

Fundify

The image shows three smartphones side-by-side, all displaying the Fundify mobile application interface against a dark background.

- Left Phone:** Shows a list of travel vouchers. Each voucher is labeled "Travel Vouchers" and "F1000". Below the list, there is a note: "F1000 travel voucher."
- Middle Phone:** Shows the main dashboard at 9:41. It features a large "Total Balance" of **F 25,000.40**. Above the balance, a notification bubble indicates a deposit: **↓ F 2,000 From Shater Ts...**. Below the balance, there is a "My Wallet" section with a graph showing a rising trend, "179,000 Points", and a "Rewards →" button. At the bottom are buttons for "Top up", "Transfer", and "More".
- Right Phone:** Shows an informational screen with the title "What are FundCoins?". It includes a small FundCoin icon and a descriptive text: "FundCoins are like your digital rewards. You can earn them by doing things that help you build a stronger financial future. Here's how:"



Task Overview

In the ever-evolving fintech industry, user engagement is very crucial. Design a banking app that enables users make bank transfers and pay for their utilities. Introduce a **GAMIFICATION FEATURE AND REWARDS SYSTEM** for the app that enhances user engagement and loyalty.



Requirements

#1

Create a high-fidelity design
for carrying out a transaction
on the app.*

#2

Include designs showing the
reward user flow when
transactions are carried out.

#3

Create a high-fidelity design
for the rewards screen.*

Either making a bank transfer or paying for a utility

*This is basically where the users can view all the rewards they have earned and
redeem the rewards.*



My Process

Research

Conducted extensive market and user research to understand financial app user behaviors, preferences, and pain points.

Analyzed competitor apps to identify industry best practices and areas for differentiation.

Ideation

Explored various design concepts through sketching, wireframing, and rapid prototyping.

Prioritized design elements based on user needs, business goals, and technical feasibility.

Prototyping

Developed interactive prototypes to visualize the user journey and test key interactions.

Usability Testing

Conducted usability testing sessions with real users to gather feedback on design elements.

Identified pain points and areas for improvement, informing further design iterations.

Implemented changes based on user insights to enhance overall usability.



Key Design Decisions

Font Selection

Chose the Georgia font for its classic and authoritative feel, conveying trust and tradition.

Implemented the Inter font for its modern and clean characteristics, prioritizing readability and clarity.

Color Palette

Utilized #CCAF7E as a primary gold color to evoke a sense of refinement and prosperity.

Incorporated a nuanced color palette (141414, 1A1A1A, E8E4DA, F4F1EB) for balanced contrasts and an elegant visual environment.

Navigation and Information Architecture

Designed a clean and straightforward navigation structure for easy access to essential features.

Organized the menu logically to guide users seamlessly through transactions, savings goals, and rewards.

Inclusive Rewards Program

Designed the rewards program to be inclusive, offering a diverse range of rewards catering to various user preferences.

Prioritized user choice, allowing individuals to personalize their reward selections for a more enjoyable and tailored experience.



Features

Clear Navigation

Fundify's simple menu ensures users easily access key features like transactions, savings goals, and rewards, promoting a seamless app journey.

Consistent Design

Uniform colors, fonts, and icons create a consistent visual language across Fundify, fostering familiarity and easy engagement.

User-Friendly Onboarding

Guiding users with clear instructions and tooltips, Fundify's onboarding simplifies earning FundCoins and setting savings goals.

Accessible Features

Fundify prioritizes accessibility, offering features like text alternatives, high contrast, and keyboard navigation for a comfortable user experience.

Engaging Visuals

Balancing functionality with appealing visuals, Fundify's design enhances user experience with engaging graphics.

Inclusive Rewards

Fundify's rewards program accommodates diverse preferences, allowing users to choose personalized rewards for an enjoyable experience.

Usability Testing

Fundify regularly conducts usability testing, refining the app based on real-world feedback for an optimal user experience.

Efficient Task Completion

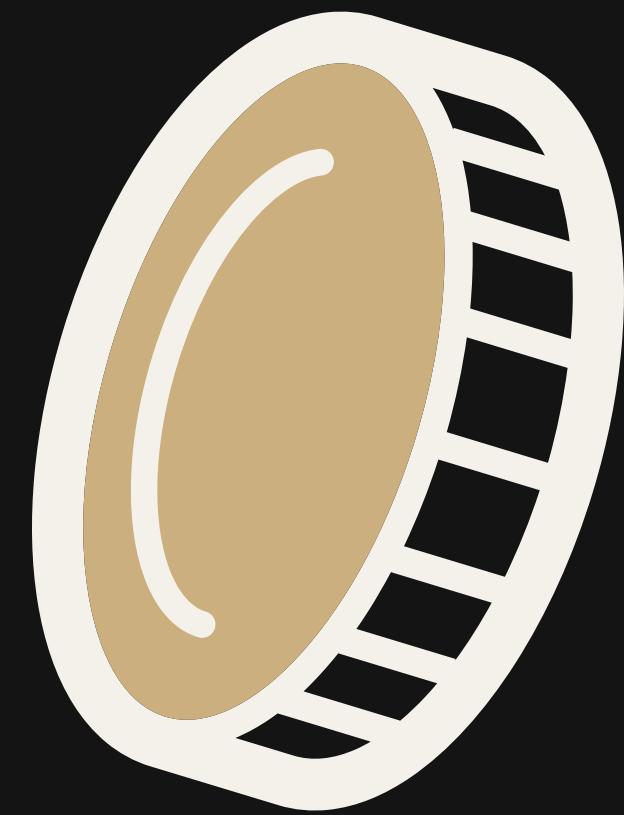
Fundify streamlines tasks like money transfers and goal setting, minimizing steps for effortless financial management.



Screens

The image displays a grid of 12 smartphone screens, each showing a different feature or screen from the Fundify mobile application. The screens are arranged in two rows of six. All screens share a common dark background and a similar interface style with white text and icons.

- Row 1 Screens:**
 - Home Screen:** Shows a total balance of **F 25,000.40**. Below the balance are sections for "My Wallet" (179,000 Points), "Transactions" (recent transfers to Shater Tsavasar), and a "Print Receipt" button.
 - Money Sent! Screen:** Displays a successful transaction where **F 2,000** was sent to Shater Tsavasar. It includes fields for "Receiver" (Shater Tsavasar), "Amount" (F 15,000), "Comment" (Test), and a "Transaction Code" (2PR yJRH18Jl iINNuwwb mZVJ). A "Print Receipt" button is at the bottom.
 - Send Money Screen:** Allows sending money to Shater Tsavasar. It shows a "Wallet Balance" of **F 25,000.40**, a dropdown for "Amount" (set to F 15,000 CHF), and a "Comment (Optional)" field. A "Confirm" button is at the bottom.
 - Enter your Pin Screen:** A numeric keypad for entering a pin. It includes a "Clear" button and a "Forgot Pin?" link. A "Confirm" button is at the bottom.
 - Transfer Screen:** Shows a transfer to a "Fundify Account" (Shater Tsavasar) or a "Local Bank". It lists recent transfers to Shater Tsavasar and Sater Mchiaga. A "Confirm" button is at the bottom.
 - Send to Fundify Account Screen:** Similar to the Transfer screen, it shows a list of users (Shater Tsavasar, Sater Mchiaga) and their points. A "Confirm" button is at the bottom.
- Row 2 Screens:**
 - Welcome to Fundify!** Screen: A welcome message with a small preview of the home screen above it. It includes a "Continue" button.
 - Earn FundCoins Easily!** Screen: Information about earning FundCoins through referrals and friend invites. It includes a "Continue" button.
 - Unlock Exciting Rewards!** Screen: Information about redeeming FundCoins for travel vouchers, gift cards, and more. It includes a "Continue" button.
 - Let's Get You Started** Screen: A starting point for new users to enter a referral code. It includes a "Referral Code (Optional)" field and a "Confirm" button.
 - Rewards Screen:** Shows a total of 179,000 FundCoins. It lists "Travel Vouchers" (F1000 travel voucher, 5000 points), "Gift Cards" (F200 gift card to popular retailers, 2000 points), and other reward categories like "Handle Your Money" and "Stay Active". Each category has a "Redeem" button.
 - What are FundCoins?** Screen: An informational page explaining what FundCoins are and how they can help build a stronger financial future. It includes sections for "Invite Friends", "Handle Your Money", and "Stay Active", each with a "Redeem" button. A "Rewards" button is at the bottom.



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