Nexfi

Cryptocurrency Platform

Full Case Study

Duration:

2 Weeks UX/UI Design & Prototyping,
4 Weeks for Cross-Platform App Development

Product Overview

Nexfi combines crypto portfolio tracking, secure transactions, market analytics, and decentralized finance tools into one unified platform. The product focuses on transparency, simplicity, and speed while maintaining a premium fintech experience.

The platform was designed to reduce complexity for new users while still offering advanced tools for professional traders and investors.

Responsibility

- UX/UI Design
- Dashboard Developer
- Testing & Launch

Tools

- Figma
- Figjam
- React Native
- Tailwind CSS
- Node.js
- Apple HealthKit / Google Fit APIs

Problem Statement

Cryptocurrency platforms often overwhelm users with complicated interfaces, confusing charts, and unclear navigation. Many users struggle to manage assets, track performance, and perform secure transactions efficiently. Nexfi needed a platform that could simplify crypto management while maintaining the trust, security, and advanced functionality expected from a modern fintech product.

Goals

Increase user engagement Improve portfolio activity Simplify onboarding for new investors Build trust through premium UI Improve transaction completion rate.

Development Process

Research & Strategy: Conducted comprehensive research to identify key friction points between traditional banking systems and decentralized exchanges.
Wireframing & Information Architecture: Structured the platform's core architecture to simplify complex user journeys, with a specific focus on streamlining the first conversions High-Fidelity Interface Design: Crafted polished, high-fidelity interfaces utilizing a bold, orange-centric color palette to establish an approachable yet professional aesthetic.
Interactive Prototyping & Testing: Developed interactive prototypes to validate the usability of the belt hub and smart card features, refining the final layouts through targeted usability testing.

Understand

User Research
User Interviews
Competitive Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information Architecture

Design

Wireframe
Hi-Fi Design
Prototype

Development

Feedbacks
Conclusion
Future Concept

Deploy

Feedbacks
Conclusion
Future Concept

Observations

75%

of users abandoned their previous apps because manual logging felt like a 'second job.'

60%

felt actively demotivated by complex charts and aggressive push notifications when they missed a single day.

Pain Points

1. Friction in Logging

Various multi-step processes required to log simple exercises or meals create a massive barrier to daily consistency.

2. Data Overload

Dashboards flooded with excessive, hard to read metrics (like hyper-specific macro-nutrient breakdowns) intimidate beginners and cause cognitive fatigue.

3. The All-or-Nothing Trap

Rigid 'streak' systems that reset to zero after one missed day severely demotivate users, causing them to abandon the app entirely after a single slip-up.

User Research

User research played a significant role in shaping the product strategy and interface decisions. The research phase focused on understanding how users interact with crypto platforms, identifying pain points, and mapping expectations. These methods helped identify how users interact with crypto platforms, what motivates their decisions, and which frustrations prevent long-term engagement.
The research revealed that users prioritize speed, transparency, and security above all else. Participants preferred visual portfolio analytics over text-heavy reporting systems because graphs and charts made financial trends easier to understand. Mobile accessibility also emerged as a major requirement since many users actively monitor market activity throughout the day on smaller devices.

Target Audience

- Active traders
- Fintech enthusiasts
- Digital asset managers
- Millennial professionals

Empathy Map

Says

- I want a simple crypto platform.
- I need to avoid transaction mistakes.
- I need better portfolio tracking.
- I need an app that looks as premium as the smartwatch I bought.

Thinks

- Is my money secure?
- Will this help me grow my investments?
- Can I trust this platform?
- I feel guilty every time this app sends me a push notification.

Does

- Checks market trends frequently.
- Monitors fitness apps.
- Tracks portfolio performance daily.
- Shows off beautiful dashboards to their coworkers and friends.

Feels

- Excited about crypto opportunities.
- Concerned about security risks.
- Frustrated by complexity.
- Empowered when the app makes things quickly visible that weekly consistency.

User Persona

NAME:	Alex Morgan
AGE:	29
EDUCATION:	B.S. in Computer Science
JOB:	Full-Stack Developer
LOCATION:	Singapore
HOBBIES:	Gaming, cycling

Bio

One of the primary user personas developed during the research phase was Alex Morgan, a 29-year-old digital professional based in Singapore. Alex is interested in long-term cryptocurrency investments and actively follows market trends but becomes frustrated by complex trading interfaces and overwhelming data. Alex values simplicity, security, and efficiency when managing investments and prefers platforms that provide clear analytics and smooth mobile experiences.

Pain points

- Complex trading interfaces
- Poor mobile experience
- Confusing analytics dashboards

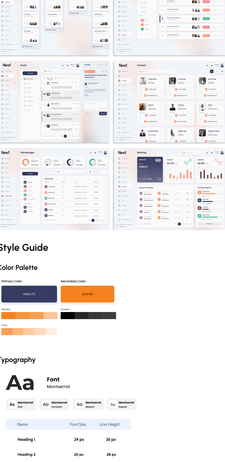
Goals

- Grow long-term crypto investments
- Track portfolio performance easily
- Use a secure and reliable platform

Personality

- Analytical
- Detail-oriented
- Easily fatigued by f
- Goal-driven

High-fidelity Design



Style Guide

Color Palette

Primary Color

#FF8C17E

Secondary Color

#2F7FFF

Accents

Neutrals

Typography

Aa

Font
Montserrat

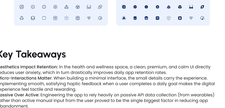
Aa Montserrat Bold | Aa Montserrat Semibold | Aa Montserrat Medium | Aa Montserrat Regular

Name	Font Size	Line Height
Heading 1	24 px	36 px
Heading 2	20 px	28 px
Body - Large	18 px	24 px
Body - Regular	16 px	24 px
Body - Small	14 px	18 px
Caption	12 px	16 px
BUTTON	16 px	24 px

Iconography

Outline

Bold



Key Takeaways

Aesthetics Impact Retention: In the health and wellness space, a clean, premium, and calm UI directly influences user retention. Users are more likely to engage with visually appealing tools.
Micro-interactions Matter: When building a minimal interface, the small details carry the experience. Implementing smooth, satisfying haptic feedback when a user completes a daily goal makes the digital experience feel tactile and rewarding.
Passive Over Active: Engineering the app to rely heavily on passive API data collection (from wearables) rather than active manual input from the user proved to be the single biggest factor in reducing app abandonment.

Roadmap

Although the current version of Nexfi successfully addresses core cryptocurrency management needs, several future improvements were identified during the project. Planned enhancements include AI-powered market insights, advanced trading tools, NFT marketplace integration, social trading functionality, biometric authentication, multi-language support, and expanded decentralized finance tools.
Additional features such as multi-language support and expanded decentralized finance tools will further improve accessibility and create a more globally inclusive experience. These future updates will continue strengthening Nexfi as a modern and scalable digital finance platform.

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