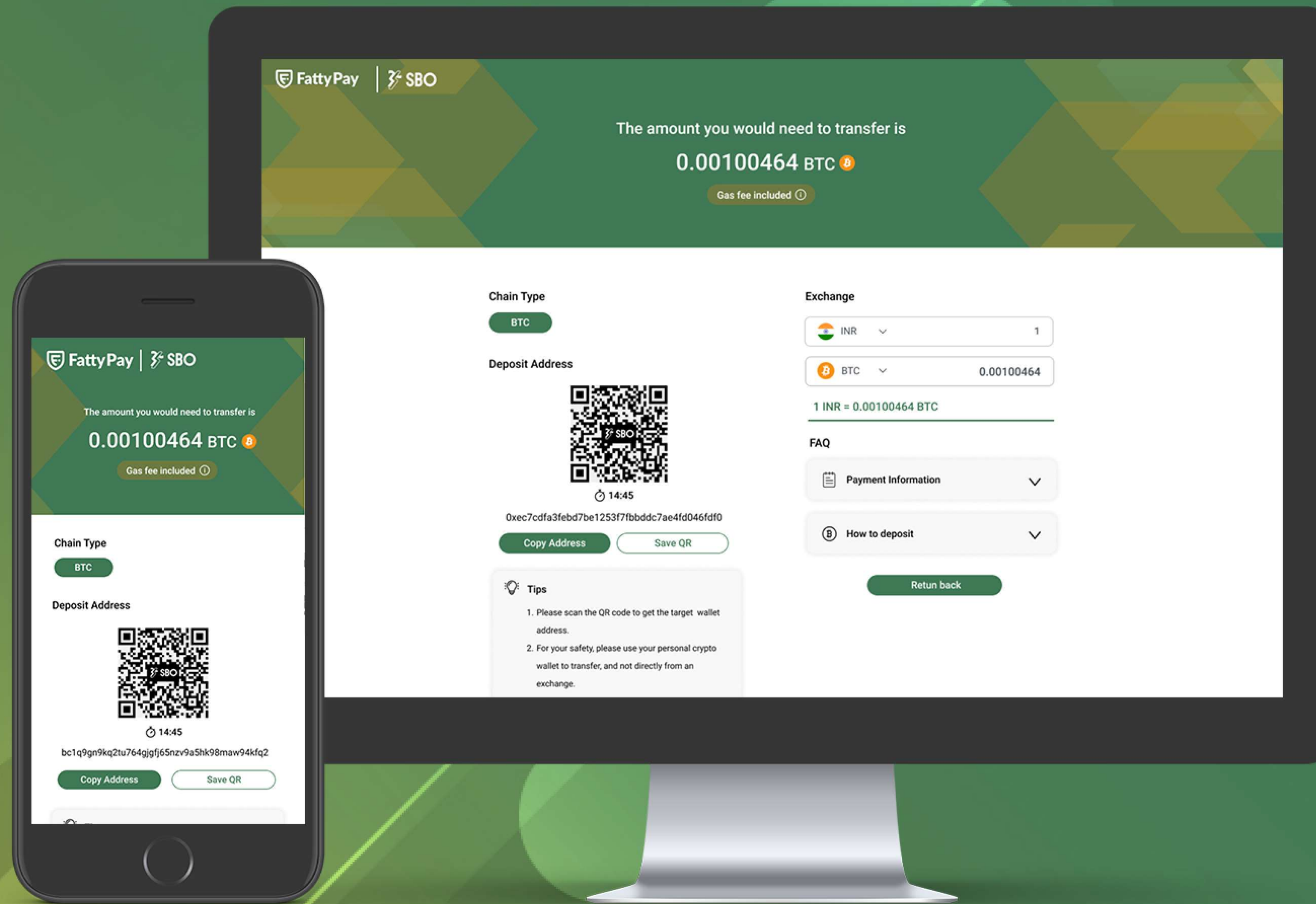
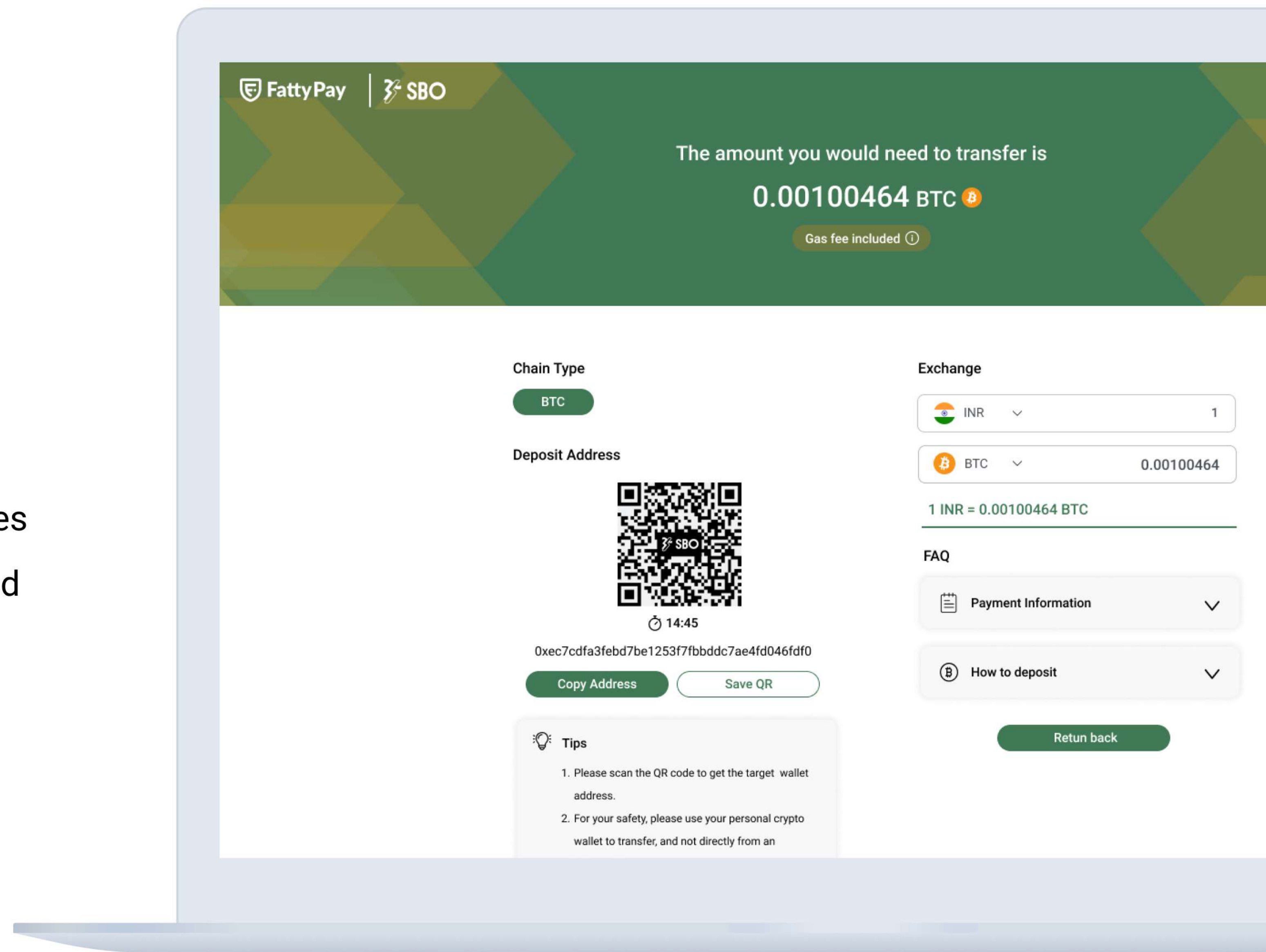


# FATTYPAY WEBSITE



## DESIGN BACKGROUND

This project is a third-party deposit page. For different countries, define the different situations for localization. This project includes a bank transfer page, cryptocurrency page, and mobile payment page.





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## ROLE AND COLLABORATIONS

As the project designer, I directly discussed with the stakeholder and engineers to explore the design style and how to work. And I try to use a user journey map to figure out the user's pain points. According to the user survey to enhance the user experience.

### **Team**

UI / Web Designer - Windy Wu  
Full-Stack Engineer  
Project Owner

### **Platform**





Web

### **Tools / Skill**

Figma, Photoshop, Illustrator,  
Html, CSS, JQuery, Vue

# COMPETITOR SURVEY

Define different competitors from similarWeb. And Survey different bet sites in Southeast Asia. Organized common functions and payment details.

|                               |  |  |  |  |
|-------------------------------|--|---|---|---|
| Default minimum amount        | ✓  |   |   | ✓   |
| Show bank on the payment page |  | ✓   | ✓   | ✓   |
| Redirect to third party page  |  | ✓   | ✓   |   |
| Promotion for first deposit   | ✓  | ✓   | ✓   | ✓   |



# USER PERSONA

**Social Bettor**



**Dony**

**Age** 27

**Nationality** Indonesia

**Betting Experience** 1-3 Years

**Device** Oppo A53

**Social. Opportunities.**

**Emotional**

**My friends bet online so I join in the fun with them.**

## Characteristic

- Enjoy watching football games
- Bet based on emotions and match situations
- Not tech-savvy

## Motivations / Goals

- Having a common topic/activity that can be enjoyed together with friends
- Winning a fortune by luck and by spending a small amount

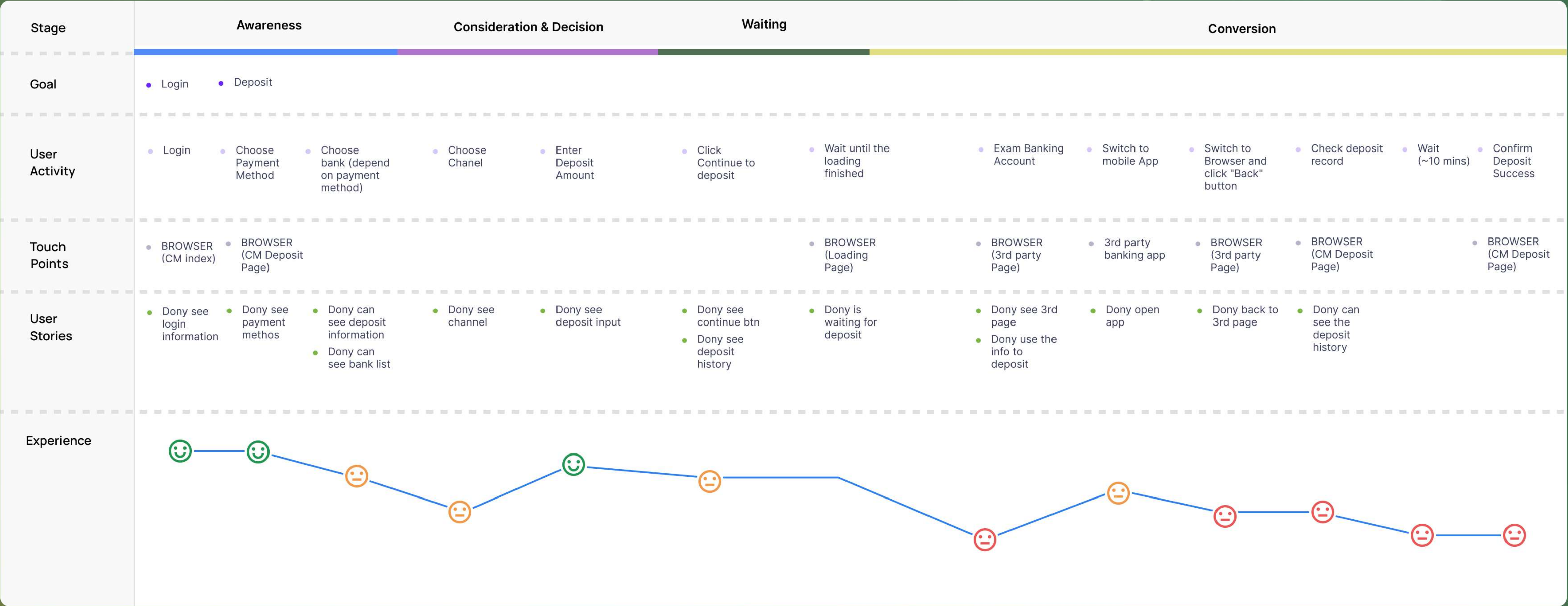
## Frustrations

- Website domain gets blocked so regularly
- Website loads too slowly
- 3G/4G network is not reliable not everywhere



# USER JOURNEY MAP

This user journey map is based on the user login to deposit. A user would face different touchpoints that would influence their activity. We found some user pain points and try to fix some problems.



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## DESIGN GOAL




Guide  
User

The deposit flow would face a different situation, most people would face some problems. Define the common problems and provide the FAQs.



Brand  
identification

Use design to do more connections from bet sites to 3rd party pages. Redirecting the browser page many times would make user lack trust. Using more visual connections would build up brand identification.



Sense of  
trust

Design plays a significant role in building a brand identity. Because users mostly lack trust in bet sites, use more visual identification to let user trust.

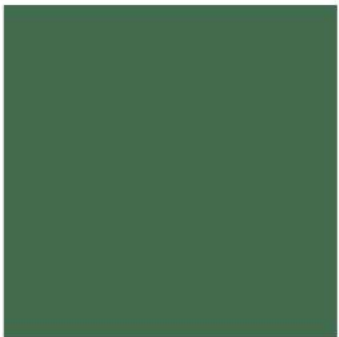


# DESIGN LANGUAGE SYSTEM

For brand separation, not use blue as the brand color. Use green as the main color. And also define the typography to use in all deposit pages.

## Colors

Primaries



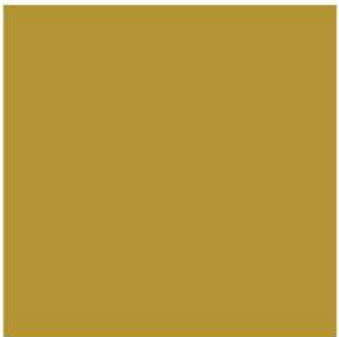
Moss-green  
#3F7956

Copy



Ivy-green  
#7a7a3d

Copy



Gold  
#c19e2d

Copy



Pearl  
#faf8fa

Copy



Dove  
#b8babc

Copy



Oyster  
#8a8b8e

Copy



Stone  
#454547

Copy

## Typography

Roboto set with the perfect-fourth modular type scale

H1 FattyPay

H2 FattyPay

H3 FattyPay

H4 FattyPay

H5 FattyPay

H6 FattyPay

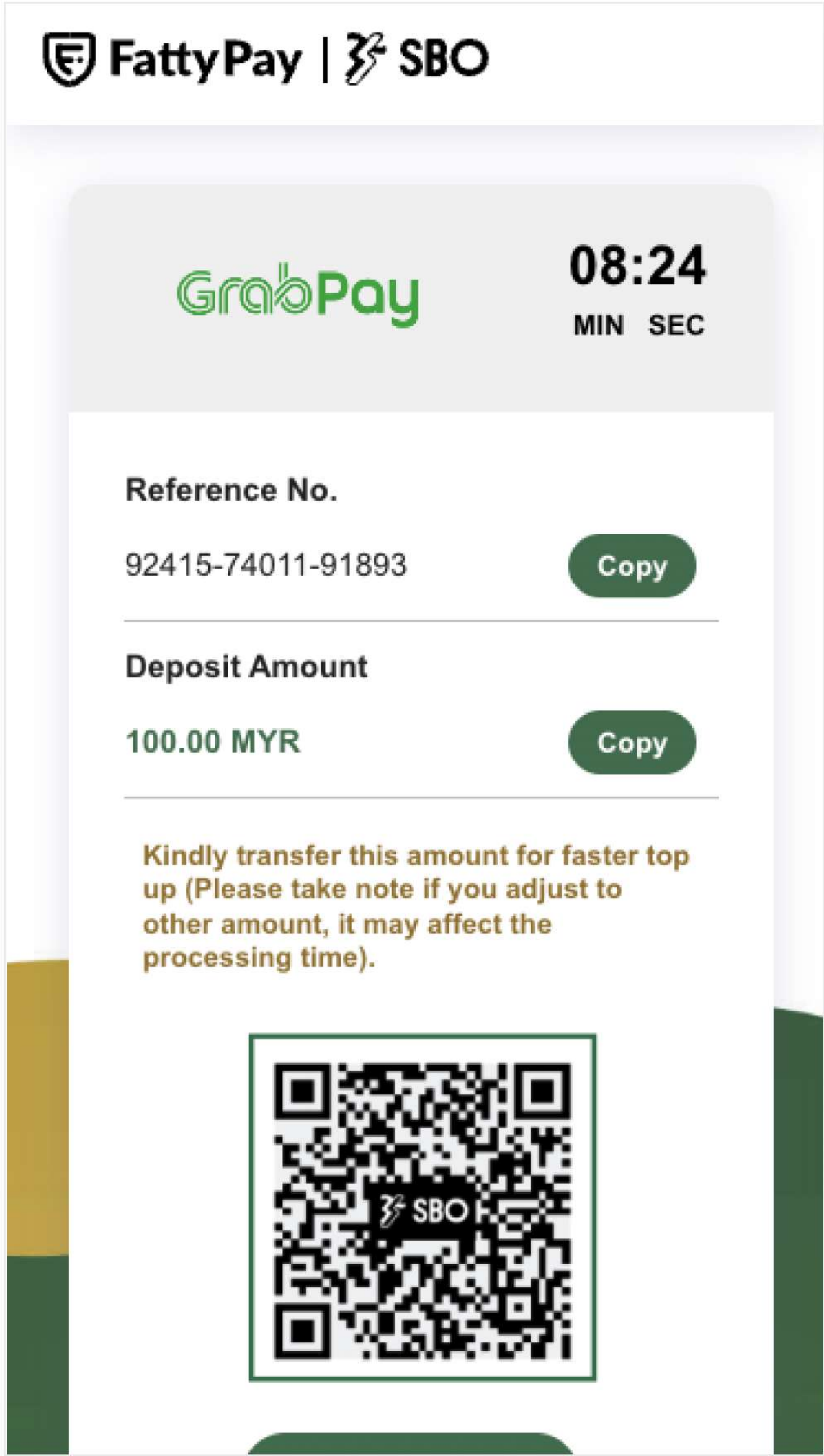
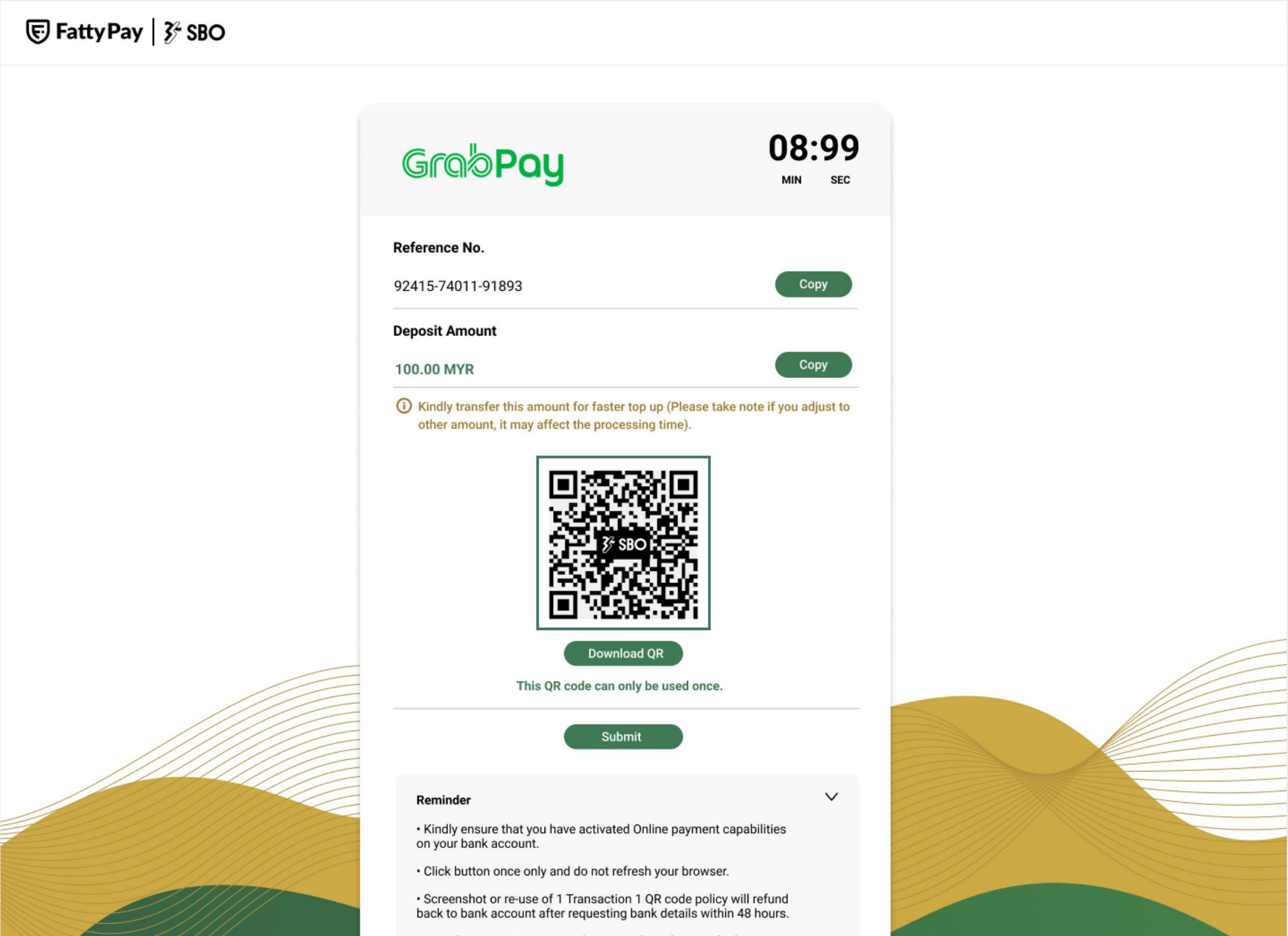
P FattyPay

SMALL FattyPay



# BANK TRANSFER PAGE

Get user feedback from the CRM log. We found that common users would use mobile as the main device. So copy the reference no and open the bank app is their main user flow. Thus, the information of reference would show at the top.






# CRYPTOCURRENCY PAGE

For cryptocurrency users, the design provides more tips and FAQs. Hope can help users to have a good deposit experience. Also because cryptocurrency would change the rate rapidly. We provide the exchange on the same page to let the user use.


FattyPay | SBO

The amount you would need to transfer is  
0.00100464 BTC   
Gas fee included ⓘ

Chain Type

BTC

Deposit Address



🕒 14:45

0xec7cdfa3febd7be1253f7fbddc7ae4fd046fdf0



Copy AddressSave QR

Tips



1. Please scan the QR code to get the target wallet address.

2. For your safety, please use your personal crypto wallet to transfer, and not directly from an exchange.

Exchange

 INR 



1



 BTC 

0.00100464

1 INR = 0.00100464 BTC


FAQ

 Payment Information 

 How to deposit 

Retun back


FattyPay | SBO

The amount you would need to transfer is  
0.00100464 BTC   
Gas fee included ⓘ

Chain Type

BTC

Deposit Address



🕒 14:45

bc1q9gn9kq2tu764gjgfj65nzhv9a5hk98maw94kfq2

Copy AddressSave QR



# MOBILE PAYMENT PAGE

This page is the mobile payment page. To reduce customer service and user effort, people can fill out the form when they deposit.

FattyPay | SBO

ENGLISH

WAVEPAY

Telephone 9969363521

Download QR

This transaction will expire after 01:58:04.This QR code can only be used once.

Before requesting a deposit, please make a transfer using QRcode or telephone.

Transaction ID / No.

12345678910289012345

Phone Number

1234567891

FAQ

How to make a transfer using the payment details?

Submit

FattyPay | SBO

ENGLISH

WAVEPAY

Telephone 9969363521

Download QR

This transaction will expire after 01:59:11.This QR code can only be used once.

Transaction ID / No.

12345678910289012345