

The landing page for Pockify features a large hero image of a smiling man in a green shirt. To his left, the text "Smarter, Faster, and More Secure!" is displayed in bold green letters. Below this, a subtext reads: "We empower individuals and families to manage, save, and send money seamlessly, without hidden fees." A "Create Account" button is located below the subtext. To the right of the man is a progress bar for a savings goal: "savings" (car icon) "New Car" "100.000 £". At the bottom of the page, the text "We are the ultimate finance management app" is centered.

# Pockify

Save Smart Spend Bold ,Just Pockify It

## PROJECT OVERVIEW

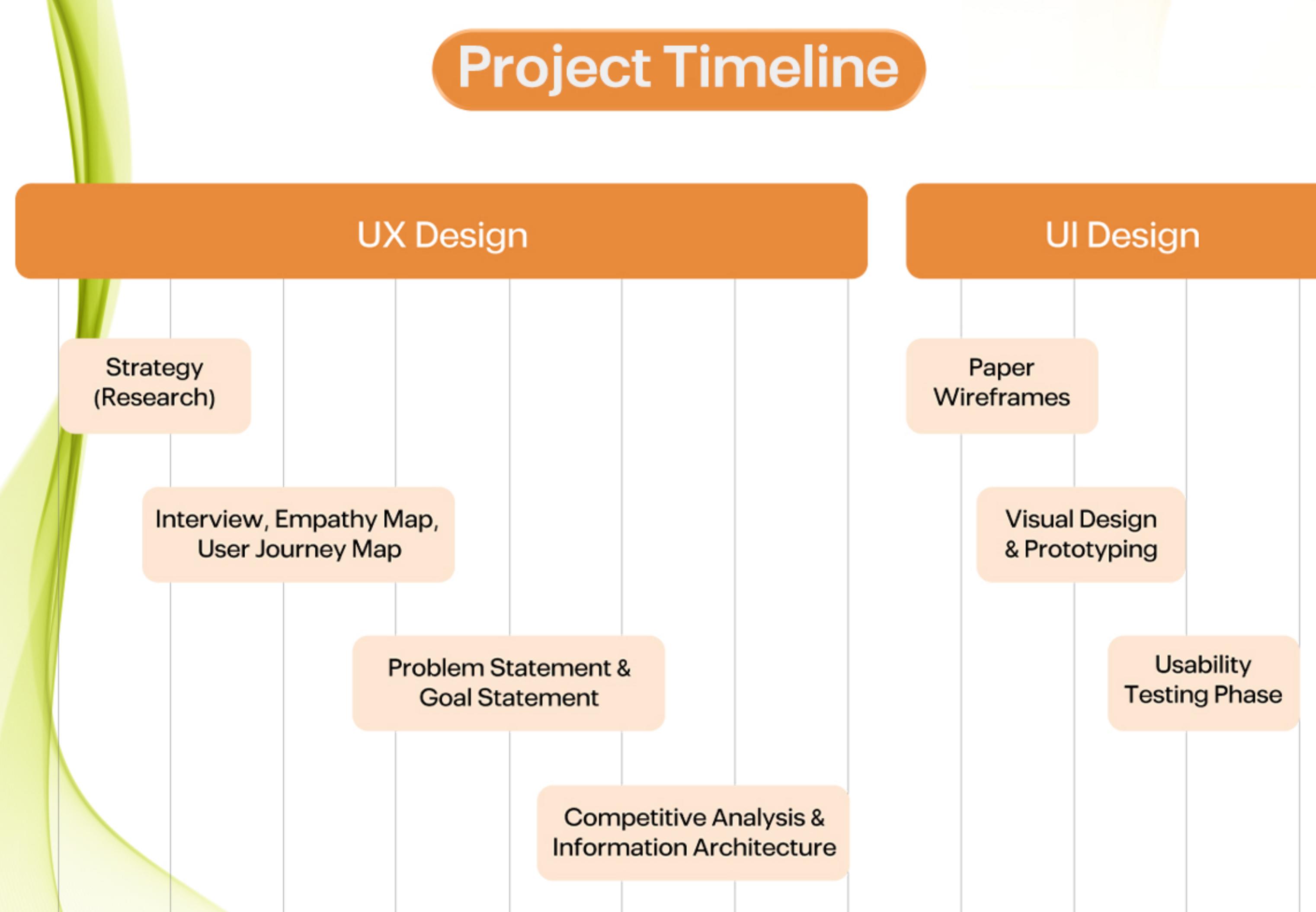
Pockify is a modern finance management app designed to simplify personal and family budgeting. It offers user-friendly tools for tracking expenses, setting savings goals, and managing shared finances. The platform empowers parents to teach kids financial responsibility through secure, guided experiences.



## About

In today's digital age, money management has become a crucial part of everyday family life. While many financial apps exist, most fail to cater specifically to the needs of families, leaving a gap for a solution that is simple, comprehensive, and family-focused. Pockify was designed to fill that gap.

## story behind the seen



## Users problem / solution

### PROBLEM

⚠ Families face difficulties tracking daily expenses and managing budgets efficiently.

⚠ There's no single, unified platform for transferring money between family members and friends.

⚠ Parents need a better way to manage and send allowances to their children while teaching them about saving.

⚠ Users are often forced to rely on multiple apps to handle different financial tasks, causing confusion and inefficiency.

### SOLUTION

Design an intuitive mobile experience that enables families to:

✓ Easily transfer money and pay bills in a secure environment.

✓ Track expenses and manage budgets effortlessly.

✓ Set up personalized savings goals for both individuals and the whole family.

✓ Manage children's allowances with easy transfers and oversight.

✓ Use the built-in Community feature to add family and friends, simplifying money sharing and promoting financial collaboration.

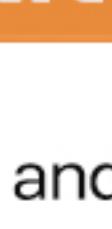
## Our Role

As a UI/UX designer, I make sure that my designs are well received by users, and can be implemented by developers.



### Research & Analysis

Conduct user and competitor research to understand needs and trends.



### Requirements Gathering

Collaborate with stakeholders to define project goals and technical needs.



### UX Design

Create user flows, wireframes, and structure content for optimal experience.



### UI Design

Design visually appealing interfaces that align with brand identity.



### Design System

Build and document reusable components and consistent design rules.



### Prototyping

Develop interactive mockups to demonstrate functionality and flow.

1st Week 2nd Week 3rd Week 4th Week 5th Week 6th Week 7th Week 8th Week 9th Week 10th Week 11th Week 12th Week

## Project Timeline

### UX Design

#### Strategy (Research)

Interview, Empathy Map, User Journey Map

Problem Statement & Goal Statement

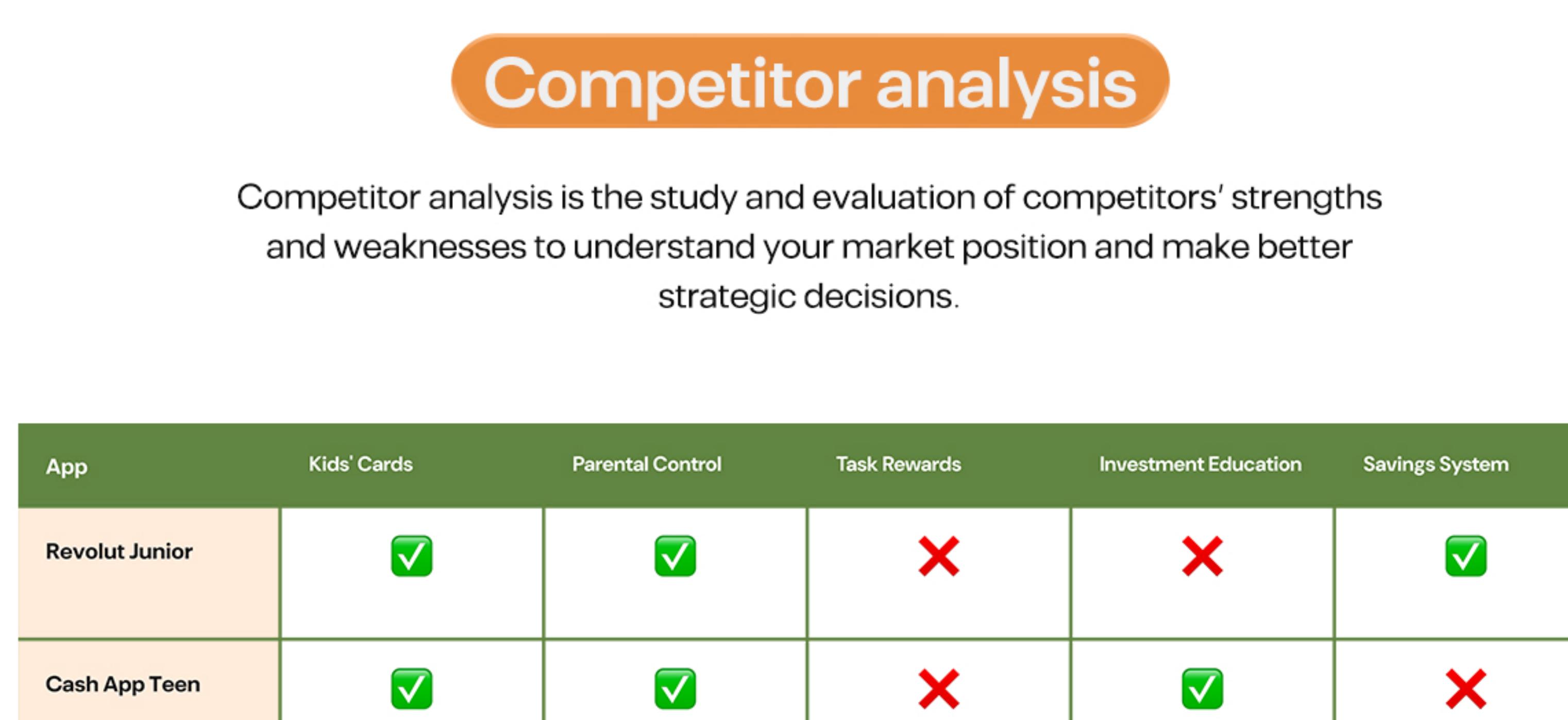
Competitive Analysis & Information Architecture

### UI Design

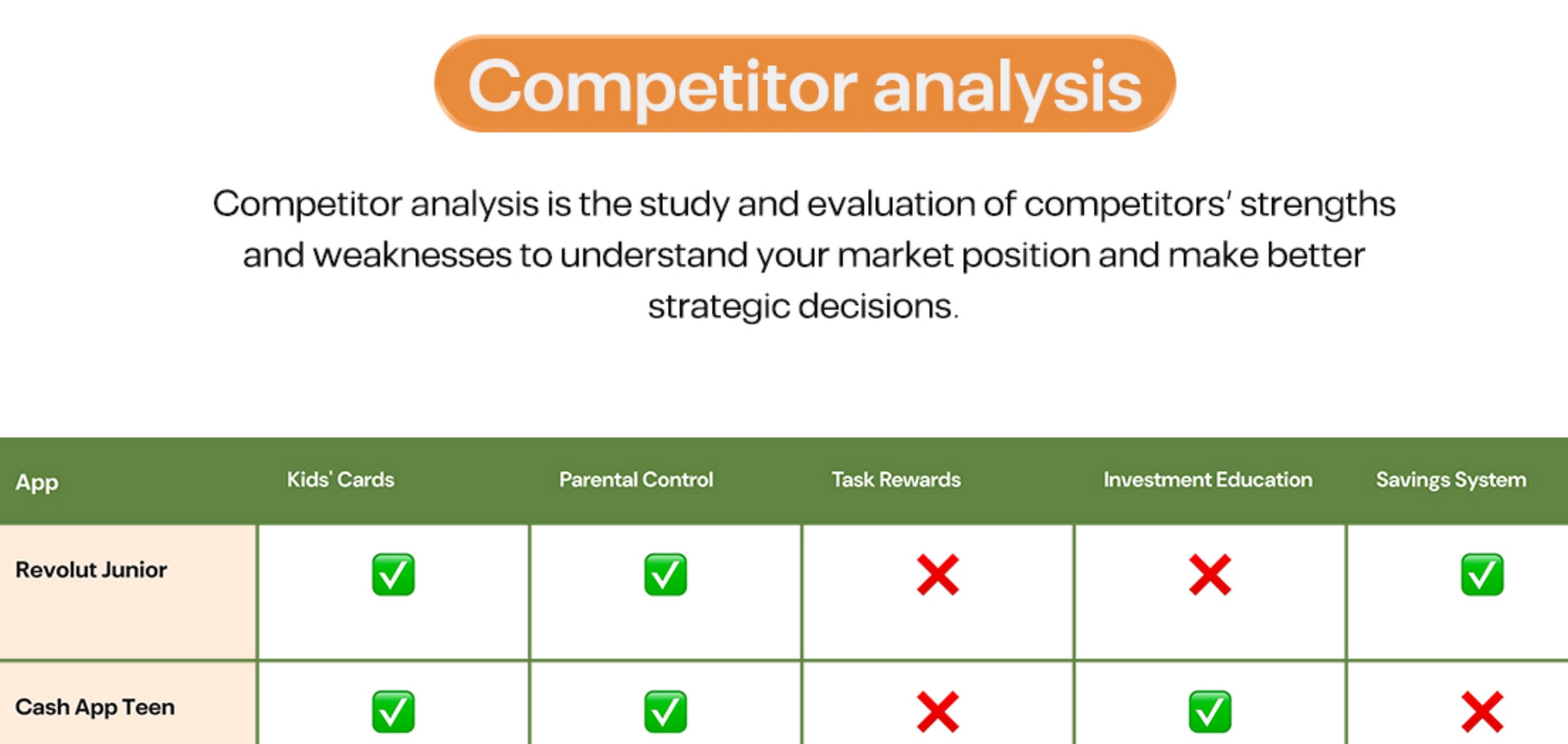
#### Paper Wireframes

Visual Design & Prototyping

#### Usability Testing Phase



## Design Thinking Process



## Competitor analysis

Competitor analysis is the study and evaluation of competitors' strengths and weaknesses to understand your market position and make better strategic decisions.

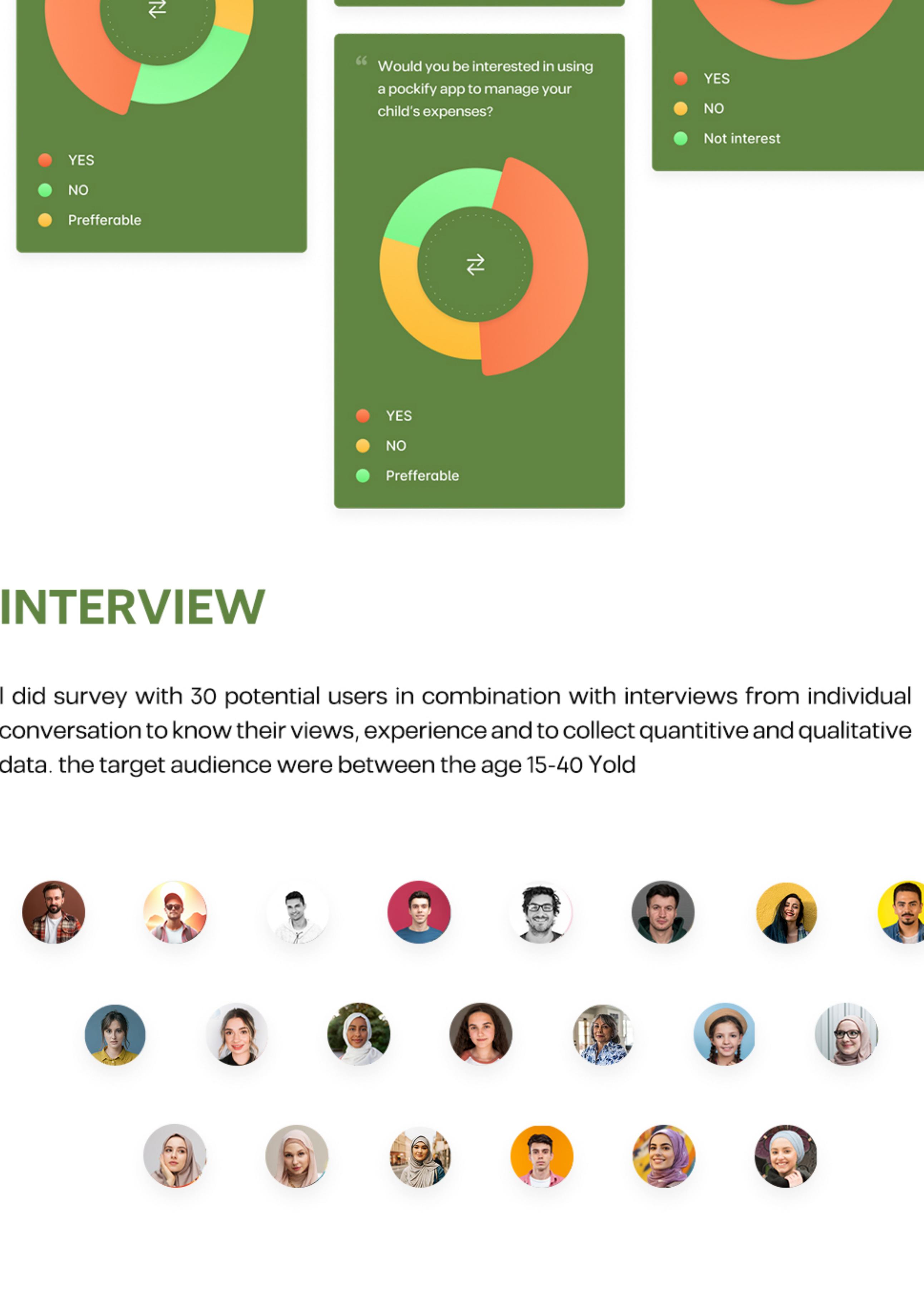
App	Kids' Cards	Parental Control	Task Rewards	Investment Education	Savings System
Revolut Junior	✓	✓	✗	✗	✓
Cash App Teen	✓	✓	✗	✓	✗
GoHenry	✓	✓	✓	✗	✓
Greenlight	✓	✓	✓	✓	✓

# USER RESEARCH

User research is a process to find out the user point of view, their frustrations and their struggle to get their understanding. I have two used methods which contributed hugely in addition to my own findings

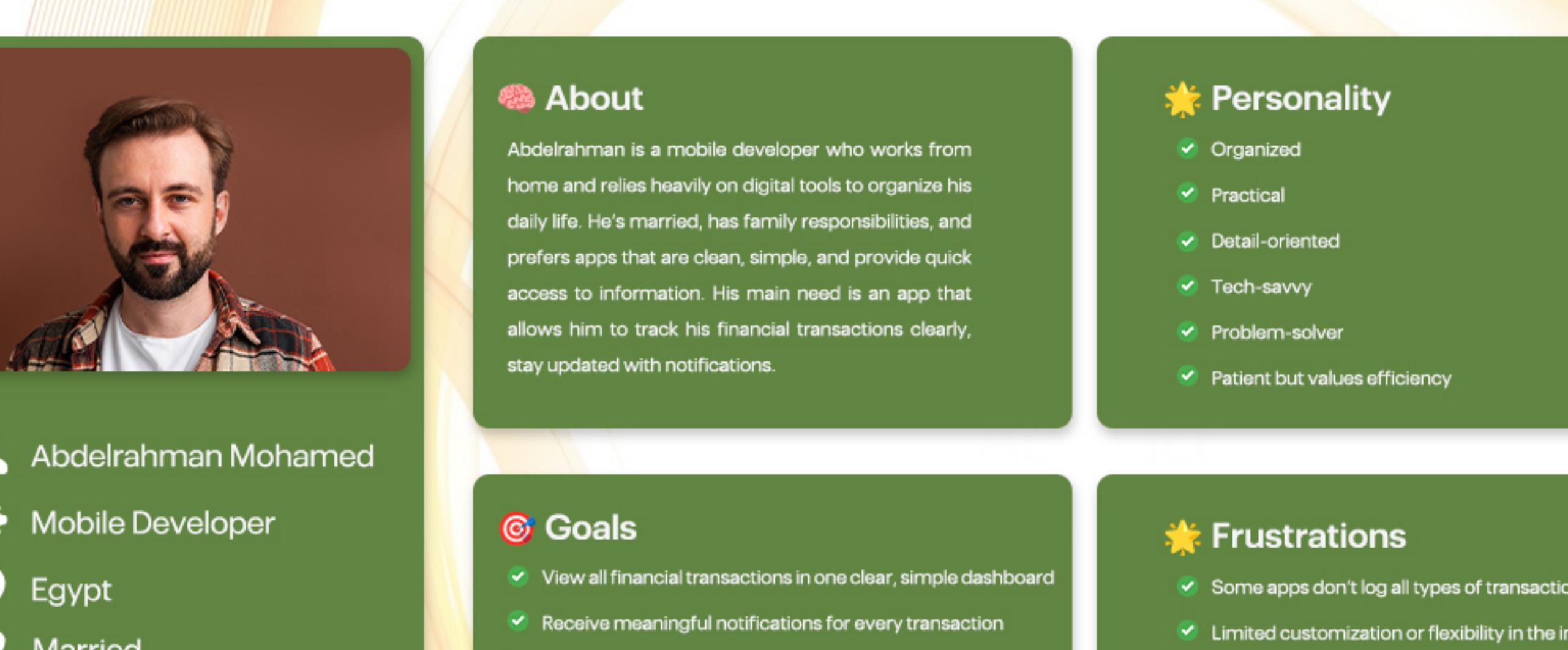
## SURVEY

I did survey with 30 potential users in combination with interviews from individual conversation to know their views, experience and to collect quantitative and qualitative data. the target audience were between the age 15-40 Yold



## INTERVIEW

I did survey with 30 potential users in combination with interviews from individual conversation to know their views, experience and to collect quantitative and qualitative data. the target audience were between the age 15-40 Yold



**Abdelrahman Mohamed**  
Mobile Developer

The challenges I face in managing my money, I always get unexpected requests, which affects my budget.

**Belal Mostafa**  
Software developer

The challenges I face in managing my money, Sometimes I forget certain expenses and then I am surprised that I forgot them.

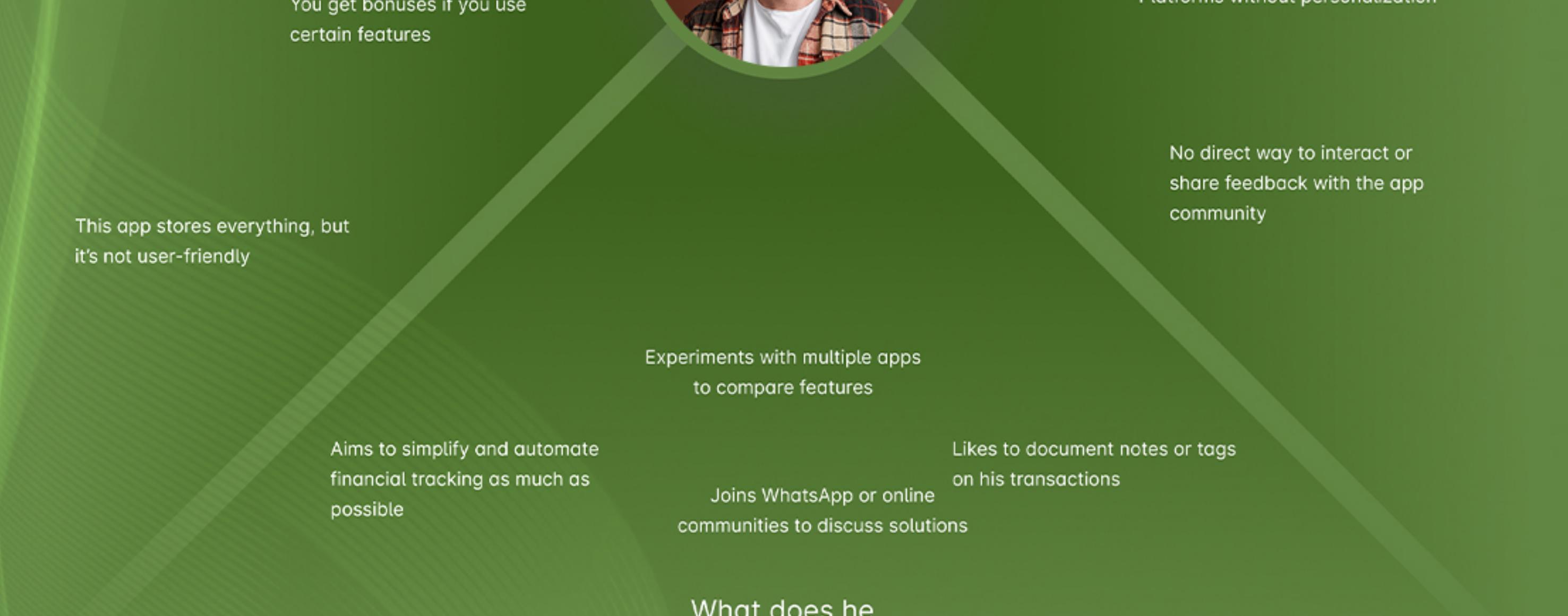
**Ioreen**  
Grade 5

I want the application to help me organize my expenses from the most important to the least important and divide the expenses

**Rahma**  
Grade 9

She wants to track her spending, she promises herself she'd try again next month to be more careful.

## USER PERSONA



## Empathy Map

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It helps to synthesize research data to assist in understanding how people make decisions.

What does he **Think & feel**

I need to track my expenses better

One tap should show me full transaction details

I might forget to log a transaction I need an easier way

Why can't I see everything from the home screen?

I want to know exactly how much I've spent by the end of the month

Complex or cluttered financial apps

There's an app that sends a notification after every transaction

Interfaces that lack enough transaction details

You can add notes or select payment methods easily

Platforms without personalization

This app stores everything, but it's not user-friendly

No direct way to interact or share feedback with the app community

Experiments with multiple apps to compare features

Likes to document notes or tags on his transactions

Joins WhatsApp or online communities to discuss solutions

What does he **Say and Do**

### Gain

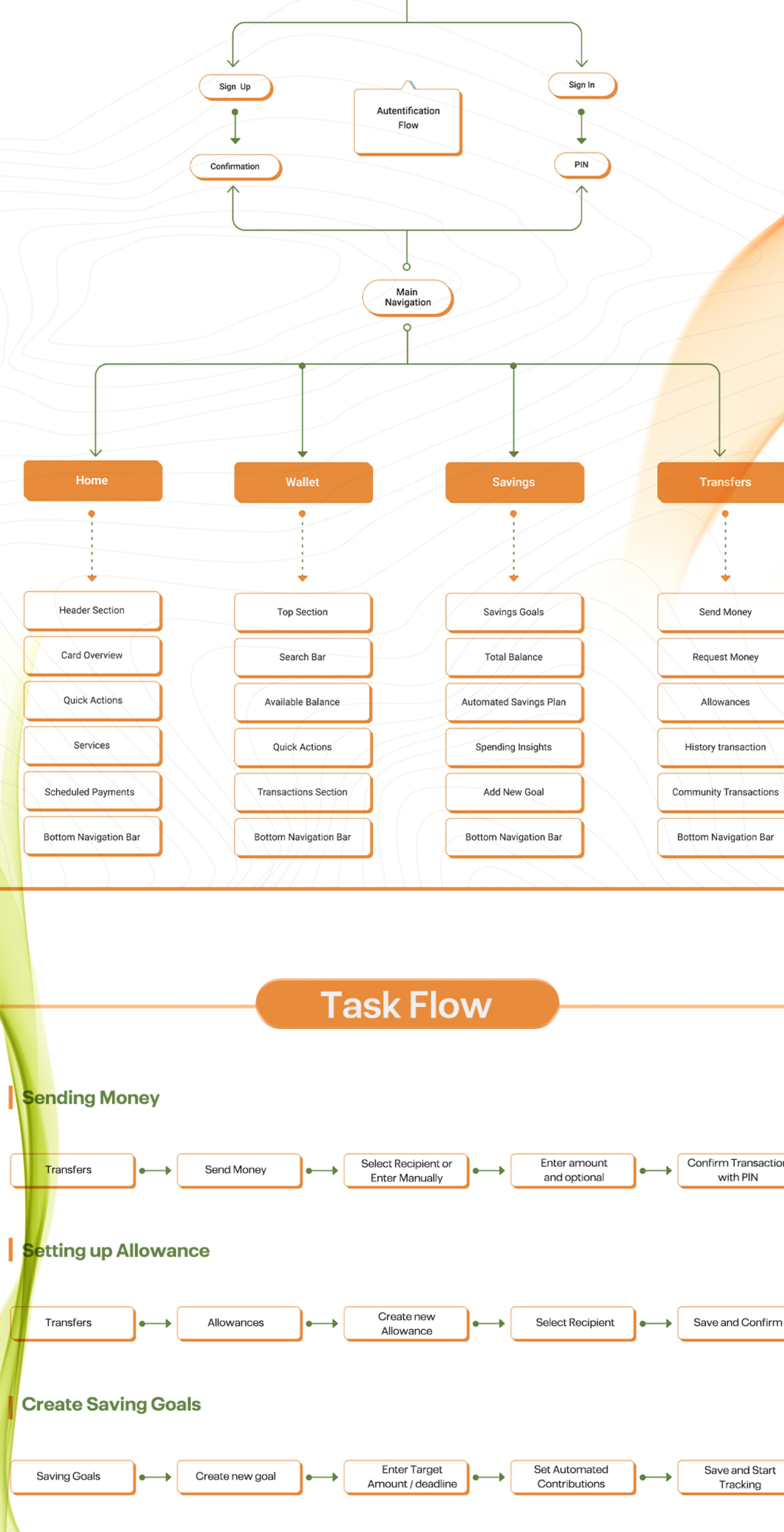
- Clear visibility of all transactions
- Easy monthly budget tracking
- Ability to add personalized notes
- Helpful notifications
- Monthly spending summary or insights

### Pain

- Manually tracking everything is time-consuming
- Some transactions are not supported by all apps
- No interactive feedback or support
- Not enough transaction clarity in some tools

## Information Architecture

People often use the word "Information Architecture" to mean the menus on websites or apps, but that's not really correct. While menus are a part of IA, they're really only one part of it. Information architecture is all about organization of information in a clear and logical way. Such organization follows a clear purpose: helping users navigate complex sets of information.



## Task Flow

### Sending Money



### Setting up Allowance



### Create Saving Goals



### Joining Community Group



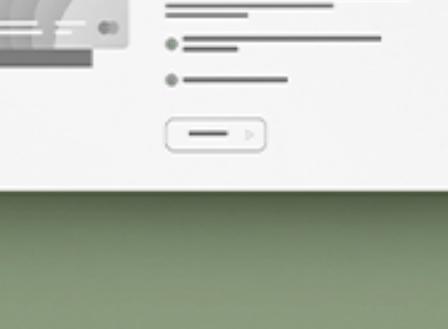
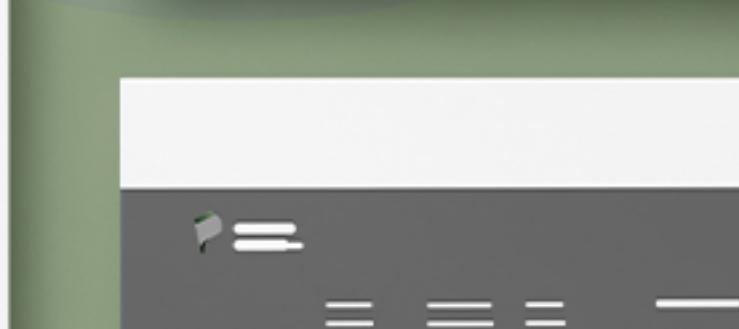
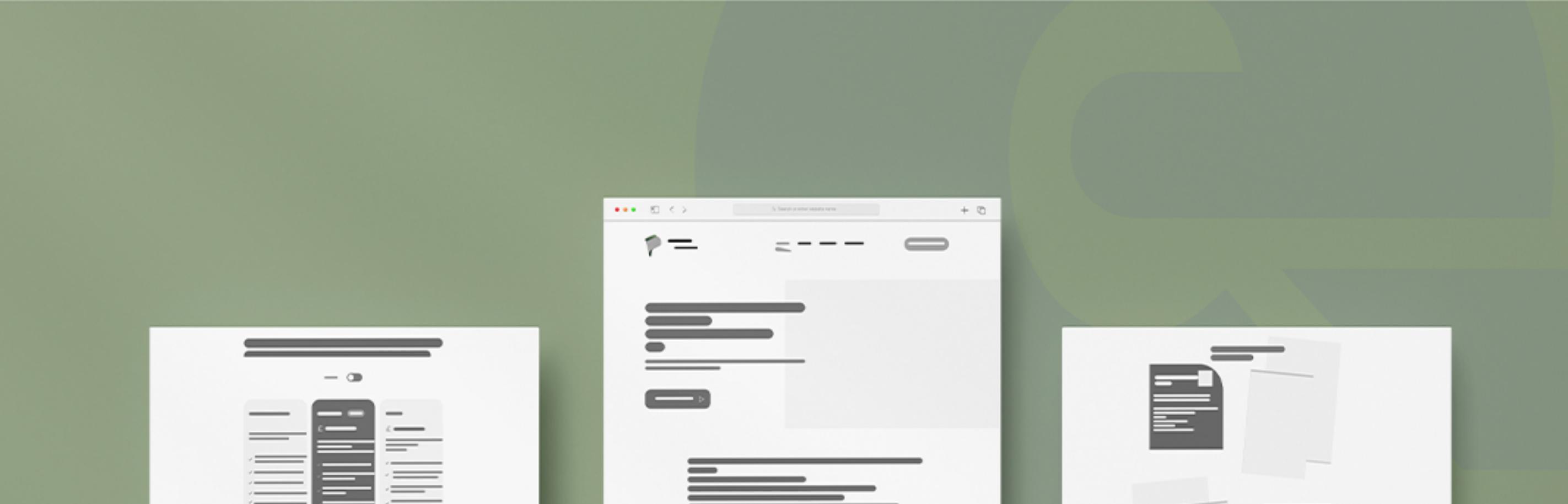
## Wire framing



### Low-Fidelity screens



### Medium-Fidelity screens



## Style guide



## Visual design

Visual design focuses on the look and feel of a product, using elements like color, typography, layout, and imagery to create visually appealing and effective interfaces. It enhances user experience by applying principles like hierarchy, contrast, balance, alignment, and consistency.

## Typography & Colors

# Somar

Regular ⚡ Medium ⚡ SemiBold

# Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

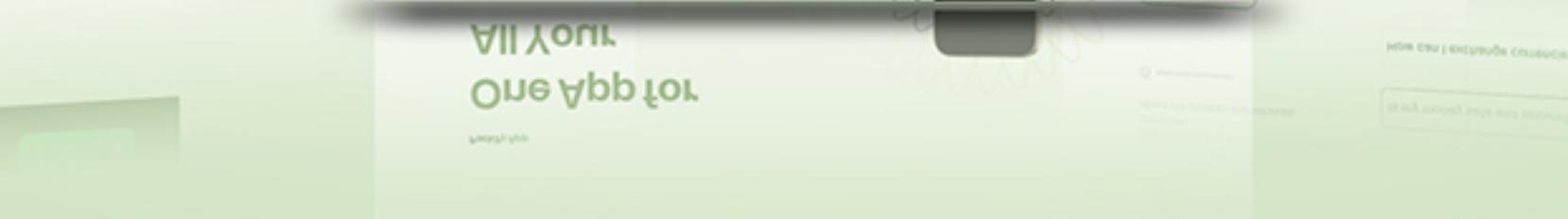
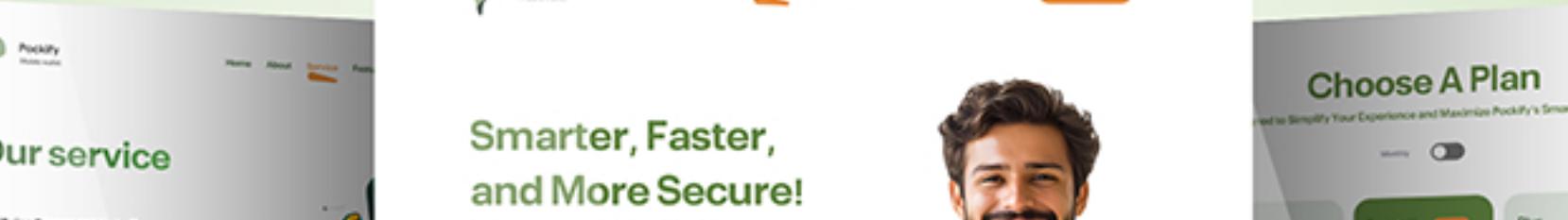
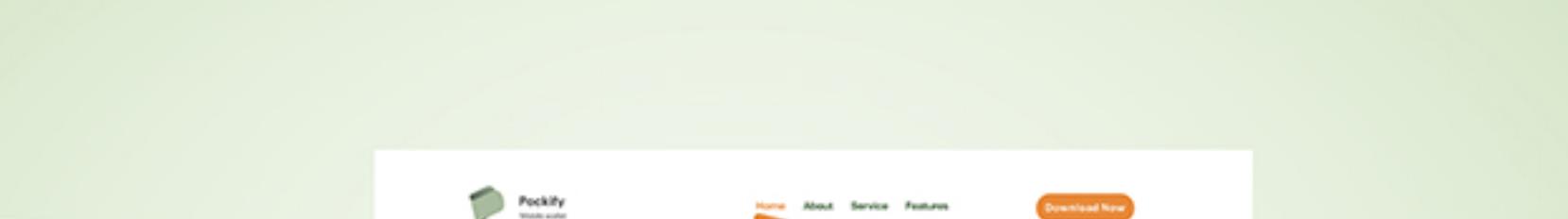
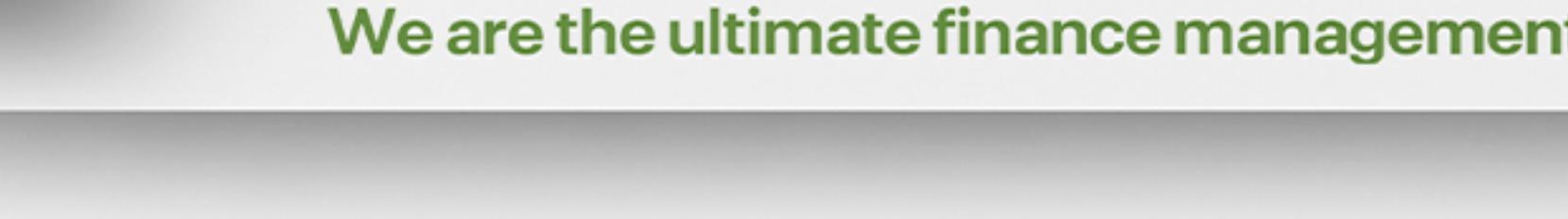
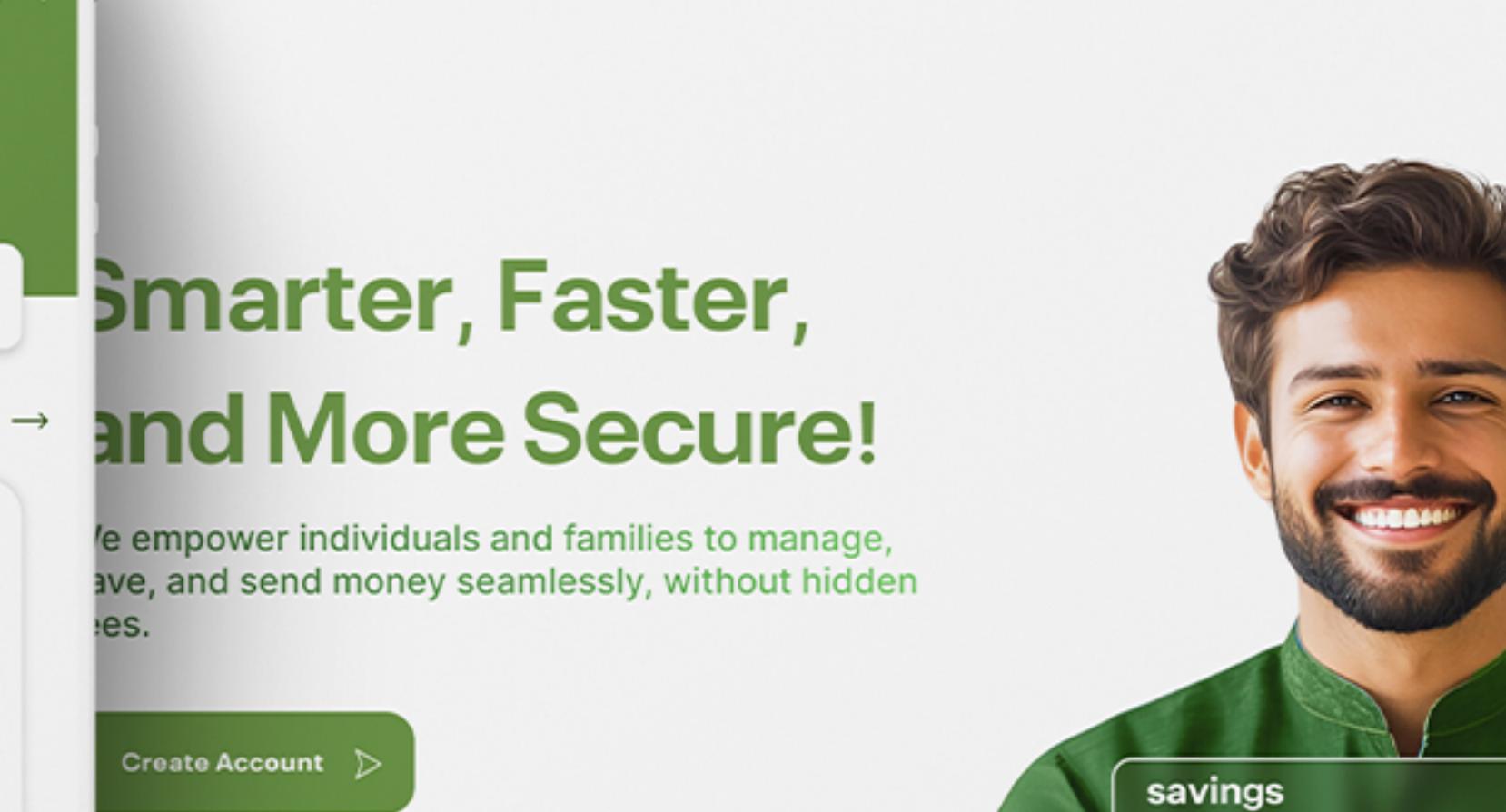
a b c d e f g h i j k l m n o p a r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

12 pt 14 pt 16 pt 18 pt 24 pt 36 pt



## Icons



## | landing Page

The landing page features a hero image of a smiling man holding a smartphone displaying the app interface. Below the hero image are several sections: 'Choose a Plan' (Basic, Premium, Plus), 'Smarter, Faster, and More Secure!' (with sub-copy about managing savings, sending, and budgeting), 'One App for All Your Finances.' (with icons for bank transfers, family finances, and effortless savings), and 'A Simple Card for All Your Payments' (with an image of the physical card). The page also includes a 'Service' section with a large green button.

## | Service

The service page includes a 'Our Story' section with a video player showing a cartoon character interacting with a smartphone. Below it are 'Testimonials' from Amira F., Laila A., and Noura A. Each testimonial includes a small profile picture and a short quote. At the bottom is a 'Join Us on This Journey' section with a CTA button.

The service page includes a 'Our service' section with two main components: '1-Community' (showing a smartphone with a contacts and allowance screen) and '2-Money transfer' (showing a smartphone with a transfer screen). Below these are three smaller sections: '3-saving money' (with a bar chart), 'A Simple Card for All Your Payments' (with an image of the physical card), and 'A Simple Card for All Your Payments' (with an image of the physical card).

The service page includes a 'Our Features' section with six cards: 'Money Management' (with a bar chart), 'Savings' (with a bar chart), 'Transfers' (with a bar chart), 'Community' (with a bar chart), 'Allowances' (with a bar chart), and 'Wallet' (with a bar chart). To the right is a 'Pockify App' section with a large green button.

## Dark mode

The landing page is shown in dark mode, with a black background and white text. The hero image, plan comparison table, and service sections are all visible in their dark mode counterparts.

## Dashboard

The dashboard is displayed on a laptop screen. It features a sidebar with a user profile (Nora Ahmed) and navigation links (Dashboard, Tables, Services, Users, Community, Setting, Log Out). The main area contains several charts and tables: a weekly revenue chart, a daily traffic chart, a year pie chart, a control card security section, and a community section with charts for family, friends, and kids. There is also a saving goals section.

## | Sign in

The sign-in page shows a 'Sign In' form with fields for Email and Password, and a 'Sign In' button. To the right is a dark mode screenshot of the dashboard, which looks identical to the light mode one but with a dark background.

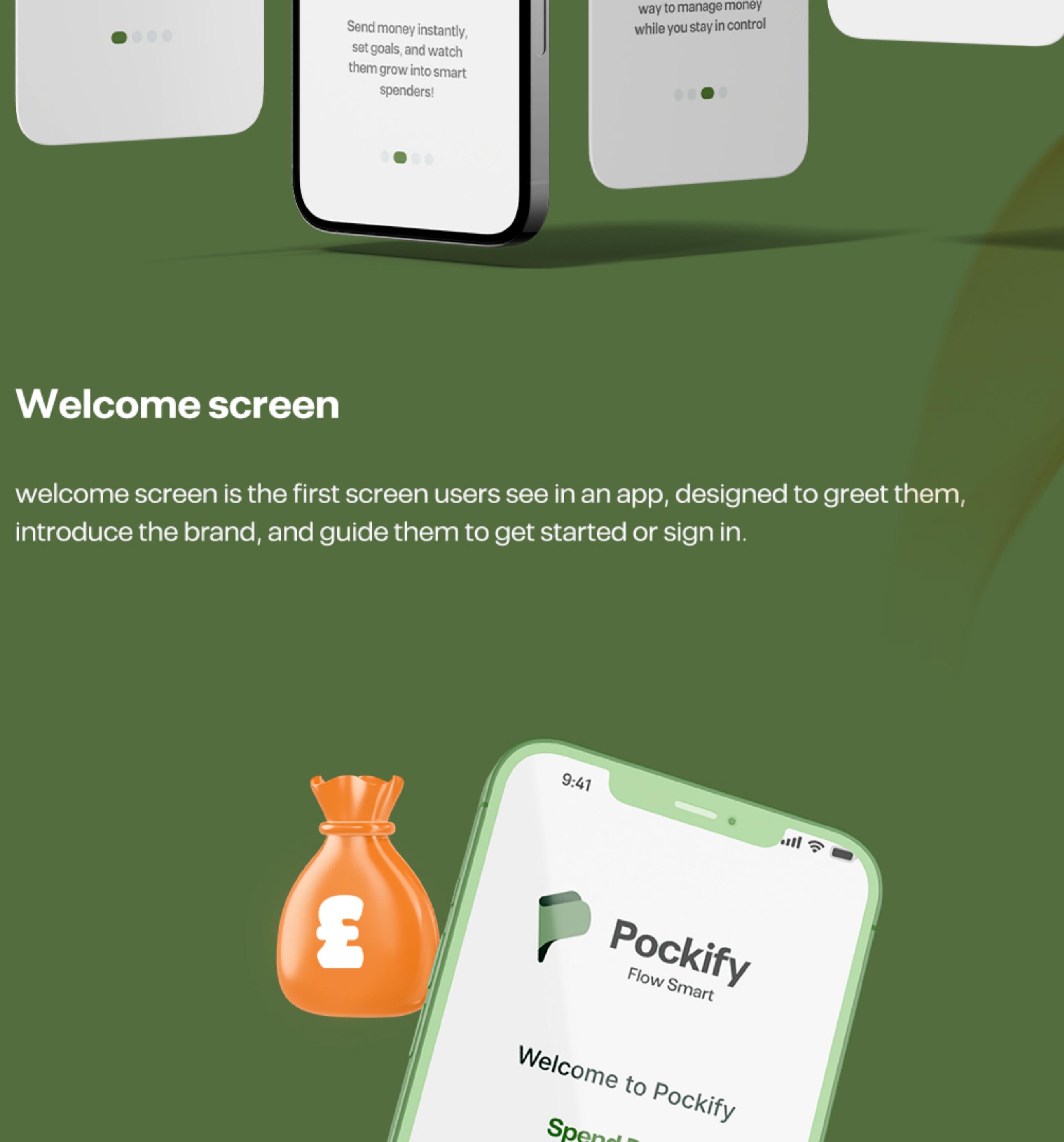
## Dark mode

# App design



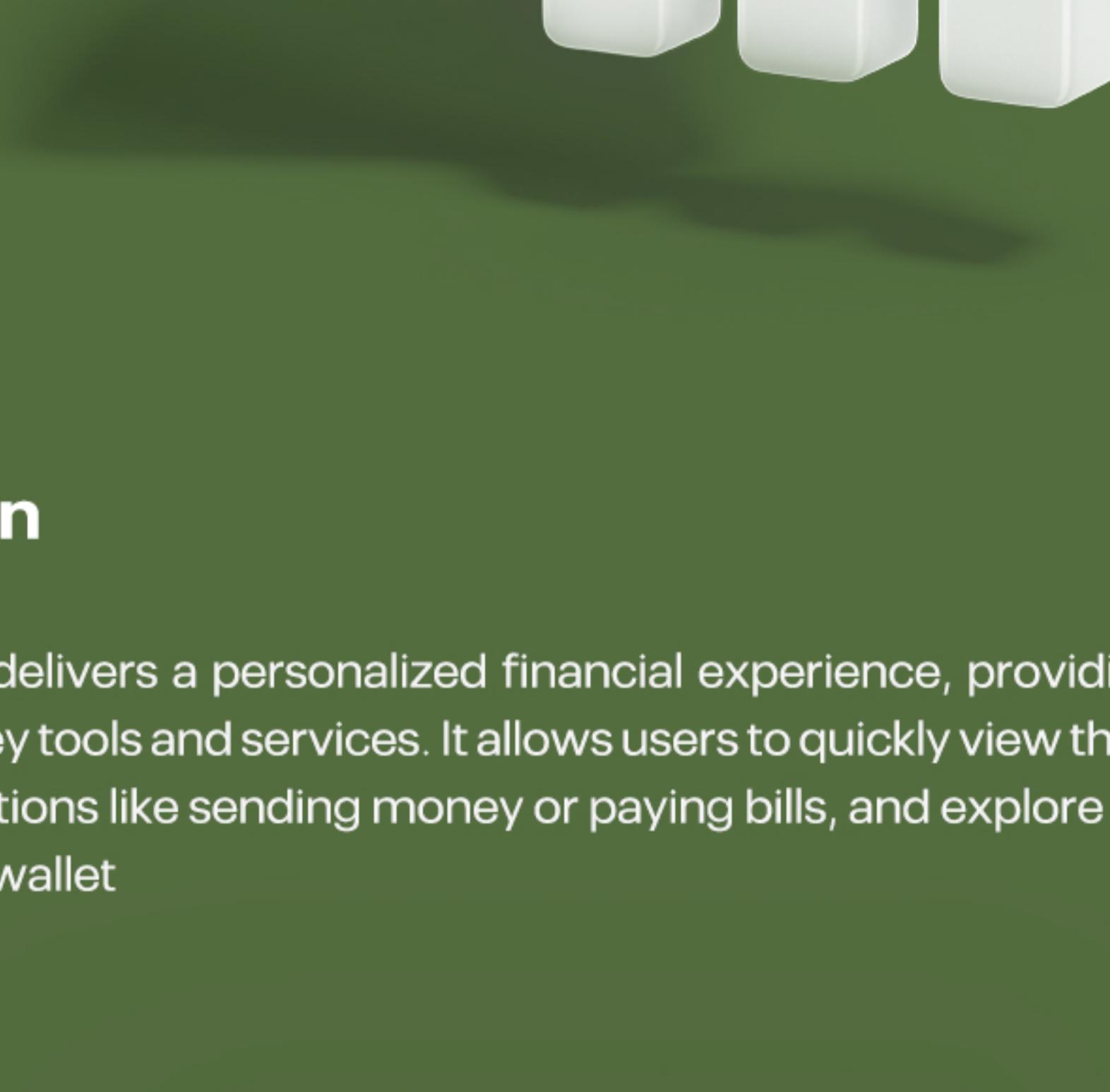
## Onboarding screens

Onboarding screens are the initial screens shown to first-time users, designed to introduce the app, highlight key features, and guide them through setup for a smooth start.



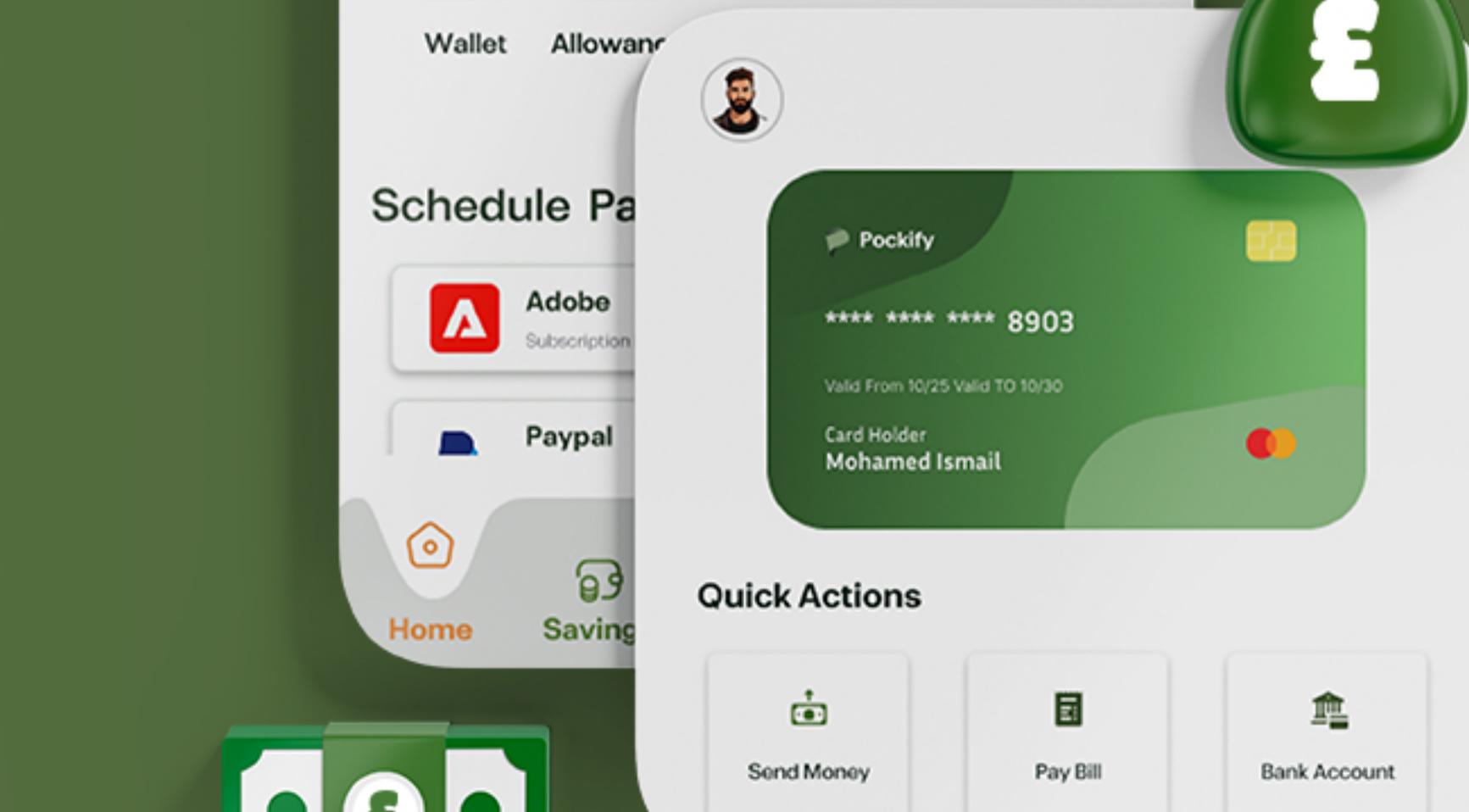
## Welcome screen

The welcome screen is the first screen users see in an app, designed to greet them, introduce the brand, and guide them to get started or sign in.

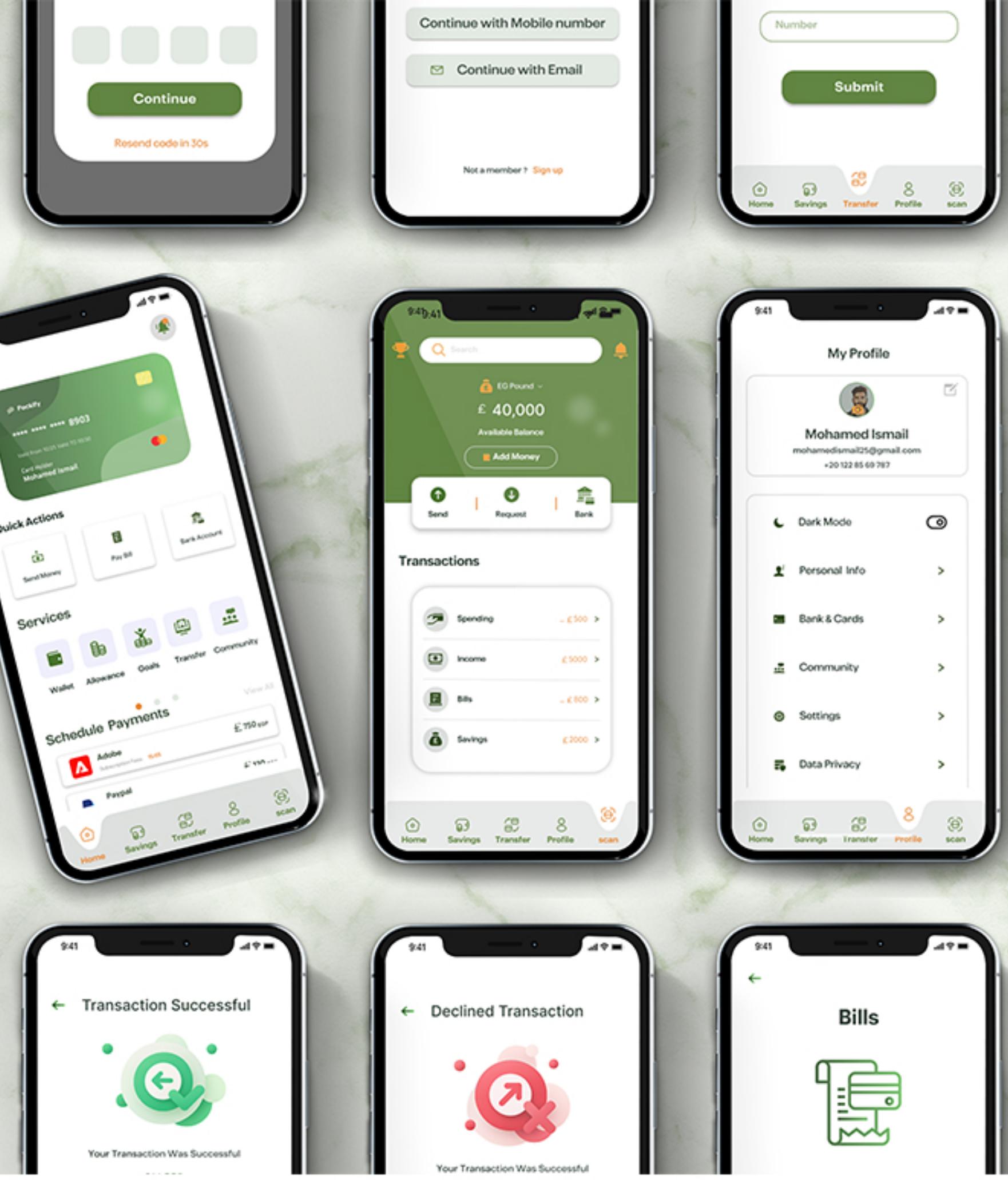


## Home screen

The home screen delivers a personalized financial experience, providing users with instant access to key tools and services. It allows users to quickly view their digital card details, perform actions like sending money or paying bills, and explore a range of features including wallet.



## More screens



## Dark mode screens



Thanks For Watching !