Fabian Wong

UI/UX DESIGNER

View Portfolio ↗

Dark | Light

9:41

← Cash Plus

70%

About | Underlying funds

Boost your cash for short-term goals with Cash Plus. Enjoy higher yields with complete flexibility. No lockups, no limits – just effortless growth.

EQUITIES 10% | FIXED ASSETS 90%

Historical Performance
As of May 2024

21.2%
Feb 2021

All time | 1y | 3y | 5y

Return & Risk

Projected yield p.a after fees	3.8%
Historical max. loss	-1.9%

Attributes

Earn daily returns
You can track your portfolio's progress and enjoy the satisfaction of seeing your money work for you regularly.

No lockups

9:41

← Goal Assessment

40%

How long do you plan to invest to reach this goal?

11 Years
You'll be 42 years old

Time Horizon Analysis

This duration allows you to take advantage of potential market gains while weathering short-term market fluctuations

Continue

Syfe
Elevating the onboarding & returning experience

Process

01

Introduction

1. About Syfe
2. Defining the Problem Space
3. Defining the Goal

02

Research

1. Competitive Analysis
2. User Research Plan
3. Synthesize Process
4. User Personas
5. HMW

03

Strategy

1. User Journey Mapping
2. Emotional Journey
3. Existing & Ideal User Flows
4. Information Architecture
5. Kano Model Analysis

04

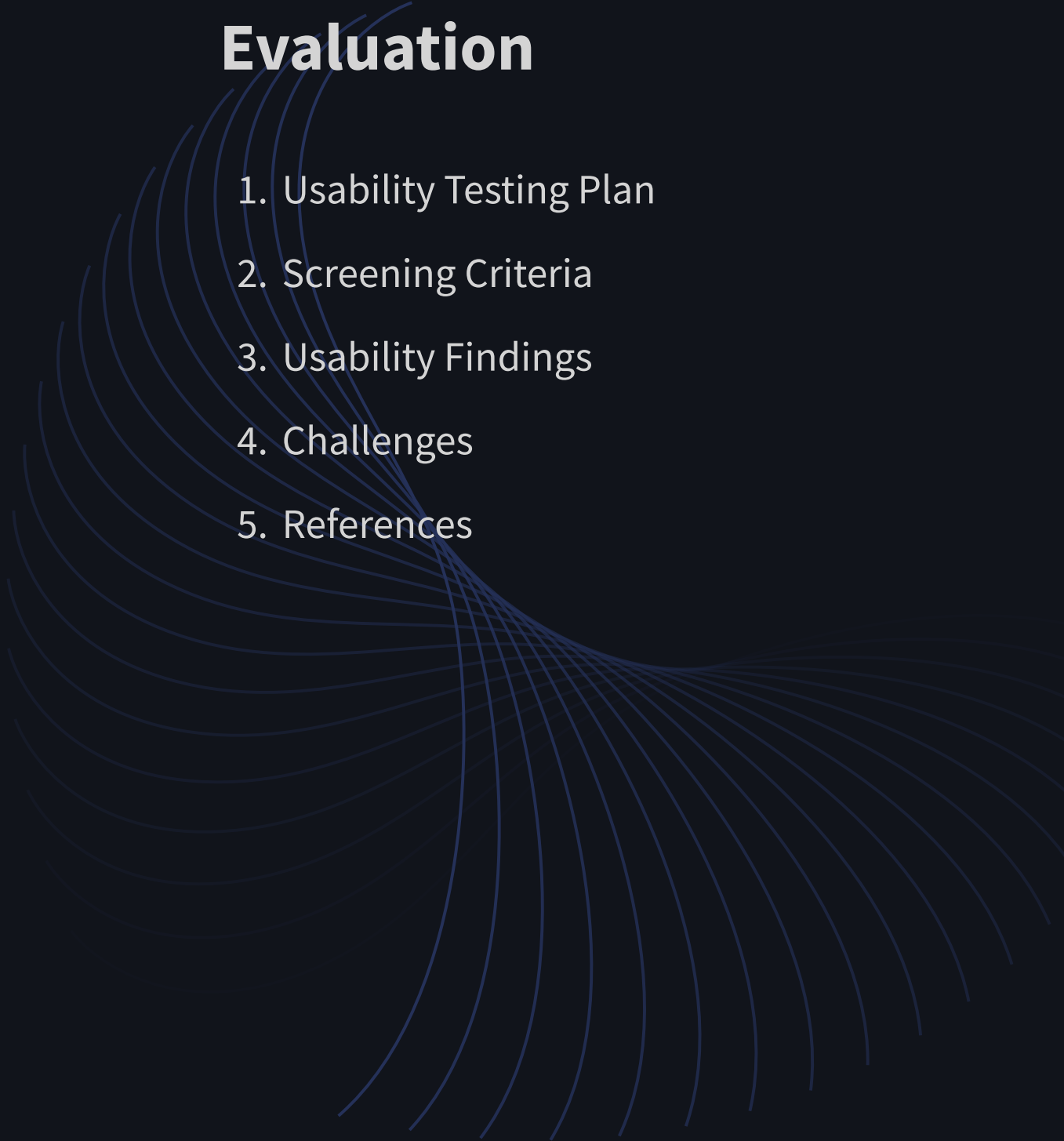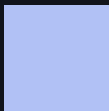### Design

1. Low Fidelity Wireframes
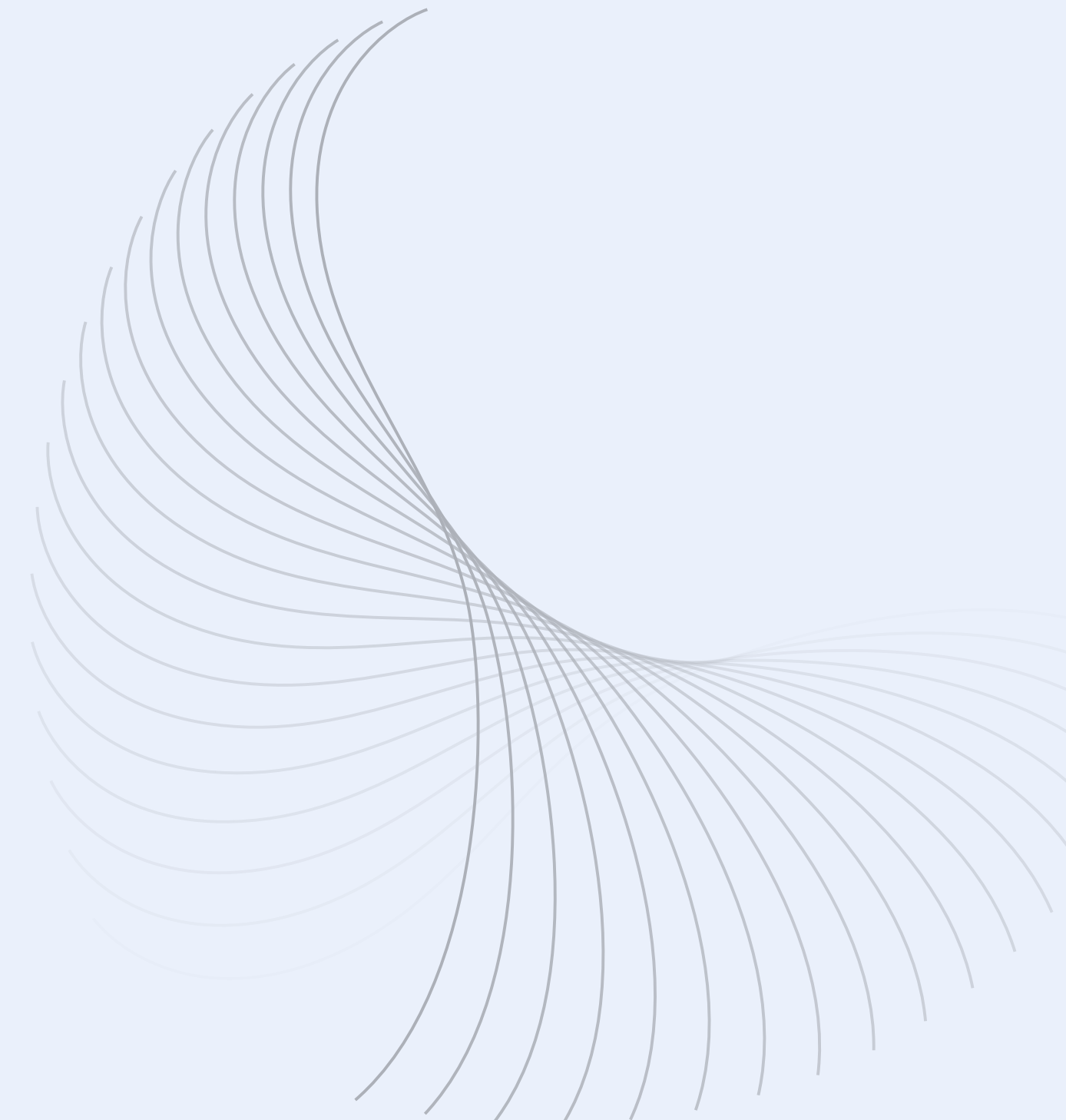2. UI Design System
3. Hi Fidelity UI

05

Evaluation

1. Usability Testing Plan
2. Screening Criteria
3. Usability Findings
4. Challenges
5. References

01

Introduction

About Syfe

Syfe is recognized as a leading investment platform, offering a wide range of financial services crafted for individuals aiming to enhance their wealth and ensure a prosperous future. Their portfolio includes managed portfolios, brokerage services, and personalized wealth advisory, each meticulously designed to support clients on their wealth-building endeavors.

By forging strategic alliances with esteemed fund managers across the globe, Syfe delivers expertly curated portfolios tailored to match the specific financial goals and aspirations of their clientele.
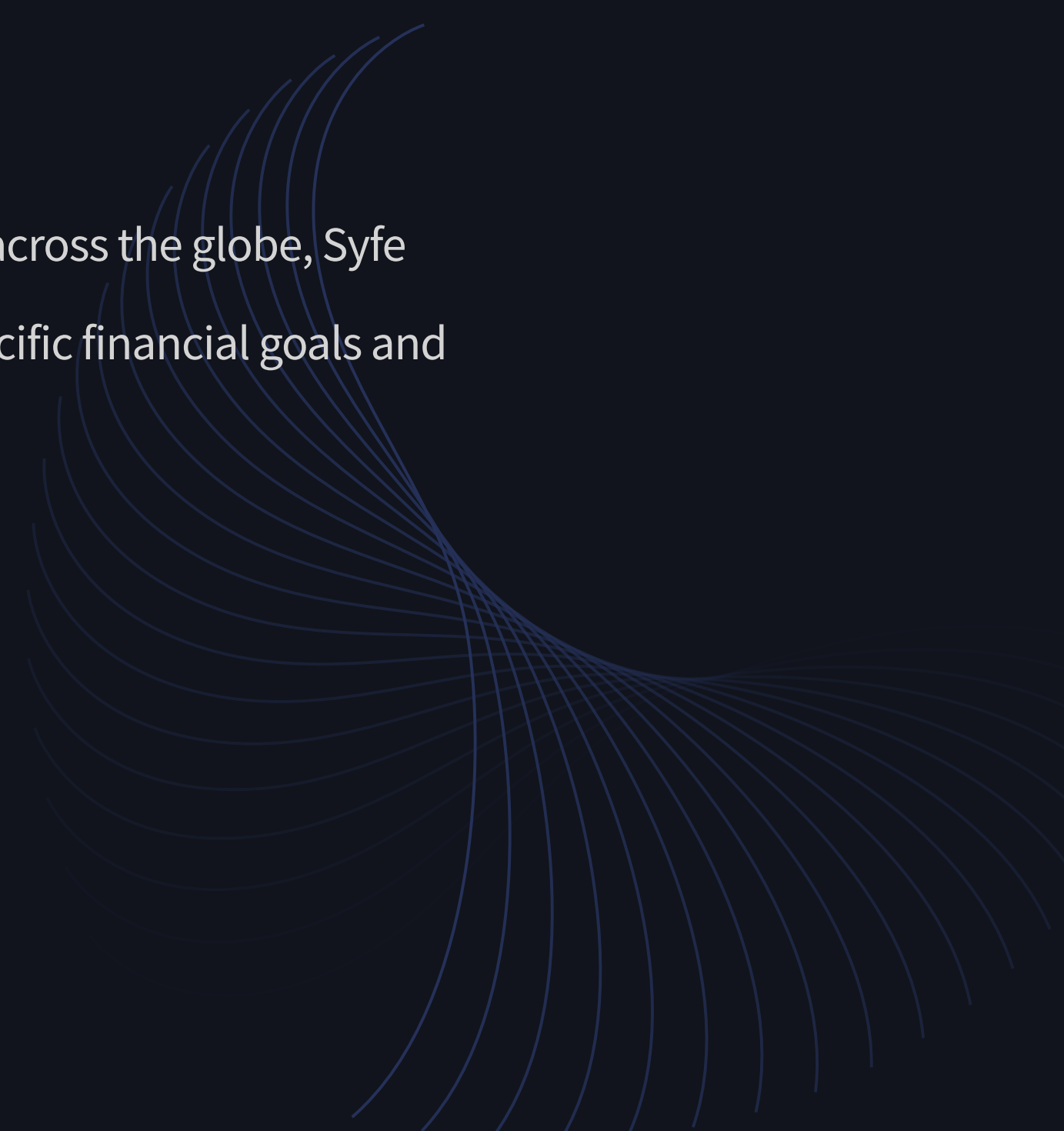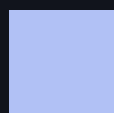
Defining the Problem Space

01

Onboarding Experience 🛫

User may not understand the products well based off their lifestyle during onboarding.
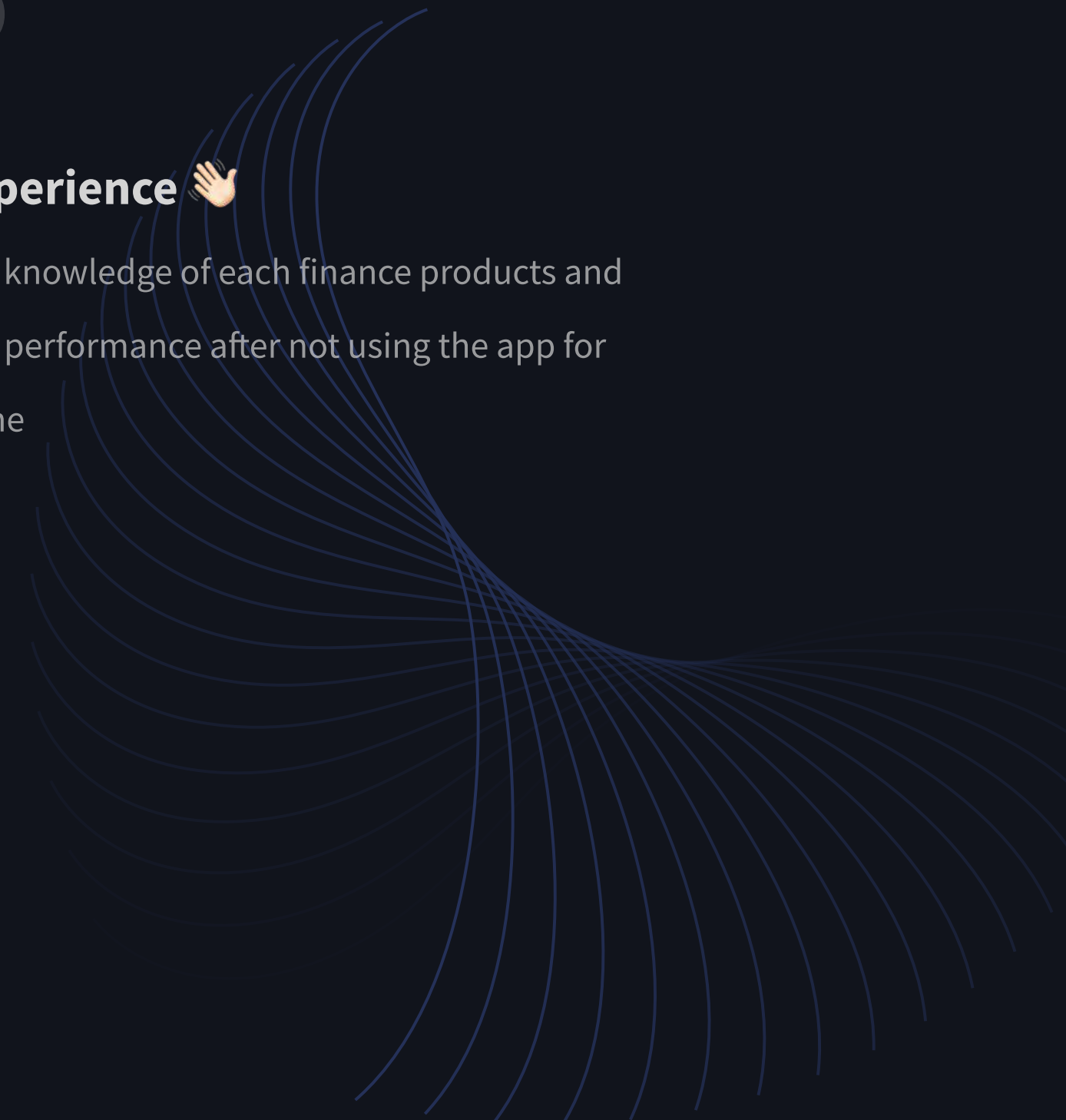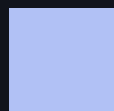
02

Personalisation 👤

User is unable to edit their profile, making it difficult to understand which product they should invest throughout their investment journey.

## 03

Return Experience 👋🏻

User lacks the knowledge of each finance products and their portfolio performance after not using the app for a period of time

Defining the Goal

To create an **intuitive onboarding process** that aligns with **users' financial objectives** and offers thorough product analysis tailored to their needs. Additionally, to enhance the **return experience for inactive users,** empowering them with greater financial control over Syfe's products and instilling confidence in their investment decisions.
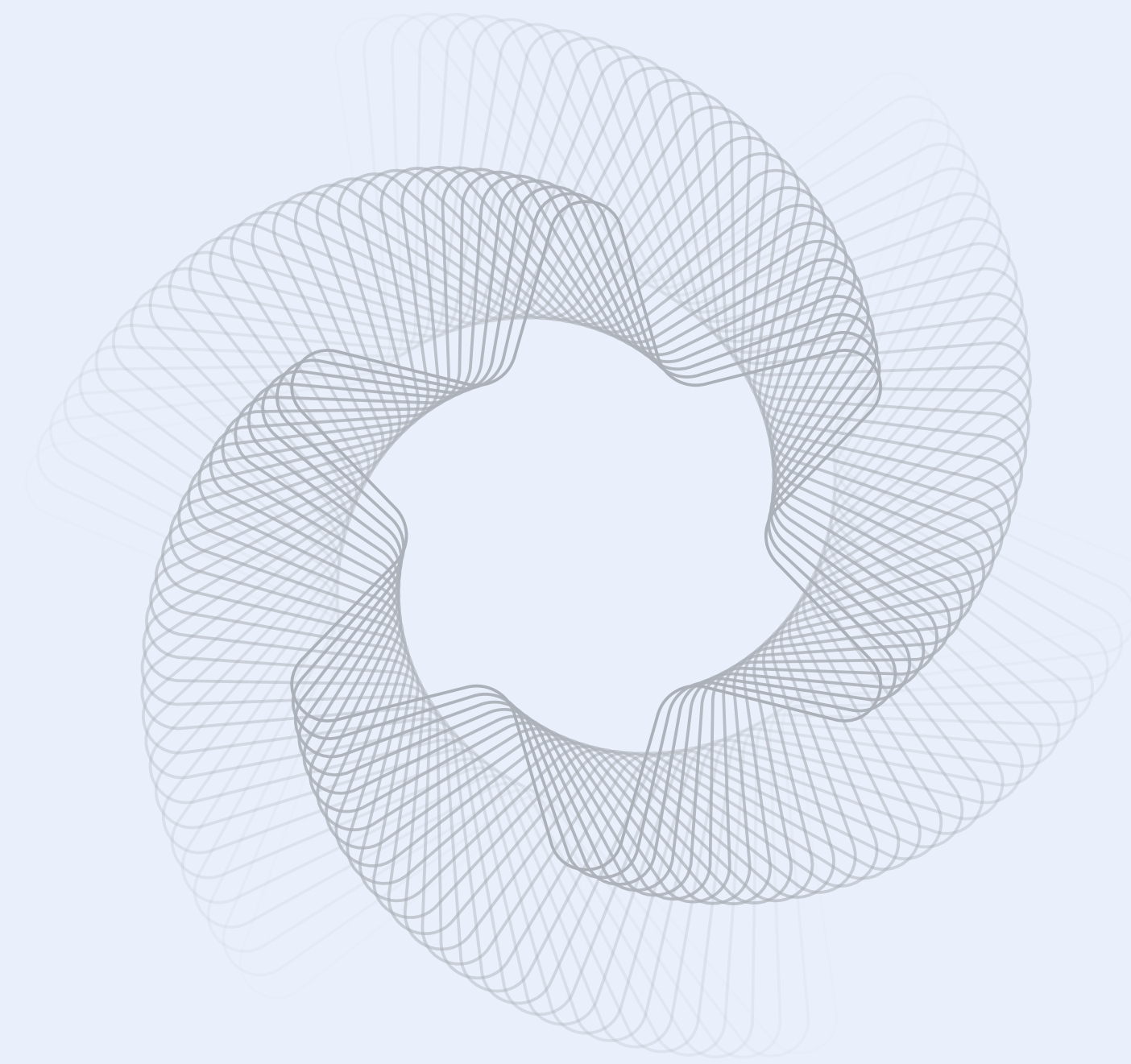
Ultimately, this aims to **boost Syfe's adoption rate** by providing users with peace of mind and confidence in their investment journey.
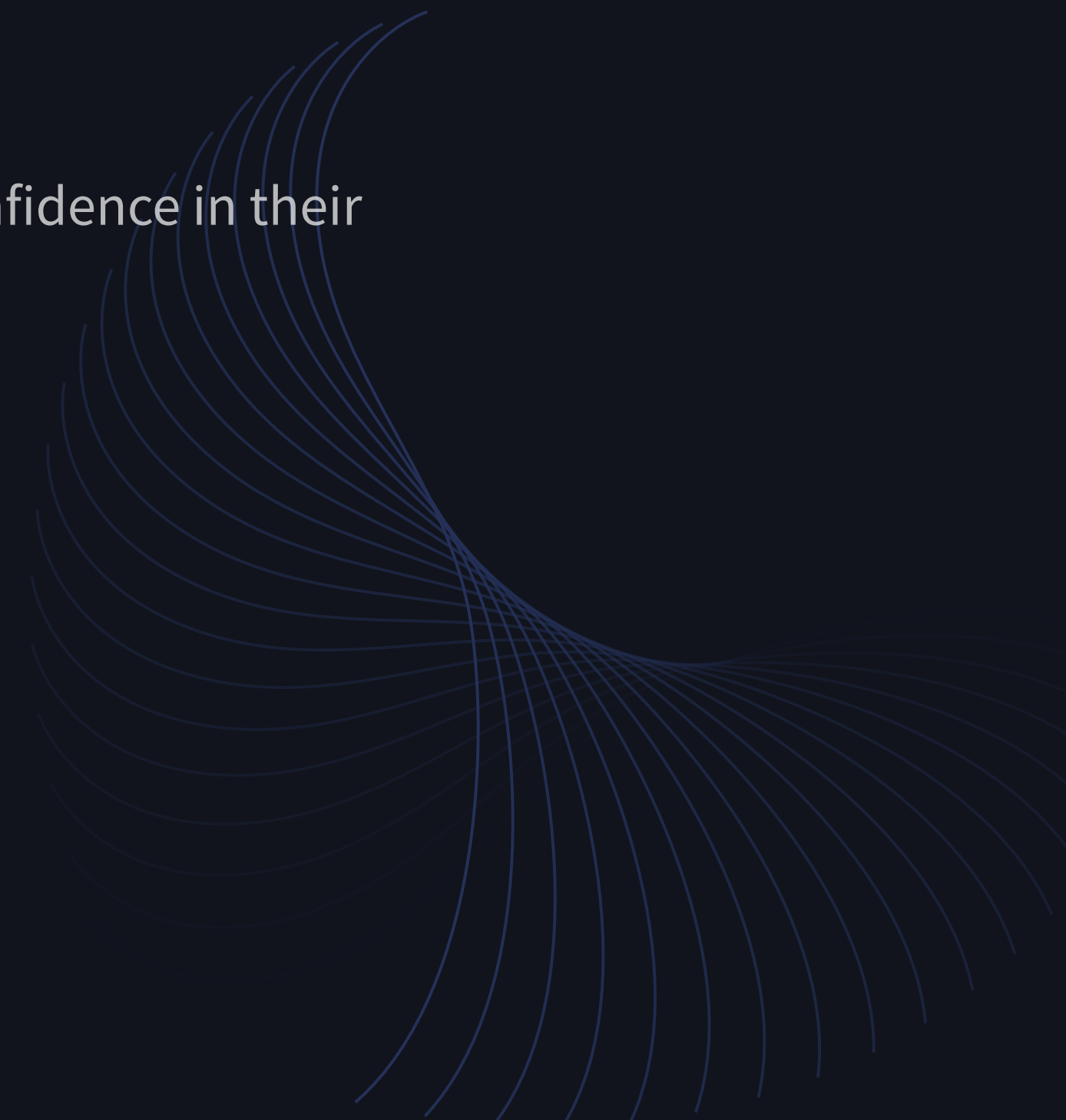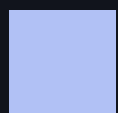
02
Introduction

1. Competitive Analysis

2. User Research Plan

3. Synthesize Process

4. User Personas

5. HMW

Competitor Analysis

Endowus

- Have good onboarding journey that is relatable to the users e.g. dream home, rainy days
- Immediate recurring amount setup
- Able to select personal financial goals
- Does not have welcome back performance metrics

Stashaway

- Have decent onboarding journey that is relatable to the users e.g. dream home, rainy days
- Have options to set up recurring amount
- Does not have welcome back performance metrics
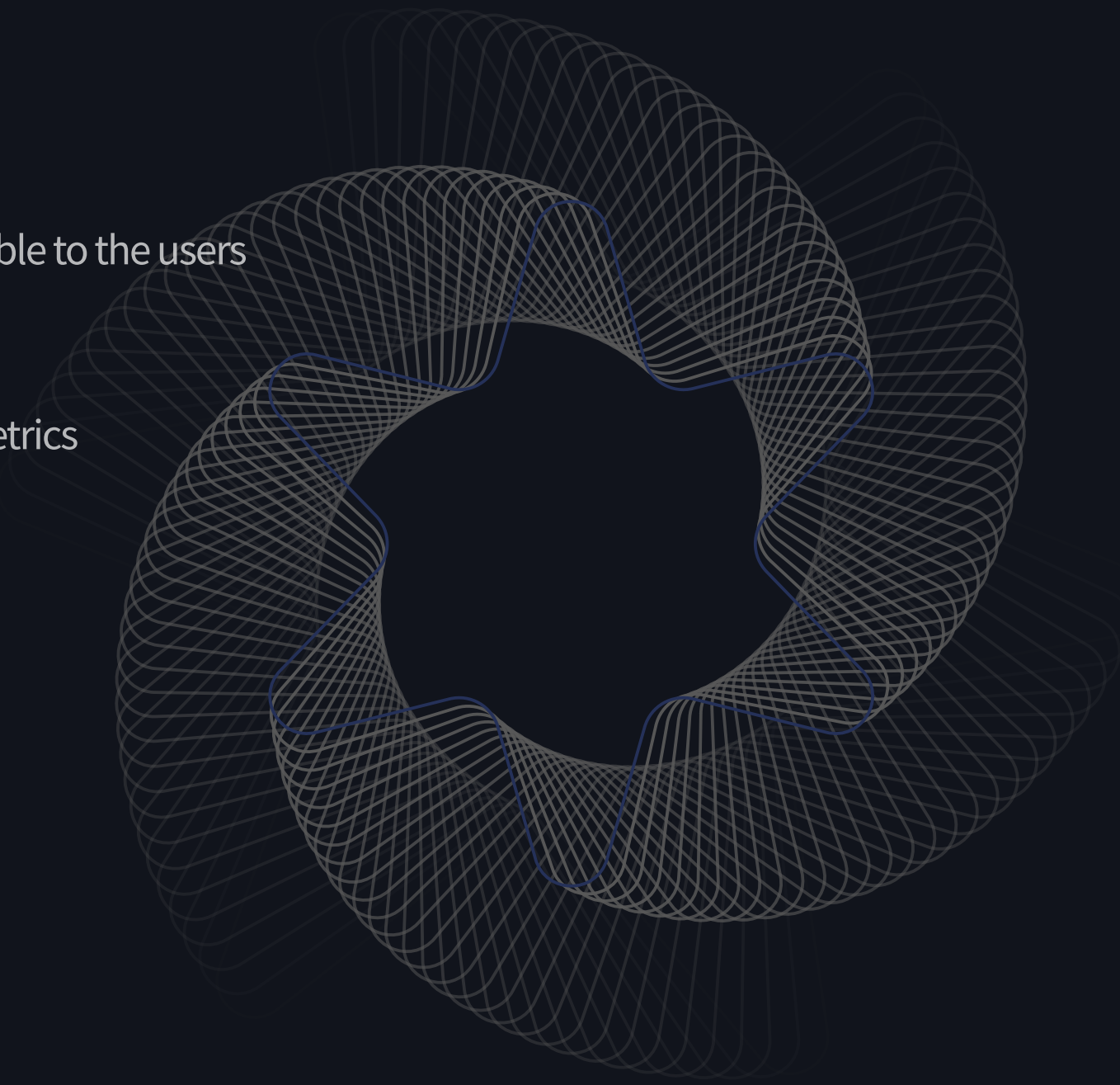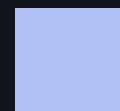
User Research Plan

OBJECTIVE

The objective of this study is to evaluate users' understanding of which products suit their risk profiles and how they assess their portfolio performance. It aims to identify their pain points and satisfaction levels during the onboarding and return experiences.

BASELINE HYPOTHESIS

We hypothesize that enhancing the onboarding and return experience will increase user retention by 15%. This improvement will personalize the app to meet user needs and offer clearer insights into their portfolio performance.

PARTICIPANTS

Young Working Adults
Age 25-40
New/Existing Syfe Users

MAIN QUESTIONS

1. How do you invest your extra finances?
2. Have you used Syfe app before?
3. How do you find the onboarding experience of the app you used?
4. What's the main reason for you to use Syfe?
5. How do you decide on which portfolio to invest?
6. How would you put in the money to invest? Show me the steps.
7. Were you able to align your personal financial goals with suitable investment portfolios?
8. How do you know which portfolio suits your risk profile based on your understanding?
9. How do you track the performance of your portfolio? Show me the steps.
10. Does the app make you feel that the performance of your portfolio is being managed well? Why?

Synthesize Process

1. "Why cannot set recurring amount from the start?"
2. "There are so many portfolios but don't know which to choose from based on my personal financial goals."
3. "There are so many things to be filled up before I can proceed putting my funds in"
4. "I don't understand most of the new products that are made available recently"
5. "Usually I prefer to set aside money based on personal financial goals"
6. "I want to know the reason why my portfolio is doing well or doing badly."

4/6

Participants often go more than 6 months without checking their app.

5/6

Participants want to commit to recurring investments immediately.

1. Enabling users to set up recurring investment amounts from the start helps them commit more effectively to their investments.
2. Simplifying the onboarding process allow user to deposit their funds quicker.
3. Offering more detailed information on newly available products enhances user awareness.
4. Providing insights and analytics on portfolio performance, including recent stock market news, helps users stay informed during periods of inactivity.

User Personas

PRIMARY AUDIENCE

Marcus Teo
Male | Single | Age 26 | Software Engineer

GOALS 🎯

Marcus aims to invest in high-risk portfolios due to his minimal financial commitments. He plans to allocate a portion of his salary to investments.

MOTIVATIONS 😄

- Setting aside money monthly to watch his portfolio grow.
- Understanding how market trends impact his portfolio performance.

FUSTRATIONS 😠

- Feels lost when trying to choose the right portfolio for his financial goals.
- Frustrated by the inability to set up automatic investments from the start.

SECONDARY AUDIENCE

Alysia Tan
Female | Married | Age 36 | Realtor

GOALS 🎯

Alysia aims to diversify her investments by allocating part of her funds into a robo-advisor. She intends to use this strategy to hedge against inflation.

MOTIVATIONS 😄

- Seeing her portfolio grow gradually and consistently.
- Having the ability to withdraw funds immediately in case of an emergency.
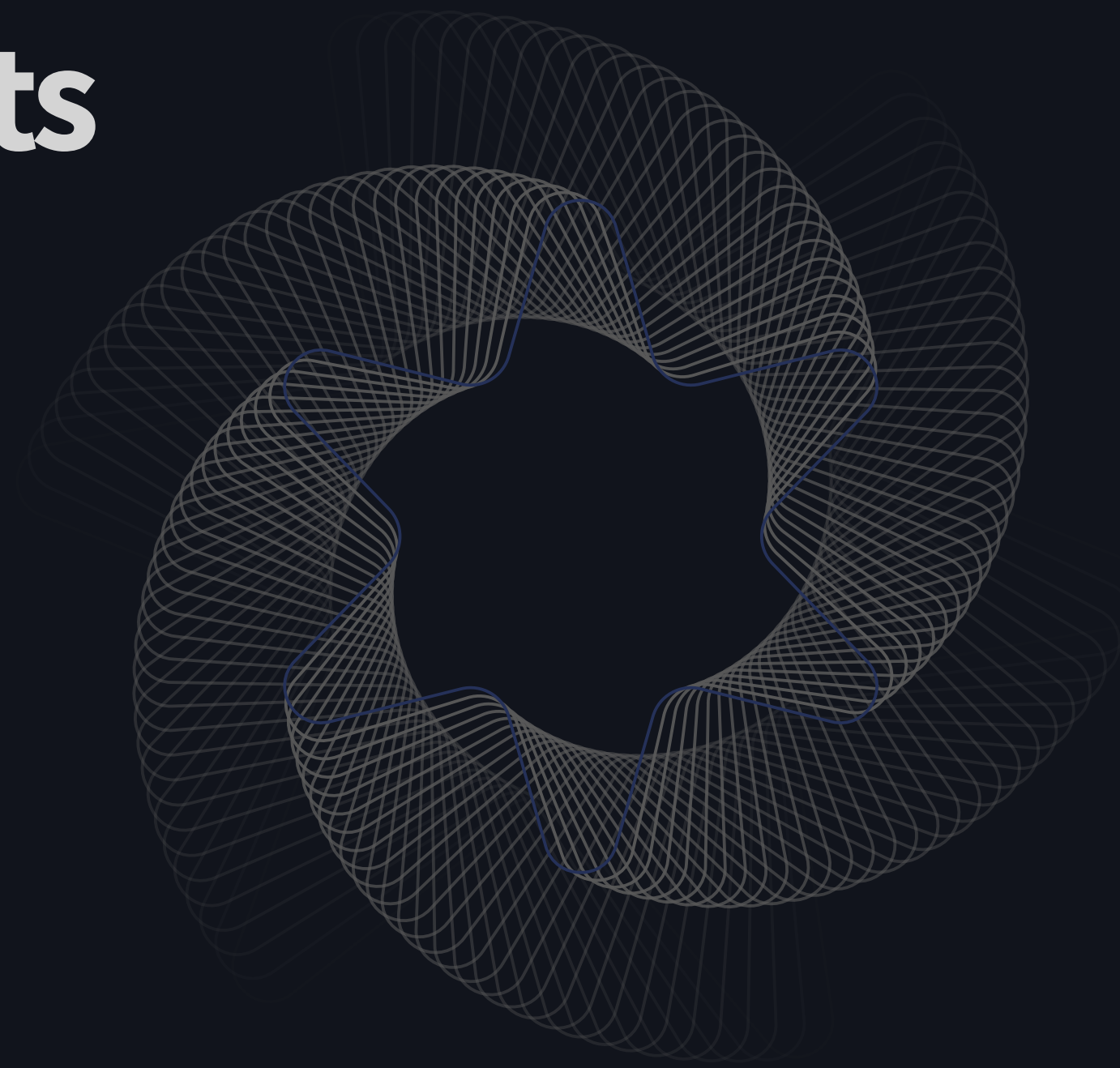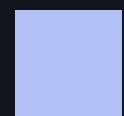
FUSTRATIONS 😠

- Inability to adjust her risk profile to receive tailored product recommendations.
- Difficulty in diversifying her funds according to her financial goals.
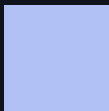
How Might We

How might we **improve the onboarding experience and make it personalised** for **new Syfe's users** so they are aware of which investment products are suitable for them
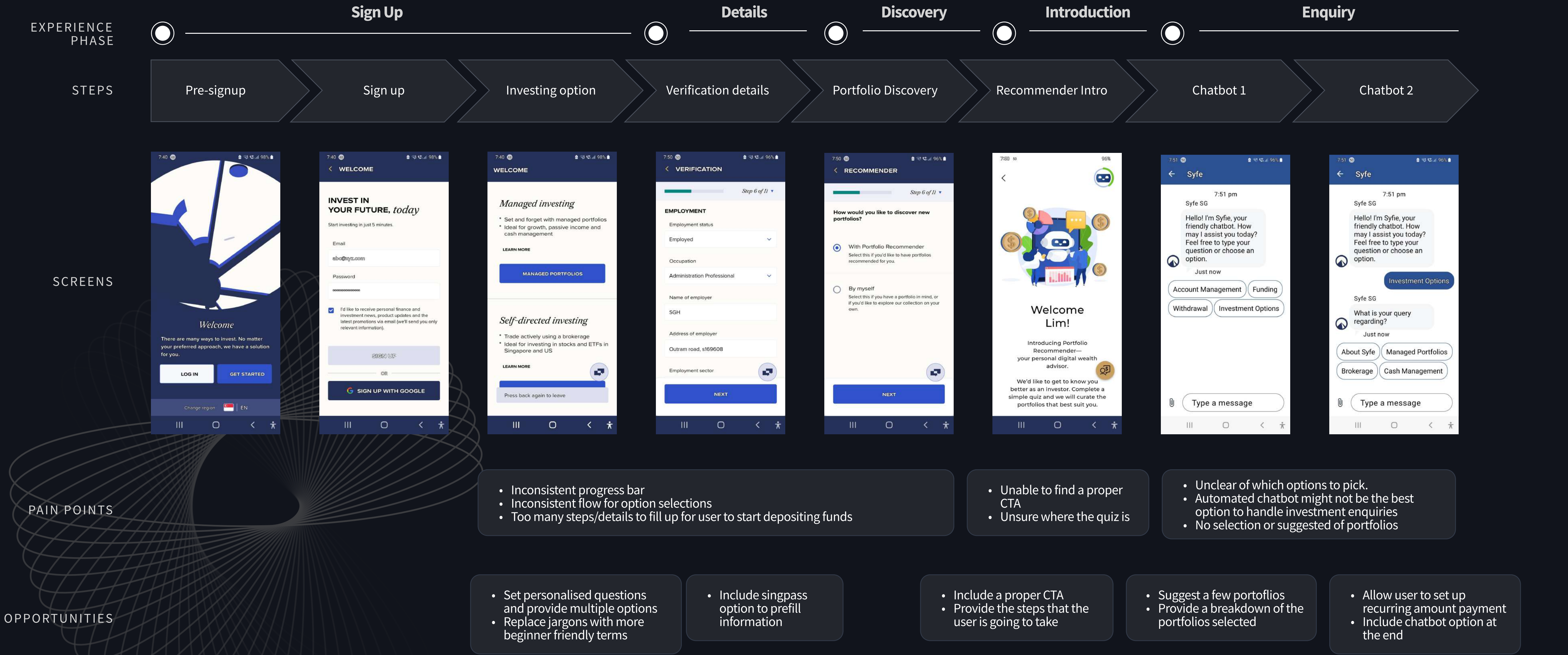
03

Strategy

User Journey Mapping

PORTFOLIO RECOMMENDER

	Sign Up			Details	Discovery	Introduction	Enquiry	

EXPERIENCE PHASE

STEPS

Pre-signup	Sign up	Investing option	Verification details	Portfolio Discovery	Recommender Intro	Chatbot 1	Chatbot 2

SCREENS

PAIN POINTS

- Inconsistent progress bar
- Inconsistent flow for option selections
- Too many steps/details to fill up for user to start depositing funds

- Unable to find a proper CTA
- Unsure where the quiz is

- Unclear of which options to pick.
- Automated chatbot might not be the best option to handle investment enquiries
- No selection or suggested of portfolios

OPPORTUNITIES

- Set personalised questions and provide multiple options
- Replace jargons with more beginner friendly terms

- Include singpass option to prefill information

- Include a proper CTA
- Provide the steps that the user is going to take

- Suggest a few portoflios
- Provide a breakdown of the portfolios selected

- Allow user to set up recurring amount payment
- Include chatbot option at the end

Emotional Journey

PORTFOLIO RECOMMENDER

EXPERIENCE PHASE	Sign Up		Details	Discovery	Introduction	Enquiry	

STEPS	Pre-signup	Sign up	Investing option	Verification details	Portfolio Discovery	Recommender Intro	Chatbot 1	Chatbot 2

EMOTIONAL JOURNEY

Existing User Flow

Start → Portfolio Discovery

By Myself
Portfolio Discovery → Portfolio Selection → Deposit Setup

Portfolio risk level
Projected growth

Portfolio Recommender
Portfolio Discovery → Introduction → Chatbot

Needs improvement

Chatbot → Question 1 → Question 2 → Question 3 → Operating Hours

Question 1:
1. Account mgt
2. Funding
3. Withdrawal
4. Investment options

Question 2:
1. About Syfe
2. Managed portfolios
3. Brokerage
4. Cash mgt

Question 3:
1. Funding
2. Withdrawal
3. Portfolios
4. General enquiries
5. Speak to live agent

Ideal User Flow

Start → Portfolio Discovery

Portfolio Discovery —— By Myself —→ Portfolio Selection → Deposit Setup

Portfolio Selection
1. Portfolio risk level
2. Projected growth

Portfolio Discovery —— Portfolio Recommender —→ Introduction of the Assessment

Introduction of the Assessment
Progression description and steps to fund first portfolio

Introduction of the Assessment → Create First Goal

Create First Goal
1. Show multiple options
2. Show popular option

Create First Goal ↓ Risk Level

Risk Level
1. Show mutiple risk level options
2. Show risk exposure
3. Show risk profile description

Risk Level → Suggest Portfolios → Detail View of Portfolio → Deposit Setup

Suggest Portfolios
1. Show the goals that have been set
2. Show the reason for the selected portfolios

Detail View of Portfolio
1. Show the historical performance (graph)
2. Show projected returns & risks
3. Show portfolio attributes

Deposit Setup
1. Show option for recurring amount
2. Show the estimated outcome from low-high(graph)
3. Show the initial invested value

Existing Information Architecture

SIGN UP FLOW

1.0.4.1.1 Chatbot
1. Welcome message
2. Enquiry option
3. Chatbox

1.0.4.1 Recommender Intro
1. Welcome description
2. Chatbot CTA

1.0.4.1.1 Chatbot
1. Welcome message
2. Enquiry option
3. Chatbox

1.0.3 Verification Details
1. Progress bar
2. Employment status
3. Occupation
4. Name of employer
5. Address of employer
6. Employment sector
7. Income range
8. Next

1.0.1 Sign Up
1. Name
2. Password
3. Receive marketing checkbox
4. Sign up
5. Google sign up

1.0.2 Investing Option
1. Managed investing description
2. Managed investing CTA
3. Self investing description
4. Self investing CTA

1.0.4 Portfolio Discovery
1. Progress bar
2. Portfolio recommender
3. By myself
4. Next

1.0.4.2 Investment Objective
1. Investing goal options
2. Target amount
3. Target period
4. Intending to invest 50% >
5. Proceed CTA

Kano Model Analysis

Importance 📌

Importance refers to how critical or essential a particular product feature or attribute is to the users. It measures the priority or value users place on a feature, indicating how much it influences their decision to use or purchase the product.

Satisfaction 💯

Satisfaction refers to how pleased or content users are with a particular product feature or attribute. It measures the level of happiness or fulfillment users experience when interacting with a feature.

Must Have Features ✅

Must-Have features, also known as "Basic" or "Threshold" features, are the essential elements that users expect from a product. These features are the minimum requirements for a product to be considered functional and acceptable.

Performance Features 📈

Performance features, also known as "Linear" or "One-Dimensional" features, are those that directly affect user satisfaction in proportion to their level of functionality. The better these features perform, the higher the user satisfaction.

Excitement Features ✨

Excitement features, also known as "Attractive" or "Delighters," are the unexpected features that can significantly enhance user satisfaction when present. These features are not anticipated by users, so their absence does not cause dissatisfaction.

Kano Model Analysis

PRIORITIZATION MATRIX

Importance

80

60

40

20

Satisfaction

0   10   20   30   40   50   60   70   80   90

Performance Features

Must Have Features

Excitement Features

Onboarding

As a user, I want to set up a recurring amount aside during the onboarding so that I can put my money aside from the start.

Onboarding

As a user, I want to be able to set personal financial goals during the onboarding so that I feel more motivated to save up.

Personalisation

As a user, I want to get products recommended to me after I edit my financial profile so that I know which product is right for me.

Return

As a user, I want to see how my financial portfolio is doing whenever I open my app after a period of time so that I know how well or bad it is doing.

Onboarding

As a user, I want to understand the breakdown of products that are recommended to me so that I understand better on what I'm investing.

Personalisation

As a user, I want to know the estimated performance of the products that are recommended to me over 5-10 years so that I can see a bigger picture of my investments.

Personalisation

As a user, I want to edit my financial profile so that my profile is updated over the years.

Personalisation

As a user, I want to get updated on the latest products and know which might be suitable for me so that I can have more options.

Kano Model Analysis

CUSTOMER VALUE

Importance

Satisfaction

Onboarding

As a user, I want to set up a recurring amount aside during the onboarding so that I can put my money aside from the start.

Opportunity to add customer value = **Importance x (1 - Satisfaction)**

E.g. **High** Importance Value - **Low** Customer Satisfaction
= **High** Opportunity to Add Customer Value

80

60

40

20

0   10   20   30   40   50   60   70   80   90

04
Design

1. Low Fidelity Wireframes

2. UI Design System

3. Hi Fidelity UI
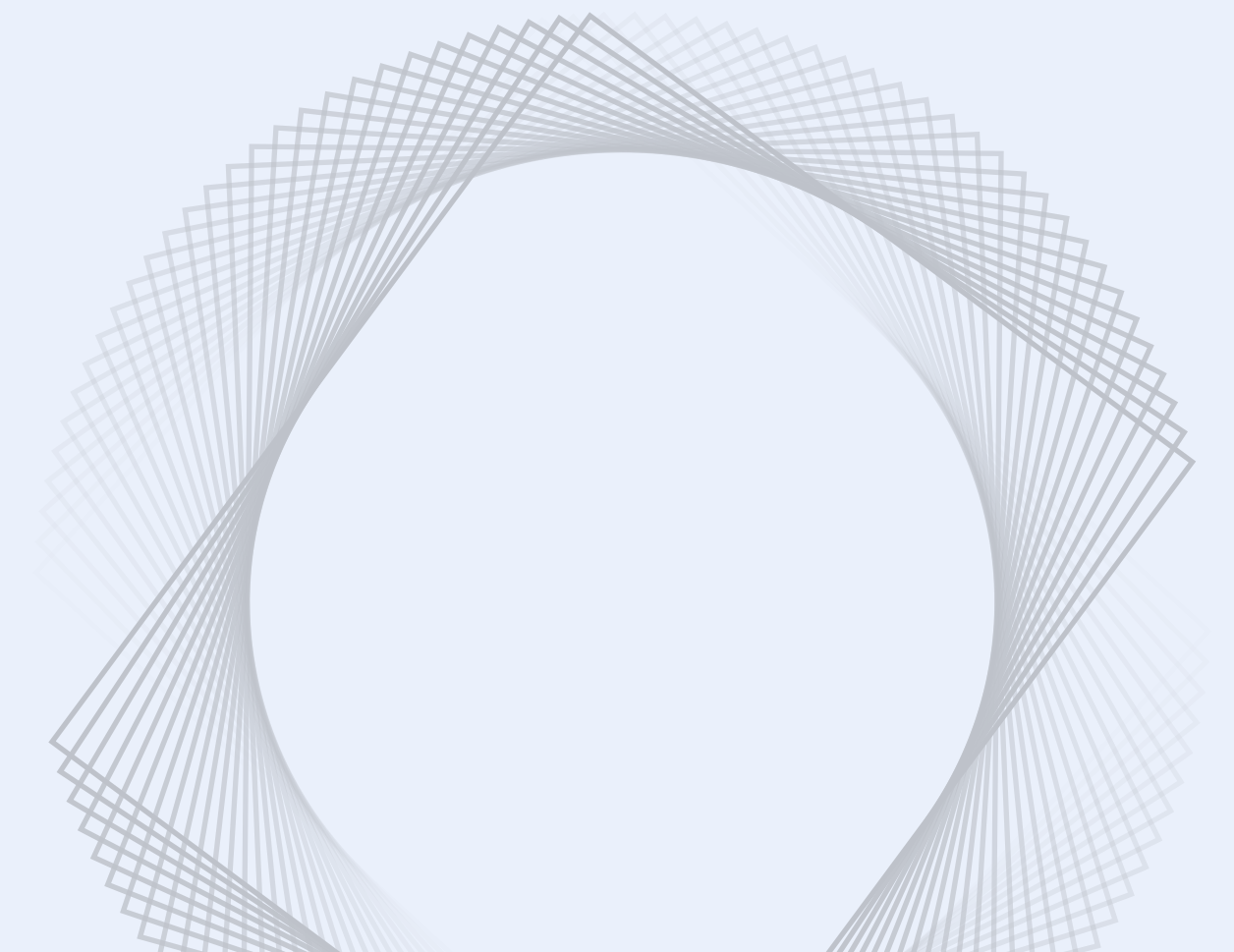
Low Fidelity Wireframes

ONBOARDING

Introduction	→	Singpass-Prefill	→	Employment Verification	→	Goal Assessment (Goal Setting)	→	Goal Assessment (Risk Profile)	→	Goal Assessment (Time Horizon)	→	Suggested Portfolio Selection

Low Fidelity Wireframes (con't)

Portfolio Details → Recurring Funding & Projected Outcome → Portfolio Summary → Transfer Fund → Transfer In Progress

Portfolio Performance
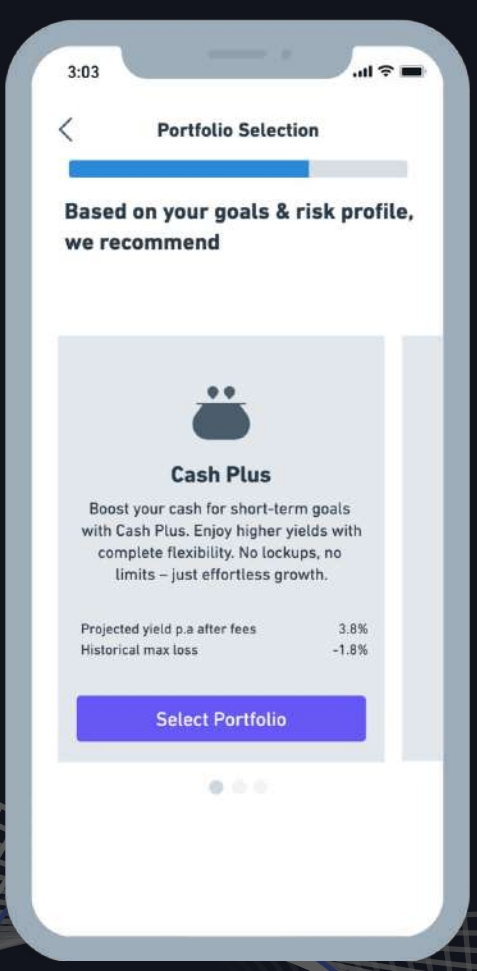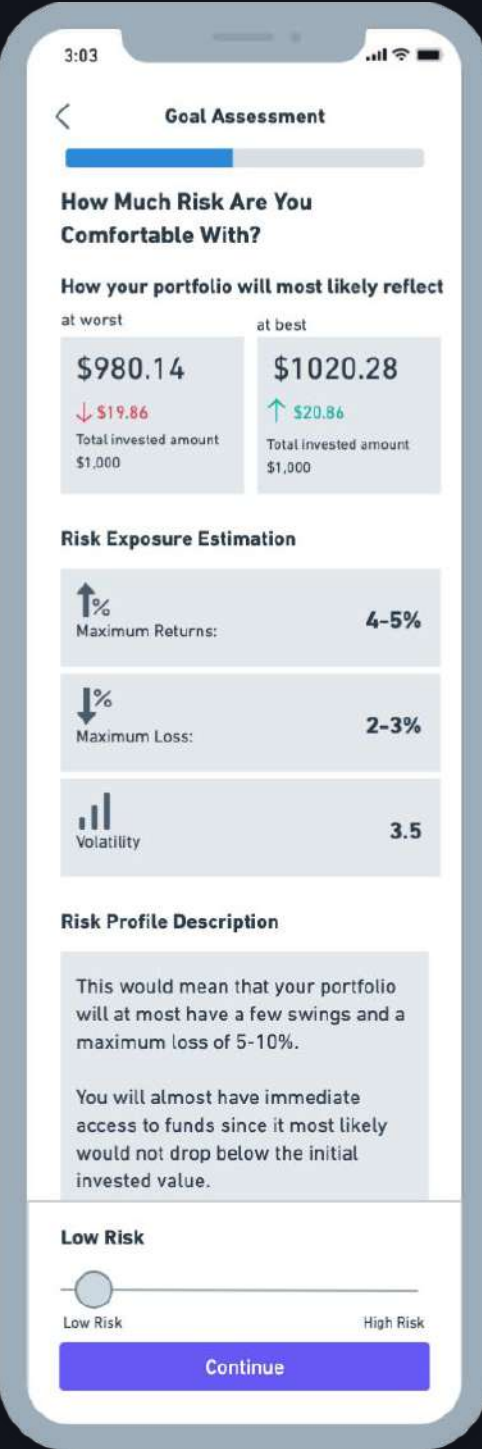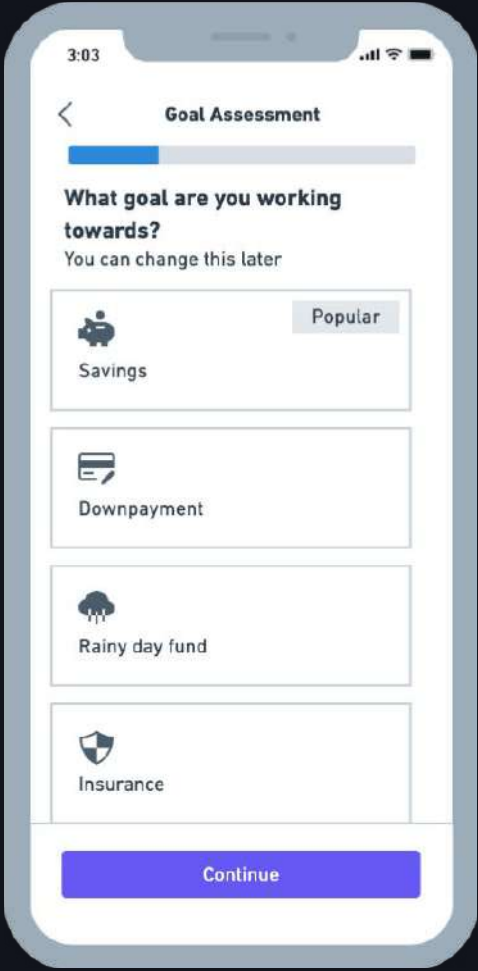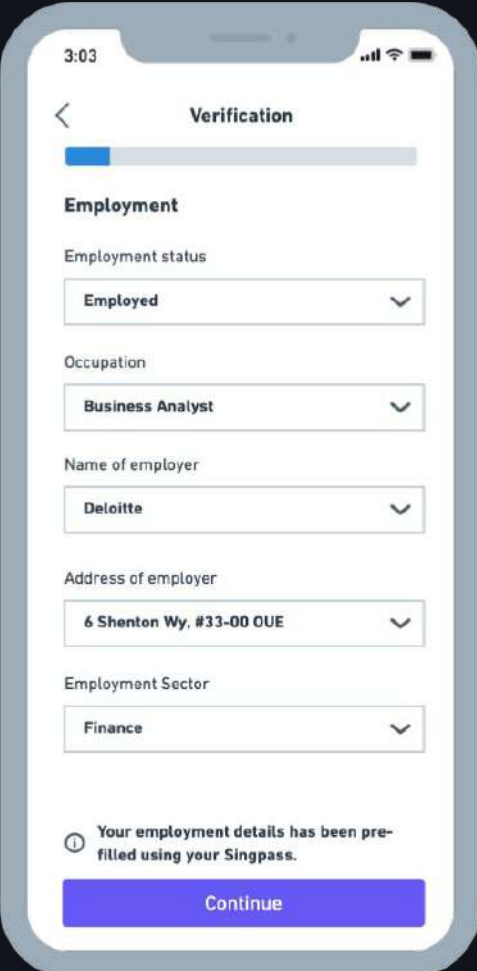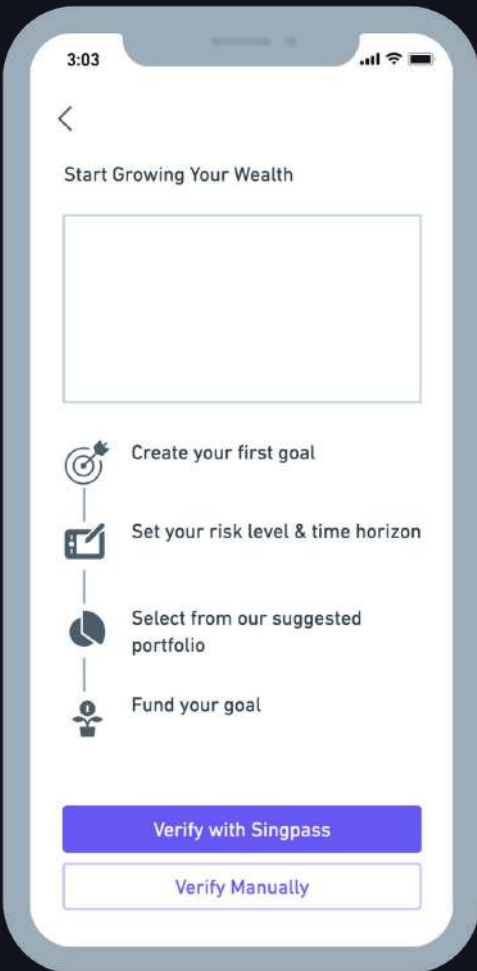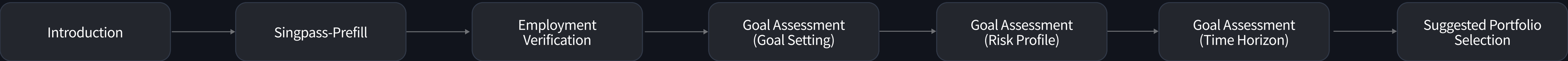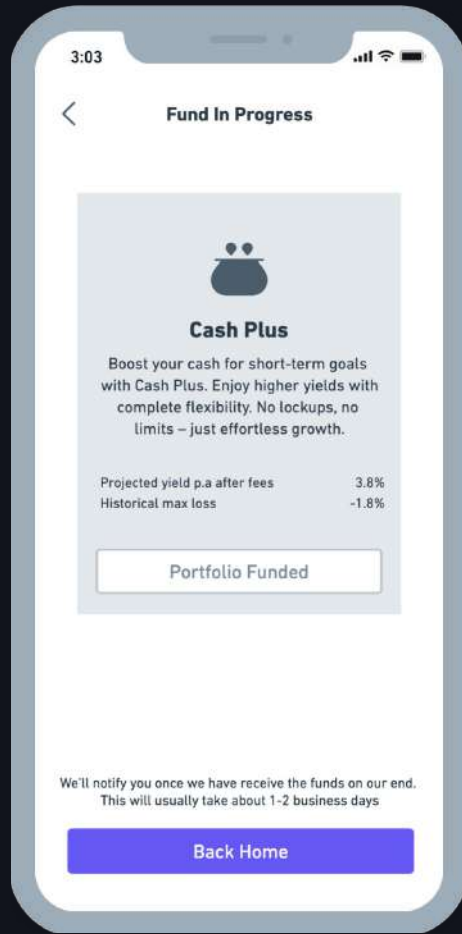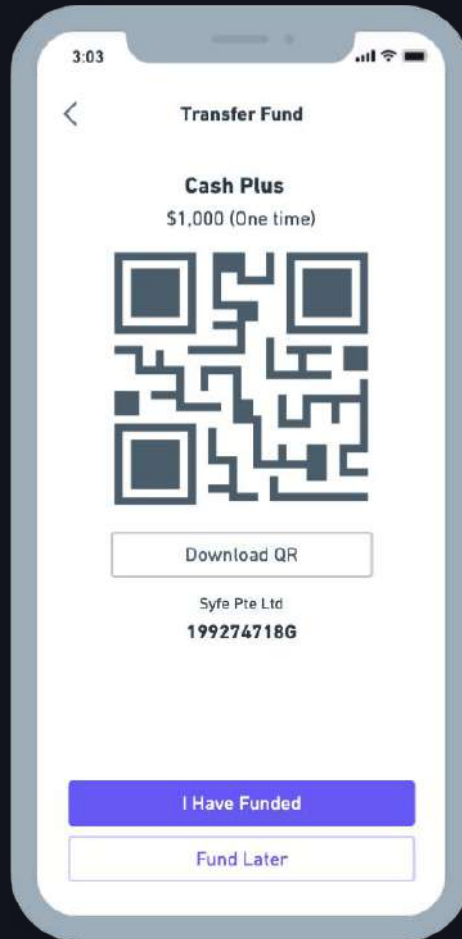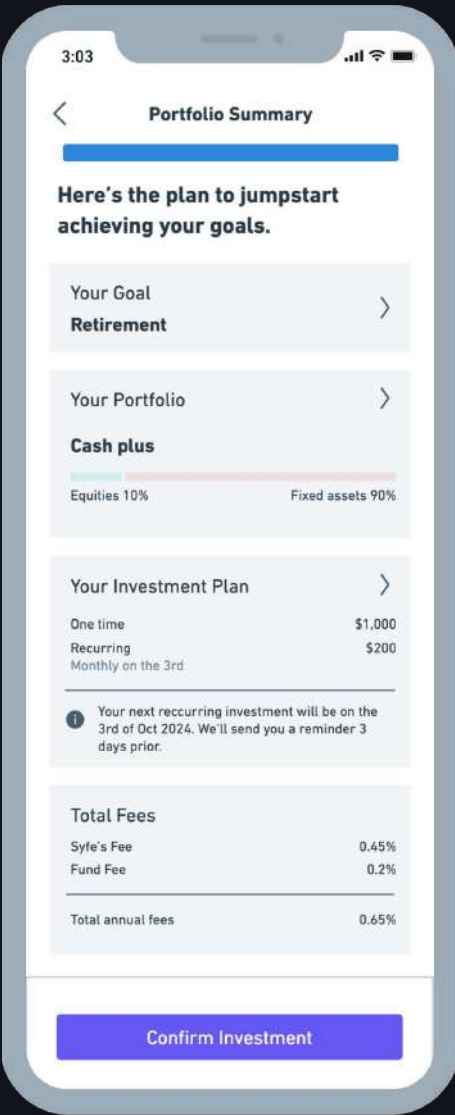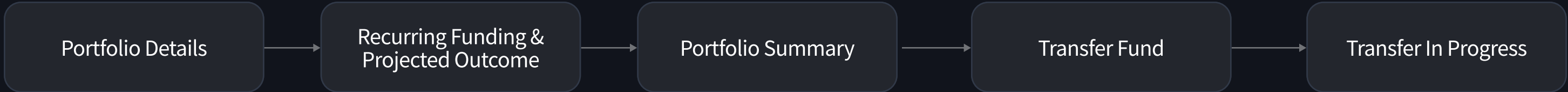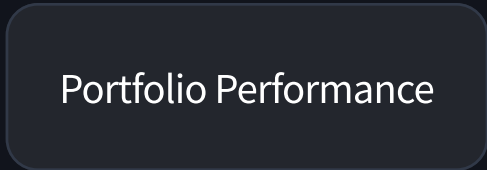
UI Design System

Variable Colours

Neutral

Name	Light Mode	Dark Mode
Neutral/00		
Neutral/50		
Neutral/100		
Neutral/200		
Neutral/300		
Neutral/400		
Neutral/500		
Neutral/600		

Primary Brand

Name	Light Mode	Dark Mode
Primary Brand/50		
Primary Brand/100		
Primary Brand/200		
Primary Brand/300		
Primary Brand/400		
Primary Brand/500		
Primary Brand/600		
Primary Brand/700		

Secondary Brand

Name	Light Mode	Dark Mode
Secondary Brand/50		
Secondary Brand/100		
Secondary Brand/200		
Secondary Brand/300		
Secondary Brand/400		
Secondary Brand/500		
Secondary Brand/600		
Secondary Brand/700		

Typography

Heading 1				Font size: 36px	Line height: 150%	Tracking: -2%
Heading 1 Regular	Heading 1 Medium	Heading 1 Semibold	**Heading 1 Bold**	

Paragraph Large
The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Heading 2				Font size: 32px	Line height: 150%	Tracking: -2%
Heading 2 Regular	Heading 2 Medium	Heading 2 Semibold	**Heading 2 Bold**	

Paragraph Medium
The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Heading 3				Font size: 28px	Line height: 150%	Tracking: -2%
Heading 3 Regular	Heading 3 Medium	Heading 3 Semibold	**Heading 3 Bold**	

Paragraph Small
The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Heading 4				Font size: 24px	Line height: 150%	Tracking: -2%

Paragraph XSmall
The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Iconography

3D Editor

Actions

Activities

Analytics

Animals

Buttons

Badges

High Fidelity UI

1.0 ONBOARDING

Improvements

Implemented a step-by-step onboarding process to guide users through the profile assessment, ensuring they know what to expect.

Added the Singpass option to enable users to efficiently fill in and verify their employment details.

Added personalized investment goal options to better align with user preferences.

Simulated and detailed comprehensive return and loss information for better clarity.

Provided age calculations and time horizon analysis to help users understand their commitment duration.

| Introduction | → | Singpass Employment Verification | → | Goal Assessment (Goal Setting) | → | Goal Assessment (Risk Profile) | → | Goal Assessment (Time Horizon) | → |

Start growing your wealth

Create your first goal
Establish your first goal to guide your investment journey. Define what you want to achieve and create a plan to get there.

Set your risk level & time horizon
Define your risk level and decide on the time horizon that suits your goals. Make informed decisions about your investment journey.

Select from our suggested portfolios
Pick from our expertly curated portfolios tailored to your needs. Find the right mix of investments for your goals.

Fund your goal
Add funds to your goal and take the first step toward achieving it. Watch your investments grow over time.

Verify with Singpass

A Singapore Government Agency Website

singpass

Upcoming Scheduled Maintenance

Welcome to Singpass
Your trusted digital identity

Tap QR code
to log in with Singpass app

Don't have Singpass app? Download now

Verification

10%

ℹ Your employment details has been pre-filled using your Singpass.

Employment Status
Employed

Occupation
Business Analyst

Name of Employer
Deloitte

Address of Employer
6 Shenton Way, #33-00 OUE Building

Employment Sector
Finance

Income Level
$50,000-$100,000

Goal Assessment

20%

What's Your Investment Goal?
You can change this later

🐷 Regular Savings — 👍 Popular

💸 Downpayment

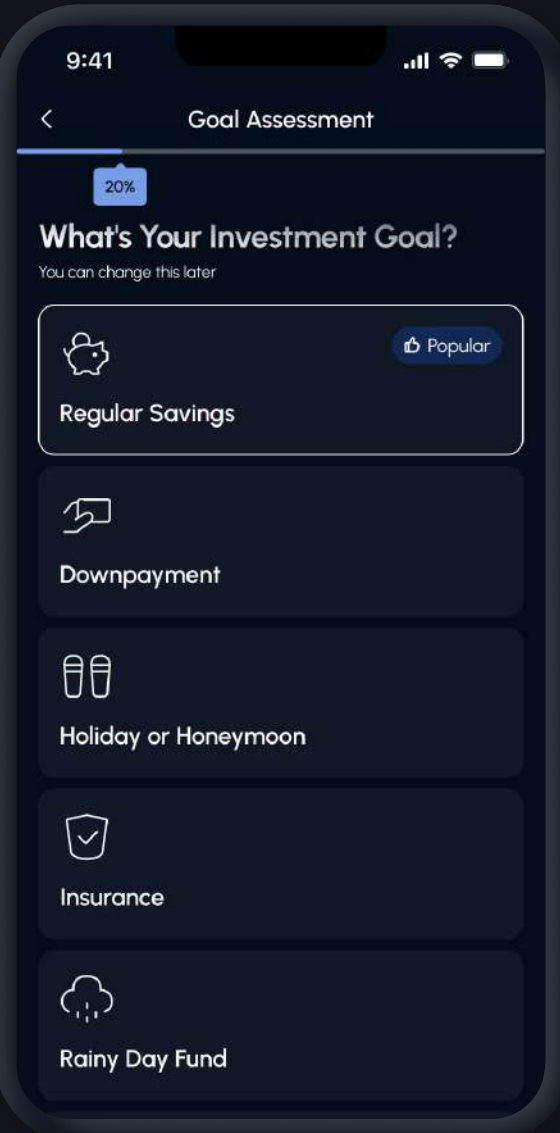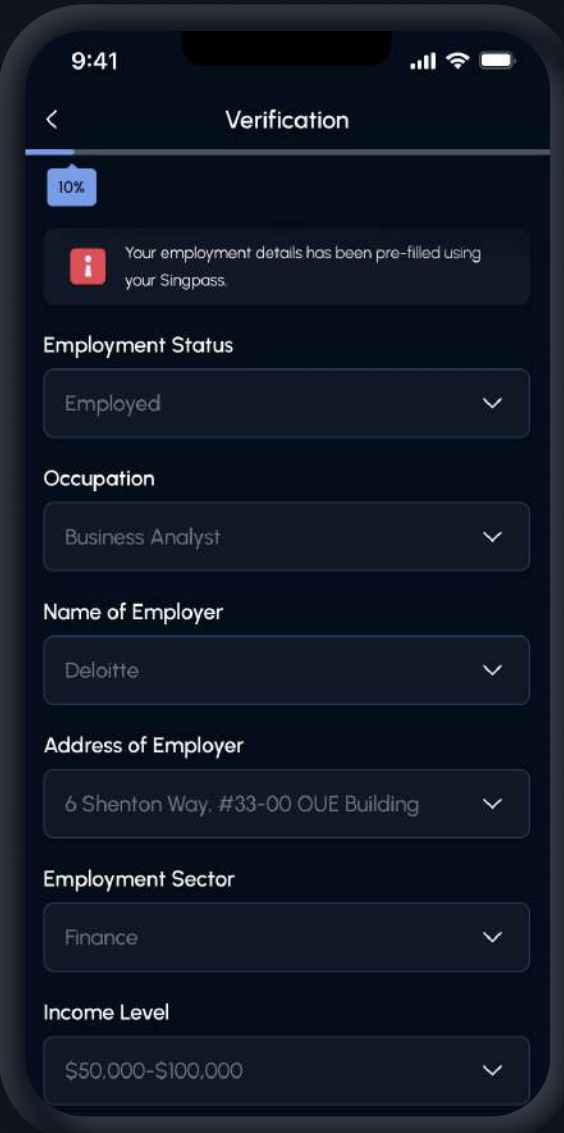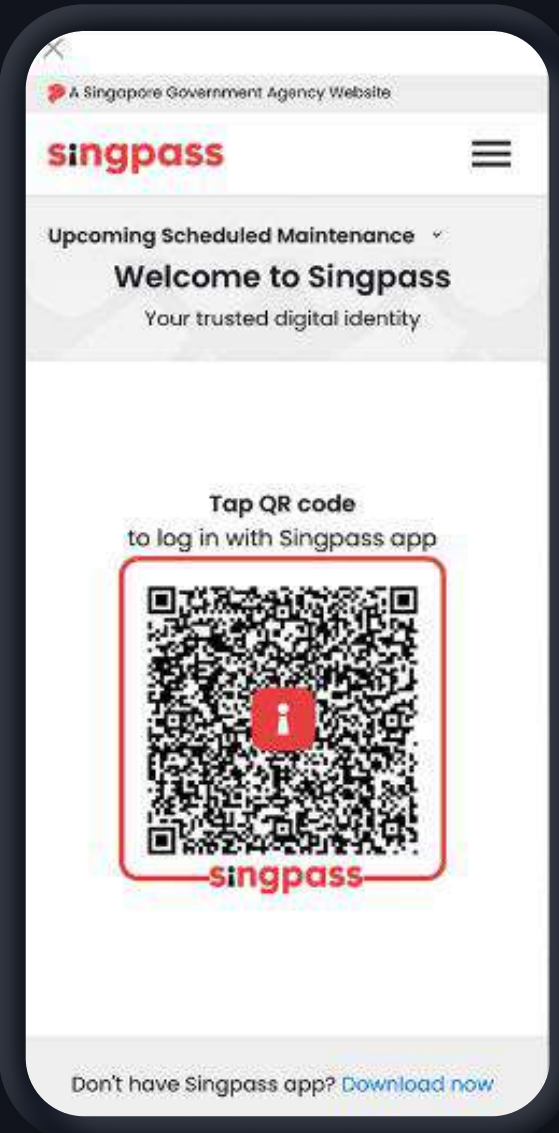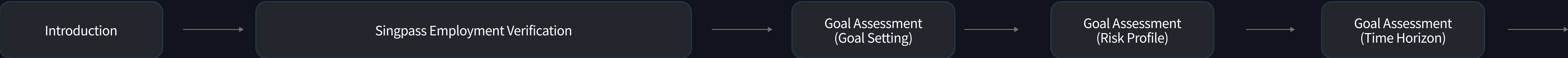🏛 Holiday or Honeymoon

🛡 Insurance

☔ Rainy Day Fund

Goal Assessment

30%

How Much Risk Are You Comfortable With?

How Your Portfolio Will Likely Reflect
Total invested amount $1,000

AT WORST	AT BEST
$980.14 ↘ 2.56%	$1020.28 ↗ 3.21%

Risk Exposure Estimation

📈 Maximum Returns: 4 - 5 %

📉 Maximum Loss: 2 - 3 %

📊 Volatility: 3.5

Risk Profile Description
This risk profile ensures your portfolio experiences minimal fluctuations, with a maximum potential loss of 5-10%.

Goal Assessment

40%

How long do you plan to invest to reach this goal?

11 Years
You'll be 42 years old

Time Horizon Analysis
This duration allows you to take advantage of potential market gains while weathering short-term market fluctuations.

Continue

High Fidelity UI

1.0 ONBOARDING

Improvements

Offers several suggested portfolio options based on user-provided information.

Provids an in-depth portfolio analysis, including historical performance, return & risk, and attributes.

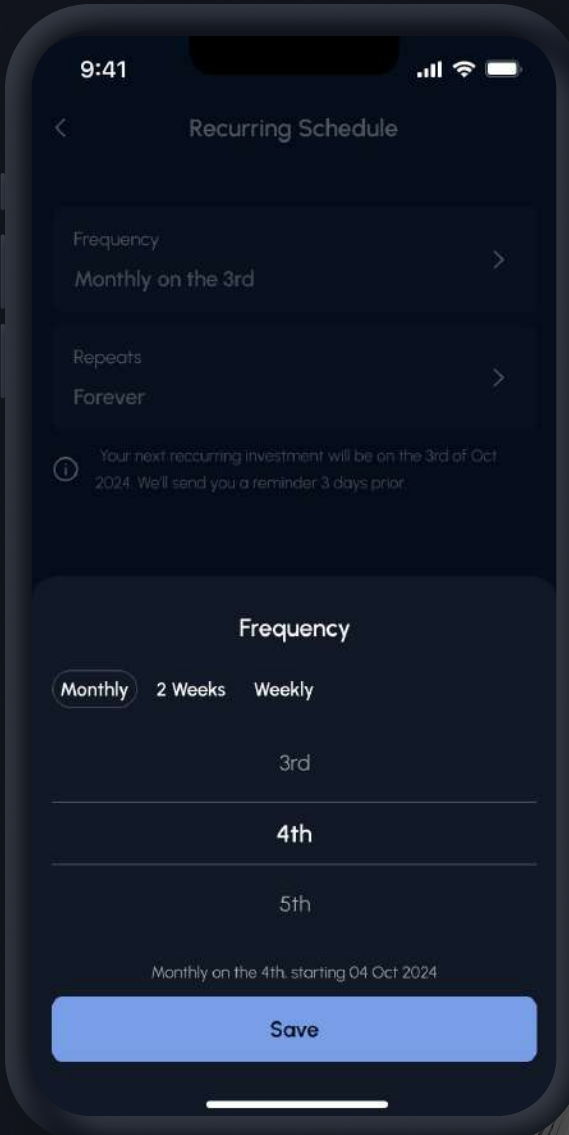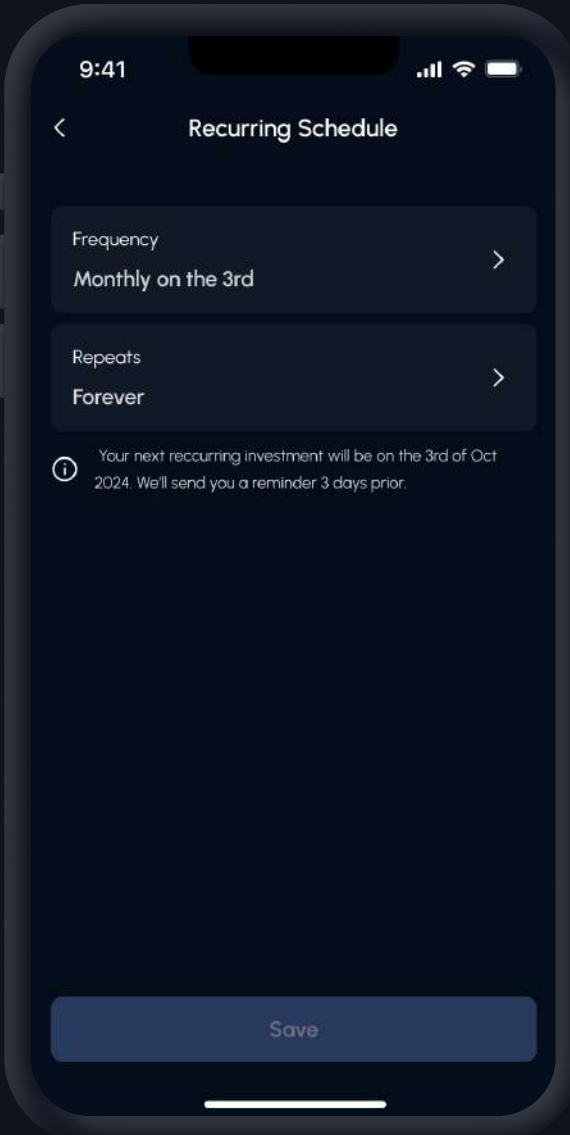Allow users to set up both one-time and recurring payments and visualize their returns over the years.

Users can choose the frequency of recurring deposits: Monthly, Bi-weekly, or Weekly.

| Suggested Portfolio Selection | → | Portfolio Details | → | Recurring Funding & Projected Outcome | → | Recurring Scheduling |
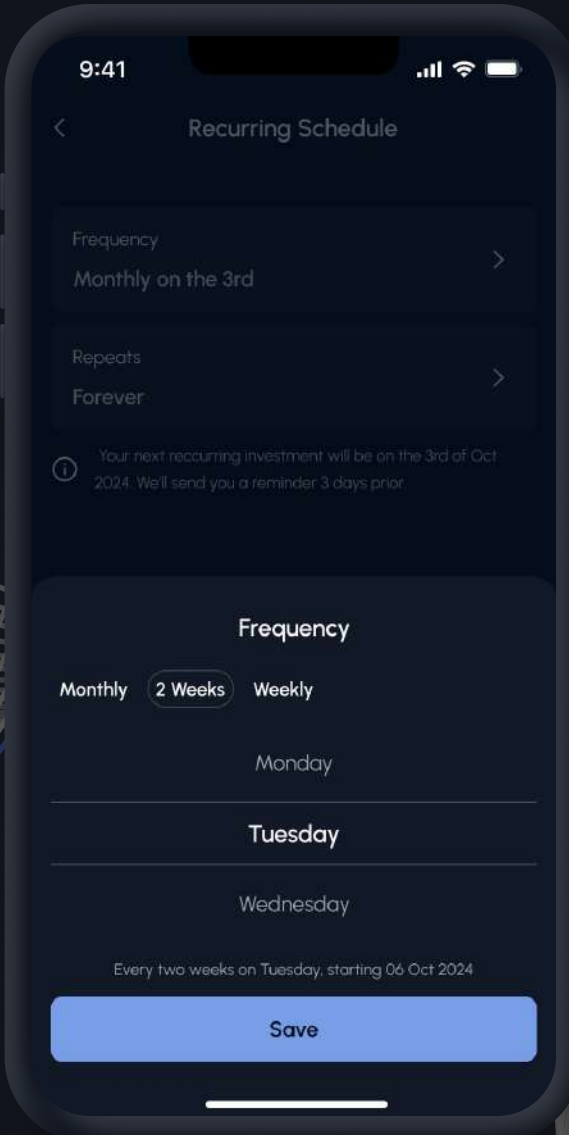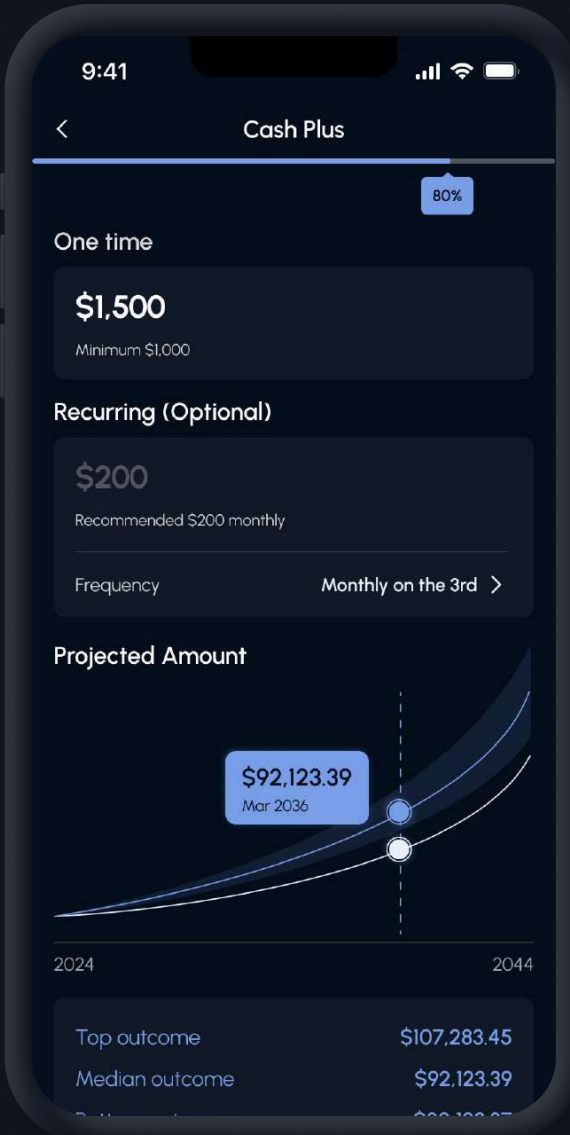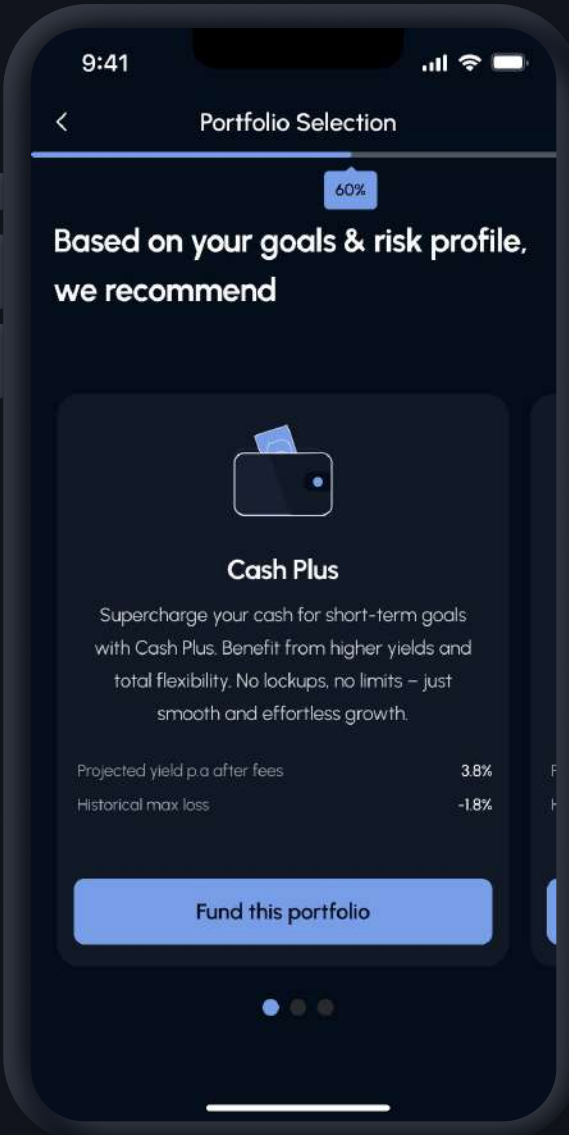
High Fidelity UI

1.0 ONBOARDING & 2.0 RETURN PERFORMANCE INSIGHTS

Improvements

Users can now specify the end date for their recurring deposits.

Displays a summary of goals, portfolios, and investment plans before proceeding with the first deposit.

PayNow via QR code will be used for the fund transfer to their portfolio

Once transfer, status will be shown as "Funding In Progress" to let users know that their funds is currently ongoing

Shows portfolio performance and relevant market news for users who haven't returned to the app for more than three months.
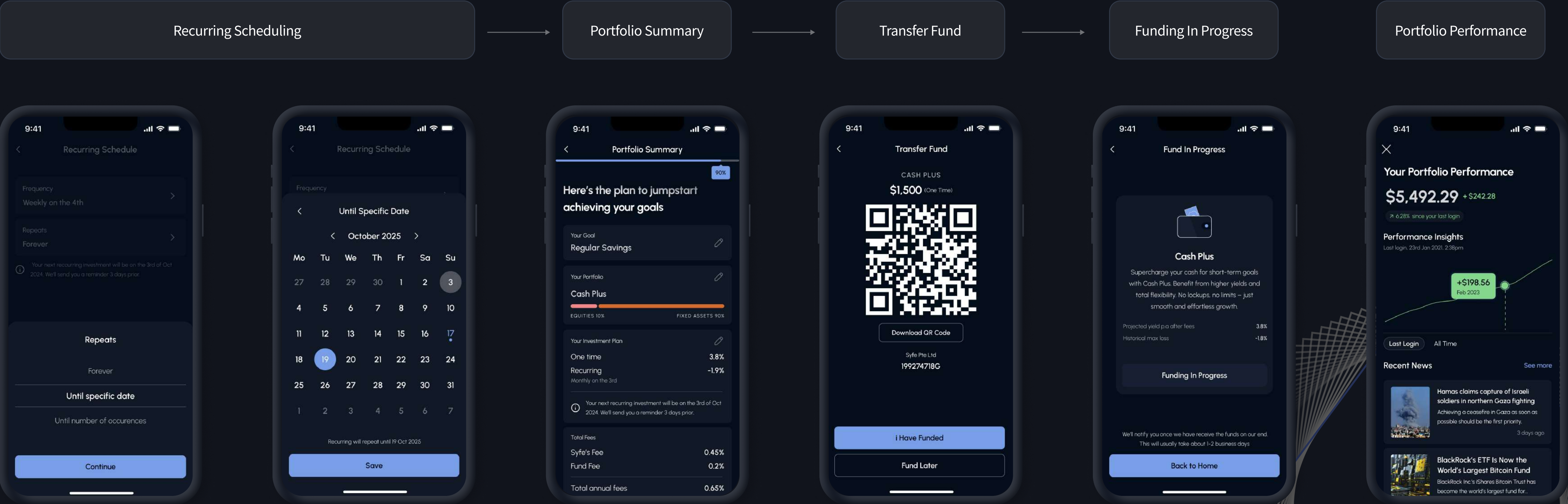
Recurring Scheduling	→	Portfolio Summary	→	Transfer Fund	→	Funding In Progress	Portfolio Performance

05
Evaluation

Usability Testing Plan

TYPE OF RESEARCH

Moderated Usability Testing

RESEARCH OBJECTIVE

Onboarding Journey

Painpoints - Unable to select the portfolio that suits the user's profile, unable to set up recurring payment

Objective - Observe if users are satisfied with the portfolio recommended to them based on their profile, Observe whether would they set up recurring amount from the start

Returning Journey

Painpoints - Don't know if user's portfolio is doing well or bad, Feel lost user does not know why their portfolio is performing this way

Objective - Determine if users can understand their portfolio's performance

QUALITATIVE TASKS & QUESTIONS

Task 1: Fund a portfolio of your own using portfolio recommender

Task 2: Set recurring amount for your portfolio deposit

Questions:
- What do you think about the processes for both tasks?
- Was there anything that is unclear or confusing?
- Was there anything that you don't like about the experience?
- I see that you [action], can you explain your thought process?
- Which of these 2 tasks you prefer? Explain your answer.

QUANTITATIVE CONSIDERATIONS

1. How much time do users take to deposit their fund into their portfolio?
2. Out of 5, what was their overall experience?
3. How many users set up recurring amount from the start?
4. How many users are keen to spend more time looking at their fund's projected outcome?
5. How many taps it takes for user to reach the desired state? e.g. fund portfolio

Screener Process

TARGET AUDIENCE

1. **Young working adults**
2. **25-32** years old
3. **Interest & keen** to start investing

APP USAGE

1. Used finance app for **money transfer & payments**
2. **Have used or new** to robo investment apps
3. Used finance related apps **weekly at least**

FINANCE FAMILIARITY

1. Understands finance terms like "Portfolio", "Returns" & "Risks"
2. Understands how compounding works

SCREENER QUESTIONS

1. **Have you invested money before, or are you keen to invest your money?**
   a. Invested before/Keen to invest 👌
   b. Never invested before/Not keen to invest 🙅‍♂️

2. **Have you used finance apps to transfer funds & make payments? e.g. DBS, Syfe, Endowus, etc**
   a. Yes 👌
   b. No 🙅‍♂️

3. **How often do you use these apps?**
   a. At least once daily 👌
   b. Few times weekly 👌
   c. Once in a while every month 🙅‍♂️

4. **What does finance portfolio mean to you?**
   a. A way to manage my investments to achieve my financial goals. 👌
   b. A summary of all my investments 👌
   c. A diversified mix of financial assets 👌
   d. A list of all my expenses. 🙅‍♂️

Usability Findings

"I think both tasks are **relatively easy** to accomplish because the instructions are **straightforward"**

"I insert different amount because I'm **curious** on the **projected outcome over 20 years."**

"The **projected outcome** when I key in the amount is really **insightful"**

"It's **good to know** that it **allows weekly and monthly commitments** to my portfolio"

"I prefer when I'm about to **deposit funds into portfolio** than **setting up recurring** cause I don't mind **setting up later"**

"So far the experience to **fund a portfolio** is **quite pleasant** because I'm able to **customise my risk preference** and have **portfolio suggested to me"**

AVERAGE
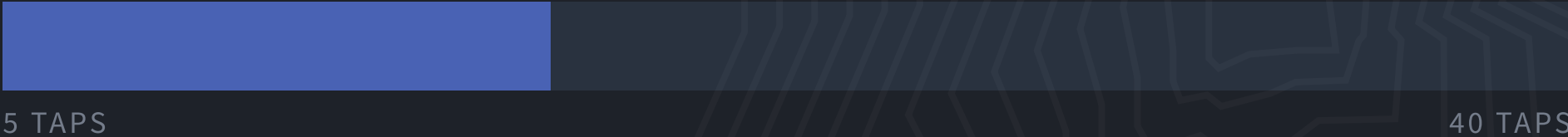**4.5/5**
for overall experience

3/5
set up recurring amount

90 seconds
it takes user from start to finish

20 SECONDS   180 SECONDS

~10-15 taps
it takes user to fund their first portfolio

5 TAPS   40 TAPS

Challenges

One of the most challenging aspects of this project was understanding **what users truly seek before committing** to Syfe's

products. As designers, we recognize that every user investing with Syfe is meticulous about the available products.

My task was to **identify and address the gaps,** balancing user goals by offering personalized financial options.

This approach not only enables Syfe to provide tailored products but also **helps project investment outcomes** over a

specified time horizon, **aligning portfolios with individual financial goals.**
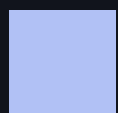
References

1. **Lean Product Playbook** ↗

2. **CraftBit Pro UI Kit & Design System** ↗

3. **User Interviews** ↗

4. **Usertesting Questions** ↗

5. **Syfe** ↗

6. **Endowus** ↗

7. **Stashaway** ↗

8. **Vertical Institute Slides**
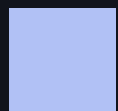
Thank You!😄

Fabian Wong

UI/UX DESIGNER

View Portfolio ↗