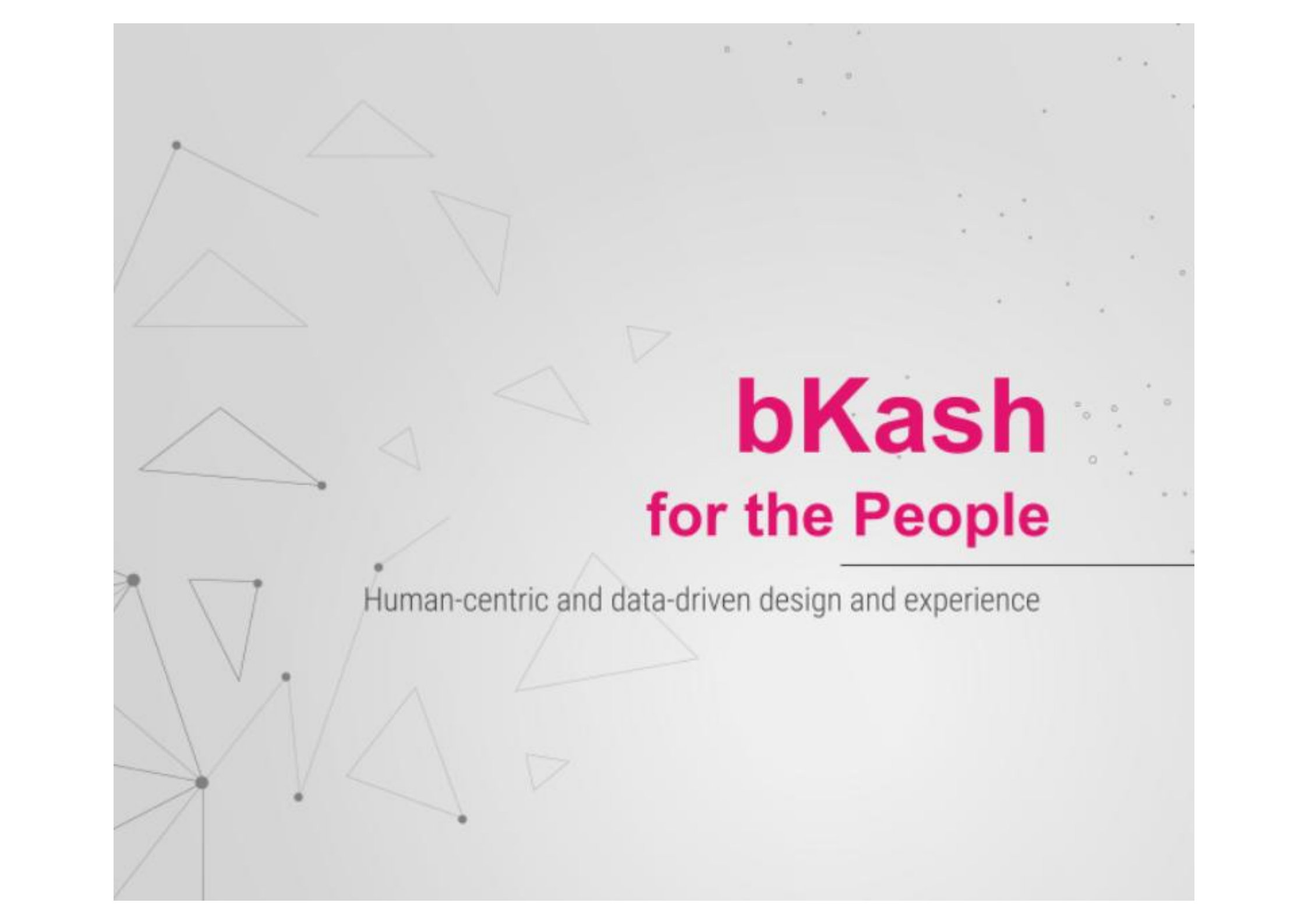


The background is a light gray with abstract geometric patterns. On the left, there are several triangles of various sizes and orientations, some with black dots at their vertices, connected by thin gray lines. On the right, there is a sparse distribution of small black dots.

bKash **for the People**

Human-centric and data-driven design and experience



Core Principle of bKash App

Offering a homogeneous user experience for a heterogeneous group of users.

bKash has a wide range of users, ranging from those who are extremely tech-savvy to those at the base of the pyramid. Our visual language is rooted in meeting the needs of both these groups, guiding those with low-literacy as well as appealing to those who are tech-savvy.

We aim to be sleek and innovative, yet friendly and accessible.

We believe that the successful implementation of this language across all aspects of bKash's smartphone applications can help fulfill bKash's promise to support users in times of need.





How It All Works



Problem Identification

It all starts with the collection of the Voice of Customers

From there we identify all the Pain Points of these Customers

We take a data-driven approach in collaboration with the research and data teams to prioritize the problems that we want to solve first



Solution Formulation

The product vision and objective is outlined with the customer's pain point at the heart of it all

Product Team And Design Team work closely together to come up with a customer centric solution



Product Development & Release

Development is then planned and initiated the Development and release is done through active involvement of the relevant stakeholders

Product performance is monitored and relevant actions are either taken immediately or planned for a future iteration



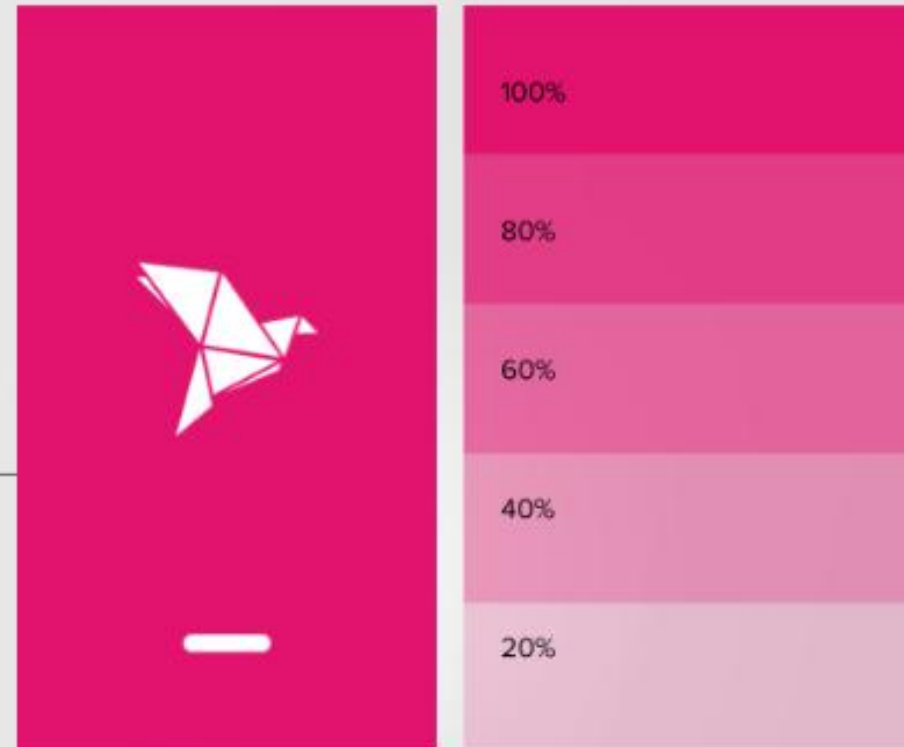
Human Centric Design



Brand identity

When designing a specific app or web service for bKash users, we uphold the brand identity by using various saturation level of our Primary Brand color throughout the app and services.

This way, our users can identify our app and all the services very easily.

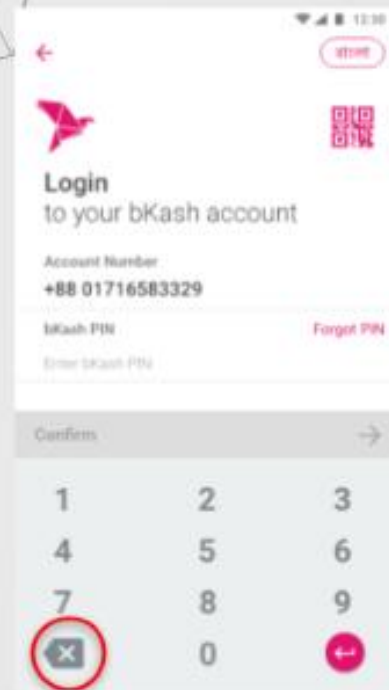


We eliminate uncertainty



Mobile app login screen for bKash. The screen displays the bKash logo, a QR code, and the text "Login to your bKash account". Below this, the account number "+88 01716583329" is shown. The bKash PIN field contains four black dots, indicating a wrong PIN. A "Forgot PIN" link is visible. At the bottom, there is a "Confirm" button with a right arrow. Below the button is a numeric keypad with digits 1-9 and 0, a delete button (X), and a back arrow button.

User types wrong password



Mobile app login screen for bKash, identical to the previous one, but with a red circle highlighting the delete button (X) on the numeric keypad. The text "Error bKash PIN" is visible below the PIN field.

When user presses delete to retype PIN

Human-centric UX approach in login page PIN input

Here is a user story: A user types a wrong bKash PIN and needs to re-type the PIN; instead of deleting each PIN digit one by one, we clear the entire PIN field with the tap of a button.

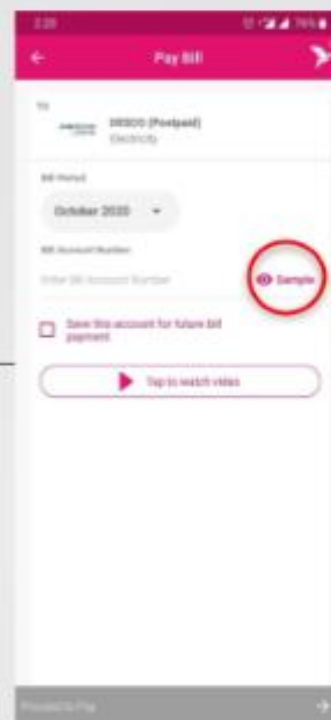
The reason behind this logic is that it's easier for a person to re-type 4-5 correct digits rather than trying to figure out which particular input was the mistake.

We help users every step of the way

Bringing input from physical bill copy to digital payment

Lots of our users receive a physical bill copy, but while paying the bill digitally we guide the users to identify which information from the physical bill needs to be typed into the App's input field.

This ensures a peace of mind for users so that they can make sure they are not making a mistake while making high-value transactions.

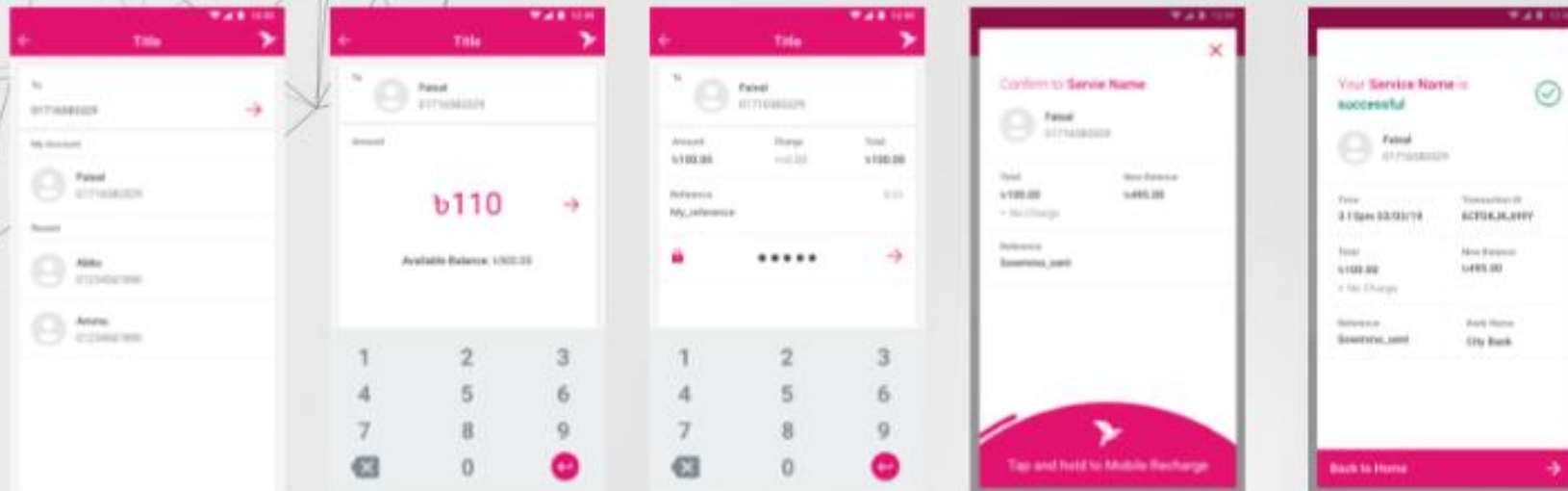


Clear call to action for guidance



Users can see what to input from a physical copy they have in hand

We let users call the shots transparently

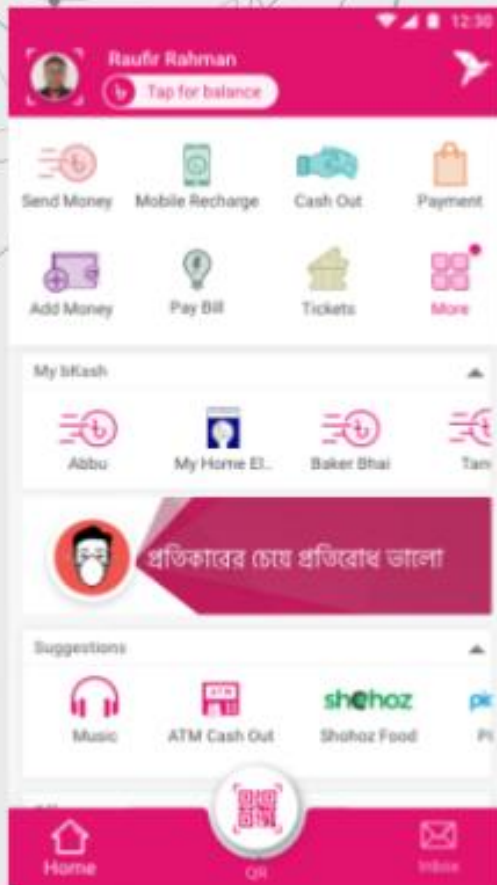


We eliminate uncertainty by avoiding jargons, minimizing the fine print, and letting people know what to expect. Visibility to what's happening behind the scenes reduces anxiety and gives the user peace of mind.

No matter how difficult the user journey of a service is, we try to bring it down to the basics, so that the users can always just select from a **list**, then set the **amount**, enter **PIN** and **confirm** the transaction. Finally the user gets a clear overview of the transaction **status**.

An abstract network diagram consisting of numerous black dots (nodes) connected by thin, light gray lines. The nodes are distributed across the right side of the image, with a higher density in the upper right and lower right areas, creating a complex web of connections.

Data-Driven User Experience



Data-driven uses cases

My bKash:

Dynamic shortcuts to transactions based on user's transaction behavior and frequency

Suggestions:

User-specific recommendations based on user's profile as well as usage behavior

Promo Banner & Offers:

Dynamic communications and offers based on user segment and location data



We try to know what users need before they do

How we do it ?

We listen to our users through market research and surveys as well as keep track of all relevant data which also helps us to validate our design approaches.

Why we do it ?

Customers feel secure and confident when they have more control over their choices and experience. We empower customers to take charge of what they see and do, helping them feel secure when they need it the most.



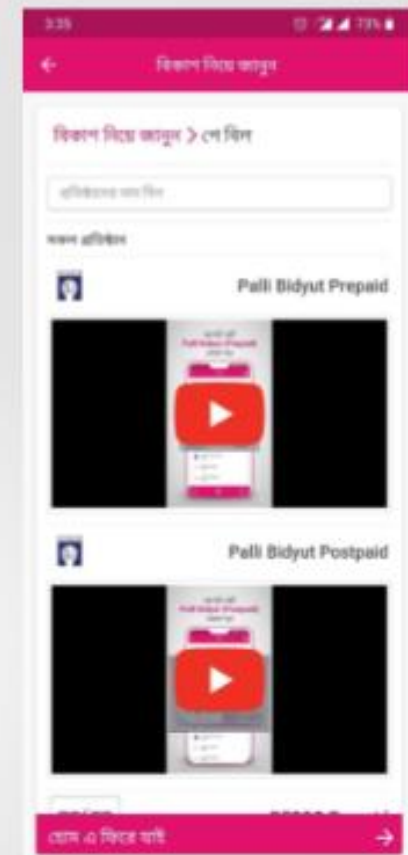
Continuous User education

From one of our market researches, we came to know that there are certain number of our users who need step-by-step tutorials no matter how easily a service is designed.

The reason behind this need is because a lot of our users have either low literacy or a lack of know-how of using smartphone in general.

So for these users, we introduced a dedicated section in our app called "Discover bKash". Through this, we share tutorials for new services and various use cases of the app.

The post-release data strongly indicates a positive response towards this specific feature, which has allowed us to further focus on quality of life improvements for our users.



We made all the video tutorials of this services in Bangla Language for our targeted users' benefit



bKash for the People

As a result of all that, bKash App is one of the most widely used in the country both in terms of the number of users as well as the sheer diversity of users belonging to all socio-economic classes.

Our ultimate ambition is being with our users during every moment of their need!



The background is a light gray with an abstract geometric pattern. On the left side, there is a dense network of thin gray lines connecting various black dots of different sizes, forming a complex web of triangles. Scattered across the rest of the page are several isolated triangles of varying sizes and orientations, some with black dots at their vertices. The word "THANKS" is positioned on the right side, centered vertically, in a bold, magenta, sans-serif font. A thin horizontal gray line runs across the page, starting from the left edge and ending just before the word "THANKS".

THANKS