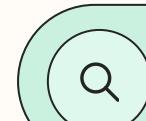
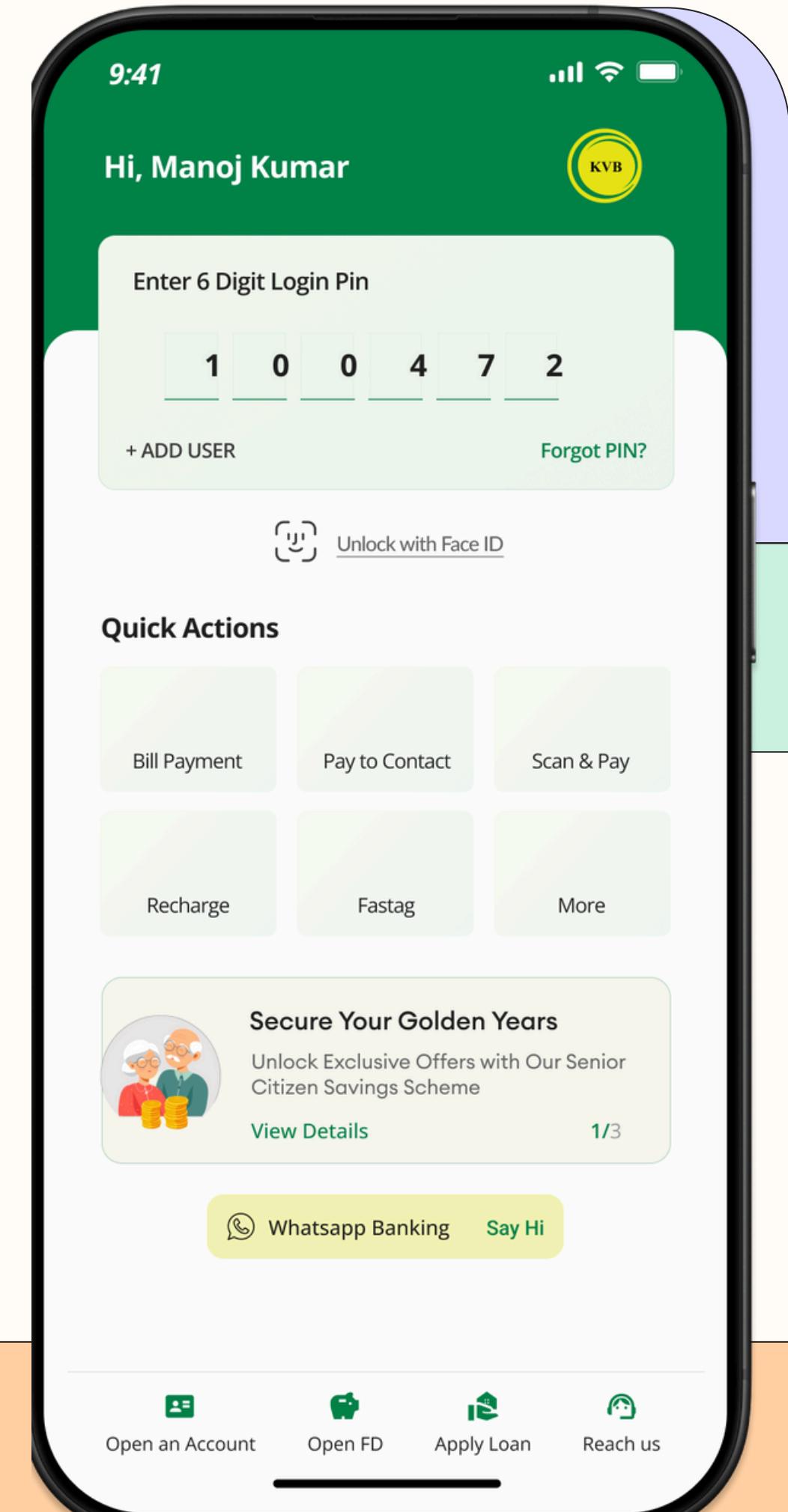


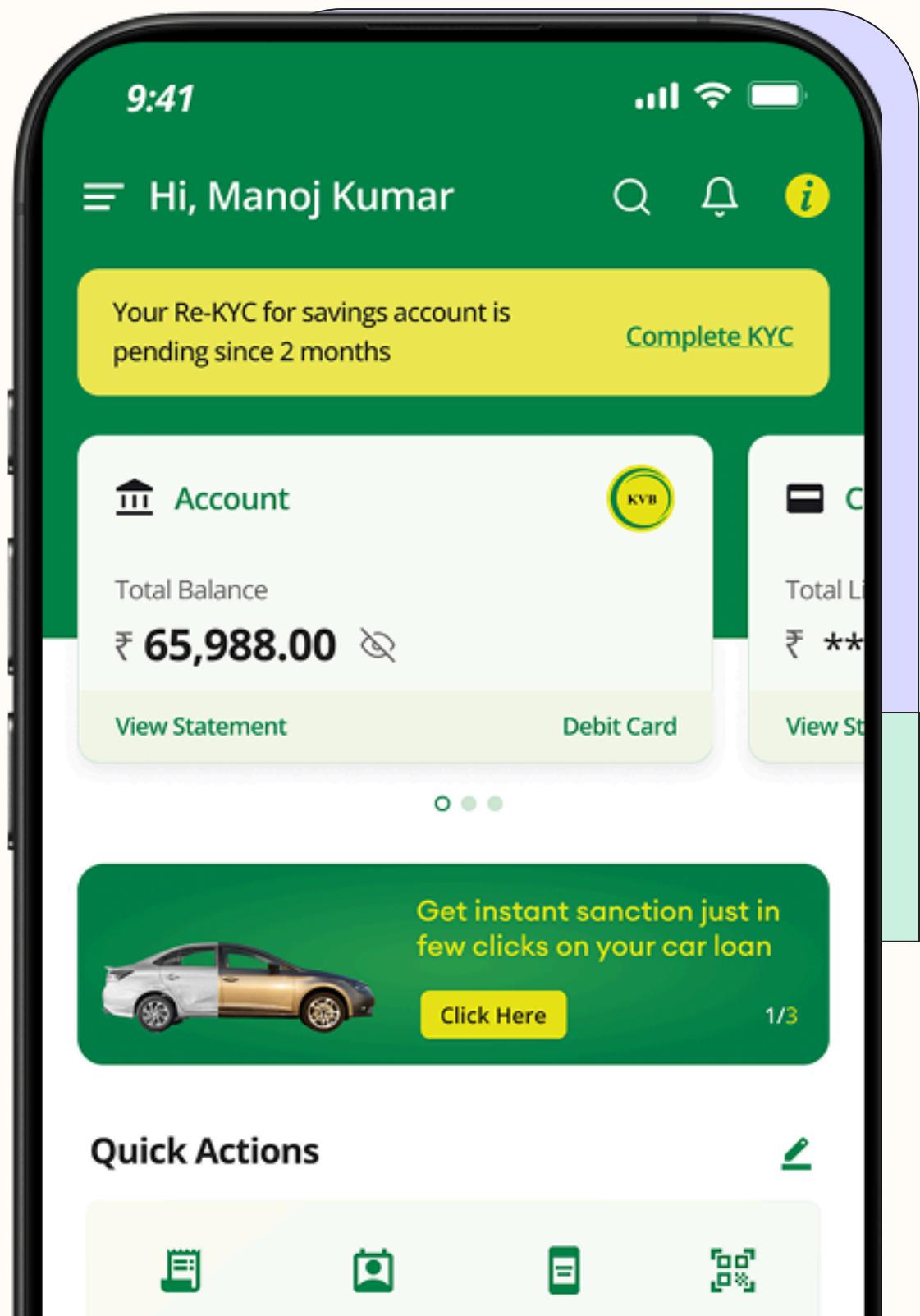
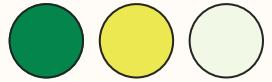
Elevating User Experience in Karur Vysya Bank's Mobile App

A Seamless, Intuitive, and User-Centric Digital Banking Journey



Innovative & Collaborative

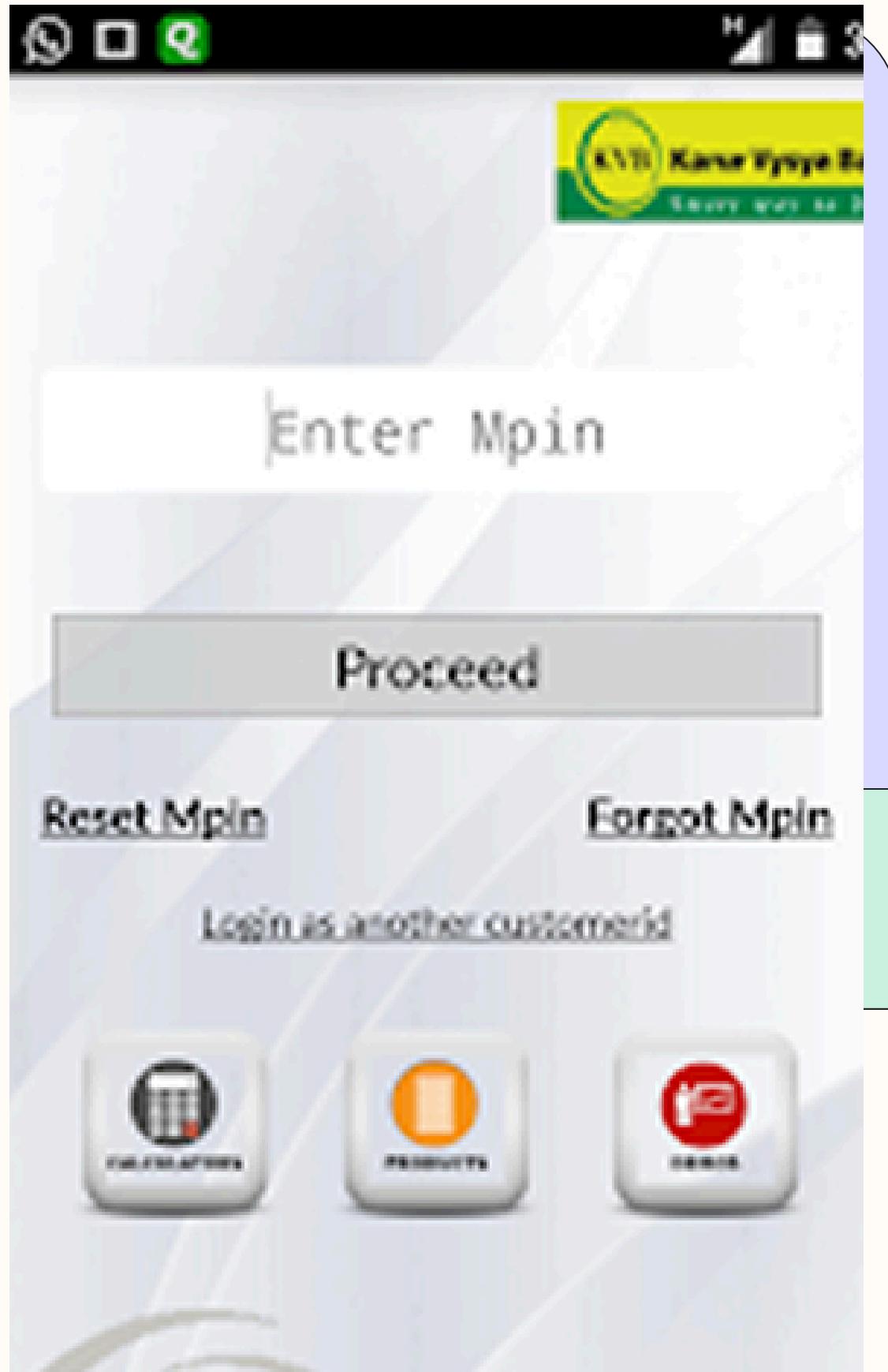
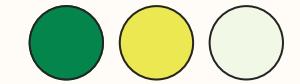




About the App

Smarter Banking, Smoother Experience

The KVB Mobile Banking App serves millions, providing essential banking services like balance checks, debit card management, and instant money transfers.



Our latest UX revamp focused on

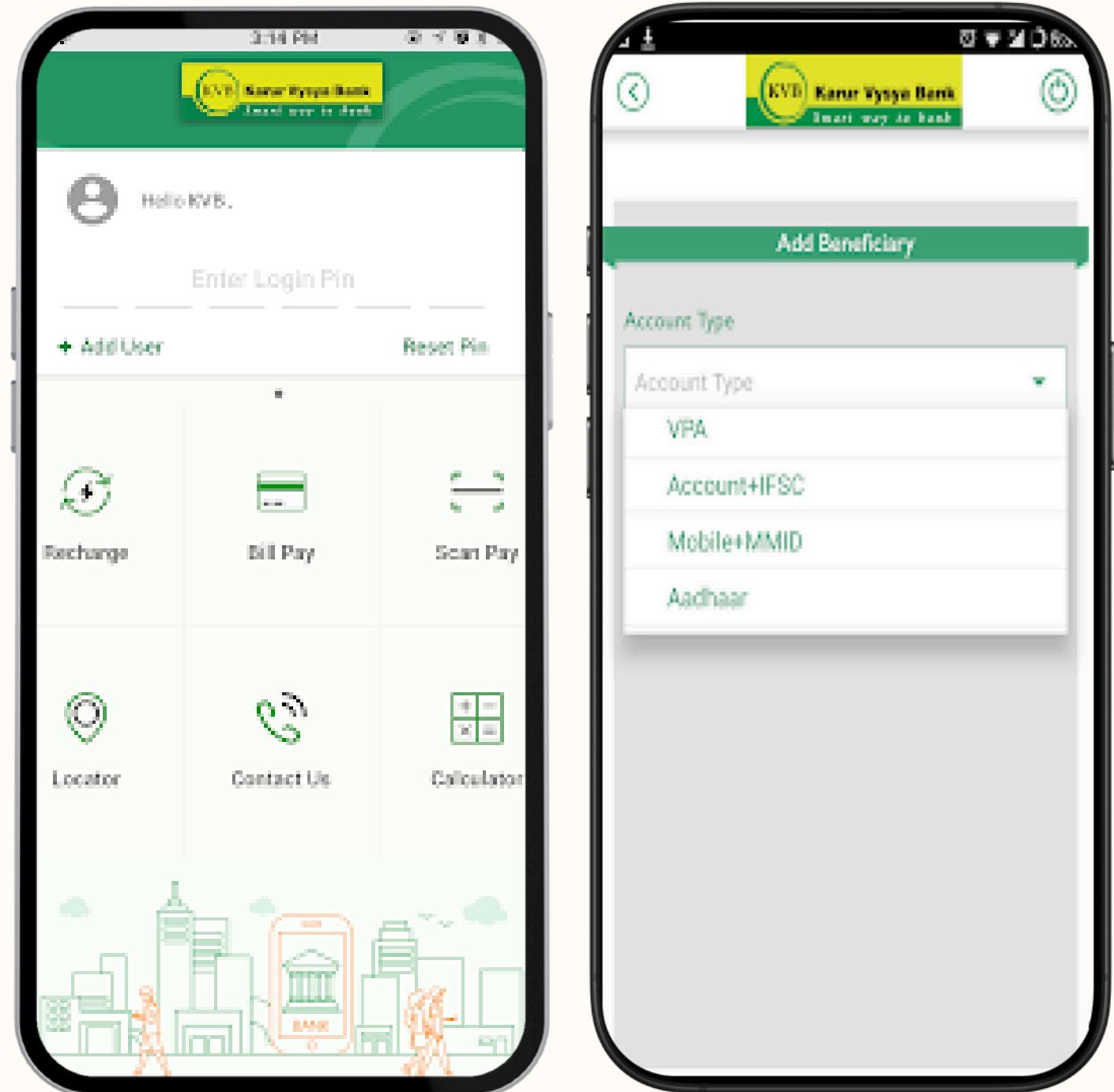
- Simplifying the login process
- Enhancing dashboard navigation
- Optimizing debit card management
- Streamlining the "Pay to Contact" feature for effortless transactions



The Struggles Users Faced

Before the redesign, users encountered friction points that led to frustration and drop-offs. The app suffered from:

- ✗ Slow login process: repetitive PIN entry, no biometric options
- ✗ Cluttered dashboard: difficult to find essential banking actions
- ✗ Complex debit card management: lengthy and confusing processes
- ✗ Inefficient payment flow: multiple steps for "Pay to Contact" transactions



Transforming Banking with Intuitive UX

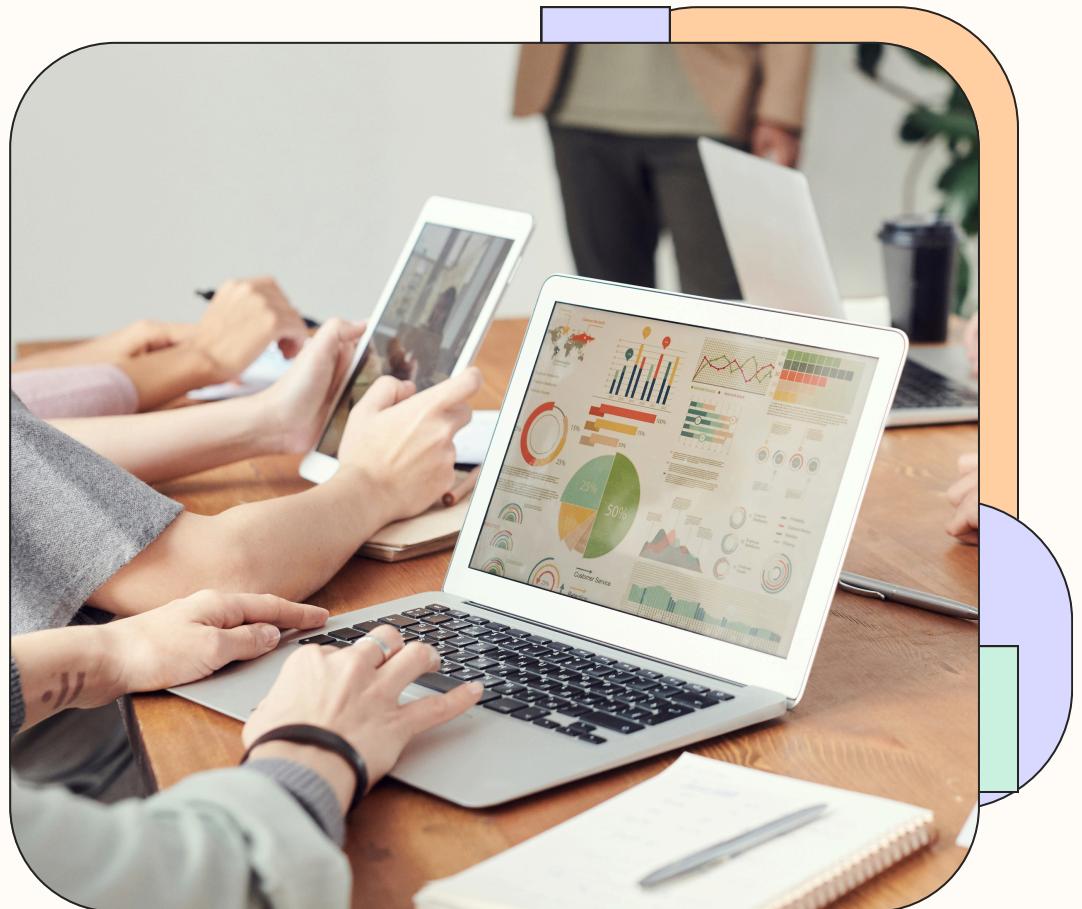
We reimagined KVB's app with a user-first approach, reducing cognitive load and improving accessibility. Key improvements include:

- ✓ Effortless Login:** Biometric authentication for instant access
- ✓ Smart Dashboard:** Prioritizing frequently used features for quick navigation
- ✓ Optimized Debit Card Flow:** Simplified application, activation & management
- ✓ One-Click Payments:** "Pay to Contact" redesigned for seamless money transfers



What's New? A Better Way to Bank

- **Biometric Login:** Face ID & fingerprint support for secure, hassle-free access
- **Personalized Dashboard:** Quick access to essential features & transactions
- **Enhanced Debit Card Management:** Easier activation, blocking & tracking
- **One-Tap Payments:** Contact-based transfers with real-time confirmation
- **Seamless Navigation:** Improved information architecture for a frictionless journey

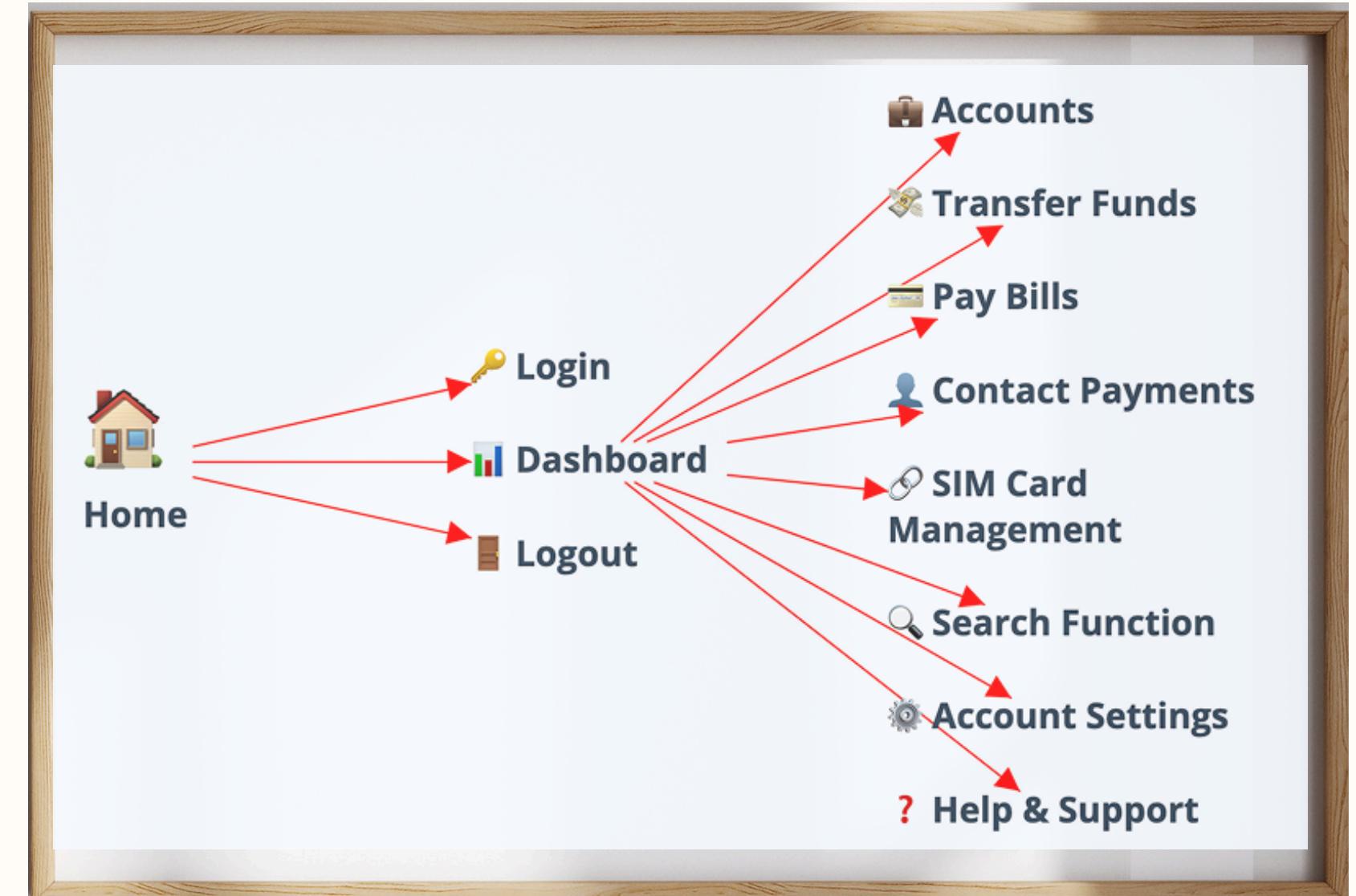




Structuring for Simplicity & Efficiency

To enhance usability & discoverability, I restructured the app's **information architecture**:

- **Primary Navigation:** Focused on core banking functions like accounts, transfers & payments.
- **Quick Access Features:** Frequently used features are now one-tap away (e.g., "Pay to Contact").
- **Search & Help Integration:** Users can find information instantly via an improved search and support system.



🔍 Effort: Conducted card sorting exercises to refine menu structure and tested navigation efficiency through tree testing.



Designing for Diverse User Needs

We identified two key user personas with distinct needs:

👤 **Tech-Savvy Millennial (Ravi)** – Prefers biometric login, quick interactions, and feature-rich interfaces.

👤 **Elderly Customer (Lakshmi)** – Needs a simplified UI, larger text, and fewer steps for transactions.

🔍 **Effort:** Conducted user interviews & surveys to understand banking behaviors, leading to UX decisions that catered to both efficiency and accessibility.

Exploring the user personas for banking services

Tech-Savvy Millennial (Ravi) 🧑

Ravi is a quick adapter of technology, seeking efficient banking solutions through mobile devices.

Prefers biometric login for security

Desires quick loading times

Enjoys feature-rich interfaces

Elderly Customer (Lakshmi) 🧼

Lakshmi values security and simplicity in her banking experience, favoring clear guidance.

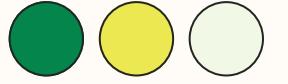
Needs straightforward navigation

Requires large, readable text

App should have fewer options



Wireframing & Prototyping



Low-Fidelity Wireframes – Focused on layout & information hierarchy.

High-Fidelity Prototypes – Created pixel-perfect designs with modern UI principles.

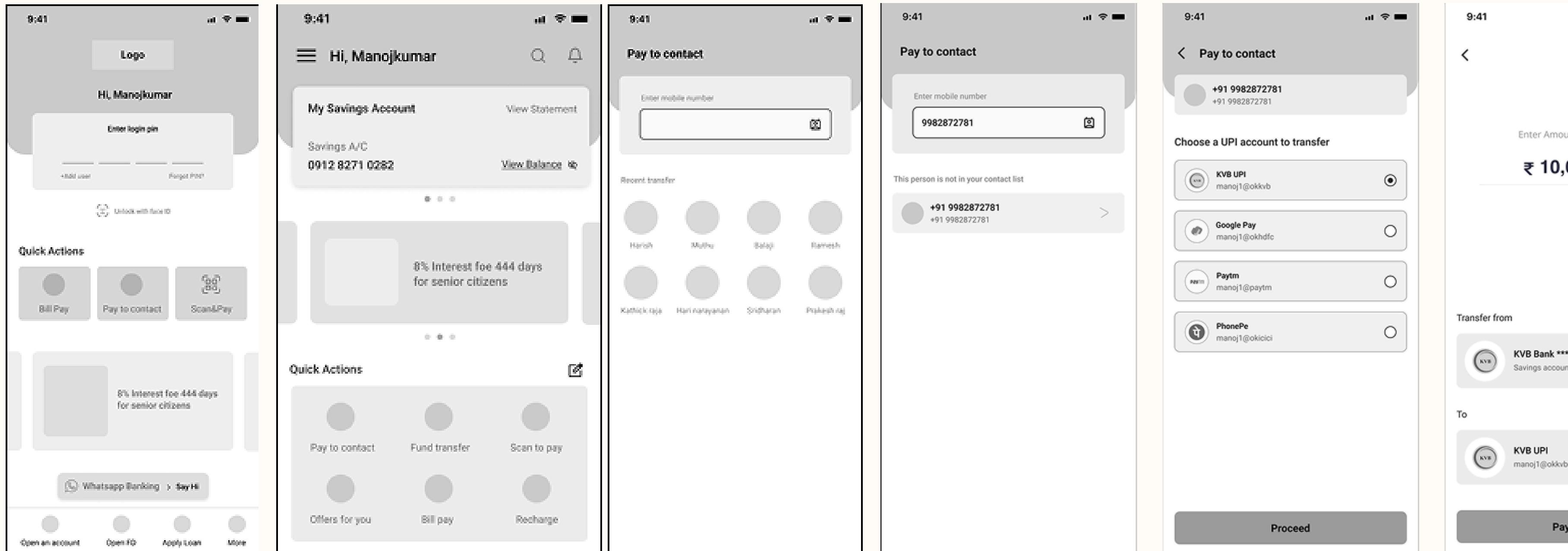
User Testing Feedback Loop – Conducted usability tests and improved designs based on insights.

Effort: Used Figma for wireframes and prototypes, collaborated with stakeholders, and ran A/B testing to validate design choices.

Low-Fi —→

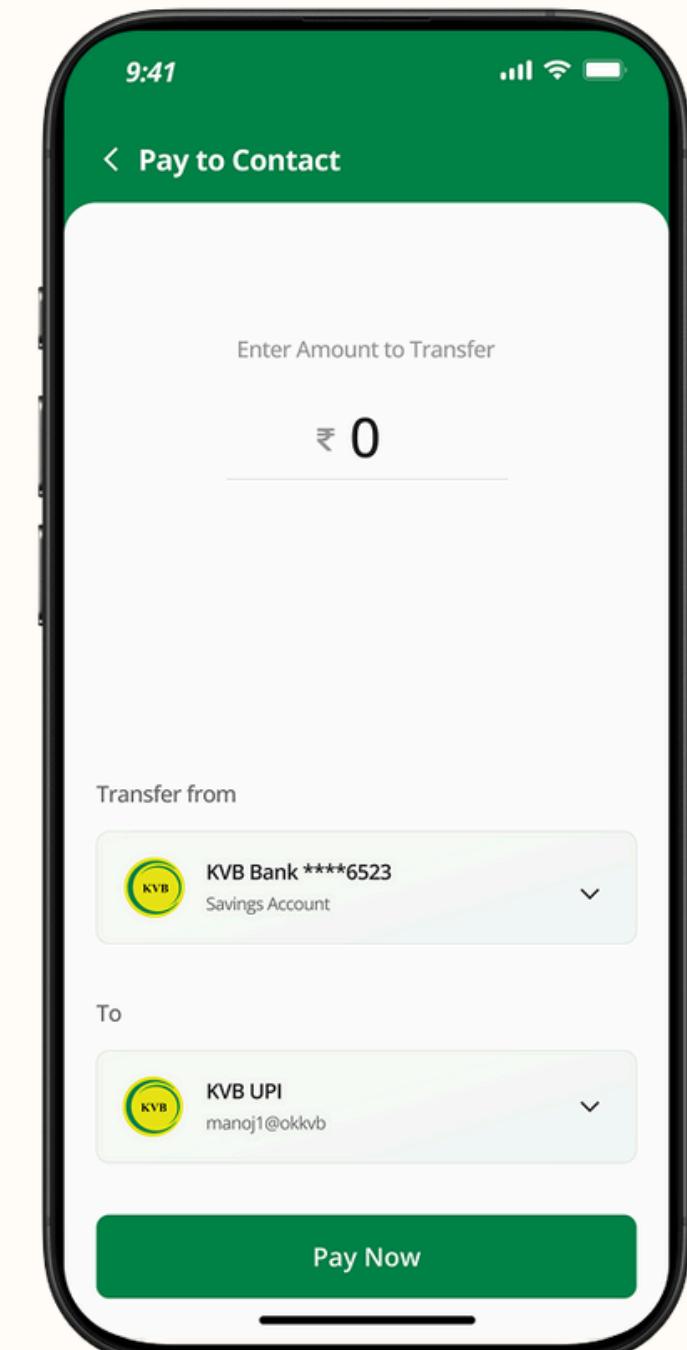
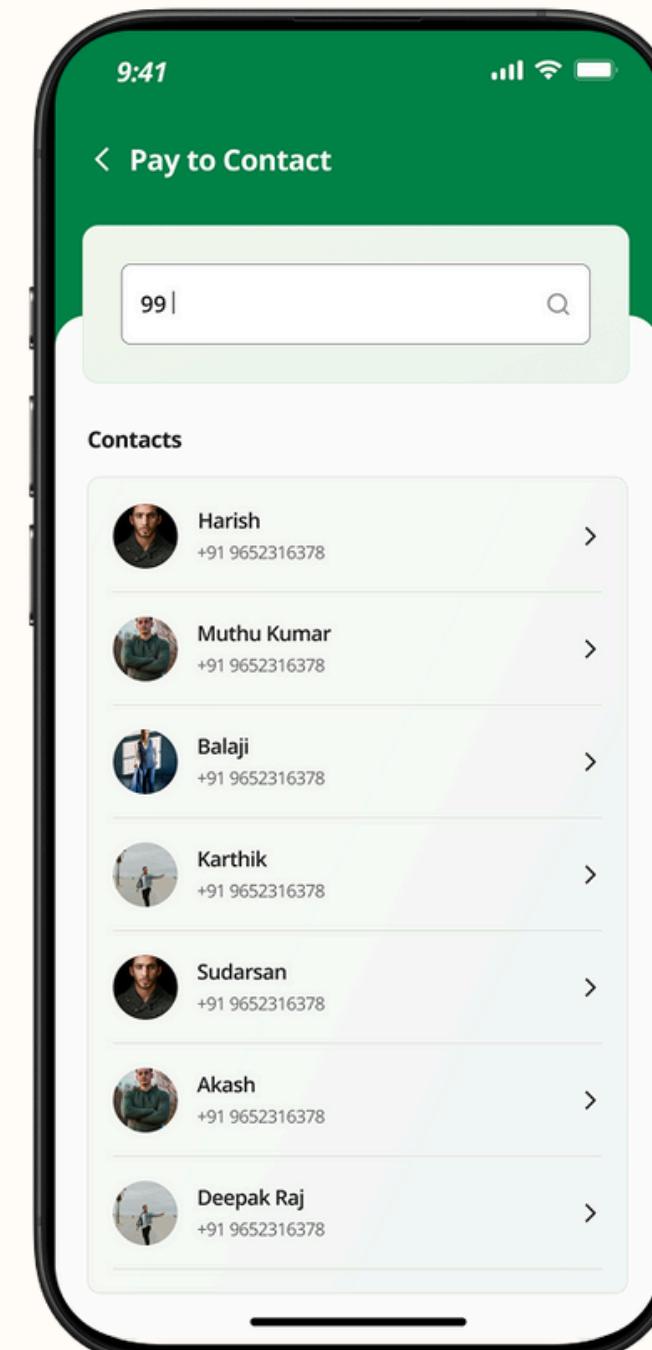
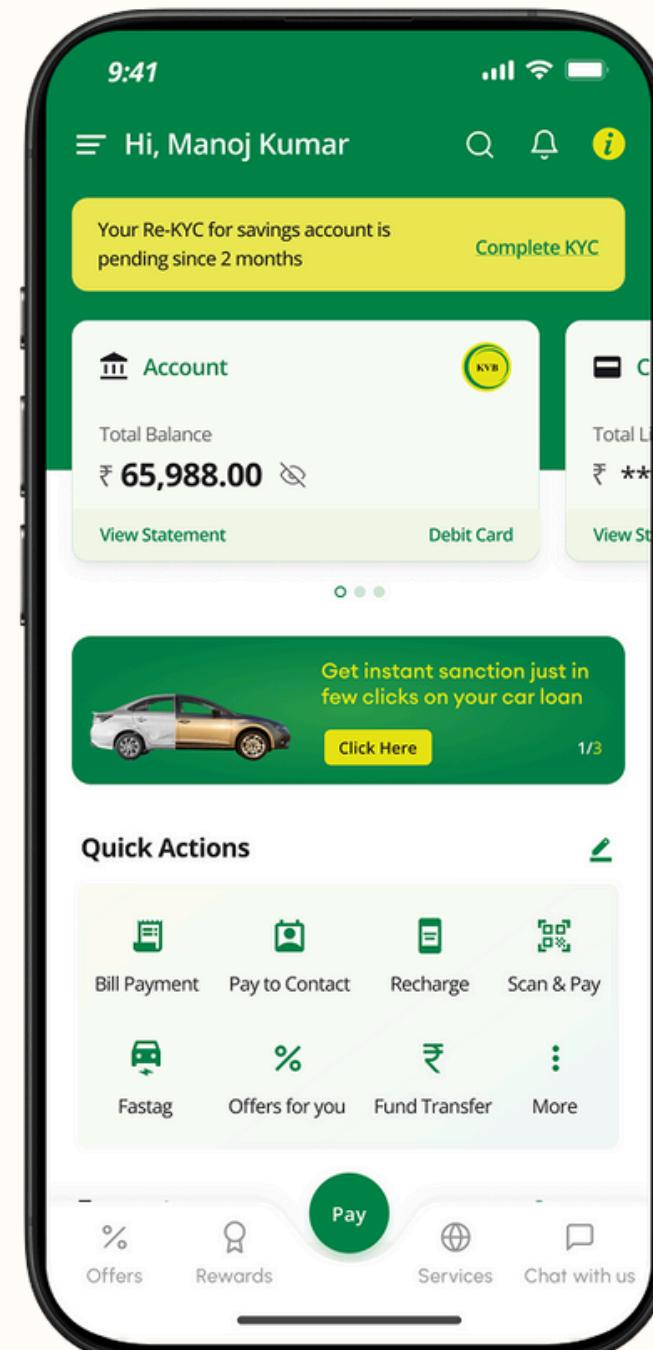
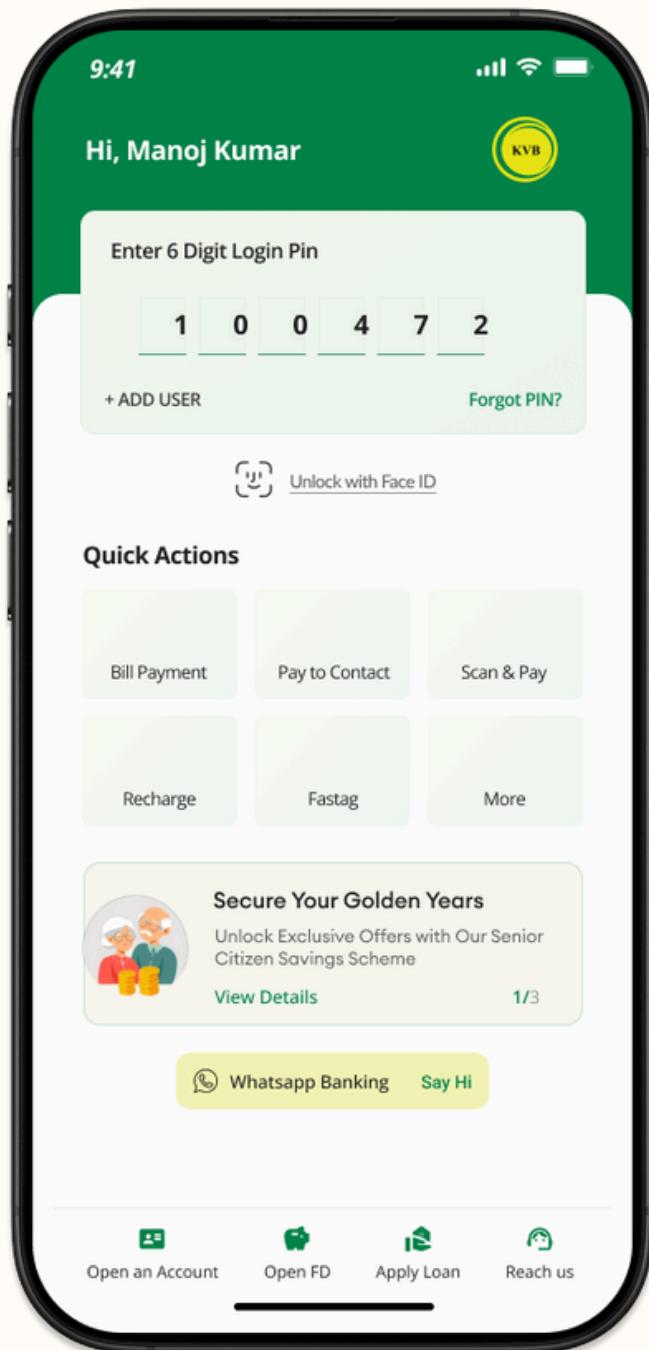


Wireframing & Prototyping





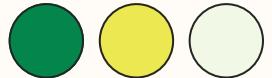
Proposed Solution





Real Results, Happier Users

Since launching the redesigned app, we've seen:



30%

Faster Logins

Faster Logins with biometric authentication

25%

Pay to Contact

Increase in "Pay to Contact" Transactions due to simplified flow

40%

Requests Support

Drop-in Support Requests for debit card services

- Improved User Satisfaction with a modern and intuitive interface
- My UX-driven redesign puts users first, making mobile banking simpler, faster, and more intuitive than ever before.

Better Design = Happier Users