

#travel

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9/6/23 #remitly Lada + Anna + Chelsea

Question on documenting design sign-off

- approach: create channel for design review
 - NUX and MXA + design
 - Process
 - Question in Slack
 - Move to Jira if its a ticket; follow-up from Eng
- Question about post submit behavior

David + Emily RA sync #remitlyAccess

- - Corridor selection + recipient selection
- Exception handling
 - Money-in / out limits are handled separately
- Friction added to increase higher completion rate
 - What lessons here we can take to RA?
 - Recipient validation: making you fix your recipient
 - Q: MVP is withdraw to self

◦ AI: User flows for different ingress points

- Ingress -> disbursement method -> recipient picker
 - Wise
- Ingress -> calculator w/ recipient picker
 - proposed
- Ingress -> recipient picker -> calculator
 - Remitly

8/15/23 Tim Wilder: post-send = ?

- Exception management <- there is a PRD

Make an assessment from UX then

- Fork for n-th and NCA
-

Wallet won't be maintaining source of truth for recipient information

- for MXA: account
- Bulk funded

8/1/23 1:1 with David #remitly

- What does access need to look like for wallet and external customers

MXA

-

7/26/23 #remitly 1:1 with Molly

Moving into CP

- Transition to (consumer product?)
- Report into design org
 - Reut/Lada/Anna could work
 - Less camaraderie
- What to work on
 - Remitly Access
- Timeline
 - Flex to support Remitly Access (50% immediately)
 - Place of wrapping up onboarding, mxa, invite, CS; keeping continuity -> wrapping things up
 - 50% until end of quarter or until the role is back-filled
 - Option if we need to
 - August -> transition up to Ian

What conversations have you had?

- Only with Ian (10 hours/week or 25%)

Why not 10/31

- ramping up Lada/Anna
- should not be putting anything new on my plate
- Good time for transition / hiring

Back fill on east coast / TLV

- Report up to Reut

Molly sent to Kendra:
From Molly -> Ian (core design team)

- 50% on SOV immediately and remain at 50% until the end of the quarter or until we can backfill his position - what ever comes sooner.
- Our preference would be to have him **stay with SOV through August** to remain focused on final Alpha deliverables. We could be in some trouble if we let him go too quickly. But he should be able to ramp up on Remitly Access work effectively in the mean time.

#remitly MXA USD -> PHP exchange on calculator

Screenshot 2023-07-19 at 10.52.42 PM.png

7/7/23 #remitly design career ladder + quarterly reflection

◦ ◦ What are the action items?

- Rubrix for the next level
 - Areas of opportunity
 - Doing -> double down
 - Areas of improvements
- Highlight senior -> principal
 - Areas of focus
 - Holds influence across entire product level
 - + influence w/ senior leadership on roadmaps
 - NOW: has influence in my squads; starting to influence across squad through participation (e.g. WUX)
 - Improvement: a more regular cadence to build up trust and relationship w/ leadership team with my design work; elevate to SoV design
 - Ability to partner with multiple teams
 - NOW: partnering with multiple teams
 - Improvement: key in on helping to unblock and inspire team to generate solutions
 - End to end customer experience
 - NOW: limited to the teams I'm partnering
 -
 - Think about impact long-term
 - Now: has some future looking functionalities
 - Improvement: how to make sure that is front and center
 - Impact in multiple areas of the company
 - Area of improvement:
 - define projects and roadmap
 - Area of improvement:

//

Culture amp OR google doc

Culture Amp response

- Ian: walked the line for PRODUCT/Design
 - Lean in/ramping up a little bit more
- Ownership
 - Loom is great BUT real-time design review is much more appreciated
 - Start with the US team pretty easily
 - e.g. helpful to facilitate mental model walkthroughs
 - Be more in sync with customer experience — being able to advocate customer perspective
 - Think of the Seattle team as the sounding board
- ^^ More structure to be baked into the design review?
 - + Having time to talk through the design options; esp in progress stuff (e.g. t&cs)
 - Maybe a review with the US squad
 - Doc with companion video -> provide the option to escalate
 - Agenda; questions to answer; decision outstanding; prioritizing FOCUS
 - Ideate, inform
 - *Reminds me of Jenny's magic*

"Had a relevant conversation with David on customer interviews - I'd like to ramp our touch points with customers in partnership

with Jonathan and really empower everyone to be able to do their own customer research to start gaining signal leading up to launch.”

- I don't think I have spoken to a customer for a year
- NEEDS TO BE FEDERATED; every should be empowered to talk to customers
 - User interview .com to find customers?

“I would make sure that Guy has more visibility throughout the month/quarter leading up to your 1:1s. Frequent engagement around specific workstreams is important and good input to get more out of those 1:1 syncs.”

- balance: his time V increase visibility
- Other touchpoints leading up to these quarterly
 - Quarterly just for what you have done = not as productive
 - e.g. design reviews + decisions
 - NUX: t&cs + mfa
 - Docs + supporting loom
 - Invite flow is an opportunity

We are too much of an eng-led org vs. product- or design-led

- Customer-led —> problem —> drive priority
 - Shouldn't be POST-alpha; identify the customer
- Talk to customer to try the product
- Trying the prototype
- With squad-focused lens
- This will empower you as an owner
- Output = jam session
- Think about opportunity solution tree

Building on top of design office hour <- joint design review for SoV product and core design team

- What if we did that with all the designer

Better defined monthly 1:1

- Had a meeting that focuses on fostering shared ownership earlier
 - “What about getting a little up-funnel in the product lifecycle to drive more ownership from design. Maybe that's a **monthly jam session**, where you and your product lead + tech lead spend 30 min identifying biggest customer challenges/UX challenges that are top of mind, and then 1 hour to brainstorm some ideas around the top 1 or 2. Identify problem list, prioritize, pick 1-2, understand the goal and then talk about some ways to potentially solve. That way you are empowered earlier on to take lead on discovery and early ideation. If you're plate is already full, maybe this doesn't make sense for future looking initiatives, but could still be used for challenges that are already known/prioritized.” = identify:
 - Customer story
 - Goal
 - Jam session
 - participation: PM + PD + Eng/tech lead {early stakeholders/partners to be engaged}
 - e.g. for our domain of MXA, let's do a jam session on current, 1~2 steps
 - prioritize to brainstorm
 - Come back in w/ wireframes
 - Generate stuff for backlog <- influence the roadmap; get early in on customer problem, solution
- goal: to become two halves of 1 brain

ONE DIRECT WAY TO HAVE INFLUENCE

- All up in figma: questioning design choices; being a little obnoxious
- Leaning in + spending time
- NOT just leave comments + follow up -> working with that person

You can choose any path

- You have the scope; but can be engaged in other areas

Next week: come back to the theme of Partnership across functions

5/31/23 1:1 with Reut #remitly

Screens that will happen

- Profile
- - Withdraw
- Money in

Reut:

- In charge of short-term exploration
- Design language/component will be with Reut
 - Final design will be w/ Reut
- She is already assuming I'll report to her

Ian

- Long-term exploration: anything further than 6-month from now (e.g. loan)
- New concepts

Alpha:

- We are leaning on components; we have proven flow that we have tested
- CLEAR vision for alpha
 - Once we have that, we can deep dive

Autonomy

- Once we are aligned; we can all run autonomously w/ our teams
- Keeping things transparent/clear communication
- Aligned on what we are working on (daily)

- Update mxa screen
- Onboarding use map view

5/25/23 1:1 with Ian #remitly

- - Is Kendra doing a listening tour?
- Ian:
 - Kendra is looking to reorg design team to accomplish a few different goals
 - Guy is have Reut be the head of design for wallet
 - Scenario = I report to Reut <-
 - Ian is figuring out his path
 - Shrinking influence on wallet
 - Research squad for Wallet <- Guy has asked if Ian is interested to focus on beta/after beta research
 - W/ a heads up view with long term thinking
 - KAI can potentially work on that <- what is that?
 - Ian will focus on the strategic side
 - We will focus on creating prototype
 - Ian move over to core team / design system
 - e.g. Homescreen/IA
 - There may not be full time 0 -> 1
 - Iterative w/ NUX and MXA

mx design sync 5/24/23 #remitly

- - integrating permission
 - Will be included in test this week
- Component update (with Niv)
 - There is a way to implement
 - Might have to go with react native fullscreen
- Copy review
- Flow update:
 - Default to show + X to close modal
- Decimal: cash app

5/17/23 #remitly 1:1 Molly

- - Dependent/independent account send/share experience
- - We will not likely to launch with the SEND mental model
- - "SEND"
- is too concealing. We have to be more forthcoming with how the acct structure is setup
- - Strong direct from Josh H
- - Likely to fall into top-end/Shared view
- - End to end
- - Onboarding -> [Home Screen] -> MXA
- - IL trip
-

NUX

- - - - - Michael

have provided dates for design to work back off of

- - - - - We have a few steps we

need to clarify such as address and date of birth

MXA

- - - - - We are looking to tie up the high-fidelity design

For both squads, we are looking to string together the screens to run some user testing this sprint.

5/15/23 #todo #remitly

1. 3. Unblock design for MXA

- - - - - Niv: stacked modal
- - - Limits:

5/11/23 continues

[illegible]

- Free form for PHL?

- | | | | | | | | |
|---|---|---|---|---|---|---|---|
| - | - | - | | | | - | Getting country from phone number + ability to change (Michael) |
| o | o | o | o | o | o | o | Follow up with anukul on dob components |
| - | - | - | - | - | - | - | Tradeoffs with available options (excl feasibility) |
| o | o | o | o | o | o | o | Avoid using ‘edit’ for address <- revisit the flow |
| o | o | o | o | | | | Explore illustration |

- ○ User testing
- ○ ○ ○ ○ Re-run for sender (<https://app.usertesting.com/workspaces/781569/study/4607516/sessions>)
- ○ Usability testing for NUX and MXA prior to final design lock

? Molly

- | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|--|
| O | O | O | O | O | O | O | O | O | | How to show top of funnel entry points |
| - | - | - | - | - | - | - | - | - | - | How to handle "ingress points" coming into the app |

5/3/23 #remitly sov design

Two mental model on how to send someone money

- 1. Pretty blunt: linking acct
 - 4. 4. 4. 4. You can see connection
 - 7. 7. 7. See their balance
 - 11. 11. 11. 11. 11. 11. 11. 11. More subtle (end vision of your wallet)
 - 2. 2. Contact list
 - 12. 12. 12. 12. 12. 12. 12. 12. 12. 12. 12. Who has
- Remitly wallet; doesn't matter if they are linked to you
 - 6. 6. 6. 6. "Everything is hidden"
 - 5. 5. 5. 5. 5. Experience is more fluid

Amit:

- - - - - Its easier to open multiple ledger vs. opening 1
- - - - - Is this constraint for MXA / MOX

Ian:

- - - - - Invite and send are
- separate which is unnecessary friction
- - - - - Invite + send and just not charge
- until invite is accepted
- - - - - \$ is not
- removed until recipient has accept the invite
- - Contact management
- - When to ask for contacts

- Onboarding?
- - - - - During 'Send':
- - - - - Show TWO options:
- - - - - send to new contact
- - - - - Manage contact (allow access)

4/26/23 design office hour MXA #remitly

- Clearly define MVP/Alpha
 - Best ways to document
- GDN goes through Remitly Rail
 - So we can't withdraw; so we won't be able to add

Topics

- Proposed next steps for prototyping via research
 - What are SoV US testing for? What are we hoping to learn?
 - What is IL testing for / hoping to learn?
 - Nuance of how dependent may relate to independent <-
- Single app vs. split
 - Vote for split, but with assumption that the experience can be in the same app. Meaning, if the recipient were to download app, they should still be able to see similar experience
 - rationale: box ourselves into an experience where the roles are fixed to the app. e.g. it would be difficult for recipient to be reacquaint with a new experience
- Dependent/Independent in the new app
 - i.e. not integrated with the send flow
 - How to scale?
 -
- What is the LTV of a recipient?
- Worth pursuing as a customer?
- Or growing non-Remitletly customer that may want to use Wallet to send to recipient because it's recipient-friendly?
- Interesting to see a shift from a political standpoint, away from USD

Notes

- meeting w/ David — Record meeting or short loom of how we are working (design x product)
 - framework -> share with the Israel team
 - Assumption: their planning might be different
 - There's appetite for design roadmap to share in a couple of weeks
 - X with squad
 - What are design roadmap
 - Milestone (gantt)
 - Flow of screens vs. individual features (i.e. end to end)
 - How all of the stuff gel together
 - e.g. 1 design that tackle
 - Areas of superpower
 - Structuring?
 - To do
 - Video summary of process
 - How long will it take to build out roadmap
- (design) for MXA
 - Update to the onboarding app
 - email
- Question:
 - Authentication token between apps?
 - e.g. gmail app installed; open sheets app, it will ask if its you.
 - Overlaps with MXA
 - Adding/sending/withdraw — set to the side of managing dependent accounts
 - We can include that later
 - Create some friction to introduce account linking
 - Reut/Renana are focusing on usability testing
 - e.g. focus on withdrawal
 - Vs. overall value prop / e2e experience
 - Testing = ?
 - End to end
 - Send/spend/withdraw
 - Next step of tests
 - Senders
- Recipients — value prop test
- Assumption?
- How well it resonate and measure that; most important feature? Most like/dislike
- Designs are ready to go; just need to revise the script
- Molly: App needs to

- Have its own send flow
- For both sender & recipient
- Goal of 15% does not include recipients
- Strong signal: remitly customers are our customers; recipients are NOT our primary success metric
- Kai: curious how are other products addressing this
- lanP: for our test, how can we capture how excited our recipients are
- **Decision:** primary + dependent accounts
- question: integration or not
- **Decision:** integration has been stopped

User testing (Wednesday/Friday)

- Bake MXA designs and NUX design into the Reici
- For recipients: landing page
 - o Web app vs. wallet app
 - o Native app: path through App Store
- What do we want to learn? Friction of App Store and level of comfort w/ storing \$ in web vs native app?
 - o Landing page: separate app flow
 - Include the changes from NUX and MXA

MVP prototype: <https://www.figma.com/file/nmrPYAhwdMMTZ9Mnowe3Lo/Wallet-MVP-Prototypes-for-User-Testing?node-id=79%3A1975&t=DLrDRgUwDXWmN6Ti-1>

Integration
<https://www.figma.com/file/ueL8GkXgNnf6lv9AtID3Jk/Wallet-Integrations?node-id=337%3A11252&t=bDKWPKZ3Teut9c6F-1>

4/20/23 #remitly 1:1 with Molly

| | | | | | |
|---|---|-----|-----|---|--------------------------------|
| - | - | - | - | - | Thank you for expense approval |
| - | - | - | - | - | Visa pending for Israel |
| - | - | - | - | - | When is the expected travel? |
| - | - | - | - | - | Working through ambiguity |
| - | - | - | Mxa | | |
| - | - | nux | | | |

Notes:

[illegible]

a recipient can only be on one main acct is not entirely true; avoid unwanted activities

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|--|
| - | - | - | - | - | - | - | - | - | - | Kai: The concern was who owns the fund and who can withdraw it |
| - | - | - | - | - | - | - | - | - | Limits (e.g. up to 5~10?) | |
| - | - | - | - | - | - | - | - | - | Limiting to 1 is odd | |
| - | - | - | - | - | - | - | - | - | Chelsea has some data | |
| - | - | - | - | - | - | - | - | - | Risk: how to avoid unwanted activities | |
| - | - | - | - | - | - | - | - | - | Claw backs? | |
| - | - | - | - | - | - | - | - | - | Avoid primary from clawing back from subs | |
| - | - | - | - | - | - | - | - | - | 84% is sending to close friends/family | |
| - | - | - | - | - | - | - | - | - | We don't have to show transaction history | |
| - | - | - | - | - | - | - | - | - | Not a legal requirement (gray area) | |

- - - - - Overall consensus on team partnership with IL

designers want to work together. But I feel because there are open questions that needed to be understood/test, we are being pulled in different decisions, so it can feel a little scatterbrained

| | | | | | | | | |
|---|---|---|---|--------------------|---|---|---|---|
| - | - | - | | Double edge sword: | | | | |
| - | - | - | - | - | - | - | - | Green field, design can help with decision making |
| - | - | - | - | - | - | - | - | Not running in a straight line |
| - | - | - | - | - | - | - | - | Do they feel like one-way door or two-way doors? |
| - | - | - | - | - | - | - | - | Molly: Someone need to own decisions |

- - - - - Target launch date: Q3

[illegible][illegible]

her prev project

4/18/23 #remitly #todo

Update/iterate on design for

Onboarding/NUX

- ○ ○ ○ ○ Using email to login
 - - - - - What does the auth screen look like
 - - - - - More
- focused on the flow vs. screen since we can't do much to the former but can maybe apply some UI changes to the latter
- 4/19/23 Reut: why was this decision made?
- - - - - Sending from wallet to wallet; we need to know the phone number; when will
- we do it
- - - - - Can the Israel eng team support that? <- I will check with
 - - - - - Validating phone number for existing user
 - - - - - Phone number is super important to us <- Q: how much
 - - - Kai:

Anukul: loading indicator/screen within the step / between the steps

- ○ ○ Dylan: For watchlist evaluation — if vendor is slow; show ‘waiting’
 - “In progress... reviewing account”
 - We can add action (e.g. refresh) to the screen
 - Is there anything we can share with the customers when they encounter this screen
 - E.g. KYC: your KYC is in review
- - e.g. information verify

Money-in/MXA

- ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Sequence diagram for MXA ([jira](#))
- ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Link together MXA stories

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From [Slack message](#):

Workstream demos in isolation:

- 1. Money in: UI for customers entering in US debit cards which will be processed through PAX/MoMo
- 2. Permissions and Limits: Service to control the limited amount customers can load/send per day and how it appears in the app
- 3. Transactional Trust: Send a request related to a money-in event to Trust Platform and receive a sift score to be actioned
- 4. US Banking Partner: Perform credit transactions against a USD pool account at an external bank partner

Team demo:

- Customer in the US is logged into the app on the money in screen where they see the interface leveraging PAX to process a dummy transaction. Customer inputs \$100k and the limits service checks to make sure that they are at or below the load limit. If above, warning is shown to customer to adjust down, and customer re-enters \$1k and executes the action. This triggers a transactional evaluation of the load event, which fetches a sift score from the trust platform for evaluation and approval. This then issues a credit to the us banking partner.
- US customers account is compromised and a bad actor in another country attempts the same flow. At the time of sift score retrieval, sift score is below threshold and transaction is blocked.
- Not sure about how to frame this one, maybe it’s not a takeover but a weird transaction (to quick or something...)

US demo:

- Team demo tied to a user login event

4/11/23 1:1 with David #remitly

Vision strategy; SoV strategy; work streams

- - - - - Demo that we are targeting towards end of quarter

Needs: design strategy for MXA

- - - - - How much are we reusing?

Currently digging into backend integration

- - - - - What might some of these experiences look like
- - - - - What
happen when they are not allowed to do something; flagged; user interactions to think through

3/20/23 1:1 with Molly (PR)

[illegible]

- - - - - Another thing that has a strategic important
- - - - - DEPENDENT and INDEPENDENT account
- - - - - Renanana is working on this + Reut
- - - - - Send flow is a core piece
- - - - - Biggest job to be done

- - - - - Where you can grab on:
- - - - - I'm going to be the accountable party for this
- - - - - I'll circulate for input/feedback <- driving recommendation that will
result in a product decision

- - - - - DONT BE TERRITORIAL
- - - - - "KAI IS COMING THROUGH DRIVING RECOMMENDATION THAT HAS A MATERIAL
IMPACT."
- - - - - Can be a remitly customer: onboard
- - - - - Look for opportunity outside of that

- - - - - If there are clear ownership from Reut / Ian; how can I influence
- - - - - You have a list of strategic decision I made + those that I have helped to push along

- - - - - Another project that's
- - - - - NORTH STAR SEND FLOW ARCHITECTURE REDESIGN
- - - - - What can we do early on
- - - - - Partner with the core redesign (Flo)

work here <- as they are thinking through the Send Flow; that they don't orient too strongly around the current JTBD; give us space for USD -> USD transfer
loom Ian kicked this off: the only artifact Molly has here, it was through Ian's
to take things off his plate; For the things that he's plugged into; are there room for me
- - - - - I'll do the ground work and thinking + communicating that out

- - - - - You always need 1~2 step
- - - - - Stretch your horizon
but part of the picture that I'm working back from Let's say onboarding: scope is significant;
this can be the focus Could be onboarding; North Star send flow; dependent/indepdent <-
- - - - - Be clear on leaning in + what I can own

- - - - - MXA:
design team What is the structure to leverage everyone's skillset and reflects the

- - - - - REPORTING STRUCTURE: Process for promotion to principal
- - - - - Lets say we go through calibration: the best person
to speak to my ability is ANOTHER product designers
- - - - - Milkana is advocating for: having me report to the central design team
- - - - - With that will come amount of changes
- - - - - MAKING SURE THAT YOU ARE REPRESENTING WELL
- - - - - Ian + Molly <- collaboration that's doable vs. a
cleaner with design manager

3/16/23 1:1 with Dylan #remitly

- We were optimizing for sender;
- Sender setting details for recipients (compliance for EU/PHL market)
- Regulatory req: holder of Euro has to be an EU citizen
- if PHL is receiving Euro; then the recipient has to have the sender be in the EU
- Interesting; how does Wise handle this?
- We are doing next week <- t-shirt sizing for MVP scope
- Working model between IL and US
- How the banking side may structure
- With Ian stepping away; what are the squads
- Account experience = ? Usurp into MXA?

3/16/23 1:1 Molly #remitly

[illegible]

3/10/23 1:1 with Molly #remitly

Impression

- She's getting pressured to move things to IL
- Changes in squad ownership + design restructure
 - CO: Israel = Top -> down
 - Sharing out change on Tuesday (will this meeting be recorded)
 - Following the framework from Confluence
 - Proposing changes
 - MVP and beyond, what are the adjustments that are best suited
 - Mvp definition; project unity findings
- NUX: Onboarding + CS*
 - Increasing scope
 - Michael bandwidth
 - Zade + Hila (from IL who might be moving over)
- AMX
 - Likely to be owned by Renana (works with Tom from NEO platform)
 - Homescreen/setup page/user connection
 - Does not include core financial flows <- ??
 - Money movement??
- Marketing is located in IL as well
- MXA is changing too <- boo
 - Money in partners with Remitly
 - Materially different money-in in the US vs. global
 - Difference in globe?
 - [kai] Original thought: experiment focused vs. building something that's global
 - [CHANGING / kai - guessing] Money in flow will be owned by IL
 - [unchanged] Money out (payment)
 - Material different experience; geographically managed
 - [mx] New integration will continue to be owned by MXA
 - MXA
 - own: End to end load wallet flow
 - Money in portion of the send flow
 - "Money experiences"
 - IWX
 - gdn / payment outside of America
 - w2w
 - Ownership at IL: MXA + International money transfer
 - You will be a key stakeholder to make sure the end-to-end money flow

3/7/23 1:1 with Ian

[Agenda with Ian](#)

- Ian: I can benefit from a design review from you
- Reut+Lada:
 - Expectation to work
- Login experience
 - Able to carry over remitly credential
 - Overlap/DEFINE this flow <- what does this look like
- 3 things that Ian needs to work on
 - Min integration with Wallet
 - Imagine there's no integration
 - What does onboarding and money movement for first time user be
 - Assumption that we are able to pull in payment methods
- Breaking up “authentication”
 - What information are we ‘guaranteed’ to have
 - What screens do we show to confirm/add missing information for the existing customer
 - e.g. remitly app customer who have minimal info
 - We can reuse the ‘confirmation screen’
- Are there any UX pattern for login?
 - Create an account
 - Login
 - Or sign in by Remitly
 - Model after patterns for login/social login
- NUX + MXA
 - Funding a wallet
- Work load plan out the next 6 weeks
 - May need another L2/L3 designers on loan for quarter or another headcount

Kudos

- - Self directed
-
- Blackbox of reflection
-
- Front seat: planning
- Then... consistency
 - Share out / visibility
-
- Ownership/team scope
 - Unlikely to have AMX backfill
 - Renana might own this (recipient experience); building out experience in rewire app <- this will lend itself well, lifting the elements for wallet (owning core app experience)
 - Setting preferences, homepage
 - Recipient experience — account
 - reut: core app design
 - My thought: she has already been thinking about this extensively w/ Lada
 - ? Growth in this role...
 - Mxa + NUX: kai
 - Overlaps?
 - Related to contact management / dependent account management
-
- Dependent app experience
 - NO: Sharing one account
 - Dependent account
 - Vs. a pool of money
 - Dependent account feeling separate
 - Limitation on what you can do
 - INVITED to this account vs.
 - First orientation is RFA <- still thinking of it that way
 - >> Scalability / target audience
 - Light account: knowing your limitation based on what you can provide
-
- Another experience:
 - Integration with the main app -> we will be doing this
 - Destination in GDN <- wtf is gdn?
 - What are some of the edge cases
 - Onboard someone who's coming in from the send flow
 - Edge cases
 - User management = ?
 - Saar; really easy; Yair: really difficult
 - **BUILD A SHARED UNDERSTANDING OF WHATS REQUIRED + VALUE**
 - ALIGN WITH IAN P
 - Why was it really difficult;; <- second hand info from Ian P
 - For MVP: we should NOT DO INTEGRATION
 - Nice to have
 - Banner for ads
 - CAN WE STAND ON OUR OWN

2/17/23 1:1 with Molly

#remitly

| | | | | | | | | | |
|--|---|-------------------|----------------|----------------------------|---|---|---|---|--|
| - | - | - | - | - | - | - | - | - | Called out on good partnership with Michael |
| Project confluence | | | | | | | | | |
| - | - | - | - | - | - | - | - | 3 + 3 squads with their focuses | |
| - | - | - | - | - | - | - | - | Align with team's strength; relationship management | |
| - | - | - | - | - | - | - | - | Initiatly: AMX, MXA and NUX | |
| - | - | - | - | - | - | - | - | Hard to get c-suite to backfill AMX (pm?) | |
| - | - | Budget | | | | | | | |
| - | - | | Start out lean | | | | | | |
| - | - | - | - | - | - | - | - | - | Maybe the 3 squads was pushed for because there were 3 PMs |
| - | - | - | - | - | - | - | - | AMX <- maybe a Renana role? | |
| - | - | - | - | - | - | - | - | - | - |
| w/ Reut to create a recipient work for SMB; ran some 404 test if you send a link to recipient (15% over 3 months; UK -> PHL) | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | Recipient can click on that to view transfer status -> upgrade to wallet |
| - | - | - | - | - | - | - | - | - | Doing some work in NEO for transfer history; account management |
| (view profile) | | | | | | | | | |
| - | - | - | - | Money movement work for IL | | | | | |
| - | - | - | - | - | - | - | - | Remitly does money-in/out well (e.g. MoMo platform) | |
| - | - | - | - | - | - | - | - | IL: account-based money movement; ledger; attached payment instrument | |
| - | - | - | - | - | - | - | - | Banking layer that Remitly doesn't do | |
| - | - | - | - | - | - | - | - | MXA was just focusing on integrating with banking partner (in US) | |
| - | - | - | - | - | - | - | - | Bring in MoMo into Noam + David | |
| - | - | Freshest thinking | | | | | | | |
| - | - | - | - | - | - | - | - | Transparency to reduce redundancy: even if there are any | |
| - | - | - | - | - | - | - | - | Concerns about owning/losing stuff; product culture; | |
| — Tom + Or + Ian M are eager to bring back S2 | | | | | | | | | |
| - | - | - | - | - | - | - | - | Celebrate wins, calling out blockers | |
| - | - | - | - | - | - | - | - | As we are edging towards a recommendation... | |
| - | - | - | - | - | - | - | - | I appreciate how independent how | |

How does MXA and IXA

- - Transfer from US bank acct and international bank acct
- How to align on design <- -> components

We are using Rewire app platform

11/30/22 Org Birds Eye View

Ex-Passbook:

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---------------------------|---|---|---|---|---|---|---|--------------------------|---|---|---|---|
| - | - | - | - | - | - | NUX = New user experience | | | | | - | - | - | AMX = Account Management | | | | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Experience

| | | | | | | | | | | | | | | | | | | |
|---|---|-------|-------|---|---|---|---|---|---|--------------------------------|---|---|---|---|---|---|---|---|
| - | - | Ian M | | - | - | - | - | - | - | MXA = Money Experience America | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| - | - | - | Ian M | | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Ex-Rewire:

| | | | | | | | | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|------------------|
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | IWX |
| (international wallet experience — & localized) | | | | | | | | | | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | NAP (Neo |
| App Platform — making it easily consumable by other teams) | | | | | | | | | | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | SVP (Store value |
| platform — BaaS; ledgers, etc) | | | | | | | | | | | | | | | | | | |

Why do we split International Wallet and US Wallet?

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|--|--|--|--|
| - | - | - | - | - | - | - | - | - | Underlying platform: money experiencemagic | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|--|--|--|--|

PM: Molly + David + Michael