

## NuCash App

Intro:

I was hired to write UX and UI copy and contribute to the content strategy and onboarding flows for a neobanking app for college students in the Indian market. The work also included establishing the brand voice of the service.

As the app has not launched yet, I can show some of the process of written work, but cannot show prototypes.

### Empathy mapping process

After a review of early market testing (via questionnaire), I was able to categorize the user sentiments, including pain points and needs.

#### Pain points:

- Running out of money each month
  - Reliant on family or credit card for shortfall
- Don't use bank for payments
  - Too complex
  - Slow
  - Lacks features
  - Too many security steps
- Entering new credit card is a hassle
  - UPI is easy - (Unified Payments Interface is an instant real-time payment system developed by National Payments Corporation of India facilitating inter-bank transactions. The interface is regulated by the Reserve Bank of India and works by instantly transferring funds between two bank accounts on a mobile platform.)

From there, I developed an empathy map to further lend insight into the persona.

#### Empathy Map

<b>Thinks</b> Need to cover costs Bank lacks features Want fast and reliable	<b>Says</b> Too complex Slow Too many security steps Want options

<b>Feels</b> Want to avoid hassles Want protections and security	<b>Does</b> UPI payments QR code payments
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**Persona:**

- University students on a tight budget
- Top pain points: reliant on family or credit for monthly shortfalls, slow and overly complex banks
- Top desires: Fast, simple interface; easy to use; reliability; security; features and offers

Using the persona description and keywords from the open text responses in the questionnaire, I arrived at product attributes to inform voice and tone.

**Selected words from the interview:**

- **Successful** payment
- **Fast** notifications
- Ease of use
  - **Simple** UX
- Uptime (**reliable**)
- Good experience/simple interface
- **Safety**
  - **security**
- Support bank connections
- **Tracking**
  - Transaction history
- Auto apply **cashback**
- **Connectivity** with other apps
- Product to **offer choices** for
  - Fixed Deposit
  - Short Term Lending
  - Customer Support
  - Vendor Integration

- Offers + Cashback
- Transaction Grouping & Tracking
- Dashboard
- bill splitting + Payments, Coupons, Deals, Customer Support (prefer chat bot because faster), Purchase flights + Movie Tickets
- Monthly Summary
- Customizable experience

**NuCash Attributes (existing):**

- Friendly
- Simple

**Product attributes:**

- Reliable
- Secure
- Offers and options
- Convenient
- Fast
- Interconnected (with other apps)

With this set of brand attributes, I can use them to direct the writing for all aspects of the app.