



Client

ila Bank, Bahrain

Role

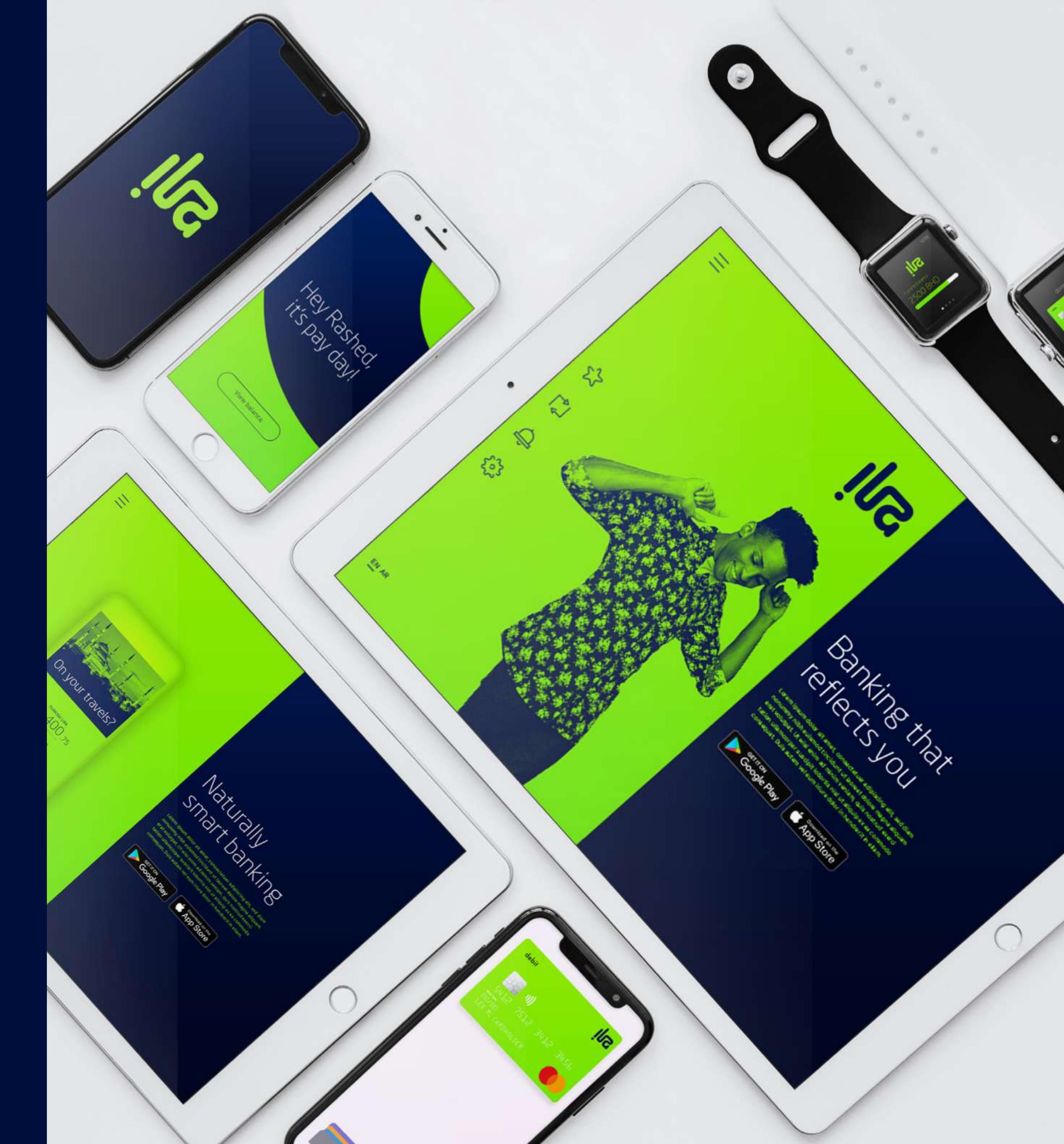
Principal UX Architect

Project

Savings pots

Rahul Hareendran

May 2020



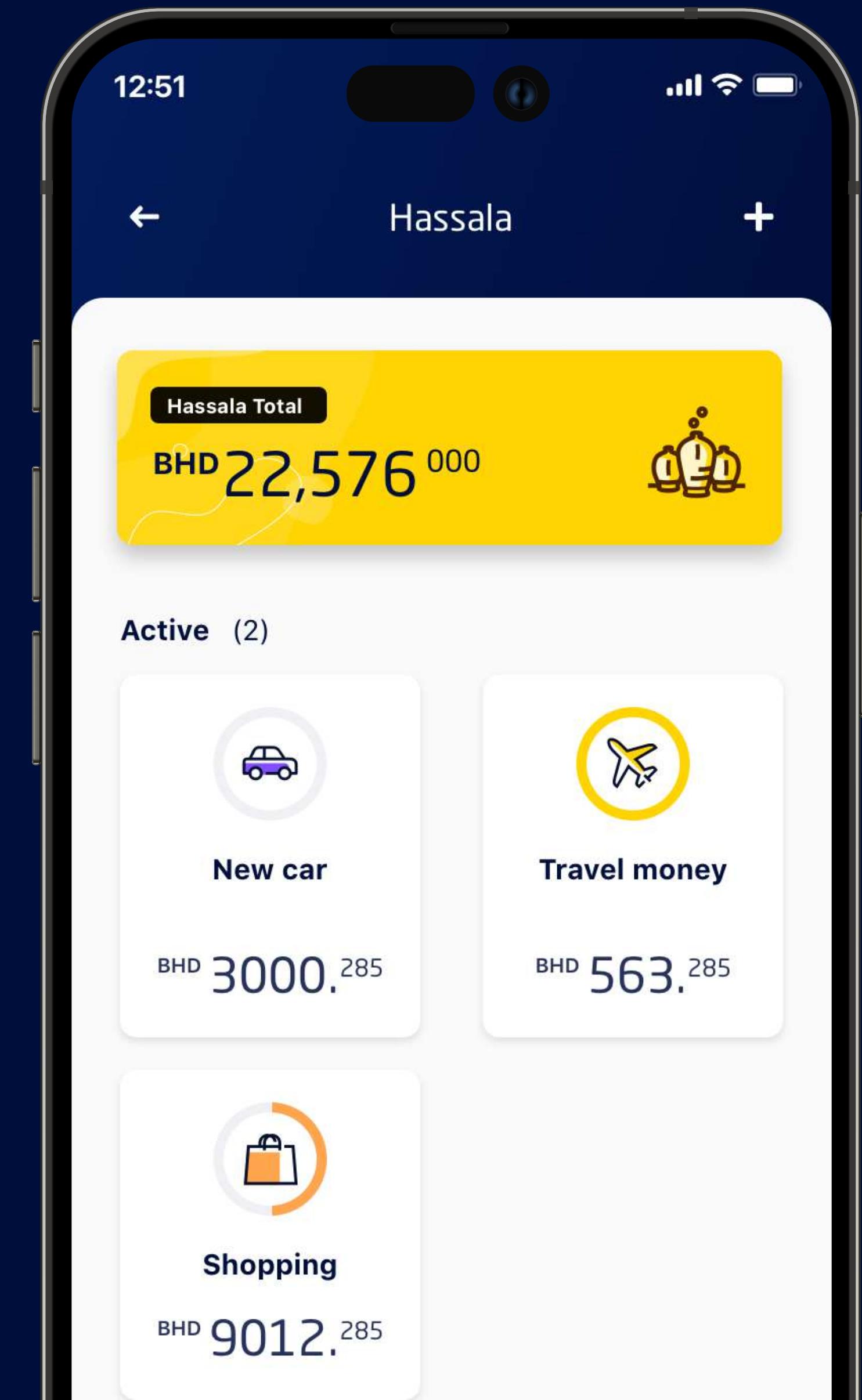
Step 1

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

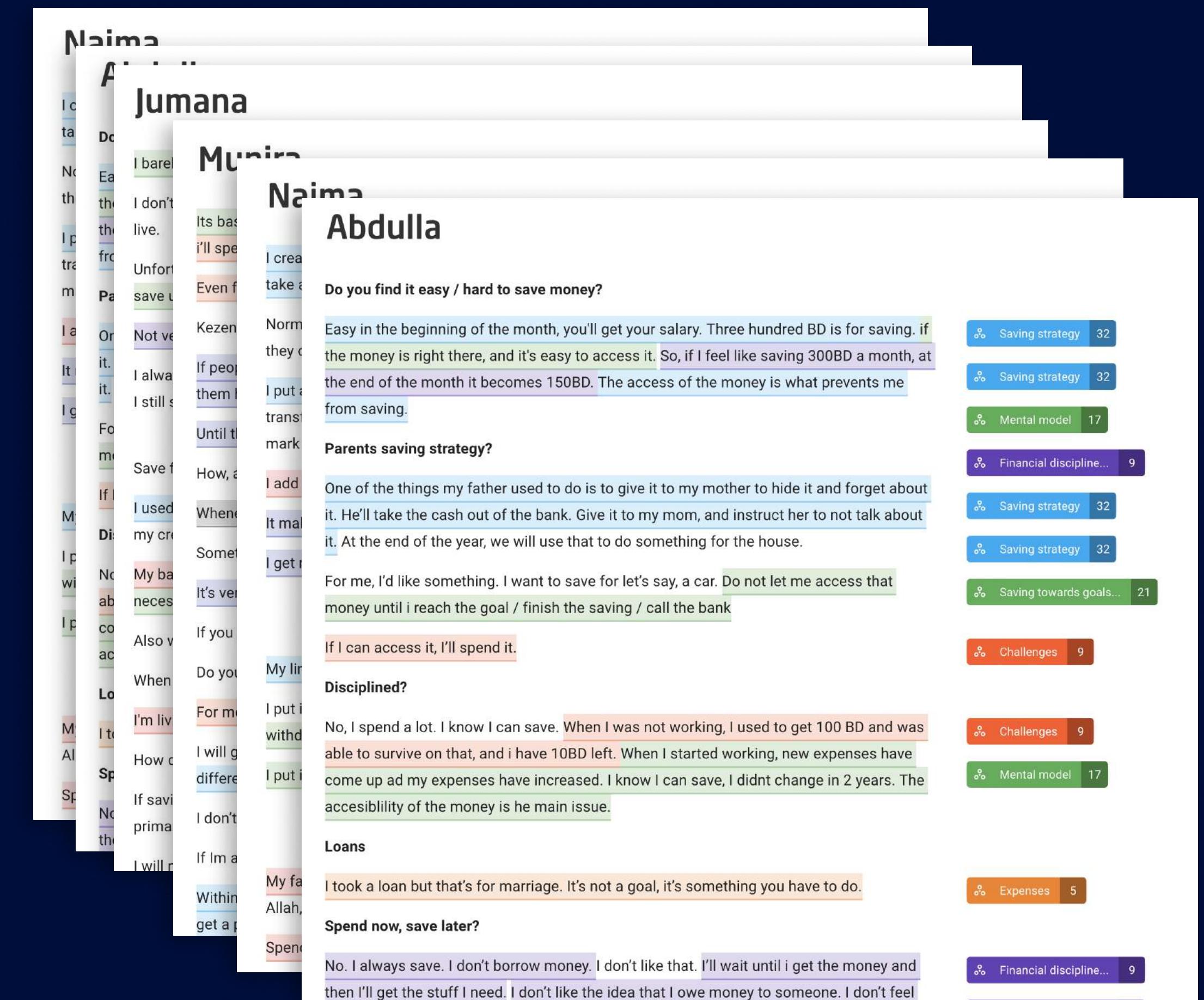
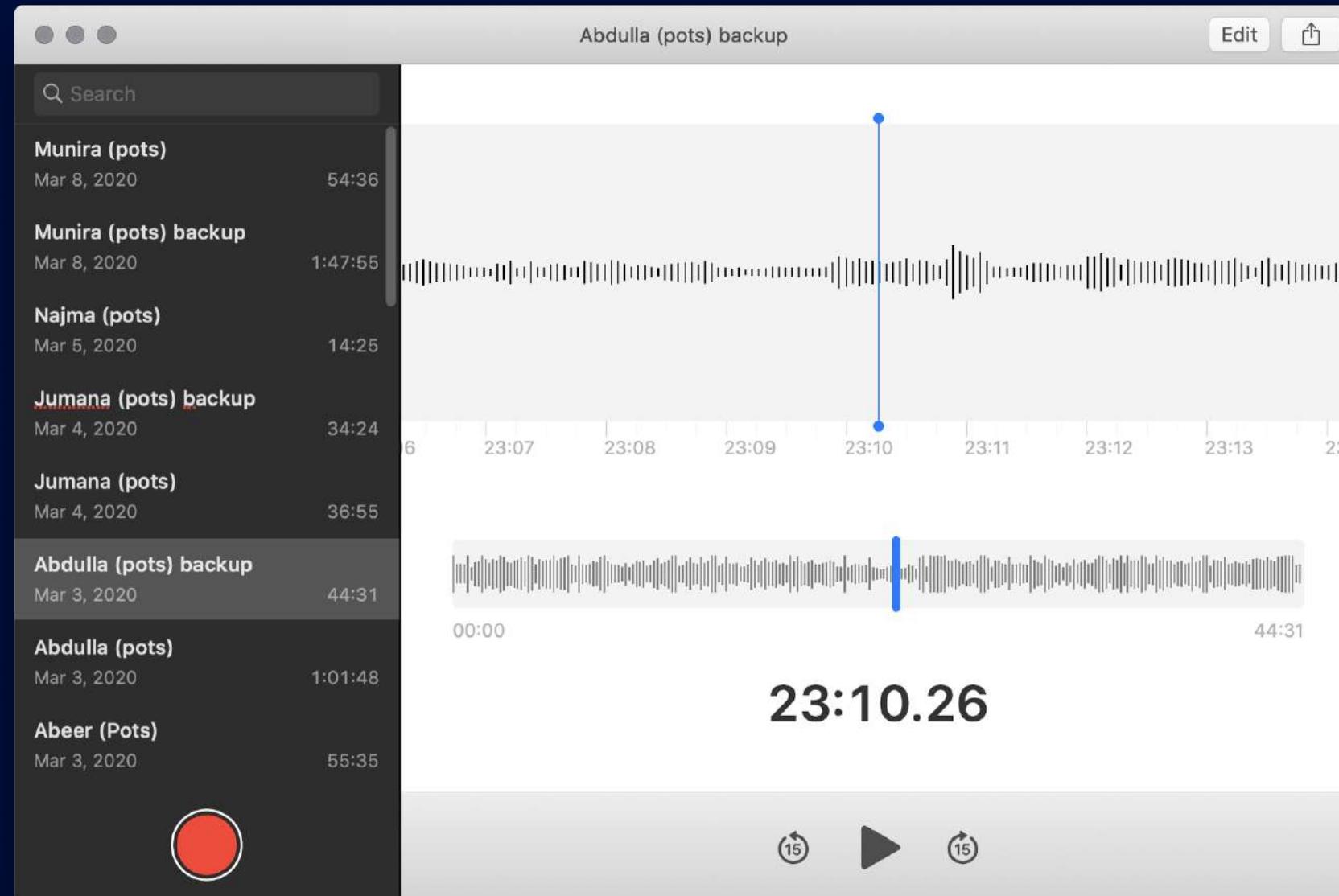
What do you think about the feature of rounding off (keep the change) by the bank?
What would be a saving service you would use?

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



Methodology



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...



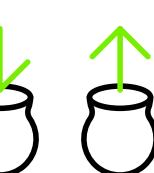
Two main sources of money: rest; and spending.

Spending from...



Progress towards goals is slow.

They get delayed...



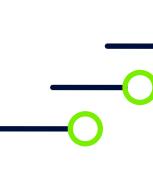
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Saving money instantly at pay-day maximizes savings, even for small amounts.

Competitor Analysis

Around the world

Valuable features (Top Section):

- User can decide what feature to add on the dashboard
- Clear Analytics and spending statistic
- User can rearrange the order of the cards in the carousel
- Round-up to Vault feature to save money
- Connect card to Apple pay/Store
- Micro interactions
- Create and close multiple accounts
- Solid recognizable UI identity
- App for watch
- Drag and drop to move money
- Minimal UI and wise use of white space
- Create a personalized "new space" feature
- Clear balance information
- Clear page title information
- Search for transaction
- ATM locator

Valuable features (Bottom Section):

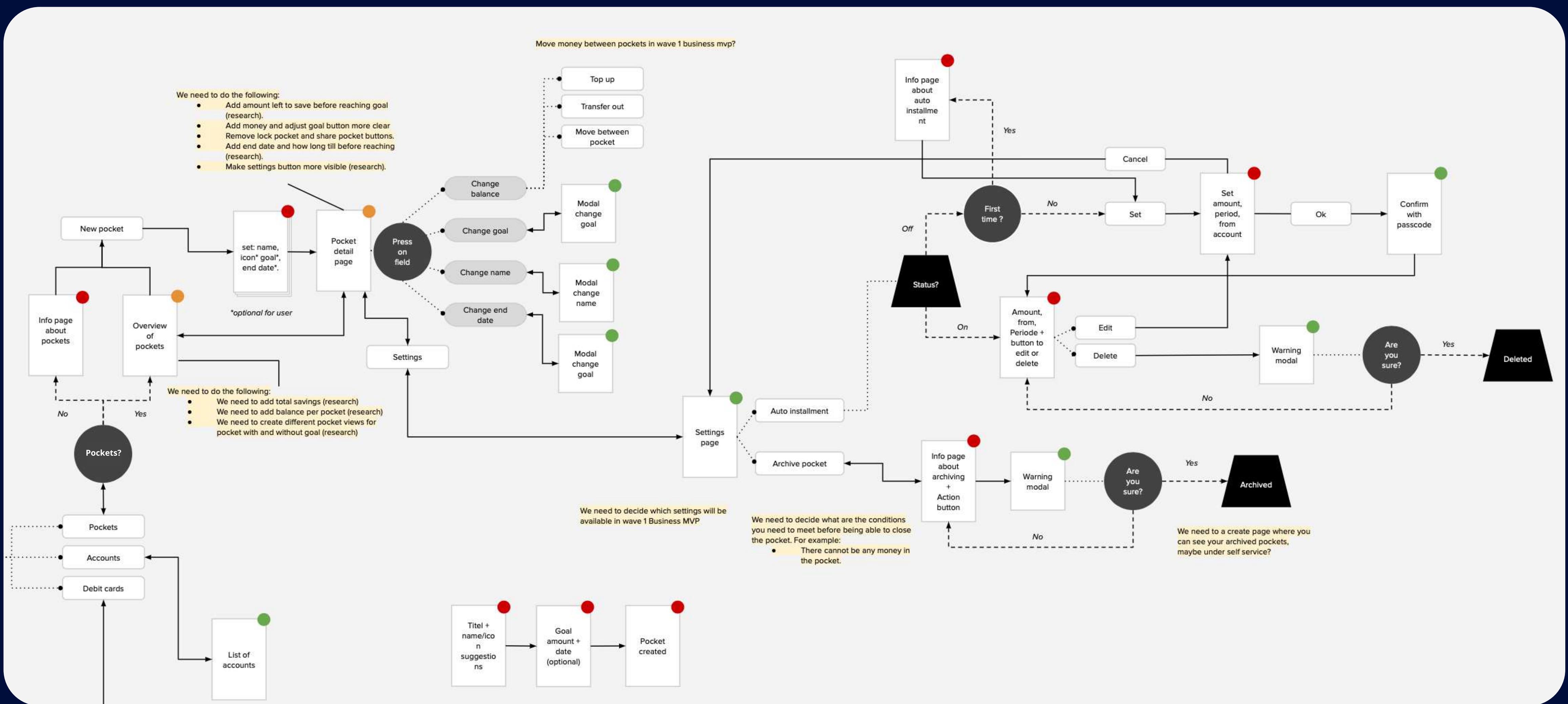
- App interaction for feature findability
- bottom Menu simplicity reduction
- Card assigned to a specific account interaction
- Smooth interactions
- Pots-re arrangement
- Clear big space for the total amount
- Micro notification on the bottom menu
- Clear sidebar account menu
- Instance balance via notification
- Spending breakdown clear graph
- Topbar collapsing
- Bank card have no prio (Secondary)
- In bottom bar: A "store" with products (Insurance, stocks, etc.)
- Pots (hassala) split under the saving account
- "Looking forward" on transaction overview

Step 2

Interaction Design

Wireframes

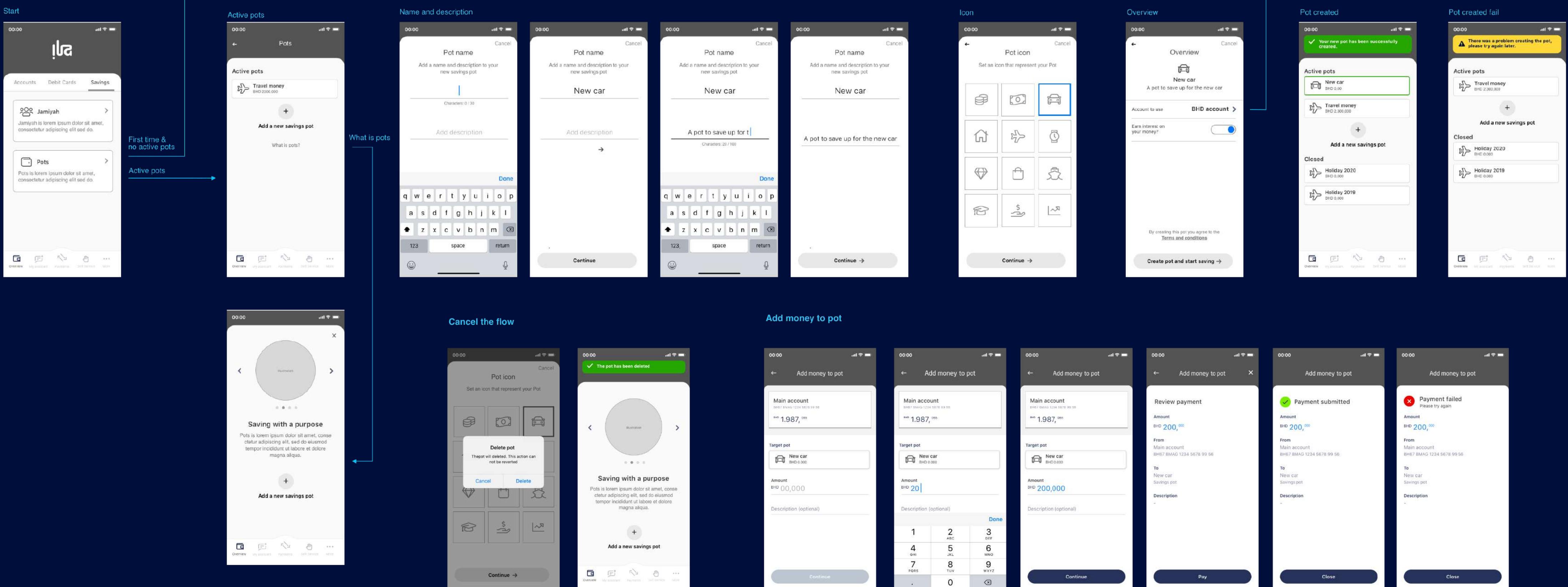
Information Architecture



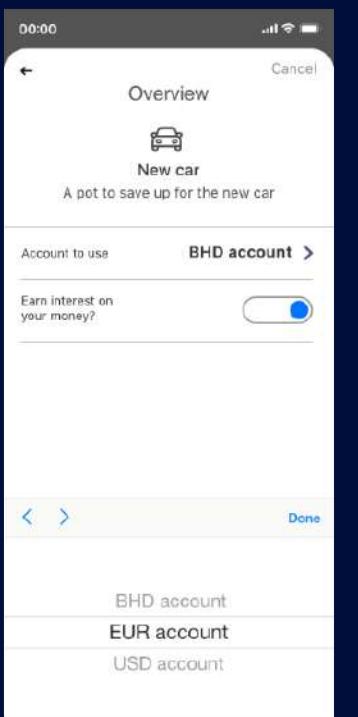
Wireframes

Version 1 (MVP)

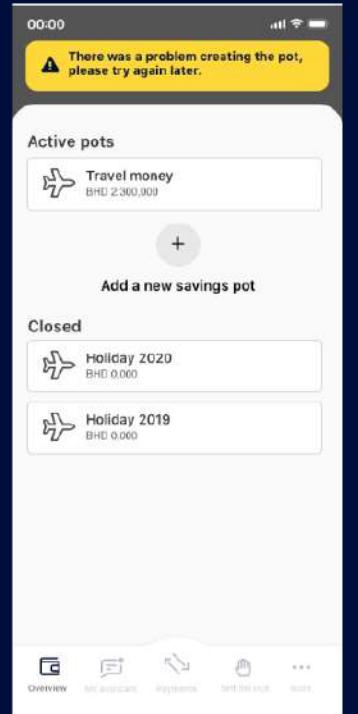
Main flow



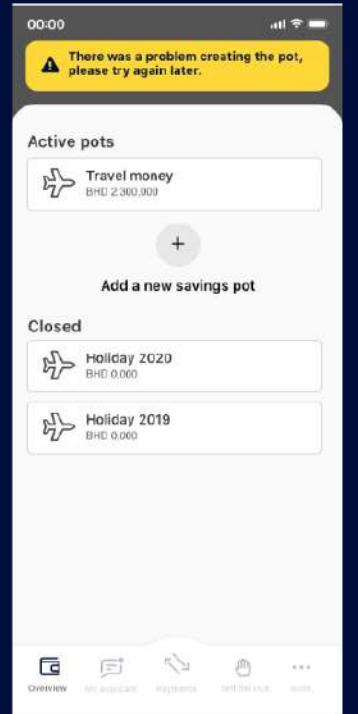
Edit account



Pot created



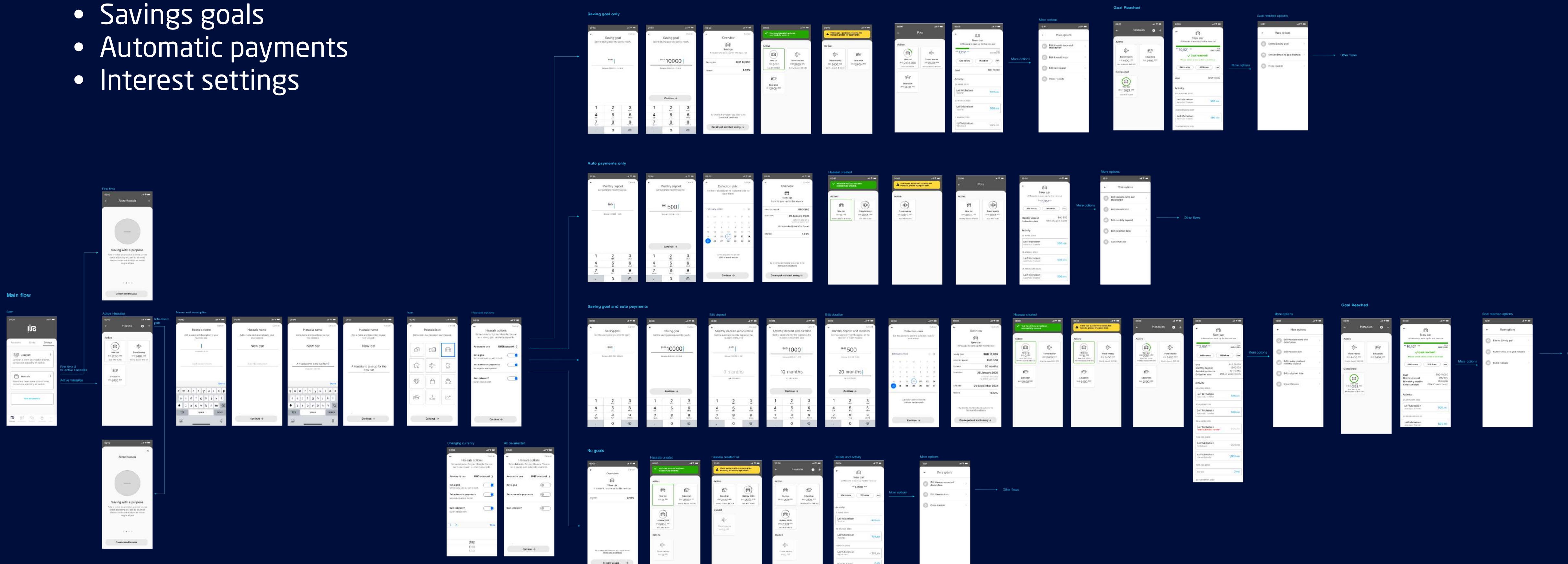
Pot created fail



Wireframes

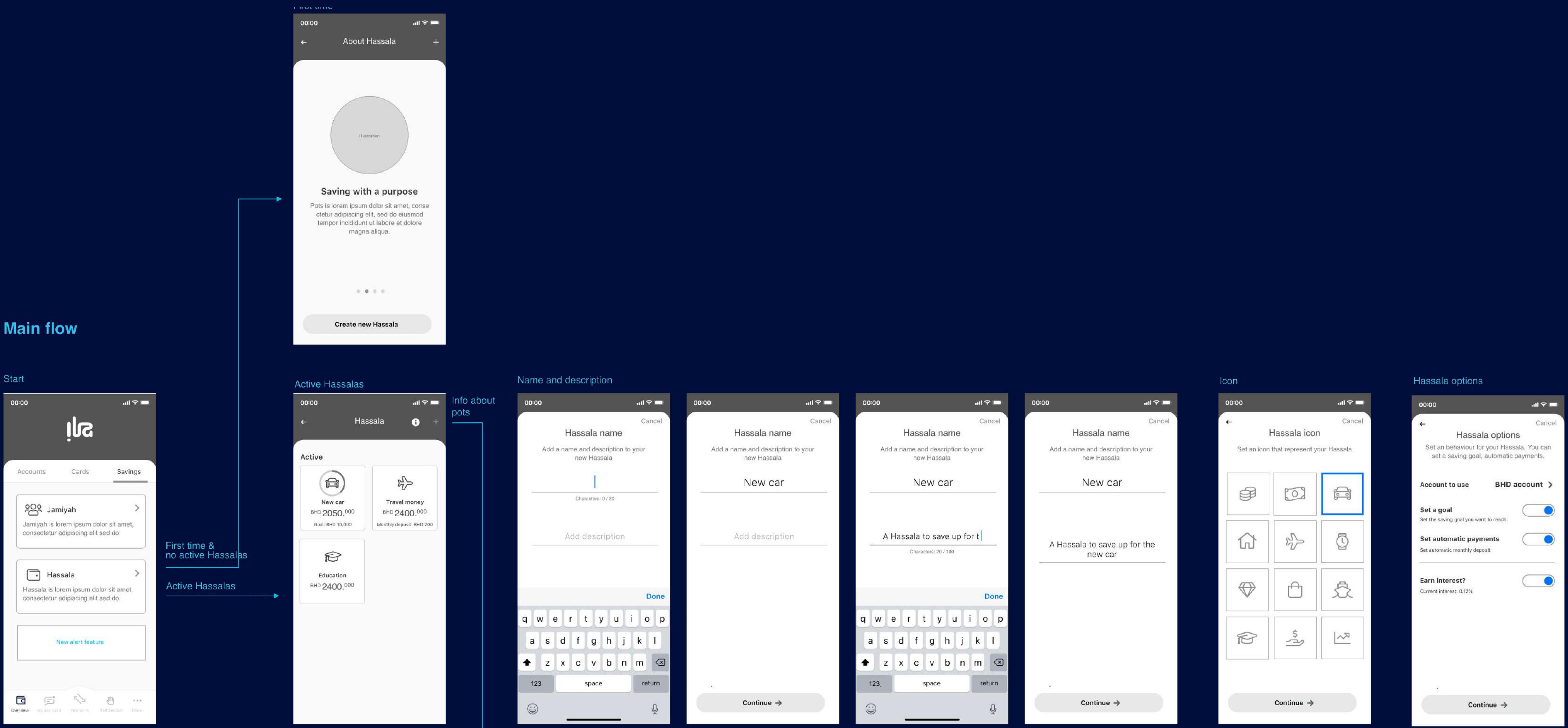
Version 2

- Savings goals
- Automatic payments
- Interest settings



Wireframes

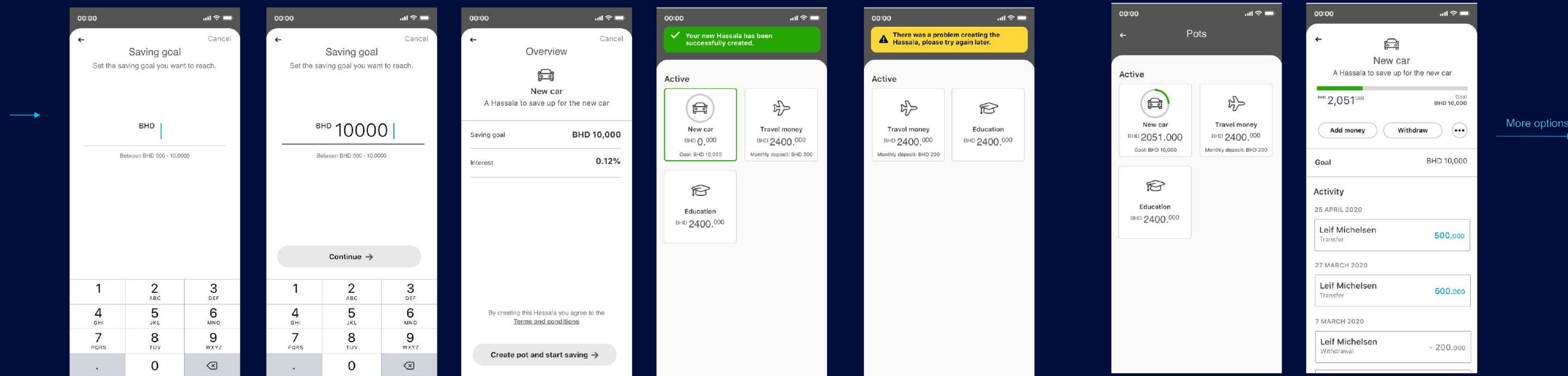
Creating a Hassala



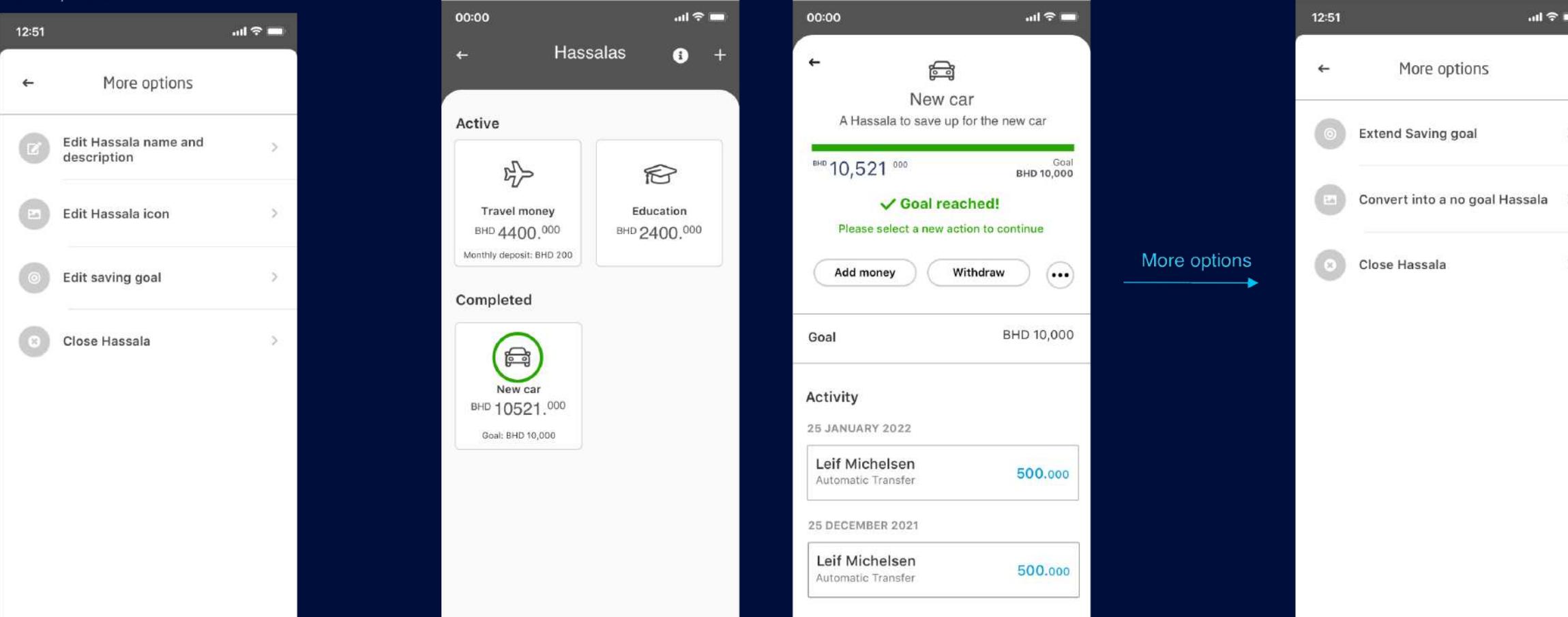
Wireframes

Savings Goals

Saving goal only



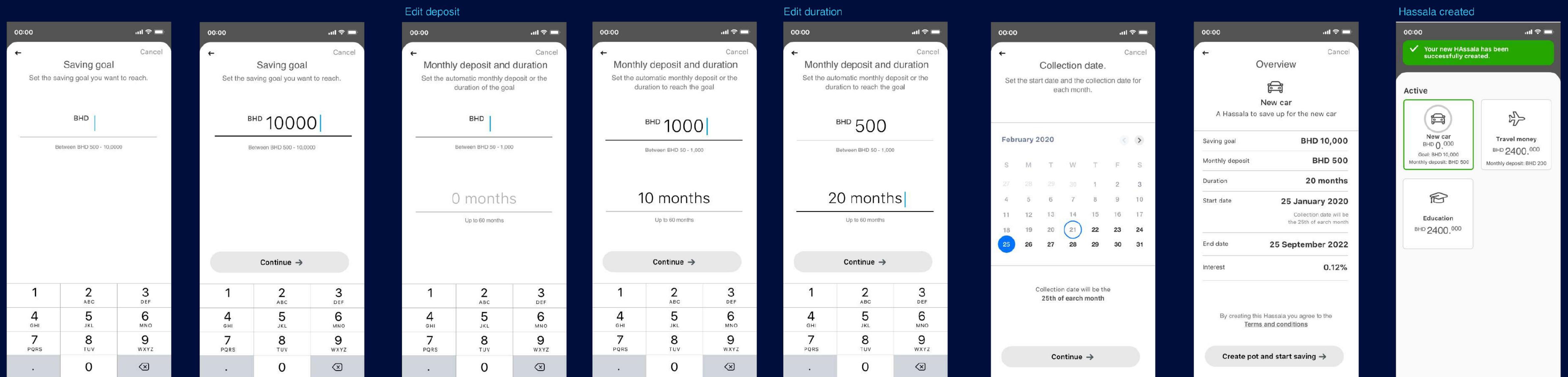
More options



Other flows

Wireframes

Automatic Payments



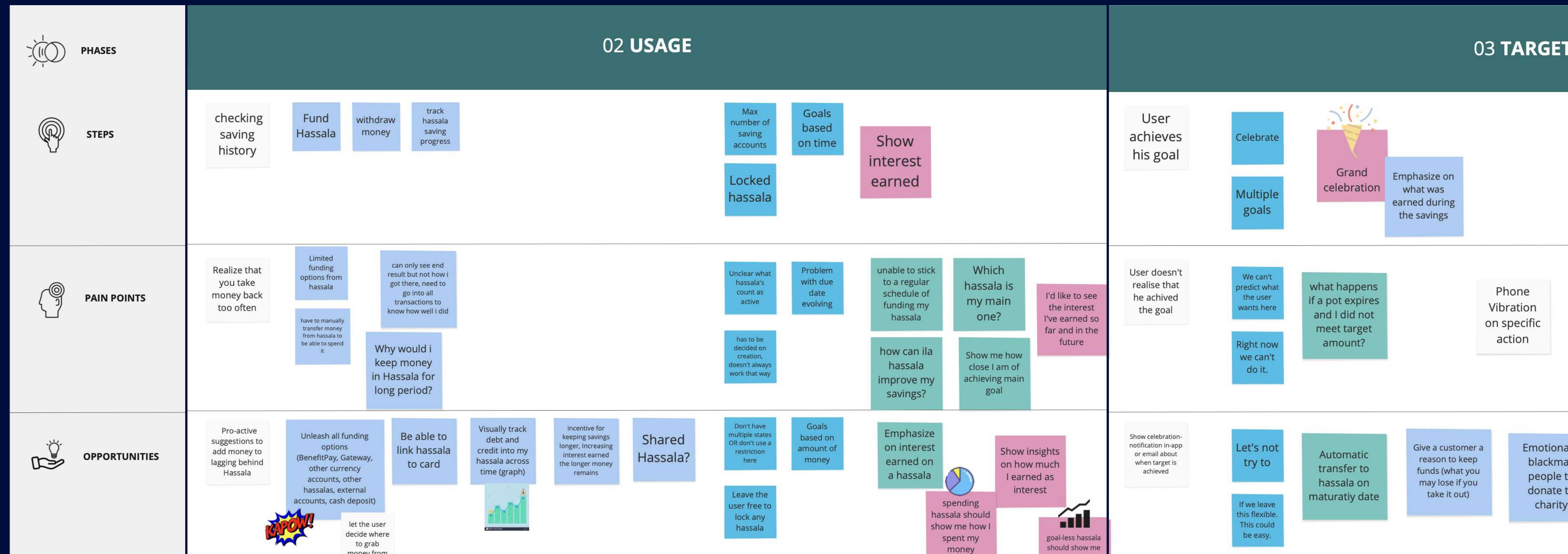
User Research

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

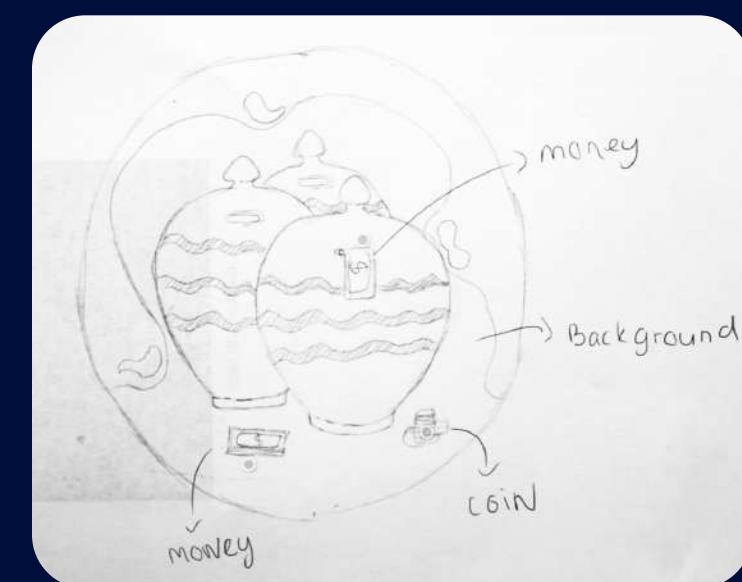
A Hassala is a clay pot that was traditionally used in Bahrain for saving money. This reflects the brand values and delivers on the brand promises, to be informed and personal.

Inspiration & examples

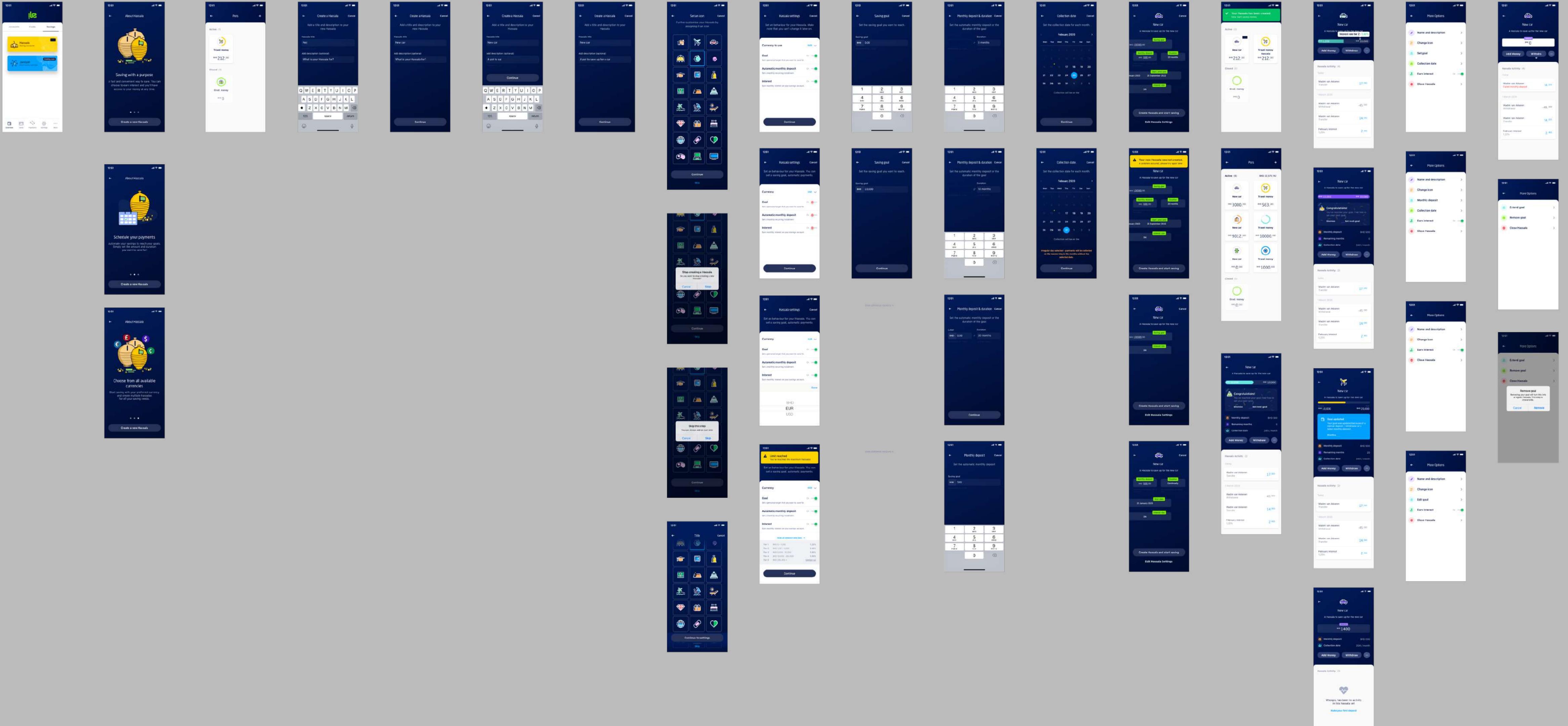
These are money pots used by people to save money. These function exactly like piggy banks. To take out the money, the person breaks the clay pot open. These money pots are not expensive, and the build quality is not as good as kitchenware. It's built to be broken when the person needs money.

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.

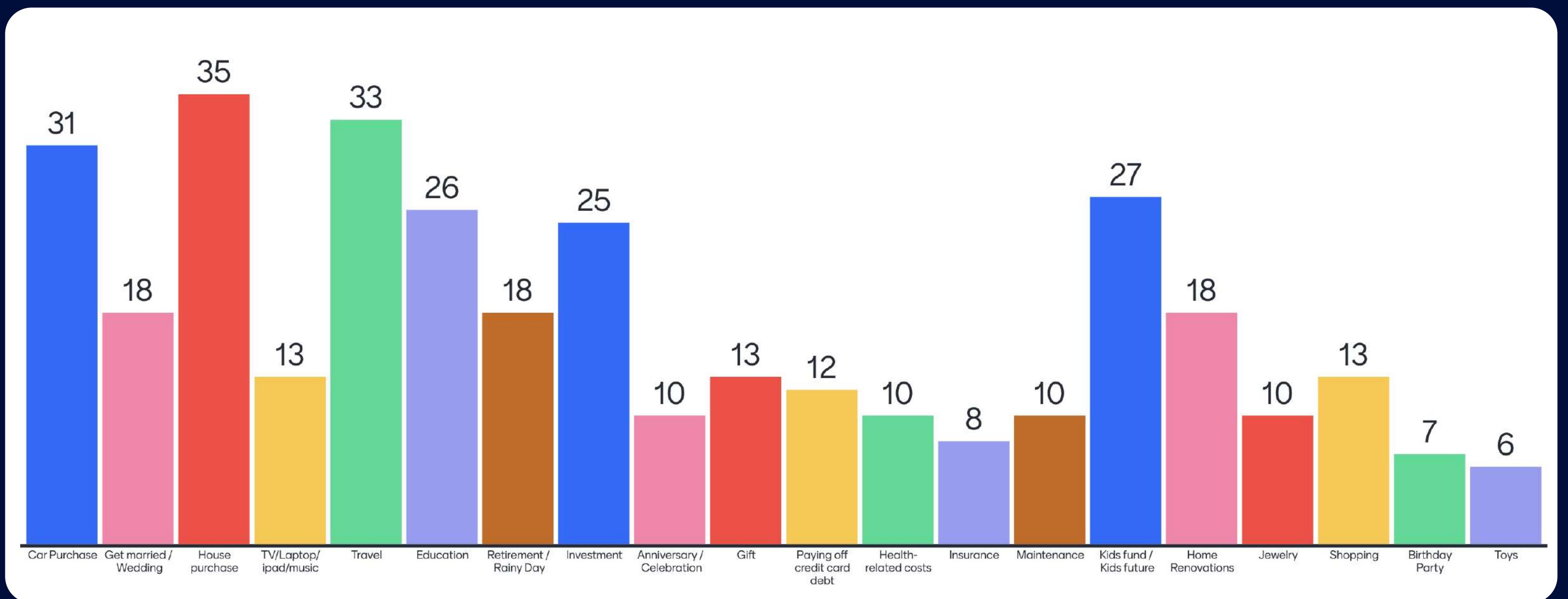


UI Design

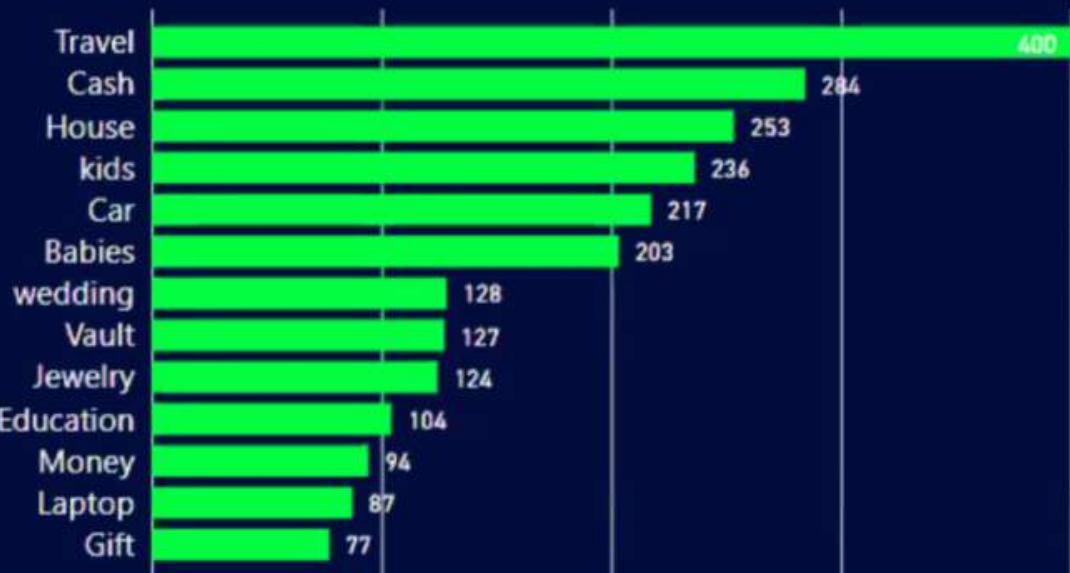


Icons

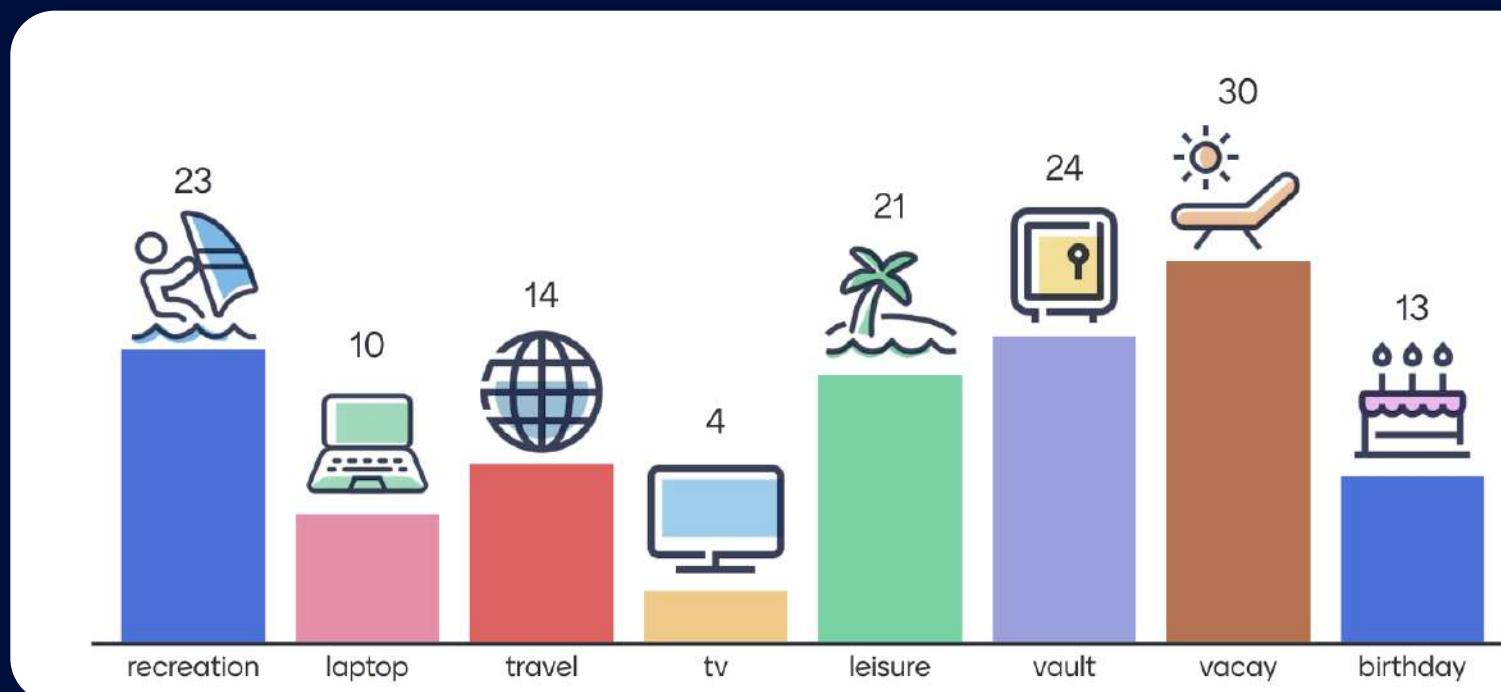
Polls to identify savings goals / causes and most used icons



Insights from analytics



We gathered further data from analytics on what our users create Hassalas for, and:



- Added more topics and icons
- Updated the order of icons

Selected icons

Icons that didn't make it

Light

Dark



Step 4

Prototyping & User Testing

UI and Prototype

The image displays six screenshots of the Hassala mobile application interface, showing various screens and features:

- Screenshot 1: Home Screen**

Shows the main navigation bar with tabs: Current, Saving (selected), and Investment. Below the tabs are two cards: "Hassala Saving accounts" (yellow background) and "Jamiyah Community savings" (blue background). At the bottom are icons for Accounts, Cards, Payments, Settings, and More.
- Screenshot 2: About Hassala**

Shows a large illustration of three woven lanterns. Below it is the text "Saving with a purpose" and a subtext: "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 are three dots and buttons for "Create a New Hassala" and "Continue to Overview".
- Screenshot 3: Set an Icon**

Shows a grid of 12 icons for customizing a Hassala. The "Baby" icon is selected and highlighted with a blue border. A text overlay says: "Further customize your Hassala by assigning it an icon". At the top right is a "Cancel" button.
- Screenshot 4: Hassala Overview**

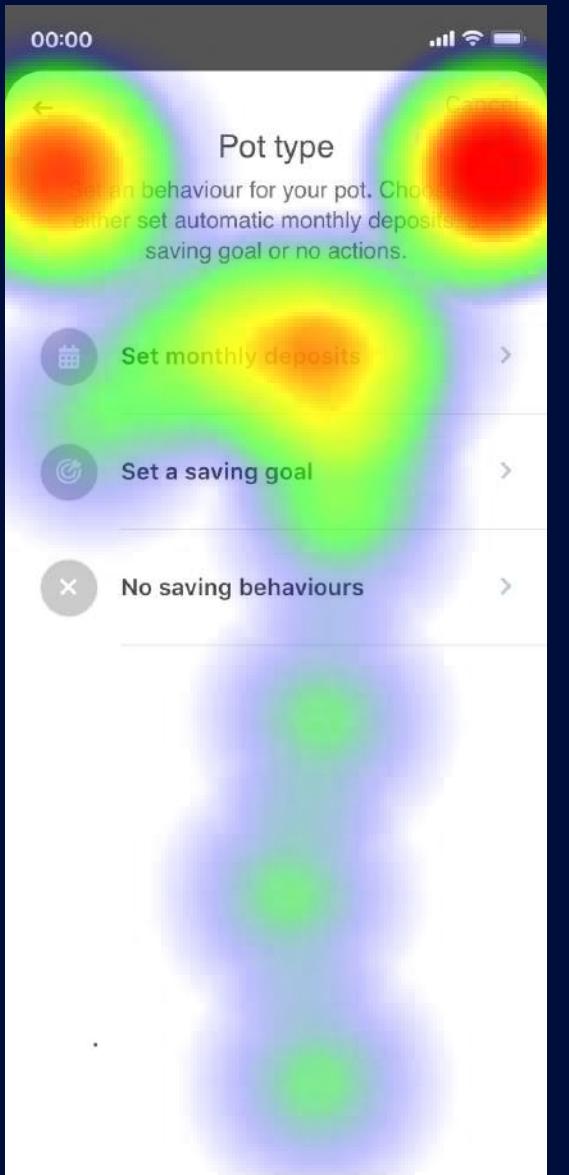
Shows a list of Hassala accounts categorized as Active (3) and Closed (1).
 - Active (3):**
 - My new ride 😊**: BHD 212.285
 - ولدي محمد**: BHD 1,927.072
 - Our New House**: BHD 0.000
 - Closed (1):**
 - Laptop 💻**: BHD 1,200.000
- Screenshot 5: Hassala Settings**

Shows settings for saving. It includes:
 - Currency to use**: BHD
 - Goal**: A toggle switch is turned on.
 - Automatic monthly deposit**: A toggle switch is turned on.
 - Interest**: A toggle switch is turned on.A note says: "Define how you would like to save. Set a savings goal with recurring payments or even choose if you would like to earn interest."
- Screenshot 6: New Car Hassala**

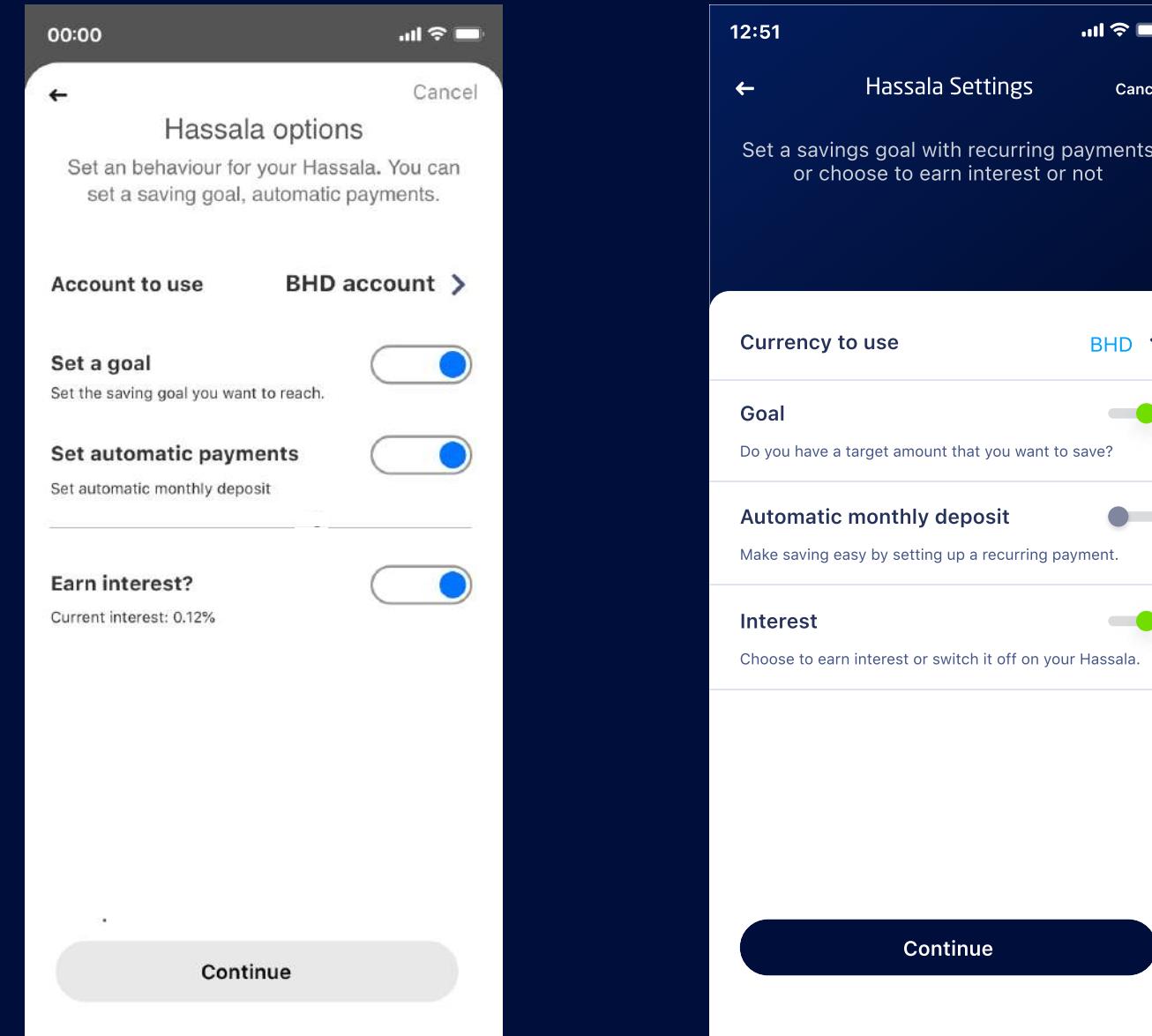
Shows a Hassala for a "New Car". It includes:
 - Balance**: BHD 2,400.00
 - Goal**: BHD 7,200
 - Monthly deposit**: BHD 400
 - Remaining months**: 20
 - Collection date**: 24th / month
 - Interest Rate**: 1.40%Buttons for "Add Money", "Withdraw", and three dots are at the bottom. Below this is a section for "Hassala Activity" with four entries.

Challenges & Iterations

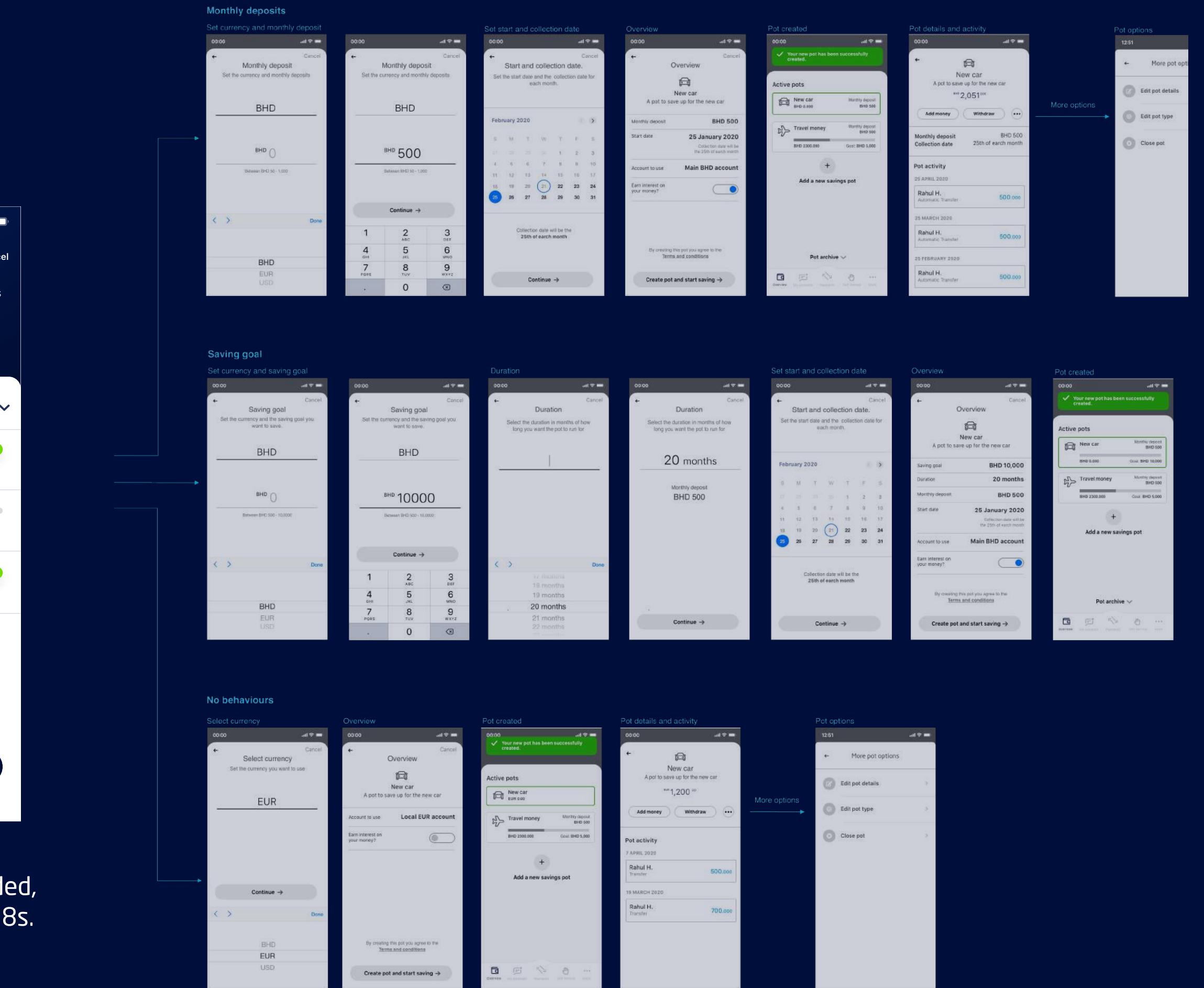
Set-up a Hassala



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



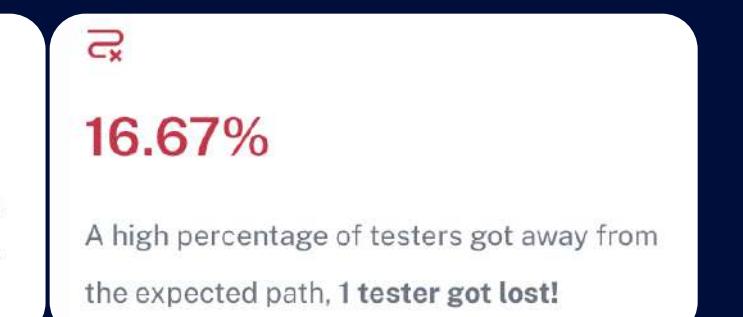
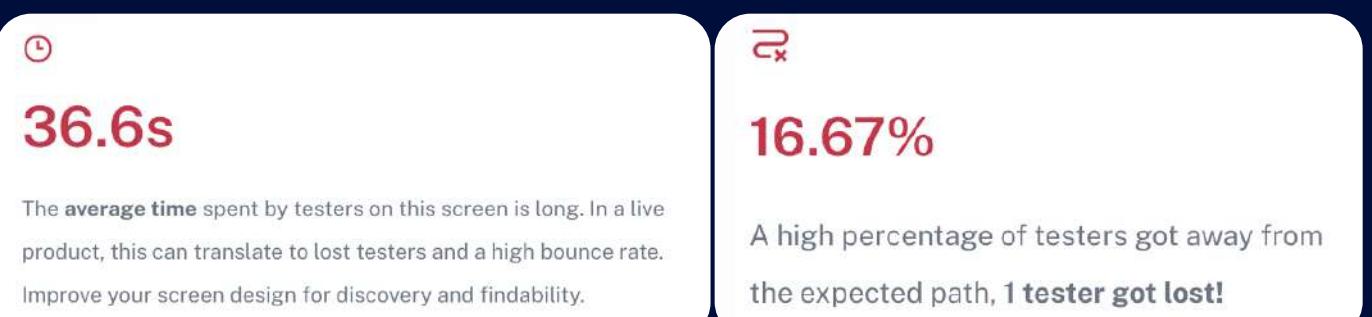
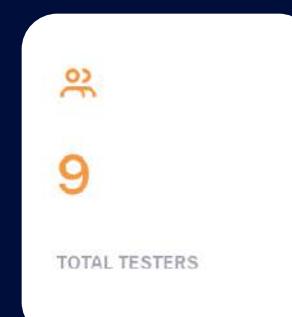
Redesigned screen, reducing screen time to 10s.



"It's confusing what each options mean"

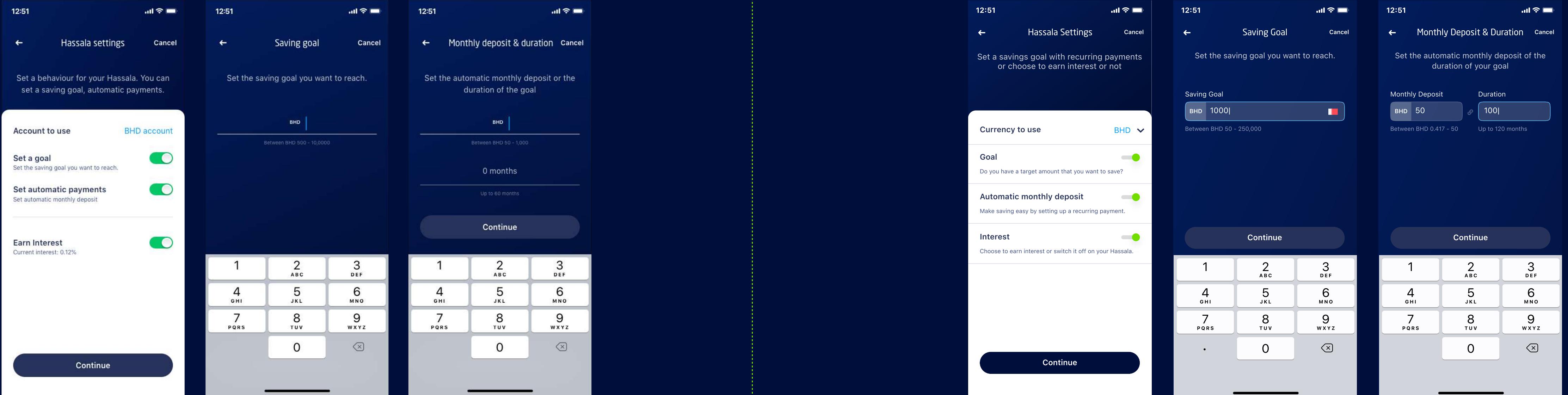
"The explanation and the types seem unrelated"

"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.

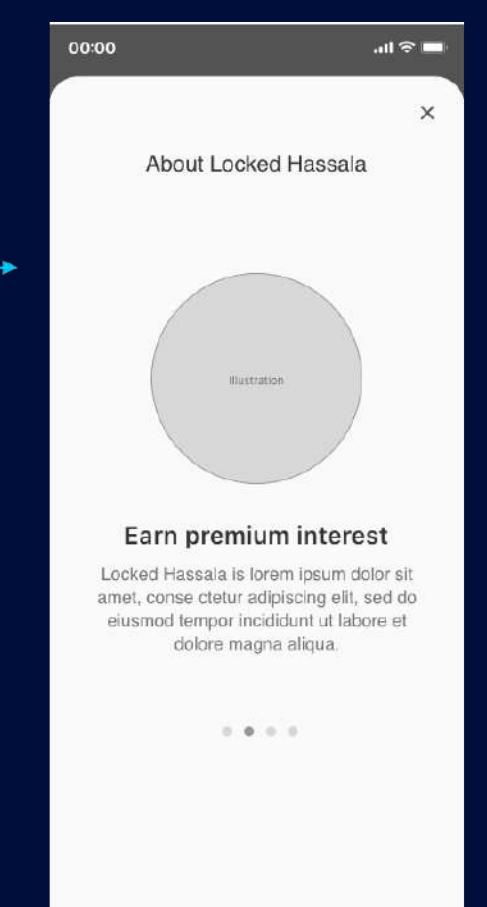
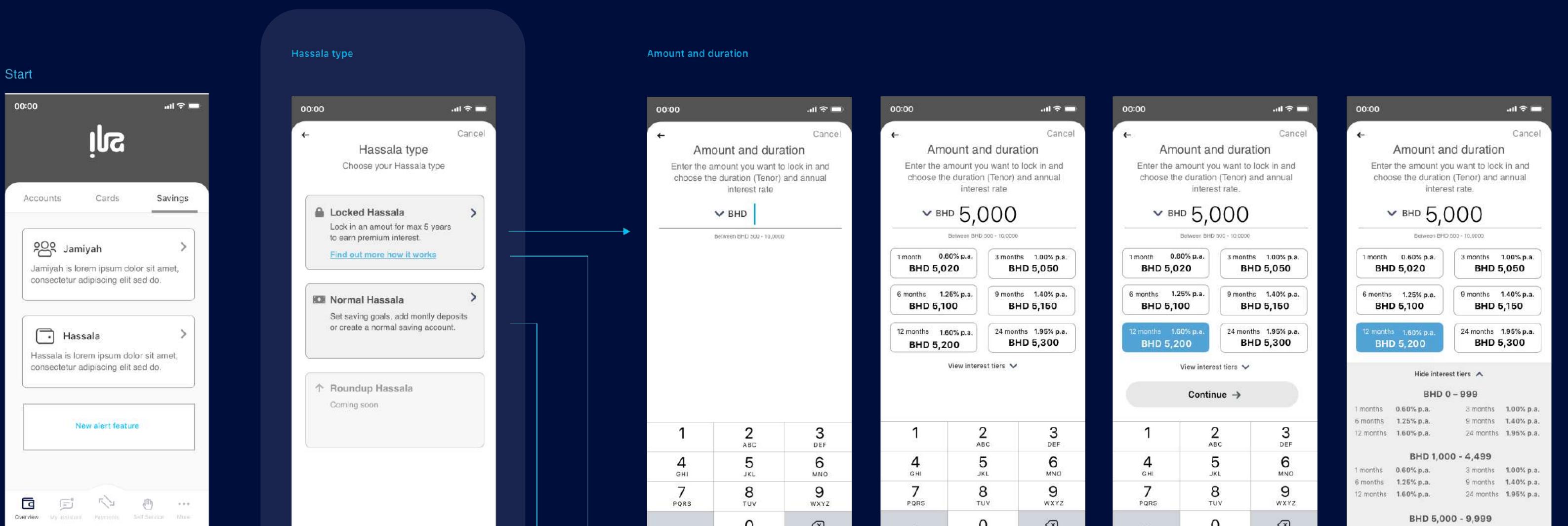
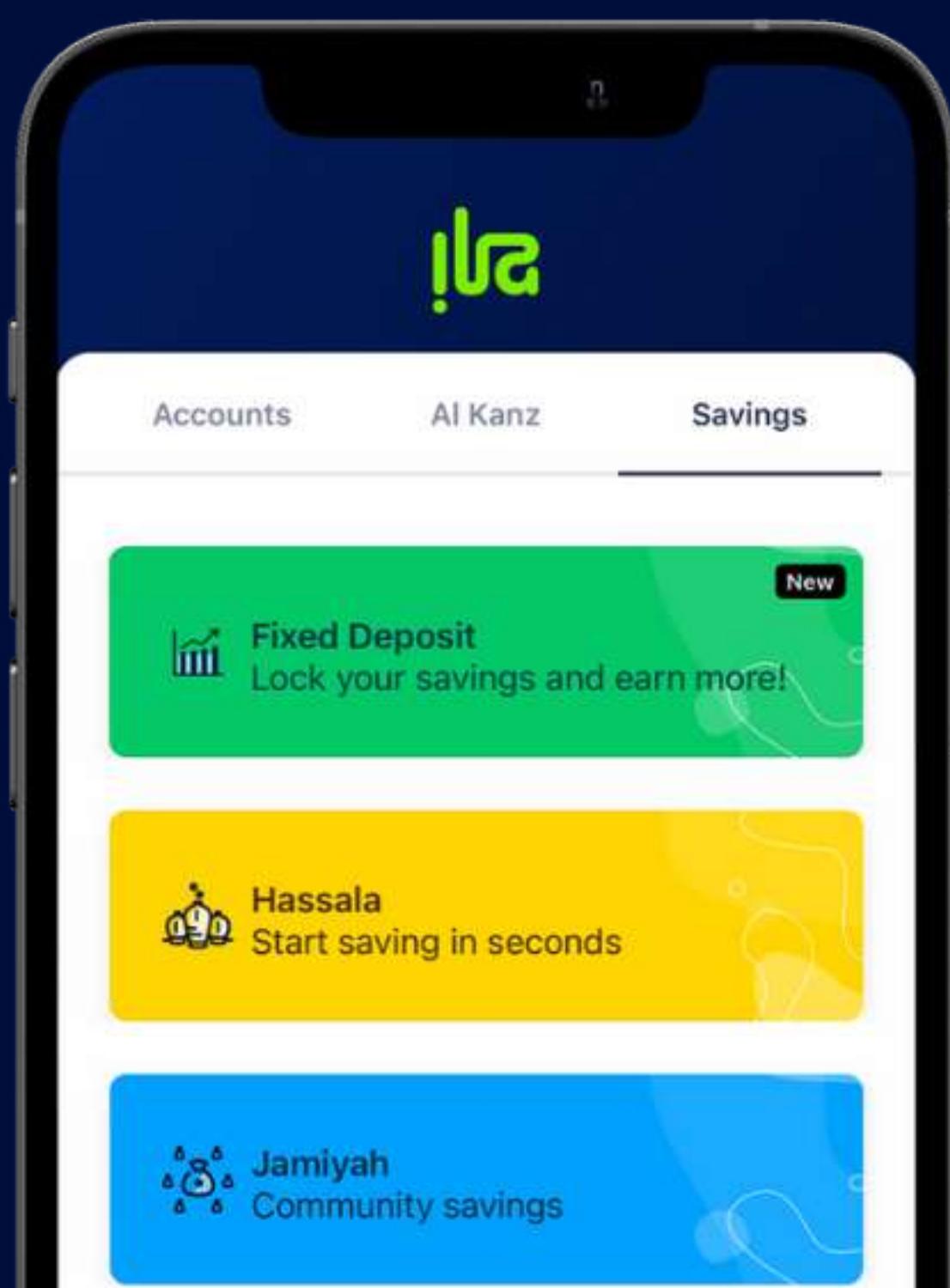
Challenges & Iterations

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.

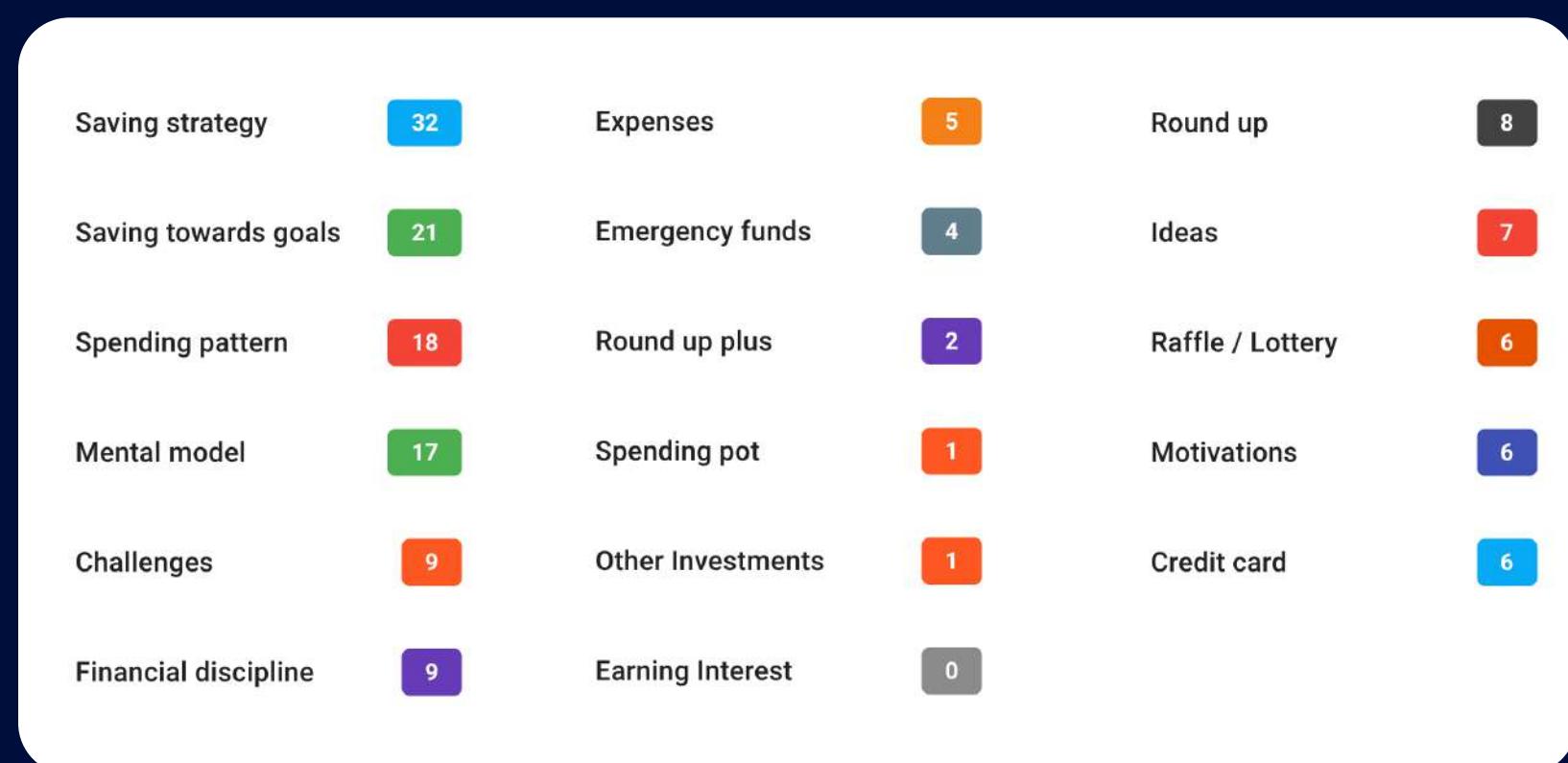
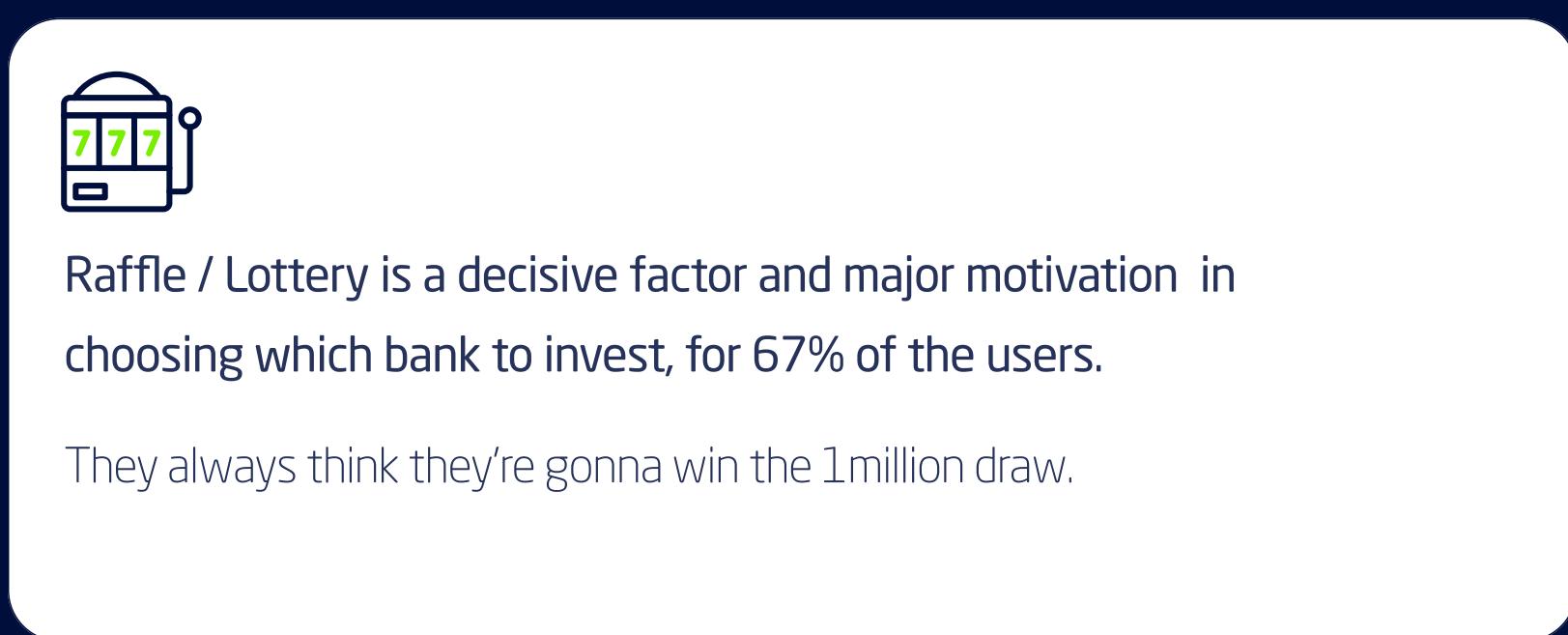
We decided to remove the option entirely, and created a new product called Fixed Deposits.



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.



Key Highlights found

M Munira 3 HOURS AGO

BISB, partly in BBK, NBB etc to increase the chances of winning.

Raffle / Lottery 6

M Munira 3 HOURS AGO

They have this advertisement of raffle. There's something coming in the way, let's wait for it

Raffle / Lottery 6

M Munira 3 HOURS AGO

I think now, as Bahrainis they're searching for savings.

Raffle / Lottery 6

N Najma 8 HOURS AGO

We put it in different accounts thinking we might win the 1 million.

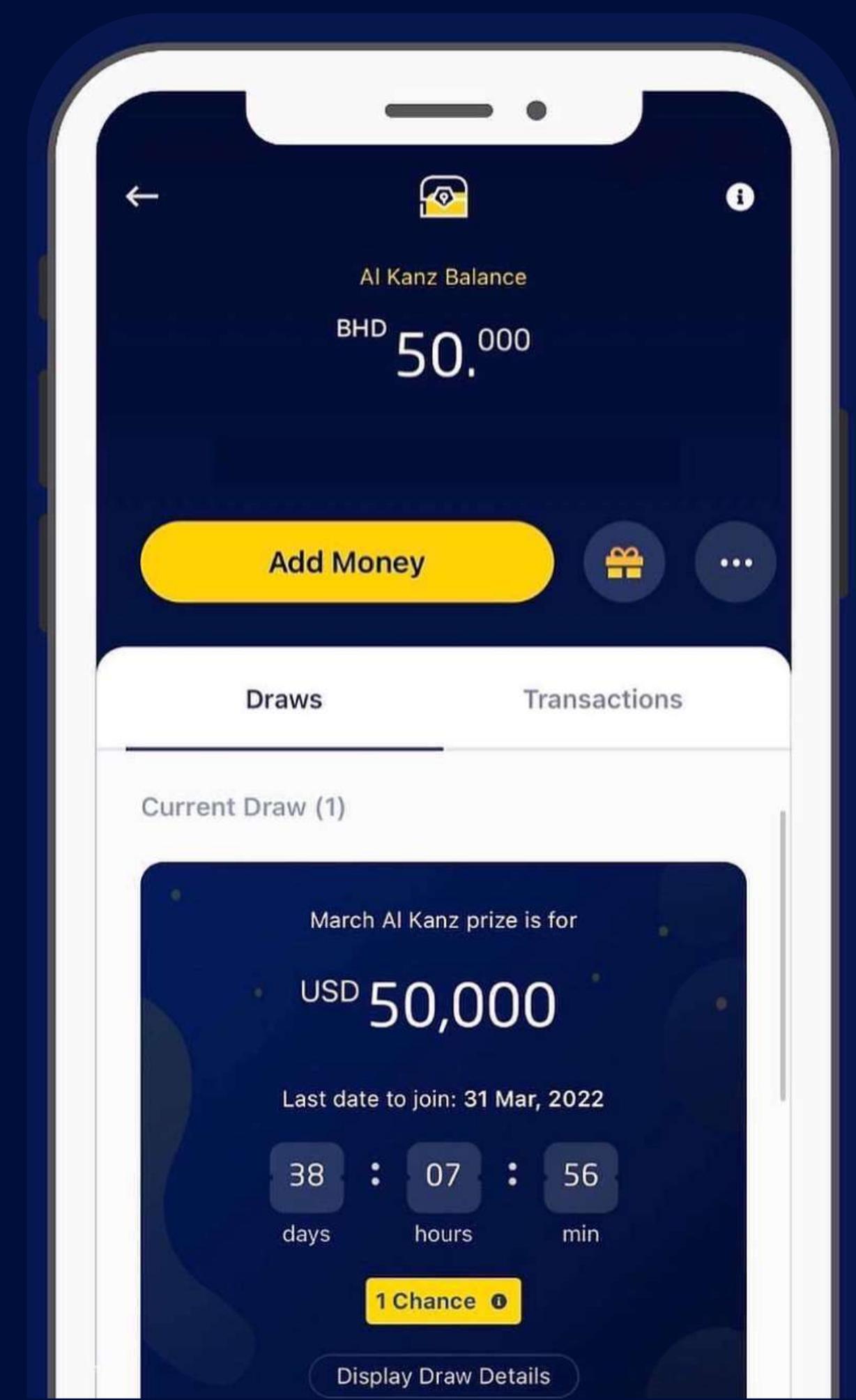
Raffle / Lottery 6

N Najma 8 HOURS AGO

Bahrainis they're always thinking about getting the best bank for the draw...

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.

