

MapleFi, Redesigned the FreyFunds

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2025

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Project Overview

Project: MapleFi – Personal Finance App with AI Assistant

Type: Redesign & Rebuild (from scratch)

My Role: UX/UI Designer, UX Researcher, Interaction Designer


Tools: Axure RP, ChatGPT (UX Simulation), Figma (initial design), YouTube (Intro), Photoshop

Duration: 4 weeks (main flow), 1 week (onboarding)

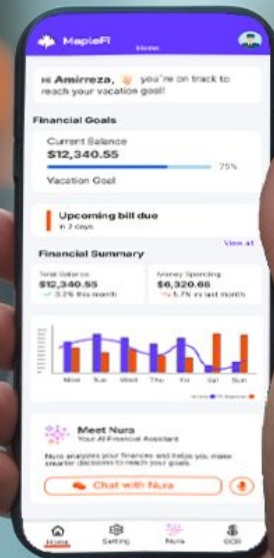
Platform: Mobile – iOS & Android

MapleFi is a redesigned personal finance planning app powered by an AI assistant named Nura. I started this project by reimagining a previous concept (FreyFunds) to build something cleaner, smarter, and more modern, both in terms of visuals and experience.

The goal was to help users track their income, expenses, and financial goals in a more human-centered and intelligent way. All designs were rebuilt in Axure from scratch to explore its capabilities and limitations in prototyping real, connected UX flows.

 View the full project:

- [FreyFunds \(Figma Archive\)](#)
- [MapleFi Prototype \(Axure Cloud\)](#)



Problem Space

Users often feel overwhelmed or disconnected when using traditional finance apps. They either show too many numbers or require too much manual input, which leads to frustration and eventually abandonment.

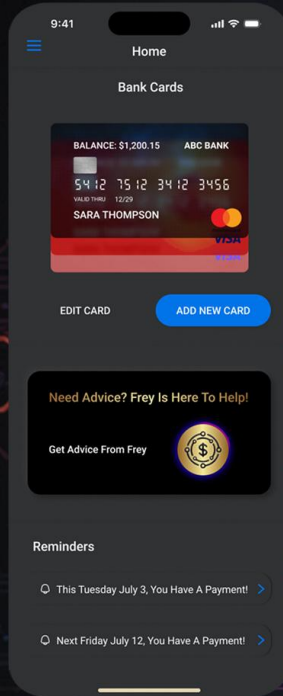
I wanted to rethink that experience by asking:

- What if a finance app could understand your situation through a chat or voice interaction?
- What if the dashboard wasn't just a report — but a guide?
- What if smart suggestions could show up just when you need them, not buried behind menus?

In my previous project (FreyFunds), I saw:

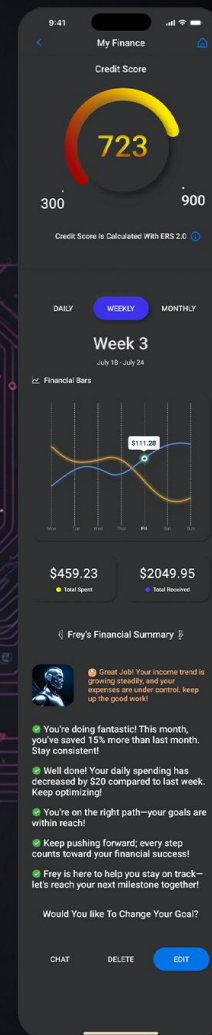
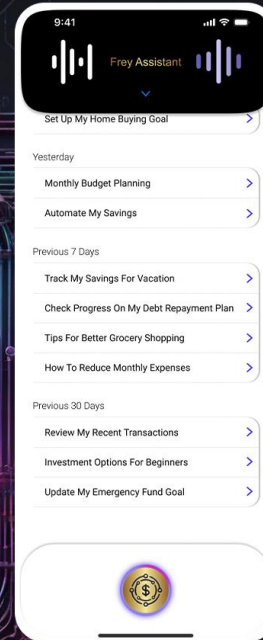
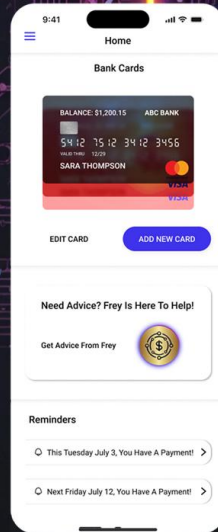
- Overloaded screens
- Poor navigation
- Lack of design consistency
- And a general “cold” user experience

These pain points became the foundation for MapleFi.



FreyFunds Figma:

<https://tinyurl.com/4fhx97bf>



Goals & Constraints

Project Goals:

From day one, I defined the following goals to guide my redesign process:

- **Simplify the experience** → Users should understand where their money is and where it's going within seconds of opening the app.
- **Add human touch with AI** → Nura, the AI assistant, helps users track and understand their finances via voice or chat.
- **Make financial planning less stressful** → With reminders, smart suggestions, and contextual guidance, the app reduces cognitive load.
- **Create a scalable UI foundation** → A design system that works across light/dark themes, screens, and future features.
- **Build everything inside Axure** → Not just for high-fidelity prototyping, but to fully explore what Axure can and cannot do when used like a real product tool.

Constraints:

- **No external libraries or plugins** → Everything was built natively inside Axure.
- **Limited animation capability** → Micro-interactions had to be simulated through creative use of dynamic panels and page transitions.
- **One-person workflow** → All design, prototyping, research, and testing was handled by me.
- **No backend or real data** → All behavior was simulated but with realistic flows and scenarios.
- **Learning-while-building** → This was my first full project inside Axure, so I constantly balanced output with tool exploration.

User Research & Insights

Since I didn't have access to live users for this case study, I took a creative approach:

I simulated a real user interview using ChatGPT, asking questions from the perspective of a financial app user.

Instead of guessing what users might want, I designed this conversation to capture realistic expectations and behavior.

What I Asked:

- What do you expect from a personal finance app like MapleFi?
- What do you want to see on the dashboard when you open it?
- What frustrates you most in existing apps?
- How do you want to interact with an AI assistant?

Sample Responses:

I just want to know how close I am to my financial goals, without digging through charts.

Give me smart nudges — not just data dumps. If rent is coming up or I'm overspending, tell me simply.

If there's an AI, I want it to *get me*. Like... I tell it 'I spent \$230 on groceries' and it just knows what to do with that.

Key Insights That Shaped the Design:

Insight	Design Outcome
Users want a friendly, non-overwhelming dashboard	I designed a clean, spacious layout with smart summaries at the top
AI should reduce effort , not add to it	Nura automatically extracts info from chat or receipts, and offers to update the dashboard
Manual entry = pain	I added voice/chat interaction and receipt OCR to avoid manual logging
Users want motivation	Progress bars, goal tracking, and positive feedback messages were key parts of the UI

This simulated conversation turned out to be more useful than a dry persona, because it spoke the user's language and helped me focus on what matters most.

Design System (UI Foundations)

Before designing the screens, I built a scalable and minimal UI system inside Axure.

This wasn't just about visual consistency, it was about creating a **flexible foundation** for future development, feature growth, and light/dark themes.

Brand Identity

- **App Name:** *MapleFi*
- **Tone:** Calm, smart, encouraging
- **Assistant Name:** *Nura*
- **Visual Concept:** Clear, modern, and friendly — with a Canadian-inspired color palette

Color Palette

Usage	Color (Light Theme)	Color (DarkTheme)
Primary (Maple Orange)	#FE4D00 (Maple Orange)	#FE4D00 (Maple Orange)
Background	#F5F6FA	#0E1116
Surface / Cards	#FFFFFF	#1A1D22
Text Primary	#1D1D1F	#F5F6FA
Text Secondary	#6D6D72	#A0A0A5
Accent (Success)	#00C897	#00C897
Accent (Alert)	#FF6464	#FF6464
Link	#6439FF	#5DC4F0

Note: The system is designed with contrast & accessibility in mind.

Typography

- **Heading 1:** Inter 16px Bold
- **Body Font:** Inter 13px Regular
- Font weights are consistently applied for hierarchy and clarity.

UI Components

I created reusable elements including:

- Buttons (Primary, Secondary, Ghost)
- Input fields (with validation states)
- Cards (Dashboard summaries, Goals, Suggestions)
- Alerts & Toasts (for confirmations like "Dashboard Updated")
- Toggle switches (for settings or light/dark mode)
- Bottom navigation bar (with selected/hover states)

All components follow an **8px spacing system**, consistent padding, and corner radii (typically 12px or 16px).

Accessibility Notes

- All text maintains WCAG AA contrast minimum
- Icon sizes > 24px for touch-friendly zones
- No hidden essential information via color only
- Every interactive component has enough visual affordance

By doing this groundwork inside Axure (not Figma), I was able to prototype interactions using real system elements, not just visuals.

















Brand Identity

App Name	MapleFi
AI Assistant	Nura
Design Style	Minimal, Modern, Calm, AI-powered
Feeling	Reliable, smart, calm, transparent

Typography

Heading 1	Heading 1	Inter	16px	Bold
Heading 2	Heading 2	Inter	14px	Semi-Bold
Body	Body	Inter	13px	Regular
Caption	Caption	Inter	10px	Medium

Color Palette

	Light	Dark
Primary (Maple Orange)	 #FE4D00	 #FE4D00
Background	 #F5F8FA	 #0E1116
Surface / Cards	 #FFFFFF	 #1A1D22
Text Primary	 #1D1D1F	 #F5F8FA
Text Secondary	 #8D8D72	 #A0A0A5
Accent (Success)	 #00C897	 #00C897
Accent (Alert)	 #FF6464	 #FF6464
Link	 #6439FF	 #5DC4F0

Accessibility

Contrast	min WCAG AA: 4.5:1
Tap Target	min: 48x48px
Font scaling	Support dynamic text scaling (responsive rem)
Keyboard Focus	All elements should be focusable with the keyboard.

Spacing & Grid

Grid	8pt base
Padding inside cards	16px
Spacing between cards	12px
Radius	12px (rounded smooth)
Shadow depth	Elevation 2: 0px 2px 8px rgba(0,0,0,0.05)

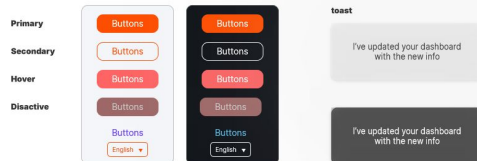
Navigation

Bottom Navigation Tabs (4 pieces):

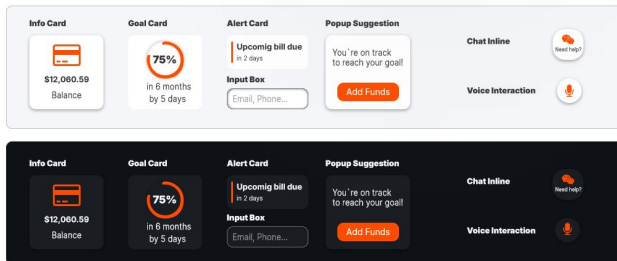
- Home 🏠
- Setting ⚙️
- Nura 🗣️
- Activity 📊

Active mode: color #FE4D00 + shadow glow

Components Overview



Cards



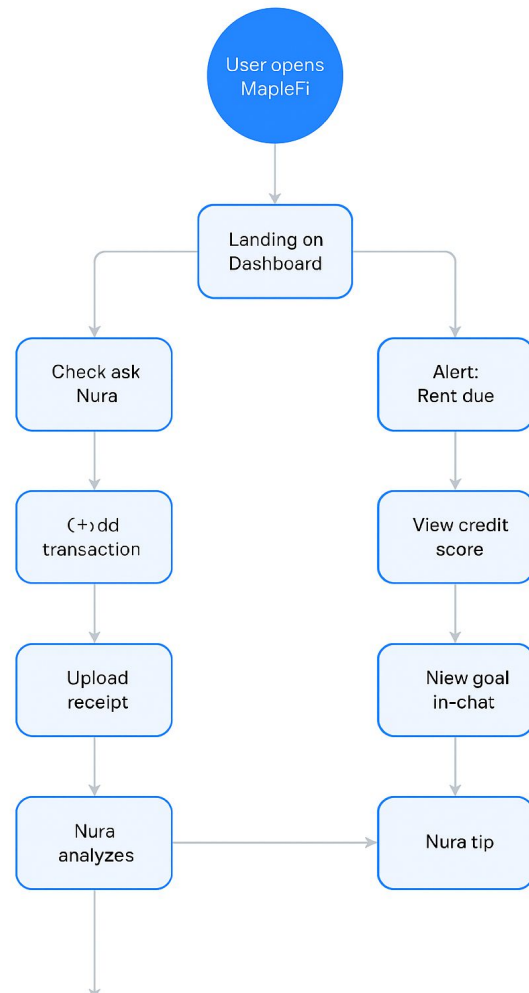
Icons



Core Screens & UX Flow

To bring MapleFi to life, I designed a set of focused, user-first screens, each with a clear purpose and a consistent visual + interaction model.

The UX flow is intentionally linear and low-friction, helping users quickly understand their financial status and take action.



Dashboard

"Open the app, get the full picture, without thinking."

- Personalized greeting with user's preferred name
- Nura's contextual insight (e.g., "You're 75% to your vacation goal")
- Upcoming payment alerts (e.g., rent in 2 days)
- Income vs. Expense chart with weekly overview
- CTA to add expense, scan a receipt, or ask Nura a question
- Bottom nav: Home, Goals, Nura, Transactions, Settings

Why it matters:

Users want emotional clarity before they want financial clarity. The dashboard does both, visually clean, emotionally light.



Hi **Amirreza**, 🙌 you're on track to reach your vacation goal!

Financial Goals

Current Balance

\$12,340.55



Vacation Goal

Upcoming bill due

In 2 days

[View all](#)

Financial Summary

Total Balance

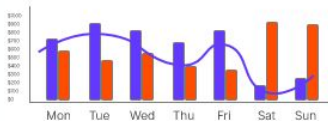
\$12,340.55

📈 3.2% this month

Money Spending

\$6,320.68

📉 5.7% vs last month



Income ● VS. Expenses ●



Meet Nura

Your AI Financial Assistant

Nura analyzes your finances and helps you make smarter decisions to reach your goals.



Chat with Nura



Home



Setting



Nura



OCR



Nura (AI Assistant)

"Talk to your money, and let it talk back."




- Toggle: **Chat / Voice**

- Users can type or speak casually:

"I spent 300 on groceries" or "I wanna save for a trip"

- Nura extracts information from input and suggests:

"Income: \$3500, Rent: \$800, Goal: Vacation – Add to dashboard?"

- Each suggestion includes:  Approve /  Edit /  Delete
- Past suggestions are stored until confirmed or dismissed



Why it matters:

This reduces manual data entry and makes the user feel heard. It's finance on your terms.



Hi Amirreza, how can I help you?

Hey Nura, I made around \$3,500 this month.
Rent was \$800, and I'm planning a trip in August.

Got it! Just to confirm:

- Income: \$3,500
- Rent: \$800
- New Goal: Summer Trip

Should I save this to your dashboard?

Approve

Edit

Delete

Pending Suggestions

Vacation Goal

Approve

You've saved 72% — just \$280 left! 🎉
You're on track to reach your goal by next month.

Your rent is due in 2 days.

Want to schedule a payment?

Approved

[View all](#)

Ask anything



Home



Setting



Nura



OCR



I heard you earned \$3,500, paid \$800 rent,
and want to save for a summer travel.

Approve

Edit

Delete

Pending Suggestions

Vacation Goad

Approve

Vacation Goad

Approved

[View all](#)

Ask anything



Home



Setting



Nura



OCR



Transactions / OCR

"Log less, scan more."

- Simple UI to snap a photo of a receipt
- Nura scans it and shows extracted data (item, amount, date)
- Users confirm or edit before saving to dashboard
- If something is unclear, Nura might ask:

"I couldn't read the store name. Want to type it?"



Why it matters:

This blends automation with control — the user is still in charge, but with less work.



Scan your transactions



Retake

I've extracted the following:

Amount **\$13.37**

Date **Apr 18, 2024**

Category **Groceries**

Approve

Edit

Delete

Settings (2 Tabs: Profile & Nura)

Profile Tab


- Name, preferred name, email, phone number
- Language, notifications, download/export data
- Change password, logout/delete account

Nura Tab

- Voice selection (Calm/Energetic)
- Add personal context (salary, rent, job, priorities)
- Re-train assistant
- Replay onboarding
- "About Nura" info card


Why it matters:

Settings aren't just technical — they're an extension of personalization. Especially with an AI-based app.




MapleFi


Setting - Profile



Profile

Nura



Change Your Avatar 

Full Name

Amirreza Nezami

Change

Preferred Name

Amirreza

Email

amirreza.nezami22@gmail.com

Change

Phone Number

+1 (647) 741-2890

Change Password

Language (optional)

English

Notification Preference

☒

Download Data / Export PDF

Log out

Delete Account


▲ You will permanently lose your account.

Home

Setting


Nura

OCR



MapleFi

Setting - Nura



Profile

Nura

Voice Preference

Calm

Memory Control (Stored data by Nura)

Income: \$8,500 monthly

Change

expenses: \$6,700 monthly

Change

Main Goal: buying a house

Change

+ Add Info

rent, job, goal, expenses...

▲ Re-Train Nura

Reset Nura

Your finance data and goals will be deleted.

Replay Onboarding

About Nura

Nura is your financial assistant... More

Home

Setting

Nura

OCR

Smart Interactions & Micro-Cases

A big part of what makes MapleFi feel alive is its attention to **small but meaningful interactions**. I didn't just design screens, I designed **moments** that connect with the user.

These aren't flashy animations or fancy transitions, but **tiny behavioral choices** that improve clarity, trust, and flow.

✓ Approving Smart Suggestions

Nura extracts info from a chat or scanned receipt:

"I found: Salary \$3500, Rent \$800, Goal: Summer Trip. Add to dashboard?"

Instead of immediately saving, users can:

- ✓ **Approve** → Triggers a toast:

"Dashboard updated. Let's crush that goal!"




- 📝 **Edit** → Opens a light modal
- ✗ **Dismiss** → Suggestion is removed and logged as "skipped"

🧠 *Why it's smart:*

It balances automation with human control.

Toast Feedback After Actions

When users take action (e.g., approve goal, delete a suggestion), a toast briefly appears:

-  "Done! Nura updated your info."
-  "I've added that to your rent history."
-  "Okay, I won't save this one."

All toasts:

- Fade in/out gently
- Are placed top-center
- Use icon + brief sentence only

 *Why it's smart:*

Micro-feedback keeps the experience light and responsive, no dead ends, no second-guessing.

OCR Flow with Suggestion Confirmation


User takes a photo → Nura shows extracted info:

- Date
- Merchant
- Total amount
- Category (auto-predicted)

Then asks:

"Does this look right?"

And shows the same  /  /  actions.

 *Why it's smart:*

It's automation with transparency, the user feels in control but doesn't do extra work.



Voice Chat with Nura

User says:

"I think I spent 400 on car repairs this week..."

Nura summarizes:

"Noted! Want me to add 'Car Repair – \$400' to your expense log?"

Even though it's voice, the system converts it into visible suggestion cards to maintain clarity and history.



Why it's smart:

Voice interaction without ambiguity — always traceable and confirmable.



MapleFi

OCR



Scan your transactions



I've updated your dashboard
with the new info

I've extracted the following:

Amount \$13.37

Date Apr 18, 2024

Category Groceries

Approve

Edit



Home



Setting



Nura



OCR



MapleFi

OCR



SUPERMARKET

123 MARKET STREET

BREAD	\$3.49
MILK	\$2.99
EGGS	\$2.79
APPLES	\$4.10

TOTAL \$13.37

THANK YOU!

Retake

I've extracted the following:

Got it. I won't save this one.

Date Apr 18, 2024

Category Groceries

Approve

Edit

Delete



Home



Setting



Nura



OCR

Onboarding Flow (Phase 2)

While the core product experience was built and tested, I realized something was missing:
A friendly way to ease users into MapleFi, especially with a smart assistant like Nura involved.

So I created a lightweight, smart onboarding flow — one that feels more like a welcome, and less like a tutorial.

Intro Splash with Video

The experience starts with a 3-second intro animation, embedded directly via YouTube.
It loops automatically and then fades out, sending the user to onboarding.

This not only sets the tone, but also makes MapleFi feel like a product — not just a prototype.

Multi-Slide Onboarding

I used an Axure **Dynamic Panel** to create a multi-step onboarding with left/right arrows, progress dots, and skip option.

→ 📱 Slide Breakdown:

① Welcome to MapleFi 🌿

"Meet Nura, your smart financial companion. Track, plan, and grow your money with peace of mind."

② Set & Achieve Goals 🎯

"Define financial goals, and let us help you stay on track with smart nudges."

③ Smart Alerts & Suggestions 🔔

"Nura reminds you of upcoming payments, and helps reduce spending with insights."

④ Scan, Don't Type 📅

"Snap receipts, skip manual input. Nura will handle the rest."

⑤ Sign In (Optional) 👤

"Want to save your history across devices? Sign in now or continue without it."

Buttons:

→ Continue without login

→ Sign In / Create Account

🧠 Design Decisions:

- **Login is optional** to remove friction
- Clear CTAs on the last slide
- Replay option later from Settings
- Fully built in Axure using native tools, no plugins or external embeds



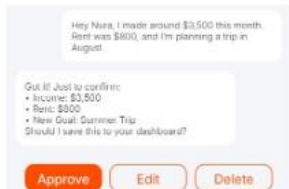
Welcome to MapleFi

Meet Nura, your smart financial companion.

Track your money, set goals, and let AI guide your financial journey **all in one place.**

1 of 5

Skip



Stay On Track with Your Goals

Set a goal, and we'll help you reach it.

Whether it's saving for a vacation or buying a home, **MapleFi** keeps you motivated and focused.

2 of 5

Skip



Get Smart Alerts and Insights

Nura watches your spending so you don't have to.

You'll get helpful **suggestions, reminders, and alerts** exactly when **you need them.**

3 of 5

Skip



Scan & Simplify with Receipts

Snap a photo, and Nura does the rest.

No need to log manually. We **extract the data**, categorize it, and **suggest smart actions.**

4 of 5

Skip

Optional Sign In / Continue

Want to save your history across devices?

Signing in helps Nura **remember** your data and **progress.**

Sign In

Create Account

Continue without Sign In

You can sign in later from Settings too

By using MapleFi, you agree and consent to our: [Terms of Service](#) - [Cookie Policy](#) - [Privacy Policy](#)

5 of 5

Skip

Reflection & Takeaways

This project wasn't just about redesigning a finance app, it was about redesigning how I think as a designer.

What I Learned

- **Prototyping ≠ Pretty Screens**

I pushed myself to think in terms of interactions, flows, and real user scenarios. Axure forced me to get out of static mockup thinking and start thinking in behavior.

- **AI UX is all about trust**

Designing an assistant like Nura wasn't about showing off tech, it was about making her feel helpful, natural, and predictable. Even small touches (like toast messages after an action) built that trust.

- **Tools don't limit creativity — they shape it**

While Axure had its quirks and limitations, I embraced them. Every "hack" I figured out (like toast logic, dynamic onboarding, or OCR flow simulation) made me more flexible and resourceful.

- **Design Systems matter more than they seem**

Spending time to build my own component system inside Axure helped me keep the app consistent, scalable, and cleaner to iterate on, especially when testing light/dark themes.

Challenges I Overcame

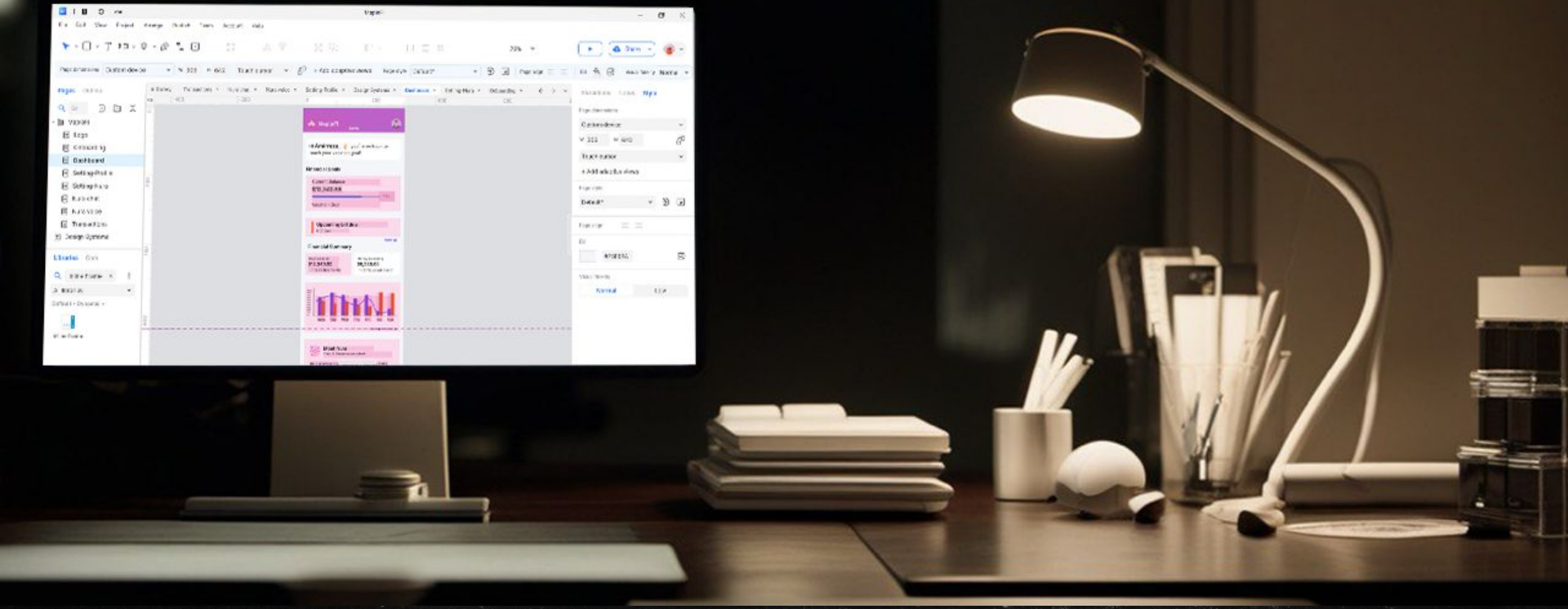
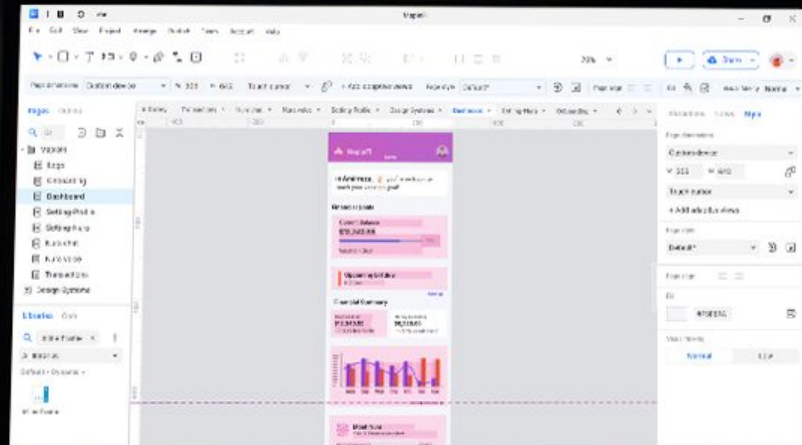
- Working solo meant I had to wear all hats — UX, UI, research, documentation
- Simulating realistic AI behavior without backend or logic
- Keeping things human even inside a technical tool like Axure
- Balancing the “clean and modern” look with real functional value

My Favorite Part?

Definitely the **Nura interaction model**.

Designing an experience where the assistant understands voice or chat input and lets the user control what's saved , that felt real. And that's the kind of UX I want to keep designing.

Designing inside Axure taught me how to think in interaction, not just layout.



Next Steps

MapleFi isn't finished and that's the beauty of it.
This project was built to grow. Here's what's next on my radar:

Dark Mode

A fully designed and styled dark theme using the same design system.
Accessible, minimal, and easy on the eyes for night-time budgeting.

Micro-Interactions & Motion

Adding subtle animations for:

- Loading states
- Nura's responses
- Progress bars
- Page transitions

Next Steps



Dark mode



Animation



User testing

These will make the experience more fluid and emotionally connected.



User Testing (Remote or In-Person)

Now that the prototype is complete, I plan to test it with real users:









- Observe how they use voice/chat with Nura
- See where the dashboard succeeds or fails
- Identify moments of confusion, hesitation, or delight



Multilingual UX

Supporting dual-language UX (e.g., Persian + English) as a nod to my community and to improve accessibility for bilingual users.

✓ Summary Snapshot

Info	Value
 Project	MapleFi – AI-Driven Personal Finance App
 Role	UX/UI Designer, Researcher, Prototyper
 Tools	Axure RP, Figma, ChatGPT, Photoshop
 Core Features	Smart AI Assistant (Nura), Voice + Chat Input, Receipt OCR, Goal Tracking
 Platform	Mobile (iOS & Android)
 Duration	5 weeks total (4 UI + UX, 1 onboarding)
 Design System	Custom-built in Axure (light + future dark theme)
 Focus	Simplified UX, Smart Suggestions, Human-AI Interaction

MapleFi

Amirreza Nezami

UX/UI Designer,
Researcher & Prototyper



Smart
AI
Assistant



Voice
and Cat
Input



Receipt
OCR



Goal
Tracking

5-week project

4 weeks for UI/UX
design and 1 week
on onboarding

Tools Used



www.amirrezanezami.com

📁 View the full project:

- [FreyFunds \(Figma Archive\)](#)
- [MapleFi Prototype \(Axure Cloud\)](#)

Thank you



Ready for what's next?

Let's talk

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