Design Principles at Jupiter

Designing India's Most Loved Financial App

Aayush Jain · Follow

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DESIGNING INDIA'S MOST-LOVED FINANCIAL APP

Design Principles at Jupiter

Aayush Jain
From behind the screens

→

Jupiter
Your financial wellness account

Money can be intimidating. Often, anything related to banking and finance just feels like a task. We spend so much time thinking about money, yet managing it feels impersonal.

We knew that to create the most-loved money management experience, every feature must be personalized, easy to use, and help the user remove the stress, fear, and anxiety that come with managing money. It's what will make people feel confident when they're thinking and talking about their finances.

Jupiter is not only for managing money — it is also for helping you reach your money aspirations.

Jupiter's mission is to improve the financial wellness of digitally-native Indian millennials and Gen-Z.
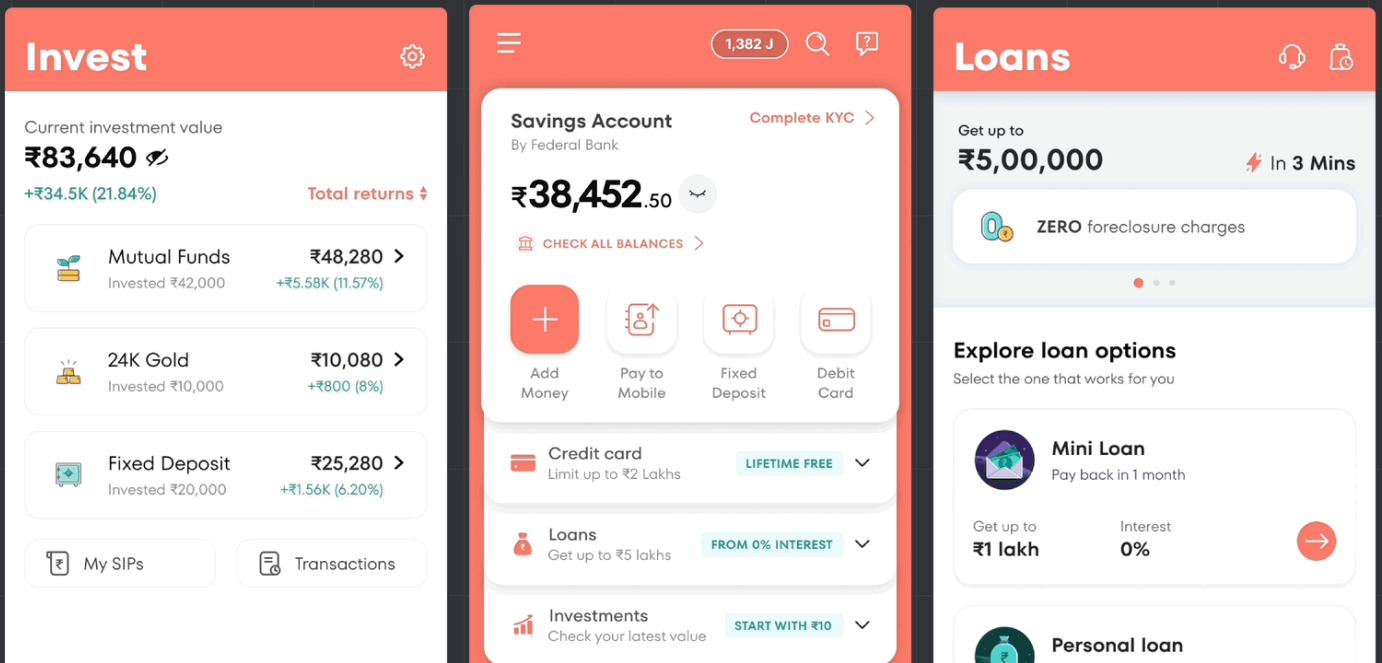
At the same time, financial wellness means different things to different people. For some, it may be retiring at 35 while for others it may be owning a 4-bedroom house. While everyone has different goals, the road to reaching them is often similar. And that is through making smart money decisions, every day. Decisions that tend to have a compounding effect. So what might seem like a casual choice today, could end up defining how you live your life tomorrow.

Knowing that all people want to do is to make the right decision, the app they use every day must support and empower them to make these choices. We created new design principles to craft every screen, every number, and every interaction in a way that a user always feels confident about the decisions they make today.

This article will give you a teaser about each of these principles and the next 6 articles of the series *Designing India's Most Loved Financial App* will take you behind the screens of each of these principles and practices, with examples of how these are used in the all-new, redesigned Jupiter app.

1. Put Numbers in the Spotlight

Money is numbers. Numbers tell the real story. While redesigning the Jupiter app, we made numbers the real heroes. Using typography, colour, and position, numbers are now always in the spotlight — whether it's your account balance, invested amount, or spends in a month.

Read how Akshay Naveen and Vanshika are putting numbers up front and centre in the redesigned Jupiter.

Put Numbers in the Spotlight

Designing India's Most Loved Financial App — Part 1/6
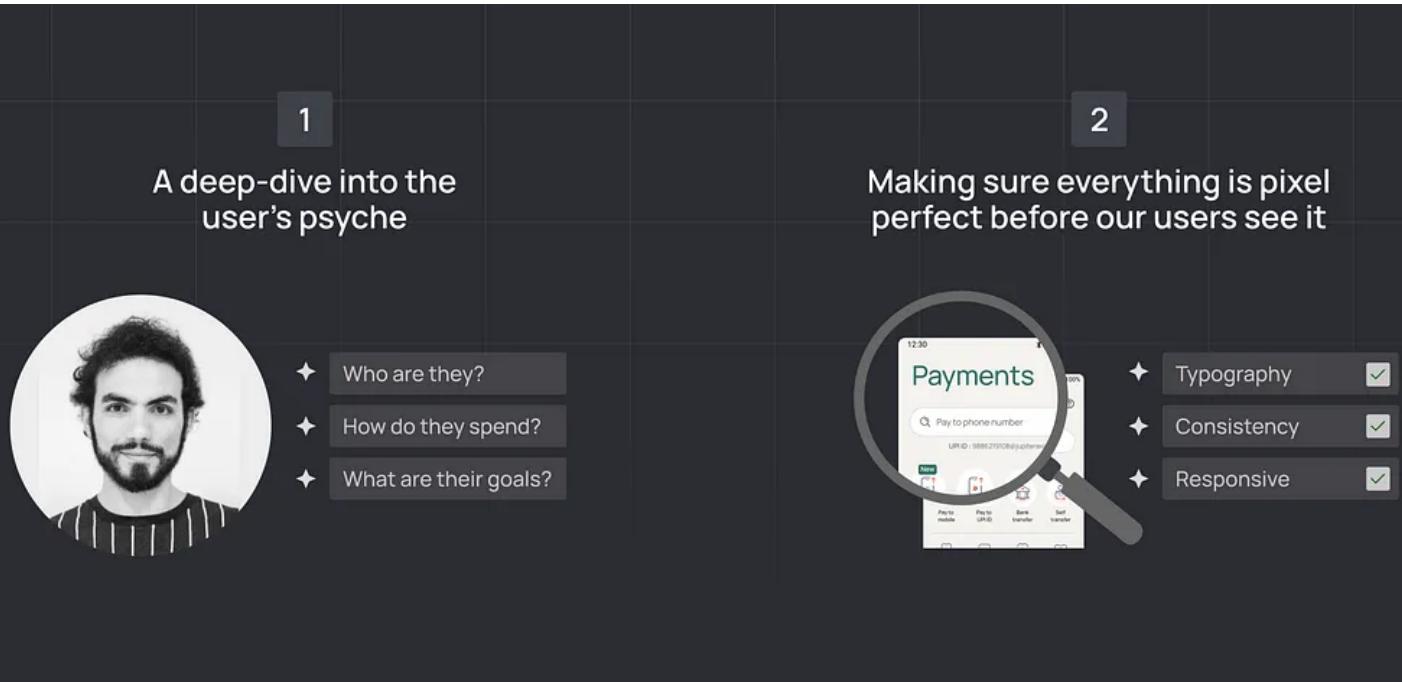
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2. Design for Humans

Jupiter's commitment to user-centric design is not only a philosophy but it's a way of working. Before we even make the first sketch or wireframe, we spend time interviewing users to learn what makes them anxious about money. Only when we know our user inside and out, do we set out to create a feature that they can use every day.

The first few minutes of every design review are spent learning more about the user, their age, income, aspirations, what keeps them up at night, what they are uncomfortable talking about, and even details like the time and place when they're using the app.

Once a feature is built and ready to be released, it goes through a company-wide audit known as a release rehearsal. It's when we test every feature on ourselves before releasing it to users to ensure they meet our standards of quality and usability.


1

A deep-dive into the user's psyche

✦ Who are they?
✦ How do they spend?
✦ What are their goals?

2

Making sure everything is pixel perfect before our users see it

Payments
Q Pay to phone number
UPI ID : 9886219708@jupiter

✦ Typography ✓
✦ Consistency ✓
✦ Responsive ✓

Read how vrishti and Nidhi used the principle of designing for humans to improve Jupiter's 'spend categorisation' feature.
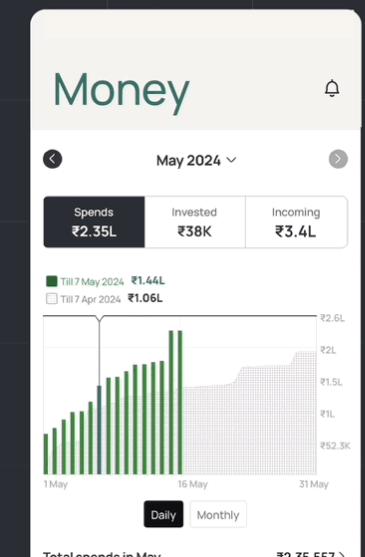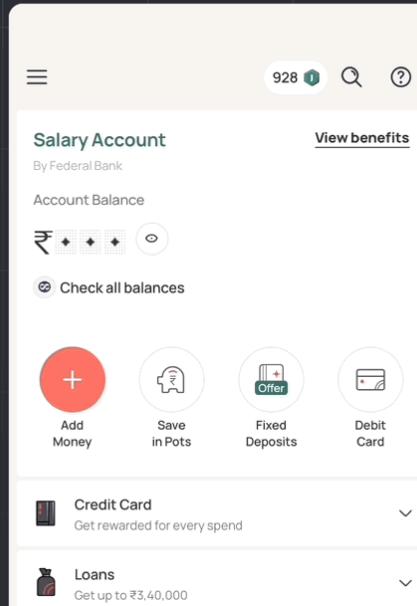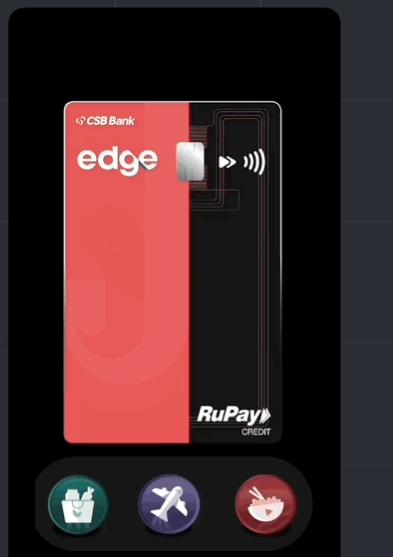
Design for Humans.

Designing India's Most Loved Financial App — Part 2/6

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3. Let There Be Delight

Joy lies in the smallest surprises, and attention to the tiniest interactions separates good experiences from brilliant ones. We're building small, unexpected delights that turn the ordinary into the extraordinary. From full-screen animations to haptics, from sound to micro-interactions, these delights are the secret sauce that sets the new Jupiter app apart and brings genuine joy to users, in places they least expect it.

Read how Arif and Dushyant are adding aha moments on the Jupiter app here.

Let there be Delight
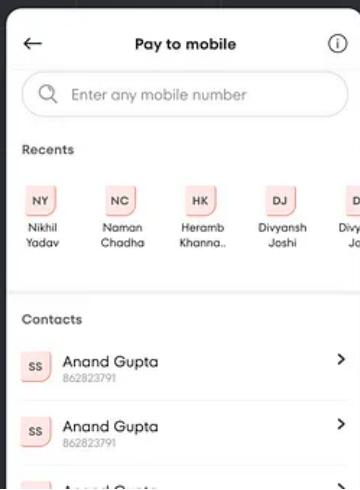
Designing India's Most Loved Financial App — Part 3/6

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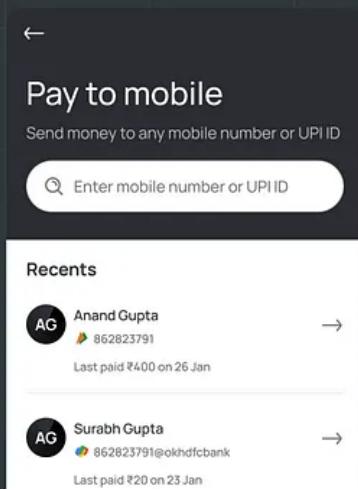
4. Be Bold and Confident

Design defines so much of our experience. What separates good design from great design is not adding more elements but making design unobtrusive. It's the absence of clutter. We've stripped away everything that may come in the way of a user from making fast, informed decisions about their money.

BEFORE
Unclear action and confusing information architechture

AFTER
Clear call out to the primary action a user has to take

Read how Pooja and Naman redesigned various features at Jupiter to focus on what's important.

Be Bold and Confident

Designing India's Most Loved Financial App — Part 4/6

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5. Think like Marketers

We live in a highly perceptive world. Everyone, everywhere, is scanning for signals to form judgments. In most cases, the world judges a book by its cover.

The cover paints a pretty picture to make you reach for the book. The testimonials at the back tell you why this is a must-read. The author's picture, even their type of glasses and beard tell you if their writing will be relatable to you.

Similarly, the experience of a product starts much before you start using it. Your perception of a product or a feature starts to form when the first time you see a post on social media. You see glimpses of it when you download the app. You see a little more when you're signing up. It's only after many different touch points do you get your hands on the product or feature.

This is why each point is essential for communicating what makes the product or feature useful for you.

Read how Shriya and Deepthi are working backward to create tightly integrated communication for Jupiter.

Think Like Marketers

Designing India's Most Loved Financial App — Part 5/6

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6. Transparency over Everything

As a brand focused on financial wellness, our users trust us to make the right choices for them every day. It's our responsibility to communicate important details to the user clearly so the user always knows what they are agreeing to. We do this by making any fees and charges clearly visible, and by nudging users to follow good money habits such as paying back the full amount due instead of making partial payments. It's only by helping users make the right decisions that we help them reduce the stress and fear that come with managing money.
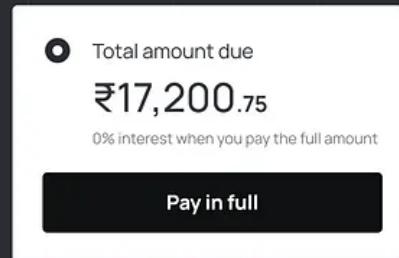
Read how Heramb and Riddhi have made transparency the foundation on Jupiter.

Transparency over Everything

Designing India's Most Loved Financial App — Part 6/6

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Special mention to the brand team at Jupiter for putting these into proper words and structure — Satvika, Tejasvi, Atul and Khushi

Thanks to Anuj Rathi for helping us define these and inculcating this into the design team's day-to-day functioning.

I am Aayush Jain. I lead the product design team at Jupiter. We are a close-knit, enthusiastic and talented group of 20 designers (and growing). We are always on a lookout for great folks who can live by these principles. You can reach out to me on superdm.me/aayush