

SuperPay – Bank Instalments UI PD

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| **Project Name** | Bank Instalments UI PD |
| **Segment** | Acceptance |
| **Priority No.** | Medium |
| **Commercial Manager** | Alya Abouelezz |
| **Product Owner** | Yasmina Talaat |
| **Target Launch Date** | TBA |

**Product Name: Bank Instalments User Interface**

**Introduction:** The integration of installment payment options in e-commerce checkout processes has become a crucial feature for improving user experience and boosting sales conversions. A well-designed bank instalment UI in checkout experience can enhance the users experience, by providing users with option for bank installments with a well-designed UI. The type of integration is an MID that will be used and no API’s needed. The checkout phase of an e-commerce transaction is critical for customer decision-making. Offering flexible payment options, such as bank installment plans, allows merchants to cater to a broader audience by reducing the financial burden of upfront payments. Our goal is to have a well-designed Bank Installments UI in the checkout experience in order for the customers to have the best experience regarding the bank instalments payment solution.

**Disclaimer: Screenshots shared below are NOT reference for the UIs development. Below are screenshots for development reference. Rates in the visuals are configurable depending on the sales team percentage that they decide in selling to each merchant.**

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| 1. **Objective:** | The primary objectives of a Bank Installments UI are:   1. **Transparency**: Clearly display installment options, interest rates, and total costs to build customer trust. 2. **Ease of Use**: Provide a simple and intuitive interface that minimizes cognitive load. 3. **Responsiveness**: Ensure compatibility across devices, especially mobile platforms. 4. **Integration**: Seamlessly integrate with payment gateways and backend systems. |
| 1. **Implementation:** | The UI must prioritize user needs by presenting information in a clear and concise manner. Important considerations   * The **total amount is displayed** * **Installment plan** which demonstrates options with details such as duration, interest rate, and monthly payment. * A **summary section** displaying the selected plan's breakdown. |
| 1. **Customer Journey** | * 1. The user selects product and proceeds to checkout.   2. The Bank Installments UI is displayed, offering multiple plans with Bank Misr (e.g., 3, 6, or 12 months).   3. The user selects a plan and reviews the payment details (e.g., monthly payment, total cost with interest).   4. The user confirms the selection, review the summary page which includes the merchant’s name, the product, the price, the selected plan, an option of, if the customer wants the order to be sent on the email, and confirm.   5. The checkout process is completed |
| 1. **Rates and tiers for PF: (Rates are configurable depending on the sales decision in selling)** | * + 3 months: 9%   + 6 months: 12%   + 12 months: 18%   + 18 months: 24%   + 24 months: 29%   + 36 months: 38%   **Example**: A Phone for 50,000.00 L.E   * + Paid on 3 months: * Total: 54,500.00 L.E * Each month: 18,166.67 L.E   + Paid on 6 months: * Total: 56,000.00 L.E * Each month: 9,333.33 L. E   + Paid on 12 months: * Total:59,000.00 L.E * Each month: 4,916.67 L.E   + Paid on 18 months: * Total:62,000.00 L.E * Each month: 3,444.44 L.E   + Paid on 24 months: * Total:64,500.00 L.E * Each month: 2,687.5 L.E   + Paid on 36 months: * Total:69,000.00 L.E * Each month: 1,916.66 L.E |
| 1. **Rates and tiers for PSP: (Rates are configurable depending on the sales decision in selling)** | * + 3 months: 8%   + 6 months: 11%   + 9 months: 14%   + 12 months: 17%   + 18 months: 23%   + 24 months: 28%   + 36 months: 37%   **Example**: A Phone for 50,000.00 L.E   * + Paid on 3 months: * Total: 54,000.00 L.E * Each month: 18,000.00 L.E   + Paid on 6 months: * Total: 55,500.00 L.E * Each month: 9,250.00 L. E   + Paid on 9 months: * Total:57,000.00 L.E * Each month: 6,333.33 L.E   + Paid on 12 months: * Total:58,500.00 L.E * Each month: 4,875.00 L.E   + Paid on 18 months: * Total:61,500.00 L.E * Each month: 3,416.66 L.E   + Paid on 24 months: * Total:64,500.00 L.E * Each month: 2,666.66 L.E   + Paid on 36 months: * Total:68,500.00 L.E * Each month: 1,902.77 L.E |

Inconclusion, the integration of a Bank Installments UI in the checkout experience is a powerful tool to improve customer satisfaction and drive sales. By prioritizing transparency, usability, and responsiveness, businesses can provide a seamless and trustworthy payment option.