

About Savest App

A platform that gives users the opportunity to play save and make smart financial decisions

Goal

- Identify usability issues through research.
- Create and validate Assumptions.
- Improve the design and user experience.
- Increase accessibility.
- Discover an easier way to reach goals.

Design Process

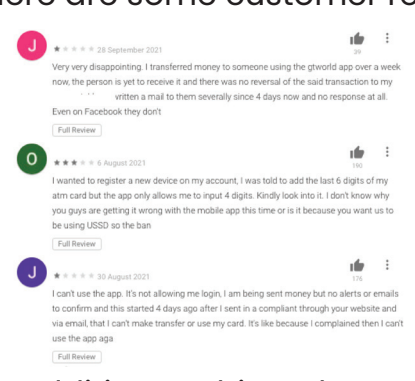


Discovering the problem

A user-friendly platform is meant to be learnable with the smallest effort invested, unfortunately, the TYL Lotto platform is a bit difficult to use, especially when looking for new features to explore. While I was using the platform, I experienced some glitches without understanding why and many other people have highlighted similar challenges as well. Meanwhile, I also needed to hear from other platform users to understand what pain points others are experiencing. I scheduled meetings with some users to ask about their experiences and watch them use the website. Some of the issues that were repeatedly reported by users are listed below:

- Increased volume of transactional errors.
- The app goes blank and that gets users confused.
- Navigating around the app is tasking.
- Several complain about airtime purchase issues.
- Lack of proper error feedback
- Other issues include Typography, colors and visual hierarchy

Here are some frustrater reviews on the Google app store



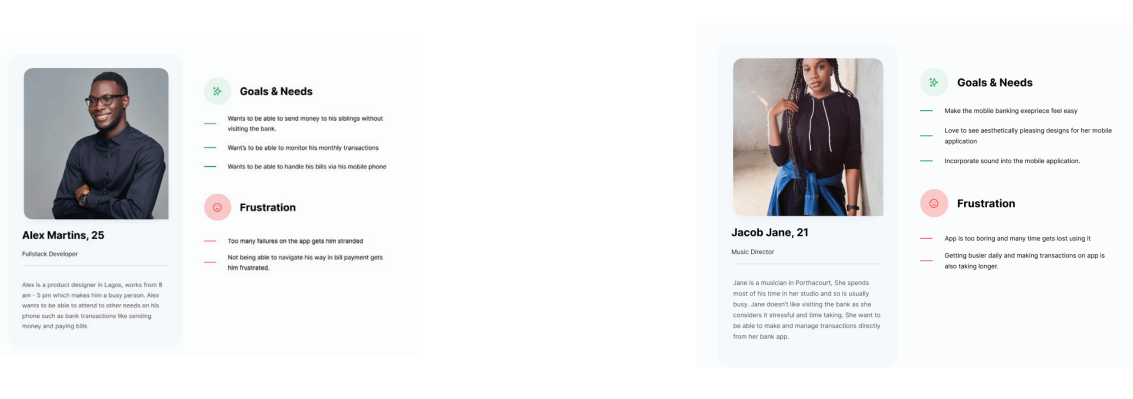
In addition to this, I also set simple tasks for the users to perform to know if they will be able to seamlessly perform those tasks, I studied their reactions to validate whatever challenges they may have experienced while using the website. I discovered these pain points during the course of the interview.

- Users had to pause once they are successfully logged in to find menu options despite using the application before.
- Users reportedly complained about some part of the platform whenever you click on text fields.
- The payment page doesn't seem to be intuitive

To further validate my research, I went on to the google play store app to check out what users of the platform had to say about their experiences.

Who are the users

Based on the interviews I carried out, I was able to draw out two different kinds of users on my platform and they are listed below.



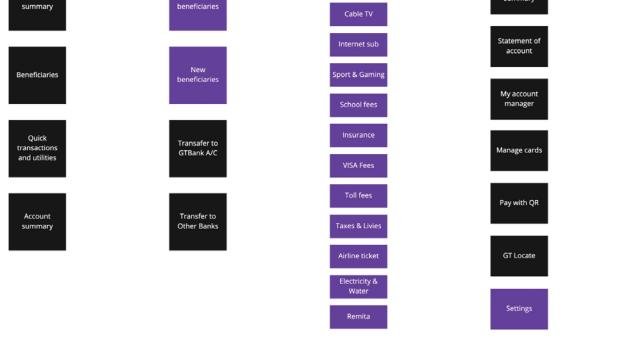
Solution

After the problem discovery and validation using these research methods, I start creating solutions for the problems, prioritizing the earlier defined problems using the processes listed below. After my interview with the users, I came up with a compilation of problems I will be solving in this design.

- Create a seamless onboarding process.
- Create a well-prepared design style guide for future expansion.
- Create simpler forms for transactions.
- Create error notifiers and interactive popups for failures on the platform.

User flow

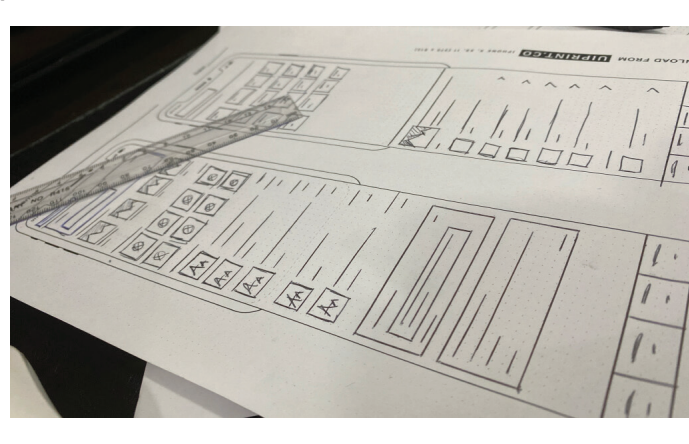
To better the experience, I will be working on creating simpler flows for the onboarding, major features, and other hidden features that could be helpful for users. By creating simple user flows, I will be able to provide easy navigation for the application.



After creating the information architecture for the platform, I was able to narrow down the flows and core features for the platform.

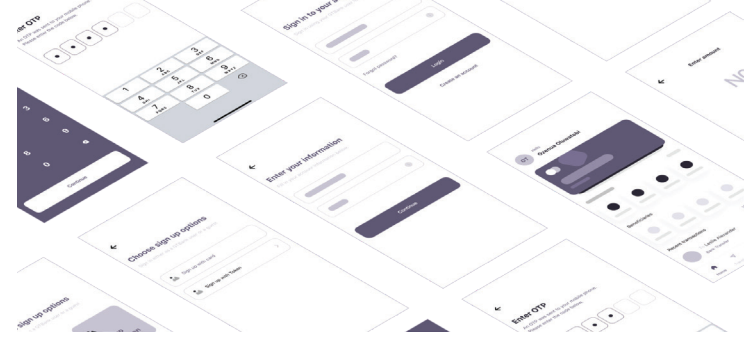
Sketches

After completing the finished designing the user flow, I make sketches on the platform interface on paper, creating a first-hand view of the ideas I had in mind for what the UI may look like later in the future.



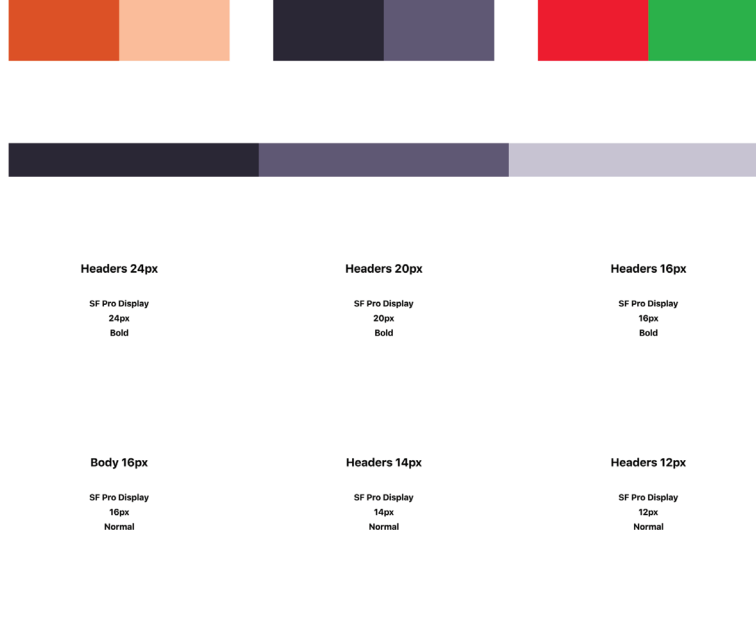
Wireframes

Wireframes help me focus on key functions, elements, and actions before starting the visual design. I created High-Fidelity wireframes using some dummy texts and icons where needed.



Visual Design

Designing the visuals became very interesting after being able to validate the wireframes with potential testers of the platform. I proceeded to design a simple design style guide for the application.



Onboarding

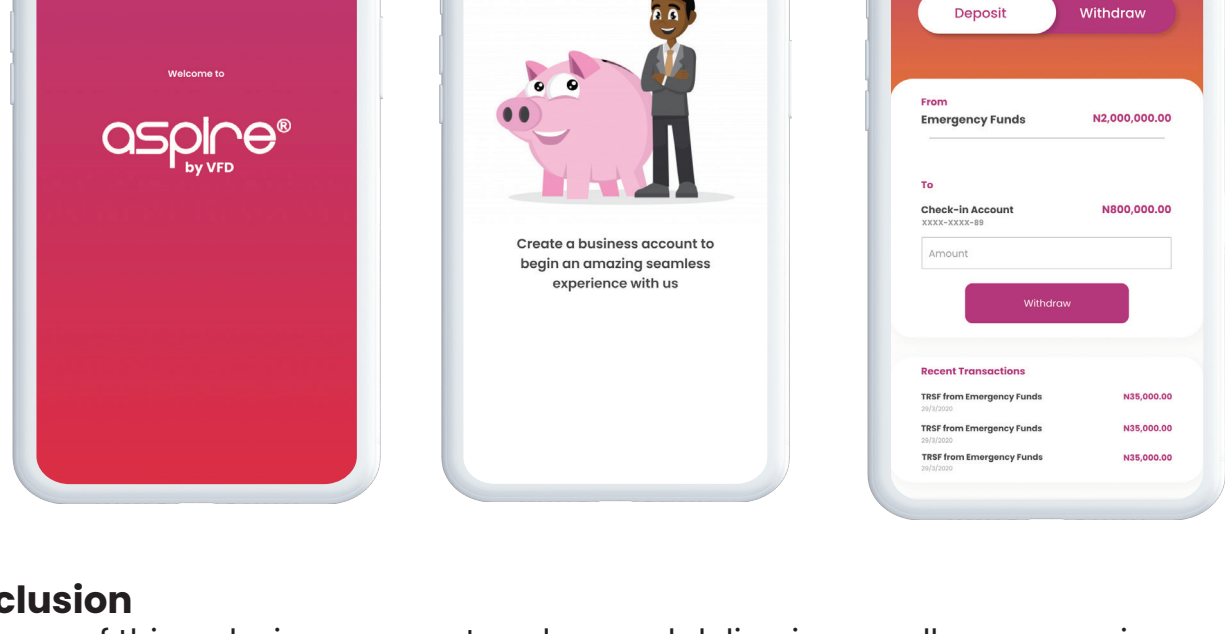
The onboarding process on the platform was a pain as forms were confusing and mostly leaves the users clueless on what direction to take. So we focused on improving that experience by providing conventional flows and simple easy to fill forms for users to onboard on the platform.

Navigation and Home page

The existing homepage design on the platform was full of clusters of unused items and confusing platform navigation. This was highlighted to be one of the platform's pain points as users were unable to locate key features needed to perform tasks. This problem was solved by removing the unused features, we paid more priority to the features that are most needed by the customers

Better Visual Design

Many other parts of the UI got redesigned as one of the goal is to give a full visual redesign of the platform.



Conclusion

The focus of this redesign was centered around delivering an all-new experience on the Savest app. Based on the research and feedback I had gathered, it was certain that the UI of the platform was one of the major channels causing many setbacks for the app's performance and a fix would really help users interact better. I learned the newer ways to see problems and how to solve them, the most effective part of my contribution was looking for an easier way to convey the exact same information on the existing design without losing any key information, which I am sure I was able to achieve after testing the design out with some users

I am happy I was able to work on a project like this, I enjoyed every brainstorming session I had with my partner on this project as well as the audience I interviewed as everyone was truly willing to give their sincere response and feedback throughout the entire design process.