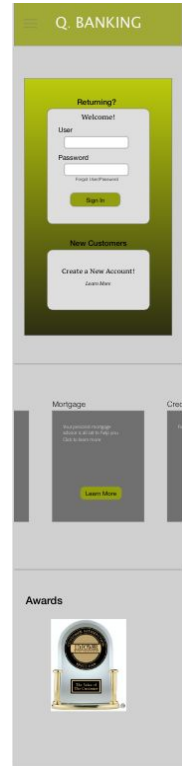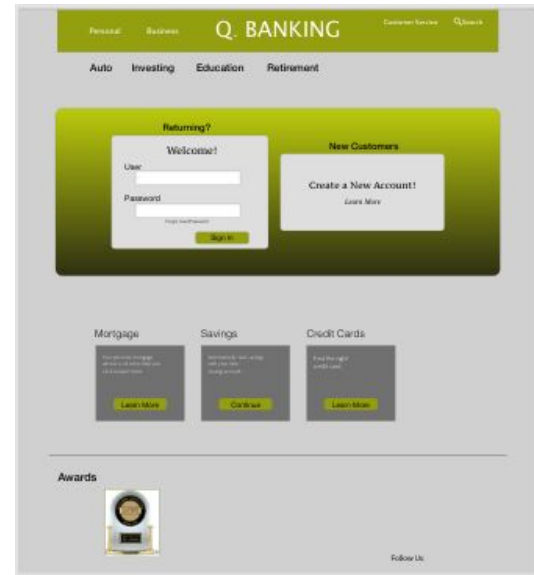# Q. Banking

Huzaifah Qadeer

# Project overview



**The product:**

Q. Banking is a online banking platform, that helps users sign up for a bank account all from the comfort of their home. It also keeps the process simple for users ease. The typical user is anyone who is 18yrs and above.

**Project duration:**

November 2022 to December 2022



Google

# Project overview

**The problem:**

Available online banking process is confusing, time consuming and is sometimes not user friendly.

**The goal:**

Design a online banking process that will be user friendly, that provides clear instructions and navigation to sign up for a bank

Google

# Project overview

## My role:

UX designer lead.

UX designer.

UX researcher.

## Responsibilities:

- Conduct interviews.
- Paper and Digital wireframes.
- Lo-fi and Hi-fi prototyping.
- Conducting usability studies.
- Accounting for accessibility.
- Iterating on designs and responsive designs.

Google

# Understanding the user

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

# User research: summary

I created empathy maps to help me understand the target users and what their needs might be. I was able to produce these results after conducting interviews. I was able to find out that users sometimes have trouble signing up for a bank because it can get confusing and can also take up alot of time. Since, banking is an essential part of everyone's life, being able to create a better experience for users was the end goal of this study.

# User research: pain points

**1**

## Time consuming

Signing up for banking can be time consuming and users have to set out time to complete this essential duty.

**2**

## Confusing

Sometime the banking process can be confusing, thus causing users to spend more time on it then needed.

**3**

## User friendly

Signing up for a bank can be a headache and not provide clear navigation and steps.

Google

# Persona: **Mary**

**Problem statement:**

Mary is a young adult who needs to be able to sign up for a bank easily because she needs to start banking, since she has just turned 18..

**Mary**

**Age:** 18
**Education:** Highschool
**Hometown:** Ann Arbor
**Family:** Lives w/ family
**Occupation:** Student

*"I want to sign up for a bank asap!"*

**Goals**
- Easily sign up for a bank!
- Start banking and depositing money.

**Frustrations**
- Some banking sign ups are too complicated.
- I don't want to spend hours on this..

Mary is 18 yr old student who lives with her family.She would love to be able to sign up for a bank online, so she can start banking and be able to start depositing money.

Google

# Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

# Sitemap

My goal was to make the overall navigation of the signing up process for a bank as simple and clear as possible. That is why i decided to use the sequential model to help my website design.

HOMEPAGE → ACCOUNT TYPE → PERSVONAL INFORMATION → VERIFY IDENTITY → TERMS & CONDITIONS ↓ APPLY

Google

# Paper wireframes

I sketched out paper
wireframes for each screen
of the website and app,
keeping in mind the user
pain points.

On the right are different
variations of the home
screen to help refine the
final version.
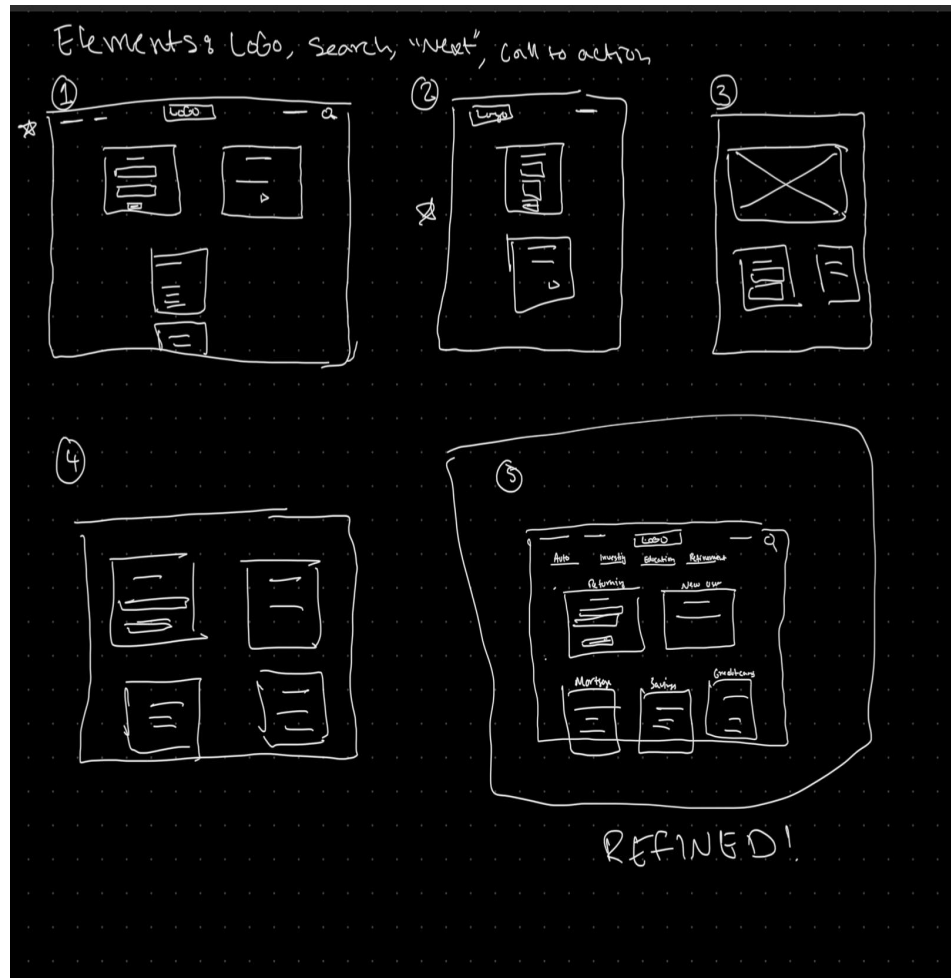
# Paper wireframe screen size variation(s)

Since the banking website customers will have access to the website on different devices. I also got to work on designs for additional screen sizes to make the website responsive.
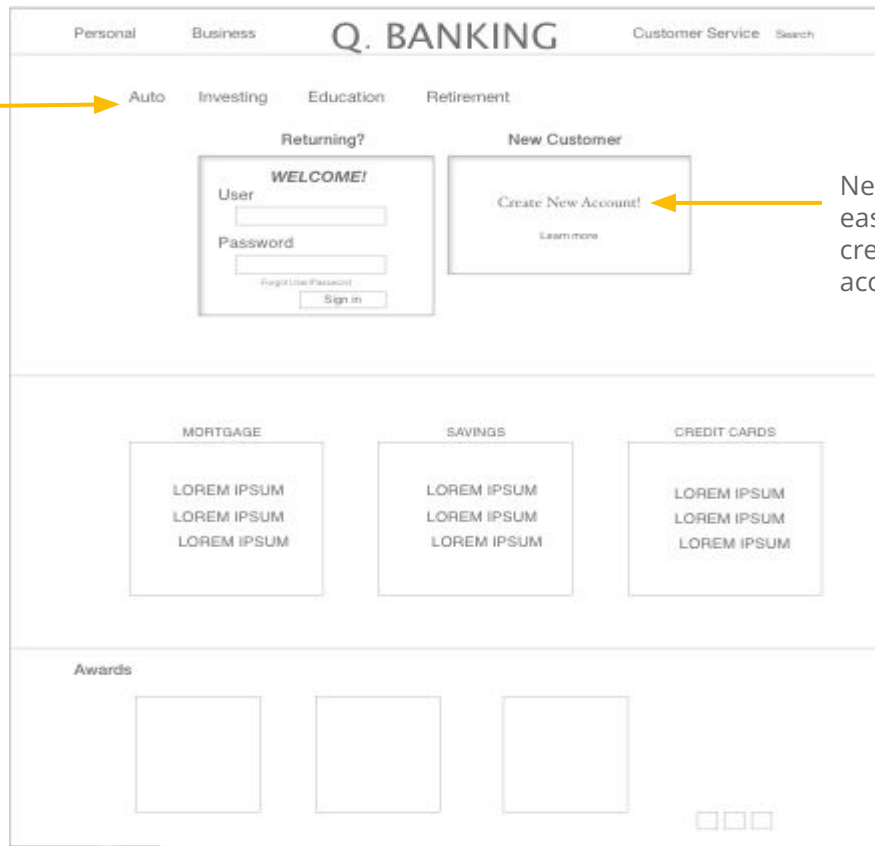




Google
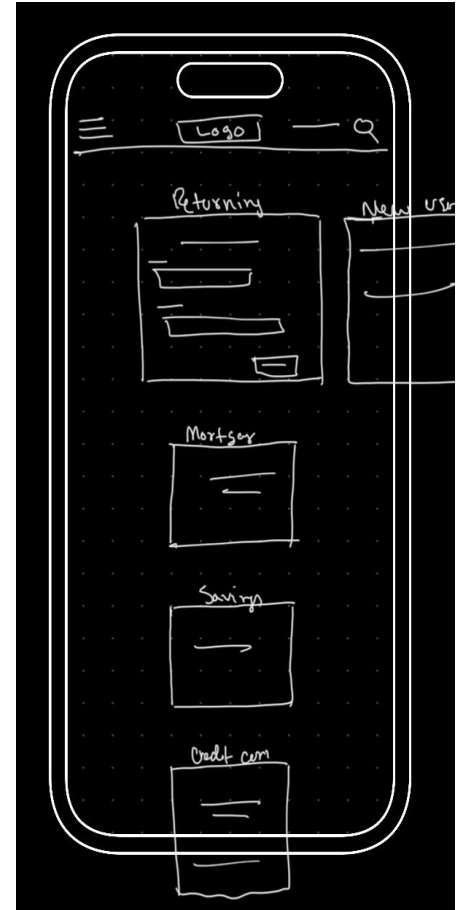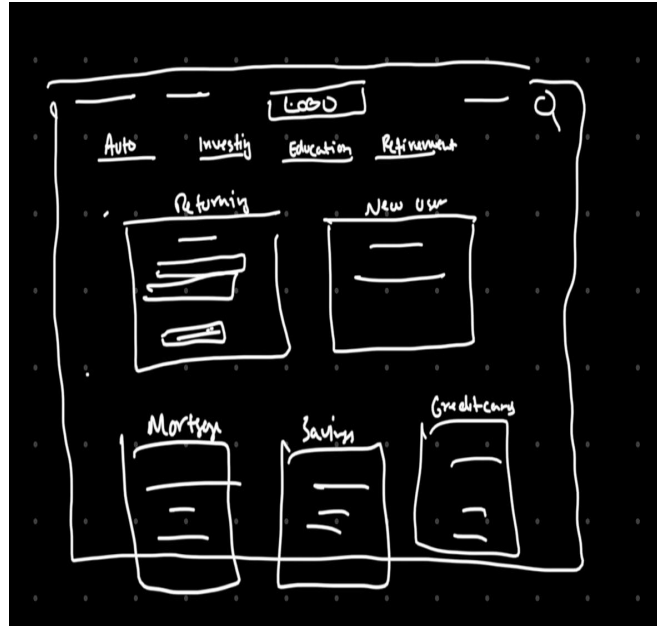
# Digital wireframes

Now, moving onto digital
wireframes from paper
wireframes made it easy for
me to understand the
design and how it would
help address the pain
points.
Making use of the
placement of the visual
elements and call to action
button was my thinking.

Clear
navigation to
help users flow
through the
website.

New users are
easily able to
create a new
account.



Personal    Business    Q. BANKING    Customer Service   Search

Auto    Investing    Education    Retirement

Returning?    New Customer

WELCOME!
User

Password

Forgot User Password
Sign in

Create New Account!
Learn more

MORTGAGE
LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

SAVINGS
LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

CREDIT CARDS
LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

Awards

Google

# Digital wireframe
# screen size variation(s)



Google

# Low-fidelity prototype
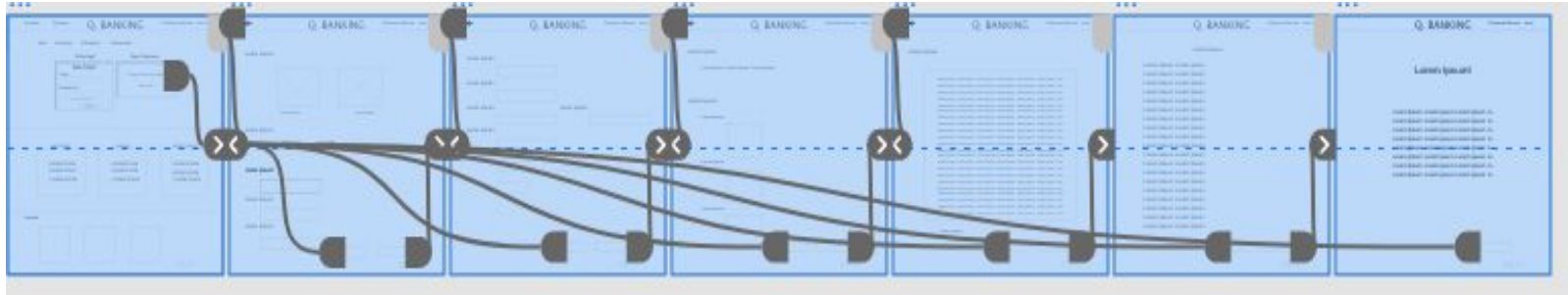


I connected all the screens in order to create my lo-fi prototype. I received on my designs through the usability study. I reviewed the feedback i received and made iterations accordingly, these included changes like adding a cancel button through the process and creating a confirmation page at the end.

You can view Q. Banking lo-fi prototype here.

Google

# Usability study: parameters

**Study type:**

Unmoderated usability study

**Location:**

United States, remote

**Participants:**

5 participants

**Length:**

15-20 minutes

Google

# Usability study: findings

These are the main finding we incorporated after the usability study:

**1**

**Cancel**

Users needed a way to cancel the application process, once they began the application.

**2**

**confirmation**

Once users were done with the application process, they needed a confirmation page stating further instruction.

**3**

**Finding**

Users also wanted to be able to directly get to the homepage, after clicking the logo.

Google
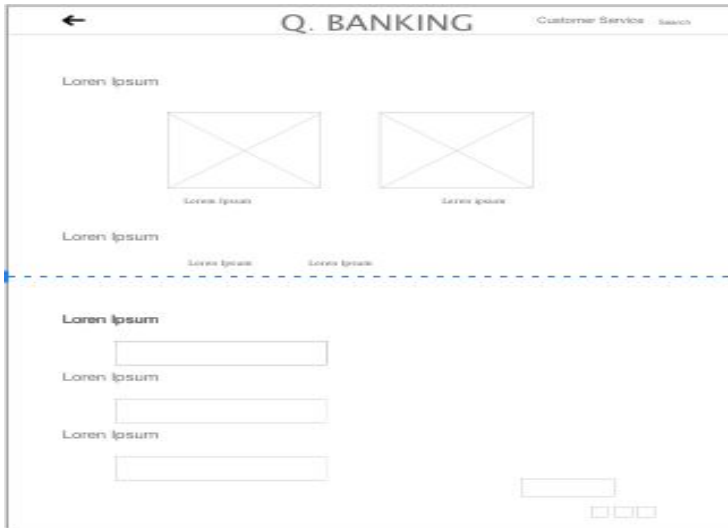
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

# Mockups
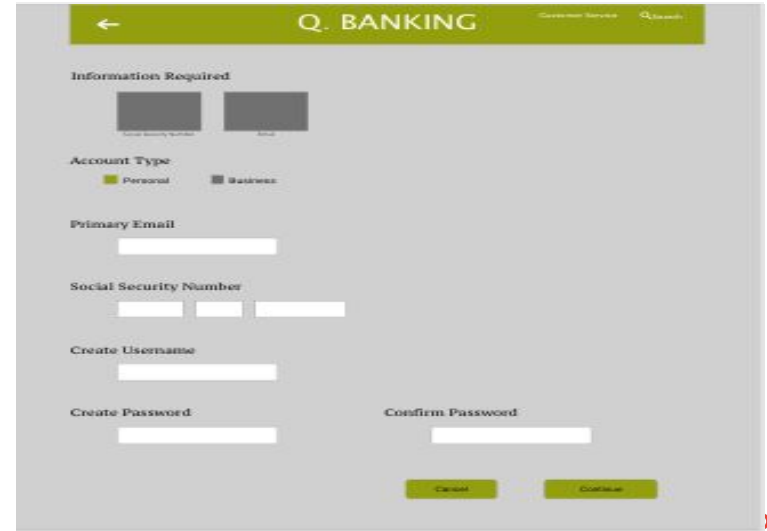
One of the changes that were made was adding a cancel button to each screen, one example is below where the cancel button is near the continue button, but not too close to where the user could click it accidentally.

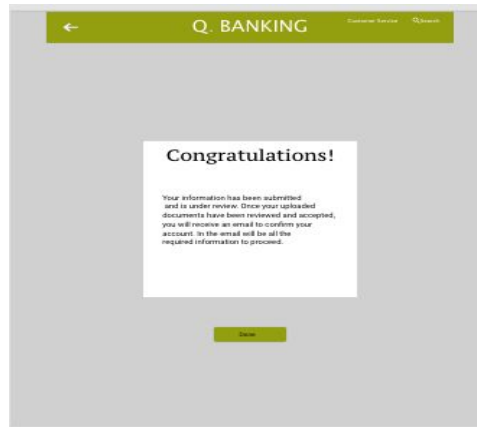Before usability study

After usability study

# Mockups

Another change that was made, was the addition of the confirmation page. This was iterated in both the wireframe and the mockup.
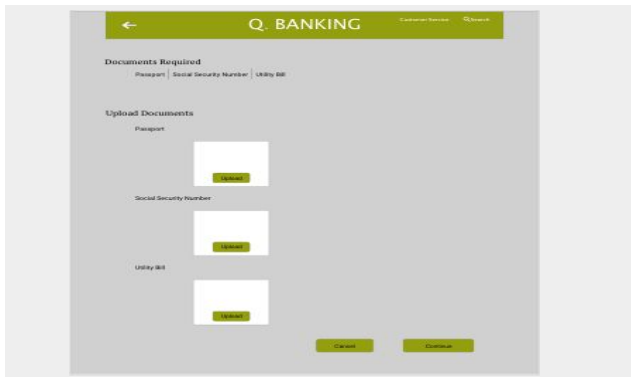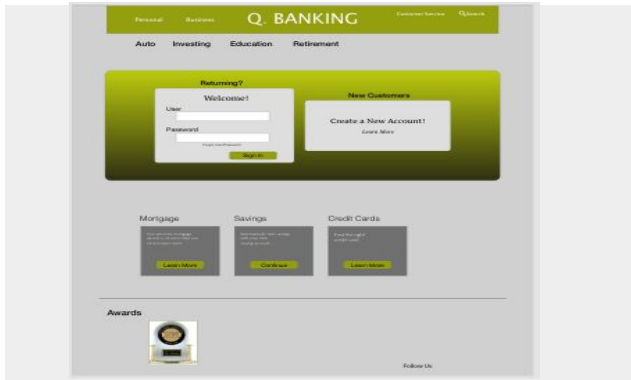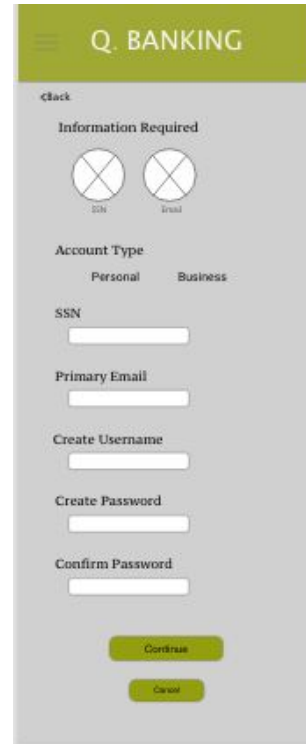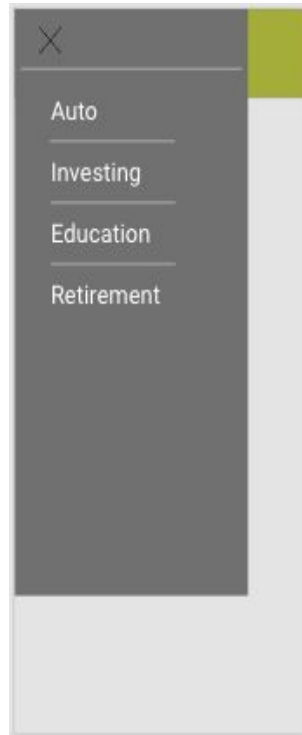
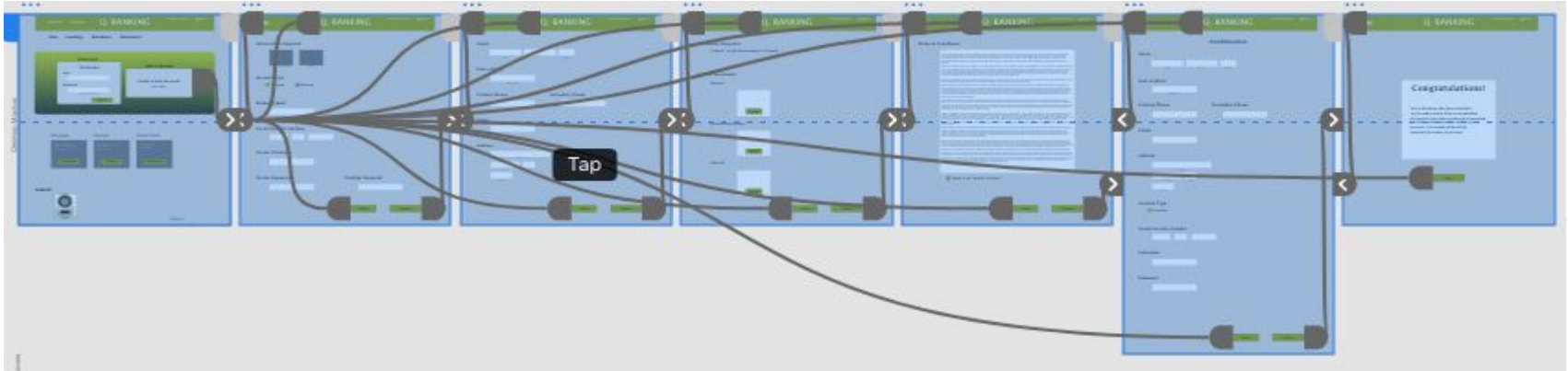Before usability study
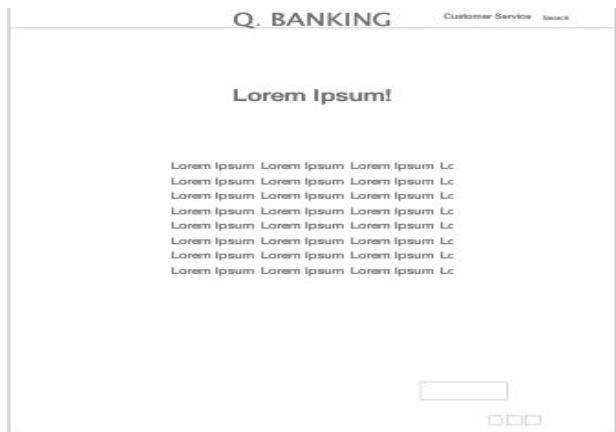
After usability study

# Mockups: Original screen size



Google

# Mockups: Screen size variations

# High-fidelity prototype



My hi-fi prototype is very similar to the lo-fi prototype, it only includes the iterations that were observed after the usability study.

You can view Q. Bank hi-fi prototype here

Google

# Accessibility considerations

**1**

I used headings with different text sizes to show hierarchy.

**2**

I also used color coded call to action buttons to help users clearly see the action buttons. I also used icons such as an arrow to show the flow of going back.

# Going forward

- Takeaways
- Next steps

Google

# Takeaways

**Impact:**

The impact of this design is that it will allow users to easily navigate the website with clear instructions. It also provides a user friendly interface for a better experience for users.

**What I learned:**

I learned that even small changes can make the biggest impacts. Also that having usability studies really helps polish our designs and make for a better overall design.

# Next steps

**1**

Gather more participants for studies.

**2**

Conduct further usability studies.

**3**

Ideate on new features.

Google

# Let's connect!

Thank you for reviewing my work on my responsive web design for the online banking sign up process. I would love to get in touch and talk more about opportunities and make me a better fit for this field.
My contact information is listed below:


Email: huzaifahrqadeer@gmail.com
LinkedIn: www.linkedin.com/in/huzaifah-qadeer-6a5424183

Google