

Equitas Small Finance Bank

Equitas Small Finance Bank is a New Age Bank that offers a new way to bank to children, youth, families, and business people across India.



Project Duration

March - April 2023

The image displays three screenshots of the Equitas mobile banking application. The top-left screenshot shows the main dashboard with a dark theme, featuring a balance of ₹ 0, a savings account summary (XXXX 7825 | Savings Account), and various service icons like Send Money, Invest in Mutual Funds, and Raise a Request. The top-right screenshot shows a promotional overlay for 'We Offer Amazing Loyalty Rewards' with 221.0 Equinox Rewards points available. The bottom screenshot shows another view of the dashboard with a light theme, highlighting 'Assured Returns with attractive offers' and 'Grow your Money with Equitas'.

Overview

Enhance the user interface and functionality of the bank's online banking platform to improve engagement, boost customer happiness and promote digital adoption across users of all ages (**Seniors, Middle-aged, and Young**).

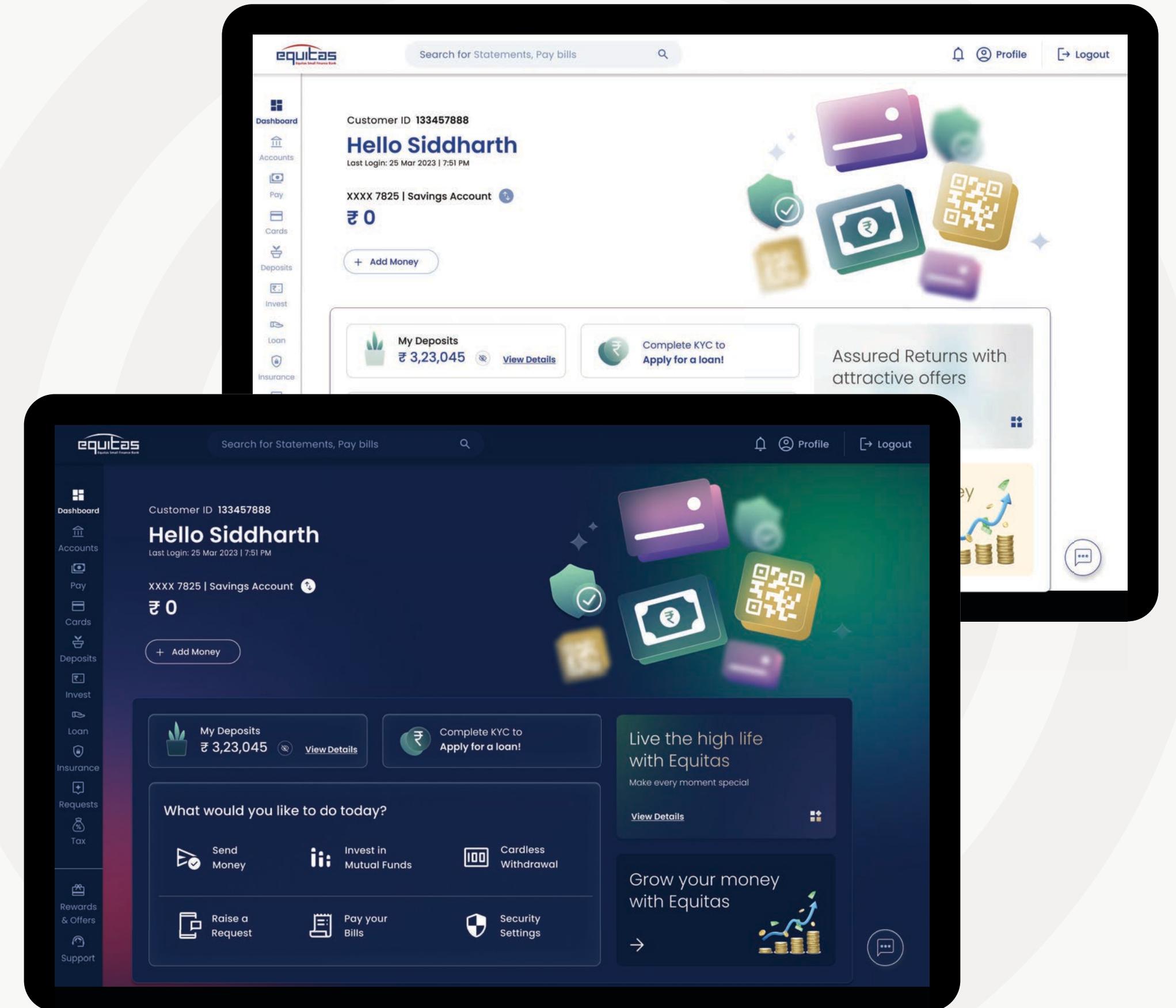


My Role

UX Designer



Tools



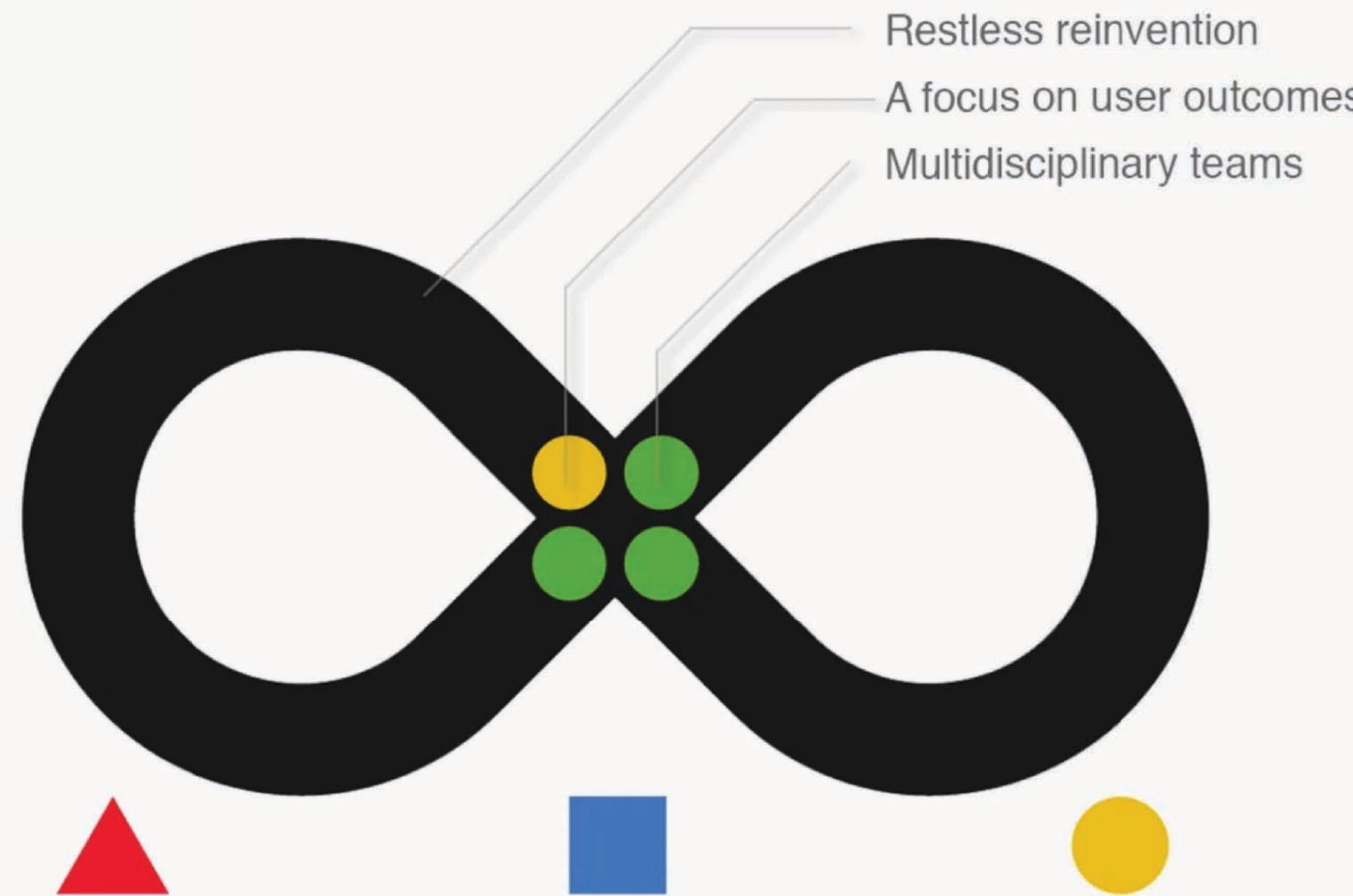


IBM Design Thinking Process

IBM Design Thinking is a scalable framework to help teams understand and deliver—continuously. You begin by making a conscious commitment, as a team, to prioritize your users over other, sometimes competing, business concerns.

The Loop

Observe | Reflect | Make



Research

Challenges and Goals

- Identify the unique requirements and pain points for different user groups.
- How to make the app more popular and engage.

I conducted interviews with a few users of different ages.

- A mid-age range, between 30 and 50.
- A young, between the ages of 18 and 29.
- A senior who is a minimum of fifty years old.
- A homemaker. & the NRI.

Primary Research

I was curious about the issues people encounter after conducting some studies. Conducting interviews would be the most effective technique, so I developed a series of questions centered on their experiences.

User Interviews Questions

1. How frequently do you use the internet website?
2. What in your opinion is the biggest obstacle which is hindering your success of the Mobile banking?
3. Who in your opinion are your strongest competitors?
4. What do you aspire to do to beat them in the market?
5. Being a branch banking heading, what kind of customers are majority visiting most of your banks ?

and more...

User Personas

Raj Malhothra



Smiling and dreaming won't cost money. So, I expertise in both of them.

Age: 45

FAMILY: Married, 2 Kids

LOCATION: Nandanam, Chennai

EDUCATION: University of Madras

OCCUPATION: Security & Fraud Specialist

Bio

I am a dedicated and results-driven banking professional with 15 years years of experience in the financial industry.

I have a passion for delivering exceptional customer service and building long-lasting relationships with clients.

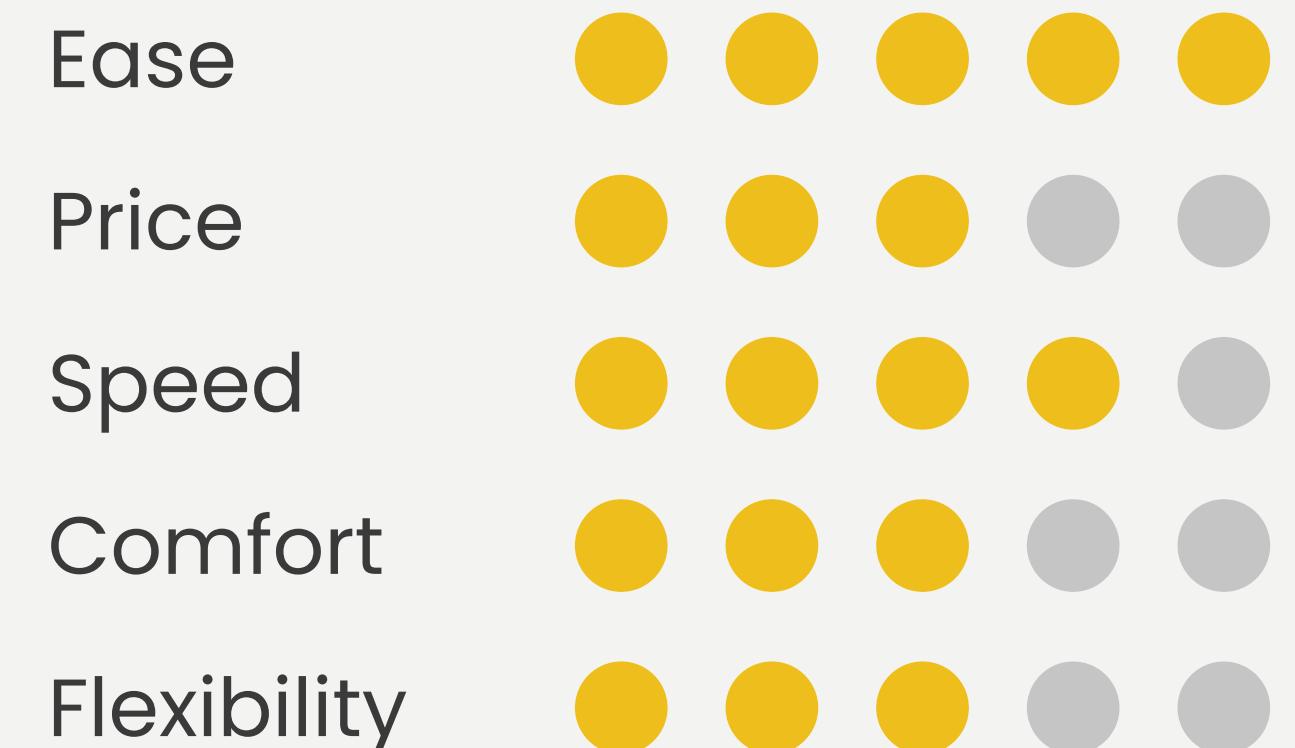
Goals

- Convenient and time-efficient banking services to fit her busy lifestyle.
- Seamless access to account information and transaction history.
- Quick and secure fund transfers and bill payments.
- Personal finance management tools to track expenses and set financial goals.
- Advanced digital banking features and functionalities.

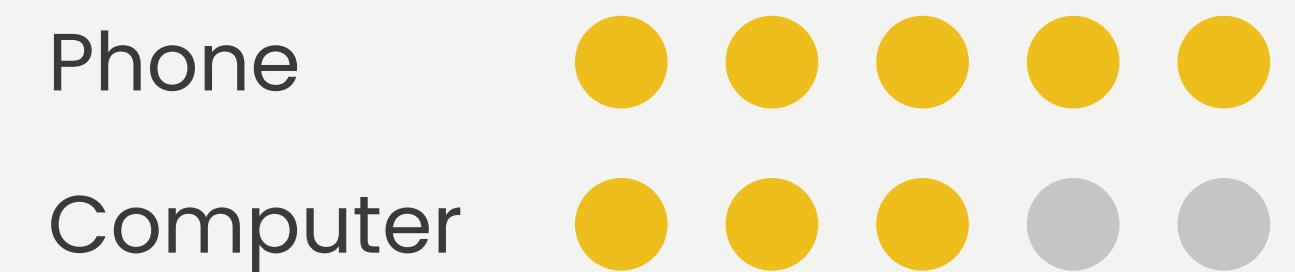
Frustrations

- The digital banking processes overwhelming and confusing.
- Finds it challenging to understand the complex terms, conditions, and policies associated with banking services.

Motivations



Preferred Medium



Pain Points

Complex Navigation

User find it difficult to locate the needed financial services due to complex navigation.

Registration

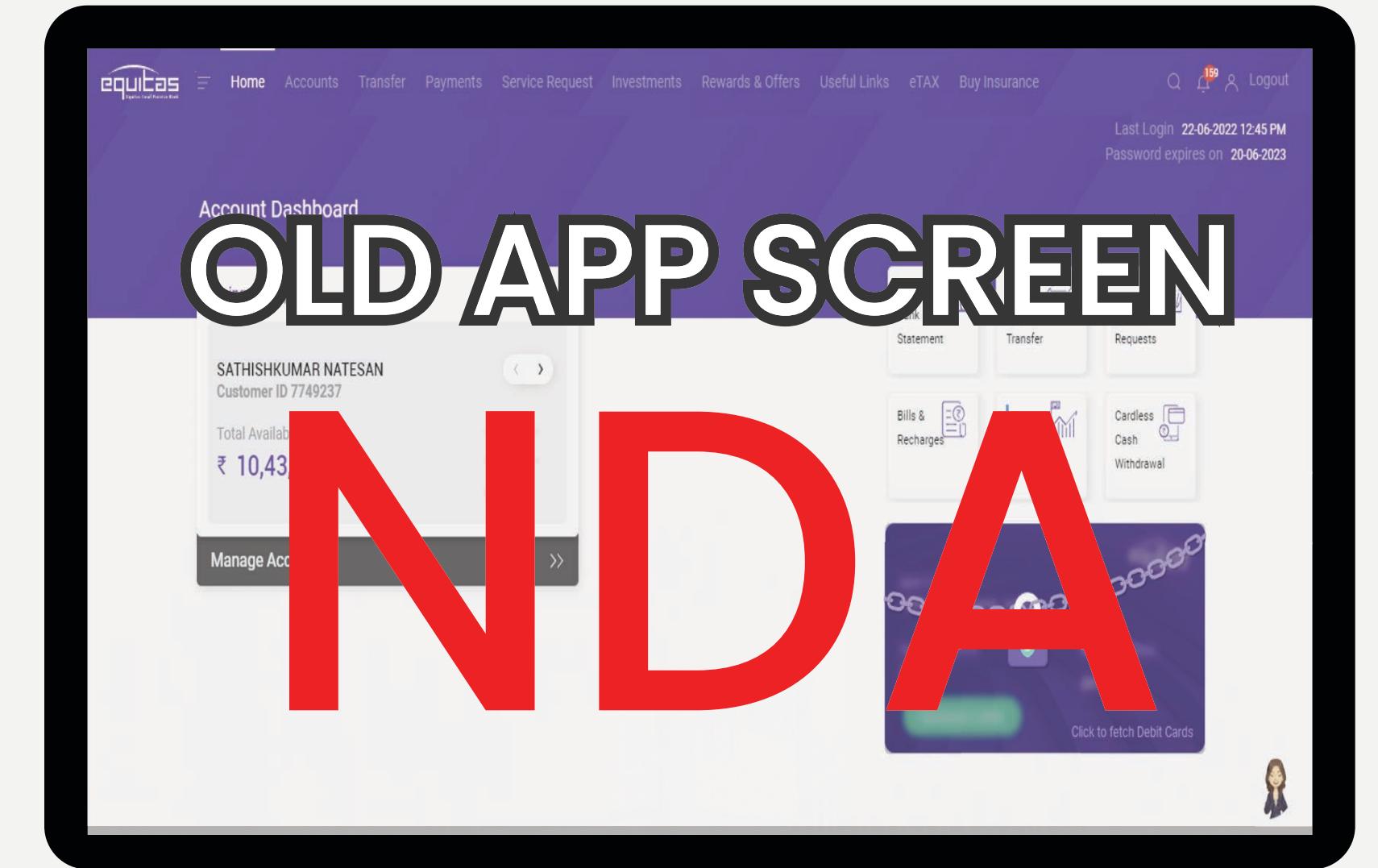
Complicated and challenging Selfe & Account registration processes could discourage potential customers from enrolling in online banking.

Lack of Personalization

Users find it challenging to access relevant information or customise their preferences, leading to a lack of engagement and relevance in their digital banking interactions.

Lack of Transparent

Users find it challenging to comprehend their account balances, transaction histories, or fees due to the complexity of the financial information and the lack of clear explanations or visualisations.

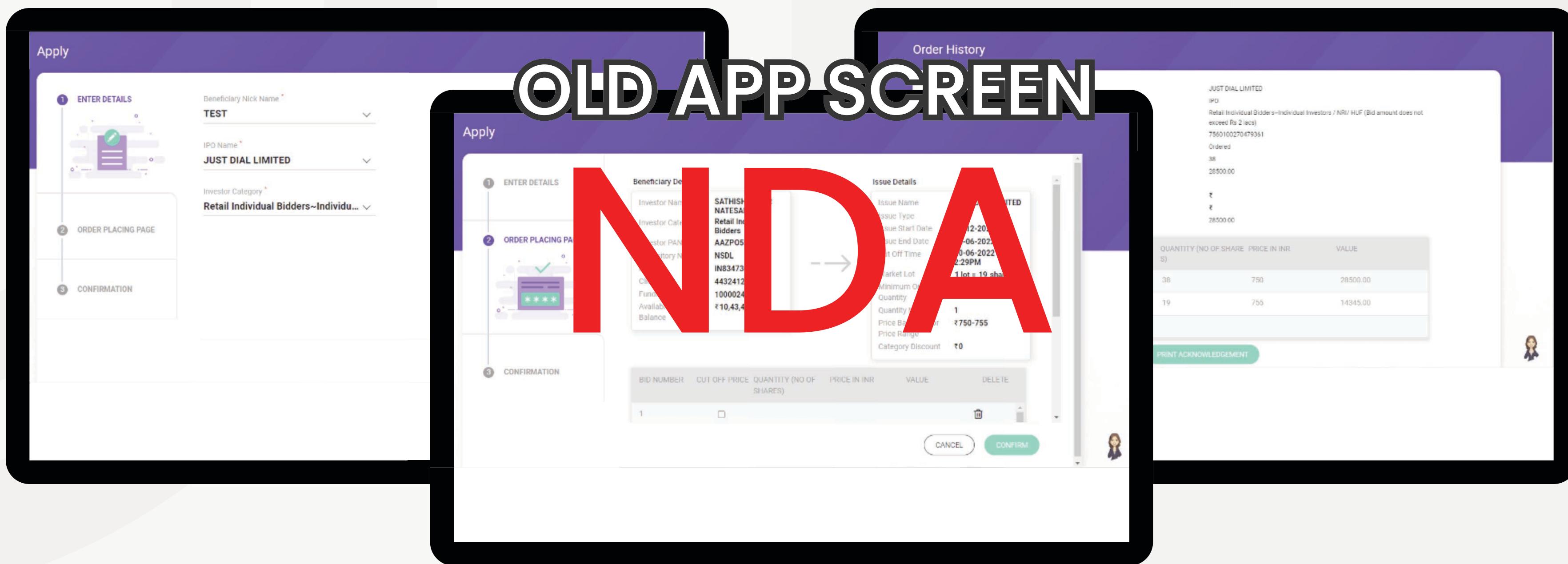


The Problem

The present online banking platform is not user-friendly, which leads to a poor user experience and minimal client engagement. Customers are unable to efficiently manage their funds and use online banking services due to the platform's outmoded design, difficult navigation, and constrained capabilities.

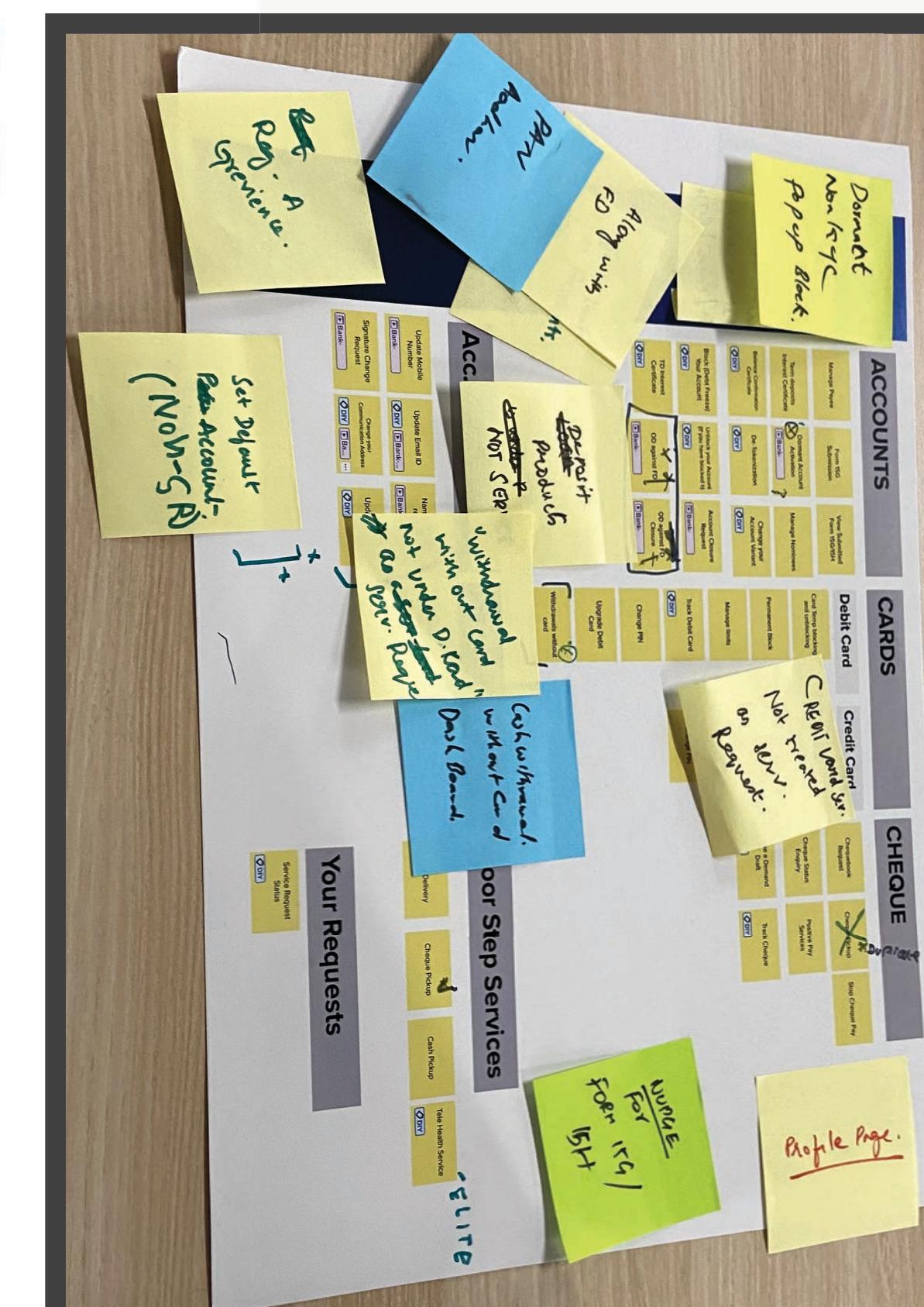
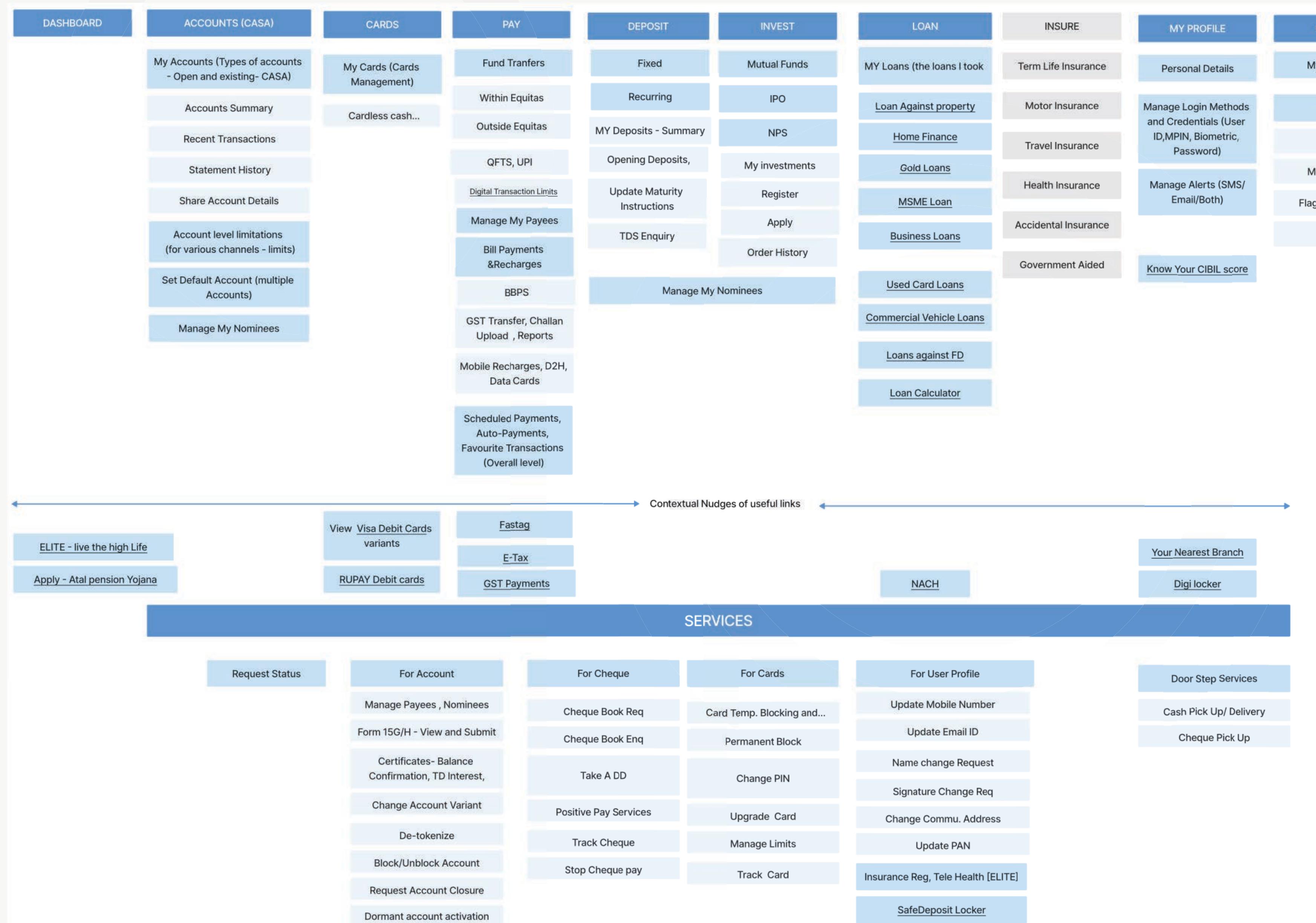
The Goal

The bank's online banking platform's UX design strategy aims to develop a smooth and user-centric digital banking experience that delights consumers, boosts engagement, and cultivates a strong feeling of trust and happiness.



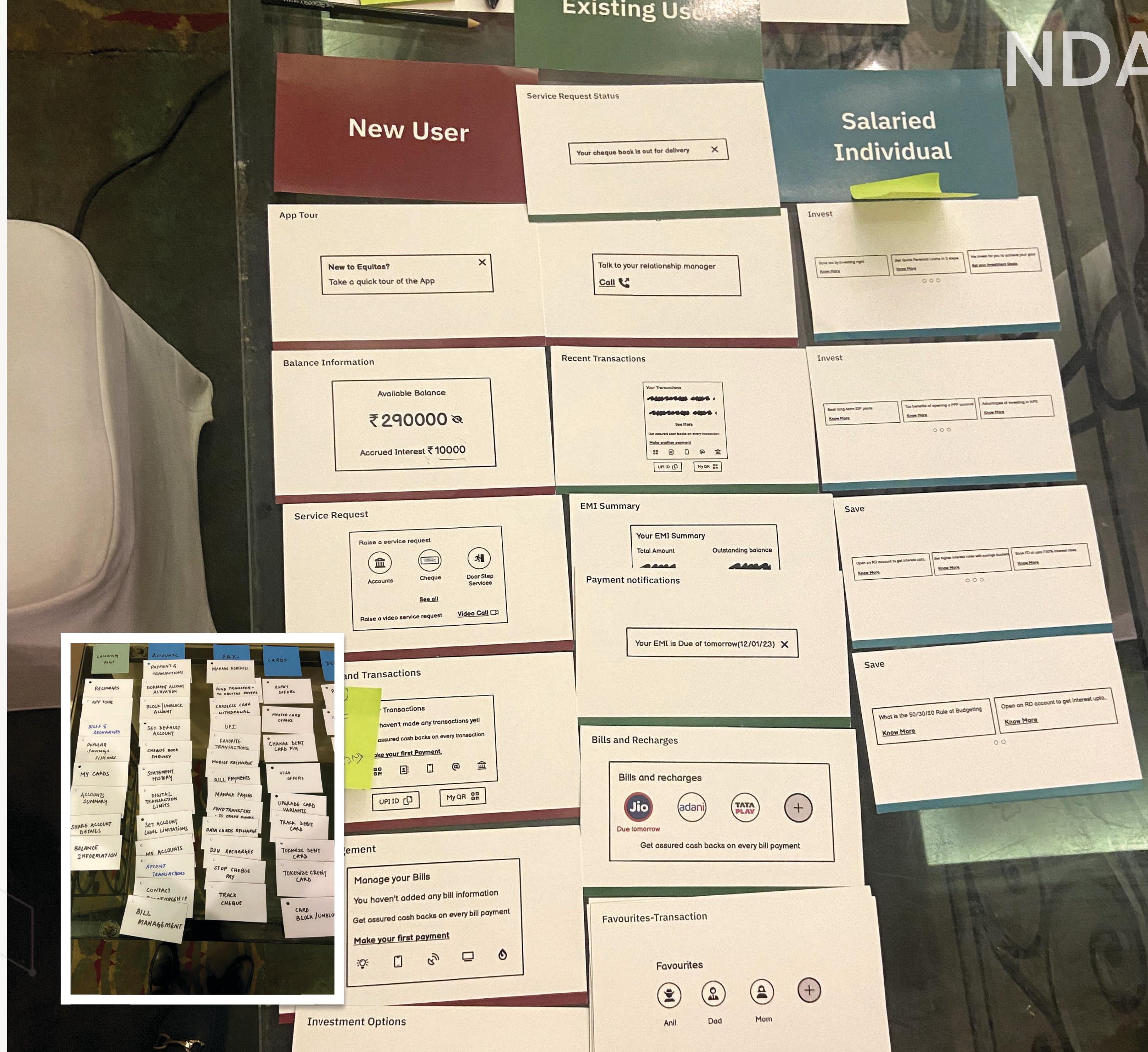
Information Architecture

We realized that the APP's navigation structure was complicated when we looked at the Journey of Services and other menus. Users will become confused if terminology is used inconsistently over various parts. In short, the hierarchy is unclear.



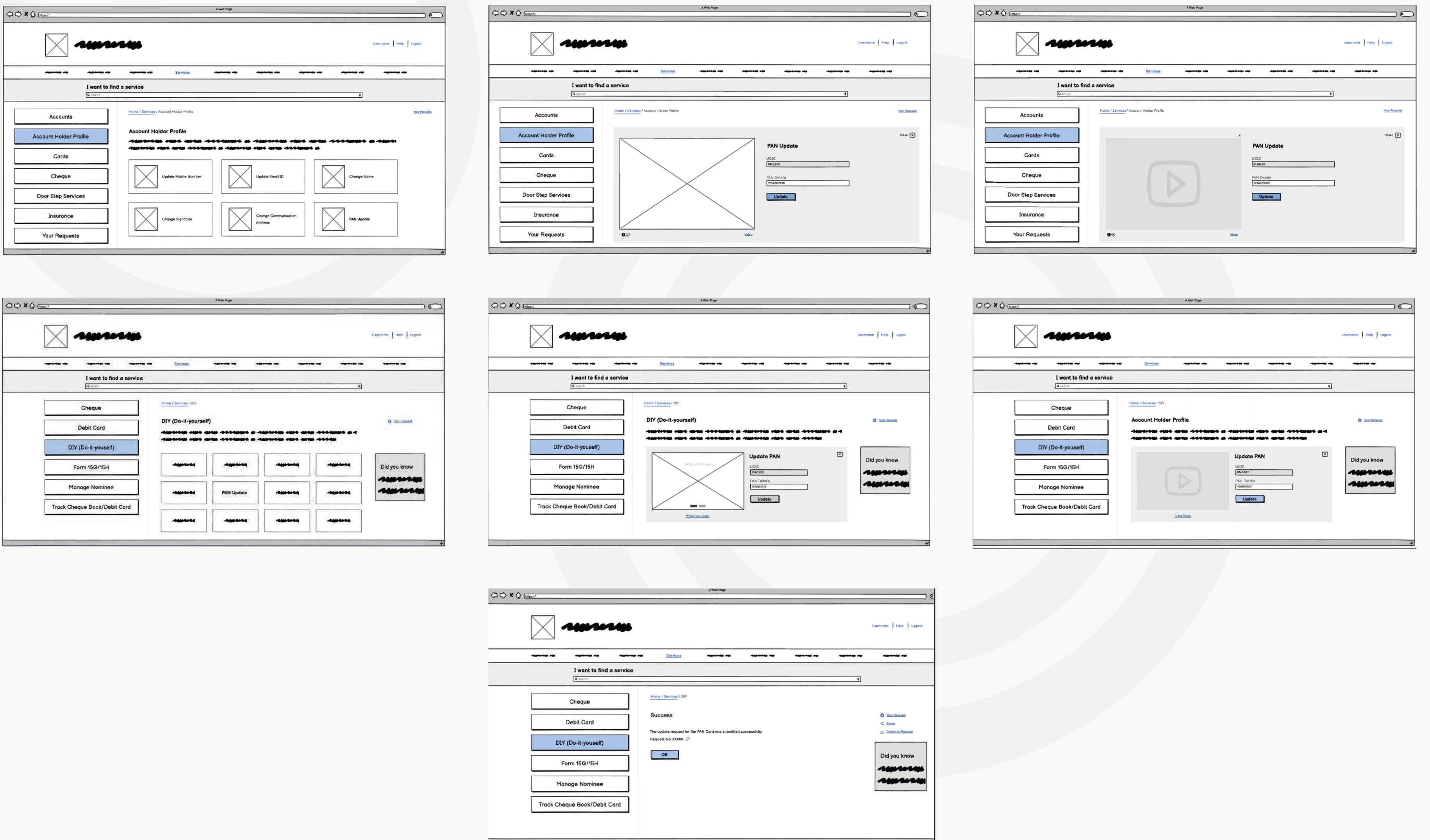
Card Sorting

Card sorting is a user-centered design technique used to understand how users categorize information and to inform the development of information architecture.

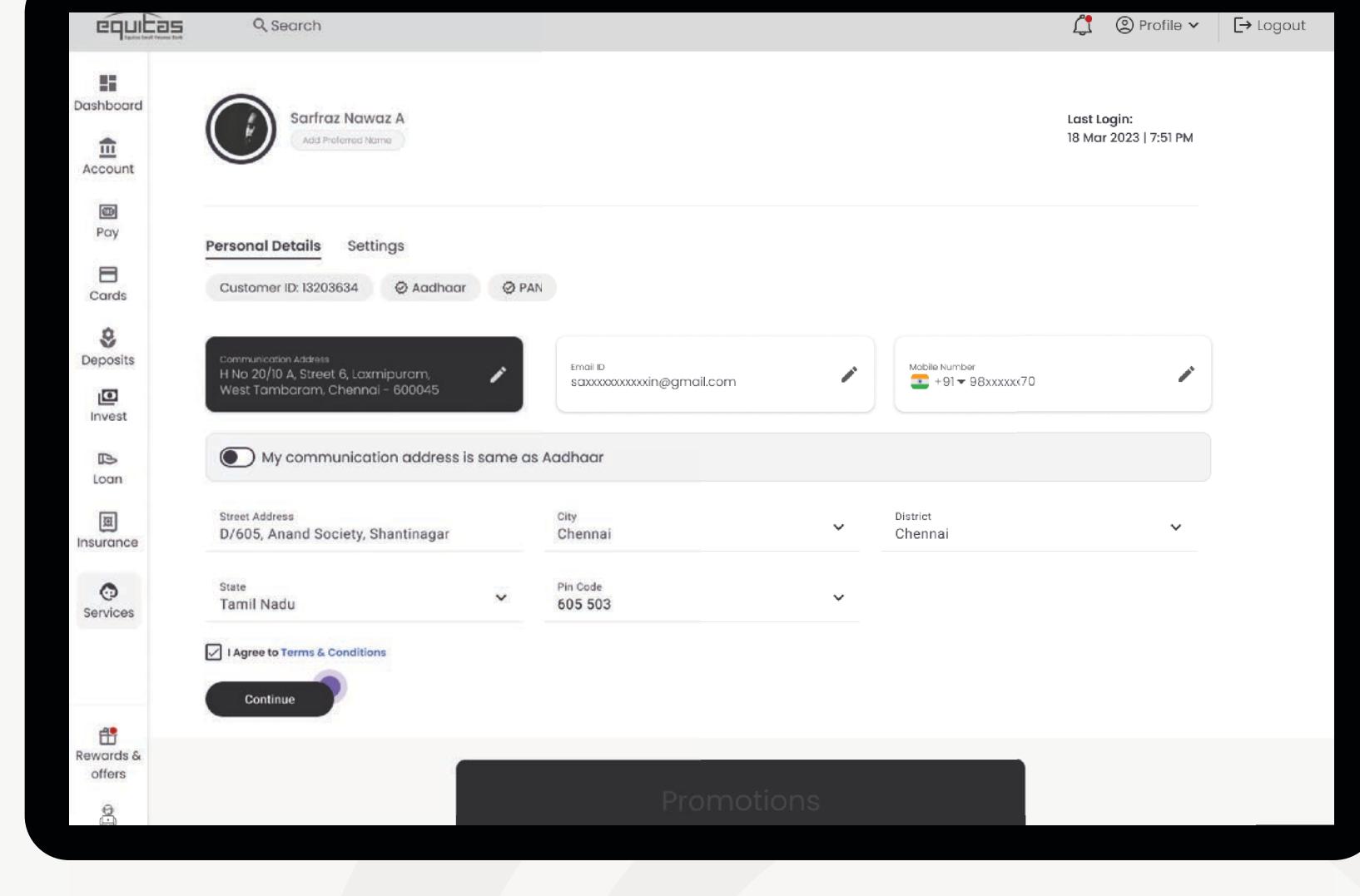
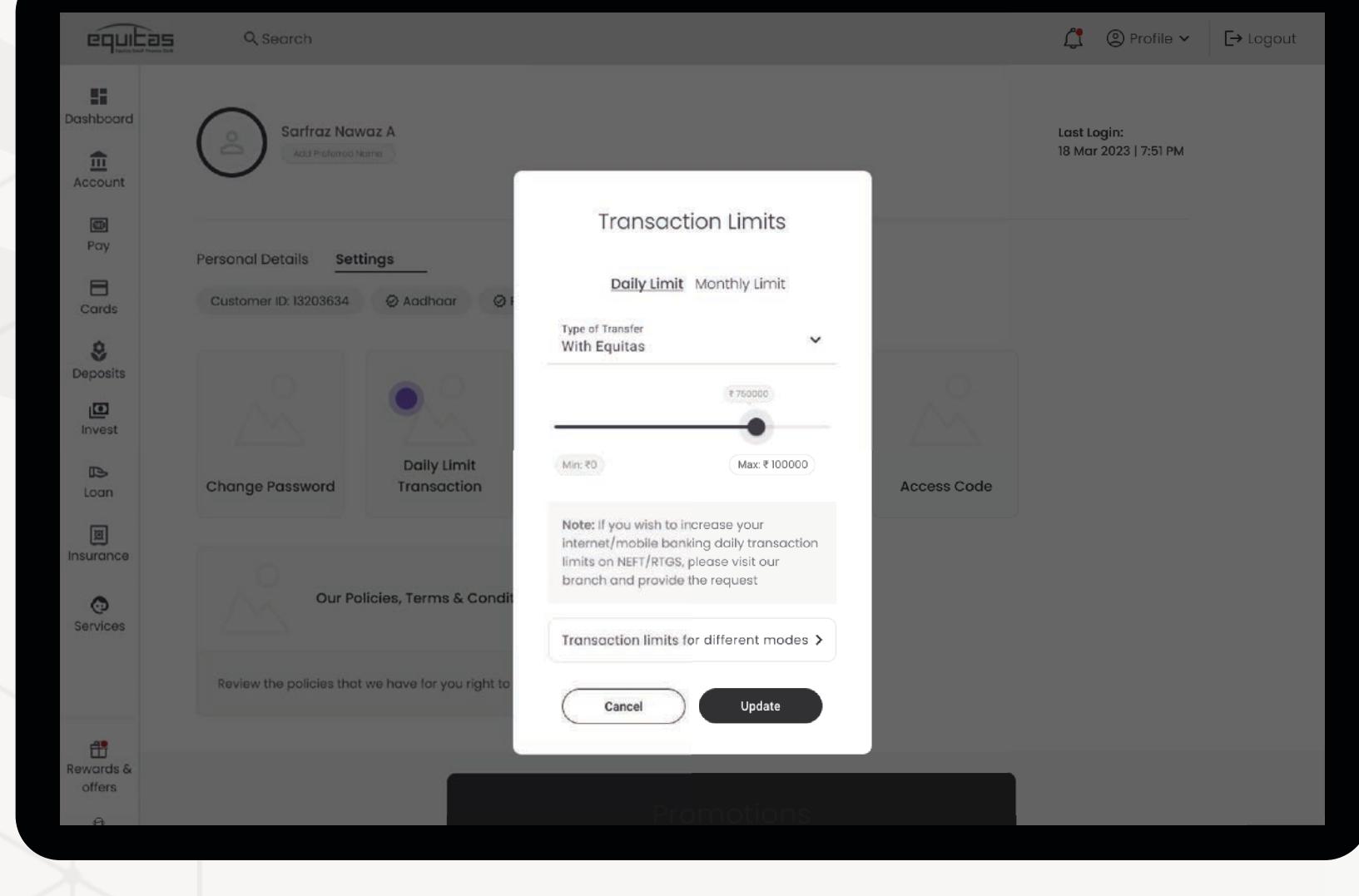
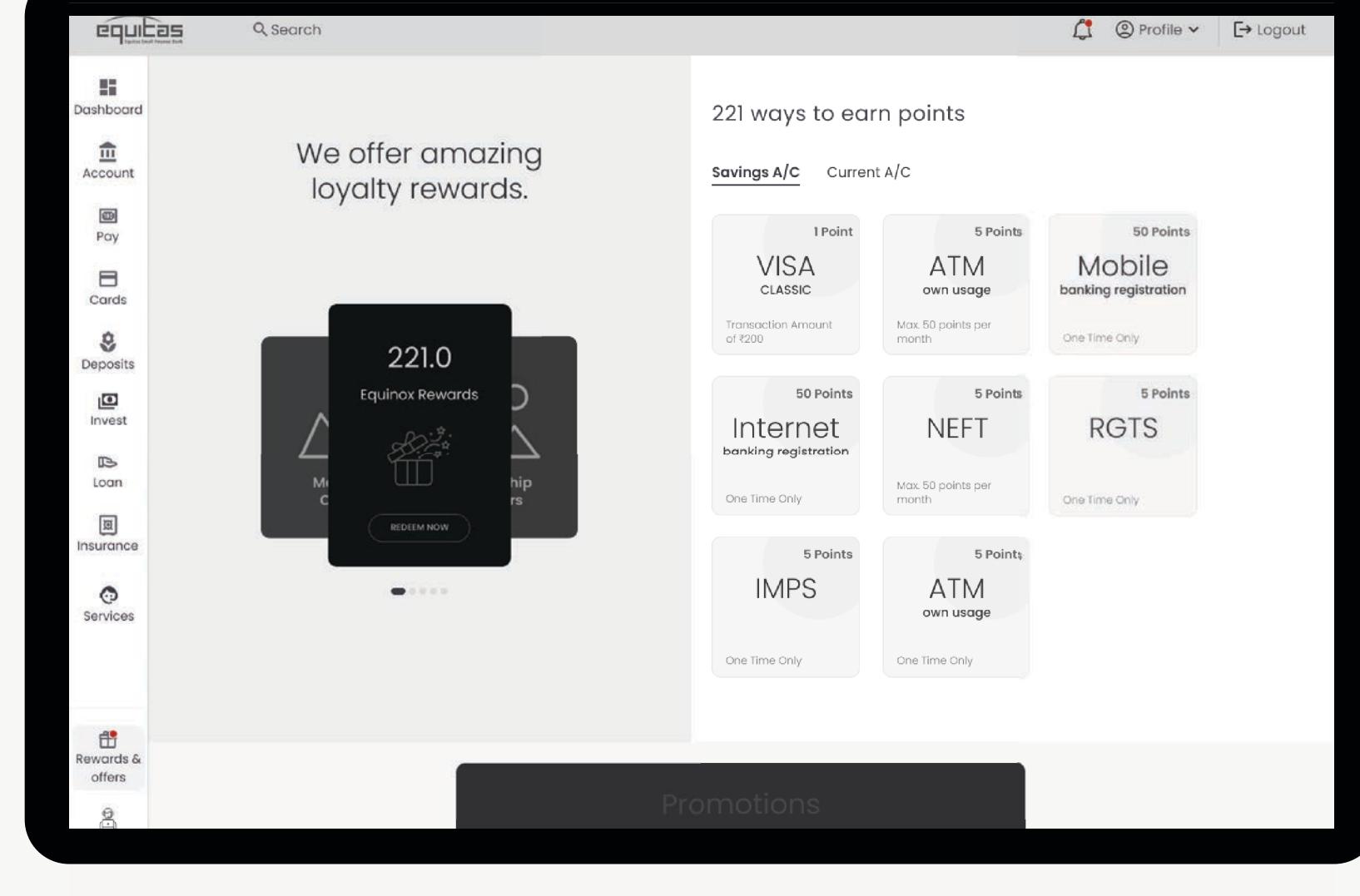
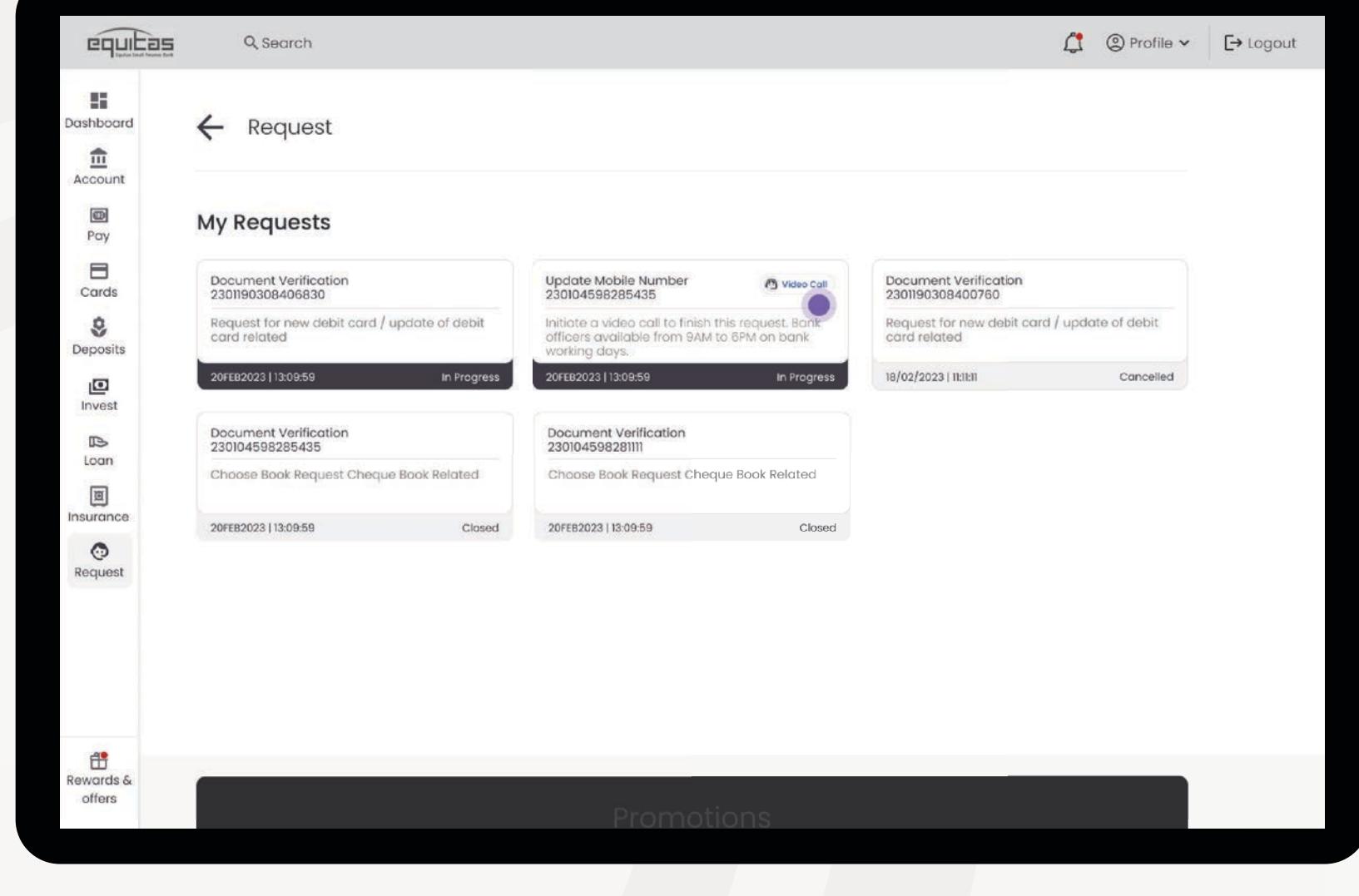
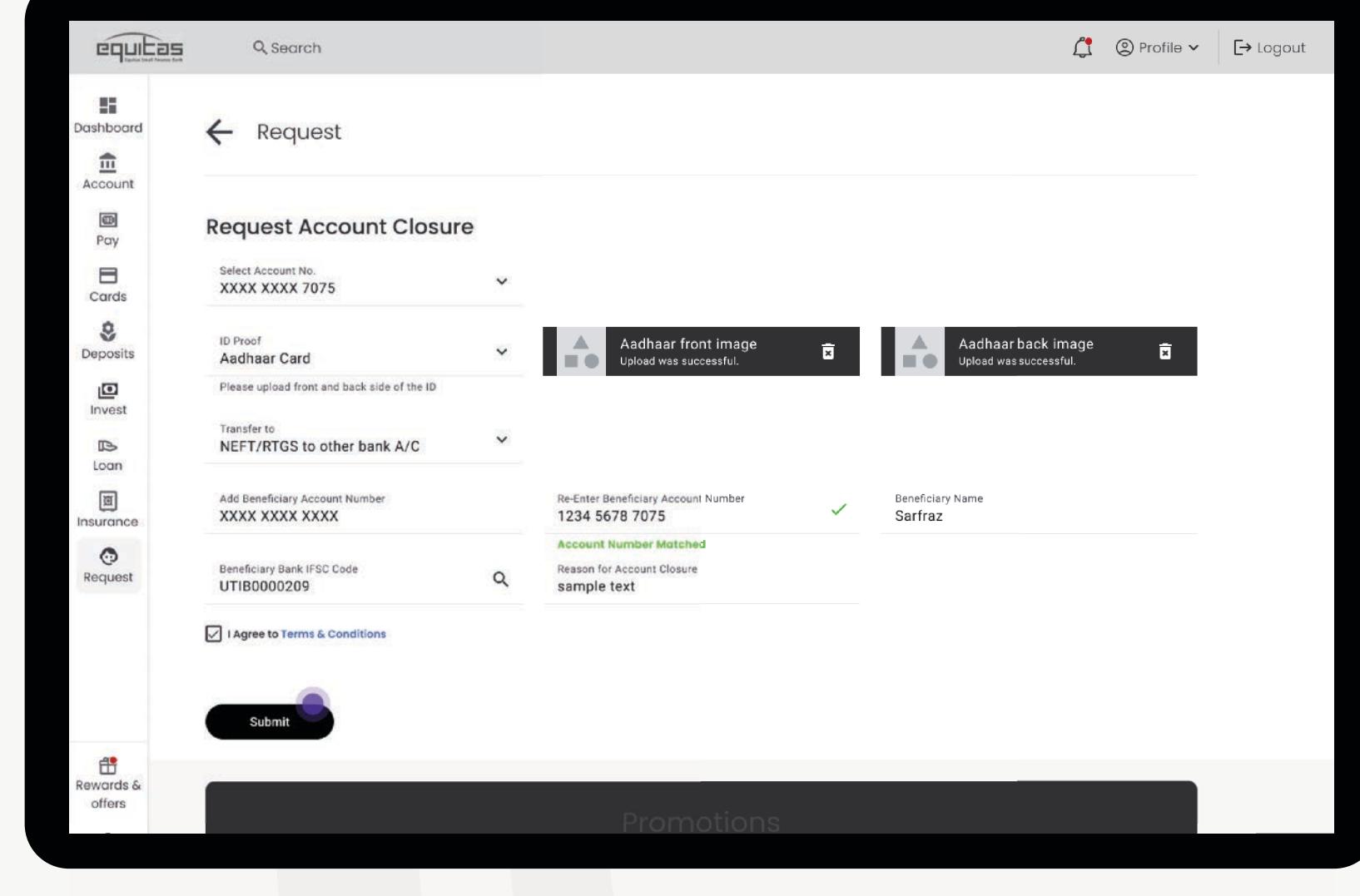
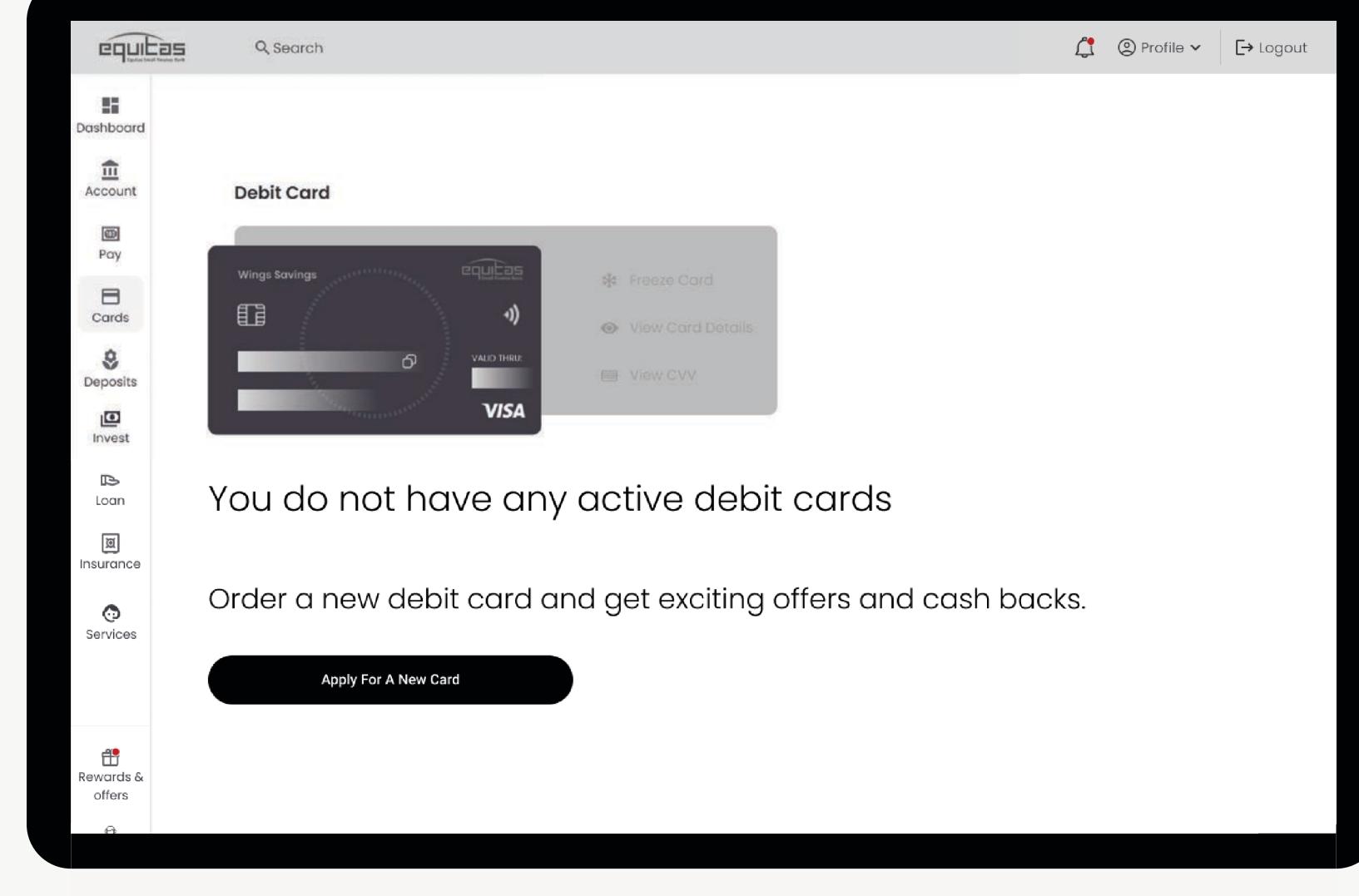
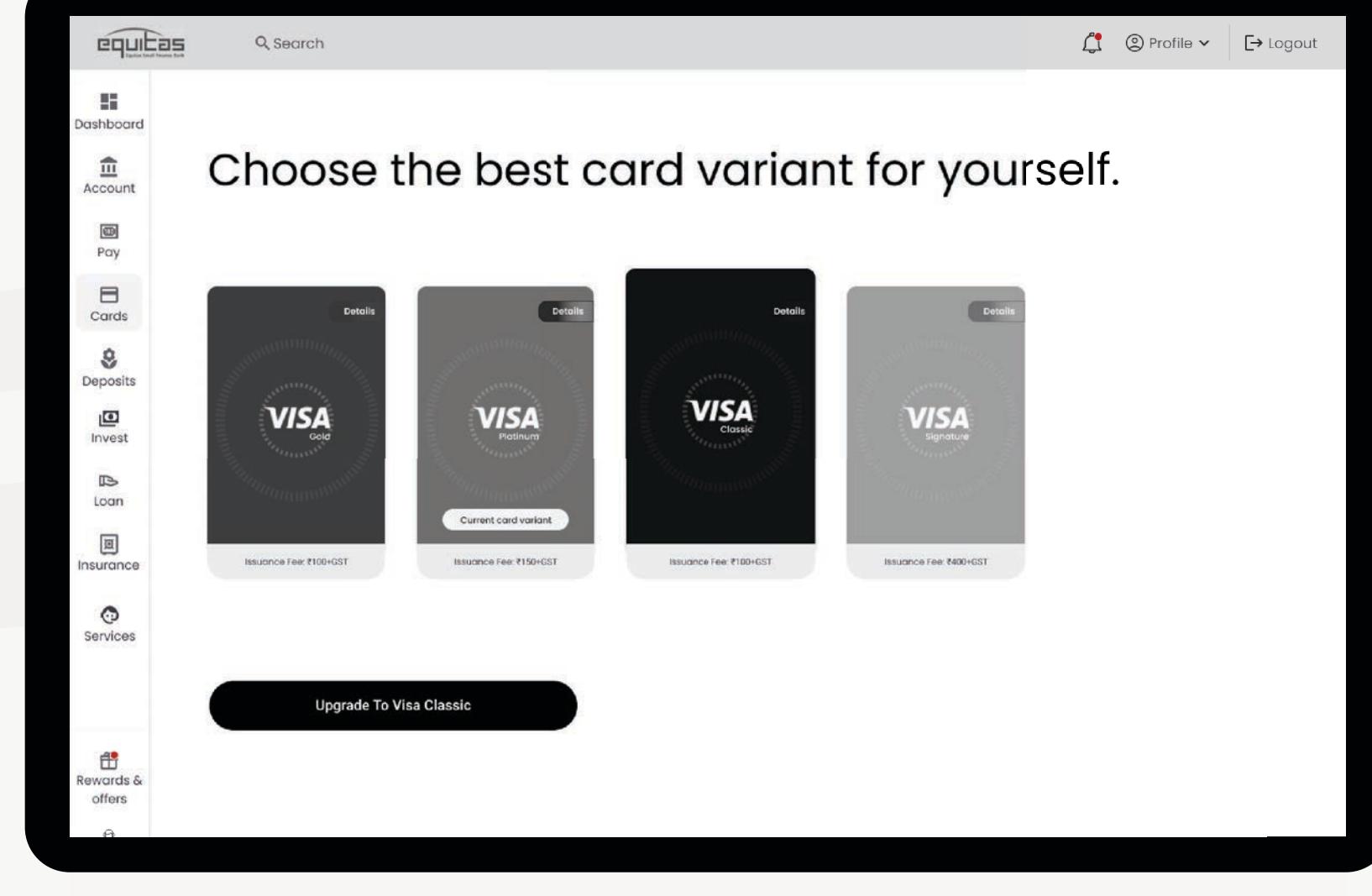
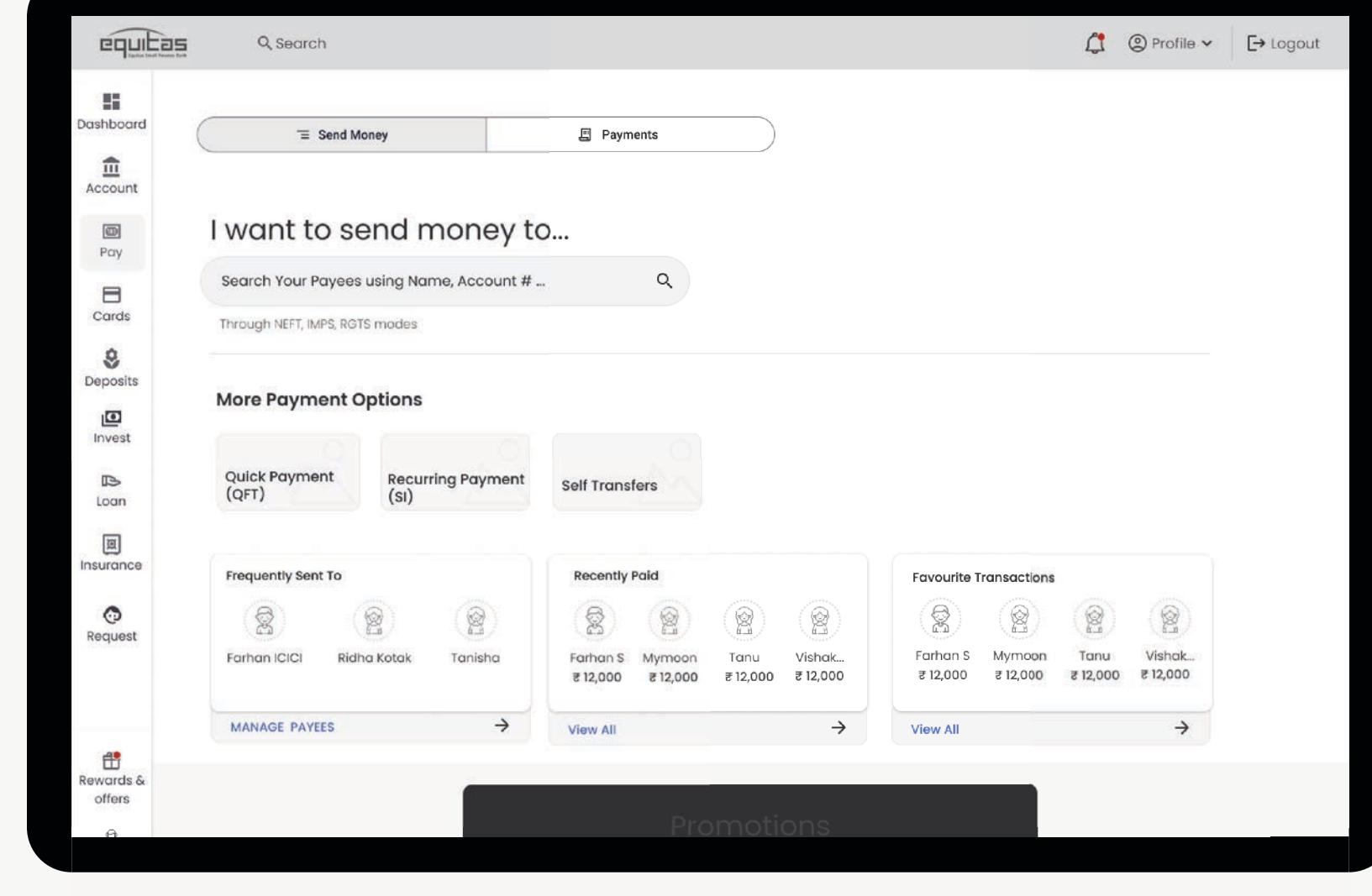
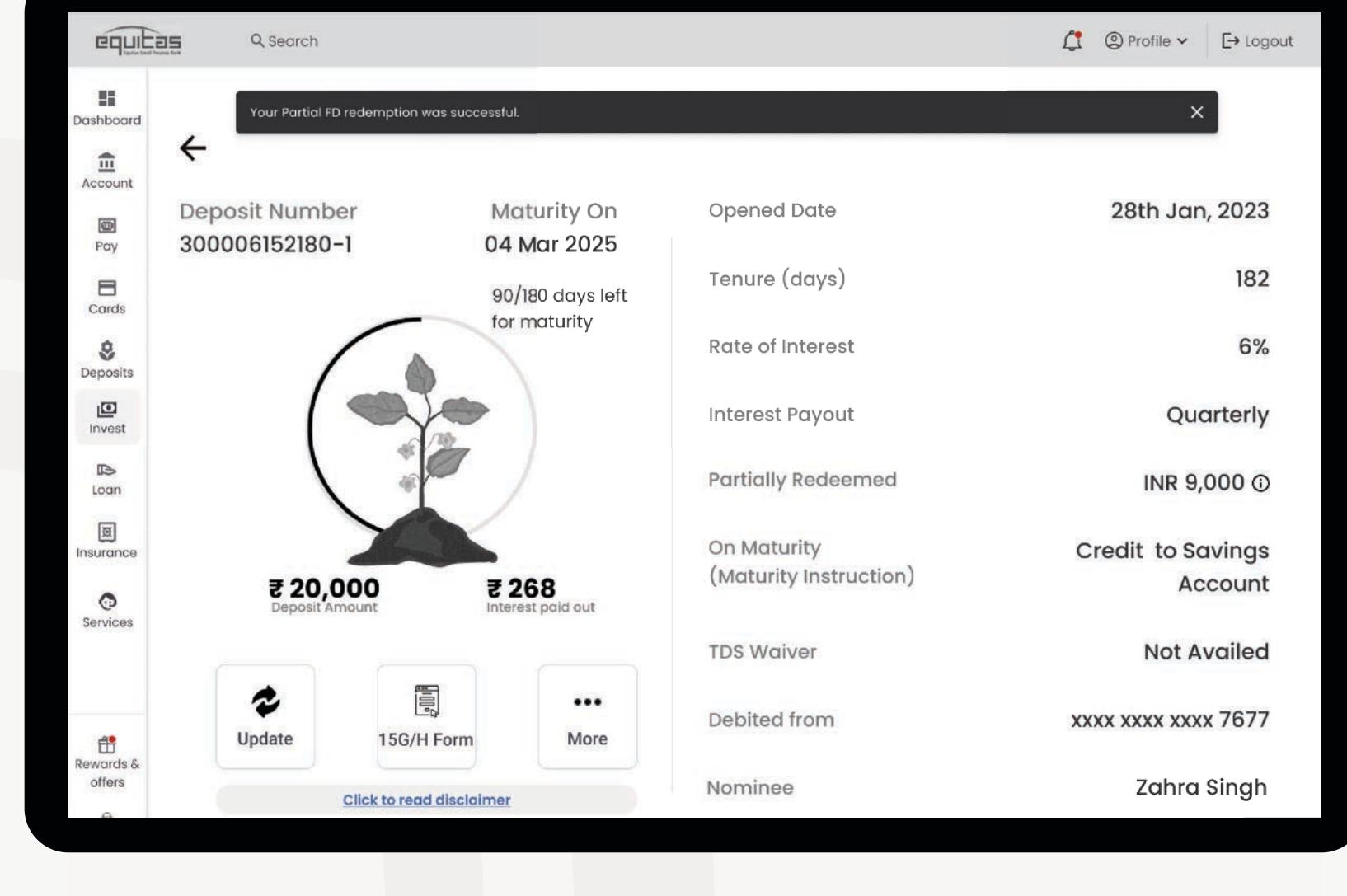
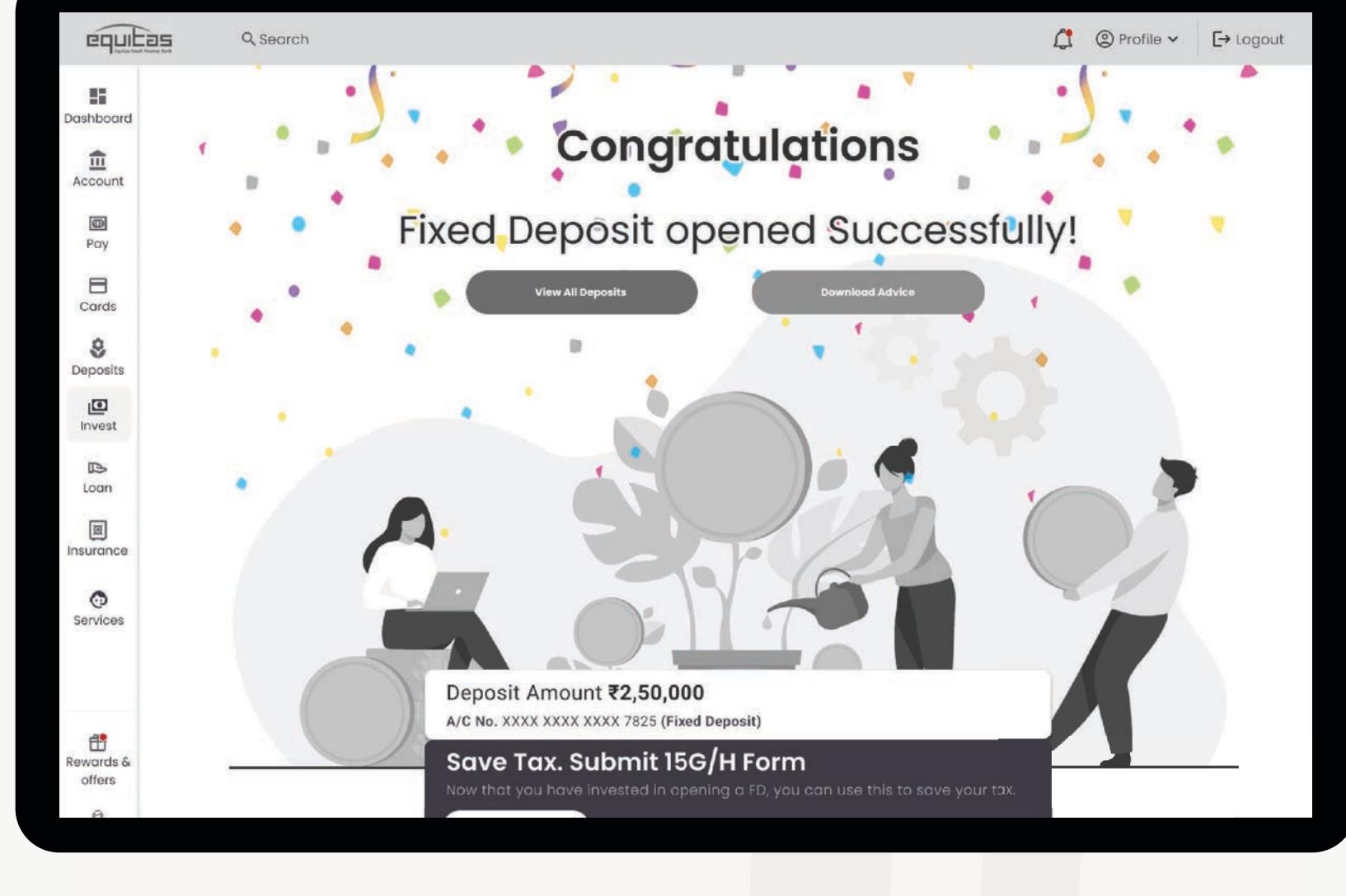
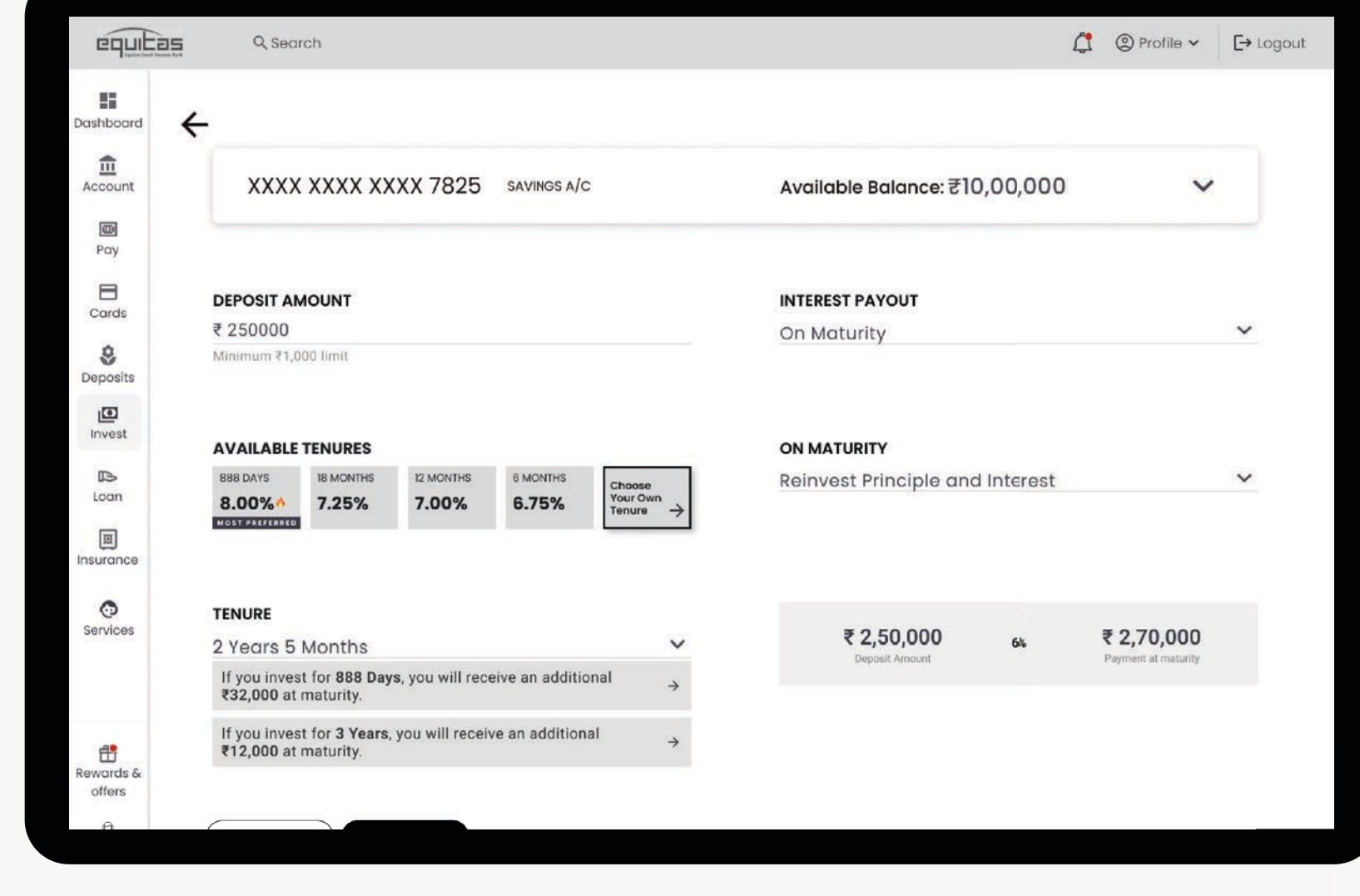
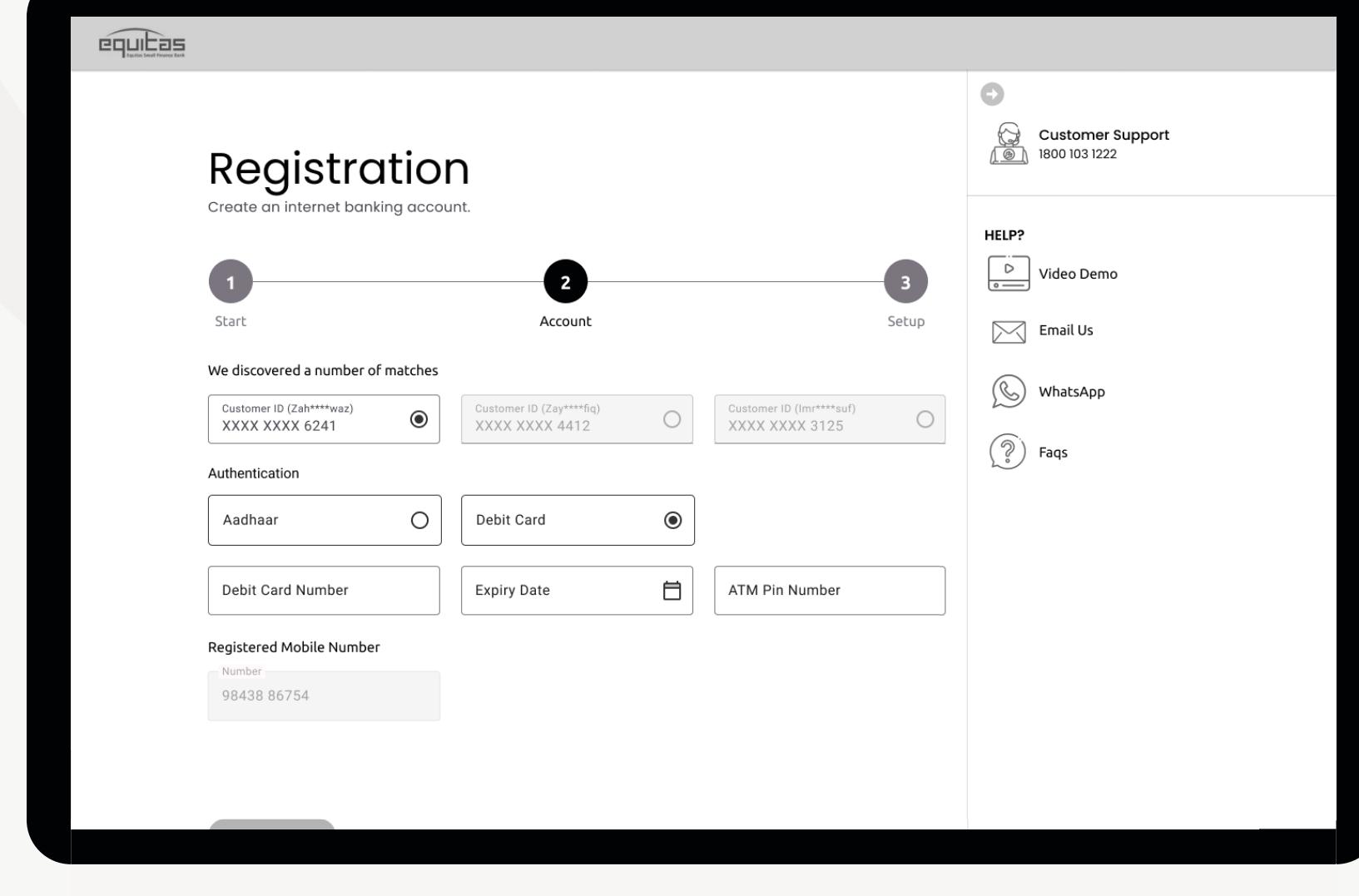
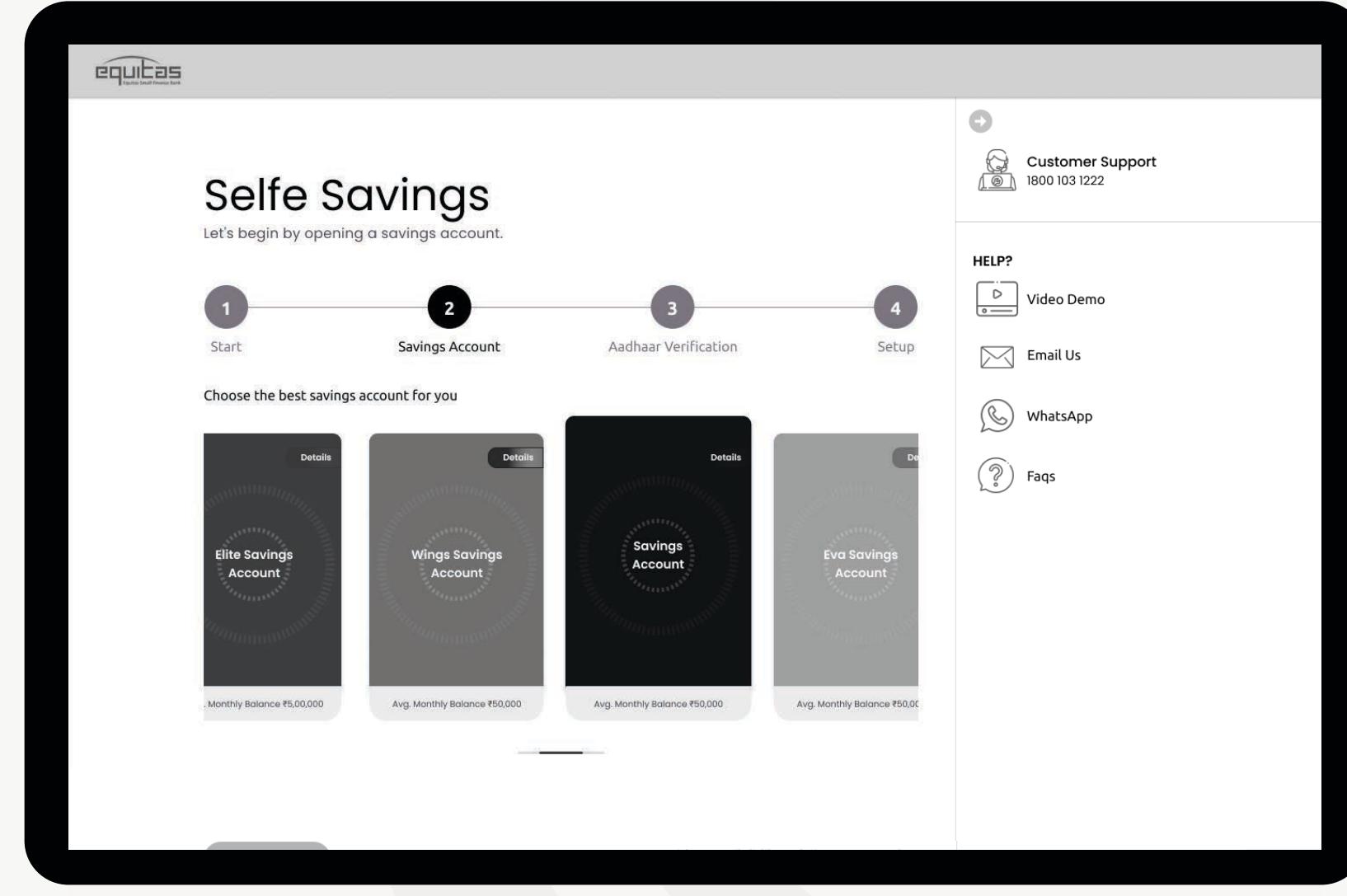
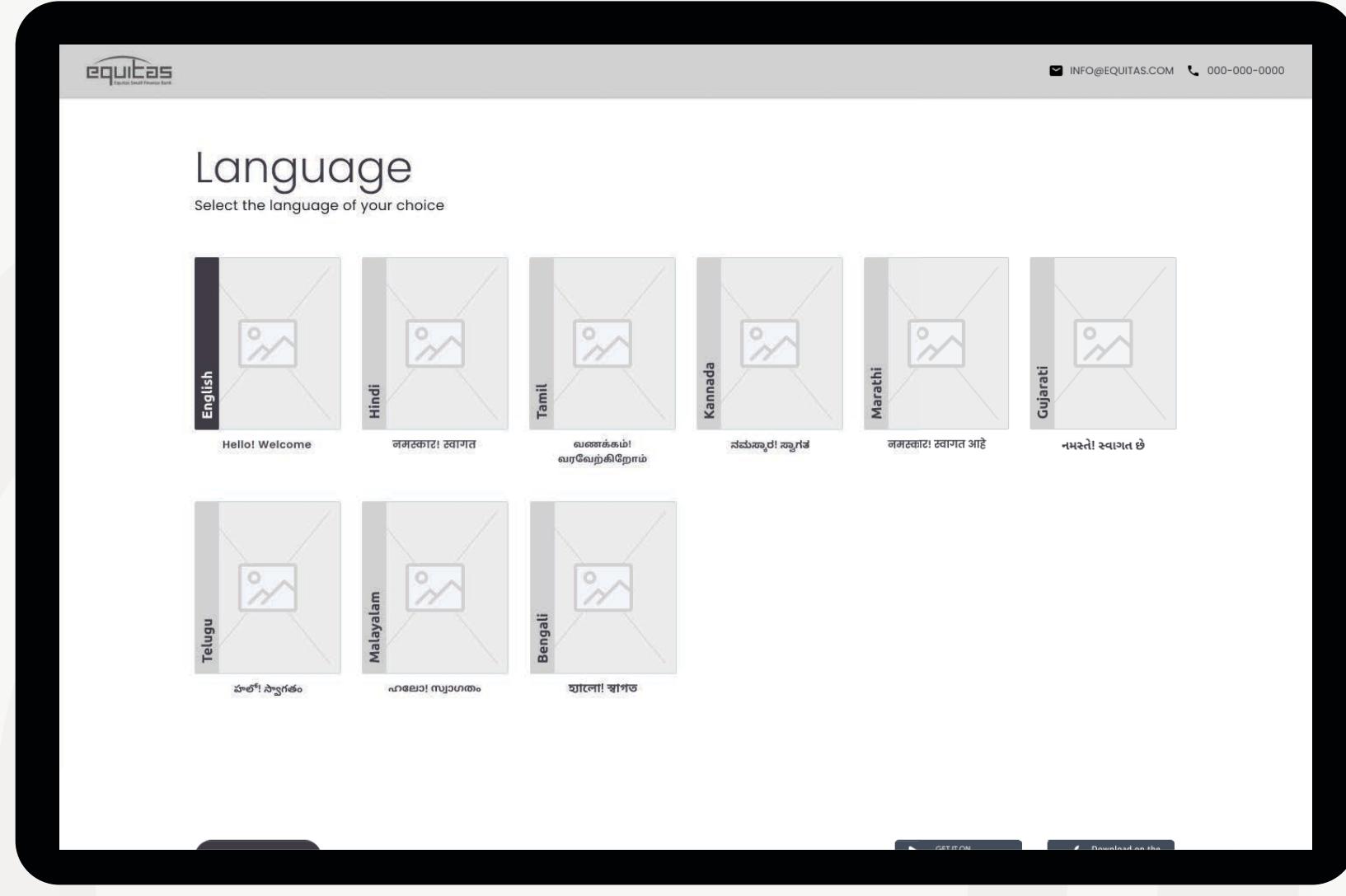


Wireframes

An interface or screen for a mobile app that provides an outline of the overall structure and layout without the specifics of the font, color scheme, or image composition. They act as a guide for the general design and operation of a digital product.



Lo - Fi Mockups (Android Devices)

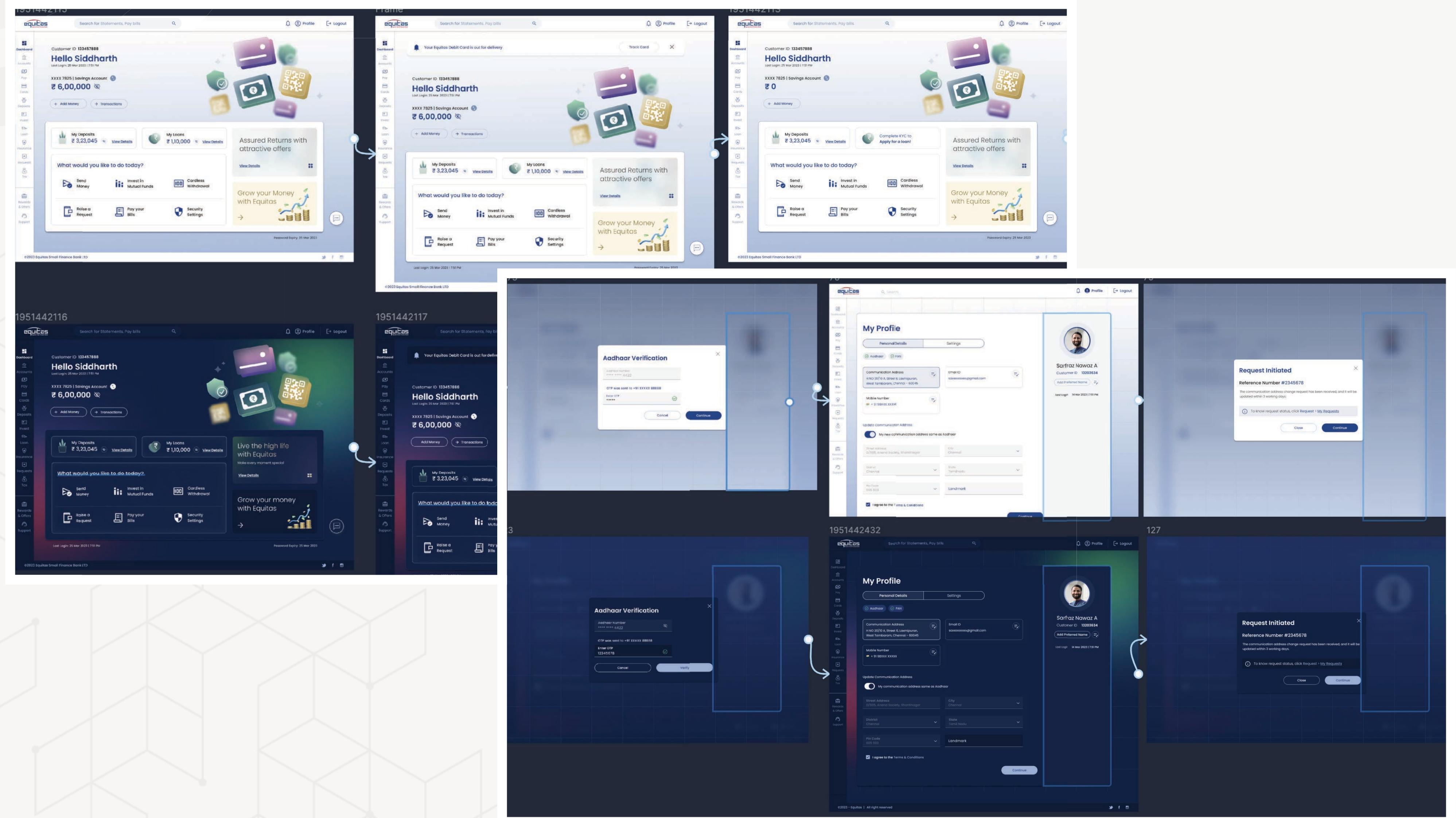


Hi - Fi Mockups

The image displays six high-fidelity digital mockups for a financial services application, likely a mobile banking or personal finance management app. The mockups are arranged in a grid-like pattern against a light gray background.

- Mockup 1: Home Dashboard**
This screen shows a summary of the user's accounts, recent transactions, and promotional offers. It includes sections for 'My Deposits' (₹ 3,23,045), 'Complete KYC to Apply for a loan', and 'Assured Returns with attractive offers'.
- Mockup 2: Requests**
This screen lists various requests in progress, such as 'Document Verification' and 'Update Mobile Number', each with a status (e.g., In Progress, Closed) and a timestamp.
- Mockup 3: Offers**
This screen highlights financial products: Mutual Funds, Initial Public Offering (IPO), and NPS. It also features 'Product Promotion and Nudges'.
- Mockup 4: Loyalty Points**
This screen displays the user's loyalty rewards points (221.0) and categories: Flagship, Equinox Rewards, and AerCard. It also shows transaction points for various activities like ATM usage and mobile banking.
- Mockup 5: Loans**
This screen shows a loan application for 'IB-Gold Loan' with details: Disbursed Amount ₹ 2,00,000, Principal Outstanding ₹ 50,000, Interest Rate 14%, and EMI Amount ₹ 2,500. It includes a circular icon with coins and a 14% interest rate.
- Mockup 6: Deposits**
This screen shows a savings account summary: Deposit Amount ₹ 20,000, Deposit Number 300006152180-1, Maturity On 04 March 2025, and a note: '90/180 days left for maturity'. It also includes a 'Click to read disclaimer' button.
- Mockup 7: Payments**
This screen displays recent transactions: UPI and IMPS payments made on Tuesday, 20 Feb.
- Mockup 8: Recharge**
This screen allows users to search for and select recharge plans for mobile numbers. It shows various plan options with details like validity, talk time, and SMS included.

Prototype Screenshot



Style Guide

Colour Palette



0067A2



D2D9E6



F4F4F4



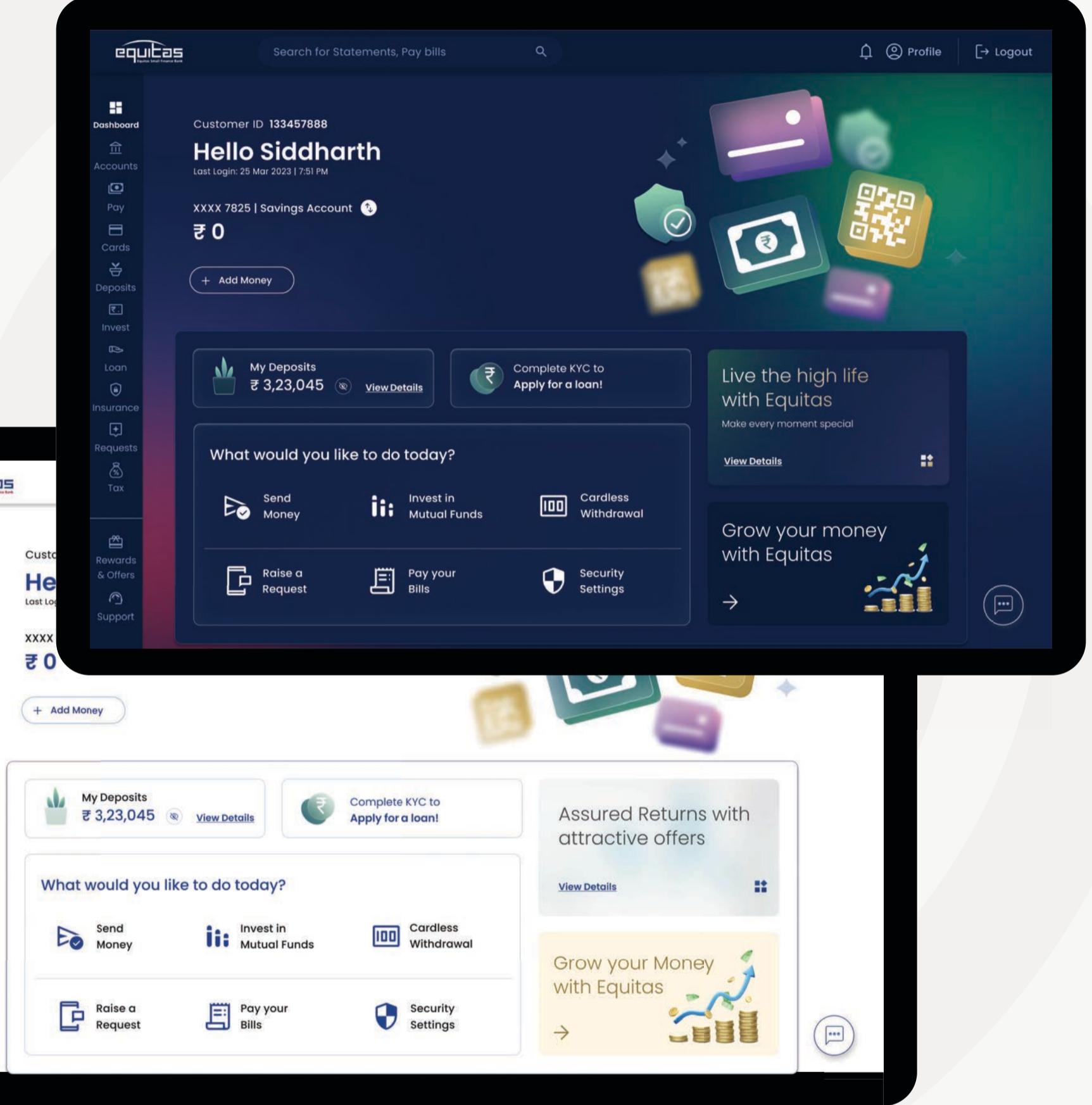
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Typefaces

Headings: Aa

Headings: Aa

Headings: Aa



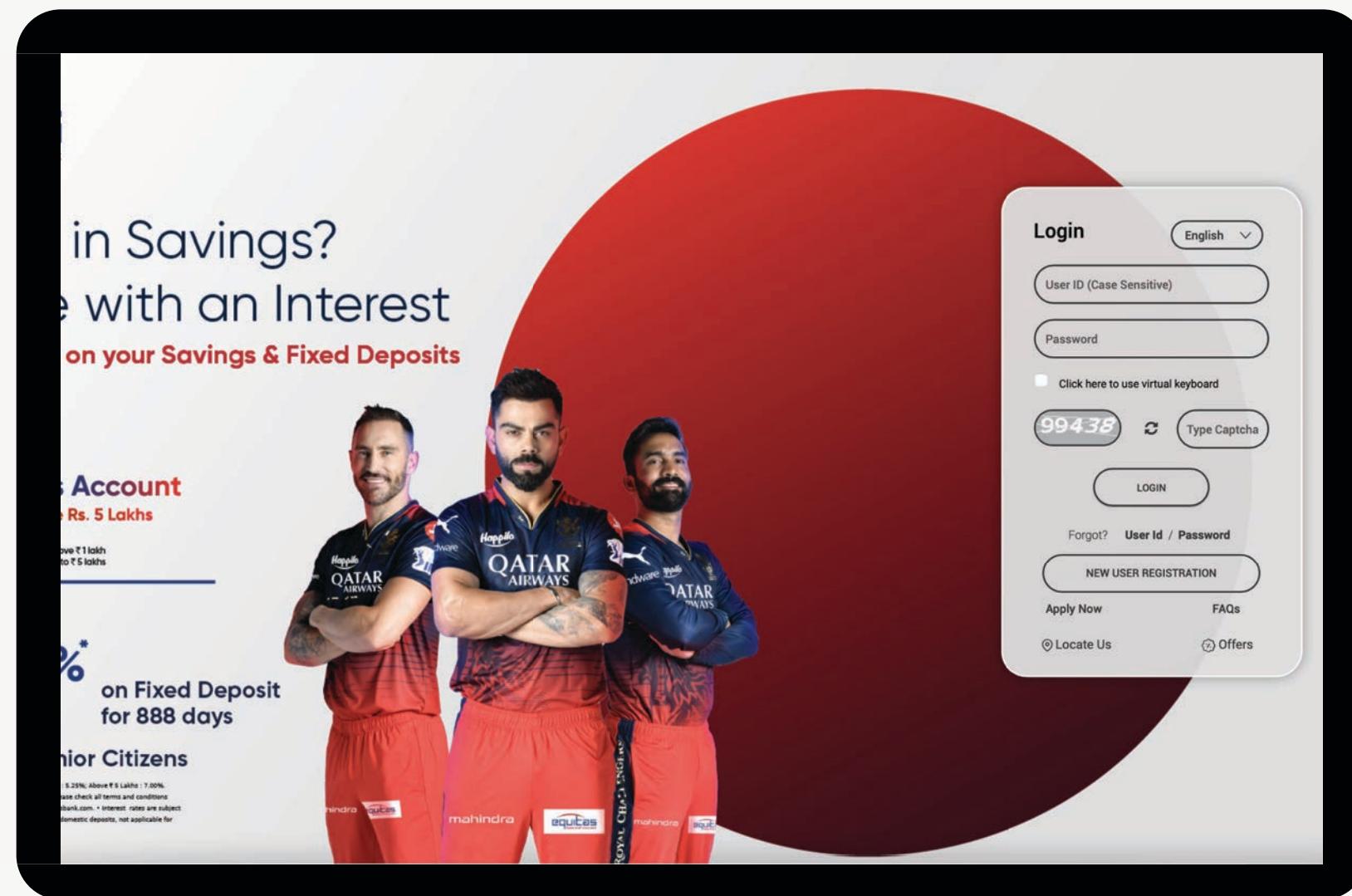
Usability Testings

Usability testing provides valuable insights into how users interact with a product or service, allowing UX designers to make informed decisions and create a more user-centred and intuitive experience. It helps identify usability issues early in the design process, reducing the risk of costly redesigns and improving overall user satisfaction.

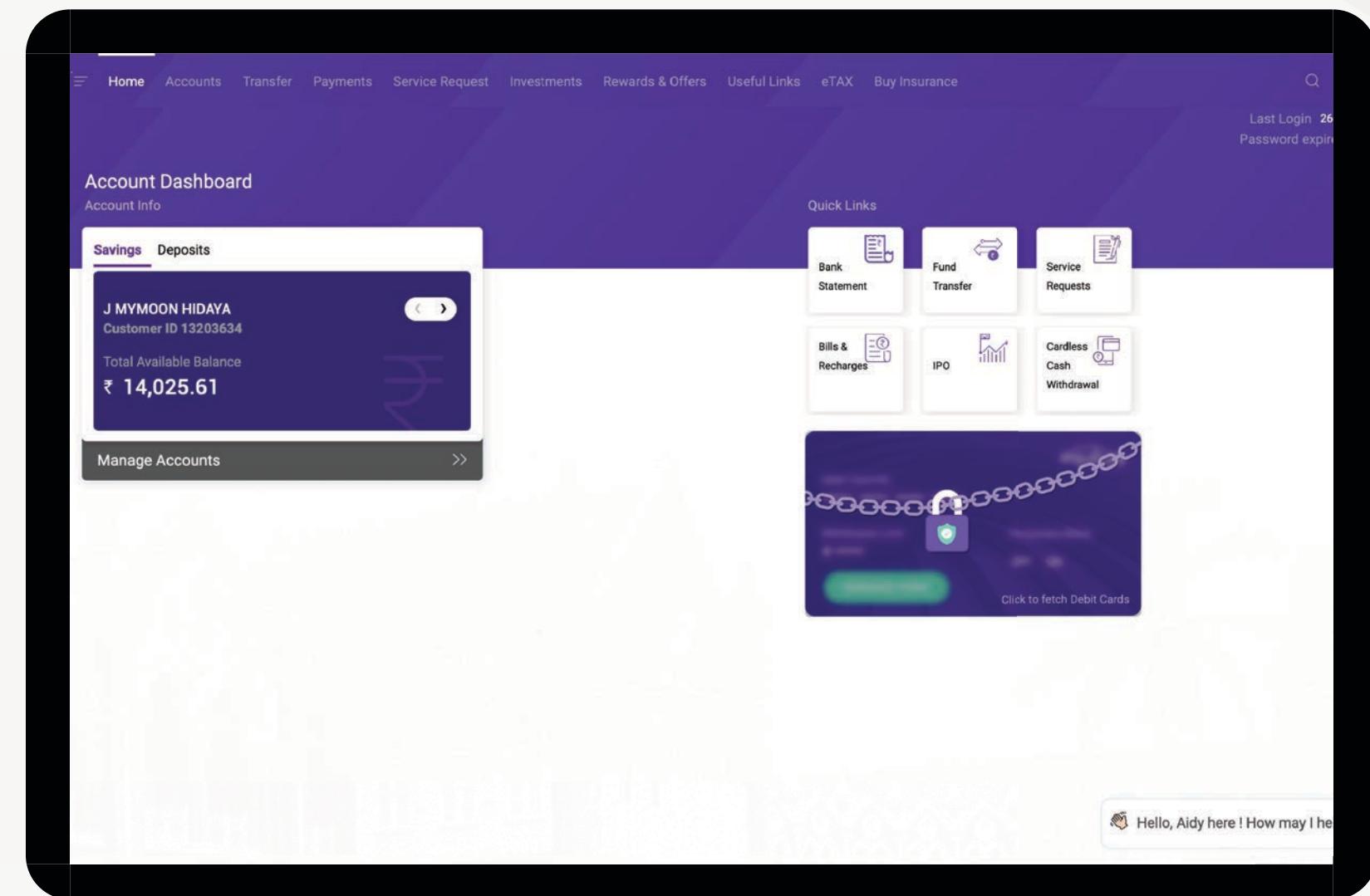
Key Insights

- **Define Testing Objectives:** Clearly define the goals and objectives of the usability testing.
- **Recruit Participants:** Identify and recruit participants who represent your target user base.
- **Prepare Test Materials:** Prepare the necessary materials for the usability test, such as prototypes, wireframes.
- **Conduct the Testing Sessions:** Schedule and conduct the usability testing sessions with the participants.
- **Observe and Take Notes:** As participants navigate through the product or service, observe their interactions, behaviors.
- **Collect User Feedback:** After participants complete the test scenarios, conduct a debriefing session to gather their overall impressions, thoughts, and suggestions.
- **Analyse and Synthesise Findings:** Review the collected data, including observation notes, participant feedback, and any quantitative metrics (if available).

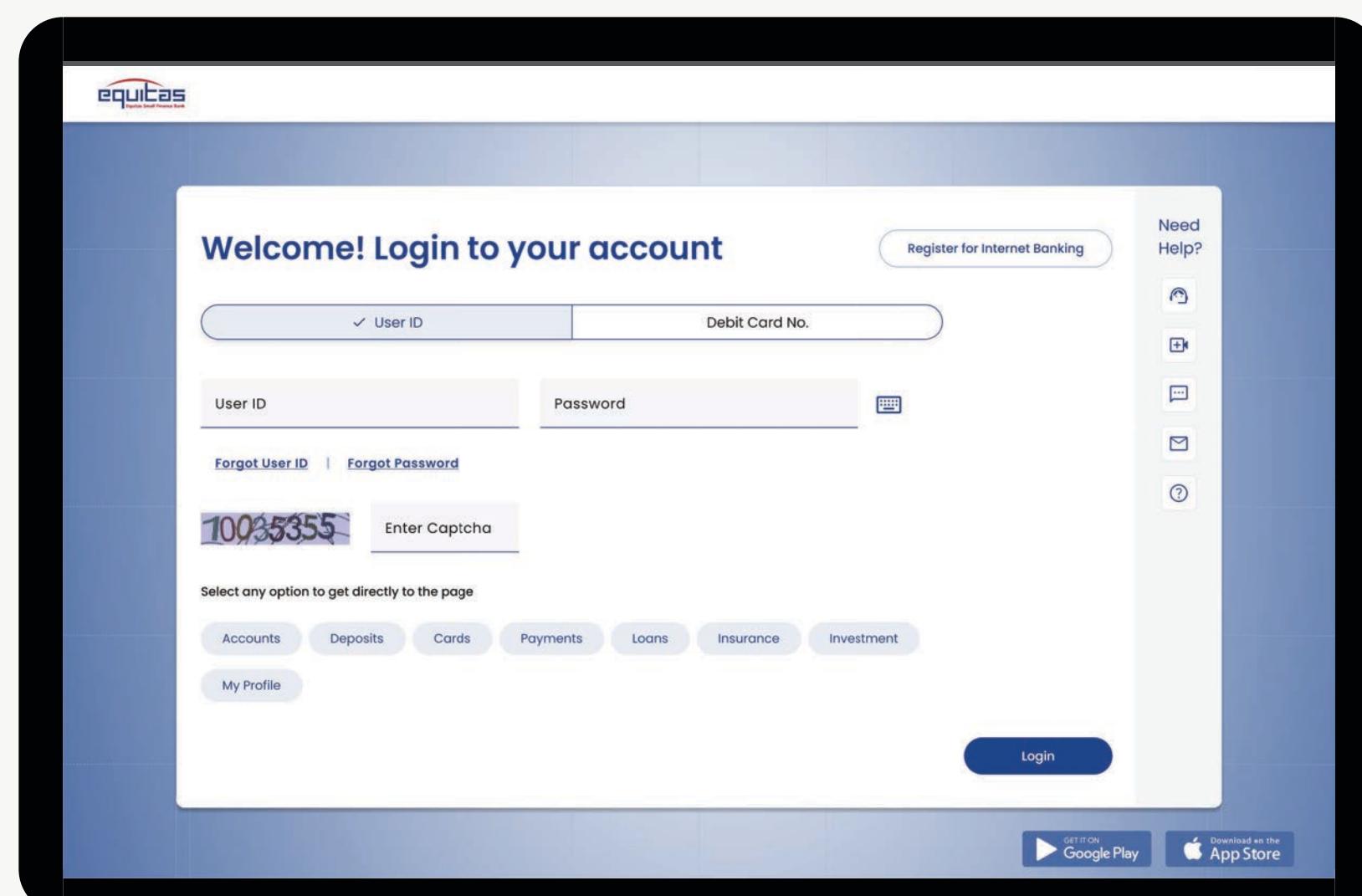
Before usability study



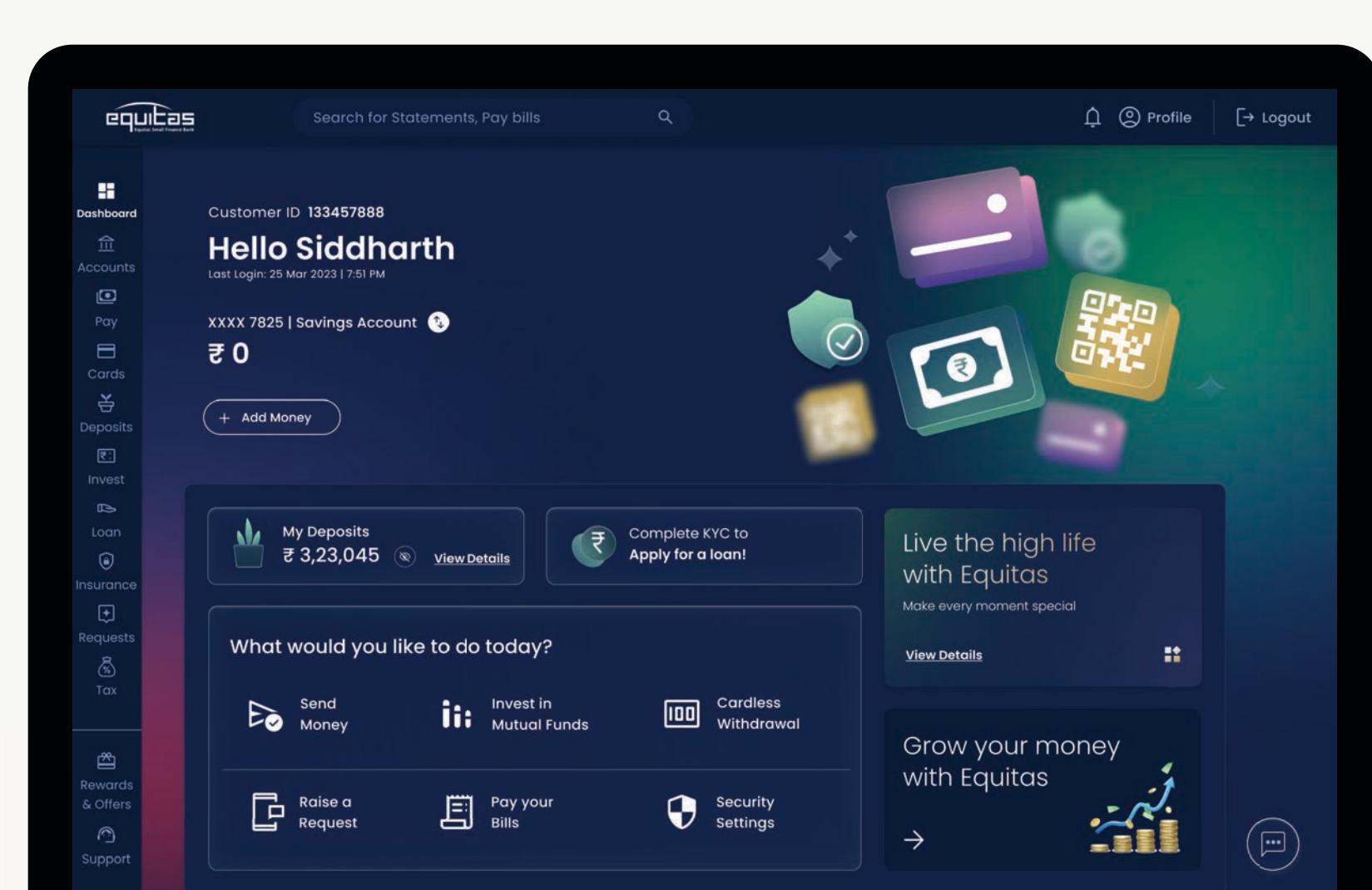
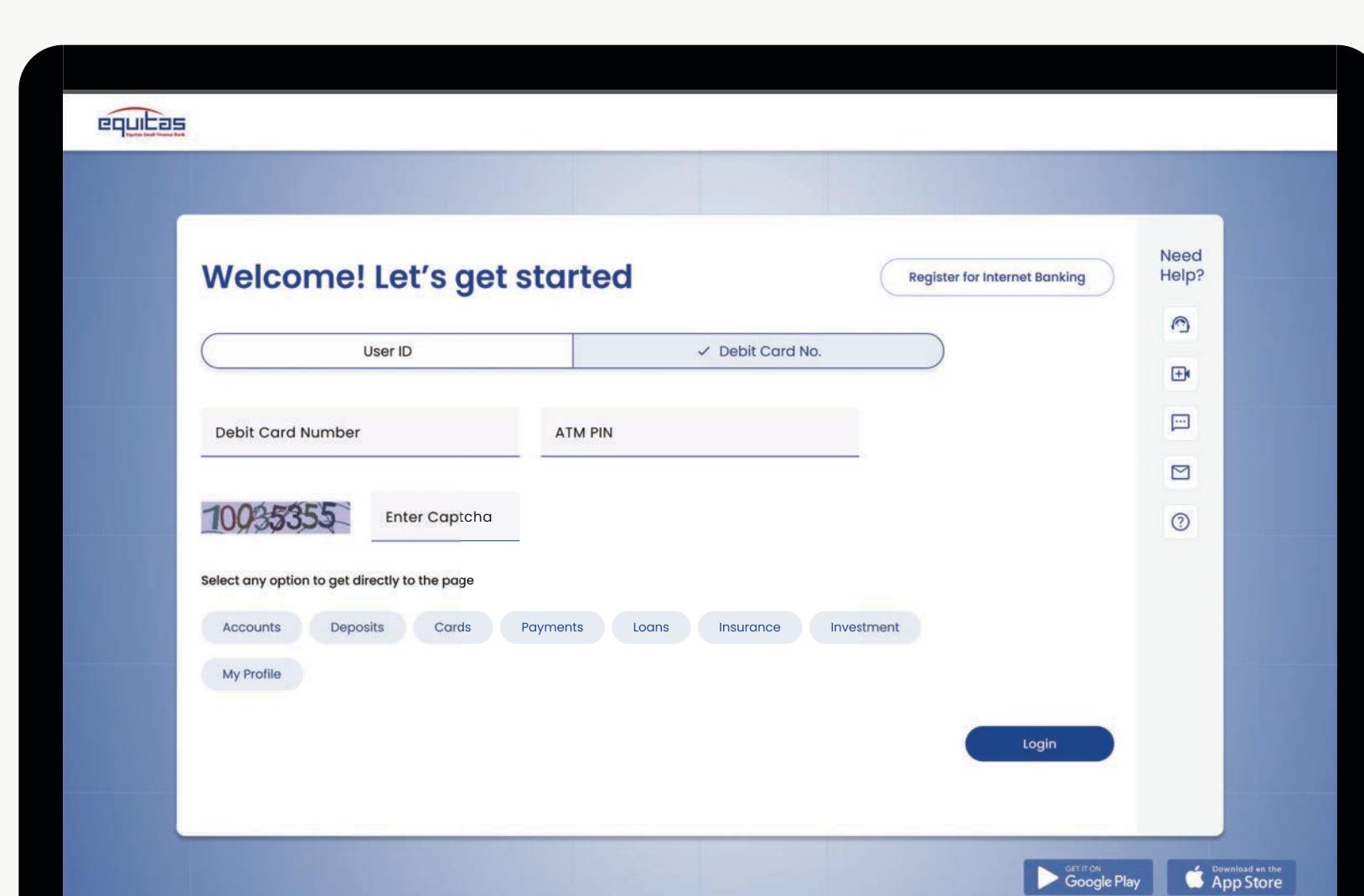
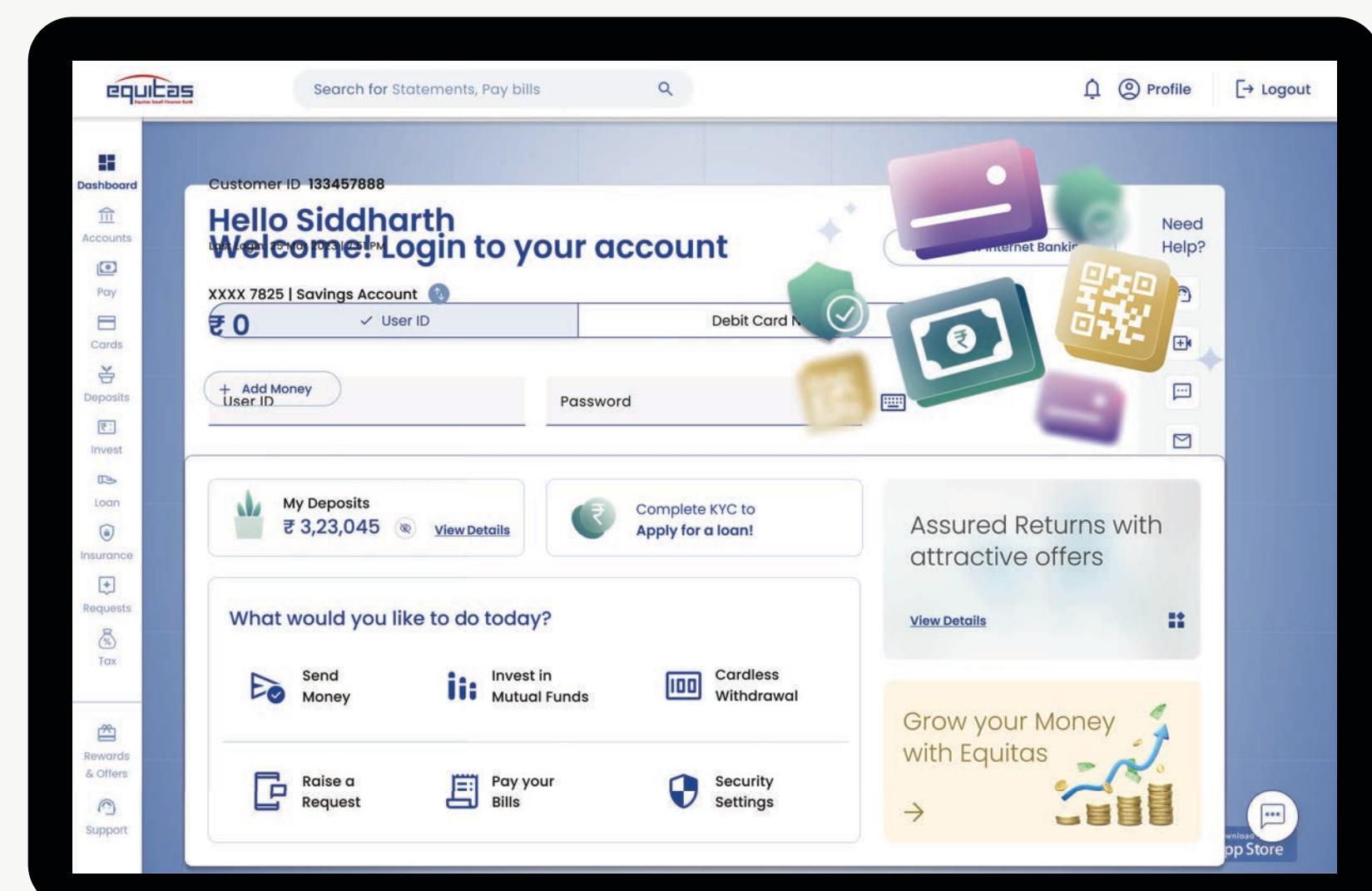
Before usability study



After usability study



After usability study



Lessons Learned

As a UX designer, there are several valuable lessons that can be learned throughout your career.

- **User-Centered Design:** Putting the user at the center of the design process is crucial. Understanding user needs, conducting user research, and involving users in testing and feedback loops help create products and experiences that truly meet their needs.
- **Iterative Design:** Design is an iterative process, and it's essential to embrace feedback and iterate on designs based on user insights. Testing early and often allows for continuous improvement and avoids costly design changes later in the process.
- **Collaboration and Communication:** Collaboration with stakeholders, developers, and other team members is key to successful design outcomes. Clear and effective communication helps align expectations, share ideas, and ensure everyone is working towards the same goals.
- **Empathy and Advocacy:** Developing empathy for users and advocating for their needs is crucial. Understanding their pain points, frustrations, and motivations helps create designs that address their specific challenges and provide meaningful solutions.
- **Flexibility and Adaptability:** Being open to change and adaptable in the face of new information or evolving requirements is essential. Designers must be willing to pivot, adjust, and explore alternative solutions based on user feedback and project constraints.
- **Design Documentation:** Creating clear and comprehensive design documentation is important for effective collaboration and handoff with development teams. Documenting design decisions, user flows, and interactions helps ensure a shared understanding and smooth implementation.
- **Continuous Learning:** The field of UX design is ever-evolving, and staying updated with the latest trends, tools, and methodologies is crucial. Continuous learning through reading, attending conferences, participating in workshops, and engaging with the design community helps grow as a designer.
- **Balancing User Needs and Business Goals:** Striking a balance between user needs and business goals is a challenge. Understanding business objectives and finding creative solutions that meet both user and business requirements is a valuable skill for UX designers.
- **Embracing Constraints:** Design often operates within constraints such as budget, time, and technological limitations. Embracing these constraints as opportunities for creativity and innovation can lead to more effective and realistic design solutions.

Let's Connect

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