



*New Life Bank*

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A Start For A Dream Life



# Group Members (25)

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- ADEKUNJO DOLAPO JESUTOFUNMI
- KAZAYET AKOMA
- MORENIKEJI AINA -BADEJO
- SHOROYE JULIANA ALICE
- JEJEOLA ADEBOLA OLUWAKEMI
- SAMUEL OLUWADAMILOLA
- ELIZABETH
- OLUWAYEMISI ESTHER
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- IRIOWEN GLORIA ALEXANDER
- RUTH AYO
- KOLAWOLE TOSIN M
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- EHIGBAI GRACE OLUWATOSIN
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- MERCY VALENTINE
- SHALOM OLUWATUMININU
- OGUCHE BRIDGET
- AYENI OYINDAMOLA OMOWUNMI
- NNADI MARY ONYINYECHI
- SINGLE MOTUNRAYO

# Project overview



## The Product:

**New Life Bank** is an existing banking app that makes it easy for users to quickly perform their everyday banking tasks. It is designed for entrepreneurs and salary earners to invest and save their money appropriately and also have access to live customer service support. They can get instant help from customer support team, save money, create budgets, and invest. It is secure and has many useful features like bill payment, money transfer, and check deposit.



## Project duration:

7th October, 2024 - 20th October, 2024

## The Brand Color

Green as our brand color depicts growth, wealth and prosperity, fostering trust and sense of security.

## The Logo

It is the combination of N and L, shaped in a way that shows transformation in the finance of the user, the eclipse on the L, depicts all-round effectiveness.



# DESIGN THINKING

1

## EMPATHIZE

We carried out surveys with about 25 questions to figure out the needs of the users as well as interviews. Our initial assumption was that the users would be very interested in savings plans but the responses and data proved otherwise.

2

## DEFINE

We analyzed the data gathered during the Empathy stage to identify the key user needs and problems. While users showed no interest in savings plans as initially assumed, many had specific goals, such as saving for education and rent. However, a key problem emerged: users don't just want to save their money, they want it to grow. They expressed frustration with traditional savings plans that merely store money without providing any added value. Instead, they seek a solution that allows them to invest while saving, so their money can increase in value over time. This reveals a gap between their expectations and the current offerings.

3

## Project overview



### The Problem:

Users struggle with traditional banking apps, finding them complex and difficult to use for everyday tasks, while they find it difficult to contact the customer service support for issue encountered using it. They desire a more user-friendly experience with features like automatic savings and investment advice to help them manage their finances effectively with the ability to have access to live customer service support.



### The Goal:

**New Life Bank** aims to provide a user-friendly and efficient mobile banking solution for entrepreneurs and salary earners. The app offers features like Savings Options, Live Customer Support, budgeting tools, and investment opportunities to help users manage their finances effectively and also maintain high security while they carry out their banking activities.

# Understanding the user

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

# QUESTIONNAIRE ANALYSIS

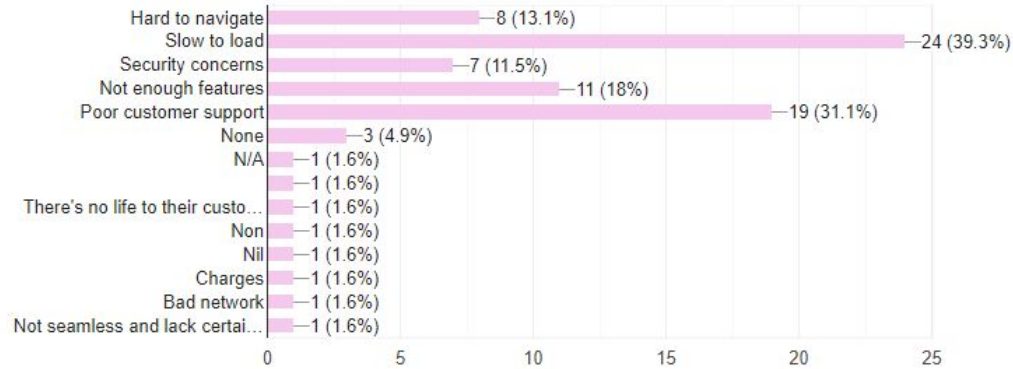


# QUALITATIVE ANALYSIS

What challenges do you face when using your current mobile banking app? (Feel free to add any which wasn't listed)

[Copy chart](#)

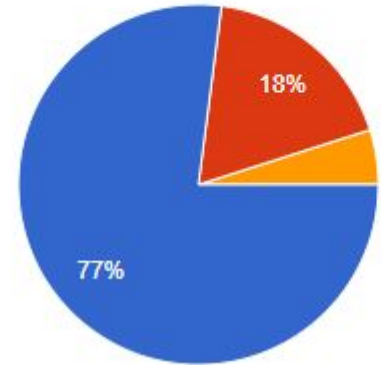
61 responses



How important are security features to you in a mobile banking app?

61 responses

● Extremely important  
● Very important  
● Important  
● Somewhat important  
● Not important



## Customer Challenges.

- **Poor Customer Support (31.1%)**
- **Security Concern (11.5%)**
- **Slow to Load (39.3%)**
- **Hard to navigate**



# Research Summary

We carried out surveys with about 25 questions to figure out the needs of the users as well as interviews. Our initial assumption was that the users would be very interested in savings plans but the responses and data proved otherwise.

## ANALYZING THE INFORMATION

We asked them about their interest in investment and their experience about it, 82% responded that they are very interested, while 18% says they are not interested.

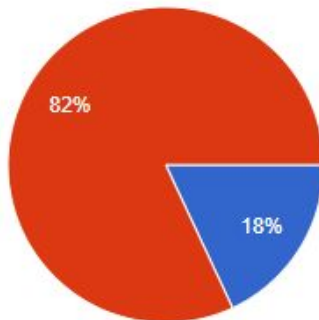
We further asked them about their interest in saving budget, if also they would love manual or automatic savings to keep them in track, 75% wants automatic savings while 25% wants manual. We also ask what they would love to save for, which was listed accordingly.

We asked about the most used features on their various banking app, 75.4% do fund transfer, 55.7% check their account balance more frequently, 50.8% view their transaction history, 19.7% check notification and alerts, and 32.8% makes bill payment transaction.

We also asked about the design aspect that is important to them, 31.1% cares about the look, 60.7% cares about how easy it is to use, 67.2% loves fast transaction, and 23% desire it to be customized.

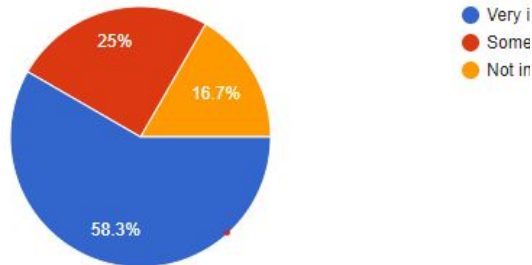
Do you currently make any investments through y

61 responses



low interested are you in an automatic monthly savings feature linked alary?

0 responses



# User Research: Pain Points

1

## **SPEED**

The user persona values speed and efficiency in the mobile banking app.

## **SOLUTION IDEA**

They want a quick login process and the ability to perform transactions without requiring a password after the initial login..

2

## **CUSTOMER SUPPORT**

The self employed persona would like a live Customer service support as chatting with a bot doesn't always give them the solution they need.

## **SOLUTION IDEA**

As a result, we have decided to incorporate live customer service instead of a Bot and to put it in an easy place to view in the app.

3

## **NAVIGATION**

The users find it hard to navigate their current apps.

## **SOLUTION IDEA**

As a result we decided to ensure we design a simple and easy to navigate app with a search function.

4

## **SECURITY**

Users prioritize security in banking apps

## **SOLUTION IDEA**

We would implement biometric and facial recognition login and transaction options. New devices will require OTP for added security.

# USER PERSONA 1

Basic Information



## OMONIYE KAMPALA

- Age: 24
- Occupation: Employed
- Banking Behavior: Transfer funds, Buying airline, and bills payment
- Goals: Seamless and stress free transactions
- Pain Points: not strong security in banking apps when logging into another device
- Preferred Features: add security alert, quick notification

### Bio

Omoniye Tosin is a 24-year-old employed individual in Nigeria who values convenience and accessibility when it comes to banking. She frequently uses his bank app for essential transactions like transfers, mobile top-ups, and bill payments. Omoniye seeks a banking experience that is not only efficient but also prioritizes security. Her primary concern is the lack of robust security measures in banking apps, particularly when logging in from a new device. Omoniye suggests implementing additional security features like alerts and quick notifications to enhance the overall security and peace of mind for users.

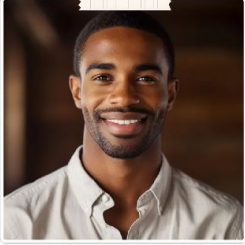
Link 1

### Personality



# USER PERSONA 2

Basic information



## Victor Owuala

- Age: 27
- Occupation: Self- Employed
- Location: Nigeria
- Banking Behavior: Fund Transfer, Investment, Buying airtime & data, and bills payment
- Goals: Investing in Real-Time Returns,Seamlessly navigate my bank app and carry out transactions with quick response from customer support
- Pain Points: Unable to access live customer service support and difficulty in navigating the app

### Bio

Victor Owuala is a 27-year-old Nigerian entrepreneur who values efficiency and convenience. As a self-employed individual, he relies heavily on his bank app for managing finances, including transfers, mobile top-ups, and bill payments. Victor seeks a banking experience that is hassle-free, with a user-friendly app and responsive customer support. His primary pain points are the inability to access live customer service support and a complex app interface, which can hinder his ability to complete transactions quickly and easily.

Link 1

### Personality

Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

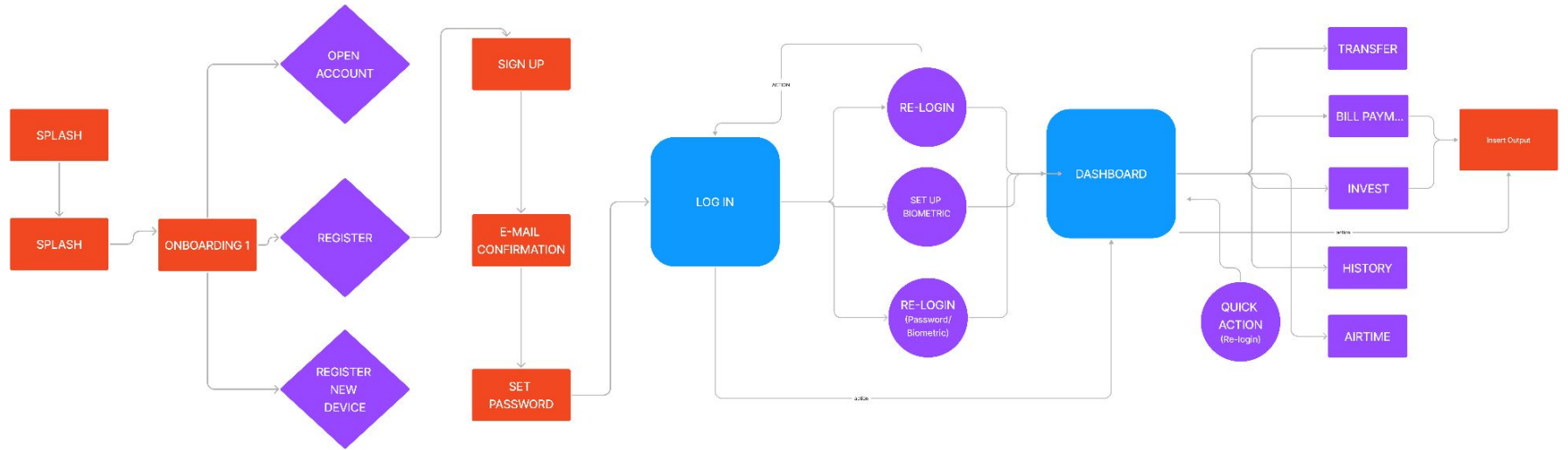
Messy ————— Organized

Independent ————— Team player

Passive ————— Active

Safe ————— Risky

# USER FLOW



# User Journey Map

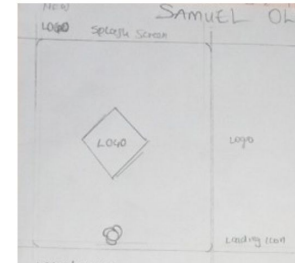
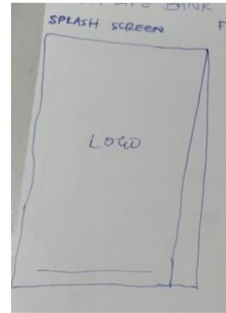
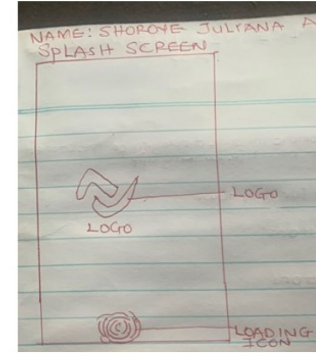
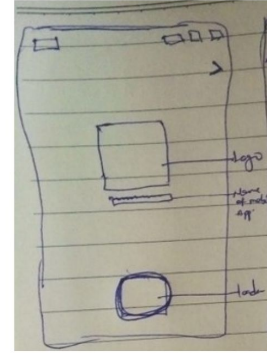
| User steps            | Awareness   | Download & Signup  | Dashboard Exploration   | Making Transactions   | Investment Options  | Setting up savings  | Monitoring Savings & Investments                                | Customer Support   | Feedback & Improvement  |
|-----------------------|---|--|---|---|---|---|---|--|---|
| User actions          | User learns about the app through marketing or referrals.                     | User downloads the app. Completes the registration process.        | User explores the dashboard, checking balance and features.                     | User transfers funds, pays bills, or recharges airline.                       | User checks progress of savings and investments.                | User sets up an automatic savings plan.                           | User checks progress of savings and investments.                | User contacts customer support for assistance.                         | User provides feedback on app experience.                               |
| Feelings and thoughts | Curious, hopeful  | Excited, cautious  | Engaged, curious  | Anxious, focused  | Satisfied, motivated  | Motivated, optimistic   | Satisfied, motivated  | Frustrated, helpless   | Valued, engaged   |
| Pain points           | Uncertainty about app benefits.   | Long registration process or difficult navigation issues.          | Overwhelmed by information or navigation issues.                                | Concerns about transaction security or navigation difficulties.               | Inadequate feedback on savings progress.                        | Confusion about saving options or settings.                       | Inadequate feedback on savings progress.                        | Long wait times or unhelpful responses.                                | Feeling ignored if no follow-up occurs.                                 |
| Opportunities         | Provide clear marketing messages that highlight unique features and benefits. | Streamline the sign-up process and offer user-friendly onboarding. | Simplify dashboard layout for easy navigation and quick access to key features. | Implement robust security measures and a straightforward transaction process. | Enhance progress tracking features with visual representations. | Provide clear instructions and tooltips during the setup process. | Enhance progress tracking features with visual representations. | Improve response times and provide comprehensive FAQs or chat support. | Actively engage with users post-feedback and implement visible changes. |

# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity Prototype
- Usability studies

# Paper wireframes

We asked a number of team members to create sketches for a simple, easy to use screens. We were able to combine ideas to come up with our final screen version. We also ensured the final screen had all required features we identified in our user research.



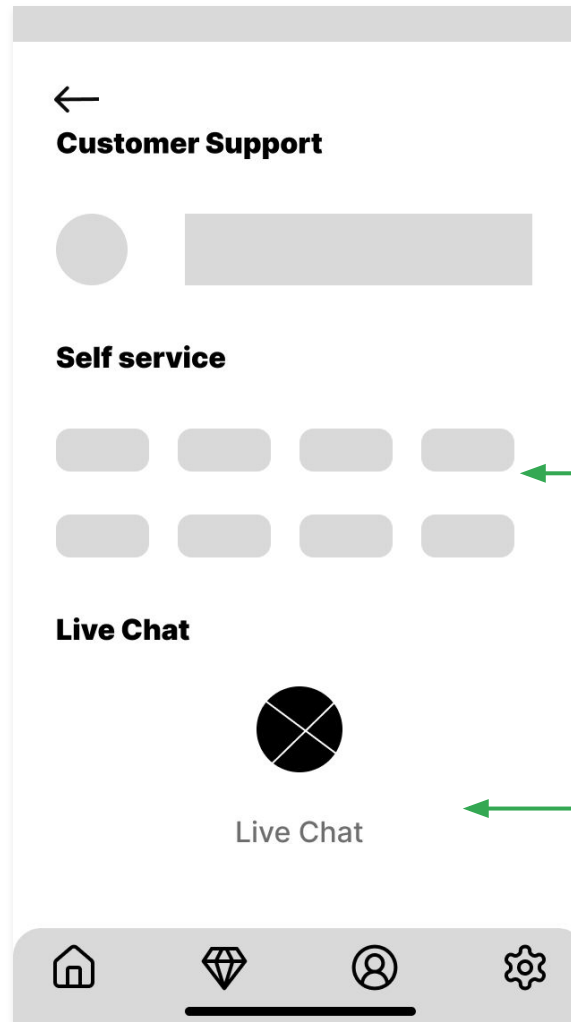
**FINAL DESIGN**



# Digital wireframes

As one of our pain points was to improve Customer support, we included a direct link to a customer service person instead of a chat bot.

We also included a self service section for more patient customers that do not require immediate assistance.



The self service section allows the customer to chat with a bot/view FAQ to sort out their complaints themselves.

The live chat feature allows the customer to speak directly with a customer service agent as quickly as possible

# Digital wireframes

Another of our pain point was to implement a biometric and facial recognition login and transaction options. The new devices will require OTP for added security. This will help our app to be security tight and aid good protection of our customers funds.

This is a biometric for fingerprint, the benefit is to help the users account to be inaccessible to others when phone is stolen or misplaced.

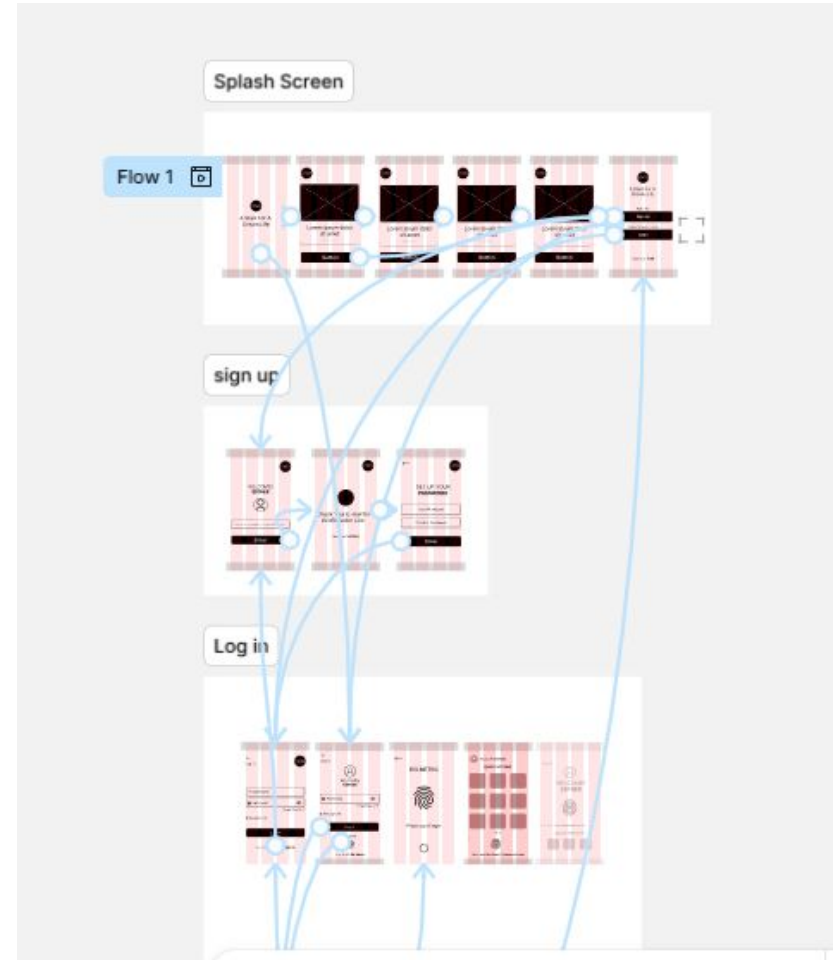


And it will also be of great benefit to Users who find it difficult to remember their passwords.

# Low-fidelity prototype

[<https://www.figma.com/proto/LLkDbJymy0zaRIEN9ZhVIK/CRUSADER?node-id=0-1&t=PGDTJ2C3kHPlln5O-1>]

Link to low-fidelity prototype  
and brief description of the user  
flow]



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

## Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

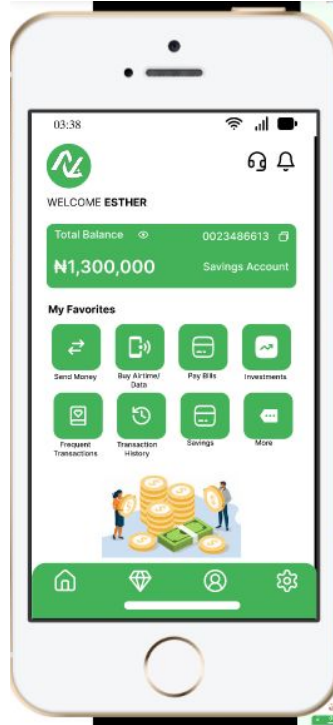
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

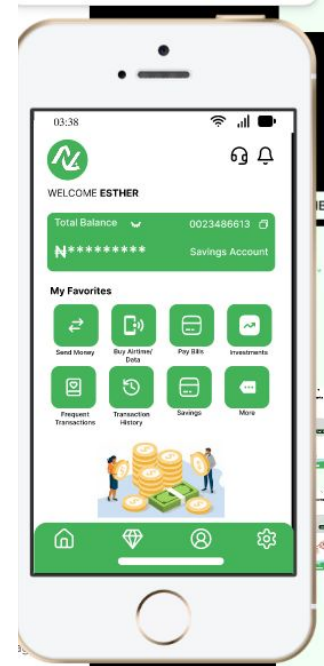
# Mockups

[Your notes about goals and thought process]

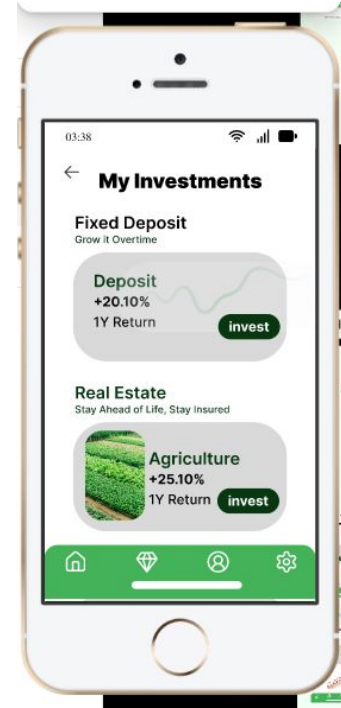
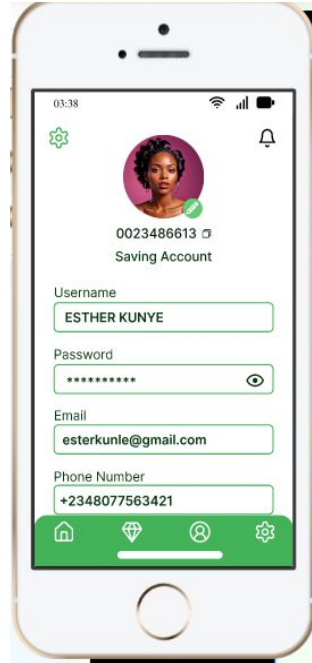
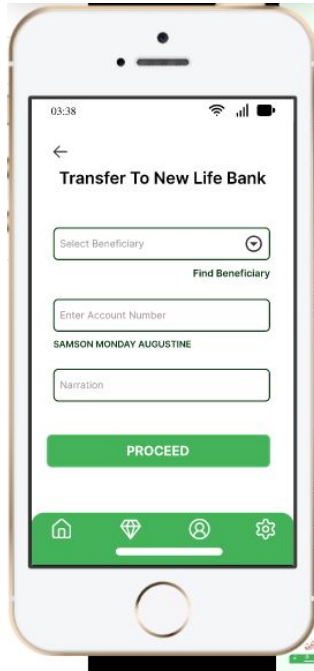
Before usability study



After usability study

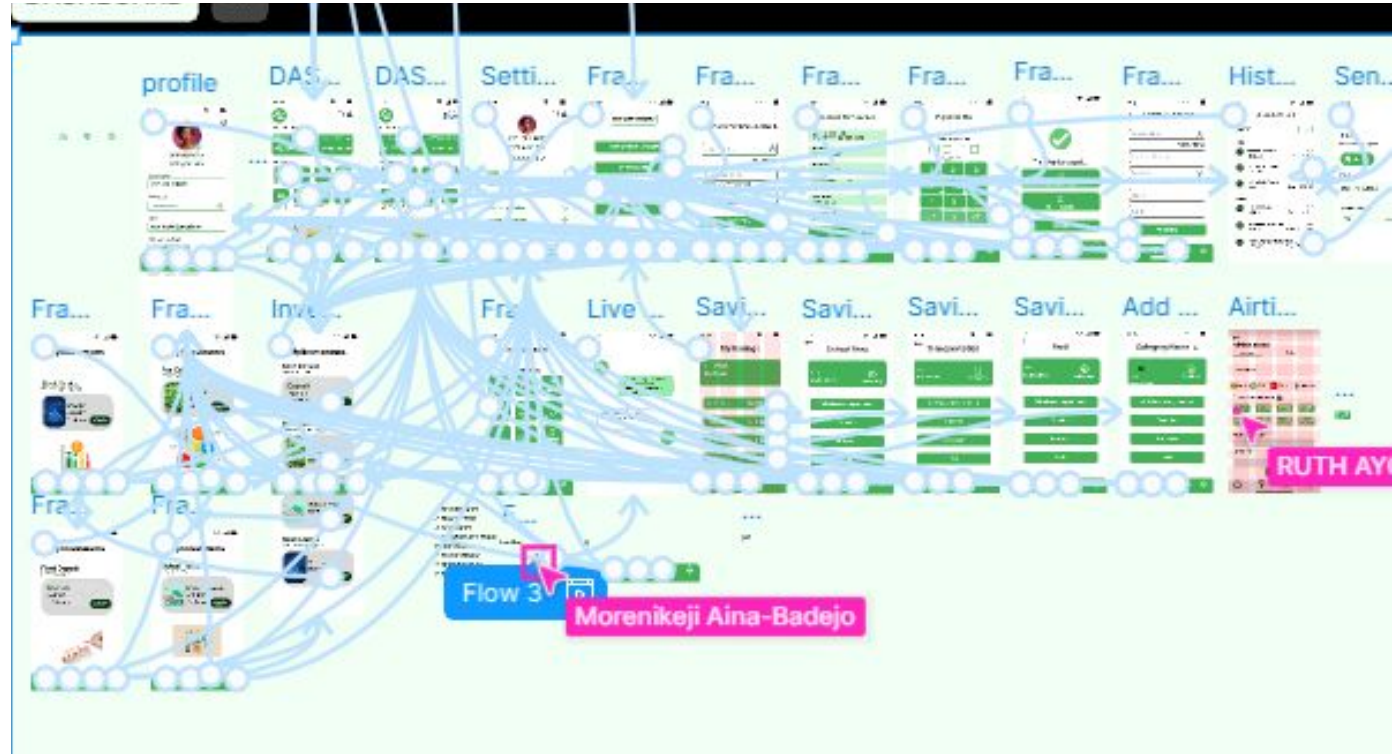


# Mockups



# High-fidelity prototype

[Link to high-fidelity prototype]





# Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

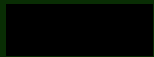
Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

## Going forward

- Takeaways
- Next steps



# Mockups

[Your notes about goals and  
thought process]

Before usability study

Image of  
selected  
screen before  
usability study



After usability study

Image of  
selected  
screen after  
usability study

# Takeaways



## Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



## What I learned:

Insert a few sentences summarizing what you learned throughout the project.

# Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

# Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.