

PocketX

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Project overview



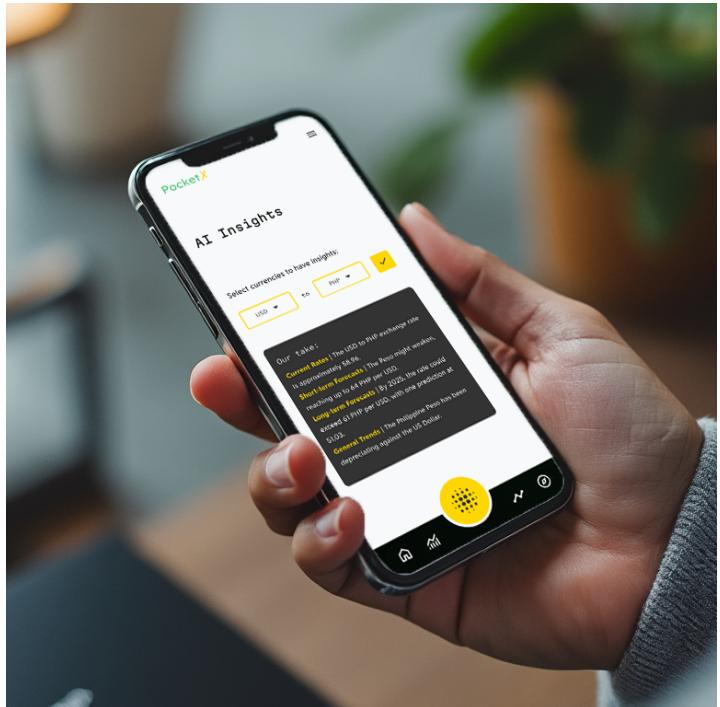
The product:

PocketX is a currency exchange app designed to help global travelers find real-time exchange rates, forecast trends, and make informed financial decisions with ease.



Project duration:

Oct 2024 - Nov 2024



Project overview



The problem:

Travelers often face challenges with outdated exchange rates, unpredictable market trends, and unreliable exchange locations.



The goal:

To create a seamless and intuitive solution for travelers to manage currency exchange efficiently.

Project overview



My role:

Lead UX Designer and Researcher



Responsibilities:

Managing all aspects of the design process, from user research and wire-framing to prototyping and usability testing.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



For this project, I focused on creating personas to guide my design process. Initially, I assumed that the typical traveler would prioritize straightforward navigation and access to real-time exchange rates. However, by crafting detailed personas, I uncovered more nuanced user motivations and behaviors.

These insights highlighted the need for features like offline functionality for remote areas, AI-powered rate predictions for proactive decision-making, and tools like a travel budget calculator to help users manage their finances better. This process shifted my approach to emphasize ease of use, accessibility, and personalized tools, ultimately crafting a more tailored experience for diverse traveler needs.

User research: pain points

1

Pain point

Travelers often rely on outdated exchange rate information, leading to financial losses. This pain point emphasizes the importance of providing real-time rate updates and transparent historical data to build user trust and confidence.

2

Pain point

Users struggle to find trustworthy exchange points, especially in unfamiliar regions. To address this, designs will integrate community reviews and verified locations, ensuring users feel secure in their choices.

3

Pain point

Many travelers face connectivity issues in remote areas, leaving them without access to critical information. Designing an offline mode with essential features like saved rates will ensure the app remains reliable regardless of internet access.

4

Pain point

Existing currency exchange platforms can feel cluttered and unintuitive, making it hard for users to find what they need. Simplifying navigation and using clean, organized layouts will make the experience more seamless and user-friendly.

Persona: Daniel Martinez

Problem statement:

Daniel is a tech-savvy and frequent traveler who needs a reliable and easy way to access real-time exchange rates and locate trustworthy currency exchange points because he often struggles with outdated rate information and inefficient tools while managing finances on the go.



Daniel Martinez

Age: 34

Education: Master's Degree in Engineering

Hometown: Barcelona, Spain

Family: Married, father of one

Occupation: Software Engineer

"Traveling should be about the experience, not stressing over finding the best currency rates."

Goals

- Access up-to-date exchange rates in real time to make informed financial decisions.
- Save time by identifying reliable currency exchange locations quickly.
- Simplify travel budgeting with an easy-to-use calculator and predictive rate trends.

Frustrations

- Wasting time comparing multiple exchange options manually.
- Limited offline tools for areas with poor internet connectivity.
- Overly complicated apps that slow him down while traveling.

Daniel loves traveling with his family, but managing foreign currencies can be a hassle. On a recent vacation to Thailand, he had trouble finding reliable exchange options and overpaid due to outdated rate information. He wants a streamlined solution like PocketX that offers accurate rates, verified exchange locations, and tools to help him budget effortlessly, ensuring his travels are smooth and stress-free.

User journey map

My priority is enabling the user to have a seamless experience when completing a task.

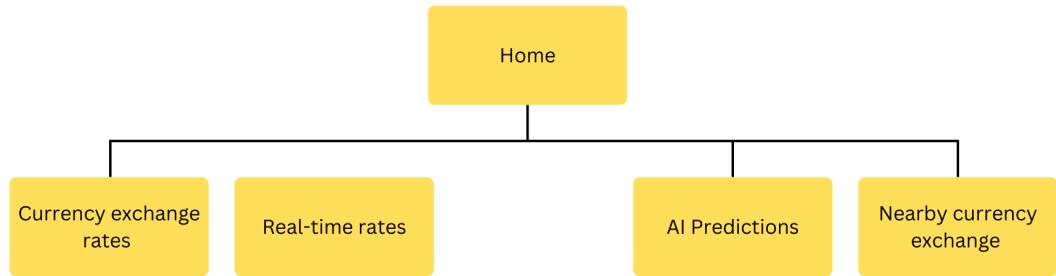
User Journey - Daniel Martinez

Goal: Easily access real-time currency exchange rates and complete currency exchanges securely while traveling.

| Action | Check Exchange Rates | Find Trusted Exchange Location | Plan Budget and Exchange | Plan Budget and Exchange |
|---------------------------|--|---|---|---|
| Task List | View the latest exchange rates and trends. | Use the map to search for nearby trusted exchange points. | Check AI-powered rate predictions for optimal timing. | Confirm exchange location and complete the transaction. |
| Feeling Objective | "I'm glad I can quickly check accurate rates on the go." | "It's reassuring to find reliable options with user reviews." | "This calculator makes budgeting feel less overwhelming." | "Finally done! That was efficient and stress-free." |
| Improvement Opportunities | Make rate comparison seamless with automatic updates and graphs. | Provide detailed reviews and filters for trusted exchanges. | Add a multi-currency budget planner with suggested cost categories. | Offer a digital receipt and automatic budget updates post-exchange. |

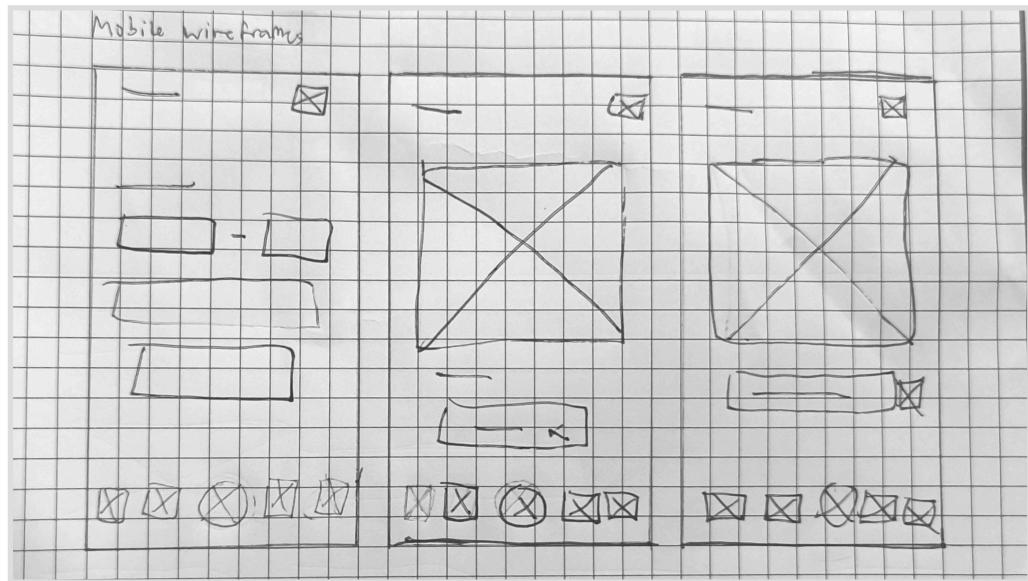
Sitemap

My thoughts are mapping a simple structure that will have the most vital needs.



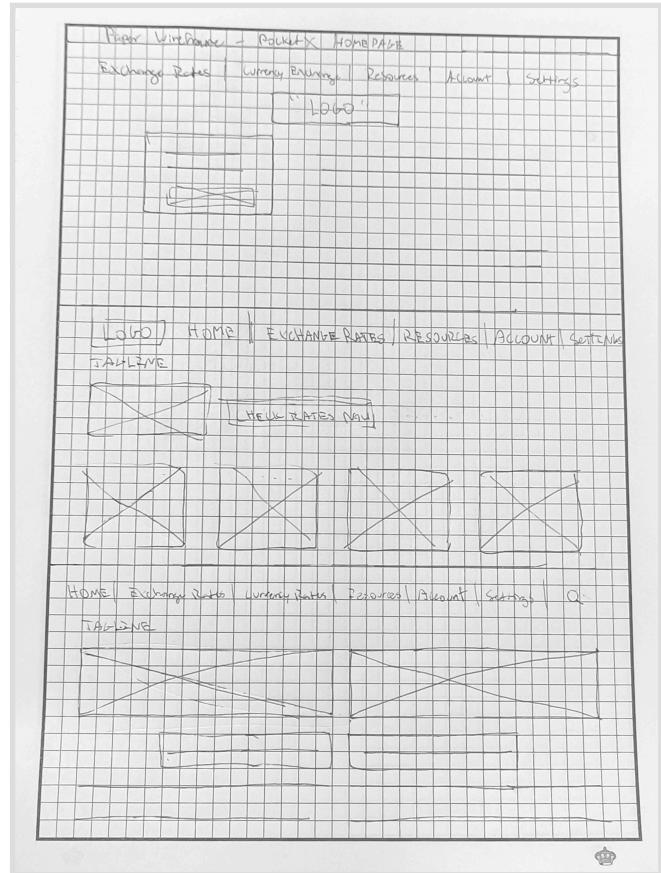
Paper wireframes (Mobile)

My first step in my thought process using a mobile first approach.



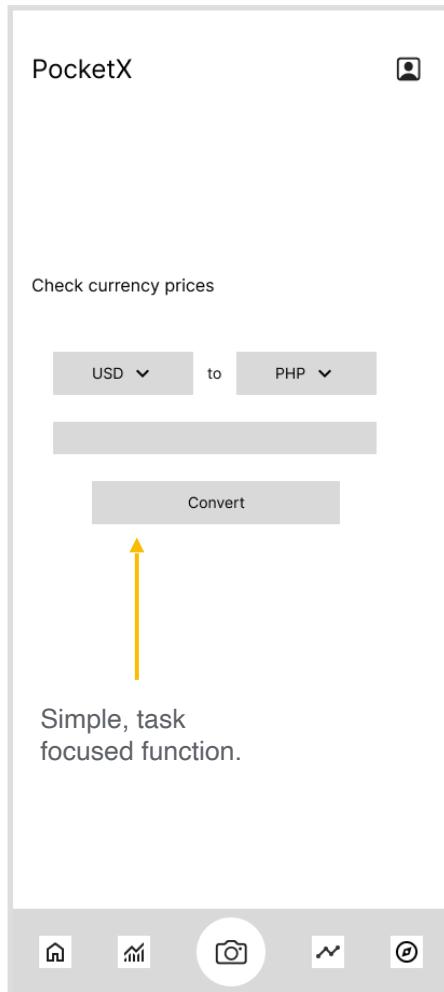
Paper wireframes (Desktop)

Paper wireframes included
desktop designs.



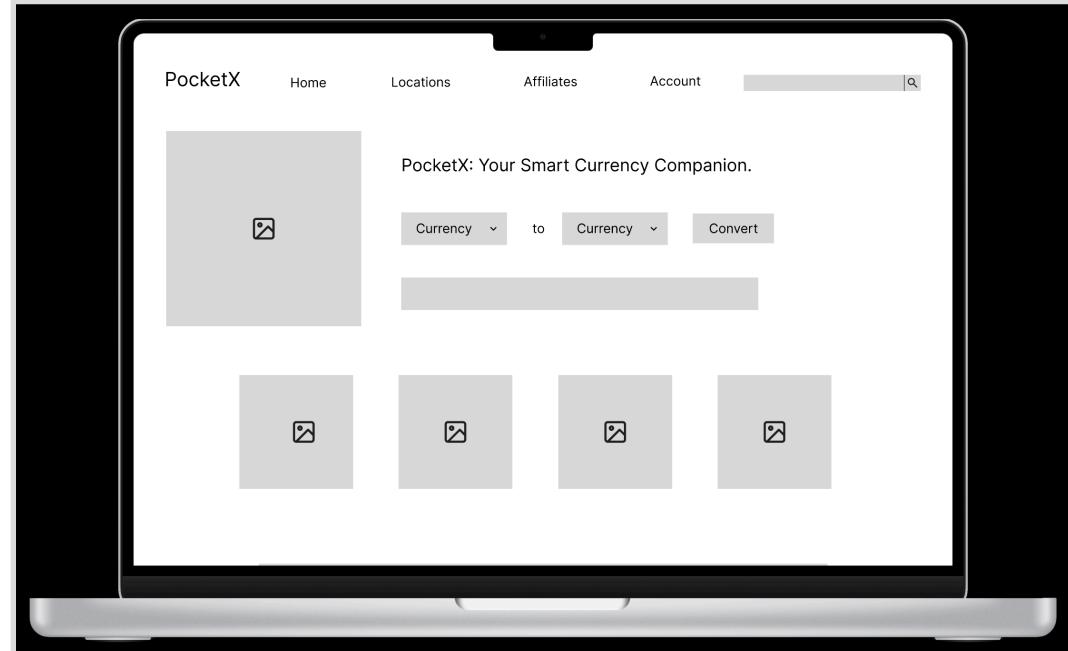
Digital wireframes (Mobile)

Based on feedback, the idea
is to make a simple yet
intuitive design.



Digital wireframe (Desktop)

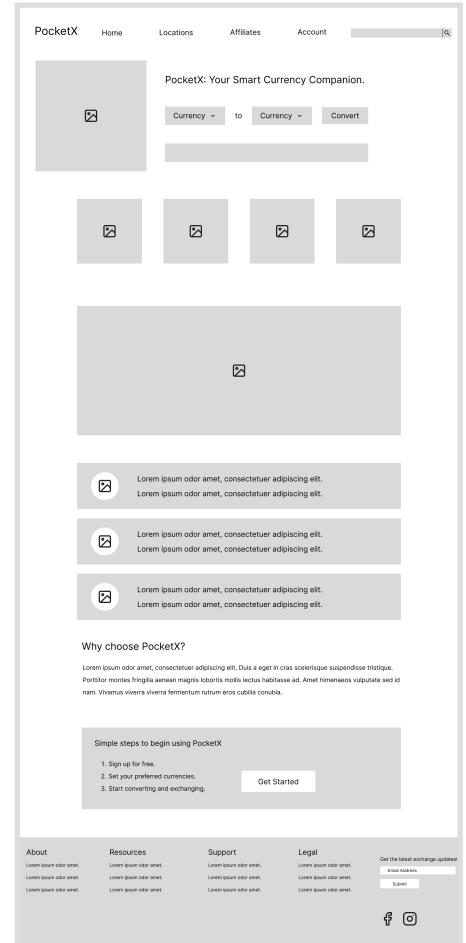
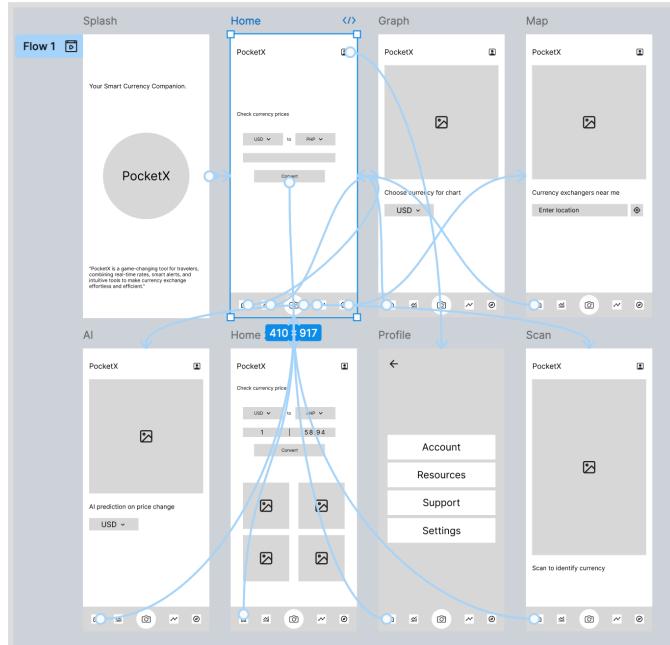
Desktop version needed a higher focus on the visual elements since it lacked some mobile features.



Low-fidelity prototype

Based on feedback, keeping each feature separate lessen the usability confusion.

Desktop lo-fi prototype click [here](#)
Mobile lo-fi prototype click [here](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

3 participants



Length:

10-15 minutes

Usability study: findings

Most common remarks after the study.

1

Finding

For currency converter,
users looked for a swap
button to switch between
currency values.

2

Finding

Users thought it was a
hassle to switch tabs after
using scanning feature to
know the value of the
currency.

3

Finding

AI feature didn't provide
enough insights.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

My goal is to listen to the user and implement solutions to satisfy their experience. After usability study, entering amount gets automatically converted, meanwhile adding swap feature.

Before usability study

Check currency prices

USD ▾ to PHP ▾ Convert

Enter Amount
\$ 1.00

1.00 US Dollar =
58.97 Philippine peso



After usability study

Check currency prices

USD ▾ to PHP ▾ 

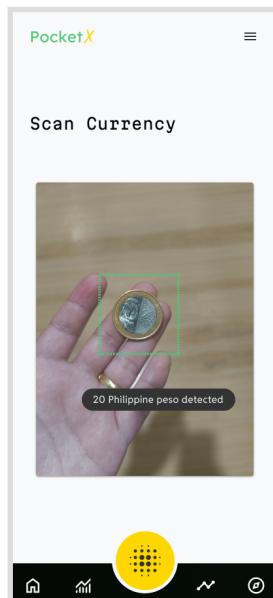
Enter Amount
\$ 1.00

1.00 US Dollar =
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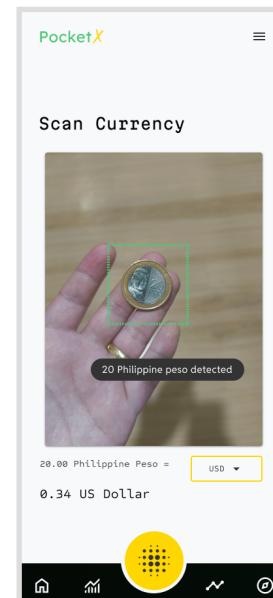
Mockups

Second, scanning feature automatically detects currency and gives value.

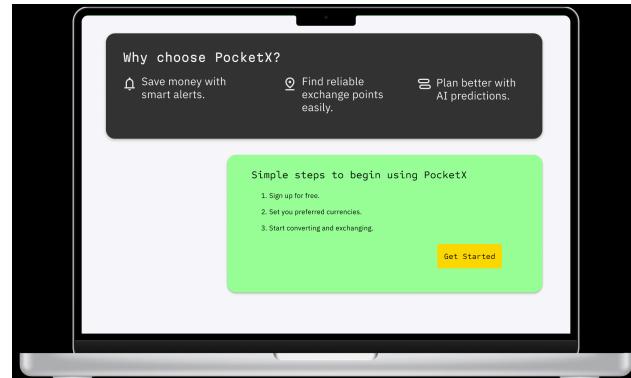
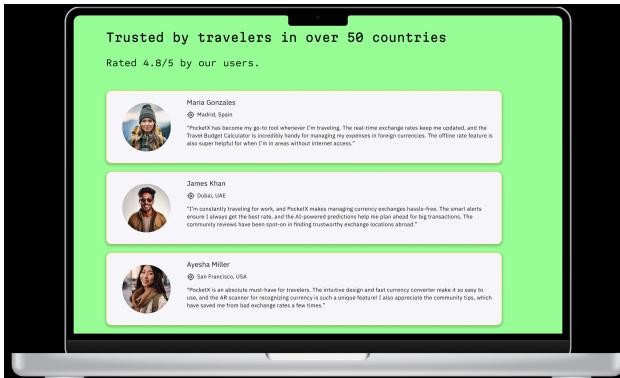
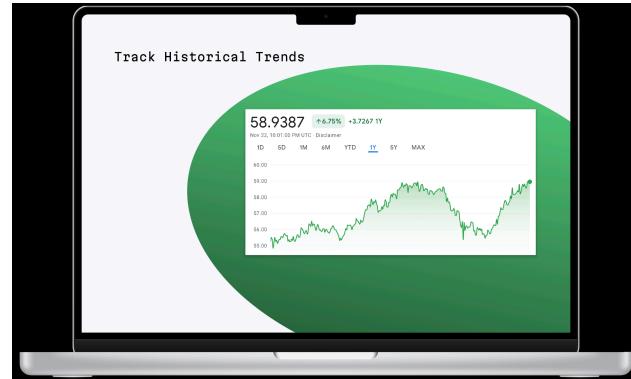
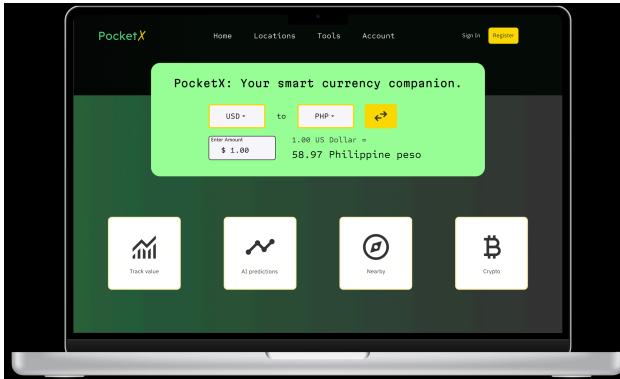
Before usability study



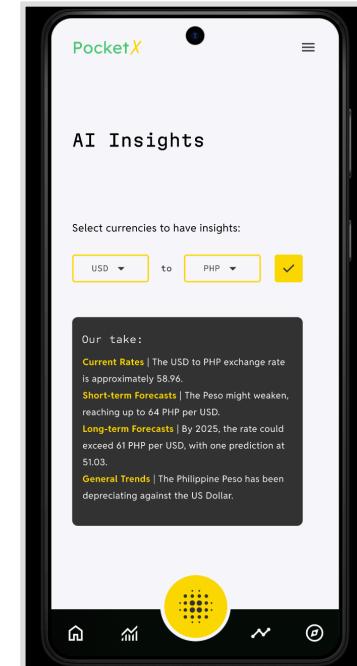
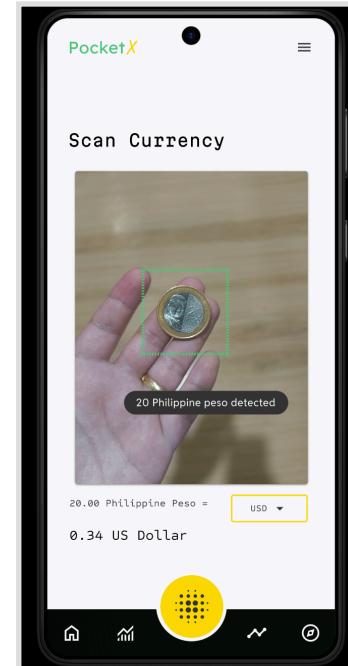
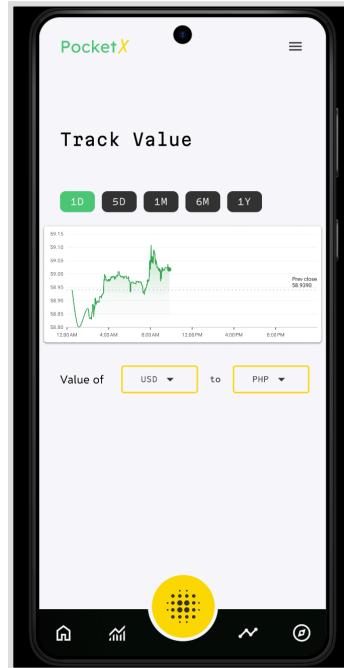
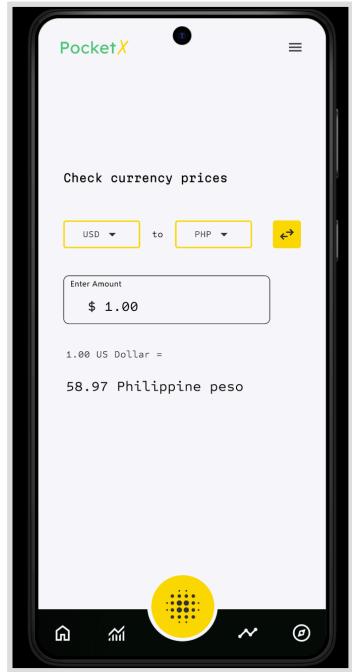
After usability study



Mockups: Original screen size



Mockups: Screen size variations



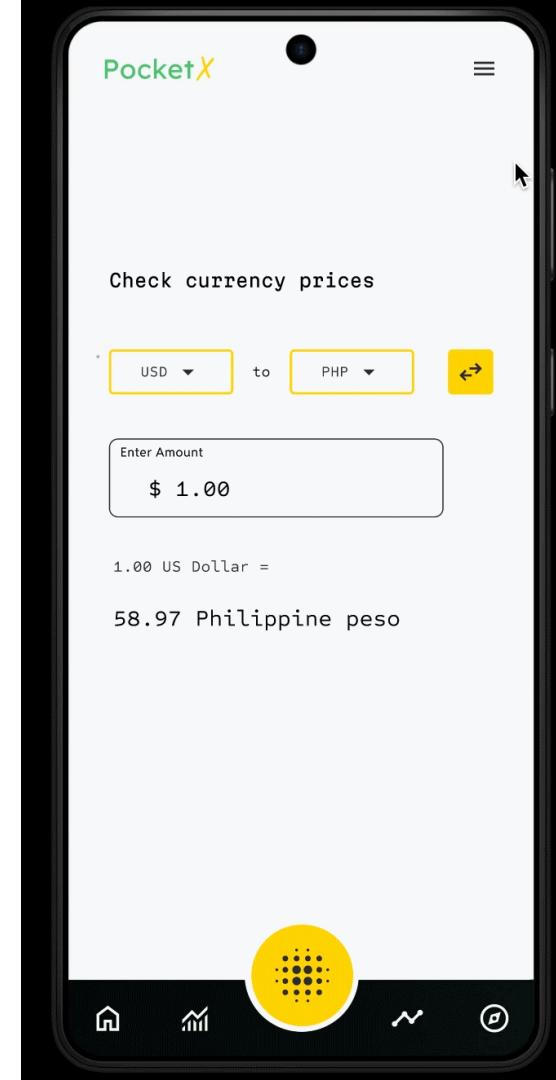
High-fidelity prototype

The user flow follows a simple path, having each area refined based on user feedback.

Mockup prototype links can be found below [!\[\]\(8992432513afb96f45a69bb5f0f74668_img.jpg\)](#)

[Mobile](#)

[Desktop](#)



Accessibility considerations

1

I incorporated accessibility in PocketX by using a high-contrast color palette to ensure readability and usability for users with visual impairments or color blindness.

2

In addition, using color cues alongside icons and text to convey information, ensuring clarity for users with color vision deficiencies.

3

Also, by avoiding reliance solely on color to convey meaning, using patterns and labels to ensure all users can interpret information effectively.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The design of PocketX simplifies currency exchange for global travelers by providing intuitive navigation, real-time updates, and accessible features that enhance financial decision-making. This approach empowers users to manage their travel budgets with confidence and ease.



What I learned:

Working on PocketX taught me so much about understanding what users really need. Listening to user feedback helped me focus on things like offline access and clear navigation, which made a big difference. It also reminded me how essential it is to keep designs accessible and easy for everyone to use.

Next steps

1

Next, I will keep gathering data on usability to make sure PocketX is up to date.

2

Also, I will revisiting some of the smaller bugs that were less prioritized and plan how that may be improved.

3

The strengths I had during this project, I will pass on to future projects while trying to grow from my weaknesses.

Let's connect!



You can visit my portfolio website at joseuxui.com, or LinkedIn by clicking [here](#).

Contact me directly by email at jhernandez11@protonmail.com, or mobile phone upon request.