

About: Banking typically requires a modicum of access to a physical location. In this day in age, this isn't always practical or desired. Branchless Bank is a proof of concept app that this no longer has to be the norm.



Client

- Branchless Bank, Inc. was founded in 2015 by world traveller Andrew Milo. Milo spent more time away from home than not and found it becoming problematic

to meet his personal banking needs. After talking with other explorers, and finding this problem to be a common theme, the idea for Branchless Bank was born. Branchless Bank launched with a startup investment of \$1 million.

Product Objective

- Allow secure, easy, fast banking and money management from anywhere via your smartphone or tablet.
- Provide excellent customer service via 24 hour help from the app or by phone.
- Increase customers awareness of their financial status with spending trends, savings goals, budgeting tools, and bill reminders.
- Integrate with Apple Pay and Android Pay for quick checkout and additional security.

Target Audience

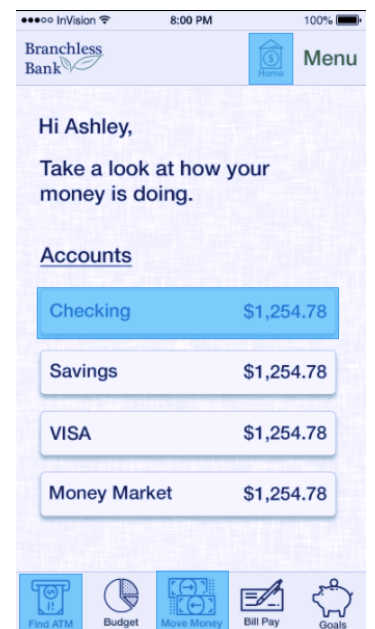
- Constant travelers: Whether it's work or wanderlust, our users won't need to be anywhere specific to manage their money.
- The tech savvy: Everything is already at your finger tips, why not banking too?
- The rural journeyman: Just because you live in a remote area doesn't mean you should lack services. No one wants to drive an hour to a bank anyways.

Projected Timeline

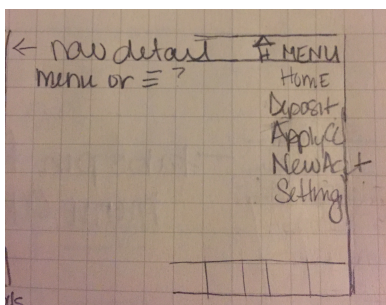
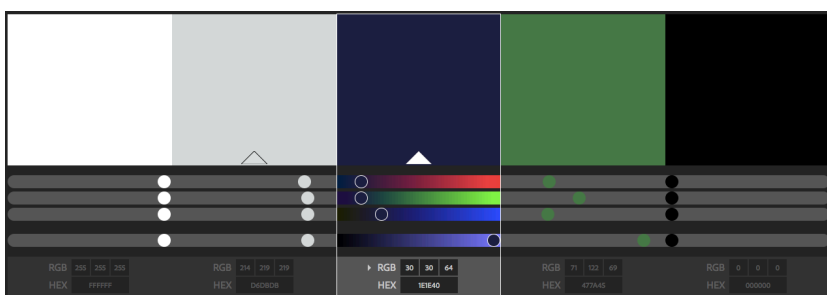
- Discovery: 11/1 - 11/7
- Prototyping: 11/8 - 11/11
- Development: 11/12 - 11/18

Tools:

- Illustrator
- Photoshop
- Invision App



Process: Beginning with the idea that a bank, no matter how progressive in it's business model, should meet the criteria of being professional, trustworthy, and solid, I designed the color scheme, based in navy blue, and the branding.



Creating a logical workflow that simplifies banking, but still allows access to all of the information you would need on a regular basis drove the design and what's quickly at your fingertips. I put priority on account detail, moving money, finding ATMs, and creating budgets and goals.

Additional Ideas: Refining the design and moving some detail to additional pages would improve usability. Building out all designed functionality will improve proof of concept.

