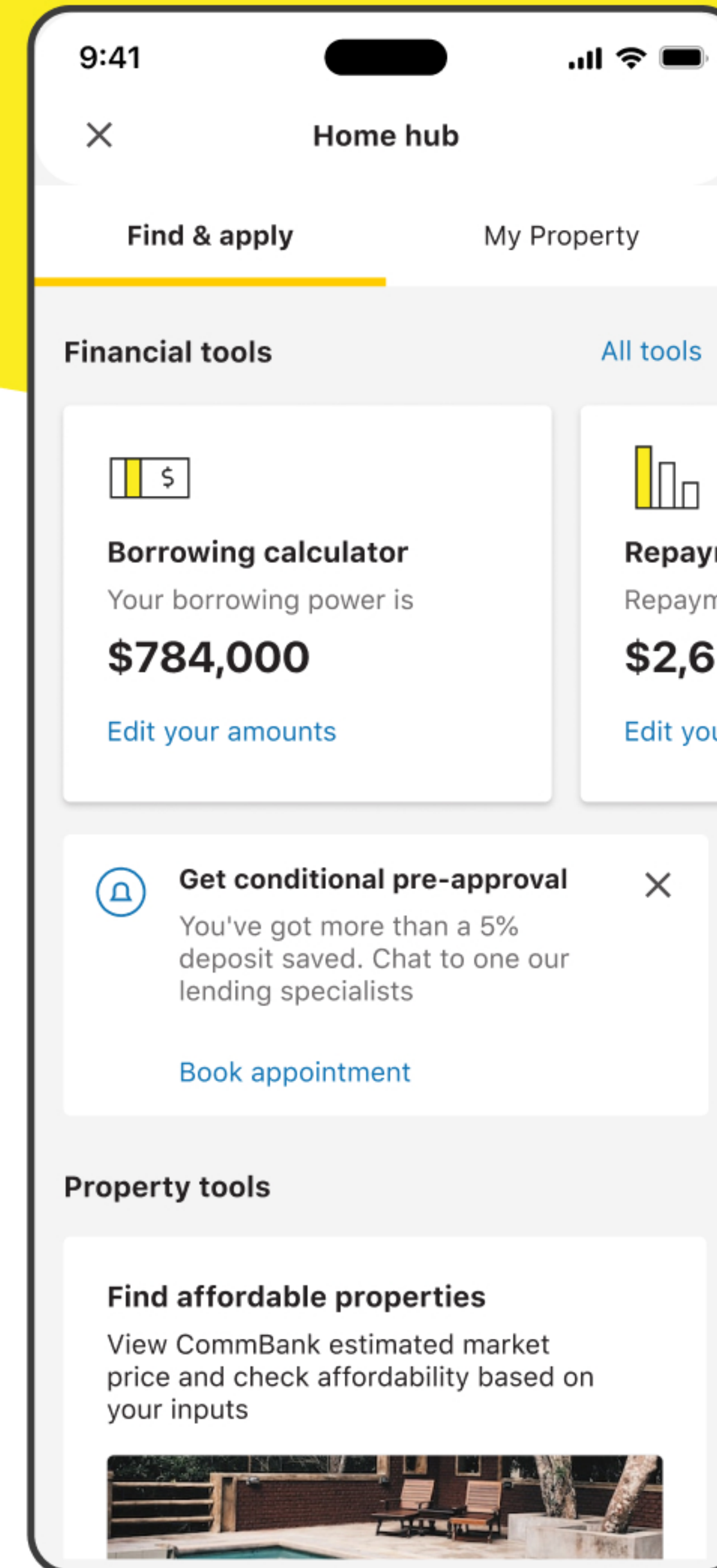


Home Hub

CommBank's Home buying companion

Role: Specialist Experience Designer

2023



Discovery

Design brief

Background

Home Hub is a home buying companion as part of the CommBank app. Users can apply for a home loan, track their home loan application and manage their home loan. We inherited the home hub 'saver state' and had an opportunity to improve the current mvp experience.

Home saver state

The saver state supports customers through all the steps involved in purchasing a property: saving for a home deposit, understanding their borrowing power, finding the right property, learning about the process, and chatting to a lending specialist.

Discovery

Design brief

Customer Opportunities

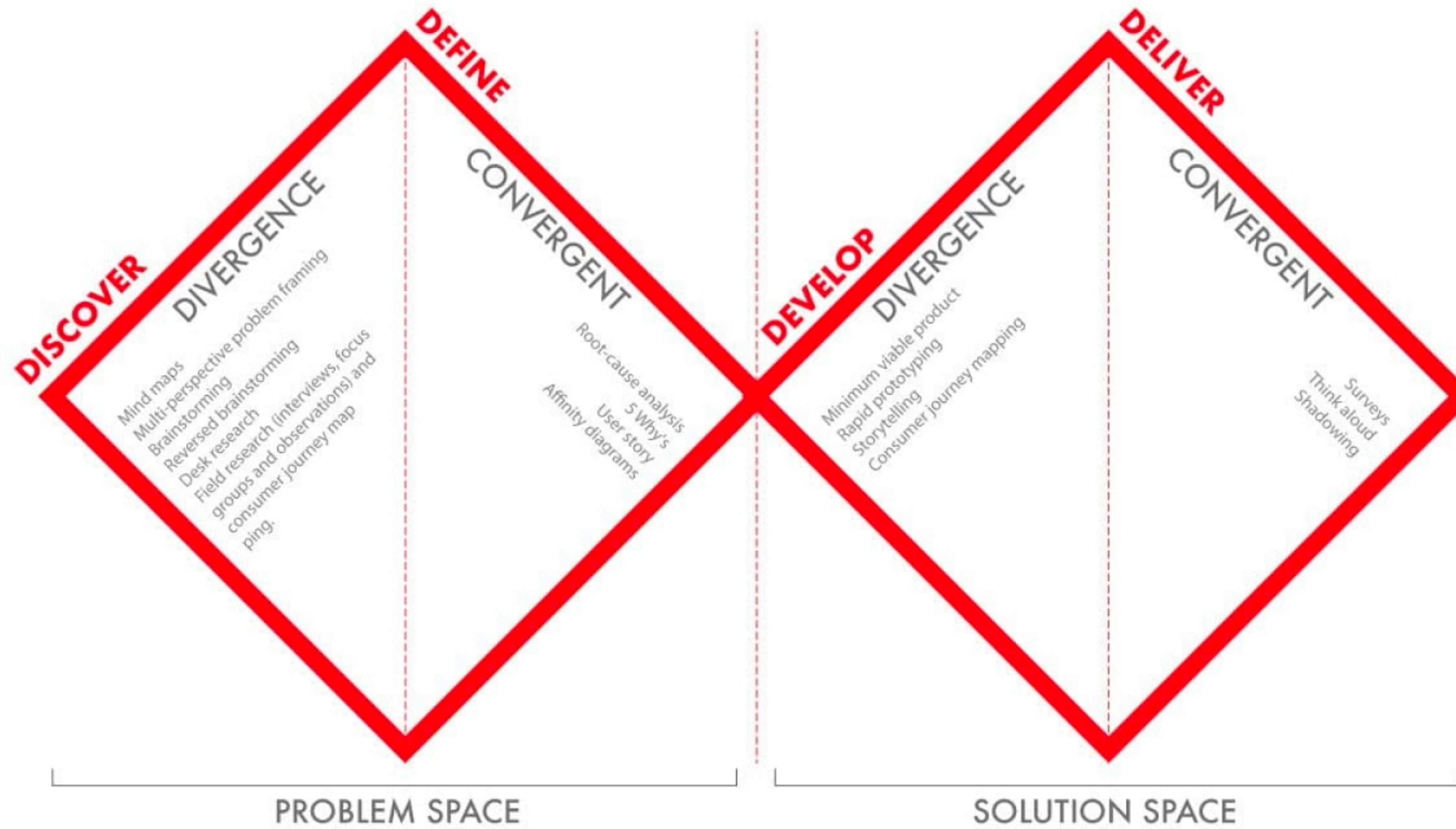
Allow home savers to become confident in the home buying process. They can educate themselves, understand their financials, find the right property and get ready to speak to a specialist to acquire a home loan, all in one place.

Business Opportunities

Provide a truly differentiated, market leading app experience that increases the conversion of 'home savers' to 'home seekers' by getting the right customer to book an appointment with a lender.

Discovery

Design approach



Discovery

Current state

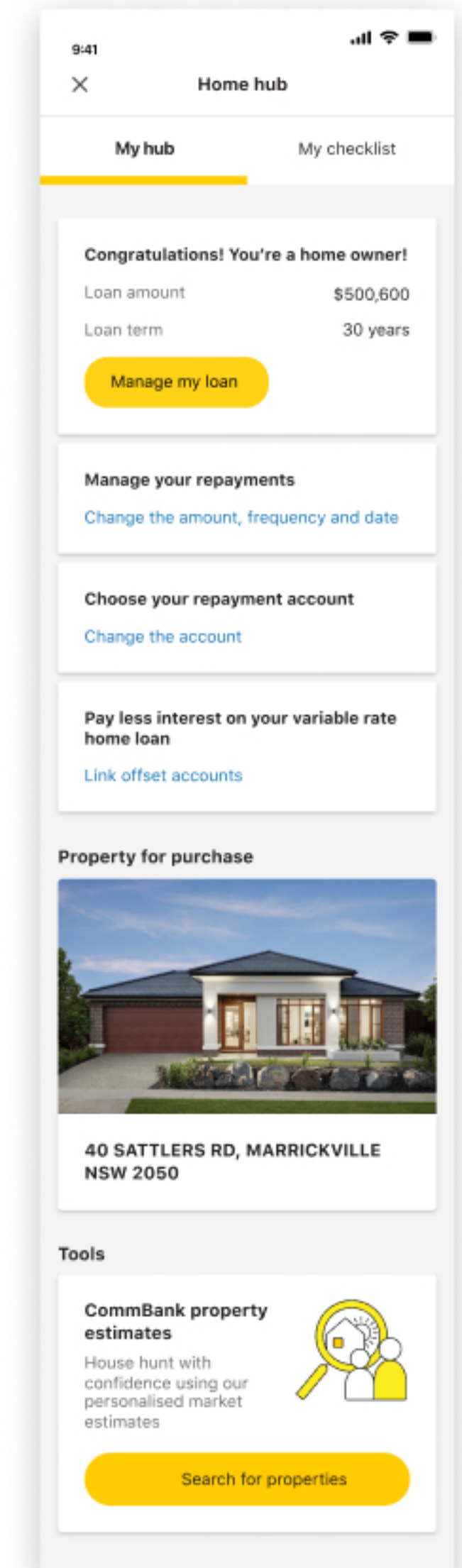
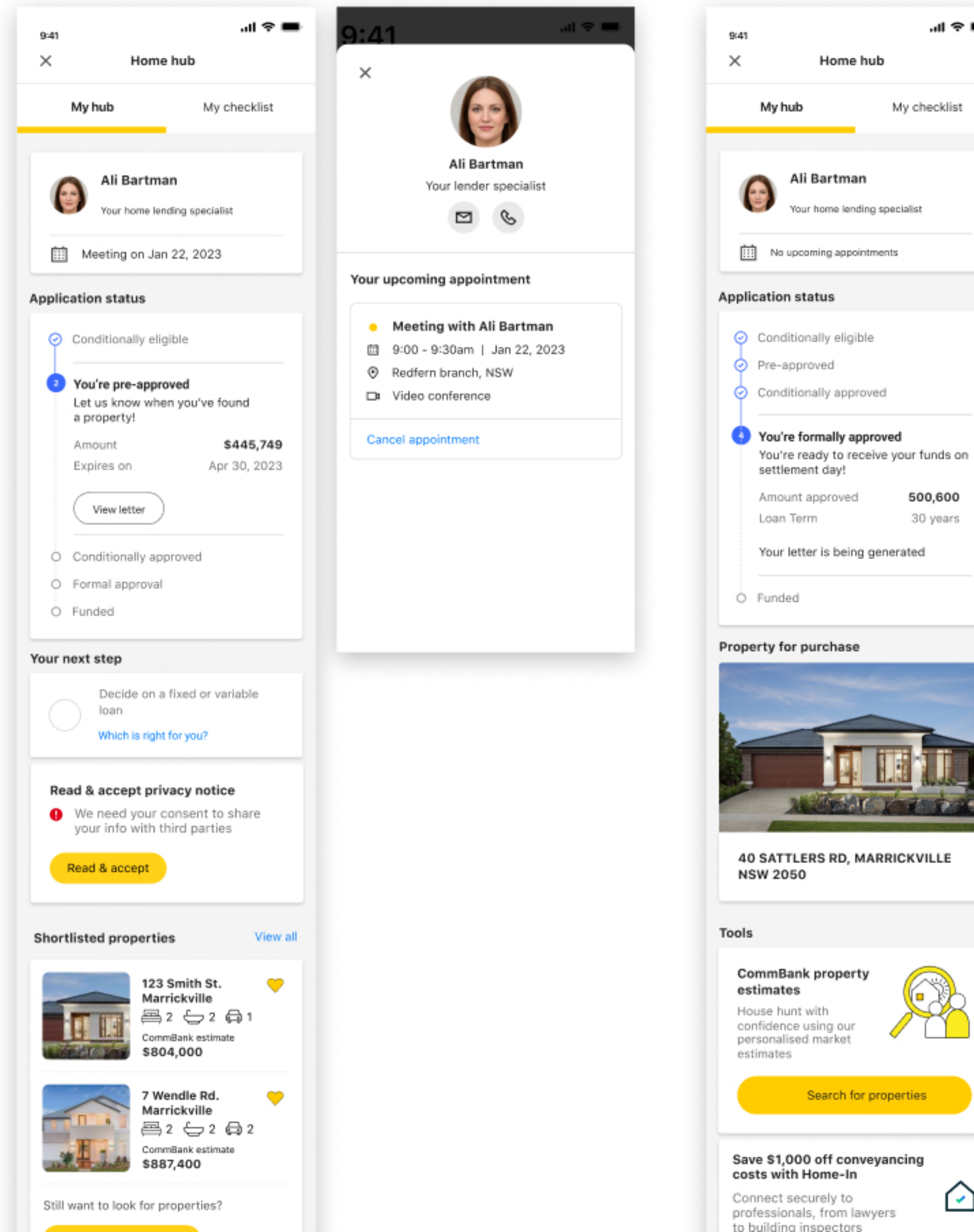
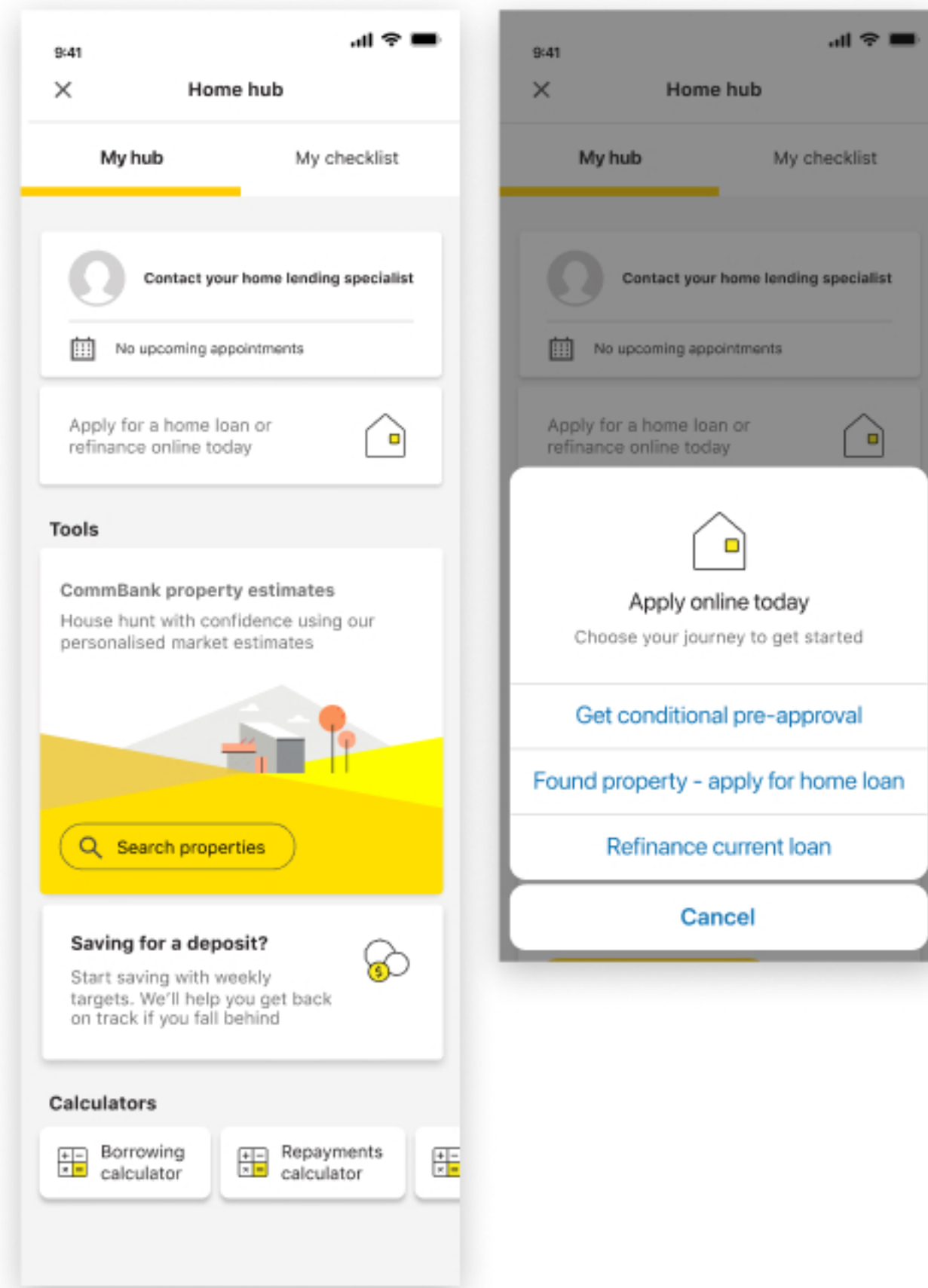
Home Savers



Seekers & Purchasers



Post-settlement



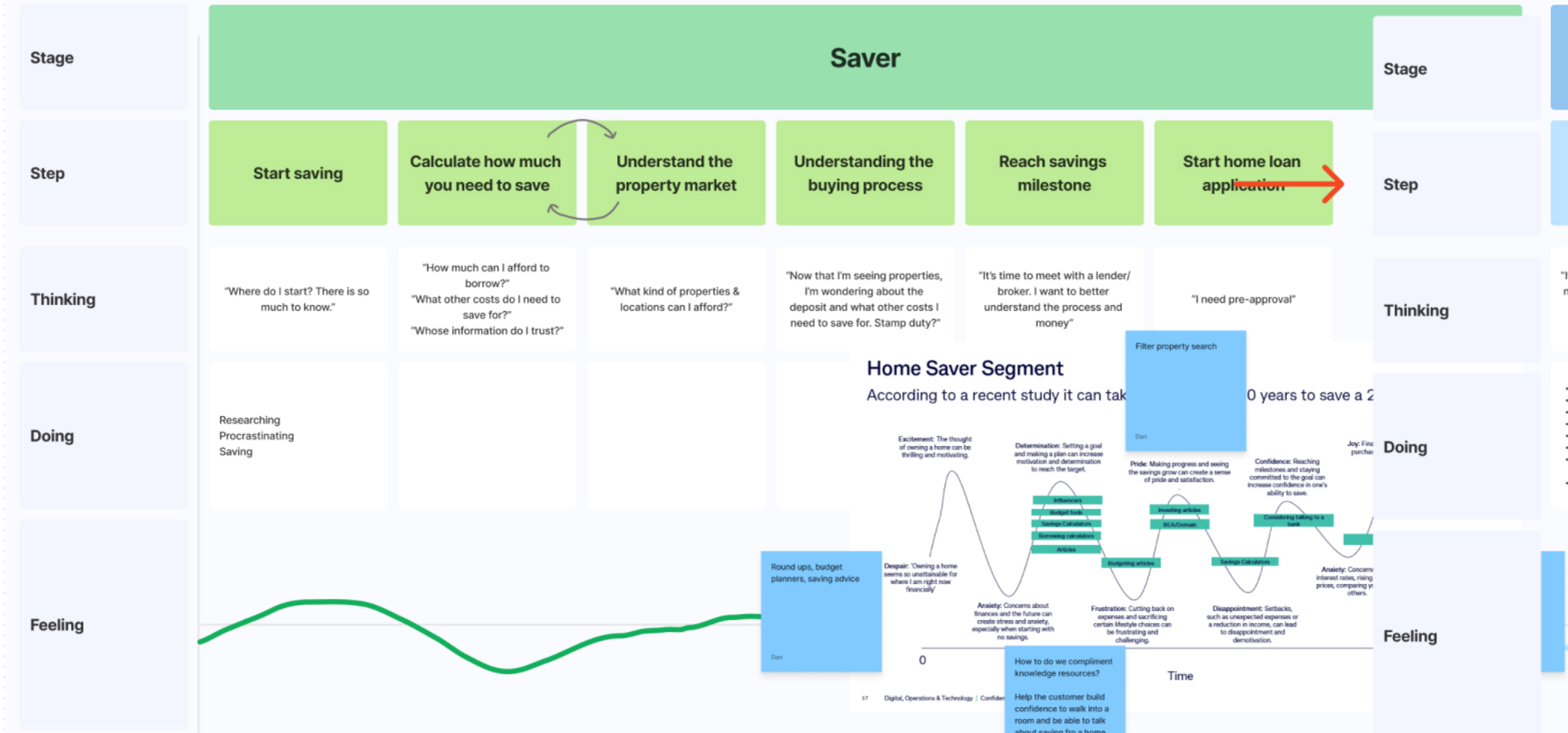
Discovery Co-Design workshop

Running a stakeholder workshop to uncover opportunities



Discovery Journey Map

Saving for a home



Discovery Journey Map



Discovery Journey Map



Discovery

Take away

Summary

We understand that buying a property is difficult (the process, choosing the right property & costs involved). We will educate users via calculators, checklists, curate properties based on their intentions, make the costs easy to understand, and notify customers when they are ready to see a lender. This will allow the customer to apply for pre-approval with confidence.

How might we?

- Make the buying process easy to understand?
- Help the customer find the right property?
- Help the customer understand the costs involved?

Home buying calculators

Pain points

- Customers enter the same information repeatedly
- Not clear which calculator is needed and what each are for
- Lack of awareness of the costs involved in purchasing, lack of understanding of stamp duty options
- Don't know the difference between purchase power and borrowing amount
- After appointment rejection, I have nowhere to go

Opportunities

- Calculation results stored to create a summary/profile (incentivise completing?)
- Leverage the checklist in a module
- Integrate bank channel to our home hub (savings account)
- Link customers to Own Home (X15) if they get rejected / dont have 20% deposit
- Feedback widget on calcs for authenticated customers

Property search

Pain points

- Find it difficult to know what a property is worth (inflated market)
- Lack of confidence in finding the right property
- Difficulty understanding what they can afford
- Find it difficult to buy at the right time
- What to look for in a property

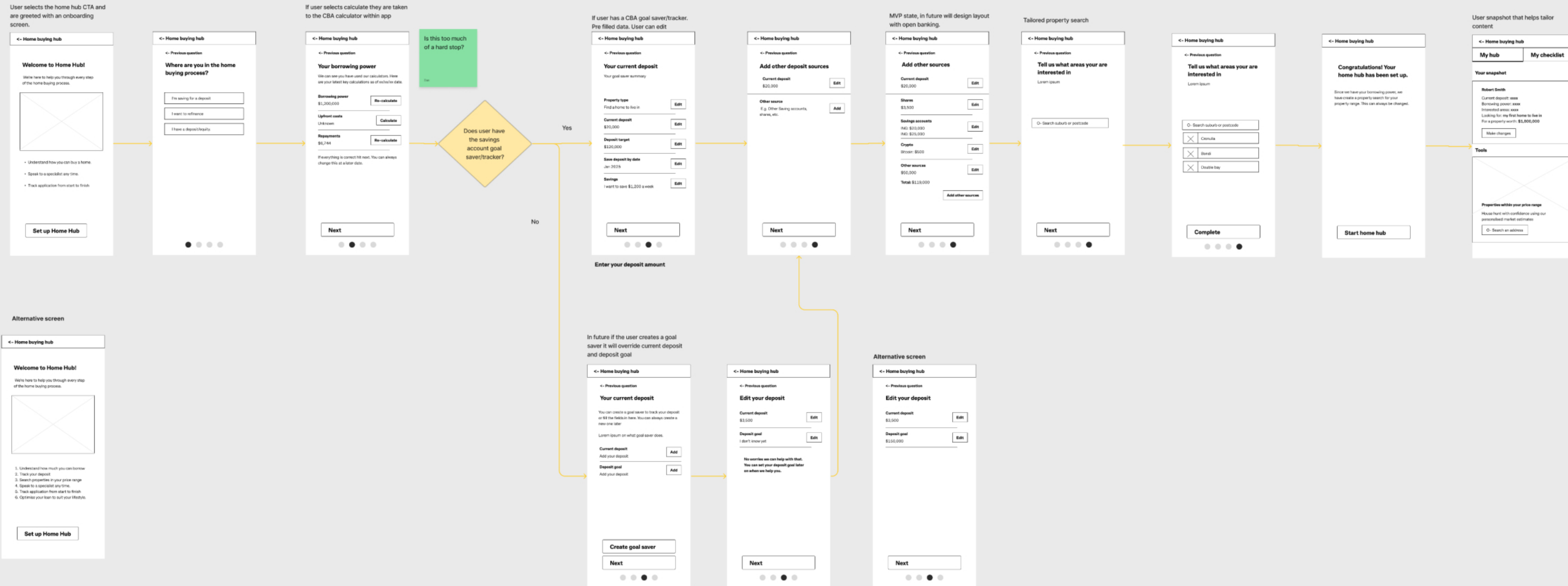
Opportunities

- Curate properties based on customers borrowing amount (from calculators)
- Help customers understand the suburbs they can afford
- Surface property valuations

Discovery

Early concepts

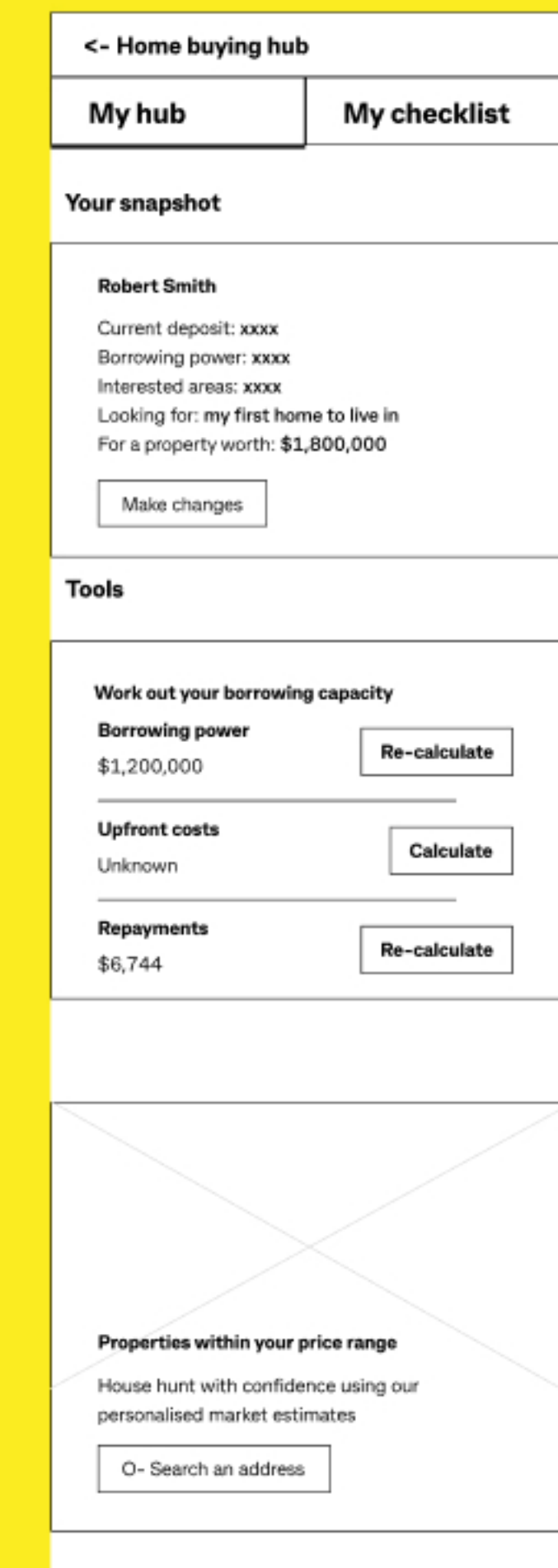
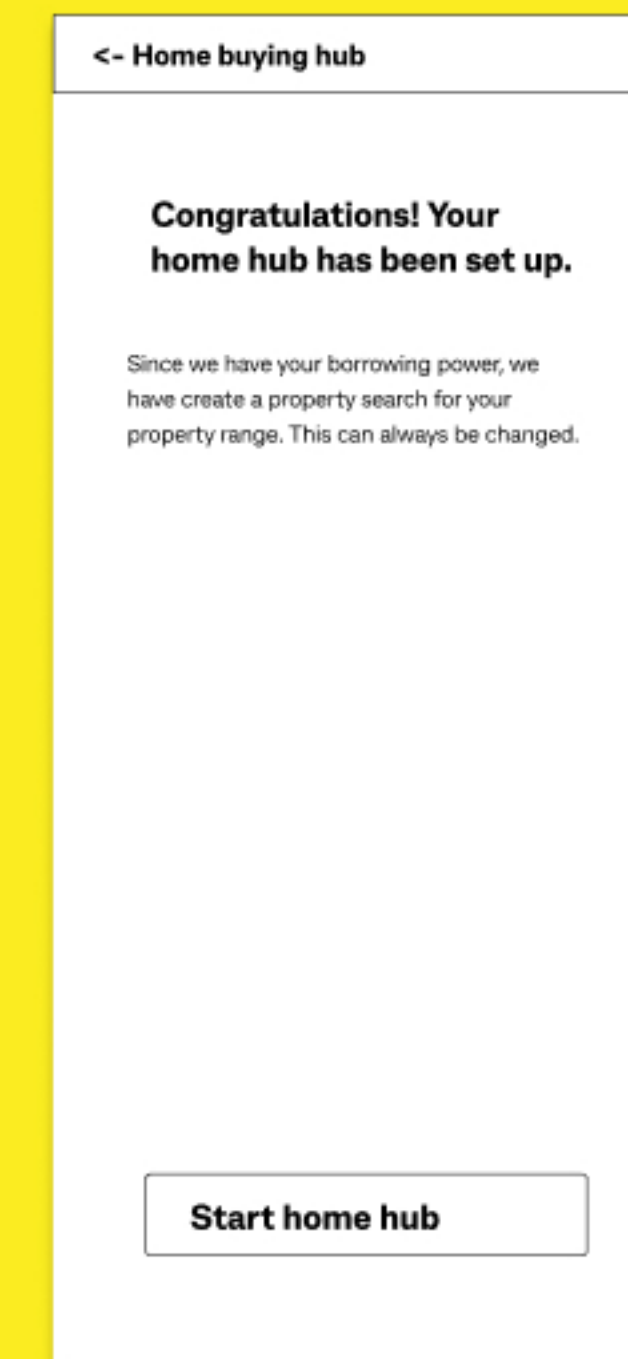
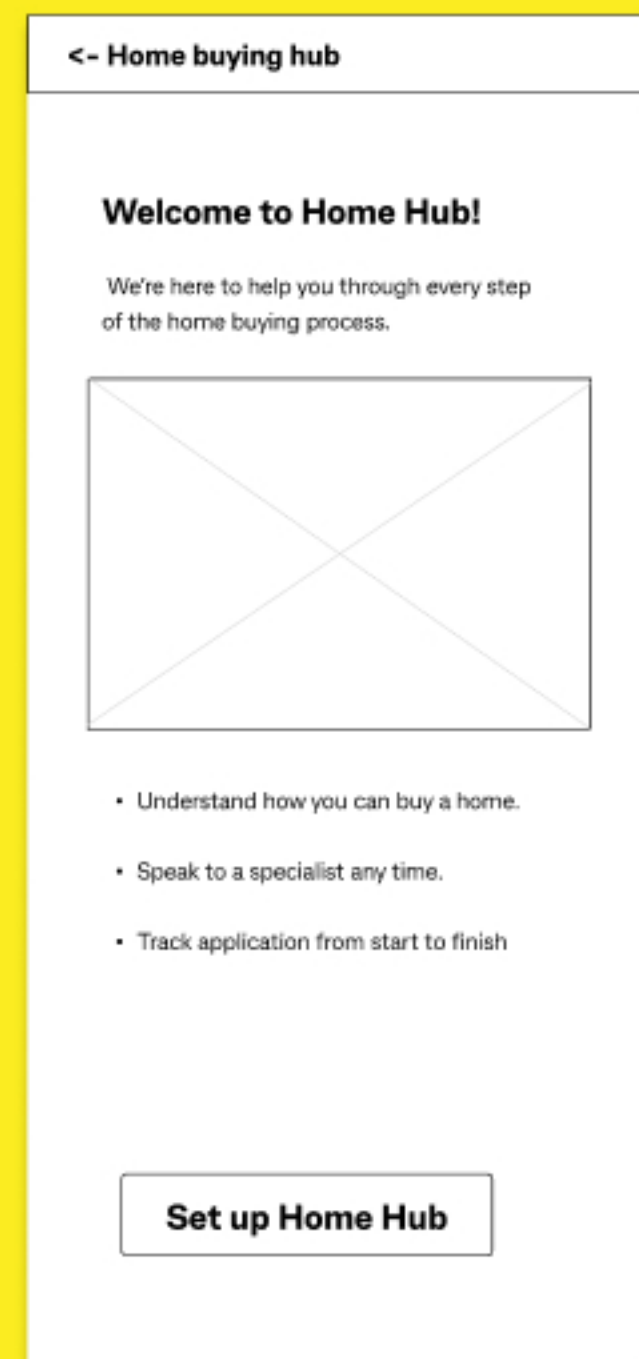
Concept A: Personalised onboarding experience



Discovery

Early concepts

Concept A iteration 2: Light onboarding experience



Discovery

Early concepts

Concept B: Calculators and property search

CommBank has 3 first home buying calculators, Borrowing power, repayment and upfront costs. We could link the calculators to property search. If the a customer used the borrowing calculator we could surface properties in that price range and allow a 'window shopping experience' on home hub.

Concepts started with low fidelity explorations on feasibility, viability and desirability. Presenting back to stakeholders and other designers for feedback.

Measuring the success; key results

Calculators

- Calculator usage from home hub
- Tag 'calculate' CTA
- Repeat usage

Property search

- Click through of short listed properties
- Time spent in property search/repeat usage

Your key calculations

Borrowing Repayments Stamp duty

Your borrowing power is

\$800,000

Last updated: 13/10/22

Go to calculator

Savings amount of: \$200,000

From these calculations above + your **20%** deposit you can purchase a property roughly up to

\$950,000

Last updated: 13/10/22

Properties based on your calculated inputs

	2/21 Little Riley Street, Surry Hills 2 1 1 Unit CommBank Estimate \$1,622,000		
	2/21 Little Riley Street, Surry Hills 2 1 1 Unit CommBank Estimate \$1,622,000		
	2/21 Little Riley Street, Surry Hills 2 1 1 Unit CommBank Estimate \$1,622,000		

Continue your property search?

Search for properties

Your lending specialist

Your key calculations

Borrowing Repayments Stamp duty

Your borrowing power is

\$800,000

Last updated: 13/10/22

Go to calculator

Savings amount

Deposit percentage

From these calculations above you can purchase a property roughly up to

\$950,000

Last updated: 13/10/22

Properties based on your calculated inputs

	2/21 Little Riley Street, Surry Hills 2 1 1 Unit CommBank Estimate \$1,622,000		
	2/21 Little Riley Street, Surry Hills 2 1 1 Unit CommBank Estimate \$1,622,000		
	2/21 Little Riley Street, Surry Hills 2 1 1 Unit CommBank Estimate \$1,622,000		

Continue your property search?

Calculator + property search exploration

Incomplete

Borrowing calculator

Completed

Capturing calculations
Wireframe to map out the saving a calculation experience.

<- Home buying hub

My hub | My checklist

Your snapshot

Robert Smith
Current deposit: xxxx
Borrowing power: xxxx
Interested areas: xxxx
Looking for: my first home to live in
For a property worth: \$1,800,000
[Make changes](#)

Understand the home buying process

A simple guide for navigating the home buying journey

Tailor home hub for you

Your home buying position

Borrowing power
Estimate how much you may be able to borrow for a home loan. [Calculate](#)

Repayments
Work out how much your home loan repayments might be. [Calculate](#)

Upfront costs
See the extra costs involved with buying a property [Calculate](#)

We can tailor your property search

Tools

commbank.com.au

How much can I borrow?

Borrowing calculator | Repayment calculator | Stamp duty calculator

About us | Income | Expenses

This loan is for
There's two of us

Number of dependants
1 children (under 18)
0 adults (18 and over)

We're looking for
a home to live in

Next

You may be able to borrow up to
\$633,800

\$150,000 | \$633,800

<- Home buying hub

My hub | My checklist

Your snapshot

Robert Smith
Current deposit: xxxx
Borrowing power: xxxx
Interested areas: xxxx
Looking for: my first home to live in
For a property worth: \$1,800,000
[Make changes](#)

Understand the home buying process

A simple guide for navigating the home buying journey

Tailor home hub for you

Your home buying position

Borrowing power
\$633,800 [Edit](#)

Repayments
Work out how much your home loan repayments might be. [Calculate](#)

Upfront costs
See the extra costs involved with buying a property [Calculate](#)

We can tailor your property search

Tools

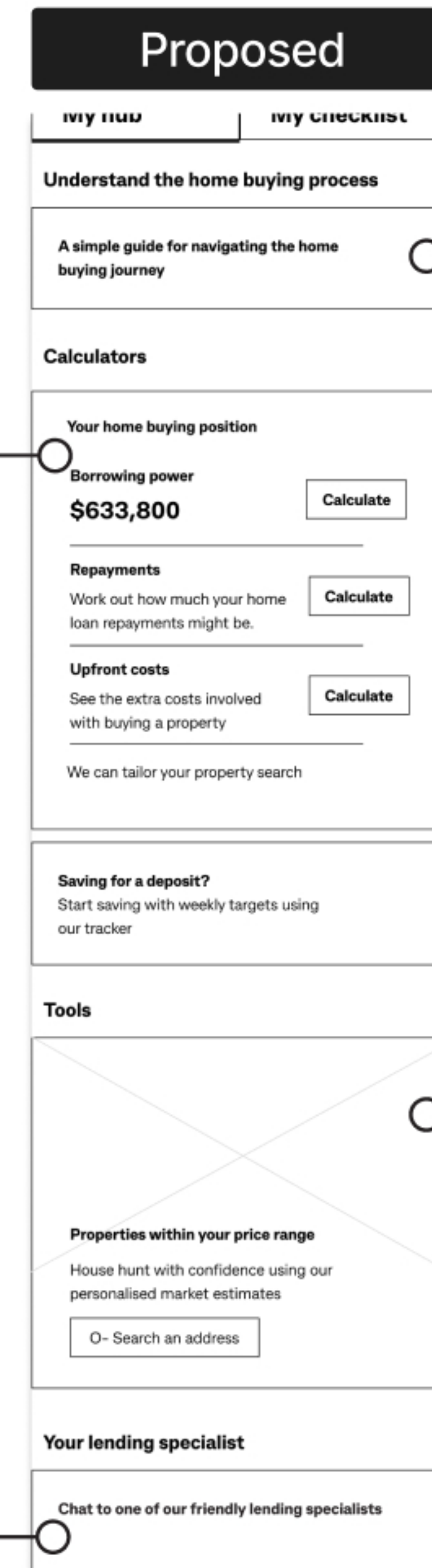
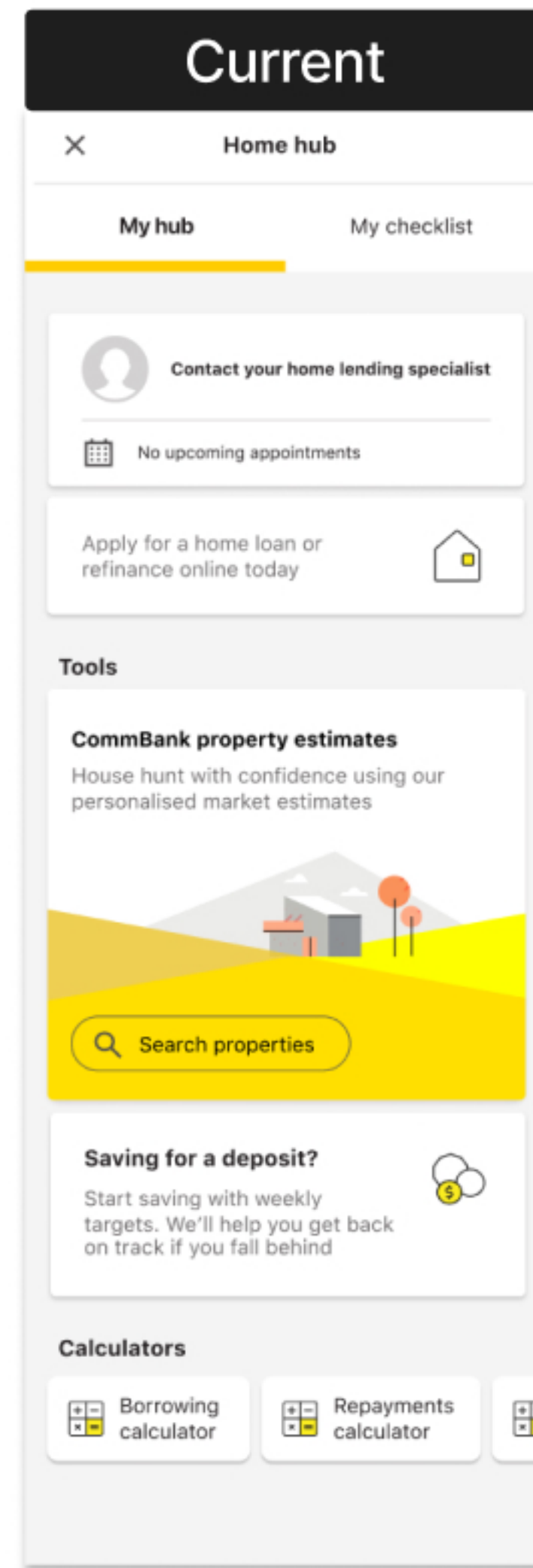


Discovery

Calculator + property search exploration

Refined the information hierarchy

- 1. Education
- 2. Financial position
- 3. Finding property
- 4. Speaking to a lender



Calculators
Inform customers of their financial position

Education
Checklists on buying a property

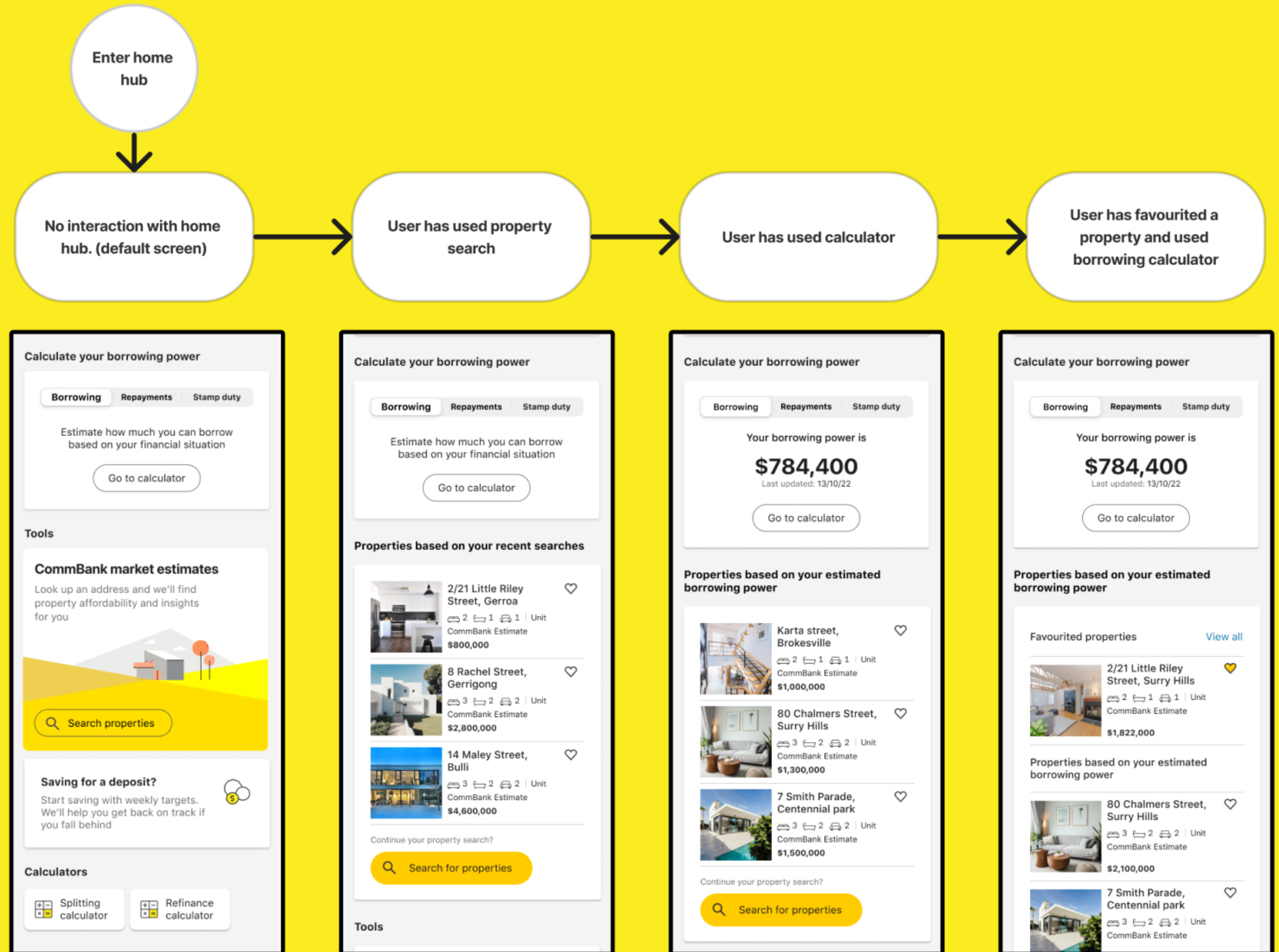
Property search
Help customers find the right property for them

Chat to a lending specialist
Home savers are not ready to book an appointment until they are financially ready

Discovery Calculator + property search exploration

Demonstrating the different states

Home hub page changes
when the user interacts
with property search or
the calculators.



Develop

Focusing in on our calculators

Value proposition of the calculators

- Understand borrowing power
- Demonstrates how much you need to be able to apply for a loan (such as deposit, other upfront costs or if you need lenders mortgage insurance (LMI))
- Understand how much of their salary is remaining after loan repayment to see if they can sustain their life style
- Displays our interest rates

How might we help the customer use our separated calculator tools on the CommBank website, and allow them to **save results** back to a place in the home hub to **understand, edit and optimise their financial position prior to application?**

Develop

Focusing in on our calculators

Challenges and constraints

- Constantly changing interest rates: the saved calculators in home hub do not automatically update based on a new interest rate change (technical)
- The user has to fill out borrowing calculator inputs again in application process when applying for a home loan (Broader opportunity to streamline that)
- Calculator inputs do not flow to another calculator
- Borrowing power gives the user repayment calculations. Could be confusion between the borrowing and repayment calculator.

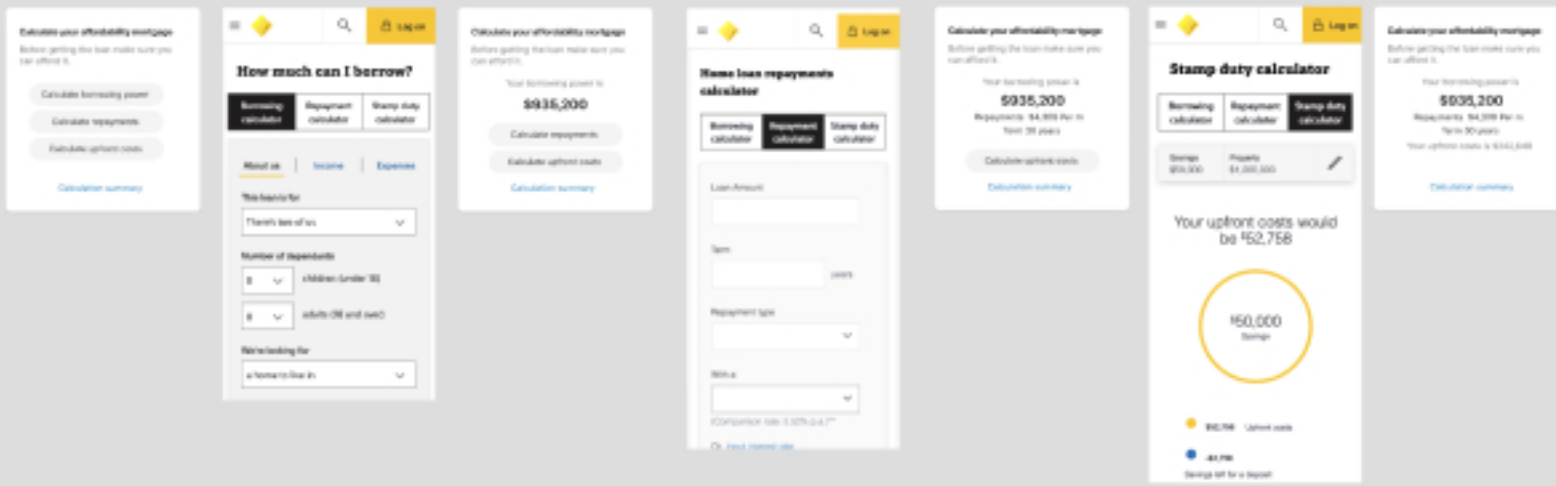
Develop

Calculator ideation

Criteria of success

- Saves the users results in Home hub
- Gives guidance/education on importance of calculators
- An **optional experience** (no blockers)
- Give users access to apply online or chat with lender if they have the the right deposit amount
- If users are not ready to apply, encourage them to continue saving
- Understand where to find the calculators
- Engaging & transparent

Iteration 1



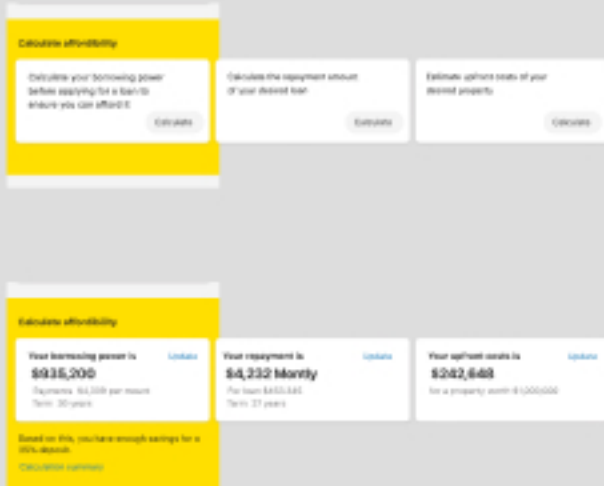
Pros

- User can interact with each based on their needs
- Calculator summary provide more info for the user
- Small tile space/compact

Cons

- Due to the fact that borrowing power and repayment calcs are not synchronized, interacting with one won't affect the other, and seeing the results of all of them on one page will lead to inaccuracies.
- Borrowing power and repayment calculators might present different loan terms, interest rates, and repayments, so showing all of these information could be redundant. It may be confusing to the user.
- No education on how this calcs works
- No transparency of the last update calculation
- Not engaging

Iteration 2

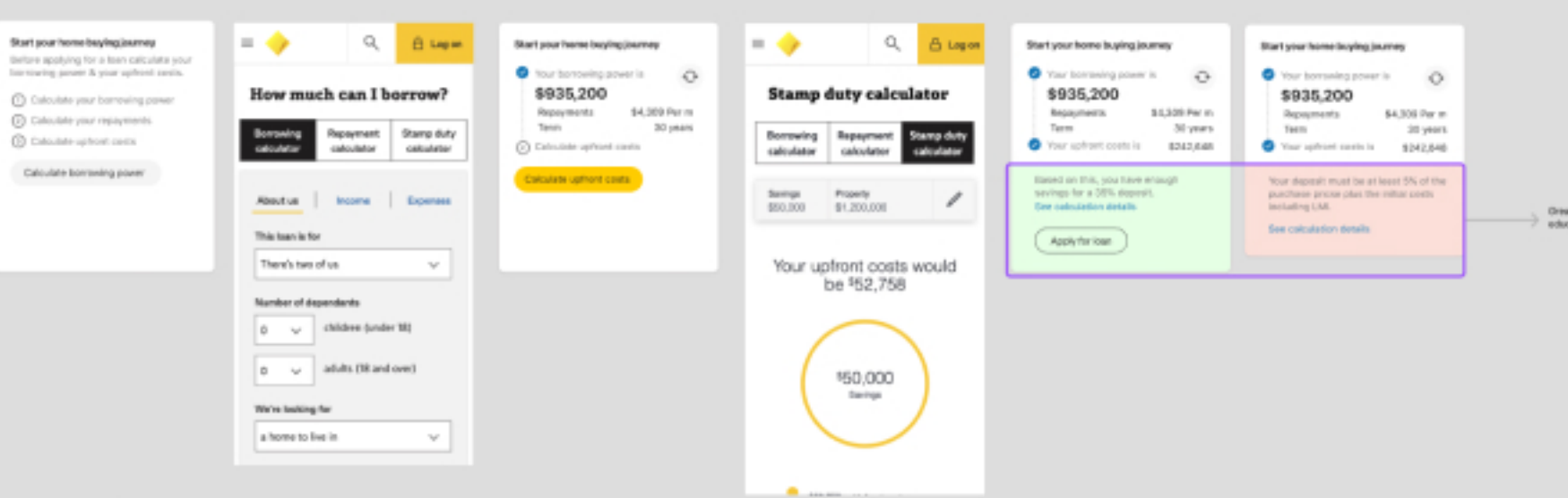


Pros

- On a separate page, we display the results of each calculator so that users can compare the differences between them. Understand the better use of each calculator
- This saves space compared to having all the results on one page from three calculators

What each calculator is why I should use this calculator

Iteration 3

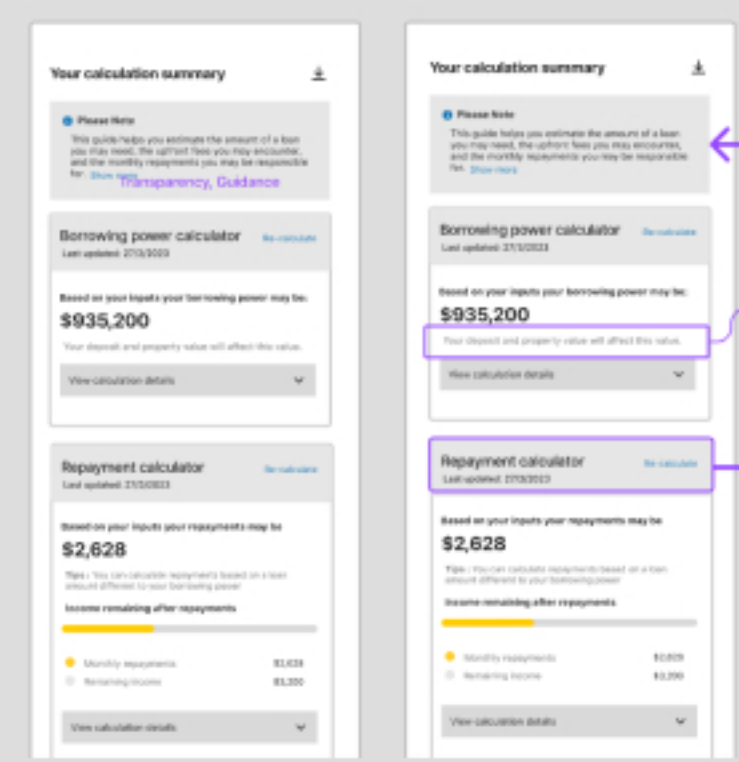


Review success criteria on the final solution

OPTION 1



Save the users results in Home hub



Transparency Guidance

Please Note: This guide helps you estimate the amount of a loan and the monthly repayments you may be responsible for. The loan amount & other calculations have been calculated based on the information you have provided. We have used the best available information to provide you with the most accurate results possible. We do not guarantee the accuracy of the results. Please refer to the relevant legislation for more information.

Since borrowing power amount is different than an amount may a user be able to borrow we explained how property value & upfront costs affects this amount

Guidance: Calculation results are updatable and showing the last date of update

Understand how much salary remaining after loan repayment, to see if they can sustain their life style

If my financial situation change how do I keep using this calculator?

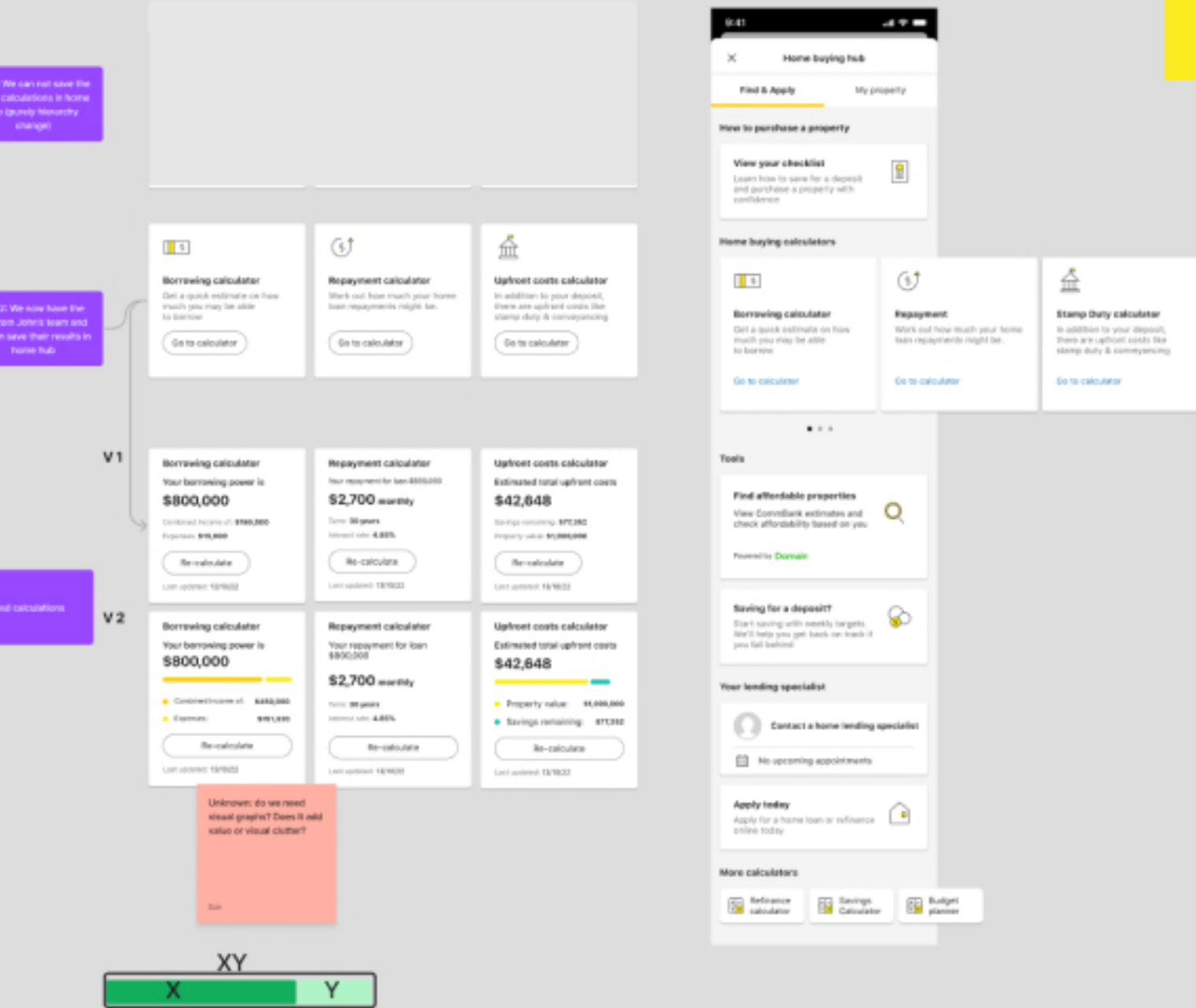
- Gives guidance/education on importance of calculators
- An optional experience (no blockers users can choose to only interact with 1)
- Engaging
- Interest rates

Feels accessible to the everyday person

Reference my results

Are these the only calculators I need for home

Iteration 6



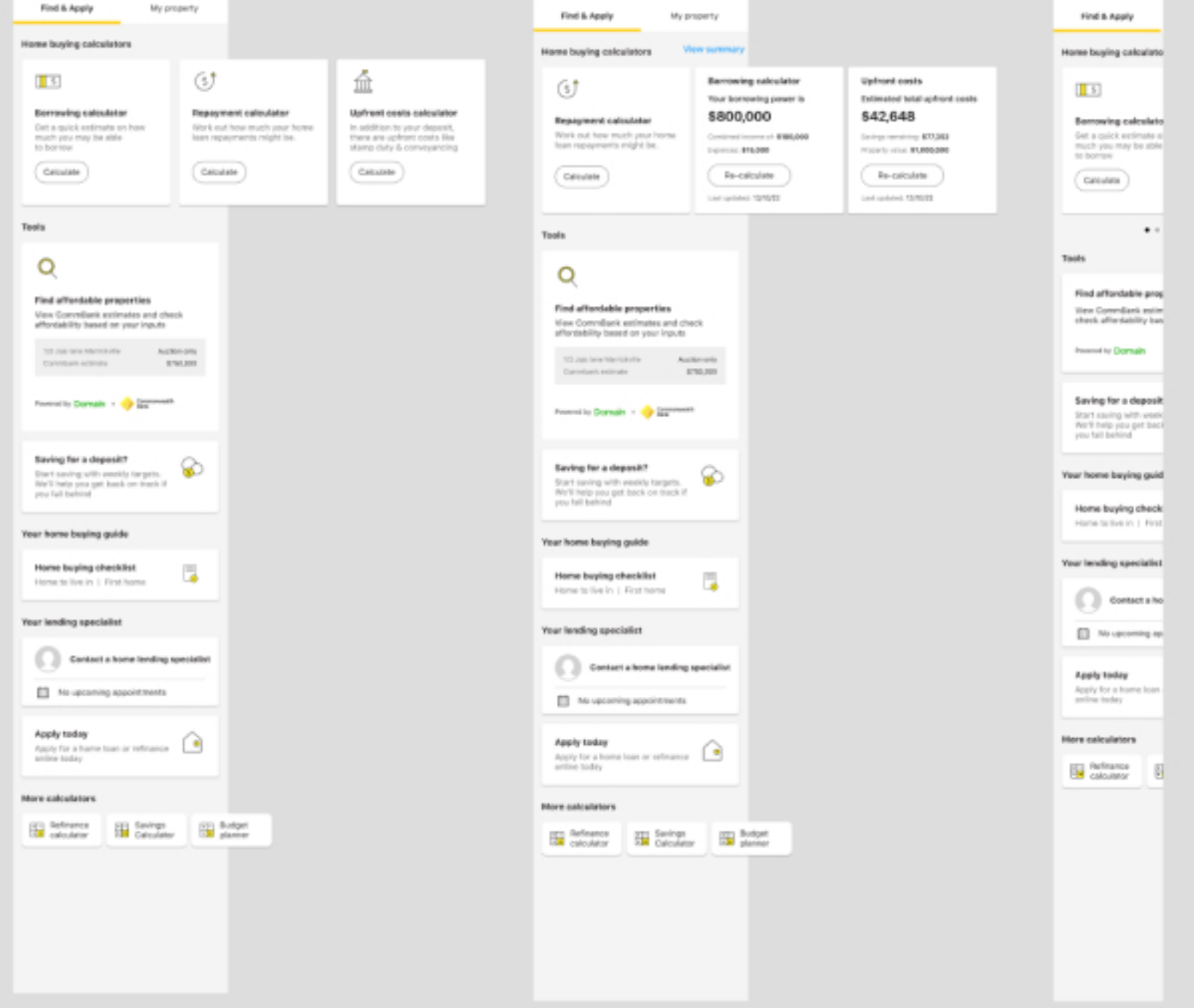
Pros

- Icons are so engaging
- On a separate page, we display the results of each calculator so that

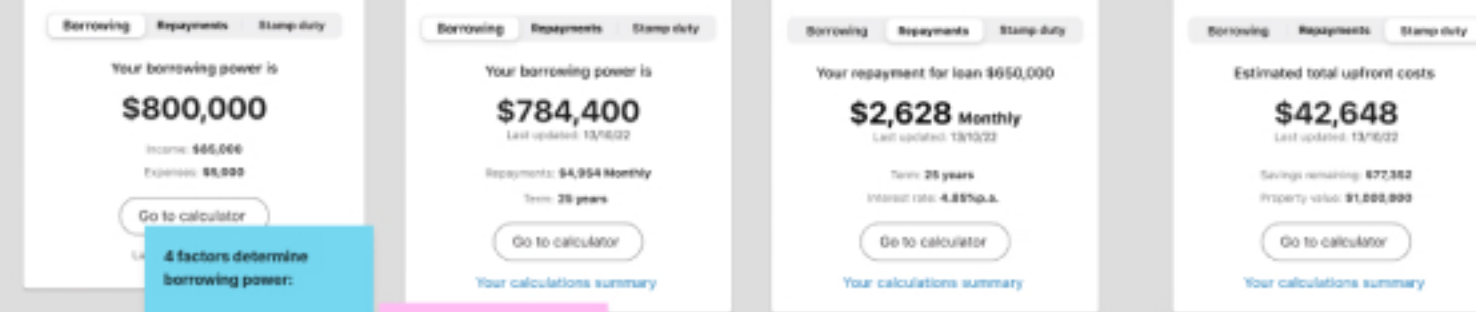
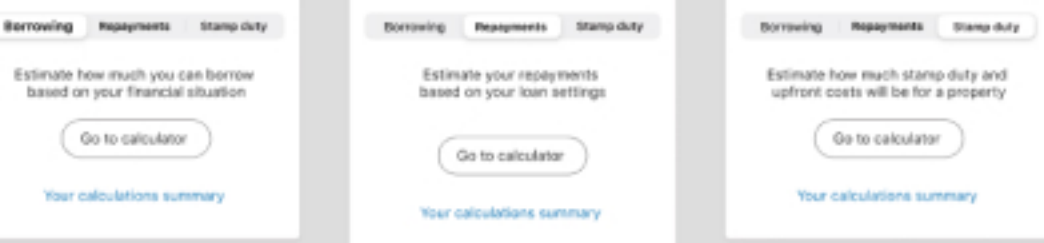
Cons

- Risk of not finding stamp duty calculator.
- Extra effort to swipe + click to

A lot of iteration...



Iteration 5.1



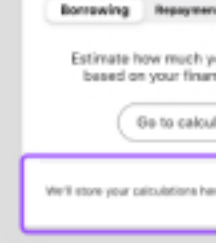
Pros

- Shows off the calculators are separate
- Role of each calculator
- Each tile shows the last updated, makes me feel like calculators are

Cons

- Borrowing power calculator needs to display more information compared to the other 2 calculators. Borrowing power is determined by 4 factors.

Iteration 5



Pros

- Shows off the calculators are separate
- Role of each calculator
- Each tile shows the last updated, makes me feel like calculators are

Develop Calculator tab variant

Assessment

- Fits most of the criteria of success
- Not scalable for different states of home hub
- Nudge concept still needed work around hierarchy and CTA positioning

Nudge concept

Borrowing | Repayments | Stamp duty

Estimated total upfront costs

\$42,648
Last updated: 13/10/22

Savings remaining: **\$77,352**
Property value: **\$1,000,000**

Go to calculator

[View more calculation details](#)

Based on this, you have enough savings for a 35% deposit.

[See calculation details](#)

Apply for loan

Incomplete

Borrowing | Repayments | Stamp duty

Estimate how much you can borrow based on your financial situation

Go to calculator

We'll store your calculations here for easy reference

Borrowing | Repayments | Stamp duty

Estimate your repayments based on your loan settings

Go to calculator

We'll store your calculations here for easy reference

Borrowing | Repayments | Stamp duty

Estimate how much stamp duty and upfront costs will be for a property

Go to calculator

We'll store your calculations here for easy reference

Completed

Borrowing | Repayments | Stamp duty

Your borrowing power is

\$800,000
Income: **\$85,000**
Expenses: **\$5,000**

Go to calculator

Last updated: 13/10/22

Borrowing | Repayments | Stamp duty

Your repayment for loan \$800,000

\$2,700 Monthly

Go to calculator

Last updated: 13/10/22

Borrowing | Repayments | Stamp duty

Estimated total upfront costs

\$42,648
Savings remaining: **\$77,352**
Property value: **\$1,000,000**

Develop

Calculator carousel variant


Assessment

- Meets the criteria of success
- Scalable for different states and if we create more calculators
- Component framework, a smaller tile for different Home hub states
- Nudge comes in below

The Nudge


- Getting the user to the next step of applying for a home loan
- Appears if the user has completed the stamp duty calculator and has at least a 5% deposit

Default




Borrowing calculator
Estimate how much you can borrow based on your financial situation

[Calculate](#)



Repayment calculator
Estimate your repayments based on your loan settings

[Calculate](#)



Upfront costs calculator
Estimate how much stamp duty and upfront costs will be for a property


[Calculate](#)

Smaller component

Repayment calculator
Estimate your repayments based on your loan settings

[Calculate](#)

Nudge



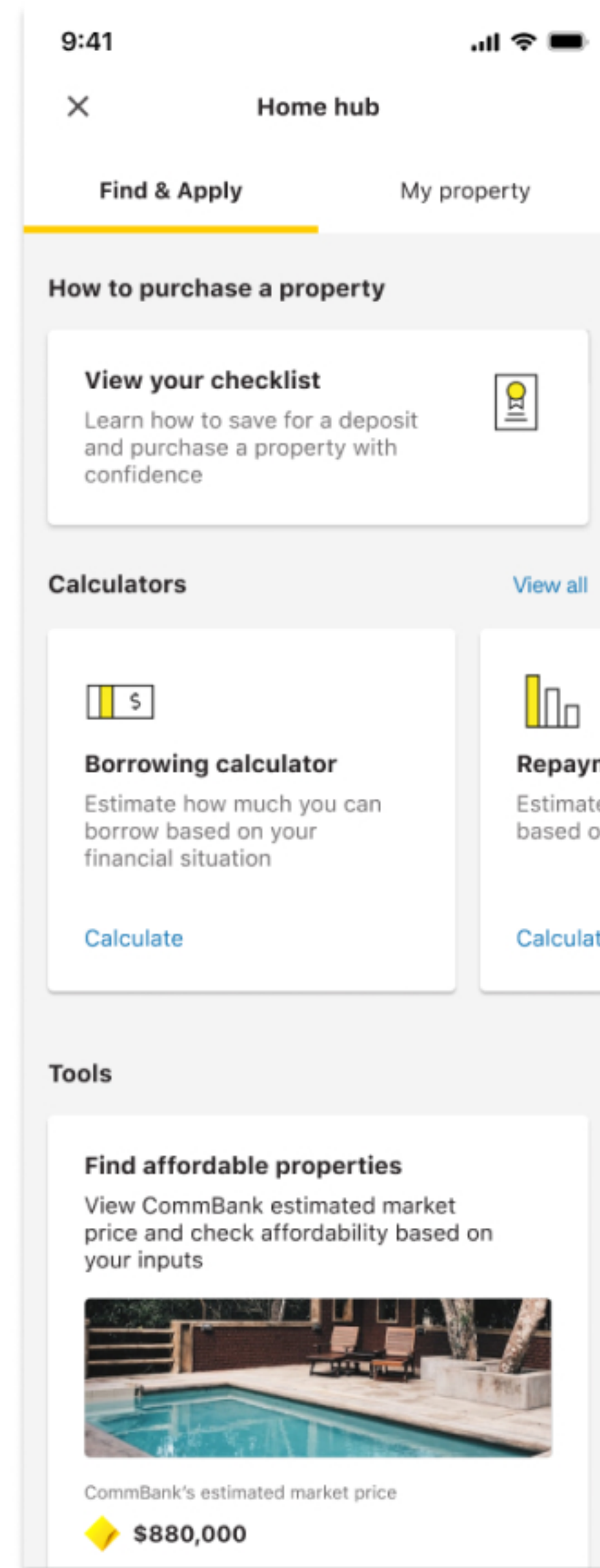
Get conditional pre-approval ✕
You've got more than a 5% deposit saved. Chat to one our lending specialist

[Book appointment](#)

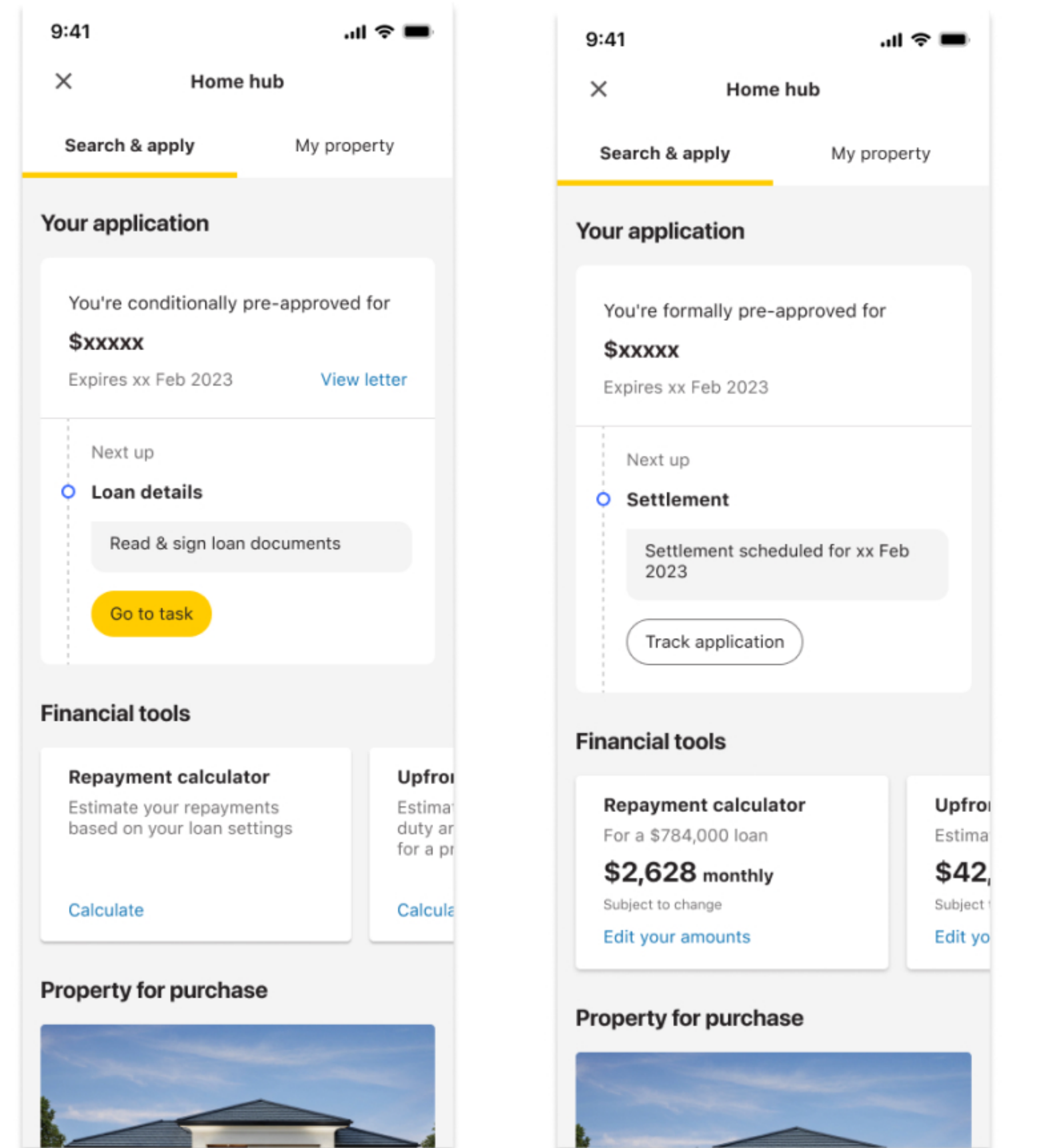
Develop

Calculator carousel variant across the different states

Home Savers



Seekers & Purchasers



Develop Property search entry point

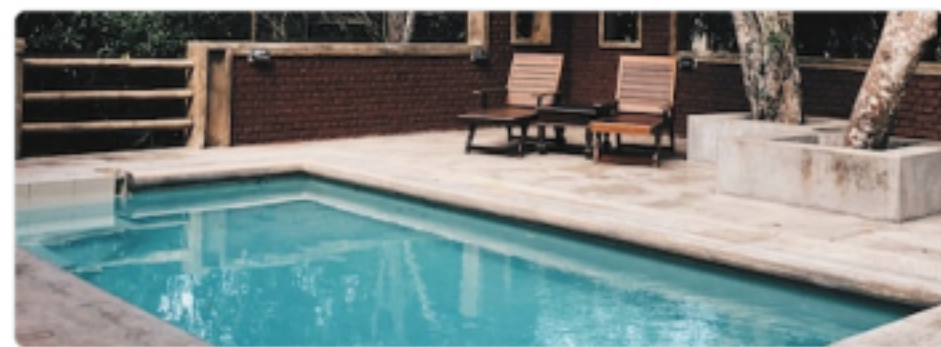
Using a component framework across different states

Uplift to help demonstrate the value proposition of CBA's property search: CommBank market estimate & affordability checking

Large

Find affordable properties

View CommBank estimated market price and check affordability based on your inputs



CommBank's estimated market price

◆ \$721,000

Powered by **Domain**

Small

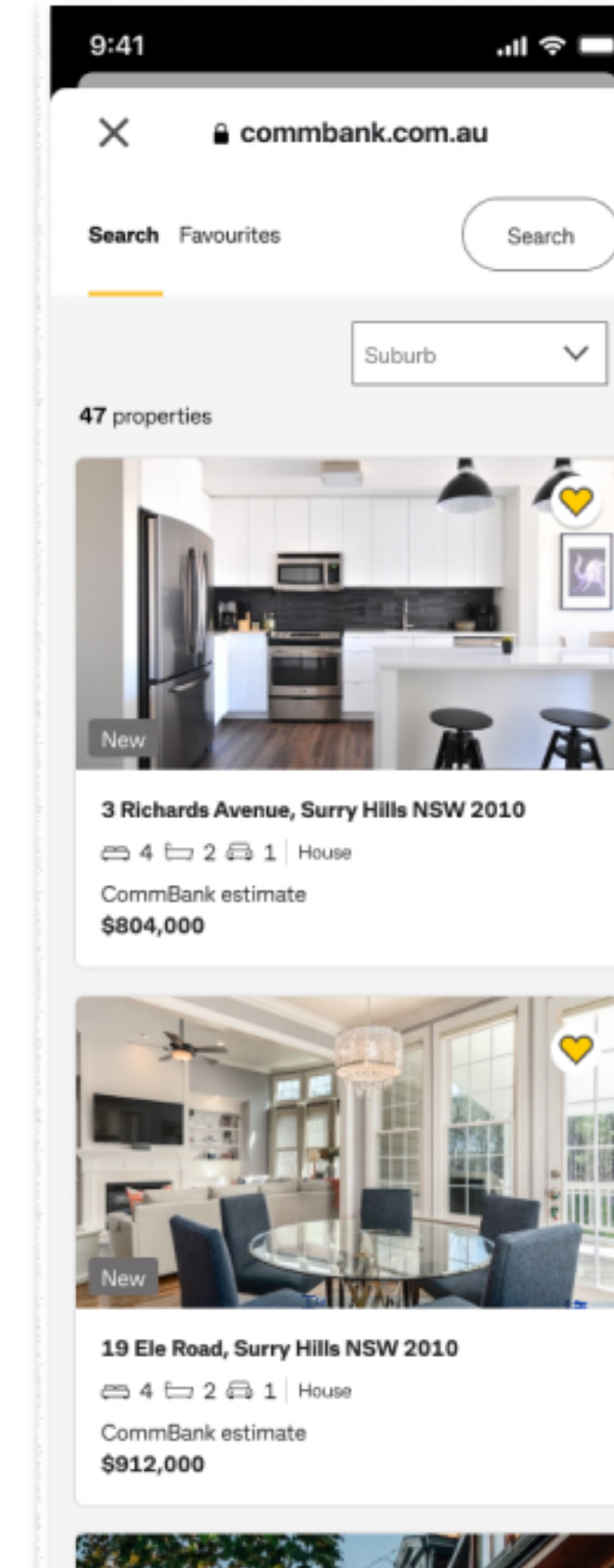
Find affordable properties

View CommBank estimated market price and check affordability based on your inputs

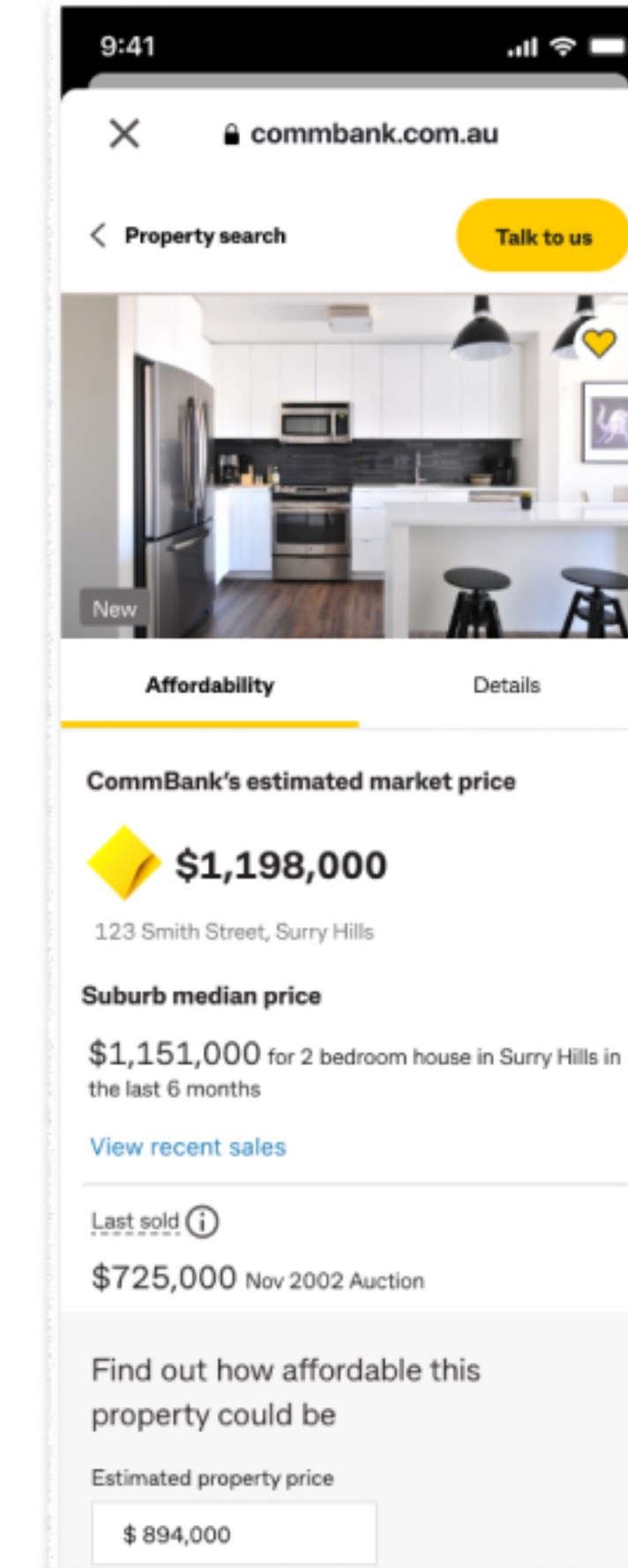


Powered by **Domain**

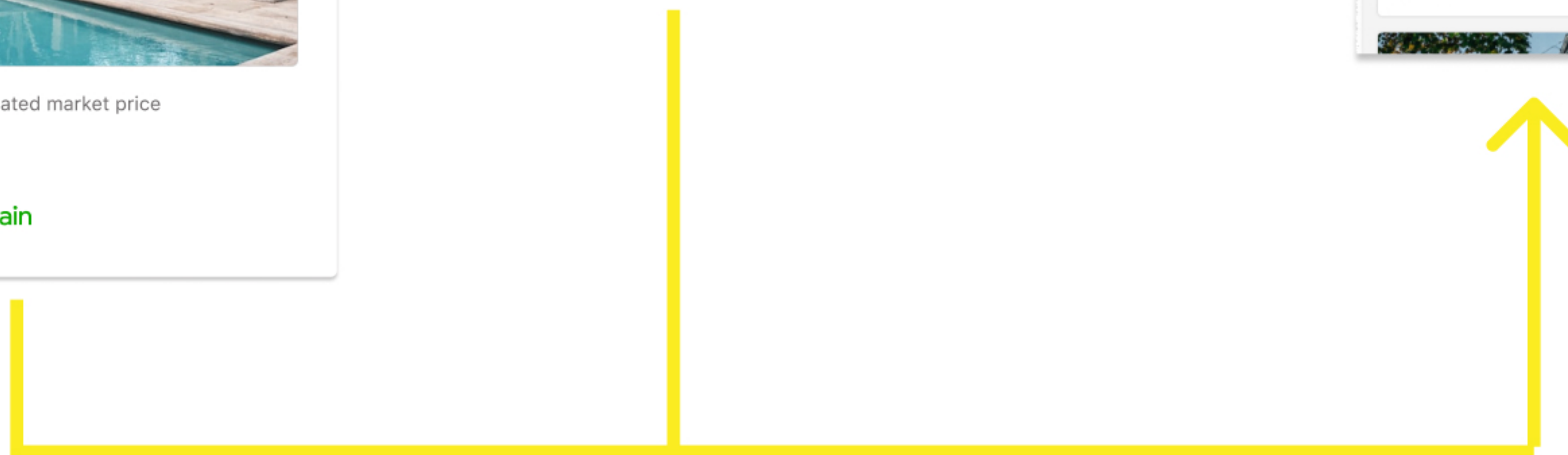
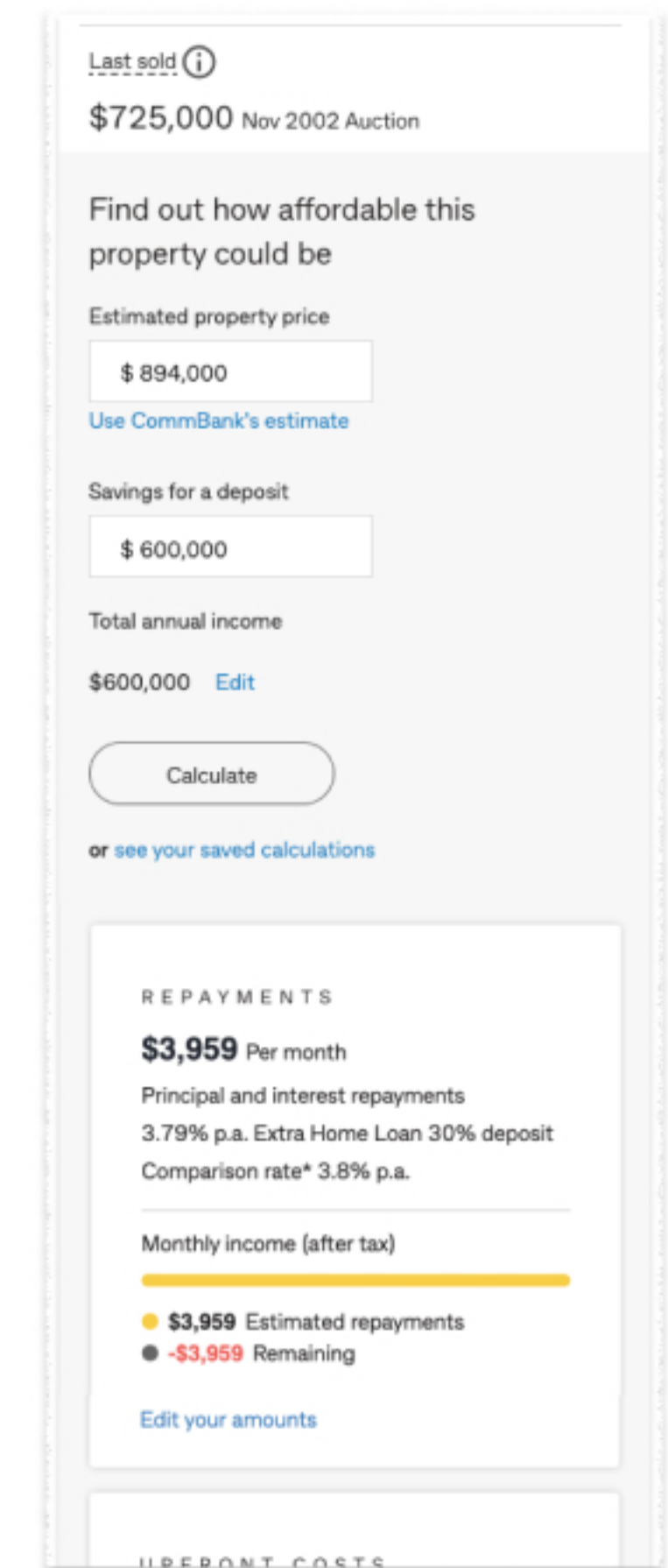
Search results



Property page



Calculators



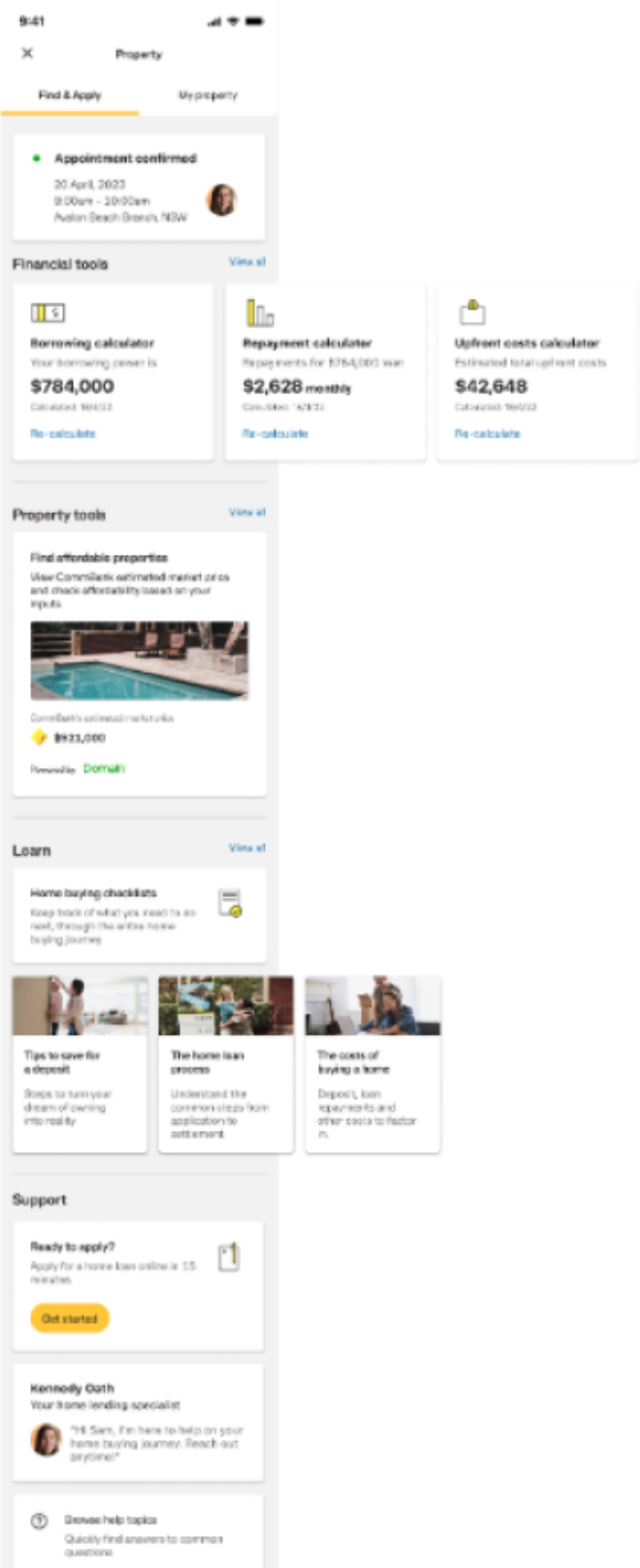
Develop Usability testing

Testing the saver state

- Location: Remote via Microsoft Teams
- Approach: 1:1 Usability Testing Sessions

Participant profile (6):

- Mix of CommBank and OFI customers
- Home buying customers - Saver and Seeker stage
- Mix of First Home Buyer and Subsequent Home Buyers

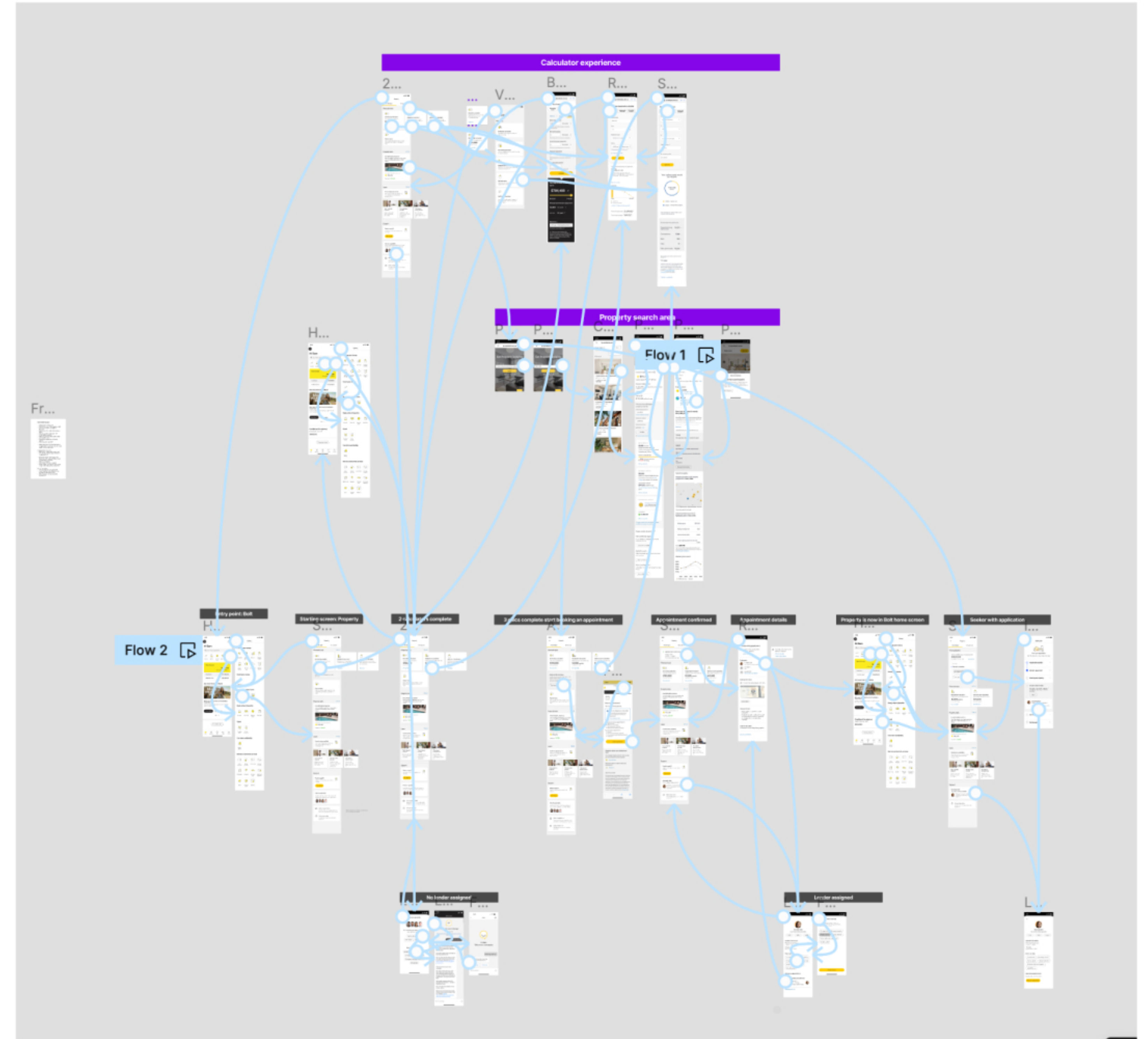
	<p>What's going on now? Has anything changed?</p>	<p>DISCOVERABILITY User will notice the booked appointment tile</p>
	<p>Talk me through the information on the "Appointment confirmed" tile</p>	
<p>[Prompt if needed] What does the address mean?</p>		<p>COMPREHENSION User understands that Avalon Beach Branch is the location of their meeting.</p>
<p>[Prompt if needed] Why is there a picture of someone?</p>		<p>COMPREHENSION User understands the picture is of the Lender they will be meeting</p>
<p>How might you find out more information about who this person is?</p>		<p>TASK SUCCESS User understands they can tap the appointment tile PASS User taps appointment tile</p>

Develop

Usability testing

What worked well

- The flow and layout of the saver state
- Participants liked the ordering of the components some wondered if we could visually show them more of a journey
- Participants appreciated the calculators to understand their financial standing. In particular, Upfront cost calculator was appreciated by participants who were familiar with the home buying process
- Participants found the Property Search tool to be comprehensive and informative



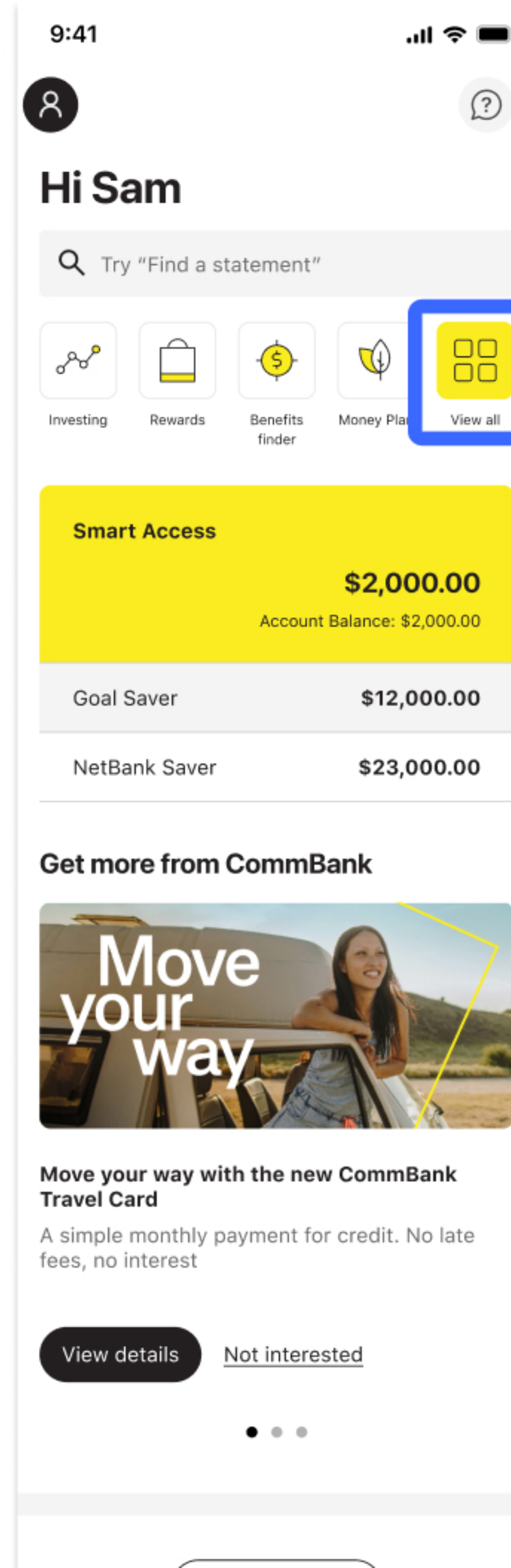
Develop Usability testing

What needs improvement

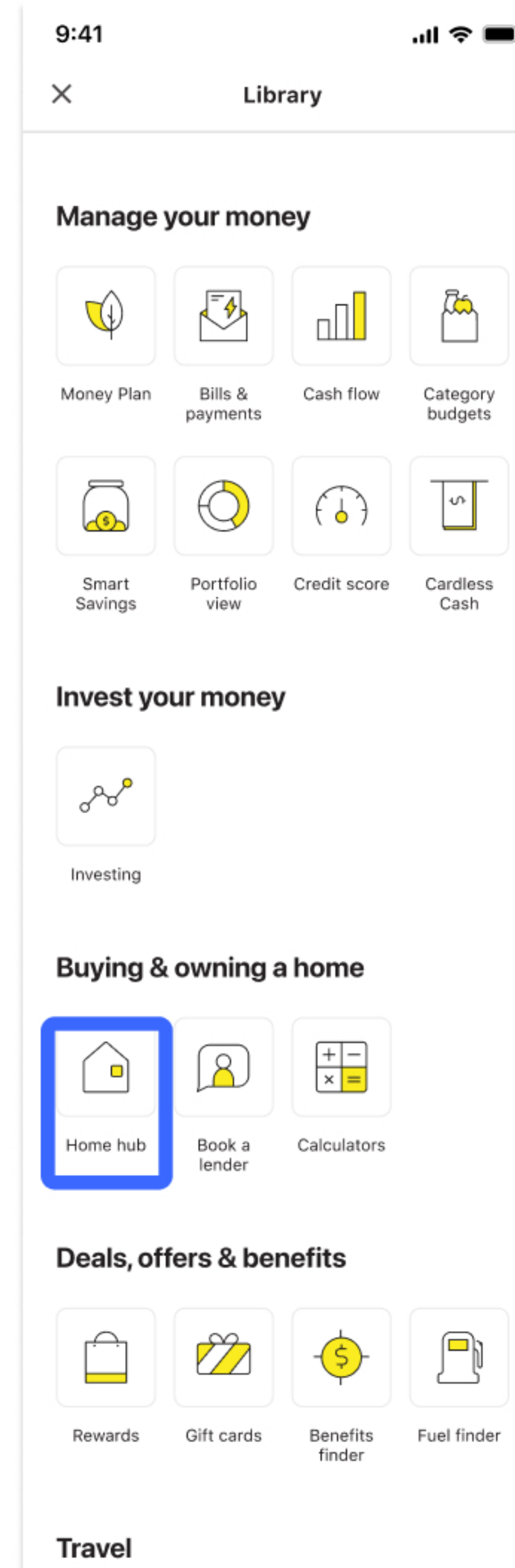
Findability: despite the value Home hub offered, participants noted it was discreet/hidden away and they would need assistance to find it. There is an opportunity to clearly communicate its value proposition upfront and/or review the app name 'Home hub' to better reflect what is in the hub to entice users to go and explore its offerings.

Despite participants finding the Property Search tool comprehensive and useful, they noted its similarity with other property search tools, such as REA and Domain, and did not clearly articulate the value proposition of CBA property search.

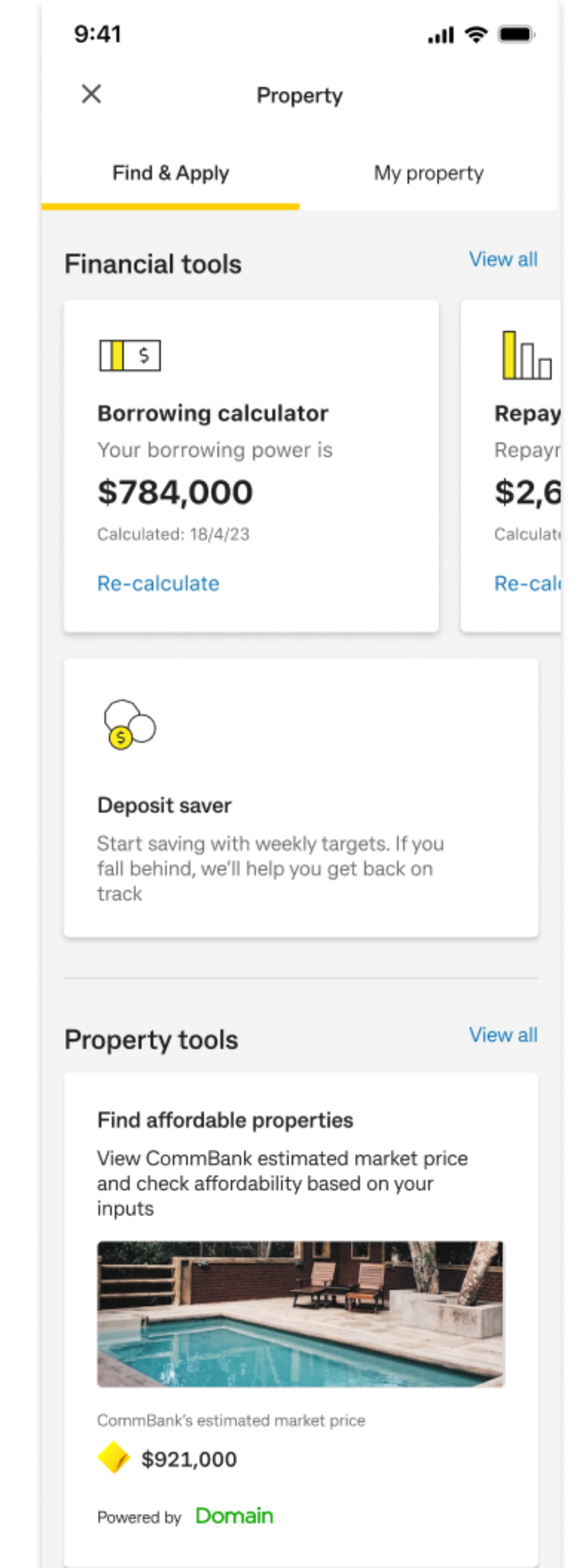
CommBank home screen



Home hub location

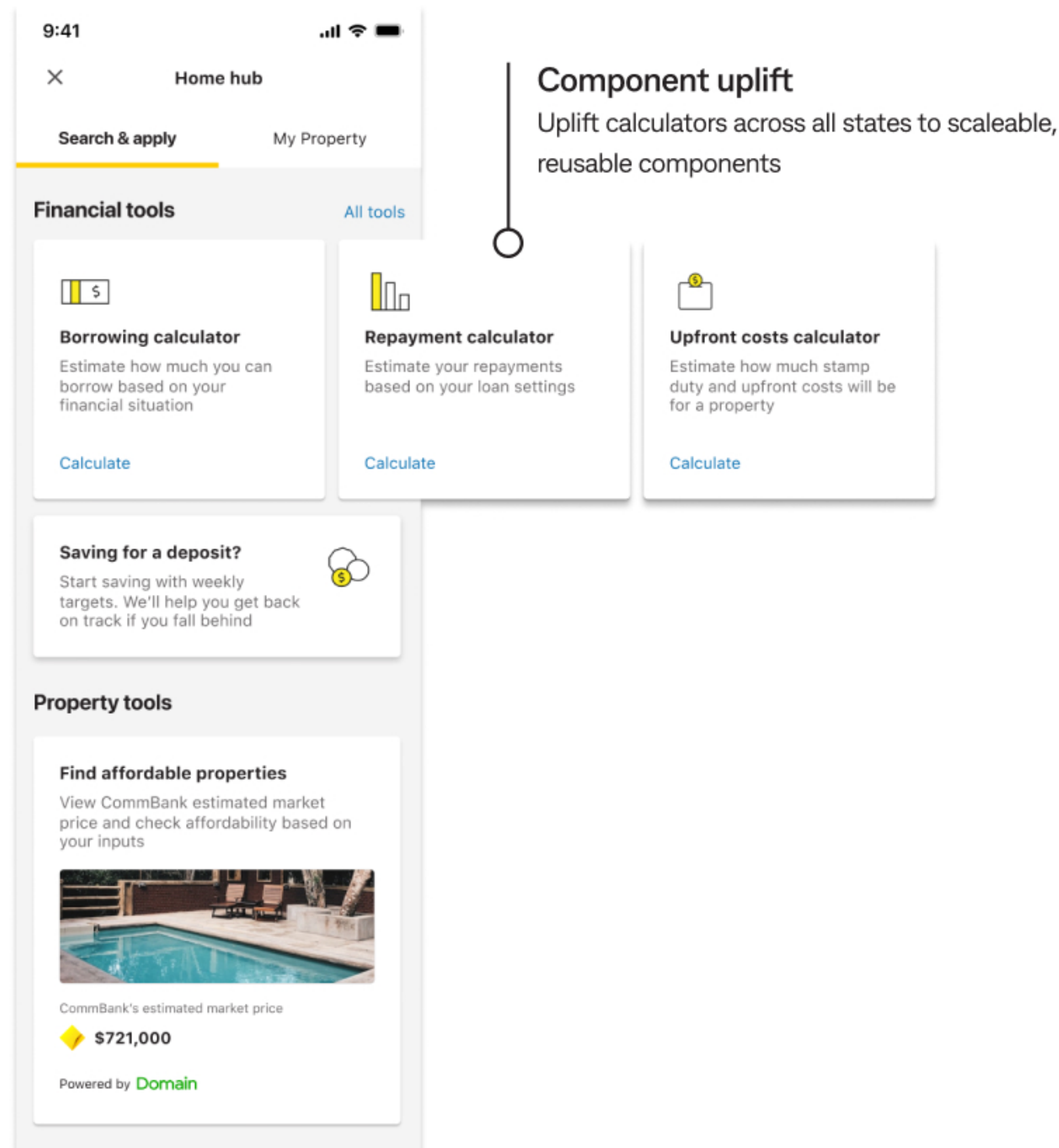


Home hub saver state



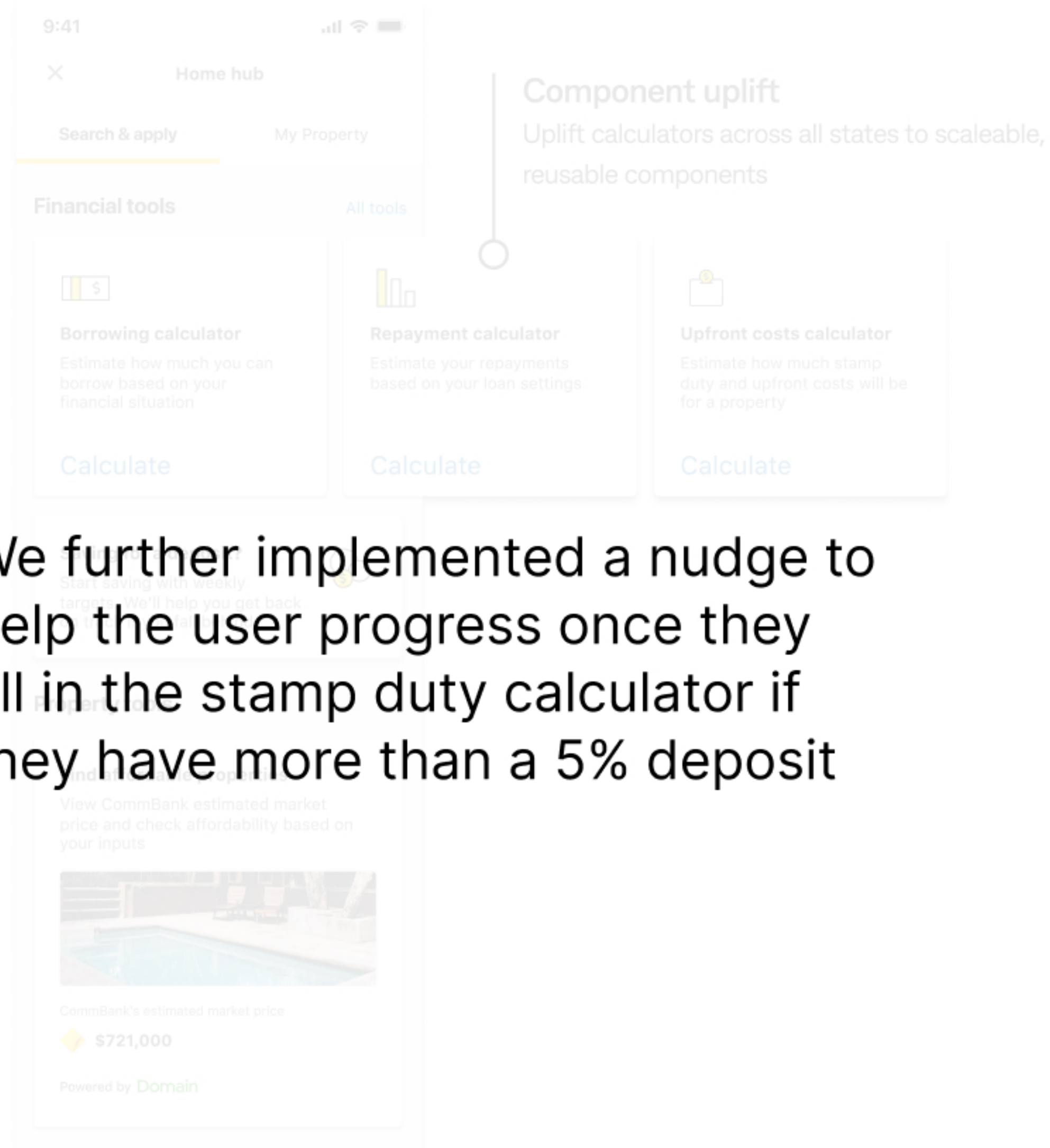
Deliver

Final build



- Re order of home saver hierarchy
- Indication of financial position (Borrowing, repayments, Upfront costs)
- We brought the calculators up and created a component framework to ensure the calculators can fit in our different states
- Users can now save their calculations to understand, edit and optimise their financial position prior to application.

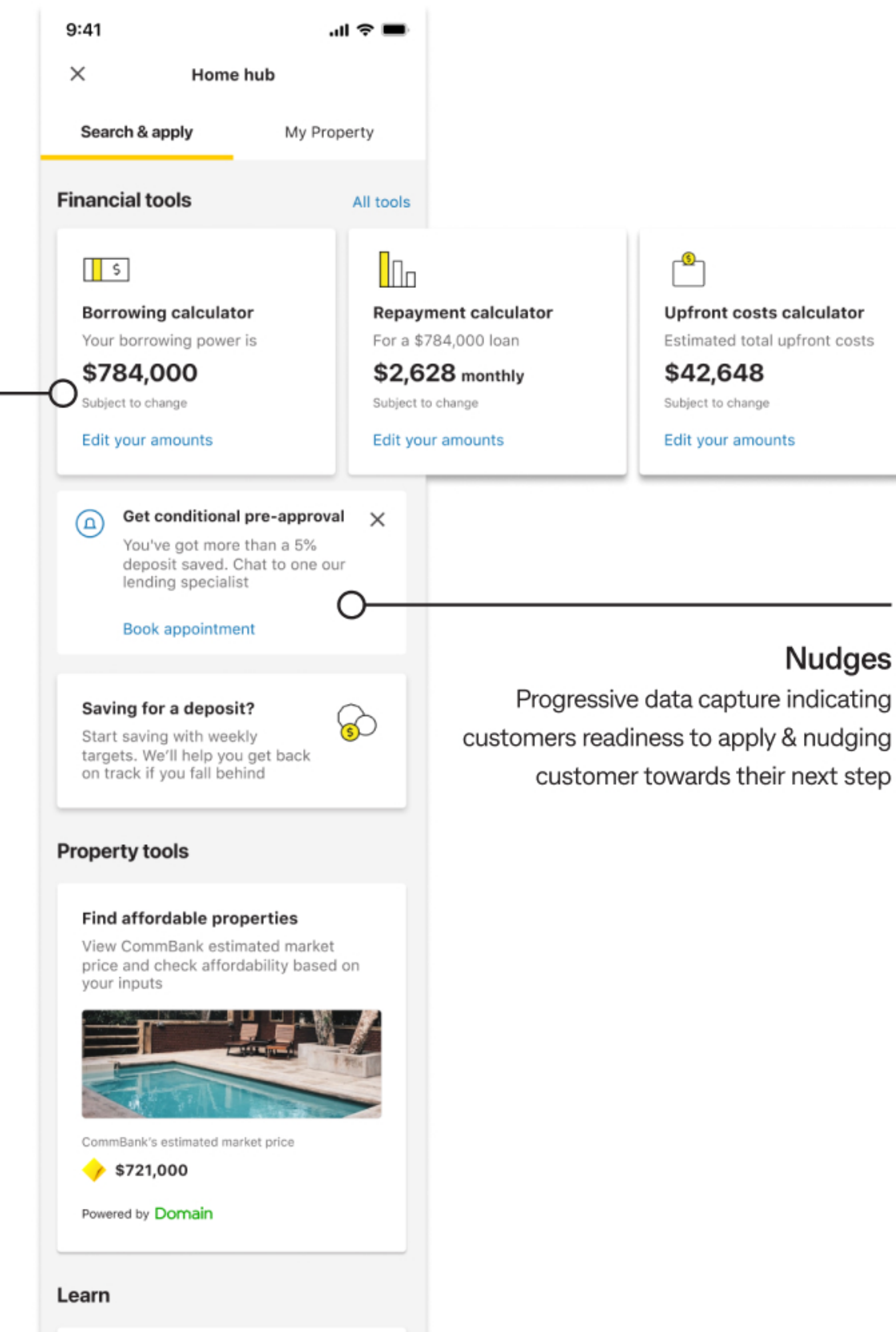
Deliver Final build



- We further implemented a nudge to help the user progress once they fill in the stamp duty calculator if they have more than a 5% deposit

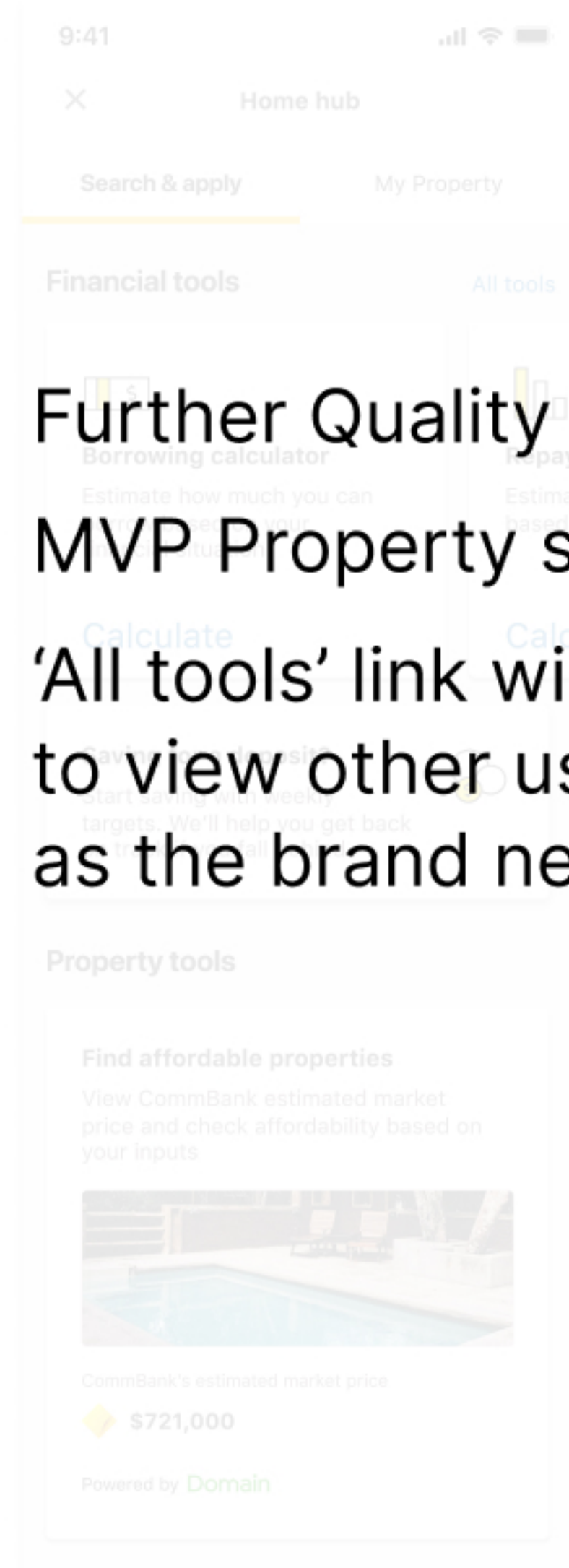
Saved calculations

Pull in & display completed calculations from Commbank.com for easy access



Deliver Final build

- Further Quality of life changes
- MVP Property search
- 'All tools' link will allow the customer to view other useful calculators such as the brand new refinance calculator

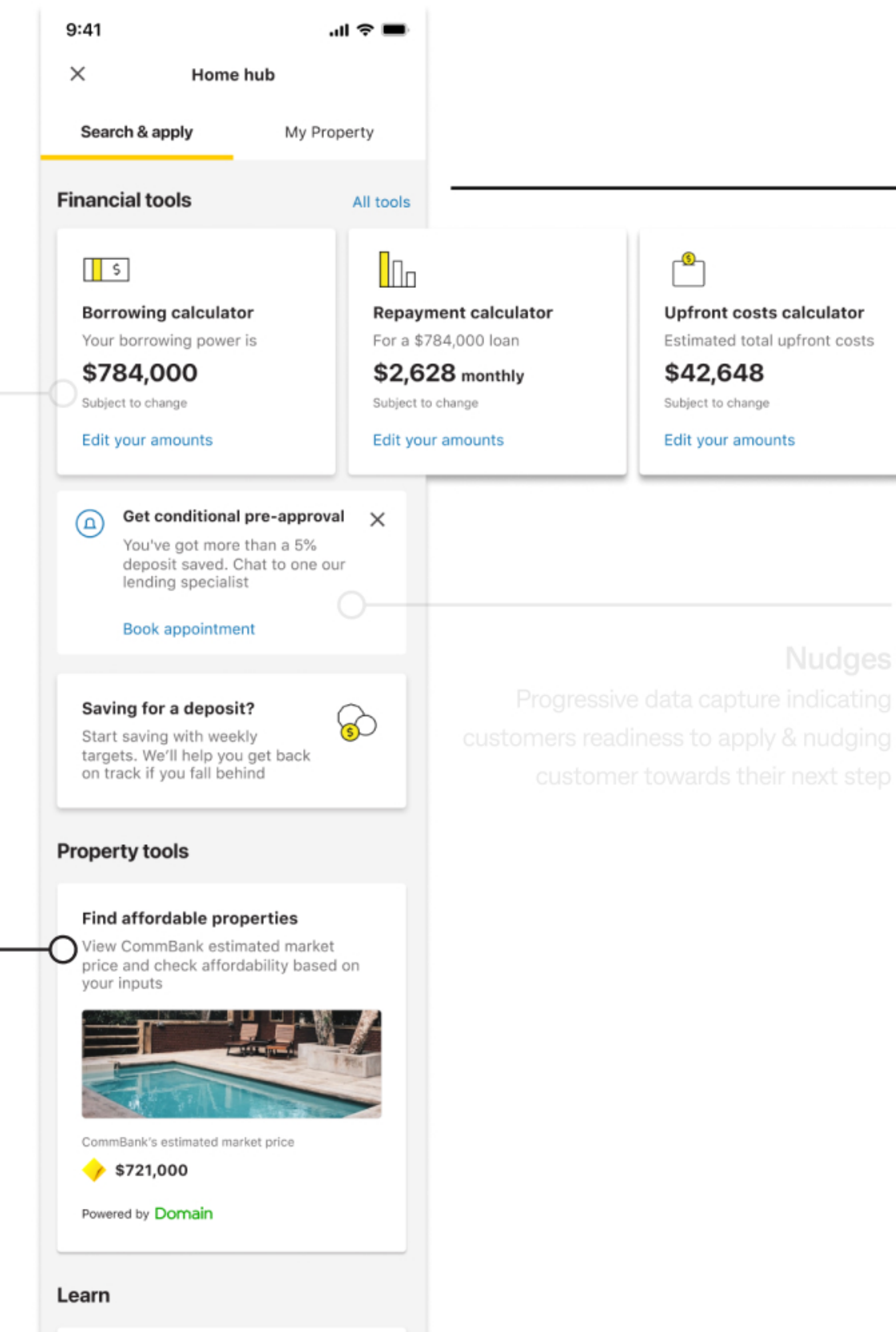


Component uplift
Uplift calculators across all states to scalable, reusable components

Property search
First step towards a more property-centric experience, through uplifted property search entry point and MVP integration with Home In

Saved calculations

Pull in & display completed calculations from Commbank.com for easy access

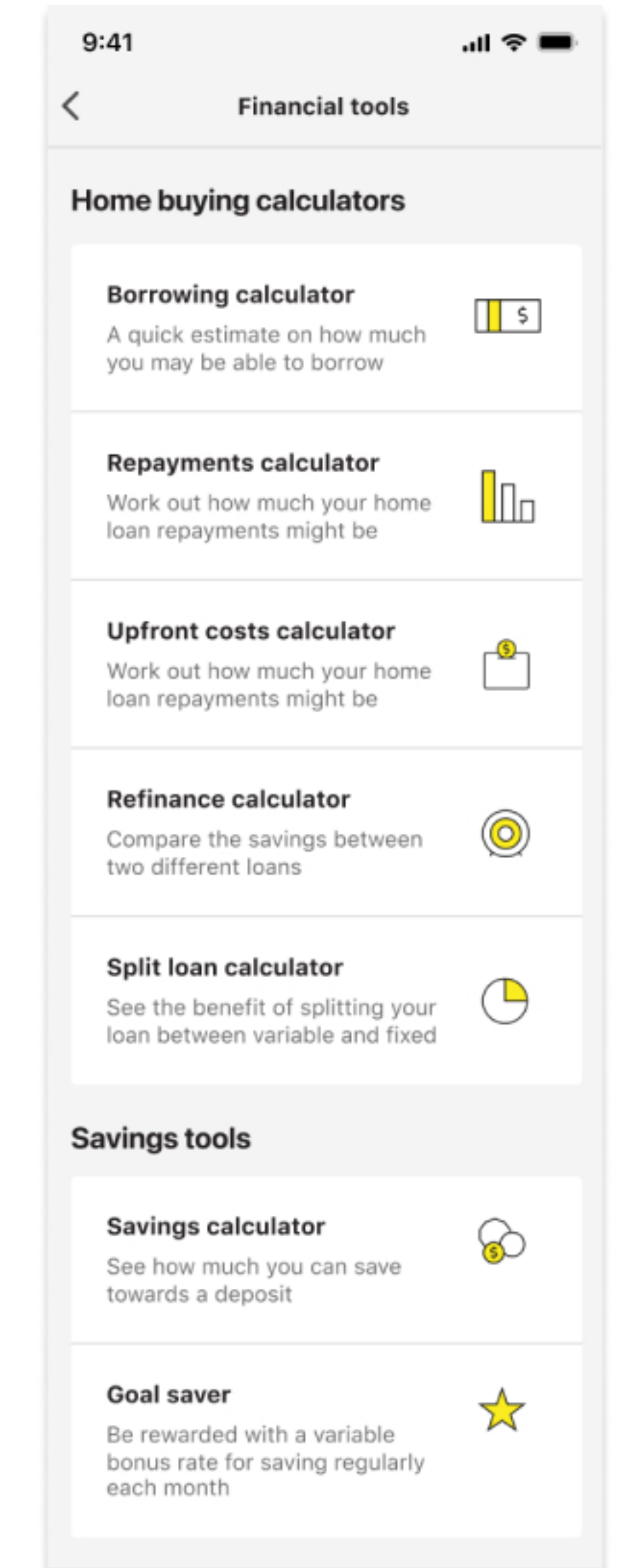


Nudges

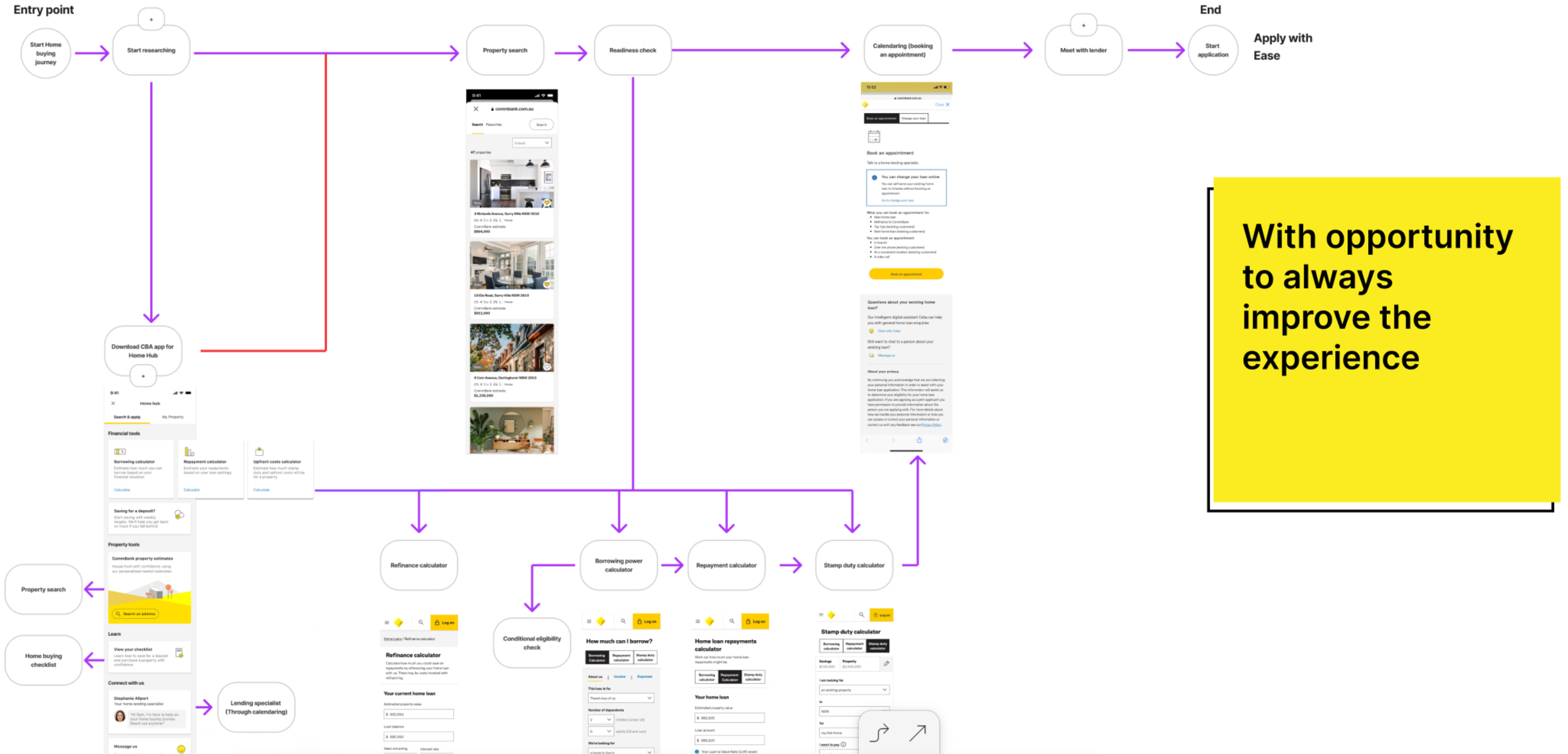
Progressive data capture indicating customers readiness to apply & nudging customer towards their next step

Surfacing other calculators

A secondary page for the other calculators, promoting our suite of calculators



Deliver Everything a home saver needs all in one place



With opportunity to always improve the experience

Deliver Metrics

After the CommBank app refresh in June 2023

Home hub: 2.1% of App5 customers have visited vs .5% in App4. Increase of 4.8x in discoverability

Home hub saver state changes in June 2023

1.1% of of App5 customers tried our borrowing calculator compared to 0.08% on App4 leading to an increase of 12.1x in discoverability

- This generated more leads for customers to book appointments for home loans

Other metrics

Nudge and calculators are tagged, however the database to capture the metrics is still in progress.

Deliver Opportunities

Educational Content

Self-guided exploration & progressive profile capture

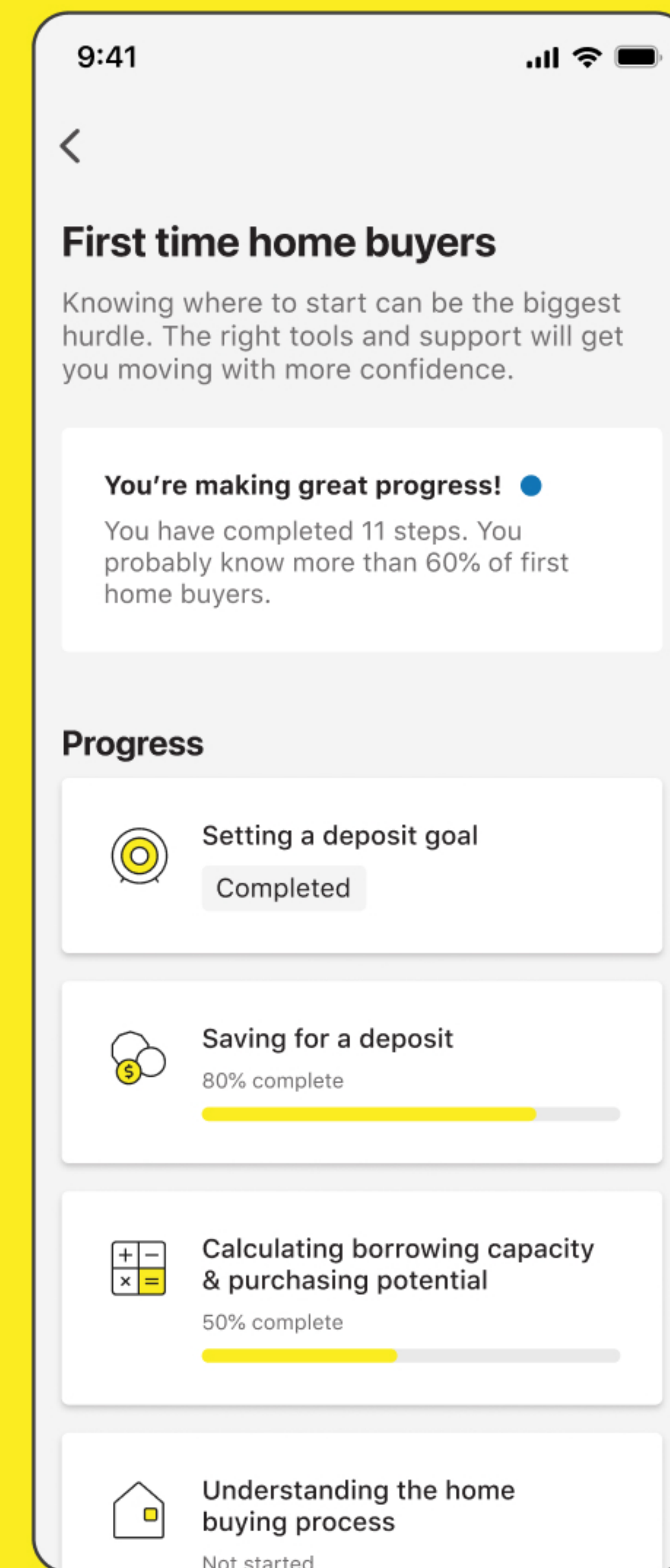
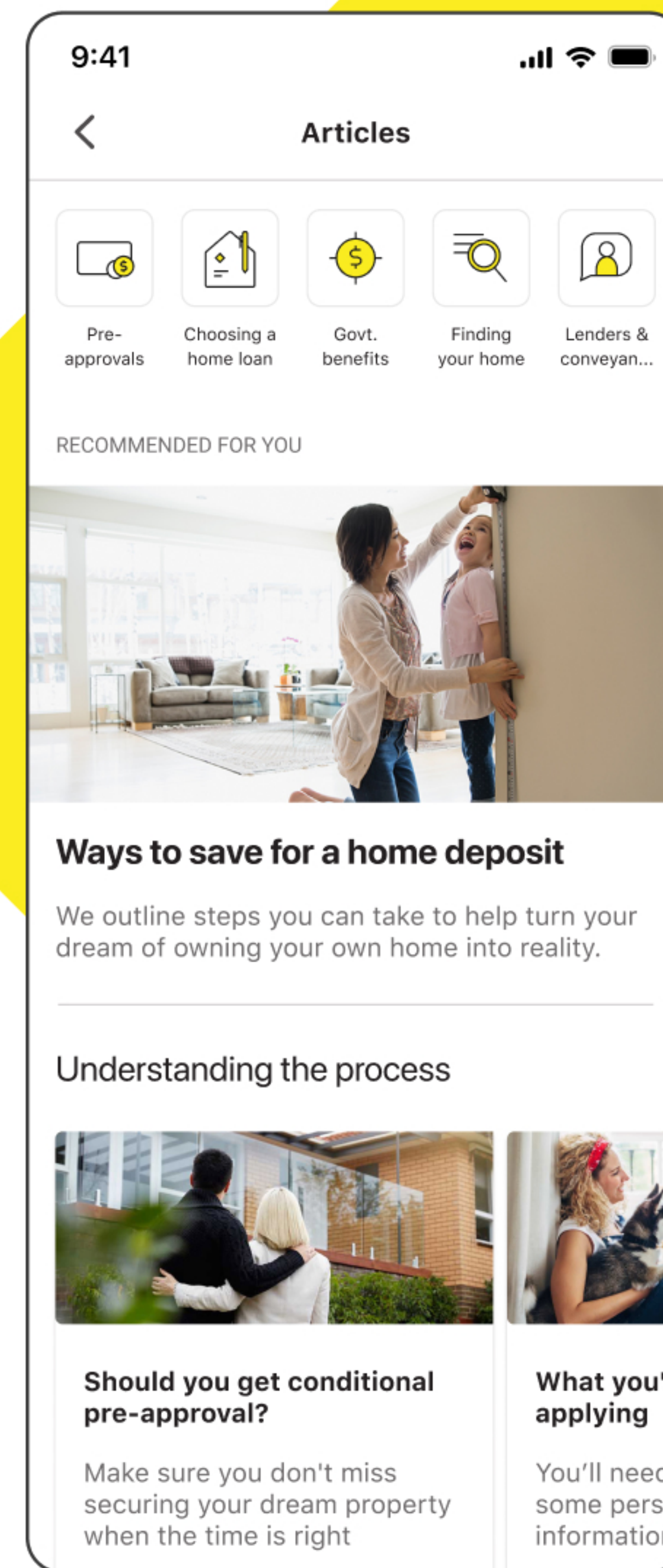
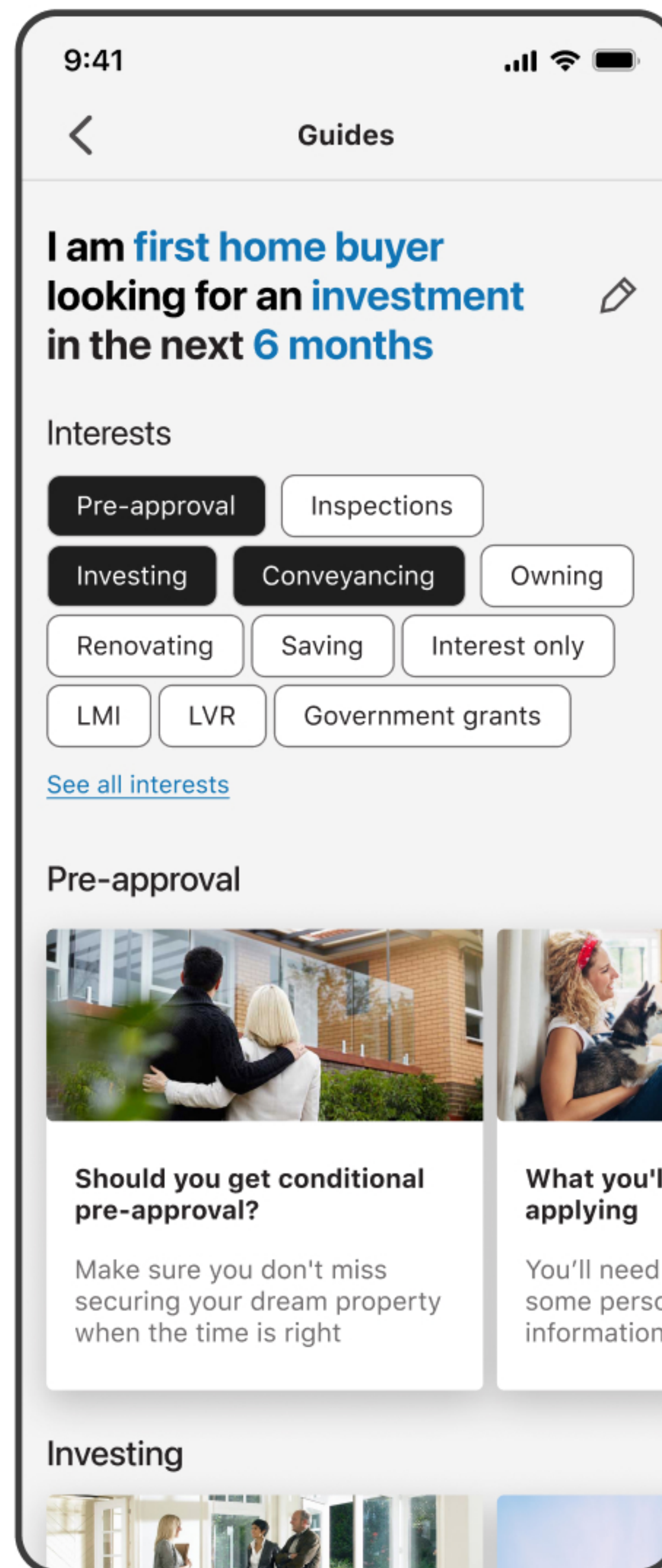
Enable customers to explore content and interact via onboarding and customisation tools. Progressively capture information and build out clear customer profile and home buying goals.

Dynamic content recommendations

AI driven recommendations based on what we know about customers, constantly evolving and improving recommendations as they interact across our assets.

Gamified learning pathways

Gamified learning modules for different customer types, supporting and guiding customers more closely throughout various home buying scenarios and journeys.



Deliver

Strategic Opportunities

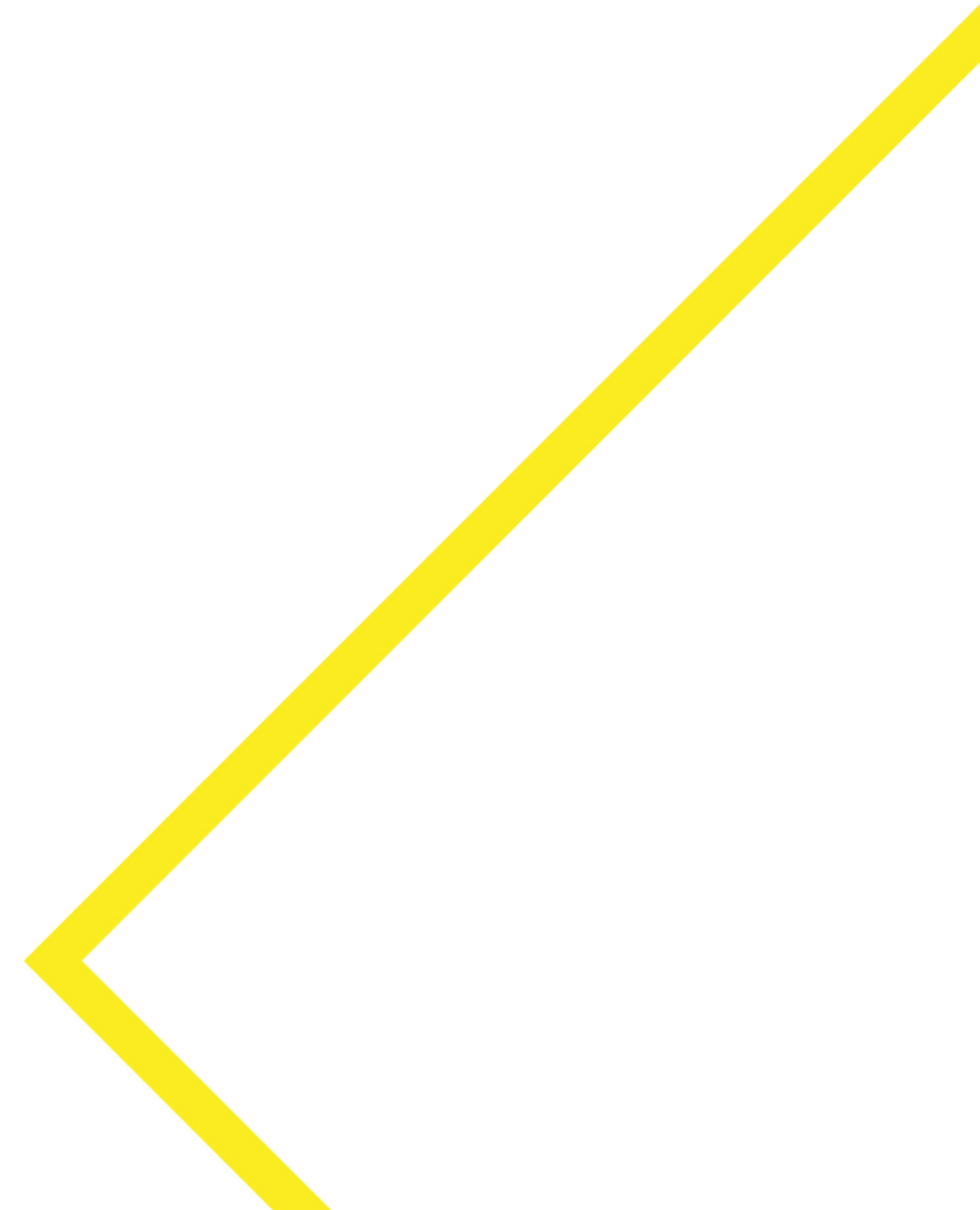
Where Home hub could go

Stylise the UI inline with latest CommBank App changes

In line with the App5 launch, the UI patterns changed, there is an opportunity to make the styling more consistent with the rest of the app. Consistency is a bridge for innovation, great usability but also great functionality and learnability. Users can navigate the app without having to learn a new mental model, and question if there doing something wrong. It further build's trust that this is CommBank's brand and not a mistake or error, thus improving the experience overall.

A mobile first home loan application process

A strategic goal CommBank could work towards is an innovative home loan mobile first experience. Refine home hub's application and digital verification process and this could be your all in one home and investment property app. This would save time and money for the business whilst creating an engaging innovative and useful experience for CommBank customers.



Appendix

Instagram ad for home hub

<https://www.instagram.com/reel/CyUmLIIPj0z/?igshid=NTc4MTIwNjQ2YQ%3D%3D>

Early 2023 prototype

<https://www.figma.com/proto/TwCKnYC7e4Gjh8IRBA2RWD/Home-Saver---UT?page-id=1%3A2&type=design&node-id=21-75212&viewport=858%2C1431%2C0.06&t=2ZMlucfEL6gHiLsS-1&scaling=min-zoom&starting-point-node-id=21%3A75212&show-proto-sidebar=1&mode=design>


Appendix

Property search entry mock ups


Properties based on your inputs

See CommBank insights and market estimates for properties


Filter (3) 3/60 [View more](#)



29 Leila St. Marrickville
2 beds 2 baths 1 car
CommBank estimate
\$804,000



16 Darren Drive. Marrickville
2 beds 2 baths 2 cars
CommBank estimate
\$893,100




7 Nathan Rd. Marrickville
2 beds 2 baths 2 cars
CommBank estimate
\$887,400

Favourited properties


[View more properties](#)

[Search properties](#)

Property shortlist [View all](#)



22 Victoria Rd Gladsville NSW 2121
CBA estimate
\$604,000




18 Yuruga Rd Dural NSW 2158
CBA estimate
\$604,800

Estimates & affordability insights
powered by **Domain**

[Search an address](#)


Refinance calculator tiles



Refinance calculator

Estimate how much you can save by refinancing

[Calculate](#)



Refinance calculator

For a \$784,000 loan
\$2,628 monthly
Calculated 23/4/23

[Edit your amounts](#)

Refinance calculator

Estimate how much you can save by refinancing


[Calculate](#)

Refinance calculator

For a \$784,000 loan
\$2,628 monthly
Calculated 23/4/23

[Edit your amounts](#)


Dark mode examples



Borrowing calculator

Your borrowing power is
\$800,000
Calculated: 13/10/22


[Re-calculate](#)



Repayment calculator

Repayments for \$800,000 loan
\$2,700 monthly
Calculated: 13/10/22

[Re-calculate](#)



Upfront costs calculator

Estimated total upfront costs
\$42,648
Calculated: 13/10/22

[Re-calculate](#)