# Business Analyst Intern Assignment - Jar

## ****Question 2: App Exploration****

Five useful and user-friendly features:  
  
Smooth On boarding Process  
  
Quick and easy registration with minimal KYC requirements.  
  
Clear instructions guide users through account setup.  
  
Automated Savings System  
  
The micro-savings feature rounds up daily transactions and invests the spare change in digital gold.  
  
Encourages regular saving without user interaction.  
  
User-Friendly Interface.  
  
Clean interface with minimum clutter, making navigating simple even for first-time users.  
  
Vibrant color palettes and user-friendly iconography increase engagement.  
  
Real-time Gold Price Tracking  
  
Provides users with real-time gold rate information, allowing them to make informed investment decisions.  
  
Secure transactions  
  
Two-factor authentication (2FA) and end-to-end encryption protect data and build user trust.

Five Areas of Improvement:  
  
Diversify Investment Options.  
  
Introduce mutual funds, fixed deposits, or cryptocurrency to reach a larger audience.  
  
In-app Financial Education  
  
Include instructional tools such as articles, videos, and advice on saving and investing.  
  
Personalized notifications  
  
Enhance user involvement by sending personalized alerts based on spending behaviors, investing milestones, and market developments.  
  
Improved Customer Service  
  
Include live chat help for speedier query resolution and a comprehensive FAQ section.  
  
Gamification Features:  
  
Add challenges, savings streaks, and success badges to make saving money more engaging and enjoyable.

## ****Question 3: Product Exploration****

New Business Opportunities for Jar:  
  
Goal-based Savings Plans  
  
Allow users to specify financial goals (e.g., travel, school) and receive automated savings techniques suited to those goals.  
  
Investing in precious metals and commodities.  
  
For diverse investing, consider including silver, platinum, and even commodity ETFs in addition to digital gold.  
  
Micro-investing in stocks and mutual funds.  
  
Allow consumers to make tiny investments in tailored mutual fund portfolios or fractional stock market shares.  
  
Insurance Product Integration  
  
Partner with insurance companies to deliver micro-insurance plans, such as health, life, and travel insurance, right within the app.  
  
Loyalty and Rewards Program  
  
Implement a system in which customers receive prizes or rebates for consistently saving, introducing friends, or meeting savings goals.

Leveraging Jar's Strengths:  
  
Automation: Extend the auto-investment approach to new asset classes while keeping the simplicity that users value.  
  
User-Friendly Design: Keep the interface simple and introduce new functionality gradually to prevent overwhelming consumers.  
  
Established Credibility: Leverage existing trust to introduce sensitive items such as insurance or higher-risk investments.