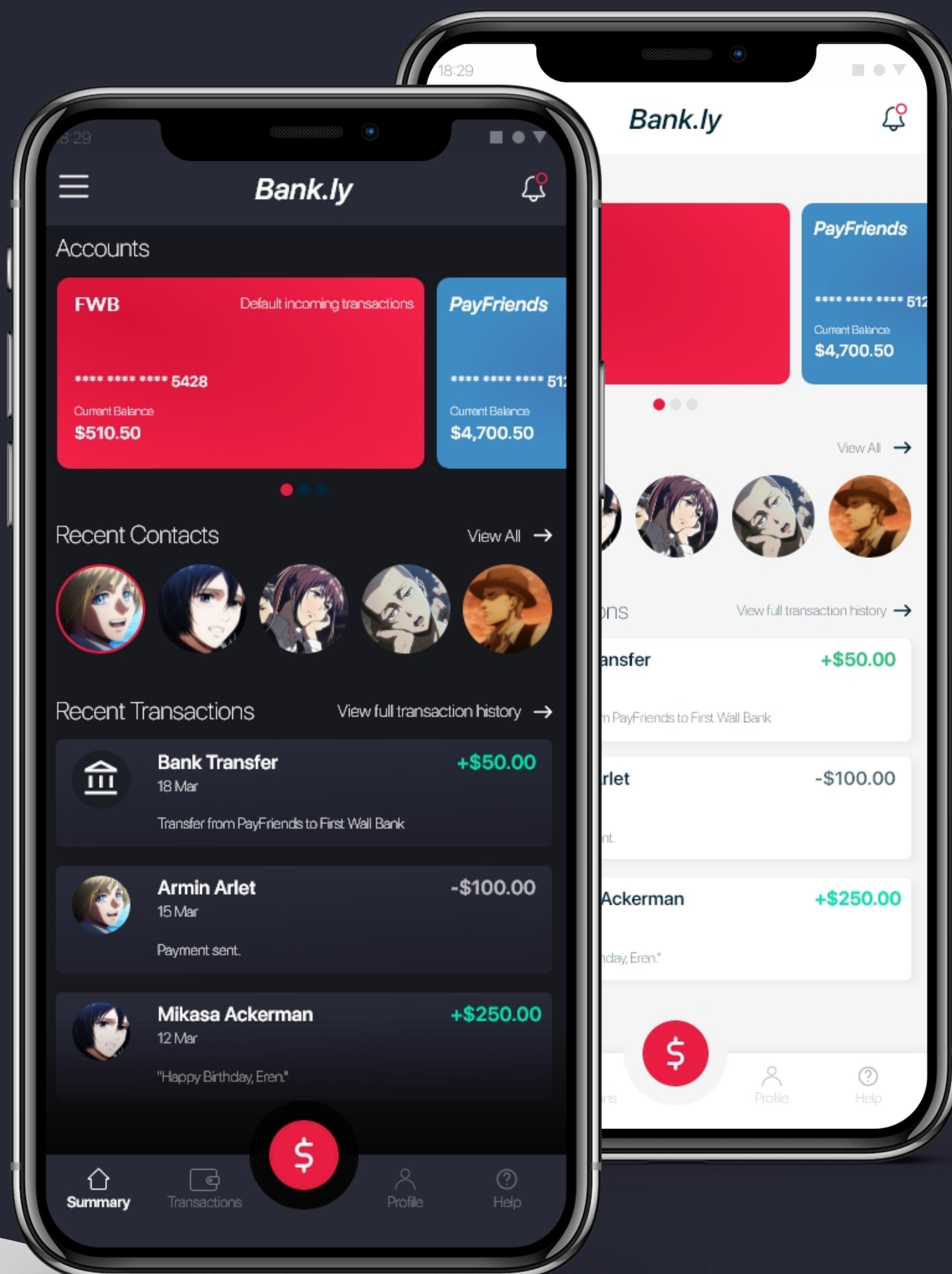


Bank.ly

In movement.

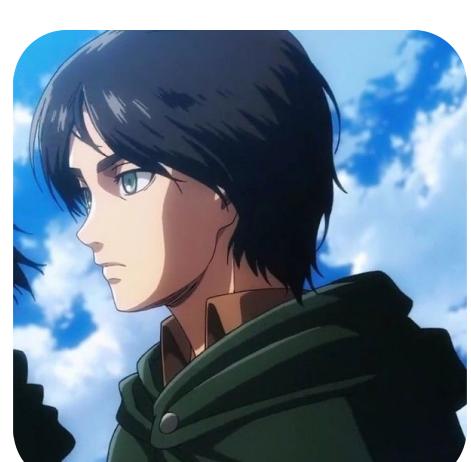
A platform modernizing banking for students and young professionals.
Keeping you in charge of where your money goes.



User Personas

I conducted a detailed study with the students and young professionals of Paradis, to find out what was important in their daily lives.

Diving deep into the issues they currently face with existing systems to provide a solution unique to their requirements.



Name: Eren Jaeger
Age: 19
Occupation: Engineering Student at Paradis University

Actions

- Receiving tutoring from my friend
- Paying for tutoring.

Problems

- I have to transfer money between accounts
- It takes ages to process the funds



Name: Jean Kristen
Age: 23
Occupation: Professional equestrian and business owner

Actions

- Selling merchandise
- Receiving Payments Electronically

Problems

- Customers aren't allowed pay with cash
- I don't want to give out my account number to everyone customer



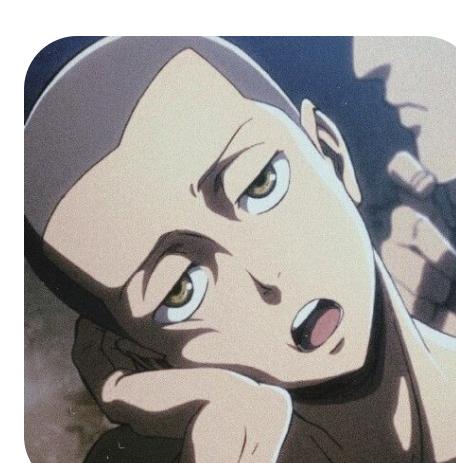
Name: Annie Leonhart
Age: 22
Occupation: Personal Trainer

Actions

- Hosting online workout classes
- Getting paid through PayFriends for the classes

Problems

- It's a lot of effort to make sure that all my students have paid
- Some students live in another country so I can only use PayFriends



Name: Connie Springer
Age: 20
Occupation: Psychology Student at Paradis University

Actions

- Sending money to family in my village
- Failing classes

Problems

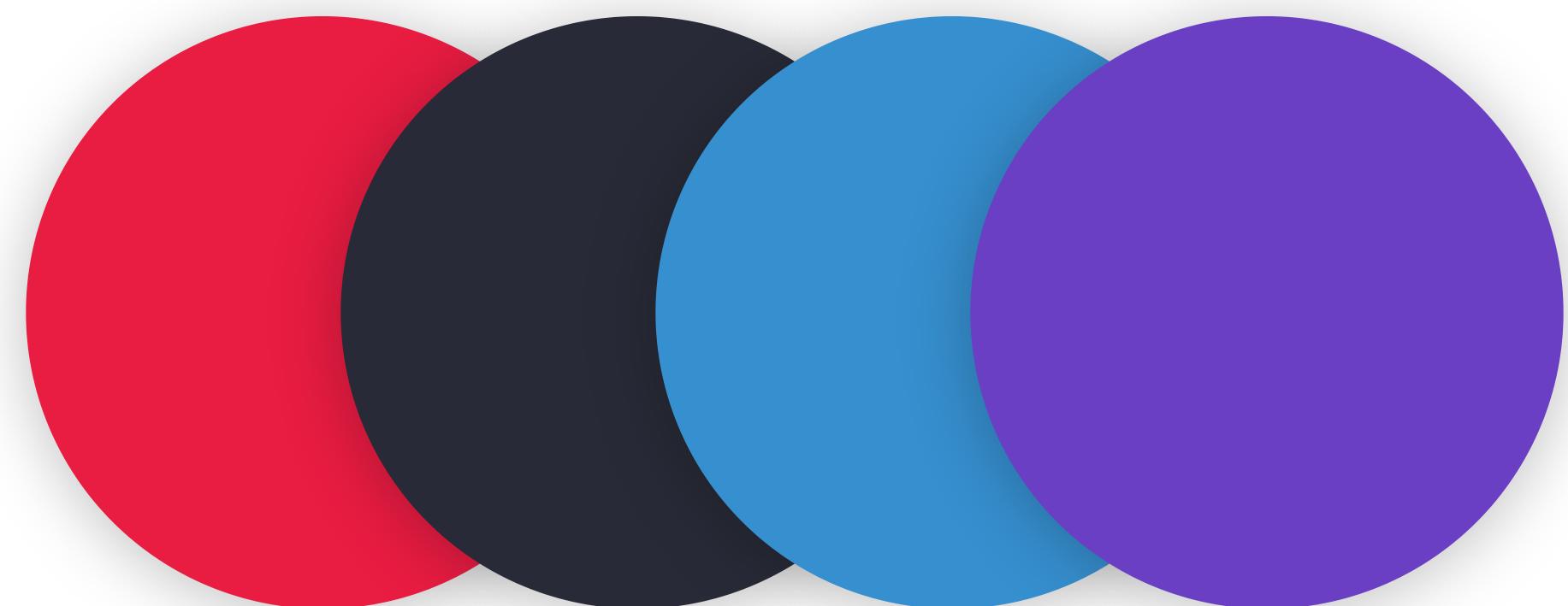
- I don't like online banking, there's too much to remember
- Password logins are too annoying

Typography, Color & Icons

SF Pro Display
Semibold
24, 20, 18, 16, 12

SF Pro Display
Semibold Italic
64

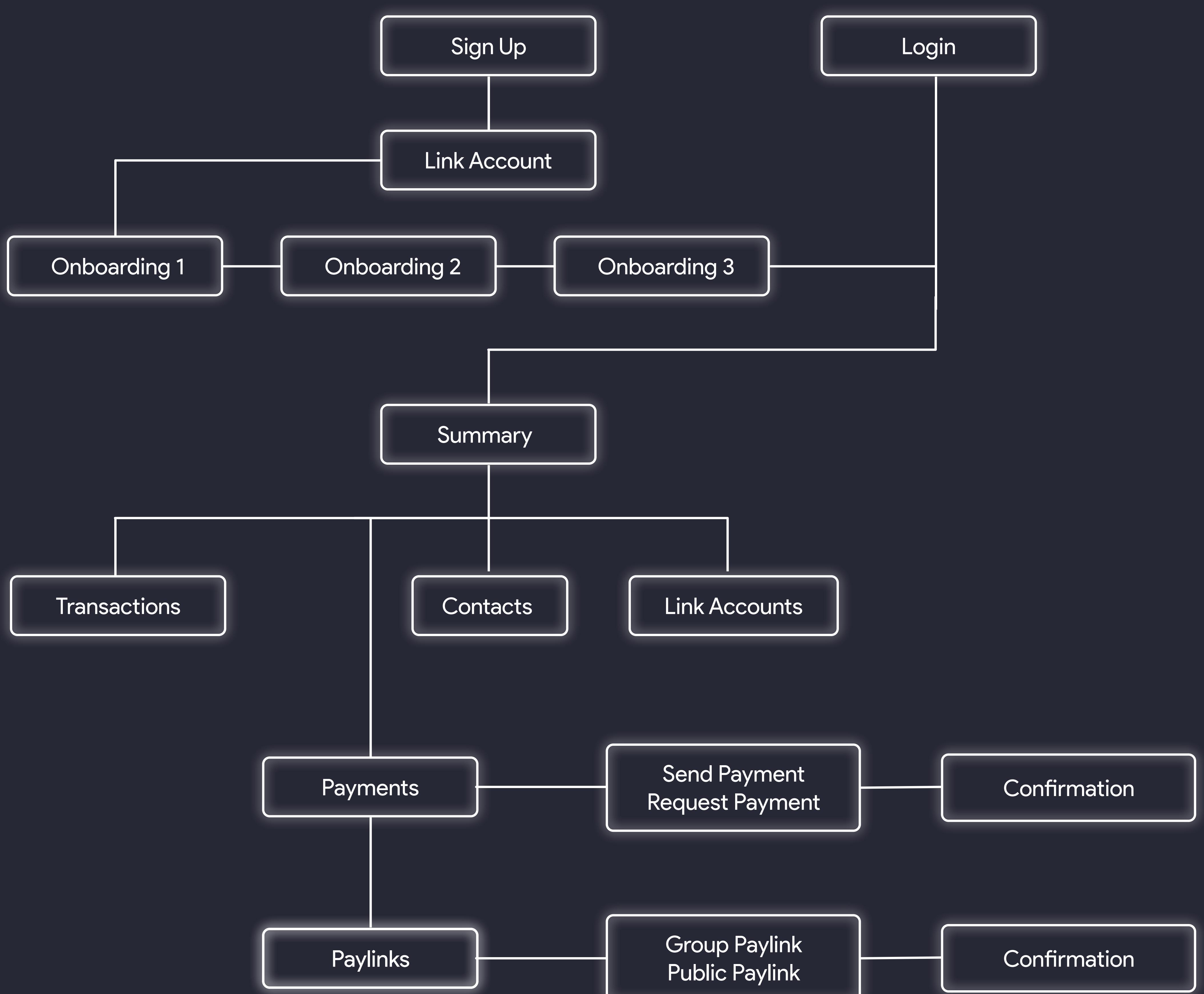
SF Pro Display
Thin
18, 16, 12



Icons courtesy of "Pixel Perfect" & "Those Icons"

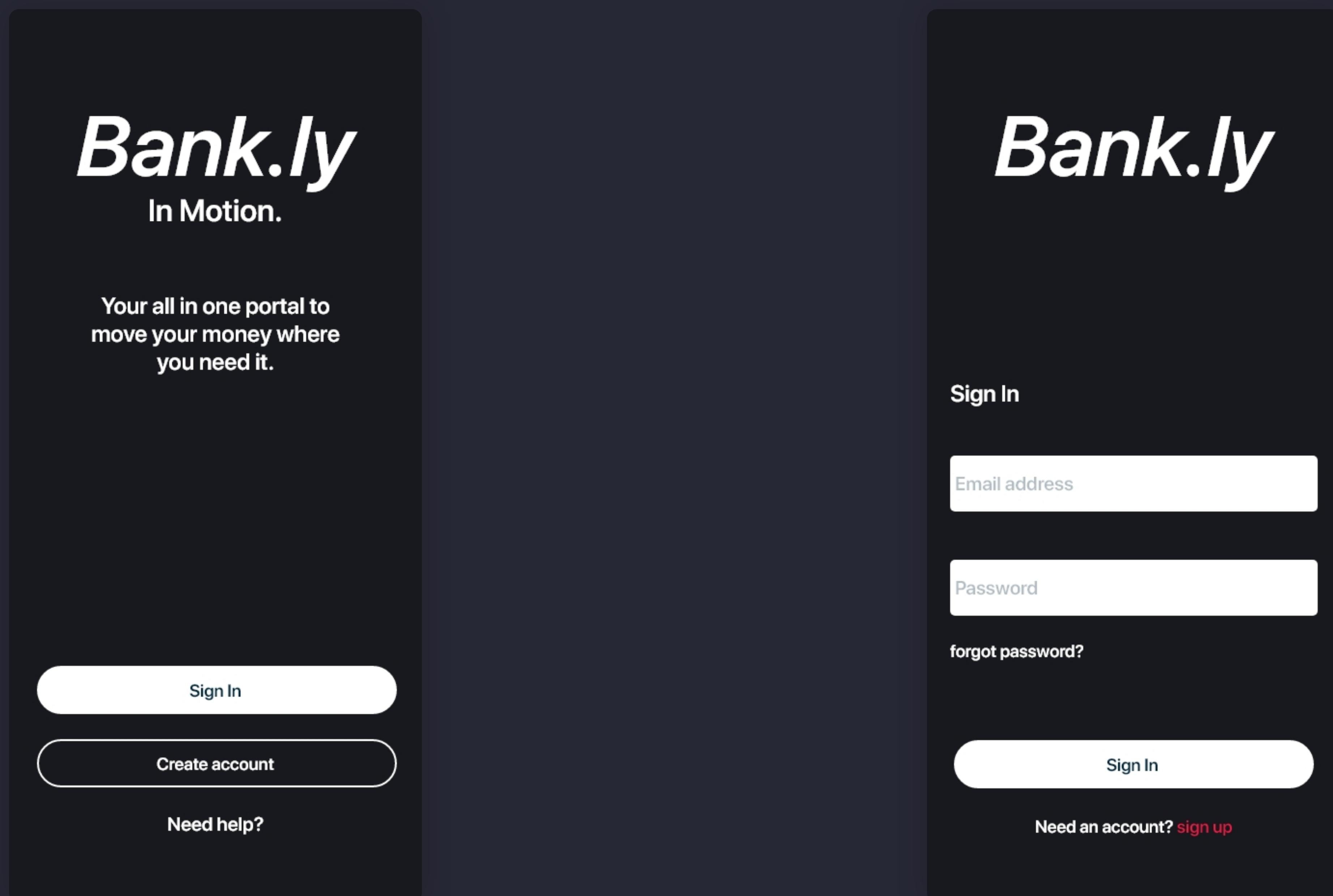


App Map

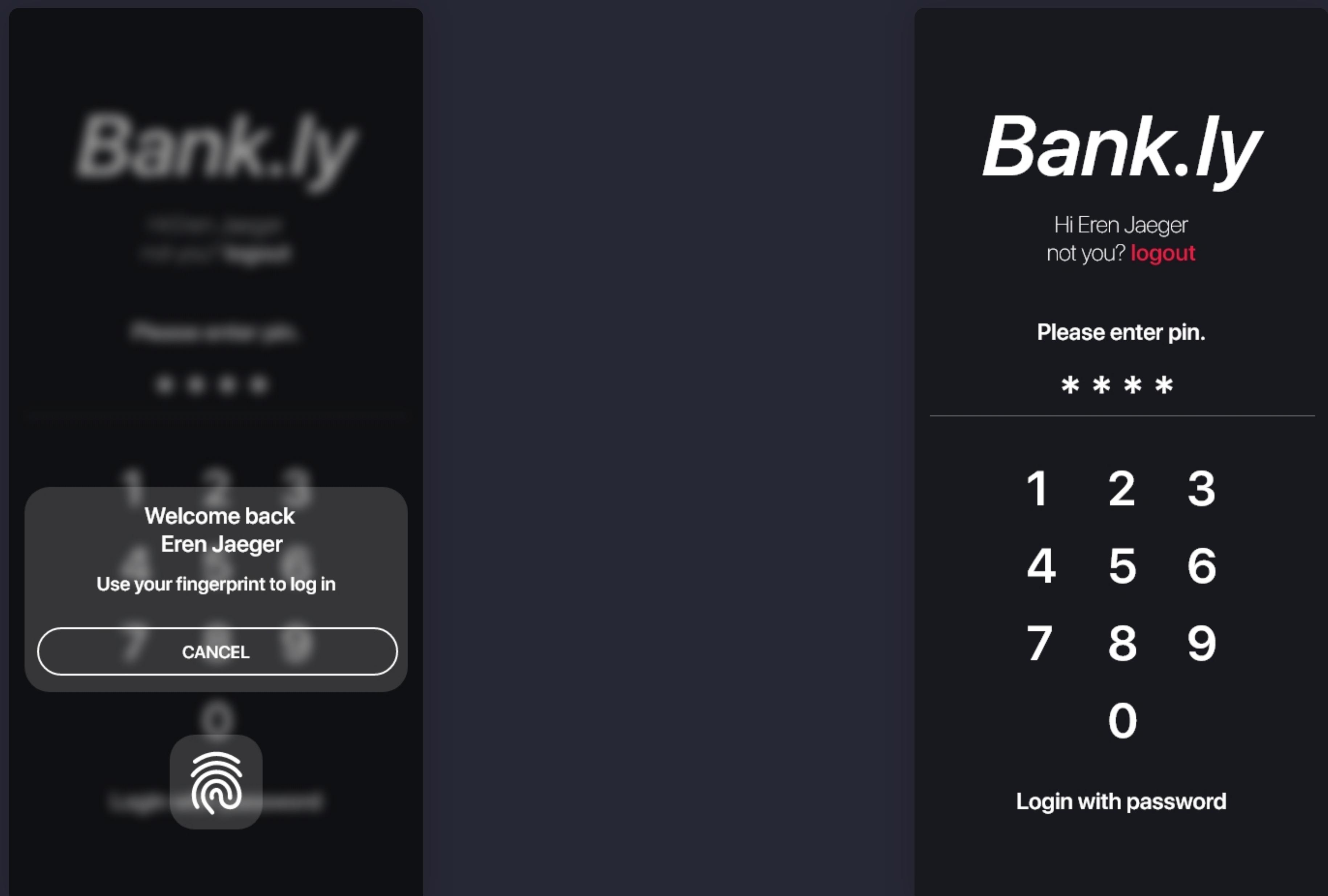


Welcome to *Bank.ly*

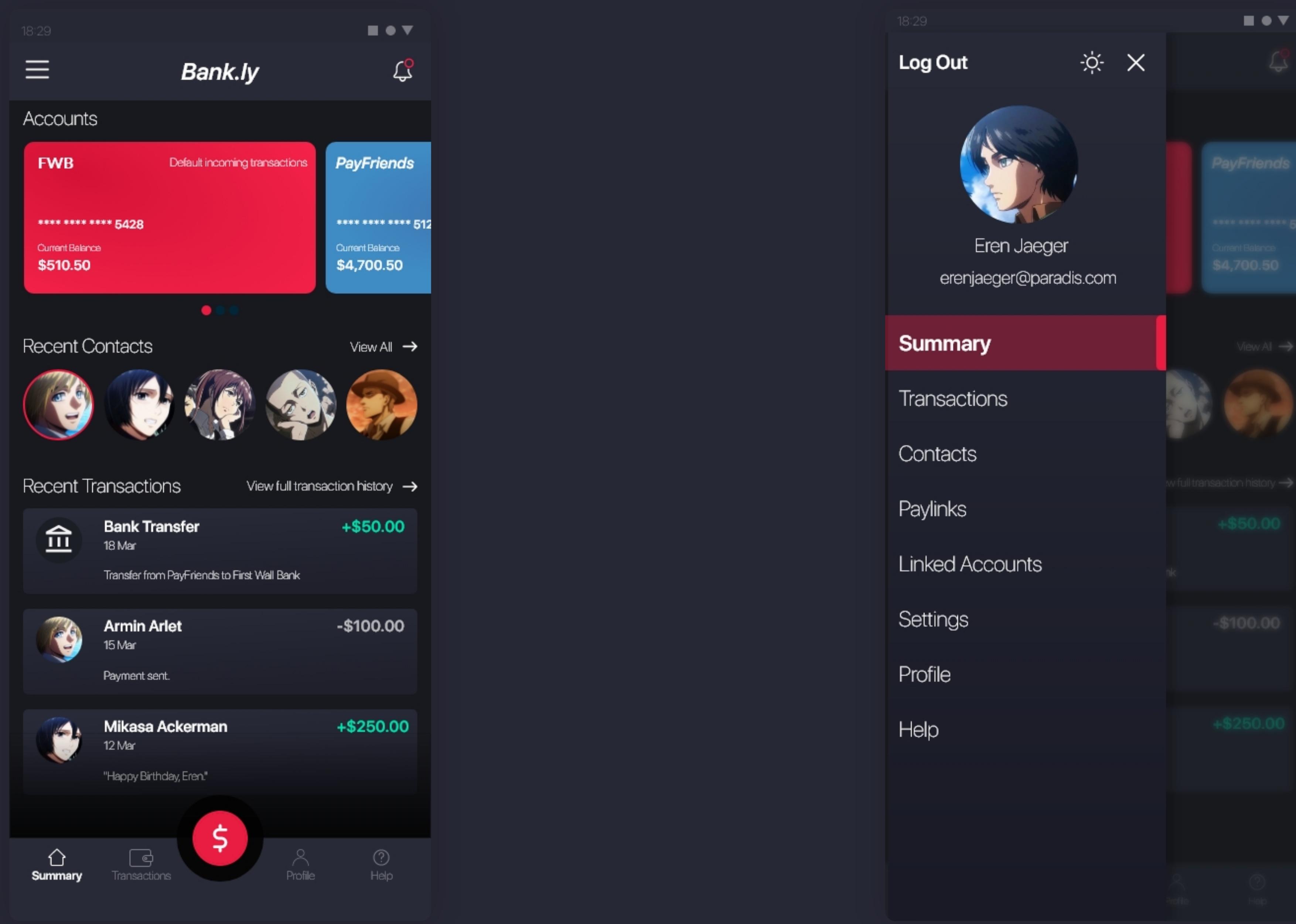
0.0 App start



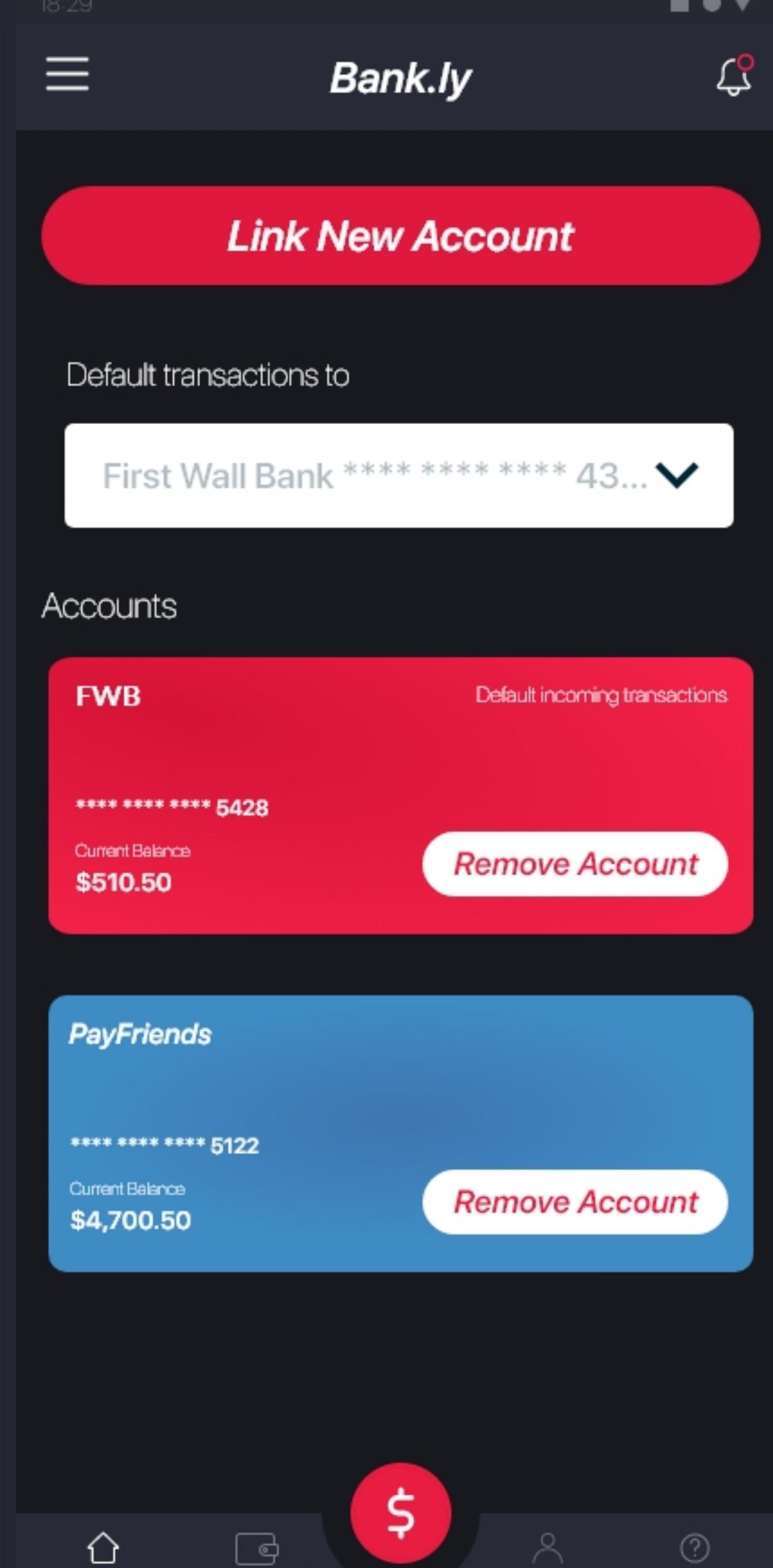
1.0 Logged in user



2.0 Summary Page



3.0 Link Accounts



View all bank and financial app accounts link to your Bank.ly profile.

Set a default account for a preferred destination of all incoming payments

Generic information such as account names will be available to all other users who send money to your account

4.0 Transactions

Search Transactions

Mar 2021

- Bank Transfer +\$50.00
- Armin Arlet -\$100.00
- Mikasa Ackerman +\$250.00

Feb 2021

- Armin Arlet -\$100.00
- Mikasa Ackerman +\$550.00
- Mikasa Ackerman +\$550.00

Transactions

Filters

Date: Start 2020/02/14 End 2021/04/14

Transactions: \$100.00 - \$1500.00

Accounts: First Wall Bank, PayFriends

RESET FILTERS

Transactions

Mikasa Ackerman +\$250.00

From: Mikasa Ackerman mikamika232

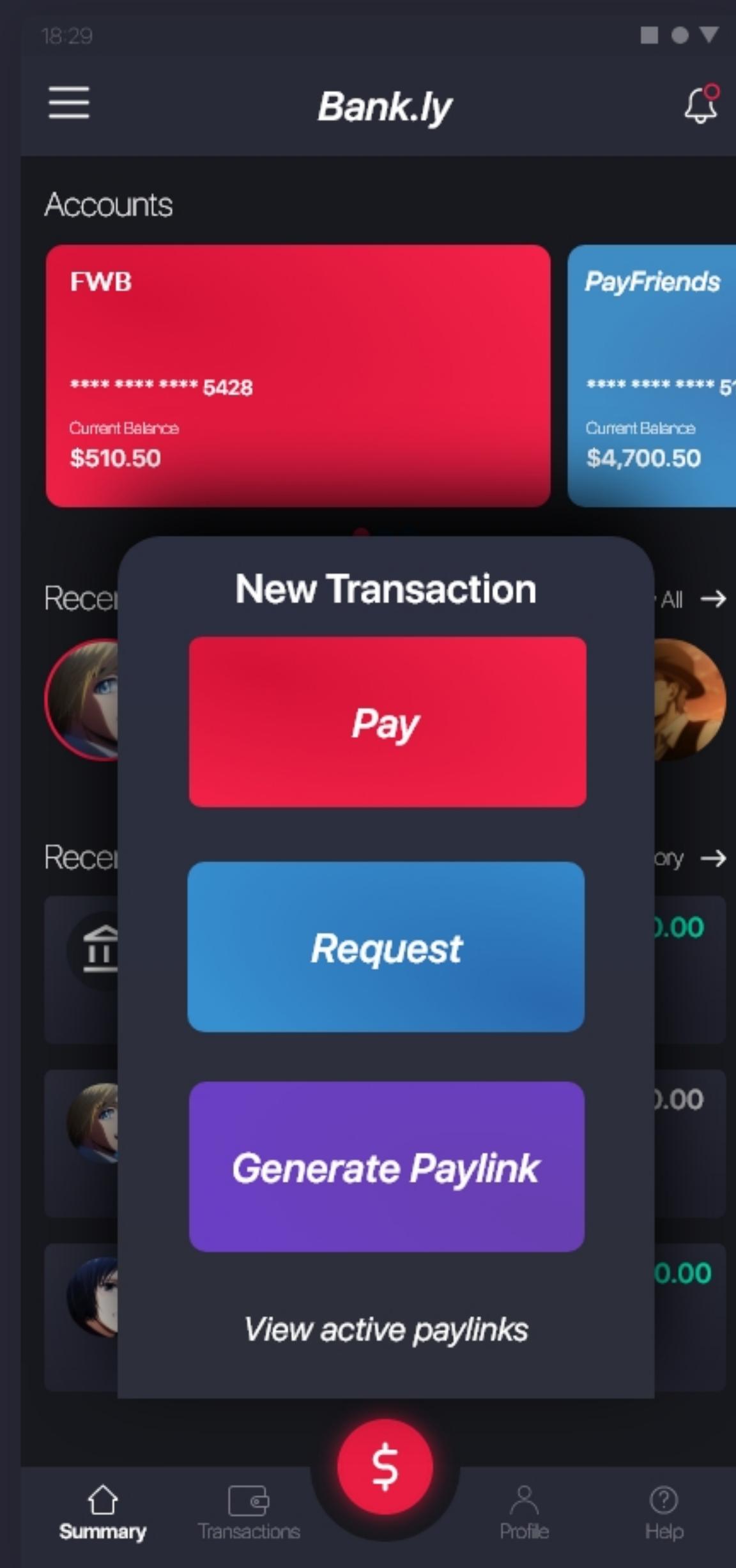
To: First Wall Bank Account **** 5123 \$250.00

Message: Happy birthday, Eren. You mean the world to me hope you have a fantastic day.

REFUND PAYMENT

Print Receipt

5.0 Payments



Select your actions

Pay

Allows you to select or search for a user you wish to pay money to, selecting the account you wish to transfer from and to.

Request

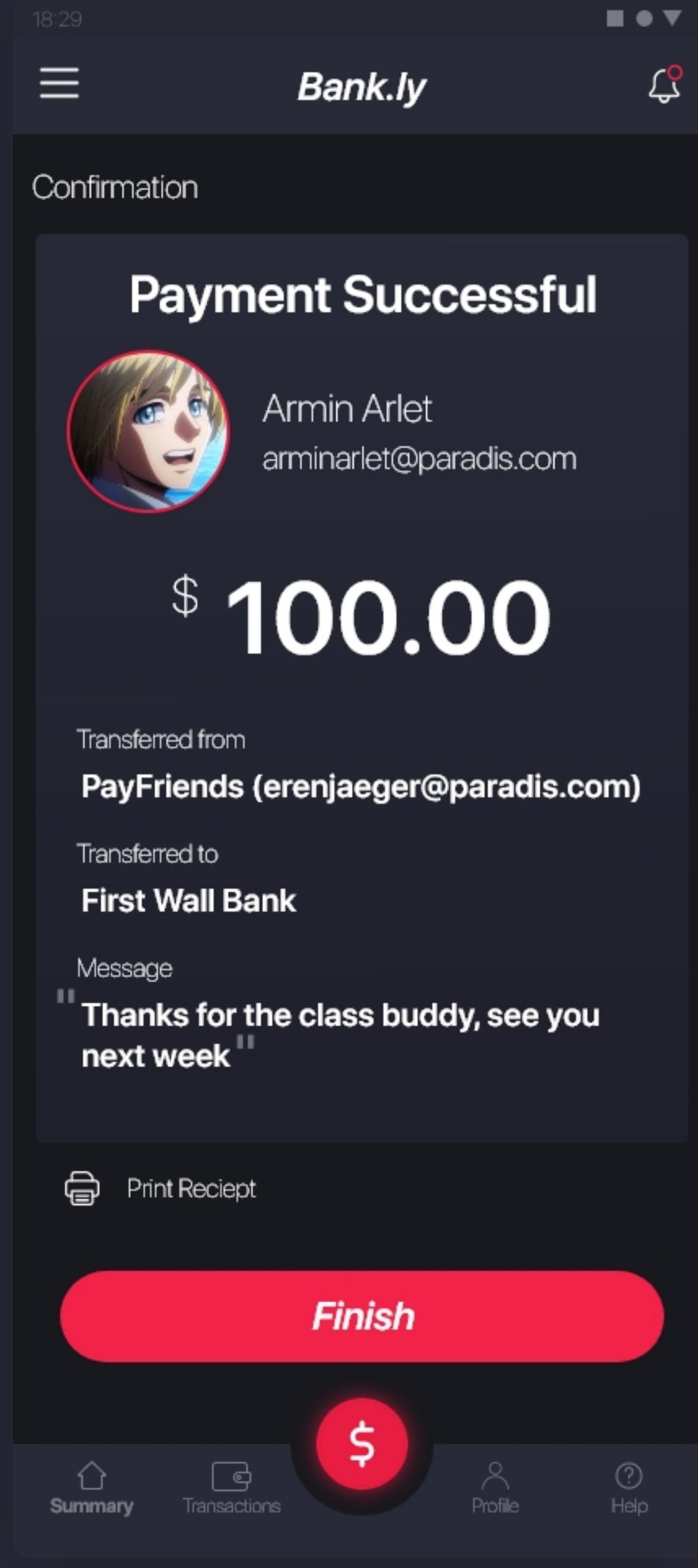
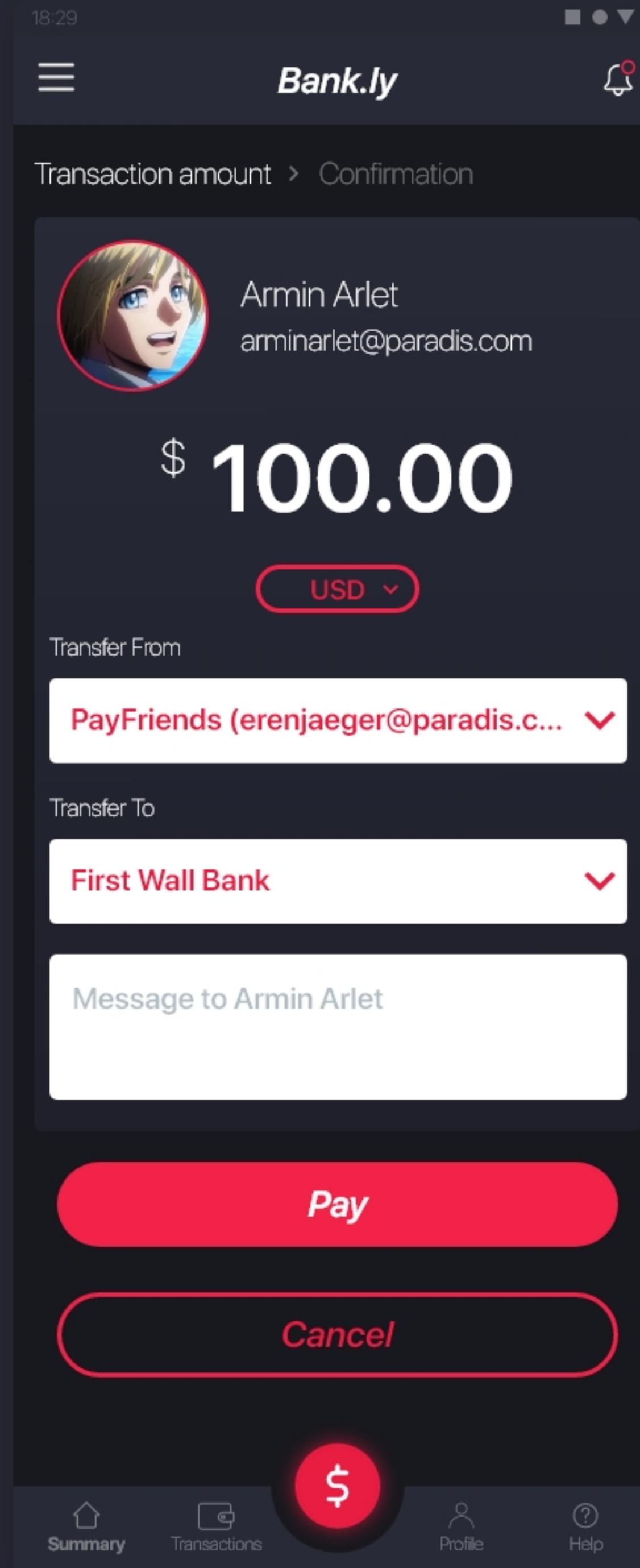
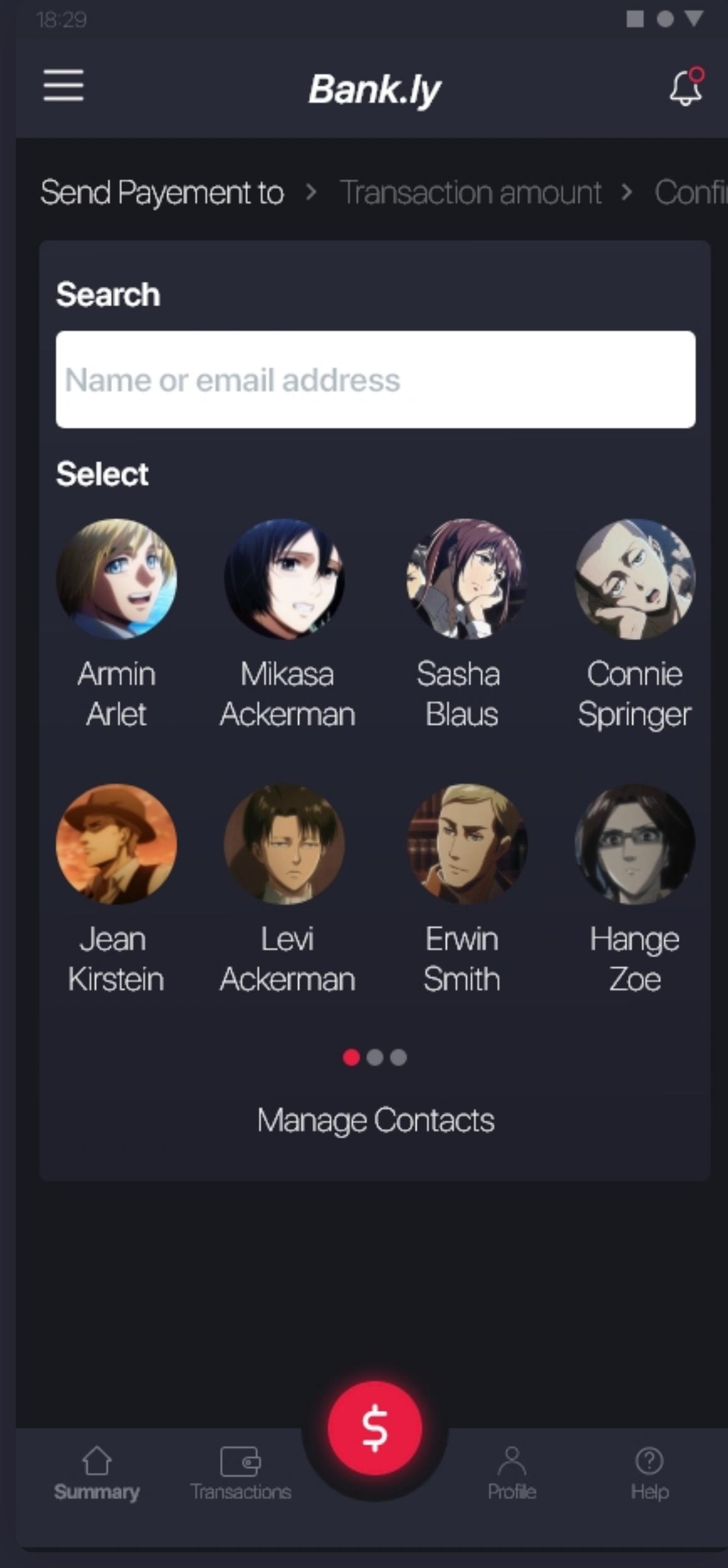
Allows you to select or search for a user you wish to request money from. Selecting an account you wish the funds to be transferred to.

Paylink

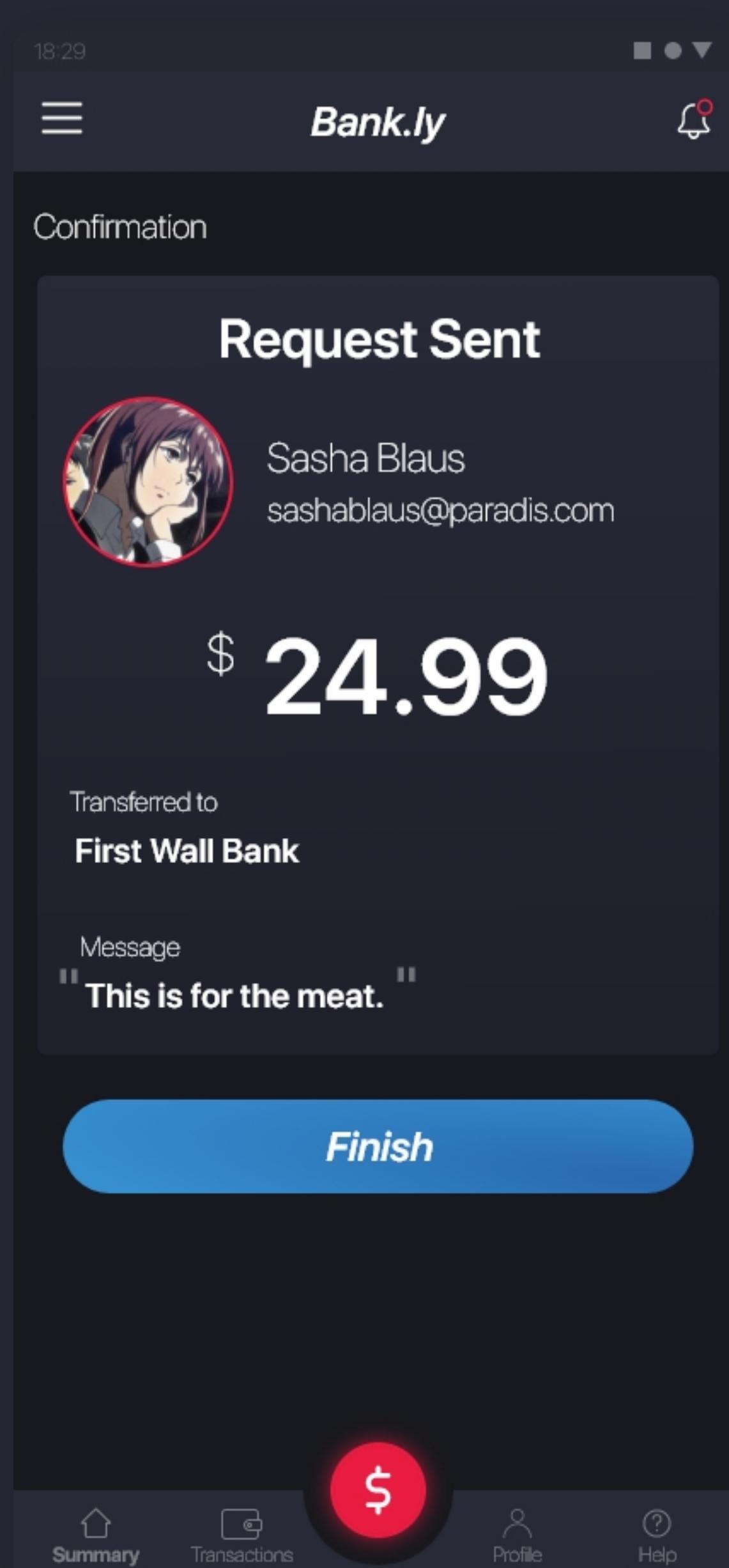
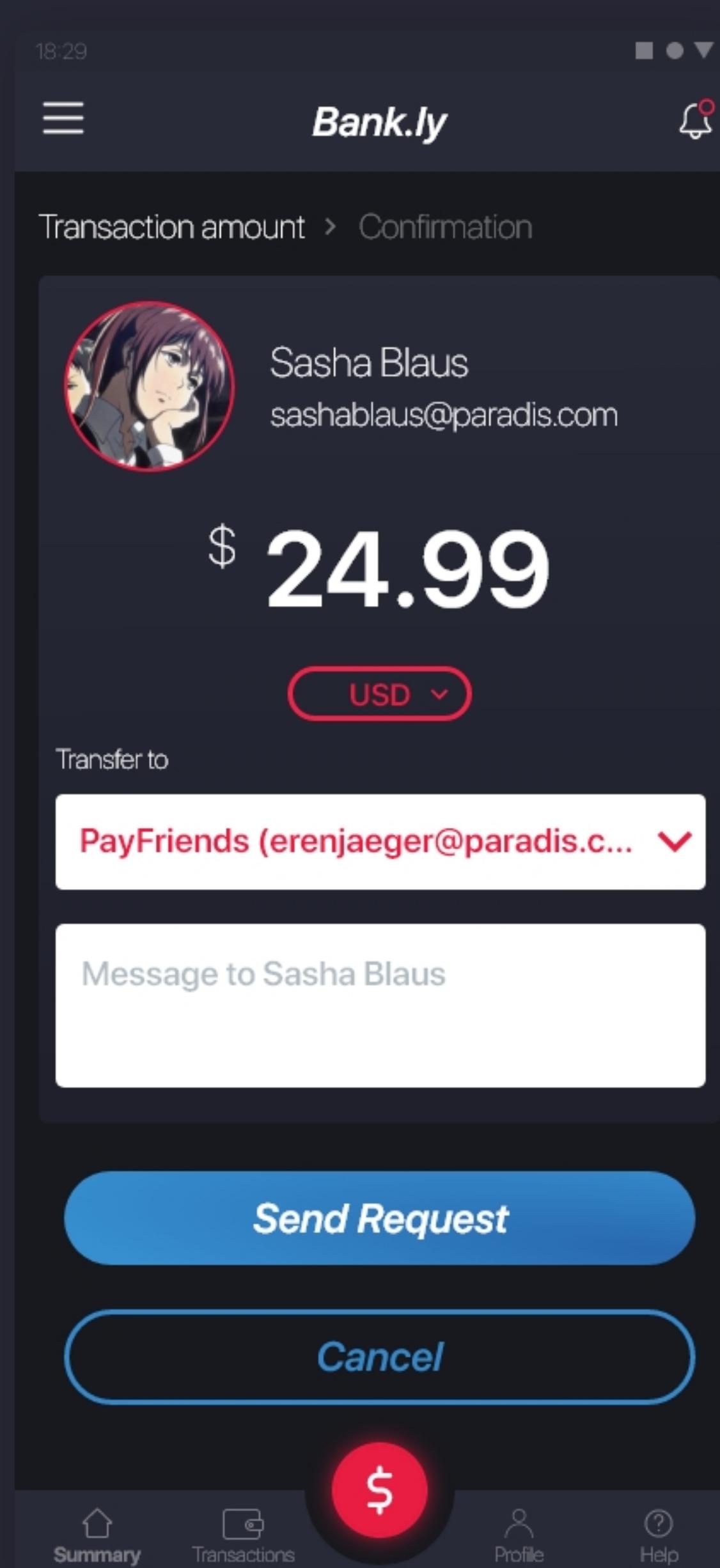
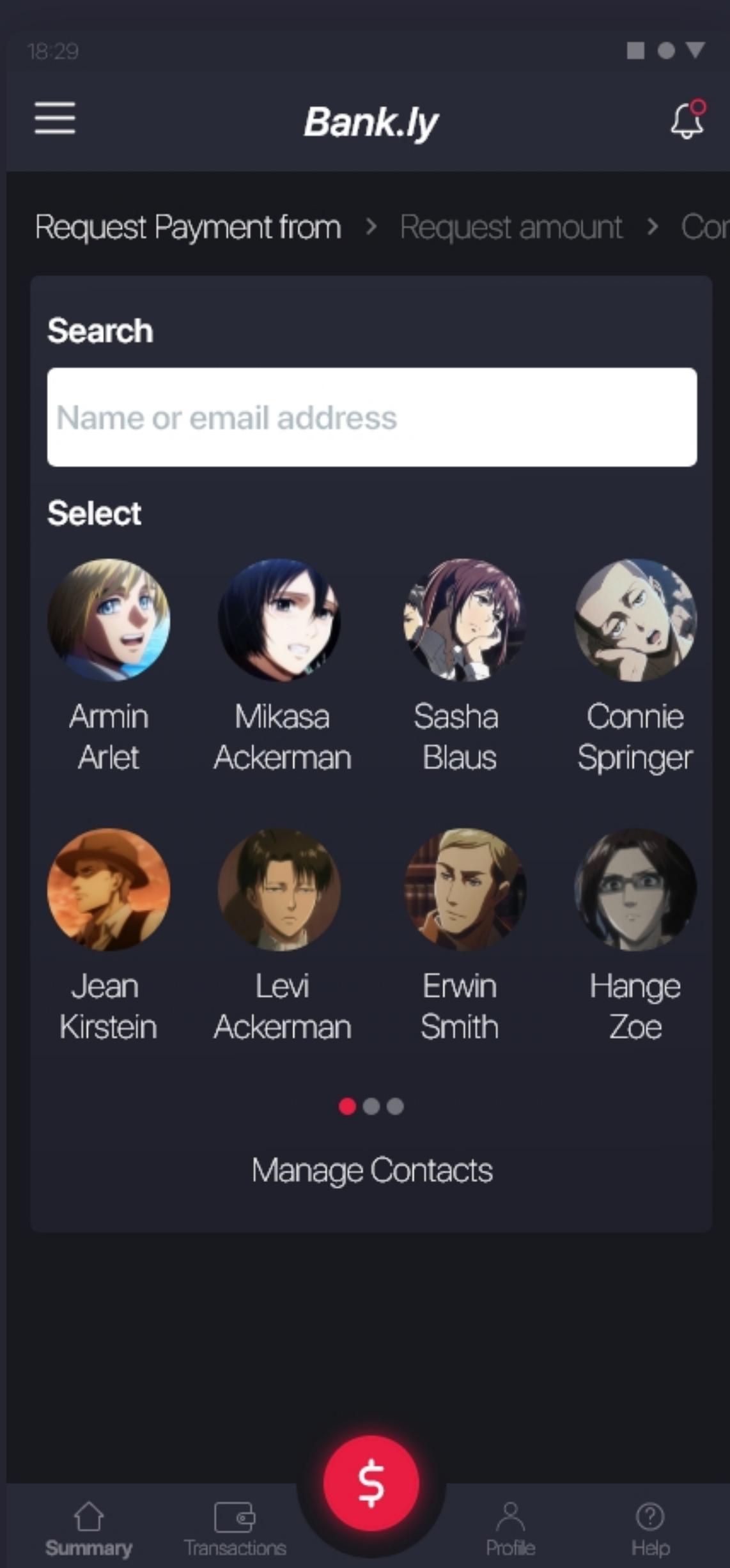
Generate a public Paylink that can be used multiple times to send any amount of money to you

Generate a group Paylink for fixed amounts you wish to send out to classes

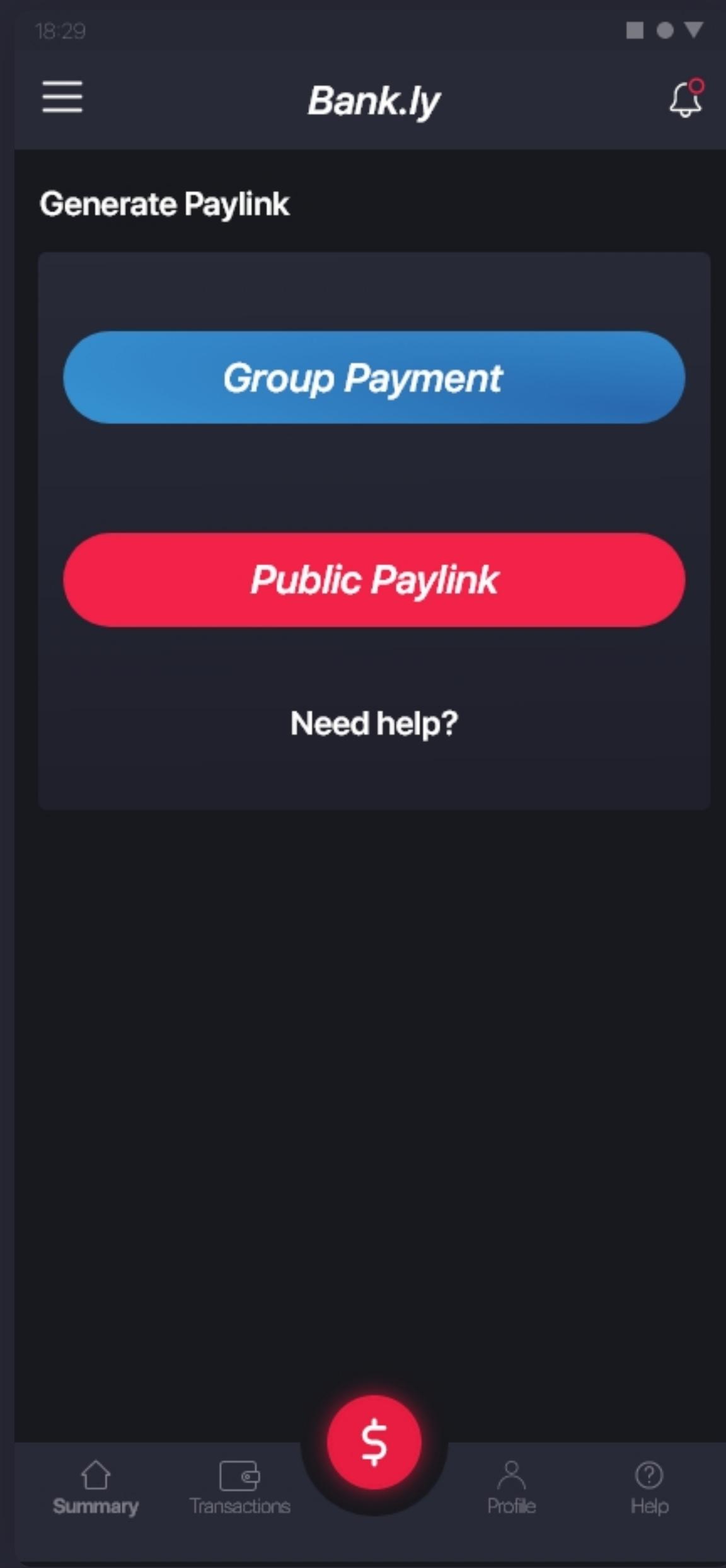
5.1 Send Money



5.2 Requesting Money



5.3 Pay Links



Group Paylinks

The image contains two screenshots of the Bank.ly app demonstrating the creation of a group paylink.

Left Screenshot (Group Payment): This screen shows the 'Generate Paylink' interface for a group payment. It includes fields for 'Recipients' (set to 10), 'Amount Per Recipient' (set to '\$510'), and a note that recipients can pay each other. It also shows a 'Total' of '\$5100' and a 'Transfer payments to:' field containing 'First Wall Bank **** * 4351'. A purple 'Generate Paylink' button is at the bottom.

Right Screenshot (Paylink Created): This screen shows the results of generating the paylink. It displays the 'Paylink Created' message, the number of recipients (10), the amount per recipient (\$510), the total (\$5100), the transfer payment recipient ('First Wall Bank **** * 4351'), and the generated paylink URL ('bank.ly/pay/43D4V3'). A 'copy to clipboard' button is available next to the URL. A purple 'Finish' button is at the bottom.

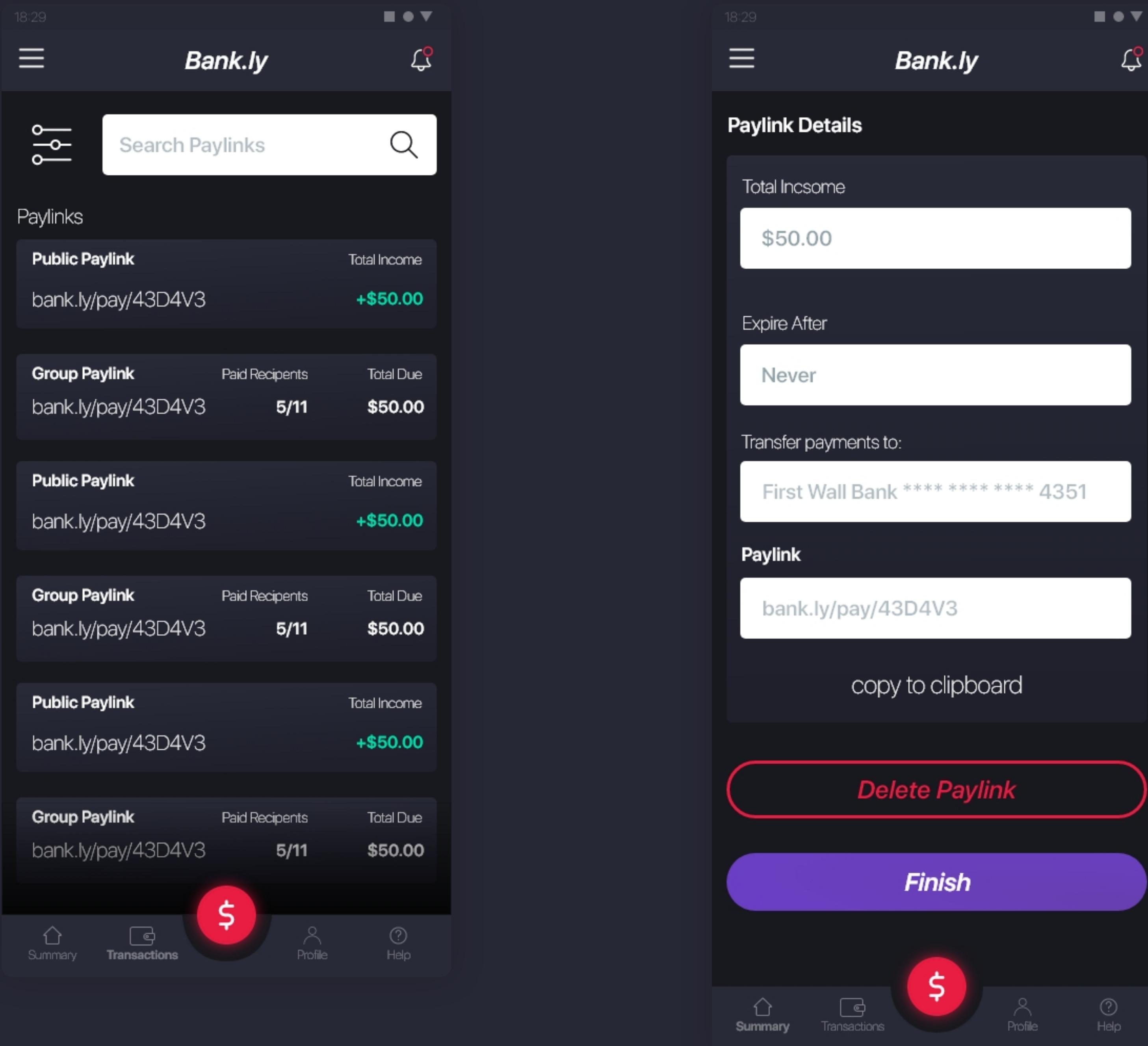
Public Paylinks

The image contains two screenshots of the Bank.ly app demonstrating the creation of a public paylink.

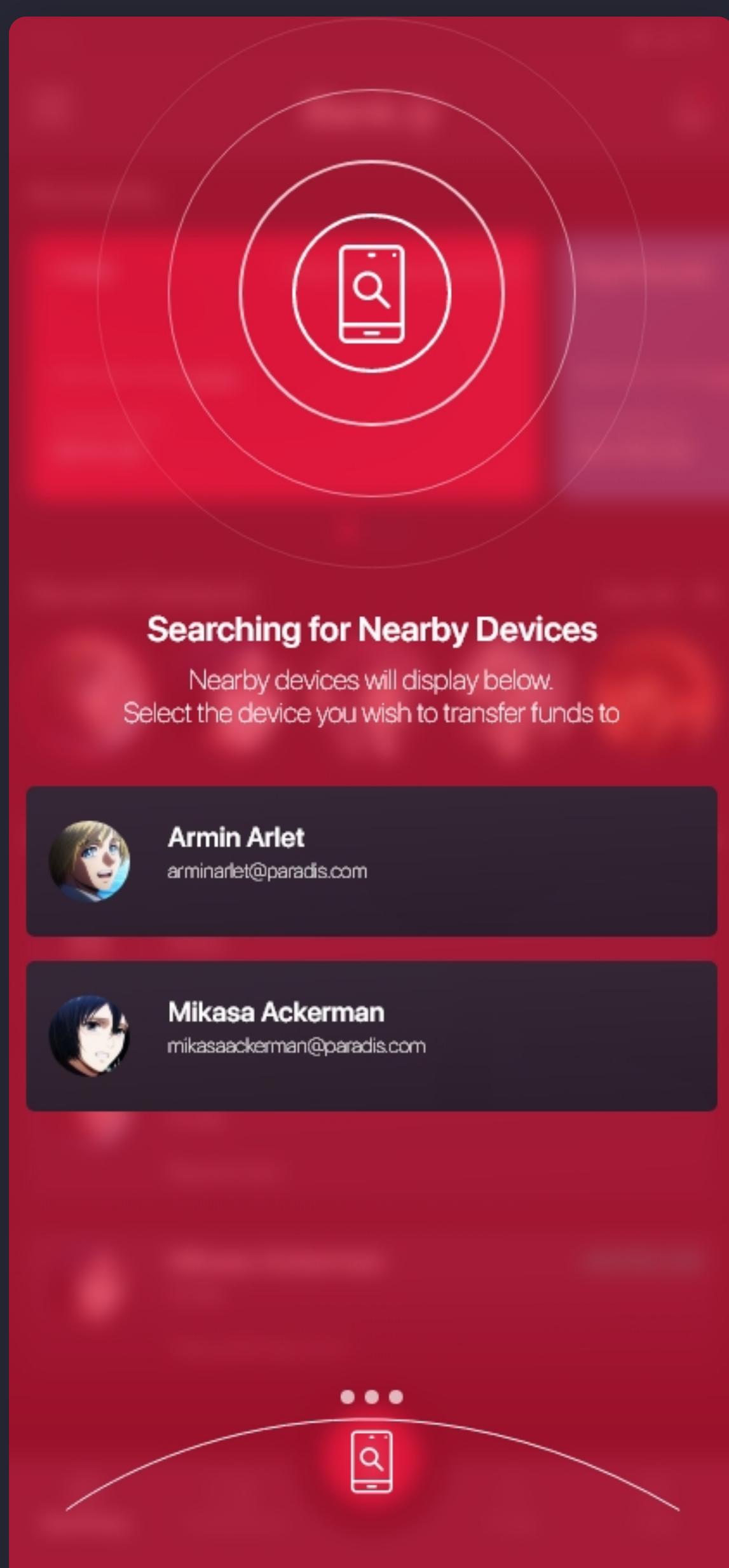
Left Screenshot (Public Paylink): This screen shows the 'Generate Paylink' interface for a public paylink. It includes a dropdown for 'Expire After' set to 'Select', a 'Transfer payments to:' field containing 'First Wall Bank **** * 4351', and a 'Need help?' link. A purple 'Generate Paylink' button is at the bottom.

Right Screenshot (Paylink Created): This screen shows the results of generating the paylink. It displays the 'Paylink Created' message, the expiration setting ('Never'), the transfer payment recipient ('First Wall Bank **** * 4351'), and the generated paylink URL ('bank.ly/pay/43D4V3'). A 'copy to clipboard' button is available next to the URL. A purple 'Finish' button is at the bottom.

6.0 Manage Paylinks



7.0 Shake To Pay



Shake your device and see all nearby devices

Select an account, and specify your transfer amount.

Great for once off payments at stores.