Case Study: Beanstalk

A successful example of applied behavioural science in FinTechs

Executive Summary

Client: Beanstalk

What they do: Help parents start saving and investing for their children's future

The problem: The company was facing low engagement with the app and low investment deposits from users

The solution: using my ARIES framework I changed the onboarding journey and home screen to target the desired behaviour changes

The outcome: increased user deposits by **15%** and user feature engagement from an average of 1 feature per user to 3 features per user

The Problem

There were three problems Beanstalk needed to overcome:

1. **Low User Deposits:** Users were not investing a lot of money with Beanstalk which limited the benefit they gained from the app and Beanstalk's AUM, resulting in significant negative impact.

2. **Lack of feature utilisation:** Beanstalk had 6 primary features which drive the majority of their revenue and provided the most value to customers. However these were under-utilised by the company

3. **Bad onboarding journey:** Beanstalk had a high drop-off rate in their onboarding journey, and those who did onboard invested a small amount of money. This reduced Beanstalk's AUM, hurting its revenue.

The Goal

1. **Increase investment deposits value per user**

2. **Increase use of most profitable app features**

3. **Increase user onboarding completion rate**

The ARIES Framework

Companies make a crucial mistake when developing products and processes: they focus on what is theoretically optimal rather than realistically desired by their users

This leads to unsatisfied users and disappointing business results

Building successful interventions requires solving the cause of the problem rather than the symptom

This involves analysing qualitative data (what people say) and quantitative data (what people do) through a behavioural lens (the cause of behaviour and desires)

Interpreting data through the lens of real human behavior uncovers strategies to align what people truly want with drivers of sustainable business success

| **A**	**R**	**I**	**E**	**S**
Analyse	**Research**	**Implement**	**Evaluate**	**Summarise**
Analyse your goal and the biggest hurdles standing in the way	*Research the most relevant evidence, data and interventions to achieve your goals*	*Implement and testing solutions to achieve your goals*	*Evaluate changes in desired outcome variable*	*Summarise process, results, and best next steps*
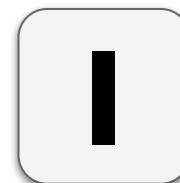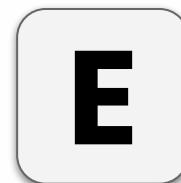
The Solution: Increasing amount of money invested

Let's start Gev's savings

Set a regular monthly contribution ⓘ

Monthly contribution

Make an up front one off contribution

One-off contribution

NEXT
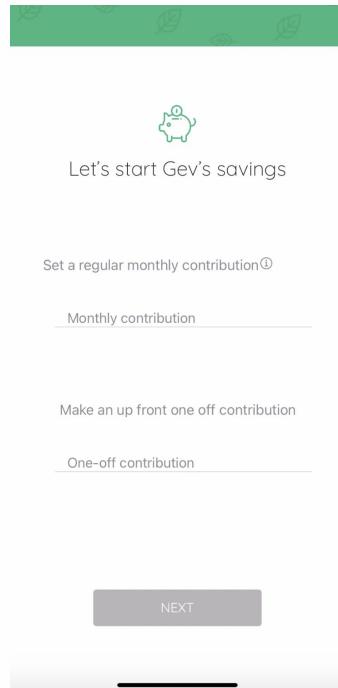
Analysis
- The company was not accounting for the anchoring bias which was currently working against them rather than for them
- They were also not using social proof to help users

Research
- Change the order of questions to anchor users to a higher number
- Add placeholders of 'Most Common' number

Implementation
- Beanstalk flipped the order of questions in an A/B test

Evaluation
- The amount of money invested increased by 15%

Summary
- Successful intervention
- Future tests should evaluate impact of targeted testimonials

The Solution: Increasing use of most profitable features
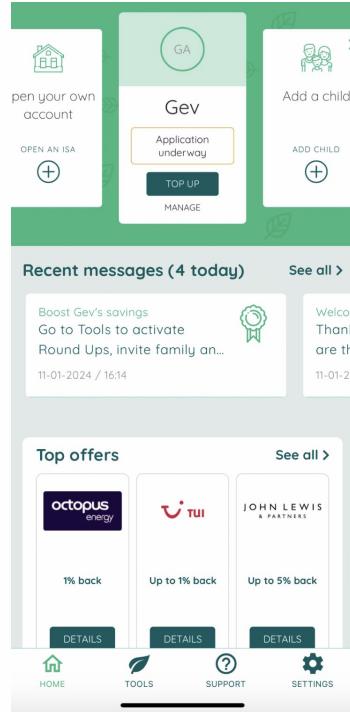
Analysis
- There was too much friction to find the features
- No use of urgency or prospect theory and regret aversion to highlight the benefit of the features

Research
- Redesign the homepage to increase use of features

Implementation
- Added a 'to do list' in the banner at the top of the homepage to create urgency to engage with features

Evaluation
- Initial results are promising (tests still ongoing)

Summary
- Next steps dependant on results

The Solution: Improving Onboarding Completion Rates
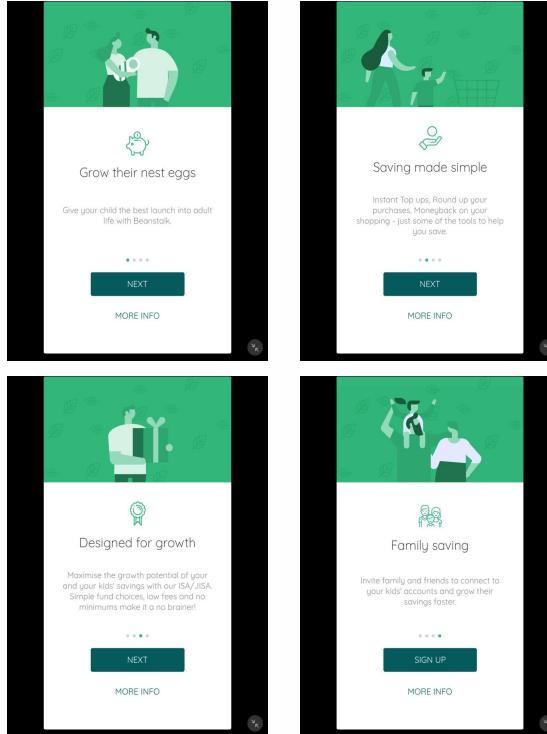
Analysis
- The company was engaging in bad practices thorough cognitive overload and uncertainty
- Although in theory it makes sense to provide more information, it doesn't help people make a decision

Research
- Make the onboarding process shorter
- Re-frame the information to highlight security and positive outcomes

Implementation
- Beanstalk changed their onboarding journey to make it shorter and more real-world behaviour aligned

Evaluation
- The onboarding completion rate increased by 3%

Summary
- Successful intervention
- Further changes to terminology and language to be tested

Feedback from Client

"Gev armed us with behavioural insights and recommendations - but importantly broke down the drivers of action and inaction so we could take those learnings forward into our product and communication design"

Cem Eyi

Founder and CEO, The Beanstalk App

How I can help you too

If you want to uncover the deep insights about your users and build products that help solve their pain and increase your bottom line, book a free meeting to discuss how I can help you do just that:

Schedule First Call