

# Digital Banking App

UI/UX Redesign — Mobile & Web

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**Role** Lead Product Designer

**Duration** 3 Months

**Tools** Figma, Adobe XD, Illustrator

**Platform** iOS / Android / Web

## PROJECT OVERVIEW

# Overview

This project involved a complete end-to-end UX redesign of a digital banking application. The goal was to simplify core financial workflows — account management, fund transfers, bill payments, and loan applications — into an intuitive, accessible mobile-first experience.

Starting from user research and competitive analysis, I defined personas, mapped user journeys, and produced low-fidelity wireframes before iterating into a polished high-fidelity design system.

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## THE CHALLENGE

# Problem Statement

- Users struggled with complex navigation and buried features in the existing app
  - The onboarding flow had a high drop-off rate due to excessive form fields
  - No visual hierarchy made it difficult to find critical actions quickly
  - Lack of accessibility compliance was excluding a segment of users
  - Inconsistent component usage across screens increased development time
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## DESIGN PROCESS

# How I Approached It

## 01

### Discovery & Research

Conducted 12 user interviews and analysed support ticket themes. Created affinity maps to group pain points. Benchmarked 6 competitor banking apps to identify UX patterns and gaps.

## 02

### Define & Ideate

Defined 3 core personas. Mapped 'as-is' user journeys and identified critical failure points. Ran a design sprint with stakeholders to prioritise features for the MVP redesign.

## 03

### Low-Fidelity Wireframes

Sketched hand-drawn wireframes for key flows: onboarding, dashboard, transfer, and profile. Rapid paper prototyping allowed quick iteration before any digital work began.

## 04

### **High-Fidelity UI Design**

Built a full design system in Figma with tokens for colour, typography, spacing, and components. Designed 30+ screens across mobile and web, ensuring WCAG 2.1 AA compliance.

## 05

### **Prototype & Test**

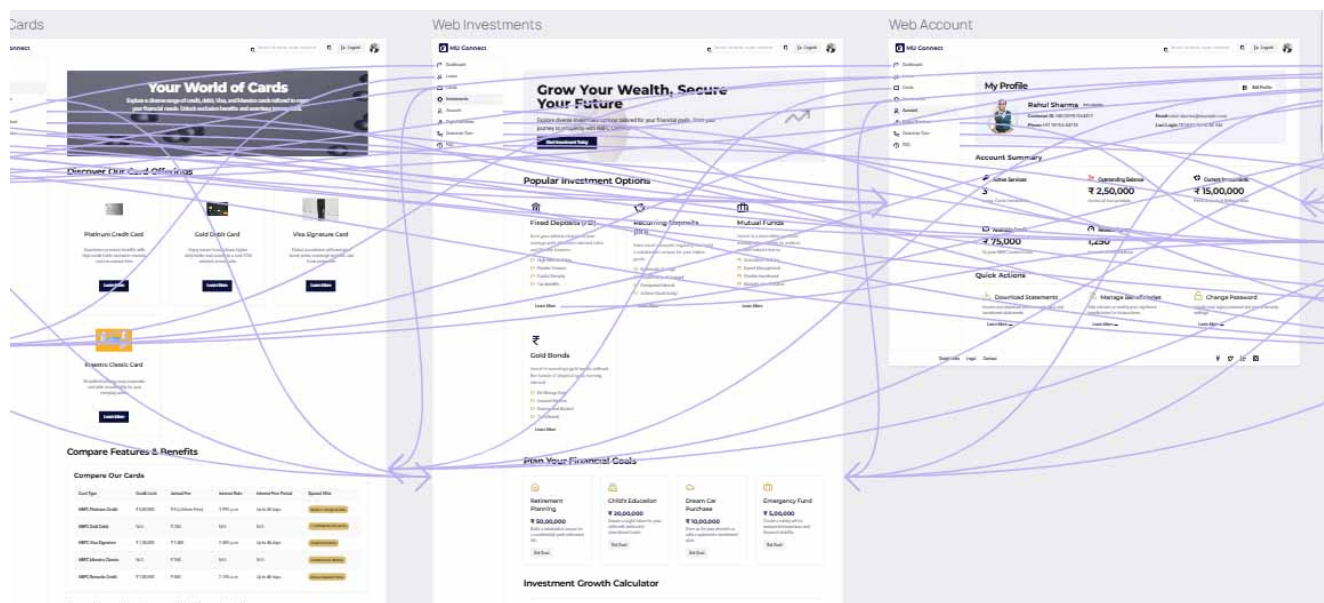
Created an interactive prototype in Figma. Conducted 3 rounds of usability testing with 8 participants each. Iterated on navigation patterns and CTA placement based on findings.

## 06

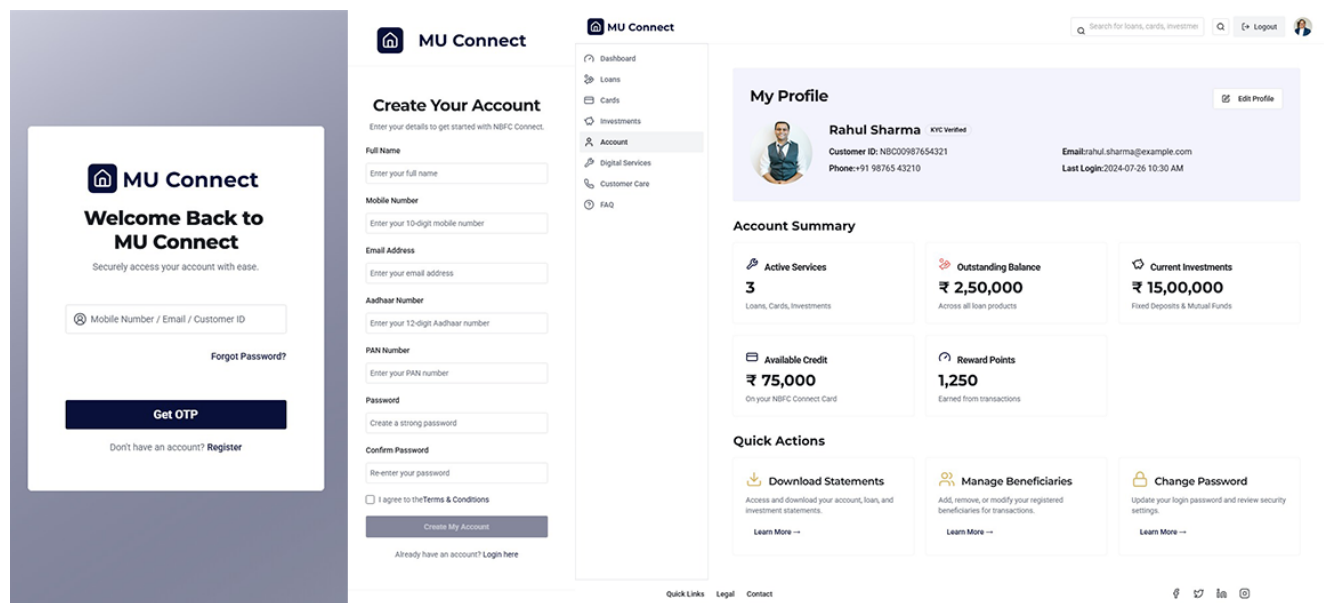
### **Handoff**

Prepared developer handoff documentation with annotated specs, component library, and interaction notes in Figma. Collaborated with the dev team during implementation sprints.

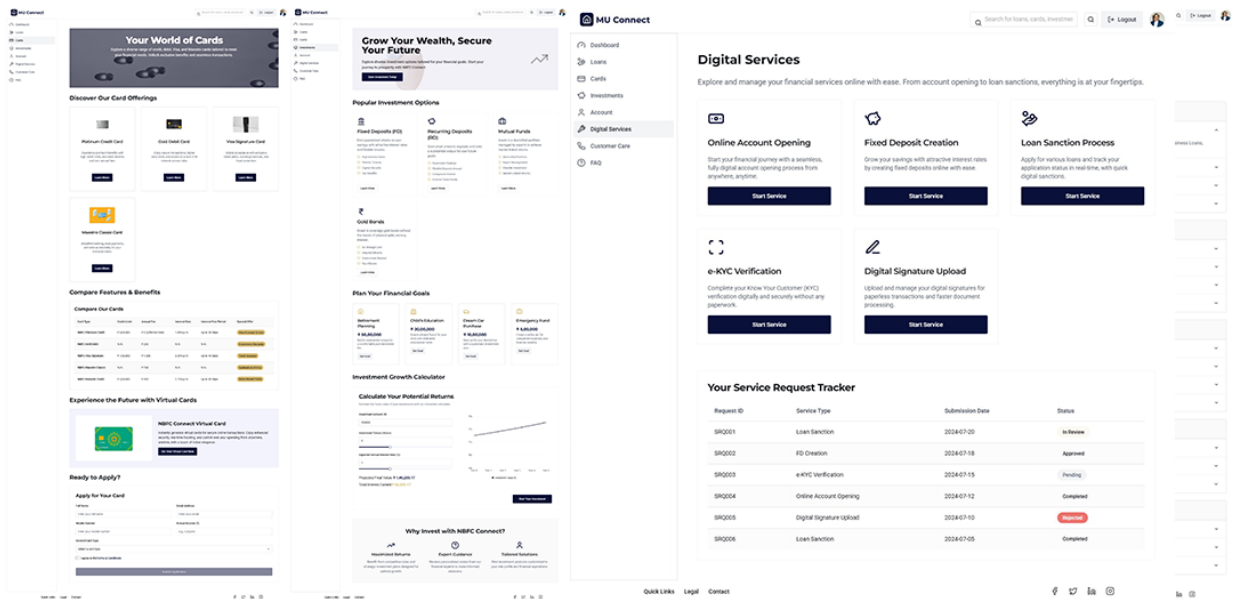
# Screens & Deliverables



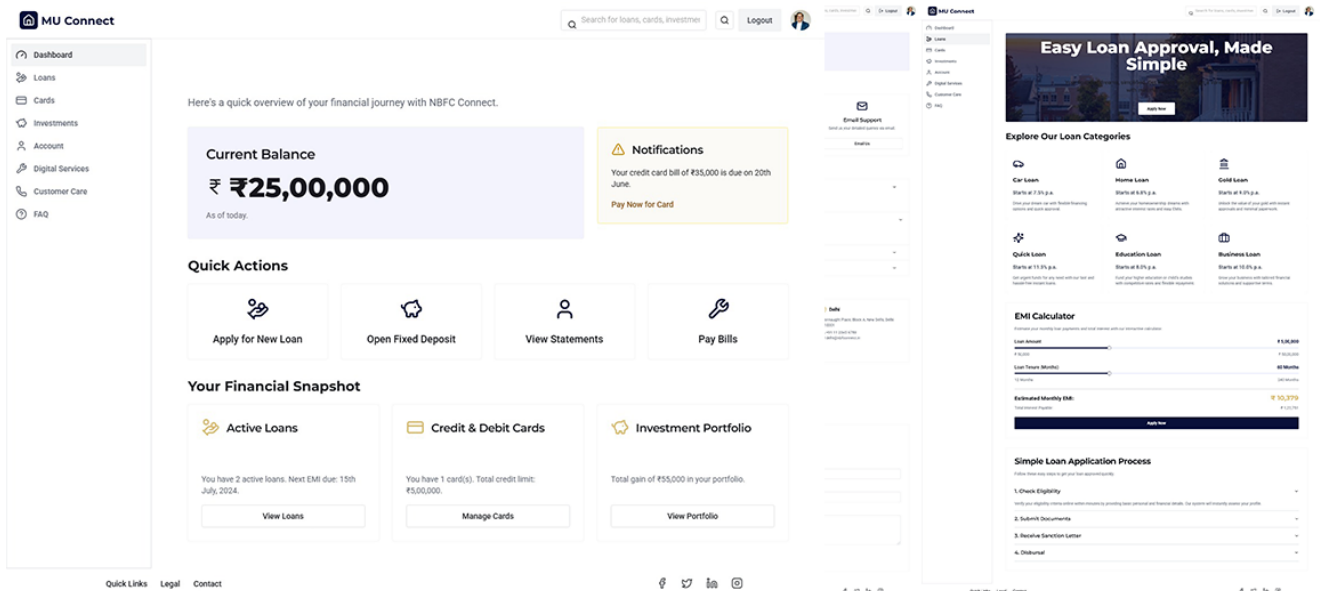
Lo-fi Wireframe Sketches — Initial Ideation



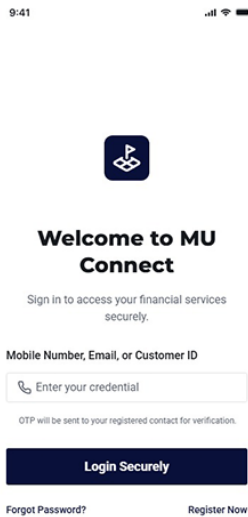
Hi-Fi Screen — Dashboard & Account Overview



Hi-Fi Screen — Transfer & Payments Flow



Hi-Fi Screen — Transactions & History



### Create Your MU Connect Account

Join NBFC Connect today for seamless access to loans, cards, and investments.

**Full Name**  
Enter your full name

**Mobile Number**  
e.g., 9876543210

**Email Address**  
name@example.com

**Aadhaar Number**  
XXXX-XXXX-XXXX

**PAN Number**  
ABCDE1234F

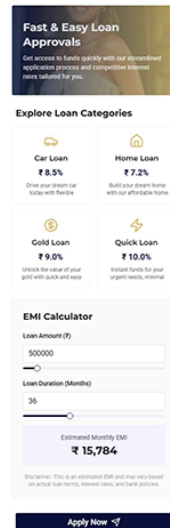
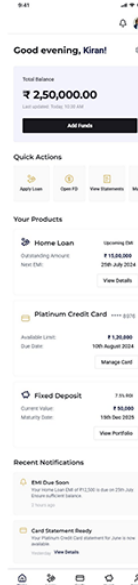
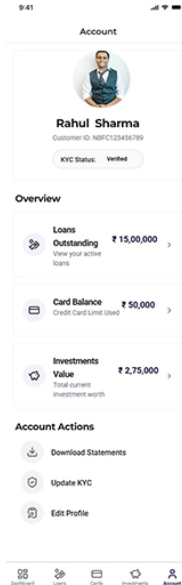
**Password**  
Create a strong password

**Confirm Password**  
Re-enter your password

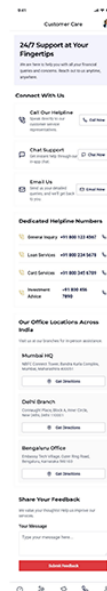
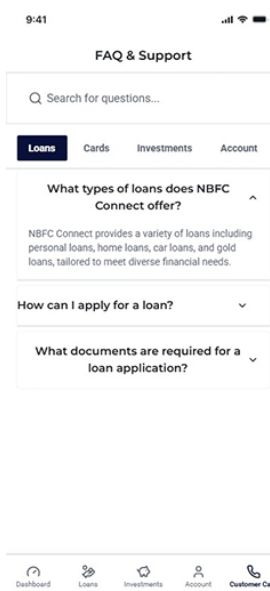
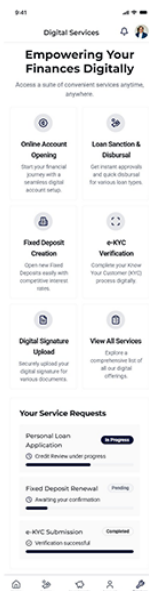
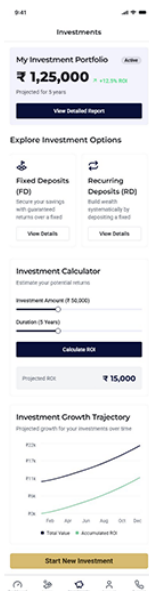
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**Create My Account**

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Hi-Fi Screen — Profile & Settings



Hi-Fi Screen — Loan Application Flow

# Results

40%

Faster task completion

35%

Drop in support tickets

4.7★

App Store rating

The redesigned banking app achieved significantly improved usability scores in post-launch testing. The streamlined onboarding reduced completion time by 40%, and the cleaner dashboard led to a 35% drop in support tickets related to navigation.

The consistent design system reduced front-end development time for new features and established a scalable foundation for future product growth.