

3.10 PORTFOLIO REVIEW

MUNIRA HASSAN



Table of Contents

01

SITEMAP PROCESS

03

HI-FI PROTOTYPE

02

**LOW-FI /MID-FI
PROTOTYPE**

04

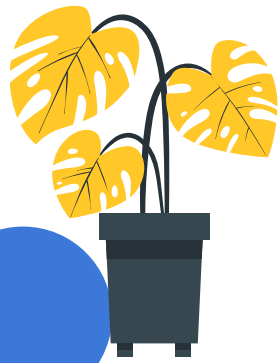
QUESTIONS

EXECUTIVE SUMMARY

Touch Funds is a financial app designed to ensure convenience and security for online transactions and money transfers without the use of a debit or credit card or the need to visit a physical bank or store. They need to develop new and innovative ways to ensure customer satisfaction such as contactless payment options, family plans, charity options and investment options. In this portfolio I will be taking you through the steps I took to conduct a sitemap, prototypes, and interview questions for the app and the process that i went through to refine them.

01

SITEMAP PROCESS



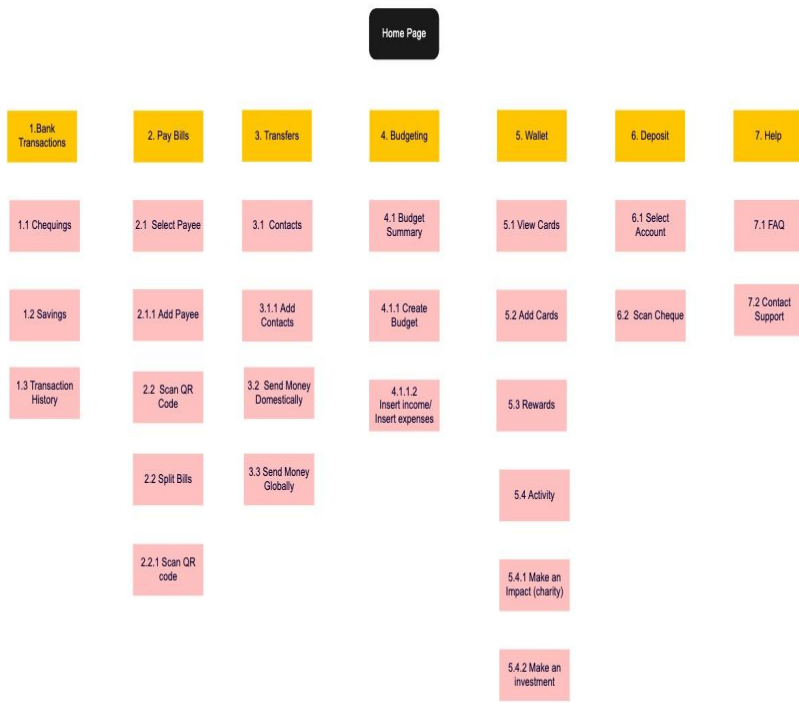
SITEMAP PROCESS

I created an initial sitemap with all the pages and content contained within the app from the research that I gathered from conducting user interviews, competitive analysis, user personas, user journeys and user analysis. I created seven pages that represented seven different tabs on the home screen they were:

1. **Bank transactions**
2. **Pay bills**
3. **Transfers**
4. **Budgeting**
5. **Wallet**
6. **Deposit**
7. **Help**

I wanted to test the groups I created for my initial site map to see if users agreed on what should be grouped. I conducted an open card sorting test and had the users choose their groups. The results were compared with initial site map.

INITIAL SITEMAP VS. UPDATED SITEMAP



miro



miro

CONCLUSION

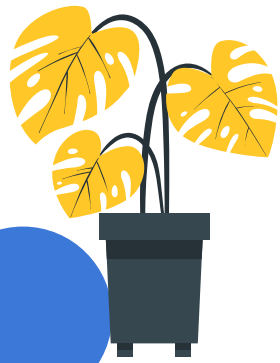
The results of the card sorting activity conclude that my original site map had too many categories and that majority of users grouped the subcategories into a mean of four categories. I refined my initial sitemap to match the consensus of the users and created 4 pages. Based on the similarity matrix the users grouped the headings and subheadings into groups titled (or similarly titled to):

1. **Bank transactions**
2. **Pay**
3. **Budgeting**
4. **Account**

The card sorting activity allowed me to redesign and re organize my initial ideas to make them more user friendly.

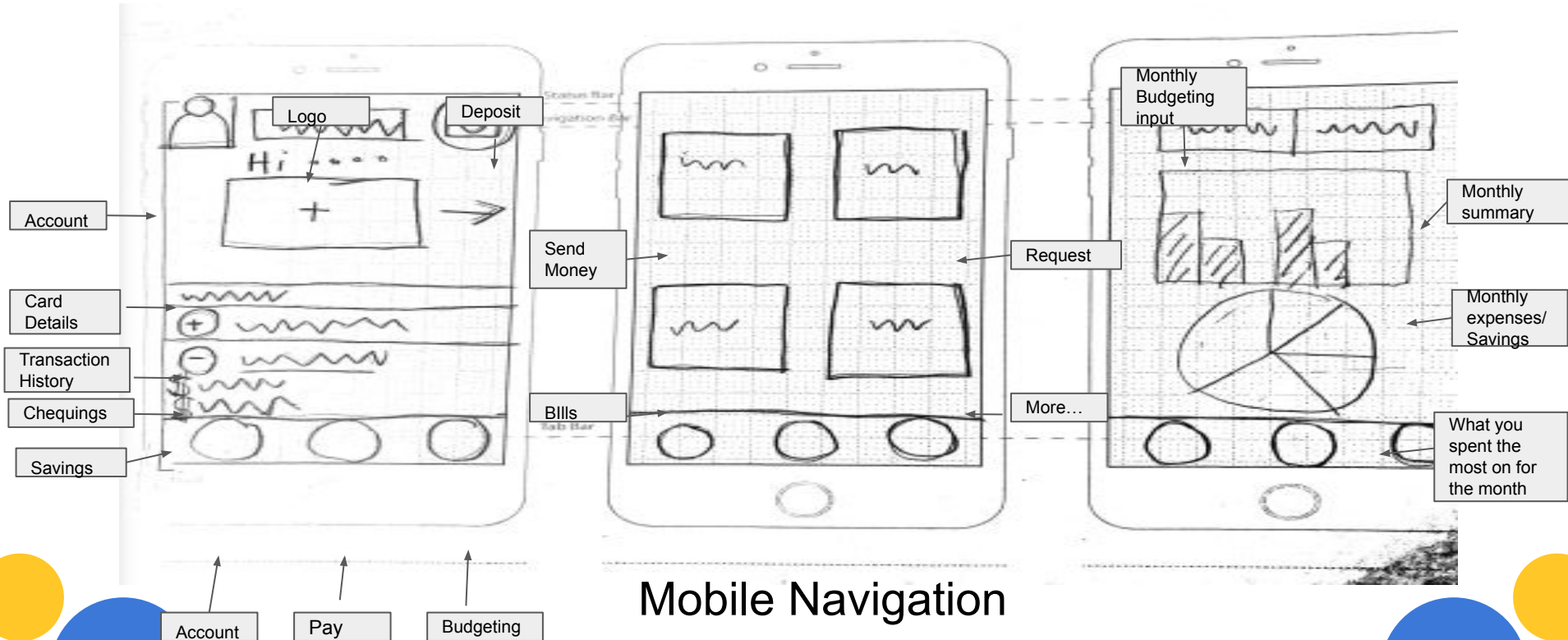
02

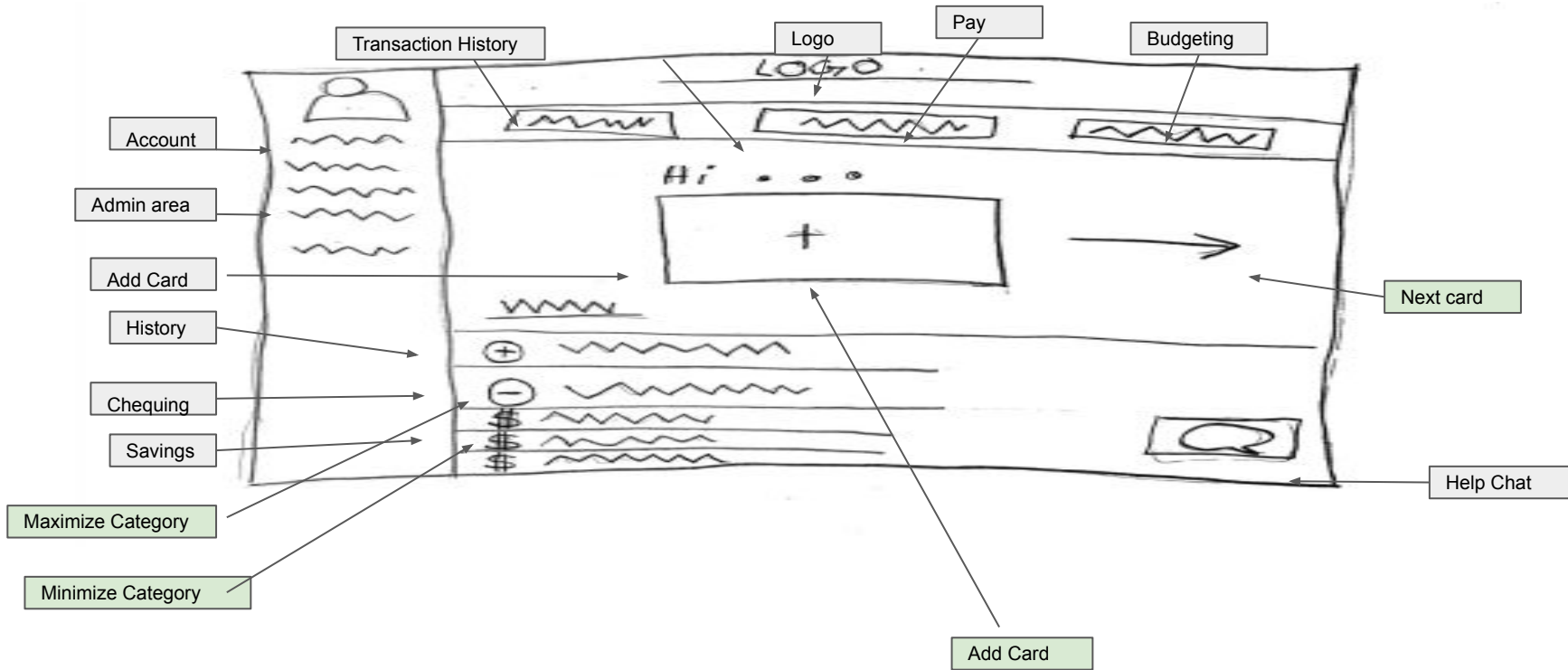
LOW-FI PROTOTYPE



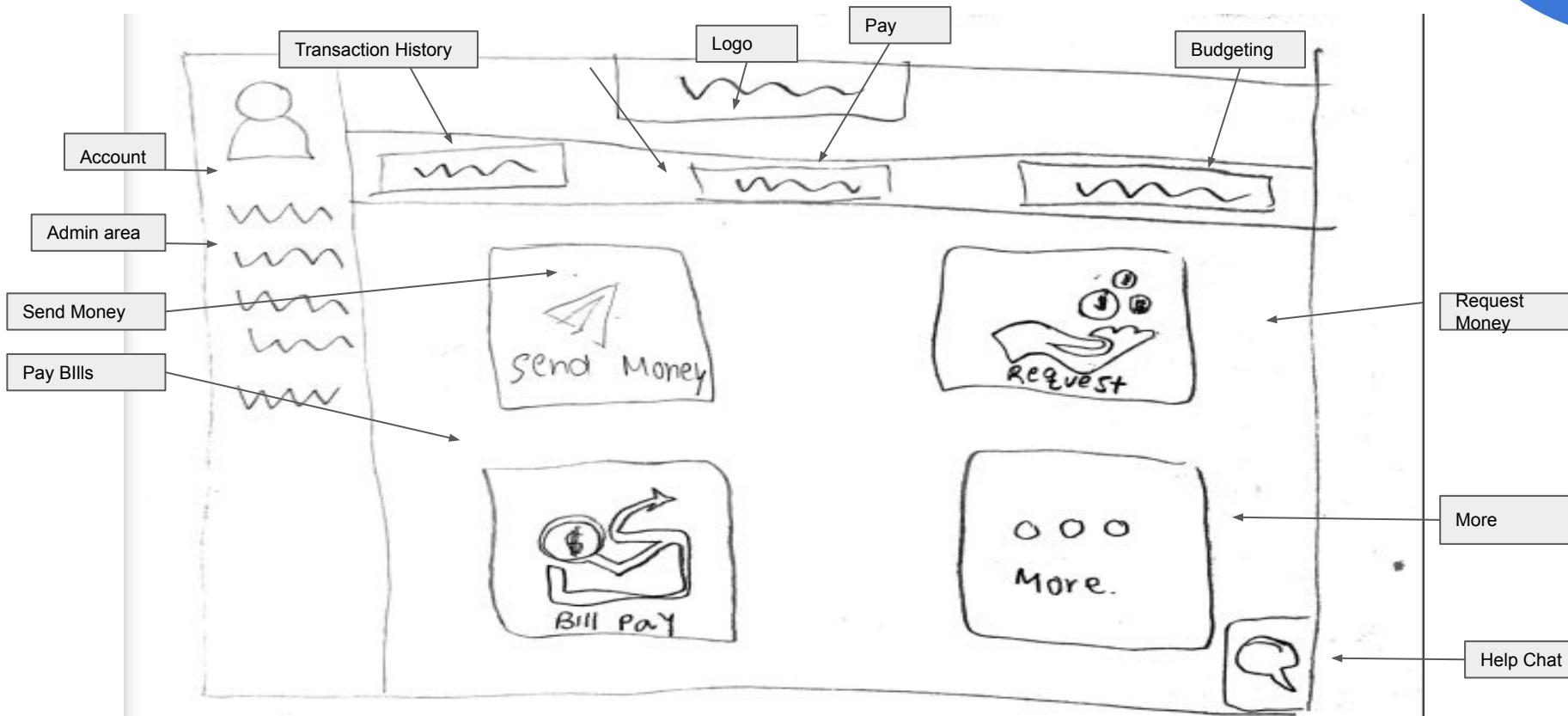
LOW-FI PROTOTYPE

Lo-Fi Prototypes were created to test the functionality of the features that I created in my sitemap.

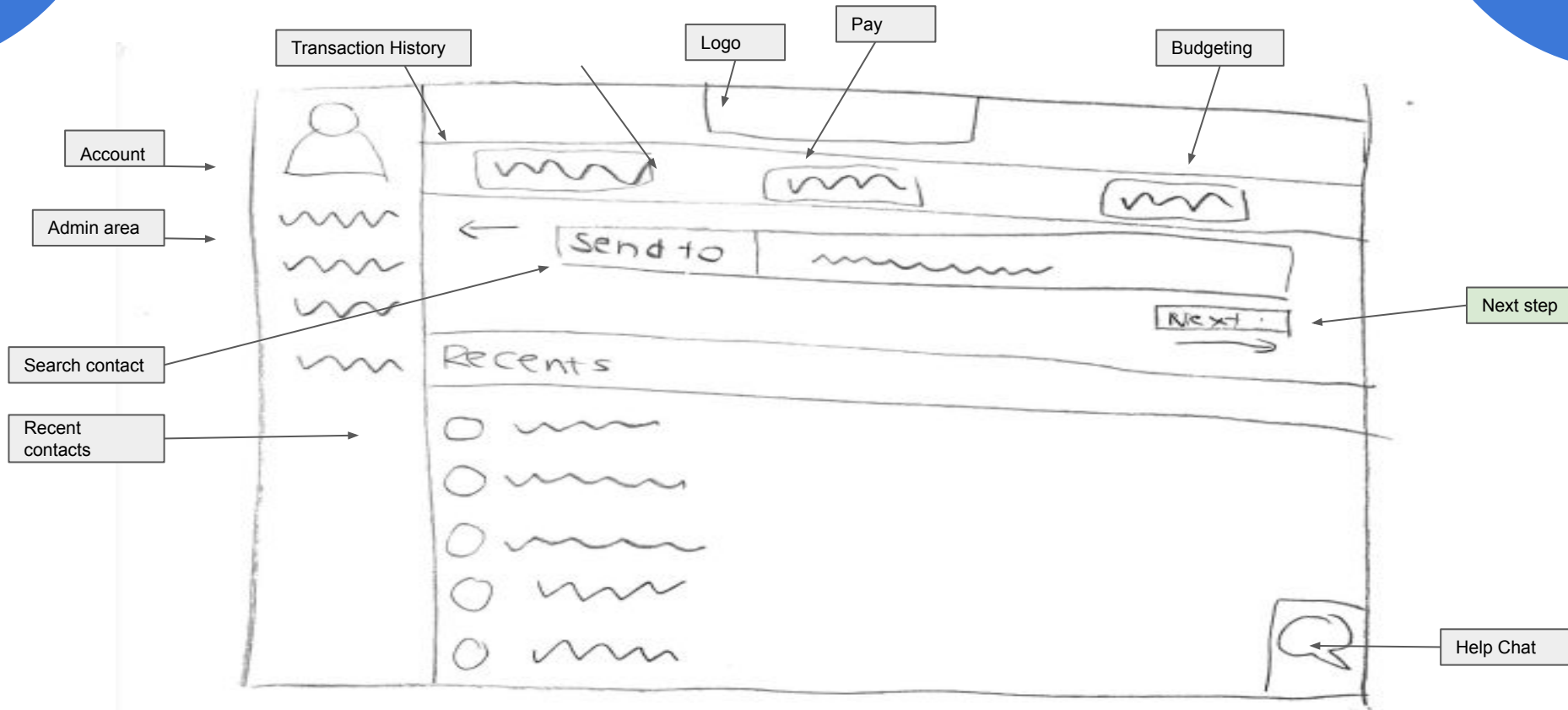




Desktop Navigation



Desktop Navigation



Desktop Navigation

CONCLUSION

In my site map there are 4 pages of the same hierarchy level, I decided to create 3 pages which cover all the content of my app because I wanted to reduce the cognitive load of users by reducing visual clutter. I decided to use tab-style navigation, where each tab is one of the pages categories.

Following navigation heuristics I've placed a tab-bar at the bottom of the screen in mobile design and at the top in desktop design.

The second wireframe in the mobile app demonstrates the second tab of the site map where the users payment options are shown. The 4 boxes represent the categories of payment. I will use drawer-style navigation to access the sub-categories.

MID-FI PROTOTYPE

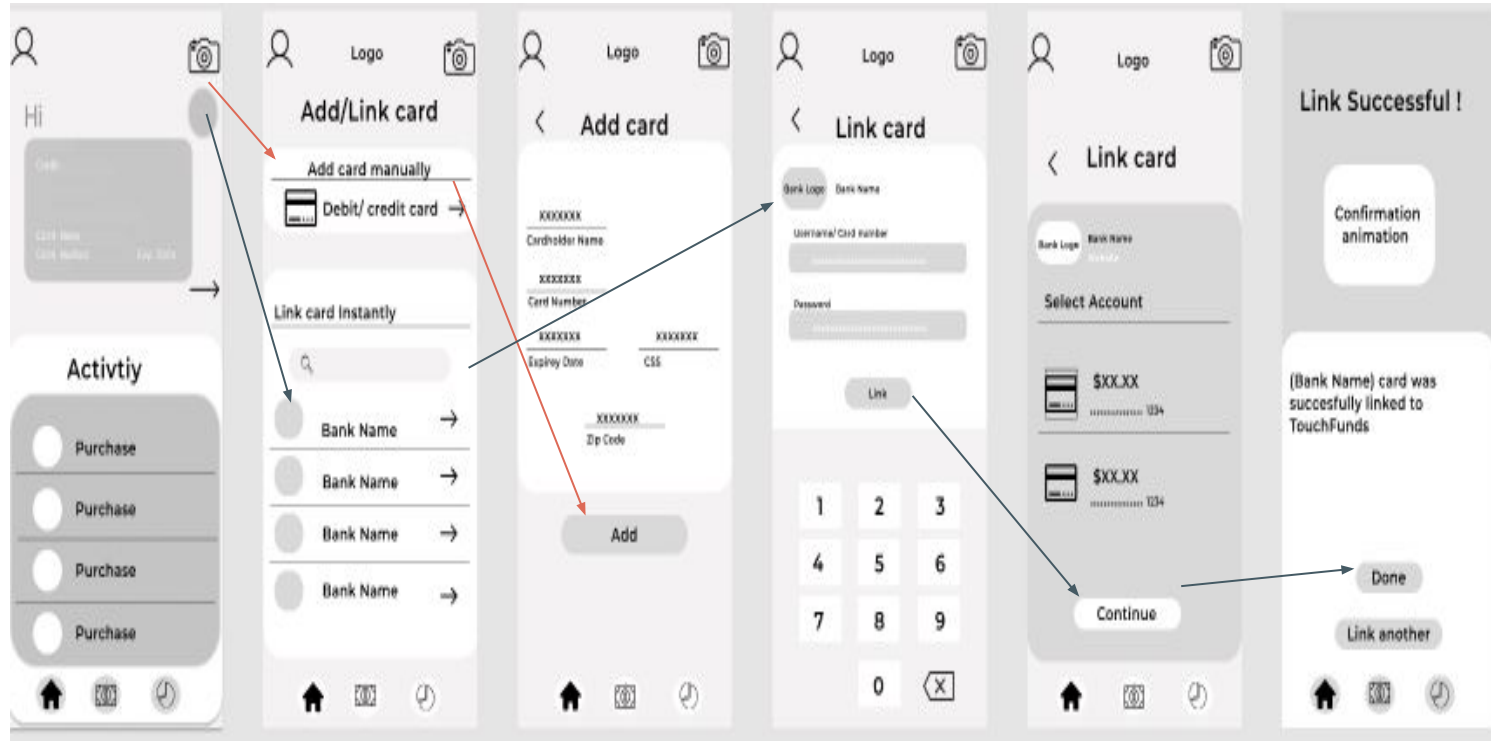
In the mobile app a user could navigate to other payment cards by pressing the arrow that will navigate the user left or right. On the Homepage of the mobile app I will use drawer-style navigation for the Admin area because the content stored in their is not the users main priority so it can be tucked away.

Since there is more space in the desktop version to work with, I thought Admin area can be in a form of a persistent side-menu. Also I have added a hovering support-chat button on the homepage, which is also suppose to stay in place on all pages.

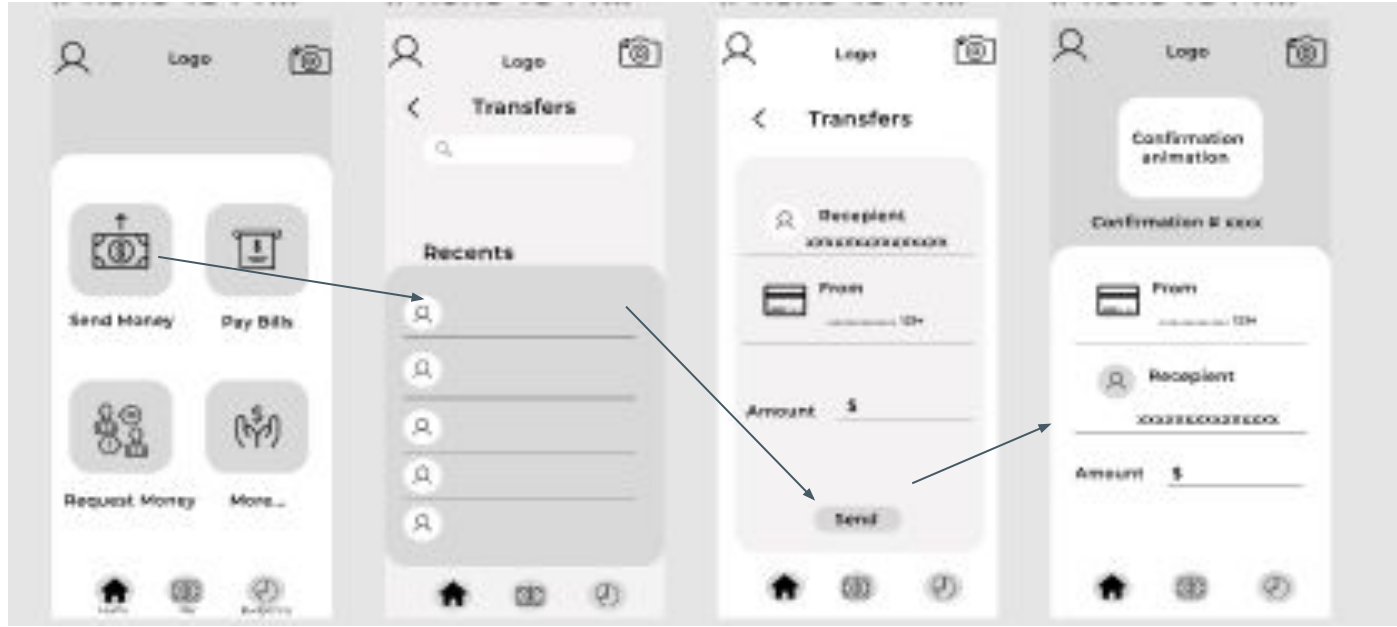
In my next steps I will create Mid fidelity prototypes to test and validate these assumptions and refine them if necessary.



ADD CARD STEPS (MOBILE)



TRANSFER MONEY STEPS (MOBILE)

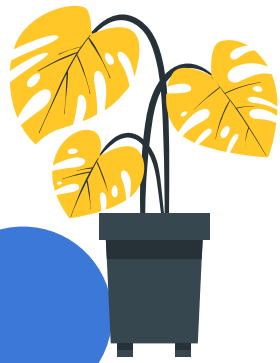


BUDGETING STEPS (MOBILE)

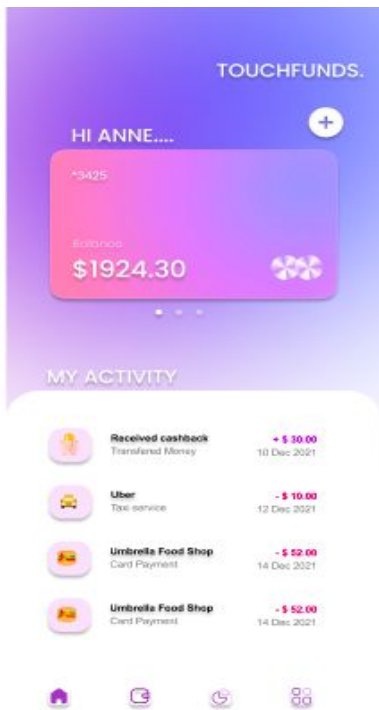


03

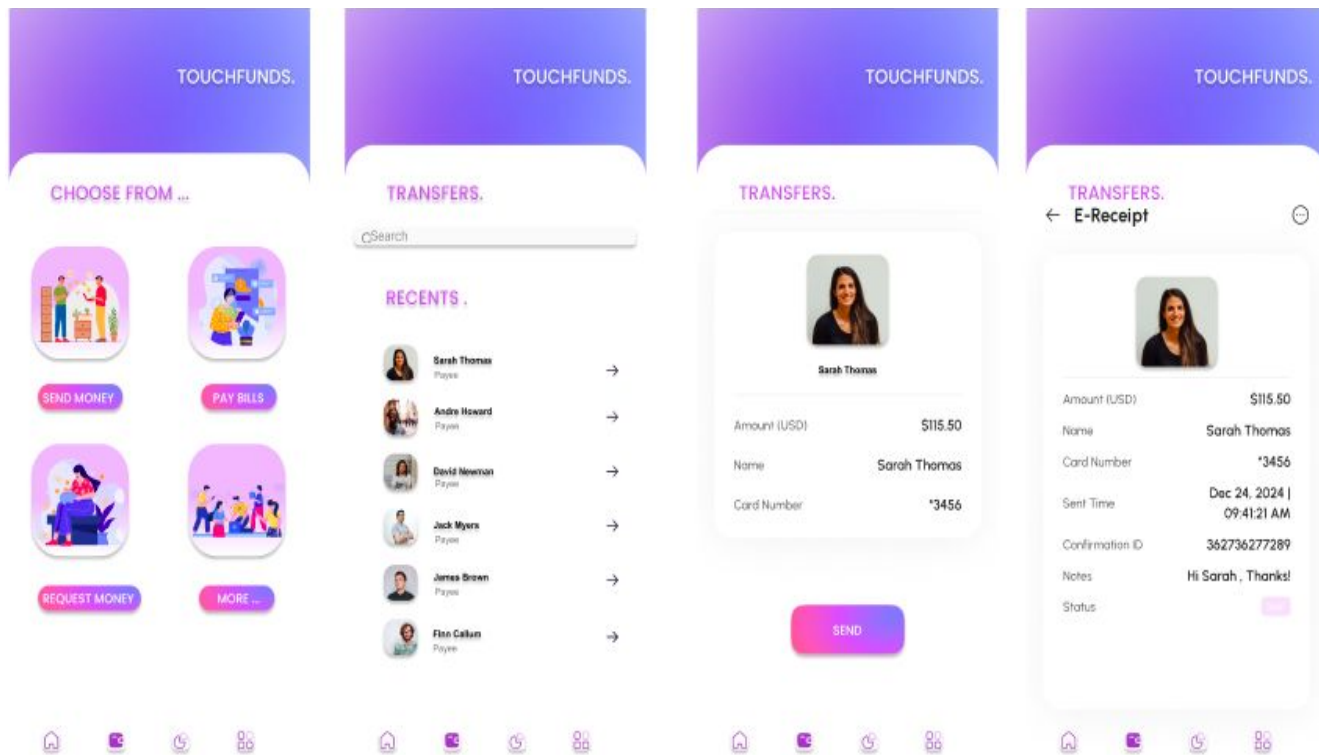
HI-FI PROTOTYPE



HI-FI PROTOTYPE



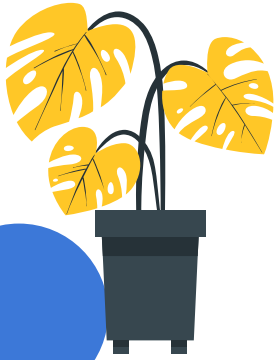
HI-FI PROTOTYPE



HI-FI PROTOTYPE

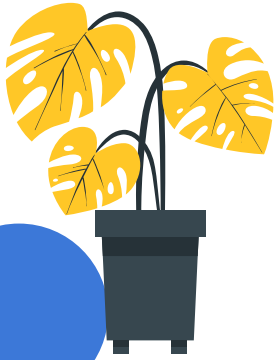


CLICK HERE
TO ACCESS
CLICKABLE
PROTOTYPE



04

QUESTIONS



What methods have you used to reduce the cognitive load for your users?

To minimize the user's cognitive load I tried to avoid visual clutter by making the design simple, with familiar language and functions and avoiding unnecessary information or images as well. I tried also to use templates from other e-wallet applications that are successful and that users are already familiar with to allow the process to be as simple as possible for users. The e-wallet application that I used as inspiration was Paypal. Paypal's layout is a good example of an app that has a simple design and avoids visual clutter.

Another method that I used to reduce the cognitive load for my users is using recognition rather than recall, such as using icons and layouts that users are familiar with such as the home button and + icon to add information. I also utilized thematic grouping of content for better recognition this was achieved through the card sorting task where users grouped similar themes into different categories allowing me to create tabs that users can easily navigate through.

What were your learnings or takeaways from the paper prototyping process?

Paper prototyping has been especially helpful with conceptualizing ideas because of how quick and easy it is to design. It is a low-cost and effective form of documentation that I kept referring back to help guide me throughout the design process. Rapid iteration is also an important takeaway that I have gained when paper prototyping because it can be quickly modified. It also allows for more creativity because if you don't like your design you can easily draw a new one.

How would you figure out whether your prototype does what it's supposed to?

I would suggest a pilot test for my prototype by getting a small group of users to test it out. The data I gain from these trials can help me find out how useful my prototype is. Having others test your product allows for any design flaws to be brought to light. Giving users specific tasks to perform can help you figure out where any design changes need to be made. If all of the testers are having the same problems when attempting to complete the tasks you have laid out, then chances are it is due to an issue with your product.

Did you draw inspiration from existing apps? How did this inspiration influence your work?

I looked for inspiration mostly from direct competitors such as Paypal and Venmo. They were a great source of inspiration as I was able to draw upon their successes and improve upon their established features. Conducting competitive analysis on these two apps I was quickly able to see what worked and what were possible pain points to avoid when designing my app. Some design inspiration that I took from these apps was their layout. They had simple layouts that avoided visual clutter, familiar language and functions, and avoided unnecessary information or images.