



UX Case Study

Based Product is a platform that allows for the customization of the solution with all possible settings for each sort of customer, regardless of geography.

Problem Statement

Manually processed financial services take a very long time, which has an impact on the business and significantly reduces the number of customers.

We lack a suitable digital solution to assist our customers because we are behind in the race.

Solution

Financial products should be utilised to digitally transform other financial services, like onboarding and Internet/mobile banking, to provide services for a variety of consumers. To guarantee a seamless and consistent user experience across all mediums, a responsive design is necessary.

UCD Process



Strategy

Heuristic Evaluation: Is carried out using the current application to comprehend the interface's usability issues.

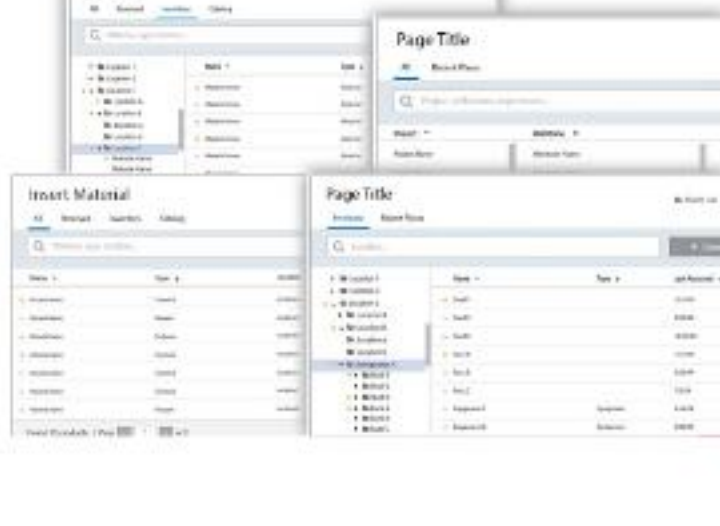
Stakeholder's Interview: Is done to record the project's objectives, goals, USP, rivals, target audience, and technical constraints.

Discovery & Define

Profile's & Persona: Based on the aggregate data of app users, profiles are created. Personas are behavioural characteristics that are inseparably linked to an existing consumer base.

User's Research: It is a research to comprehend the needs, motivations, behaviour, and pain points. Numerous research techniques exist, including one-on-one interviews, group discussions, and usability testing techniques.

Contextual Analysis: One qualitative study involved closely observing users in their actual work environments and conducting user interviews to learn about their behaviour in real-world situations and identify UX issues.

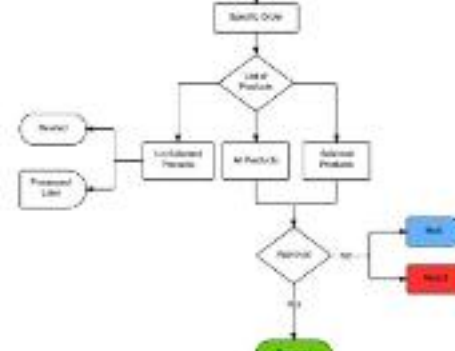


Analysis & Ideate

Card Sort: Is done to specify the item grouping, label, and navigation structure so that it corresponds to the user's mental model.

Information Architecture: Architecture is a discipline that focuses on the grouping and organisation of content to aid people in locating information and goals.

User Journeys: Defines the user's path through the product, illustrating both positive and negative possibilities for each step the user takes and the entry and exit locations for each.



Design

Wire-framing: It is a design aesthetic or a user interface that shows how the content is arranged and placed. This method of defining the structure is substantially quicker.

Hi Fidelity Mockups: It is an improvised design with realistic results that uses brand colours, contextual visuals, icons, and exterior graphic components to make the design appear more user-friendly and feel straightforward.

Prototype: It is a concept or early functioning sample of the product that displays the key characteristics needed to assess the increased precision in light of system analysis and user feedback.



Test

Learn Users: A crucial step for successful design is to conduct usability tests with the target audience at each stage of the project to learn the behaviour and preferences.

Uncover Problems: Testing techniques would reveal the user interface's pain points or issues.

Discover Opportunities: To improve the design.



Design Language System (DLS) - Sample

Colours Patters

Primary Colour

#263238

Lighter Shades - 1

#37474F

Lighter Shades - 2

#F4F6F8

Secondary Colour

#263238

Complementary Colour - 1

#2E2E2E

Complementary Colour - 2

#E8E8E8

Fonts - Aa

Open Sans

Semibold
Regular

Railway

Regular
Medium
Bold

Spacing



8px 16px 24px 32px 40px 48px 56px 64px 80px

Thanks for Watching