

BANKZ

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Case Study Findings and Conclusion.

BANKZ Design Case Study



Getting to know the BANKZ client.

**Based on our research and persona build of existing BANKZ users
We understood the need for a on-the-go banking app that fits into
their lifestyle as seamlessly as as the device they are managing
their funds and portfolio from.**

1. Easy account creation that's as secure as going into a branch.
2. Secure and efficient one touch fund transactions.
3. Up to the minute Stock and Investment data from a broad range of sources relevant to them
4. A transparent overview system without cognitive load.
5. A risk meter that won't leave them in the red.

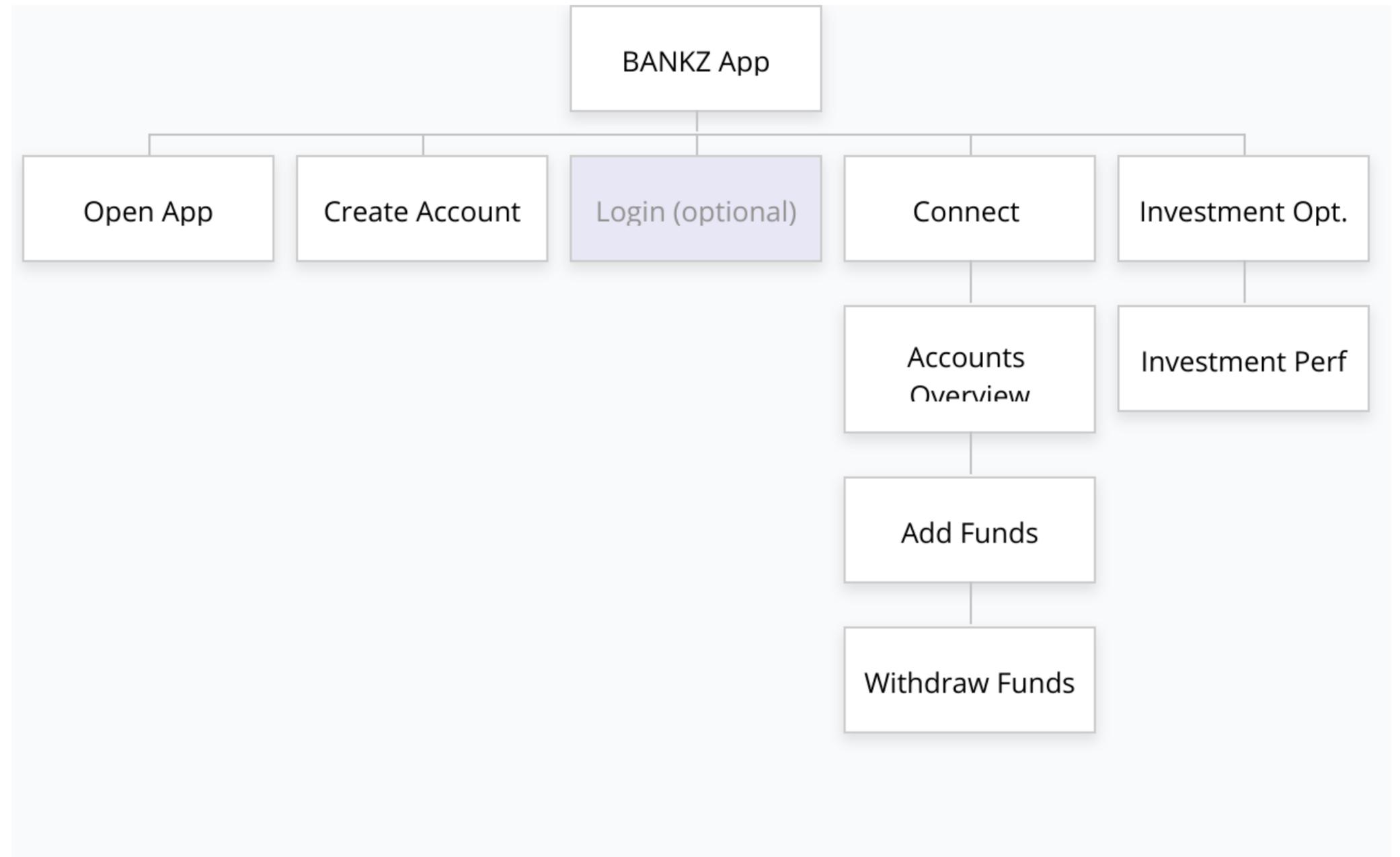
Making moves as a **BANKZ** user.

A Customer Journey was created following a collection of user data and competitor analysis outcomes.

To ensure the **BANKZ** user enjoyed everything our app had to offer I had to dive deep into competitor apps, The issues they faced, what they did right and what they did to deter user satisfaction. Taking all these into account we consolidated the data to create a simplistic experience that would add value to such an important part of their lives.



CJM Visualisation.



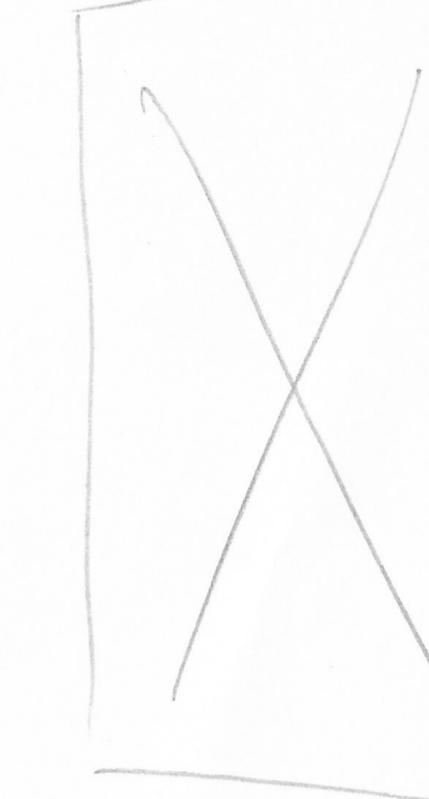
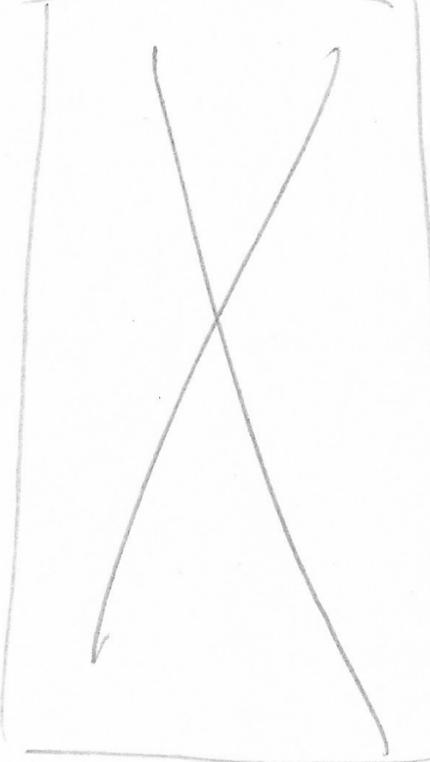
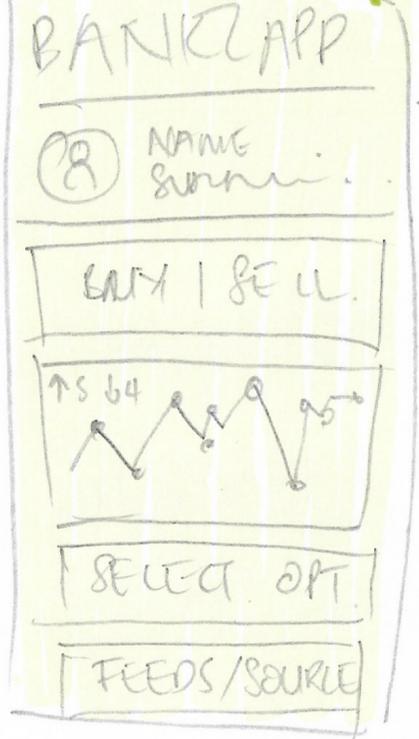
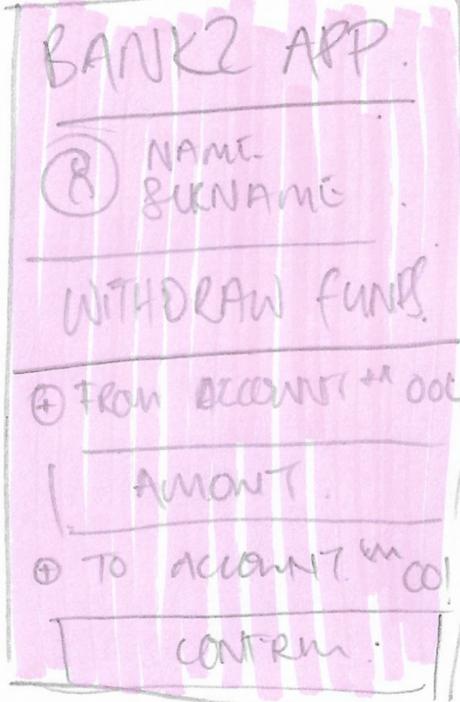
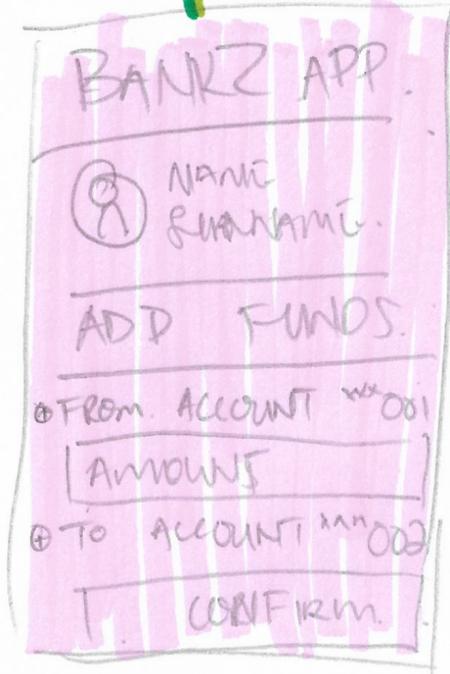
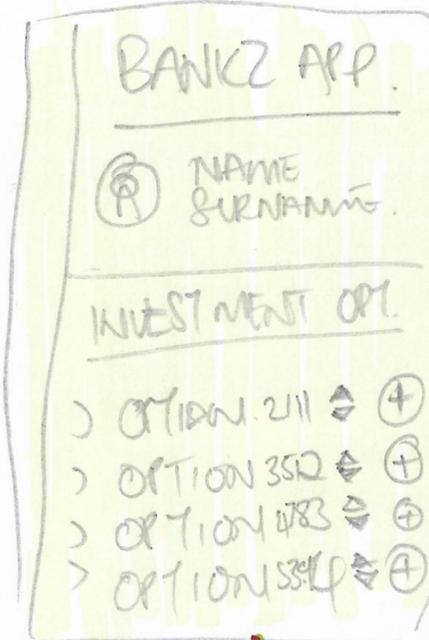
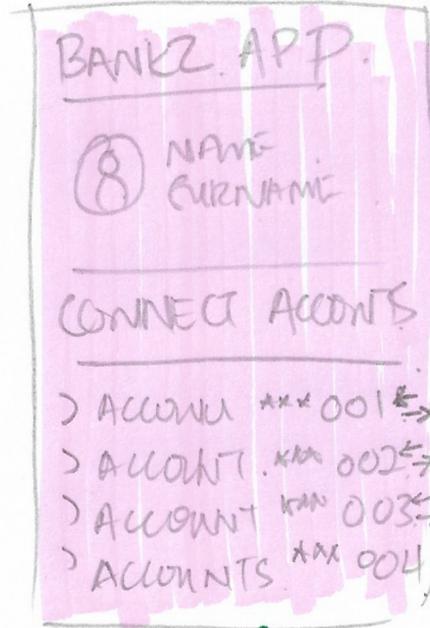
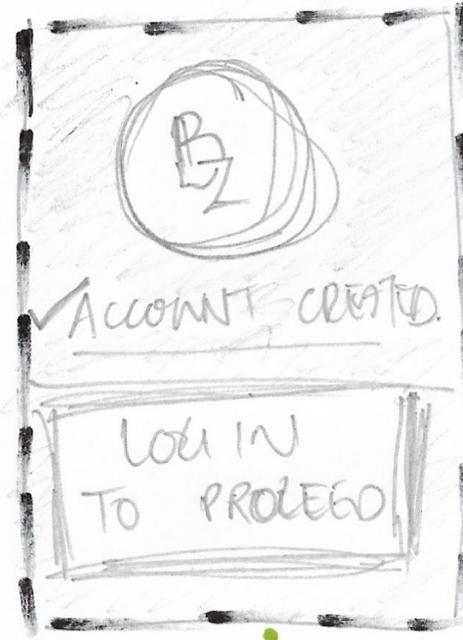
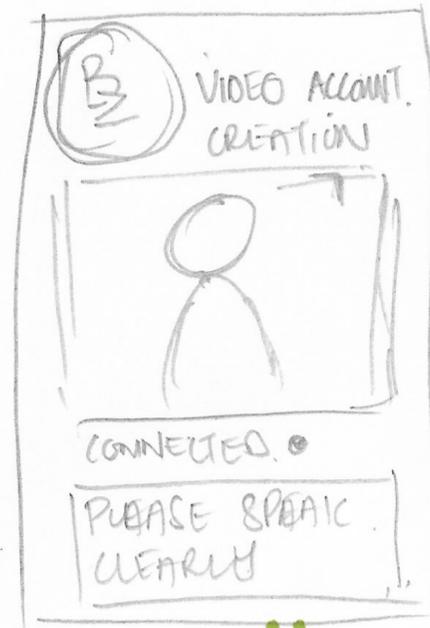
Going with the flow.



With the results of our research, We developed the information architecture for the app. With banking being such an important feature of daily life there was no shortage of ways and means to ensure secure, transparent, one touch banking.

But picking the best parts of working models can be tricky as not all users and products work to the same theme. We took everything into account related to testing of existing clients and applied a strategy catered to them and future users within the BANKZ client satisfaction ethos.





Taking it at face value.



Having the ability to test and create a new security system based on video confirmation we decided to implement it in our app.

Account creation, Log-Ins and security features would now be accessible via a 30 second chat with our service team.

The feedback from the original testing was outstanding and the feature put the BANKZ app on a new level of satisfactory banking app interactions and overall experience.



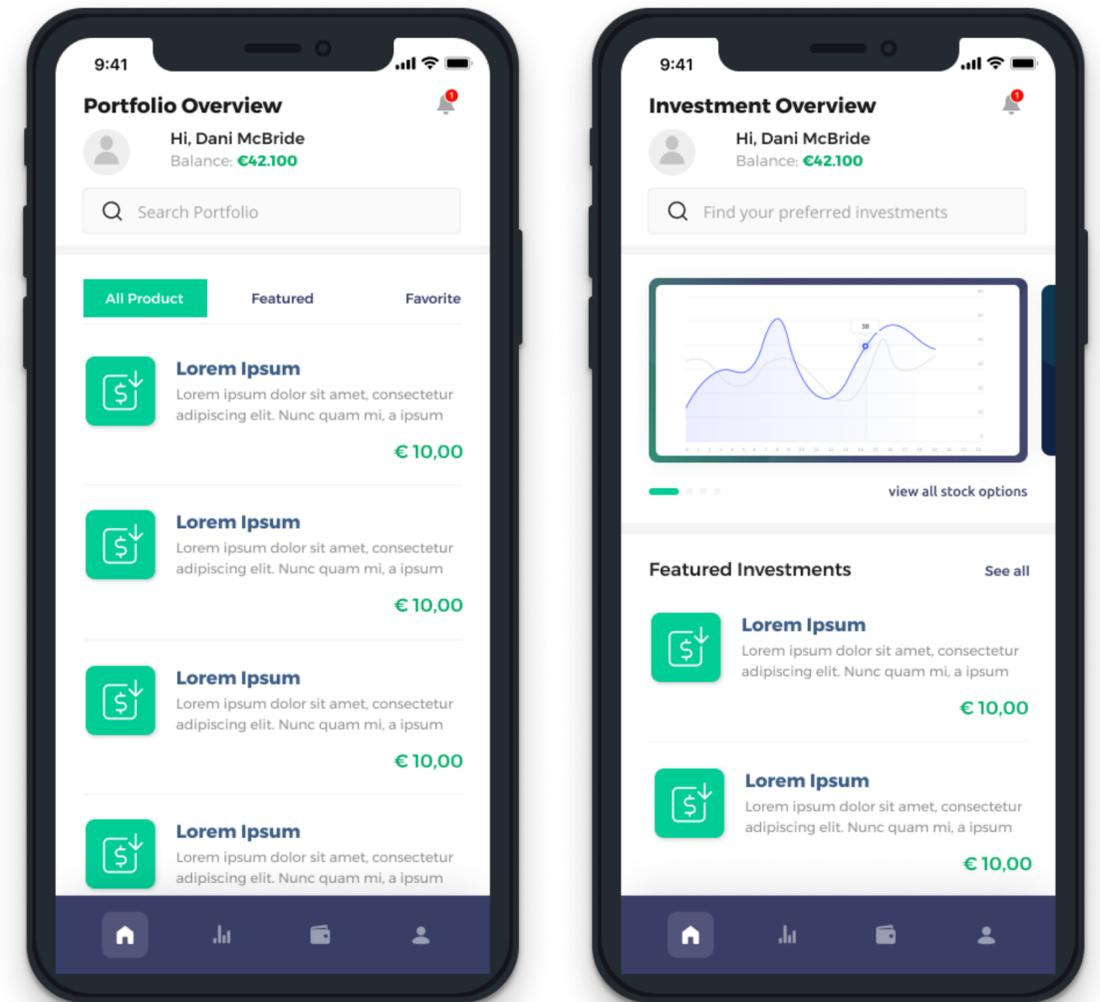
Getting Started.

With the existing user data we decided to plan the best journey related to the BANKZ app features. This wouldn't mean that the journey would be perfect because future user behaviour would have to be anticipated and catered for.



The need to know it all.

Dealing with all the intricacies of the display of investment data proved to be a multifaceted conundrum. With so much data sources available we had to implement a visual experience that wouldn't stress the user but would put him at the forefront of how his portfolio was performing. This included an easy access, well structured view of market info and performance visuals.



How does the BANKZ user benefit?

The realisations of creating this app and what we learned:

We didnt need a new strategy but the user always does. Strategically improving on the services we offer and the development of our product holds massive importance for our overall product health. By establishing a relationship with our users through catered solutions and adhering to their needs we will ensure a pleasant user experience.

In doing so we will always be aware of the customer needs and not just our own ideas of what they want and want to experience.



A still from a movie showing a man (Jeff Goldblum) sitting in a chair, shirtless, with a dark shirt draped over his shoulders. He has a serious expression and is looking off-camera. The background is dark and textured, possibly a cave or a stone wall. The lighting is dramatic, highlighting his chest and the texture of the background.

Thank You.

*I thought, this is a good sign.
There's something perfect and right about this.*

- Jeff Goldblum