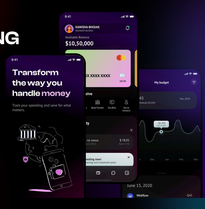
CASE STUDY

BANKING APP

Your Bank in Your Pocket!

KANISHA BHOJAK



PROBLEM STATEMENT

Managing personal finances is often overwhelming due to scattered tools and complex interfaces. Users need a single platform to track budgets, manage multiple cards, view transaction history (individually and collectively), and analyze overall financial usage. This case study focuses on designing a unified banking app that combines budgeting, financial tracking, profile management, chat support, and seamless transaction history, ensuring a user-friendly and efficient experience.

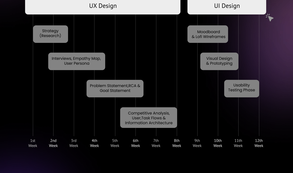
Objectives:

To design a user-friendly banking app that consolidates budgeting, financial tracking, and transaction history in one platform.
To create a seamless interface for managing multiple cards with individual and consolidated transaction views.
To integrate personalized financial insights and reports to help users make informed decisions.
To enhance user engagement by incorporating chat support and customizable profile features.

Goals:

Simplify personal finance management through an intuitive and efficient app design.
Improve accessibility and usability for diverse user demographics.
Provide a comprehensive overview of financial activities to promote better financial habits.
Build trust and convenience by offering secure, real-time tracking and support.

Project Timeline



Design Thinking Process

A polished app design that provides users with a seamless and comprehensive tool for managing their personal finances, tailored to their needs and preferences.

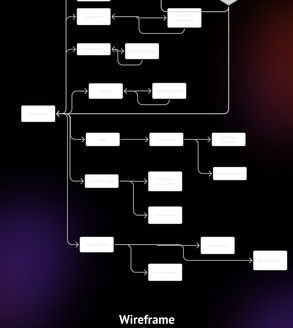
Product User

Age Group: 18 to 55 years.
Occupation: Students, young professionals, freelancers, and small business owners.
Location: Urban and suburban areas.
Gender: Inclusive for all genders.
Tech Savviness: Moderate to high; comfortable with smartphones and mobile apps.

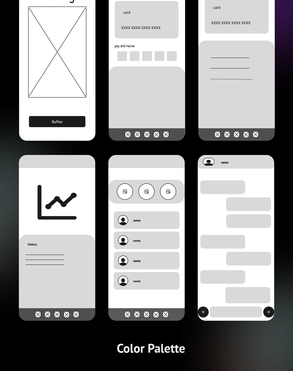
User Research

Conducted surveys and interviews with 20 banking app users to understand their frustrations and needs.
Insights:
1. **Primary pain points**: Navigation, security features, and cluttered dashboards.
2. **User desires**: Simplified login processes, clear account overviews, and better categorization of expenses.
3. **Demographics**: Included working professionals, students, and elderly users to ensure inclusivity.

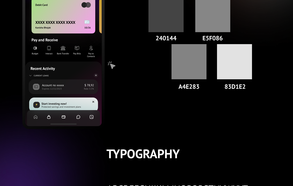
User Flow



Wireframe



Color Palette



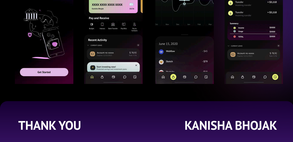
TYPOGRAPHY

Aa
PT Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Regular *Italic*

DESIGN



THANK YOU **KANISHA BHOJAK**