

JUSAPAY



JusaPay is an app for sending money to a friend with functionality to see payment history and get notification when the money has been collected

ROLE

UX
Designer

TOOLS

Figma

DURATION

37 days

Problem Statement

Ru is an expatriate who needs a trusted money sending app because she needs to send money to her friend.

Research And Analysis

I conducted interviews and created empathy maps to fully understand the users I am targeting and their needs. A primary user group identified through research consisted of adults who would like to send money to their friends via a trusted app which is very secure.

The research revealed that security is not the only challenge limiting users from sending money online. Other factors include accessibility, data protection and transaction tracking.

① SECURITY

Money sending apps need proper security measures so that users feel free to enter their banking details

② ACCESSIBILITY

Money sending apps lack a user friendly platform and assistive technology

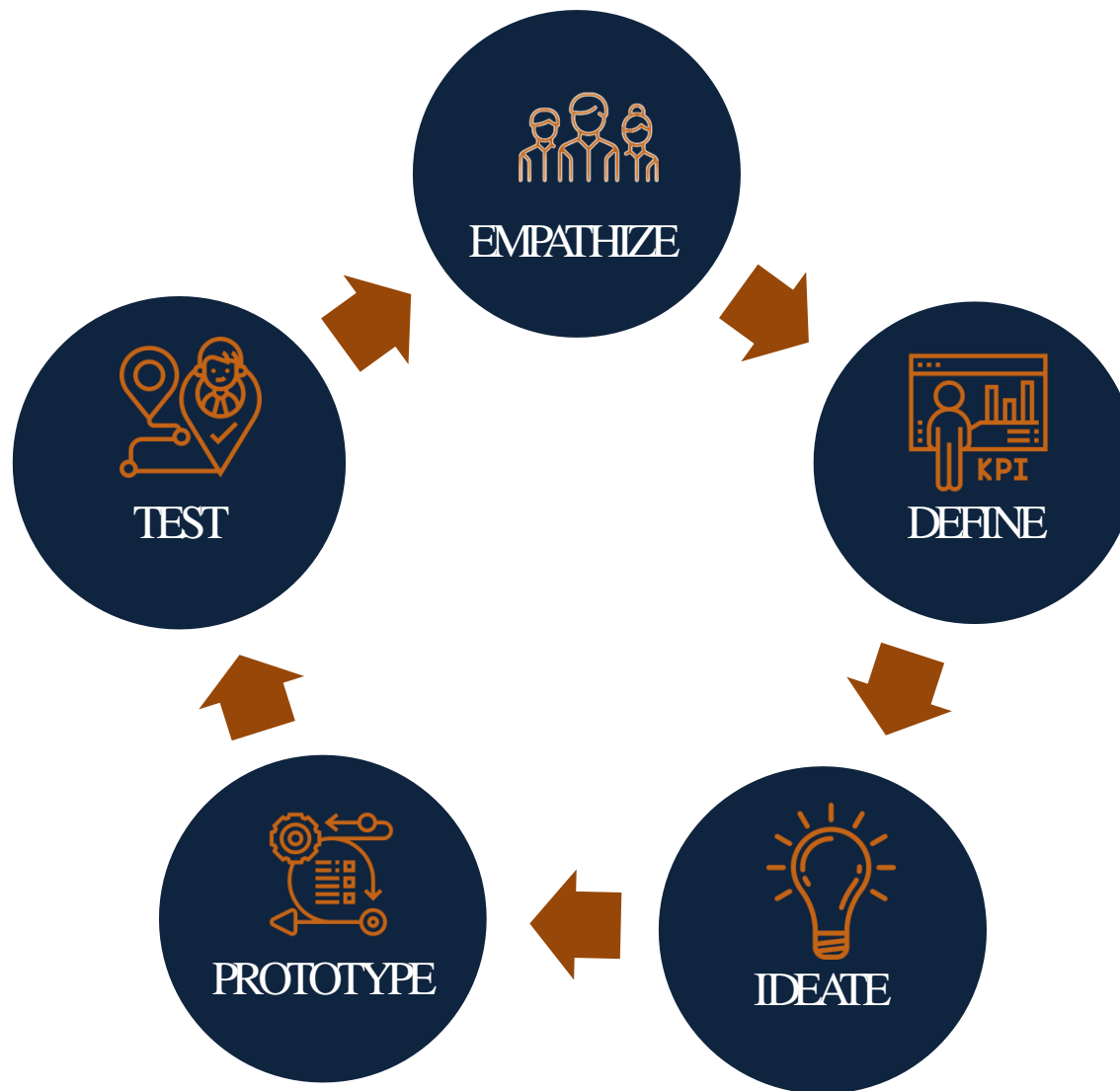
③ DATA PROTECTION

Money sending apps to ensure that user data is protected at all costs to avoid identity theft and fraud

④ TRANSACTION TRACKING

Money sending apps should allow users to easily track their transactions

Design Thinking Process



Goals

Design an app with a good user experience, that allows users to send money to friends, track the transaction and view transaction history.

User Persona



RUDO

Age: 35

Education: Theology degree

Hometown: Johannesburg

Family: lives with young brother

Occupation: Developer

"I want to be able to have a money sending app so that I can send money to my friends on the go"

Goals

- To send money to my friends
- To track my transactions
- To view my transaction history with ease

Frustrations






- No way to send money on the go
- No platforms to easily manage my transactions
- Need a platform I can trust

Rudo is an expatriate who needs a trusted send money app because she needs to send money to her friend

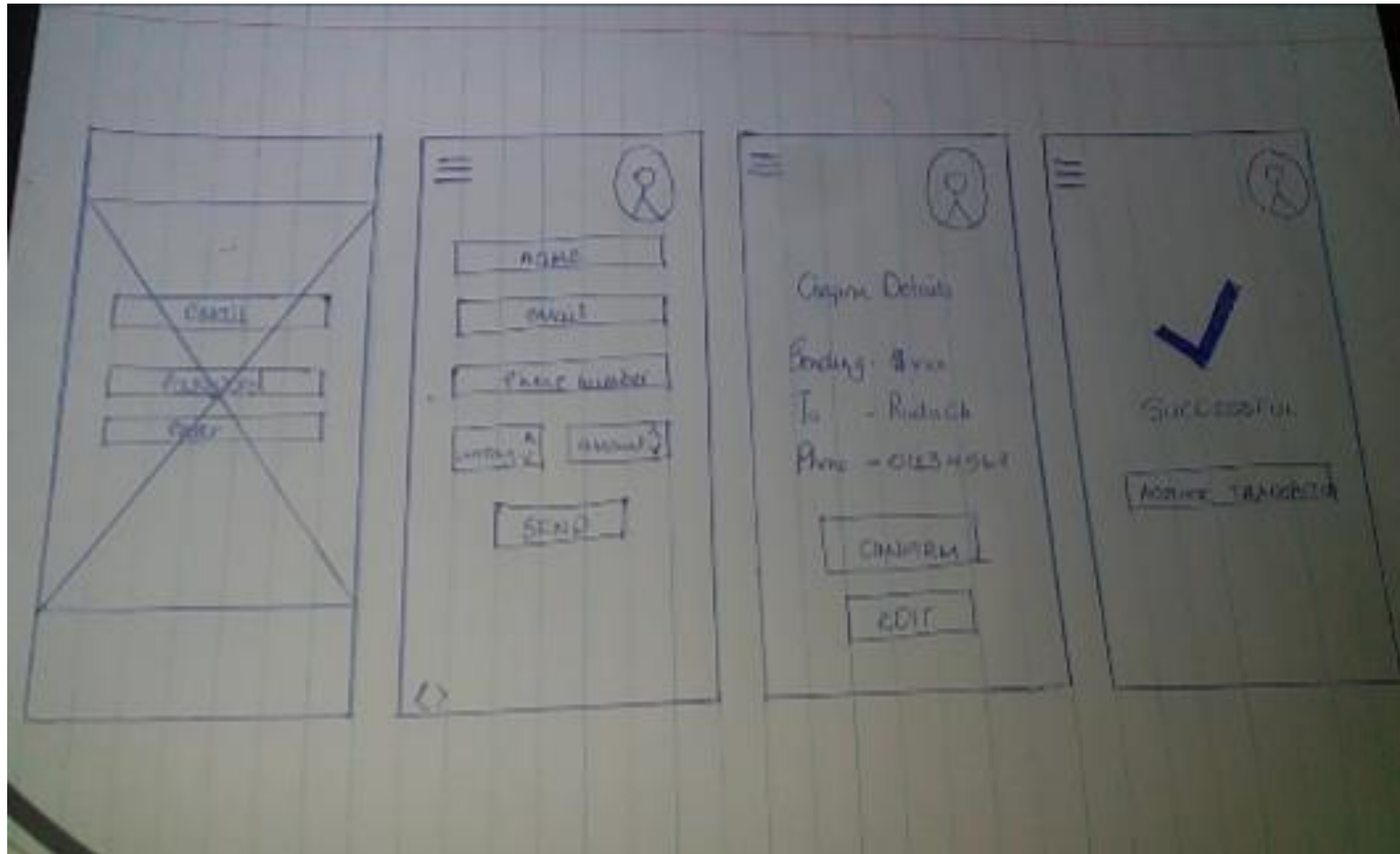
User Flow

Persona: Rudo

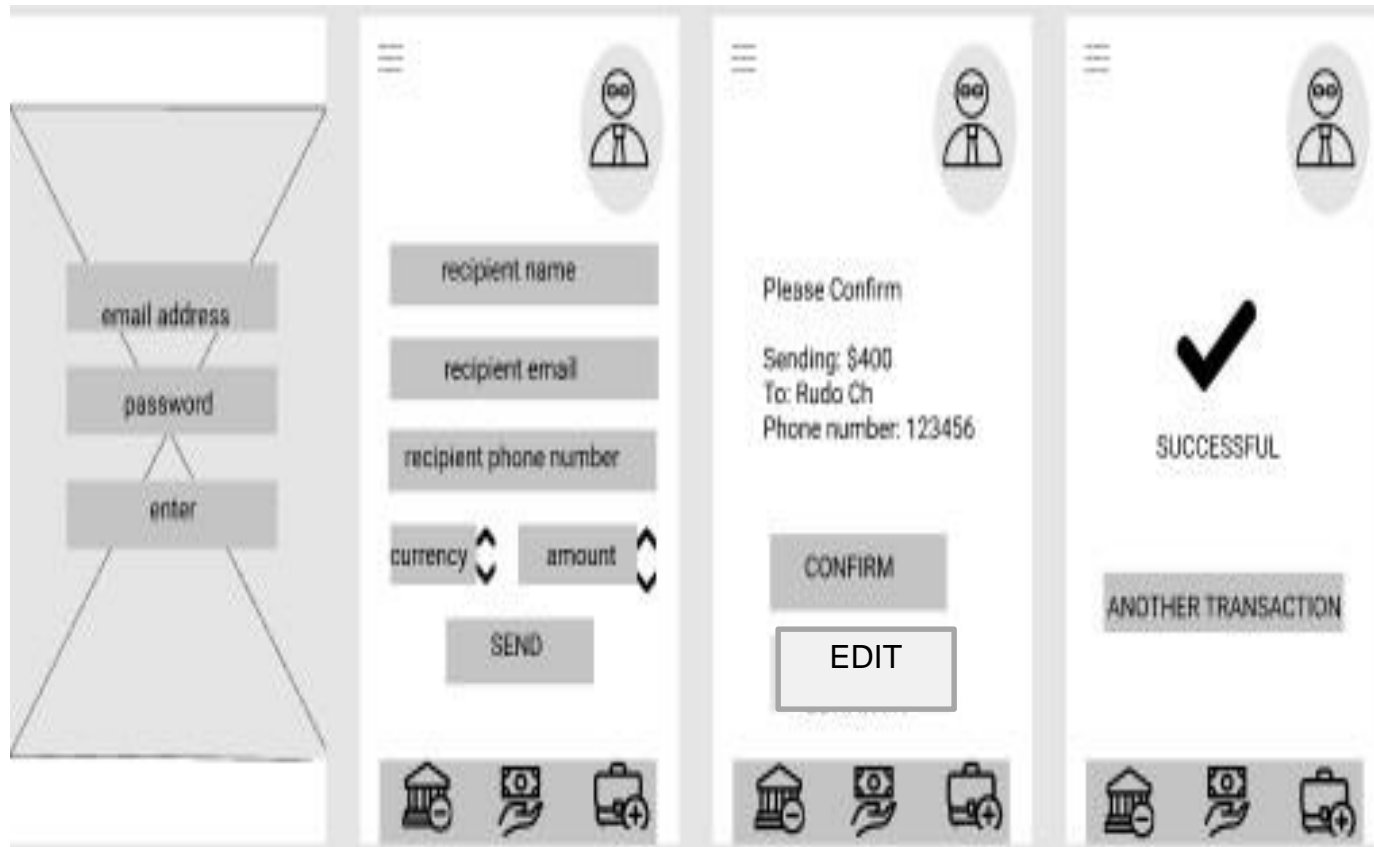
Goal: find an app that allows her to send money to friends with ease

ACTION	Creating an Account	Entering recipient details	Confirming Details	Checking transaction history	Notifications
TASK LIST	Tasks A. Open the app B. create an account	Tasks A. Entering email B. Entering phone number C. Entering amount to be sent D. Entering name and surname	Tasks A. Confirming recipient details B. Getting transaction code C. Confirmation message	Tasks A. checking transaction history B. Viewing mini bank statement	Tasks A. Getting notification when money is collected
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES	Search button on home page	Show recent recipients	Error message with details	Be able to download mini statement	Assurance that the portal is secure

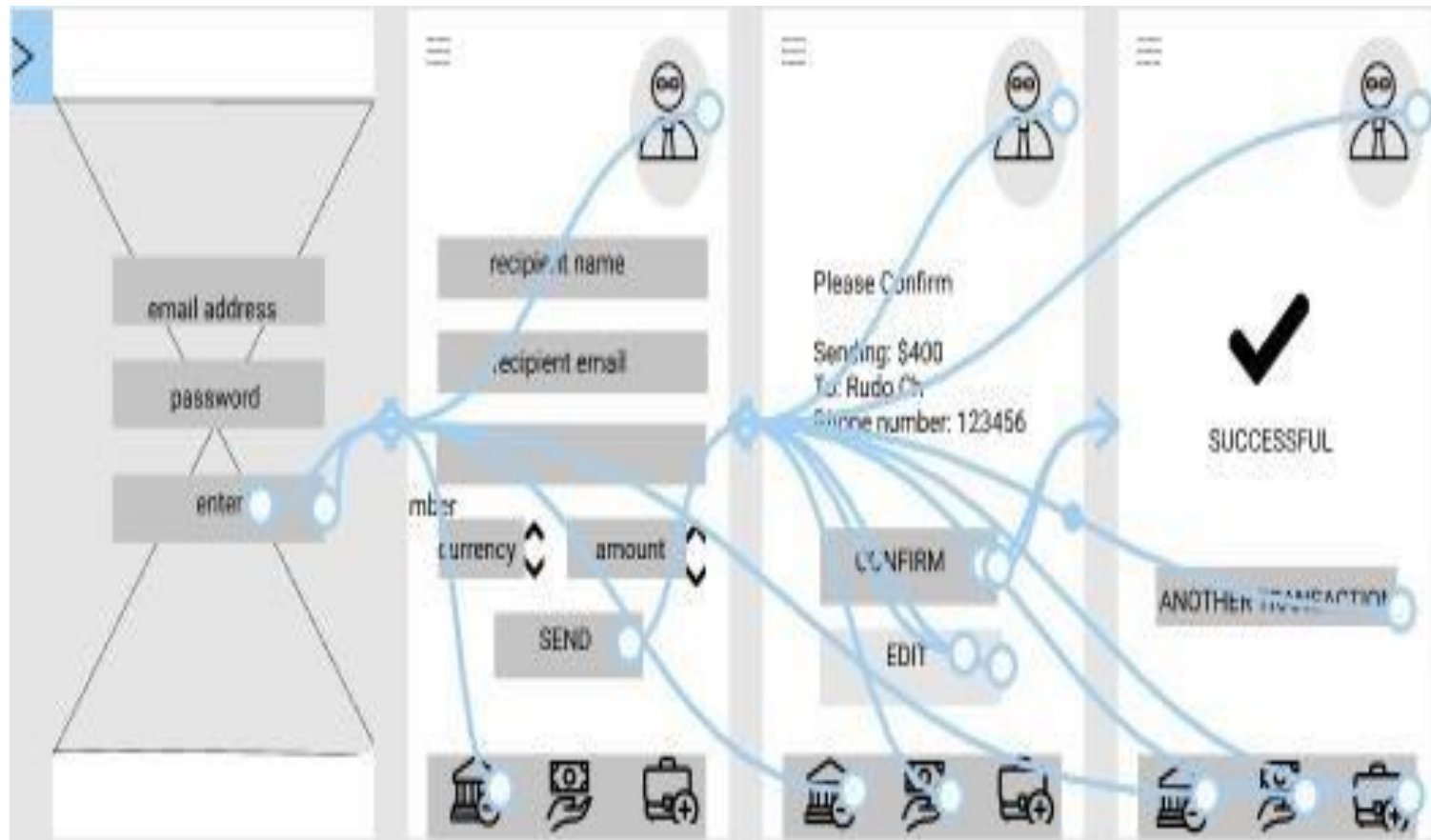
Paper Wireframes



Digital Wireframes



Low-Fidelity Prototype



Usability Study

Research Questions

Are users able to successfully create an account?

Are users able to successfully send money?

How long does the users take to use the app?

Is the whole process clear for the user?

Participants

6 participants

2 users of assistive technologies with visual impairment

Methodology

15 minutes

In-person

Moderated usability study

Users were asked to send money using the high-fidelity prototype

Usability Study : Findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1

Users need easy sign up

Users need voice assistance

Visible calendar

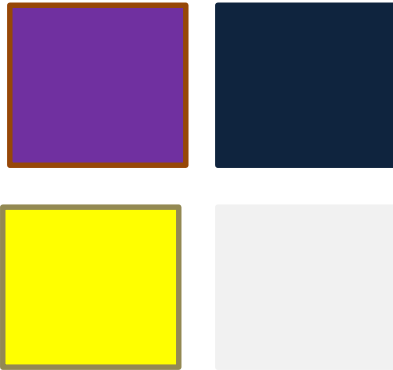
Round 2

Add home button on success
page

Enlarge font-size on
confirmation page

Visual Design

Colors

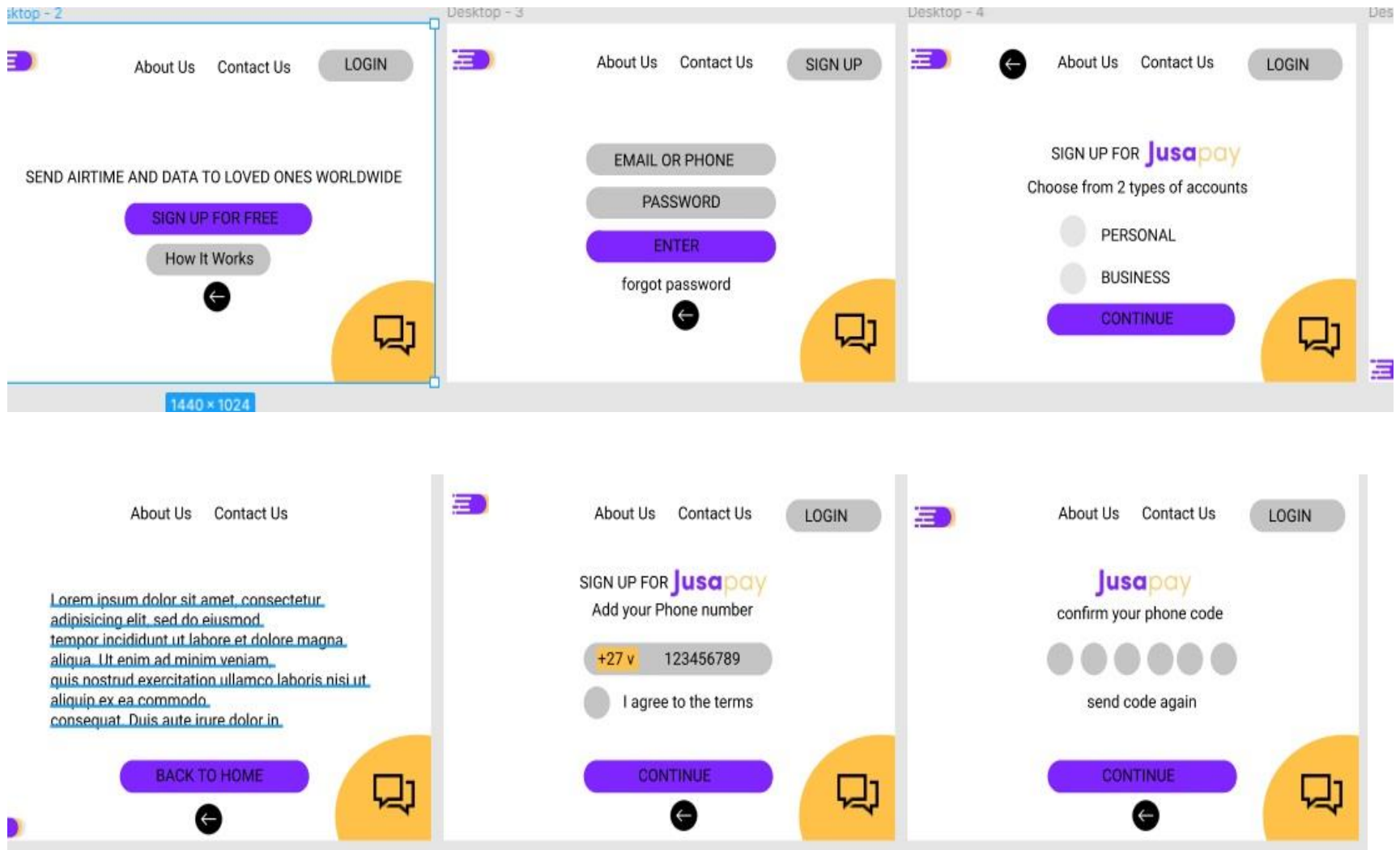


Typography


Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mockups












Mockups




About UsContact UsLOGIN

X










About UsContact UsLOGIN

ENTER YOUR EMAIL
ENTER YOUR NAME
ENTER YOUR SURNAME
PASSWORD
CONFIRM PASSWORD
NEXT










About UsContact UsLOGIN

ENTER YOUR EMAIL
PASSWORD
forgot your password?
LOGIN









About UsContact UsLOGIN


enter your email address we reset your password

ENTER YOUR EMAIL
RESET

forgot your email?









About UsContact UsLOGIN


enter your phone number we reset your password

ENTER YOUR PHONE#
RESET

forgot your phone?









About UsContact Us

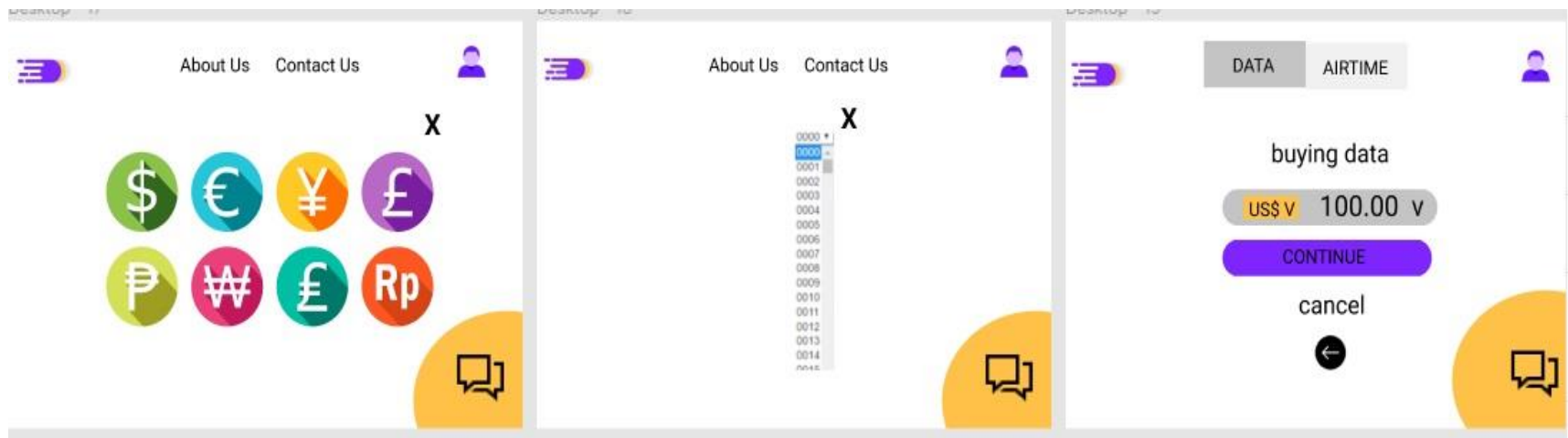
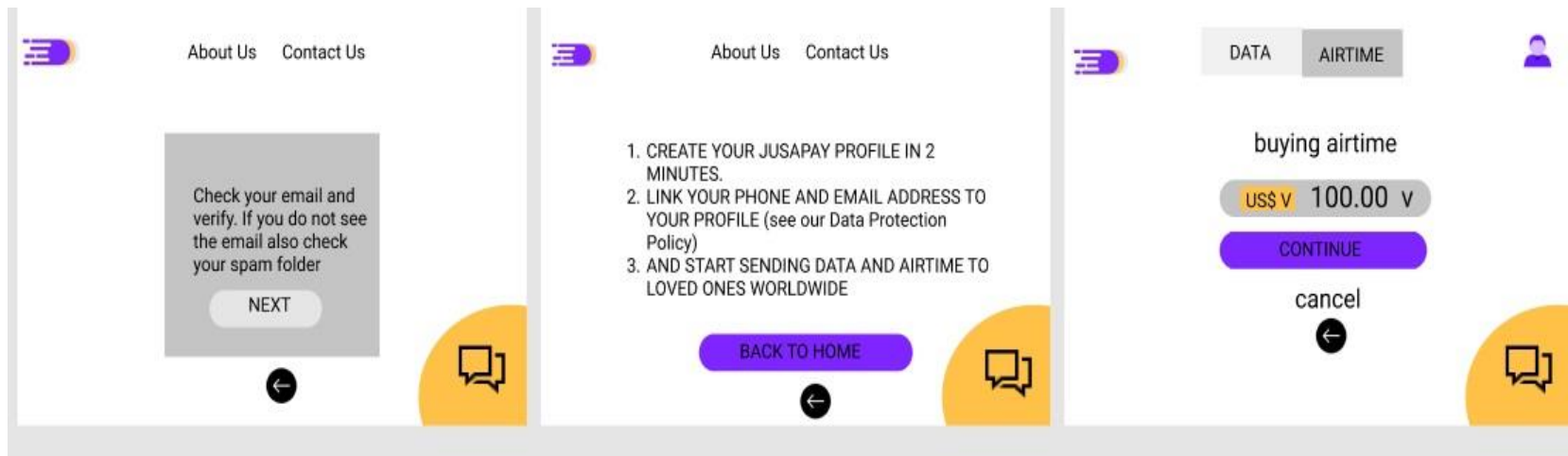
forgotten email and phone number?

CONTACT US

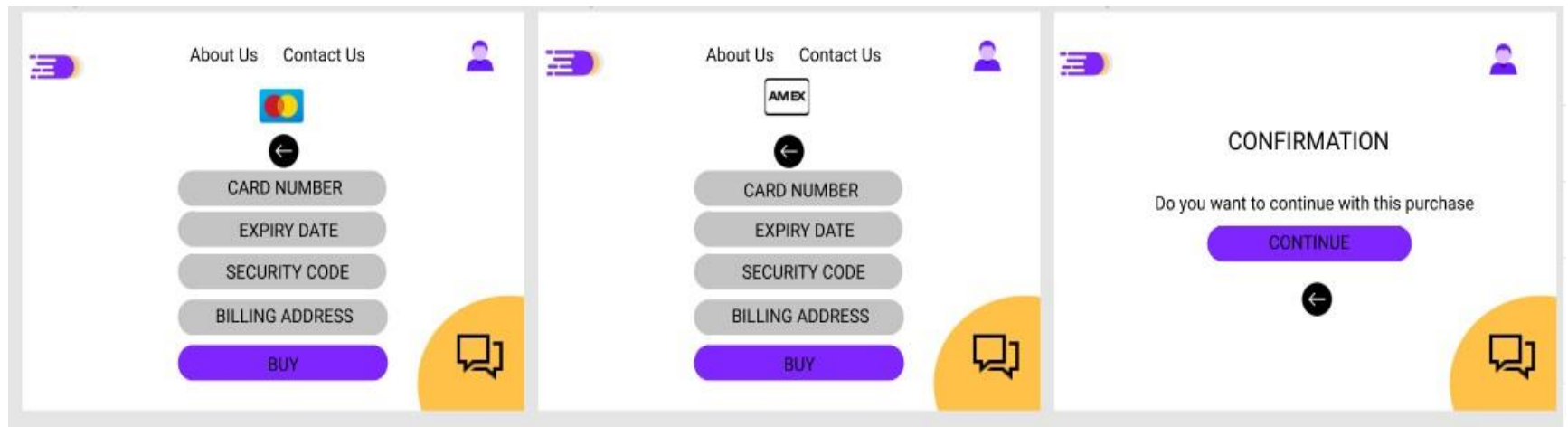
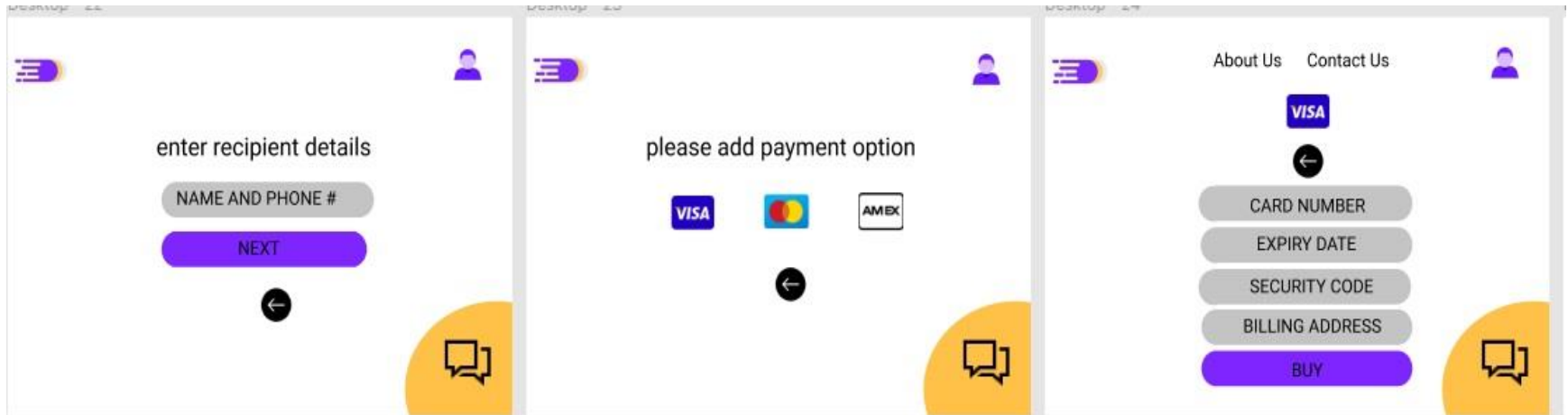




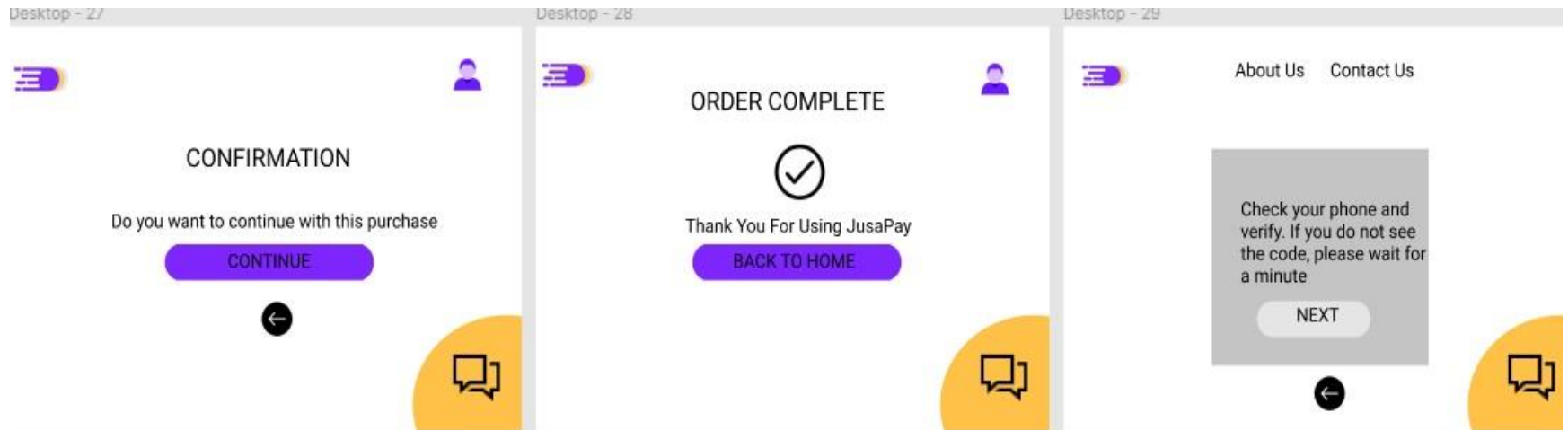
Mockups



Mockups

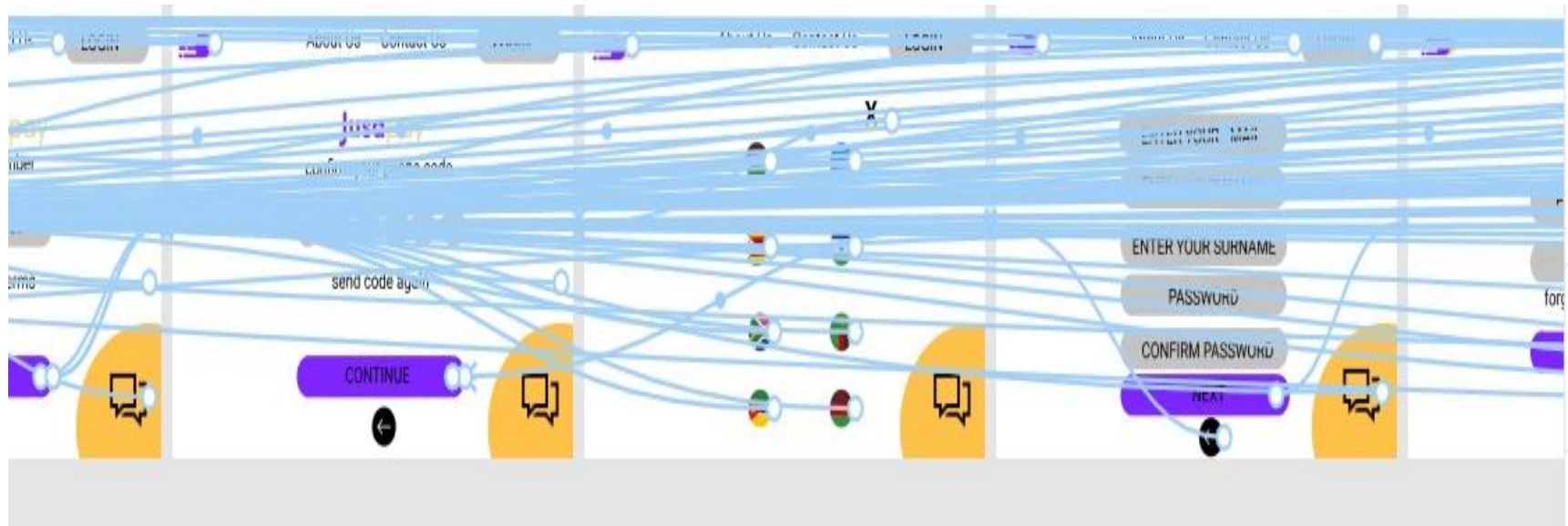


Mockups



High-Fidelity Prototype

[CLICK HERE TO VIEW PROTOTYPE](#)



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THANK YOU