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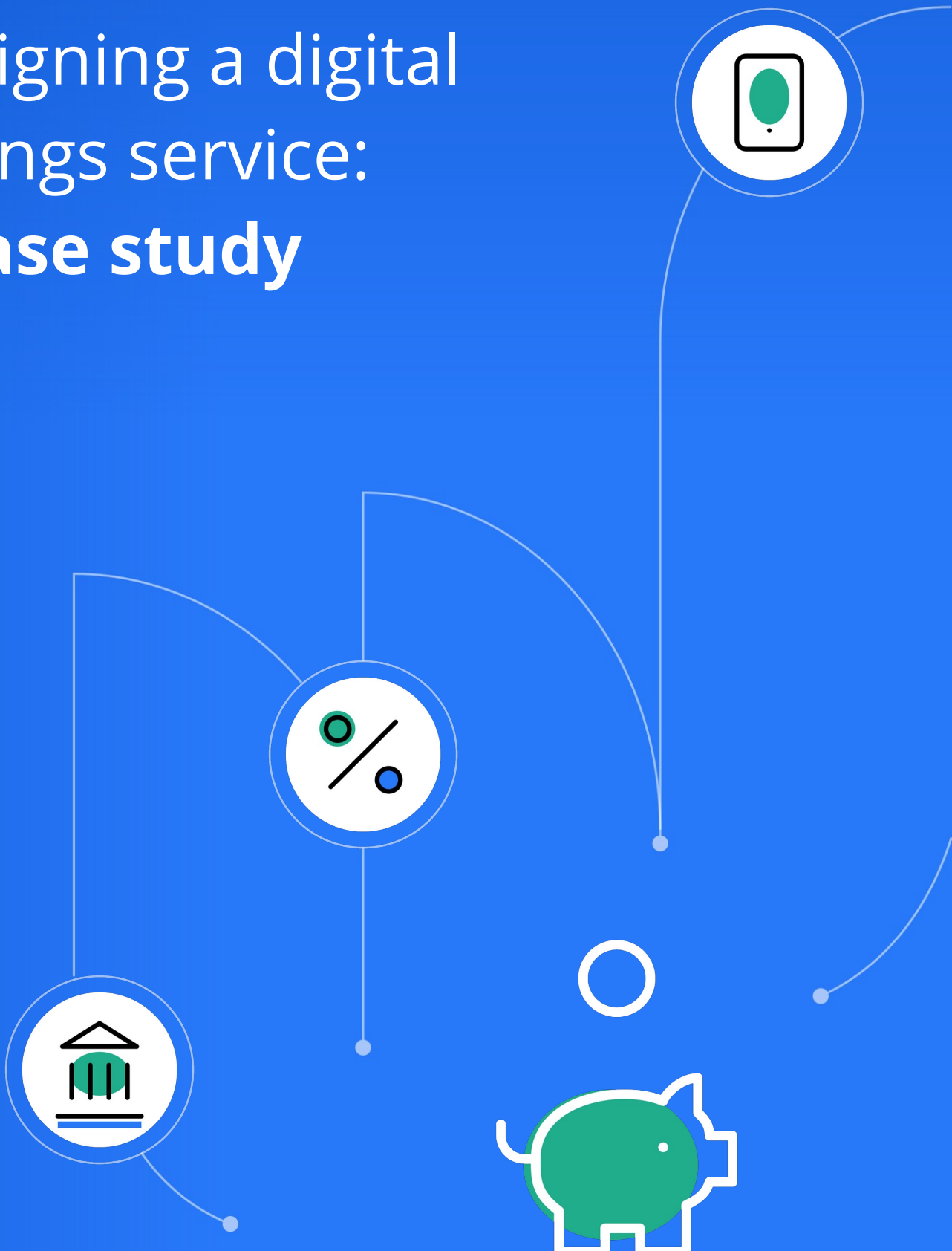
Designing a digital savings service: **A case study**



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Designing a digital savings service

Comprehensive topic validation and prototyping paves the way for a differentiated digital savings service in a saturated market

Our client, a European bank active in the institutional and crypto space, wanted to identify a viable go-to-market strategy in the retail market. As the deployment of new banking products is costly, it turned to Stryber to determine customer appetite and validate a clear value proposition before entering the saturated B2C segment.

The initial hypothesis stated customers were seeking a low-notice, high-yield savings solution the bank could fund from its crypto solutions. Following a rigorous process to triage the market and zero in on acute customer pain points, we ran experiments and synthesized insights into a live prototype and built a commercial model ready for development.

Project at a glance

CLIENT
European bank active in the institutional and crypto space (name confidential)

INDUSTRY
Banking

SEGMENT
Retail savings (B2C)

PROJECT TYPE
Topic validation and prototyping

OBJECTIVE
Validate customer appetite and a clear value proposition before entering the B2C segment

PROJECT TIMELINE
Four stages, from discovery to technical feasibility

METHODS & TOOLS
Dual-track agile · Focus groups and surveys · Smoke tests · Design sprint

OUTCOME
Recommendation to build an MVP; the service is ready for development

The headline results: ready to enter the market and scale

Through validation of the market, customer needs, and the bank's capabilities, we provided the client with a solid thesis for a high-appetite, differentiated B2C savings product, despite the target market being saturated with savings offerings. With the use case firmly in place, the client can confidently move to development without make-or-break risks.

- ✓ **Substantial potential for success in a saturated market**
- ✓ **Winning value proposition that resonates with target customers**
- ✓ **Ready-to-develop MVP primed to scale**

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Driving deposits in the retail market

The project was a strategy play by the client. The bank saw a golden opportunity in the retail savings market, specifically focused on customers who were seeking better returns. A high-uptake savings offer would increase the bank's deposits and thus available capital for lending and other activities.

The hypothesis made sense against a backdrop of rising interest rates. But in a saturated digital savings market, big questions loomed:

Was there penetration potential in the market?

With the B2C market seemingly cornered, we needed clarity on the right opportunity areas and the demographic most hungry for a new digital savings service.

What value proposition would attract customers?

Against fierce competition, we needed to put customers at the heart of the value proposition and identify features and messaging that truly hit their sweet spots.

Was the proposed operating model viable?

Creating a new banking product is no small feat, so we needed to assess the commercial model and technical feasibility of launching the MVP.

Six steps from market mapping to commercial blueprint

1 Market and problem mapping

Understanding the market and problems around customer savings, identifying gaps and areas of unmet need.

2 Pain point analysis

Through focus groups and representative surveys, we homed in on customer pains for testing and developed our core hypothesis.

3 Solution validation

Three smoke tests surfaced data to identify the best-performing value proposition, preferred savings returns and interest rates.

4 Live prototyping

Based on our learnings, we built a high-fidelity prototype to test usability, design, and appeal, allowing for rapid iteration.

5 Technical feasibility

We ran feasibility tests on the core banking infrastructure to specify a potential Minimum Viable Product and evaluate the effort to launch.

6 Commercial blueprint

Produced a comprehensive commercial model for a higher-rate savings offer, demonstrating the service is ready for full-scale development.

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A discover-to-deliver approach to the MVP

STAGE 1

Discovering pains and realizing potential

Using our highly effective dual-track agile development methodology, we first set out to discover the true size of the addressable market, existing product offerings, and areas of unmet customer need.

We conducted a series of focus groups and quantitative surveys, collecting and ranking customer pain points and the features that would nudge them to switch to a new digital savings product. At the end of these tests, we were confident we were solving a relevant user problem and had testable hypotheses on what a “perfect” product would look like.

Focus groups

Quantitative surveys

STAGE 2

Nailing down the value proposition

We then put together three smoke tests to confirm the right market positioning. Through tightly designed social ads and landing pages, we split-tested different variations to determine the best-performing value proposition, the preferred type of return (cash vs. re-investment in stock or cryptocurrency) and the interest rate levels required to trigger a switch from a different provider.

Sign-up and click tracking also provided valuable insights into the demographics most likely to be converted, informing future product positioning.

3
smoke tests

Split-tested social ads and landing pages

STAGE 3

Building the prototype

With data-rich insights in hand, we developed a working prototype for live user testing in just four days. Using design sprint methodology, we built iteratively and incorporated user feedback as we went, resulting in a refined and user-centered product.

Users clearly understood the unique selling proposition. As well as validating the use case, the prototyping process also provided tactical improvement opportunities for testing ahead of the MVP.

4 days
to a working prototype

Built iteratively with user feedback

STAGE 4

Technical feasibility

In the final stage of the project, we ran feasibility tests on the core banking infrastructure to specify a potential MVP. We also developed an attractive commercial model leveraging the higher interest rate environment in crypto to build a highly competitive proposition for customers.

With these essential elements in place, we were ready to transition confidently to the MVP phase, setting the foundation for a scalable and competitive product.

Feasibility tests on the core banking infrastructure

Commercial model

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Outcomes & impact: ready for the MVP

Concrete basis for a purposeful MVP

Our multi-level, customer-centered validation strategy meant we could confidently recommend that the bank move ahead with building an MVP.

Through our work, we were able to demonstrate an answer to each of the three big questions the bank started with.

3
smoke tests to confirm the market positioning

4 days
to develop a working prototype for live user testing

Selected Stryber methods & tools

- Dual-track agile development
- Focus groups and surveys
- Smoke tests
- Design sprint

Three big questions, three validated answers

Was there penetration potential in the market?	→	✓ **Substantial potential for success in a saturated market**
What value proposition would attract customers?	→	✓ **A solid value proposition that resonated with target customers**
Was the proposed operating model viable?	→	✓ **Technical feasibility and commercial viability of the proposed solution**

The service is now ready for development.

About Stryber

Stryber builds and executes high-impact programs that create credible equity stories and scalable new businesses.

Ready to diversify and build a new offering for the market? Reach out to Stryber: www.stryber.com





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