



Task Overview

In the ever-evolving fintech industry, user engagement is very crucial. Design a banking app that enables users make bank transfers and pay for their utilities. Introduce a **GAMIFICATION FEATURE AND REWARDS SYSTEM** for the app that enhances user engagement and loyalty.

adify



Requirements

#1

Create a high-fidelity design
for carrying out a transaction
on the app.*

#2

Include designs showing the
reward user flow when
transactions are carried out.

#3

Create a high-fidelity design
for the rewards screen.*

Either making a bank transfer or paying for a utility

*This is basically where the users can view all the rewards they have earned and
redeem the rewards.*



My Process

Research

Conducted extensive market and user research to understand financial app user behaviors, preferences, and pain points.

Analyzed competitor apps to identify industry best practices and areas for differentiation.

Ideation

Explored various design concepts through sketching, wireframing, and rapid prototyping.

Prioritized design elements based on user needs, business goals, and technical feasibility.

Prototyping

Developed interactive prototypes to visualize the user journey and test key interactions.

Usability Testing

Conducted usability testing sessions with real users to gather feedback on design elements.

Identified pain points and areas for improvement, informing further design iterations.

Implemented changes based on user insights to enhance overall usability.



Key Design Decisions

Font Selection

Chose the Georgia font for its classic and authoritative feel, conveying trust and tradition.

Implemented the Inter font for its modern and clean characteristics, prioritizing readability and clarity.

Color Palette

Utilized #CCAF7E as a primary gold color to evoke a sense of refinement and prosperity.

Incorporated a nuanced color palette (141414, 1A1A1A, E8E4DA, F4F1EB) for balanced contrasts and an elegant visual environment.

Navigation and Information Architecture

Designed a clean and straightforward navigation structure for easy access to essential features.

Organized the menu logically to guide users seamlessly through transactions, savings goals, and rewards.

Inclusive Rewards Program

Designed the rewards program to be inclusive, offering a diverse range of rewards catering to various user preferences.

Prioritized user choice, allowing individuals to personalize their reward selections for a more enjoyable and tailored experience.



Features

Clear Navigation

Fundify's simple menu ensures users easily access key features like transactions, savings goals, and rewards, promoting a seamless app journey.

Consistent Design

Uniform colors, fonts, and icons create a consistent visual language across Fundify, fostering familiarity and easy engagement.

User-Friendly Onboarding

Guiding users with clear instructions and tooltips, Fundify's onboarding simplifies earning FundCoins and setting savings goals.

Accessible Features

Fundify prioritizes accessibility, offering features like text alternatives, high contrast, and keyboard navigation for a comfortable user experience.

Engaging Visuals

Balancing functionality with appealing visuals, Fundify's design enhances user experience with engaging graphics.

Inclusive Rewards

Fundify's rewards program accommodates diverse preferences, allowing users to choose personalized rewards for an enjoyable experience.

Usability Testing

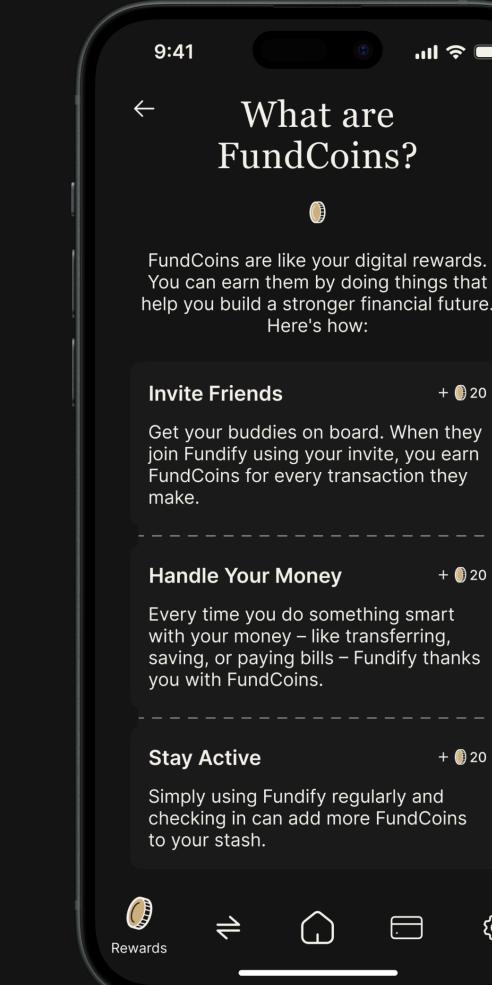
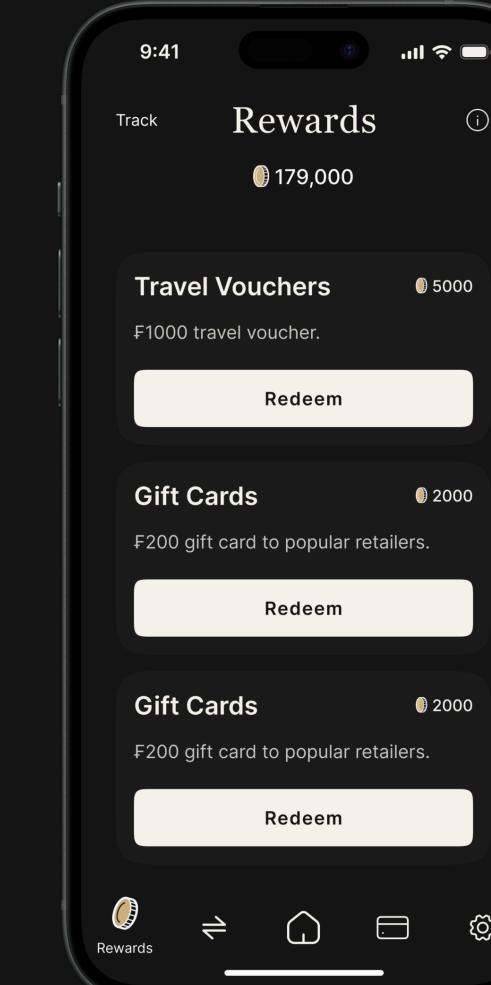
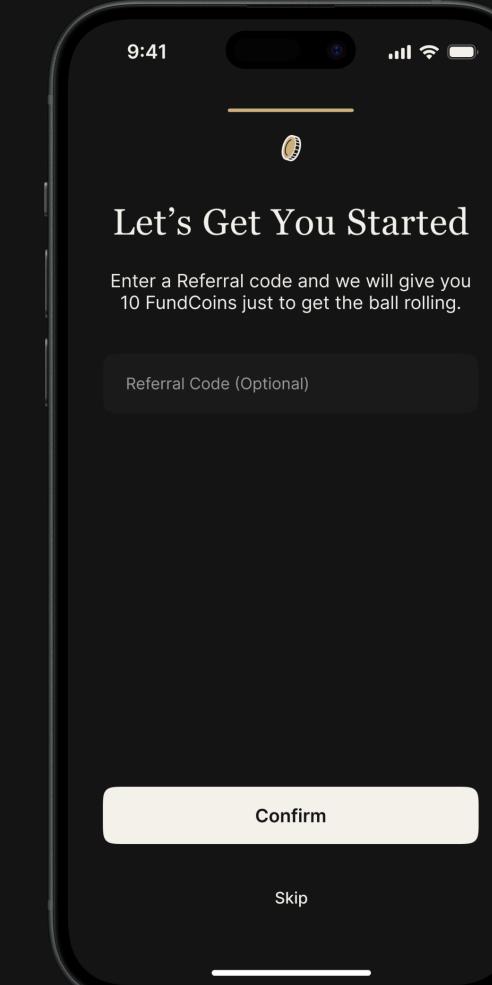
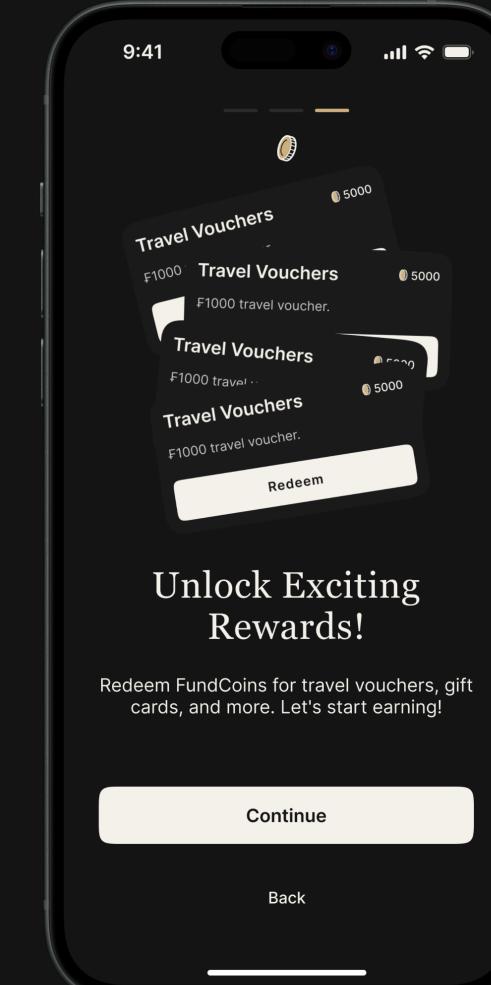
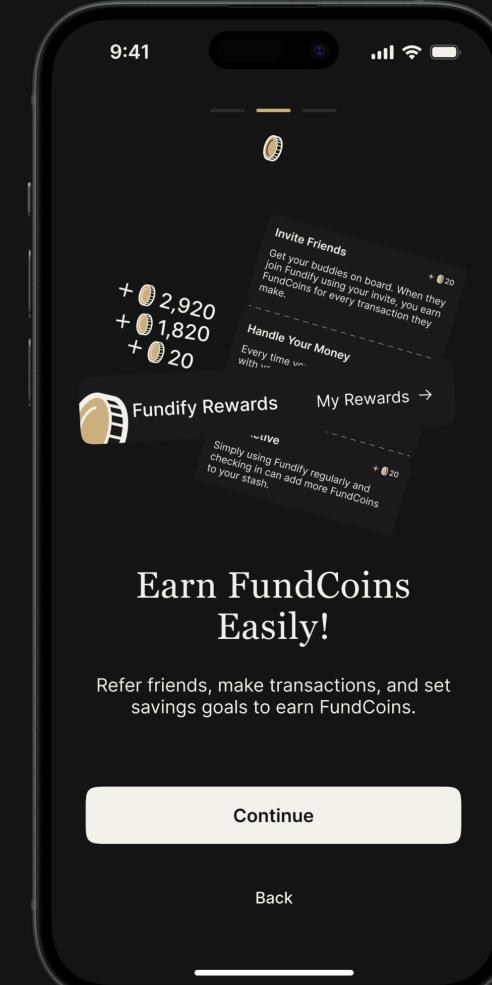
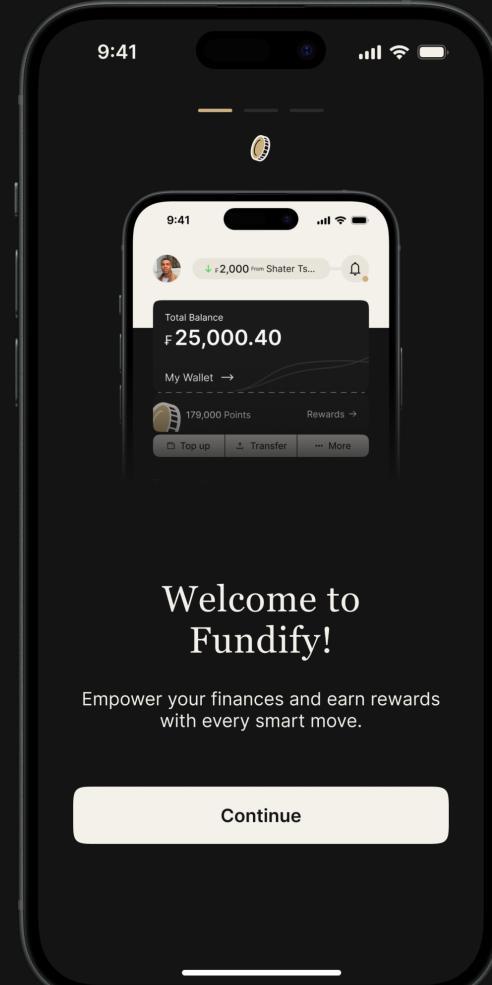
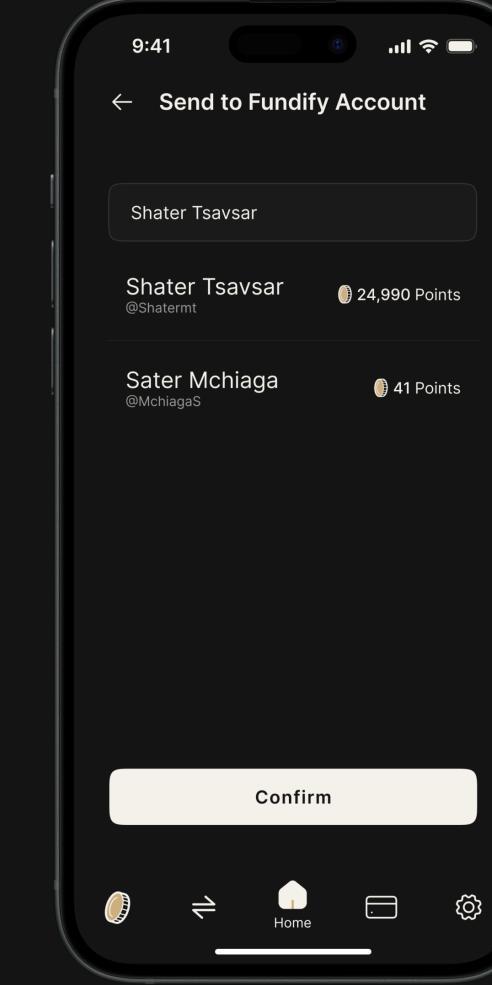
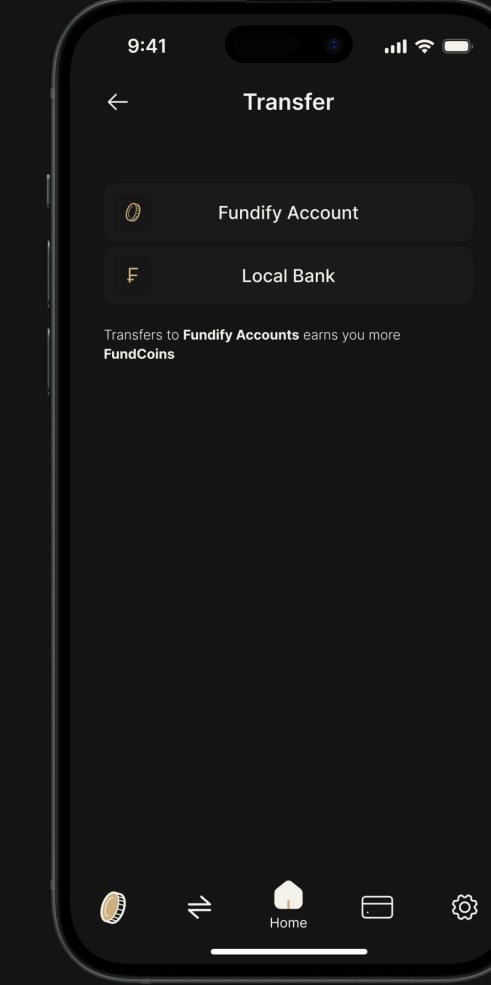
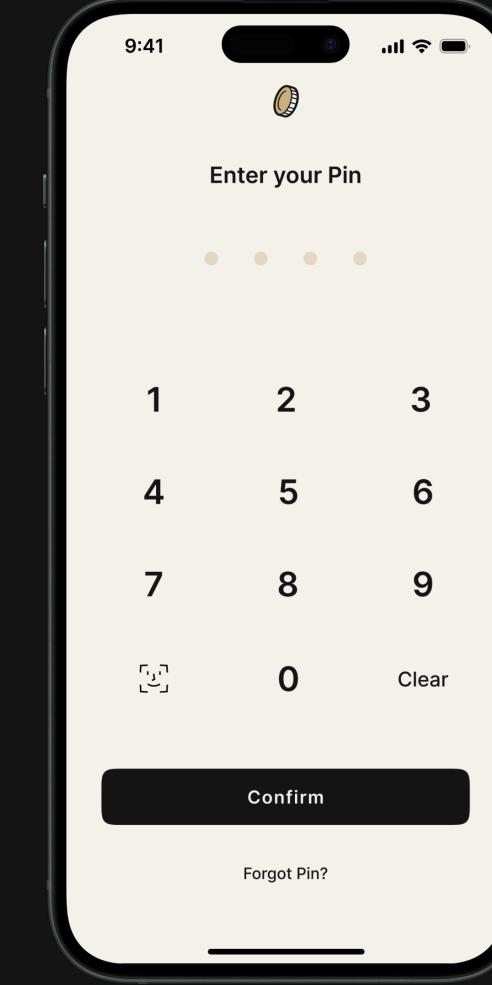
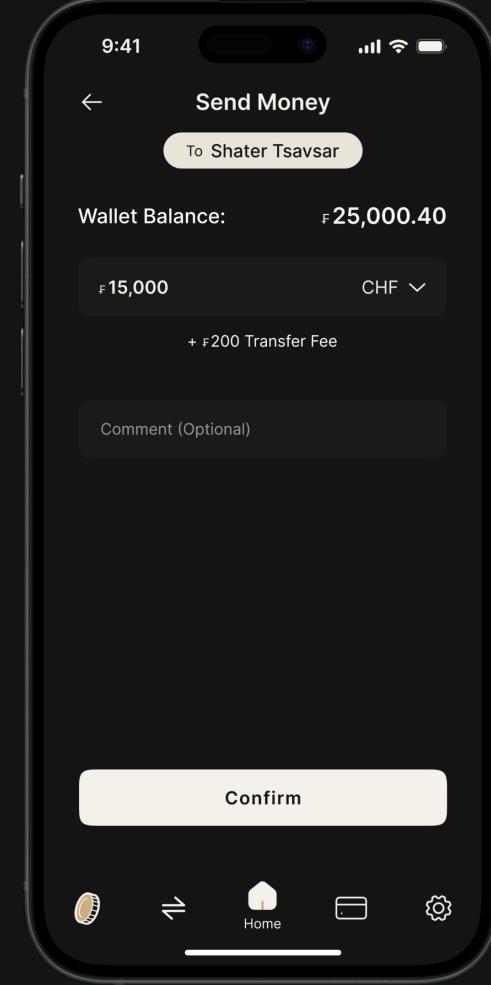
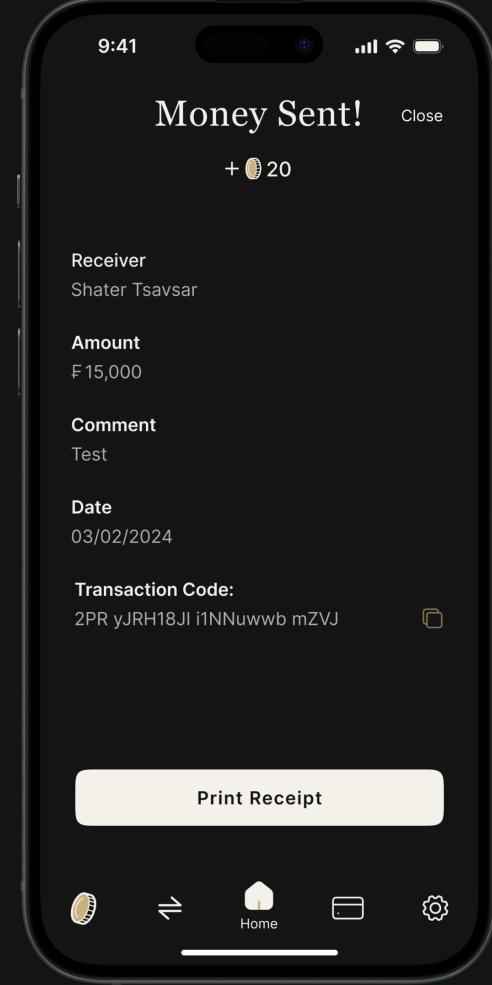
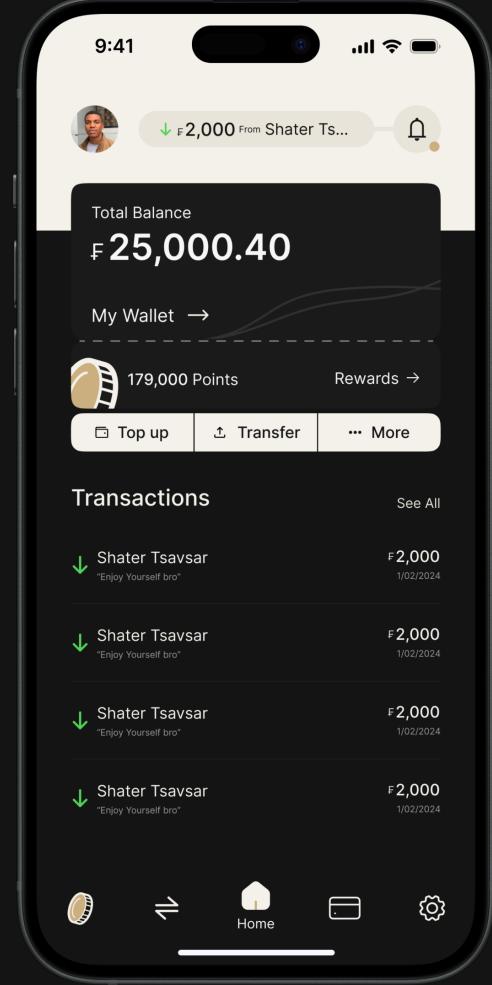
Fundify regularly conducts usability testing, refining the app based on real-world feedback for an optimal user experience.

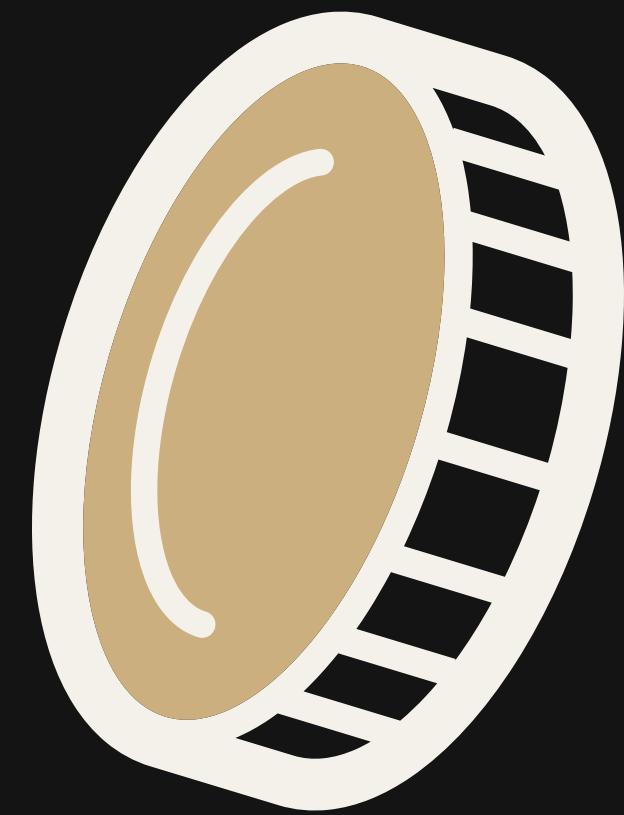
Efficient Task Completion

Fundify streamlines tasks like money transfers and goal setting, minimizing steps for effortless financial management.



Screens





Fundify Fintech Group

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