About Tala

Tala provides fast, personalized loans based on mobile phone data to millions of underserved people in emerging countries.

Countries we serve at

India, Mexico, Philippines, Kenya

Customer served globally

8.5 million +

Target segment

Security guard, vegetable vendor, driver, retailer, farmer etc

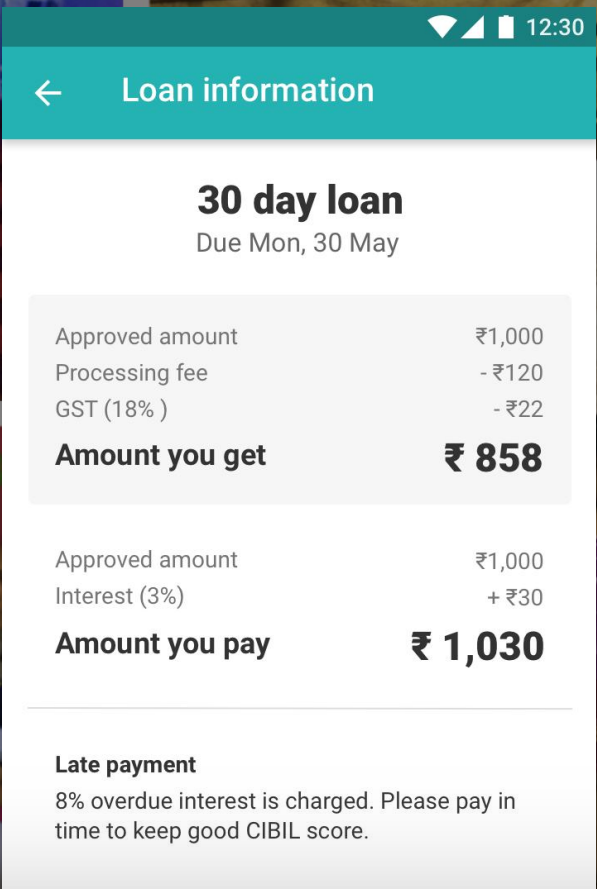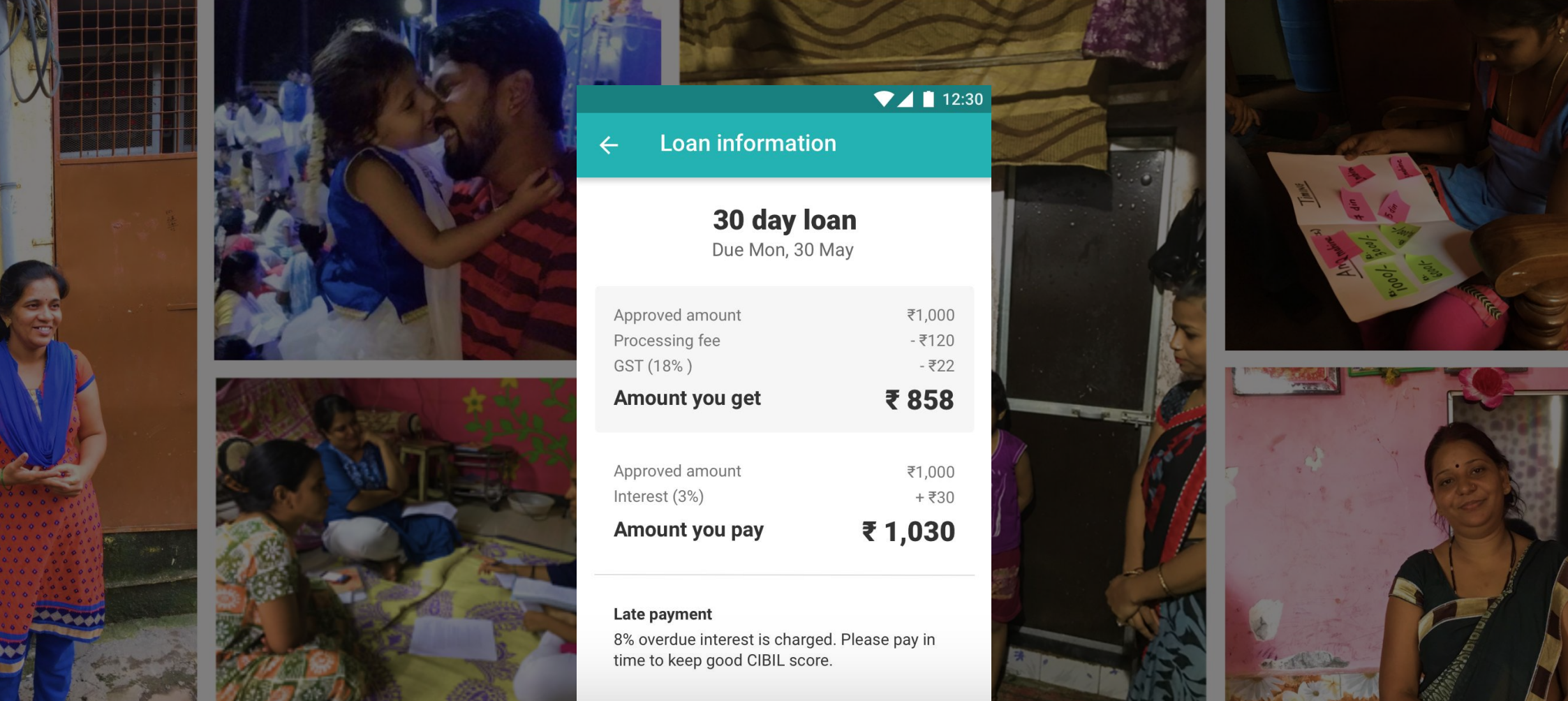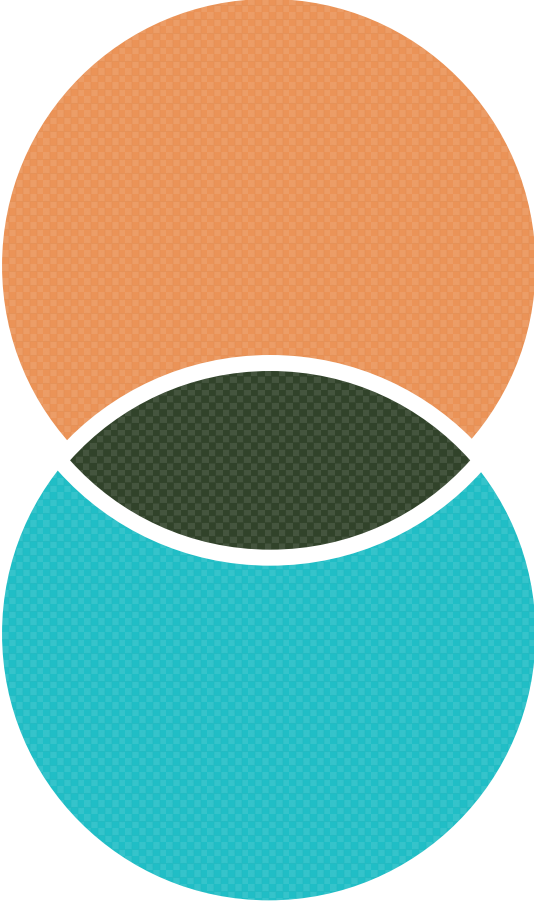**Avg. Repayment Rate**

~90%

Loan disbursement time

~85% borrowers get loan in <10 min

NDA (non-disclosure agreement)

Original details/analytics/metrics replaced or blurred due to NDA.

Loan information

30 day loan
Due Mon, 30 May

Approved amount	₹1,000
Processing fee	- ₹120
GST (18%)	- ₹22
Amount you get	**₹ 858**

Approved amount	₹1,000
Interest (3%)	+ ₹30
Amount you pay	**₹ 1,030**

Late payment
8% overdue interest is charged. Please pay in time to keep good CIBIL score.

What's the Goal?

Business Goal
As a lender, I want to provide users with a clear and transparent fee structure that complies with local regulations.

User Goal
As a first-time user in India, I want to clearly know the amount I receive, the repayment amount, and the borrowing costs.

Product Goal
1. Loan acceptance rate between 70% - 83% is maintained or improved in 4 markets 🇮🇳 🇰🇪 🇲🇽 🇵🇭
2. Minimal or no increase in customer complaints.
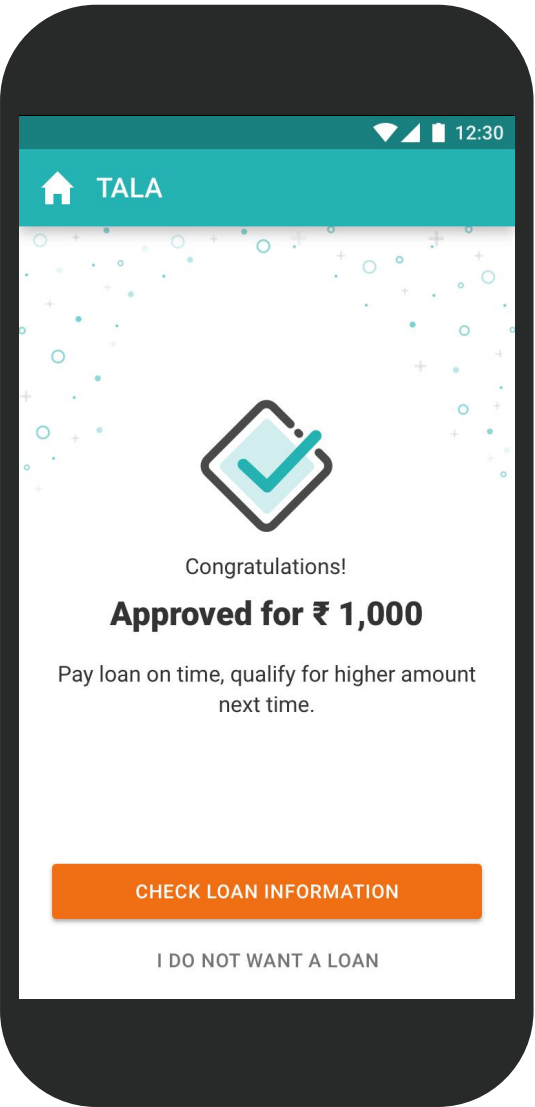
Achieved goal in partnership with

Team members
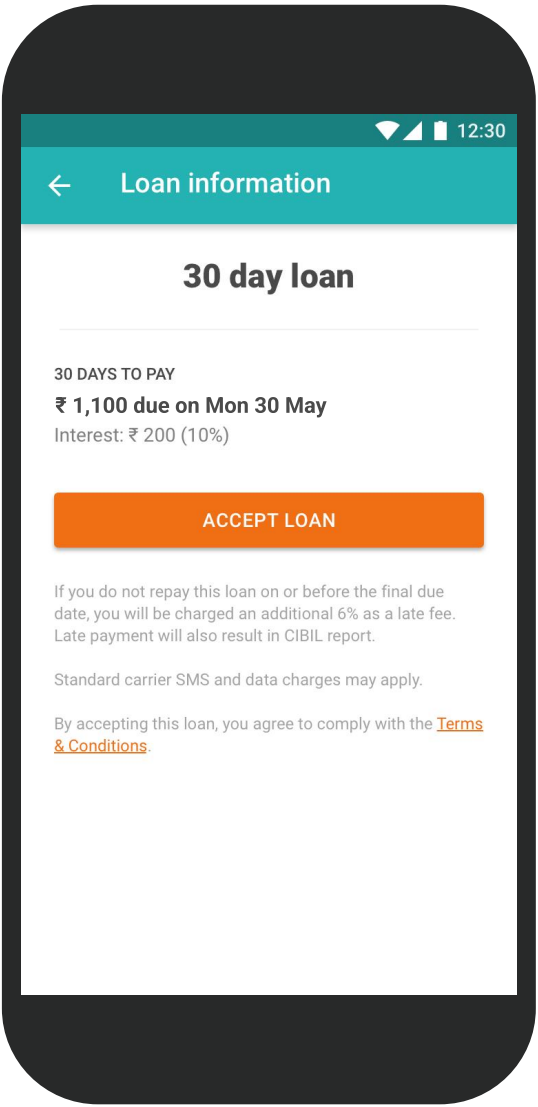Product Manager, Designer, Frontend Engineer, Business Head, Legal

My Role
1. Partnered with the PM on PRD
2. Led design end to end
3. Led user testing

Why this goal matters?
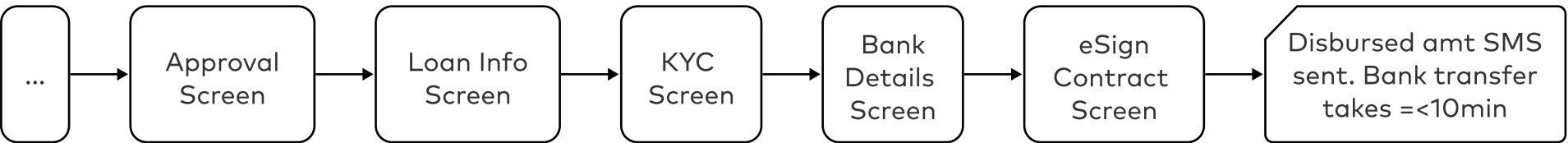

Approval Screen

Loan Info Screen

Current designs

Simple fee structure
Amount disbursed
is same as
Approved amount

5 fee elements only

1. Approval amount
2. Tenure
3. Due Date
4. Repayment amount
5. Interest

Current User Flow - Happy Path

… → Approval Screen → Loan Info Screen → KYC Screen → Bank Details Screen → eSign Contract Screen → Disbursed amt SMS sent. Bank transfer takes =<10min

3 new addition to fee elements

1. Approval amount
2. Tenure
3. Due Date
4. Repayment amount
5. Interest
6. Processing fee**
7. GST**
8. Disbursement amt**

New fee elements added

1. Tala introduced Processing fee & GST on loans.
2. These costs were deducted from the approved amount.
3. The remaining amount was then disbursed.

Short summary
Old reality : Disbursed amount = Approved amount
New reality : Disbursed amount ≠ Approved amount

Risk implications
Unclear information will lead to trigger doubt in user mind. Subsequently increasing drop-offs, more support tickets, negative PlayStore ratings and reviews.

Users may overlook loan fee structure in haste and feel deceived by a mismatch in approved and disbursed amounts, harming Tala's brand value 'TRUST'.

Dived deep into needs of 4 countries

India requirements

Information gathering

1. **What info? -** 'Why and What' of new fee structure in India
2. **Collaborated with -** PM and India's Business Head to set the hierarchy.

Information hierarchy alignment with stakeholders using MuSCoW framework

1. **Mu**ST - Remembering info until loan acceptance journey is must
2. **S**HOULD - Noticing/remembering info is good to have.
3. **Co**ULD - Unnoticed/forgotten info is a non-issue.
4. **W**ONT - Unnoticed/ignored info is a non-issue.
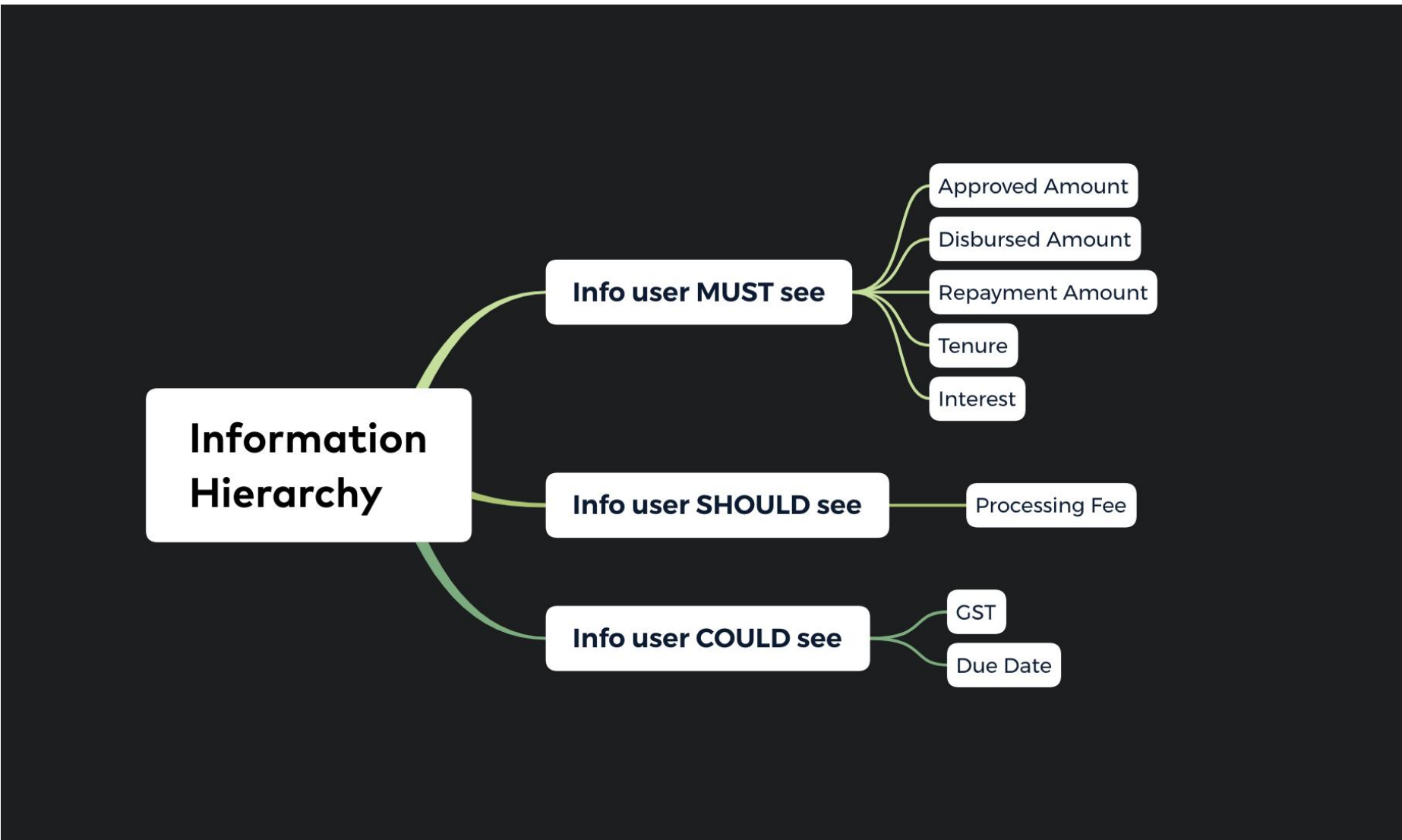
Kenya, Mexico, Philippines requirements

Information gathering

1. **What info -** 'Why and What' of fee structure in other countries.
2. **Cross-country PM sync -** Co-ordinated using sync-async methods across timezones

Key Takeaways

1. Number of fee structure elements ranges from 5 to 12 in different countries.
2. A typical text/string length of fee elements is 20-30% higher or lower than India.
3. India is the only country with a different approved amount and disbursed amount.

Deliverables PM's want

PM's conveyed

> *New design shouldn't demand too much iteration. Reuse current design as much you can. But take care, brand value doesn't take a hit. If required do usability test.*

Key takeaway for designing

Design high impact but low-cost solution

PRD ready for design kick-off

Concludes with a 70-80% finished PRD covering goals, user stories, constraints, etc.

Collected team feedback on initial concept
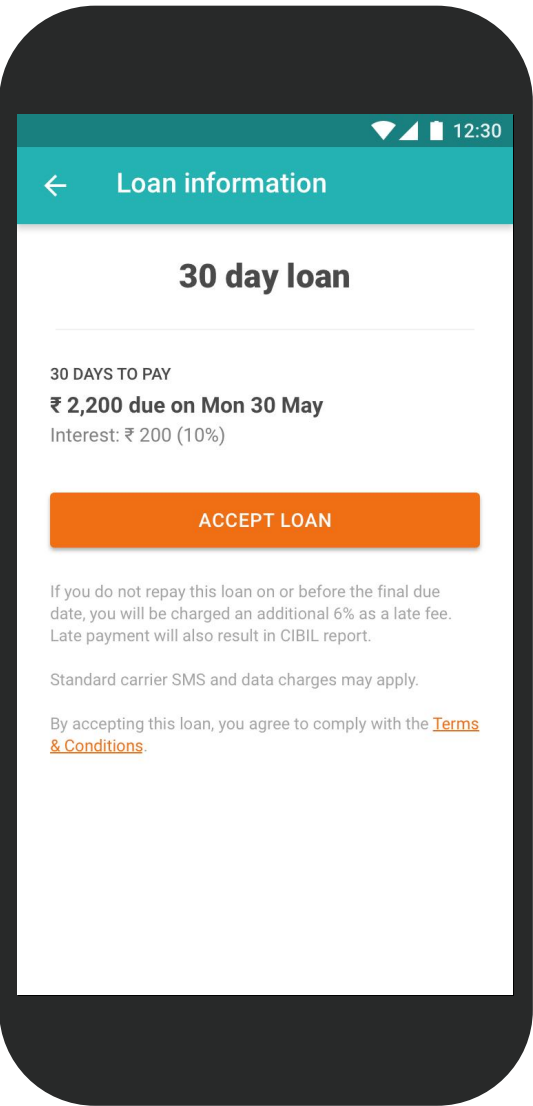
Feedback prompt given to the team

1. **Question asked to team members**
   a. What's your 1st impression?
   b. Will the old UI prove efficient enough to communicate the fee structure clearly?
   c. If unclear, what are the risk?
2. **Feedback sought**
   a. From PM and designer from 4 countries 🇮🇳 🇰🇪 🇲🇽 🇵🇭
   b. Business head in India 🇮🇳

Old designs

Loan information

30 day loan

30 DAYS TO PAY
₹ 2,200 due on Mon 30 May
Interest: ₹ 200 (10%)

ACCEPT LOAN

If you do not repay this loan on or before the final due date, you will be charged an additional 6% as a late fee. Late payment will also result in CIBIL report.

Standard carrier SMS and data charges may apply.

By accepting this loan, you agree to comply with the Terms & Conditions.

New design proposals - 2 options

Payment Schedule

30 day loan

30 DAYS TO PAY
₹ 1,030 due on Mon 30 May
Interest: ₹30 (3%)

Amount you get - ₹860
* ₹120 processing fee and ₹20(18%) GST applied.

ACCEPT LOAN

If you do not repay this loan on or before the final due date, you will be charged an additional 6% as a late fee. Late payment will also result in CIBIL report.

Standard carrier SMS and data charges may apply.

By accepting this loan, you agree to comply with the Terms & Conditions.

Payment Schedule

30 day loan

30 DAYS TO PAY
₹ 1,030 due on Mon 30 May
Interest: ₹30 (3%)

Amount you get	₹ 860
Approved amount	₹1,000
(—) Processing fee	₹120
(—) GST	₹22 (18%)

ACCEPT LOAN

If you do not repay this loan on or before the final due date, you will be charged an additional 6% as a late fee. Late payment will also result in CIBIL report.

Standard carrier SMS and data charges may apply.

By accepting this loan, you agree to comply with the Terms & Conditions.

Team reaction on 1st impression

1. *That's too much information*
2. *Which section is more important information is not clear*
3. *So much text*
4. *It's confusing.*

Conclusion

Project scope revised. Got a buy-in to do 100% reimagining UX.

Learning

> "If a picture is worth 1000 words, a prototype is worth 1000 meetings."
> — Tom & David Kelley

In the interest of speedy development and shipping, the project was constrained within the boundaries of current UI patterns.

Above design helped me negotiate the design scope and timelines in a short time.

Tested 3 concepts across 3 usability testing rounds, with different users each time.

Design chosen for validation

After vetting multiple ideas with a diverse team across time zones, we selected a concept for usability testing.
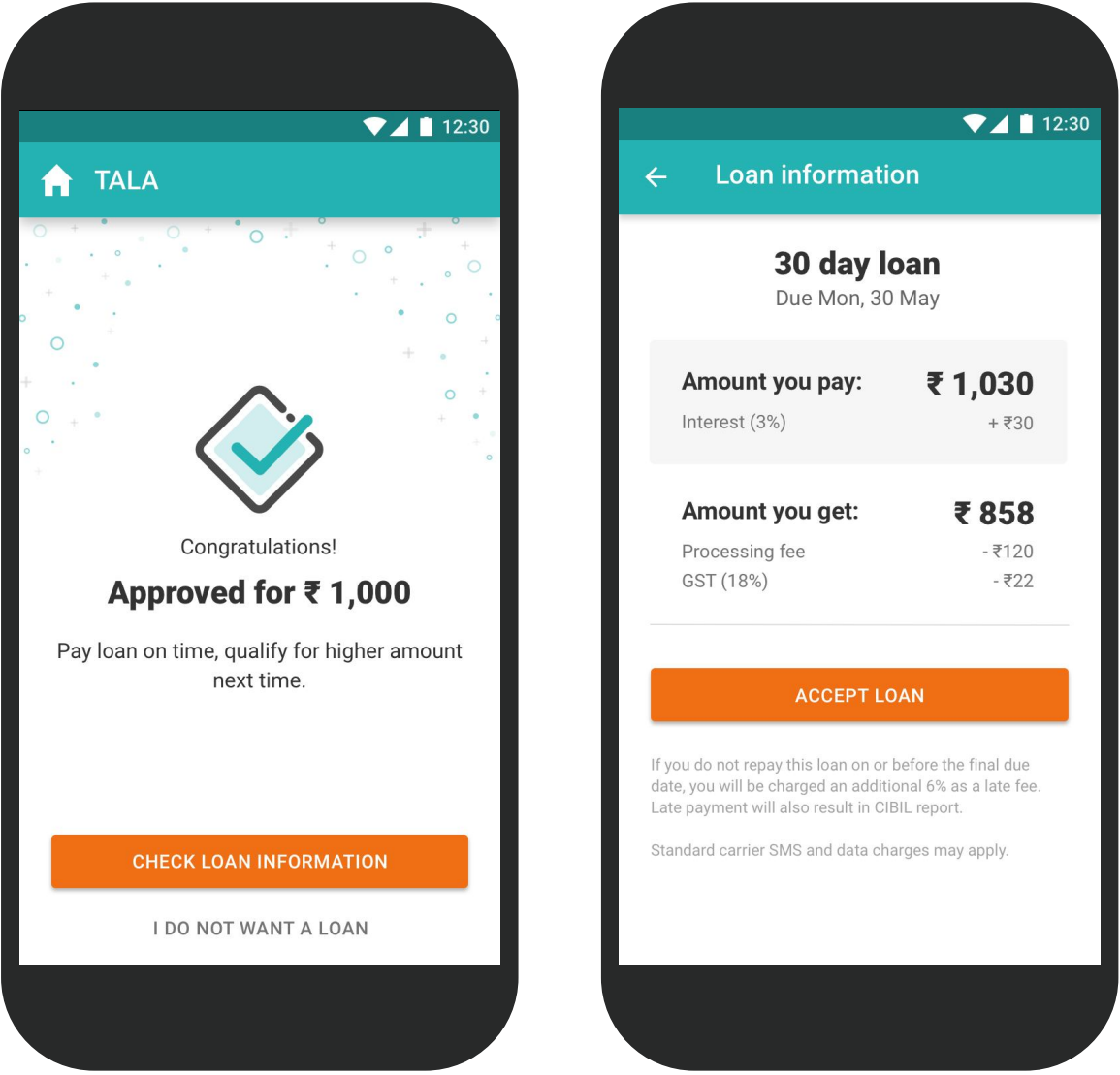
Validation goals

Design for clarity and trust.

How will we know if design met clarity and trust building goals?

1. **Clear -** After completing the loan acceptance journey, user is able to clearly answer
   a. What is the approved loan amount? ₹ 1,000
   b. What is the amount the user will get? ₹ 858
   c. What is the amount the user will have to pay? ₹ 1,030
   d. What is the interest? ₹ 30 or 3%
   e. What is the tenure? 30 days
2. **Trust -** ₹ 858 disbursed amount SMS doesn't shock the user

Flow - Happy Path
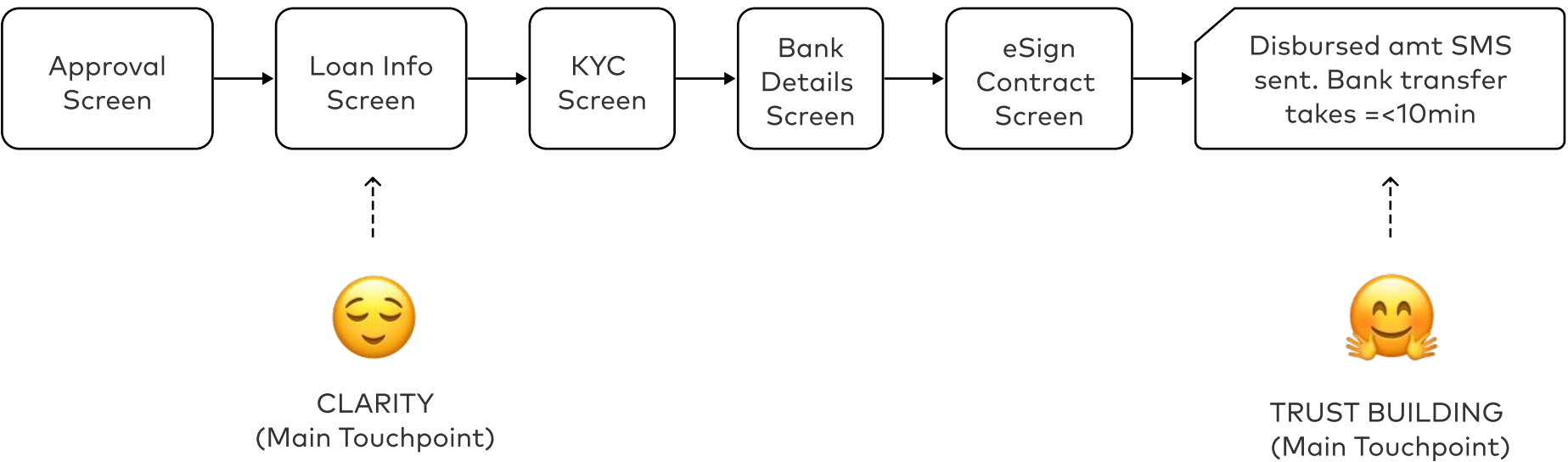
Research summary

1. **Methodology:** Guerrilla test, hallway test, think out loud and blink test.
2. **Participants:** 20+ participated. Tested with drivers, security guards, florists etc
3. **Duration:** 4 days

Concept 01
Minimalistic

Loan information

30 day loan
Due Mon, 30 May

Amount you pay:	₹ 1,030
Interest (3%)	+ ₹30

Amount you get:	₹ 858
Processing fee	- ₹120
GST (18%)	- ₹22

ACCEPT LOAN

If you do not repay this loan on or before the final due date, you will be charged an additional 6% as a late fee. Late payment will also result in CIBIL report.

Standard carrier SMS and data charges may apply.

Test findings

1. Pressed back button to verify whether they saw ₹ 1,000 or less.
2. Felt unsure whether to pay ₹ 1,030 + 30 or total ₹ 1,030.
3. ₹ 858 disbursement SMS was not a shocker.

Meets design goal?

👍 Trust   👎 Clarity

Concept 02
Breakdown style

Loan information

30 day loan
Due Mon, 30 May

Amount you get	₹ 858
Approved amount	₹1,000
Processing fee	- ₹120
18% GST	- ₹22

Amount you pay	₹ 1,030
Approved amount	₹1,000
Interest (3%)	+ ₹30

Late payment
8% overdue interest is charged for late payment.

ACCEPT

Test findings

1. Stared at details attentively and curiously.
2. Pressed back button to verify approved amount.
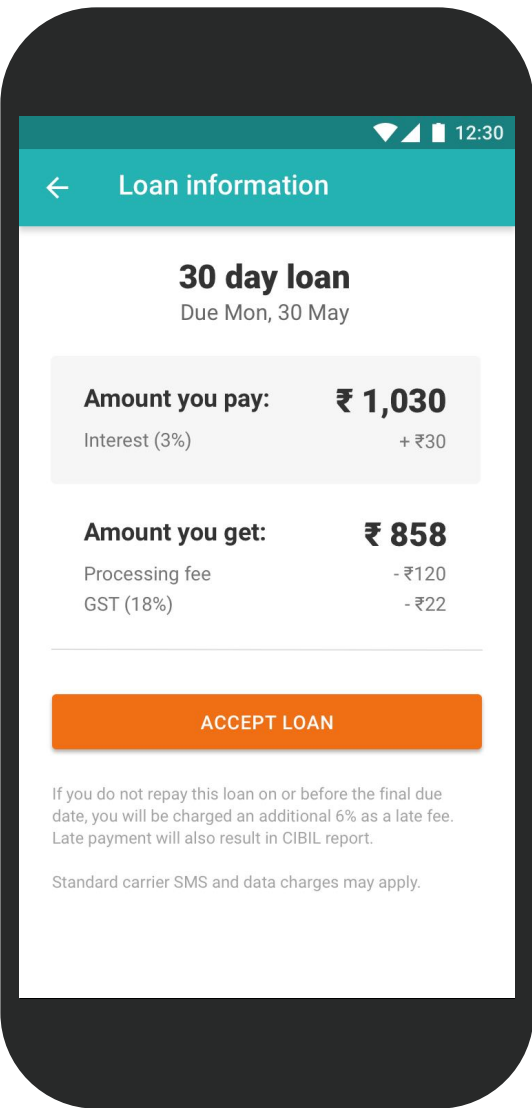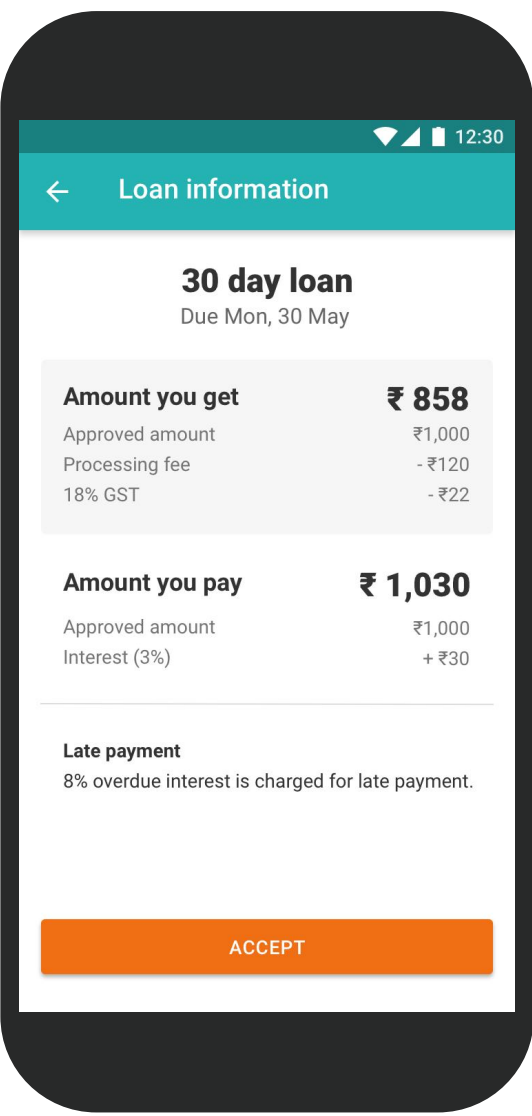3. Multiple people said "₹ 858 confused me, but felt clear after reading the breakdown".
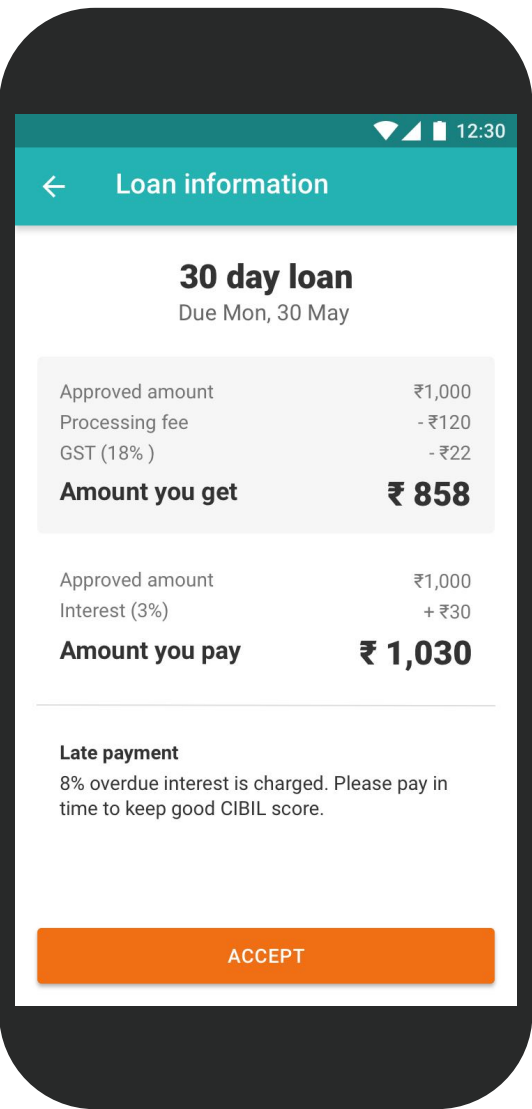4. ₹ 858 disbursement SMS not a shocker.

Meets design goal?

👍 Trust   👎 Clarity

Concept 03
Calculation style

Loan information

30 day loan
Due Mon, 30 May

Approved amount	₹1,000
Processing fee	- ₹120
GST (18%)	- ₹22
Amount you get	**₹ 858**

Approved amount	₹1,000
Interest (3%)	+ ₹30
Amount you pay	**₹ 1,030**

Late payment
8% overdue interest is charged. Please pay in time to keep good CIBIL score.

ACCEPT

Test findings

1. Info was scanned from top (₹1,000).
2. No back button pressed. Moved to the next screen in the reasonable time.
3. Users used words like "step by step" or "logical" or "order" while giving their design feedback.
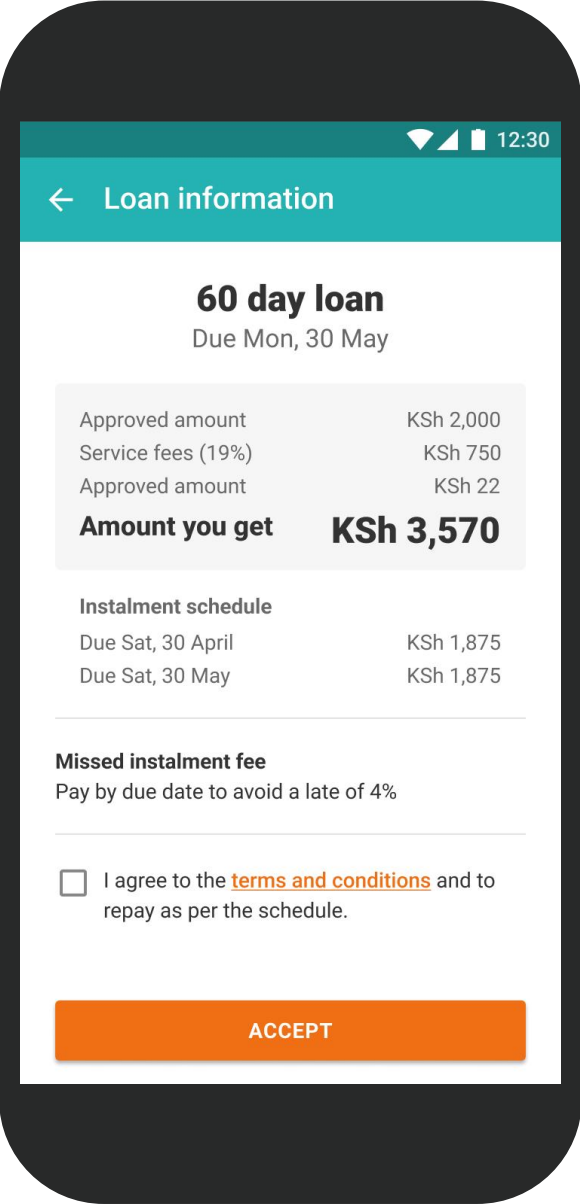4. ₹ 858 disbursement SMS was not a shocker.

Meets design goal?

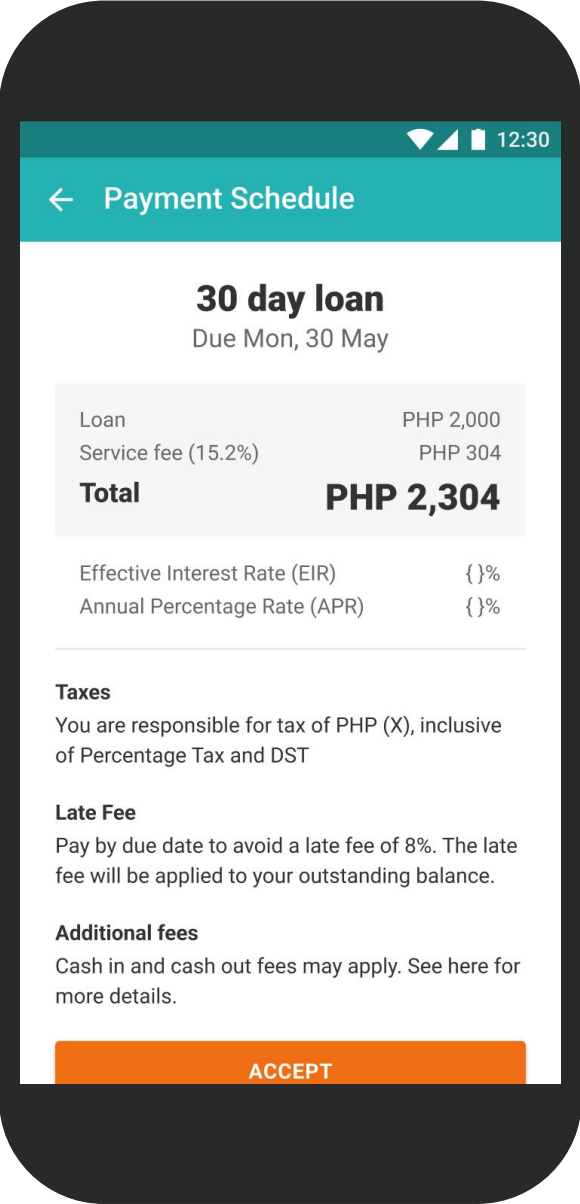👍 Trust   👍 Clarity

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Final designs - Other countries

🇰🇪 Kenya

Loan information

60 day loan
Due Mon, 30 May

Approved amount	KSh 2,000
Service fees (19%)	KSh 750
Approved amount	KSh 22
Amount you get	**KSh 3,570**

Instalment schedule

Due Sat, 30 April	KSh 1,875
Due Sat, 30 May	KSh 1,875

Missed instalment fee
Pay by due date to avoid a late of 4%.

☐ I agree to the terms and conditions and to repay as per the schedule.

ACCEPT

🇲🇽 Mexico

Detalles del préstamo

90 días para pagar
Debido lunes 30 de mayo

Préstamo	$2,000
Pago comisión (50.9%)	$1,084
IVA (8.1%)	$96
Total	**$ 3,180**

TIR annual   240%
CAT para efectos informativos y   250%
comparativos

Plan de pagos recomendado

Lunes 28 mayo	$1,060
Lunes 28 junio	$1,060
Lunes 28 julio	$1,060

Cargo por demora en el pago
Si no paga este préstamo antes de la fecha de vencimiento, se le cobrará una cargo adicional del 10% du saldo total.

Sé responsable

🇵🇭 Philippines

Payment Schedule

30 day loan
Due Mon, 30 May

Loan	PHP 2,000
Service fee (15.2%)	PHP 304
Total	**PHP 2,304**

Effective Interest Rate (EIR)	( )%
Annual Percentage Rate (APR)	( )%

Taxes
You are responsible for tax of PHP (X), inclusive of Percentage Tax and DST

Late Fee
Pay by due date to avoid a late fee of 8%. The late fee will be applied to your outstanding balance.

Additional fees
Cash in and cash out fees may apply. See here for more details.

ACCEPT

Impact

🎯 Loan acceptance rate performed in the range of 71% - 88% in 4 markets.

🎯 No support ticket raised for amount discrepancies.

🎯 No negative feedback on amount discrepancies in PlayStore.