

Activity: Design a Digital Banking Feature to Enhance Customer Experience

Objective:

Develop a simple digital banking feature that improves customer satisfaction, accessibility, or efficiency.

Prompt:

Design a digital feature for a mobile banking app that would make banking easier, smarter, or more personal for users. Consider options such as:

- **AI-powered budgeting tools**
- **Live chat or voice assistant support**
- **Instant loan approval**
- **Spending insights or goal-setting tools**
- **Personalised financial advice**

Instructions:

1. **Feature Name:** Give your feature a simple, clear title.
2. **Purpose:** What problem does it solve for the customer?
3. **Functionality:** Briefly describe how it works (e.g., what it does, what data it uses).
4. **Benefits:** List 2–3 ways this improves the customer experience.

Sample Answer:

Feature Name: *SmartSave Assistant*

Purpose: Helps users automatically set aside small amounts of money based on their spending patterns and income flow.

Functionality:

- Uses AI to analyse spending habits and identify safe saving opportunities.
- Automatically transfers small amounts into a separate savings pot weekly.
- Offers monthly progress reports and allows users to set custom savings goals.

Benefits:

- Encourages savings without manual effort.
- Increases financial discipline.
- Builds customer loyalty through financial empowerment