

Investorserve

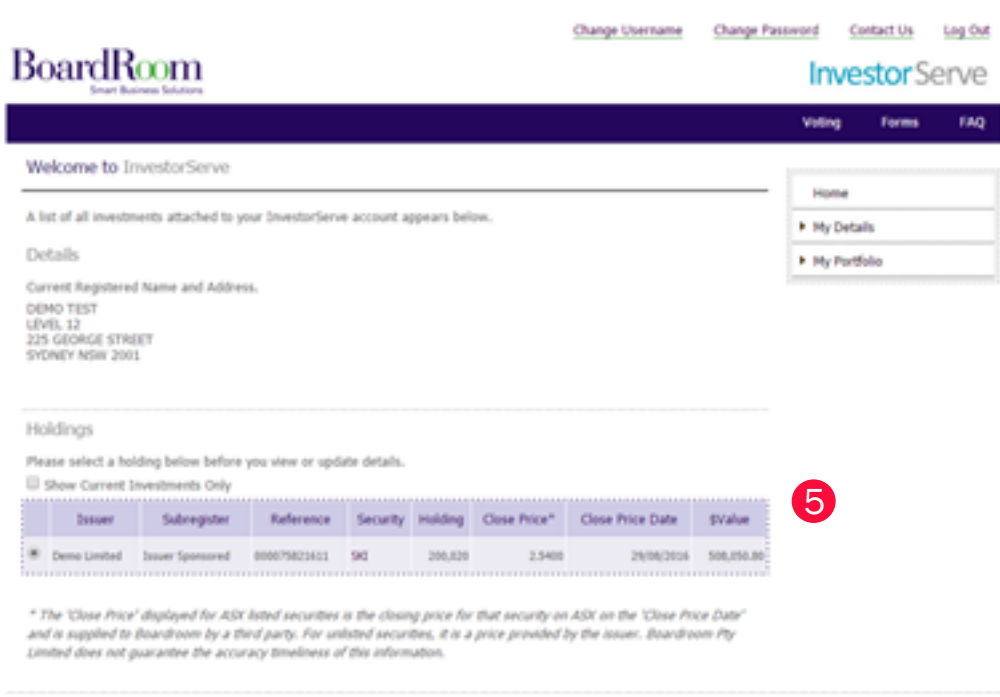
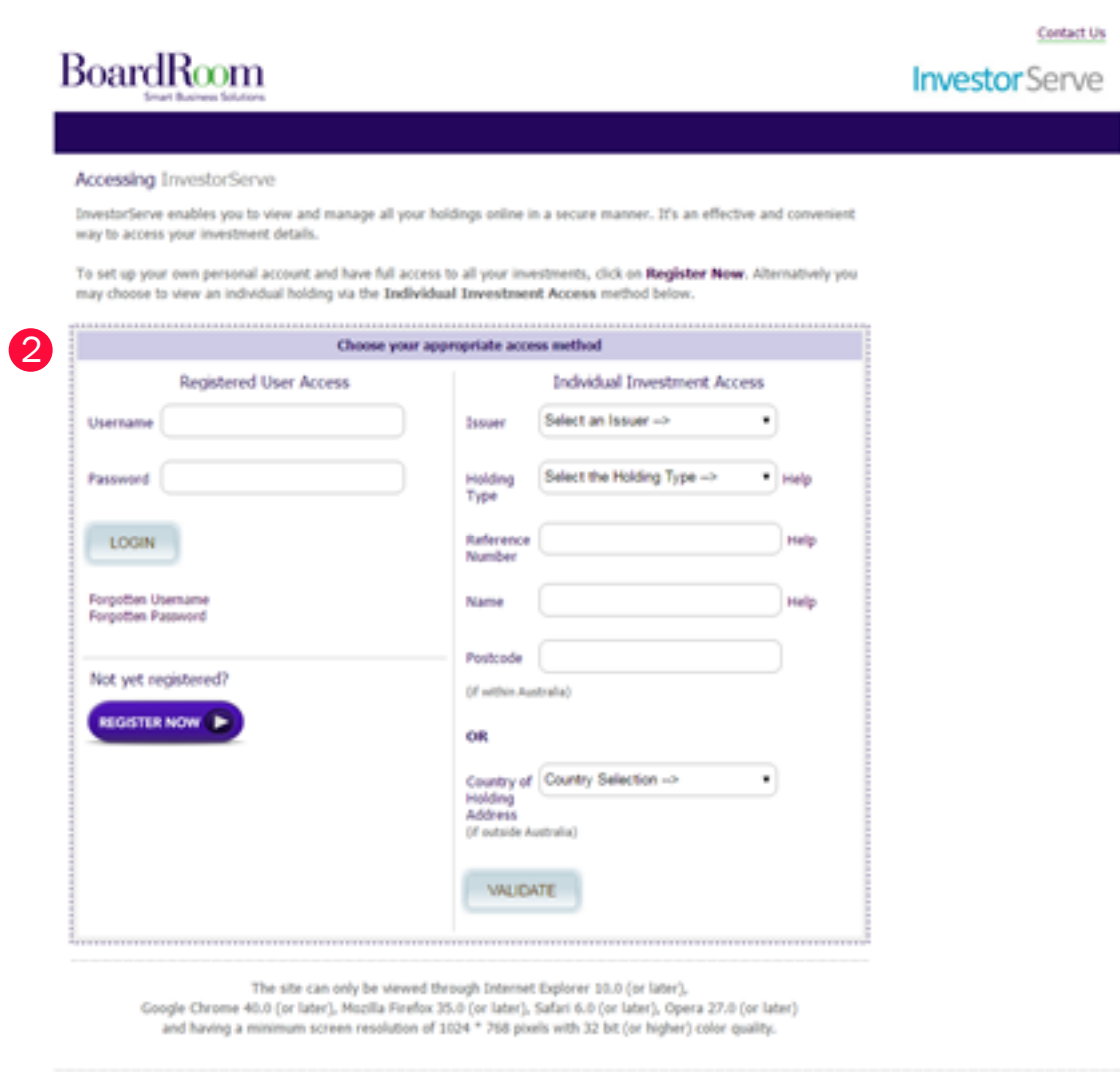
InvestorServe enables you to view and manage all your holdings online in a secure manner. It's an effective and convenient way to access your investment details.

My Role

- User experience design
- Interaction design
- Wireframes
- Taskflow
- Persona creation
- Design thinking
- Mock-ups

Tool Used

- UXpin
- Photoshop
- HTML/CSS
- Bootstrap



Drawbacks

1. Name not going with brand.
2. Two login screens confuse the user.
3. Links should be categories.
4. Right links or actions confuse the user.
5. Right links or actions should be near to grid or resemble the grid.
6. UI is not very eye catchy and not following current designing trends.

Goals

1. Reduce Time to Complete a Task
2. Improve Customer Satisfaction
3. Accessible in all devices(mobile/tablets).
4. Following current design trends.
5. Optimize Workflow



Mick

Age: 38
Occupation: Account Manager
Education: Degree in Finance
Surfer who likes to go out for beers and fun with family friends.
Married and 3 kids

Character

- Friendly and open to learning new things
- Want's to learn how to do things quickly
- Uses computers mostly for accounts management.

Goals

- To be able to find relevant information quickly
- Browse information anywhere.



Sid

Age: 52
Occupation: HR Manager
Education: MBA
Divorced with 2 kids who he doesn't see very often. Lives in an apartment and likes to play golf on weekends.

Character

- Conservative
- Likes doing things the way they know how
- Pretty relaxed as long as everyone does what they are meant to
- Doesn't use computers much, except for facebook, instagram and email

Goals

- To be able to find investment details quickly.

