

Banking App

06/30/2022

UX Research Team

Akanksha

Utkarsh

Preet

Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

We are creating a banking app to attract and retain customers in our online system. We noticed that our competitors offer dedicated mobile apps for their customers for transactions and they have been successful. We want to create a product that can compete in the market, improve all features online and increase customer satisfaction.

Study Details

Research Questions

- How long does it take for a person to make a transaction and payment?
- What can we learn from the steps users take to complete a particular task, and on their own?

Participants

participants

- Must have a bank account in that particular bank.
- Two males, two females, and one nonbinary individual, aged 18 to 65 years old
- One user of assistive technologies (keyboard, screen reader)

Methodology

25 to 30 minutes

Mumbai, India remote

Unmoderated usability study

Users were asked to complete a transaction process on a low fidelity prototype

Prototype / Design Tested

The low-fidelity app prototype for was teste and can be viewed [here](#)



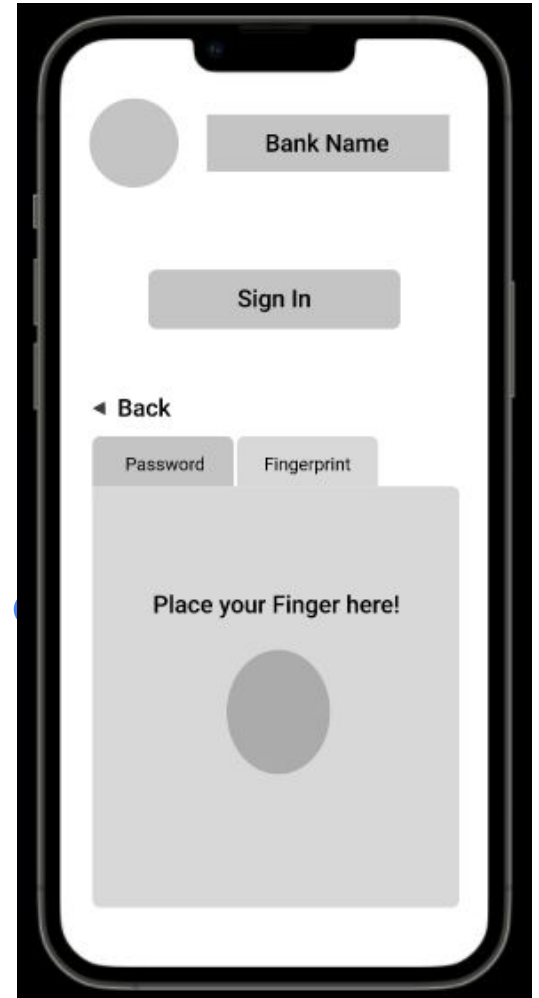
Themes

Entering username and password during sign-in is overwhelming

Supporting evidence from the usability study.

- 4 out of 5 participants found it overwhelming to enter username and password every time they sign-in .
- 3 out of 5 participants expressed a desire to have fingerprint sign-in for ease.

“Entering username and password every time is not desired.
It would be better if we have a better alternative”

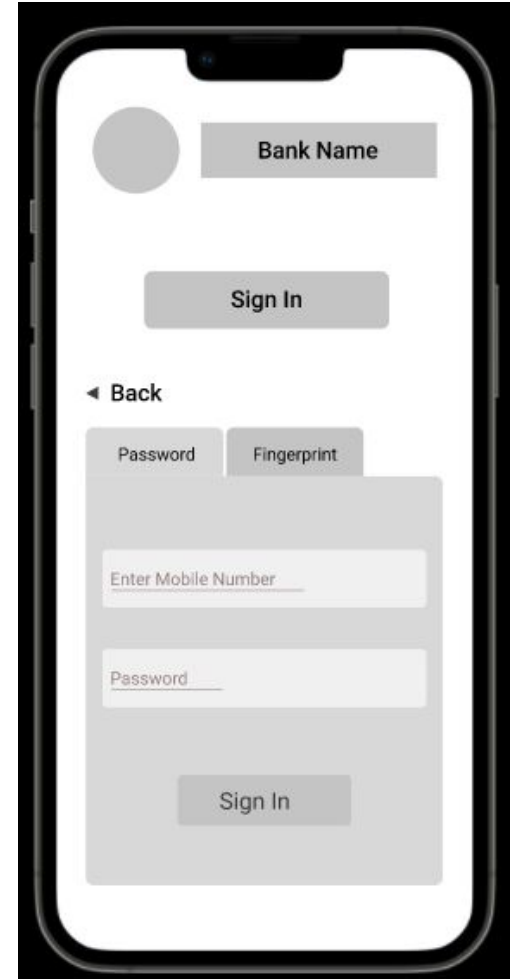


People want to have 4 digit pin during sign-in

Supporting evidence from the usability study

- 3 out of 5 total participants said they wanted to have a 4 digit pin

"I think there should be a 4 digit pin instead of password."



People want transaction option on home page

Supporting evidence from the usability study.

- 4 out of 5 participants were not able to location the transfer money option.
- Participants want the transfer money option on home page.

"It was difficult to find the transfer money option as it is not necessarily always going to be my "recent activity". Otherwise, the process was easy. I would change the location of the "transfer money" option and keep it on the "options" page."



Insights & Recommendations

Research insights



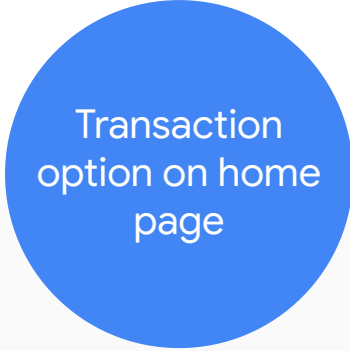
Fingerprint
sign-in

Users want an easy
and safe method to
sign-in



4 digit pin for
sign-in

Users want a secure
way to sign in



Transaction
option on home
page

Users want an easy
place to get the
transaction option

Recommendations

- We can have fingerprint sign in which is safe and easy.
- We can have a 4-digit login pin for signing in.
- To place the 'transfer money option on the home page.

Thank you!