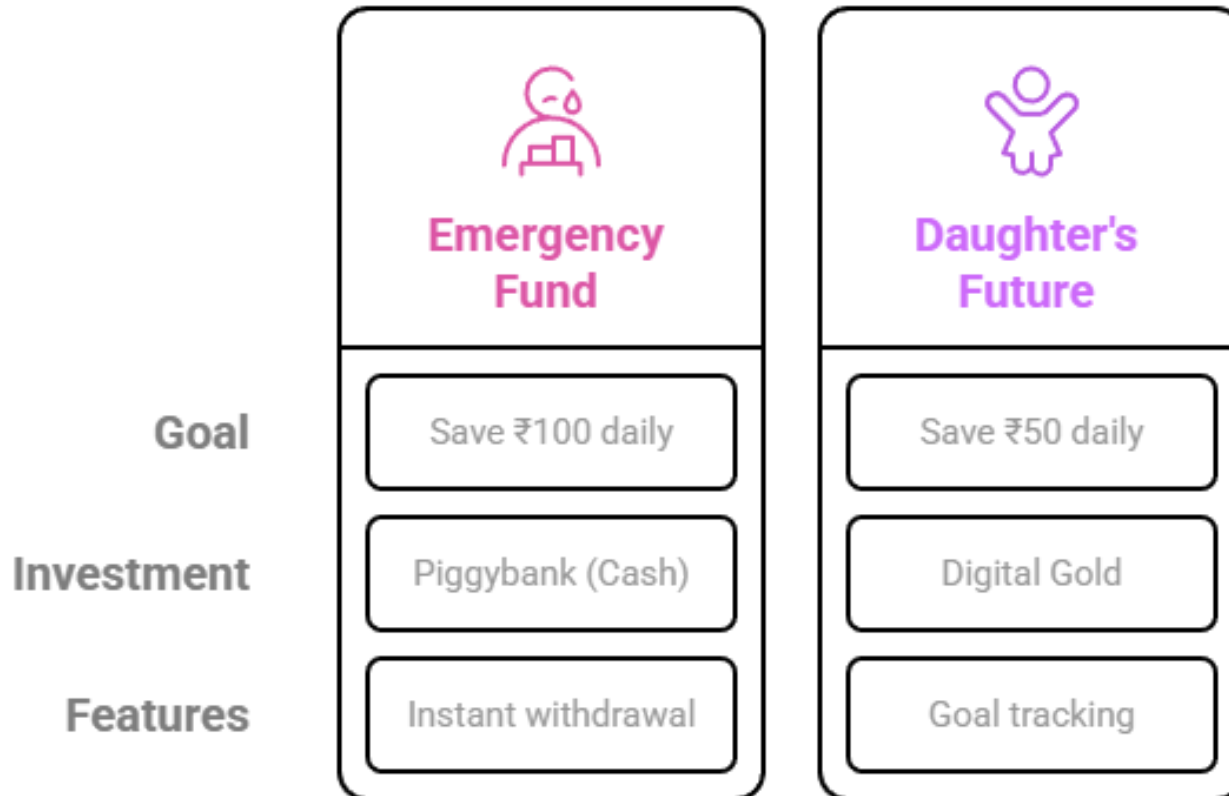
- Money is converted to digital gold, as per the current flow.
- Subject to GST, buy/sell spread, and 24-hour lock, but benefits from potential gold appreciation.

Goal-Based Savings:

Users can set up multiple "jars" for different goals, choosing cash or gold for each.

USER JOURNEY EXAMPLE

Priya's Savings and Investment Choices





BUSINESS VALUE ADDED



ENHANCED USER TRUST & RETENTION

- Addressing liquidity and transparency concerns increases user satisfaction and loyalty.
- Users are less likely to abandon the app if they know they can access their funds instantly when needed.

BROADER MARKET APPEAL

- Attracts risk-averse users who prefer cash savings over gold investment.
- Appeals to parents, students, and gig workers who need flexible, instant-access savings tools.

INCREASED ENGAGEMENT & CROSS-SELLING

- Users who start with piggybank savings later experiment with gold or other investment products
- Opportunity to introduce new features (e.g., auto-transfer from piggybank to gold when a goal is met).

DIFFERENTIATION IN A CROWDED MARKET

- Most digital gold apps focus solely on gold, offering a flexible, user-controlled piggy bank. Jar sets apart.
- CaseStudy.



CONCLUSION

By integrating a "**Smart Piggybank**" feature, Jar can empower users with true financial flexibility, offering both **instant-access cash savings** and **long-term digital gold investment**. This hybrid approach meets diverse user needs, builds trust, and positions Jar as a holistic, user-first savings platform in the fintech landscape.