



Client

ila Bank, Bahrain

Role

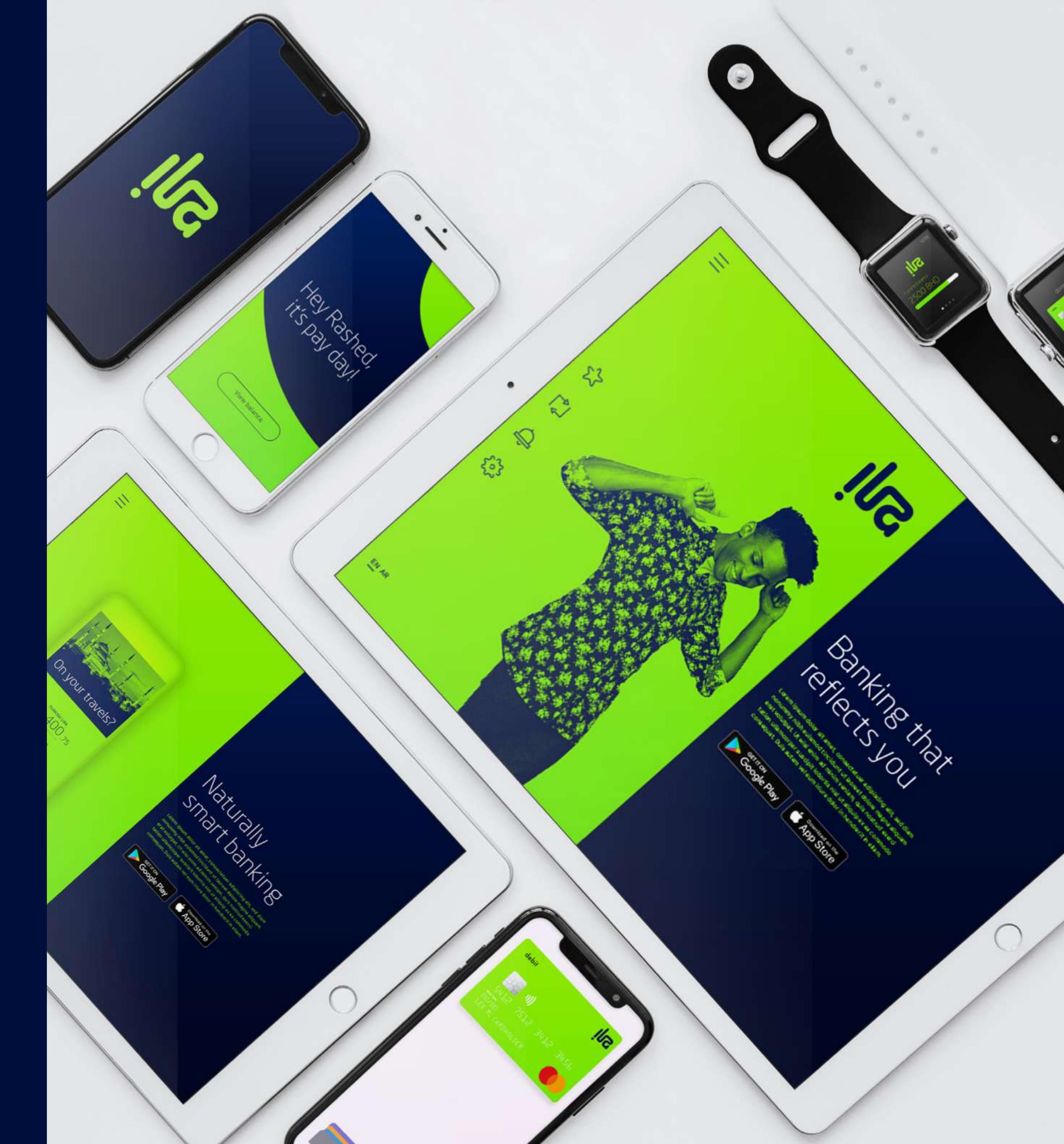
Principal UX Architect

Project

Savings pots

Rahul Hareendran

May 2020



Essence

Naturally Smart

Personality



Informed
Clear and methodical
We lead with a clear direction



Focused
Perceptive and Precise
We deliver optimal solutions



Approachable
Open and welcoming
We ease communication

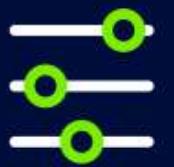


Brand value proposition



Superior customer service

- Contact centre answered by a human - no IVR
- Provide digital banking services that are simple, fast, and customer focused
- Enable customers to seamlessly onboard from home



Personalised

- Offer valuable product packages & features with benefits for each individual segments
- Best rates asset products based on circumstances



Financial Literacy

- Safe to spend feature
- Jami'yah - funding circles
- Spending and savings goals
- Roundups
- Look ahead feature
- Financial assistance feature



Enabling experiences

- Request money not just receive
- Split bill functionality
- Bio metric login
- Digital onboarding from home
- Instant decisioning on asset products



Open and Connected

- Regional Marketplace for Fintech partnerships
- Mena Wide proposition in digital banking from Bahrain base.
- Open banking
- Community strategic tie ups & partnerships



Responsible Banking

- Through Jami'yah - charitable funding circles
- CSR
- Option to transfer your loyalty points to a charity of your choice
- Transfer your interest to charity

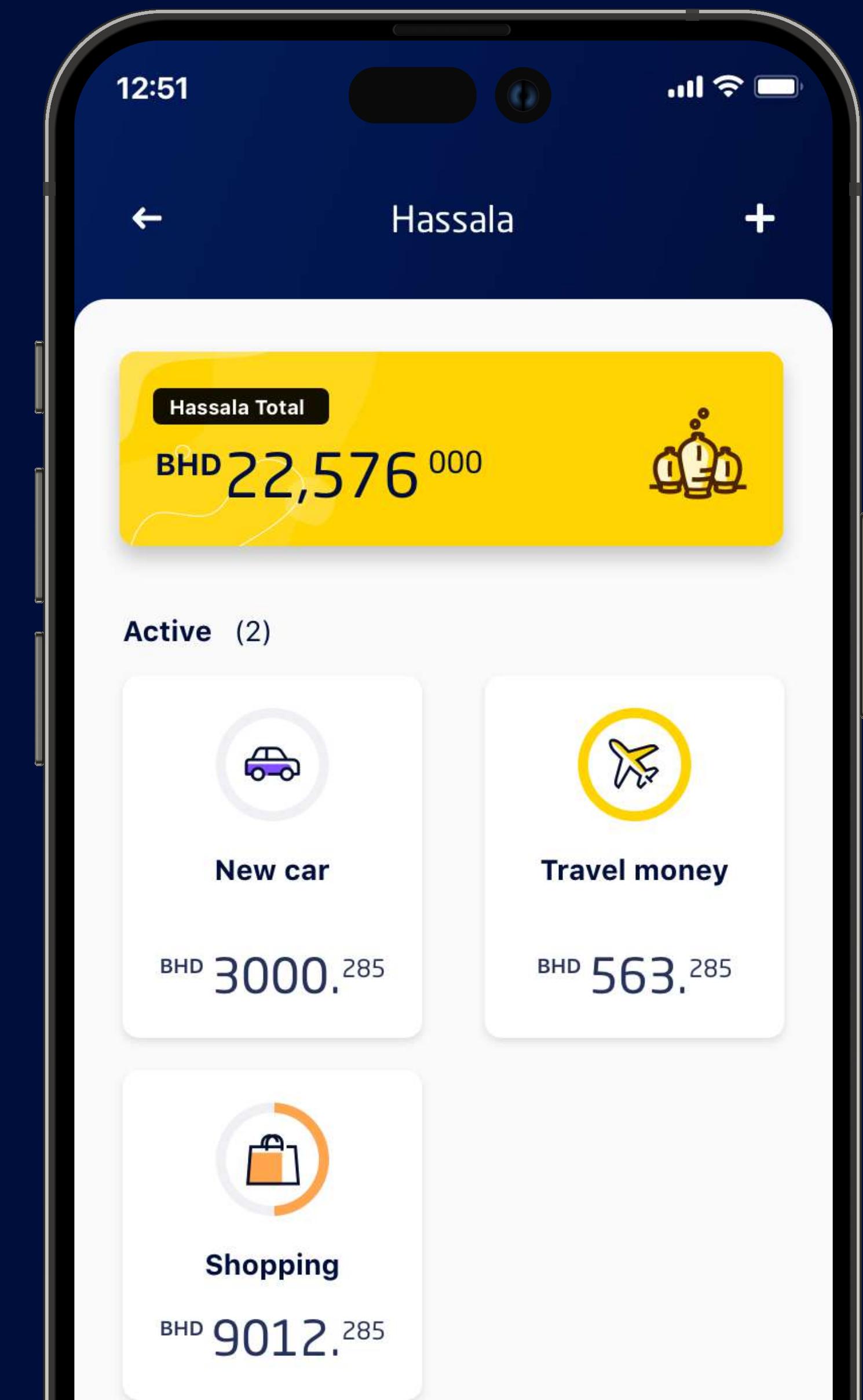
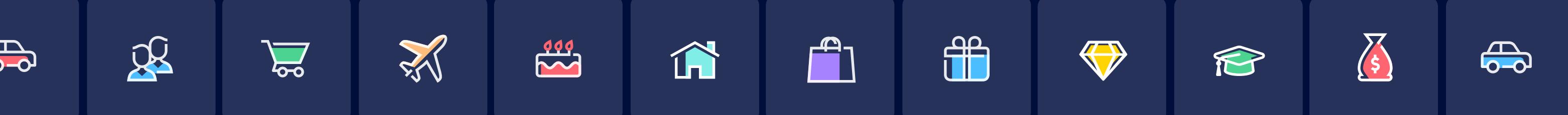
Step 1

Research & Discovery



The Problem

Design an intuitive savings product for working professionals and young adults to help them save money, achieve their goals and thereby improve their financial habits.



User Personas

We identified three key user archetypes to focus on to conduct user research and build our savings product.

1. Family oriented busy professional



"I wish for a better digital app with a clear overview of financial situation"

Ali

Persona: family guy, busy professional
Age: 31 y.o.
Origin: Egypt

Ali has a wife and a 1 year old child. He is the only source of income on the house and is responsible not only for his own finance but also for his wife's and kid's expenses. He has a strong relationship with the Egyptian community and they often help each other. He is also saving money to buy a house for his coming kid.

Financial challenge:
He wants to provide high standard of living for the first daughter, as much as for the coming children. He believes he needs a financial plan, otherwise he will suffer.

2. The aspiring business owner



Amina

Persona: millennial achiever
Age: 26 y.o.
Origin: Bahraini

Amina lives with her parents, but has her own job and money. In the evening, she is working on launching her own business. Sometimes she runs into a problem of differentiating where her money goes to, as both private and business financials are managed from the same account.

Financial challenge:
how do I save with what I have?

3. Young adult expat



"I do not contribute to charity. I do it my own way. I was raised to make people happy"

Aja

Young adult expat
Age: 26 y.o.
Origin: Bangladesh

Aja has recently relocated to Bahrain, and he started his first job in a bank. His dad opened his first bank account. He would like to be a successful banker in the future. He thinks with money comes power.

Financial challenge:
He likes to send gifts and money to his family whenever they need. It's difficult to transfer, He needs to take money physically to his home country.

User Research

Qualitative User Interviews Questionnaire

We studied the spending and saving habits of our users, recruiting 10 participants that fit our persona.

Casual conversations about their needs, challenges and pain points were analyzed and turned into insights.

WARM UP

Do you find it easy / hard to save money?
Do you think you're financially disciplined? How?
How do you go about saving money nowadays?
Are you a save first, spend later person? or the other way around?
What's your experience / relationship with credit cards?

HOUSEHOLD / HISTORY

When did you start saving money?
What was it like when growing up? How did your parents go about saving money?

CHALLENGES

What's the most challenging part about saving money?
Do you have moments where you think you shouldn't have spent something?
What do you think you should've spent lesser?

METHODS

How do you do long term / short term / emergency?
Any services you use?
How about savings accounts? Apps? Mutual funds?
Property?
Which of these would you think is a good method for saving money?

EMERGENCY

Do you have emergency funds
Describe a situation where you were able to get out of a situation because you had money saved up
Did you ever think about saving for retirement?

GOALS

Would you save a fixed amount every month or would you like to save towards a goal?
What all do you save money towards? Education? Kids?
Travel?
Does goals matter to you? Or do you save money anyways?

FEATURES

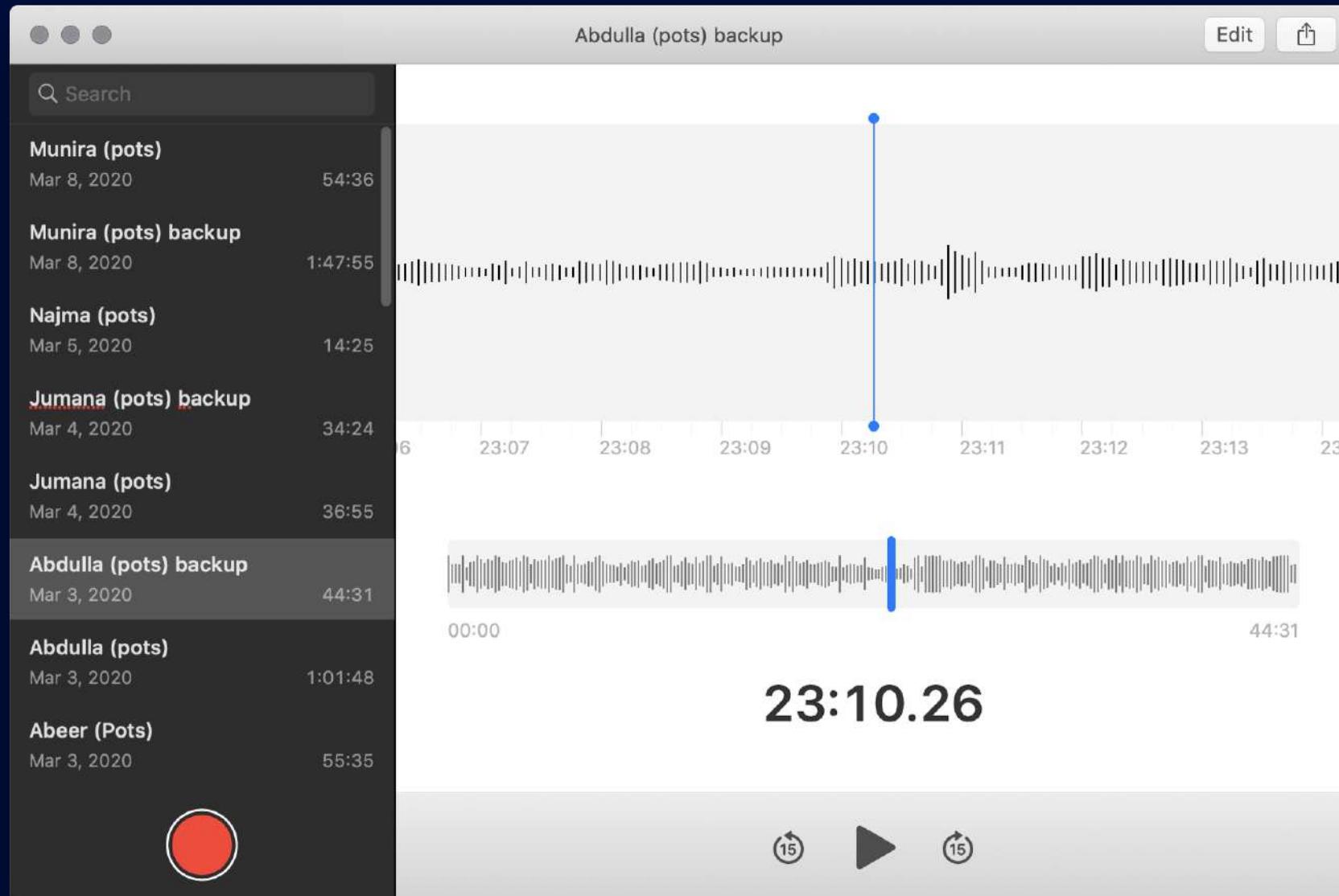
What do you think about the feature of rounding off (keep the change) by the bank?
What would be a saving service you would use?

IDEAL SERVICE

Imagine you can design your own savings plan. What would it be like?
If someone was to take care of your savings for you, ideally, what would it be like?

User Research

Gathering Insights from user interviews



Najma

Jumana

Munira

Abdulla

Do you find it easy / hard to save money?

Easy in the beginning of the month, you'll get your salary. Three hundred BD is for saving. if the money is right there, and it's easy to access it. So, if I feel like saving 300BD a month, at the end of the month it becomes 150BD. The access of the money is what prevents me from saving.

Parents saving strategy?

One of the things my father used to do is to give it to my mother to hide it and forget about it. He'll take the cash out of the bank. Give it to my mom, and instruct her to not talk about it. At the end of the year, we will use that to do something for the house.

For me, I'd like something. I want to save for let's say, a car. Do not let me access that money until i reach the goal / finish the saving / call the bank

If I can access it, I'll spend it.

Disciplined?

No, I spend a lot. I know I can save. When I was not working, I used to get 100 BD and was able to survive on that, and i have 10BD left. When I started working, new expenses have come up ad my expenses have increased. I know I can save, I didnt change in 2 years. The accessibility of the money is he main issue.

Loans

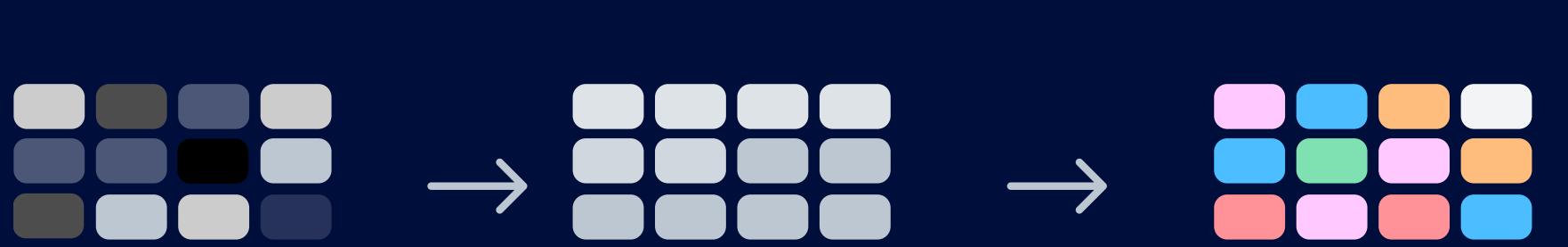
I took a loan but that's for marriage. It's not a goal, it's something you have to do.

Spend now, save later?

No. I always save. I don't borrow money. I don't like that. I'll wait until i get the money and then I'll get the stuff I need. I don't like the idea that I owe money to someone. I don't feel

Saving strategy 32
Mental model 17
Financial discipline... 9
Saving strategy 32
Saving strategy 32
Saving towards goals... 21
Challenges 9
Challenges 9
Mental model 17
Expenses 5
Financial discipline... 9

Methodology

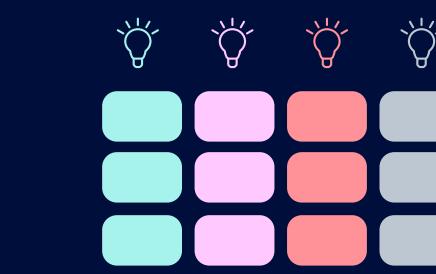


Raw data

→ Qualitative Data



Codes / Keywords



→ Themes / Insights

User Research

Key Insights



The most important factor that determines users' savings is the ease of access to the money they'd like to save.
People deliberately make it harder for them to access their own money so that they can save.



Progress, results, visualizations motivated 92% of users and encourage them towards saving more.
They get delighted when they see progress.



87% Interviewees save towards specific goals, rather than saving for the sake of saving.
Goals motivate them, and they often have multiple goals.



Rounding up feature excites 60% of users. Some people are even interested in rounding-up in ^{BHD} 5⁰⁰⁰ steps.
If it's a few fils, they don't care.



Raffle / Lottery is a decisive factor and major motivation in choosing which bank to invest, for 67% of the users.
They always think they're gonna win the 1million draw.



Saving money instantly at pay-day maximizes savings, even for financially disciplined people.
This small window disappears rapidly.

User Research

Additional Insights



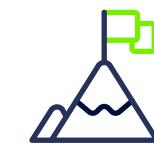
People are interested in spending pots, linked with their debit card.

They'd like to be able to use the pot for a purpose, like travel.



People struggle to save towards goals.

They often...



87% Interviewees save towards specific goals, rather than saving for the sake of saving.

Goals motivate them, and they often have multiple goals.



Progress towards goals is difficult with credit cards.

They get charged off...



People have a hard time with credit cards. Many have cancelled, many struggle.

They often...



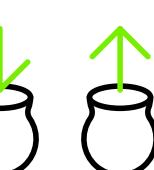
Two main sources of money: rest; and spending.

Spending from...



Progress towards goals is slow.

They get delayed...



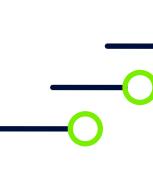
Two main sources of money: rest; and spending from...

Spending from...



The most important factor that determines users' savings is the ease of access to the money they'd like to save.

People deliberately make it harder for them to access their own money so that they can save.



Rounding up feature excites people. Some people are even interested in rounding-up in 5BHD steps.

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Raffle / Lottery is a decisive factor and major motivation in choosing which bank to invest, for 67% of the users.

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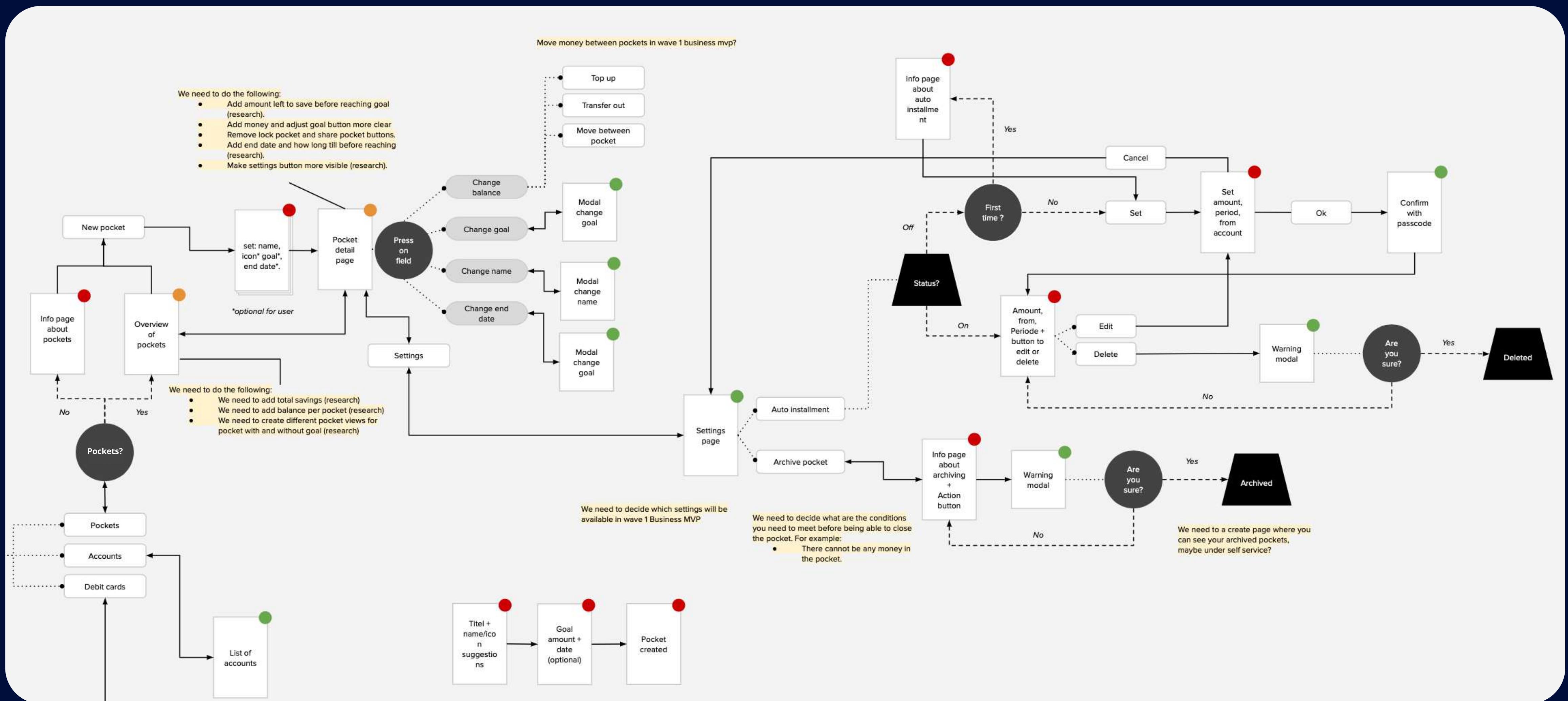
Saving money instantly at pay-day maximizes savings, even for short periods of time.

Step 2

Interaction Design

Wireframes

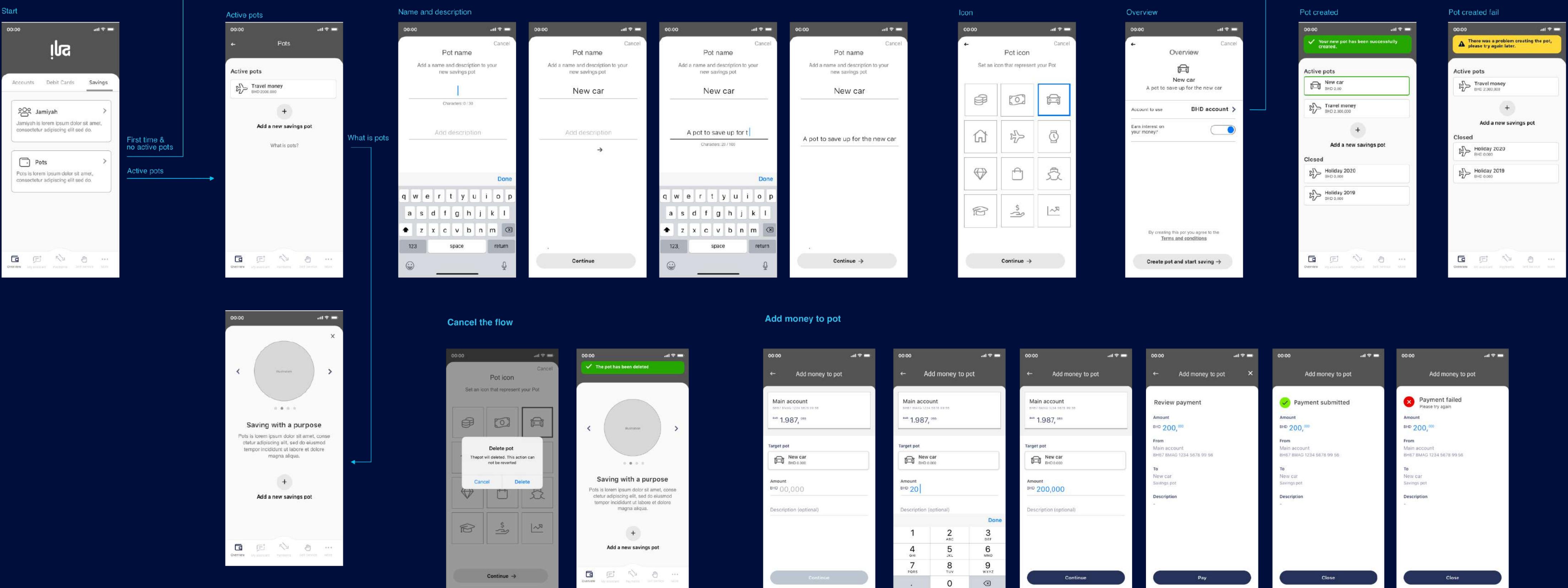
Information Architecture



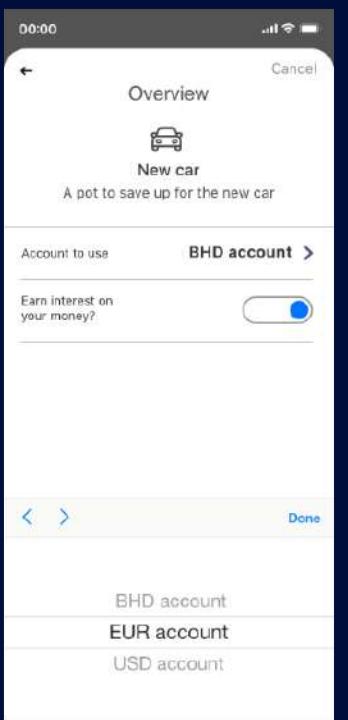
Wireframes

Version 1 (MVP)

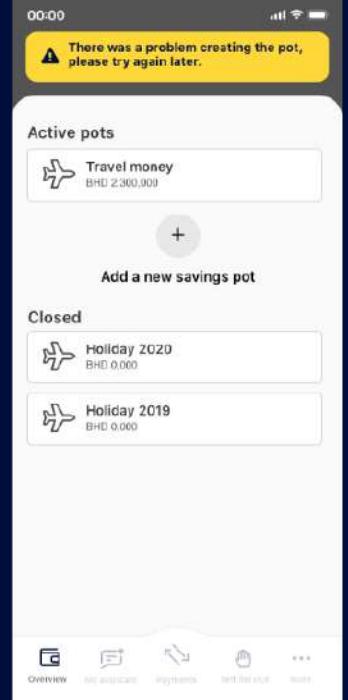
Main flow



Edit account



Pot created



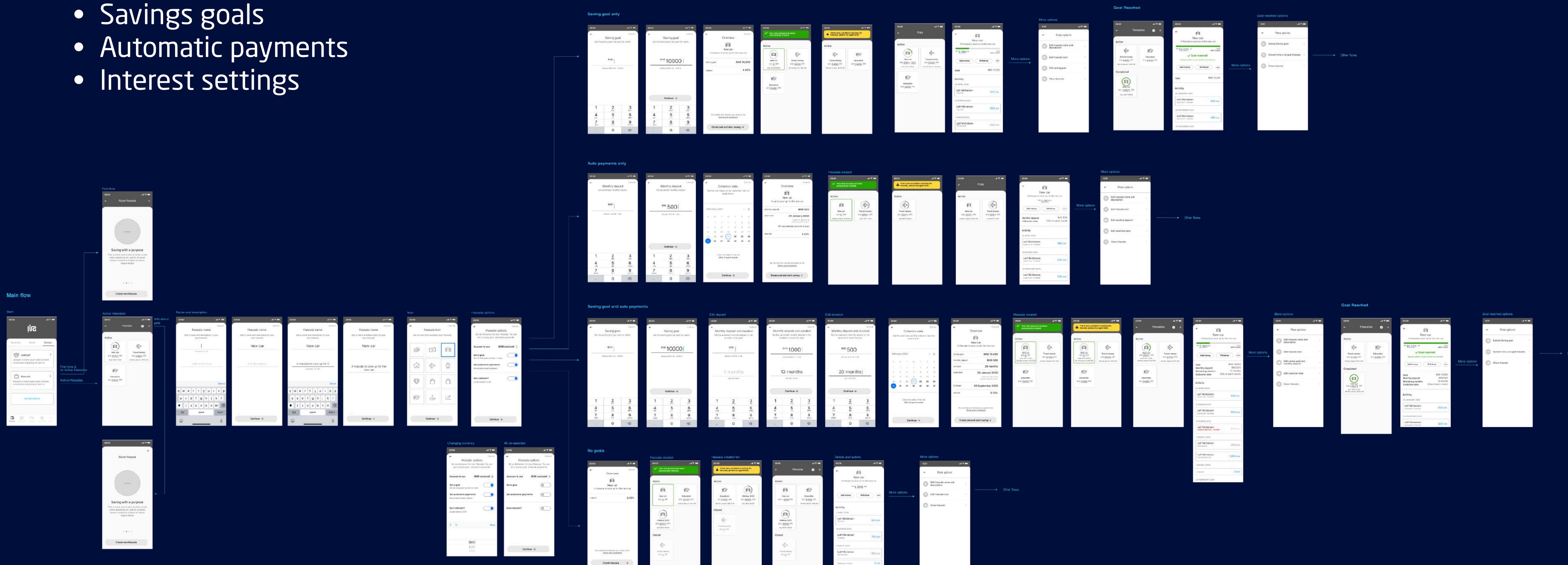
Close



Wireframes

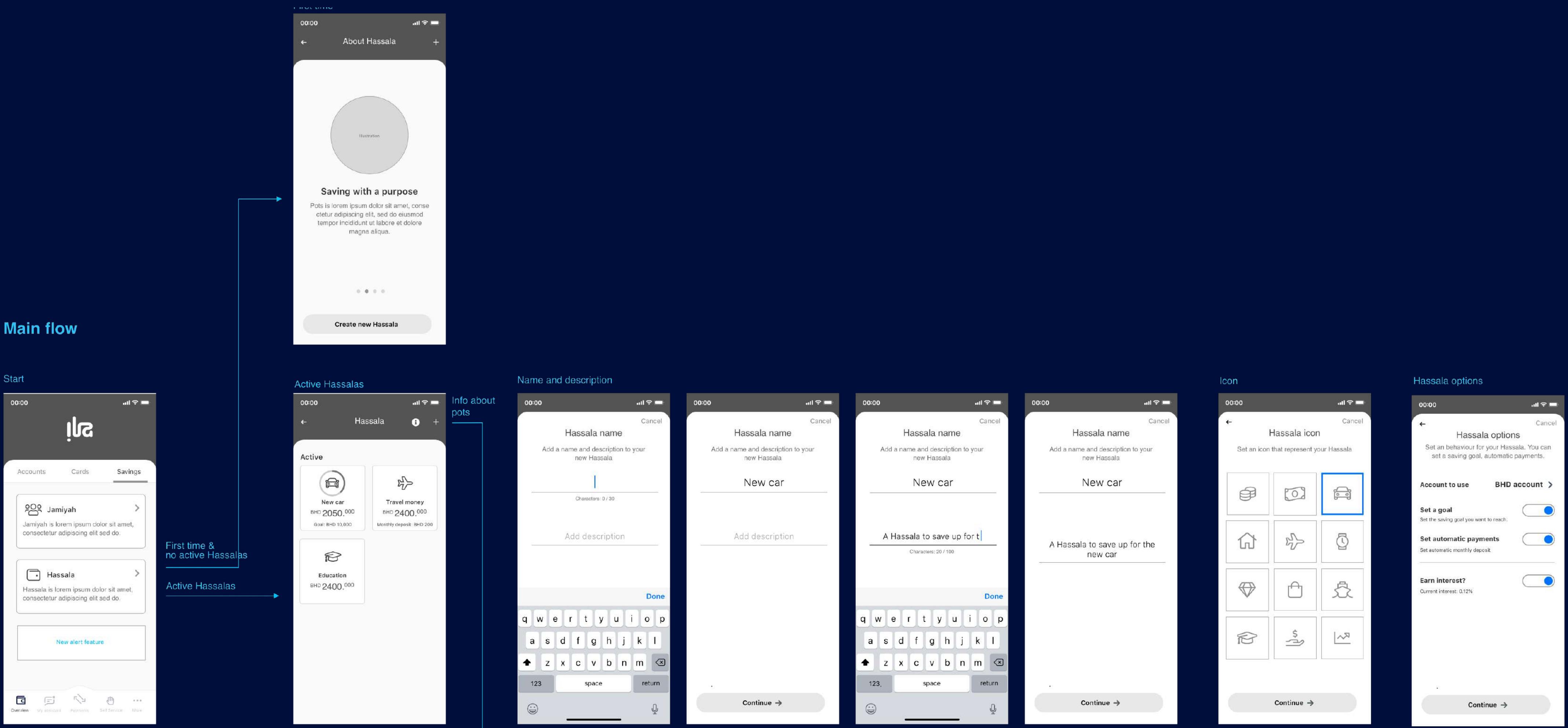
Version 2

- Savings goals
- Automatic payments
- Interest settings



Wireframes

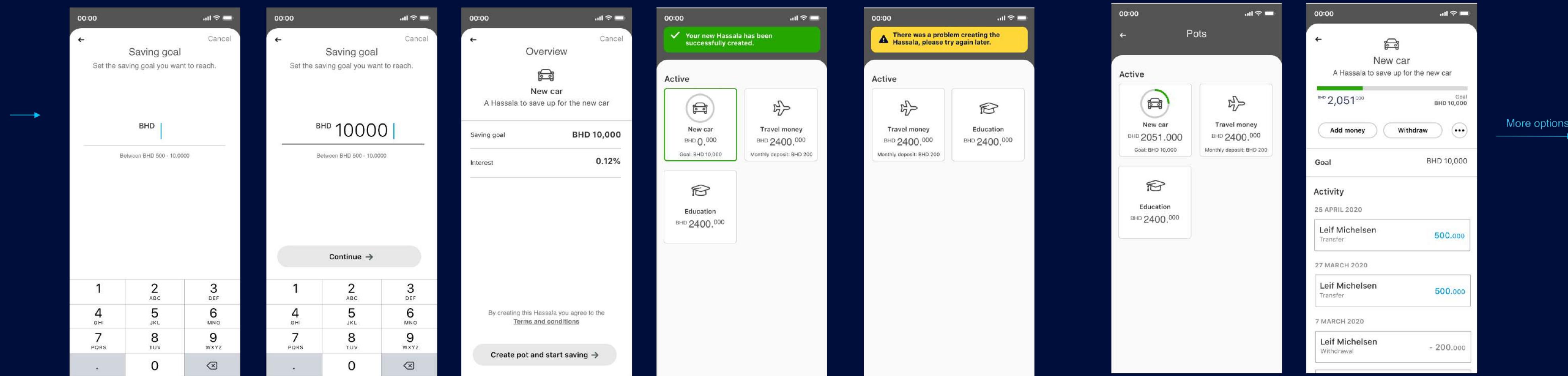
Creating a Hassala



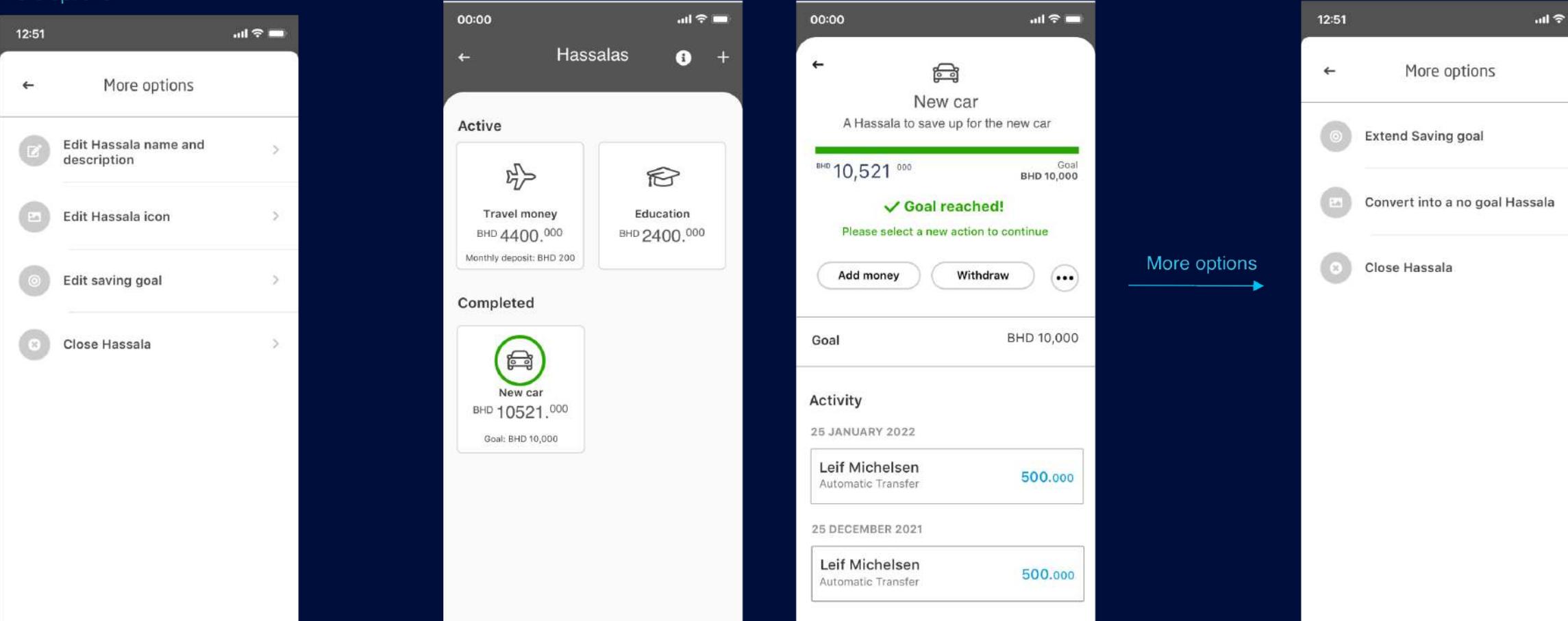
Wireframes

Savings Goals

Saving goal only



More options



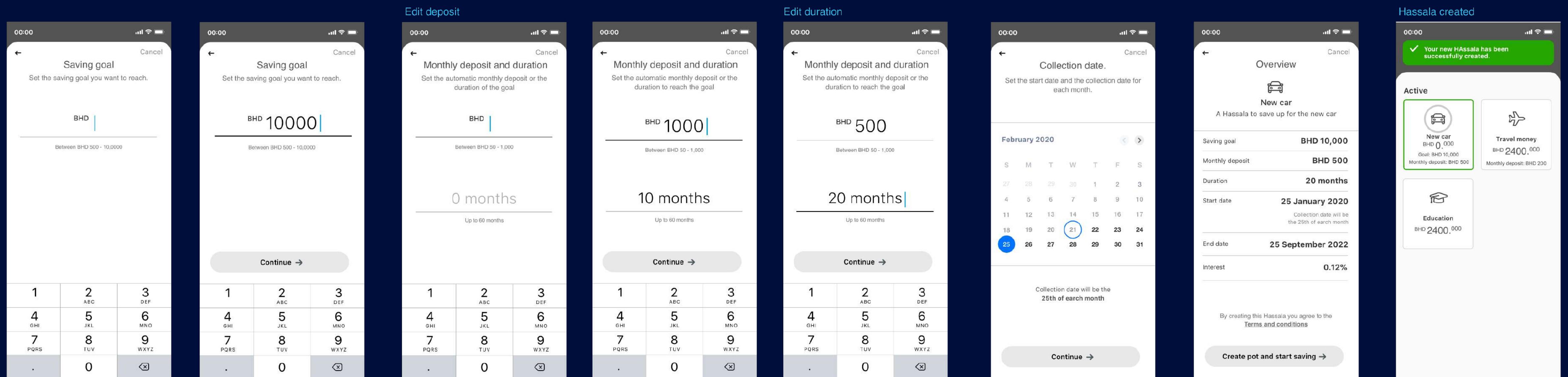
Goal reached options

More options

Other flows

Wireframes

Automatic Payments



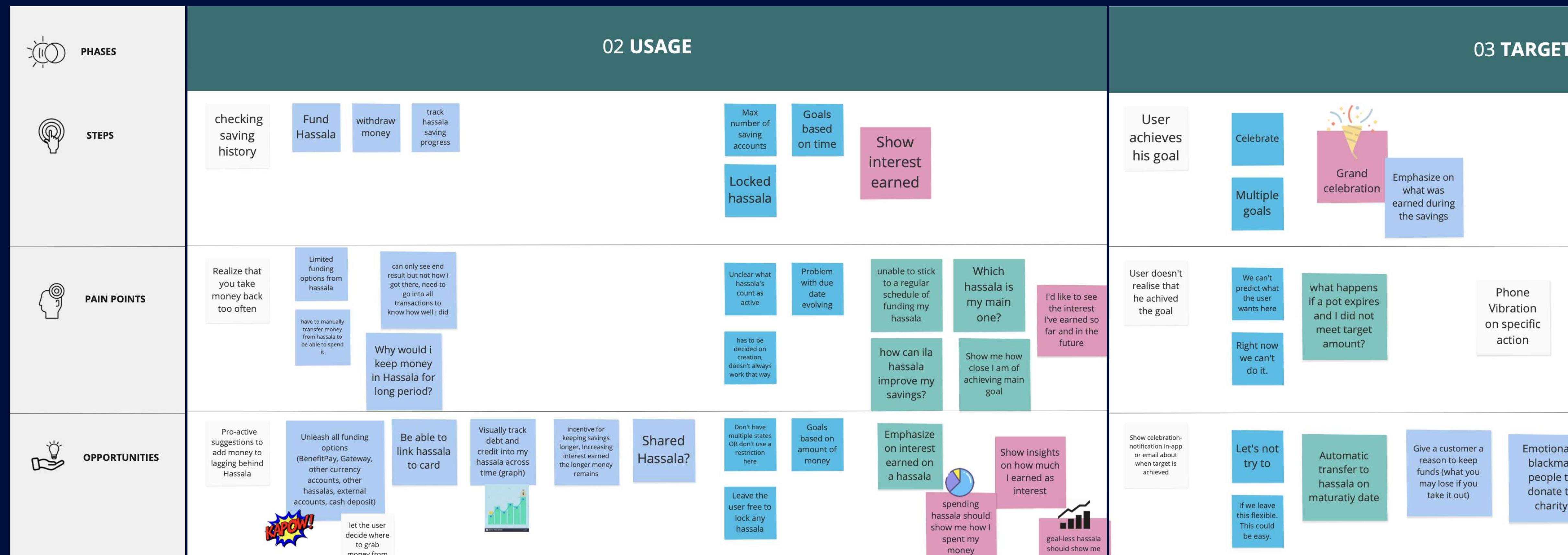
User Research

Prototype testing and user journeys

PHASES		01 ACTIVATION										02 US				
STEPS		deciding money target	Set up icons/img	Define name and description	Open a savings account	Going through flow of creation	Setting step	checking saving history	Fund Hassala	withdraw money	track hassala saving progress					
PAIN POINTS		not understanding how much user can afford	Don't find specific image or icon for my saving	Once I get the salary, take the money instantly. Don't show me the entire money.	To many steps to create a Hassala	Large amount of steps to do so	No feedback or feedforward where am I?	to many initial restrictions	Name of my hassala is kind of the last thing I care	Realize that you take money back too often	Limited funding options from hassala	can only see end result but not how i got there, need to go into all transactions to know how well i did				
OPPORTUNITIES		adding analgorythm to analyse the spending habits	Add a pictu will make more tangible	Charge to withdraw from pot	Make due date rewarding (sound effects/celebration screen)	Hassala to calculate future amount based on my deposit	Prefix values during creation and allow edit later (express creation) configure later	Combine steps together more	Tell the user at what step he is in the creation	give the opportunity to do it later (when they want)	Setup icon automatically based on my hassala name, then let people customize.	Setup my target automatically based on my data. If unavailable, use sensible presets	Pro-active suggestions to add money to lagging behind Hassala	Unleash all funding options (BenefitPay, Gateway, other currency accounts, other hassalas, external accounts, cash deposit)	Be able to link hassala to card	Visually track debt and credit into my hassala across time (graph)

User Research

Prototype testing and user journeys



User Research

Prototype testing and user journeys



Step 3

User Interface Design

Illustrations

A Hassala is a clay pot that was traditionally used in Bahrain for saving money. This reflects the brand values and delivers on the brand promises, to be informed and personal.

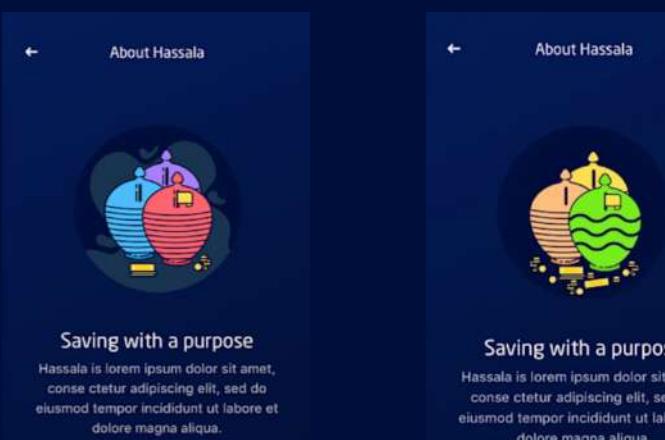
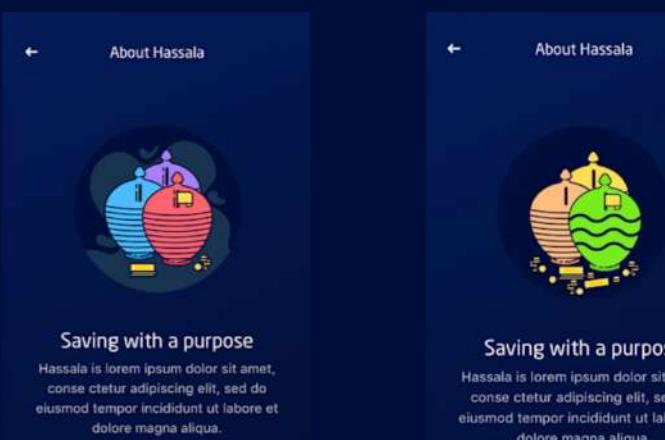
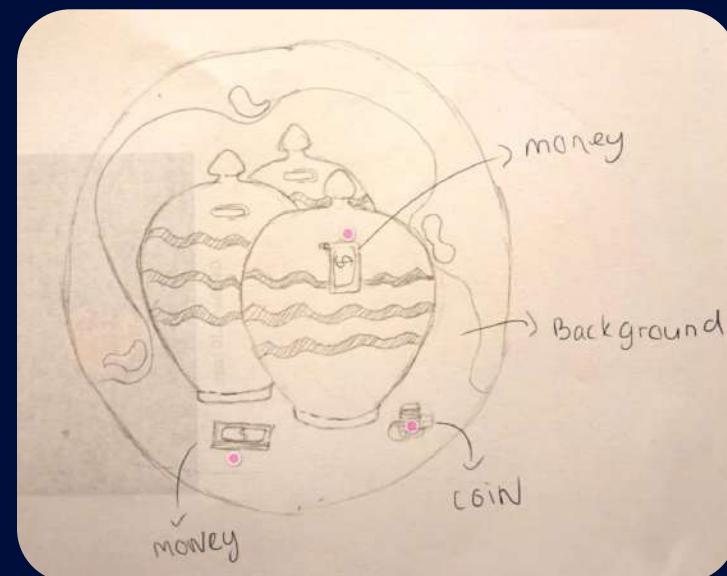
Inspiration & examples

These are money pots used by people to save money. These function exactly like piggy banks. To take out the money, the person breaks the clay pot open. These money pots are not expensive, and the build quality is not as good as kitchenware. It's built to be broken when the person needs money.



Inspiration & examples 2

It's common for these clay pots to have funky colours, designs and patterns painted on them. These paintings often are not very elaborate. Eventhough, some examples shown here have intricate designs on them.

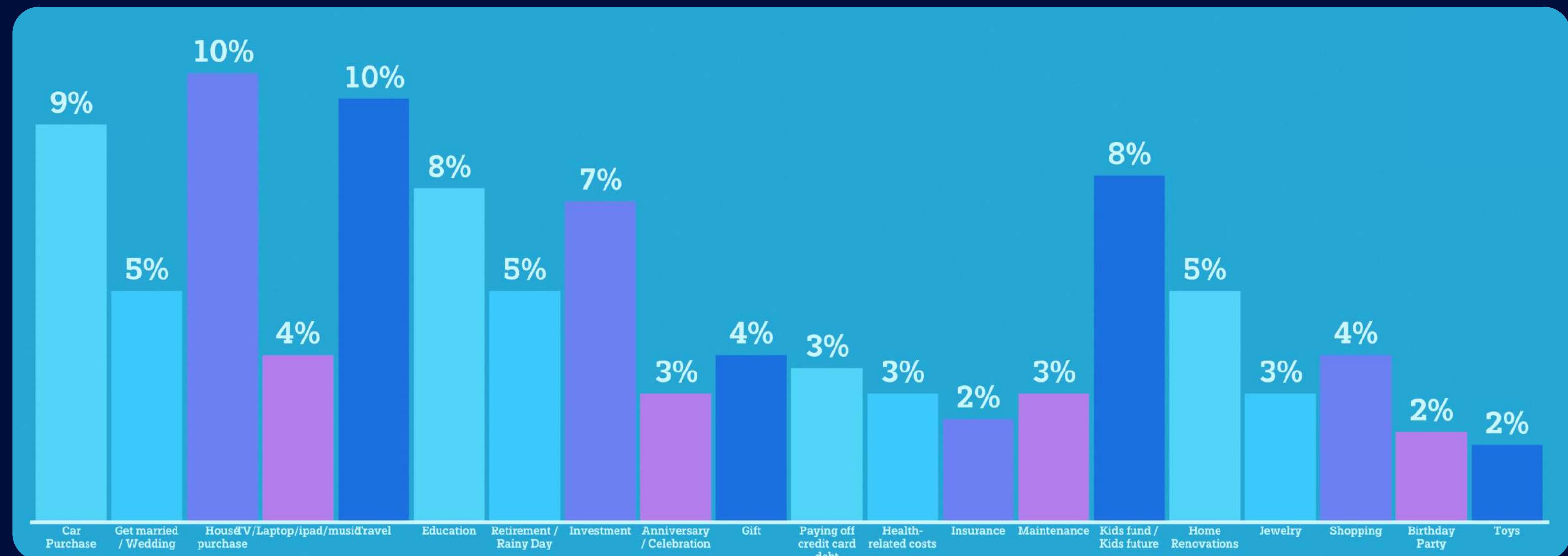


UI Design

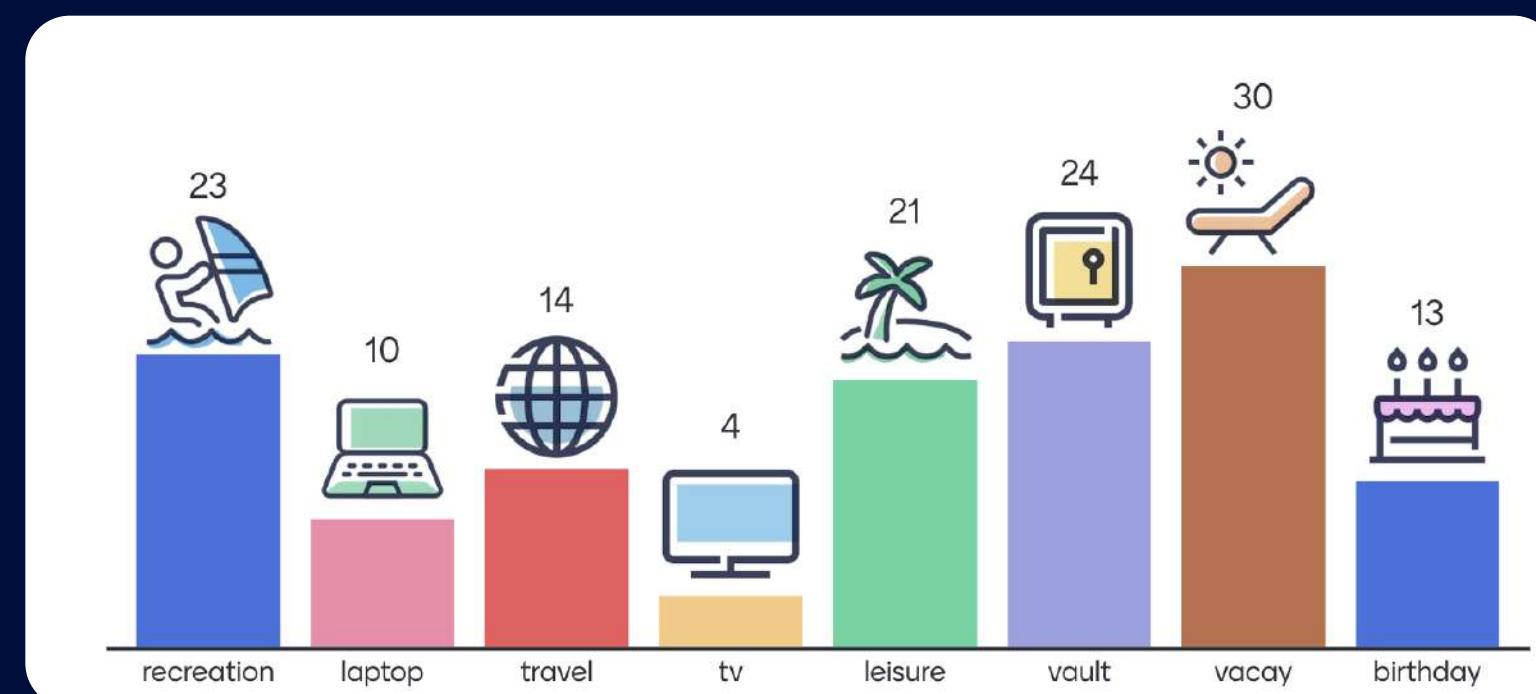
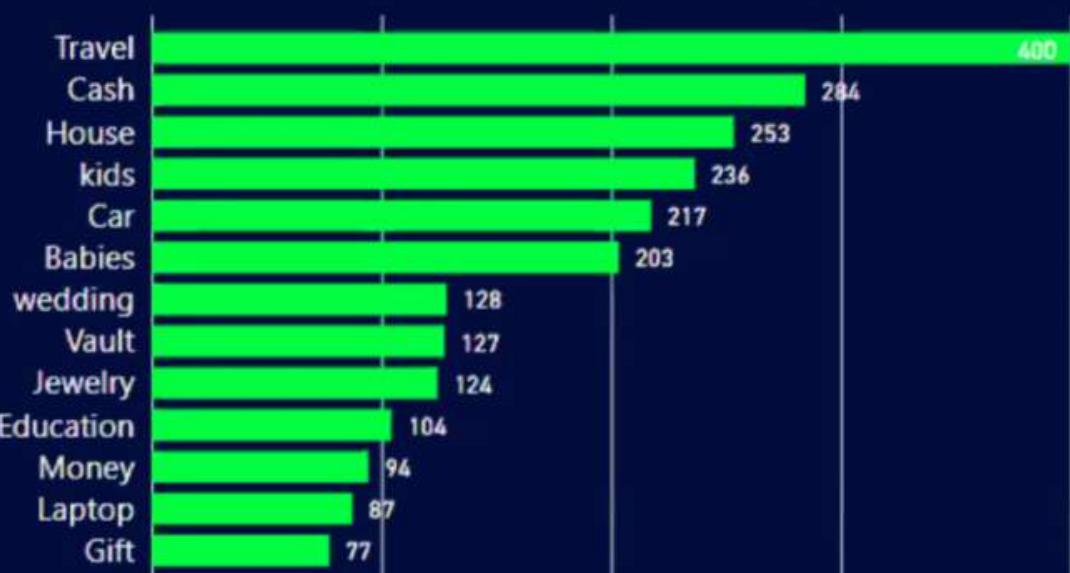


Icons

Polls to identify savings goals / causes and most used icons

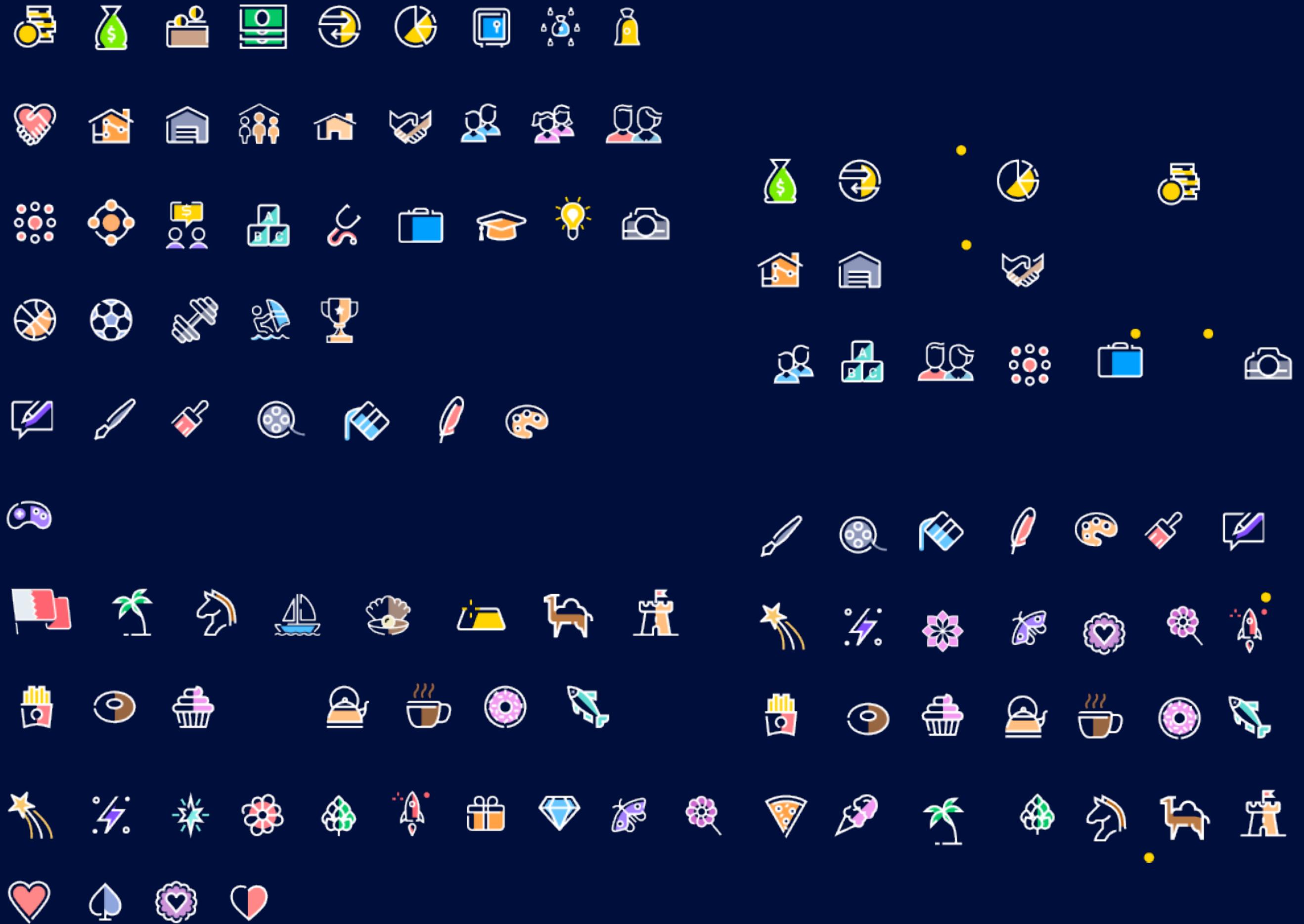


Insights from analytics



Selected icons

Icons that didn't make it



Light



Dark



Step 4

Prototyping & User Testing

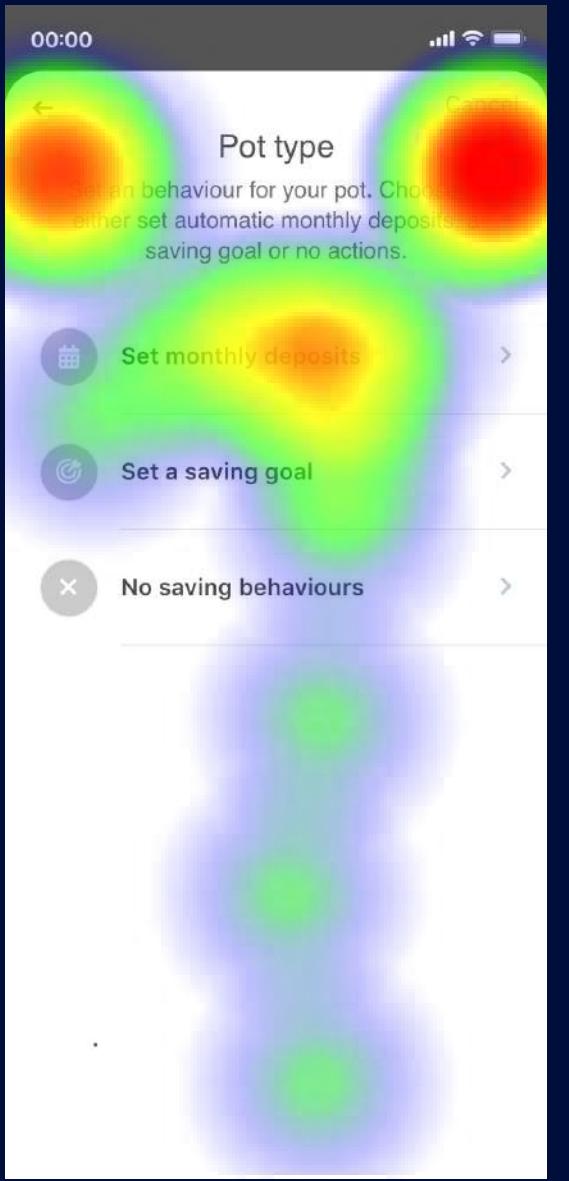
UI and Prototype

The screenshots illustrate the user interface and prototype of a mobile application for managing savings accounts. The app features a dark blue theme with light-colored text and icons.

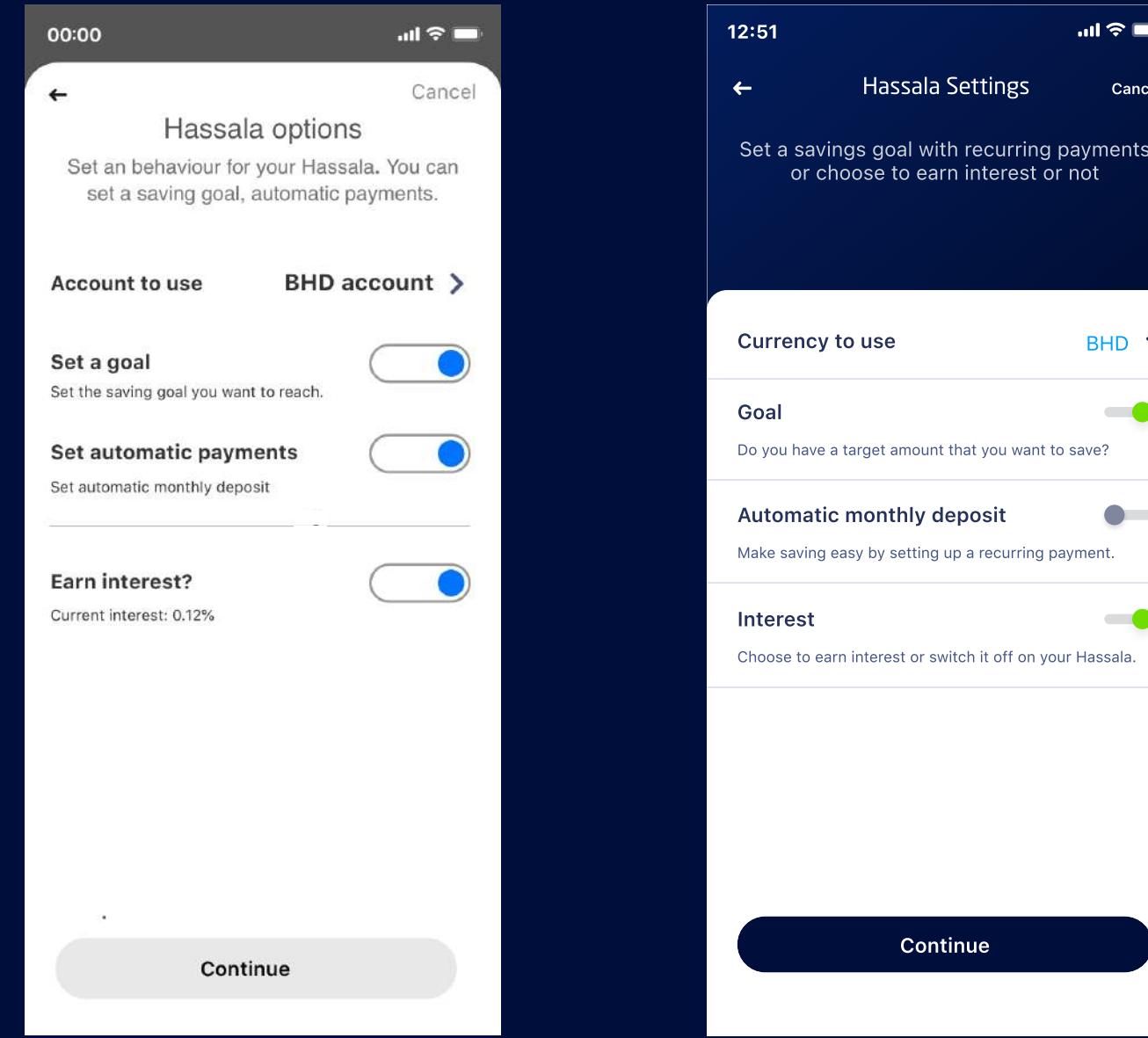
- Saving Accounts Overview:** Shows a navigation bar with "Current", "Saving" (selected), and "Investment". Below are two cards: "Hassala Saving accounts" (yellow background) and "Jamiyah Community savings" (blue background). A "Coming soon" badge is visible on the Jamiyah card. At the bottom are tabs for "Accounts", "Cards", "Payments", "Settings", and "More".
- About Hassala:** A screen titled "About Hassala" featuring a large illustration of three woven baskets containing coins. Below the illustration, the text reads: "Saving with a purpose. A fast and convenient way to save. You can choose to earn interest and you'll have access to your money at any time." At the bottom is a "Create a New Hassala" button.
- Set an Icon:** A screen titled "Set an Icon" with the sub-instruction: "Further customize your Hassala by assigning it an icon". It displays a 4x3 grid of icons representing various goals like a house, travel, education, and personal items. One icon, a baby, is highlighted with a blue border. At the bottom is a "Continue to Overview" button.
- Collection Date:** A screen titled "Collection Date" with the instruction: "Set the collection date for each month". It shows a calendar for February 2021. The 29th is highlighted with a blue circle. Below the calendar, the text states: "Collection will be on the 29th of each month" and "Irregular day selected - payments will be collected on the nearest day in the months without the selected date." At the bottom is a "Continue" button.
- Hassala Settings:** A screen titled "Hassala Settings" with the instruction: "Define how you would like to save. Set a savings goal with recurring payments or even choose if you would like to earn interest." It includes sections for "Currency to use" (BHD), "Goal" (switch on), "Automatic monthly deposit" (switch on), and "Interest" (switch on). At the bottom is a "Continue" button.
- New Car:** A screen titled "New Car" showing a progress bar for a "Hassala to save up for the new car". The balance is BHD 2,400.00 and the goal is BHD 7,200. It lists four items: "Monthly deposit" (BHD 400), "Remaining months" (20), "Collection date" (24th / month), and "Interest Rate" (1.40%). At the bottom are buttons for "Add Money", "Withdraw", and more options.

Challenges & Iterations

Set-up a Hassala

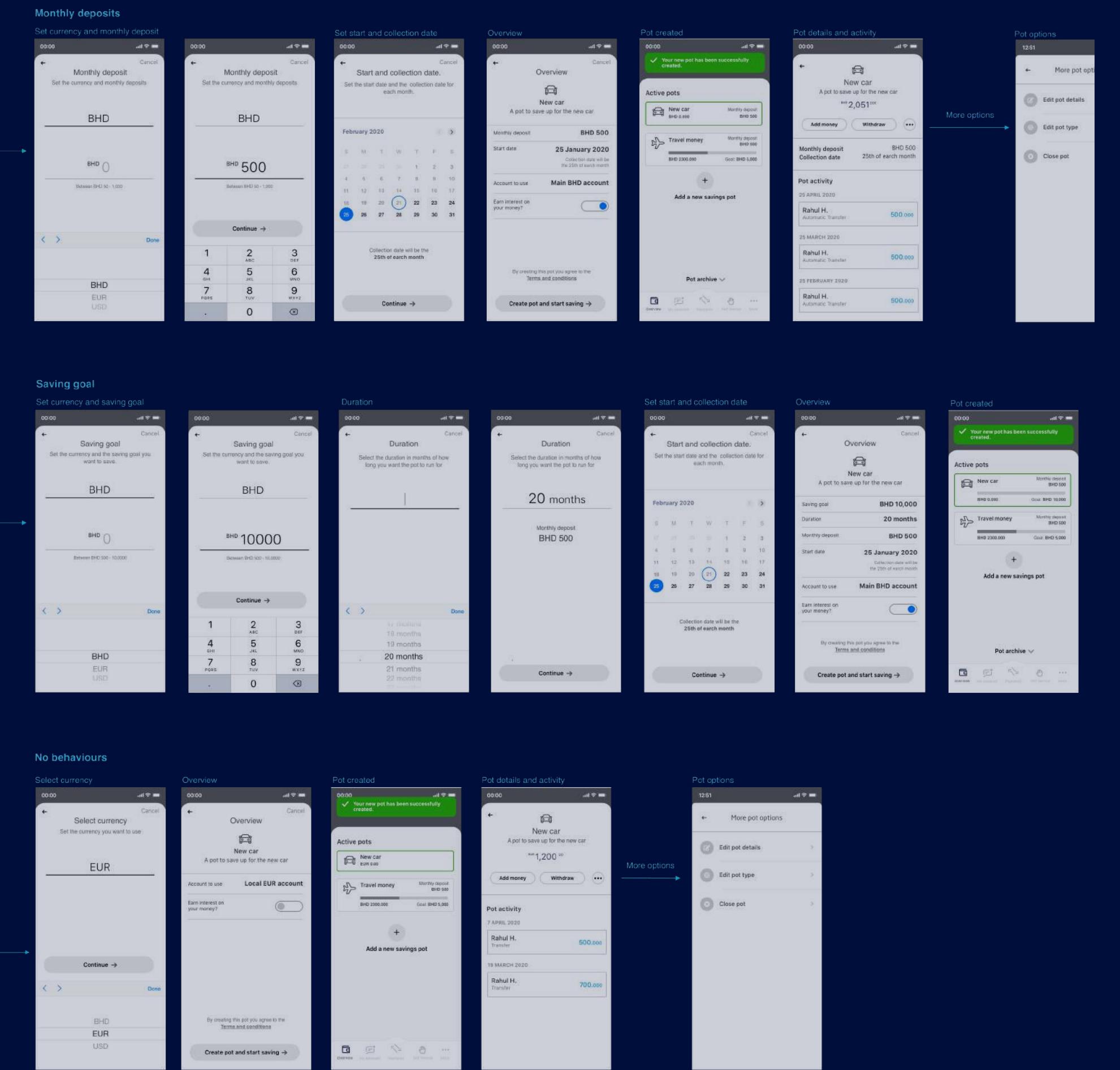


On the Hassala type screen, users spent around 30 seconds average.



Redesigned screen, reducing screen time to 10s.

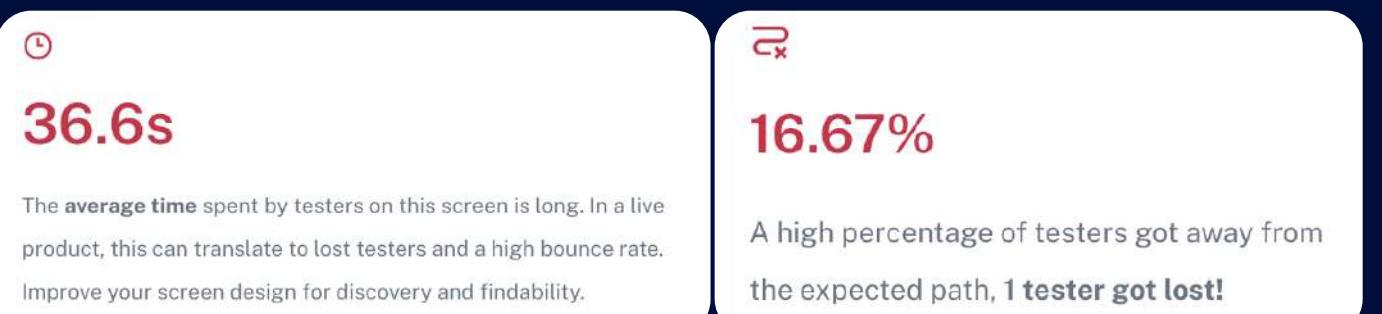
Redesigned and re-worded, reducing screen time to 8s.
(Production)



"It's confusing what each options mean"

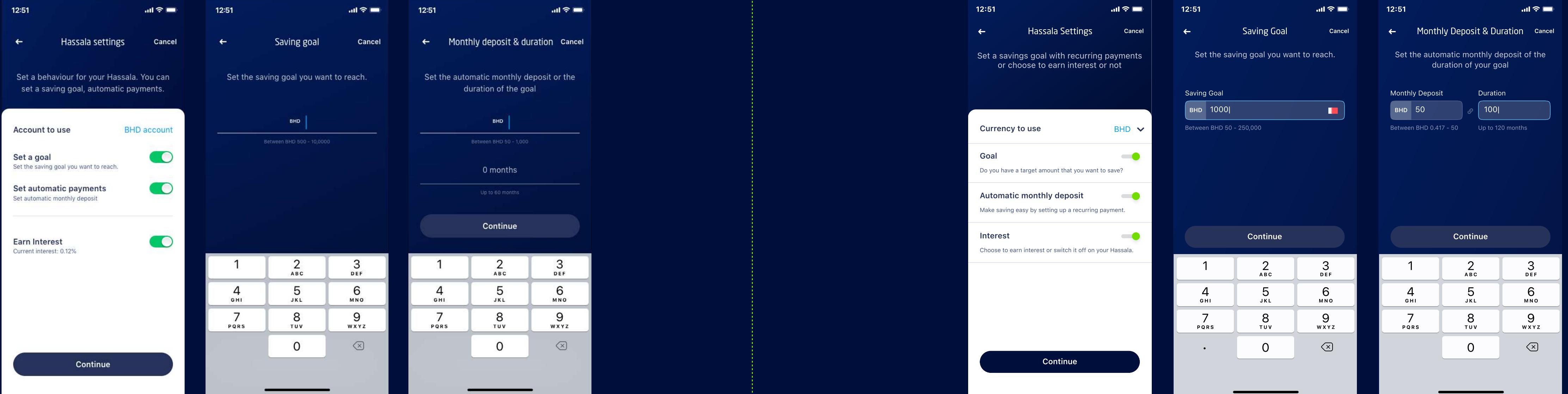
"The explanation and the types seem unrelated"

"Ah, now I get it. But what if I need both recurring deposits and goals?"



Challenges & Iterations

Goal & duration auto-pay settings



Here, the user has to set up a savings goal and then compute their monthly deposit amount and duration.

The system would throw a error if the numbers didn't add up to the goal amount.

This is an example of an non-forgiving UX pattern.

We tackled this by coupling the monthly deposit and duration. This was implemented from the engineering front-end team as well, that if one of the fields are filled-in by the user, the other one would automatically get populated.

To indicate this link to the user, we placed the input fields side-by-side, We also added an icon to visually emphasize the relationship.

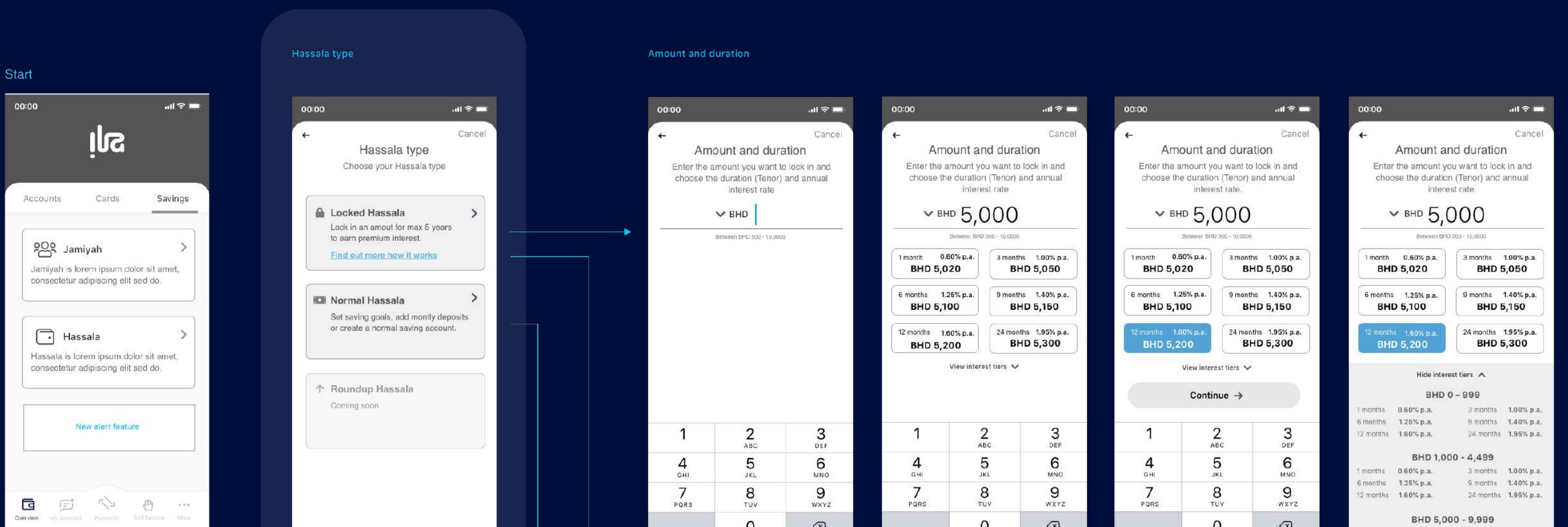
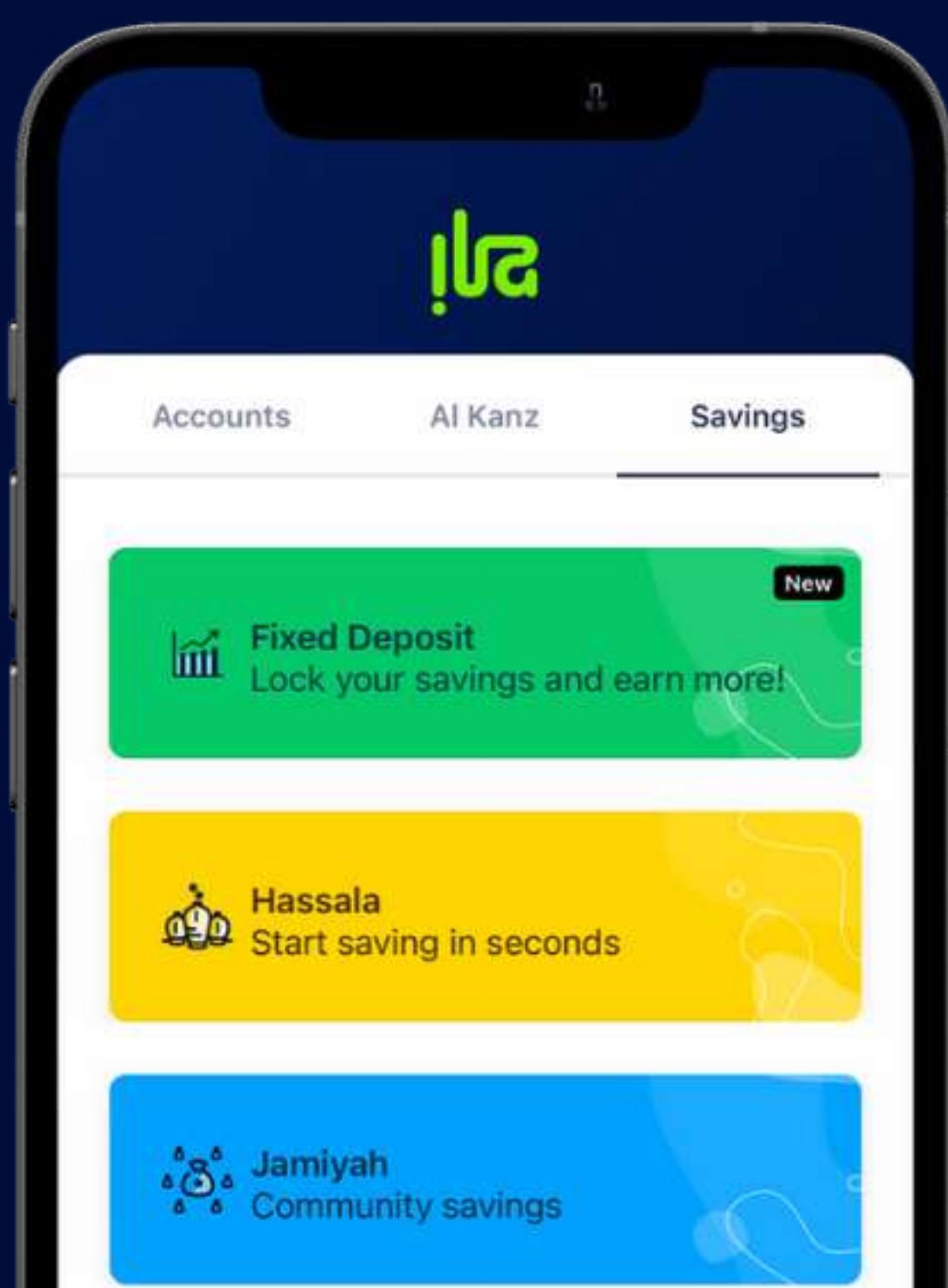
Challenges & Iterations

Originally, we designed a type of savings pot called Locked Hassala, by which users can choose to earn more interest by locking their money for a longer period of time.

This added another set of journeys and a separate set-up screen.

We found out that this confused our users because both of these have different user journeys and interactions.

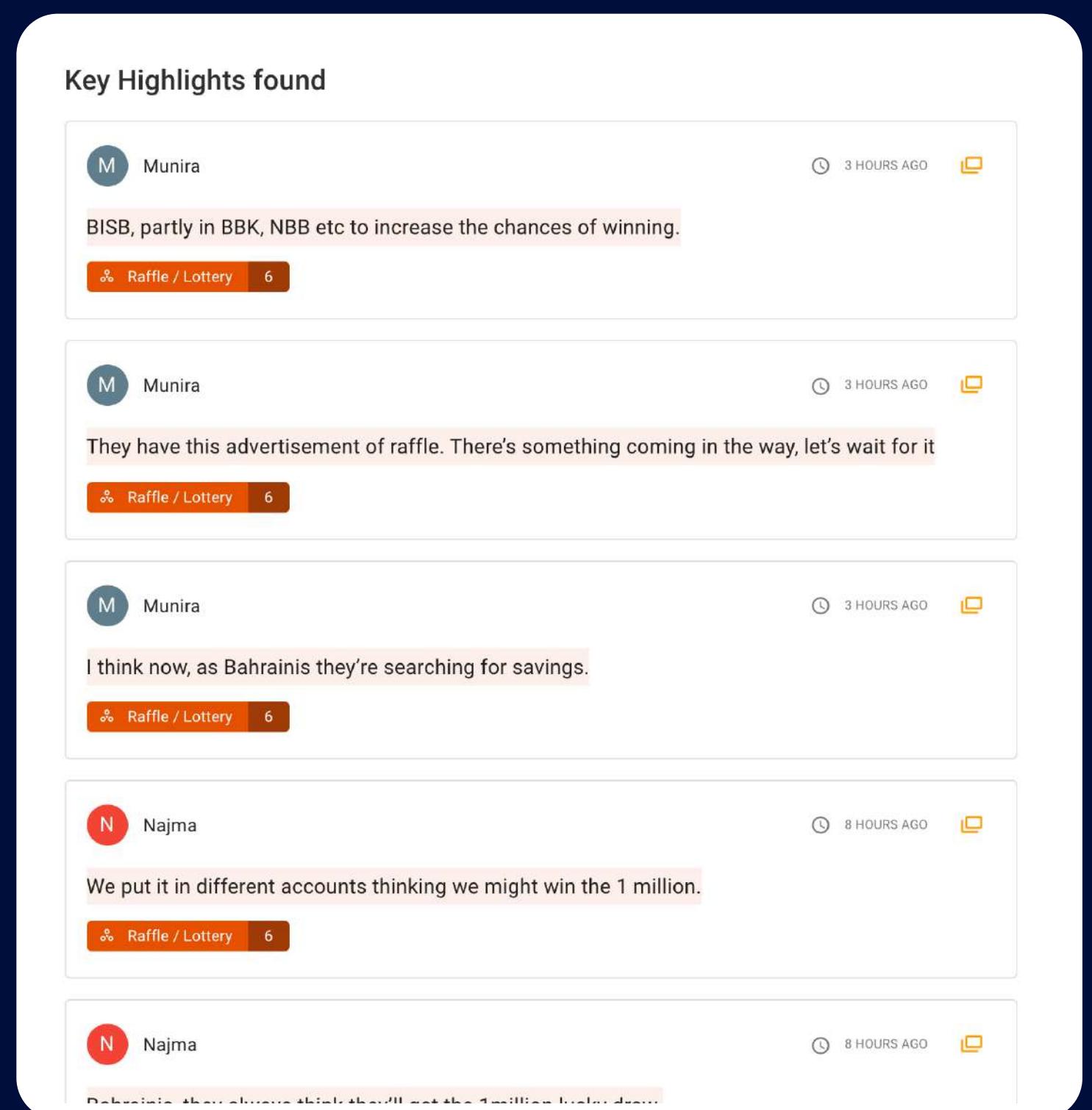
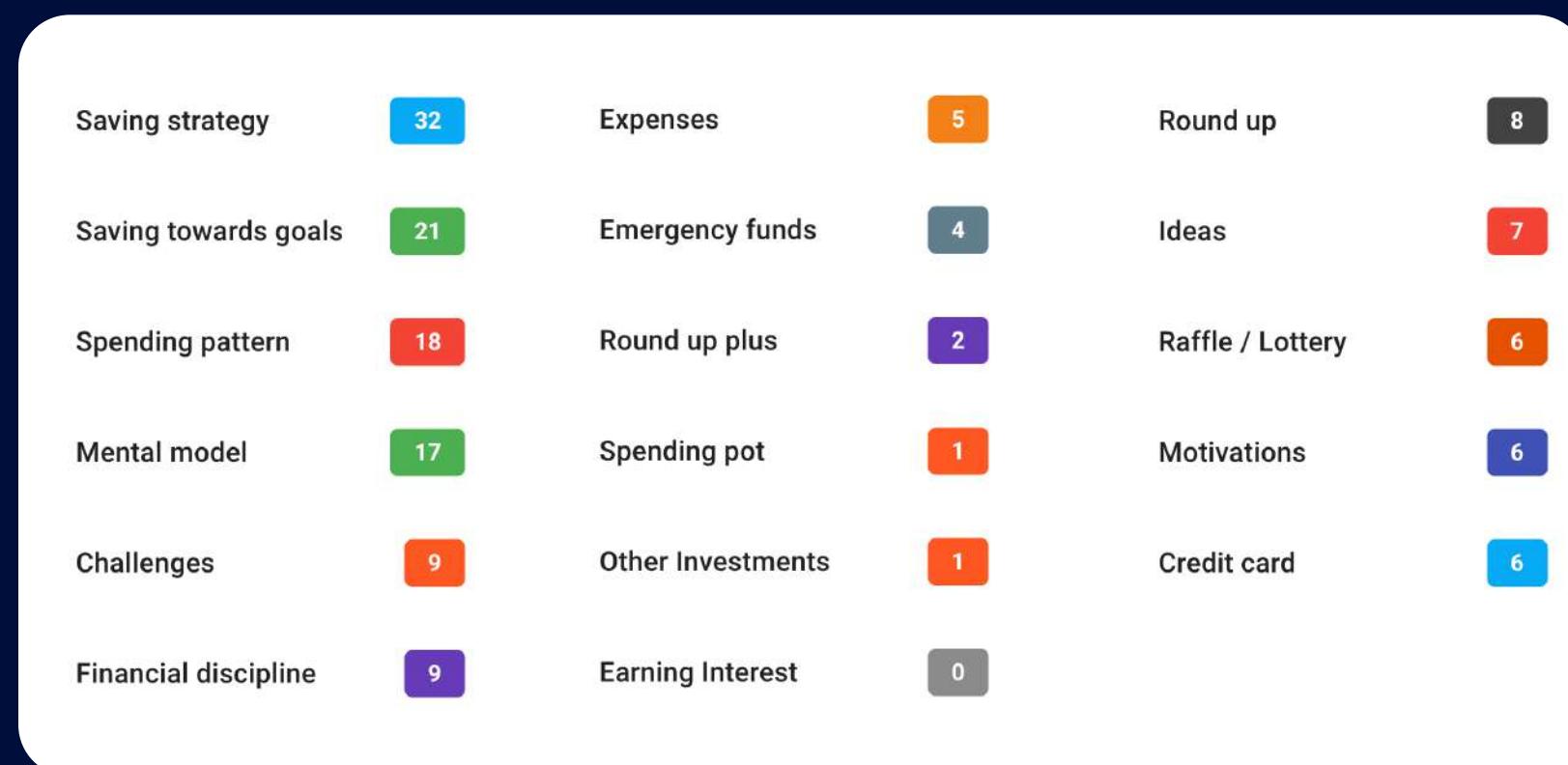
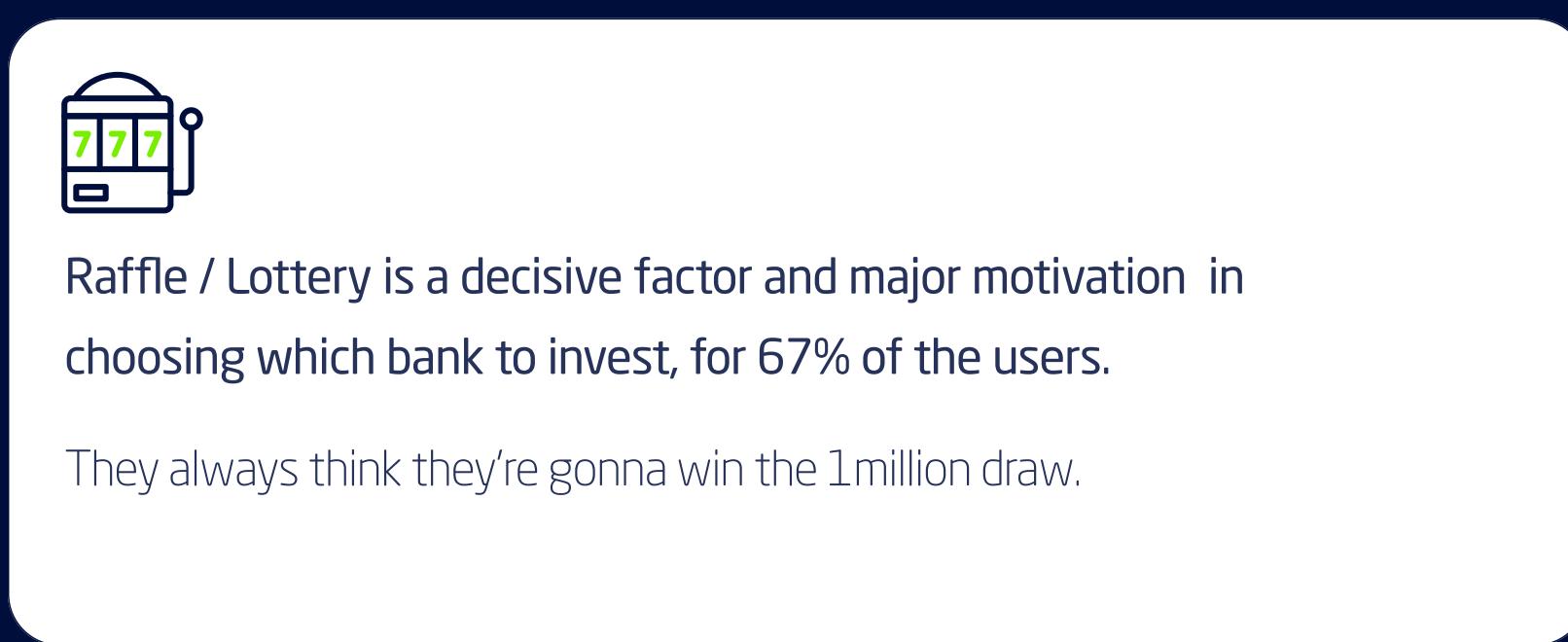
We decided to remove the option entirely, and created a new product called Fixed Deposits.



Challenges & Iterations

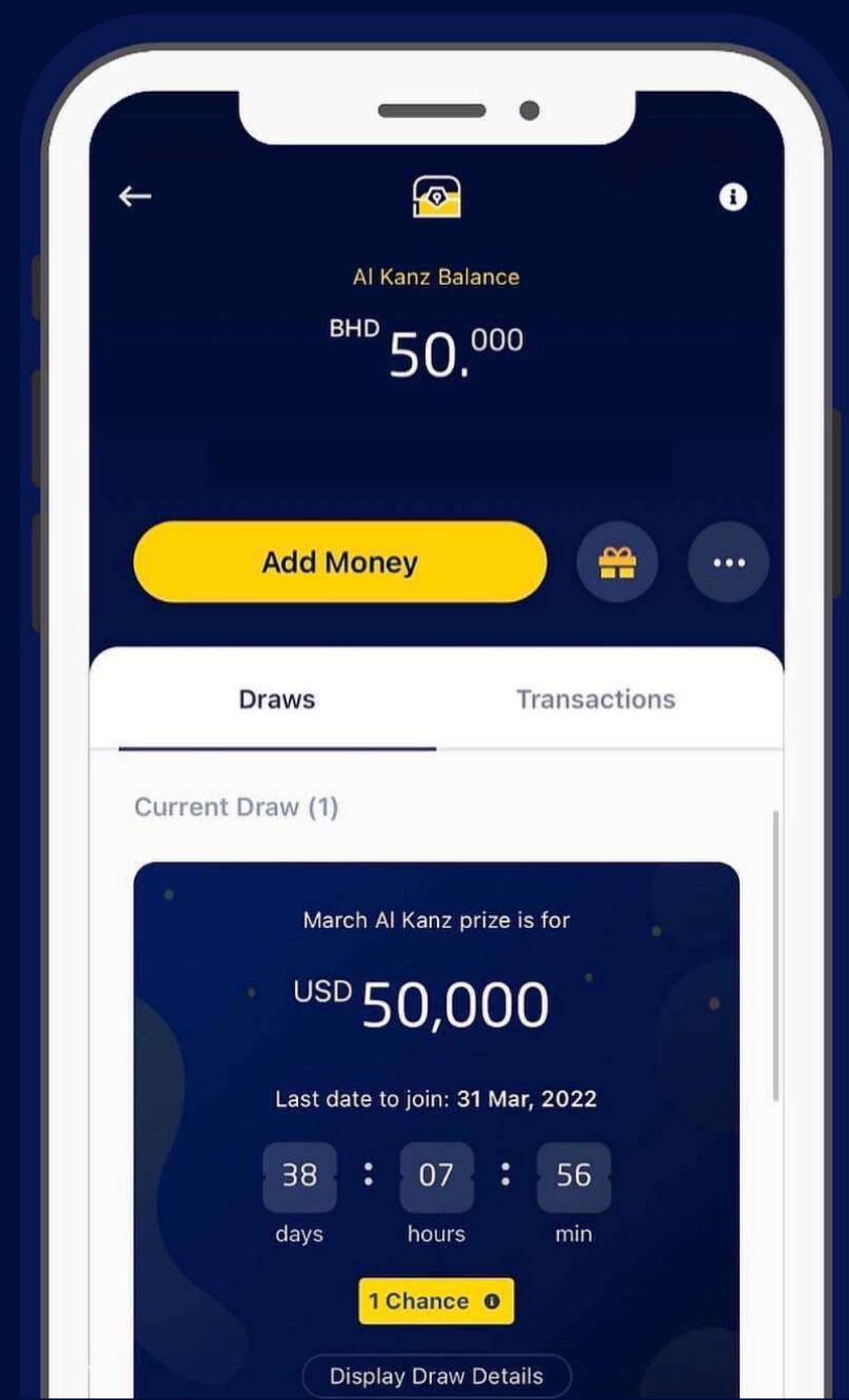
From our user research earlier, we had identified a key insight that Lottery / Raffle is decisive factor and major motivation in choosing which bank to invest in the MENA region.

They do not prefer earning interest for religious reasons, instead they would like to be enrolled in a lottery / raffle draw to win prizes.



AI Kanz

This valuable insight led to the creation of a new product AI Kanz, which incorporates lottery and gifting.



Step 5

Deliver

Outcome

- Since the release of Hassala, our onboarding numbers increased by 11% average per day for the month of April 2020.
- We also accrued an average customer funding rate of 49.9% of all Hassala's created on the platform.
- Received USD 6M+ funding within 10 days of public release.

