

Fintech App - UK's Top Government Bank

Headquarters

London, United Kingdom

Industry

Saving and Investments

Company size

200 - 300 Employees

Statistics

25 million customers,
£207 billion invested,
100% security on
deposits

Services provided

Visual identity,
UX research,
User interface design,
Design system

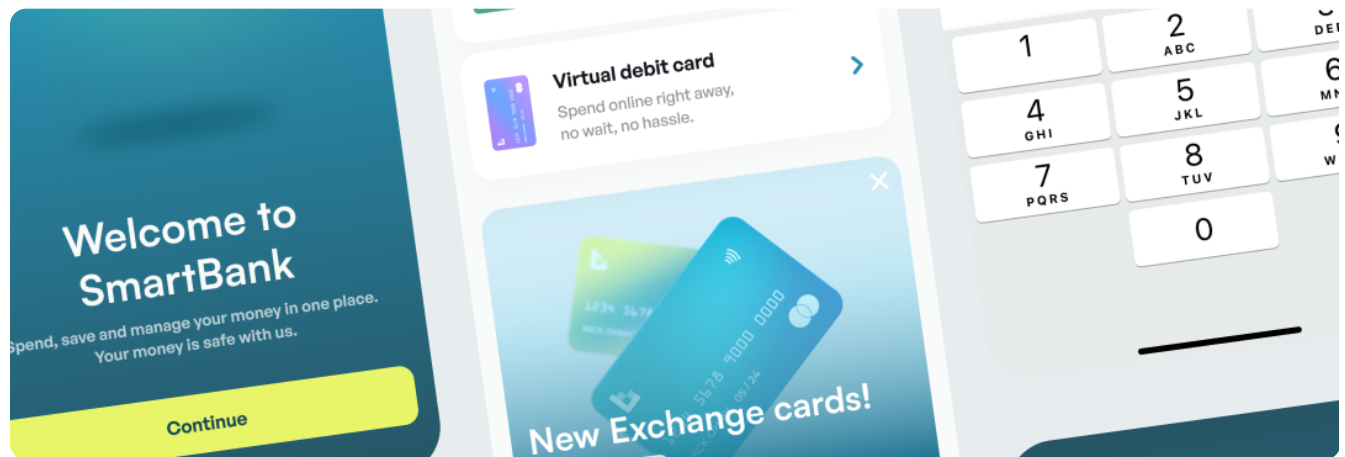
Due to confidentiality agreements and client privacy considerations, the name of the client has been withheld in this case study. However, the project involved a financial institution seeking to enhance their mobile app to compete with industry-leading challenger banks and meet evolving customer expectations.

The problem

The mobile app of a financial institution needed future-proofing to remain competitive with high-tech challenger banks in the market. The app heavily relied on web functionality, but with customers increasingly prioritizing mobile services, the Bank aimed to enhance engagement and retention in the long run. The internal product owners recognized the urgent need for a robust solution to enhance customer satisfaction and drive investment figures.

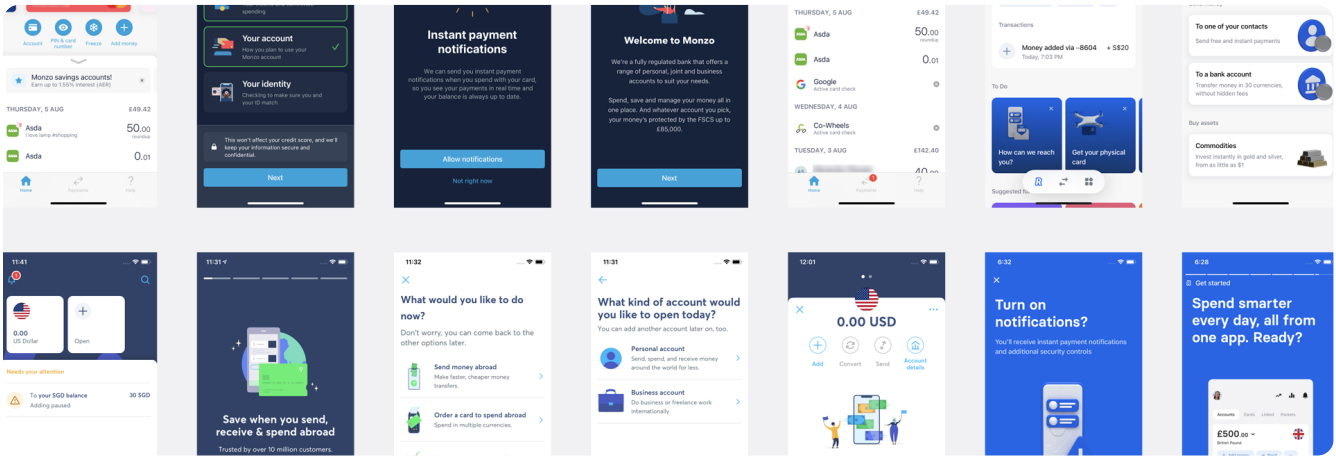
The solution

A 16-week engagement, we embarked on a transformative journey to revamp the existing UI and UX through a series of design-thinking initiatives. Our goal was to create a seamless and intuitive user experience that aligns with Bank's objectives. The culmination of our efforts was a meticulously crafted 1-1 clickable prototype, which was prepared for presentation to senior stakeholders. Additionally, the prototype was poised to undergo rigorous testing with the customer base to ensure its effectiveness and gather valuable feedback for further improvements.



Our primary objectives encompassed streamlining key user journeys, enhancing the intuitiveness of layouts, and establishing a contemporary interface. The aim was to minimize friction and ensure a seamless experience for users as they navigate through the app. Through thoughtful design considerations and user-centric approaches, we sought to create an interface that not only meets modern standards but also exceeds user expectations.

In addition, we undertook extensive research and design efforts to develop a new transfer/receive funds flow. The objective was to create a user-friendly and efficient process for seamlessly moving money transfers into, out of, and between the existing Bank's accounts. By understanding user needs and leveraging best practices, we aimed to enhance the overall user experience when it comes to managing funds within the Bank's ecosystem.



After carefully collecting and analyzing user feedback, we proceeded with a comprehensive UX heuristics audit of the existing app. This thorough evaluation enabled us to identify specific pain points experienced by users and formulate strategies to address them within the overall user experience.

In addition, extensive research and design efforts were dedicated to creating a new transfer/receive funds flow that facilitates seamless and convenient money transfers within, to, and from the existing Bank's accounts. Our goal was to enhance the user experience and provide users with a streamlined process for managing their funds effectively.

Multiple user journeys

Prior to beginning work we were given access to five previously designed user personas. Using these personas as our ideal customer avatars, we defined all the primary journeys in the app. This enabled us to identify users' pain points and emotions at each step in the journey.

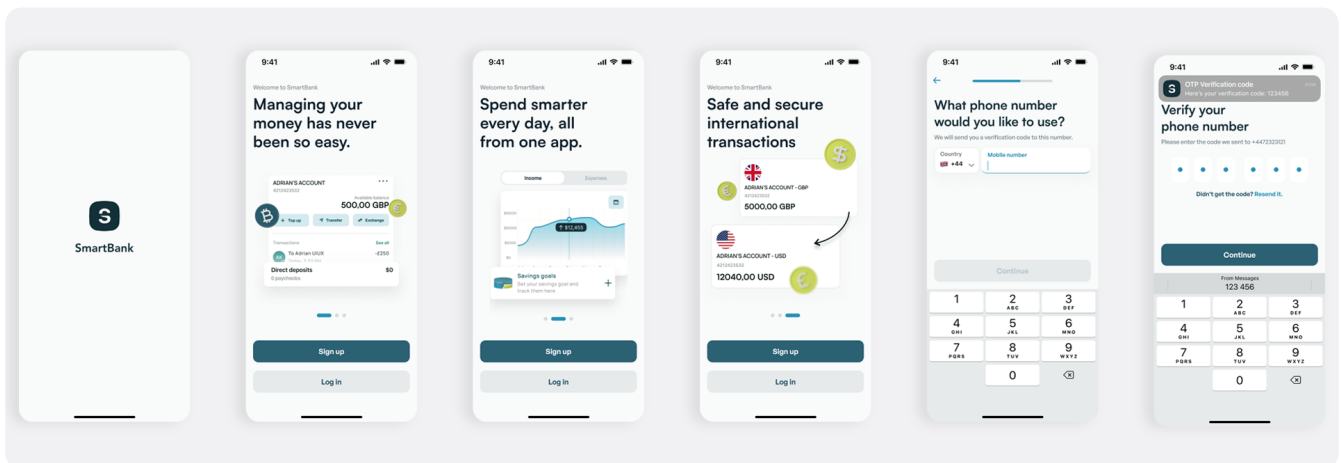
	Sasha Patel, 28		Scenario		Expectations	
	<ul style="list-style-type: none"> Female Manager £30,000 Income £3,000 Savings Leeds 		Saving is important and she recognises she needs to set money aside each month, however sometimes she spends into savings. Needs to retain a tight budget and refrain from lavish purchases.		<ul style="list-style-type: none"> Quick, easy access to her personal details Multi-account access needs to be smooth and obvious Design patterns that feel familiar 	
Stages	Awareness	Consideration	Conversion	Exploration	Experience	
Steps	More Menu	Browsing account details	Submits new details	In-app navigation	Active use of an app	
Thinking	They have updated their email and need to change it	Account details looks like the right menu option to change my email	Have I inputted the correct email address? Is this change instant?	I'm inside the app? Where can I navigate to find my customer details and change them? What's the next step?	I managed to update my email address in customer details and now I can get updates to my new inbox	
Doing	They navigate to the more menu to see the options	Clicking in account details and checking if there is an update email field	Typing new information into an input field to change their personal details	Browsing through pages and menu options to find where account details are	I can login and check my customer details as I now know where they are stored	
Pain Points	I have to try and find the option to update. Where is it?	Am I now going to have to verify my new email address with?	Making sure the email address is inputted correctly	I can't find where to update details. This is too complex!	What's the next step to stay engaged with the app? Does the journey end?	

	Helen	
Stages	Awareness	
Steps	More Menu	
Thinking	They have to find an option the settings that enables them to view paperless documents	
Doing	They're clicking on the "More" tab on the navigation bar	

Wireframes



Visual design



"...The timetable we agreed was managed effectively and the budget we set was carefully utilised...everything we agreed upon was delivered."

Product Owner

The Bank

The result

Following the completion of the process, we organized a presentation for over 100 individuals showcasing the future prototype. The presentation successfully garnered buy-in from multiple senior stakeholders, validating the potential of the proposed solution.

Through our efforts, we achieved a remarkable reduction in the time-to-value of the primary user journeys, surpassing a 50% improvement compared to the existing solution. Integration of open banking further empowered the Bank to facilitate mobile investments and deposits, driving their growth in the digital realm.

To ensure a well-rounded and validated app design, we are currently conducting testing with the Bank's beta group. This crucial step allows us to gather valuable feedback and attain pre-validation before introducing the app to the market. By incorporating insights from real users, we aim to refine the app's performance and enhance its overall user experience.