



Q3 2020

Canvas by Citi

Summary	Canvas by Citi helps users manage their finances with spending tracking tools and educational content. It also serves as a platform for Citi to explore new ideas, partnerships, and business models.
Contribution	<ul style="list-style-type: none">• Design strategy and research• UX, UI and motion design• Prototyping
Duration	10 Months
Platform	iOS

01

Canvas by Citi

Citi Fintech

A startup within the Global Consumer Bank, dedicated to creating mobile-first solutions.

01

A community-driven platform empowering customers to explore and test innovative banking solutions.

02

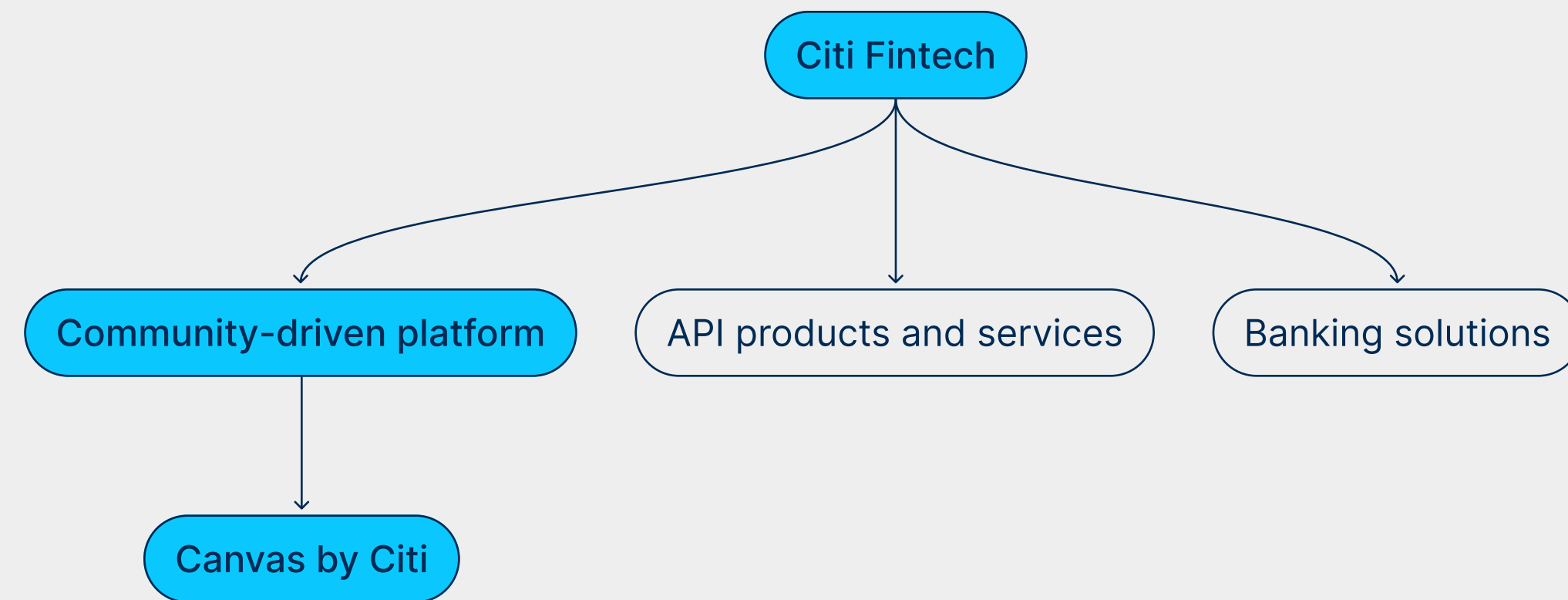
Access to global API products and services, allowing partners to innovate with Citi on a global level.

03

Banking solutions focused on investment, trading, and portfolio management.

As part of the community-driven platform the app enables customers to explore and test innovative banking solutions in a mobile-first environment.

By engaging directly with new products, users contribute valuable feedback that shapes the development of Citi's offerings, ensuring they meet real customer needs. This platform exemplifies Citi's commitment to customer-centric innovation.



02

Canvas by Citi

Wagner De Paula

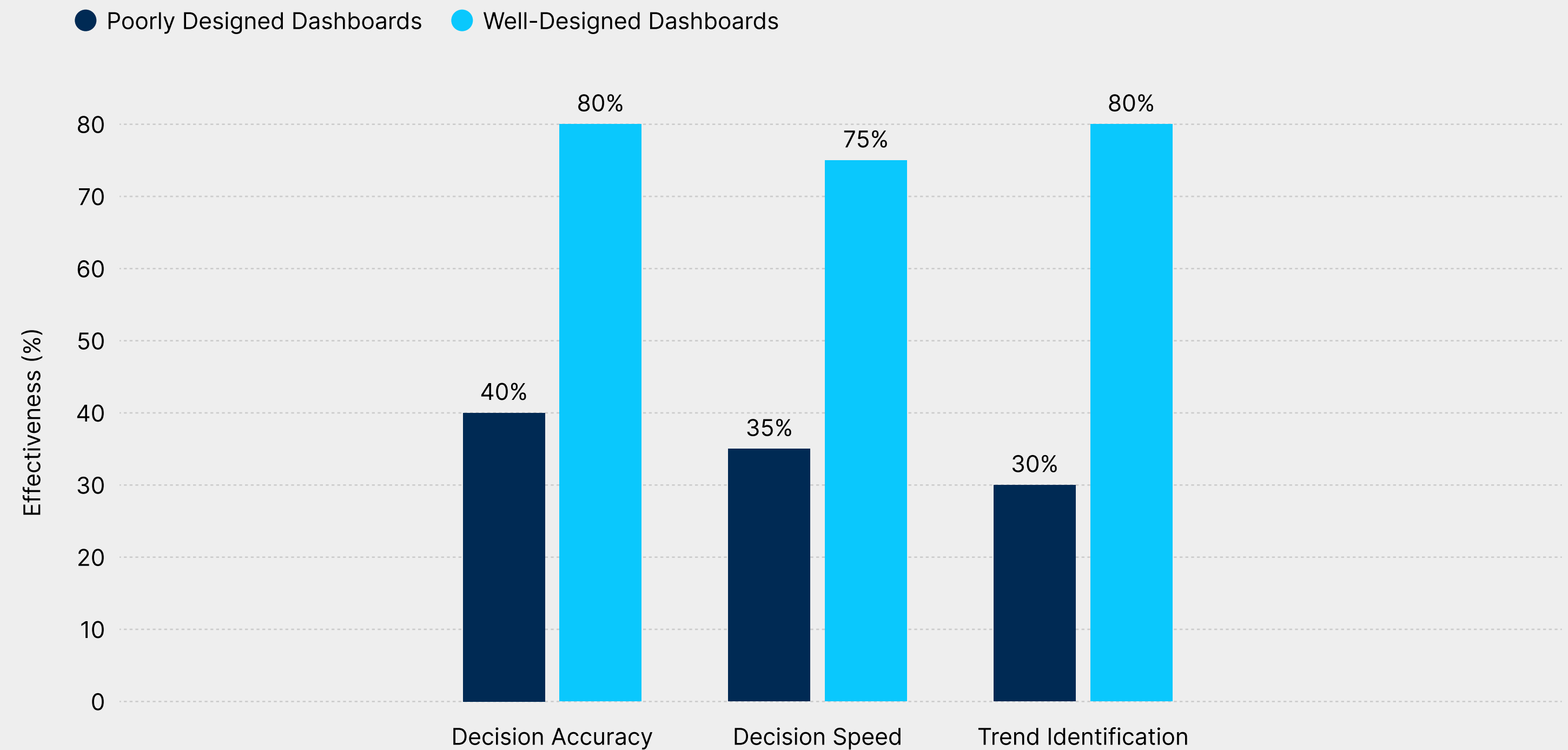
Problem

Complex dashboards make it hard to find and understand data, leading our clients to use multiple tools to track their money manually. This is time-consuming, and they often miss obvious trends and insights because they don't know what to look for.

The chart compares the effectiveness of poorly designed dashboards versus well-designed dashboards across three key factors: Decision Accuracy, Decision Speed, and Trend Identification.

- Poorly Designed Dashboards show significantly lower effectiveness in decision accuracy, speed, and trend identification.
- Well-Designed Dashboards greatly improve decision accuracy and decision speed by 40%, and trend identification by 50%.

Impact of Design on Data Interpretation and Decision-Making



Note: Data as of 07/31/2020.

Source: Research conducted from various studies, including findings published in Management Review Quarterly and Research to Action. These studies highlight that complex dashboards increase cognitive load, reduce decision accuracy and speed, hinder trend identification, and lead to more time-consuming manual tracking. Simplified and well-designed dashboards are crucial for improving data interpretation and decision-making (Research to Action, SpringerLink, USF Health Online).

03

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Pain Points

1. Complexity

The existing financial dashboards were too complex, making it difficult for users to extract actionable insights. Users often struggled to navigate the overwhelming amount of data presented, which led to frustration and inefficiency.

2. Fragmentation

Users had to manage their finances across multiple tools and platforms, which was time-consuming and led to missed trends and insights. This fragmentation made it challenging for users to have a comprehensive understanding of their financial status.

3. Lack of Clarity

The dashboards did not clearly present key financial data, leading to confusion and a lack of trust in the platform. Users were often unsure about how their spending and savings habits were being tracked, which diminished the effectiveness of the tool.

04

Canvas by Citi

Vision

Technology alone cannot replace the critical role of human involvement. Canvas by Citi integrates users into the creative process to significantly improve their financial wellbeing.

01

Curates important financial data points, enhancing user awareness of spending and savings habits helping customers identify and classify their spending in relation to their income

02

Facilitates the testing of new feature concepts within the user feed for seamless integration and feedback.

03

Key data points, insights, and content are presented as cards, offering users clear, contained, and actionable information.

05

Canvas by Citi

Features and Goals

1. Canvas by Citi

- a. Morning Login
- b. Afternoon Login
- c. Evening Login
- i. Logged In

1. My Money

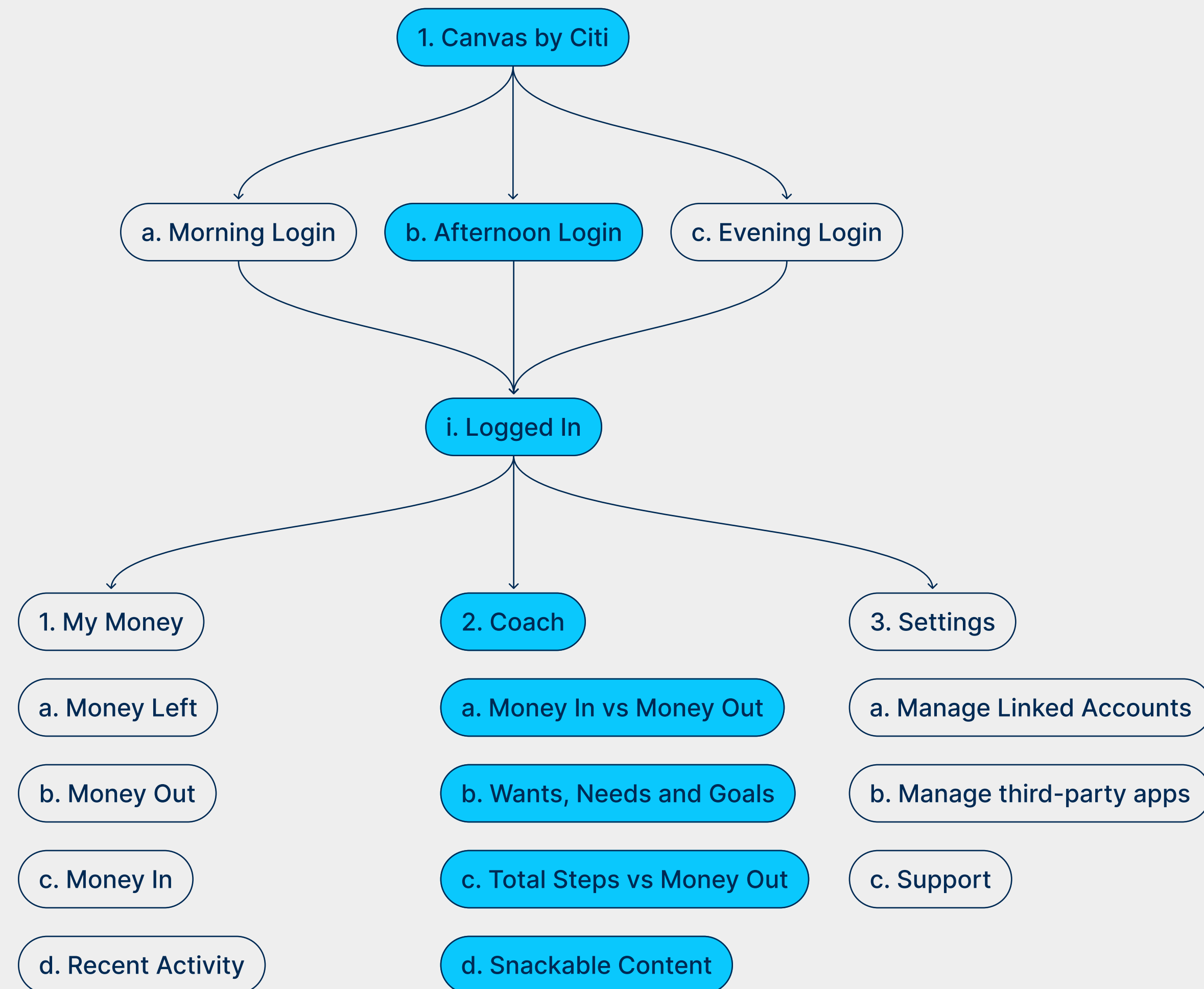
- a. Money Left
- b. Money Out
- c. Money In
- d. Recent Activity

2. Coach

- a. Money In vs Money Out
- b. Wants, Needs, and Goals
- c. Total Steps vs Money Out
- d. Snackable Content

3. Settings

- a. Manage Linked Accounts
- b. Manage third-party apps
- c. Support

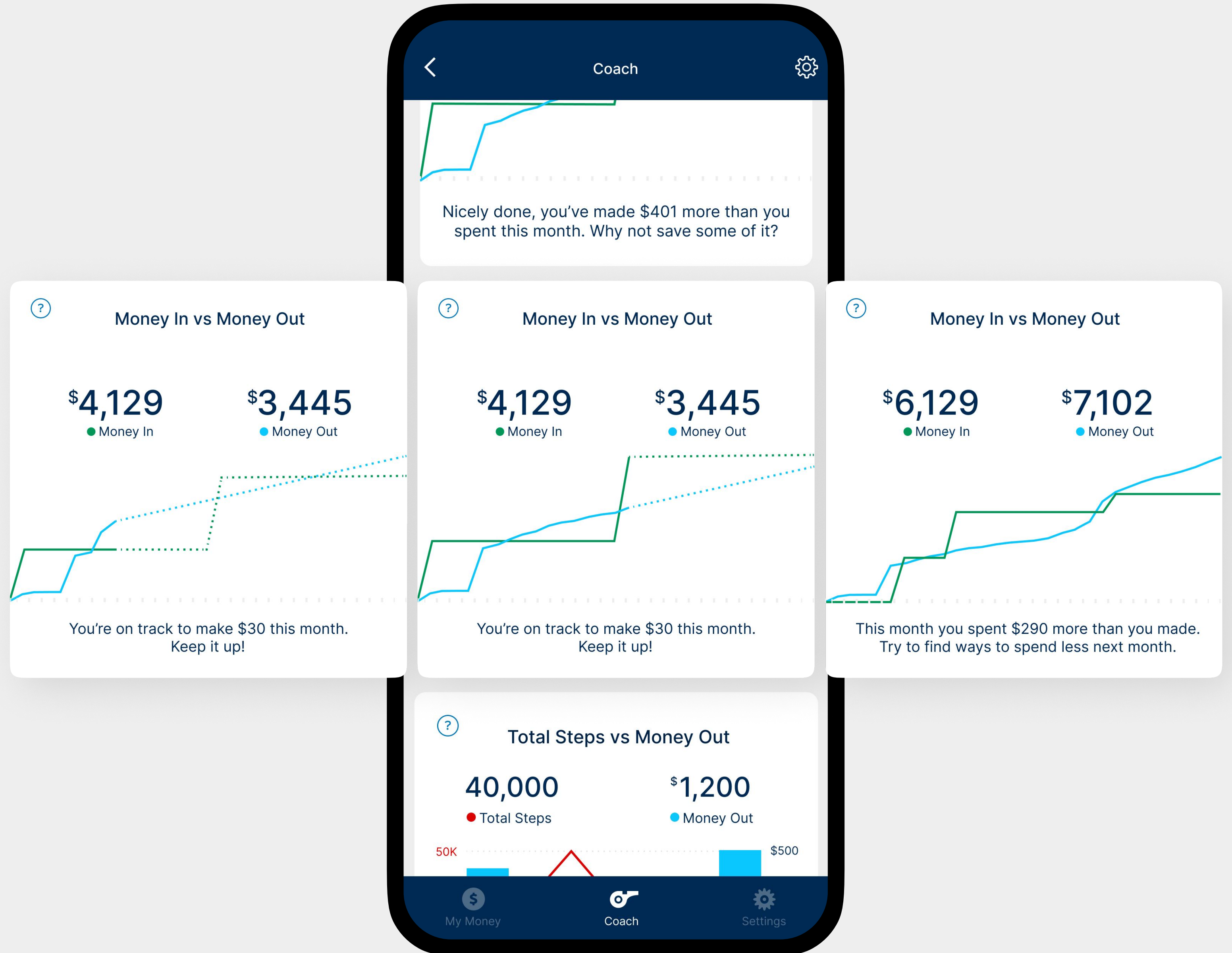


2. Coach

a. Money In vs Money Out

Comprehensive Cash Flow Management

By clearly offering a view of their financial transactions into "Money In" and "Money Out" we help users gain a comprehensive and intuitive understanding of their cash flow, enabling better financial management and planning.

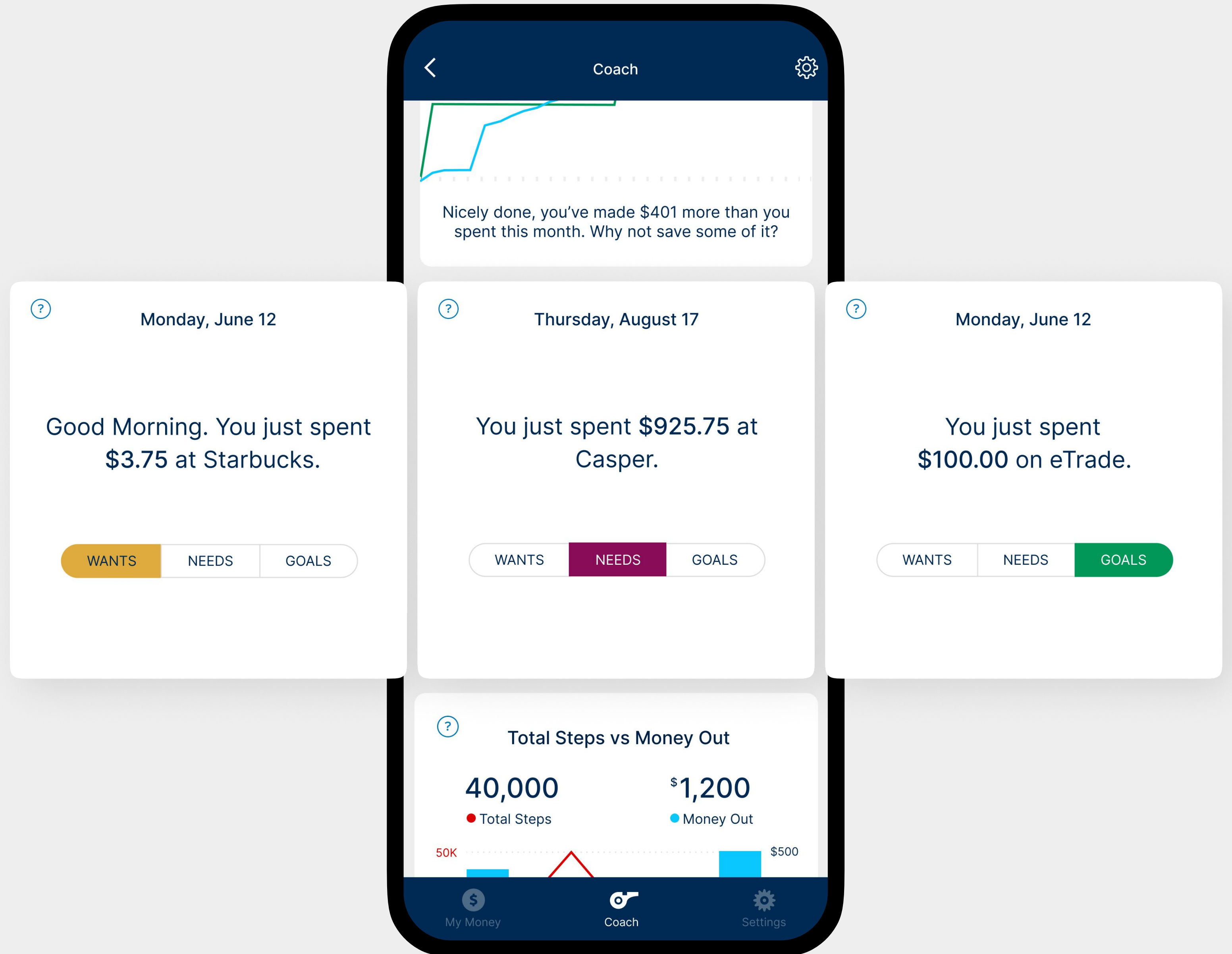


2. Coach

b. Wants, Needs, and Goals

Transforming Financial Perspectives

By categorizing expenses into *Wants*, *Needs*, and *Goals*, users can shift their spending habits towards more mindful decisions.

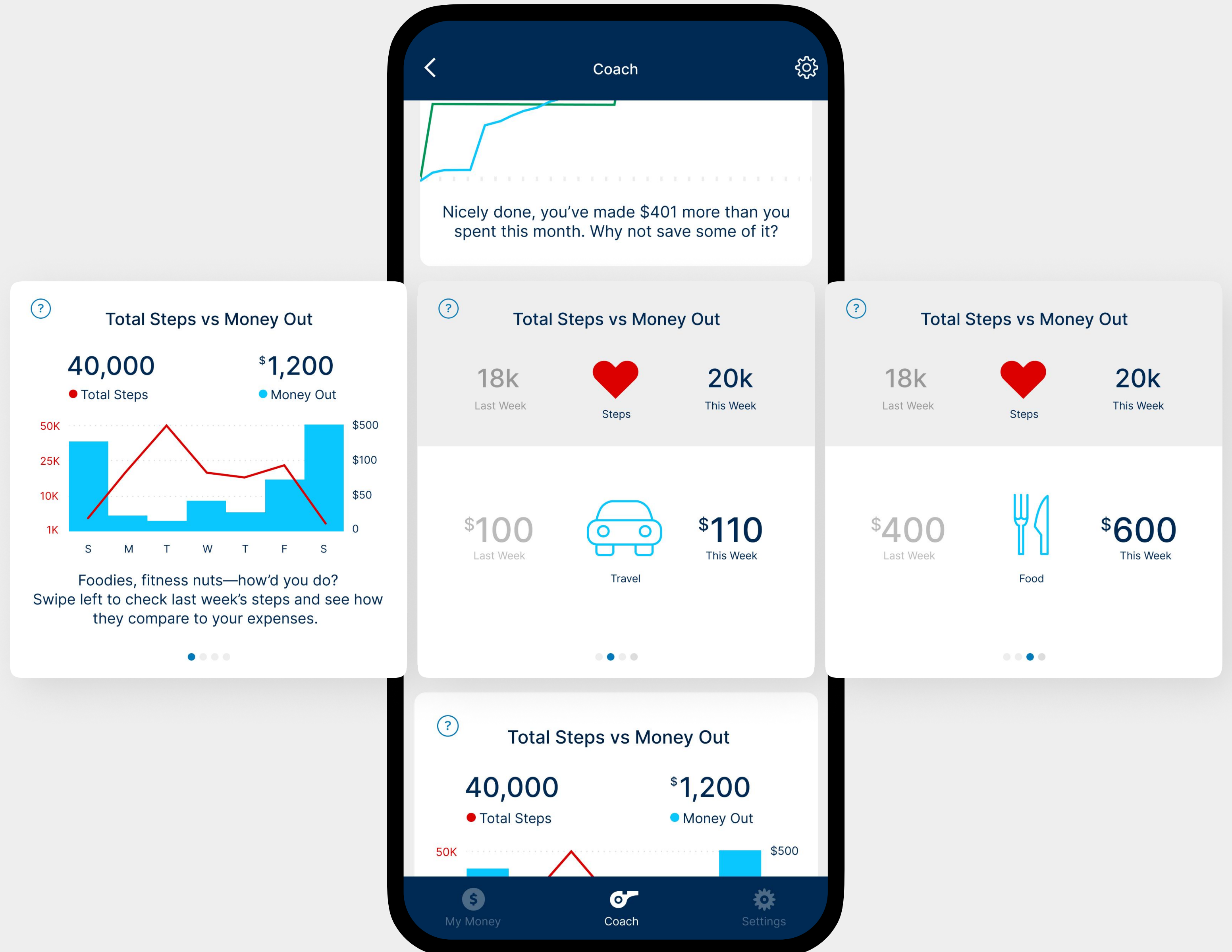


2. Coach

c. Total Steps vs Money Out

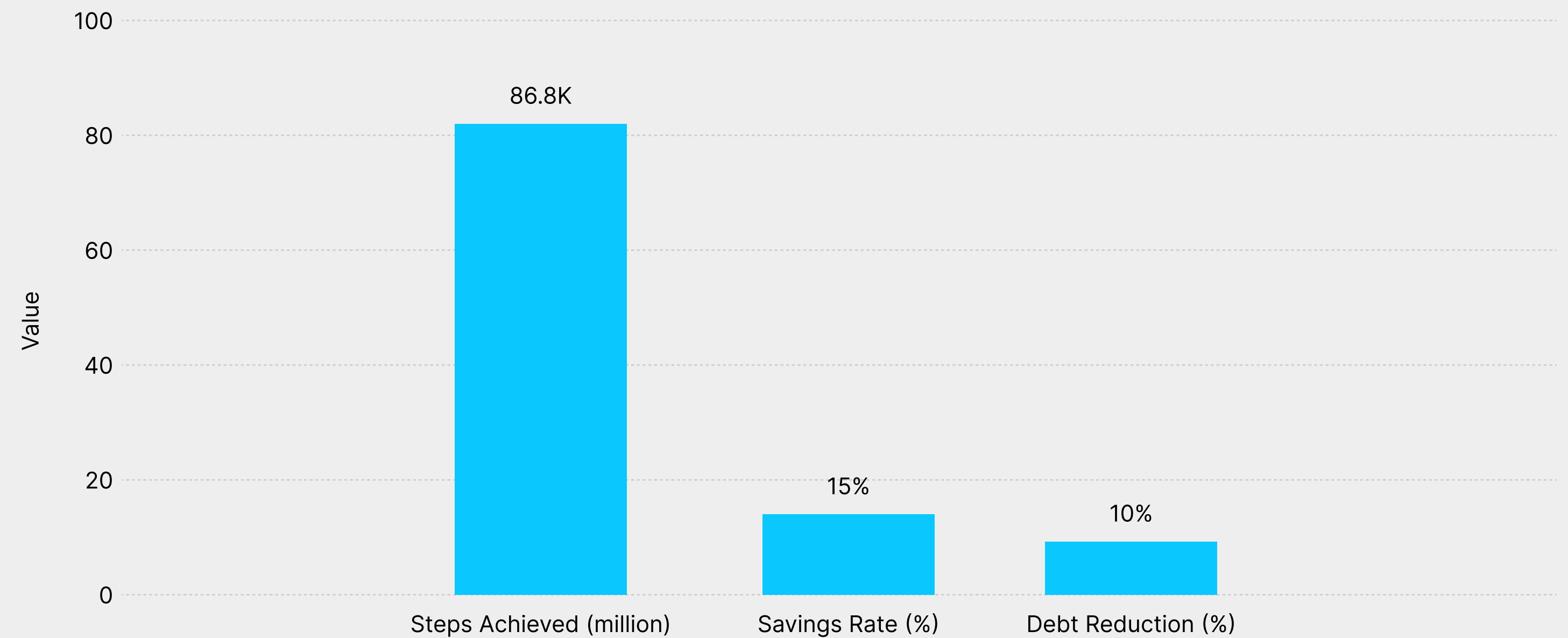
Exploring the Intersection of Fitness and Finance

Retrieve data from HealthKit and show metrics like *step count and heart rate* and cross with financial spending.



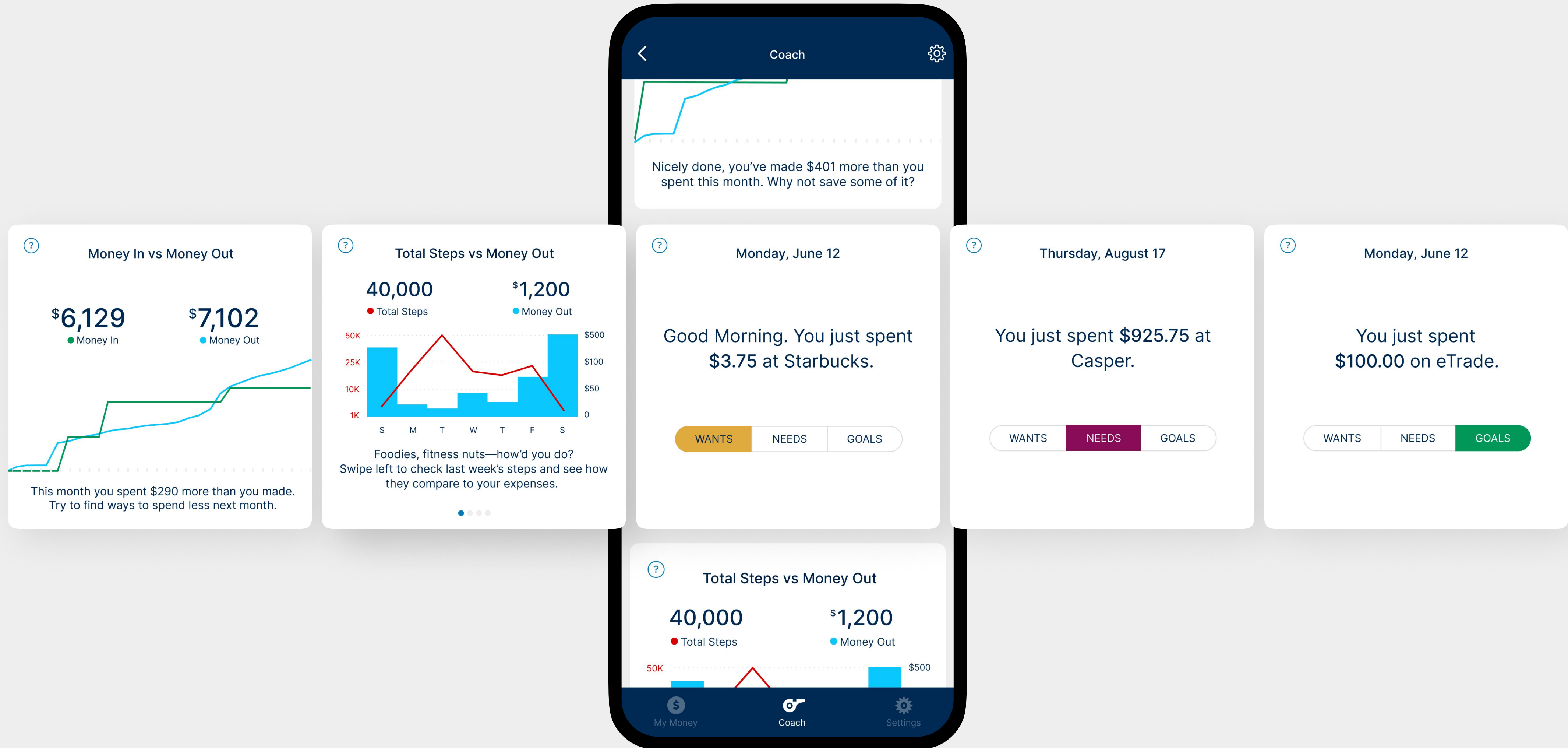
Potential link between physical activity and better financial habits. Users who achieved over 86K steps also saw higher savings by 15% and debt reduction by 10%, suggesting that being active might positively influence financial behaviors.

Steps Achieved vs Financial Habits



Note: Effects of social network incentives and financial incentives on physical activity and social capital: a randomized controlled trial, BMC Public Health, Full Text. Data through 01/05/2020.

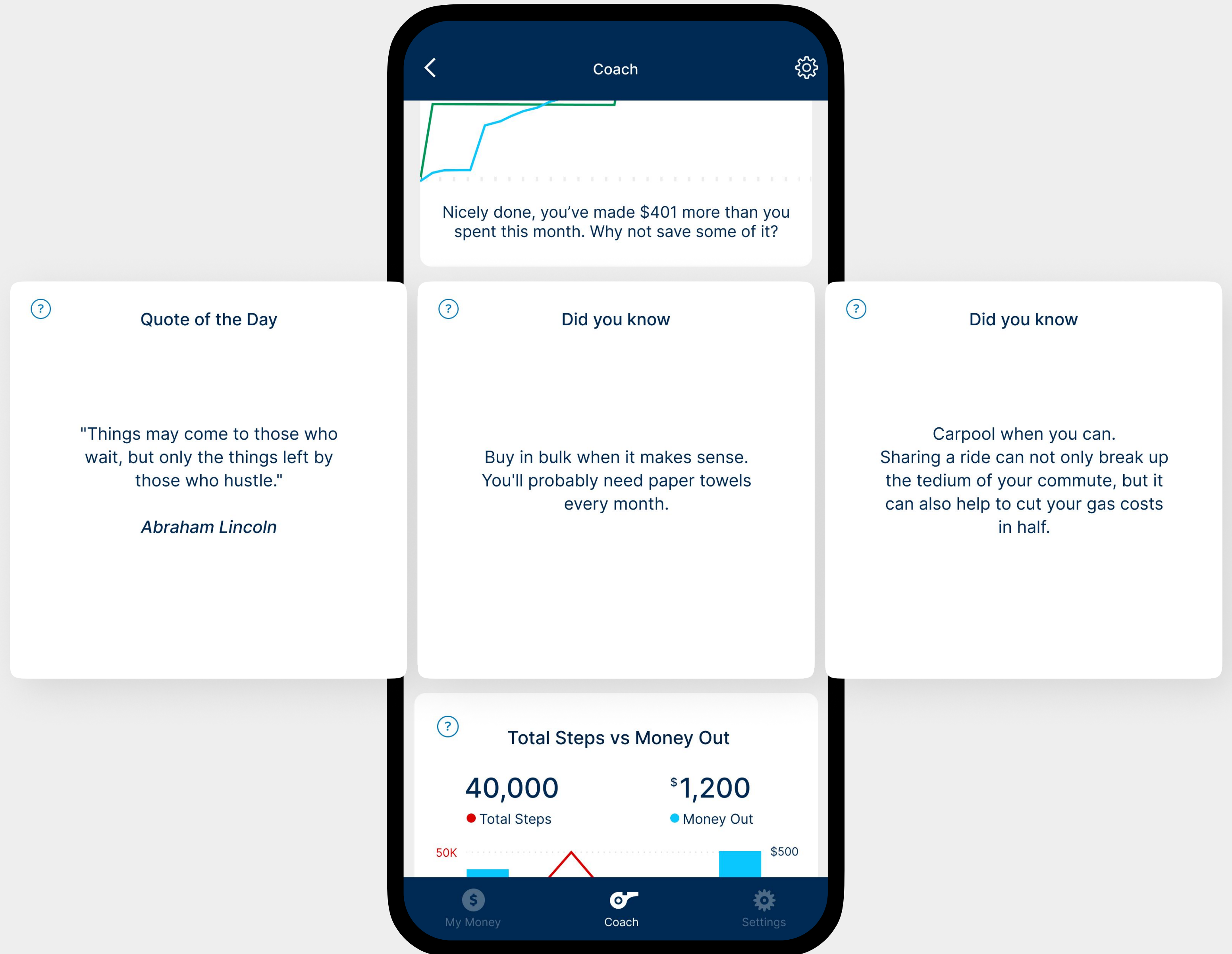
Source: BioMed Central

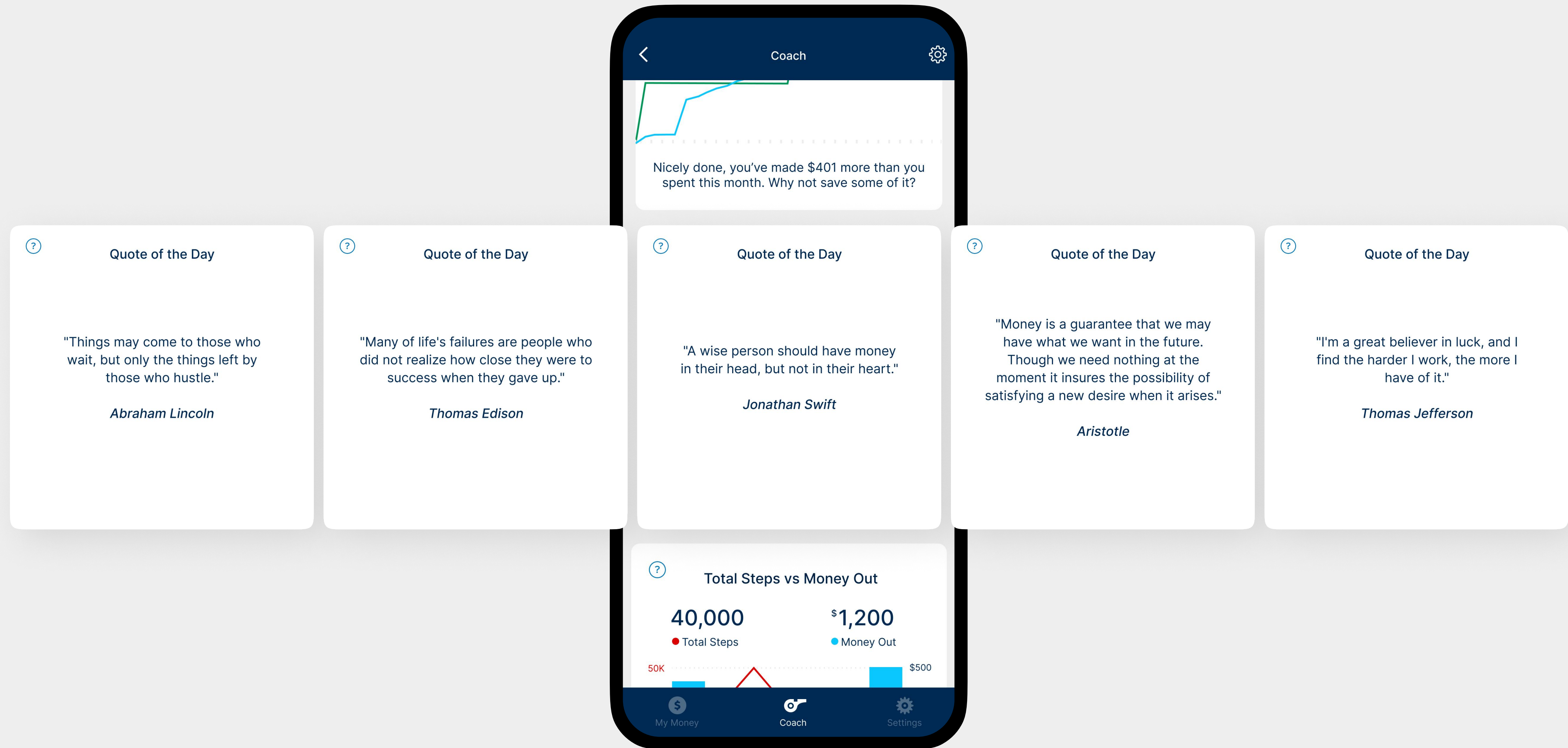


2. Coach

d. Snackable Content

Interactive cards that present key insights, motivational quotes, and financial tips in a swipeable format. The goal is to educate and provide users with quick, actionable information that supports their financial goals and encourages daily engagement with the app.





Quote of the Day
"Money is a guarantee that we may have what we want in the future. Though we need nothing at the moment it insures the possibility of satisfying a new desire when it arises."
Aristotle

\$100 Last Week
Health
\$300 This Week

Monday, June 12
Good Morning. You just spent \$3.75 at Starbucks.
WANTS NEEDS GOALS

Quote
"Money is a guarantee that we may have what we want in the future. Though we need nothing at the moment it insures the possibility of satisfying a new desire when it arises."
Aristotle

"Never spend your money on what you have earned it."
Thomas Jefferson

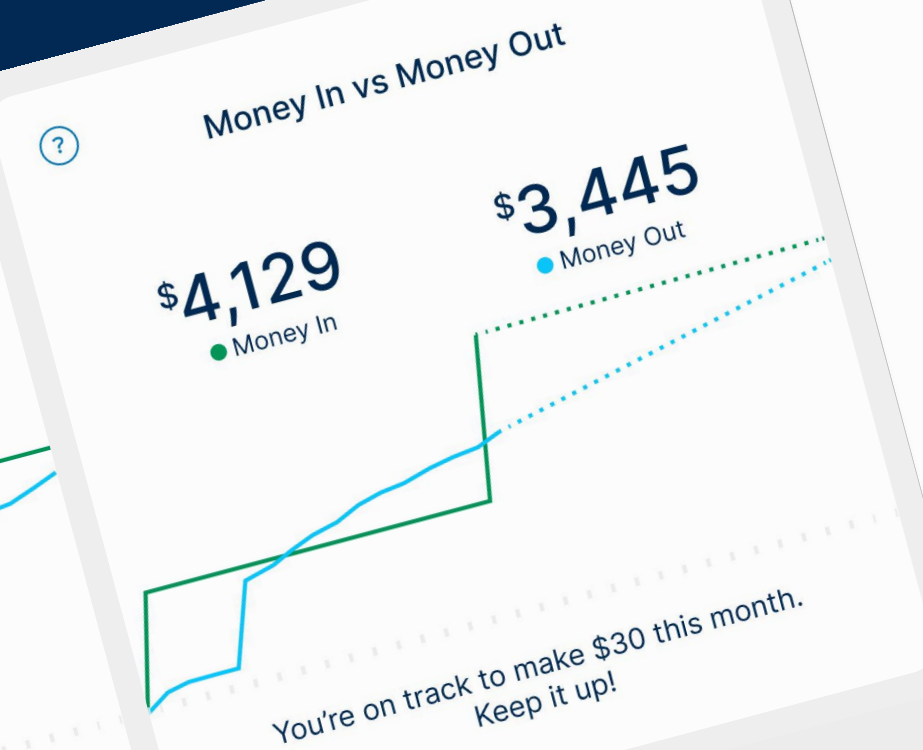


A wise person said...
"Never spend your money before you have earned it."
Thomas Jefferson

Tips
Stash cash for an emergency fund. Think three to six months of living expenses – a solid safety net for when life happens.

WANTS NEEDS GOALS

Monday, June 12
You just spent \$100.00 on eTrade.
WANTS NEEDS GOALS



You've chosen to categorize this item as Needs. Needs are essential expenses you would have to pay no matter what, such as groceries, housing, utilities, and bills.

Tips
Pay off cards with high interest rates, first! High interest rates = high finance charges. Translation: it'll cost you more \$\$ to knock out this debt, over time.

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Total Steps vs Money Out

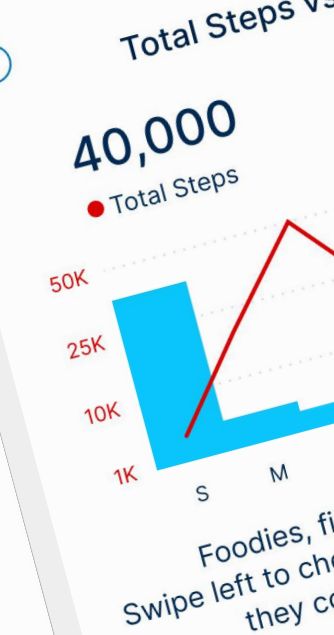
Category	Amount
Total Steps	18k
Money Out	\$20k

Thank you!
Your feedback is valued. We're co-creating the future of banking together.

\$100 Last Week
Travel
\$110 This Week



Wants, Needs & Goals
This splits your monthly spending as Wants vs Needs vs Goals. Quick tip: your Needs should be around 50%, Wants around 30%, Goals about 20%.



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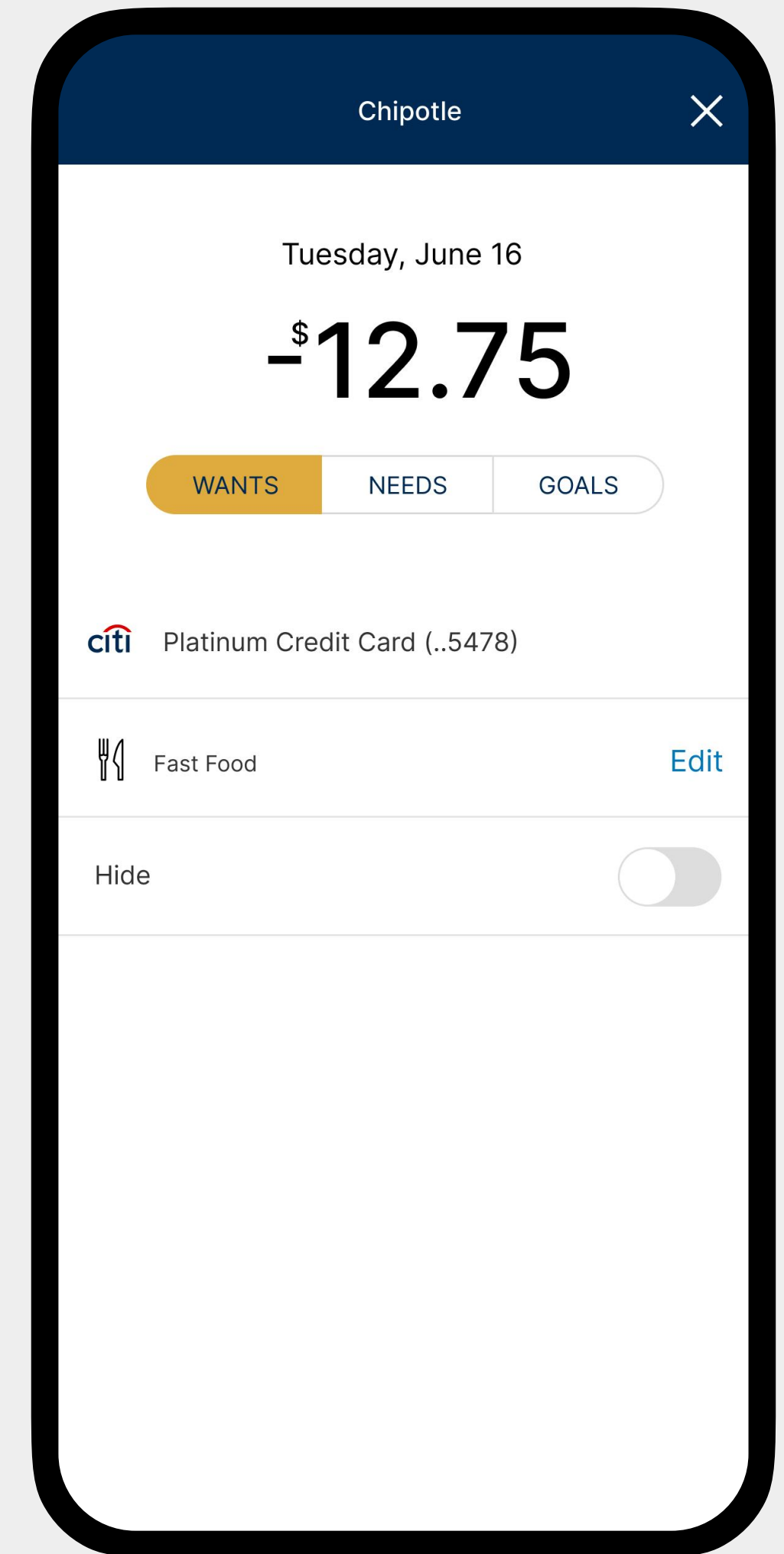
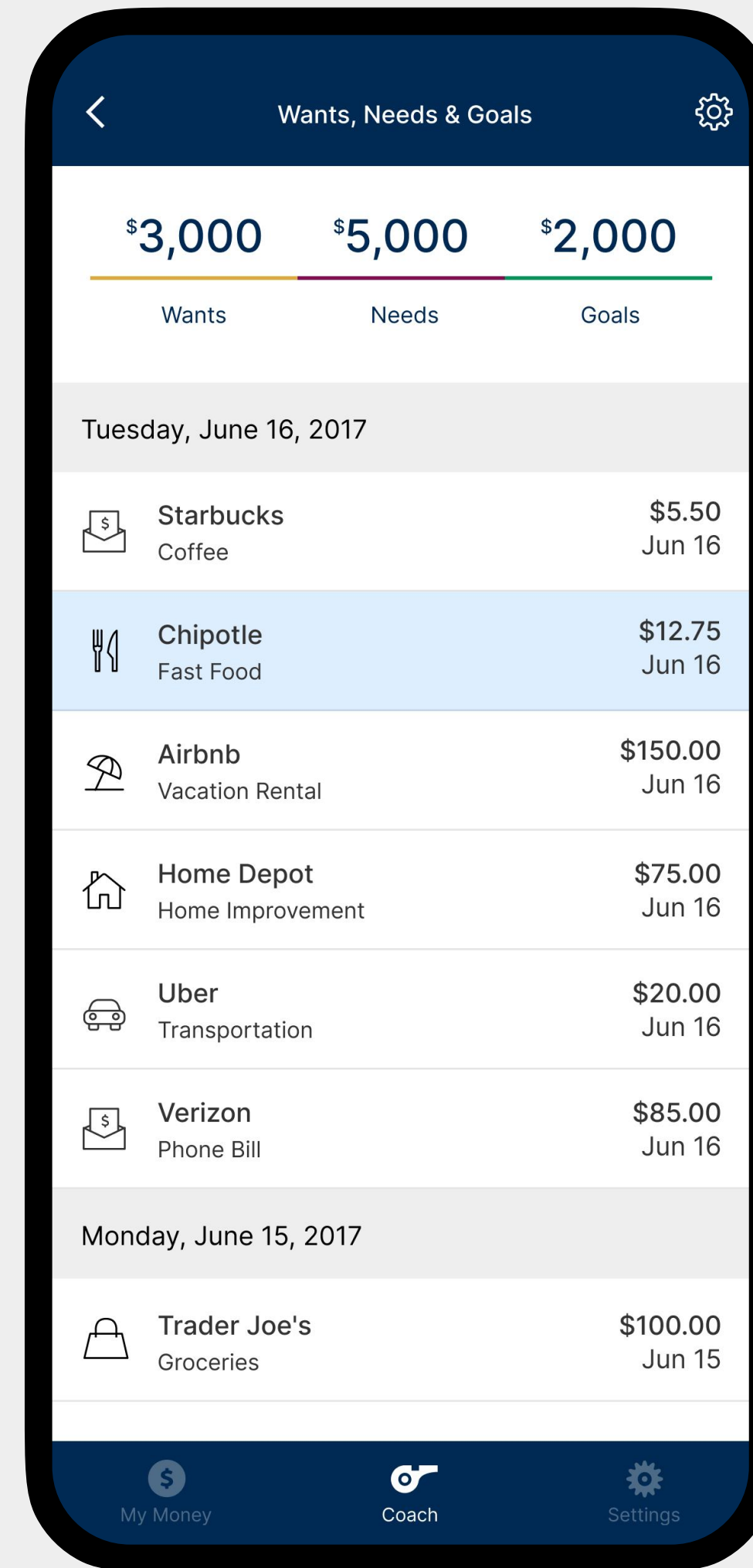
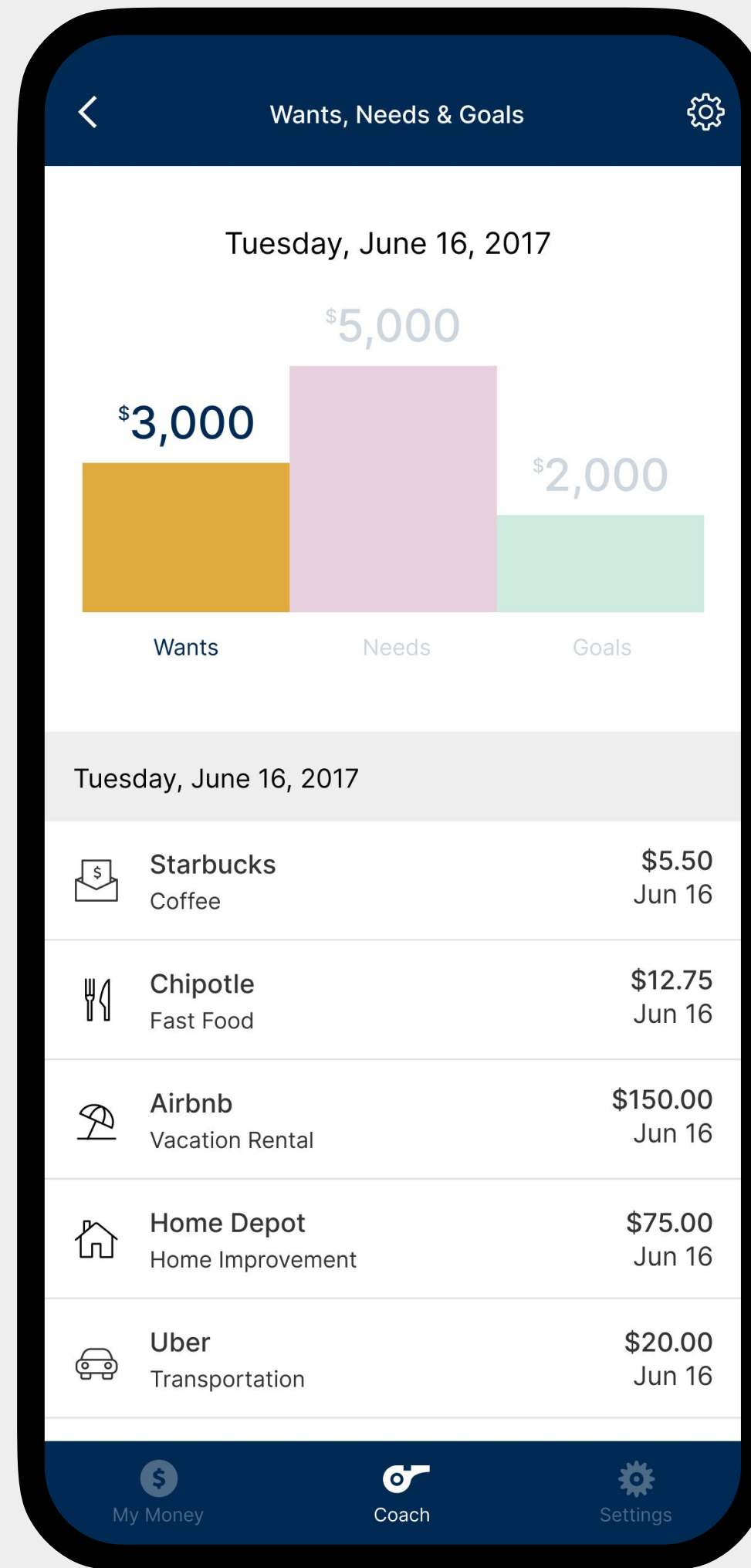
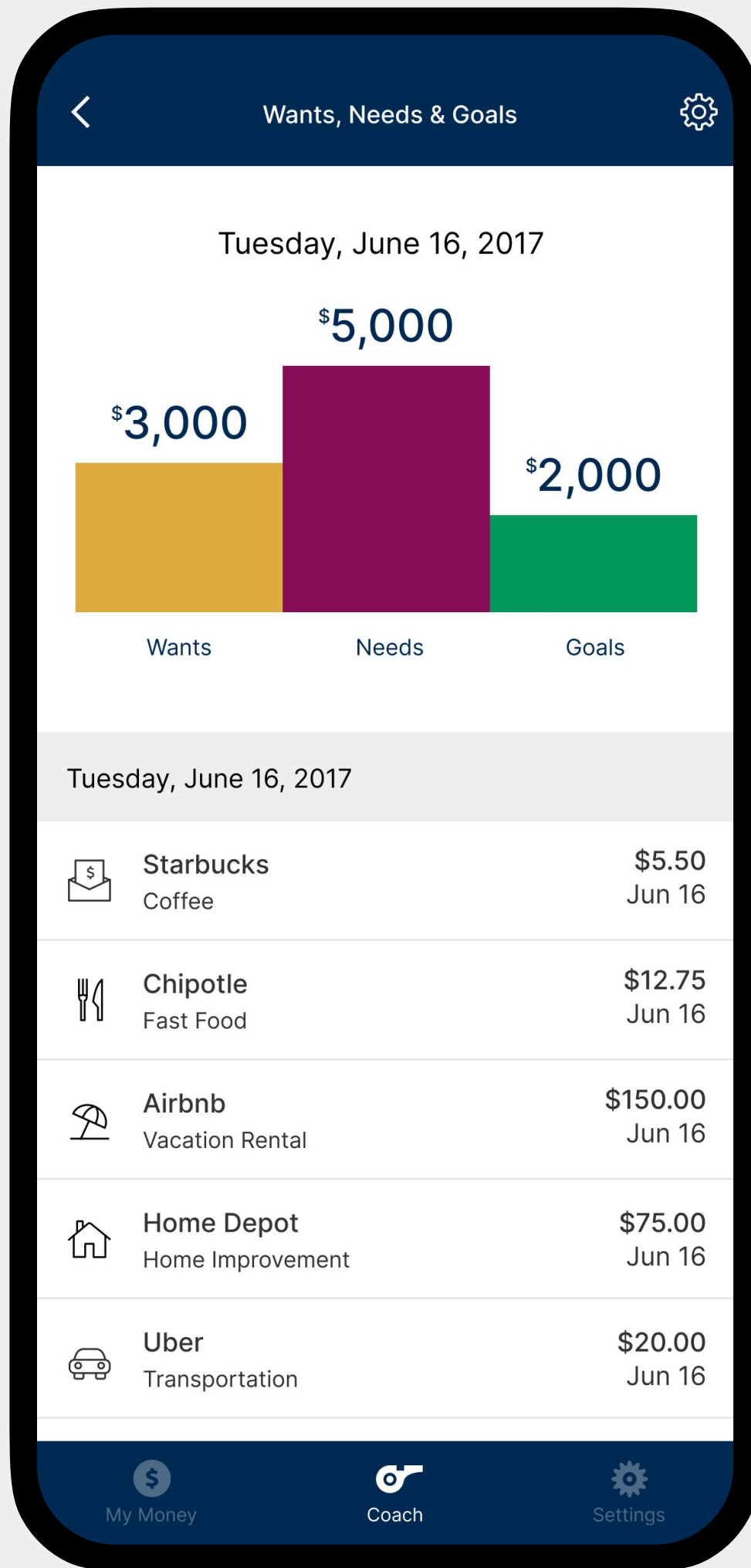
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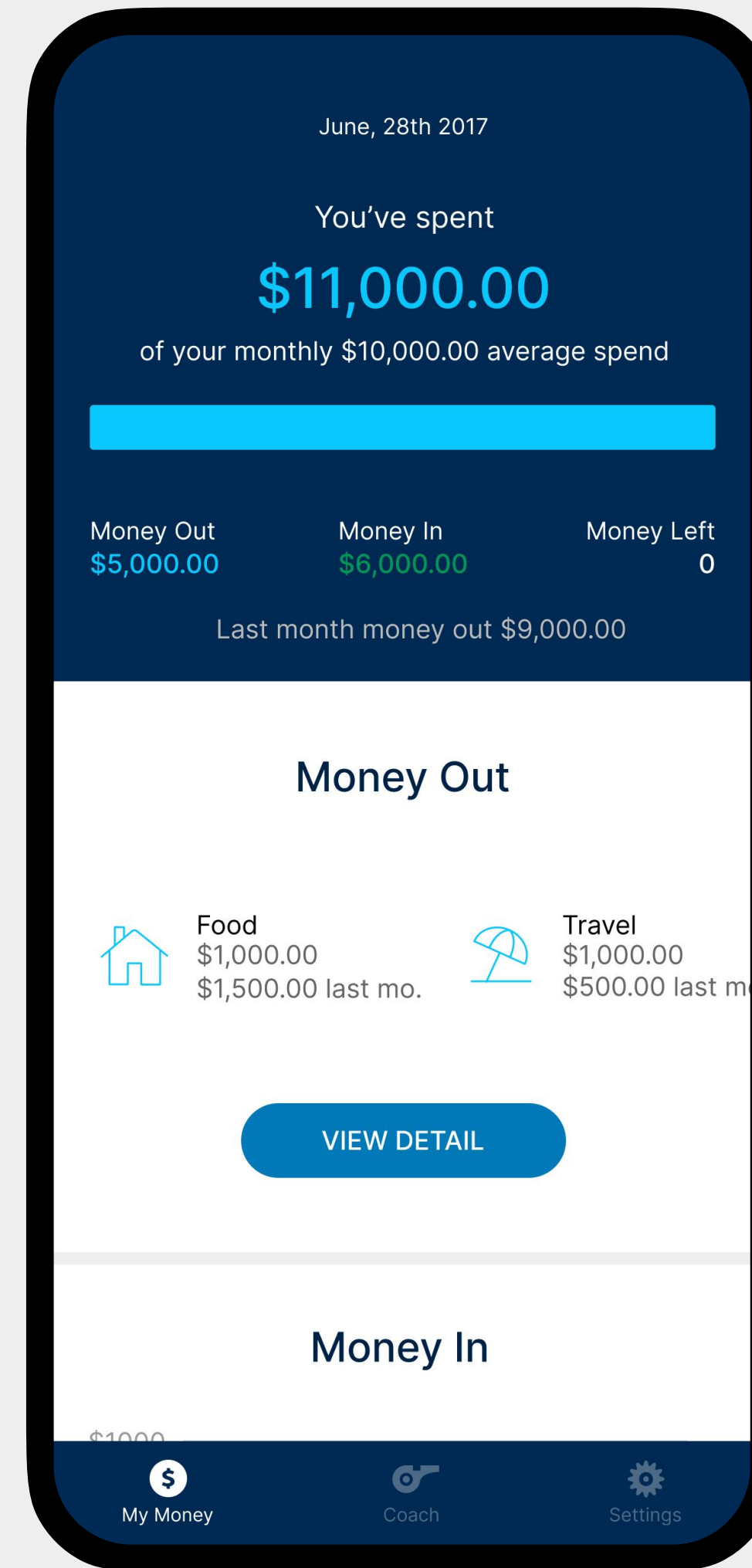
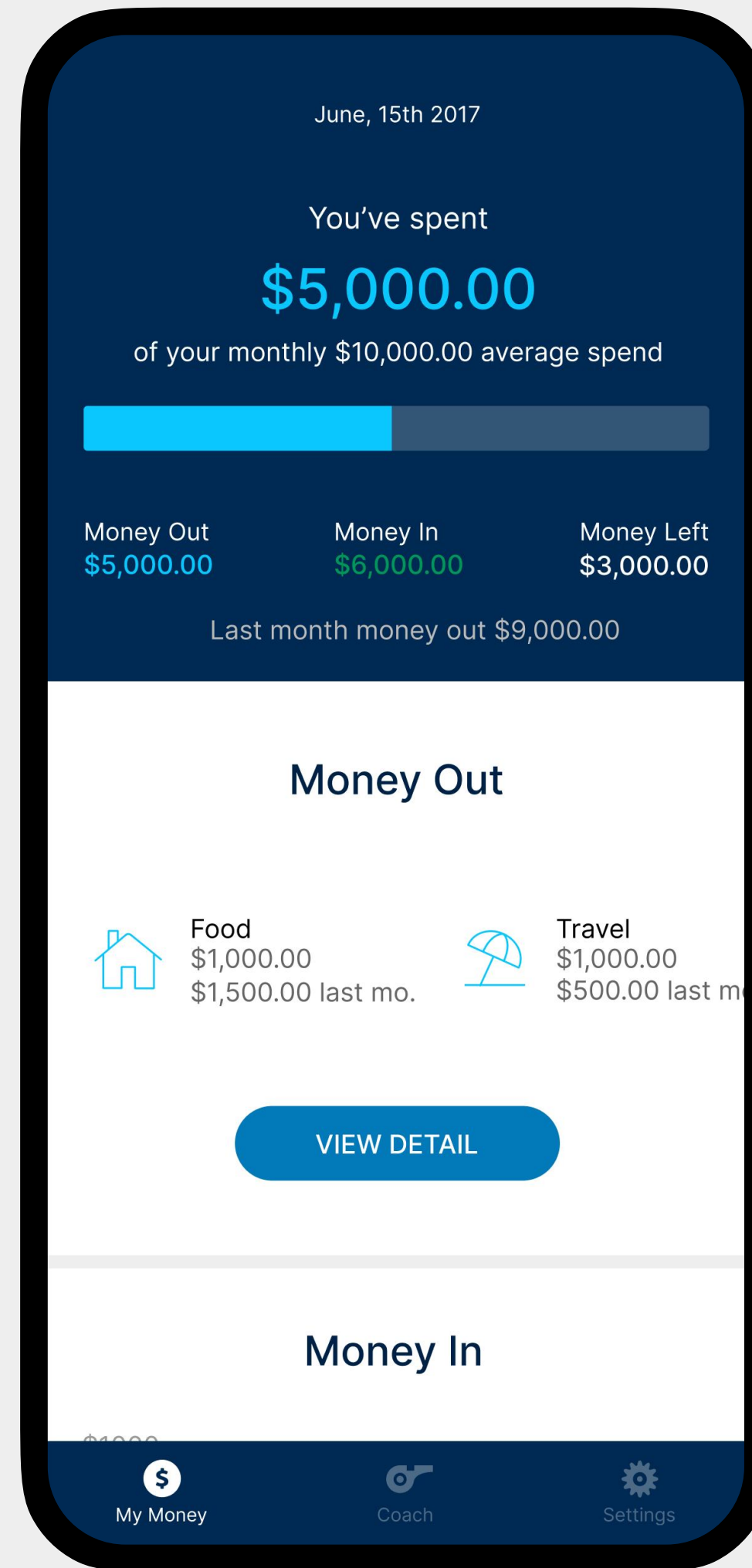
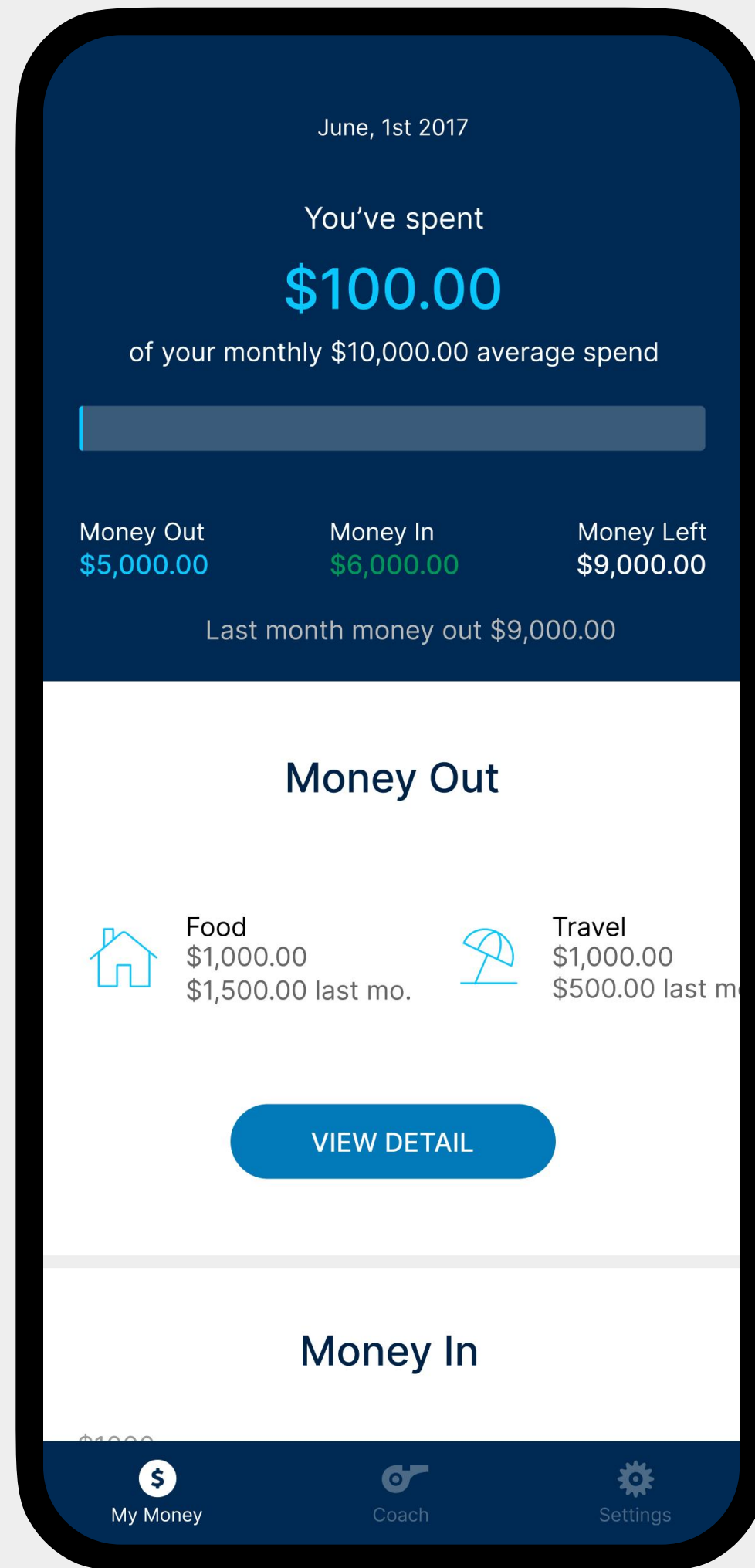
Money In vs Money Out

Category	Amount
Money In	\$4,129
Money Out	\$3,445

You've chosen to categorize this item as Wants. Wants are non-essential expenses you would like to buy. It's your personal choice. Needs are essential expenses you would have to pay no matter what, such as groceries, housing, utilities, and bills.

Is this information useful?





June, 15th 2017

You've spent
\$5,000.00
of your monthly \$10,000.00 average spend

Money Out	Money In	Money Left
\$5,000.00	\$6,000.00	\$3,000.00

Last month money out \$9,000.00

Money Out

Food	Travel
\$1,000.00	\$1,000.00
\$1,500.00 last mo.	\$500.00 last m

[VIEW DETAIL](#)

Money In

Money In

[VIEW DETAIL](#)

Linked Accounts

Platinum Credit Card (..5478)	\$35,000.00
Platinum Credit Card (..5478)	\$25,000.00
AE Credit Card (..4528)	\$8,000.00

[VIEW DETAIL](#)

Linked Accounts

Platinum Credit Card (..5478)	\$35,000.00
Platinum Credit Card (..5478)	\$25,000.00
AE Credit Card (..4528)	\$8,000.00

[VIEW DETAIL](#)

Recent Activity

Amazon Refund	+\$25.00	Jun 1	
Best Buy Electronics	-\$200.00	Pending	
Netflix Entertainment	-\$15.99	Jun 1	EDIT SHOW
Apple Subscription	-\$9.99	Jun 1	
Spotify Music Streaming	-\$9.99	Jun 1	

AE Credit Card (..4528) \$8,000.00

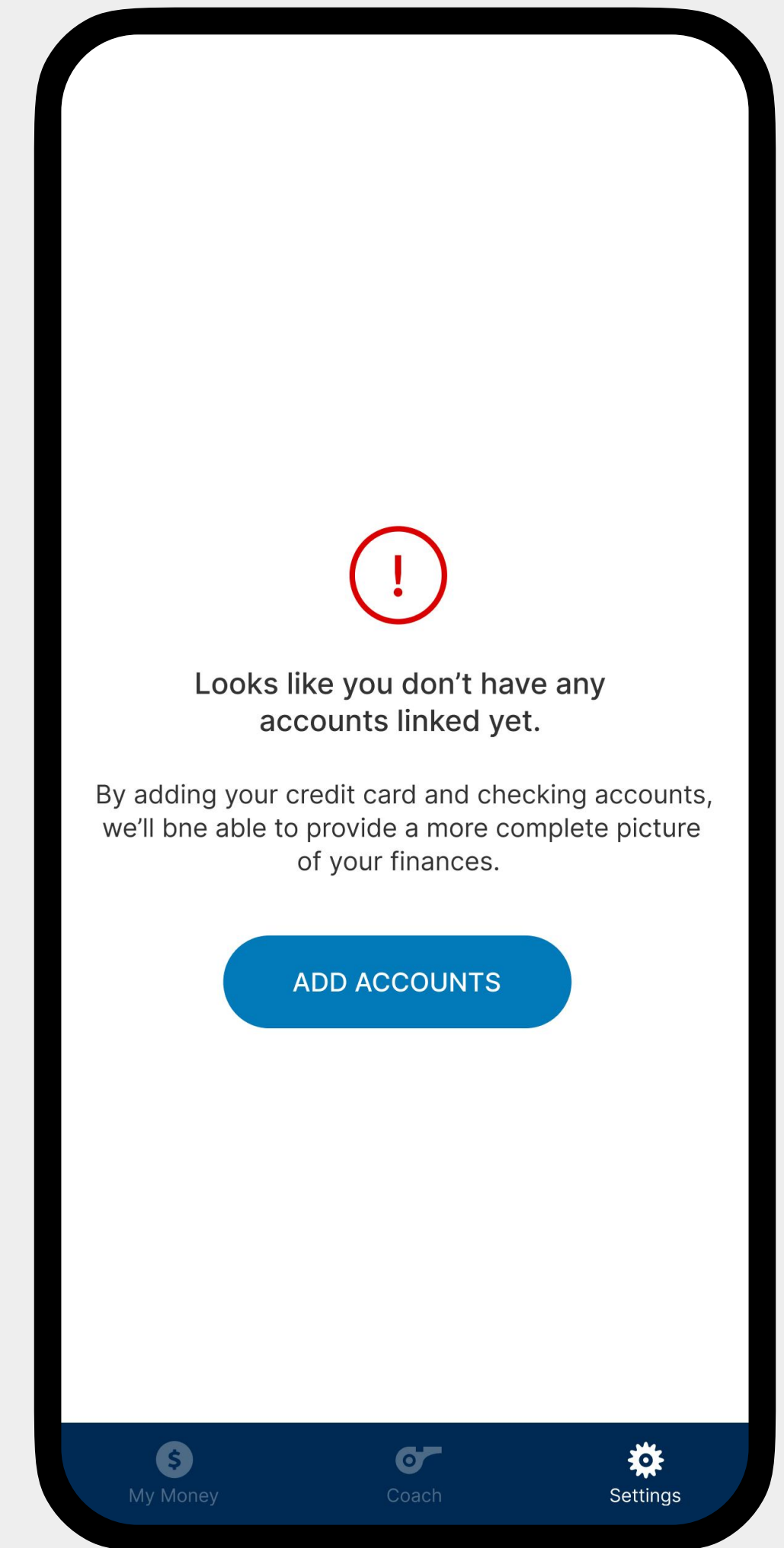
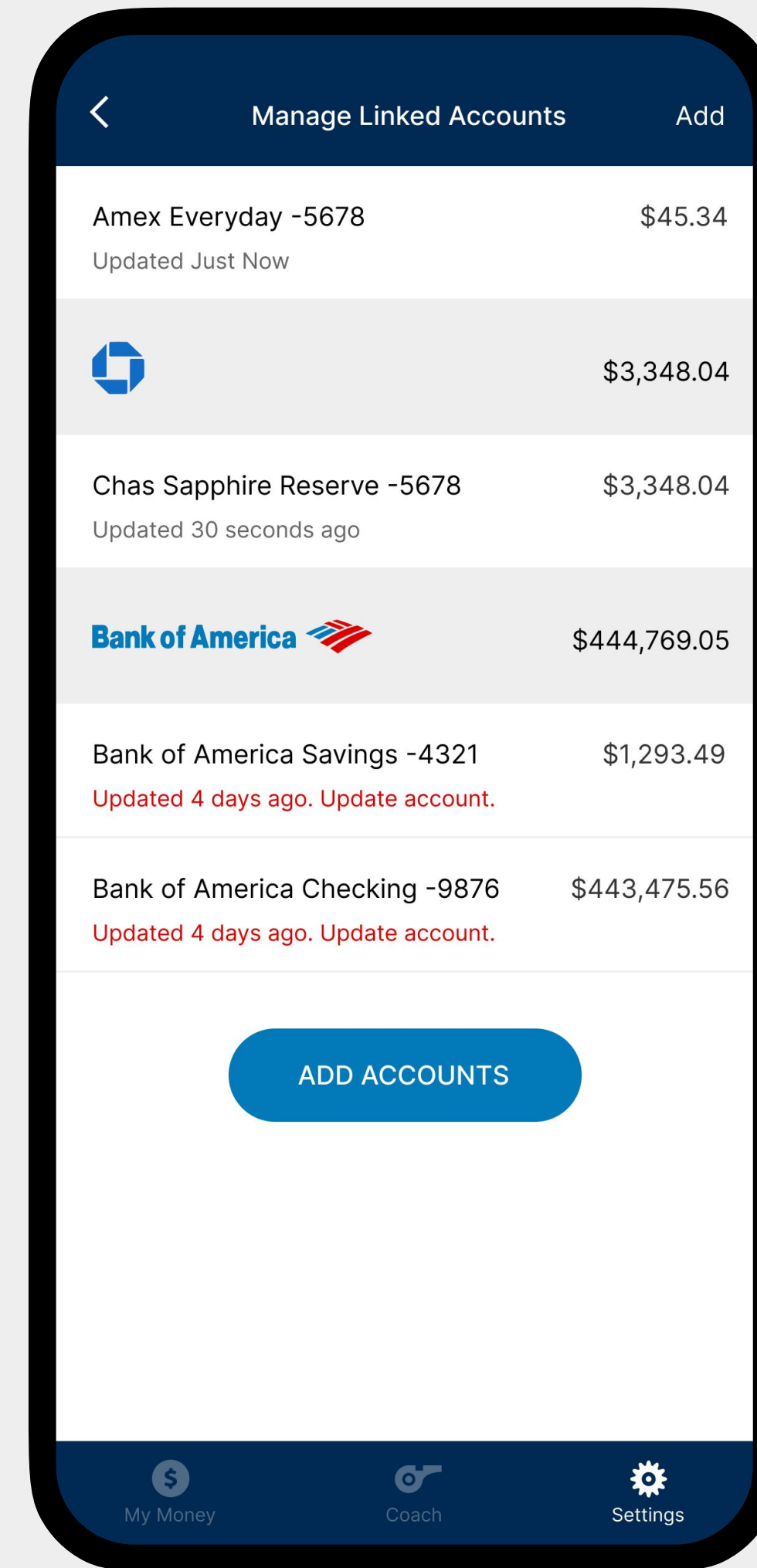
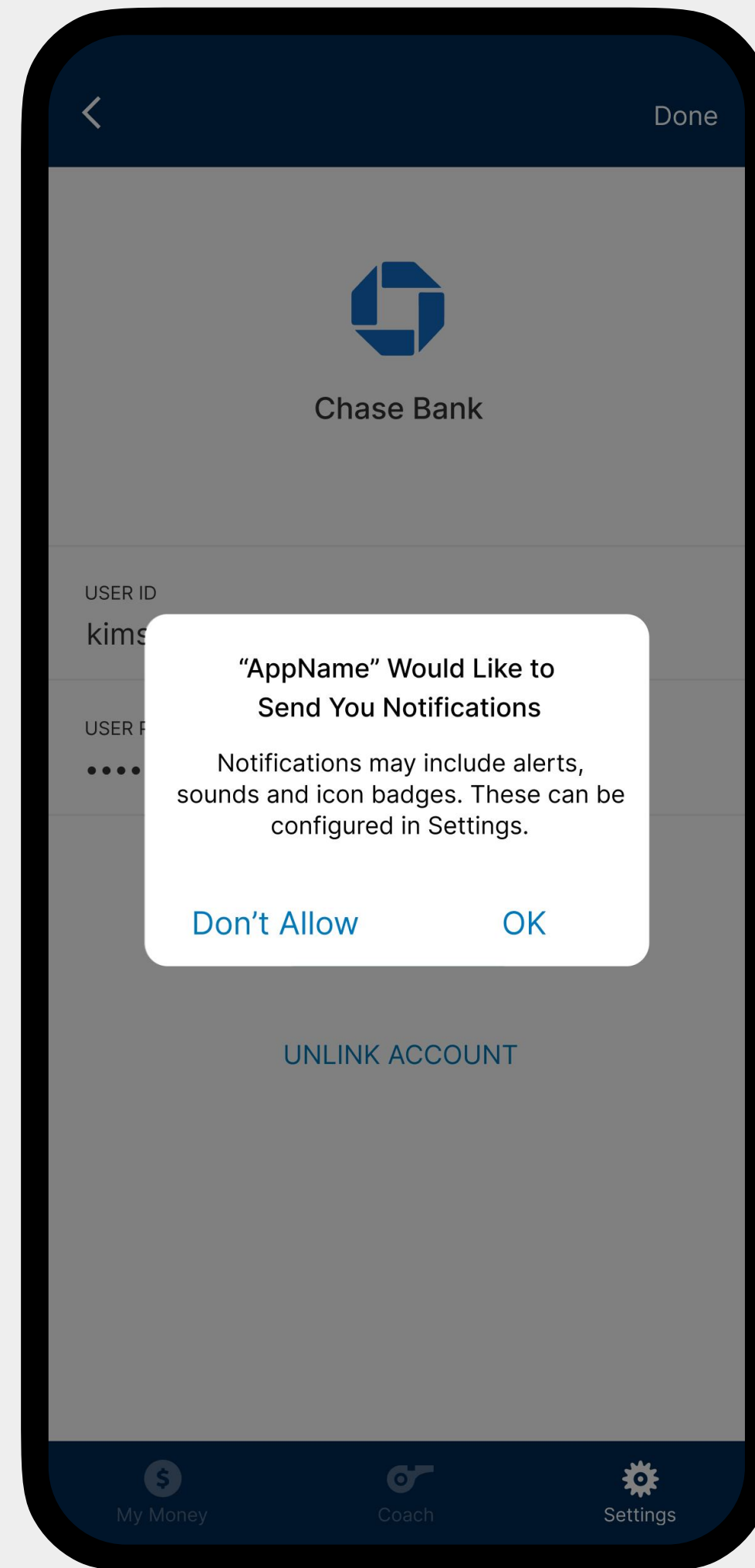
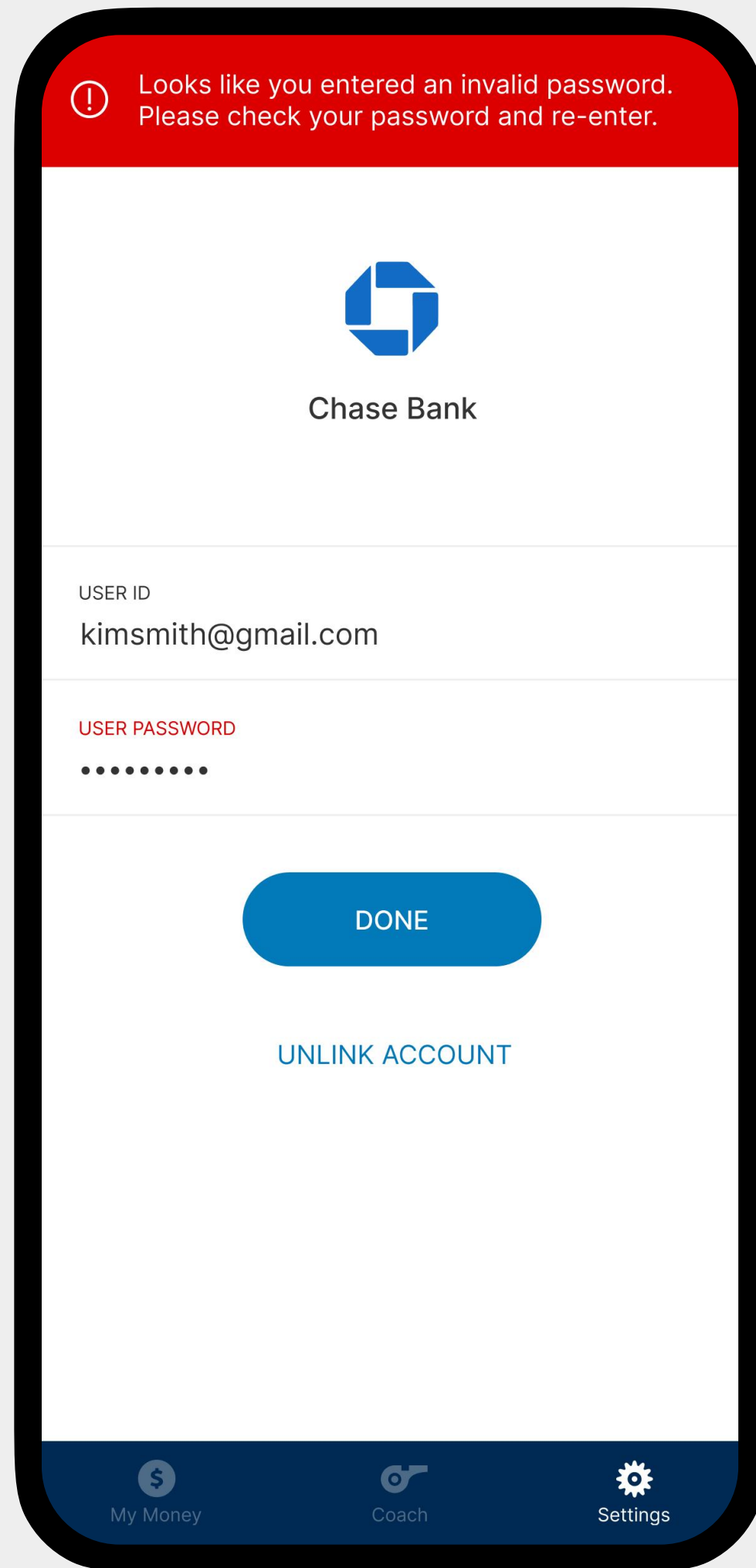
[VIEW DETAIL](#)

Recent Activity


Amazon Refund	+\$25.00	Jun 1	
Best Buy Electronics	-\$200.00	Pending	
Netflix Entertainment	-\$15.99	Jun 1	EDIT SHOW
Apple Subscription	-\$9.99	Jun 1	
Spotify Music Streaming	-\$9.99	Jun 1	

[WANT](#) **[NEED](#)** [GOAL](#) Target Household Items

[SEE ALL ACTIVITY](#)



canvas
designed by **citi**




Spend smarter

Our goal is simple: We want to coach you to develop smart spending habits.

● ○ ○ ○

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Get the full picture

Get an overview of what you're spending and where you're spending it.

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In this together

Over time, we'll help you track changes in your spending so that you can practice smart financial habits.

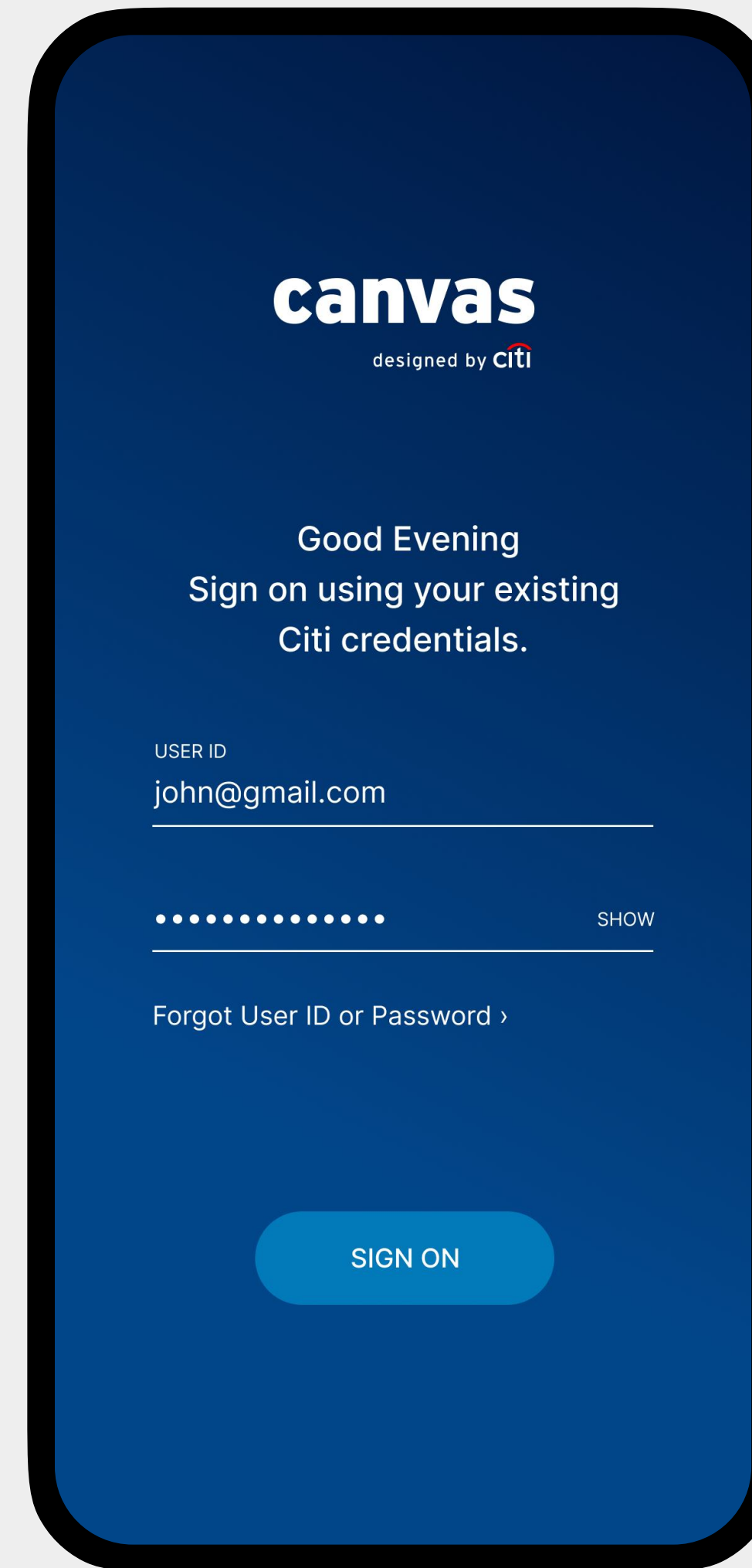
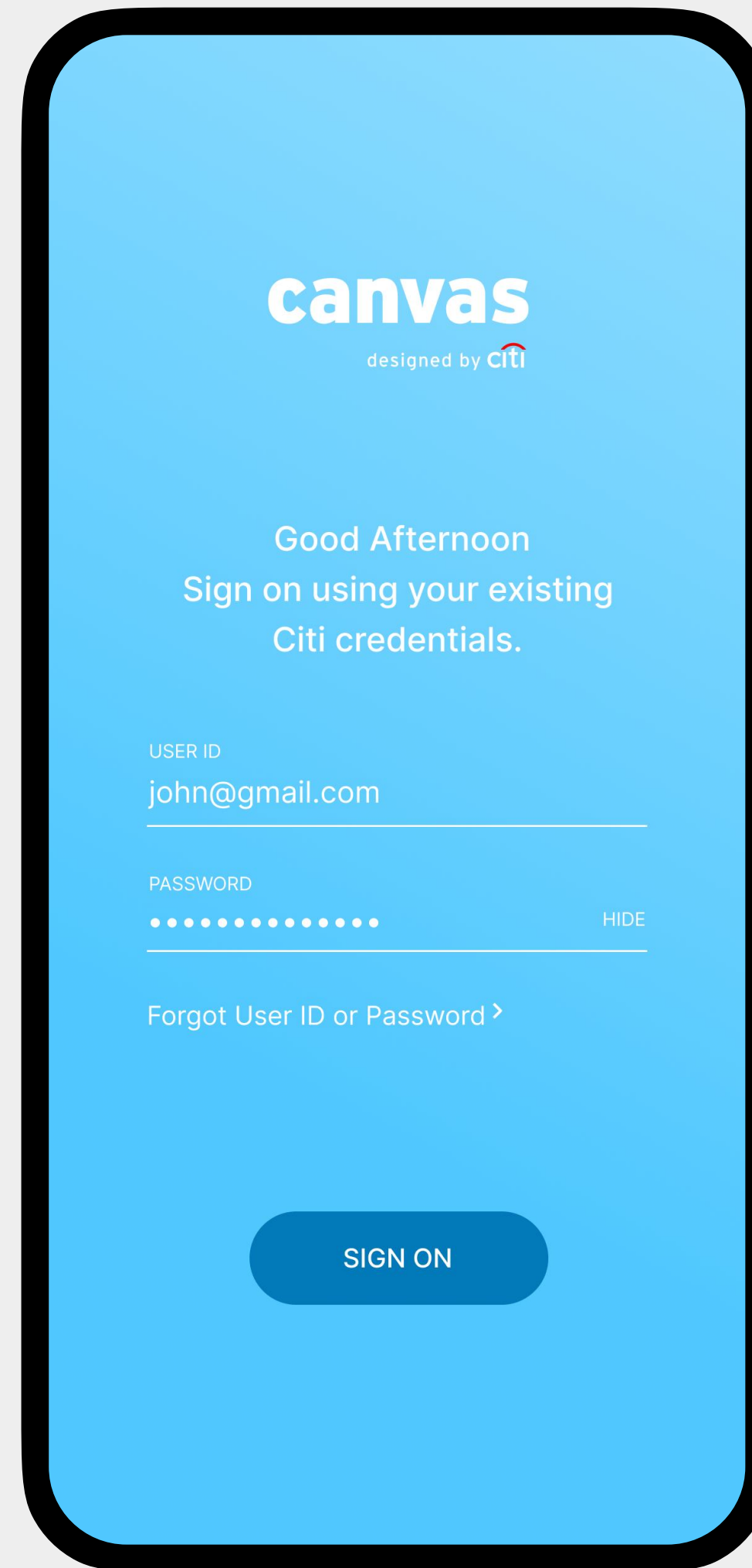
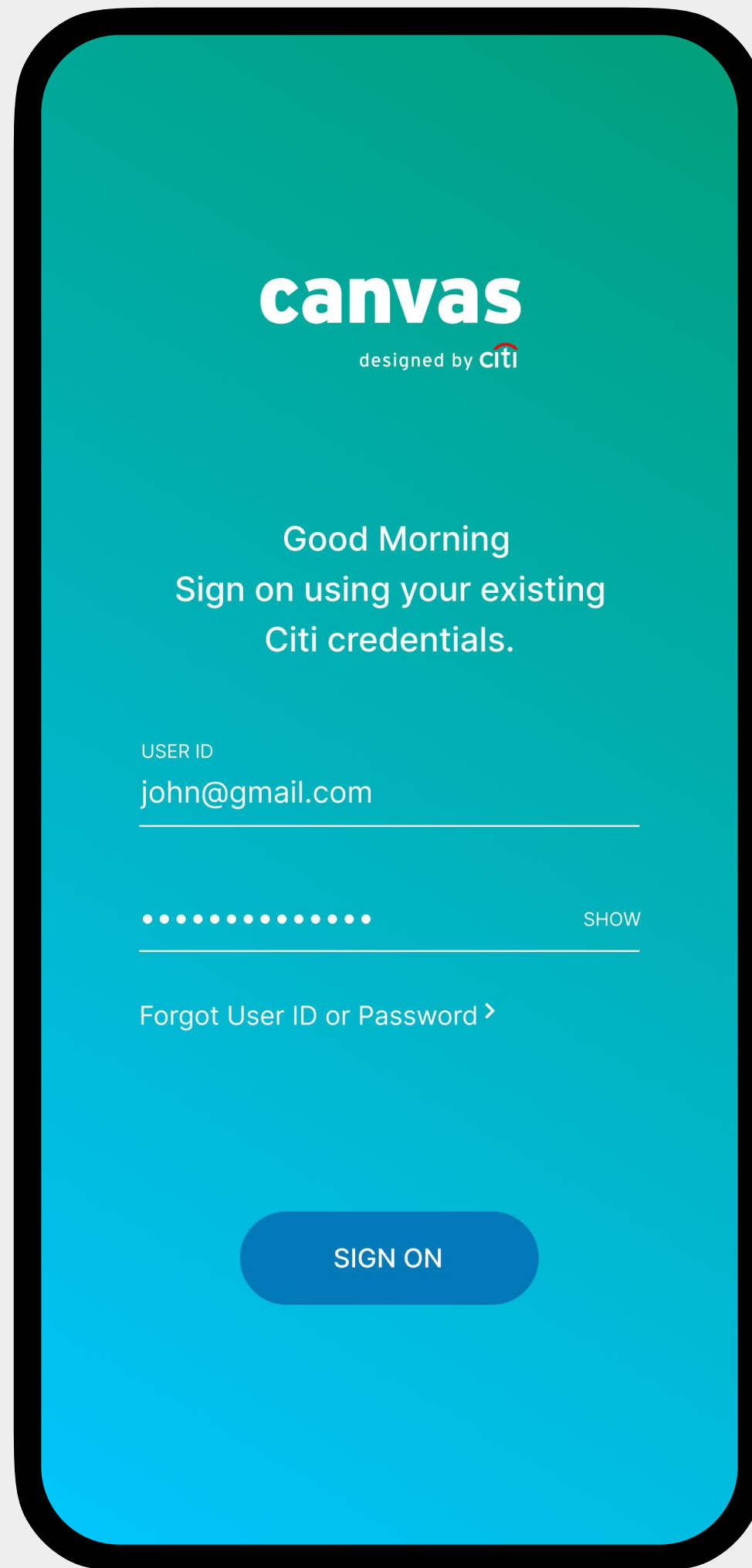
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canvas
designed by **citi**

Almost there!

Just a few more minutes, and you'll be ready to begin.

[GET STARTED](#)



06

Canvas by Citi

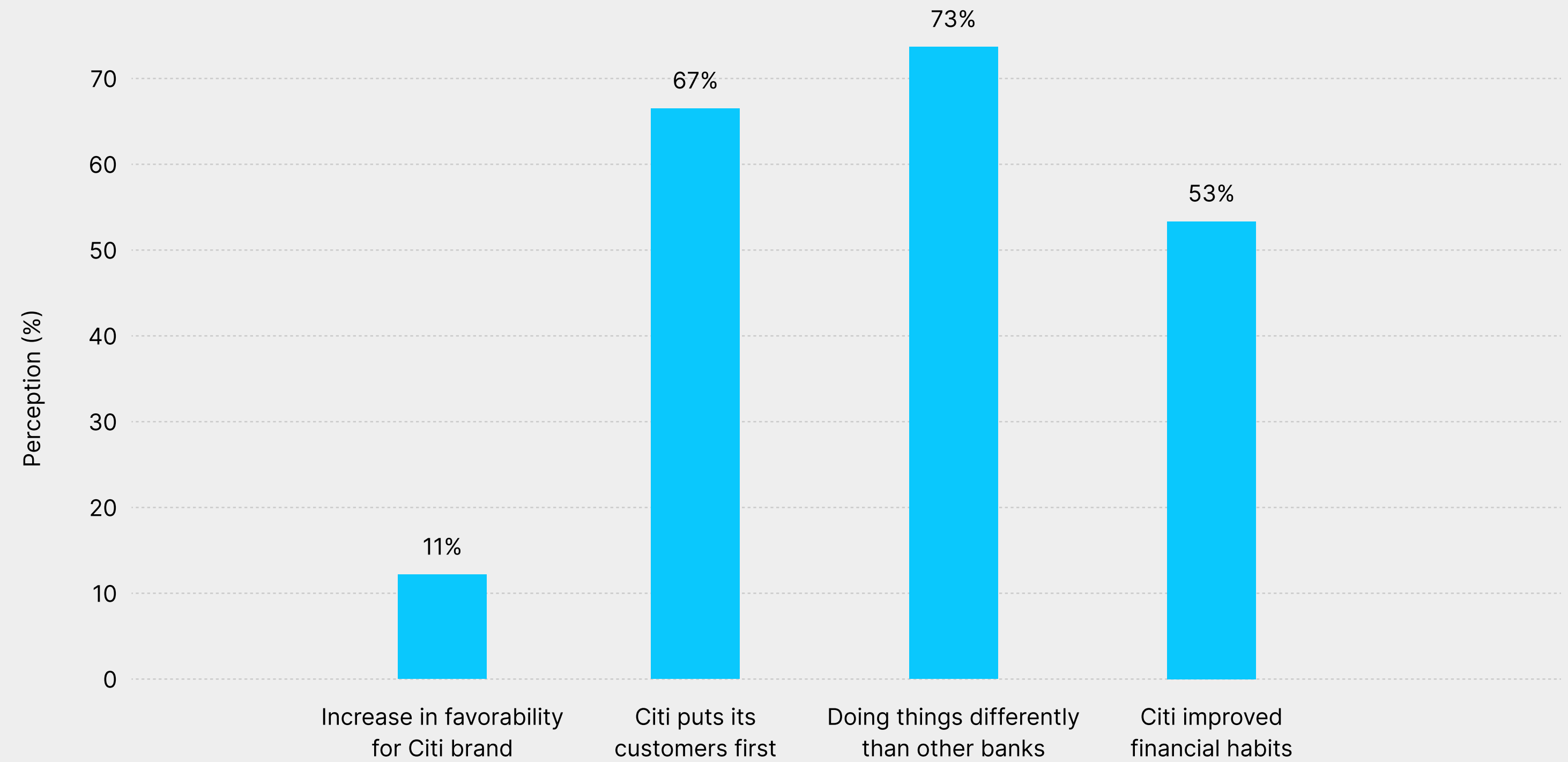
Outcomes

We've discovered that this initiative goes beyond traditional financial tools by creating a community-driven environment where users can actively contribute to shaping the future of financial technology while gaining greater control over their financial well-being.

Survey Results on Citi Brand Perception

- 11% increase in favorability for the Citi brand.
- 67% agree that Citi puts its customers first.
- 73% agree that Citi is doing things differently than other banks.
- 53% of participants said that Citi helped them improve their financial habits.

Survey Results on Citi Brand Perception



Note: Data through 09/30/2020.

Source: Research conducted with a group of 5,000 customers using the beta version of Canvas by Citi during Q3 2020.