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# Visual Research

## Purpose of the Application:

Online banking application where you can:

* Link to your existing debit or credit cards, so you only need to carry one. You then use the app to pay, and it passes on the transaction to your linked card as a purchase.
* Easily splits the bill with other users of the app.
* Track your expenses and income.
* Easily budget for future plans with friends.

## Target users for the Application:

The application is aimed at young people that tend to split bills with friends when going out.  
The app also helps manage your money and budget for future plans with others.

## Name of the Application:

**Ideas**

1. **WalletBank** Since is an online banking app that can hold multiple cards like a physical wallet.
2. **SplitWallet** The app makes it easy to Split the bill and budget with friends.
3. **ALLinONE** Because you can do all things money related in one application.

After a poll conducted in various WhatsApp groups the name with the highest votes was: **WalletBank.**

Phone:   
Samsung Galaxy A50  
Resolution 2340 x 1080  
Dimension 158.5 mm (6.24 in) H 74.7 mm (2.94 in)

## Inspiration:

|  |  |
| --- | --- |
|  | Home Page  The first example is taken from an app that I personally use called Curve; the second example is taken from this [link](https://dribbble.com/shots/10498737-Dark-Bank-Application-Design).  They both have a similar layout. You can see the recent purchases and the card that has been linked to the app for the transactions.  They are both simple and the main colors are different shades of the same one, the rest of the colors are brought in by the icons.  I also believe that in the second example the rounded corners of the bottom part make it more modern. |
|  | **Statistic Page**  The first example is taken from an app that I personally use called N26, the second and third examples are taken from these [link1](https://dribbble.com/shots/11719985-Mobile-Wallet-app-Money-manager-and-Expense-Tracker) [link2](https://dribbble.com/shots/6037420-Expense-Tracker-App).  The examples with the pie charts are more visually appealing and easier to read immediately.  The use of color in the carts to indicate the various categories makes everything clearer. |
|  | **Bill Splitter Page**  This example was taken from this link3.  The layout and colors make the app less serious which is a good thing, splitting bills with friends and family should not be intimidating. |
|  | **Category Page**  Once again, this example is taken from the app Curve.  The colorful icons stand out from the plain background. |
|  | **Budget Page**  The first example is taken from an app called N26 and the second example is taken from an app called HyperJar.  The visual representation of the second example makes the app more engaging to the user. |

## Color schemes:

|  |  |
| --- | --- |
|  | Option 1  Banking apps usually have a conservative color scheme which can render the users a bit intimidated.  Choosing a lighter and more colorful scheme could give the app a less serious feel but it will also provide a welcoming ambiance. |
|  | **Option 2**  This option follows the usual conservative color scheme of banks.  A plain color scheme can be emphasized with colorful icons and buttons.  A simple color scheme is not overwhelming to the eye and makes your content easier to understand. |
| After several considerations I concluded that Option 2 is the more suitable one. Keeping the color combinations simple will help improve the user experience. | |

Conclusion:

The objective of my project is to create an online banking application that is easy and intuitive to use, that does not leave you wondering where the different features are.

The application should make the idea of going cashless simple, easy and the most convenient option.