UX Design And Development: Prestio

3-Day Challenge

Project overview

The product:

Prestio is a web application that allows users to manage loans and services from their mobile devices.

Project duration:

3 days

December 6th - 9th 2024

uxrodrigo

Project overview

The problem:

Users need a reliable, secure, and easy-to-use application to manage their loans and services.

The goal:

Design and develop a web application that allows users to manage their loans and services easily, quickly, and securely.

uxrodrigo

Project overview

My role:

UX Designer And Developer

Responsibilities:

- Conduct user research
- Identify pain points
- Ideate solutions
- Create wireframes
- Conduct usability testing
- Build prototypes
- Develop in React

uxrodrigo

Understanding the user

- User Research
- Personas
- Problem Statements
- User Journey Maps

uxrodrigo

User research: summary

A quantitative study was conducted to analyze user statistics in Guatemala and the United States regarding online loan management. The study revealed that most users are between 20 and 45 years old, with an equal distribution of men and women, although predominantly men in Guatemala. The primary reasons for applying for a loan are to invest in businesses and consolidate debt.

Additionally, a qualitative study was carried out, involving interviews with three participants to gain deeper insights into users' needs, desires, and pain points.

uxrodrigo

User research: pain points

1

Pain point

Fake or insecure applications for managing loans.

2

Pain point

Lengthy and complicated processes for applying for loans.

3

Pain point

Applications that do not clearly display the loan status or the remaining balance.

uxrodrigo

Persona: **Andrea**

Problem statement:

Andrea is a chef and entrepreneur who needs a legitimate and straightforward loan application to invest in her business.

Andrea

Age: 40
Education: Chef
Hometown: Guatemala
Family: Mom
Occupation: Entrepreneur

"I get excited when loan applications are legitimate and don't involve complicated processes."

Goals
- Apply for loans to invest in my projects.

Frustrations
- Loan applications that are fake.
- Loan processes that are overly complicated.

Andrea, a 40-year-old mom, is a passionate chef and entrepreneur. She dreams of expanding her culinary business but needs a loan to make it a reality. She feels excited about reliable and simple loan applications that allow her to focus on her passion without unnecessary complications.

⌒uxrodrigo

User journey map

The user feels optimistic and enthusiastic when applying for a loan. We want to prevent them from experiencing anxiety or concern by ensuring they are informed at all times and that the application is secure and easy to use.

ACTION	Type the URL of the app	Create an account	Login and Authentication	Request a Loan	View Loan and Service Status	Use the Loan for Investment
TASK LIST	A. Open a web browser. B. Enter or paste the link to the application.	A. Enter username B. Enter email C. Create password	A. Enter ID (DPI) B. Enter your password C. Log in	A. Enter the required information B. Select the loan amount C. Submit the application	A. Log into the app B. Go to the status section C. Check the status of your application	A. Transfer the money to your account B. Utilize the funds
FEELING ADJECTIVE	• Enthusiastic • Optimistic	• Impatient • Excited	• Waiting • Anxious	• Overwhelmed • Accomplished • Motivated	• Worried • Optimistic • Alert	• Happy • Grateful
IMPROVEMENT OPPORTUNITIES	• Providing a direct link ensures the client can easily access	• Suggest a username • Suggest a password	• Provide a "Remember device" option	• Make the loan application process simple	• Keep the client updated at every stage of their application.	• Make the loan withdrawal easy

ⓡ u x r o d r i g o

Starting the design

- Paper Wireframes
- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies

uxrodrigo

Paper wireframes

The design process began with paper wireframes, as they are a quick and cost-effective way to generate user-centered ideas. The user was placed at the core of the strategy, focusing on developing solutions to address their problems and pain points.

uxrodrigo
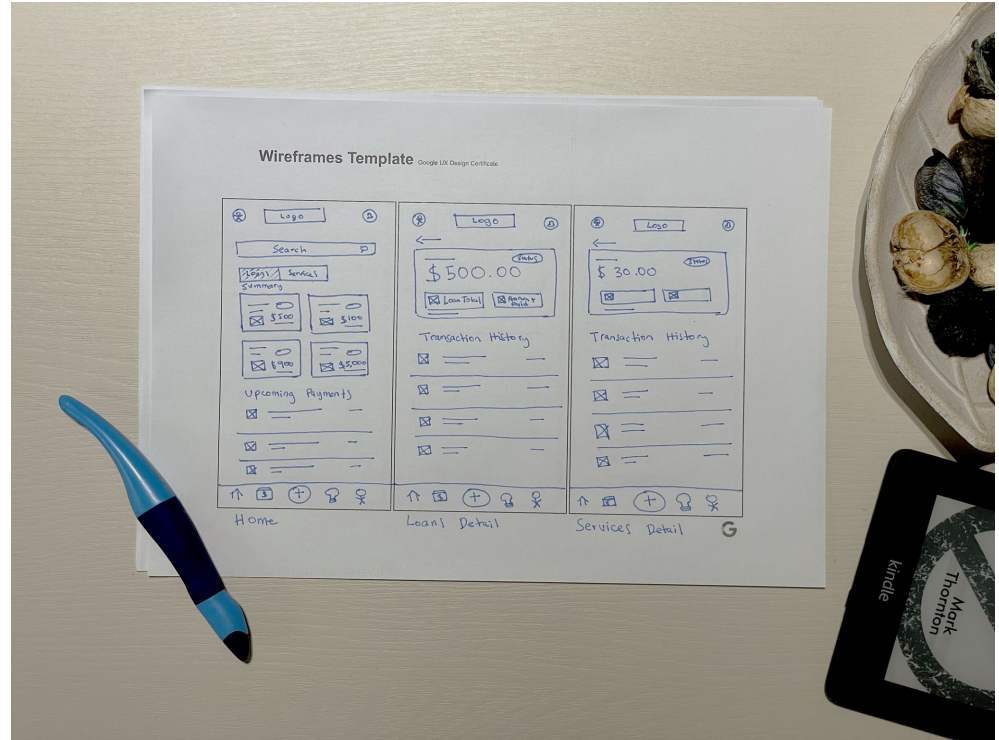
Digital wireframes

With the user's needs always in focus, the wireframes were digitized, developing specific strategies to address the identified pain points.

Security certificates are included on the login page to inspire user trust.
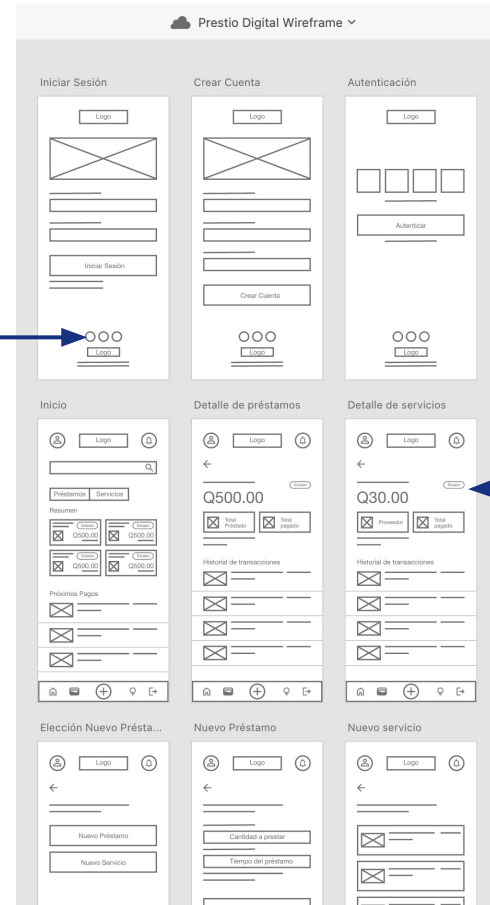
Loan or service status is made visible to enhance the user experience.

ⓡ **uxrodrigo**

Digital wireframes

The resolution of user pain points was prioritized: building trust, simplifying processes, and ensuring intuitive navigation.

A persistent navigation menu was incorporated to provide users with easy and quick navigation.
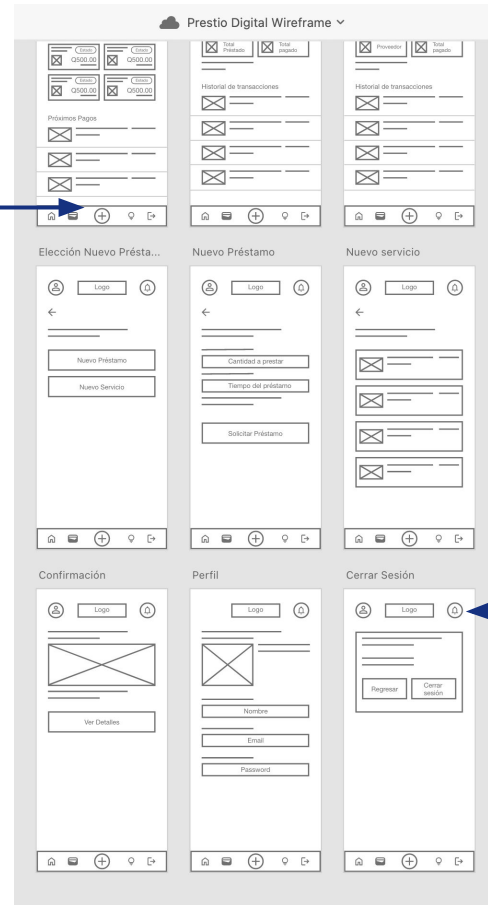
A notification button was added to each page to keep the user informed.

ꭆ **uxrodrigo**

Low-Fidelity Prototype

The low-fidelity prototype was created with a user-centered focus. This process allowed for visualizing the basic structure of the interface, prioritizing simplicity and ease of use.

uxrodrigo
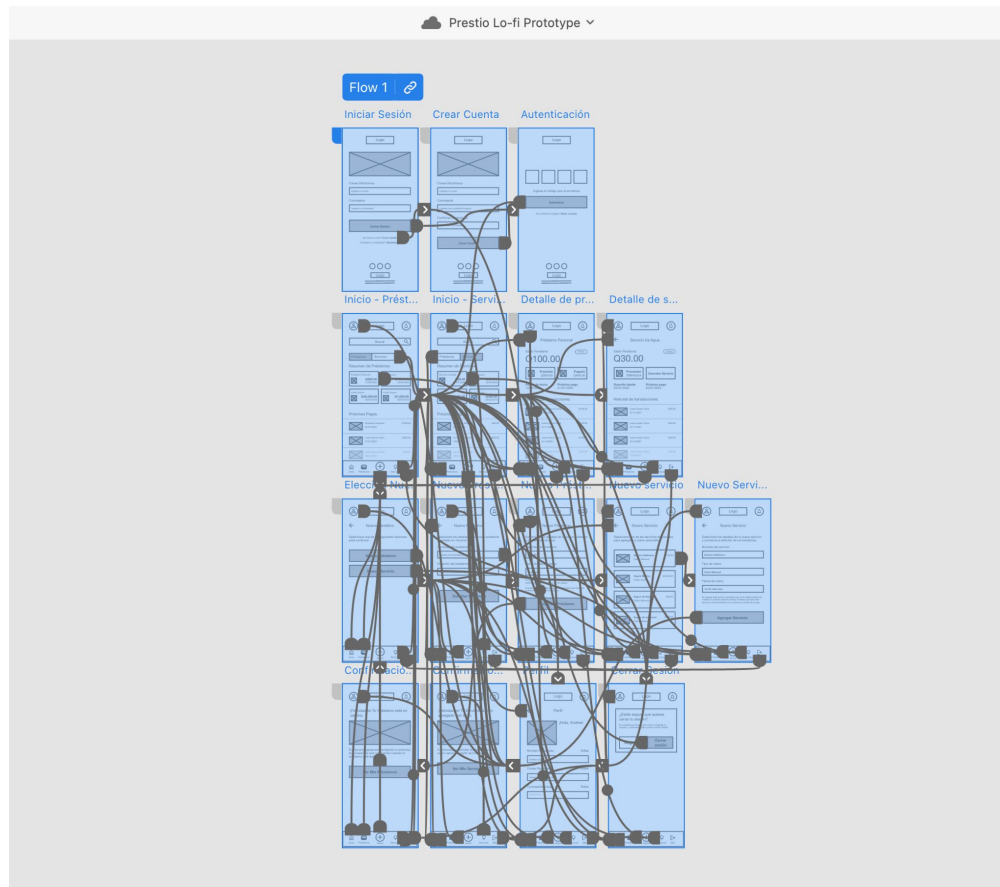
Usability study: findings

A remote usability study was conducted with two users in Guatemala to evaluate whether the designed application was easy to use and effectively addressed the identified user problems.

First round findings

1. It is difficult to see the remaining balance in the loans section.

2. It is better to request the necessary documents upfront to assess payment capacity.

ʀ uxrodrigo

Refining the design

- Mockups
- High-Fidelity Prototype
- Accessibility

Mockups

Given that the usability study revealed users had difficulty viewing the remaining balance in the loans section, the color of the balance was adjusted to make it easier to interpret and improve the user experience.

Before usability study
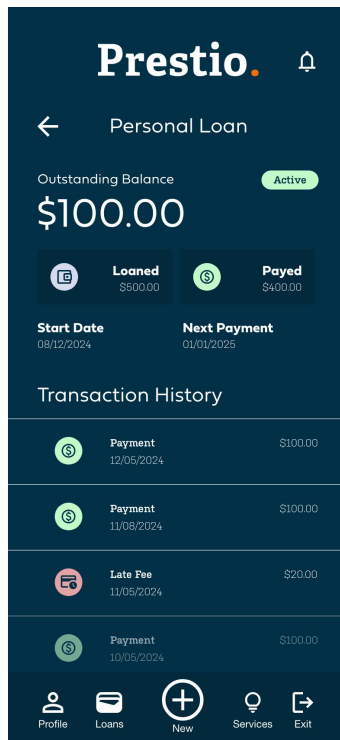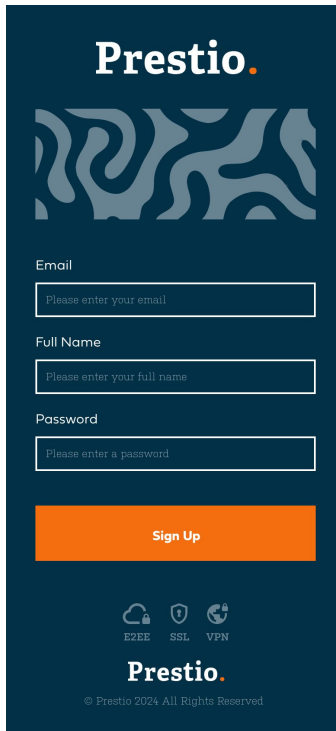
After usability study
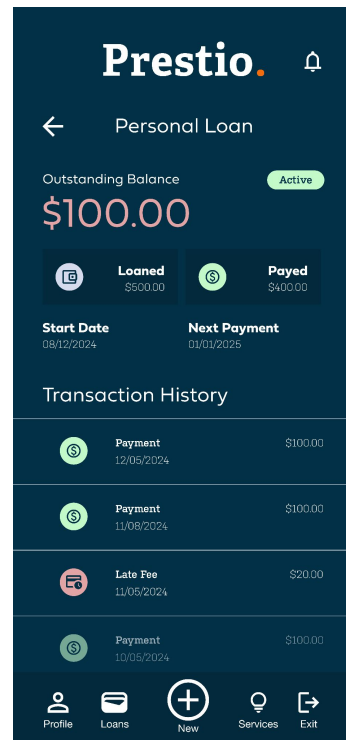
Mockups

Given that the usability study revealed users preferred providing their information upfront to determine their payment capacity, the user creation process was modified to include their identification number.

Before usability study

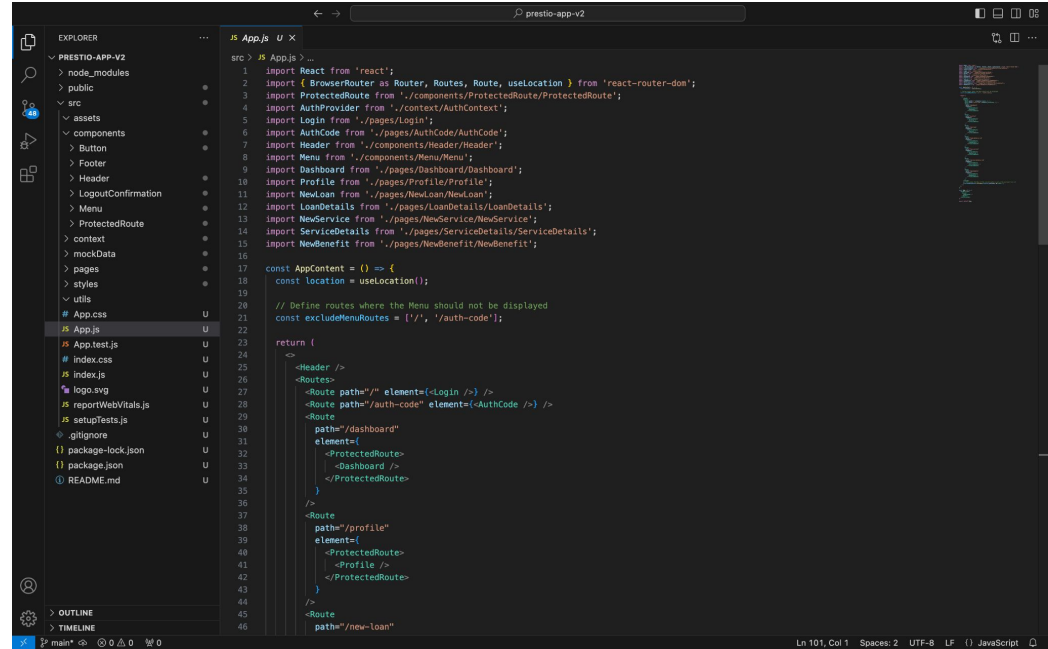After usability study

uxrodrigo

Mockups

High-Fidelity Prototype On Adobe XD

[Link to the high-fidelity prototype on Adobe XD]

uxrodrigo
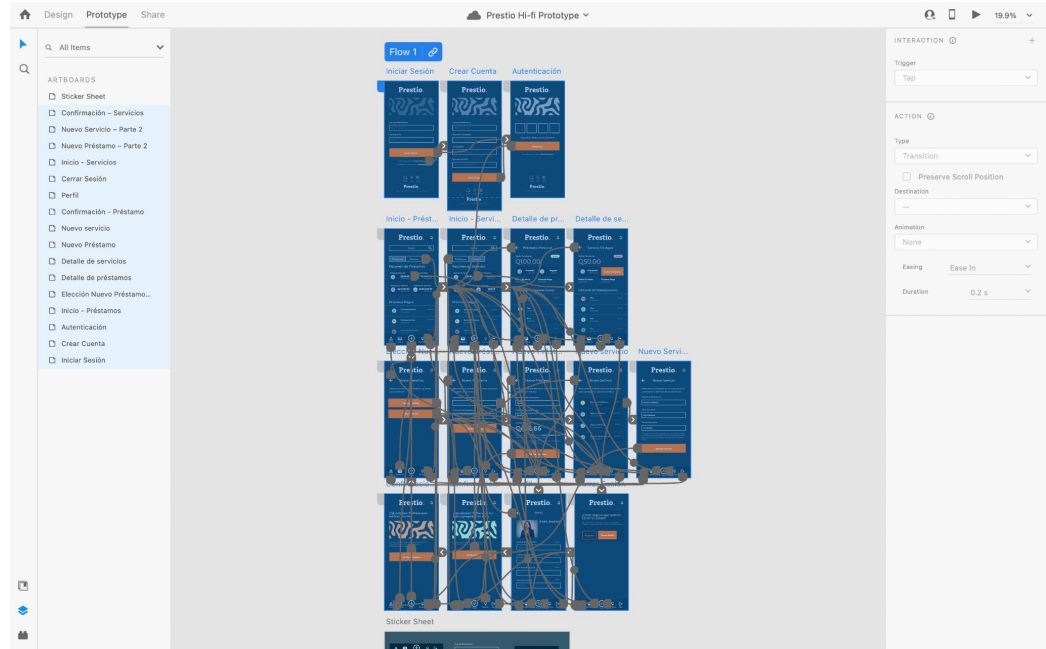
High-Fidelity Prototype Code

[Link to the GitHub repository]

uxrodrigo

Accessibility considerations

1

The application interface was designed with a dark background to enhance the user experience, especially for those with high sensitivity to brightness.

2

Prominent headers and alternative text (alt) were used for both headers and images to enhance the user experience, especially for those using screen readers.

uxrodrigo

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app design focuses on providing an intuitive, accessible, and secure experience. By addressing accessibility and simplicity needs, it builds trust and satisfaction, enhancing long-term user loyalty.

What I learned:

I learned the importance of understanding user needs in the industry, such as the preference for simple, fast, and secure processes. Through user research, I discovered that accessibility and transparency are essential to building trust and loyalty in a competitive market.

uxrodrigo

Next steps

1

If I had more time, I would enhance the app's accessibility by adding multiple language options to reach a broader audience and designing the interface to work seamlessly across all devices.

2

I would also like to design the application with light and dark modes to better utilize the color palette and provide a more flexible visual experience for users.

3

Finally, I would like to conduct user and usability studies with a larger group of participants to refine and enhance the user experience more accurately and effectively.

uxrodrigo

Let's connect!

The design and development of this user experience showcase everything I was able to accomplish in just three days, addressing user needs and pain points. Imagine what I could achieve for your company with more time and resources. If you're interested in discussing further, feel free to contact me at hello@uxrodrigo.com. Thank you very much!

Link to my website

uxrodrigo