

Product Mantra

Nift

We are reimagining contracts

We are designing for the people

*that means your super techie nephew, your
technophobe Uncle & everyone in-between*



But how do we create
a product with such a
broad reach and
effective experience?



We add what we call a little...



It will become our mantra for everything we do as a business

- The Business App
- The Contract Viewer
- & us...Team Nift

Our mantra means

No matter whether we are building a new feature, talking to customers or colleagues, the experience we give should always look to be...



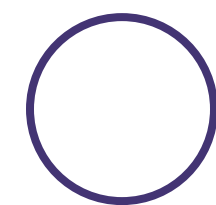
Swift



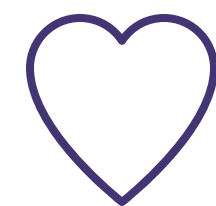
Personal



Intelligent



Clear



Enjoyable



BE SWIFT

Business App examples

- ✓ Create workflows with the path of least resistance
- ✓ Provide shortcuts
- ✓ Ensure data load-times are optimal

Contract Viewer examples

- ✓ Reduce the time needed to present key information
- ✓ Reduce the time to understand the contract
- ✓ Reduce the time to sign

Brand + Comms examples

- ✓ Don't waffle, be concise
- ✓ Respond quickly (but intelligently)



BE PERSONAL

Business App examples

- ✓ Look to create a flexible experience suit different use cases

Contract Viewer examples

- ✓ Make the experience feel custom and intimate

Brand + Comms examples

- ✓ Our brand tone and content



BE INTELLIGENT

Business App examples

- ✓ Use data and analytics to provide tools to help the business make decisions
- ✓ Automate as much as we can

Contract Viewer examples

- ✓ Give helpful answers & information to the user

Brand + Comms examples

- ✓ Inform the industry & be a thought leader



BE CLEAR

Business App examples

- ✓ With the presentation of complex information and data in simple UI

Contract Viewer examples

- ✓ With the presentation & use of content to aid understanding and transparency

Brand + Comms examples

- ✓ With our messaging and what we are trying to achieve



BE ENJOYABLE

Business App examples

- ✓ Utilise great UX/UI that delights & helps the user, but doesn't distract them from their core experience

Contract Viewer examples

Brand + Comms examples

- ✓ Be approachable, helpful, friendly & a joy to work with

Tone of Voice

Just a final word on this...

Be simple, not trivial

Be concise, not wordy

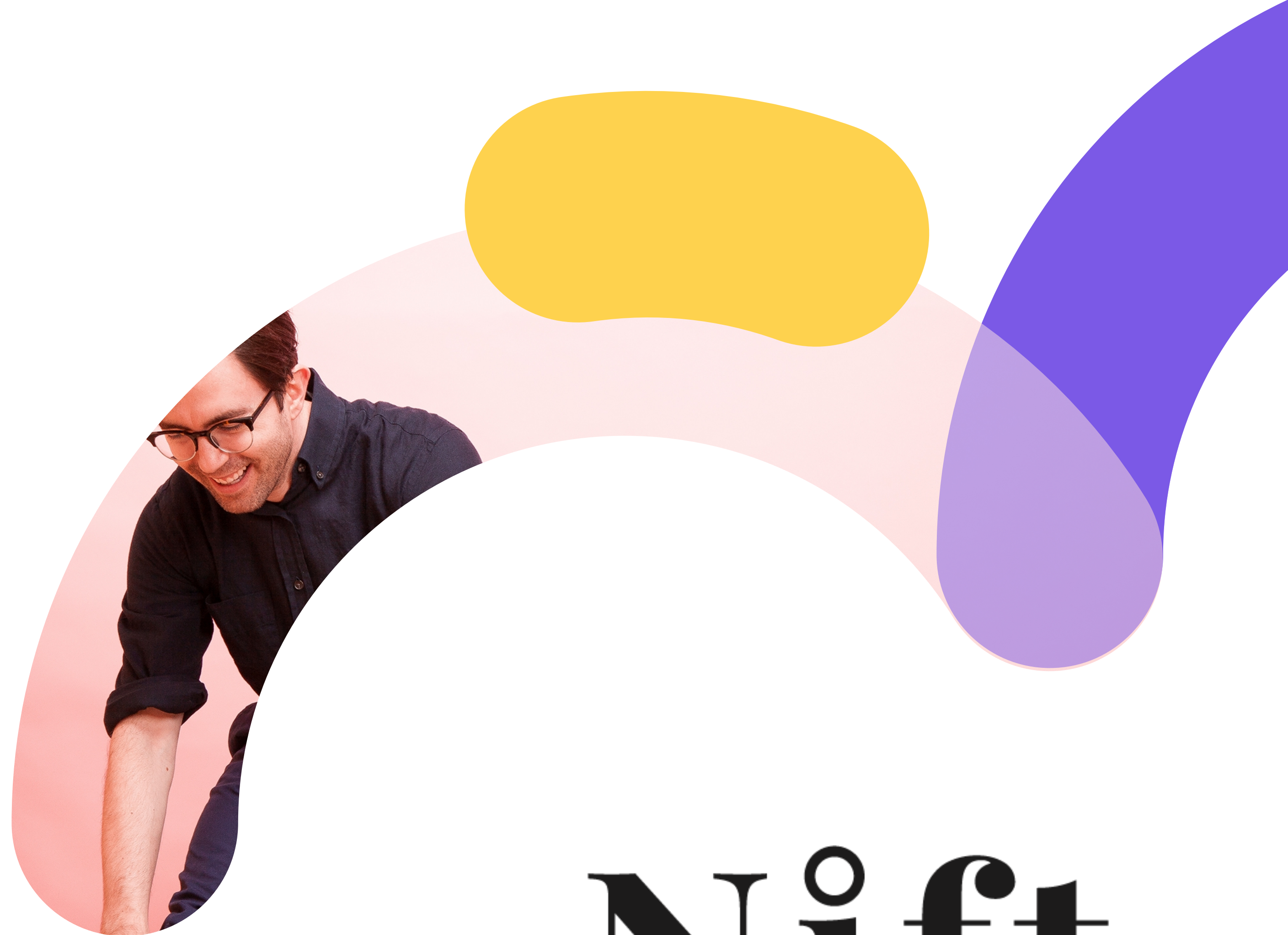
Be approachable, not irreverent

Be personal and enjoyable, not playful

Be smart, but not a smart Alec

Above all...Be trusted





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