TRANSFER ME

Home Loan Transfer Solution

Looking for Home Loan Transfer ?

Interest Rate

Tenure

Loan Amount

Apply

Compare Offers

Project

PROJECT STATEMENT

Transfer me is a home loan transfer solution. It's about the user who want to transfer loan from high rated interest bank to low rated interest bank. The user can use the app for new loan or transfer loan without consulting agent or bank.

- Offline transfer is very long process and time consuming process
- Current scenario app have use between different Banks and Companies
- So Mr. Gurram, Sales Director of Axis Bank, Government Sector and Finance bank user interviewed and gathered data

Design

1.Stages

Research Define Design Prototype Test

Research

User Interview

The research process was carried out on a one-to-one interview basis. As it would give us more accurate results than other methods. And also with using open ended questions we could easily count for transfer the data flow right from start.

I made interviews with 2 people, Ana & Sham "Senior Business" and second one is Sham "Minimum Industry"

Define

2.User Persona

Rahul Patel

Student

Biography

Age: 24 Years

Location: Kukatpally, Delhi

Education: Bachelor's degree, Wedding Photos, Social Activities

Hard and Goals

Rahul is a student who lives in DELHI. Now, he is continuing his education, increasing the interest rate in his current bank and he thinks that switch over means well.

Behaviour

He is the best marketing for Transfer Home Loan. It is because he is a student and he is very active on social media. It is good for marketing. So, he is heart people and he is active in their circle.

Frustration

He is very frustrated to transfer home loan offline. It is very lengthy process that he needs to analyze the all bank and their interest. Due to long process he is very frustrated. Also, he wants to do it quickly and easy.

Akash Shah

Minimum Income

Biography

Age: 45 Years

Location: Ludhiana, Delhi, DMRC

Hobbies: Playing Cricket, Travelling, Social Activities

Hard and Goals

He has 15 Years been in ICICI Bank. He is very happy with his current Bank. He is based on ICICI Bank and he is satisfied with current interest and tenure.

Behaviour

He is very working in Banking Industry. He is very busy and he is having little time for business. So he is to travel and concentrate on business more actively.

Frustration

He is very very frustrated in Transfer home loan offline. It is very lengthy process that he needs to analyze the all bank and their interest. Due to long process he is very frustrated. Also, he wants to do it quickly and easy.

Define

3.User Journey

Journey Phases	Discover	Transfer	Support
Journey	Discover online, through bank or by agents/Agency	Pick Research and Waiting with Agent and Bank Employee Agent to transfer loan by agent	Once user get transferred, support from Bank Employee. We assure customers.
Touch Point	• Website Reference • Bank/Agent/Loan Expert • Online Demo Ads	• Existing Bank with Agent • Documentation and Process • Communication with Non-Interest	• Branching out for Customer Care
Pain Point	• To many options to compare • Not getting the best Deal	• Time consuming • Security Issues	• Hidden Charges and Loan Preferential
Opportunities	• Expert Advice	• Transfered with low interest and low cost	• Simplify Other information

Define

3.User Flow

Design

1.Wireframe Design

Design

2.Design System

Typeface

Aa

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) [ ] { } < > / \ | ? , . ; : " ' ~ ` + - = _

Color Styles

Primary

Primary Color #3B2A8F

Informational

Success #2BB673

Warning #FFB000

Error #D0021B

Info #0C7FDA

Neutrals

Title #FFFFFF

Text #000000

Grey Background #F8F8F8

Background #EFF2EF

Effects

Components

Button

Input

Dropdown

Checkbox

Radio

Icons

Progressbar

Design

3.UI Design

On Boarding

Loan Request

Interactive

Prototype

Play Prototype

Test

Usability Testing

Loaded the prototypes to conduct a test with 5 users in two target demographic, participant were asked on the app with ease and happy with the design. There were few pain points underlined. The feedback gave us concrete opportunities to improve the user all-over experience by building an effective, efficient and enjoyable experience for the users.

Pain Points

- Search options complaints profile is little difficult.
- Even showed gain of choice in the interface in the app.

Positive Feedback

- Even were happy with clean and aesthetic design
- Easy to navigate through screens
- Quick screen upon expected
- Highly EFFICIENT, very helpful
- Easy to understand the rate and loan are very helpful.

Role	Duration	Platform
Ux/UI Designer	6 Weeks	Android