

Using trust and transparency to build Fintech products that succeed

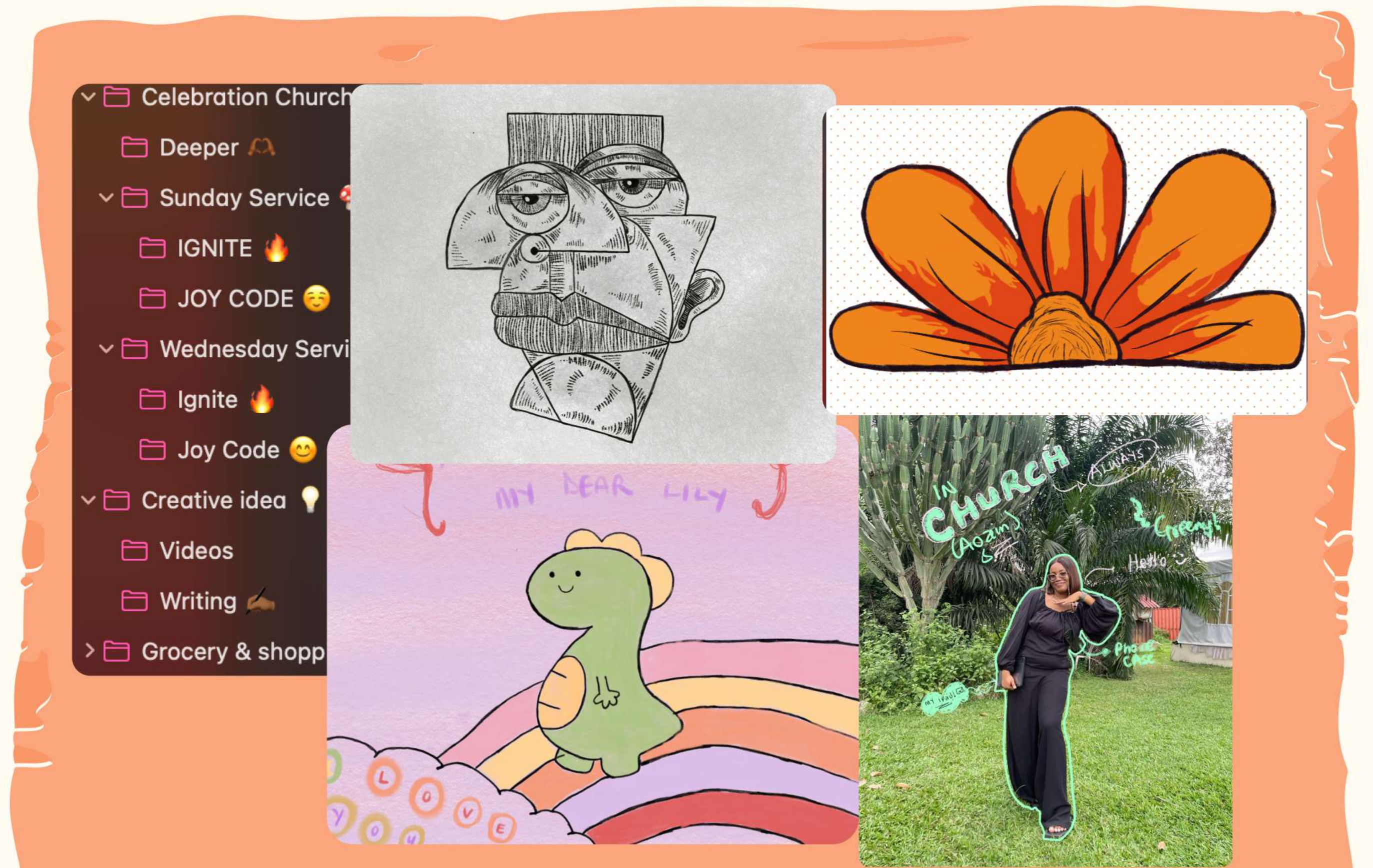


Winifred Ekwunife

Product Designer

Hello / annyeonghaseyo 🖐️

- ✿ My first actual job was to redesign a fintech mobile app
- ✿ I enjoy doodling on images, surfaces, anywhere!
- ✿ I don't have a portfolio – yet, but I have worked on cool stuff



Interesting Findings



Interesting Findings

“ Users form opinions in as little as 50 milliseconds (0.05 seconds) that determines whether they’ll stay or leave. ”

~ CXL

“ There should be a delicate balance between making the app fun and engaging and making it overly informal ”

~ Winifred

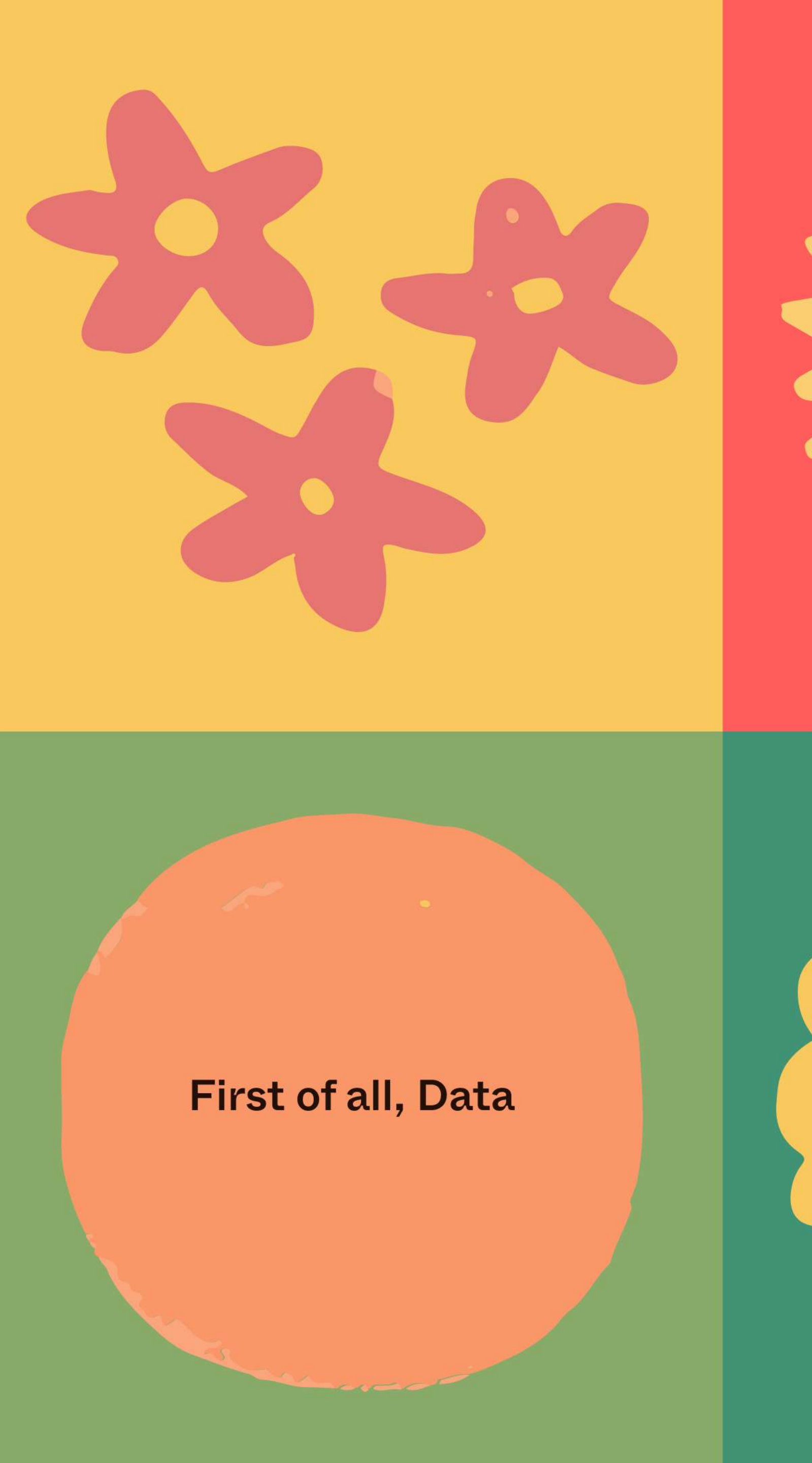
**“ In the land of Fintech & Design,
the ability to imbibe trust in
products rests on the shoulders
of a set of people, and there are
called...”**

~ Winifred

Product designers!

Playing Merlin's theme song in the background

First of all, Data



Nigerians didn't exactly trust the fintech industry (2020)

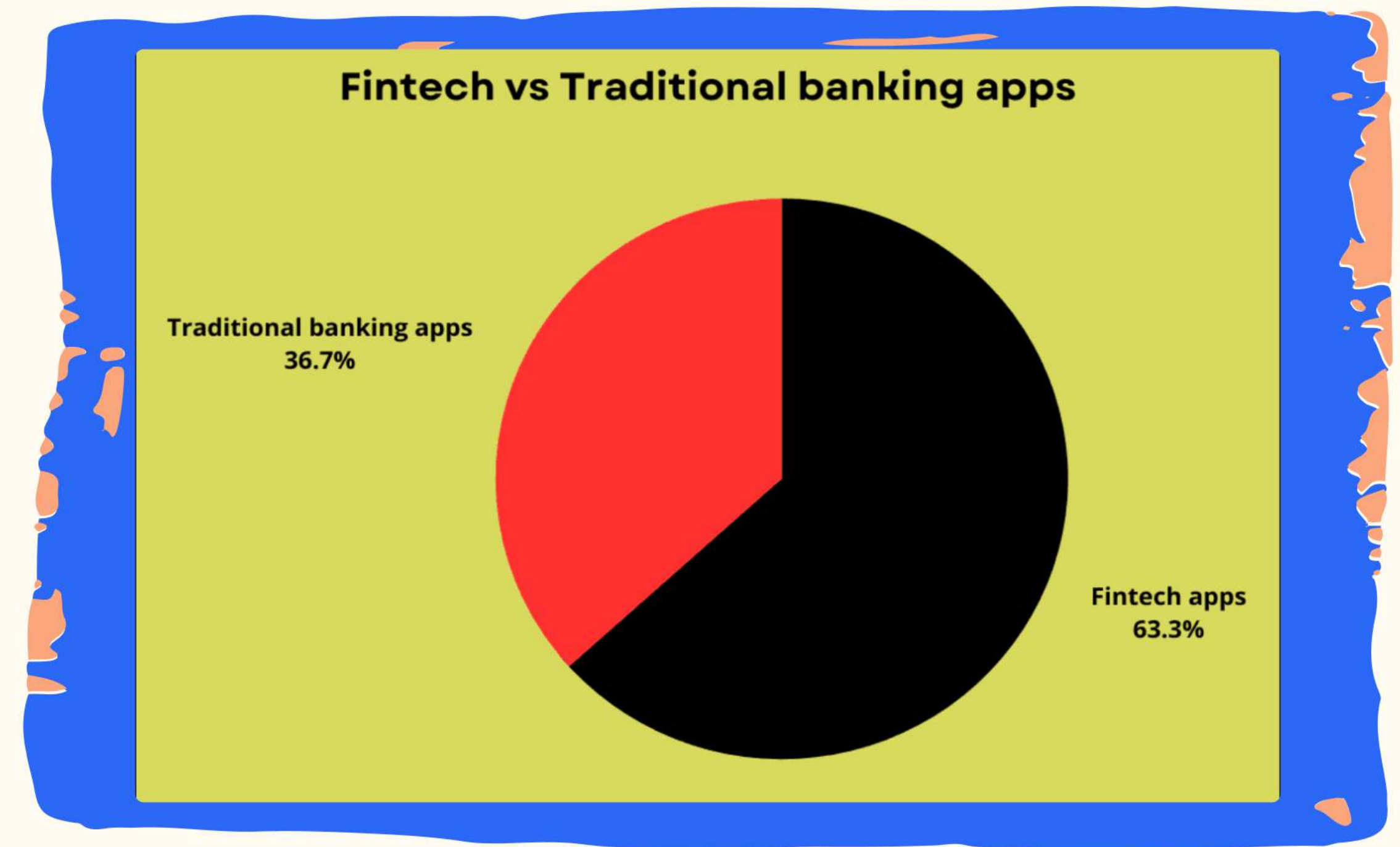
Source: I no lie give you!



Real source: InclusionTimes.com

That number has increased by 8% in 2023

Source: I no lie give you!



Real source: Intechnext24

**Between January and
September 2020, Nigeria has
lost over 5 billion naria to fraud**

Source: I no lie give you!

Real Source: Tech Cabal

**How do you build a
brand & product
people trust?**

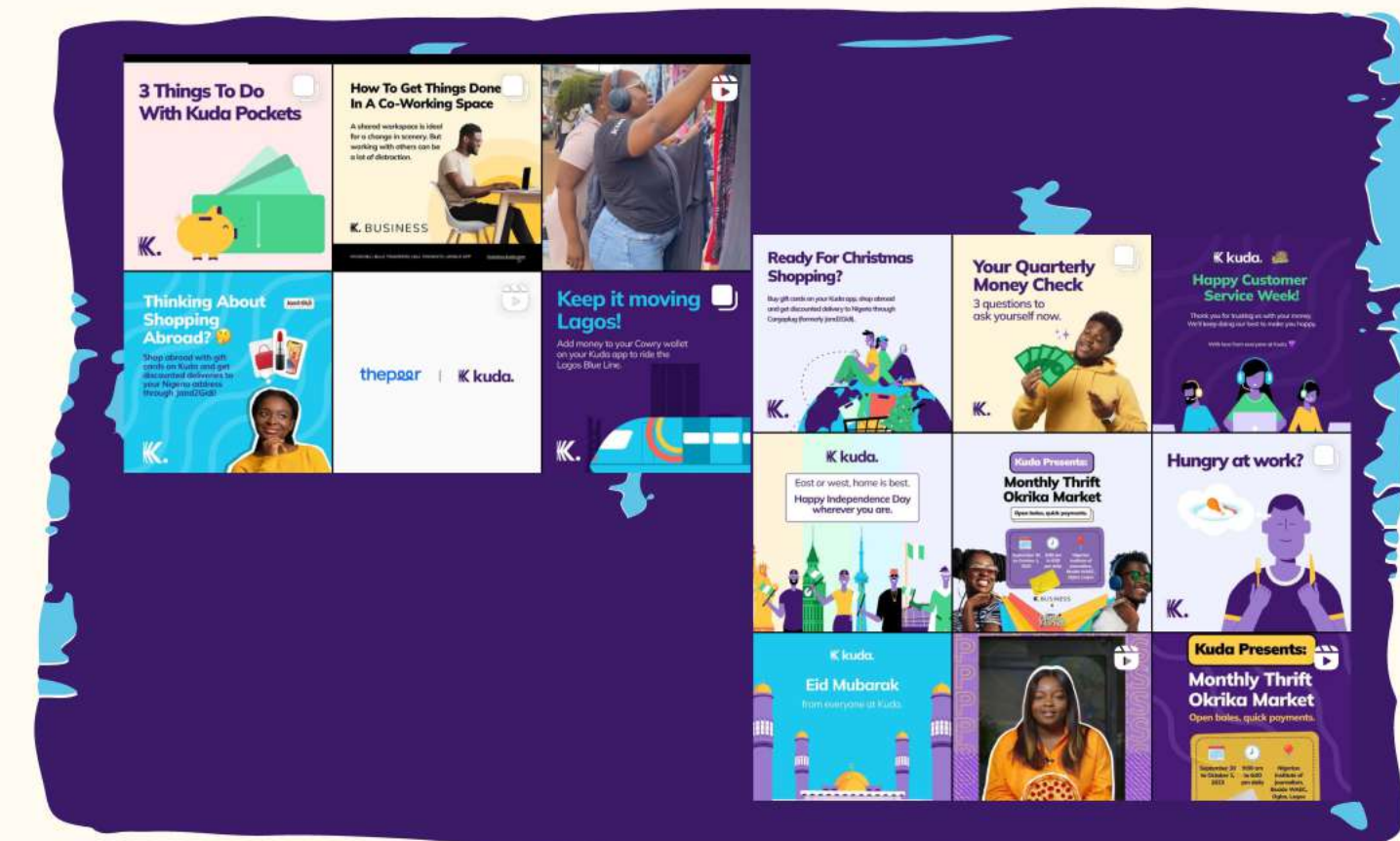
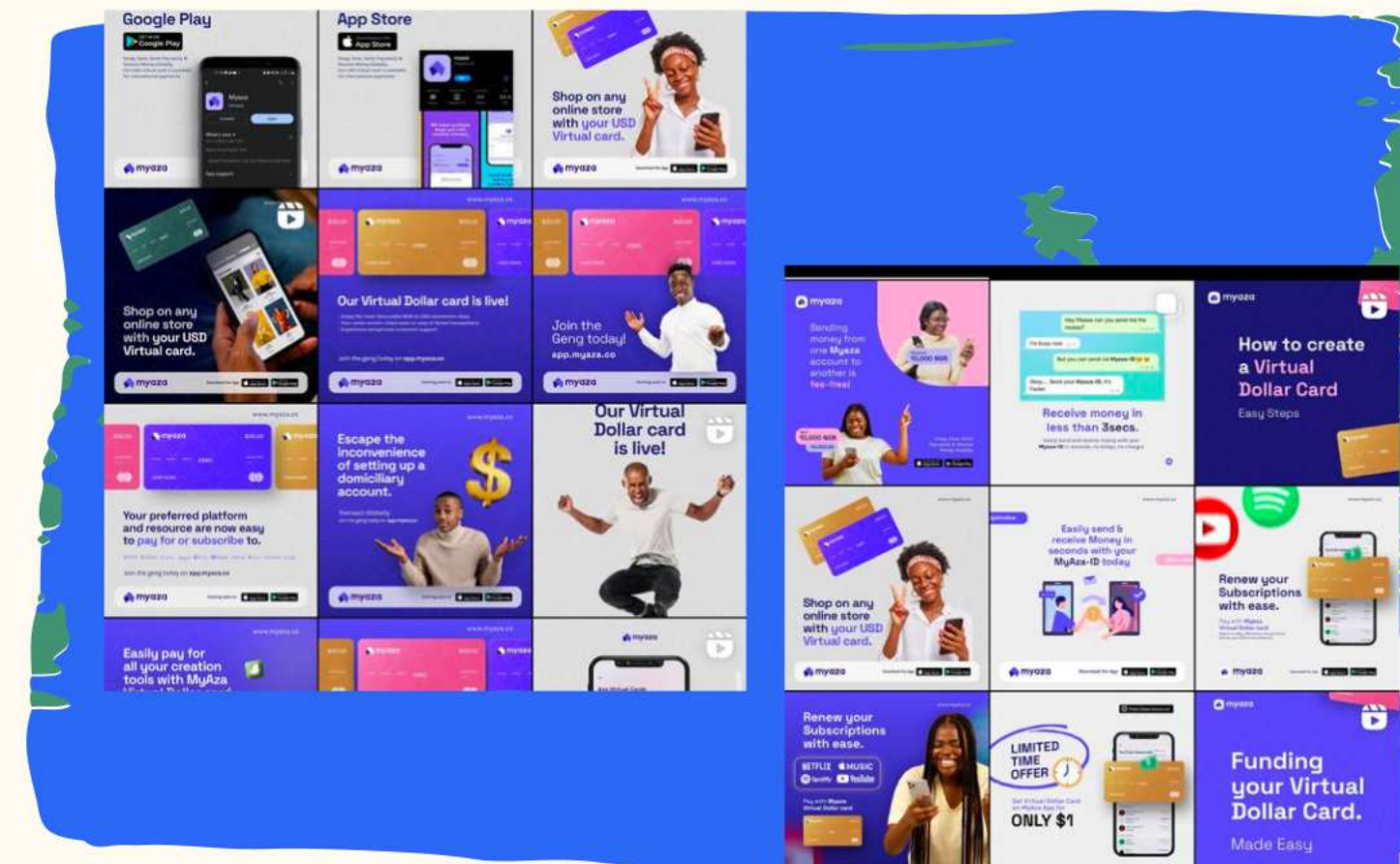
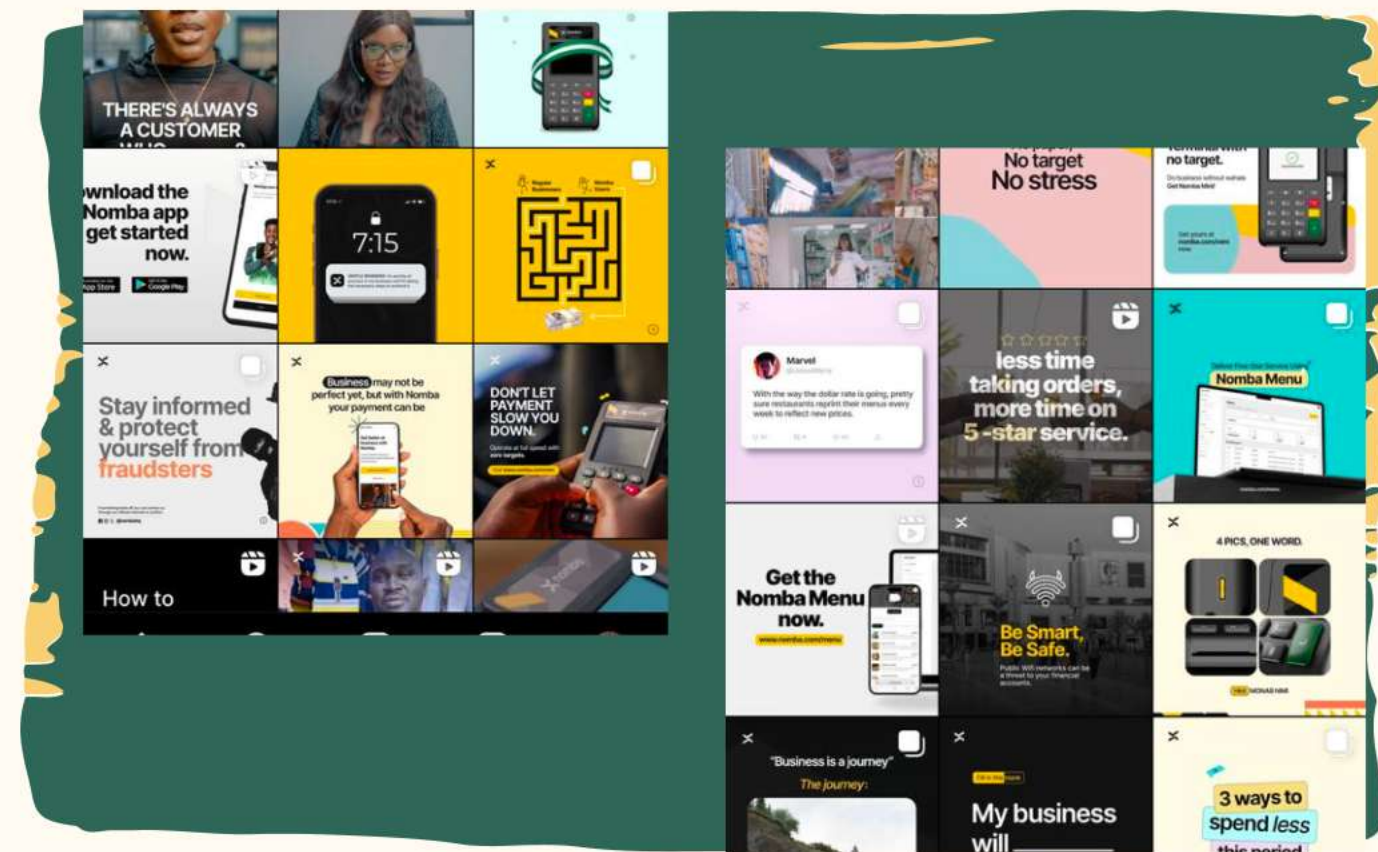


Building Trust



**Establish a credible
brand image**

Examples of 'credible' brands

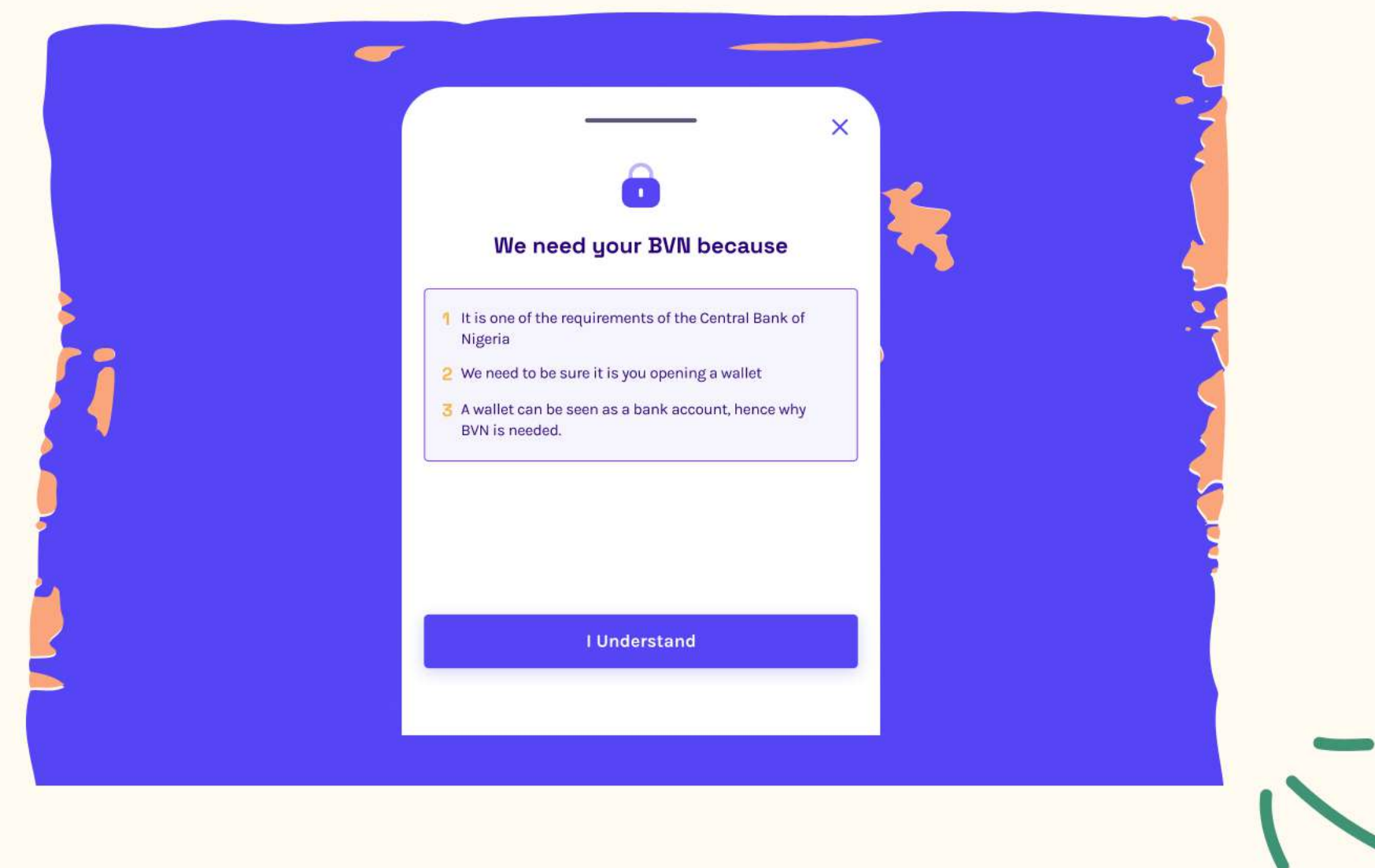
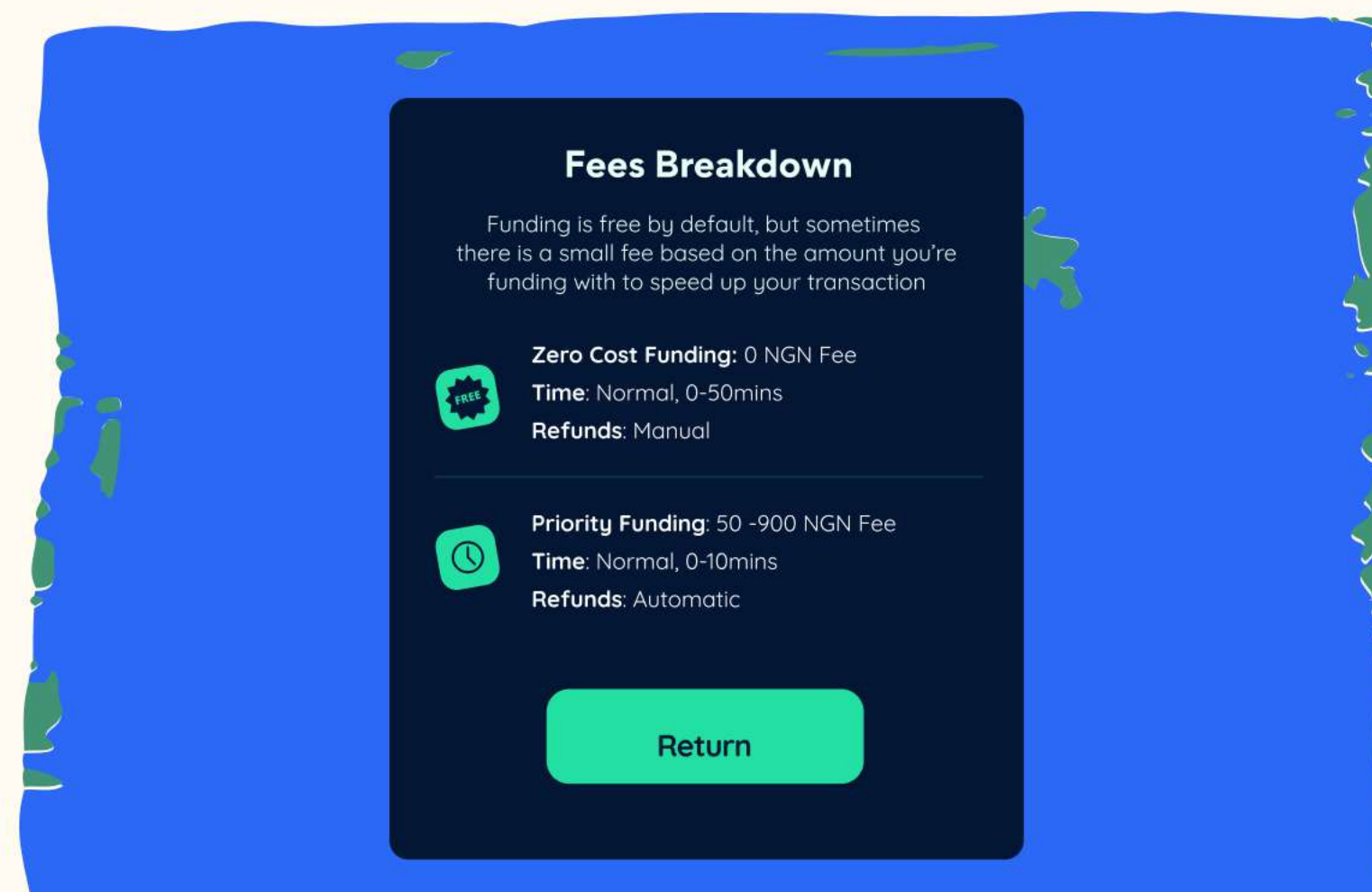
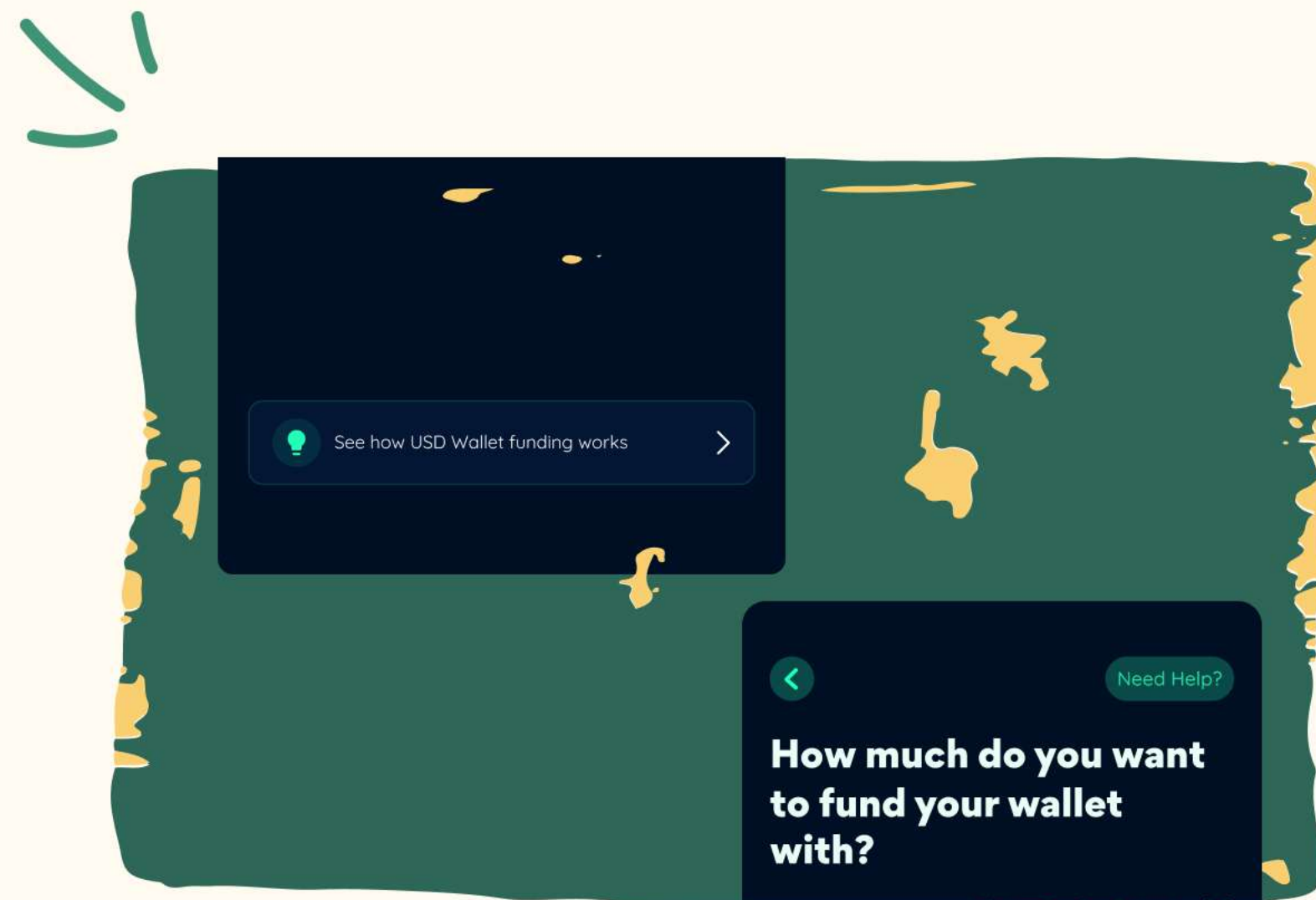




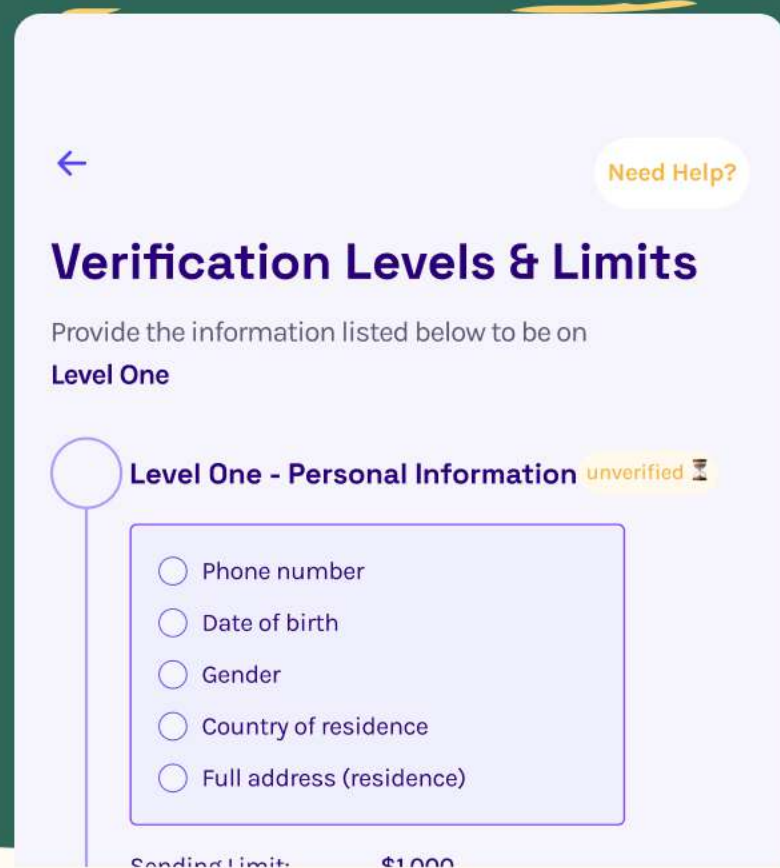
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Explain ALL financial and non-financial terms, fees.

Don't just explain, show w



Know Your Customer - simplified



← Need Help?

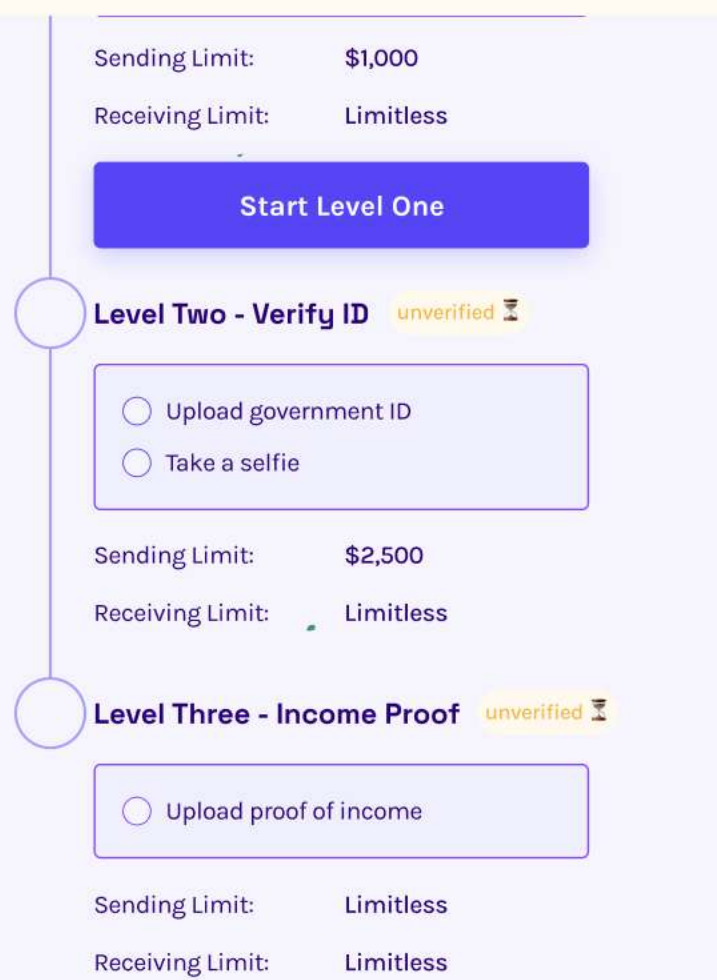
Verification Levels & Limits

Provide the information listed below to be on **Level One**

Level One - Personal Information unverified

- Phone number
- Date of birth
- Gender
- Country of residence
- Full address (residence)

Sending Limit: \$1,000



Sending Limit: \$1,000
Receiving Limit: Limitless

Start Level One

Level Two - Verify ID unverified

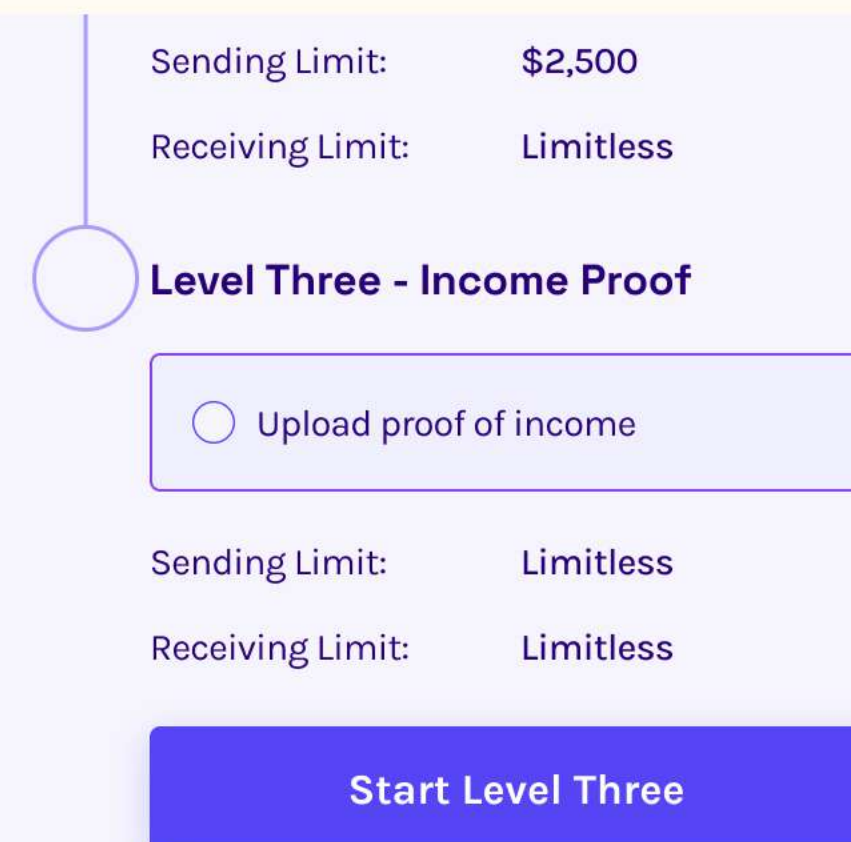
- Upload government ID
- Take a selfie

Sending Limit: \$2,500
Receiving Limit: Limitless

Level Three - Income Proof unverified

- Upload proof of income

Sending Limit: Limitless
Receiving Limit: Limitless



Sending Limit: \$2,500
Receiving Limit: Limitless

Level Three - Income Proof

- Upload proof of income

Sending Limit: Limitless
Receiving Limit: Limitless

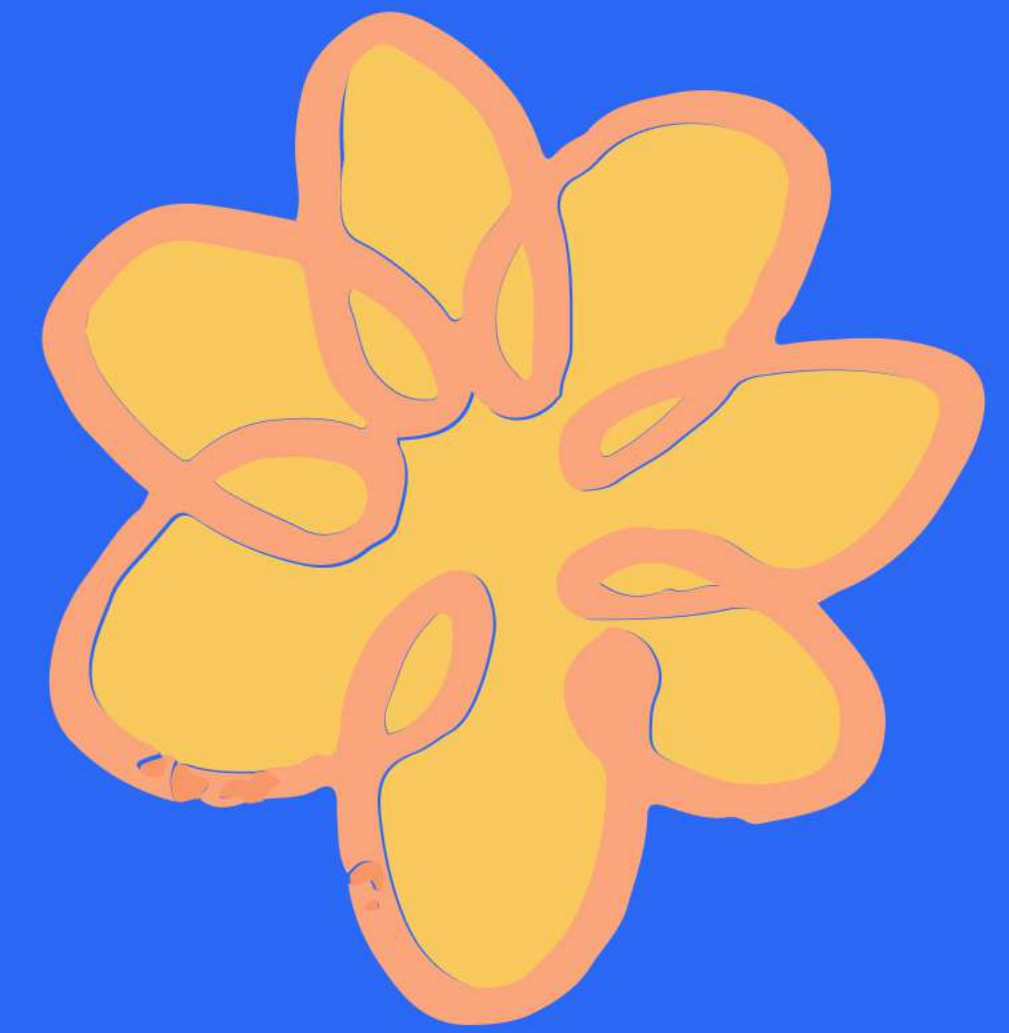
Start Level Three

3

Create educational resources & use clear communication



**How do you weave
security & trust into
products we build?**



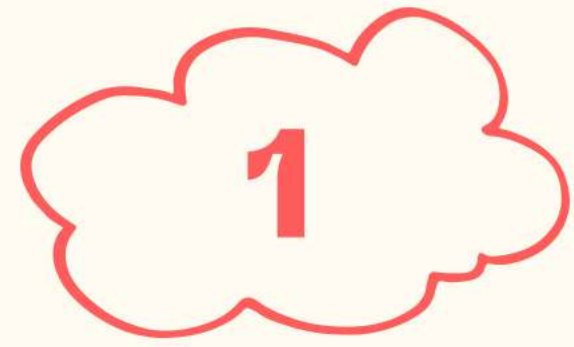
**Weaving security
into products**

Authentication

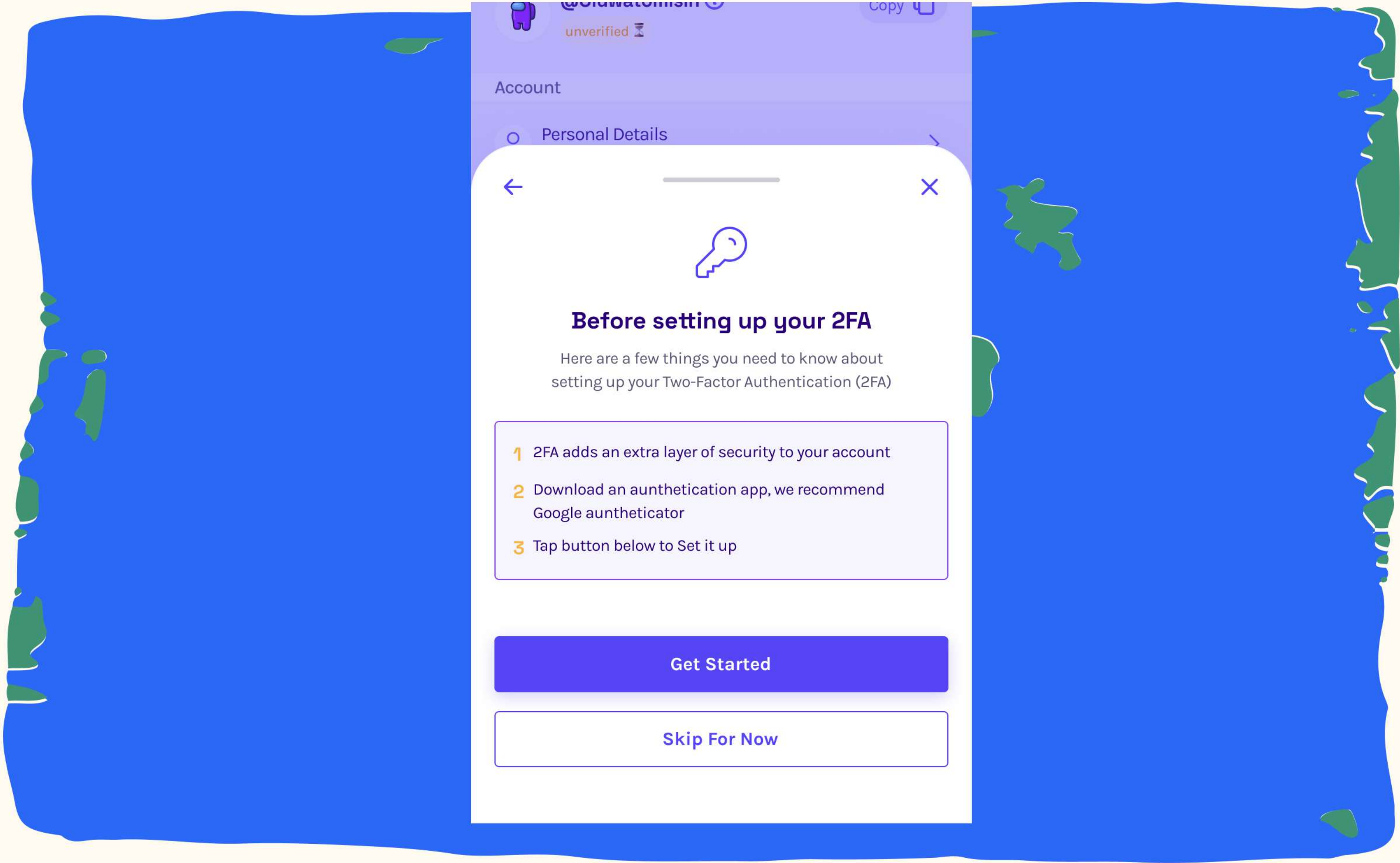
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Who are you? Prove it!





**Implement Multi-Factor
Authentication (MFA) ~ 2FA, 3FA,
4FA, etc.**



Account

Personal Details



Before setting up your 2FA

Here are a few things you need to know about setting up your Two-Factor Authentication (2FA)

- 1 2FA adds an extra layer of security to your account
- 2 Download an authentication app, we recommend Google authenticator
- 3 Tap button below to Set it up

Get Started

Skip For Now



2

**OTPs, Biometrics,
authenticator apps, google
auth, authy,**



It is essential to enforce strong password policies.



4

**In-app notifications, emails, text
are additional measures**



Shorter login sessions

Hello, curious cats 🐱



Scan me, please!



Questions & Connect!