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## Job Description

# UX Research

Life @ InstaFinancials



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## Contents

1. Corporate Intro.....	3
2. Our Key Achievements .....	3
3. Awards & Recognition .....	3
4. Job Description / Responsibilities .....	4
5. Desired Candidate Profile.....	5
6. Contact Address: .....	5

## 1. Corporate Intro

InstaFinancials is an emerging brand, in providing both private and public company financial risk assessment products and services in India. We are pioneers in aggregating, analysing, synthesizing and presenting all decision critical insights from most reliable sources to enable our clients to make informed financial decisions.

With our commitment for “Innovation in Application of Financial Data”, we offer solutions that address the key decision needs of various profiles and functions from different industries. BFS & NBFS, all B2B companies and corporate benefit the most from our innovative solutions.

InstaFinancials is a brand of CBL Data Science Private Limited, based out of the Silicon Valley and start up city of India. InstaFinancials is awarded as Risk Management Solution Provider of the Year 2017 at NBHC100 Tech Leadership Awards. We are incubated by SAP Start-up Studio an initiative by SAP Labs India Private Limited and accelerated by Thought Factory, an initiative by Axis Bank Limited.

Our valued client list includes, SBI Bank, ICICI, IndusInd, Yes Bank, HDFC Bank, Aditya Birla Financial Services, Siemens Financials, Croda India, Dimension Data, and many other from Banking and NBFC sectors, and corporate in India

Please visit [www.InstaFinancials.com](http://www.InstaFinancials.com) to learn about us.

## 2. Our Key Achievements



## 3. Awards & Recognition

- Awarded as "Risk Management Solution Provider of the Year, 2017" by elets media
- Awarded as "Top 5 Startups in India" by Headstart
- Awarded as "Finest 50 Fintech Startups" by Zone Startups
- Runners up in "Elevate 100" by Govt. of Karnataka

#### 4. Job Description / Responsibilities

- Research and prepare comparative report of Competitor ux experience designs
- Audit our existing website, landing pages, external and internal experiences processes focusing on user experience
- Design user centric processes, landing pages, web pages, promotional material etc.
- Contribute to user experience designs in product developments, feature identification, feature prioritisation, and user journey maps
- Prepare optimal information frameworks for our website and all other relevant material
- Work closely with cross-functional teams to identify and prioritize research questions based on analysis of current knowledge, project goals and risks.
- Identify best method or mix of methods based on research questions, timeline and resourcing.
- Distil project goals and research questions into well thought-out research plans.
- Conduct user research with rigor while ensuring participant comfort.
- Work on an iterative approach through close alignment with design, development, and business.
- Perform quick but thorough qualitative/quantitative analysis in order to create insightful and actionable findings presentations both verbal and written.
- End to end experience with all aspects of research (study design, recruiting, moderation, analysis, reporting).
- Strong grasp of quantitative data analysis and statistics.
- Hands-on experience with: lab based user testing, remote testing, paper prototype testing, iterative prototype testing, concept testing, field research, international research, and survey design.
- Fluency in best practices for user research.
- The ability to quickly turn around high-quality study plans and reports.
- Excellent communication, presentation, interpersonal and analytical skills; the ability to communicate complex concepts clearly and persuasively across different audiences and varying levels of the organization.

- Exceptional behavioural data collection and analysis skills, e.g., designing, conducting, and analysing all kinds of user data.
- The ability to manage ambiguity, work autonomously, and multitask in an agile environment. Ability to meet ambitious deadlines and deliver high quality work on schedule.
- Ability to solve business problems with a user centered approach.
- Prepare documentation of the research and MIS of the impact of the improved UX, submit to management time to time

## 5. Desired Candidate Profile

Qualification: MBA (Marketing) /MCA/B.Tech/BE/M.Tech/ME (Computers)

Experience: 3 – 5 Yrs

CTC : As per Industry Standards

## 6. Contact Address:

**Ms. Shruthi G**

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### Registered & Corporate Office Address:

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