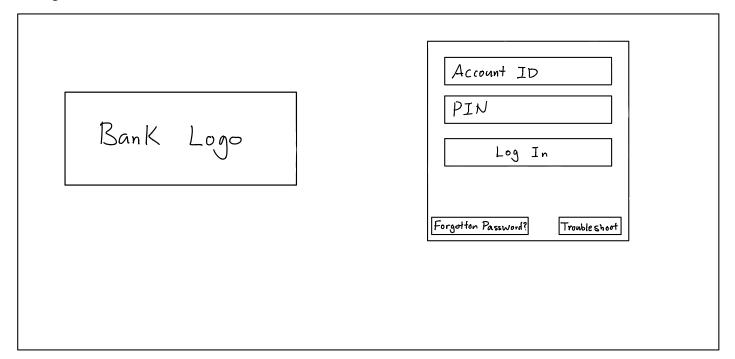
What will users look for when using a banking web?

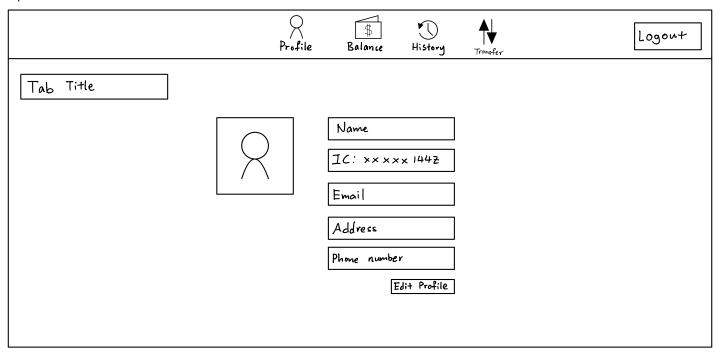
Priority ranking

- 1. Sense of trust and faith (no sketchy-ness in UI)
- 2. Easy to use (Simple design, easy to understand the logos)
- 3. Loading page (To give a sense that the page is loading, allow users to differentiate between loading error, page freeze and login error?)
- 4. Troubleshoot link (Hotline links)
- 5. Keep function texts within 3 words
- 6. Blue themed interface (psychological effect of trust, serenity, peace to create that worthiness)

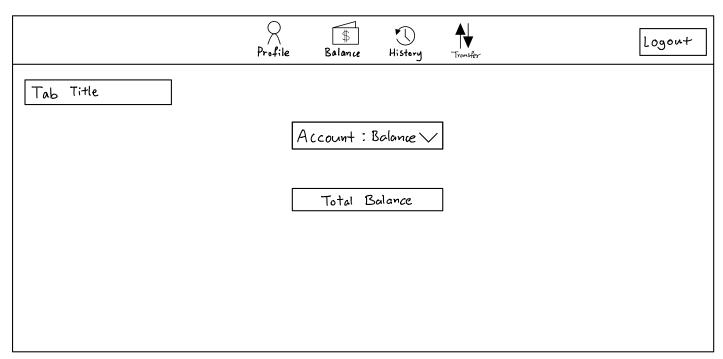
Log In



Profile



Balance



Transaction History

	Profile Balance History Transfer	Logout
Tab Title	Account No.	
	Date	
	Date	
	Transaction Value Transaction Value	
	Transaction Value	
	Transaction Value	

Transfer

