

# NEDBANK VAS

Value-added services (VAS). VAS includes non-banking products such as Prepaid Airtime + Data, Prepaid Electricity, Vouchers and Lotto games available on multiple Nedbank digital channels.

VAS had some established products but the flows were not consistent which caused drop offs and user frustration.

We solved these problems by redesigning, enhancing and releasing each product offering to a consistent pattern that we could also use when designing new product flows.



## Design Approach

We gathered user data and heuristics from existing outdated, inconsistent flows and used these to optimise and establish a new VAS pattern that would work across all products. We validated these with usability testing for each new flow or product that we released.



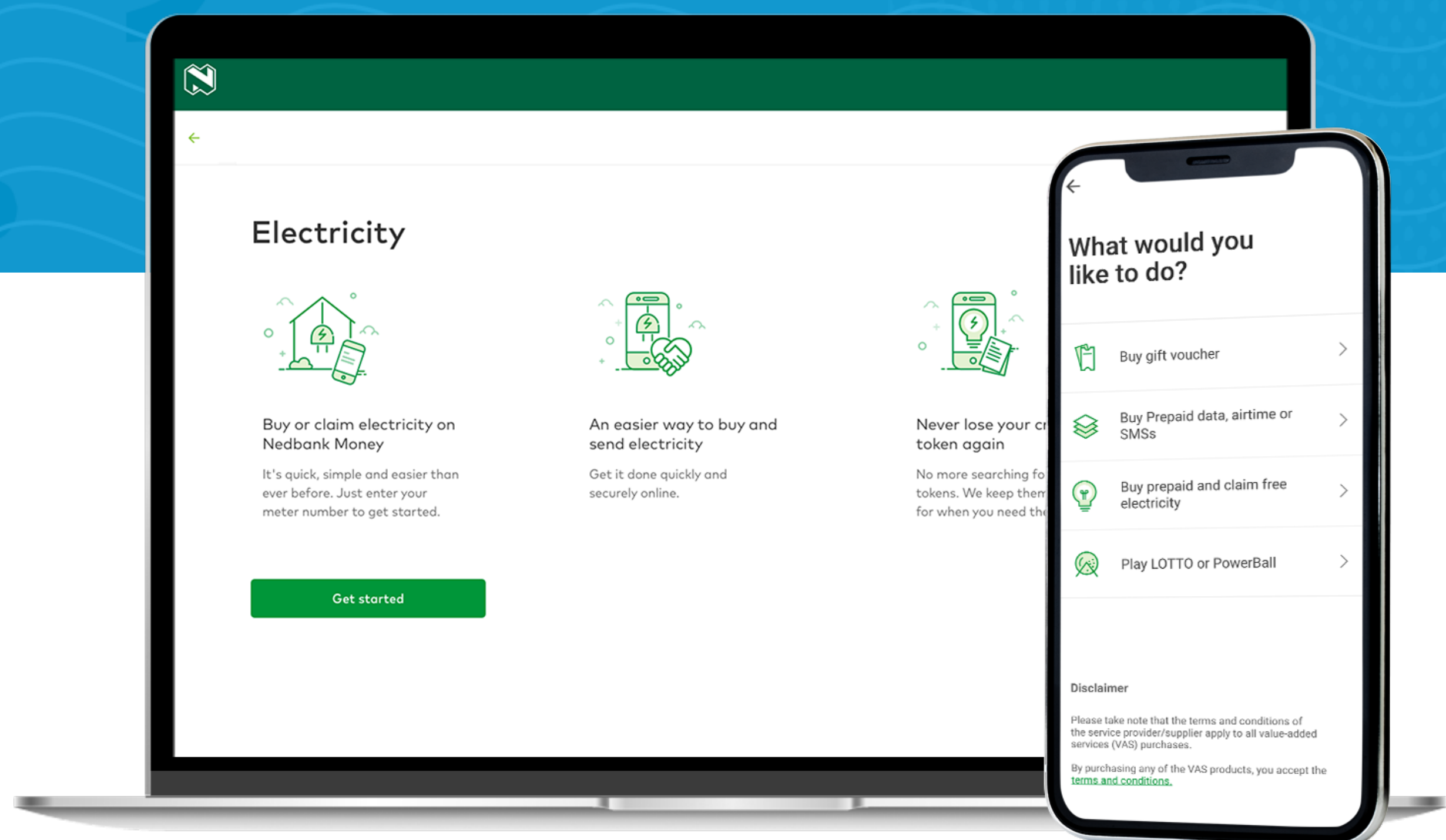
## Project Summary

1. Define the VAS design pattern across all products
2. Vouchers enhancements
3. Prepaid Airtime and Data enhancements
4. Prepaid Electricity design
5. Ops web enhancements (internal product catalogue manager and call-centre support dashboard)
6. Lotto, Daily Lotto and PowerBall design



## Deliverables

All VAS products had to be rolled out for the Nedbank Money app (iOS and Android), as well as Online Banking (responsive desktop and mobile).



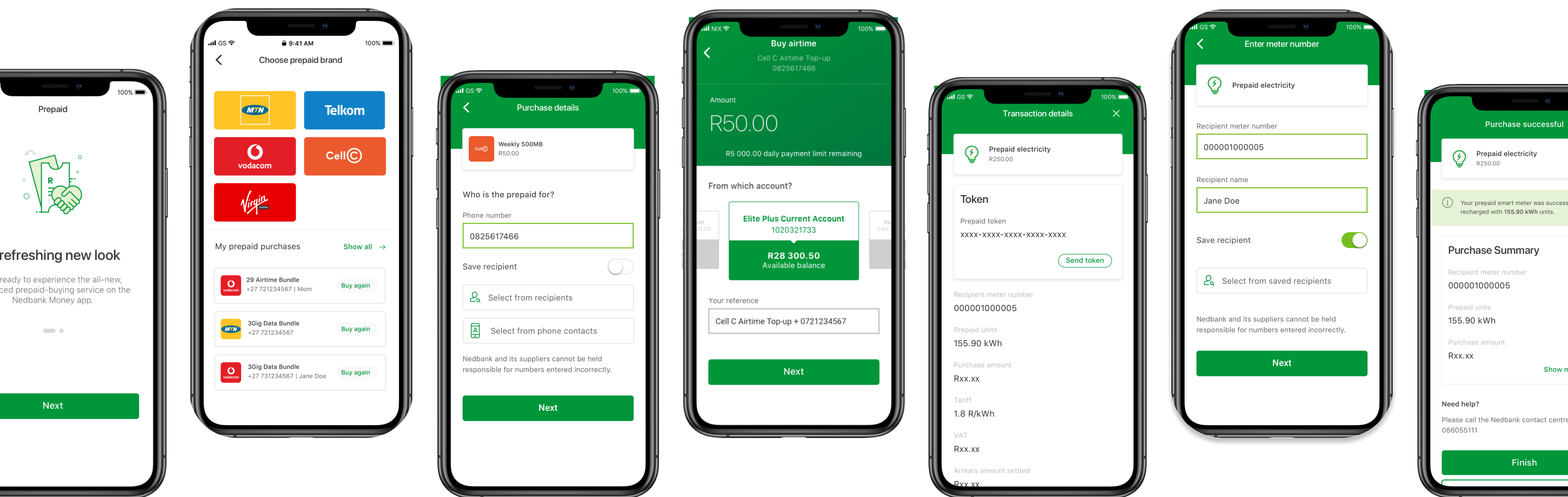
## Responsibilities

### DVT Product Designer:

- Interactive prototyping
- Medium-fidelity wireframes
- High fidelity wireframes
- Usability testing
- Icon design and illustrations
- Design system collaboration
- Presenting to key stakeholders

### DVT UX Designer:

- Information architecture
- Task flow diagrams
- Ideation sketching
- Low fidelity wireframes
- UX writing
- UX Research and analysis



## VAS Ops Web

- Ops web is a product catalogue management system, it is the internal platform that has a number of functions that manage value-added services products:
- VAS Products are added and managed to facilitate the sale of more than 350 products within 3 major categories (Airtime/data, Voucher/Gift cards, and Utilities such as electricity.)
- Nedbank channels are enabled to sell VAS products
- Nedbank Call centre Dashboard to view transactions and manage queries
- API activity tracker that tracks and alerts point of failure and transaction anomalies

