

# Branchless Bank

## Client Background

Branchless Bank is a fictional bank created for the purpose of this project. In theory, this is an all digital bank with no actual physical locations so all business must be done online via their website or an app.

## Project Overview

The purpose of this project is to design a mobile friendly app for this bank. It is meant to have all the functionality of a normal banking app while still remaining intuitive enough for less tech-savvy people.

## Project Drivers

The reasons for doing this banking app is to create an easy and accessible way for members of the bank to access their funds in multiple ways. It should be aesthetically pleasing and very straightforward.

## Target Audience

The target audience for this project would be all the current members of the Branchless bank. These members may vary in how experienced they are with tech depending on their background and age. Also, we would hope to attract new customers based on the ease of use of our new app.

## Competitors

Most other major banks are doing similiar things with their banking apps. Most of these however, are very complicated and cram way too much information on a very small screen.

## **Tone and Perception**

The tone and perception we are going for with this app above all else is ease of use and accessibility. We aren't trying to make the most sophisticated banking app ever but are going for the necessities and making it universally accessible.

## **Targeted Message**

The overarching message for this project is to create an aesthetically pleasing redesign that streamlines all the info in to a more readable manner while also not sacrificing any depth that you might get with a competitors banking app.