

# Manasi's Design Portfolio

Highlights: 2022 - 2023

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# Hi! I'm Manasi

## About me

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I hail from India. I harbor a love for writing, creating user-centered narratives, and breathing life into how people engage with a product or a service.

## What defines me

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- I'm a Storyteller turned Content Designer
- Majored in Feature film screenplay writing

## Approach

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I apply design thinking and behavioral science to my work and a few areas in life. :)

# My time at Grab

I worked for 3 tech families under Grab's Finance verticals: **Payments**, **Lending**, and **Loyalty**. I also helped to shape the Payments Glossary and formalise a Legal and Compliance review process for our English and regionally localised content.

## Glossary

This document captures the UI-facing terms/phrases that are unique to Grab's Fintech domain. Definitions, contextual usage, and legal dos and don'ts turned this glossary into more of a toolkit for designers and stakeholders. Regional localisations reduced confusion and errors, and payment processes became more accessible, efficient, and user-friendly.

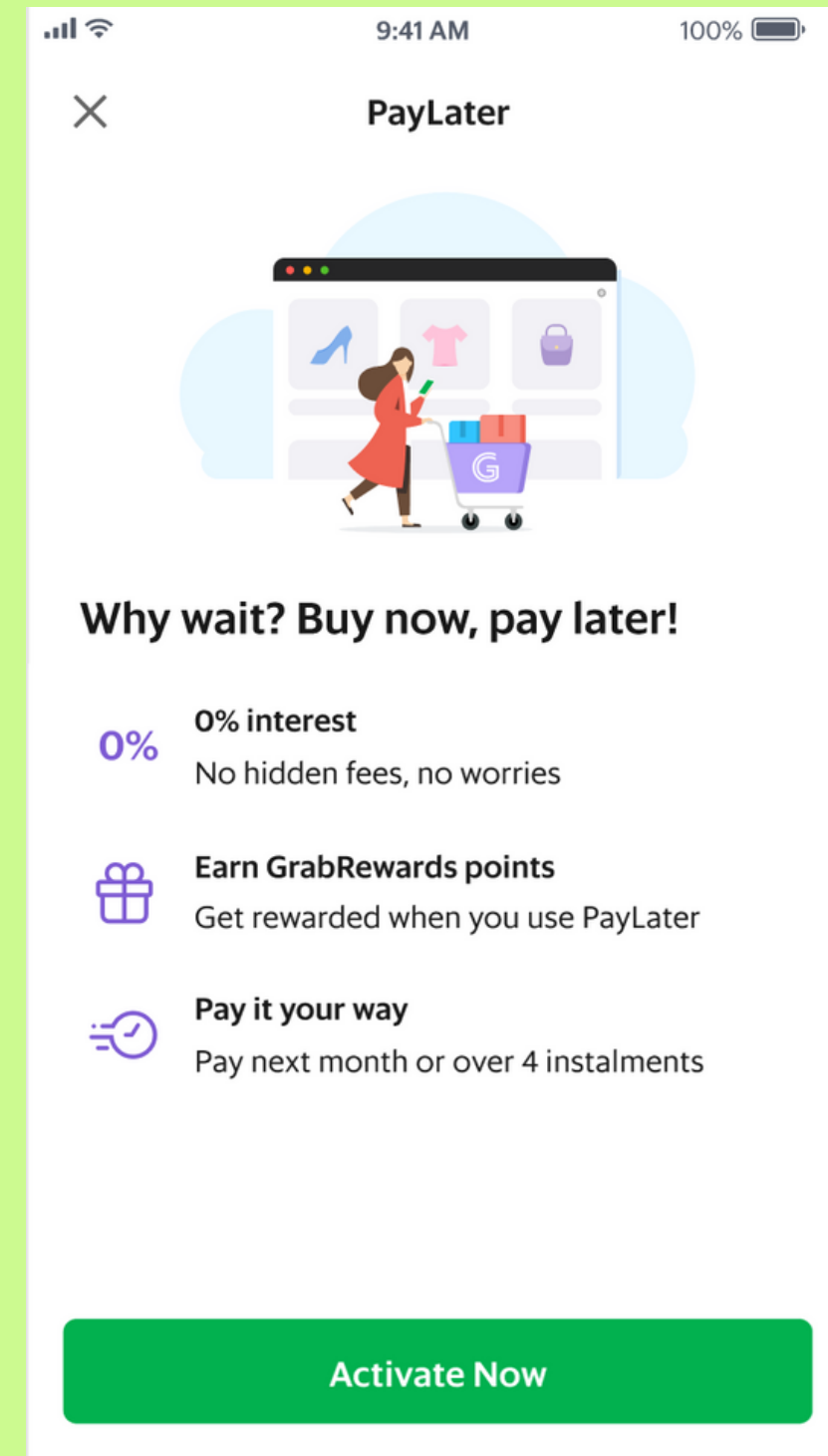
## Legal & Compliance review process

Payment products are subject to many regulations and licensing rules. As we iterate and update our in-app product flows and communications, we make sure these requirements are met. The legal review process improved our workflows for efficiency and simplicity.

# Project 1

Grab PayLater

Onboarding





# Context

Grab is committed to a hyperlocal strategy and in Asia, a majority of the consumers are price-sensitive. The ability to make small payments over a short period of time – without compounding interest – is alluring. As consumer income takes a hit in the wake of the pandemic, instalment plans that enable consumers to spread their expenses over a longer term through flexible financing and an easy credit model, such as the “PayLater” feature offered by GRAB, are particularly attractive.

# Goal

- Increase accessibility to PayLater
- Make the onboarding to PayLater more attractive and approachable

# Audience

Gen Zs and millennials with families between the ages of 18-45 years.

# My role

Lead Content Designer

# Stakeholders

Product designer, PM, PMM, Payments and Lending teams, Legal and Compliance

# Contribution

Reframed the onboarding concept, developed key messages, co-explored design, and collaborated with Legal and Data Privacy on sensitive text.

# My process

Starting with initial research, developing user archetypes, holding a content design workshop with PMM, PMs, and Designers, and moving on to creating the final onboarding screens.

# I started with identifying user Archetypes

These are some of the user archetypes based on research findings.

- **Promo Hunters** – Have a transactional relationship with PayLater; likely drop off once reward points are removed or reduced
- **Credit Savvy** – Primarily card users, who use an e-wallet to double-dip on top-ups.
- **Cash-strapped** – Use PayLater to stretch their cashflow.
- **Cynical** – Generally conservative users.



# Created user stories

I probed publicly available resources and tools (social media, forums, blogs, reviews, and comments).

I paired this info with my own analysis to discover at which touchpoints these archetypes meet in the journey.

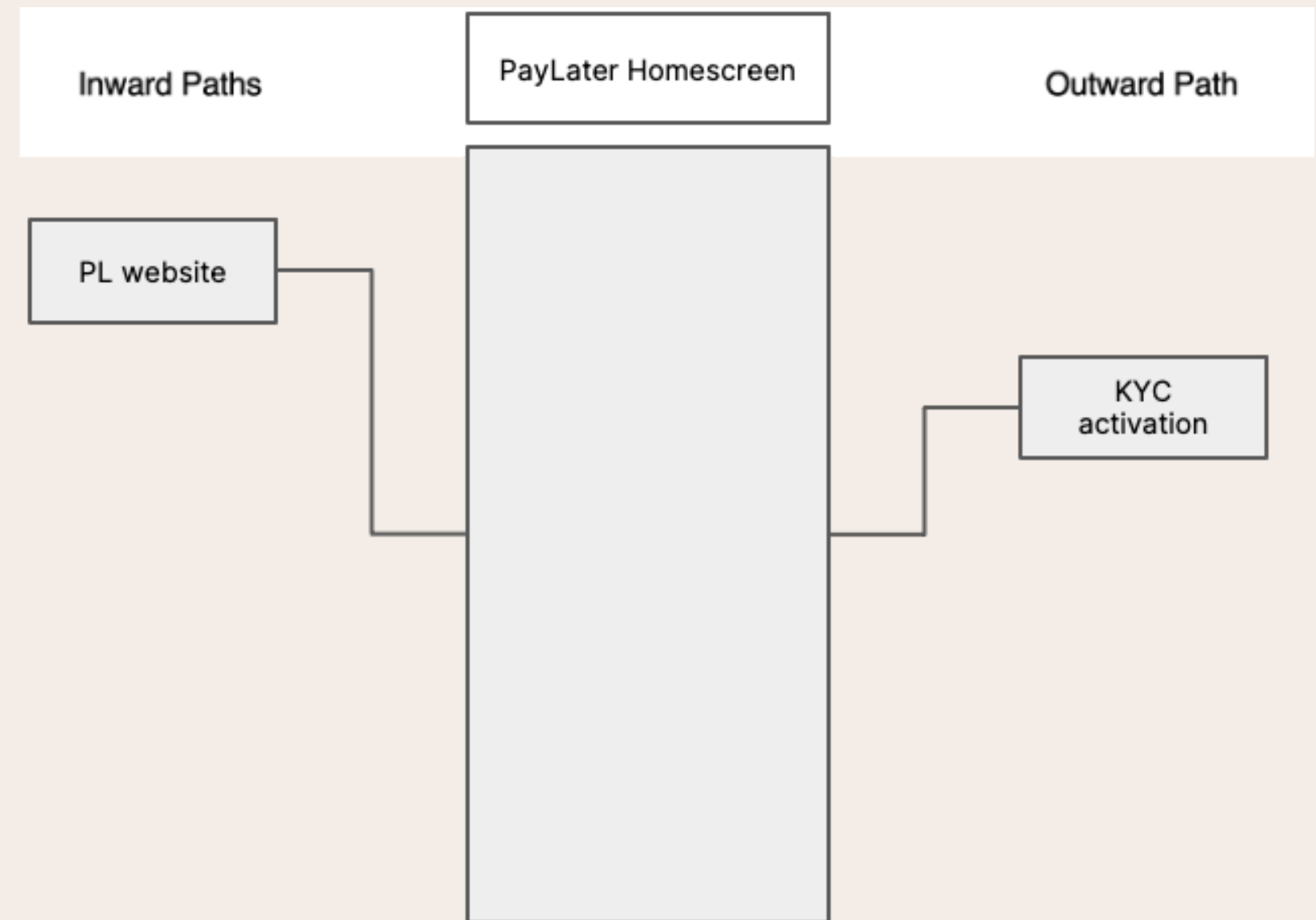
- Who are our key archetypes?
- What are their needs based on:
  - Facts?
  - Reason?
- What should be their ideal end state?

As a	I need to	so that	I'll know when I'm done when
Promo hunter	Know who are PL merchants	I know where I can spend PL	I see a list of PL MEX
Fiscally challenged			
Apathetic			



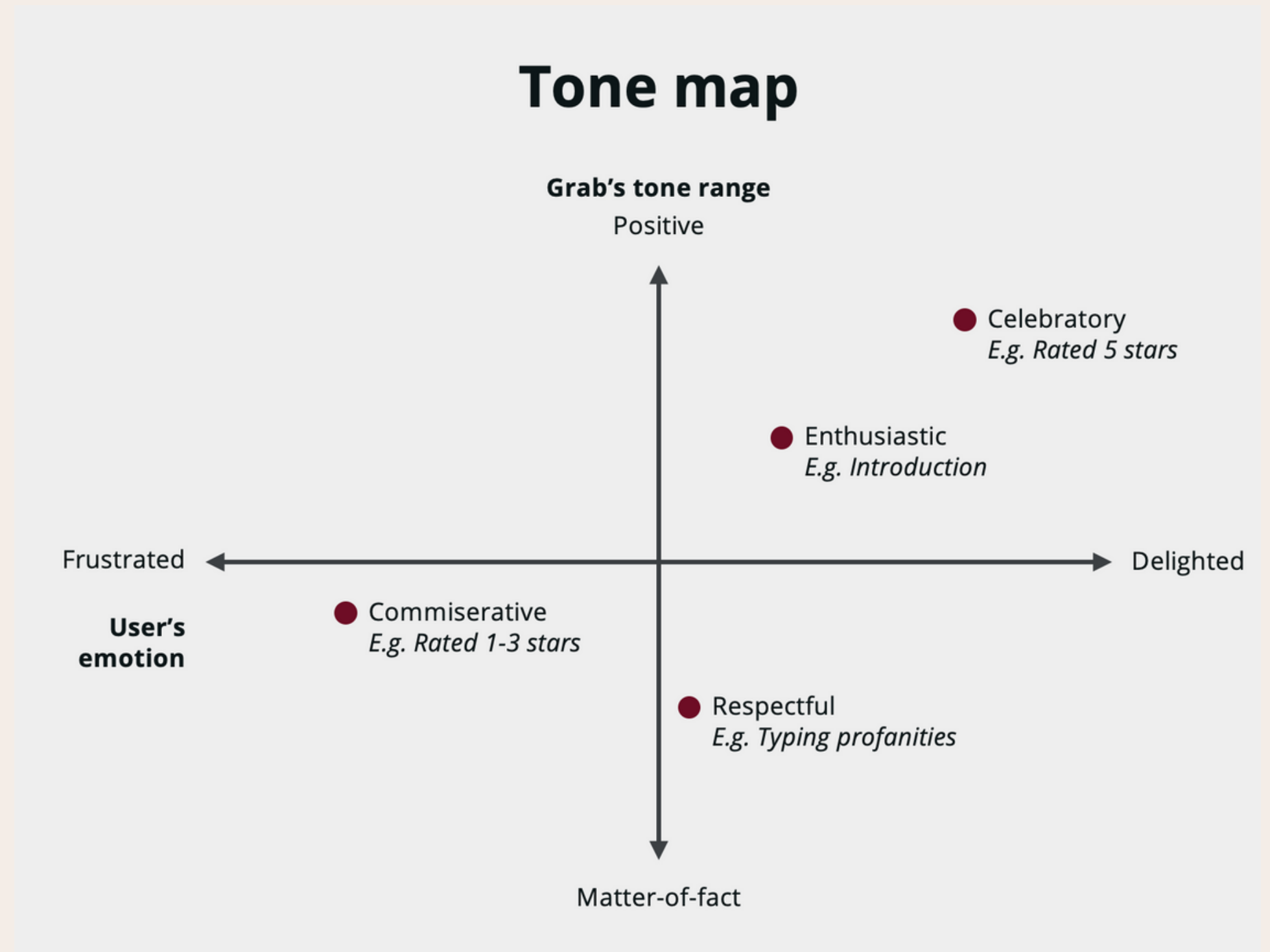
# Mapped the journey

- What are the possible inward paths to our PL homepage?

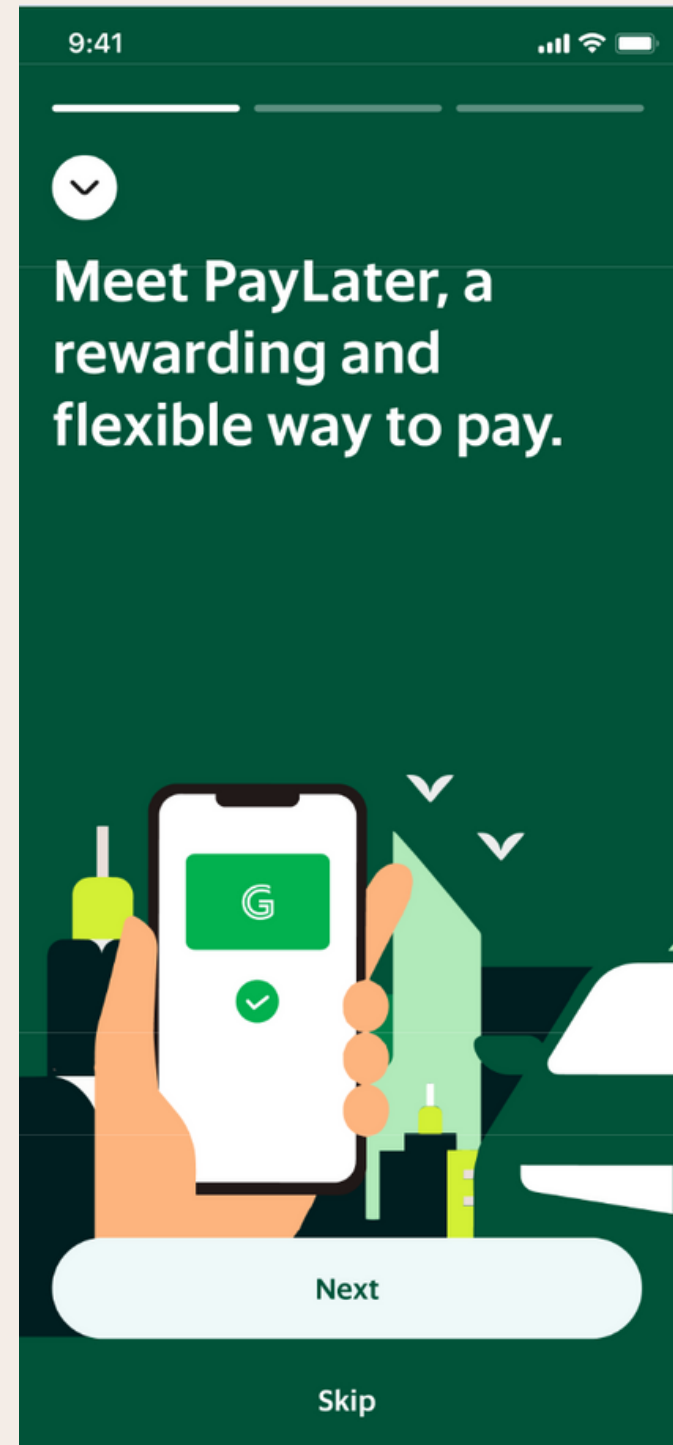


# Tone of voice

I went with a light-hearted and friendly tone of voice to make our users feel welcome. By using conversational and enthusiastic language, offering helpful tips and guidance in an approachable way, and injecting some personality into the final copy, I ensured our feel more engaged and invested in the product from the start.

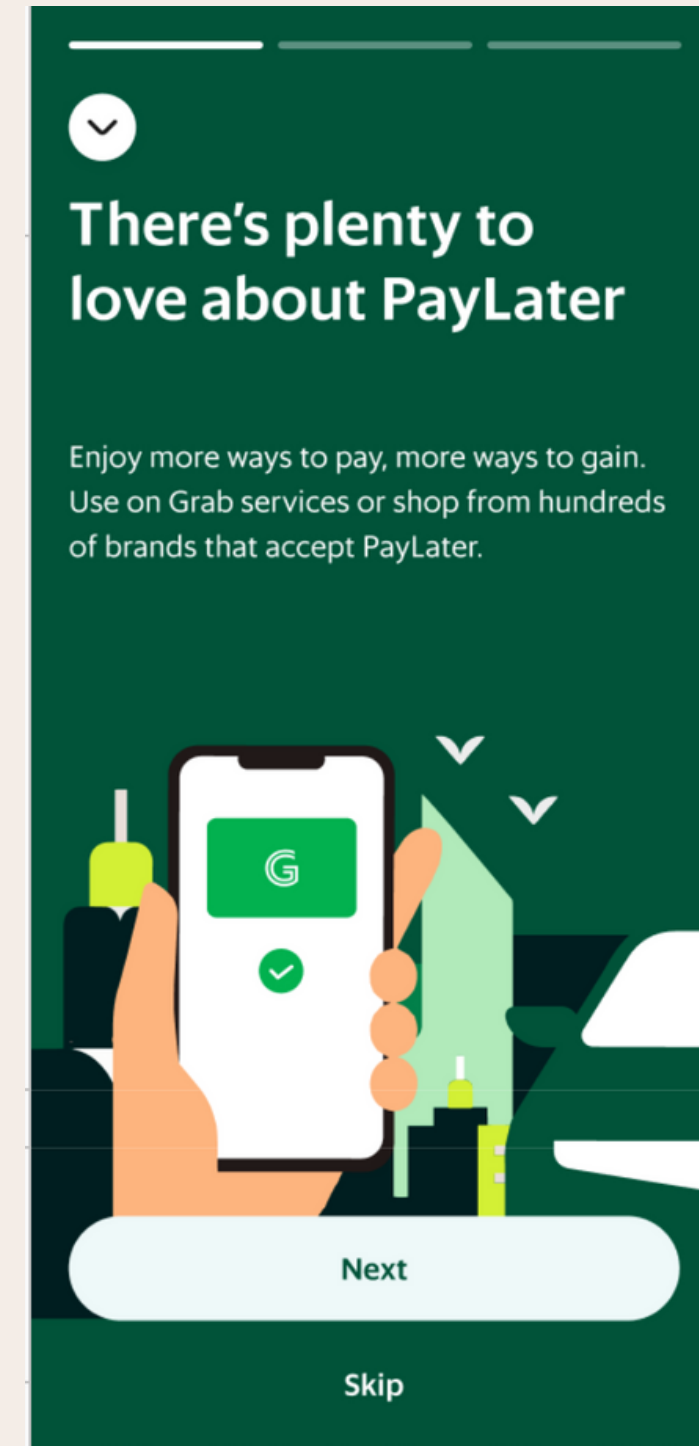


Shorter and punchier



# Variant A

Longer and actionable



# Variant B

# Why we went with version B?

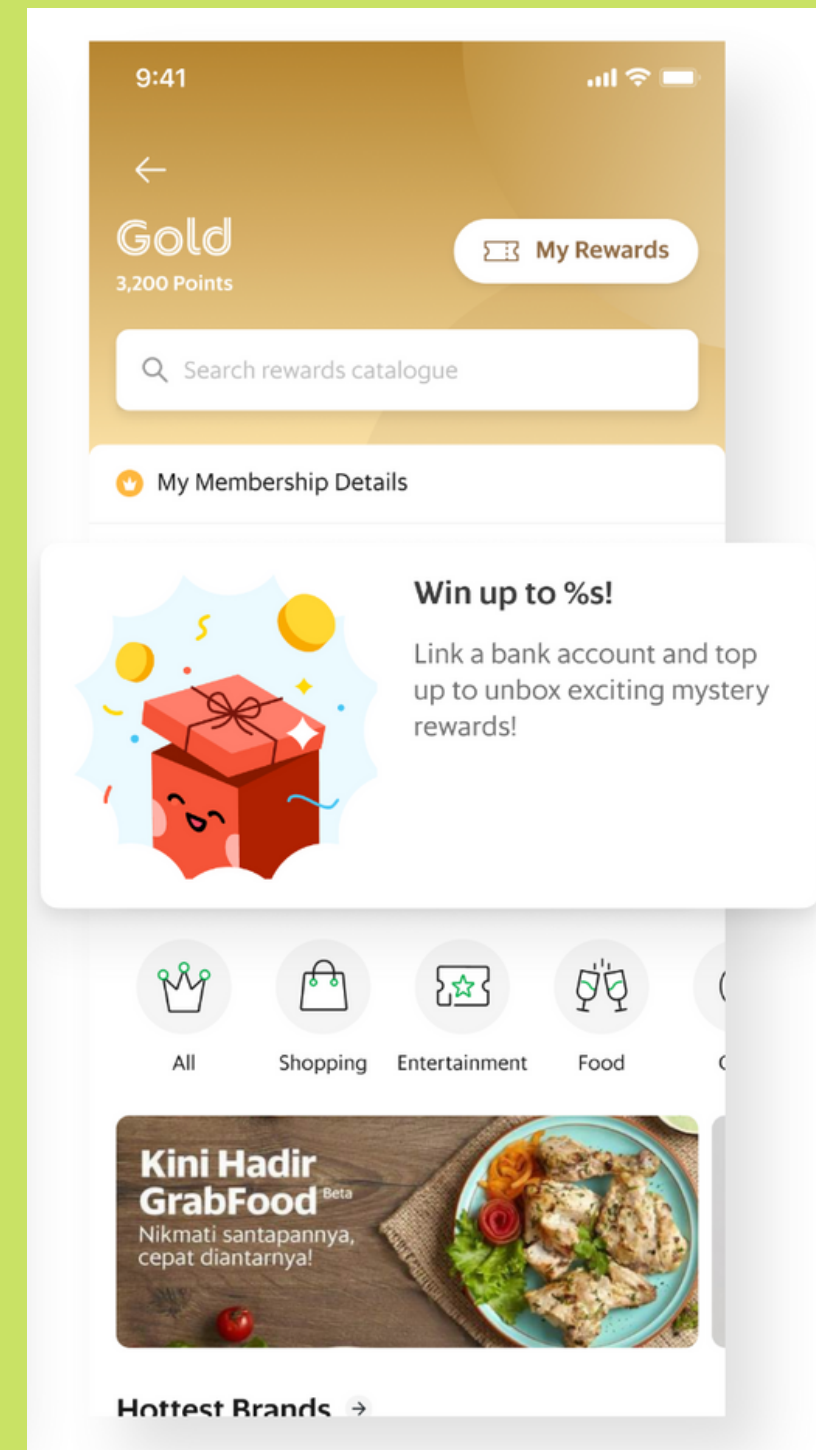


Some reasons are:

- Across our various markets, 5 out of 10 users saw only the first onboarding screen at the entry point and skipped the other 2 pages to straightaway reach the activation flow.
- We had 5-6% more transactions from users who found all the information on the first screen itself.
- This onboarding format was adapted for another product, as well.

# Project 2

## Mystery rewards





# Context

A promotional feature offered by the Grab app allows users to redeem surprise rewards and vouchers for using Grab services such as rides, food delivery, or payment services. These rewards are randomly generated and vary in value, which adds an element of excitement and surprise to the experience. To redeem a mystery reward, the feature is designed to encourage users to use the app more frequently and to provide an extra incentive for loyal customers.

# Goal

To enable existing users to use Grab's payment services to win more rewards. Along with the PMM, we devised several ways for users to spend with GrabPay and win rewards in the form of points, vouchers, or grand prizes. As the user progresses through the various touchpoints, he becomes accustomed to unboxing rewards, forming a habit.

# Audience

All Grab users

# My role

Lead Content Designer

# Stakeholders

Product designer, PM, PMM, Loyalty and Customer Experience team, Country teams and Engineers

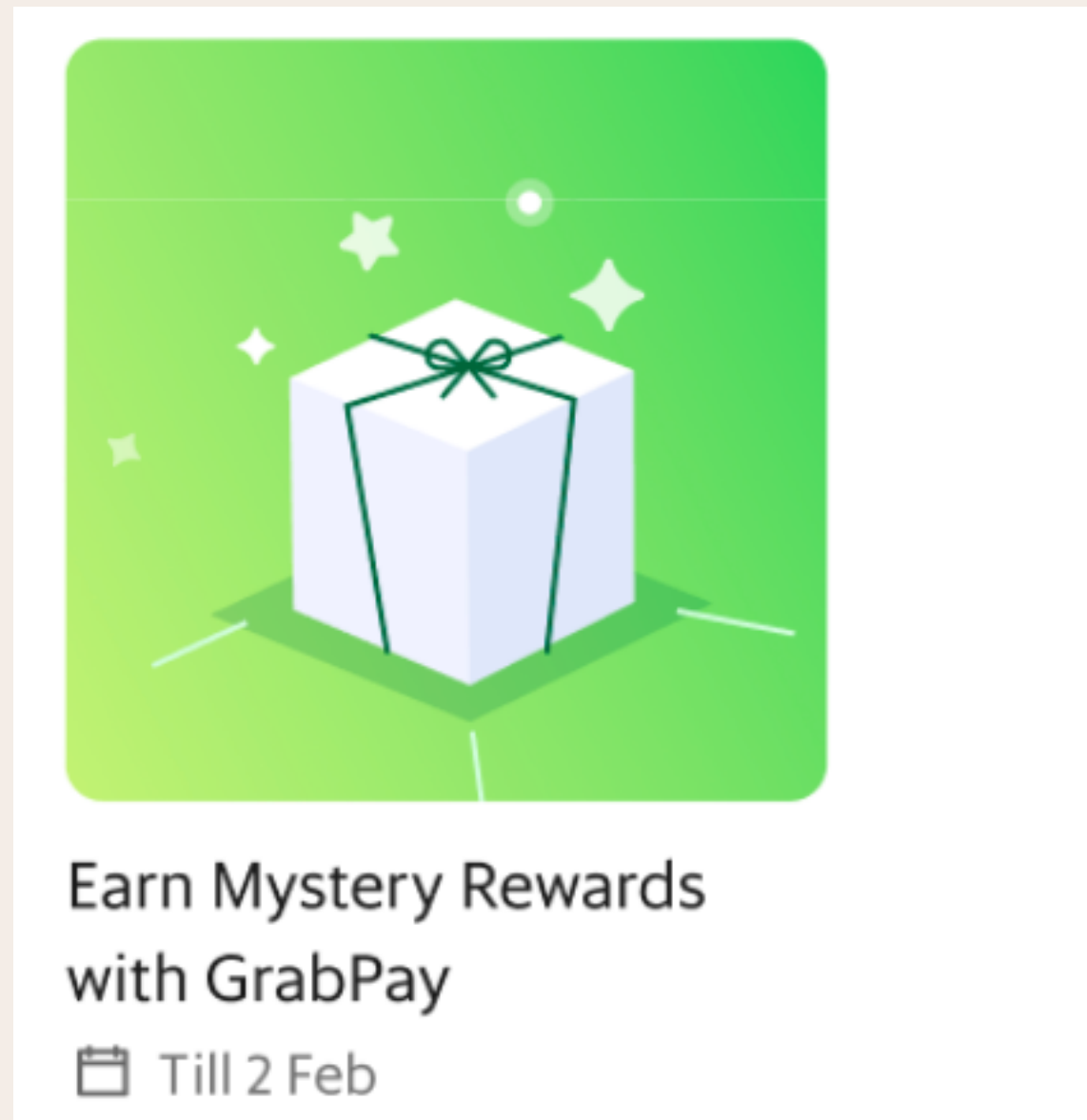
# Contribution

Using the "hooked model", improve the existing experience to make the trigger-action-variable reward journey engaging and fun!

# My process

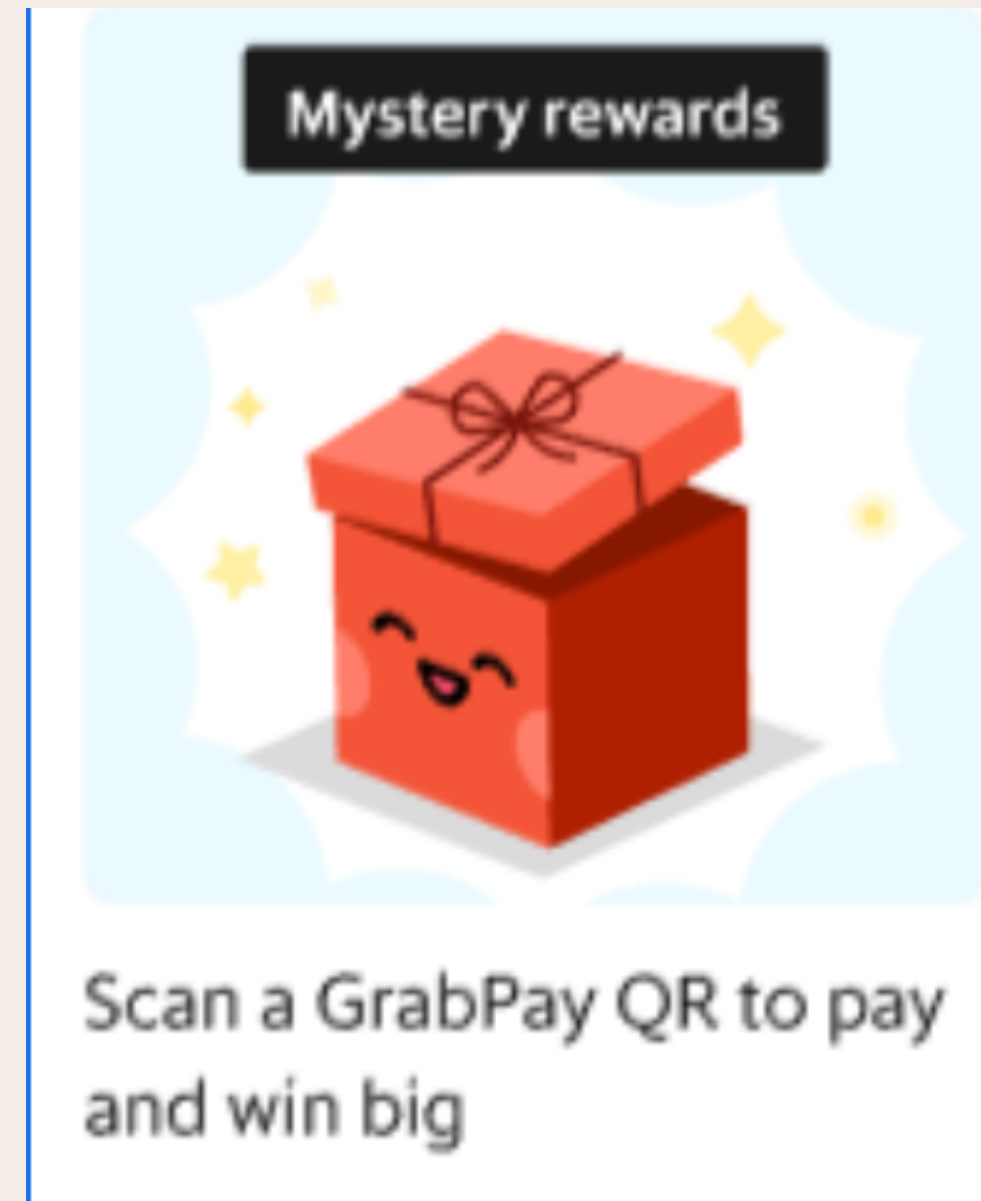
Audit the existing experience and co-design the mystery reward journey to make our rewards look more lifelike and use a delightful tone of voice to create new awareness for our existing and new users.

# Differentiated the look and appeal



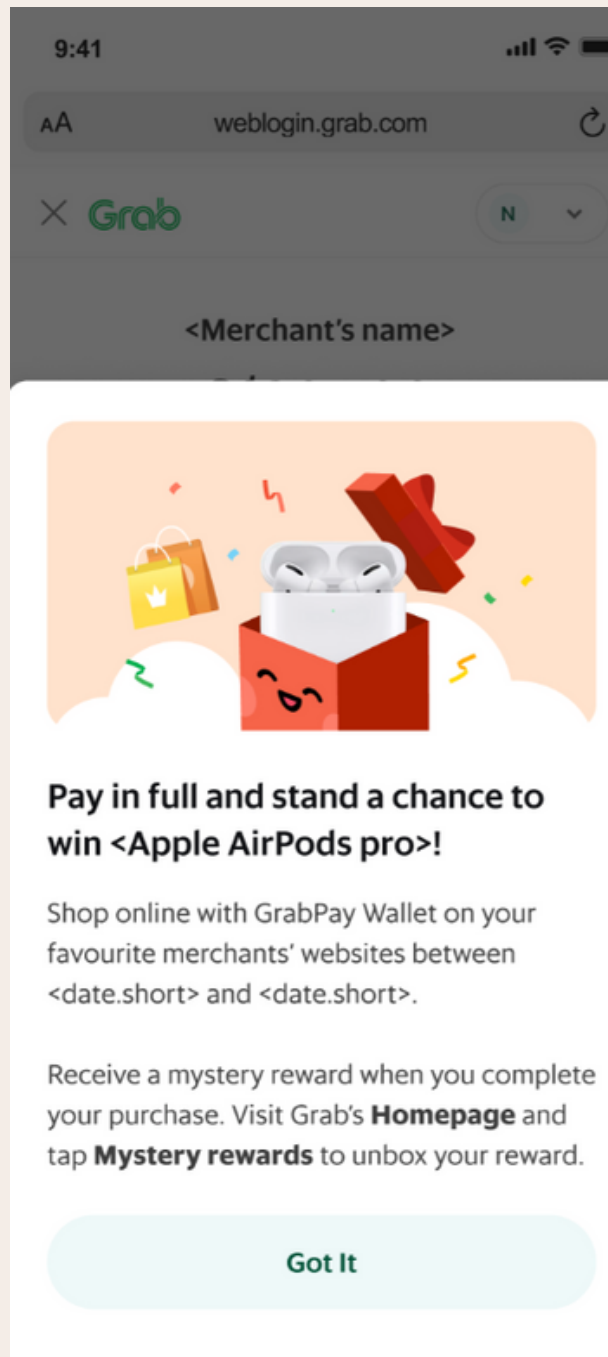
**Old**

We added character to the mystery reward to make the discovery more engaging.



**New**

# Improvise our rewards banners



To entice users into winning mystery rewards, we used images of our prizes on our banners and bottom sheets.

## MVP

Win Mystery Rewards up to 10,000 points.



## Updated

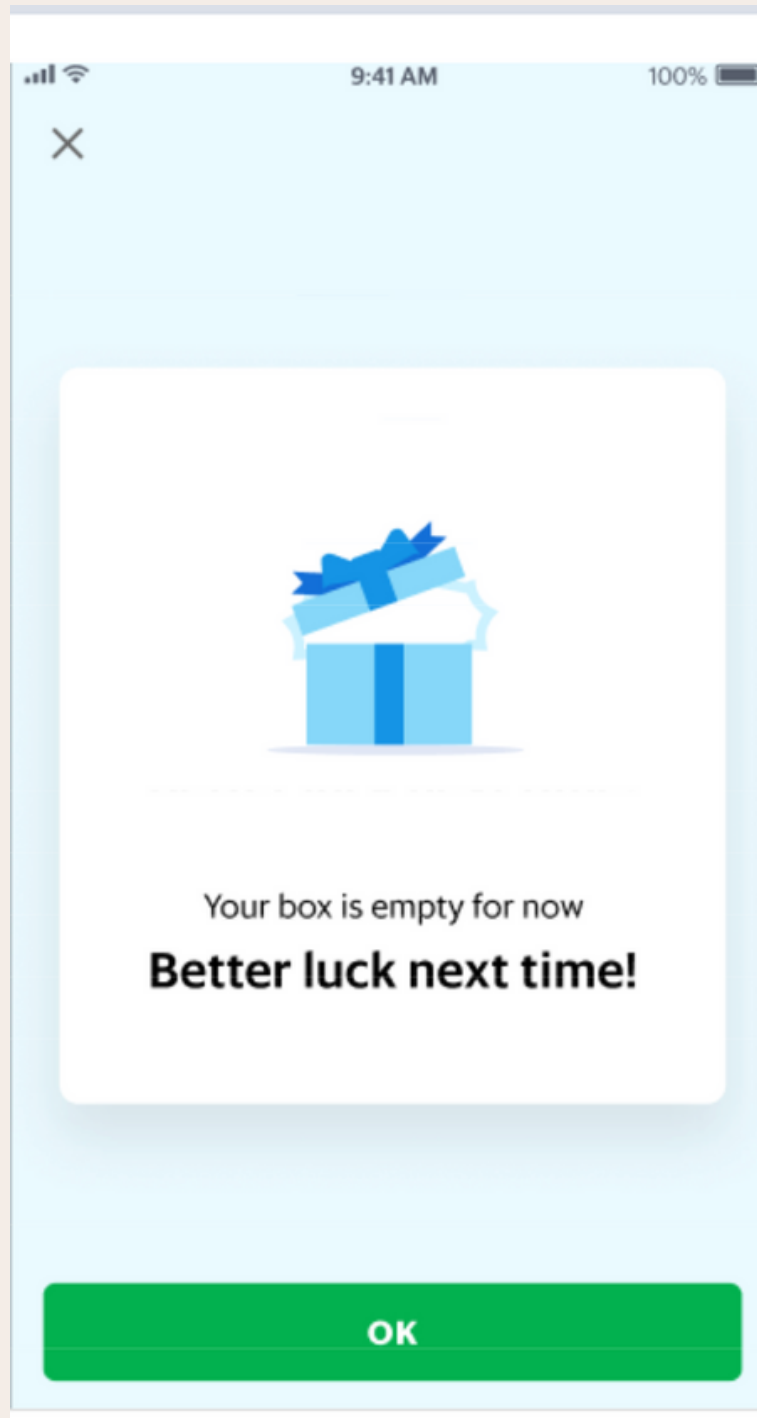
Stand a chance to win an Apple watch or an iPhone!



Unbox your reward for a chance to win a Dyson vacuum cleaner!

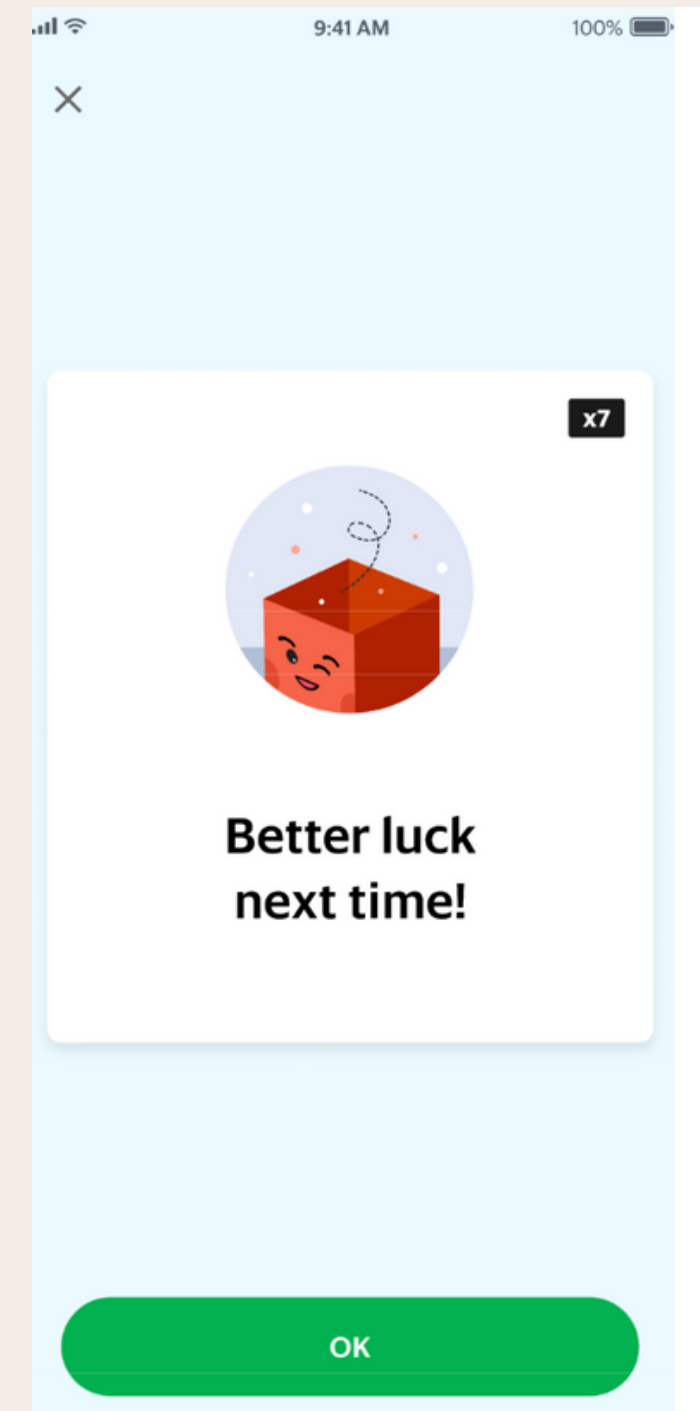


# Added enticing empty states



Old

Getting nothing is already disappointing. So, adding an element of delight helped to make the UX copy more succinct and encouraging.



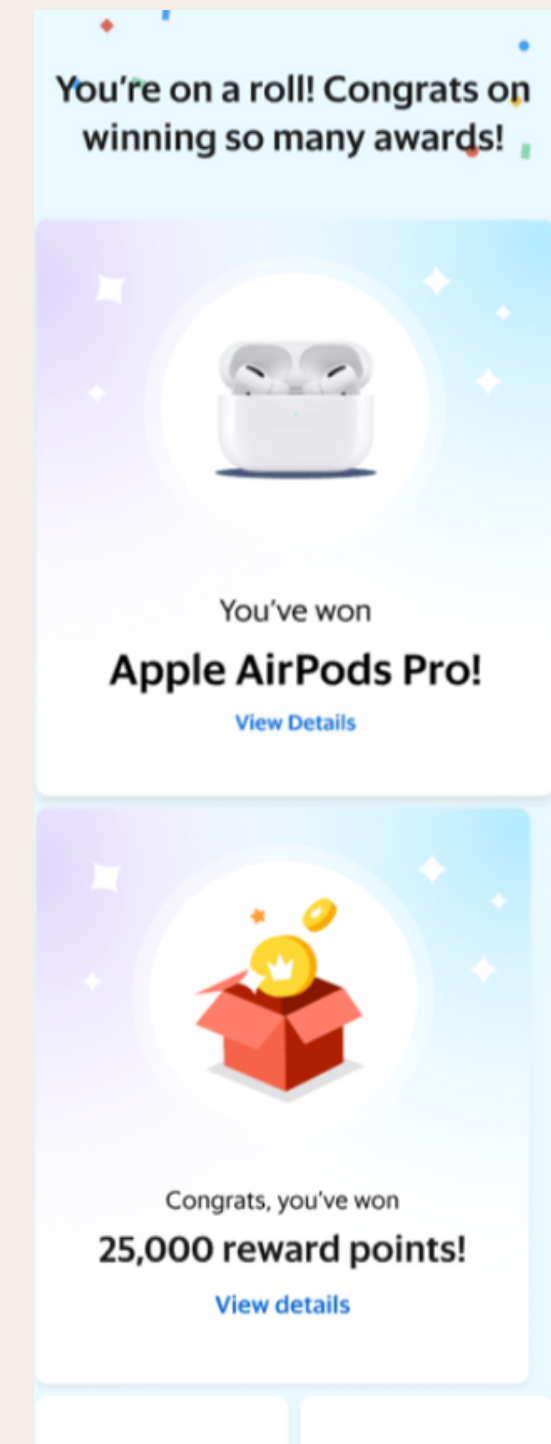
New



# Presented winning multiple grand prizes exhilarating

I chose **Salience**.

When creating awareness while designing anything, what we reveal, how prominently, when, or whether we instead choose to keep it hidden all affect decisions greatly!



# How did we achieve this?

I double-downed on

**3 rational  
benefits**

**Convenience**



Simple tasks to win

**Value**



Brings me benefits

**Access**



Provides an extra  
incentive

# How did we achieve this?

and

## 2 psychological benefits

### Acknowledgement



"I'm loyal because you know me now and will know me better over time."

### Surprise



"I'm loyal because you surprise and delight me when I don't expect it"

# What went well



- Since its re-launch in mid-October 2022, revenue per unit (\$ reward) has grown by 4x, and the reward spend has dropped by 80%.
- We optimised rewards budgets and managed to reward 33% more users than average, ensuring Grab's future stickiness.

# Thank you for your time!

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