



PROJECT BRIEF

COMPANY WEBSITE

www.noobill.com

COMPANY OVERVIEW

noobill is an Australian Fintech startup based in Melbourne.

We are applying mobile and AI technology to redesign how people receive receives and manages their daily services with far better digital experience and without bills.

BACKGROUND

Bills are becoming more stressful and disruptive to our daily life.

A conservatively estimated AUD \$25 billion is overpaid by Australians across energy, telecommunications, insurance, and banking – equivalent to AUD \$2,500 a year per Ozzy household.

noobill is born to change that.

By reverse-engineer the pitfalls set up by suppliers, noobill develops mobile and AI technology to actively check & compare every bill to make sure user is not overcharged and is always on one of the best deals. Compliment it with pay later style smart payment tools to build great financial habits and avoid late fees, debt trap and bill stress.

Then with bill email to messaging function, noobill will completely remove the need of bills and deliver far better experience on how daily services are received and managed digitally.

noobill is a completely free service to user, and charges transaction fees but not commission to approved suppliers to stay fully independent.

With money saved, noobill promote users to invest it into carbon offset & charities for a better world, and invest in debt reduction and capital growth for a better life.

How noobill does it:

1. noobill scan the market for the best deals with pre-build user profiles.
2. noobill performs due diligence on the deals and suppliers.
3. User joins via noobill App, switches to the approved supplier best matched the pre-build profile.

4. When bills arrive, noobill checks each bill and translate the bill email to simple in App message. If there is better offer or issues on the bill, noobill will let user know.
5. noobill approves and pays the bill, user pay later with instalments at their paydays via direct debit.

So, users are empowered to enjoy ongoing great services at lower cost and builds great financial habits for life.

Noobill is now active with beta in Vic for energy bills.

Through initial research, we've identified the younger users (18-26) who has just moved out home and start to pay their own bills are the best adopters.

PROJECT OVERVIEW

Onboarding

To enable a smooth process and for user to receive max benefit, noobill will switch user's service to a noobill approved supplier based on the basic profile detail user provided.

After user agree of the switch in App, they then are provided with option to upload their current bill within 3 months. If user switched to a more expensive plan, noobill will refund the excess.

Almost all the times, the switched offer is already one the best offer on the market.

From there, noobill will check all future bills and keep optimizing user's service monthly with the usage pattern to identify if there is better offer available.

Improve the conversion rate

The process is very different to any comparison or bill payment service on the market, mainly because the ongoing management and improvements. Most services on the market only focus on at the spot comparison or payments.

Due to this difference, user need to be educated to understand the benefits and process, to develop trust with noobill.

For this project, we want to find better way to onboard users, with the right message to improve the conversion.

Additional information

Onboarding process history:

App version **1.1:**

users send us their current bill via email, we compare that to available offers, then email user back the savings. User need to reply email to accept the offer.

Issue: the process is too long and difficult to have user read and reply emails.

PROJECT OBJECTIVES

Improve onboarding conversion rate by improve user education and onboarding journey

Improve user satisfaction by reframe:

Improve user's perception for noobill's service for max satisfaction.

We have tried messages either focused on save money or pay later, both works for a group of users who don't get the other function, and will drive them with high expectation on a single function. Now we are trying to frame noobill as a service for user to completely retire their bills, which hopefully will get user to think about the complete experience, rather than a single function within.

- Because we are unlike any service on the market, a new product category is needed. Test and develop a product category name that user would use to describe noobill, currently we are trying "Bill Payment Optimizer"
- Identify the words/terms that can be improved in App to improve user perceptions. E.g. when noobill help user saved money, should we use "Total savings" or "Total earned".

SUGGESTED DELIVERABLES

Key

- Wireframe design for improved user onboarding process which can be implemented within weeks
- Words copy for each wireframe page, includes user instruction copy.

Additional

- Additional features or gamify methods that could improve onboarding conversion but may require more development
- User feedback summary for App 30sec user pitch
- List of suggested product category name and ranking reason
- List of key words/terms should be used in App to improve user perception/satisfaction