

User Interface Design Principle (PROG8150) | Fall 2023
Section 3 Group 4
Team Members

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A) The description of the application

Our project centred on the development of a mobile banking application aimed at offering a comprehensive and user-friendly financial experience akin to established platforms in the industry such as CIBC. Our team dedicated efforts to crafting an intuitive interface ensuring seamless navigation, convenient access to financial information, and secure transaction processing.

To enhance our design approach, we conducted thorough research on two prominent competitors in the mobile banking sector, analysing the features, strengths, and weaknesses of apps such as CIBC. Insights gleaned from this research were instrumental in shaping our development strategies.

Throughout the project lifecycle, we meticulously crafted sketches, wireframes, and a high-fidelity prototype, illustrating the entire user journey from the login screen to conducting transactions and accessing account information. This comprehensive prototype served as a blueprint for our mobile banking app's design and functionality.

Adhering to established industry norms, we implemented recognized design patterns, intuitive metaphors, and usability principles to ensure an engaging and intuitive interface. Collaborative usability tests were conducted, involving participants from various groups, providing invaluable feedback that informed iterative refinements to our application's usability and functionality.

In summary, our mobile banking application endeavours to deliver a comprehensive financial platform, merging ease of use, robust security measures, and customer engagement to offer users a seamless and trustworthy banking experience.

B) Tools used.

I. Microsoft word



We used Microsoft word for documentation purpose.

II. Microsoft Teams



We used Microsoft for purpose of coordination.

III. Adobe XD



We used adobe XD to create wireframes and high-fidelity prototype.

c) The UX strategy of your project.

Our UX strategy for the new banking application revolves around seamless navigation, user feedback integration, an intuitive transaction flow, and rigorous usability testing.

To ensure a user-friendly experience, our primary focus is on creating a clear and intuitive navigation system. We will structure the application's interface with logical and standard buttons, providing an organized pathway for users to navigate through various features. In addition, incorporating breadcrumb navigation will help users understand their current location within the application, enhancing overall usability.

User feedback will play a crucial role in our strategy. We plan to integrate customer reviews and ratings for different banking features, allowing users to share their experiences. This feedback mechanism not only fosters user engagement but also provides valuable insights into the effectiveness of various banking functionalities. It serves as a form of social proof, helping users make informed decisions about their financial interactions based on real customer experiences.

An intuitive transaction flow is paramount in a banking application. We will prioritize a user-friendly and efficient shopping cart equivalent for seamless financial transactions. This involves streamlining the process of transferring funds, making payments, and managing accounts, ensuring users can complete tasks with ease.

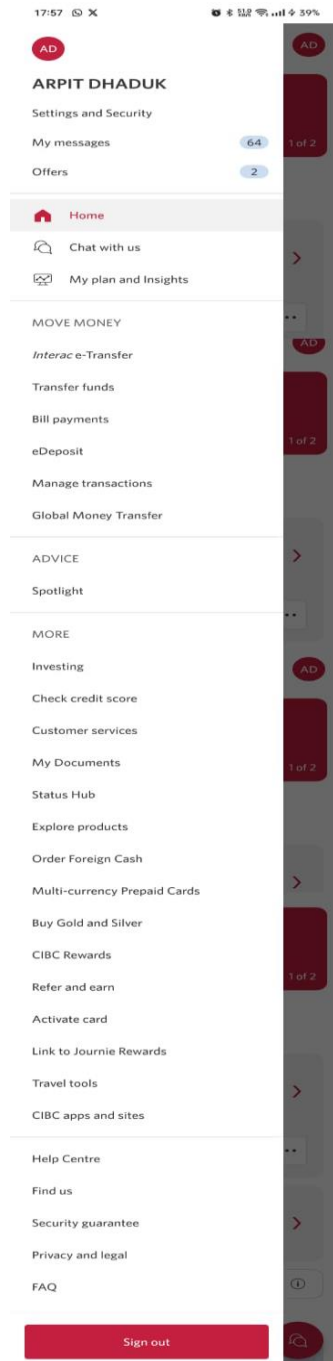
To continuously refine and optimize the user experience, we will implement A/B testing. This involves conducting controlled experiments with different interface variations to identify the most effective design elements and user flows. Based on the results, we will make data-driven decisions to enhance the application's usability and overall user satisfaction.

These UX strategies will be integrated into the development process, with the ultimate goal of creating a banking application that not only meets functional requirements but also prioritizes the user's needs and expectations.

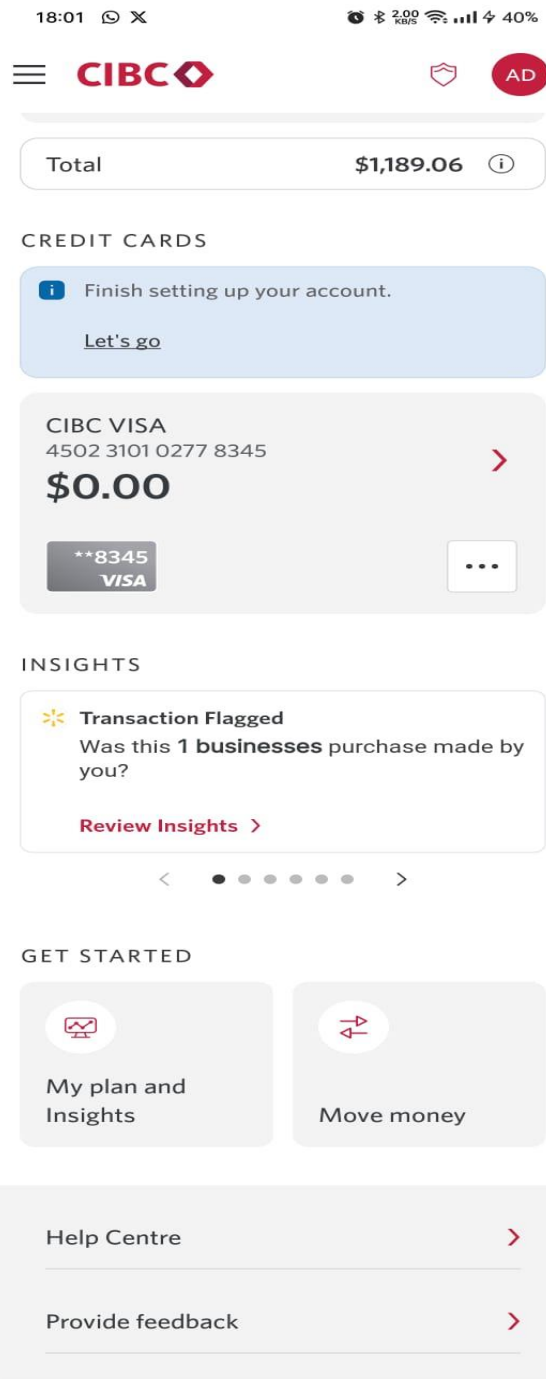
D) Competitive research

To refine our design, we researched two competitor web applications, eBay, and Le Offer ecommerce websites. This research helped us identify strengths and weaknesses that guided our development.

I. CIBC

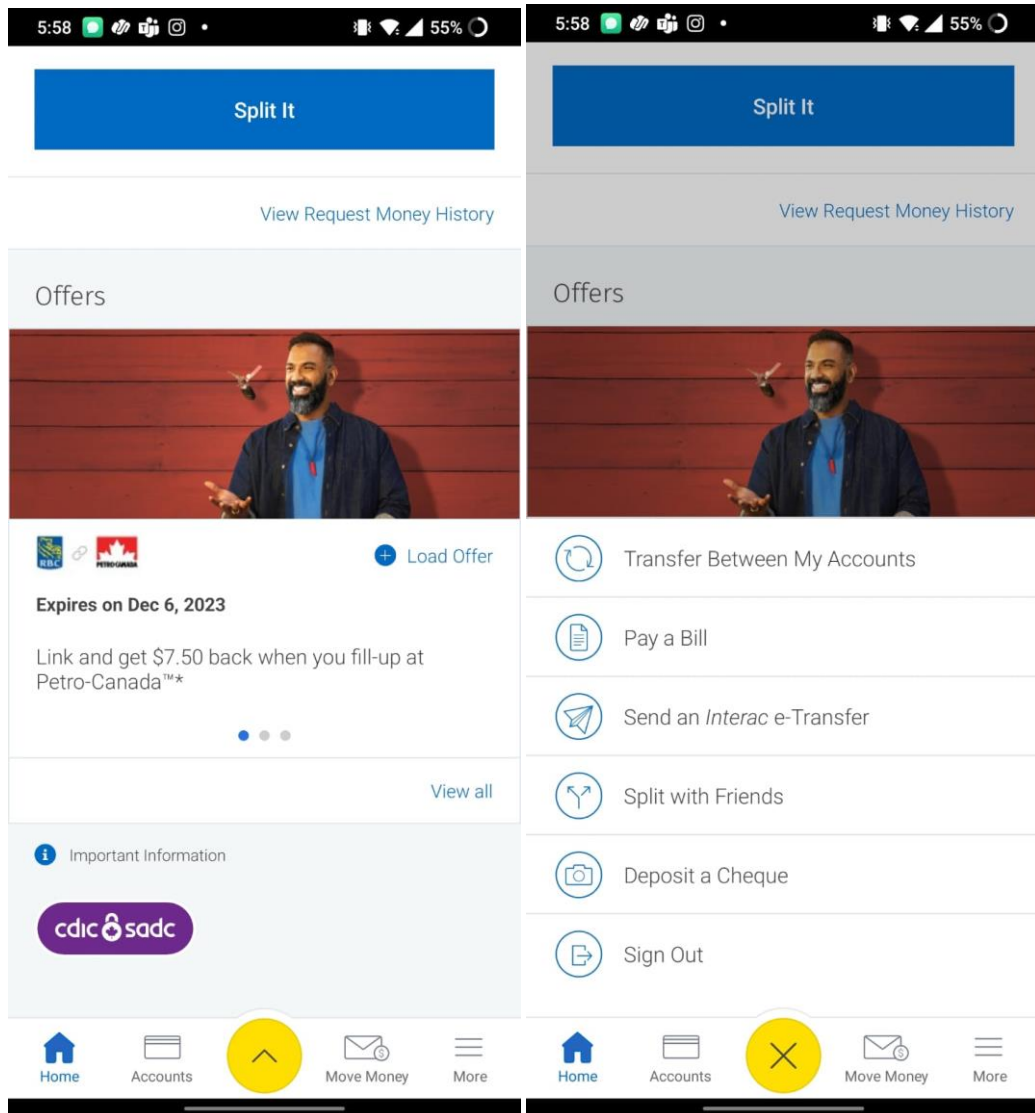


In CIBC mobile banking application, there are not many options to explore for the users. The application has most of the information under the (more) option. This will have a chance to get confused for the first-time users. Our group focussed into it and we changed this inconvenience to get more convenient for the people.



In CIBC application, the help centre is placed at the end of the page and it's visually not appealing as the user might not even look to the bottom of the page. This will create a struggle for the users to seek help when they were in doubt regarding their issues.

II. RBC



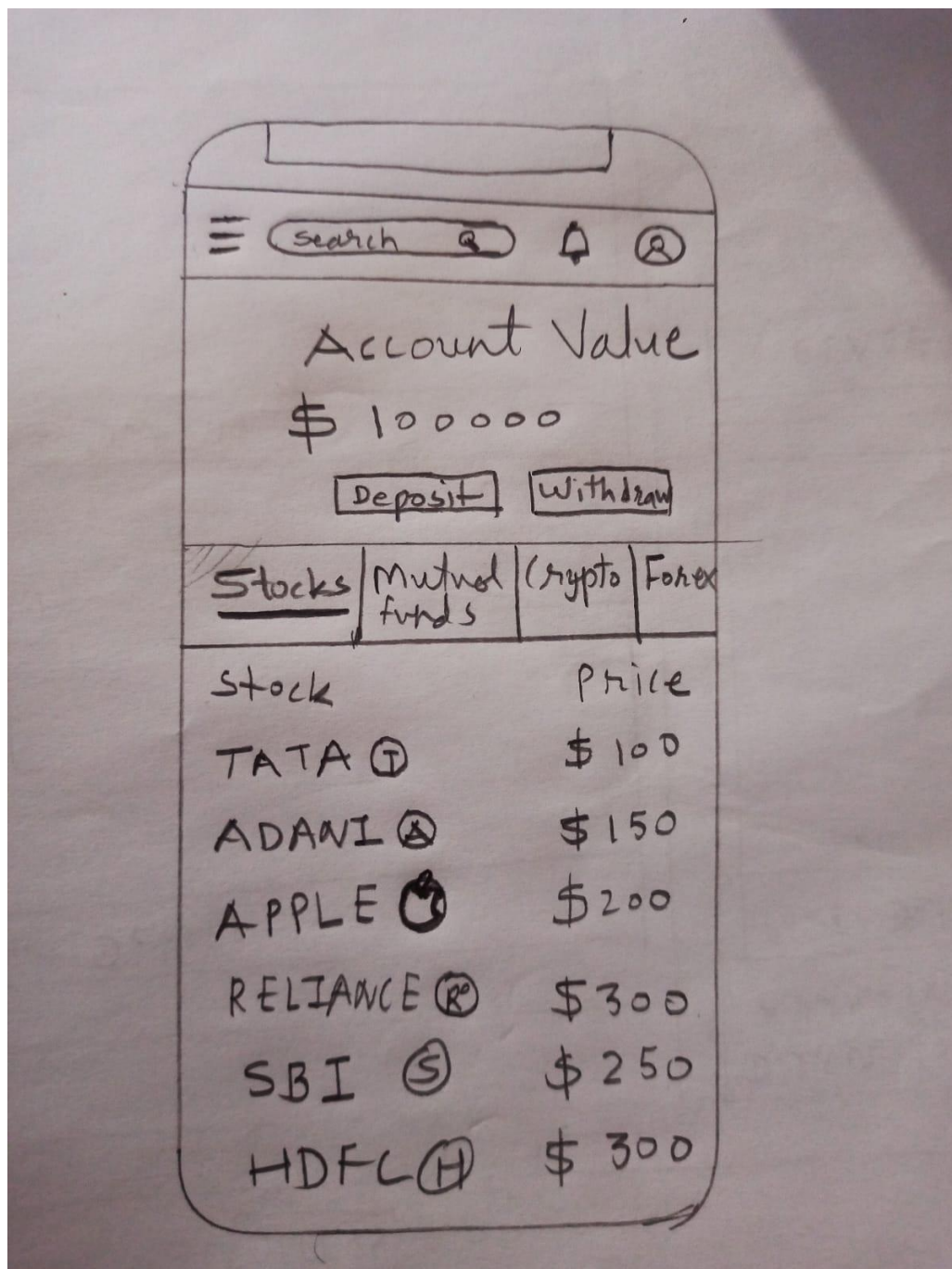
In RBC, there is a yellow coloured round option for more menu but the symbol does not related to what it means. So, the users will have struggle while finding more options to explore.

E) Our prototypes (Sketches, wireframes, high-fidelity prototypes).

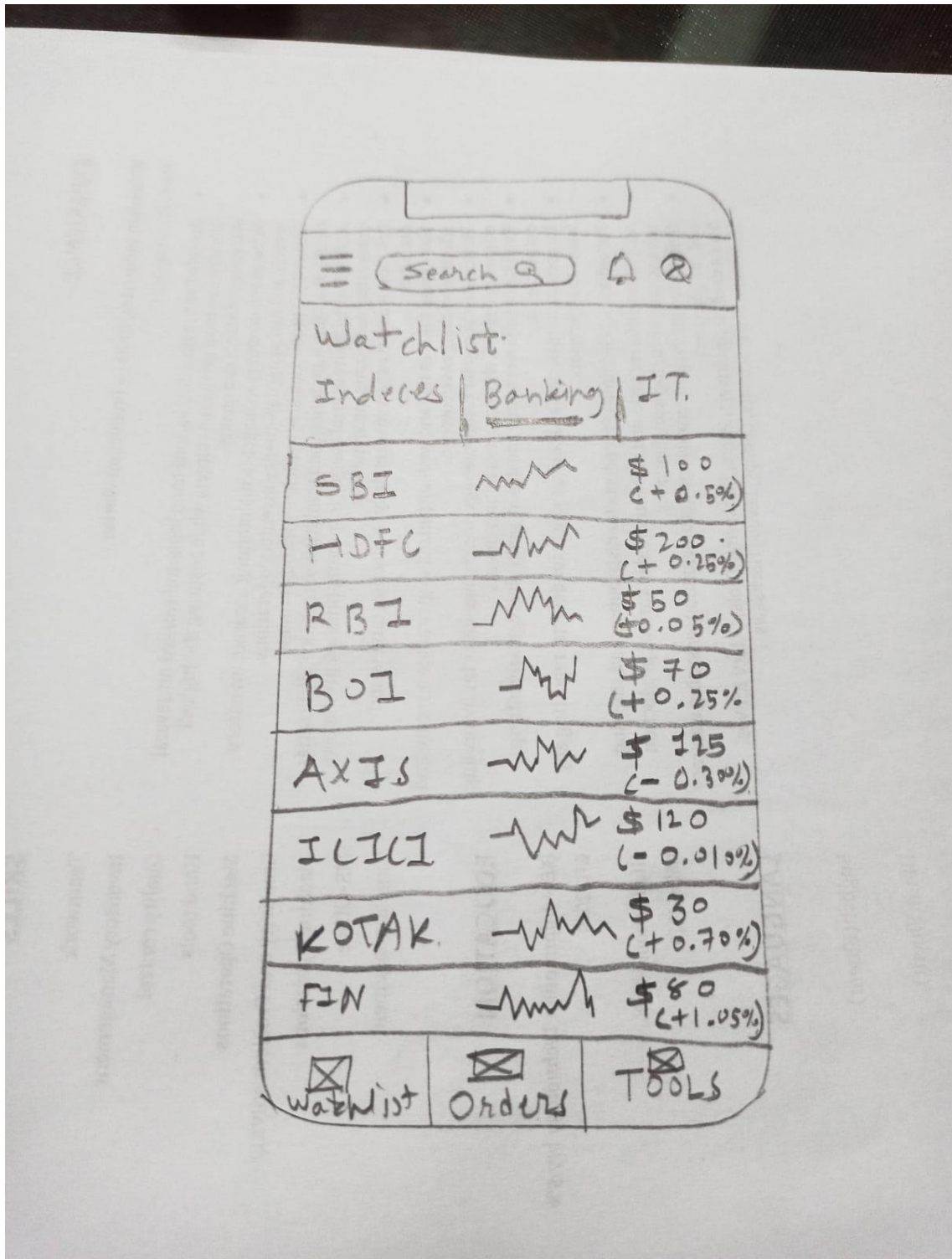
a. Sketches

I. Shubham Bhavdeepbhai Agravat

Dashboard

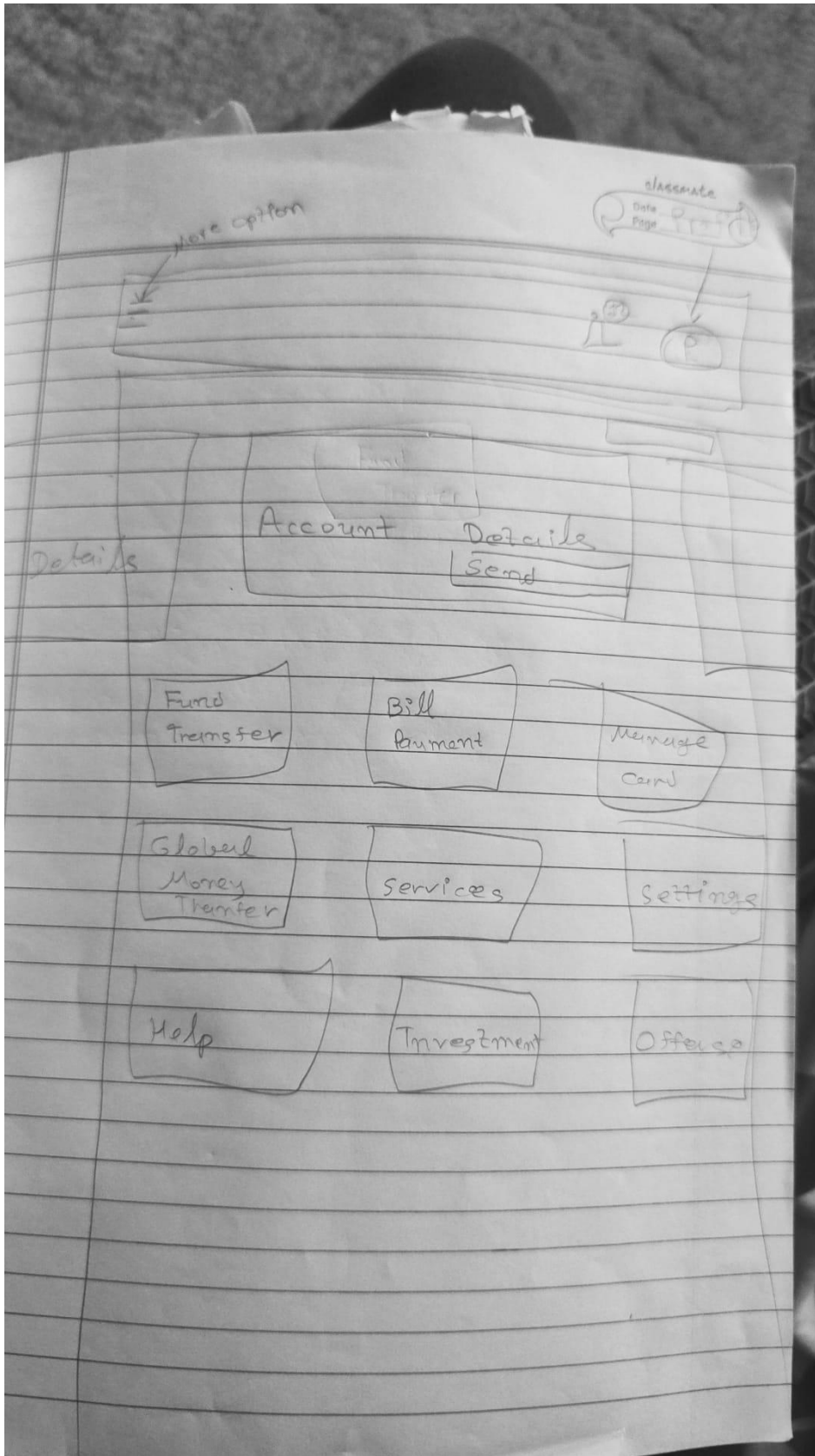


Investment



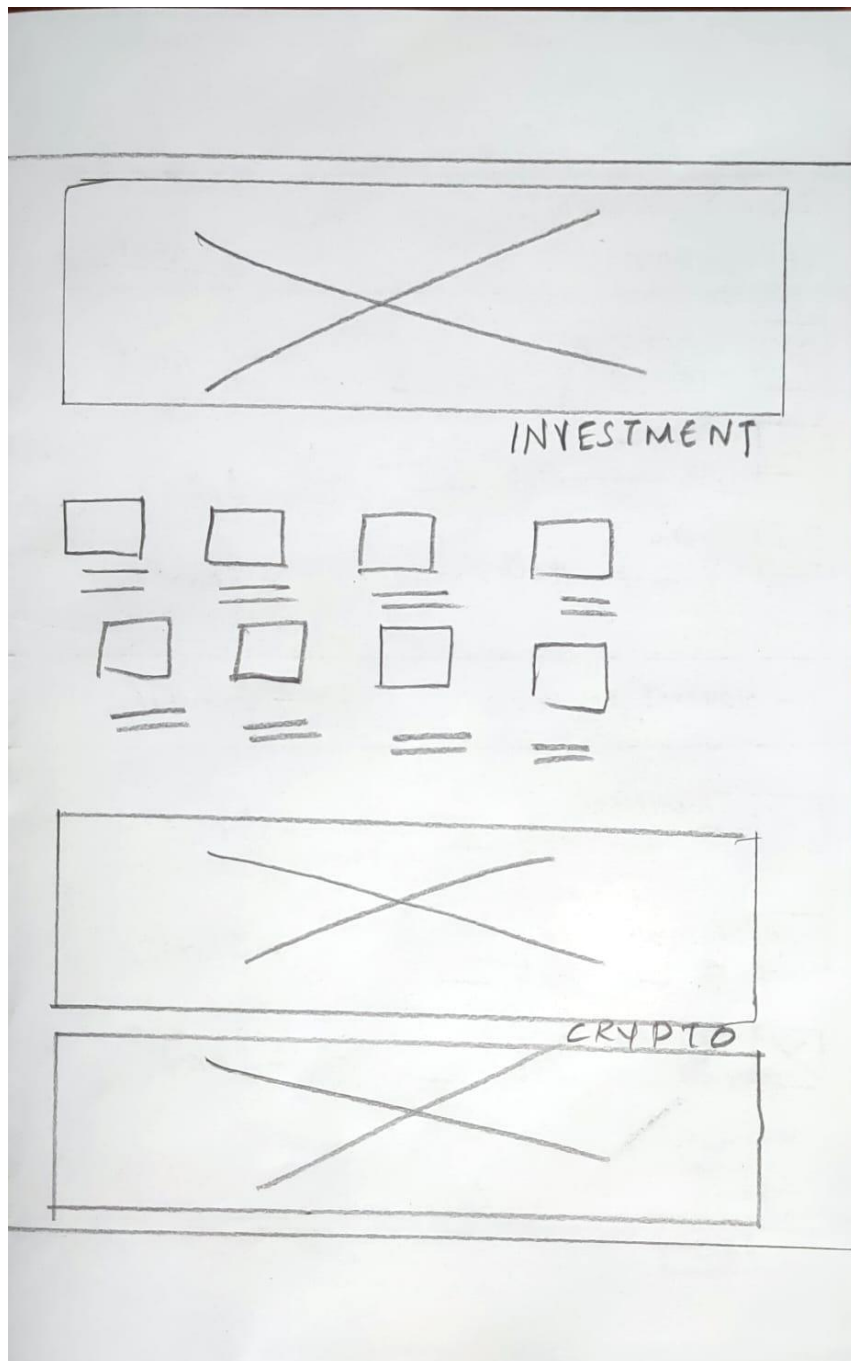
II. Arpit Sanjaybhai Dhaduk

Dashboard



III. Nayana Sebastian

Investment



Transaction

TRANSACTION

BAR CHART

X \$ —

SPENT

X \$ —

INCOME

X

—

—

X

—

—

X

—

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\$

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\$

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IV. Dharmikbhai Bhupatbhai Nakrani

Login

*Login Page

Prestige
Bank

Username or card number

Password

Show Pass. ☐

Reset Pass.

☐ Remember my username or card number

Sign IN

Sign UP

Sign Up

* Sign UP

Just one step TO
create your Account

Full Name

mail ID

canada or US phone number

card number (16 digits)

Switch to enter international phone num.

Card expiry date

mm	yy
----	----

Sign UP

Cancel

Fund Transfer

* Money Transfers

search

Amount

\$000.00

from chequing Account

*370912

\$0,000.00

To Name

E-mail

phone number

need more info?

Cancel

Proceed

b. Wireframes

I. Login



Username or card number

Password

Show Password

☐

[Reset Password](#)

☐

Remember my username or card number

Sign IN

Sign UP

II. Sign Up



Full Name

Mail ID

Canada or US phone number

Card number (16 digits)

[Switch to enter International Phone Number](#)

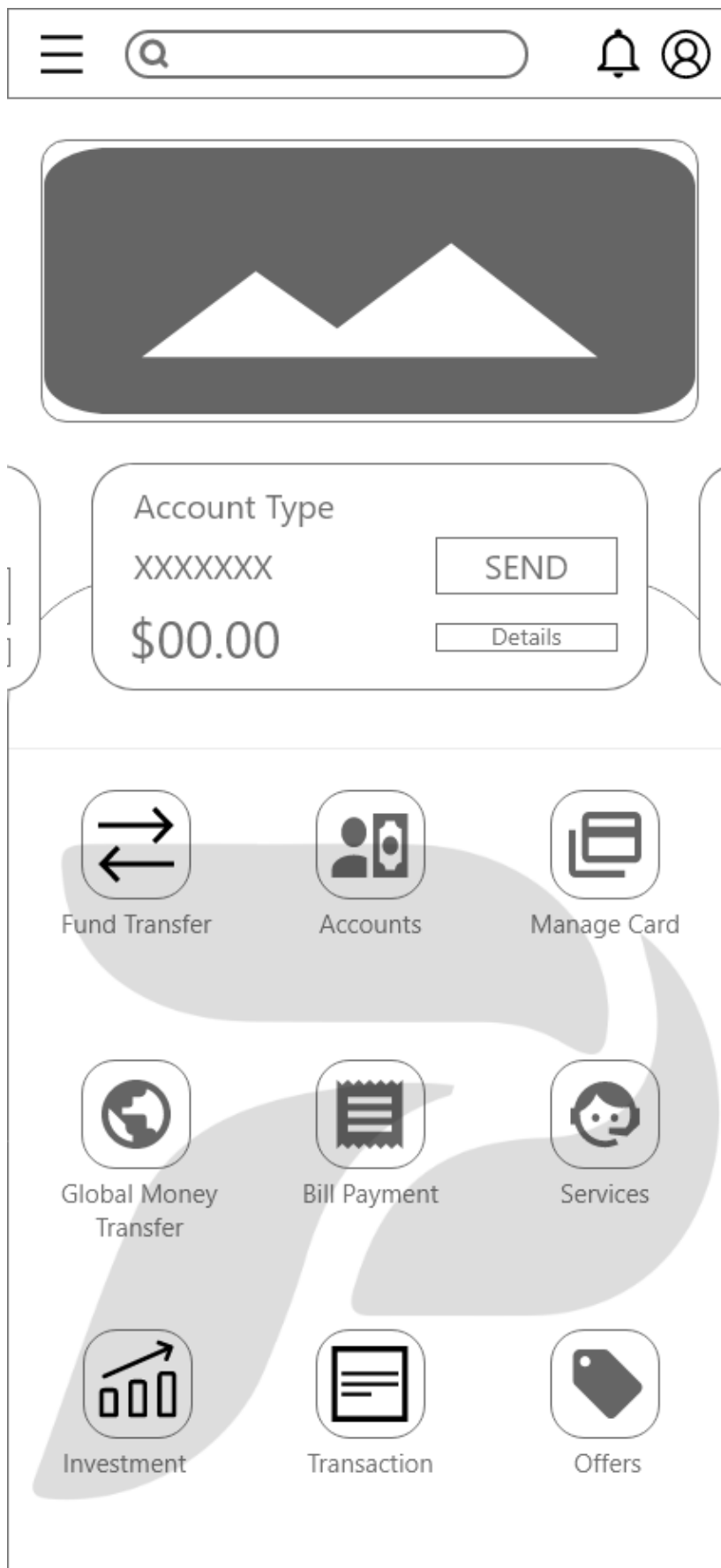
Card expiry date

MM

YY

Sign UP

III. Dashboard



IV. Fund Transfer

Amount

From Account Chequing

23045678	\$1,150.50
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To Name

Email

Phone Number

[Need More Info?](#)

Cancel

Proceed

V. Investment

Investment

VI. Transaction

TRANSACTION

Spent
\$00

Income
\$00

Transactions History

Name
tt:tt mo dd, yyyy

Type
\$ 00

Name
tt:tt mo dd, yyyy

Type
\$ 00

Name
tt:tt mo dd, yyyy

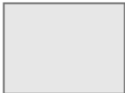

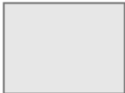




Type
\$ 00

Name
tt:tt mo dd, yyyy

Type
\$ 00


More Transactions



	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00

c. Prototype


Login



PRESTIGE
BANK

Username or card number

Password

Show Password 

[Reset Password](#)

☐ Remember my username or card number

Sign IN

Sign UP

Sign Up



JUST ONE STEP TO
CREATE YOUR ACCOUNT

Full Name

Mail ID

Canada or US phone number

Card number (16 digits)

[Switch to enter International Phone Number](#)

Card expiry date

MM

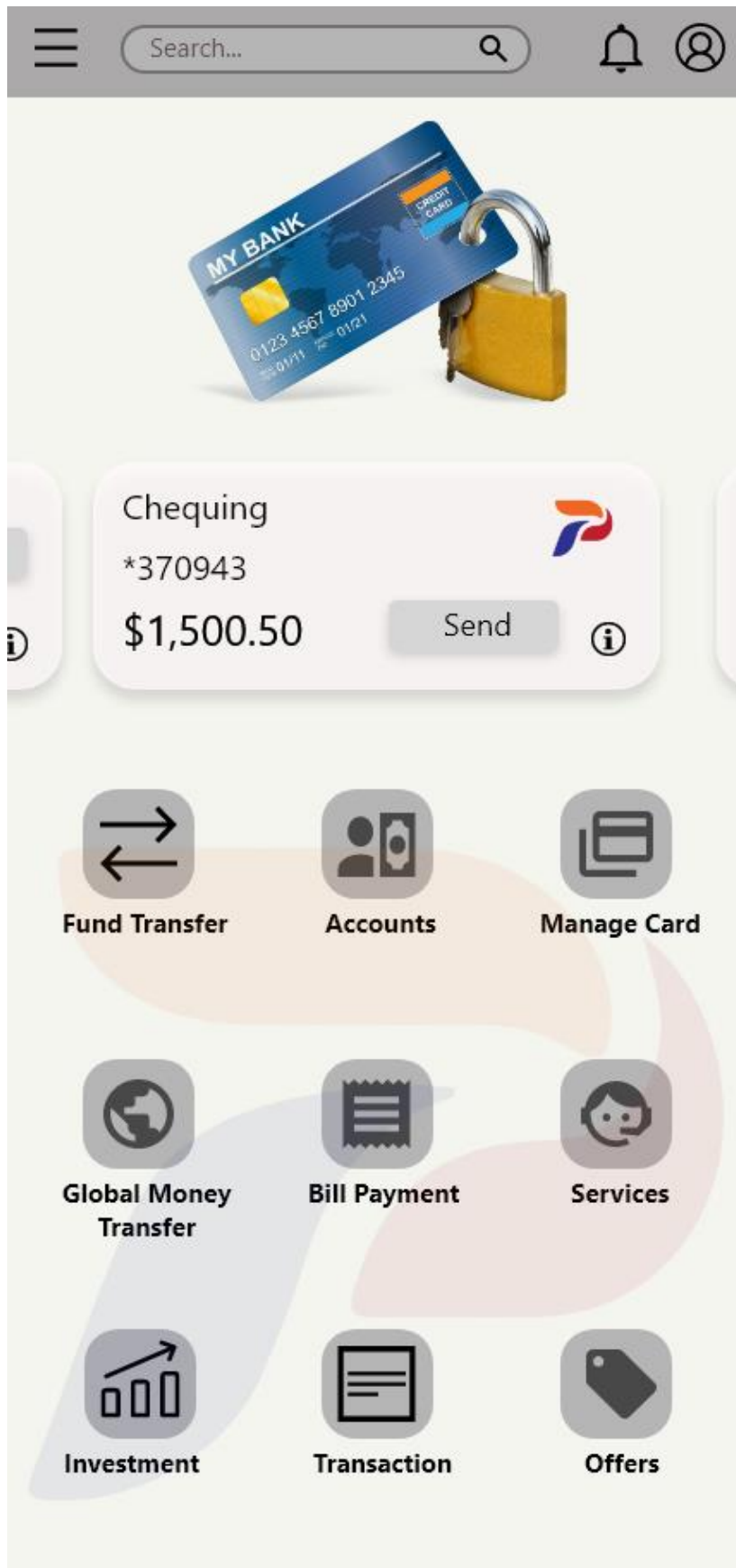
YY

Sign UP

Cancel

[Help?](#)

Dashboard



Fund Transfer



Amount

From Chequing Account

To Name

Email

Phone Number

[Need More Info?](#)

Cancel

Proceed

Investment

Search...

←

Investment



Crypto

*56666

\$653.31



Annuity

*45565

\$546.13



Mutual Funds

*896436

\$596.45








Bonds

*56896

\$236.78

Transaction






Transactions


Saving


*370912

\$15,500.00

Send








Spend


\$963.23




Income

\$806.21

Transaction History






Johny Plumber

22nd Nov 2023

PayPal

+\$34.78




Raj Patel

22nd Nov 2023

RVC

+\$65.96




Mark Avenue

22nd Nov 2023

HFC Broad

+\$90.39



Bobby Devid

21st Nov 2023

VP Bank

- \$89.58

More Transactions . . .



Search...



Transactions



John Deo
21st Nov 2023

PayPal

- \$ 34.76



Raj Kumar
19th Nov 2023

PayPal

+ \$ 90.33



Devid Ville
19th Nov 2023

TD Bank

+ \$ 90.46



Food Basics
19th Nov 2023

Grocery

- \$ 81.57



Apple Inc.
17th Nov 2023

Online

- \$ 845.89



Kumar Sanu
05th Nov 2023

VP Bank

+ \$ 63.18



Aspire Basel
27th Oct 2023

RVC Bank

- \$ 90.24



Raj Sanu
15th Oct 2023

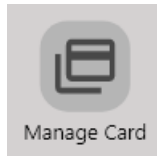
PayPal

- \$ 57.13

F) Table or list showing where you implemented the

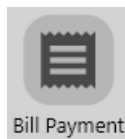
a. 5 metaphors

I. Manage Card



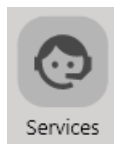
The manage card icon symbolizes the card settings section, where users can manage their card like block card, order a new one, so on.

II. Bill Payment



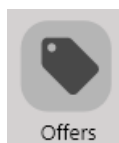
The bill icon symbolizes the bill payment section where user can pay various bills like credit card bill, mobile bills, so on.

III. Services



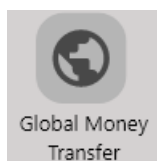
This icon symbolizes services section where are all other facilities are located like transfer money between accounts.

IV. Offers



This icon symbolizes offers section where are all offers given by bank are located like transfer money between accounts.

V. Globe



This icon symbolizes offers section which allows user to transfer around the globe for example from Canada to India,

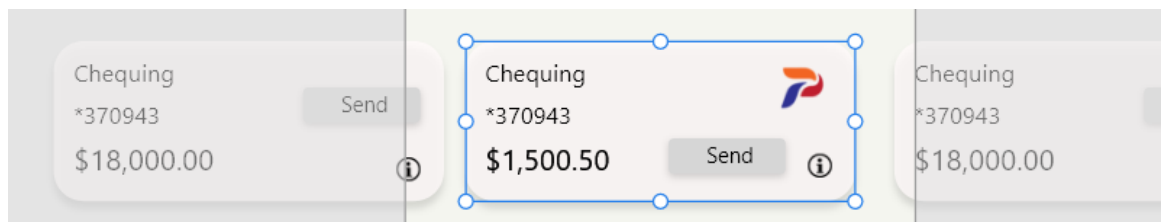
b. 5 design patterns

I. Proximity



Grouping related items together using proximity helps users perceive them as a single unit. For example, in a middle part, placing Buttons close to the corresponding functionality helps users quickly understand which button corresponds to which functionality.

II. Closure











On Home page, User can see that there are accounts feature available where user can see account details and if they have more than one account they can simply swipe left or right to check different accounts.

III. Similarity



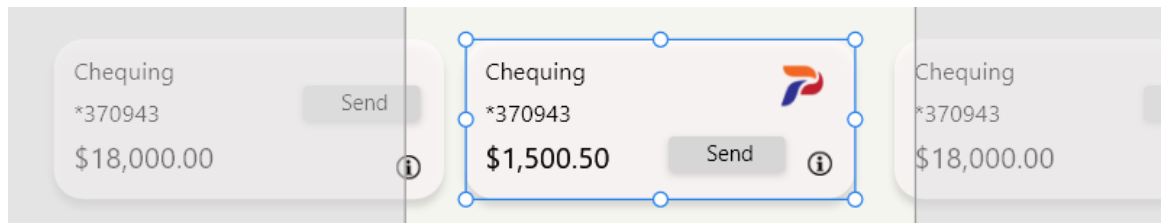
In the investment section all types of investments are created using same size of image and same fonts.

IV. Symmetry

<div><div>☰</div><div>Search...</div><div>🔍</div><div>🔔</div><div>👤</div></div>		
←	Transactions	
	John Deo 21st Nov 2023	PayPal - \$ 34.76
	Raj Kumar 19th Nov 2023	PayPal + \$ 90.33
	Devid Ville 19th Nov 2023	TD Bank + \$ 90.46
	Food Basics 19th Nov 2023	Grocery - \$ 81.57
	Apple Inc. 17th Nov 2023	Online - \$ 845.89
	Kumar Sanu 05th Nov 2023	VP Bank + \$ 63.18
	Aspire Basel 27th Oct 2023	RVC Bank - \$ 90.24
	Raj Sanu 15th Oct 2023	PayPal - \$ 57.13

Symmetrical transaction page all transaction are shown symmetrically.

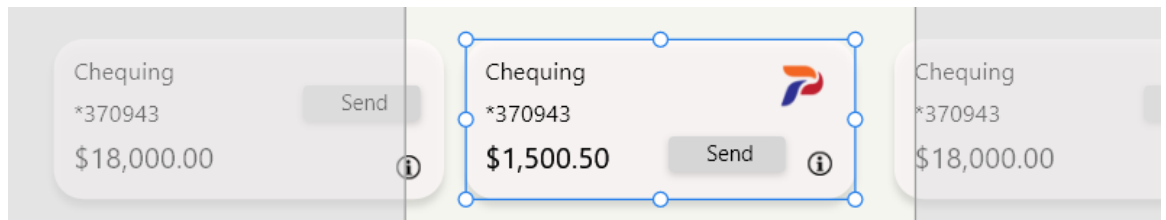
V. Continuation



The account detail section in dashboard is using this rule by providing continues details regarding accounts.

c. and 10 Usability principles.

I. Visibility of system status




Here user can keep track of their account balances and credit card debt.

II. Match between system and the real world



There are many icons are present here which helps user to identify it's function at some level without language barrier.

III. User control and freedom



JUST ONE STEP TO
CREATE YOUR ACCOUNT

Full Name

Mail ID

Canada or US phone number

Card number (16 digits)

[Switch to enter International Phone Number](#)

Card expiry date

MM

YY

Sign UP

Cancel

[Help?](#)

≡

Search...

🔍

🔔

👤

Amount

\$869.60

From Chequing Account

*370912

\$1,150.50

To Name

John Deol

Email

Johndj23@gmail.com

Phone Number

+1 (437) 212 8***

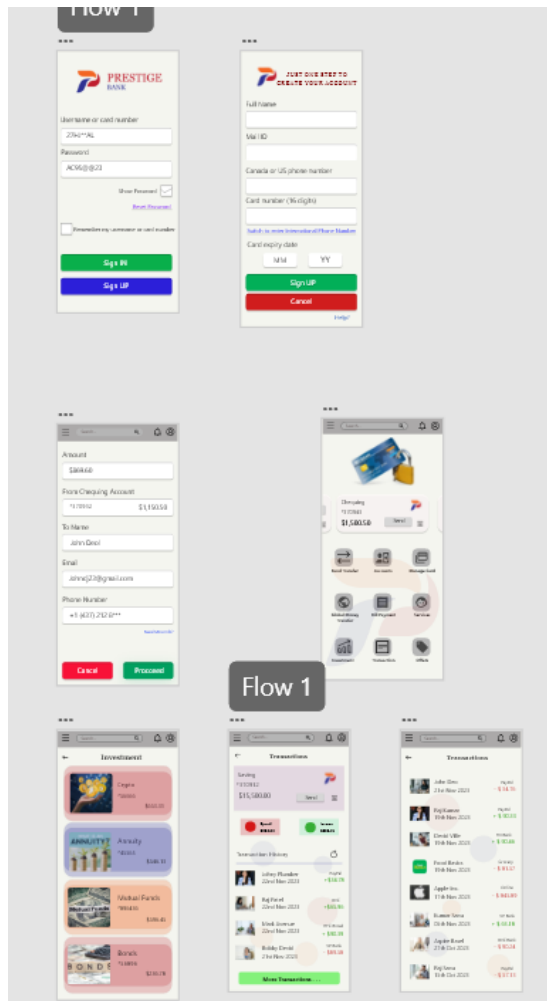
[Need More Info?](#)

Cancel

Proceed

In sign up page user can return to login page by simply clicking on cancel and in transaction by clicking on cancel user will return to dashboard.

IV. Consistency and standards




All the pages with the same color palette, identical header and footer, and buttons with a consistent shape and style adhere to principles of consistency and standardization.

V. Error Prevention

A message above the password field is displayed when the customer is registering, guiding them to create a password that complies with system requirements.

VI. Recognition rather than recall



Username or card number

Password

Show Password ☐

[Reset Password](#)

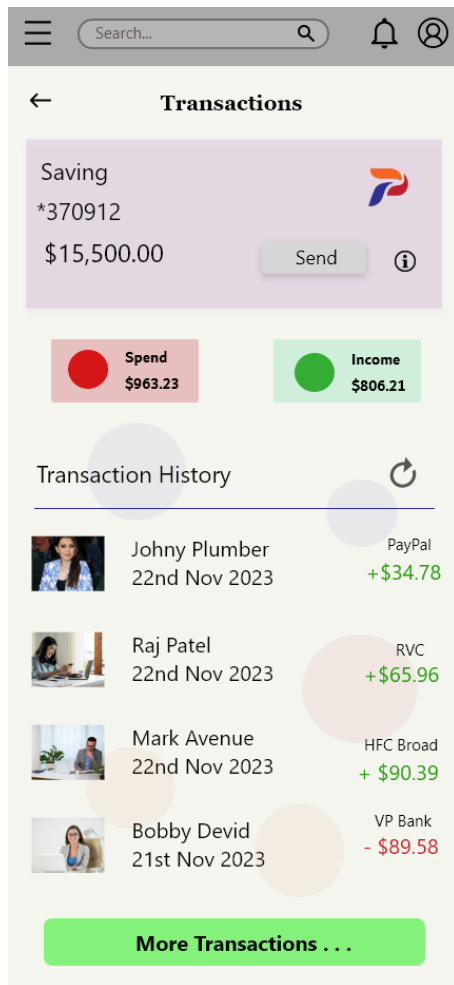
☐ Remember my username or card number

[Sign IN](#)

[Sign UP](#)

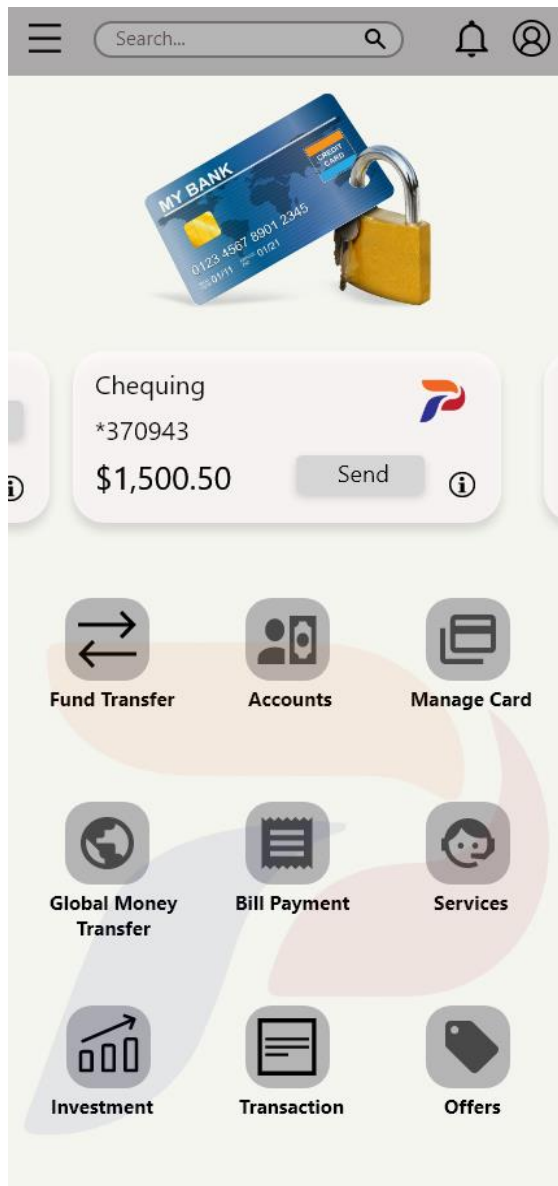
On loginb page there is a button remember me by clicking it user allows system to remember username so user don't have to enter it every time.

VII. Flexibility and Efficiency of use



On transaction page every transaction are written with necessary details and easily noticeable notations so user can understand them easily.

VIII. Aesthetic and minimalist design



We aimed to design an e-commerce platform as minimalist as possible, enabling customers to navigate easily without distractions and enjoy an uncluttered visual experience.

IX. Help users recognize, diagnose, and recover from errors.


There are messages in login form and Fund transfer page.

X. Help and documentation.

There is a help option in services function which allows user to chat with chatbot or call customer representative.

g) Prototype matches the wireframe.

Login



Username or card number

Password


Show Password ☐

[Reset Password](#)

☐ Remember my username or card number

Sign IN

Sign UP



Username or card number

Password

Show Password ☒

[Reset Password](#)

☐ Remember my username or card number

Sign IN

Sign UP

Sign Up



PRESTIGE
BANK

Full Name

Mail ID

Canada or US phone number

Card number (16 digits)

[Switch to enter International Phone Number](#)

Card expiry date

MM

YY

Sign UP



JUST ONE STEP TO
CREATE YOUR ACCOUNT

Full Name

Mail ID

Canada or US phone number

Card number (16 digits)

[Switch to enter International Phone Number](#)

Card expiry date

MM


YY



Sign UP


Cancel

[Help?](#)

Dashboard








Account Type
XXXXXXX


\$00.00

[SEND](#)


[Details](#)




Fund Transfer




Accounts




Manage Card




Global Money Transfer




Bill Payment




Services




Investment






Transaction



Offers








Chequing

*370943


\$1,500.50

[Send](#)


[i](#)




Fund Transfer




Accounts




Manage Card




Global Money Transfer




Bill Payment




Services



Investment



Transaction



Offers

Fund Transfer

Amount

From Account Chequing

23045678	\$1,150.50
----------	------------

To Name

Email

Phone Number

[Need More Info?](#)

Cancel

Proceed

☰

Search...

🔍

🔔

👤

Amount

\$869.60

From Chequing Account

*370912	\$1,150.50
---------	------------

To Name

John Deol

Email

Johndj23@gmail.com

Phone Number

+1 (437) 212 8***

[Need More Info?](#)

Cancel

Proceed

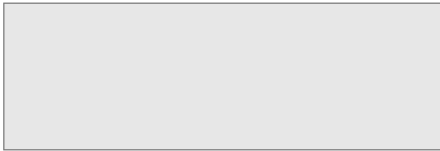
Investment

☰

🔔

👤

Investment



☰

🔔

👤

← Investment



Crypto

*56666

\$653.31



Annuity

*45565

\$546.13



Mutual Funds

*896436

\$596.45



Bonds

*56896

\$236.78

Transaction

TRANSACTION

Spent
\$00

Income
\$00

Transactions History

	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00

More Transactions

Search...

Transactions




Saving
*370912
\$15,500.00

Send

Spend
\$963.23








Income
\$806.21

Transaction History









	Johny Plumber 22nd Nov 2023	PayPal +\$34.78
	Raj Patel 22nd Nov 2023	RVC +\$65.96
	Mark Avenue 22nd Nov 2023	HFC Broad +\$90.39
	Bobby Devid 21st Nov 2023	VP Bank -\$89.58

More Transactions . . .

← Resent Transactions

	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00
	Name tt:tt mo dd, yyyy	Type \$ 00

← Transactions

	John Deo 21st Nov 2023	PayPal - \$ 34.76
	Raj Kumar 19th Nov 2023	PayPal + \$ 90.33
	Devid Ville 19th Nov 2023	TD Bank + \$ 90.46
	Food Basics 19th Nov 2023	Grocery - \$ 81.57
	Apple Inc. 17th Nov 2023	Online - \$ 845.89
	Kumar Sanu 05th Nov 2023	VP Bank + \$ 63.18
	Aspire Basel 27th Oct 2023	RVC Bank - \$ 90.24
	Raj Sanu 15th Oct 2023	PayPal - \$ 57.13

H) The usability tests results.

We conducted usability tests in collaboration with relatives and friends of each team member,

collecting valuable feedback that allowed us further refinements to our platform. Here are some.

adjustments made to our prototype based on feedback:

Include details like account number and balance fir each account in investment page.



Insert section with recently reviewed items, to enable client to see previous products: