

NuCash App

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.

Headline creation process

I inherited the landing page copy from before I started, including the main headline/tagline for the app. The main ideas were there, but needed polish and focus given the voice of the service and products.

Version 1 [existing]	
Headline	Finance made simple and friendly
Subhead	We are a new-age financial services provider, with our focus set on simplicity and reliability

The headline was clear enough, but still didn't call out who our product was for. (The word "student" wasn't actually used until three or four sections down on the landing page.)

The subhead repeated ideas from the headline and introduced new ideas that could be handled later in the benefit statements.

In the second iteration, we dropped the subhead. And, I wanted to speak to a wider audience of college-age adults, not wanting to alienate non-students.

Version 2	
Headline	Finance made simple and friendly for those starting their financial journey
Subhead	We are a new-age financial services provider, with our focus set on simplicity and reliability

We came back to the original direction, though, that this app was to be for students only, as they are in a unique financial position. So I refocused.

Version 3	
Headline	Finance made simple and friendly for modern student life

This captured the audience, their disposition, and scope -- students, who are comfortable using an app for banking--for every aspect of their financial life, not just as students.

This is our current headline/tagline, used across experiences and mediums. No testing information is yet available, but this is on the list to explore.