**Survey/Interview Results**

Our team sat down with 16 individuals and conducted an informal survey on the r/uwaterloo subreddit to gauge how students feel about their banking experience and financial literacy.

* 4/16 (25%) noted expected long waiting times for their bank visits
* notable customer service involved proactivity and foresight from the service provider, anticipating their client’s needs and going above and beyond
* What interviewees wish their banking experience could be
  + Convenient
  + Secure (transactions and physical environment
  + Patience from banking service providers
  + Comprehensive information with thorough explanations
  + Excellent product knowledge
  + Transparent
* Confidence with Financial Literary

|  |  |
| --- | --- |
| **Level of confidence** | **# of responses** |
| Not confident | 5 |
| Minimal Confidence | 4 |
| Average Confidence | 2 |
| Confident | 2 |
| No Answer | 3 |

Not confident 5

Little 4

Avg 2

Confident 1

Very 1

* Banking app/ mobile experience
  + Convenience is the top reason why interviewees use banking apps
  + 3 mention security is a deterrent from using banking apps (mobile only)
  + Want just basics, promotions for credit cards/investing/other products annoying
    - Suggested option to switch from basic to advanced interface
  + 2 mention interest in a feature that caps spending
    - Both had stated minimal confidence in and basic financial literacy