

Suncoast Credit Union

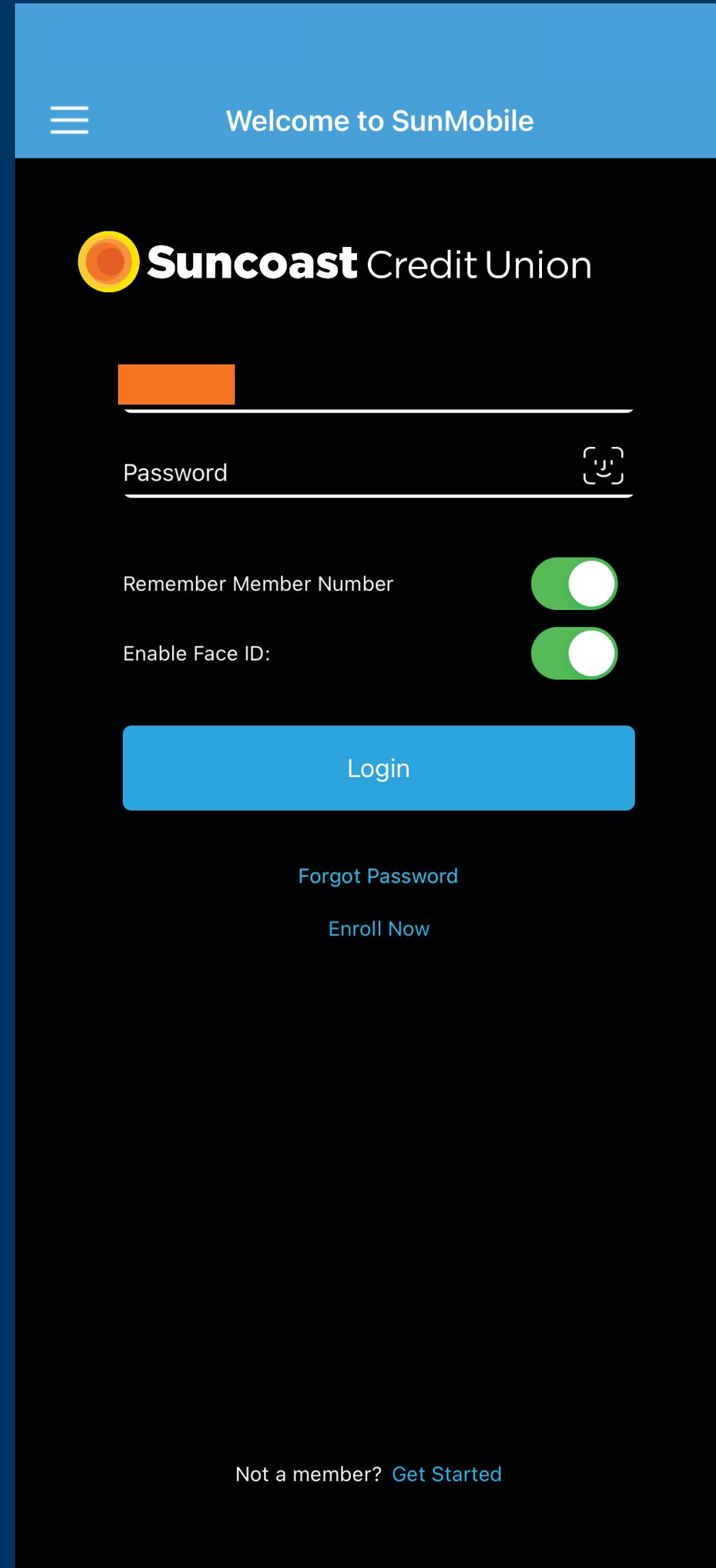
A brief presentation on how the app can be optimized

Alvin Lalanne – 11/23/2024



The App Itself Is Stuck in 2011

Here's why:



The Current Design?

Very dated.

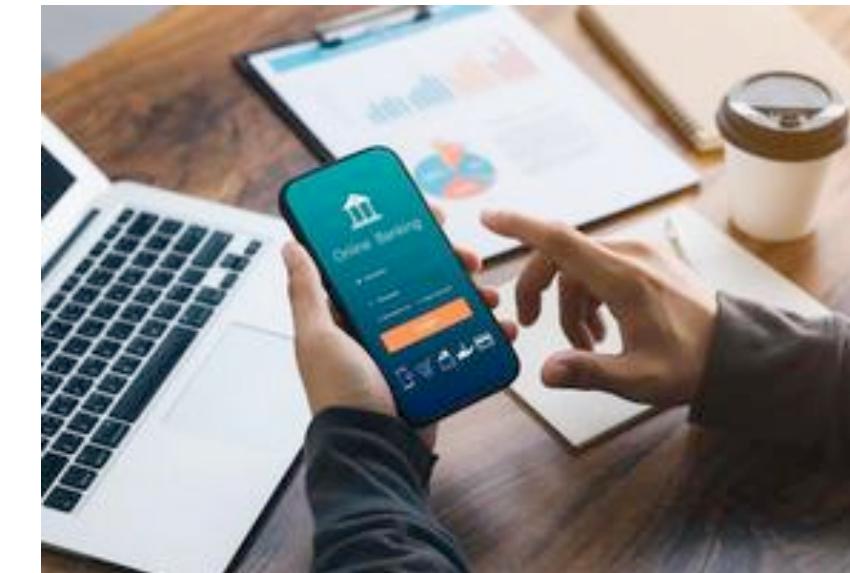
A couple aspects that I've noticed came to mind:

- Black background
- A lot of empty space
- Colors used are not related to the company.

Identifying Pain Points

What are the major struggles?

The current Suncoast app struggles with visual hierarchy, overcrowded screens, and outdated aesthetics, making it difficult for users to quickly find key information like balances and transactions. High-contrast colors and dense layouts contribute to cognitive overload, while navigation is unintuitive, with generic icons and inconsistent design patterns. Additionally, the app lacks personalization, missing opportunities to engage users with dynamic elements like greetings or tailored content.



What can be salvaged?

Despite these issues, the app's foundational structure—such as page layouts for accounts and transactions—can be salvaged. Key content like transaction details and balances is valuable but needs improved spacing, card-based designs, and a modernized UI for clarity and consistency. By softening the color palette, refining navigation, and incorporating personalization, the redesign can deliver a cleaner, more intuitive experience while maintaining Suncoast's brand identity.

My Redesign Process

Design Solutions

I focused on improving **visual hierarchy** with clean card-based layouts, enhancing **navigation** through intuitive, labeled icons, and adding **personalization** with dynamic greetings. The redesigned pages feature a modernized color palette, improved typography, and consistent UI elements, delivering a clearer, more engaging experience while retaining the app's core functionality.



Addressing Key Challenges

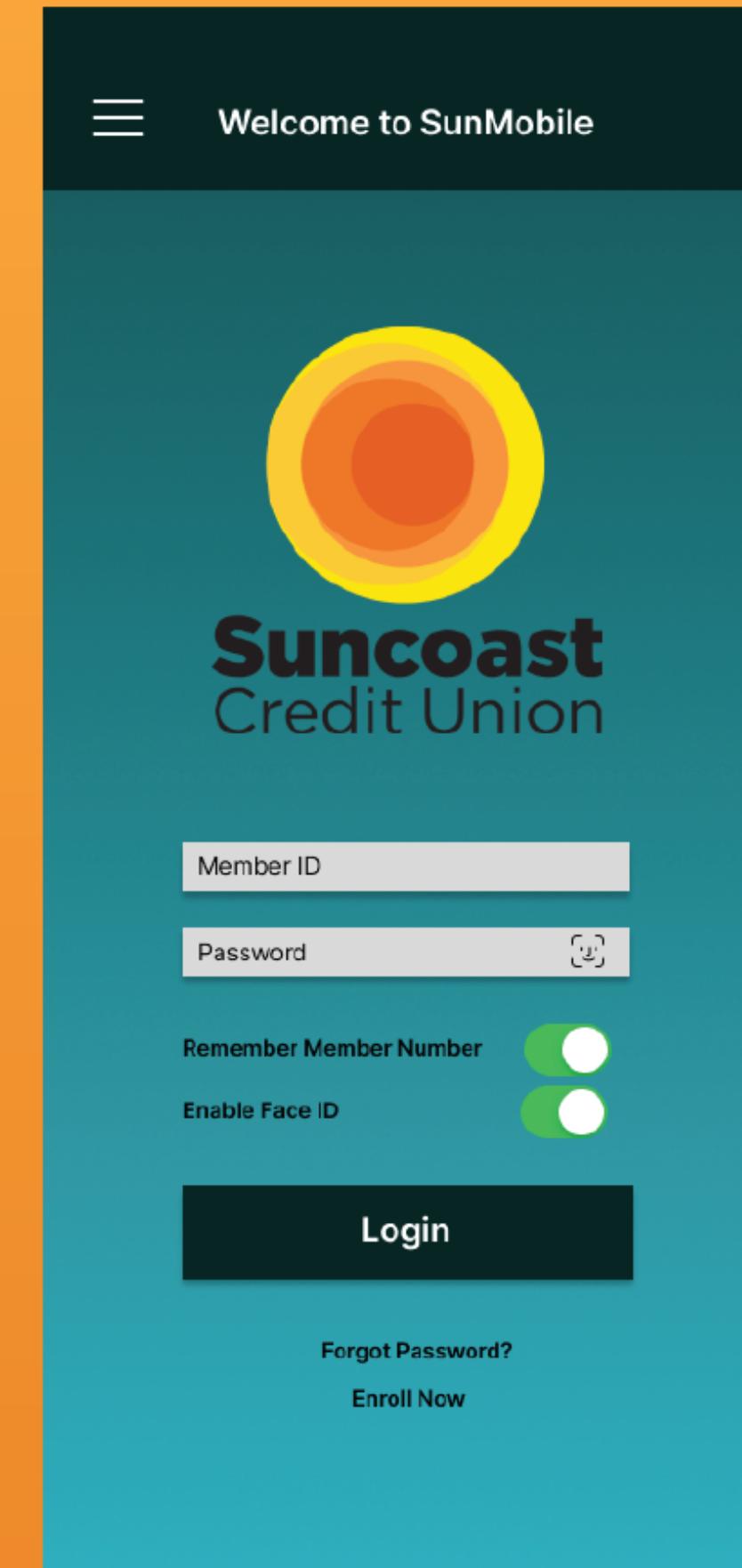
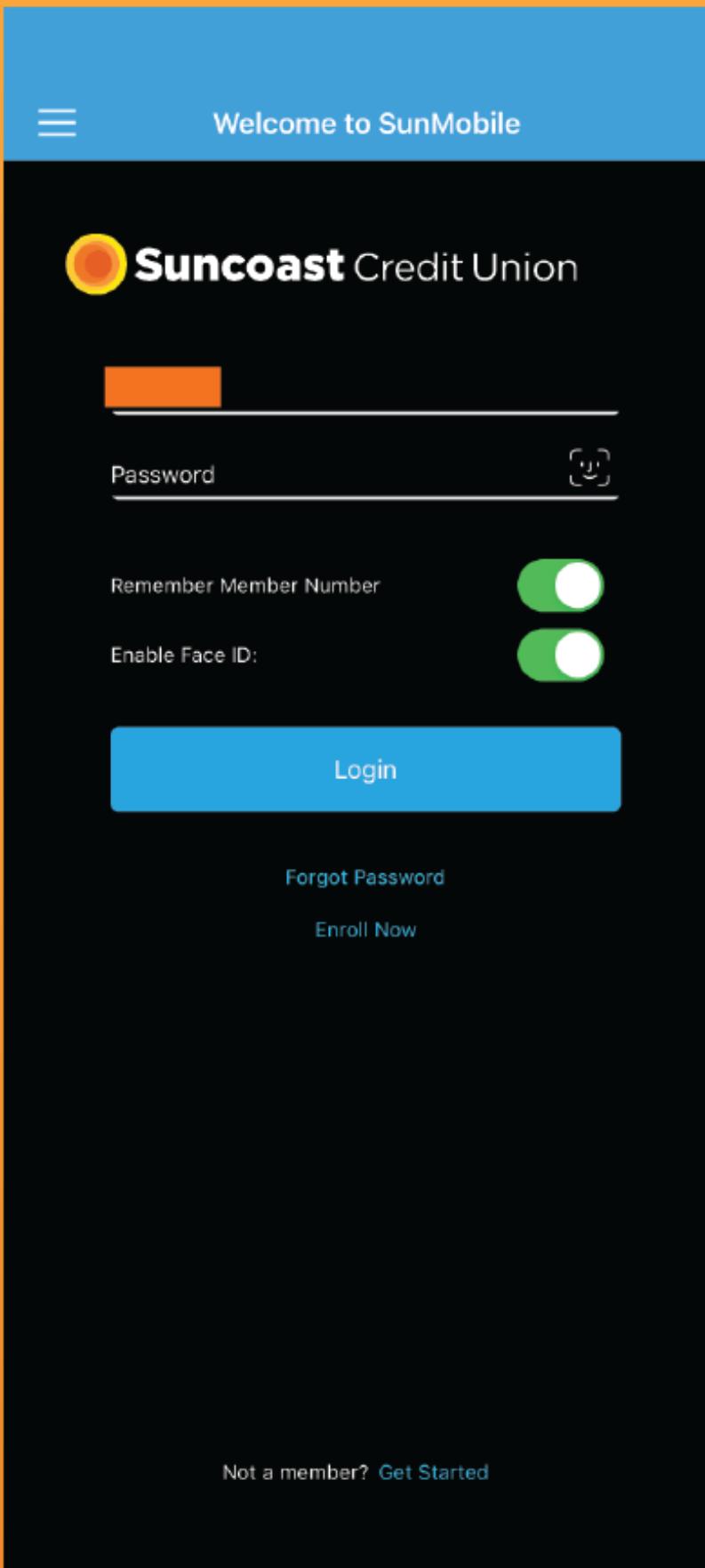
By solving issues like cluttered screens, poor navigation, and outdated aesthetics, the redesign creates a user-friendly experience that balances clarity, efficiency, and personalization. The next slides showcase these improvements in detail, highlighting how each design choice enhances usability and aligns with modern app standards.

From Concept to Execution

Each redesigned screen reflects thoughtful decisions grounded in user needs, creating a cohesive, polished interface that positions Suncoast for the future.

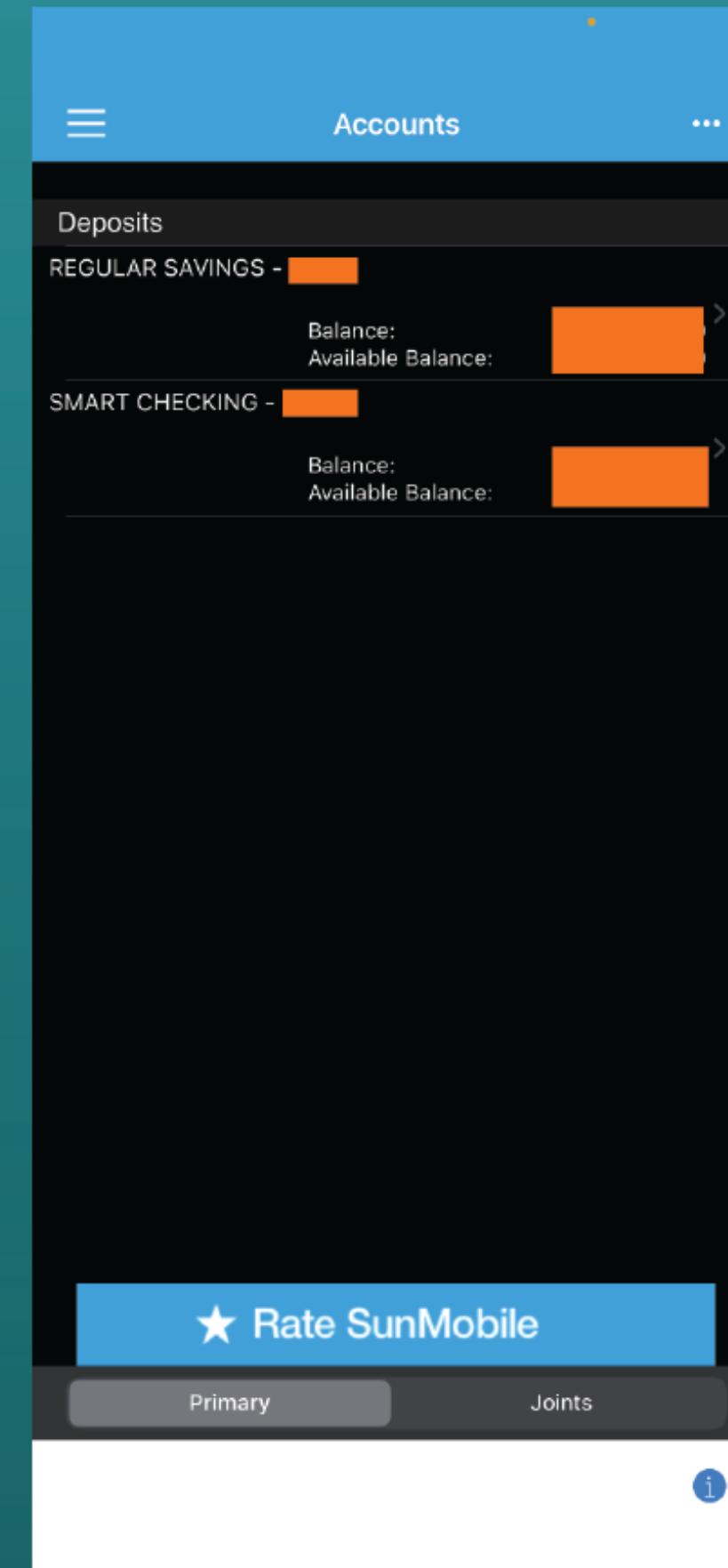
My iteration on what the app should be

Suncoast App Redesign Concept



Made on Figma by me

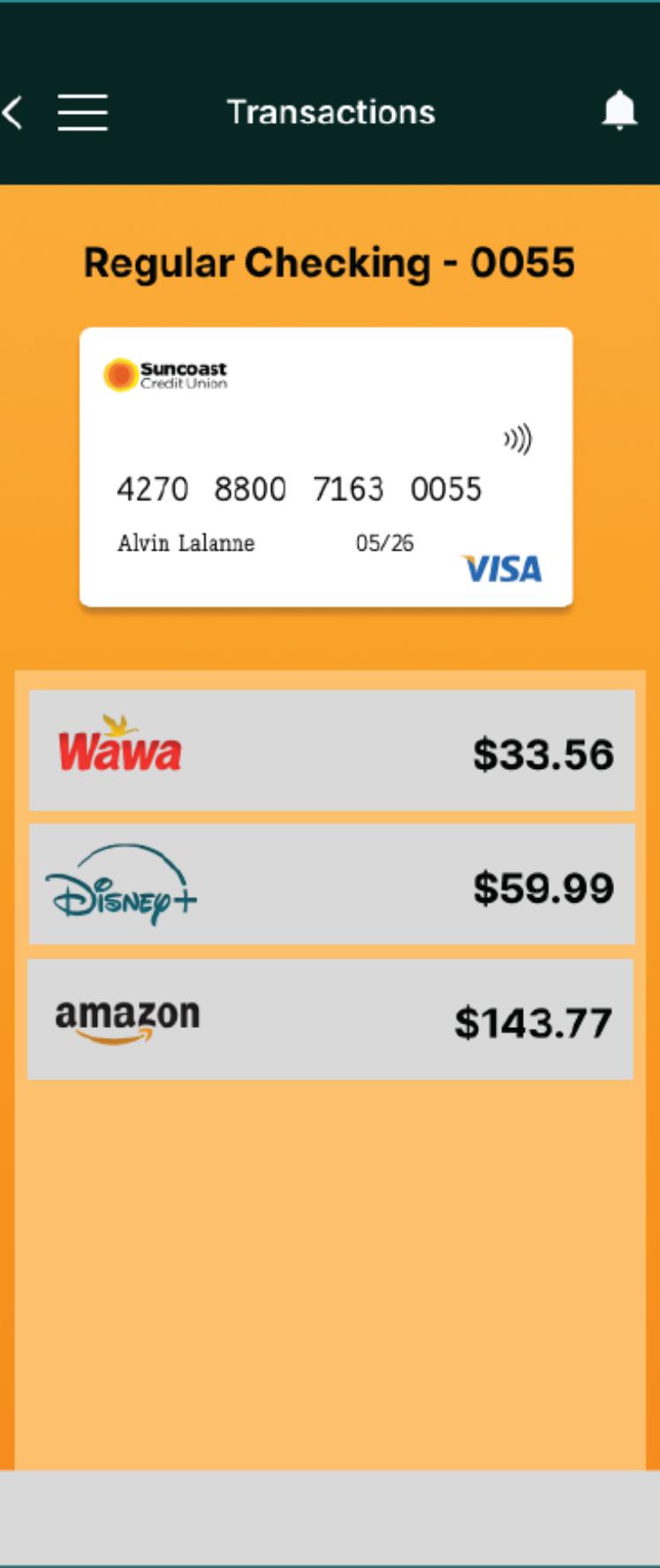
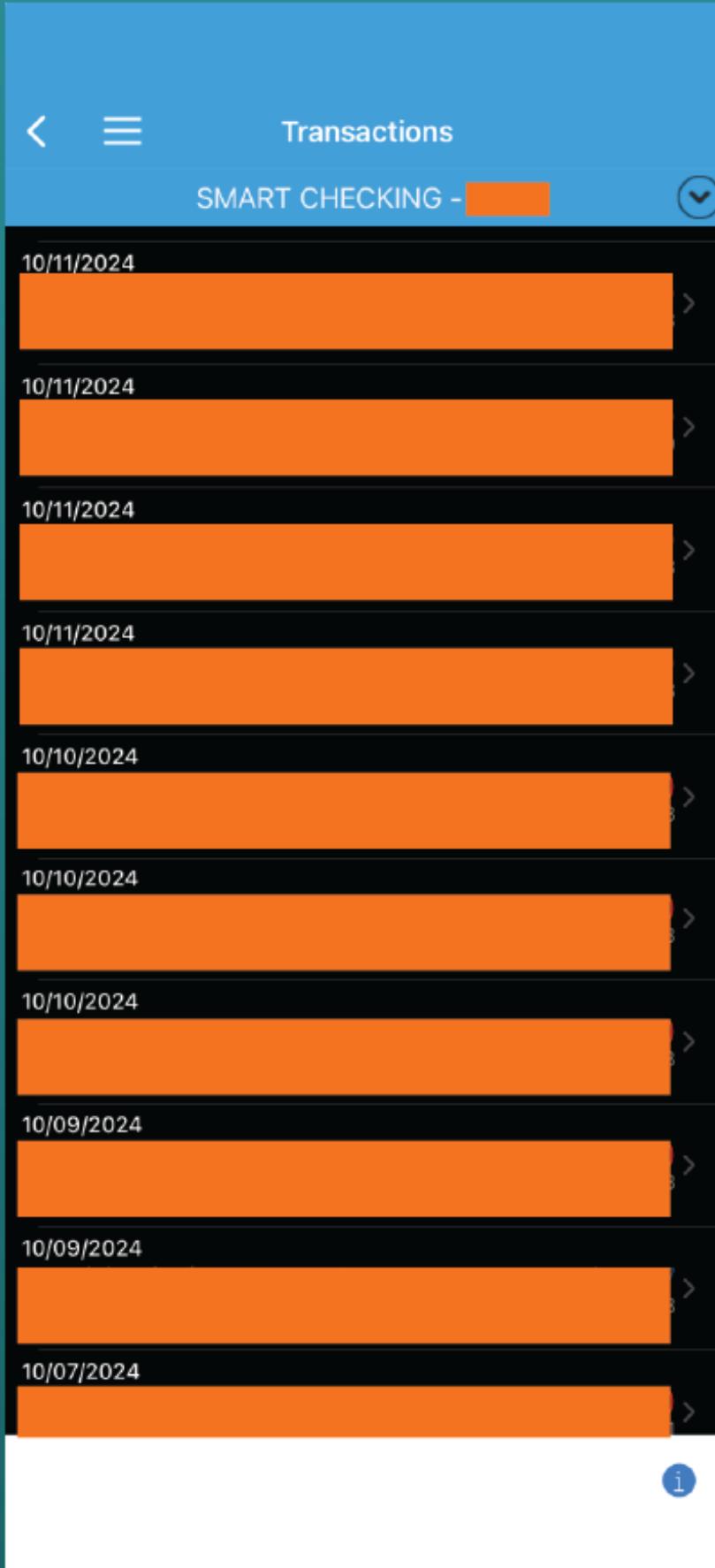
Accounts Page



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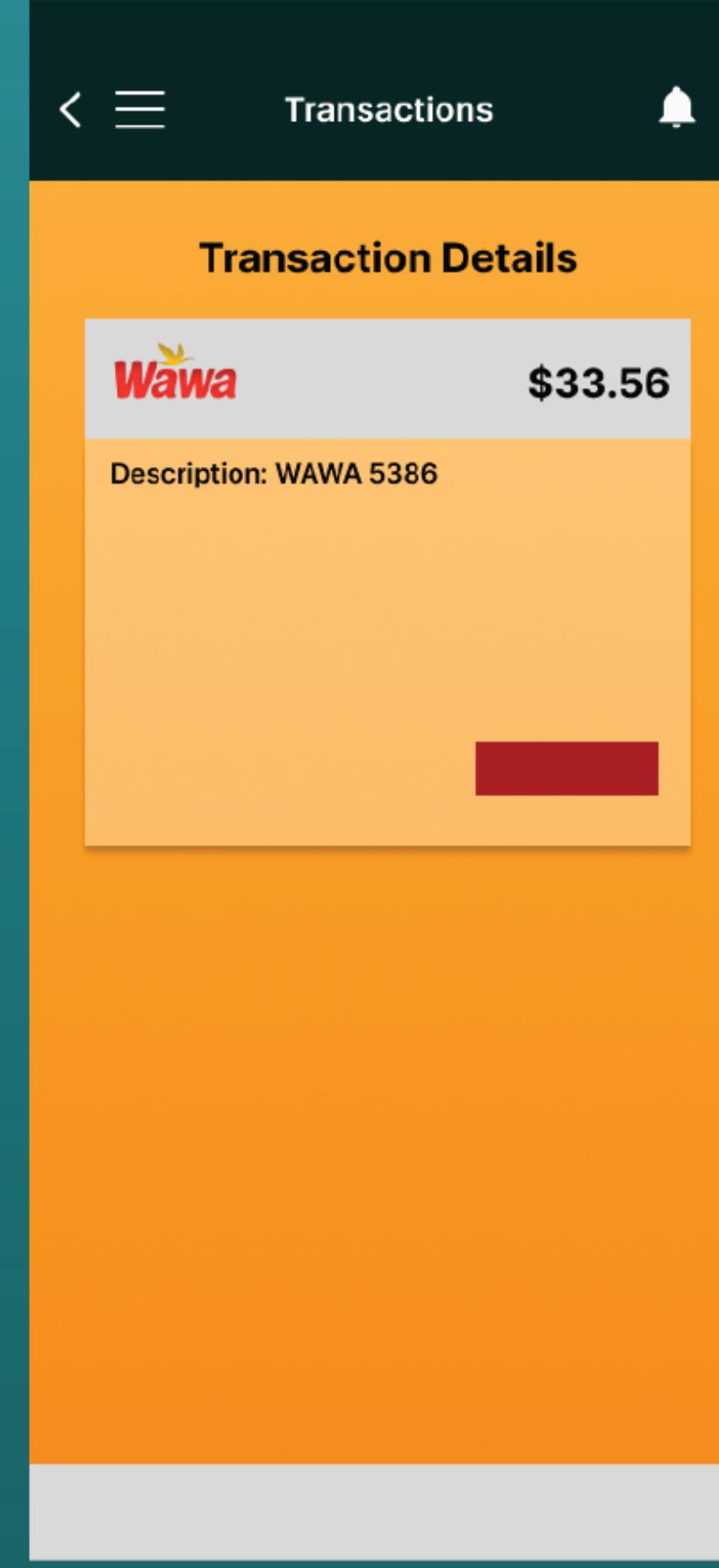
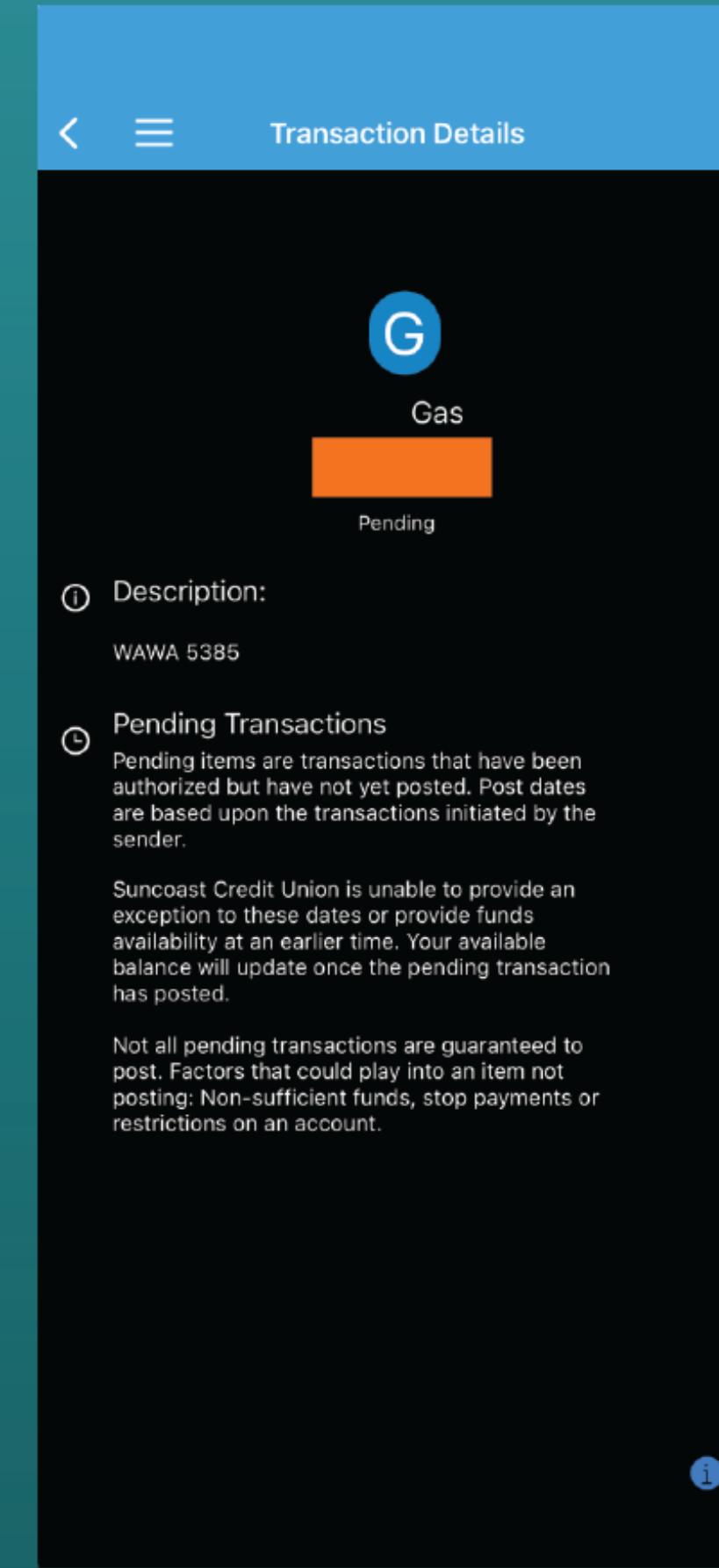
A fresh take on what was previously there

Transactions Page



Made on Figma by me

Transactions Details Page



Made on Figma by me

Redesign Highlights

Streamlined Login Experience

The redesigned **Login Screen** features a cleaner layout with updated branding and modern typography, ensuring a simple and intuitive first impression for users.

Enhanced Account Overview

The **Accounts Page** prioritizes critical information with improved hierarchy, making balances and deposits easy to scan. Dynamic personalization, like “Good Morning, Alvin!”, adds a thoughtful, engaging touch.

Improved Transaction Navigation

The **Transactions Page** replaces cluttered rows with clean, card-based layouts, offering clearer transaction summaries and faster scannability to reduce user frustration.

Simplified Transaction Details

The **Transaction Details Page** highlights key information with a refined layout, reducing cognitive load and ensuring users can quickly access what matters most.

Additionally,

The redesign introduces several key improvements to enhance the user experience:

- **Personalization:** Dynamic greetings create a more engaging and tailored experience, making the app feel user-centric.
- **Improved Hierarchy:** Larger text, distinct sections, and clean layouts prioritize critical information such as account balances and transactions, ensuring users can find what they need quickly.
- **Modern Visuals:** The updated color palette, refined typography, and card-style layouts align with 2024 design trends, delivering a fresh, polished, and intuitive interface that meets modern expectations.

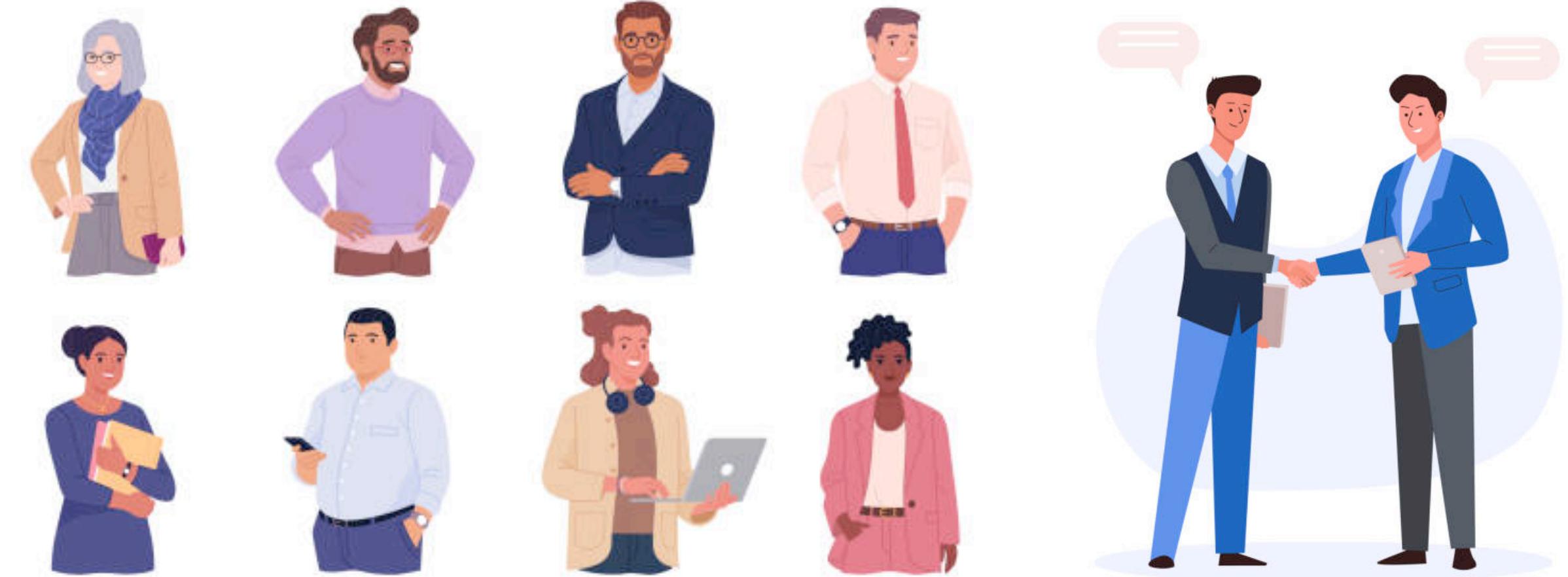
The Outcome?

These changes simplify the user flow, reduce cognitive load, and align the app with current standards for modern banking experiences. Hypothetical metrics to measure success could include reduced user frustration, improved task completion rates, and increased time spent in-app due to enhanced usability and clarity.

Let's Reflect

What was accomplished?

This redesign of the Suncoast app demonstrates how thoughtful, user-centered improvements can transform an outdated experience into one that is modern, intuitive, and engaging. By focusing on **personalization**, improved **hierarchy**, and clean, **modern visuals**, the app now aligns with the expectations of today's users, balancing functionality with aesthetic appeal.

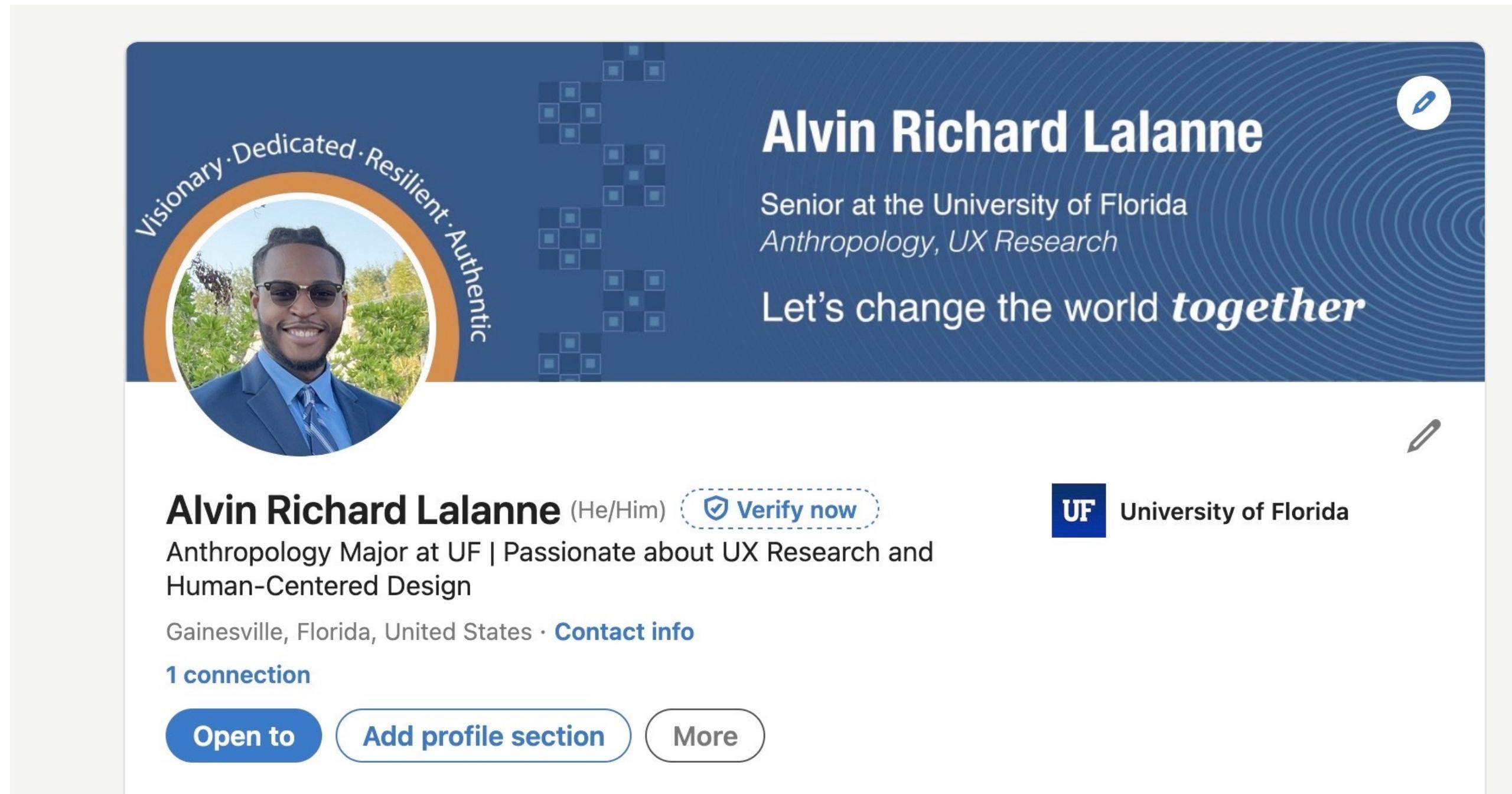


What was the result?

Through this process, I aimed to address key user pain points while maintaining the app's core structure, ensuring familiarity alongside innovation. The result is a design that simplifies navigation, enhances clarity, and provides a seamless user experience—reflecting my commitment to creating solutions that are both practical and delightful.

Like what you see?

**Consider adding me onto your team.
Many more great ideas and insights to come!**



A LinkedIn profile page for Alvin Richard Lalanne. The profile picture shows a smiling Black man with short hair, wearing sunglasses and a blue suit. The background is a dark blue with a circular graphic containing the words "Visionary · Dedicated · Resilient · Authentic". The name "Alvin Richard Lalanne" is at the top, followed by "Senior at the University of Florida Anthropology, UX Research". Below that is the tagline "Let's change the world **together**". At the bottom, it says "Alvin Richard Lalanne (He/Him) Verify now", "Anthropology Major at UF | Passionate about UX Research and Human-Centered Design", "Gainesville, Florida, United States · Contact info", "1 connection", and buttons for "Open to", "Add profile section", and "More". The University of Florida logo is also present.

I am excited about the possibility of applying a rigorous, user-centered research approach to continually refine and enhance user experience. My goal is to create designs that not only resonate with users but are also validated through empirical research, aligning with commitment to innovation and excellence.