



Project Blue Skies: Transforming CPF Board's Digital Experience

25 November 2021 | 38th ASSA Board Meeting International Webinar

Your account balances
as at 25 Aug 2021

Ordinary Account (OA) @ \$75,246.74	Special Account (SA) @ \$31,705.87	Medisave Account (MA) @ \$17,230.43
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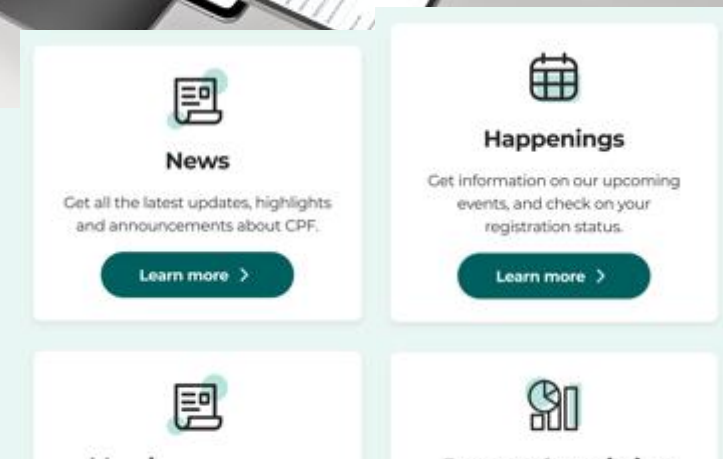
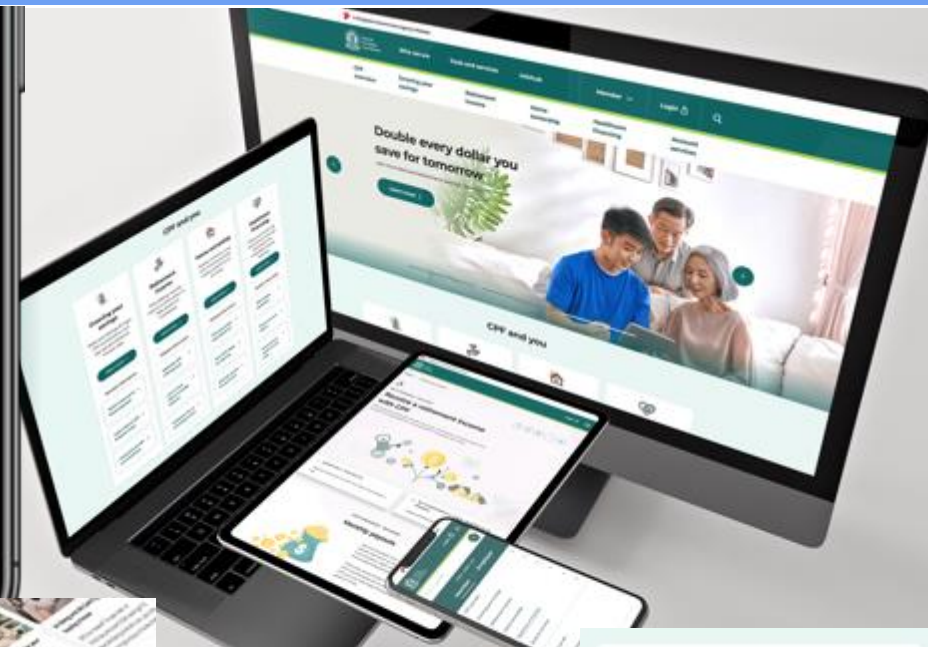
[View amount reserved in your account\(s\)](#)

Your 2021 Yearly Statement of Account is ready for viewing

Latest transactions

31 Dec 2020 Interest for the whole year	\$0.00
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OA: \$0.00	SA: \$0.00	MA: \$0.00
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What we want to leverage technology for

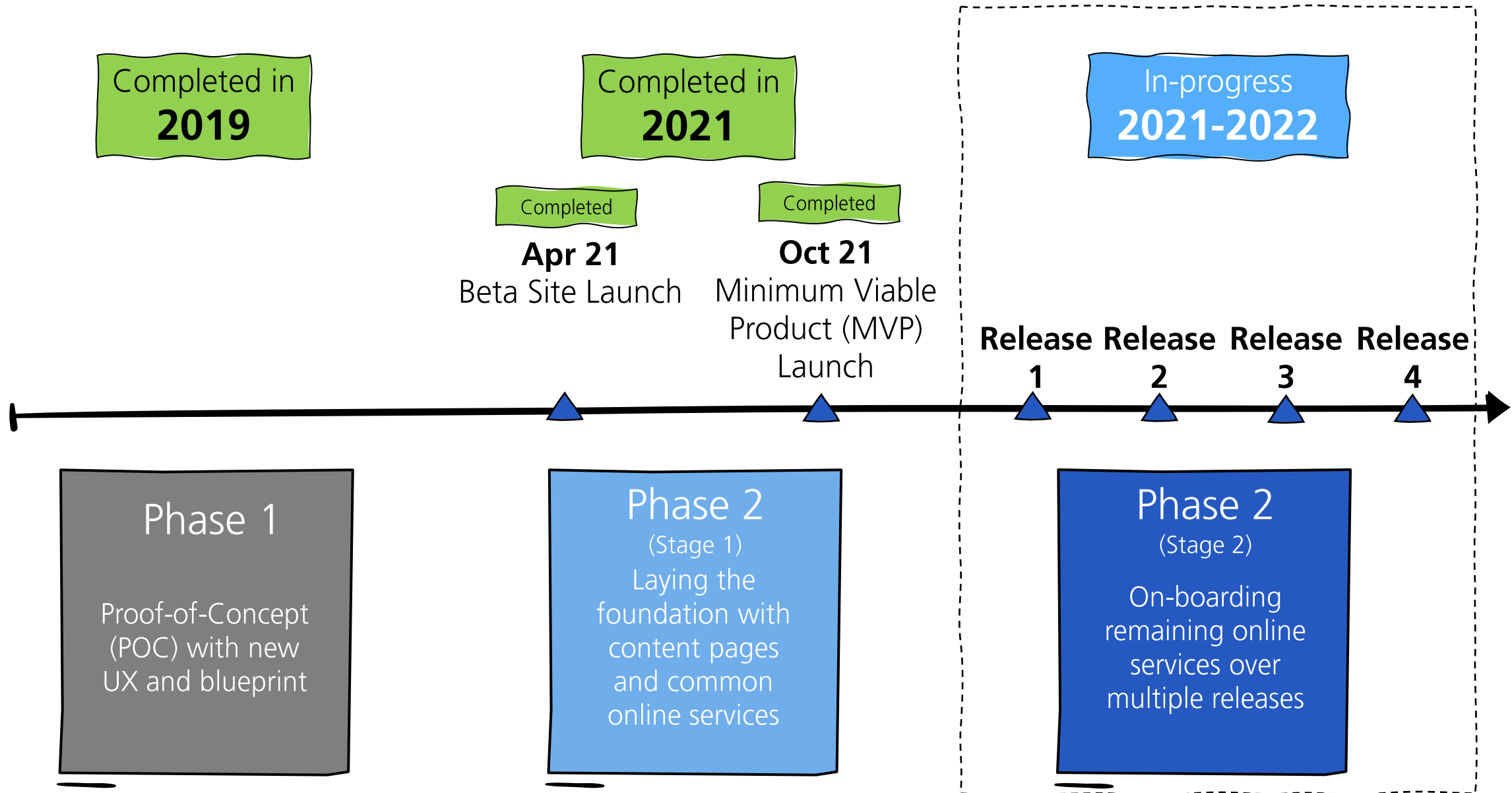
ENGAGE MEMBERS WITH
PERSONALISATION

HARNESS THE POWER OF
CLOUD TECHNOLOGY

DELIVER VALUE WITH
AGILE

WORK SAFELY WITH
DEVSECOPS

Our Cloud-First Digital Shopfront Transformation has been a multi-year effort



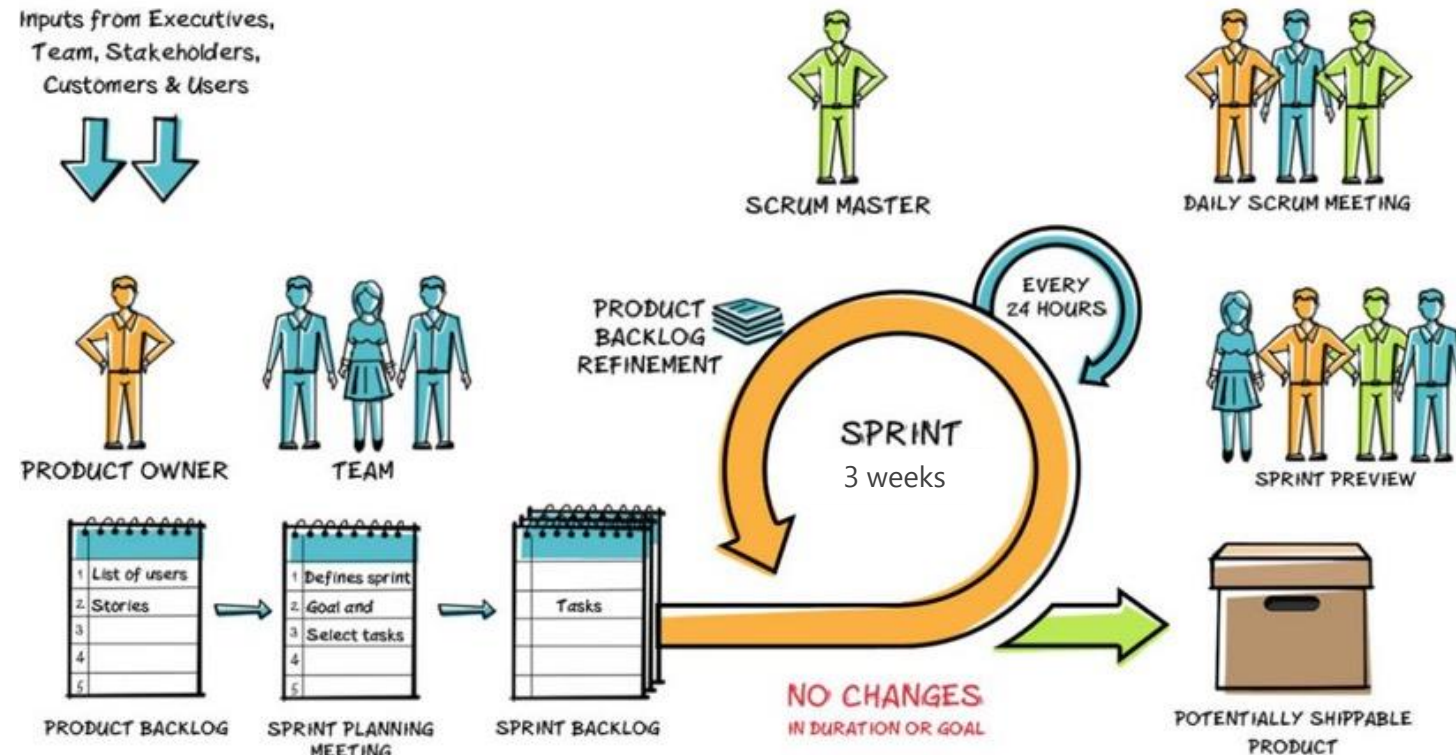
Our digital shopfront is on stronger technical footing with the underlying infrastructure set up

1. We have also **set up our cloud tech stack and infrastructure**, providing us with enhanced reliability, scalability, and security
 - a. Platform- and Software-as-a-Service (PaaS and SaaS) reduces time spent by in-house developers on ops and maintenance
2. Product deployment will be more surgical with microservice architecture and containerisation
 - a. No need for full website downtime to deploy new or enhanced features
 - b. Reduction of deployment lead time by 50%



More than just a website upgrade, we transformed the way we work in CPF Board

Adoption of agile ways of working in product development for faster & consistent product roll-out



CEREMONIES

- Sprint Planning
- Daily Stand Up
- Sprint Review / Show & Tell
- Sprint Retrospective
- Backlog Refinement

ARTIFACTS

- Product Backlog
- Sprint Backlog
- Potentially Shippable Product

- a. Timebox meetings to stay on time / on track
- b. Fast decisions made – changes are reversible and enhancements can always be made later
- c. Use of better tools for tracking of user stories
- d. Leverage cloud technologies in Government Commercial Cloud (GCC)

Authoring work is now more decentralised as product owners have more autonomy and are empowered to author independently

Design guidelines embodied in Design Language System (DLS), to scale with website content management system

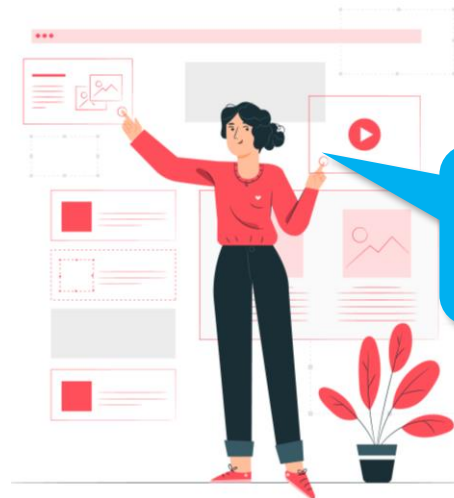
Building Foundations Today

Codify design guidelines from DLS into authoring components



Value

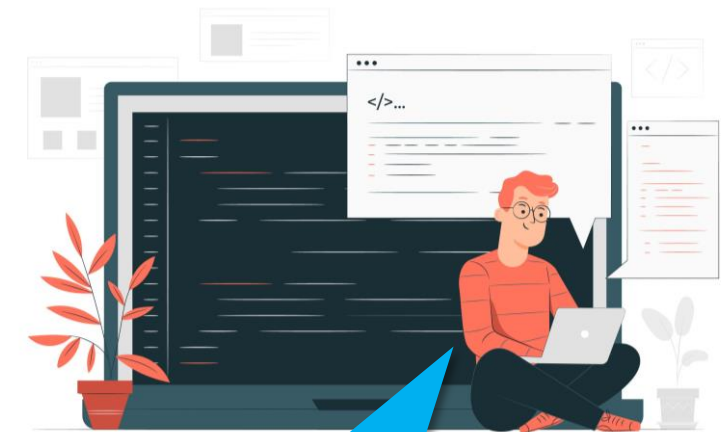
- **Empower CPFB Product Owners & Digital Team** to build functional pages independently
- Power up marketing and content teams with **increased speed, scalability flexibility** to roll out **consistent content and messaging**



I can build UX friendly pages with authoring tools

To-Be Value-Added Role

- Moving forward, developers can now focus on **high-value developmental tasks** such as exploring new features to integrate into the website



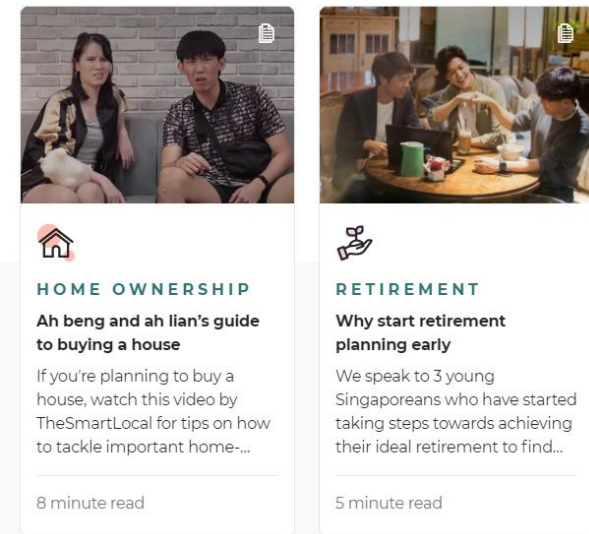
Now I can work on new features for the site!

The background is a solid blue color with several large, overlapping, organic shapes in a slightly darker shade of blue. These shapes resemble stylized cells or fluid forms, creating a textured, layered effect.

**How did we reimagine and reinvent
the digital experience for our
members?**

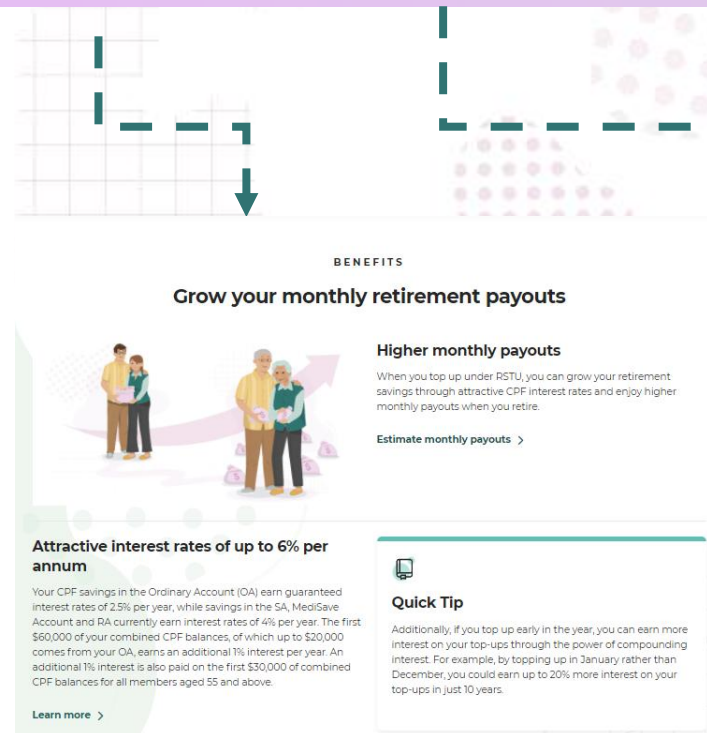
Using visuals to enhance user experience

1. Shift towards illustrations & images that embody CPF's key values and tone of voice
2. Use a range of illustrations to portray the right message at the right time
3. Patterns and textures to grab a viewer's attention and bring vibrancy to the pages
4. Usability testing conducted to iterate and improve design/content



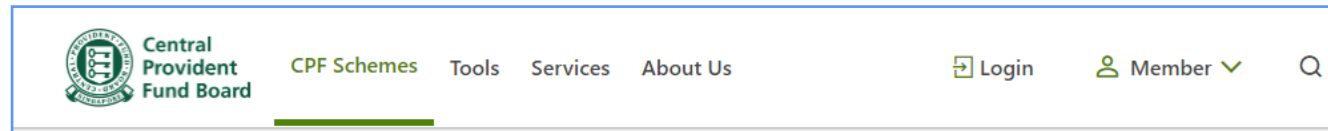
Emotional

Practical



Active use of simple English and conscious shift to reduce use of jargon

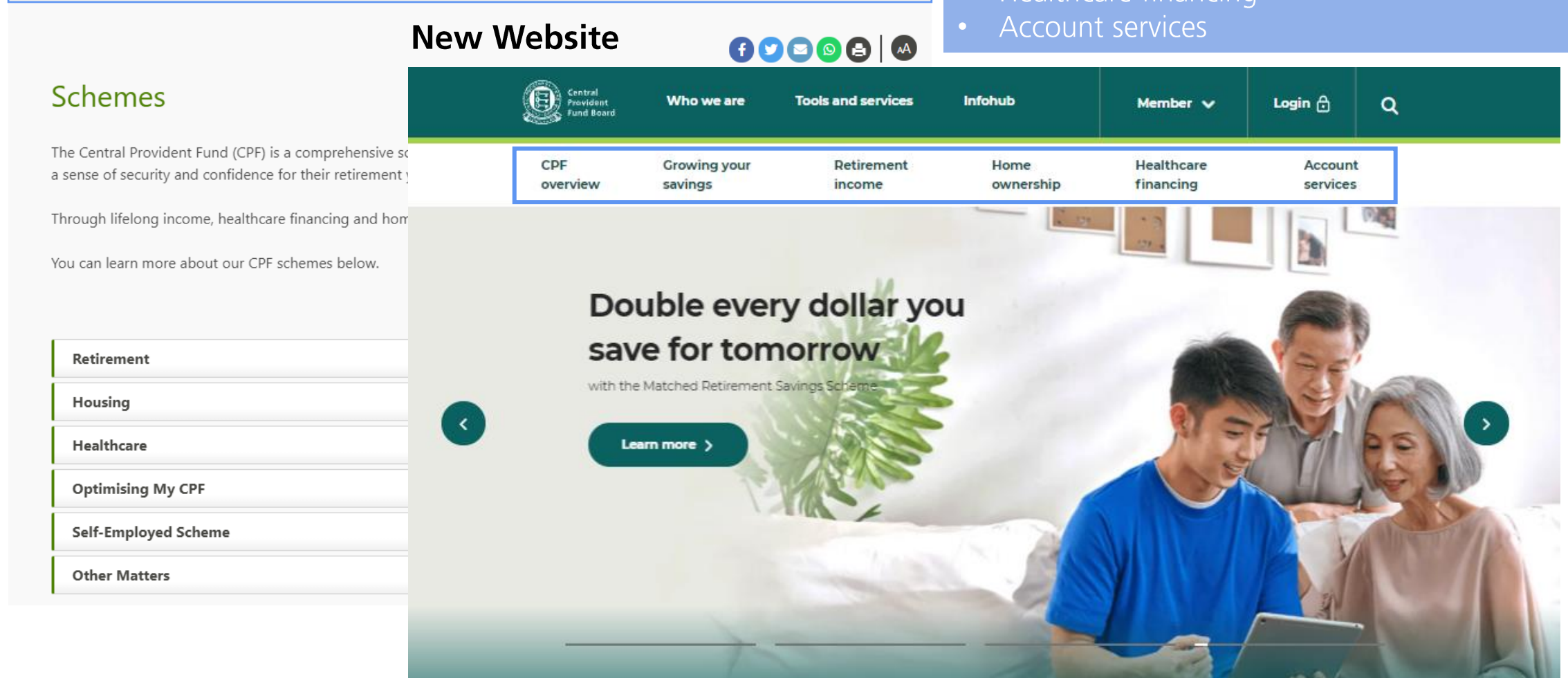
Old Website



Focusing on 5 key narratives

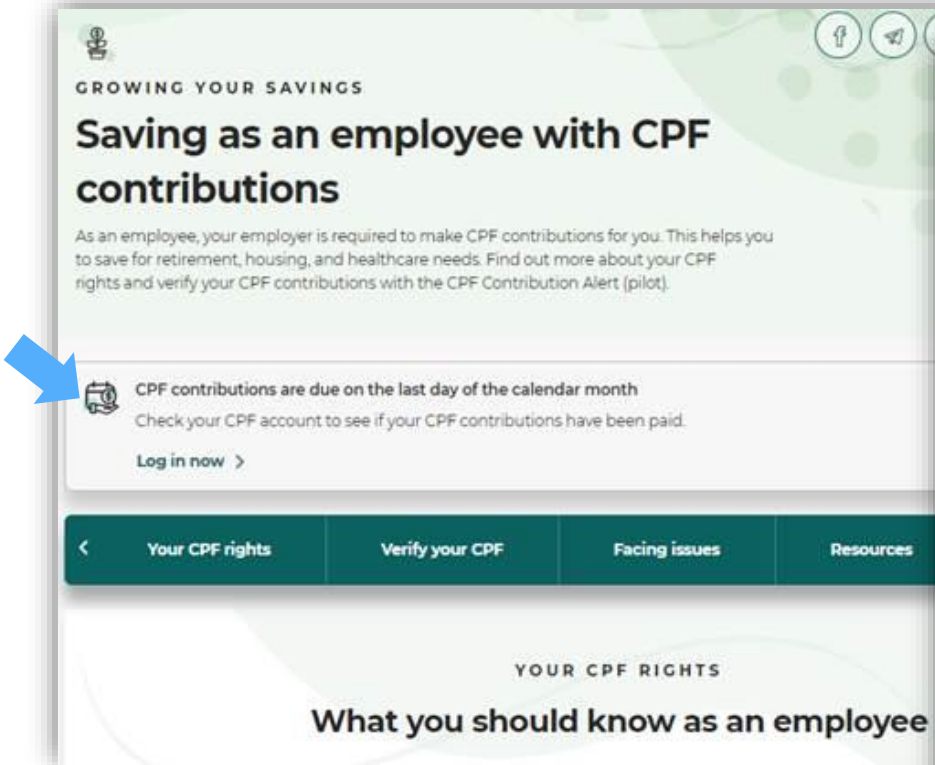
- Growing your savings
- Retirement income
- Home ownership
- Healthcare financing
- Account services

New Website

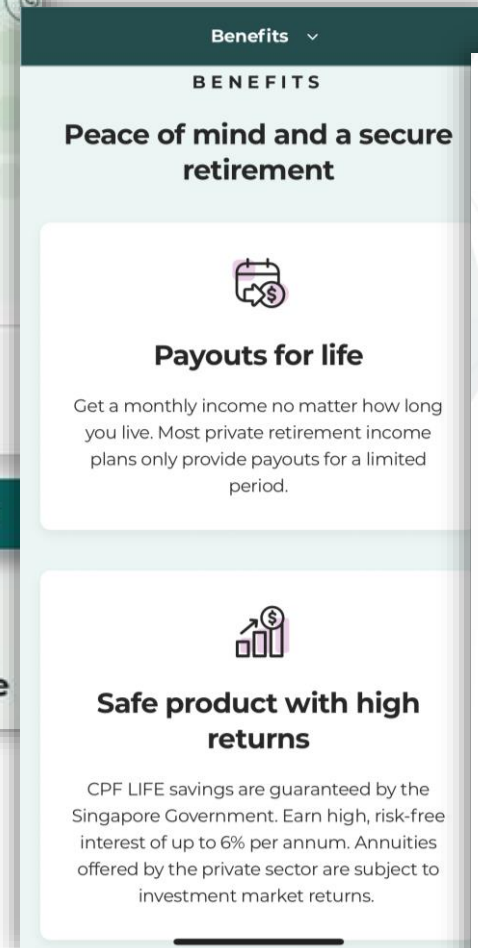


Design features on content pages to improve readability

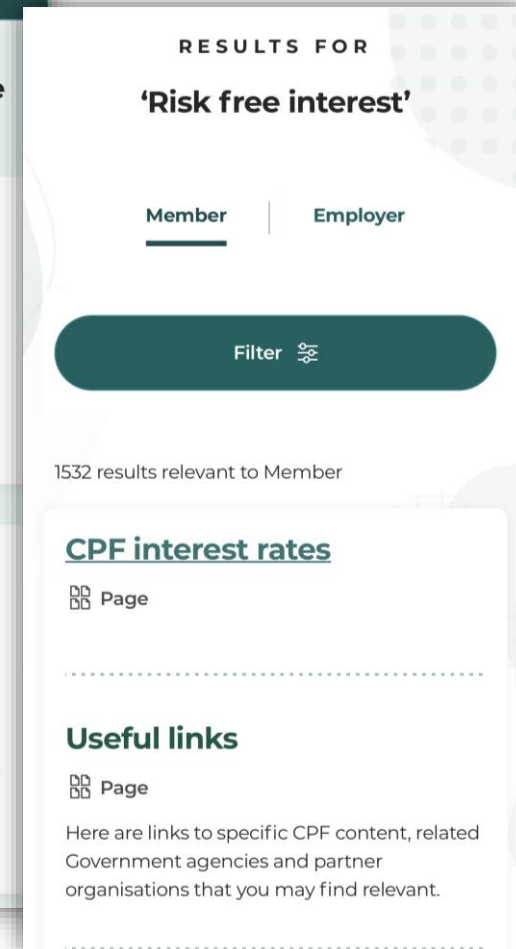
Just-in-time prompts to nudge members to take beneficial action for their retirement



Bite-sized content for easy digestion

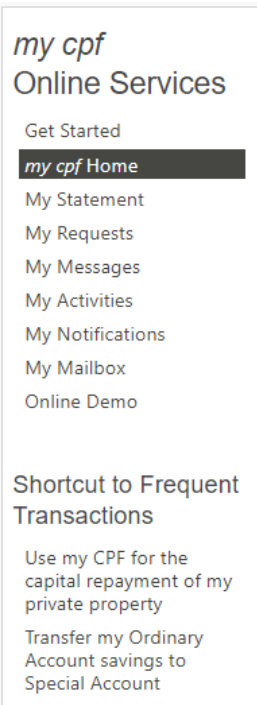


Improved search for better results



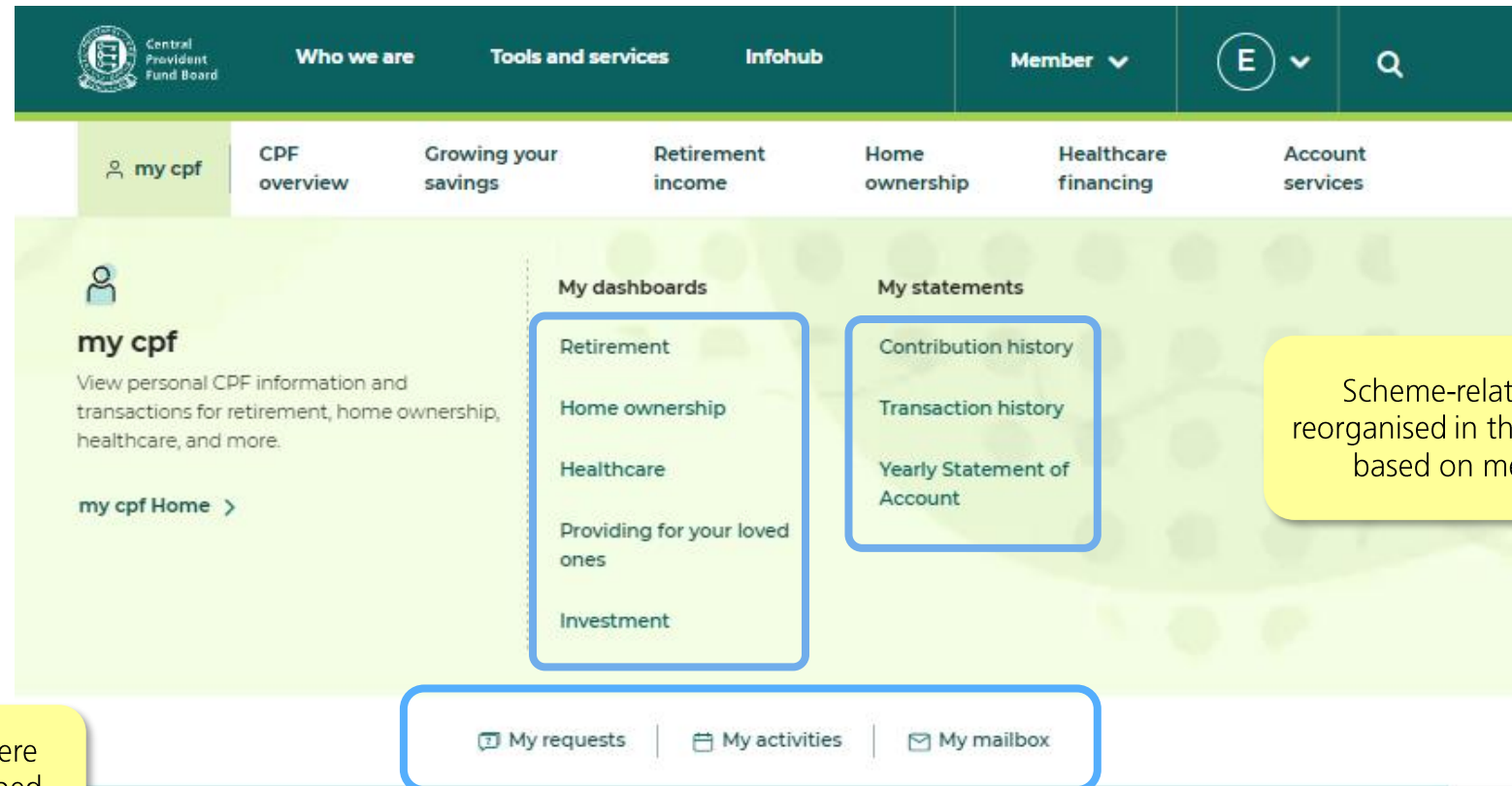
Reorganised information post-login for ease of navigation

Old menu



Previously, menu options were based on transactions grouped according to type

New mega menu

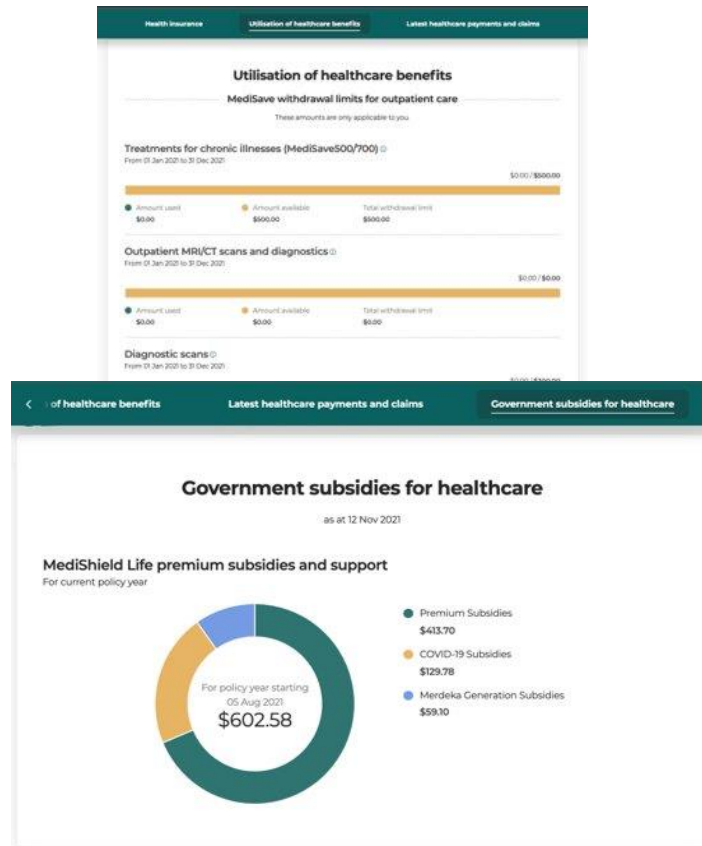


Scheme-related information reorganised in thematic dashboards based on members' needs

Quick links to access popular services

A closer look at some key design principles in our dashboards

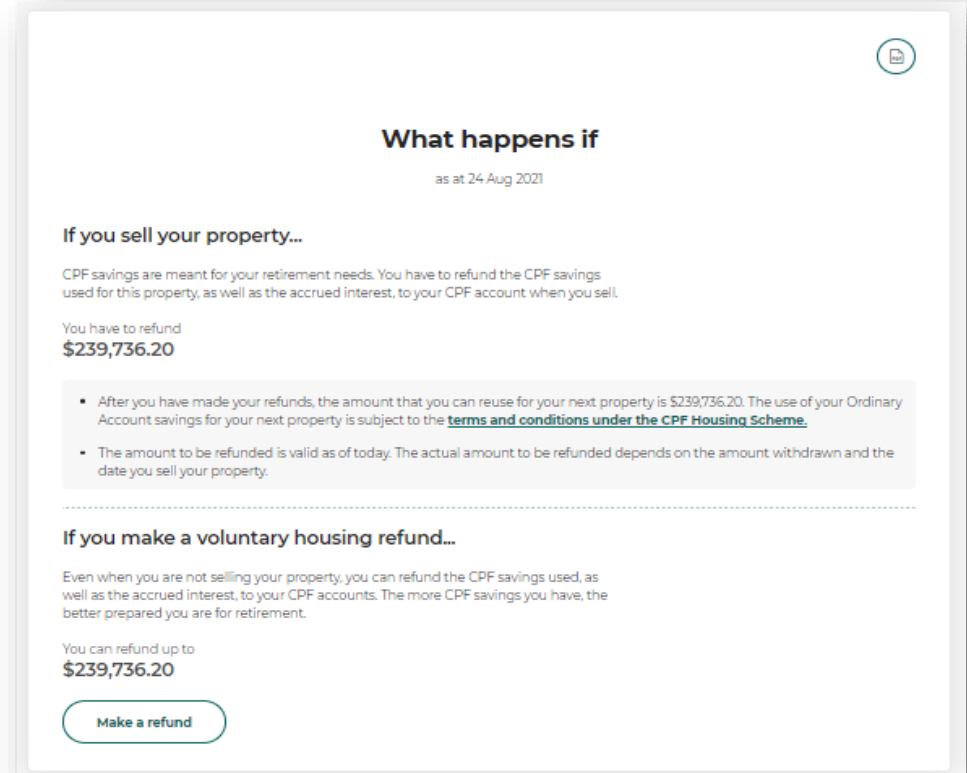
Use of graphical illustrations and charts to help members understand information that is relevant to them and their decisions



Healthcare dashboard

Combination of scenario simulation and nudges to encourage members to take action beneficial for their retirement.

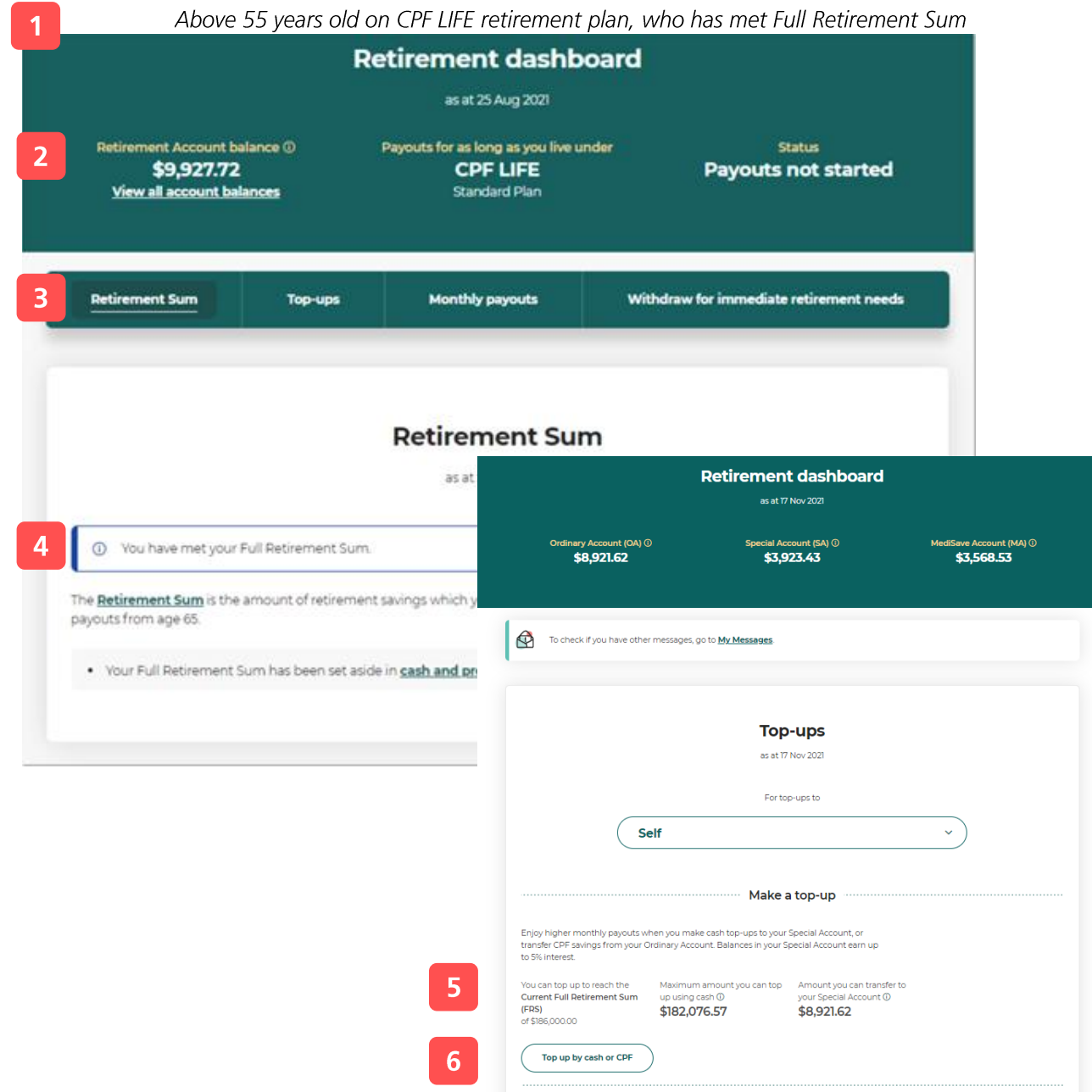
Relevant information is weaved into the dashboard to provide thorough understanding to members



Home ownership dashboard

Personalised dashboards for every stage of life

- 1 Redesigned dashboards and statements that are personalised based on members' profile
- 2 Most salient information displayed first
- 3 Improved navigation to help members go straight to their areas of interest on the dashboard
- 4 Alert to inform member that they have met Full Retirement Sum
- 5 Information on members' progress toward their Full Retirement Sum
- 6 Strategically placed call-to-action button to nudge members to make beneficial decisions



**We track our website performance and
customer feedback for continuous
improvement**

Take a look at how we are doing so far

Monitoring key metrics and sensemaking of feedback allow us to bring continuous improvements by closing the feedback loop

Performance

1. Page Load Time
2. SEO Score
3. Accessibility Score

~90%

satisfaction rating
of 5 or 6 stars

Traffic

1. Page views
2. Time spent on website
3. Logins

*"UX is **intuitive** and
easier to navigate"*

*"I find the website more **mobile-friendly**, which is increasingly important especially for the younger cohorts"*

User Satisfaction

1. Website Logout Poll
2. Customer Service Channels

*"The interface is
reader-friendly and the
info is **easy to read**."*

Thank You