

# MOBILE BANKING APP

PRESENTED BY

ASHITHA: 1DS21CG010

BRIJGOPAL DALMIA: 1DS21CG013

HANZALAH WAHEED: 1DS21CG019

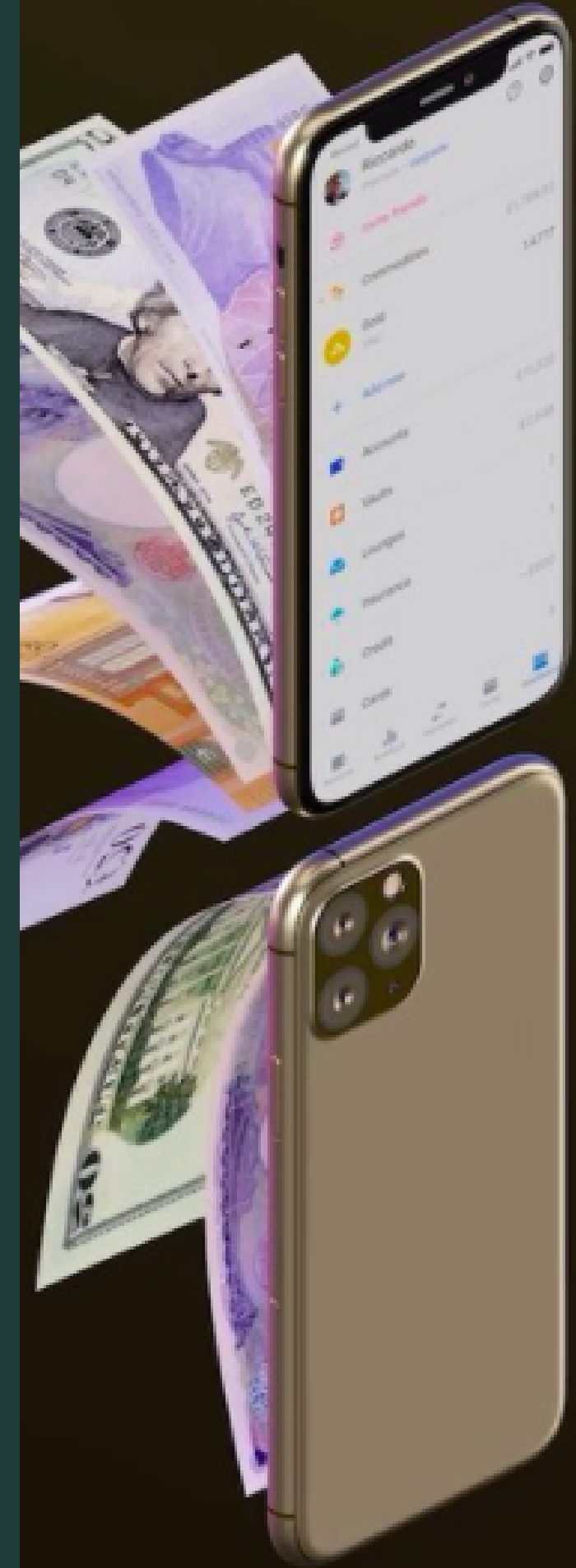
SHREYA SALONI: 1DS21CG050



# WHY MOBILE BANKING APP?

People need mobile banking apps for a variety of reasons, as these apps offer a range of conveniences and benefits that traditional banking methods might not provide. Here are some key reasons why people find mobile banking apps essential:

- **Convenience:** Mobile banking apps enable users to manage their finances from anywhere at any time.
- **Real-time Updates:** Mobile banking apps provide real-time notifications for account activities, such as deposits, withdrawals, and purchases. This helps users stay informed about their financial status and potential unauthorized transactions, etc.
- **Quick Transactions:** With mobile banking apps, users can quickly transfer funds between accounts, pay bills, and make other transactions with just a few taps on their devices.



## PERSONA: ALEX BANKER

Age: 30

Gender: Male

Occupation: Marketing Manager

Marital Status: Married, with two young children



### Goals and Motivations:

1. **Efficient Banking:** Alex is a busy professional who values efficiency. He wants a mobile banking app that allows him to manage his finances quickly without taking up too much of his time.
2. **Family Finances:** Being a father of two, Alex is focused on ensuring his family's financial stability. He wants to track his expenses, savings, and investments to provide for his children's education and future.
3. **Easy Transactions:** Alex frequently pays bills and transfers funds between his accounts. He seeks an app that makes these transactions straightforward and secure.
4. **Investment Opportunities:** With a moderate understanding of finances, Alex is interested in exploring investment options to grow his wealth over time.

# VISUAL MOCKUPS

A mockup is a static, high-fidelity representation of the design visual elements. It aims to showcase the aesthetics, including the color schemes, typography, and images without providing any interactive features.

# PROTOTYPE

On the other hand, a prototype is a working model of a design that allows user interaction. With the help of a prototype tool, designers can create interactive elements, demonstrating the flow and functionality of the design.



# DESIGN PRINCIPLES

Design principles are foundational guidelines and concepts that guide the creation of effective and aesthetically pleasing designs across various disciplines, including graphic design, user interface design, architecture, industrial design, and more. These principles provide a framework for designers to make informed decisions, solve problems, and create designs that resonate with users and viewers.

While there are various design principles, here are some of the most fundamental ones:

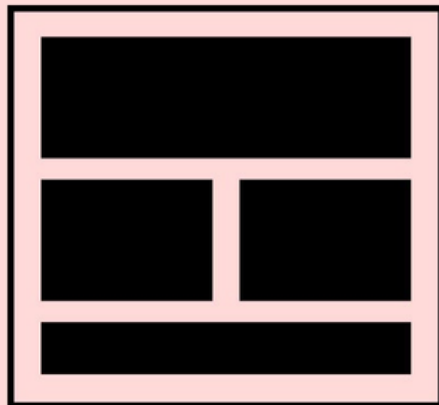
- Balance : Balance can be symmetrical, asymmetrical, or radial, depending on the arrangement of elements
- Contrast : Contrast helps highlight important information and guides the viewer's attention
- Unity : Unity helps create a coherent and organized visual experience
- Emphasis: Highlight key elements to draw the viewer's focus.
- Alignment: Aligning elements along a common axis or guideline enhances the overall order and organization of the design, making it more visually pleasing
- Hierarchy : Organize elements to create a clear order of importance, helping viewers understand the structure and flow of information
- Typography: Use appropriate fonts, sizes, and spacing to ensure legibility and readability.  
Typography also conveys the tone and personality of the design
- Color Theory: Understand how colors interact, convey emotions, and create visual impact.  
Select colors that align with the intended message and tone of the design
- Functionality: In user interface and industrial design, prioritize usability and functionality to create designs that serve their intended purpose effectively.
- Whitespace/Negative Space:



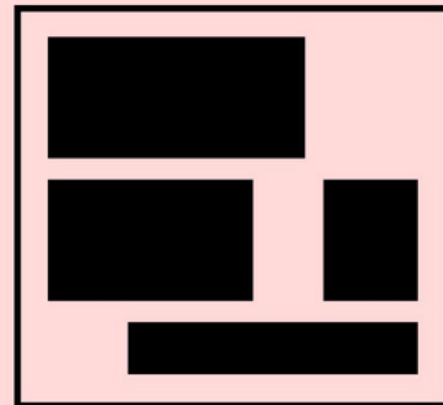
# WHITESPACE

In design, whitespace is a term that refers to negative space. Although it's called white space, it's not always white. In essence, whitespace is just empty space, similar to the invisible air that surrounds us. It can take any color so long as it's devoid of any visual elements, like shapes, text, or images.

## HARMONY



Good Harmony



Bad Harmony

## LEGIBILITY

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Quisque vitae vehicula sem.  
Etiam ac lobortis quam. Sed  
malesuada sollicitudin maximus.  
Suspendisse porta enim id ligula  
tempus rhoncus. Donec a  
vestibulum risus, in sodales lectus.

✗ Don't do this

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Quisque vitae vehicula sem.  
Etiam ac lobortis quam. Sed  
malesuada sollicitudin  
maximus. Suspendisse porta  
enim id ligula tempus rhoncus.  
Donec a vestibulum risus, in  
sodales lectus.

✓ Do this



## PRIMARY NAVIGATION BAR

The main navigation generally represents the top-level pages of a site's structure—or the pages just below the home page. The links in the main navigation are expected to lead to pages within the site and behave in a very consistent way. Users don't expect to land somewhere completely unrelated when using main navigation links. Changes in navigation from page to page are usually small when using the main navigation.