

### Royal Bank of Canada Option #2 Mobile Wallet Platform

#### Client Brief / Requirements

RBC is a global banking conglomerate that has recently invested in an innovation center in FL focused on user experience. RBC is interested in exploring the future of financial services and access in a connected world. The client would like your help as designers in considering the challenge of extending the existing RBC mobile wallet platform.

As the client, RBC has provided the following information to help you deliver a useful product to them. Dr. Anthony will act as your liaison to RBC throughout the semester. You may also have the opportunity to meet with representatives from RBC a few times during the semester, in addition to receiving feedback at the Mid-Point Critique day.

#### *Project Overview*

RBC has begun to think of this concept as creating a “RBC Life” or “RBC Marketplace” mobile app. The RBC app becomes the starting place for the multitude of use cases that incorporate a payment transaction.

Today the RBC Mobile Wallet is used to purchase items in stores. What if the wallet could be “extended” to other uses? Financial services, and payments in particular, are a critical step within an endless number of use cases. What use cases can enhance and/or ease the daily life of the user—and be integrated within the RBC app?

While the uses cases/services that will be integrated into the RBC app will be important to the app’s success—the **design** and **ease of use** of the app **may be even more critical**. Once many great services are available in the app—they must be easy to find, organize and perform actions within.

Your access to the current interfaces for RBC’s existing financial services will be limited. However, some screenshots below are included to help provide inspiration. It is expected that design groups will document how you envision that the new features you have designed will integrate into the existing ecosystem of RBC’s services. For additional help, there is a demo video of the RBC mobile wallet on Canvas under Files → Assignments → Project #3 → client-briefs.

# CIS 4930 / CIS 6930 User Experience Design

## Project #3: Industry Client Project

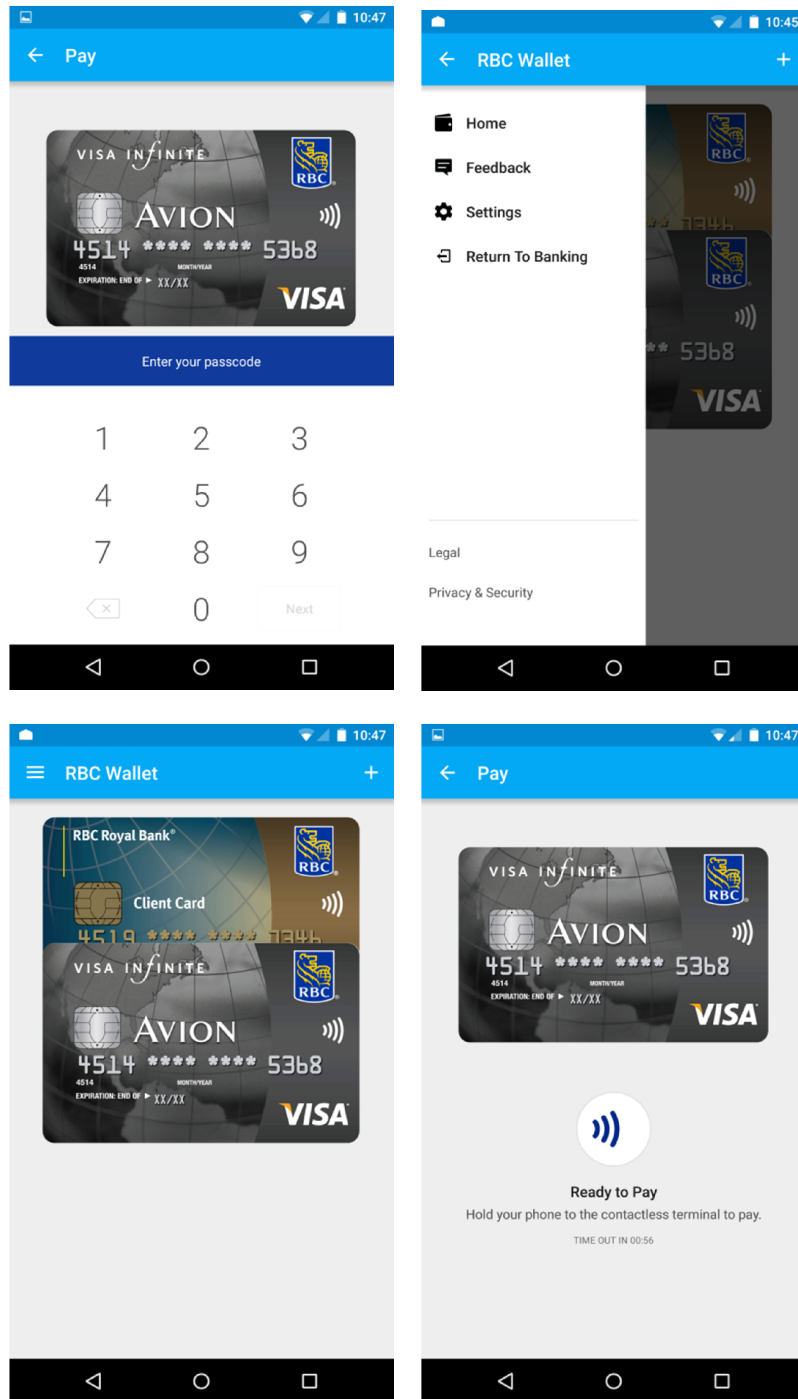


Figure 1: RBC mobile wallet application screenshots.

Some design prompts that RBC has provided to help guide your projects are included below. It is not necessary that all projects address all of these issues. However, during the mid-point critique and final showcase, RBC will contribute to the evaluation comments, and will be considering the overall validity and feasibility of incorporating the design into their products, which will require considering a fully-scoped feature set and realistic design to support it.

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## Project #3: Industry Client Project

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### ***Design Prompts from RBC:***

Please note: these are not intended as must-have's for the project. Instead, your user research will tell you what features to include and how best to integrate them.

- What capabilities would you build into the mobile app?
  - In-store self checkout?
  - Advance food order/delivery?
  - Parking payment?
  - In-restaurant bill pay?
  - “Sharing Economy” apps?
  - All of these customer journeys have payment as a critical step in their execution.
- How would you organize all of these services into a simple, holistic, and usable design?