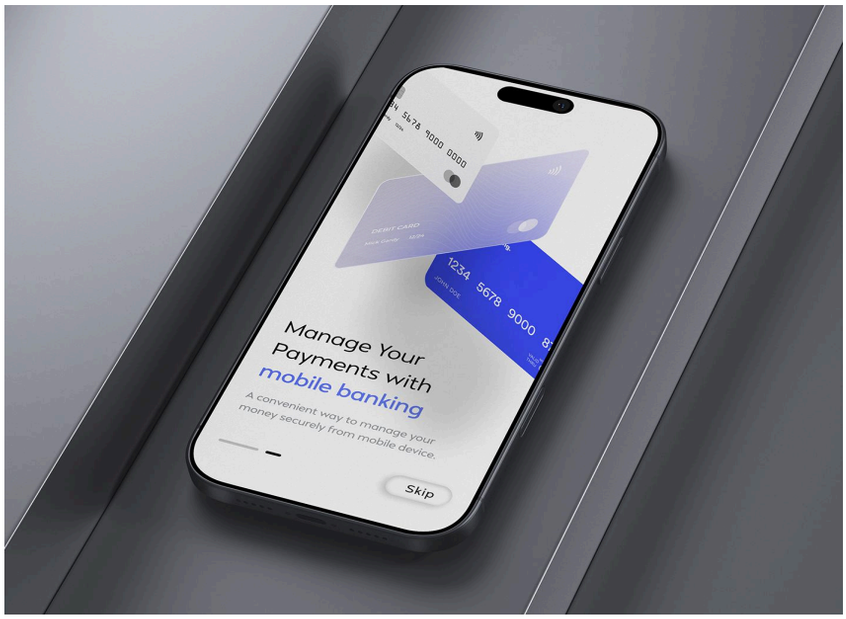
Altrus

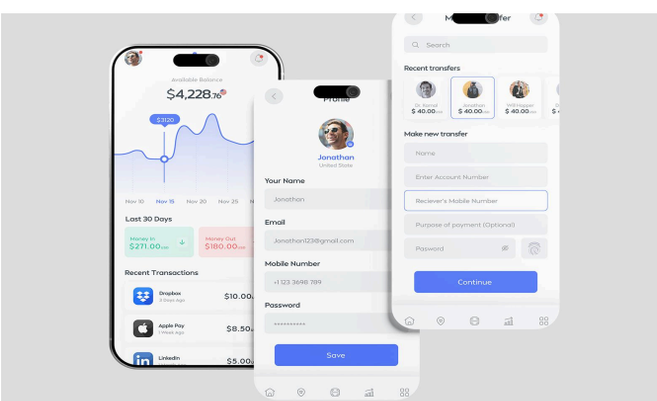
Altrus: A finance banking managemnt app

Full Case Study



Duration:

4 Weeks UX/UI Design & Prototyping,
6 Weeks for Full-Stack Development & Deployment



Product Overview

The Mobile Banking App is a secure and user-friendly financial management platform designed to simplify daily banking activities through a seamless digital experience. The app enables users to transfer money, pay bills, manage accounts, track expenses, and monitor transactions anytime and anywhere.

Responsibility

- UX/UI Design
- Web App Developer
- Testing & Launch

Tools

- Figma
- Figjam
- Flutter
- React Native
- MongoDB
- Node.js

Problem Statement

Traditional banking systems are often time-consuming, complex, and difficult to access for many users. Customers face challenges such as long waiting times, complicated transaction processes, limited accessibility, and poor user experience in existing banking apps.

Goals

Increase digital banking adoption.
Improve customer engagement.
Reduce dependency on physical branches.
Enhance user trust through secure transactions.
Provide a modern and competitive banking solution.

Development Process

Conducted market analysis and studied user behavior to understand the challenges users face in digital banking platforms.Identified core pain points, business requirements, and target audience needs to establish clear project objectives.Created user flows, information architecture, and low-fidelity wireframes to explore multiple solutions.Developed clean and modern high-fidelity UI screens with a focus on usability, accessibility, and consistency.Tested user interactions and gathered feedback to improve navigation, readability, and user satisfaction.Worked closely with developers to ensure accurate design implementation and maintain design consistency across the application.

Understand

User Research
User Interview
Competitve Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information Architecture

Design

Wireframe
Hi-Fi Designs
Prototype

Development

Feedbacks
Conclusion
Future Concept

Deploy

Feedbacks
Conclusion
Future Concept

Research & Discovery

The research phase focused on understanding user expectations, digital banking trends, and competitor platforms. Interviews and surveys revealed that users prioritize speed, security, simplicity, and real-time financial control when using banking applications. Competitor analysis showed that many banking apps contain complex navigation systems and overloaded interfaces, which negatively affect the user experience. Based on these findings, the app was designed with a minimal interface, intuitive navigation, and simplified transaction flows.

Observations

75%

Users prefer mobile banking over visiting physical branches for daily transactions.

85%

Users prioritize security and fast transaction processing when choosing a banking app.

Pain Points

Complicated onboarding and account setup process.Confusing navigation and overloaded interface.Slow money transfer and transaction processing.Lack of real-time transaction notifications.Difficult bill payment and recharge experience.Limited expense tracking and budgeting features.Security concerns during online transactions.Poor accessibility for first-time users.Too many unnecessary steps for simple tasks

User Research

User interviews and surveys were conducted with students, professionals, freelancers, and business owners to understand their financial habits and expectations from digital banking services.
The research identified that users want a simple and secure banking experience with quick access to essential features such as money transfers, transaction history, bill payments, and expense tracking.

Unique Features

- Instant money transfer
- Smart expense tracking
- Real-time transaction notifications
- Secure biometric authentication

Target Audience

Young professionals

University students

Freelancers

Digital payment users

Empathy Map

Says

I want quick and secure transactions.

"Does this doctor actually accept my insurance plan?"

"I don't want to fill out five pages of medical history just to see if they are open on Fridays."

"Is this doctor actually good, or do they just happen to have an opening?"

Thinks

Is my money secure?

Can I manage all payments in one app?

Will the transaction process be fast?

"A seamless booking process makes me trust the clinic before I even walk in the door."

Does

Checks account balance frequently

Transfers money digitally

Pays bills online

Tracks spending habits

Feels

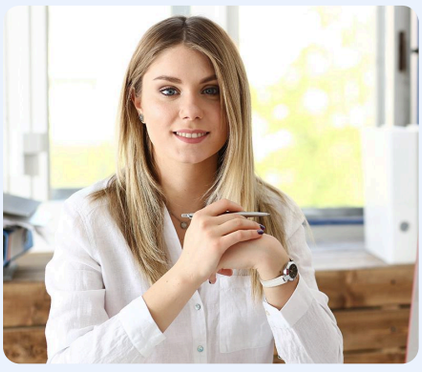
Frustrated with complicated banking apps

Concerned about security risks

Satisfied with fast and smooth transactions

Confident when financial data is organized clearly

User Persona



Bio

Emily balances a demanding corporate job and caring for her toddler. When her child gets sick, she needs to find a highly-rated pediatrician immediately. She doesn't have the time or patience to call five different clinics and wait on hold during her lunch break. She expects the digital healthcare experience to be as seamless as booking a flight or ordering food.

Personality

- Protective
- Time-conscious
- Tech-savvy
- Transparency and peer reviews

NAME:	Emily Chen
AGE:	34
EDUCATION:	B.S. in Communications
JOB:	Marketing Executive
LOCATION	Seattle, Washington
HOBBIES:	Yoga, reading, weekend hiking

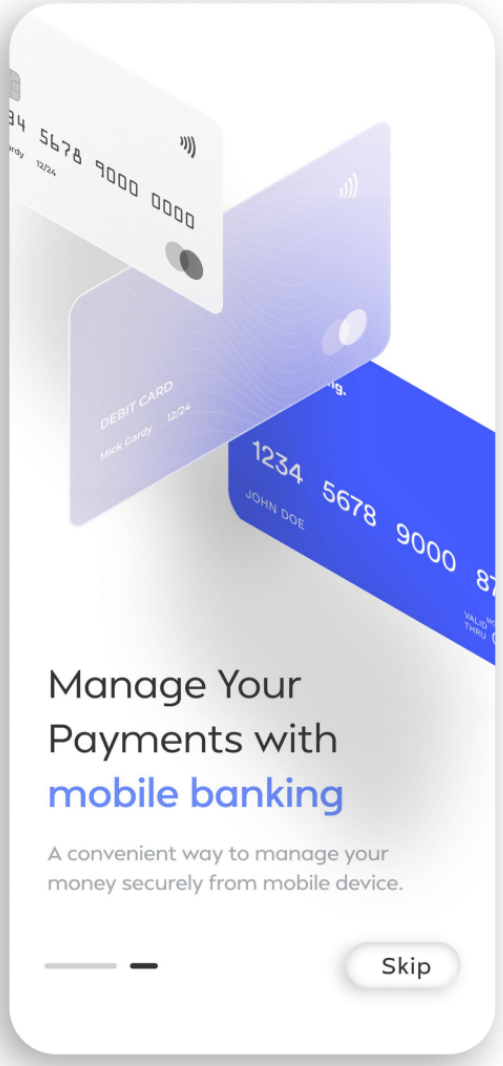
Pain points

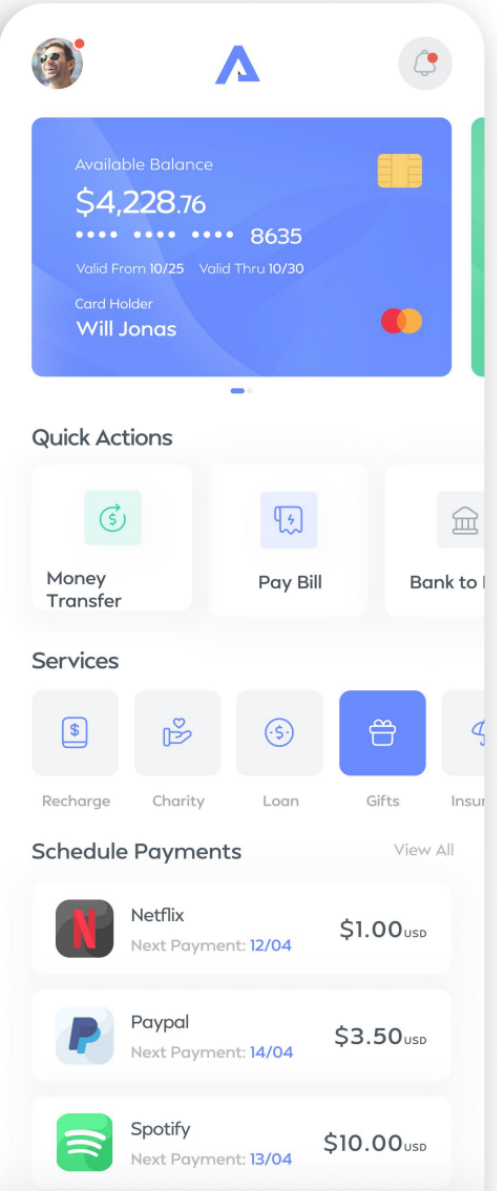
- Hates waiting on hold with busy clinic receptionists.
- Deeply anxious about visiting unreviewed doctors or outdated clinics.
- Frustrated by medical websites that aren't optimized for mobile viewing.

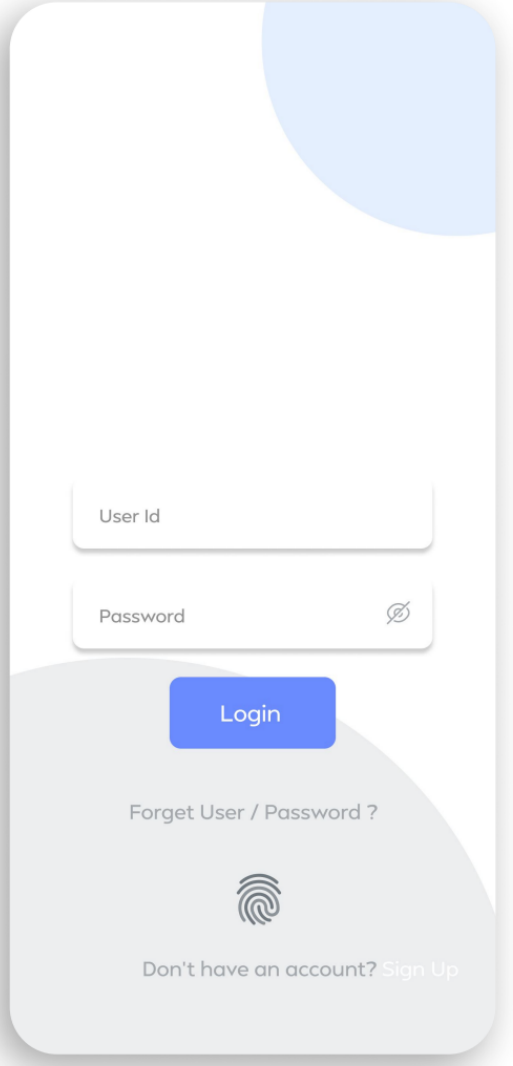
Goals

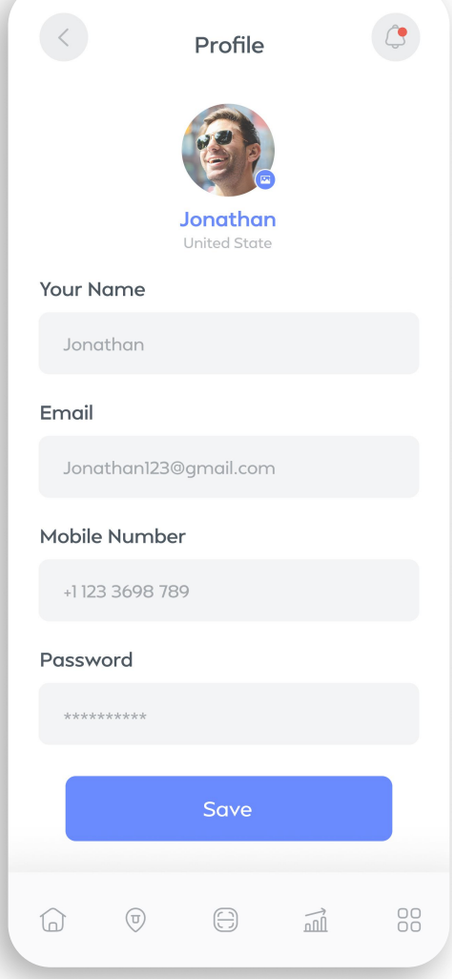
- Find a top-rated local pediatrician who has an opening today.
- Book the appointment instantly online without a lengthy registration.
- See upfront consultation fees and accepted insurance networks.

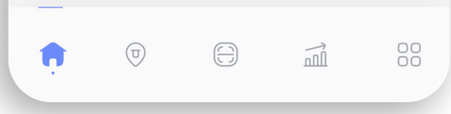
High-fidelity Design

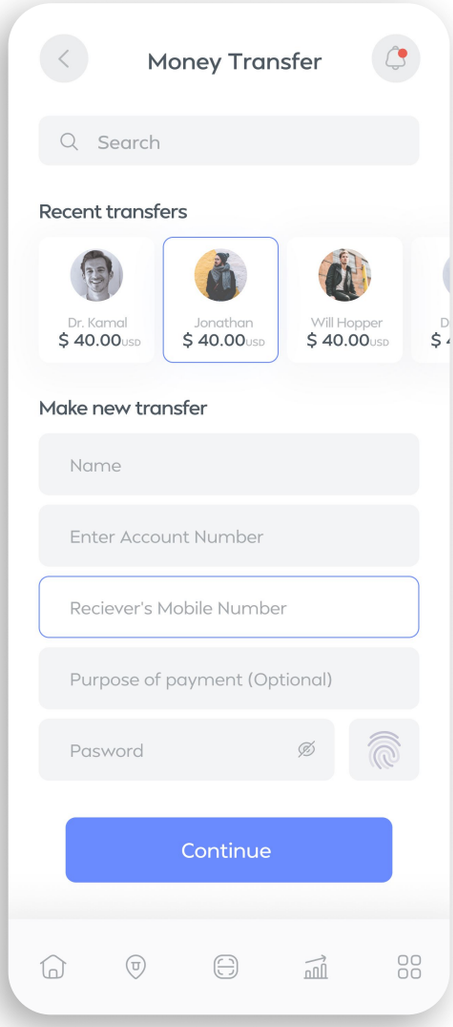


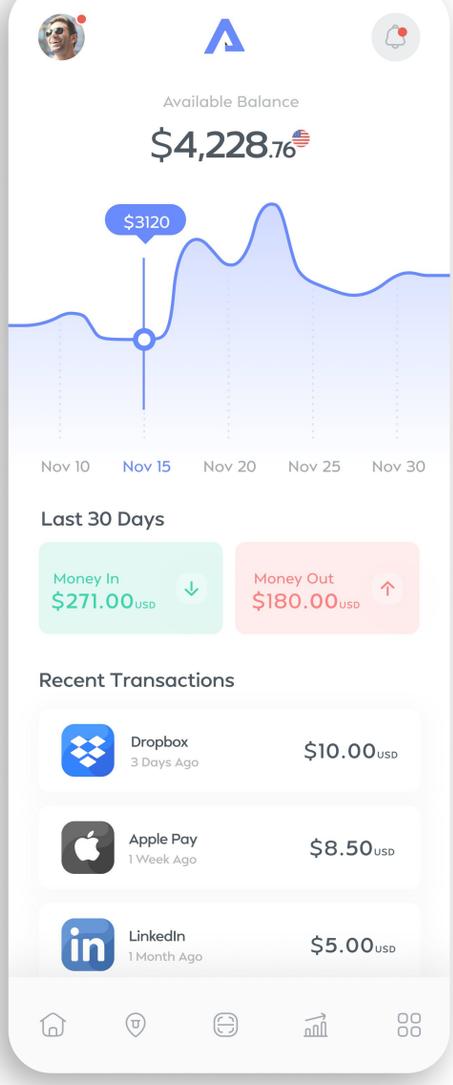












Style Guide

Color Palette

Primary Color

#025552

Secondary Color

#0DB5AF

Shades

Tints

Shades

Tints

Typography

Aa

Font

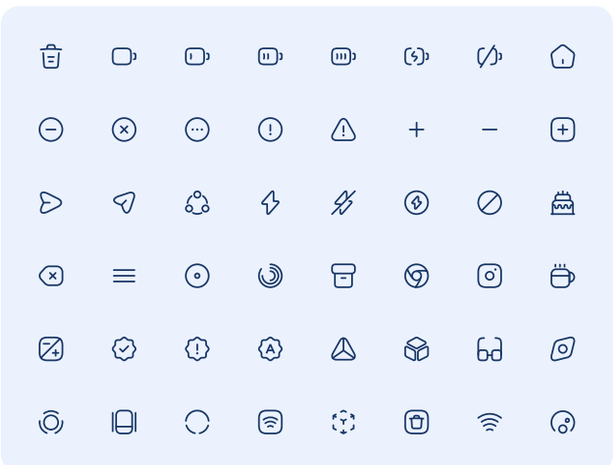
Montserrat

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

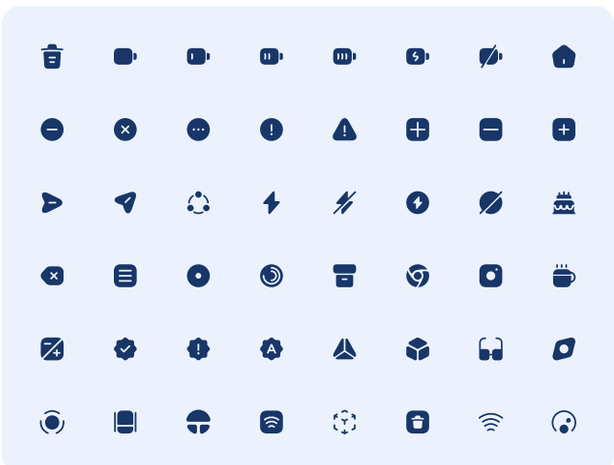
Name	Font Size	Line Height
Heading 1	**24 px**	**36 px**
Heading 2	**20 px**	**28 px**
Body - Large	18 px	24 px
Body - Regular	**16 px**	**24 px**
Body - Small	14 px	22 px
Caption	12 px	16 px
BUTTON	**16 px**	**24 px**

Iconography

Outline



Bold



Key Takeaways

This project highlighted the importance of creating a user-centered banking experience that focuses on simplicity, speed, and security. Through detailed research and usability testing, it became clear that users prefer clean interfaces, intuitive navigation, and quick access to essential banking features.
The case study also demonstrated how a consistent design system can improve both user experience and development efficiency. By simplifying transaction flows and reducing unnecessary complexity, the app was able to provide a smoother and more engaging financial experience for users.

Roadmap

Phase 1 (Current): User research and competitor analysis. Information architecture planning
Phase 2 (Next 6 Months): Wireframing and user flow design. UI design system creation
Phase 3 (Next 6 Months): High-fidelity mobile app design.
Interactive prototyping and usability testing

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