Valley Mobile

A redesign aimed at improving UI and usability

ABOUT

Valley Mobile Banking App provides users with direct access to your Valley accounts anytime, any place. View account balances and history, pay bills, deposit checks, transfer funds, and more!

- **Timeline**: 4 months
- **My Role**: UX/UI Designer
- **Platform**: Mobile Application (IOS + Android)

THE PROBLEMS

The Valley Mobile Banking App redesign had the following problems:

- A poor & outdated User Interface design
- Unnecessary functionality that doesn't work properly
- A User Experience that was not cohesive nor simple to navigate

THE SOLUTION

I redesigned the Valley Mobile Banking App with the following goals:

- Improve the User Interface to provide more modern & aesthetic visuals
- Remove the unnecessary components/aspects of the app
- Simplify & streamline the User Experience

COMPETITIVE ANALYSIS

Given the Valley Mobile Banking Application resides within the "Financial Tech" field, I analyzed and observed a few banking applications that have similar intended functionality:

CHASE WELLS FARGO TD

Based on this preliminary research, I quickly discovered that the previous Valley Mobile Banking was not up-to-ipe. Many other mobile banking applications had superior designs that didn't contain unnecessary functionality.

INTERVIEWS

In order to gain a better understanding of people's opinion of the current state of Valley Mobile Banking, I asked family and friends who actively use the app some questions in order to inform my User Personas and to establish goals of improvement:

Research Questions:

1) How do you keep track of your funds that are associated with Valley?

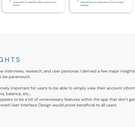
2) What features are important to you in a mobile banking application?

3) If any, describe issues or difficulties you face within the Valley Mobile Banking app?

4) Do you think you currently utilize over 25% of the features available within the app?

USER PERSONAS

After completing Research and Interviews, I took the answers I received from friends and family, and compiled them to create 2 main User Personas: Sarah and Jerry.



INSIGHTS

Through the interviews, research, and user personas I derived a few major insights which I believed to be paramount:

1) It's extremely important for users to be able to simply view their account information, transactions, balance, etc.

2) There appears to be a lot of unnecessary features within the app that don't get utilized

3) An improved User Interface Design would prove beneficial to all users

INFORMATION ARCHITECTURE

Before diving into sketches and wireframes, I established the Information Architecture of this app (the sitemap). In this step, I chose which pages I would include along with how each individual page interacts with others.

USER FLOWS

Referencing the two user personas I made, I generated two User flows:

1. Where the user wants to see the transaction history of one of their open accounts.

2. Where the user wants to deposit a check through the mobile app (See red paths in diagram).

INITIAL SKETCHES

Before progressing into digital wireframes, I begin with these hand-drawn sketches of my design for the pages of Valley Mobile Banking. Although these sketches begin at a very basic level, it gives me a solid idea of how I want to structure the app

WIREFRAMES

In this step, I focus on converting the hand-drawn sketches into digital wireframes within Figma. Although they are low fidelity, they still add a layer of detail upon the previous sketches. Once finished, this allows me to transition into working on mockups.

UNSATISFIED WITH FIRST DESIGN

Once I had my wireframes created, I got started with initial designs. However, after completing a few mockups, I wasn't satisfied with the design. Despite not continuing with the initial design, I believe that this was integral in determining the final designs I ended up choosing.

IMPROVEMENTS

I prioritized completely changing the UI of the application to become more modern. More specifically, I detail two major improvements in terms of functionality and experience (below): Simplifying the "Settings" and "Transfer" screens.

FINAL MOCKUPS

After plenty of research analysis, and iteration, I decided upon the final mockups. Below are a few final mockup screens (Visit Link to full figma file)

PROTOTYPE

In order to gain a better understanding of how my designs would look if implemented, I developed a prototype to showcase the functionality of the new screens.

STYLE GUIDE

WHAT I LEARNED

Even though this Valley Mobile Banking Redesign was just a personal project of mine, I feel that I have learned a ton throughout this process!

I'm extremely proud of the progress I made with this project. I use the Valley Mobile Banking app in my personal life, and because I use this frequently, I truly thought I could improve the experience and design.

One standout concept I learned was the importance of iteration. Considering I was unhappy with my initial designs, I had to "go back to the drawing board" and continue designing until I came up with something that was not only visually appealing, but that would actually be an improved experience.

I also felt that my ability to create High-Fidelity mockups and prototypes improved dramatically throughout the process of this redesign. Additionally, I learned that doing proper research (even in a personal project) is essential!