**Credit Card Users 4 EWN**

**Segment – Consumer**

**Objective Physician –** To Understand respondents overall usership experience.

**Methodology –** Qualitative

**LOI –** 60 mins

**Location** – Mumbai DBS Bank Dadar office

**Sample spread:**

|  |  |  |
| --- | --- | --- |
|   |   | No. of participants as per each criteria |
| City | Mumbai | 8 |
| Age gr.  | 25-30 | 2 |
|   | 31-35 | 2 |
|   | 36-40 | 2 |
|   | 41-45 | 2 |
| Gender | Male | 4 |
|   | Female | 4 |
| Occupation | Mix of salaried and self employed |   |
| Card usage | Mix of single and multi-carded |   |
| Card vintage | min. 6 months |   |
| Mobile devices | Android | 4 to 6 |
|   | iOS | 2 to 4 |
| App usage | Bill payment via Card+ App | at least 1 payment via app in last 3 months |
|   |   | or 1 EMI converted via app in last 3 months |
|   |   | or redeemed cash points once in last 3 months |
| List of other credit card apps used for multi carded participants |   |   |

Briefing Schedule:- 25th July 2023 at 3:30Pm

Fieldwork Start Date :- 1st Aug 2023

Closure Date :- 3rd Aug 2023

**Allot an EIC for the fieldwork.**