TO: Professor Madson, UX Design Course
FROM: Gaurish Edake, Student
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SUBJECT: Proposal for Zelle App Redesign UX Case Study

This proposal outlines my project to redesign the Zelle app, focusing on improving the user interface and enhancing the overall user experience. My decision to focus on Zelle is due to personal dissatisfaction with its current interface. Key issues include unclear navigation, a confusing transaction history, and the lack of quick money transfer options like QR codes, which are now standard in similar apps.

Research and Redesign Focus

My goal is to enhance user accessibility and simplification in navigating through transaction history within the app, addressing issues that users frequently encounter. This project will target three main areas for improvement:

- **Simplifying Navigation**: Users find it difficult to locate features like identifying their own Zelle ID, and transaction history, which impacts their overall experience. By restructuring the app's layout, I aim to make navigation more intuitive.
- **Improving Transaction History**: The current transaction logs are over spread and gives boxy feel, making it hard for users to track payments and requests. I will redesign this feature to offer clearer, more organized payment details.
- **Integrating QR Code Functionality:** Adding a QR code option for sending and receiving money will streamline the payment process, making it quicker and more efficient for users.

Research Methods and Plan

I will gather insights through user interviews, surveys, and competitive analysis of similar mobile payment apps on global platform such as Paytm, Google Pay, Chase Bank app. Usability testing will be critical to validate the improvements I make, both in terms of functionality and user satisfaction.

As our course work moves further, this project will unfold in phases, beginning with user research and analysis in the first two weeks. This will help in initial wireframes, which will then be tested for usability in weeks three and four. During weeks five and six, I will refine the prototypes based on feedback, finalizing my redesign by week seven.

Final Deliverable

The final product will include prototypes of redesigned screens and a comprehensive UX case study report, summarizing the research findings, design rationale, and user testing results. By redesigning Zelle's interface with a focus on simplicity and usability, I aim to provide a smoother, more intuitive user experience. I look forward to your feedback and suggestions.

Questions

Do you suggest incorporating any specific UX design frameworks?
Would you recommend including comparisons with other apps or focusing exclusively on Zelle?
Do you have any comments or suggestions that could enhance the effectiveness of the survey?
Survey Link: https://forms.microsoft.com/r/iVCFrXaZW0