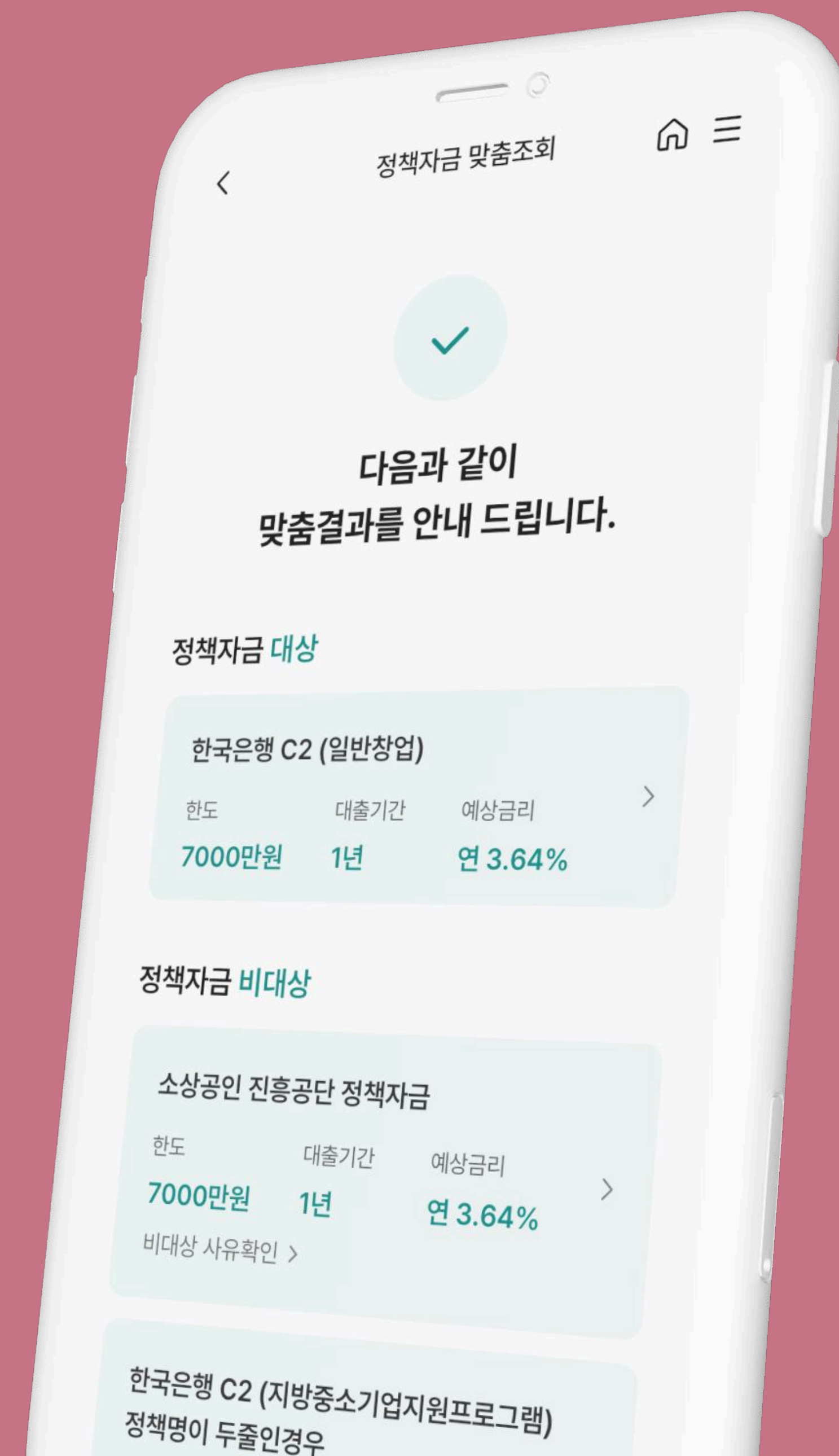




Fund Match

PROJECT	Hana Bank's customized search feature for funds
ROLE	Product Designer <ul style="list-style-type: none">• Establishment of Product Improvement Direction• Establishment of Key Visual Direction• Establishment of IA (Information Architecture)• User Flow• Wireframe, Prototype• UX Writing• Communication with Stakeholders, Designers, and Developers
DURATION	November 2022 (1 month)



Contents.

Project Vision

Challenge

Solution

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Project Vision.

Project Vision.

Who's the users & what's their needs

For most small business owners loans are inevitable to run their businesses.

There are government funds available for them, but regulations and policies can be complex, requiring a lot of time and effort to research.

It is necessary to enable each business owner to make customized inquiries and obtain only the necessary information they need.

Goal

We will create a customized search service with both usefulness and usability.

By simply inputting basic information, business owners can quickly search for government funds that fit their needs.

Additionally, non-members will also be able to conduct searches, and we will guide them through the process of actually obtaining the funds, rather than just ending the service at the search stage.

This will attract actual loan customers, making the service more than just a tool for searching government funds.

Challenge.

Challenge.

Challenge 1

All users, both non-members and members, can freely utilize this service.

Challenge 2

Provide a seamless & linear experience

Challenge 3

Functional & User-Friendly UI

Solution.

Solution.

Solution 1

All users, both non-members and members, can freely utilize this service.

Applying for a loan requires a great deal of caution and care, especially for small business owners who want to know which funds are suitable for them and what the interest rates are before making a decision.

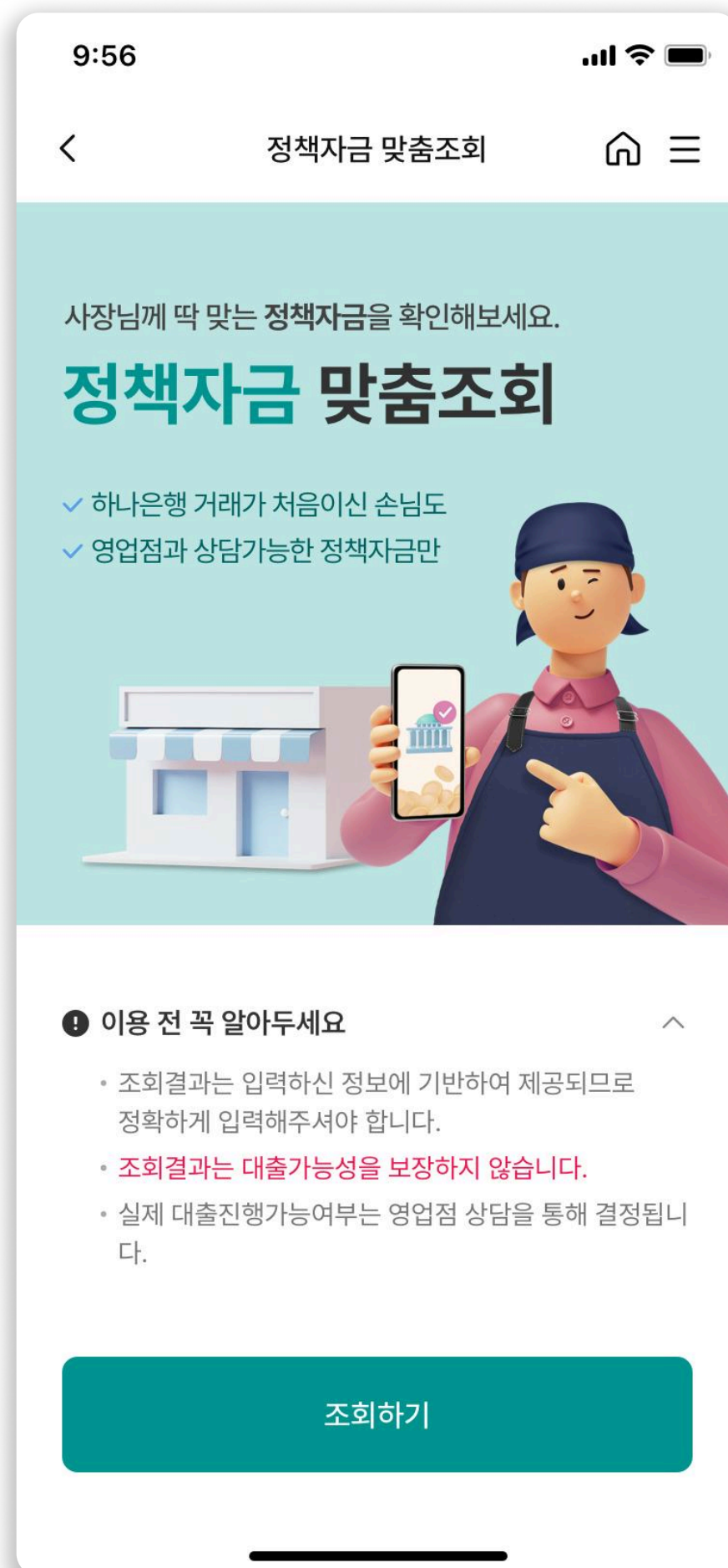
To make the service more convenient for all users, the service should allow them to easily use it even without logging in.

Since important company information such as the business registration number needs to be entered,

the user's data should be protected by not storing it if the user does not want to connect with a branch consultant.

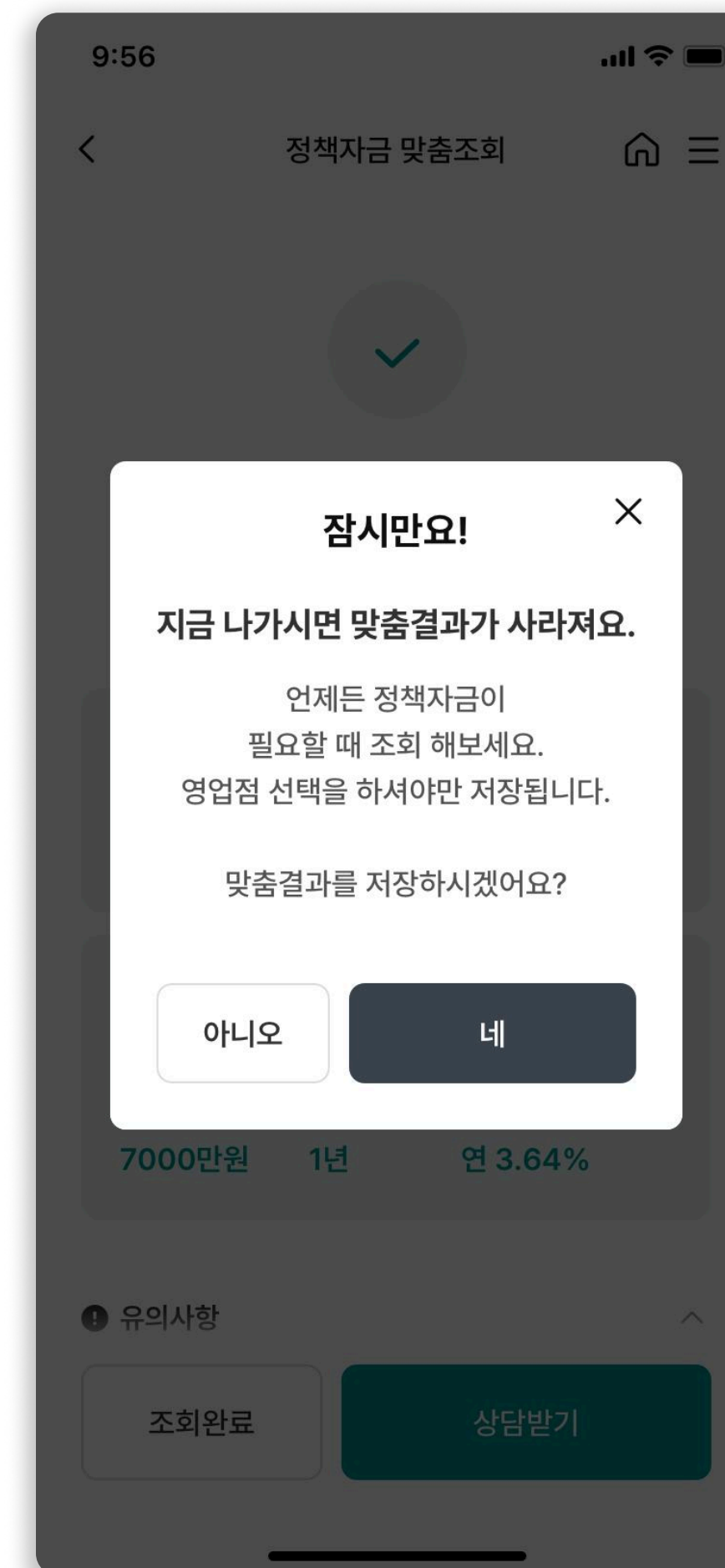
However, for users who want to apply for a loan, the service should smoothly connect them with a consultation branch to facilitate the loan application process.

Home



Non-members can use the service.
When they want to process further,
they can sign up.

Popup



If users attempt to exit, a popup comes
up and checks if the users want to save
the input data for the future.
If Non-member says Yes, she is directed
to join the bank.

Solution.

Solution 2

Provide a seamless & linear experience

To search for government funds, a lot of information about the company is required. Therefore, instead of having users input information on multiple screens, it is designed to be completed in one screen. After inputting the information, the funds are immediately displayed, along with reasons for being eligible or ineligible. This is done to provide users with all the necessary information without having to Google additional information.

Steps

9:56

< 정책자금 맞춤조회 >

✓

정책자금 맞춤조회
저장이 완료되었습니다.

이후 진행사항은 오프라인으로 진행되며
맞춤조회 결과는 조회내역에서 언제든지 확인 가능합니다.

STEP 1 신청하신 영업점에 방문하여 대면상담

- 사업자등록증, 신분증을 지참해주세요.
- 손님이 선택해주신 입력값을 참고로하여 영업점에서 상담해드립니다.

2 필요 시 인근 유관기관 방문

3 영업점에서 대출신청

조회 내역 보기

Give useful details about next steps for the users.

Form

9:56

< 정책자금 맞춤조회 >

[선택] 더 정확한 맞춤조회를 위한
추가정보를 입력해주세요.

작년도 평균매출액

10억원 이하

※ 미입력 시 '10억 이하'로 입력됩니다.

원하시는 대출기간

상관없음

※ 미입력 시 '상관없음'으로 입력됩니다.

고용관련 세액공제여부 ②

해당

※ 미입력 시 '비해당 또는 잘 모름'으로 입력됩니다.

신용점수범위

745 ~ 819

※ 미입력 시 '818~859점'으로 입력됩니다.

다음

All the inputs including mandatory and optional are on one page.

Solution.

Solution 3

Functional & User-Friendly UI

Create a simple and user-friendly interface that eliminates user prejudices about government funds, which can be perceived as complex regulations and rules.

Tooltip

9:56

< 정책자금 맞춤조회 >

[선택] 더 정확한 맞춤조회를 위한 추가정보를 입력해주세요.

특허권, TCB 등 기술력 등급 보유여부 ②

선택하세요

※ 미입력 시 '비해당 또는 모름'으로 입력됩니다.

고용관련 세액공제여부 ②

해당

특허권, TCB 등 기술력 등급 보유란? ✕

아래 항목과 같이 객관적으로 증빙 가능한 기술력을 바탕으로 창업한 경우를 말합니다.

1. 특허권 및 실용신안권 보유
2. 정부 및 정부공인기관 인증기술 보유
3. R&D 기반 창업기업
4. 기술신용평가(TCB)기반 창업기업
5. 연구개발 우수기업
6. 신성장동력 영위기업

When filling out the form, provide the tool tips about unfamiliar terms.

Result

9:56

< 정책자금 맞춤조회 >

✓

다음과 같이 맞춤결과를 안내 드립니다.

정책자금 대상

한국은행 C2 (일반창업)			>
한도	대출기간	예상금리	
7000만원	1년	연 3.64%	

한국은행 C2 (지방중소기업지원프로그램) 정책명이 두줄인경우			>
한도	대출기간	예상금리	
7000만원	1년	연 3.64%	

조회완료 상담받기

On result page, give them a brief information and highlight important factors.

Takeaways.

Takeaways.

Freedom comes with responsibility

This project personally means a lot to me since it was the first project where I was given a lot of freedom. Even for small features, I needed a well-planned approach and solid reasoning to convince everyone. Also, it reminded me that regardless of the outcome, I need to have leadership and a sense of responsibility to see the project through from start to finish.