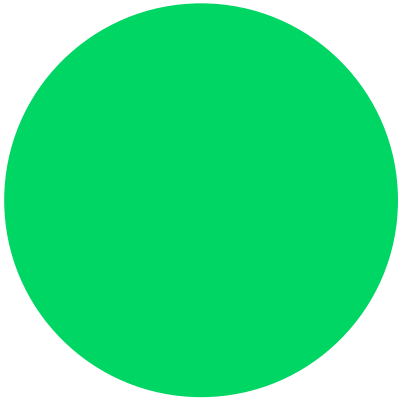


User experience in Digital Payments: Best Practice Guide





What is this all about



The banking industry is constantly evolving and developing new ways to improve customer experience. One of the most important aspects of any banking experience is UX design, this allows customers to **easily access their account information, manage transactions and make payments with ease.**

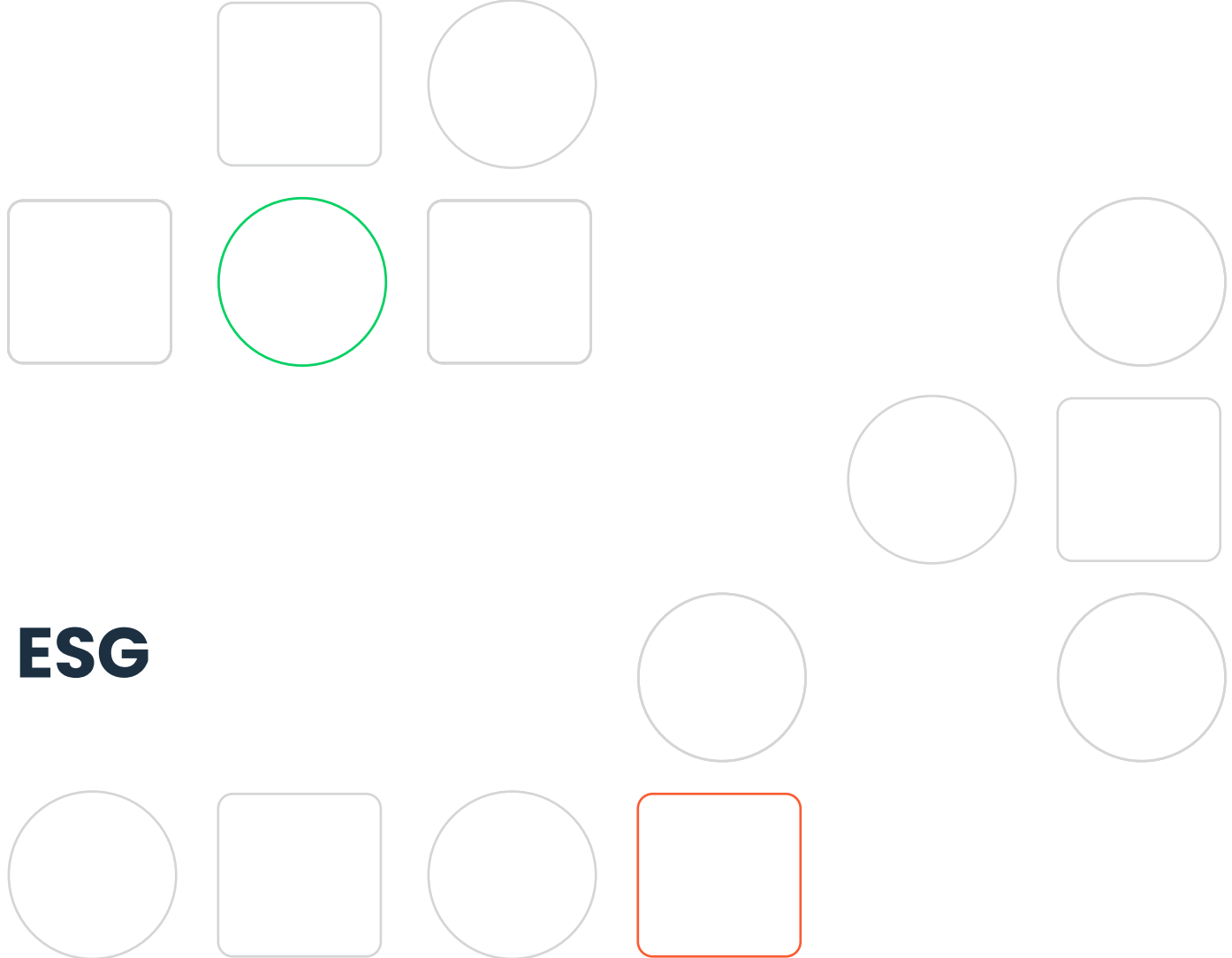
An overall idea that banks and other payment providers should consider implementing personalized accounts for each individual customer's needs based on past usage data collected from them over time. This would allow customers to **quickly view all relevant information about their accounts** without having to search through multiple menus or pages within a website or application interface, making it much more convenient than ever before!

Additionally, providing users with **tailored recommendations based on current trends in the market** (such as savings opportunities) can help increase engagement and help save money as well.

Overall, there are numerous opportunities available where UX Design concepts can be applied across various segments within Banking sector ranging from day-to-day operations all the way up to strategic decision making processes. By implementing these suggestions effectively Issuers will not just benefit from **increased efficiency** gains internally but most importantly **enhanced customer satisfaction** ratings externally.

We have collected UX Design ideas that banks could use. As use case examples that can be implemented by the issuers of the transactions.

This document is a product of a fruitful collaboration between TapiX and Ergomania.



ESG

This document that we have prepared is also intended to serve as a guide for individuals and organizations who are interested in incorporating transaction technologies into their business operations while simultaneously working towards the greater good of society, the environment and the economy. **The purpose of the document is to showcase examples of how transaction technologies can be leveraged to support Environmental, Social and Governance (ESG) goals.**

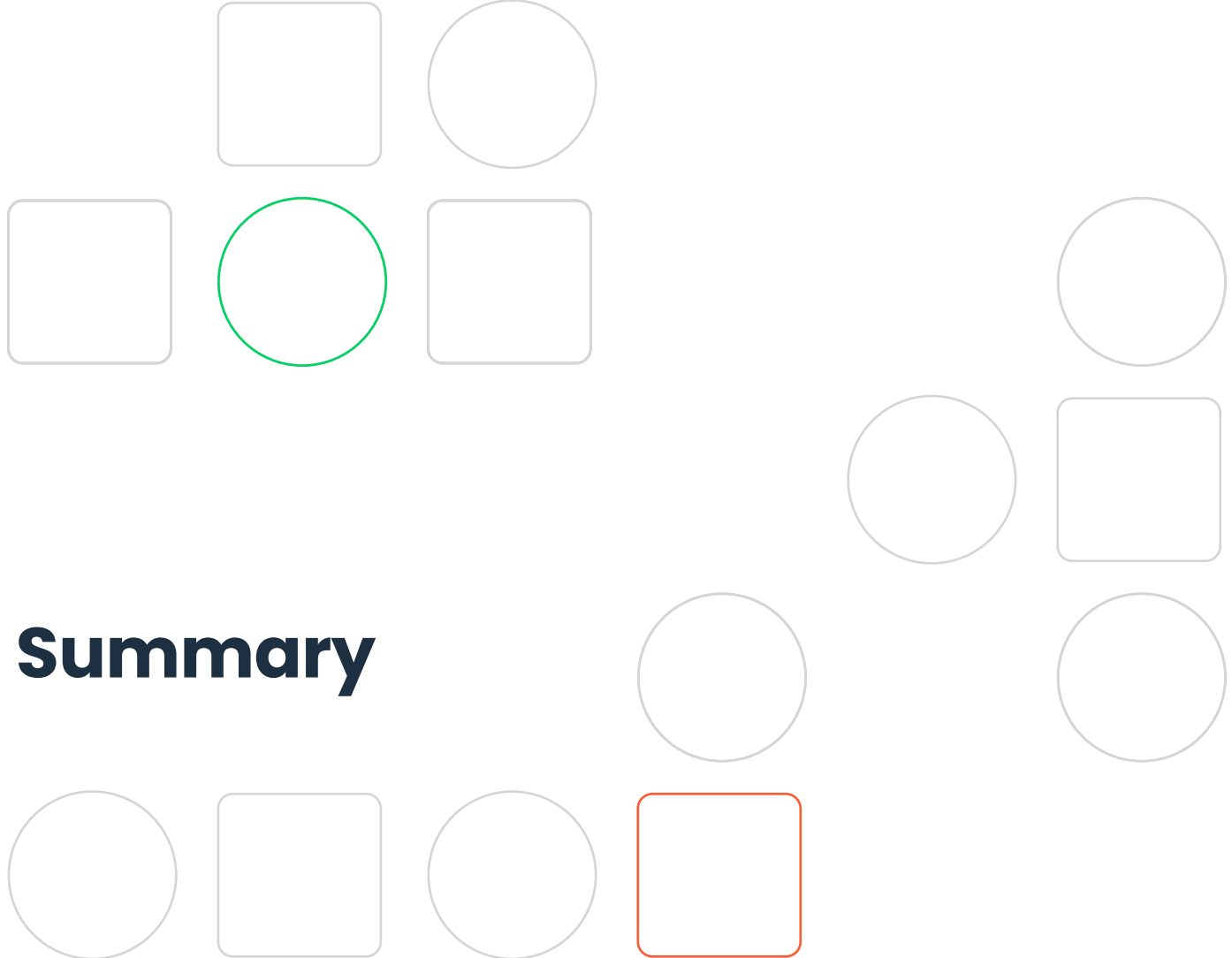
At its core, ESG is all about making responsible decisions that benefit the planet and its inhabitants. The examples outlined in the document demonstrate how transaction technologies can be utilized to create more efficient and sustainable business processes that minimize the impact on the environment, foster social responsibility, and promote good governance practices.

The ultimate goal is to contribute to a better future

for all, by ensuring that the actions we take today do not compromise the well-being of future generations.

By adopting the transaction technologies that are highlighted in this document, businesses can play a pivotal role in advancing the United Nations Sustainable Development Goals (SDGs). These technologies can be used to enhance supply chain transparency, improve energy efficiency, reduce waste, and support ethical practices throughout the entire value chain. By doing so, organizations can demonstrate their commitment to ESG principles and take meaningful steps towards creating a more equitable and sustainable world.

Overall, the examples presented in this document can serve as a source of inspiration and guidance for organizations that are looking to leverage transaction technologies to achieve their ESG goals. Through the adoption of these technologies, **businesses can play a critical role in shaping a better future for people, climate and nature.**



Summary

The banking industry is continually striving to enhance customer experience, with UX design playing a pivotal role in achieving this goal. UX design ensures easy access to account information, smooth transaction management, and effortless payments for customers.

An important concept for banks and payment providers to consider is the implementation of personalized accounts based on a vast array of data. Acquired and analyzed of millions of transactions.

Applying UX design principles to use this data

presents abundant opportunities for improvement throughout various banking segments, from day-to-day operations to strategic decision-making processes. Issuers can boost internal efficiency and, most importantly, elevate customer satisfaction levels.

The collaboration between Dateio and Ergomania has yielded valuable UX design ideas that banks can readily adopt, with real-world use-case examples for issuers to implement in their transactions. Solutions that are readily available and ones that further delights users and thus gives you competitive advantage in fintech solutions.

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User experience in general



User Experience (UX) design focuses on enhancing the usability, accessibility, and enjoyment of a product or service for its users. By prioritizing user needs and preferences, UX design can improve the overall design of a product or service.

Here are some specific ways in which User Experience benefits design:

INCREASED USER ENGAGEMENT

A well-designed UX can attract and engage users, making them more likely to interact with a product or service. This can result in increased usage, more positive reviews, and ultimately, greater user satisfaction.

IMPROVED USABILITY

UX design can improve the usability of a product or service by making it more intuitive and user-friendly. By simplifying complex tasks and reducing user frustration, UX design can improve the overall user experience.

ENHANCED ACCESSIBILITY

UX design can make a product or service more accessible to a wider range of users. This can include making it easier for users with disabilities to navigate a product or service, or ensuring that it works well on a variety of devices and platforms.

GREATER EFFICIENCY

By streamlining workflows and simplifying tasks, UX design can improve the efficiency of a product or service. This can reduce the time and effort required to complete tasks, leading to greater user satisfaction.

INCREASED BRAND LOYALTY

A positive user experience can lead to greater brand loyalty and advocacy. Users are more likely to recommend products or services to others if they have had a positive experience using them.

Overall, User Experience design plays a critical role in ensuring that products and services meet user needs and expectations. By focusing on the user experience, designers can create products and services that are more engaging, user-friendly, and efficient, leading to greater user satisfaction and loyalty.

User experience in communication



Furthermore UX design is not only about making more user friendly designs, but is an important tool for creating better communication as well. By understanding the right tone of voice and utilizing user experience principles, businesses can create more **effective communication strategies that will reach their target audiences and provide a positive customer journey.**

Leveraging user experience techniques helps build stronger connections between companies & their audience leading to **improved levels of engagement** ultimately resulting in higher sales figures and greater brand awareness over time.

The goal here is not only providing clear navigation paths but also making sure all forms of communication are **easy-to-understand and visually appealing** enough so that people actually want to engage with your business's content instead of feeling overwhelmed by it. For example, if you're sending out emails about new product launches, make sure there's a prominent call-to-action button at the end alongside visuals like pictures/videos highlighting said launch —this way recipients won't just skim through your message without taking any action afterwards.

UX design can benefit communication in several ways:

PERSONA'S

To create better communication strategies that effectively reach target audiences and provide a positive customer journey. This is done by a good sense of who the target audience is.

TECHNIQUES

Leveraging UX techniques leads to stronger connections between companies and their audience, resulting in higher engagement levels and increased sales figures. Such as the right text to convert the users to actual buyers of the product.

TONE OF VOICE

UX design ensures that all forms of communication are visually appealing and easy-to-understand, making it more likely for people to engage with business content and take action. Use the right wording that fits your target audience.

User experience in user interface design



User Experience design benefits the User Interface (UI) design by creating **consistency, improving accessibility, enhancing usability, incorporating feedback, and taking a user-centered approach without**

losing brand values. By integrating these principles into the UI design, designers can create interfaces that are both visually appealing and functional, providing an excellent user experience.

UX design can benefit UI design in several ways:

CONSISTENCY

UX Design helps to establish consistency in the overall design of a product or service, which can enhance the overall look and feel of the design. Such as consistency in the use of color, typography, and visual elements can make the UI design more intuitive and user-friendly.

ACCESSIBILITY

UX design considers the accessibility needs of users, which can be reflected in the UI design. For example, ensuring that the color contrast is appropriate for users with visual impairments can improve the accessibility of the UI design.

USABILITY

UX considers the cognitive load of the users, by reducing the cognitive load, users can more easily navigate the interface and accomplish their tasks.



**What
UX innovations are
already available in
digital banking
today?**

These examples show how users can easily manage their accounts and make transactions help with personal finance management, provide insights into spending habits, or give a peer-to-peer lending insight that simplifies the borrowing and lending process.

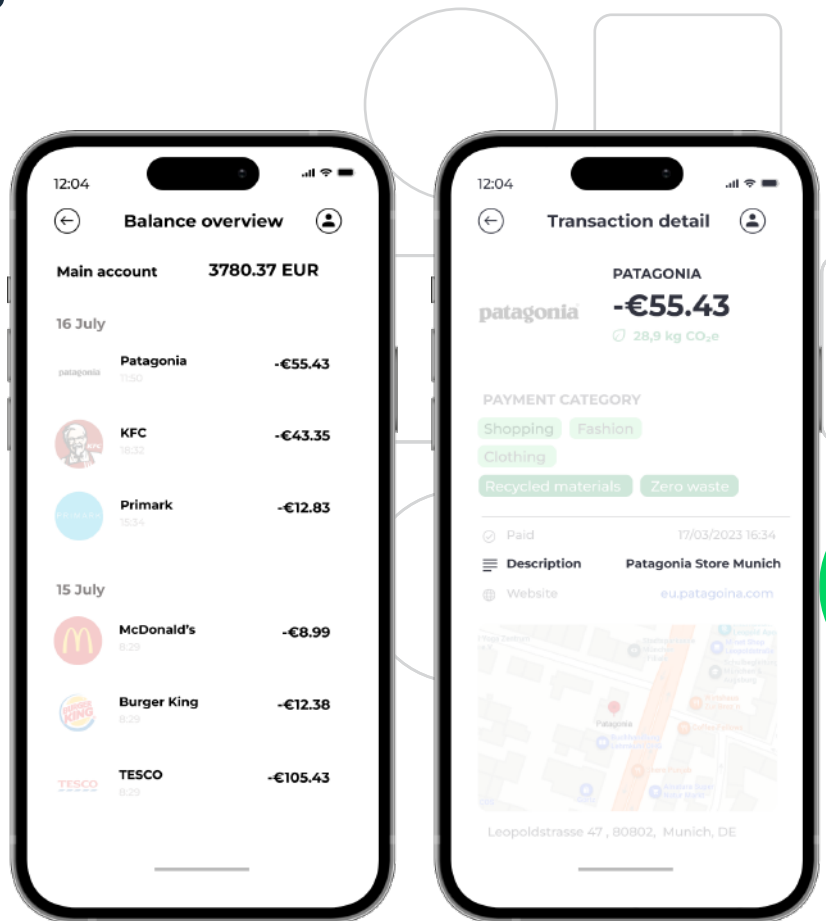
Brand names

DISPLAY CORRECT BRAND NAME

- Always prioritize showing the correct brand name in the payment data whenever available

MERCHANT DESCRIPTION

- If the brand name is unavailable or unclear, display the merchant description
- The merchant description serves as a fallback identifier in such cases



Preserve original description. What are the benefits?

AVOIDING POTENTIAL MISTAKES

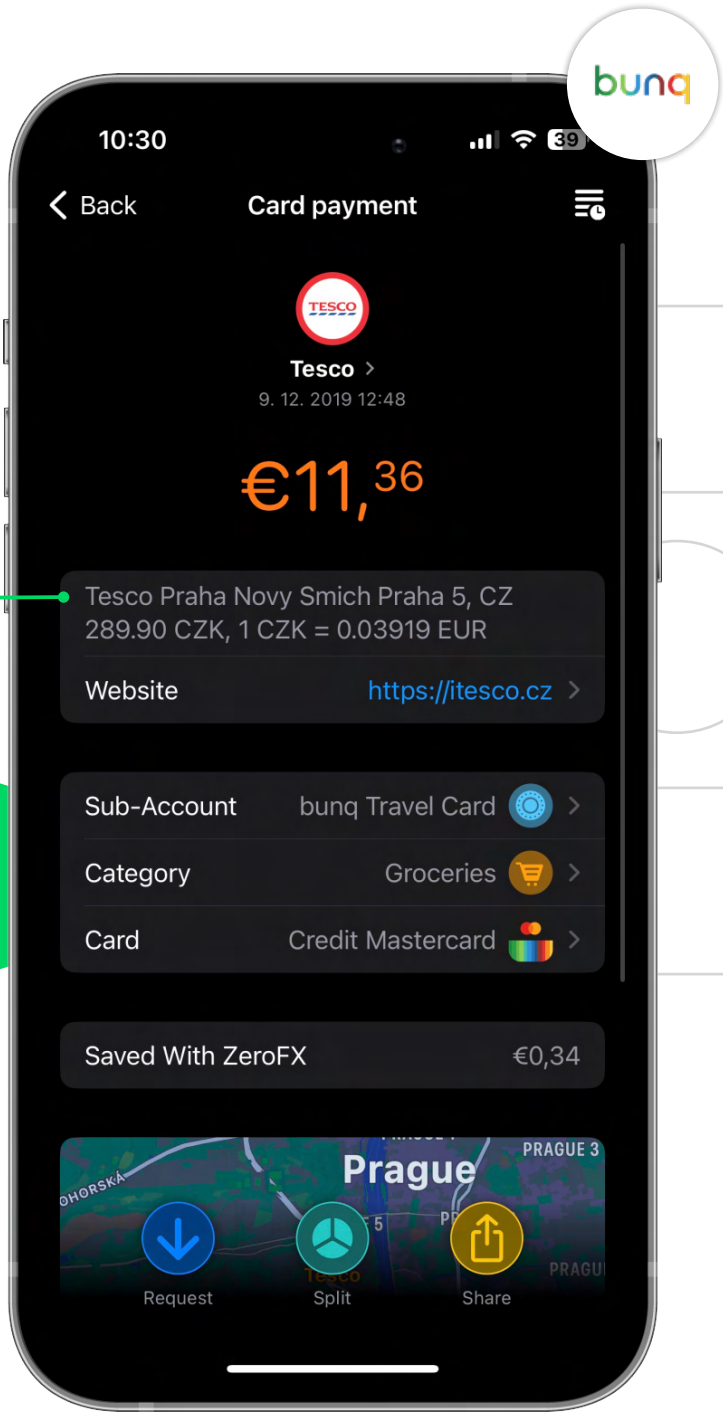
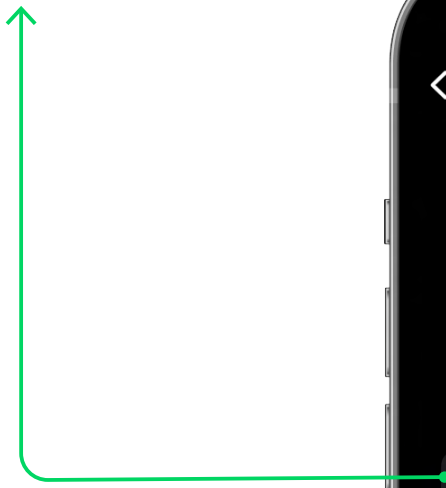
Inaccurate or missing information may lead to confusion and errors in transaction categorization.


VERIFICATION CODES OR OTHER IMPORTANT INFORMATION

Original descriptions might contain vital information like verification codes or specific transaction details.

Brand names

Inclusion of original merchant description in transaction detail



 Absence of original merchant description can potentially pose issues

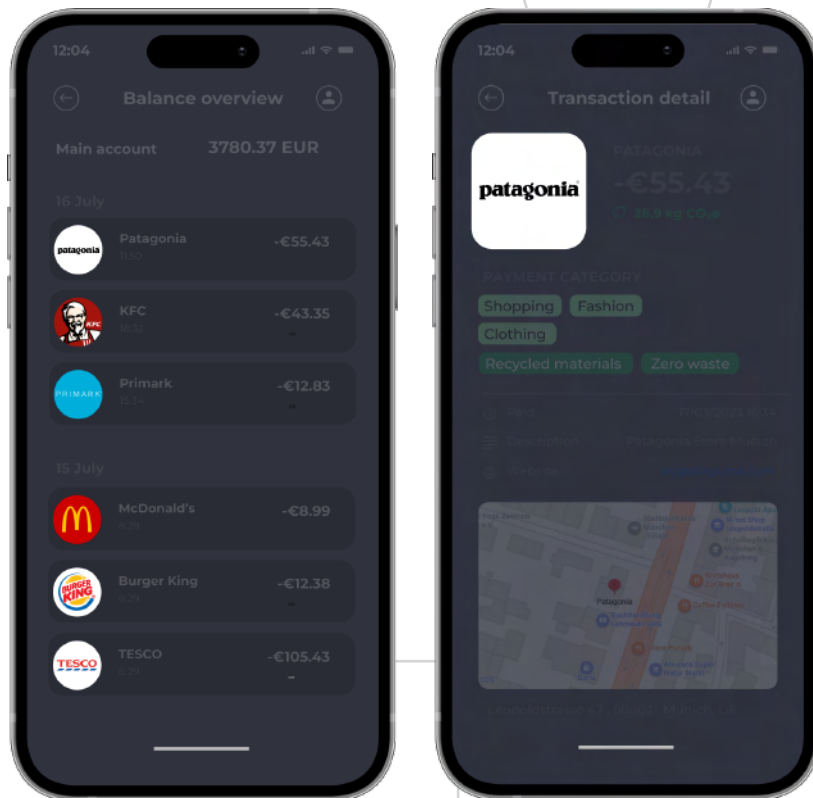
Brand logos

LOGO DIMENSIONS

- We provide a square 512x512 logo format
- Banks typically display logos in a circular shape or with soft edges

BACKGROUND SUITABILITY

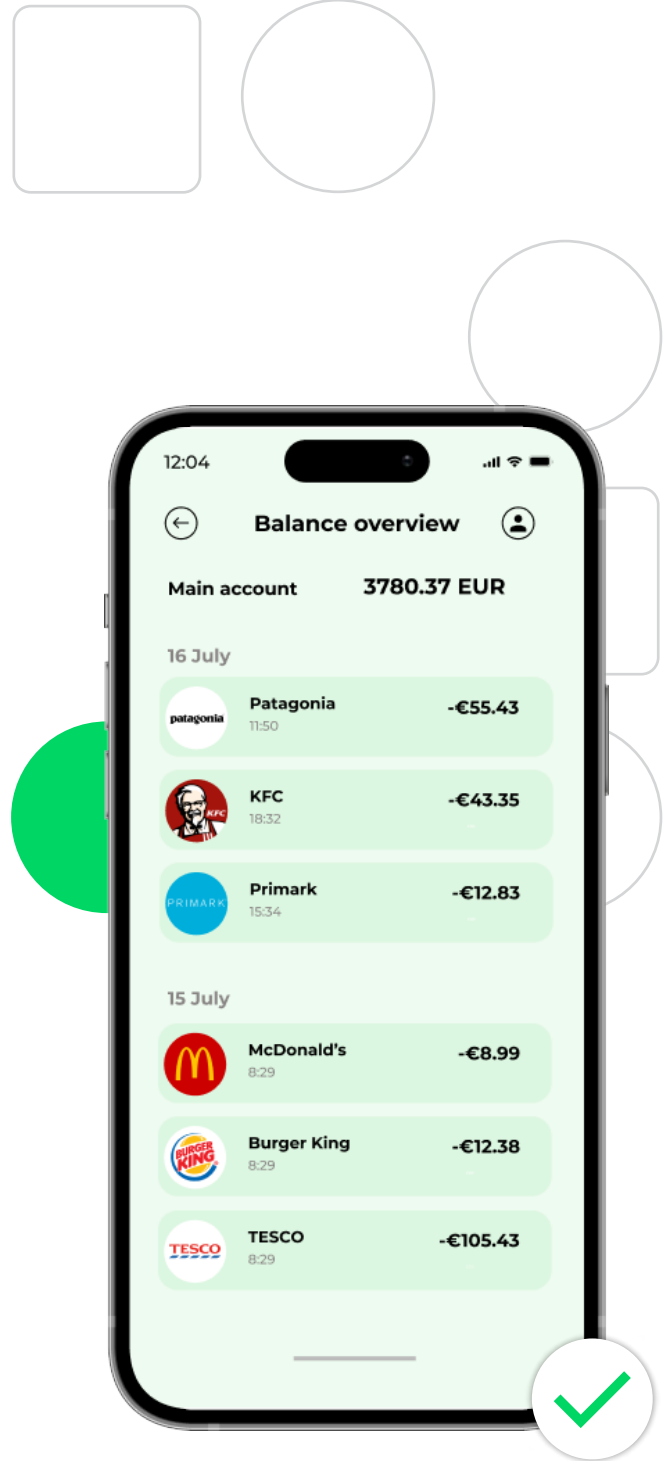
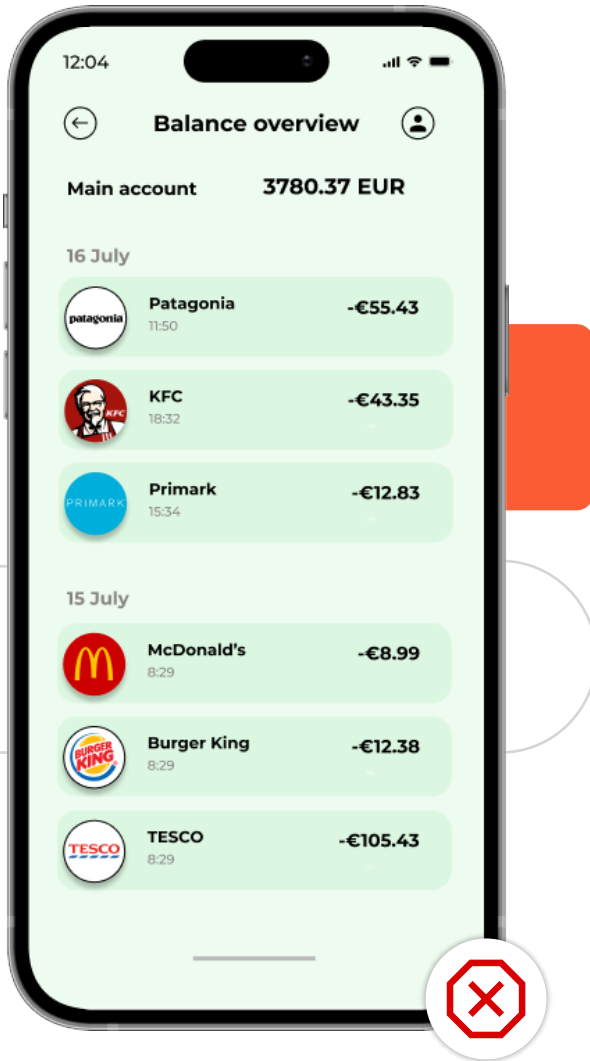
- Logos are optimized for a white background



TRANSFER LOGOS

- Consider incorporating an additional bank logo for transfers, particularly in regions like the UK
- Retain the primary brand/category logo while adding the bank's logo for improved transfer recognition

Brand logos



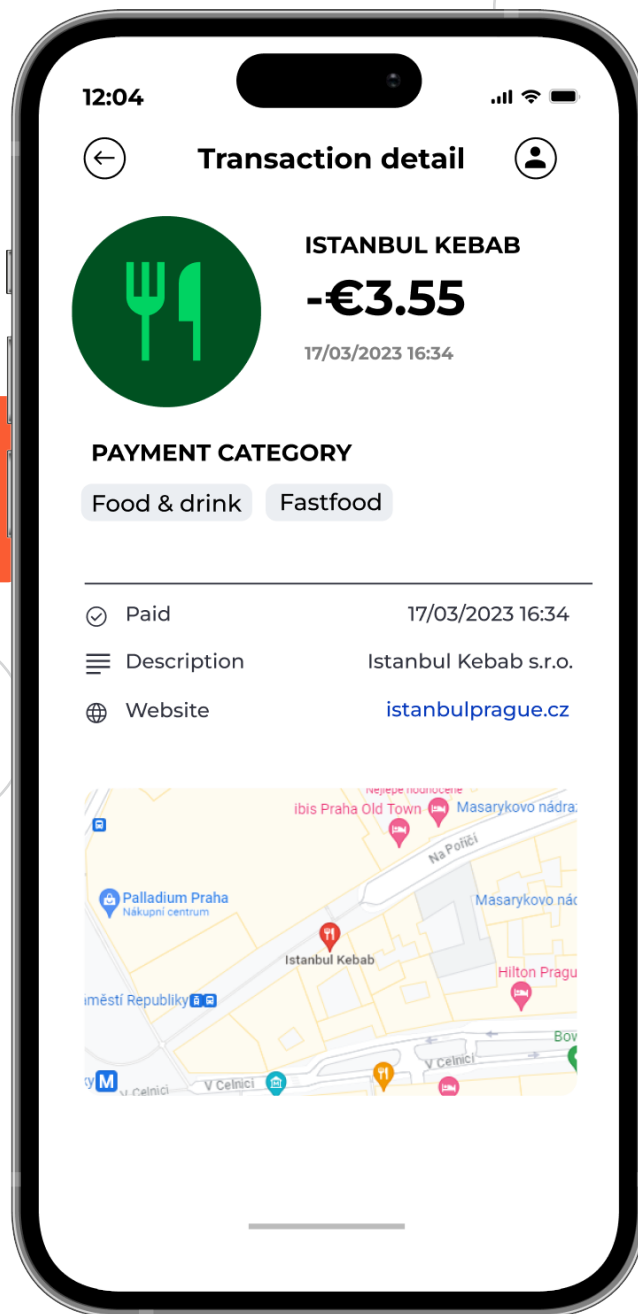
LOGO FRAMES

- Avoid using frames for logos on a white background, as they may not result in an aesthetically pleasing appearance

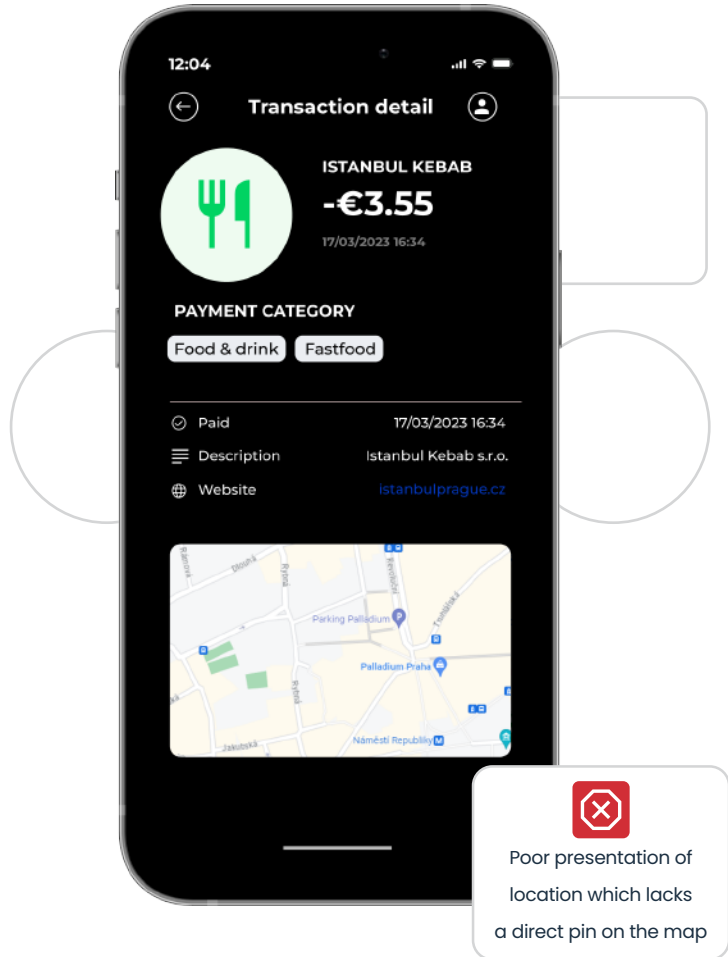
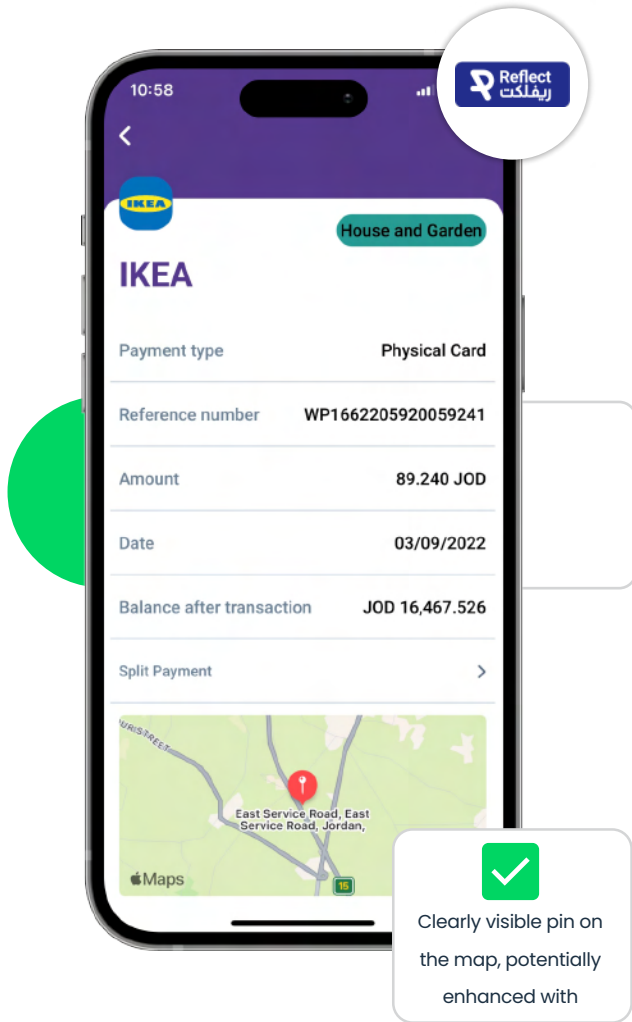
Brand logos

UNAVAILABLE LOGOS

- If a logo is unavailable, it is recommended to use a category placeholder
- There is either a TapiX set of category placeholders available, or it is possible to create custom ones



Location GPS & Google Place ID



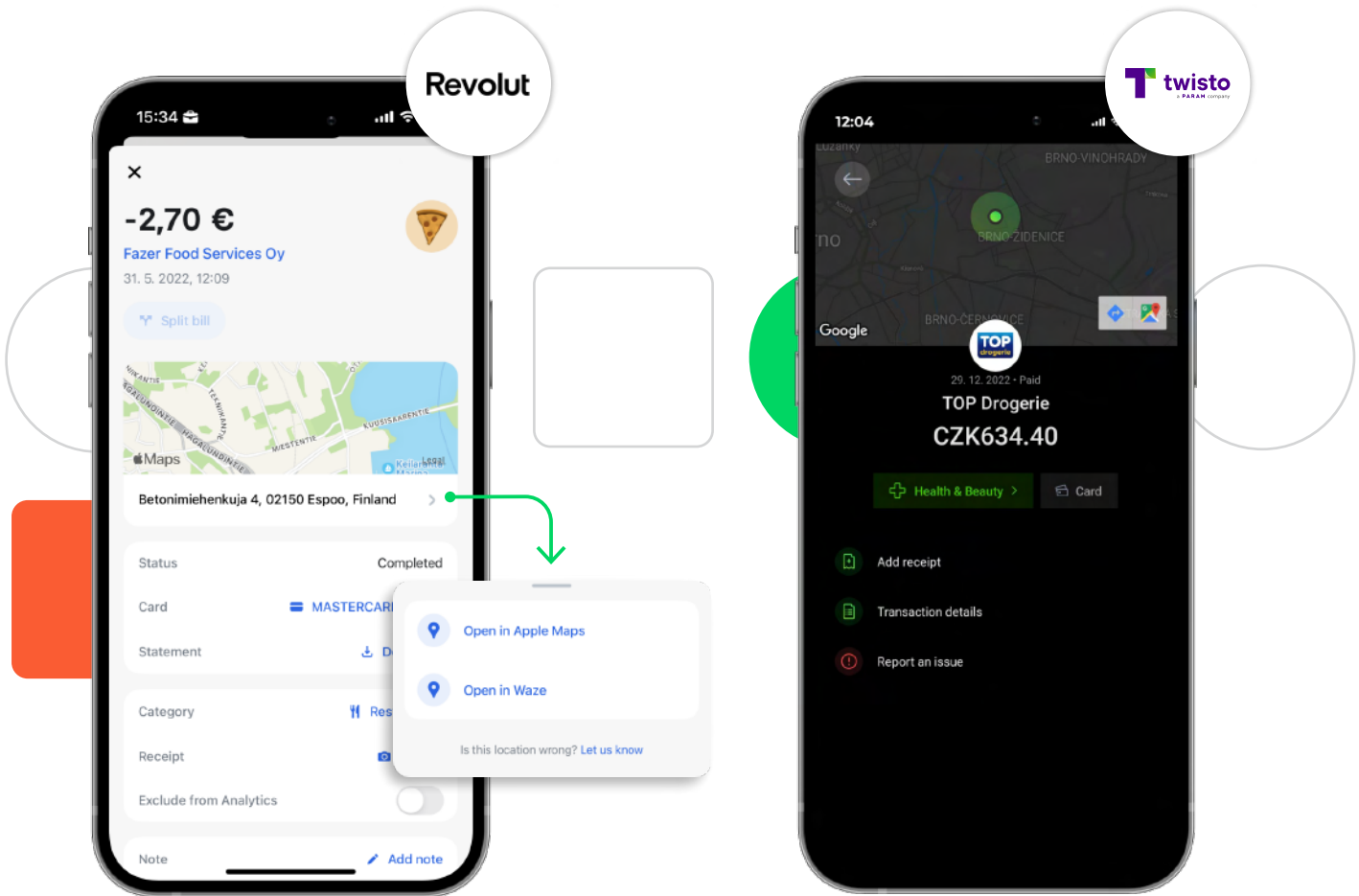
ADDRESS MAPPING

- Present the transaction's location GPS on a map for better visual context
- Include the actual address as text alongside the map for comprehensive understanding
- Ensure the map displays the precise location point directly

GOOGLE PLACE ID

- Utilize Google Place ID to enable users to access the location directly through Google Maps or navigation apps
- Possibility to show other information thanks to Google Place ID directly in the banking app (contact details, location photos, ratings and reviews)
- Google Place ID is not available to all transactions.

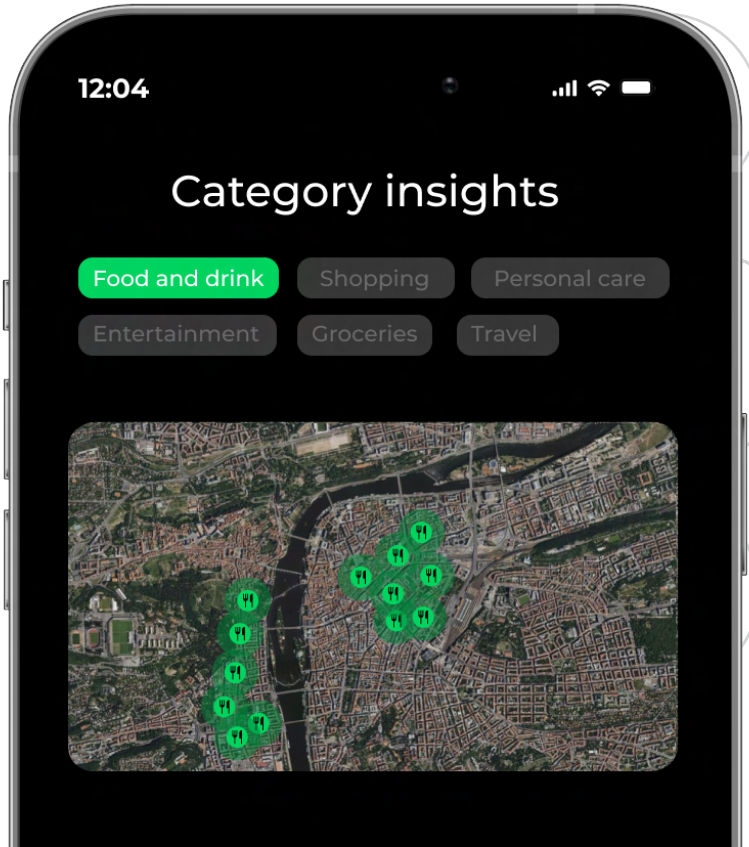
Location GPS & Google Place ID



FURTHER LOCATION INTERACTION

- Enable users to click on the map within transaction details, triggering automatic prompts to choose a map-related app for location viewing

Location Special Features



SPENDING HEATMAP

- Utilize location data to create a spending heatmap, visually representing users' spending patterns across different locations

MAP OF TRANSACTIONS - CLUSTERING INSIGHTS

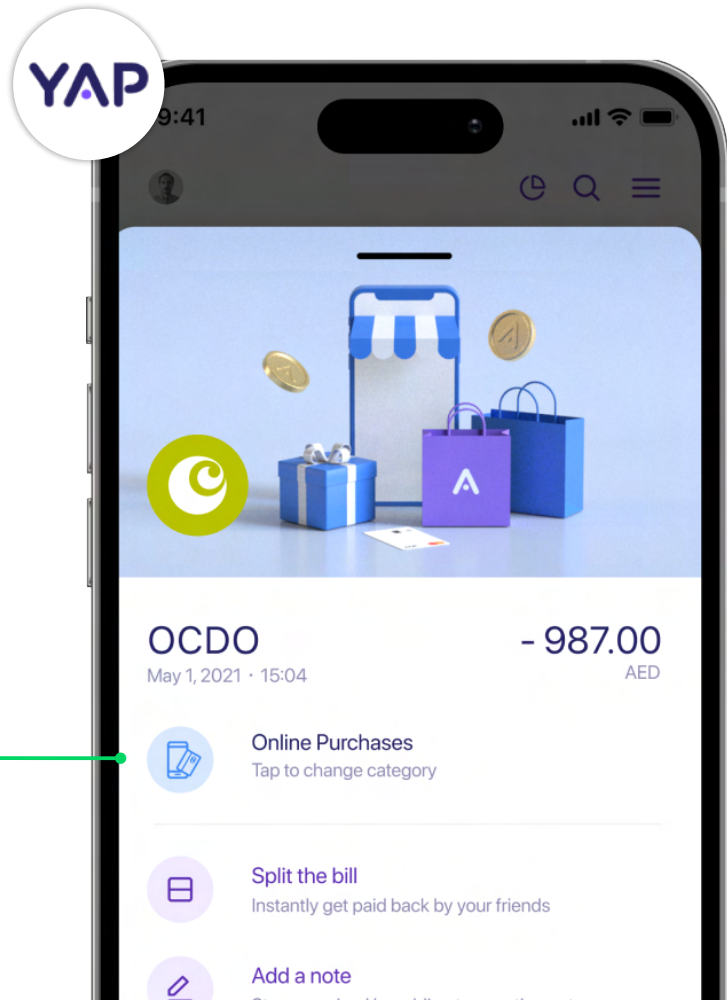
clusters nearby transactions, spending behaviors

their spending

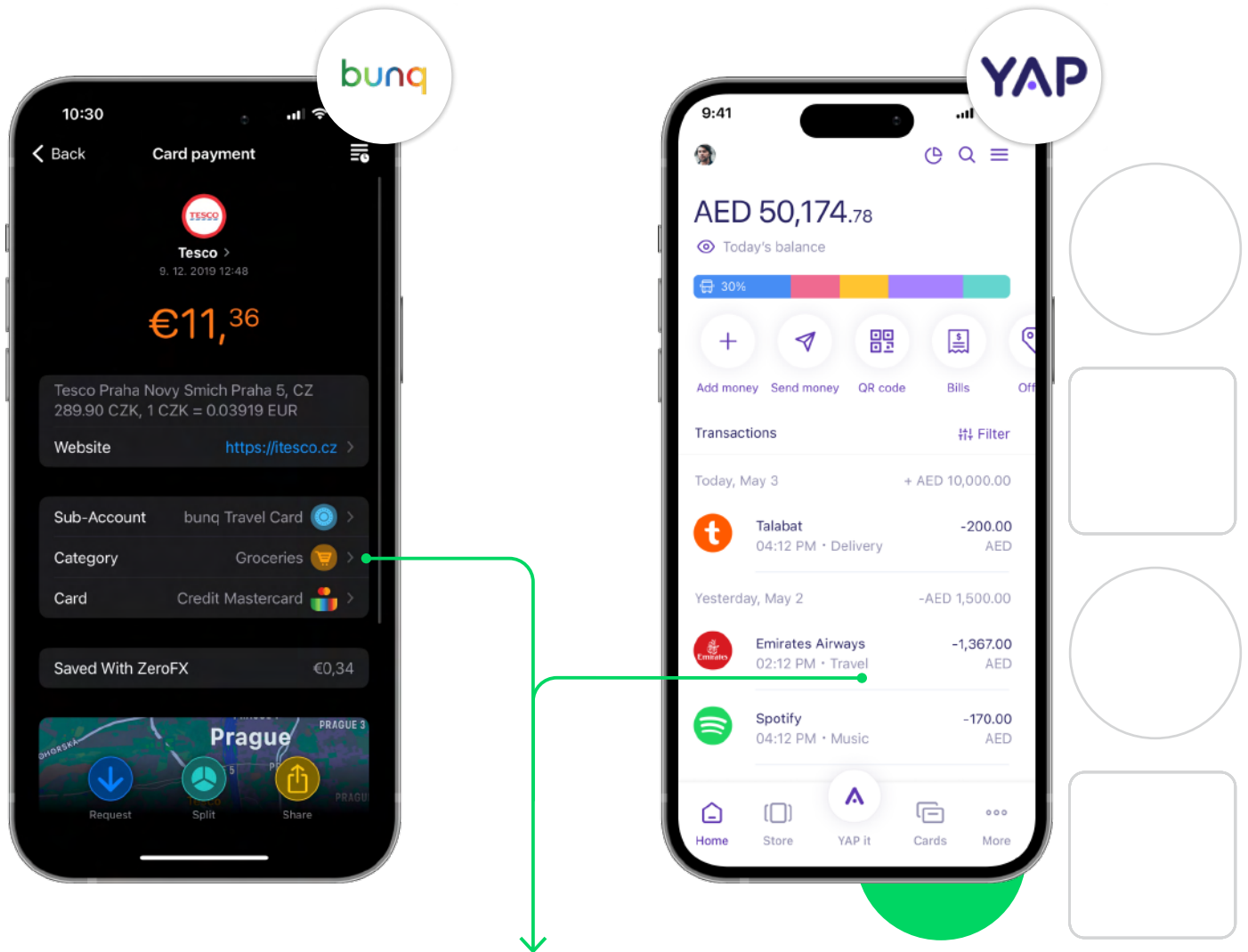
GPS FILTER

s

Location E-shops



Categorization



EASY TO FIND

- Direct display at transaction history

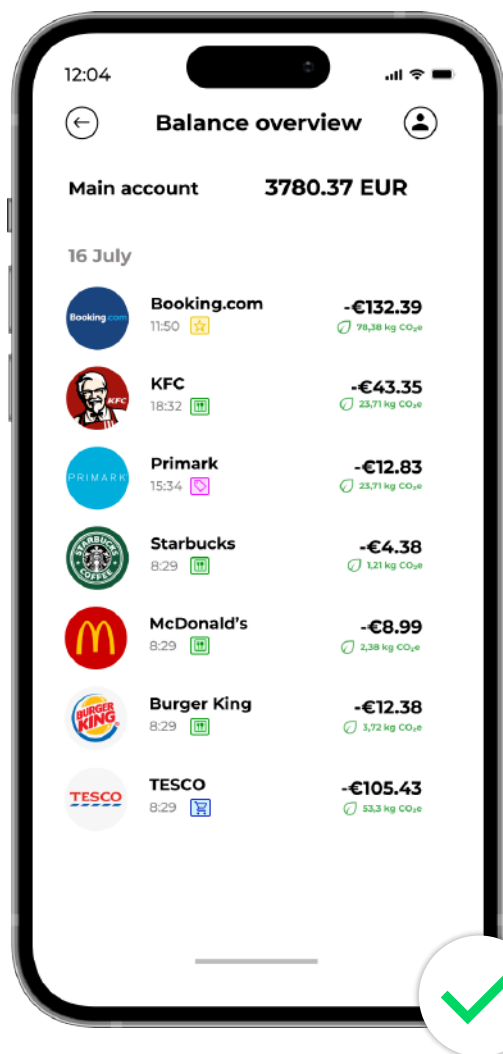
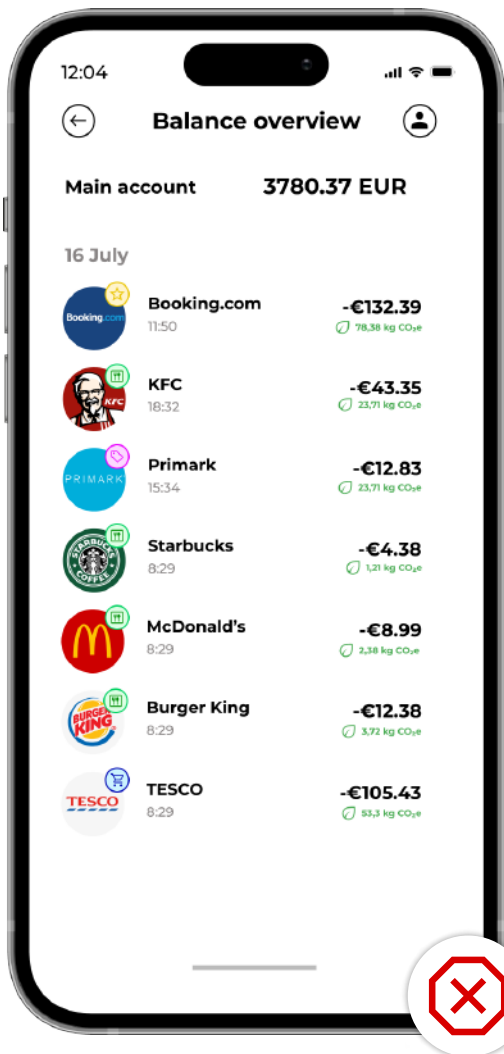
TRANSACTION DETAILS CATEGORIZATION

- Display the assigned category prominently in the transaction details section of the app
- Option to modify categories by the user
- Users can review and verify the categorized transactions for accurate personal spending overview

RECATEGORYIZE "SIMILAR" PAYMENTS

- Implement the capability to reauthorize all payments from the same merchant, both historically and for future transactions

Categorization



CATEGORY MINIATURES

- Ensure that category miniatures **DO NOT** obstruct or cover the logo
- Allow the logo to remain clearly visible and distinguishable
- In accordance with brand guidelines, it is typically specified that the logo must not be obscured or covered by any element

Categorization Best Practices

TapiX provides 25 merchant level core categories and over 500 store-level tags (retail and B2B).

Our categorization is on purpose wider than typical client needs and creates room for each bank to differentiate and fulfill specific needs. Following are tips specific for our clients designing their own categorization based on TapiX data.

CATEGORIES TO BE LEFT AS THEY ARE

They typically constitute a significant portion of overall spending and transactions and/or are very unique

- Food and drink
- Groceries
- Fashion
- Travel
- Car
- Digital Services

CATEGORIES TO BE CONSOLIDATED

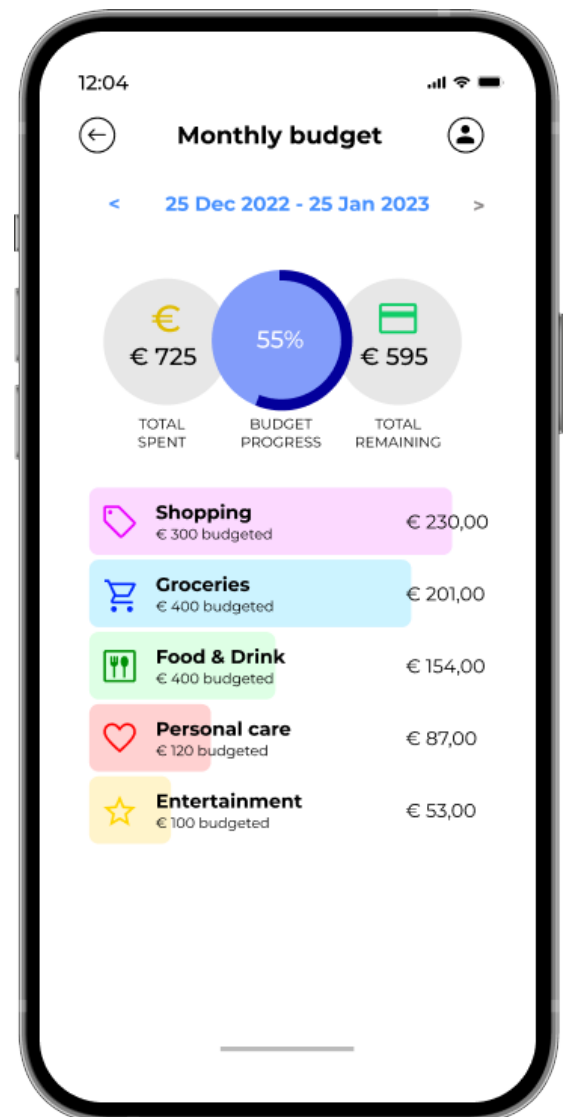
They share a close association and relatively lower percentages of spendings and transactions

- Freetime + Culture (+ Sports)
- Health + Drugstore (+ Beauty)
- Investments + Income + Business Expenses + Financial Services
- Bills and Household + House and Garden

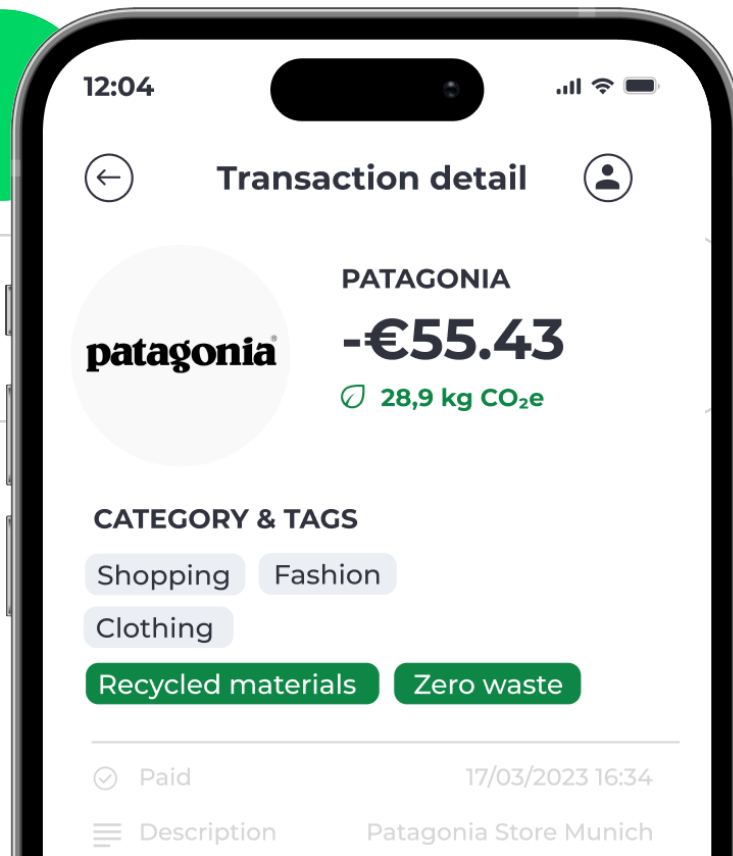
FOR YOUR OWN CONSIDERATION

Possibility to create a big category Shopping/ Miscellaneous goods and services and allow customers to add them as a new category

- Shopping Online
- Consumer Goods
- Professional Services
- Electronics
- Pets
- Children



Tags



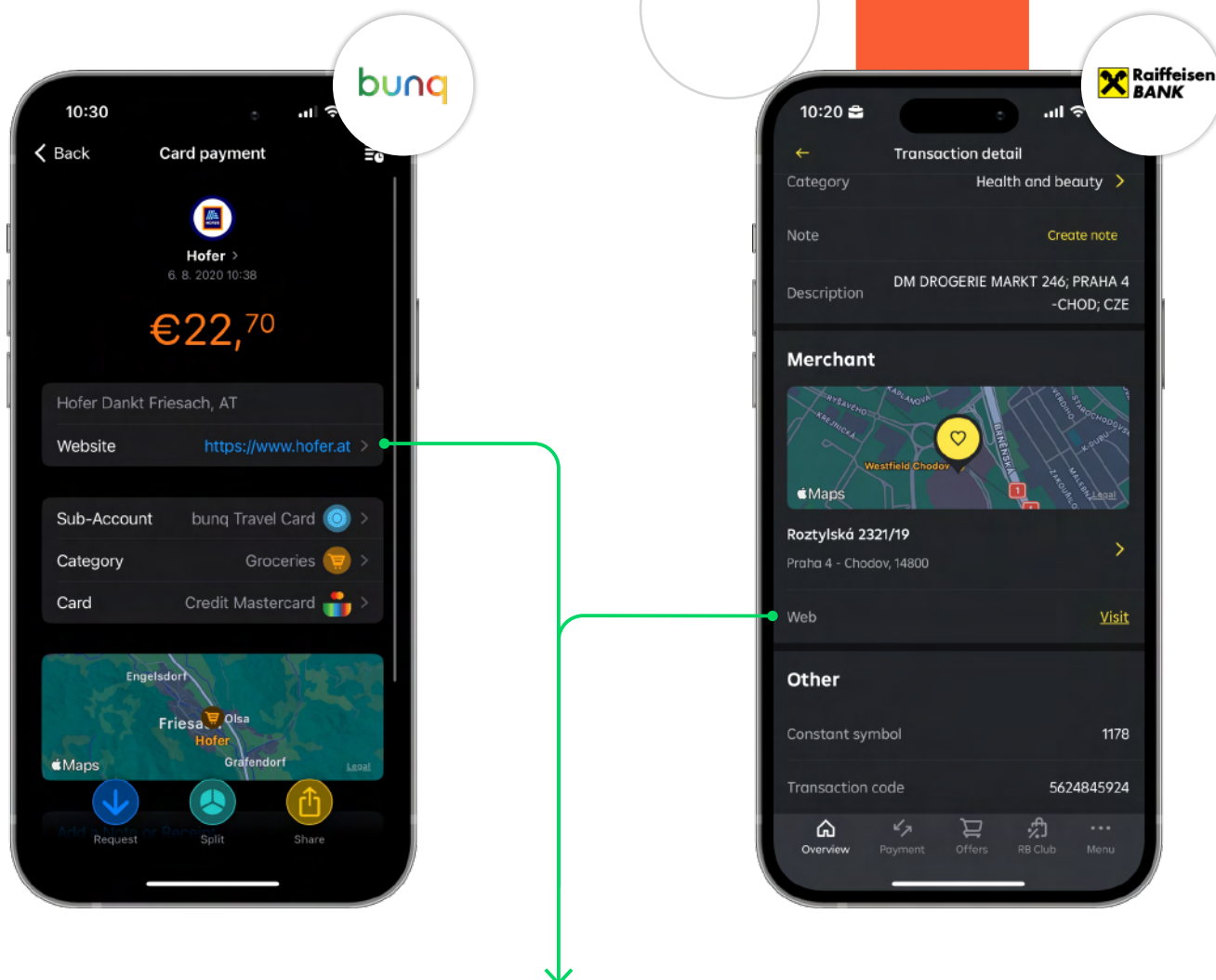
ANALYTICS UTILITY

- Tags are typically not displayed in the app interface but serve as essential data for transaction analytics

IMPROVED SEARCH FUNCTIONALITY

- Tags are instrumental in enhancing search capabilities within the app.
- For example, users can search for specific types of transactions like restaurants, even if the term "restaurant" is not explicitly mentioned in the merchant's name
- Not all tags are designed for search purposes ☒ some are specific to internal categorization or backend processes and may not be used in user-facing search queries

URL



TRANSACTION DETAILS

- Display the URL on the page showing specific transaction details

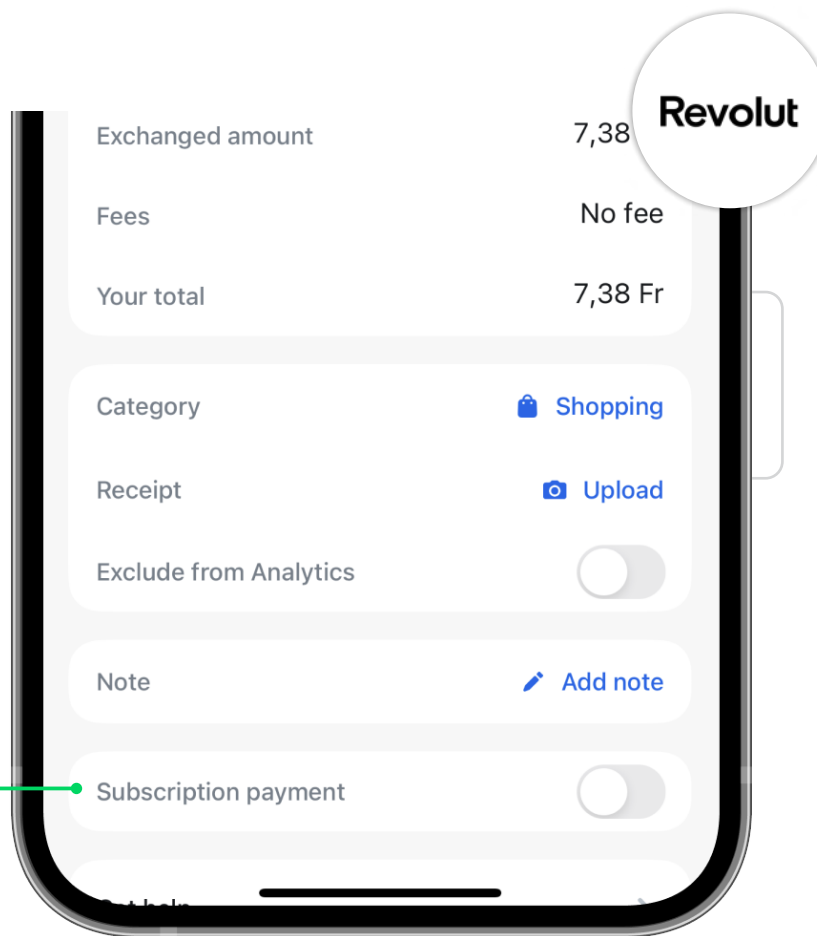
MERCHANT INFORMATION SECTION

- Include the URL in a dedicated section for merchant details or additional information

CLICKABLE LINK

- Present the URL as a clickable link or button for quick and easy access to the merchant's website
- Conceal the URL within the merchant's name, making it a clickable link that redirects users to the website upon clicking

Subscription



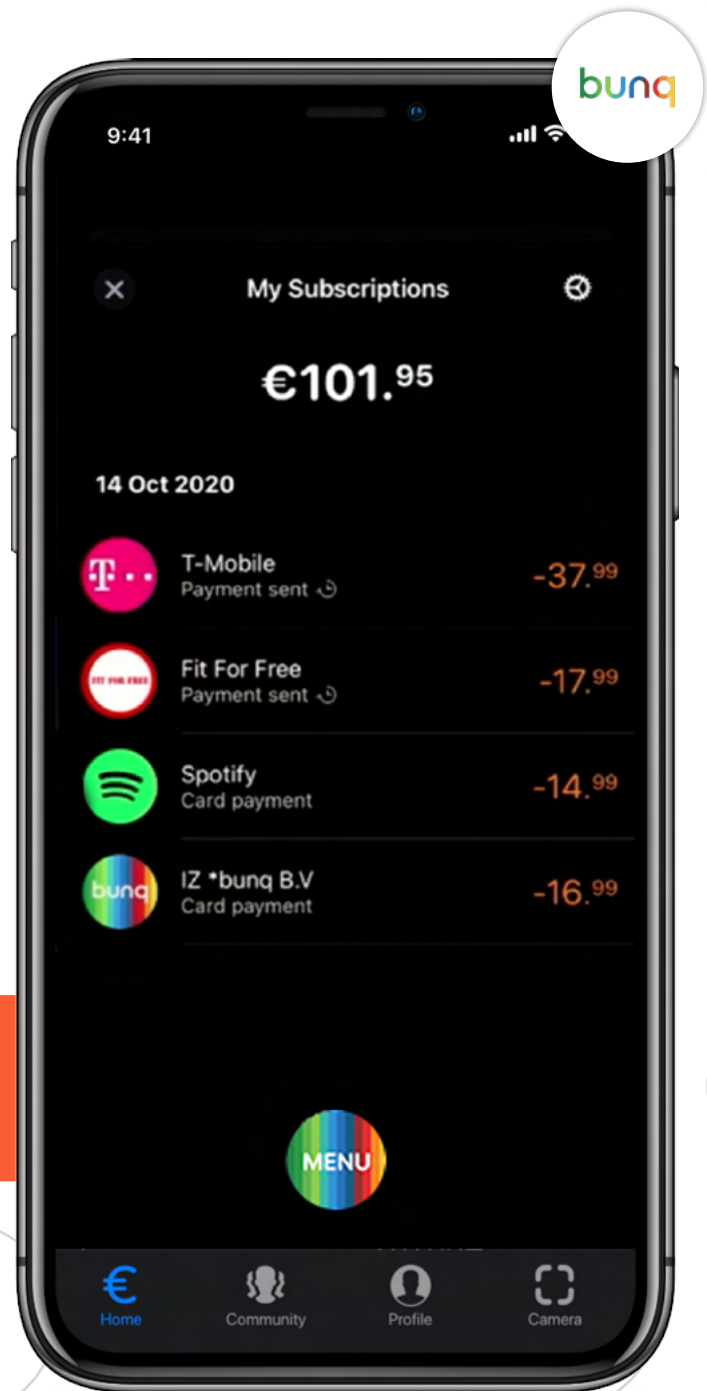
OPTION TO ENABLE SUBSCRIPTION PAYMENTS

- Provide users with the flexibility to categorize digital services, communication, and similar as subscription payments
- Consider integrating an intelligent feature into the app that can help with identification of regular payments and intuitively prompt users to confirm whether they are subscriptions

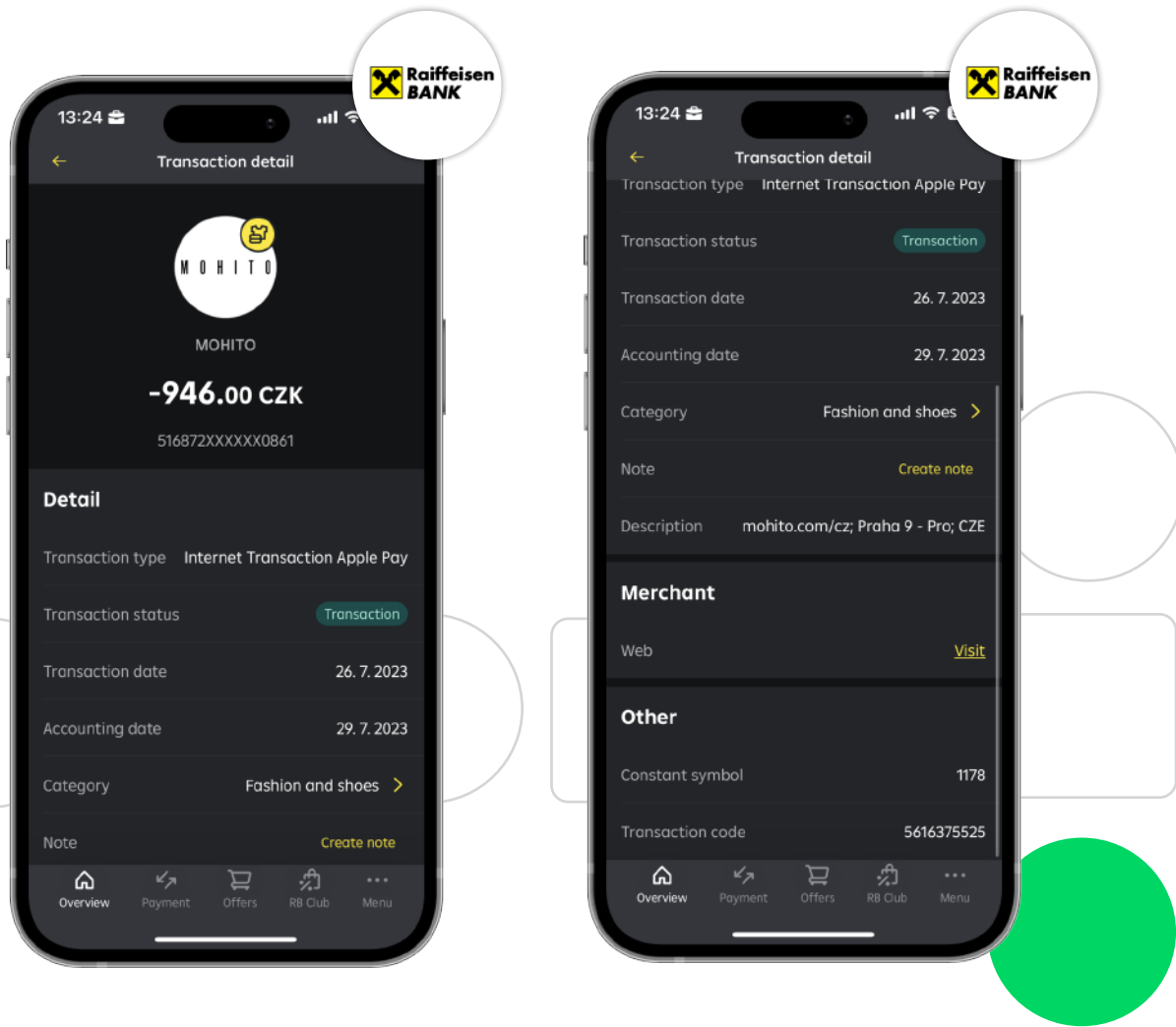
Subscription

SUBSCRIPTION OVERVIEW

- Provide users with a dedicated section in the app to manage subscriptions
- Enable easy tracking of active subscriptions, renewal dates, and associated costs



Transaction details



Information to include in the transaction detail:

TRANSACTION DETAILS

- Transaction Value
- Transaction Date
- Transaction Code

MERCHANT INFORMATION

- Merchant name
- Merchant Description
- Merchant URL

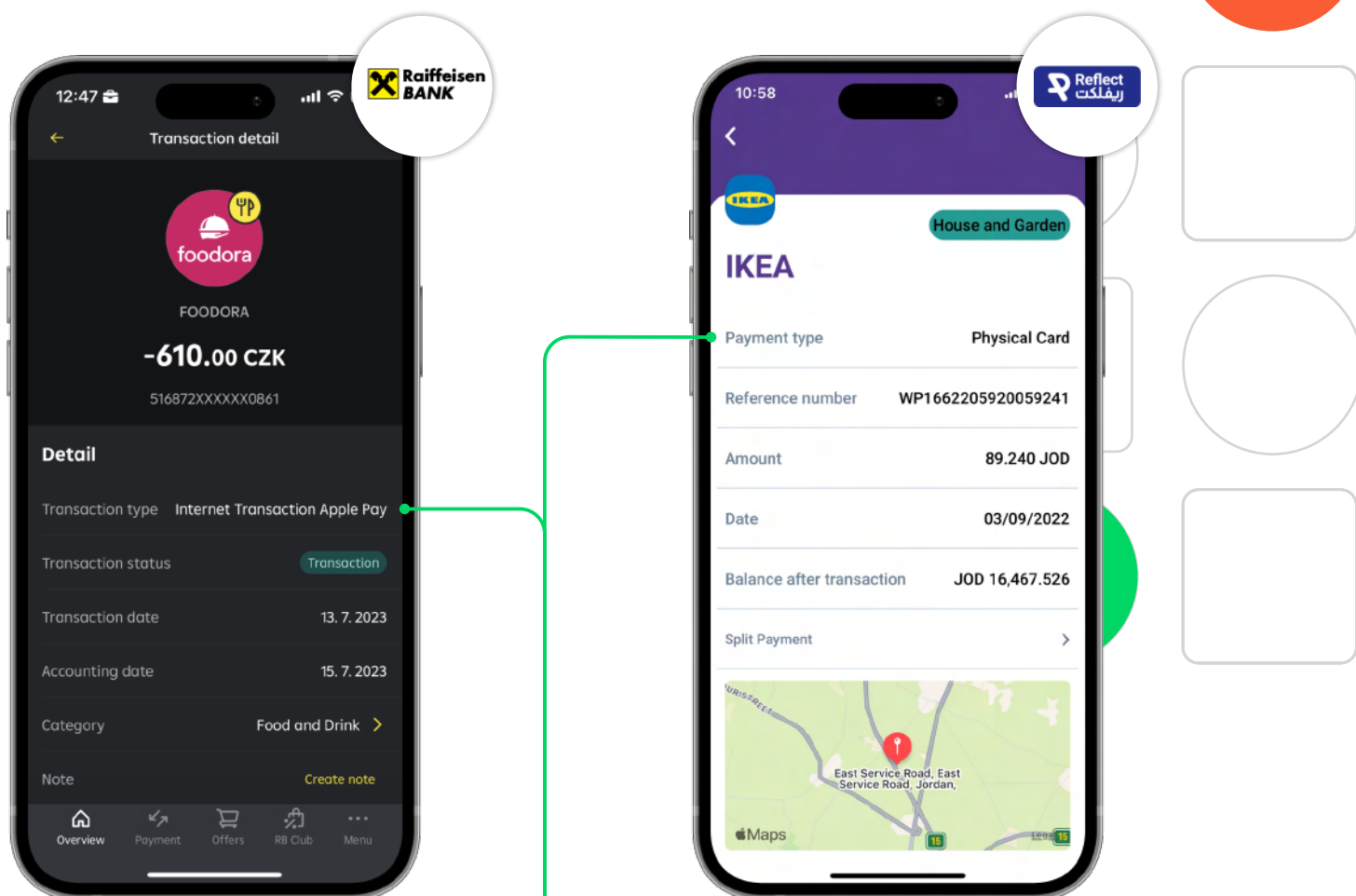
CATEGORIZATION

- Transaction Category

LOCATION DATA

- Location Information (such as map representation or address)

Transaction/payment type



INFORMATIVE TRANSACTION TYPES

- Displaying transaction types provides valuable context
- Users can quickly comprehend the nature of the transaction, enhancing their understanding

Those were just the basics
that everyone has.

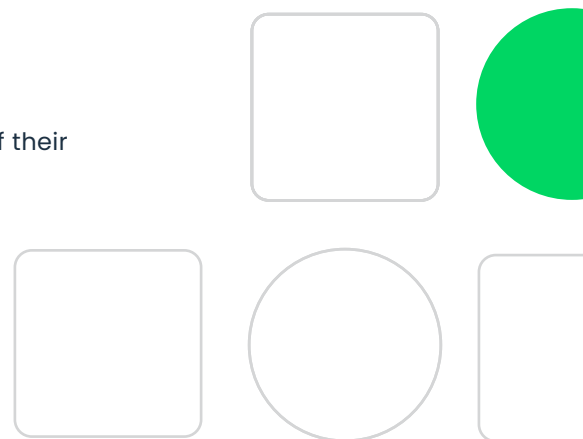
**Let's take a look at
the game
changers.**

Spending overview



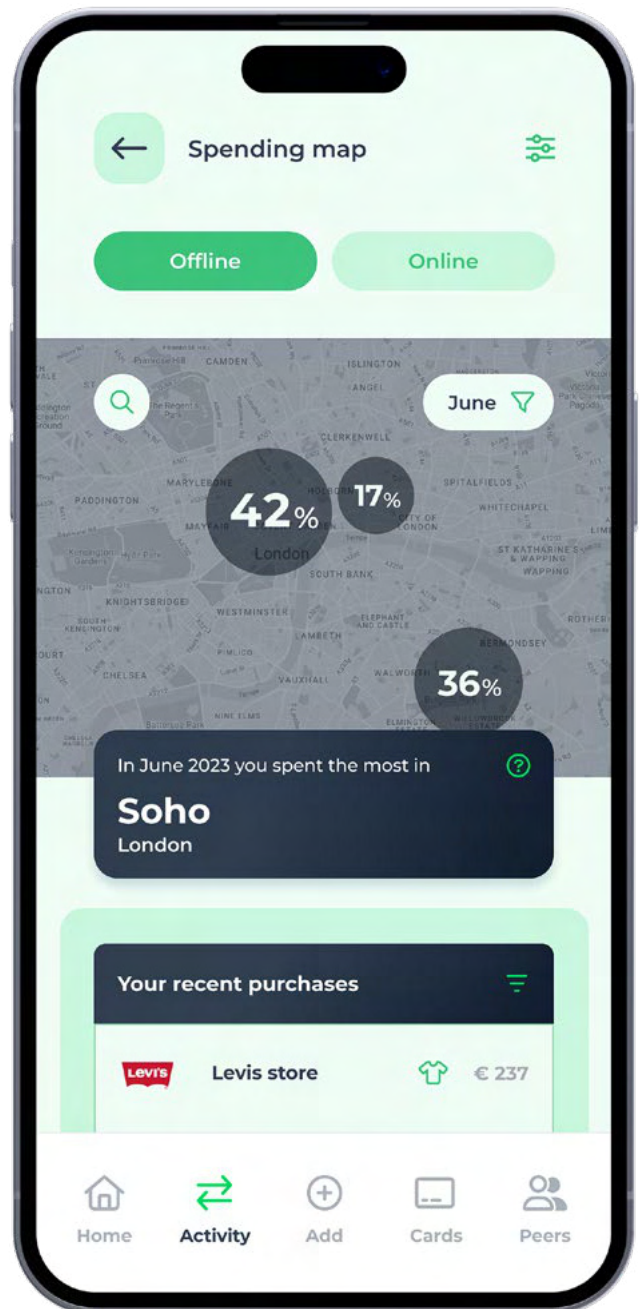
PERSONAL SPENDING OVERVIEW


- Utilize categorization data to offer users a comprehensive overview of their personal spending habits



Heatmap of spending locations

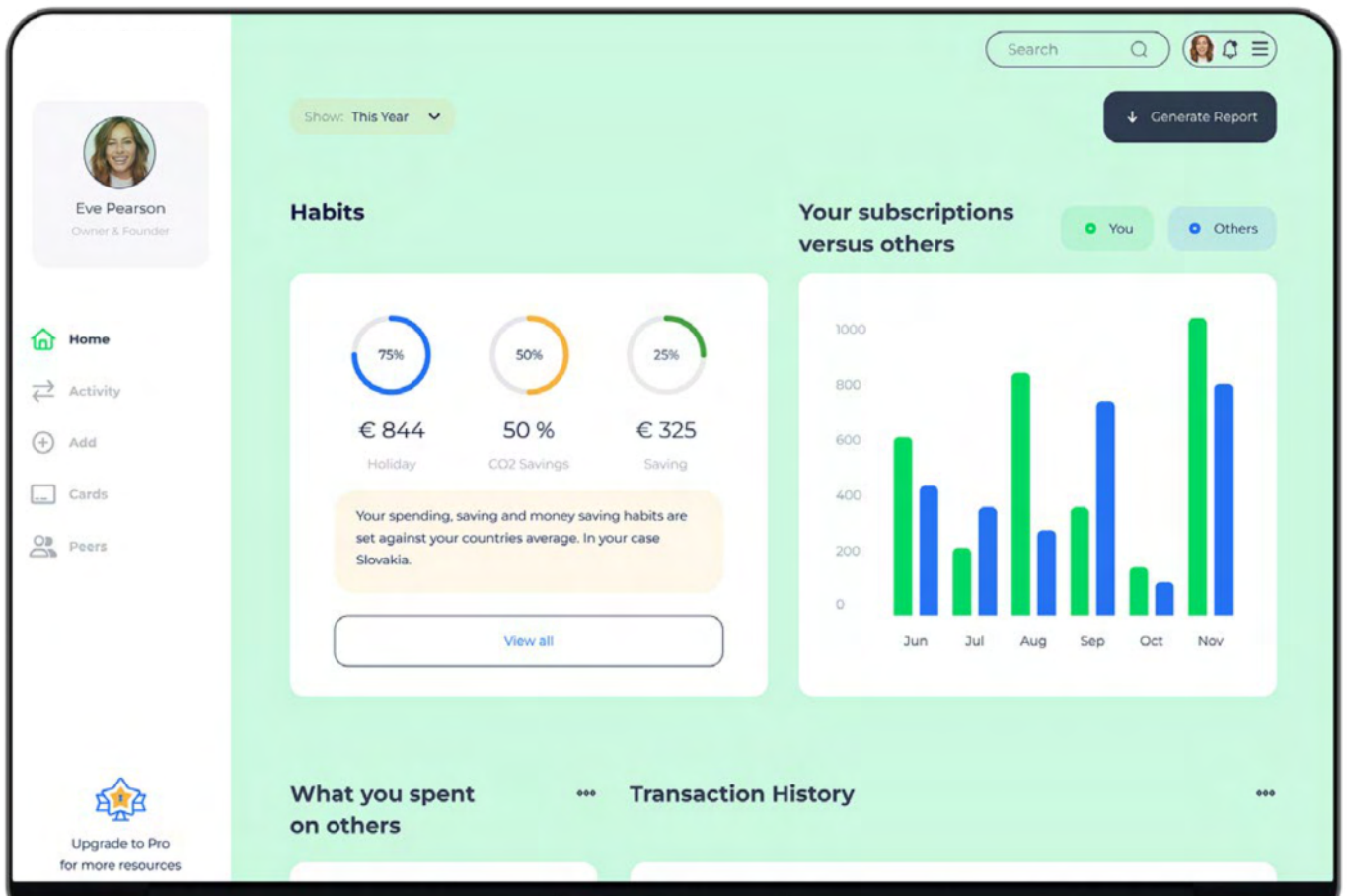
Look at the example here, where relatively mundane information from Dateio, provides an insight into where the user is spending the majority of their money. The user can also easily see a breakdown of their spending based on purchase location, time, merchant and tagged category. The presentation of this information is interesting to see, especially over a longer period of time, because it can help in tracking habits.




 Visual representation of locations where users spend money placed on a map based on location data, time, merchant informations and categorization.

Regional comparisons of spending habits

Regional spending data gives interesting insights to users regarding personal behaviour compared to others. This could not only be a great tool to make financial decisions but also to live a more conscious life overall. There are many possibilities in different functions, filtering and gamification as well.





A regional vs. personal comparison is a good opportunity to help users make thoughtful decisions.

Spending analysis



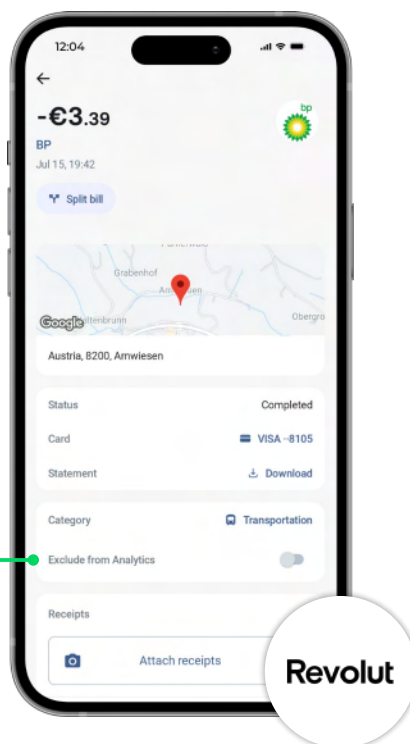
TIME-BASED SPENDING ANALYSIS

- Spending overview over time tracking the levels and trends in spending in particular months and their development

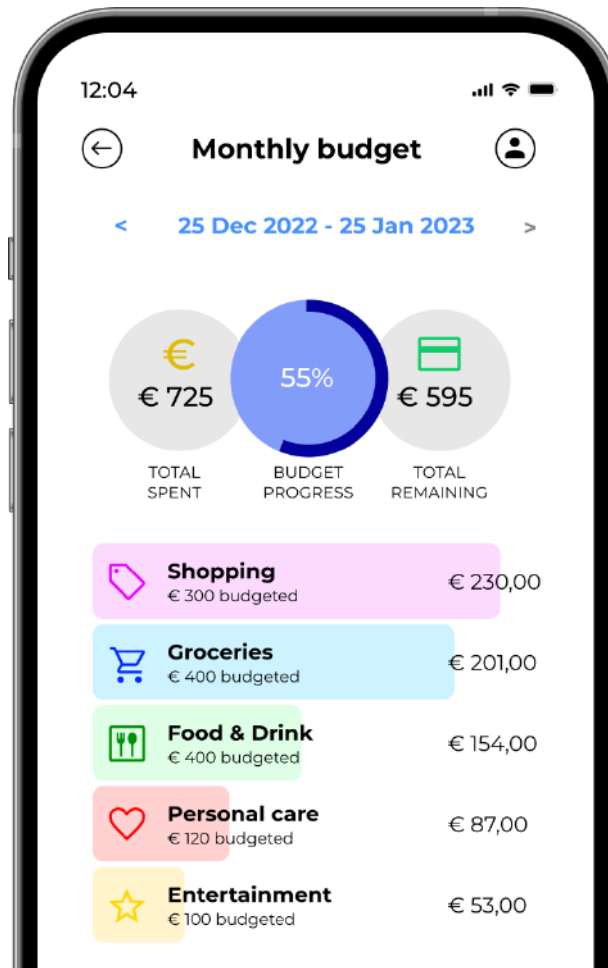
Transaction exclusion from analytics

TIME-BASED SPENDING ANALYSIS

- Provide users with the option to exclude specific transactions from being included in analytics and spending overview



Personalized budgeting



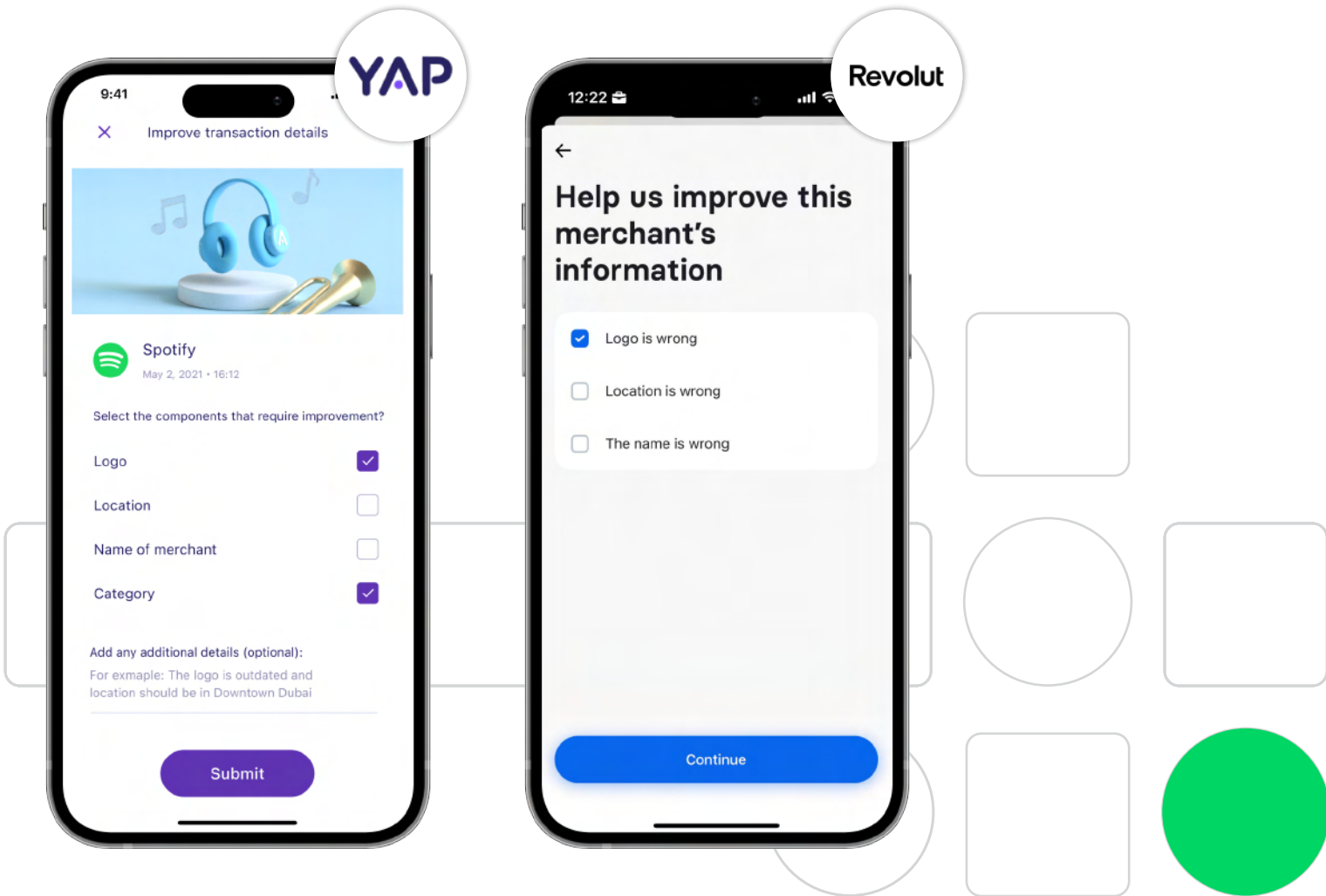
ENHANCED BUDGETING EXPERIENCE

- Introduce „category segments" to empower users with personalized budgets for specific expense categories
- Allocate designated amounts for each category, providing users with greater control over their spending

FLEXIBLE BUDGET ALLOCATION

- Allow users to set budget limits tailored to their needs, such as €400 for Groceries and €300 for Travel
- Allow users to budget limits also for specific vendors
- Users can customize budget pockets based on their spending priorities

Collect valuable feedback




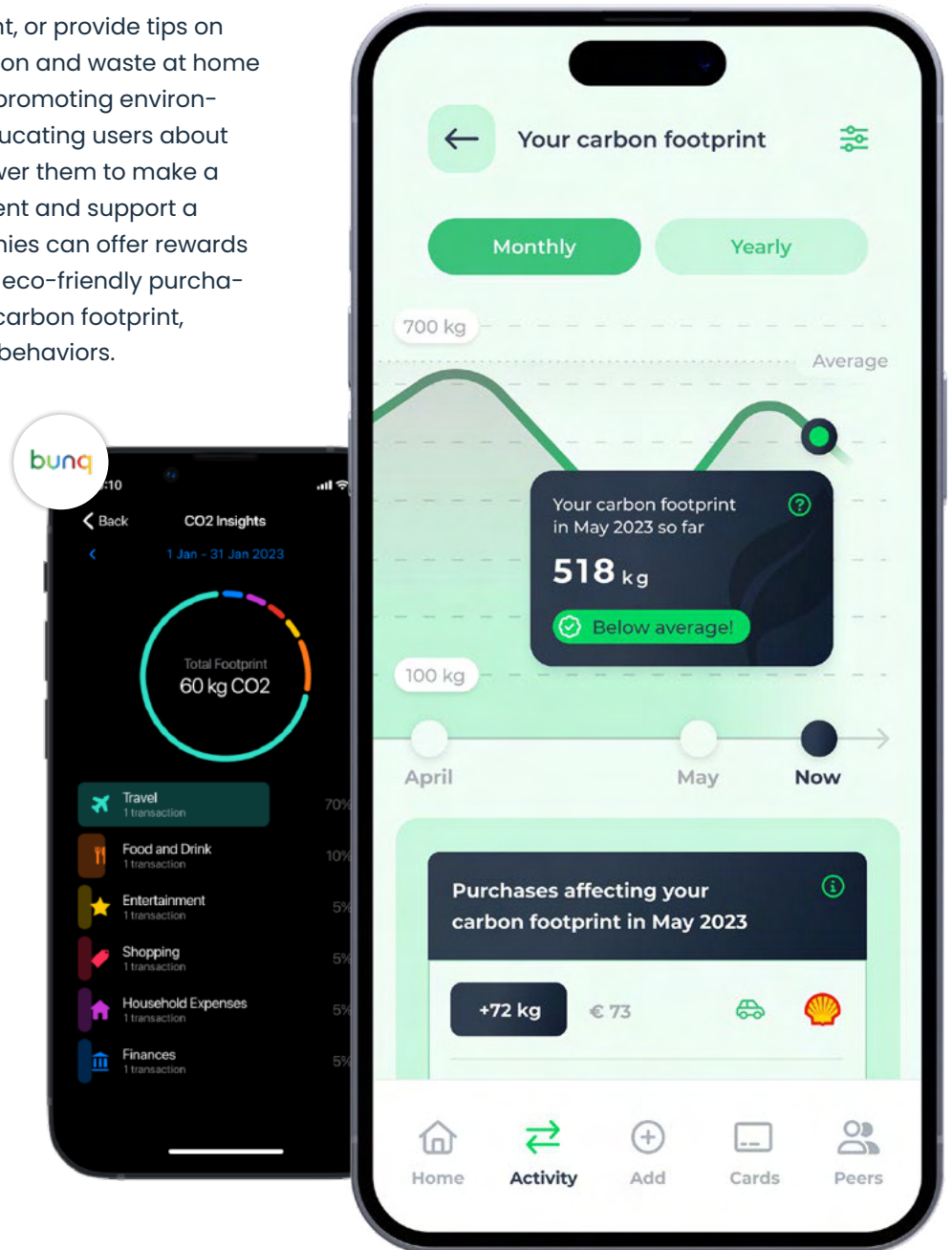
POSSIBILITY TO ADDRESS IMPROVEMENTS

- Offer users the ability to dispute or correct erroneous information within transaction details
- By allowing users to claim wrong merchant names, logos, locations, etc., ensure accurate transaction records

Thoughtful decisionmaking considering carbon footprints

In addition to providing carbon footprint information for each merchant and category, users can be encouraged to make more sustainable lifestyle choices. For example, suggesting alternative products or services that have a lower carbon footprint, or provide tips on how to reduce energy consumption and waste at home will create a positive change. By promoting environmentally-friendly options and educating users about sustainable living, we can empower them to make a positive impact on the environment and support a more sustainable future. Companies can offer rewards or incentives for users who make eco-friendly purchases or take steps to reduce their carbon footprint, further encouraging sustainable behaviors.

[Explore more about ESG](#)



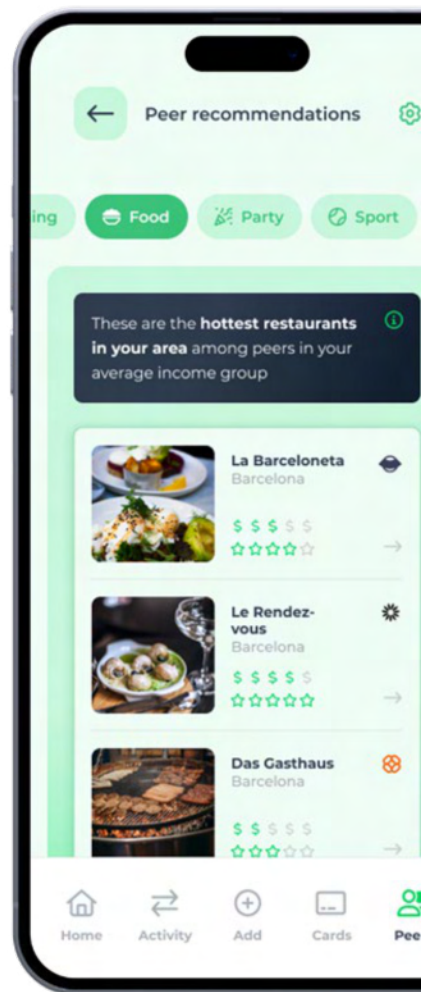
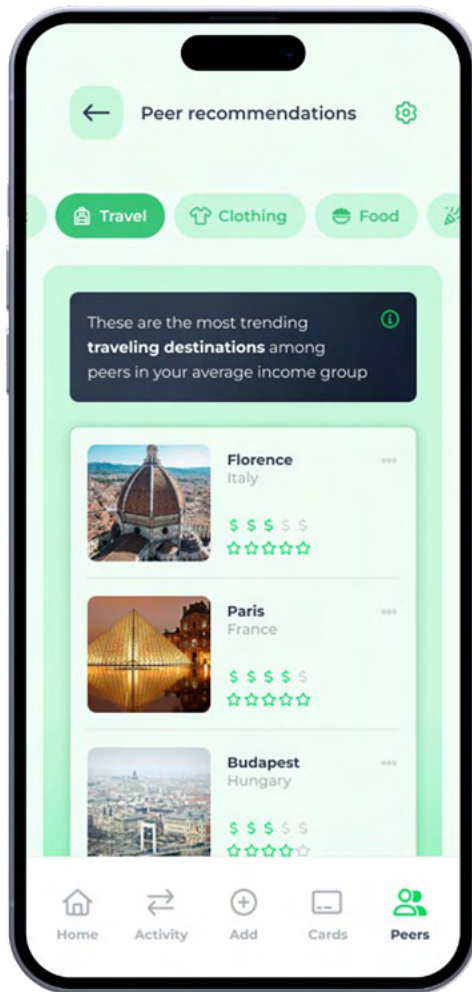
Provide tips to users on how to be more environment friendly with their purchasing decisions!

Store and service recommendations based on peer group preferences

Based on spending habits and user profiling the system is able to create groups considering lifestyle and income. This overview enables service providers to present valuable, personalized recommendations for the end-users.

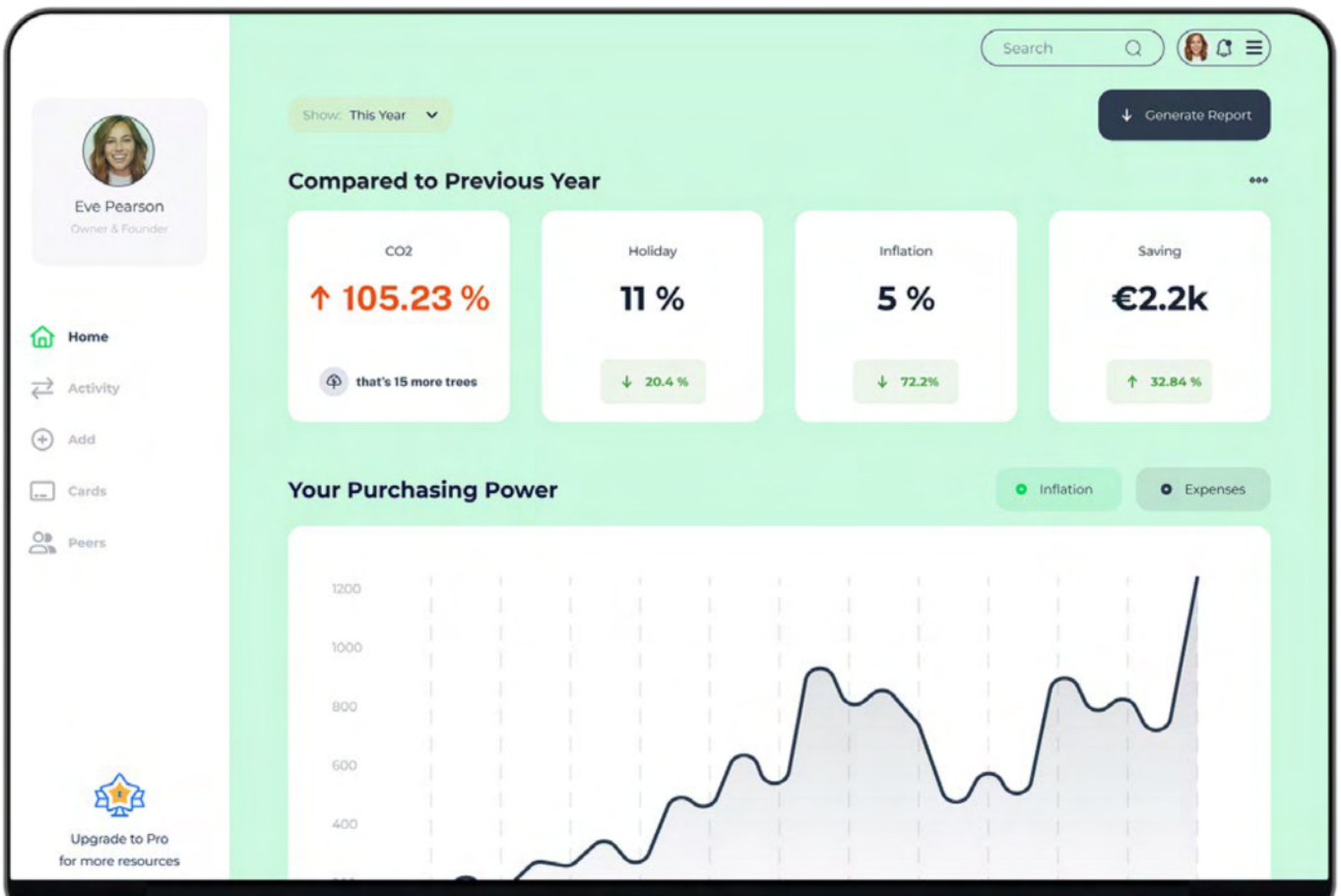


The system is able to recommend trending traveling destinations, services or activities (...and many more) among users in the same income group.



Expense analytics and comparison with inflation

By monitoring inflation, the system is able to compare the users income and expenditures filtered by time and even different categories. This reporting is valuable in making financially mature decision. The system is able to provide important feedback and suggestions to users.

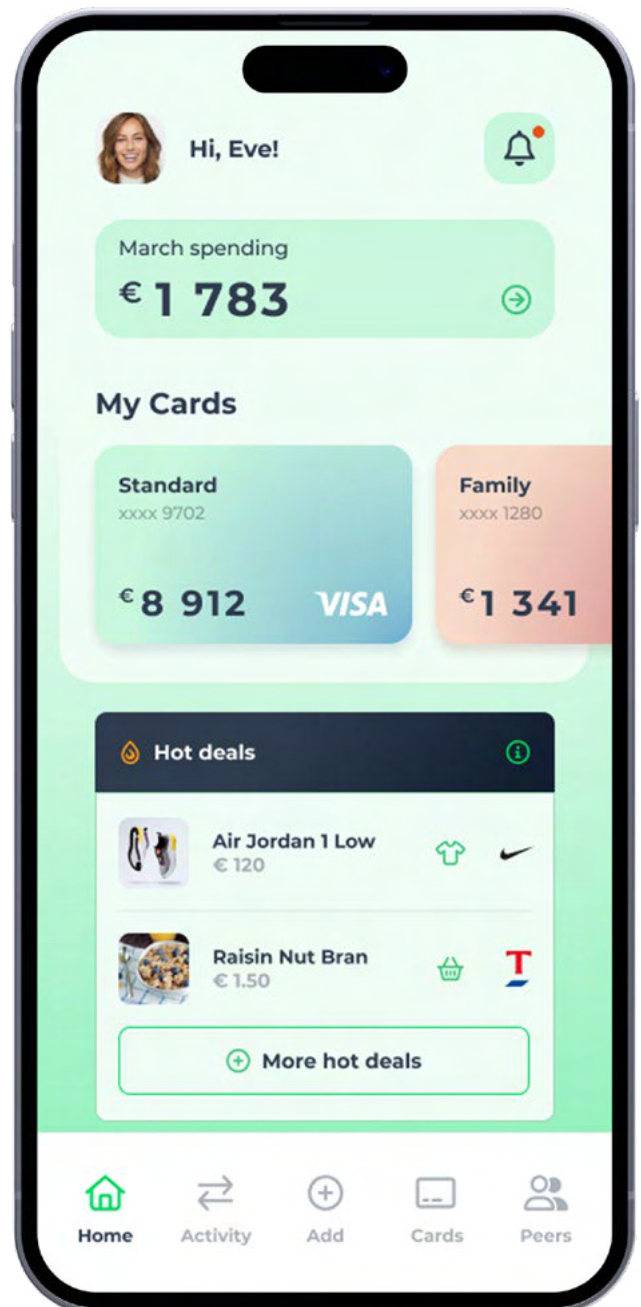


In a financial volatile world a clear overview is valuable for users how changes effect personal money management.

Built-in personalized ads based on personal preferences

Create custom tailored offers for every individual user based on personal shopping data. By monitoring trends and getting insights from the users shopping power and frequency in different categories, the system is able to suggest truly great deals customized for the users at the right .

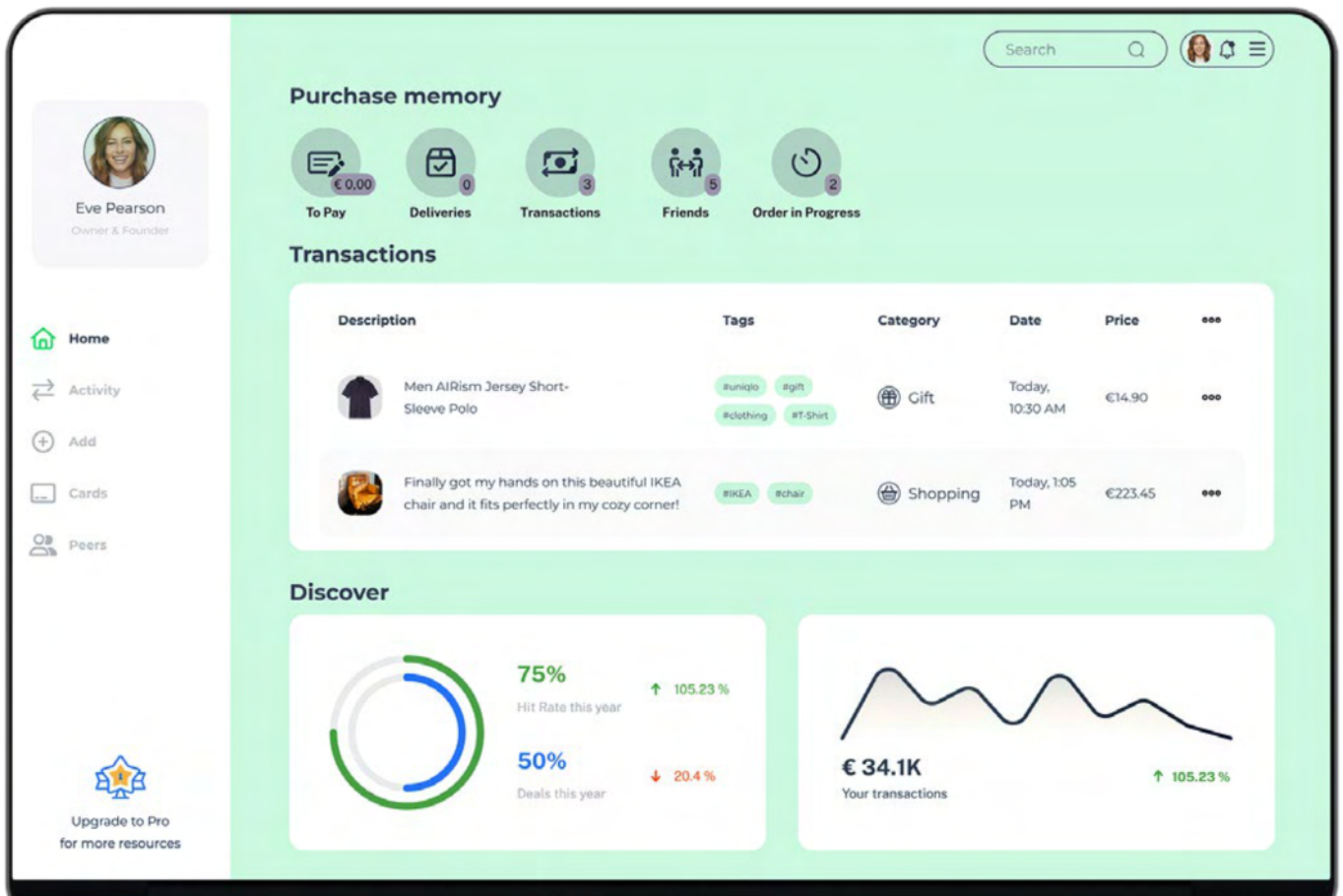
[Explore more about card linked offers](#)




An advertisement platform that is based on actual transaction history could be a great B2B opportunity!

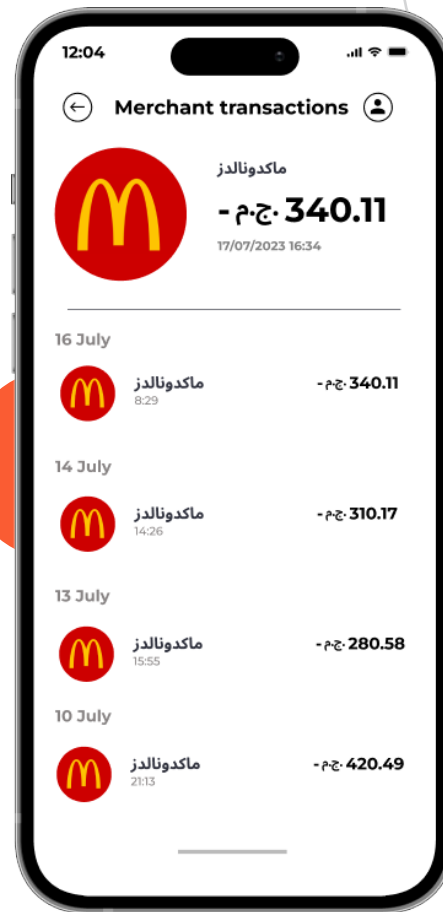
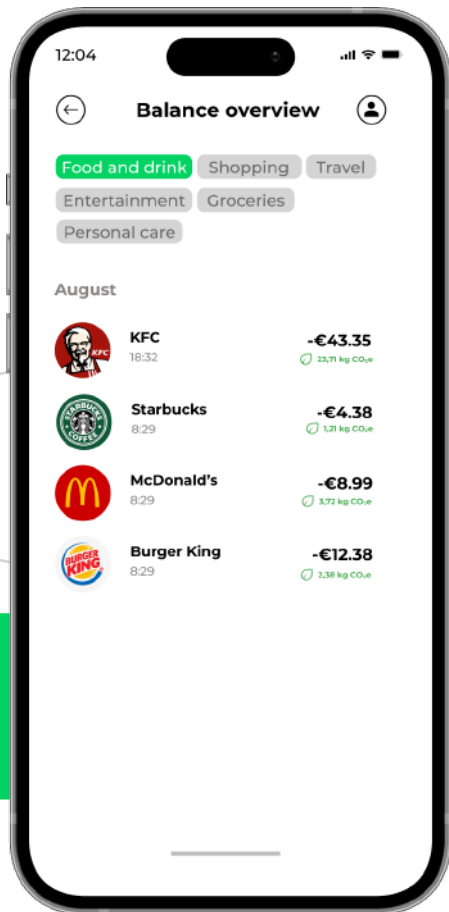
Transaction groups, tagging, monitoring and history

Provide users with comprehensive insights into their transactions by presenting a clear breakdown of who (including friends and family members), when, where, and what money was spent on.



 Transparency and clarity by using visually appealing and comprehensive overviews with customisable tags.

Other nice features



INTERACTIVE SEARCH AND FILTERS

- Implementing search and filtering options based on merchant names, transaction amounts, or categories can help users quickly find specific transactions and analyze their spending history

LOCALIZED BRAND NAMES

- Merchants adopt different brand names in various countries while maintaining the same core identity and business structure globally
- Consolidate merchants' localized brand names under a unified profile



**How to get these
features into your
banking application?**



About TapiX

TapiX is Dateio's industry-leading data provider and **SaaS API that extracts and enriches bank payment information.** The company provides banks with primary data, such as merchant logos, dates, locations, categorization and even carbon footprint.

By leveraging this data, banks can offer their clients more detailed reports and insights about their shopping habits, including trends in different income groups. This unique and powerful approach **allows banks to understand their clients at a whole new level, contributing to a better customer experience and improved business outcomes.**

Dateio is revolutionizing the payments industry through innovative payment data enrichment and card-linked technologies by helping partners leverage their data in

new and exciting ways, unlocking valuable insights into consumer behaviour and spending patterns, such as personalized offers and customer recommendations, improving the overall shopping experience and driving loyalty and engagement.

As the world becomes increasingly digital, data is fast becoming the new currency of business. Companies that can harness the power of data are better positioned to succeed in today's competitive landscape, and Dateio's technology paves the way for businesses to leverage the full potential of their data.

With its rapidly growing reputation and proven success, Dateio is fast becoming a leading player in fintech and is poised to drive further innovation and transformation soon.

FOUNDED IN
2013

EMPLOYEES
100+



About Ergomania

Ergomania is a rapidly expanding UX Fintech agency with a global presence with the headquarters in Amsterdam and Budapest. With over 10 years of experience under the belt, the company is recognized as a world leader in the field of **UX design, providing cutting edge solutions to the banking industry.**

At Ergomania, the driving force behind the success is the team of experienced UX specialists, who are dedicated to shaping the future of the Fintech industry. They are passionate about their work and take pride in providing high-quality solutions. The company places a strong emphasis on collaboration and partnership with their stakeholders, working closely with them to create innovative, user-centered designs that provide a seamless user experience.

In today's fast-paced world of Fintech, having a robust IT solution and strong business case is vital. But

what good is a product if your end-users can't use it with ease? That's where Ergomania steps in, building a bridge between business, IT, and end-users to create exceptional products that meet everyone's needs. With over 200 successful Fintech UX projects across Europe and US and a specific focus on the Benelux countries, Ergomania understand what it takes to create a seamless user experience.

From internet to mobile banks, trading platforms to hedging, QR payments to investment solutions, voice banking to blockchain wallets, Ergomania handles all kinds of financial interfaces.

The professional, dedicated and open cooperation model makes Ergomania truly stand out in delivering the best solutions to their stakeholders. A partnership with Ergomania provides great vibes where innovation thrives.

FOUNDED IN

2012

EMPLOYEES

50+

The primary objective of Ergomania is to craft designs that captivate users through **self-explanatory interfaces**. This is achieved by dividing a project into manageable phases, including **discovery, definition, and design**.

The **discovery phase** is characterized by **extensive research and analysis**. During this stage, we establish mental models, conduct metric analyses, perform ethnographic research, compile a list of requirements, and carry out heuristic analyses. Building upon this foundation, ideation and evaluation take place through the creation of personas, customer journey maps, empathy maps, UX concepts, and, if needed, a Value Proposition Canvas. In situations with substantial uncertainties, we employ the LEGO Serious Play methodology to identify **optimal solutions** for the future product.

After the discovery phase, the **define phase** unfolds, where ideas are explored and refined in alignment with the project framework, KPIs, business objectives, scope definitions, information architecture, and the Kano model.

After defining the project, the **design phase** commences. During this phase, we develop storyboards, wireframes, prototypes, branding elements, and UI designs. However, a design is only truly effective when it's validated. To ensure this, we perform comprehensive UX testing, A/B testing, and desirability testing. Through each testing round, we pinpoint areas for minor adjustments, striving to **achieve the best possible outcome**.

In this manner, Ergomania has crafted UX strategies and applications for both **large enterprises and startups**. Examples include designing Hungary's leading app for cashless payments, creating a cutting-edge banking app for the next generation, and developing a white-label mobile banking solution adopted by three prominent Hungarian banks.

In summary, Ergomania offers **tailored solutions** aligned with **your business objectives**. We prioritize establishing and maintaining an **effective partnership** between both parties to deliver the optimal results. This is achieved through collaborative workshops, regular weekly reviews, and maintaining a transparent workflow within an **agile environment**.

Together, let's build the digital pyramids of tomorrow

We are trusted by banking, financial and fintech leaders





What

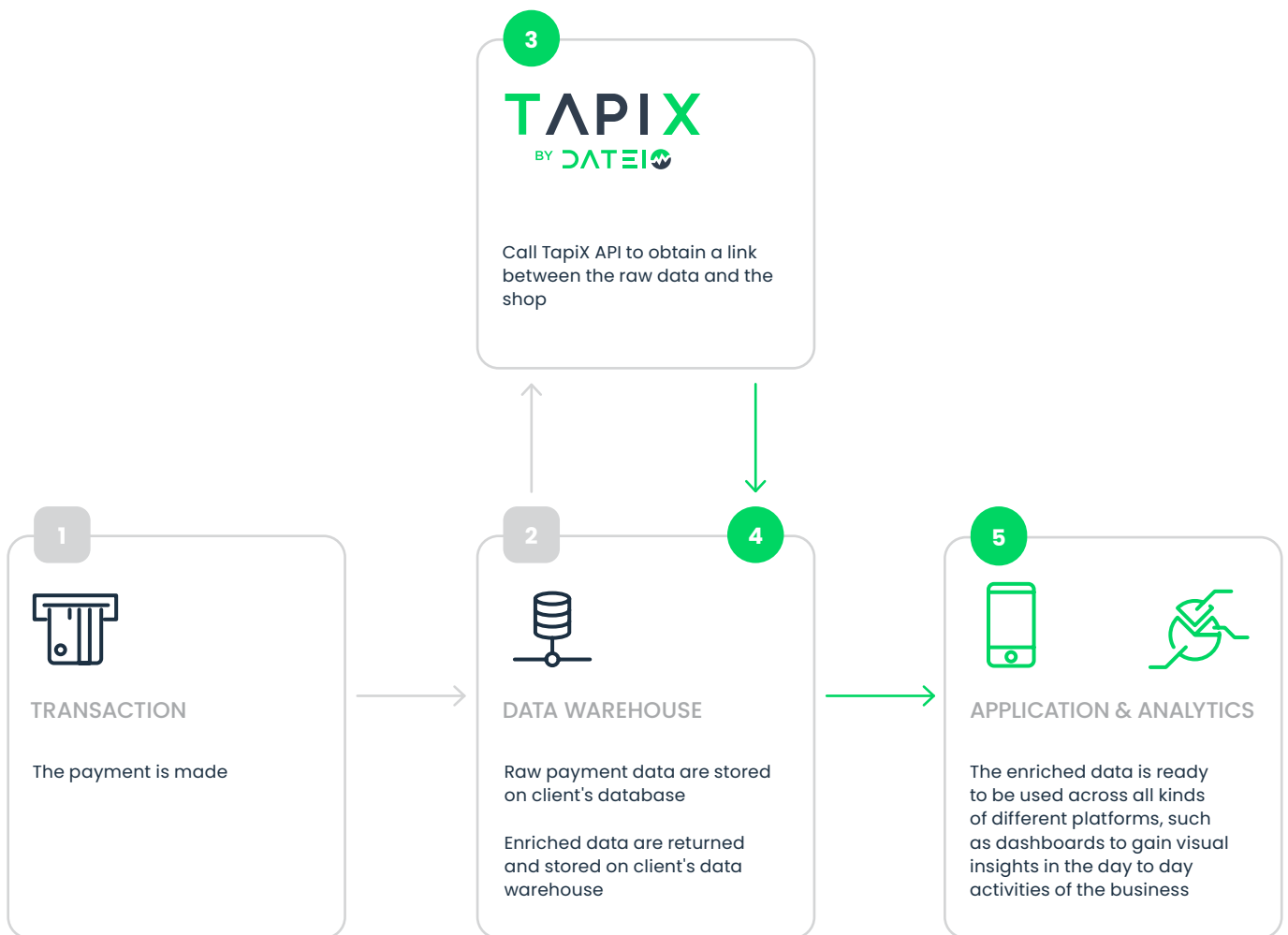
TapiX does

TapiX in practice

Transaction data provided by banks and other financial institutions, such as Citibank, ERSTE, and Revolut, undergo a **process of enrichment where additional data is added based on the information provided by the issuer. This enrichment process involves filling out any gaps in the data by sourcing relevant information from third-party providers or other databases.** The enriched data is then returned to the issuer, following the ISO-8353 standard, which is widely used across

countries. This system can be applied to a wide range of issuers, making it a versatile solution.

To illustrate the overall enrichment process, a visual representation is provided below, demonstrating how Dateio uses the ISO-8353 method to enrich the data obtained from the issuer. Dateio then returns the enriched data to the issuer, ensuring that the data is accurate, complete, and reliable.



Main enriched data points



BRAND NAME

Clean and accurate merchant name



LOGO

Manually checked, high-quality logo, 512x512 px, optimized for circular cut)



CATEGORISATION

25 categories at merchant level & 500+ tags at shop level, both retail and B2B available



DETAILED LOCATION

Street, zip, city, region, county, country, GPS



SUBSCRIPTION

A tag which identifies recurring payments



URL

Link to the merchant website



GOOGLE PLACE ID

Use it to get more info about the shop from Google's Places API



ECO TAGS & CO2 FOOTPRINT

Optional extra feature, get sustainability data for every transaction

The RAW data to enrich / use for TapiX is the following:

- **Timestamp** (the time and date of the transaction)
- **Transaction ID** (PosID)
- **Terminal ID**
- **Merchant ID**
- **Description**
- **RawParams** (optional) Customer specific field
- **City**
- **Zip** (optional)
- **Country**
- **ChannelCode** (optional) ("ATM" - Cash Withdrawal (Bankomat), "POS" - Card Payment. Example: POS)
- **EcommerceFlag** (1 - E-Commerce, 0 - Physical Payment. Example: 1)
- **MCC** (Merchant category code)
- **AssociationName** (optional) (Name of card association. Example: MASTERCARD)
- **CardId** (unique identifier assigned to a credit card by the card issuer)
- **GpsLat** (optional)
- **GpsLong** (optional)
- **PairingId** (optional) (Unique identifier used to group all requests based on a single card transaction)
- **Refresh** (Data being refreshed in case of an invalidation. Example: true)

According to this data it **will be enriched with the following information:**

- Merchant **name** (e.g. Marks and Spencer)
- The **logo** of the merchant
- **Shop name** (e.g. M&S clothes)
- **Postal address of the shop** (country, region, country, city, zip, street)
- Shop **GPS** coordinates
- **Website** of the shop
- **Google Place ID**
- **Eco tags & CO2 footprint**
- Identify **recurring payments**
- **Tags** (e.g. Vending Machine)
- **Category** (e.g. Health)

Additional information is also provided, these are:

- **Handle** (marker or unique ID of the data cluster)
- **Request resolved** (written as solved or unsolved)
- **Type** (physical or digital)
- **Batch request** (multiple data request in one, here one of the above ids is used to find a series of information)
- **Paging** (information about the batch)
- **Level** (how far down the information hierarchy we need to go)

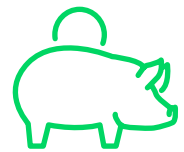
Note: this additional information is more technical in nature and is more how it is stored in the database. It is also not the same for each request. It depends on the form / type of the request.

What payment data helps you understand

Identify the area where customers **lives** and **spends time**



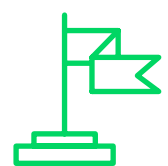
Get insights on the customers **purchasing power** without seeing the income



Get information about customers **lifestyle** such as sustainability preferences, digital maturity, hobbies, etc.



Predict **life events** like child birth, traveling, going to school, refurbishments and so on.

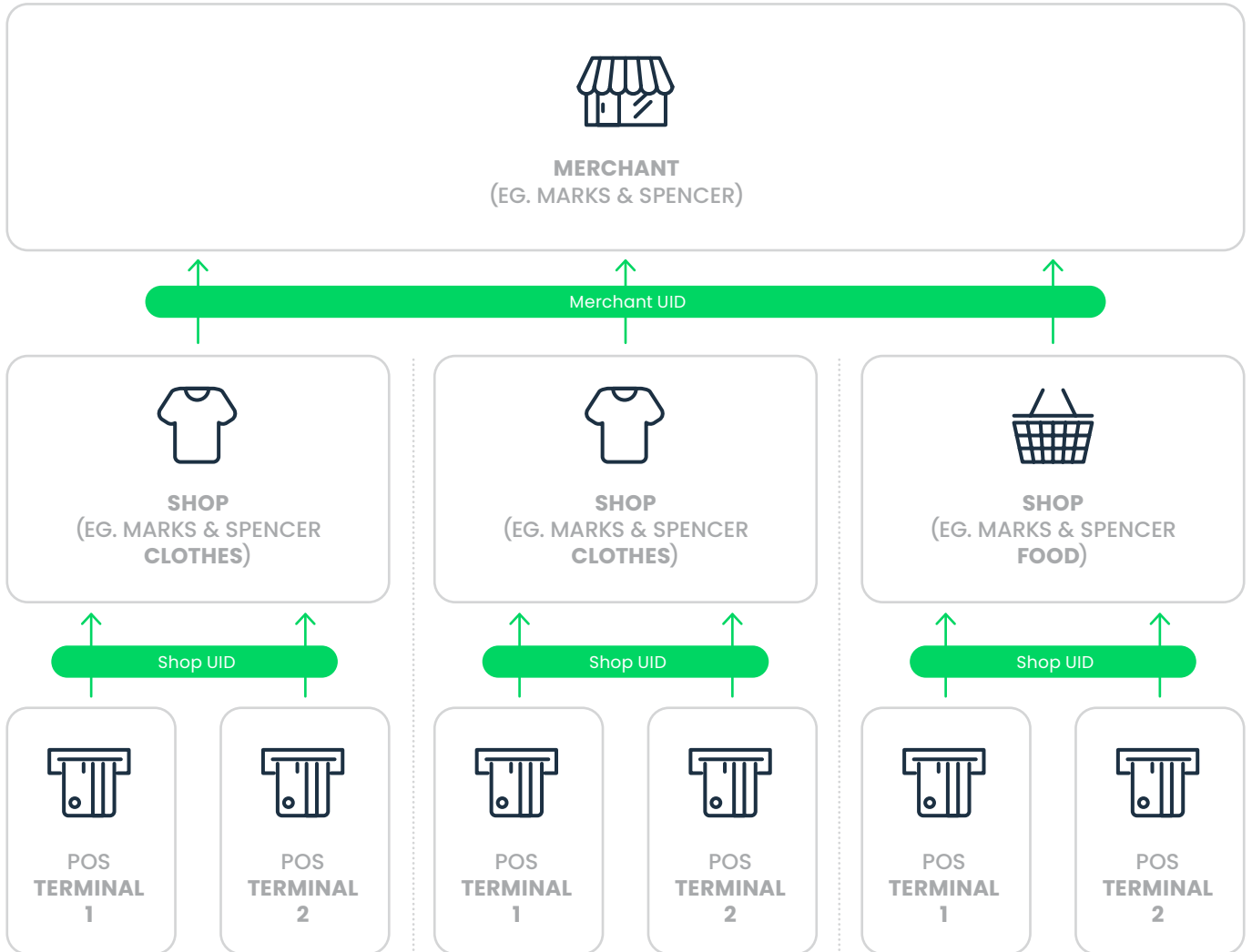




How

TapiX does it

The structure of enriched data



MERCHANT	SHOP
Name	Store type
Logo	Tags
Category	Address & location
	Website URL
	Google Places ID

There is information related to the merchant and to the shop itself.

The set-up

Setting up a system that is able to do all these is straightforward process. Dateio's setup process typically takes between 1 week and 1.5 months, for smaller fintech clients, while banks might require up to 3 months to be ready to go with the implementation. The time difference is mostly due to make sure everything is legally correct.



To properly run a system that processes vast amounts of data, constantly attention is a basic requirement. System maintenances, development, and continuous data updates are tasks that are usually challenging to be done internally at fintech organizations since these demand specially trained teams, processes and systems.



**If you'd like to learn more
about TapiX**

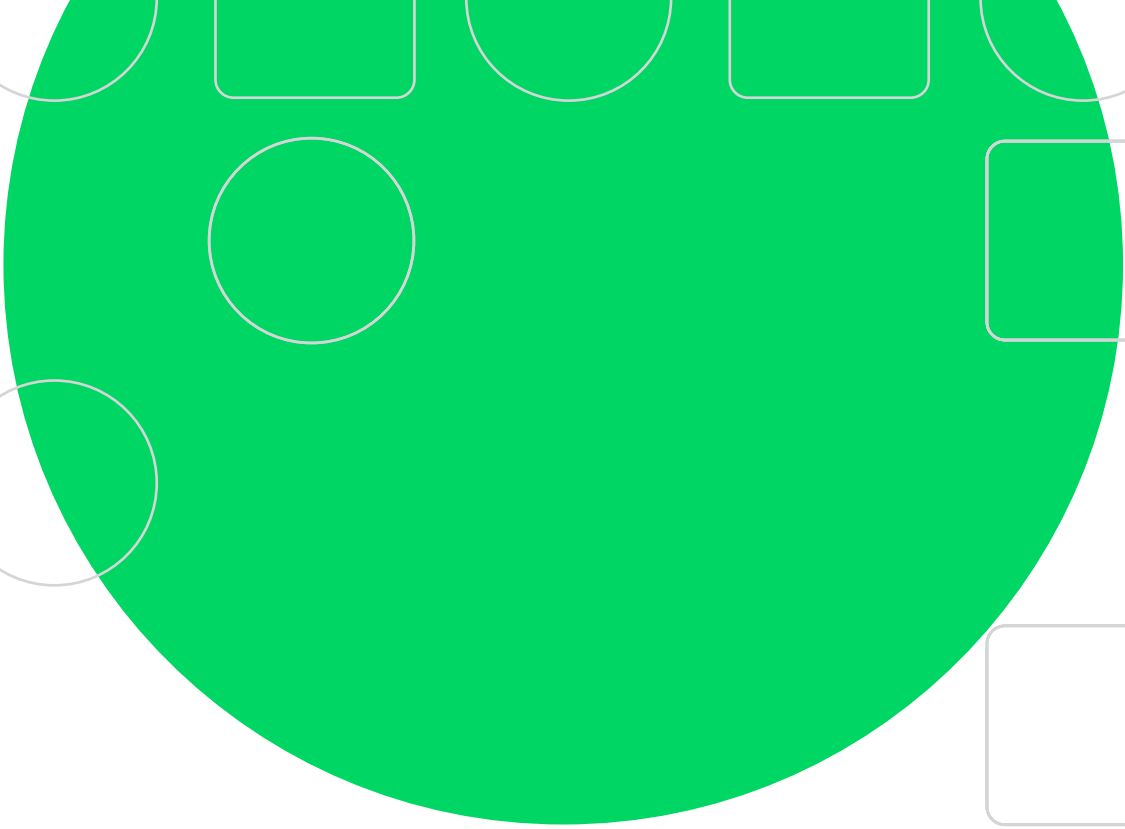
[Visit TapiX website](#)

If you'd like to learn more about Ergomania

Visit Ergomania's website

Contact Ergomania at:

hello@ergomania.eu



**Thank you for
reading!**

