

Design Direction

A dialogue based approach to break down a transaction into smaller simpler steps.

Design Rationale

From user study, we realized senior citizens were hesitant to use mobile apps due to the difficulty in identifying the flow of the screen layout. Most of them gave up using applications due to the complicated steps and fear of making mistakes. Furthermore, almost all elderly who participated in a user study comparing typeform and google form preferred the former. This gave us an interesting insight that elderly generally preferred a step-by-step approach to solving problems.

Design Strategy

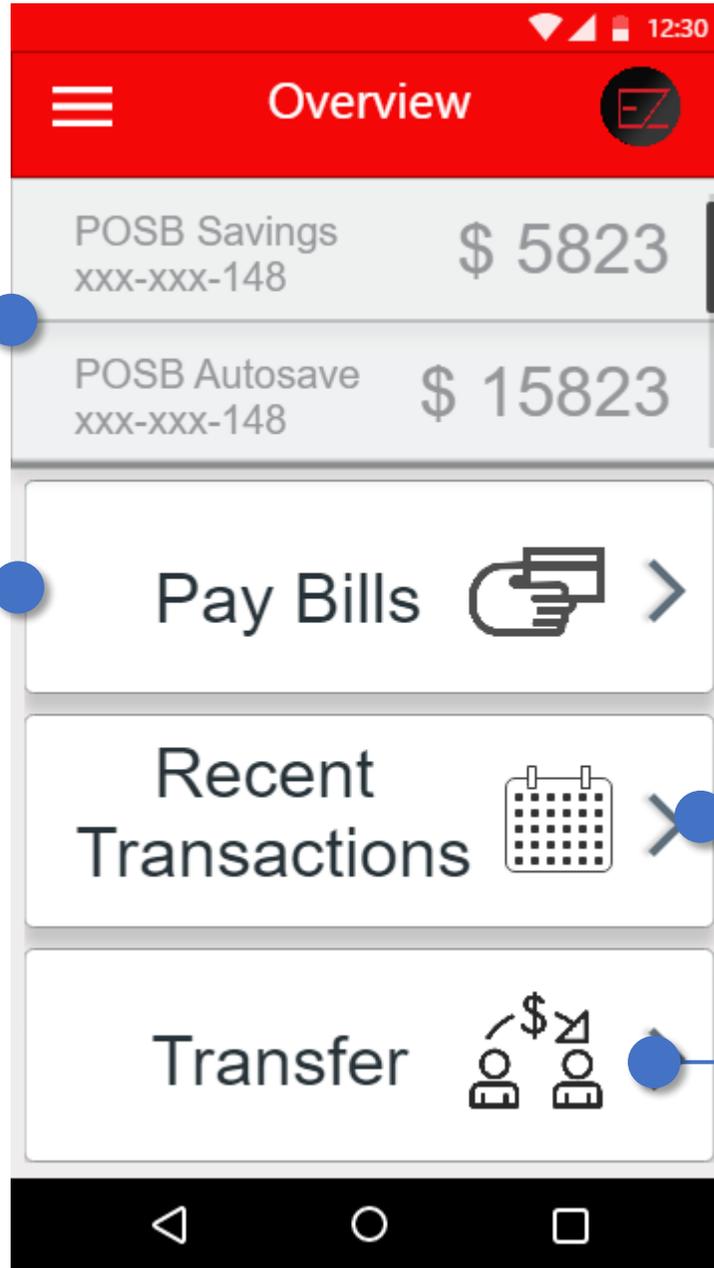
- Provide easy access to commonly required information
- Break down steps and make each step simpler
- Provide a dialogue based approach to prompt users to think

Design Principles

- Speak the user's language
- High administration-information ratio
- Improve legibility
- Prevent user-driven errors
- Reduce memory load
- Emphasise information of higher importance

Prioritizing information

Overview of Bank balances at a glance.

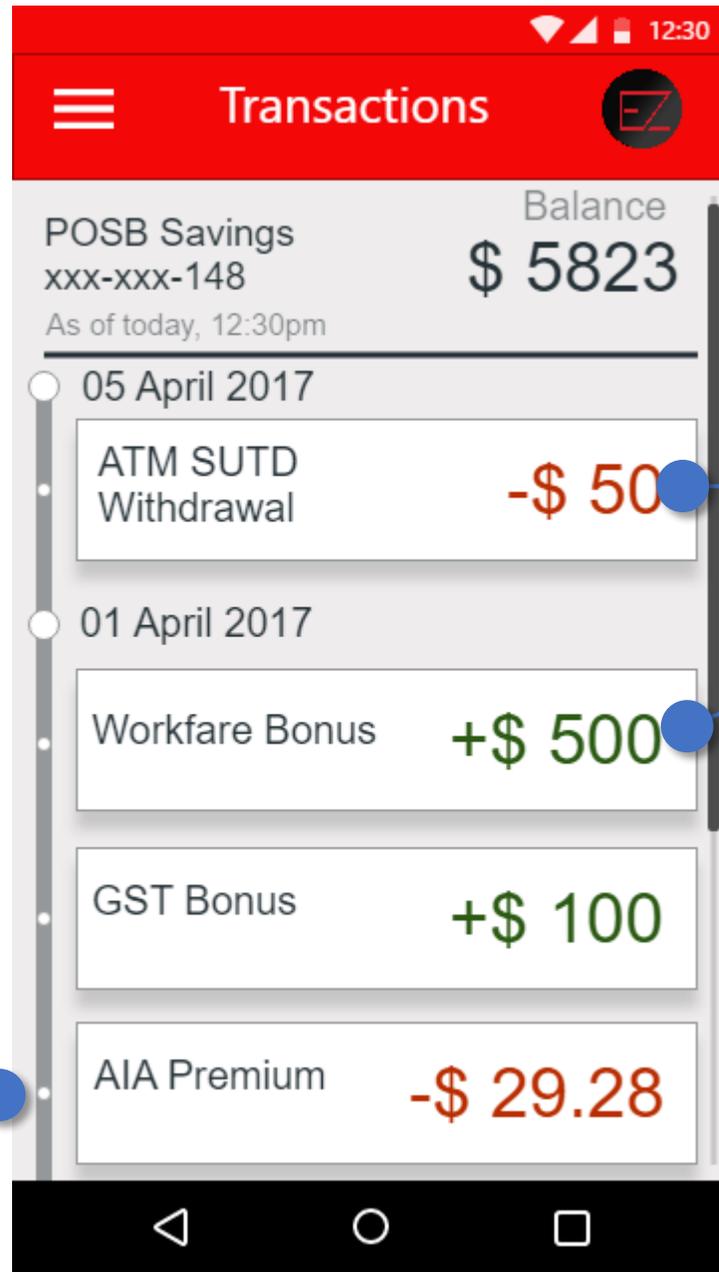


Large fonts were used to increase the readability of the buttons and sharpen the information

Divider used to separate the different functions

Arrows and shadow were added to the button increase affordance

Icons were added to facilitate thought process



Graphic Design/Information sharpening

The amounts were color coded red and green to denote debit and credit respectively

Grouping

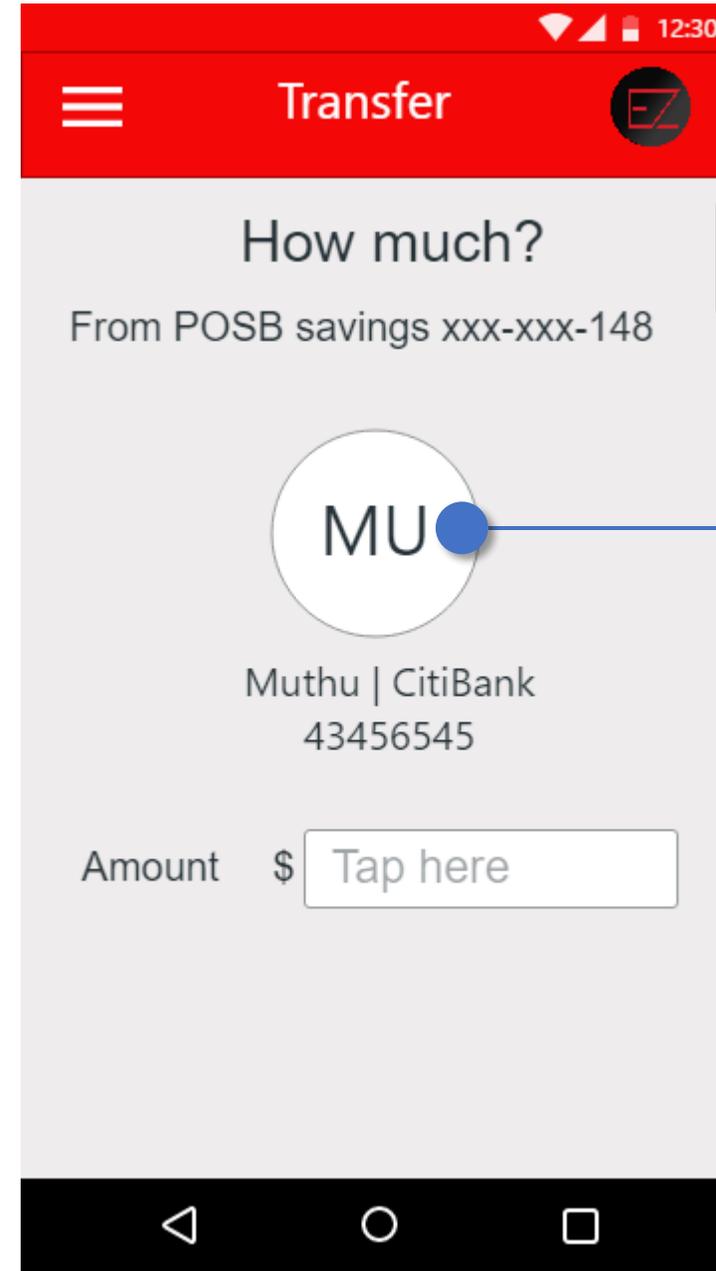
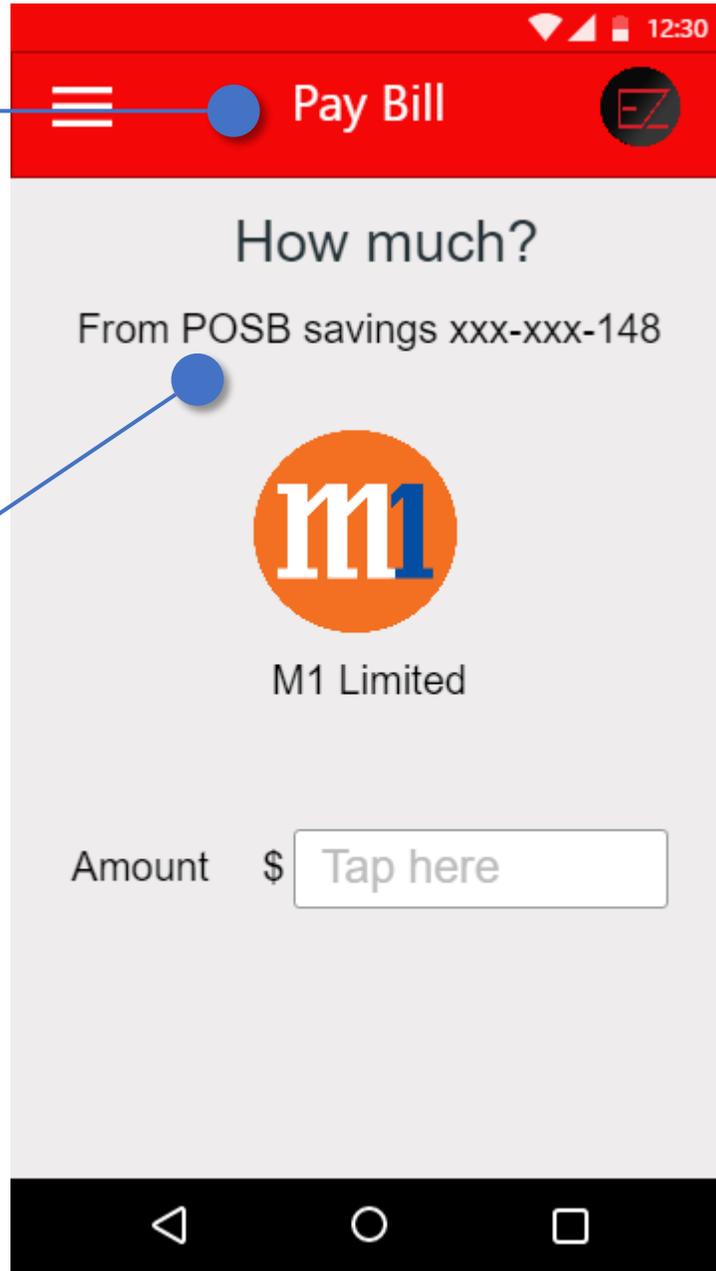
Circles of different sizes to show the dates of different transactions and group them together

Consistency

When a user performs a certain transaction, the title is same throughout the entire process.

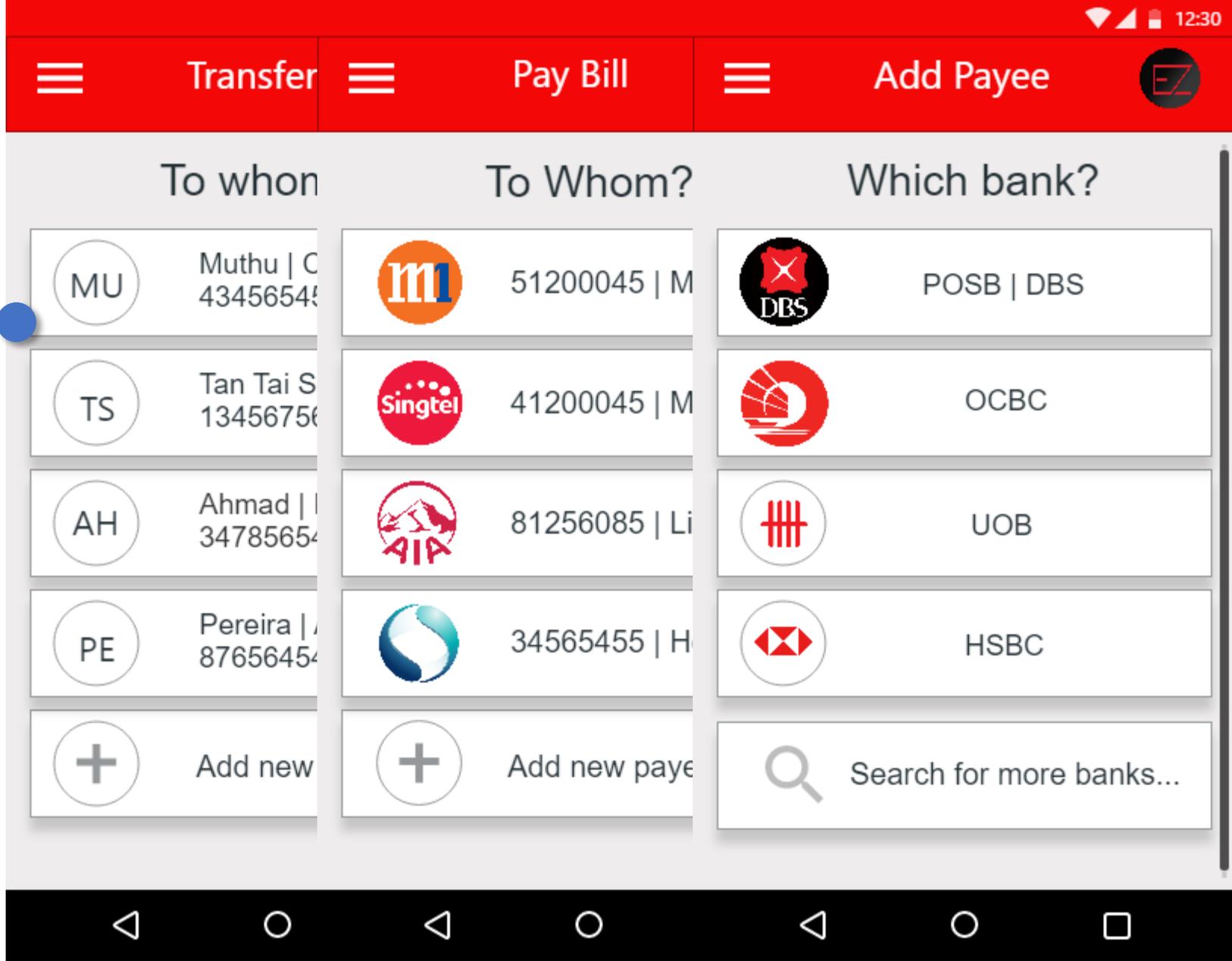
Speaking the users' language

Questions were made using simple phrases to prompt users to think. Moreover, it is sort of a metaphor of how a staff might speak to the user in a physical branch.



Information Sharpening

Large logo with name of organization or initials of payee are shown for verification. The user study also showed that elderly were afraid that they might pay the wrong person or organization. Therefore it is important to reaffirm their trust by showing that they are performing the transaction correctly.



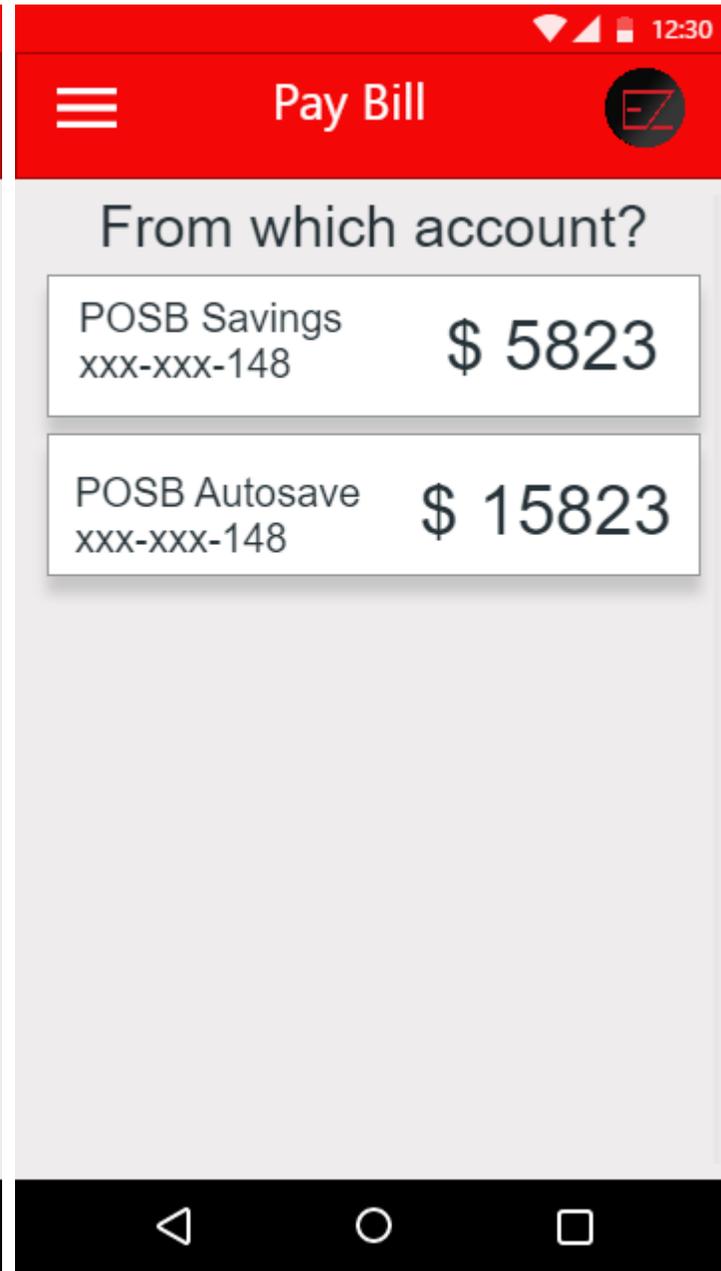
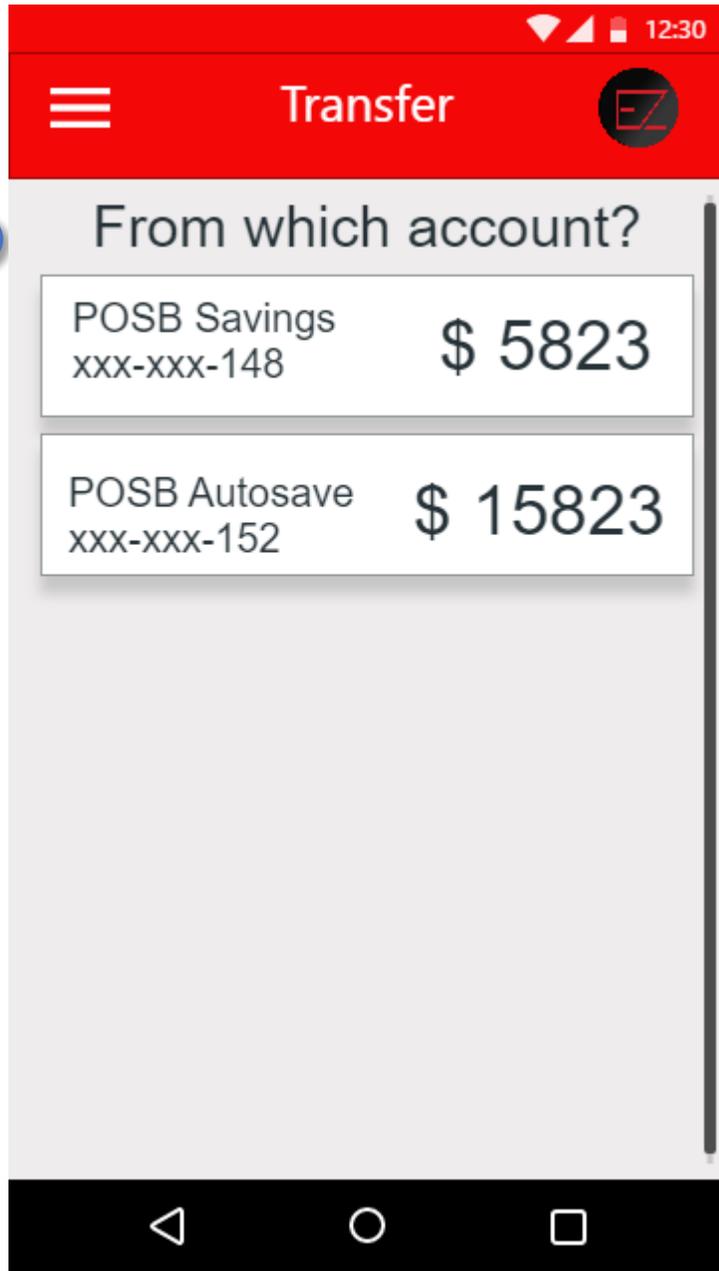
Consistency

Consistent UI, circles for logos and initials or avatar

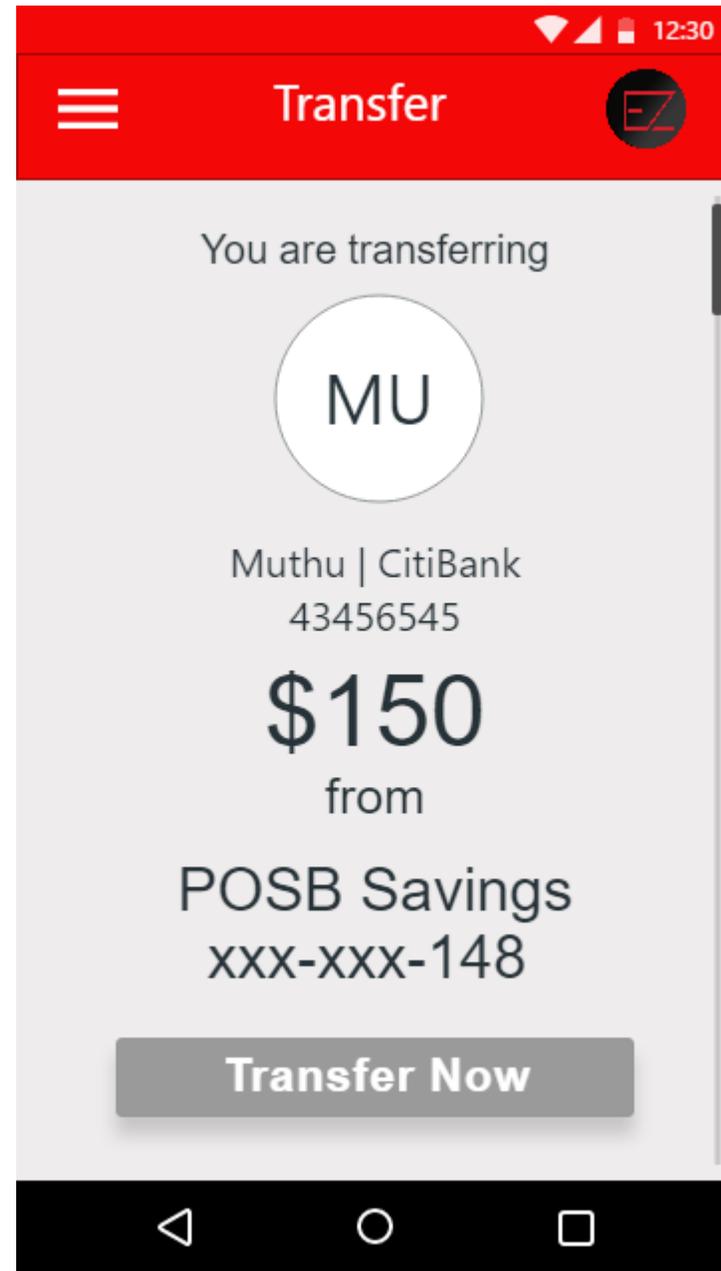
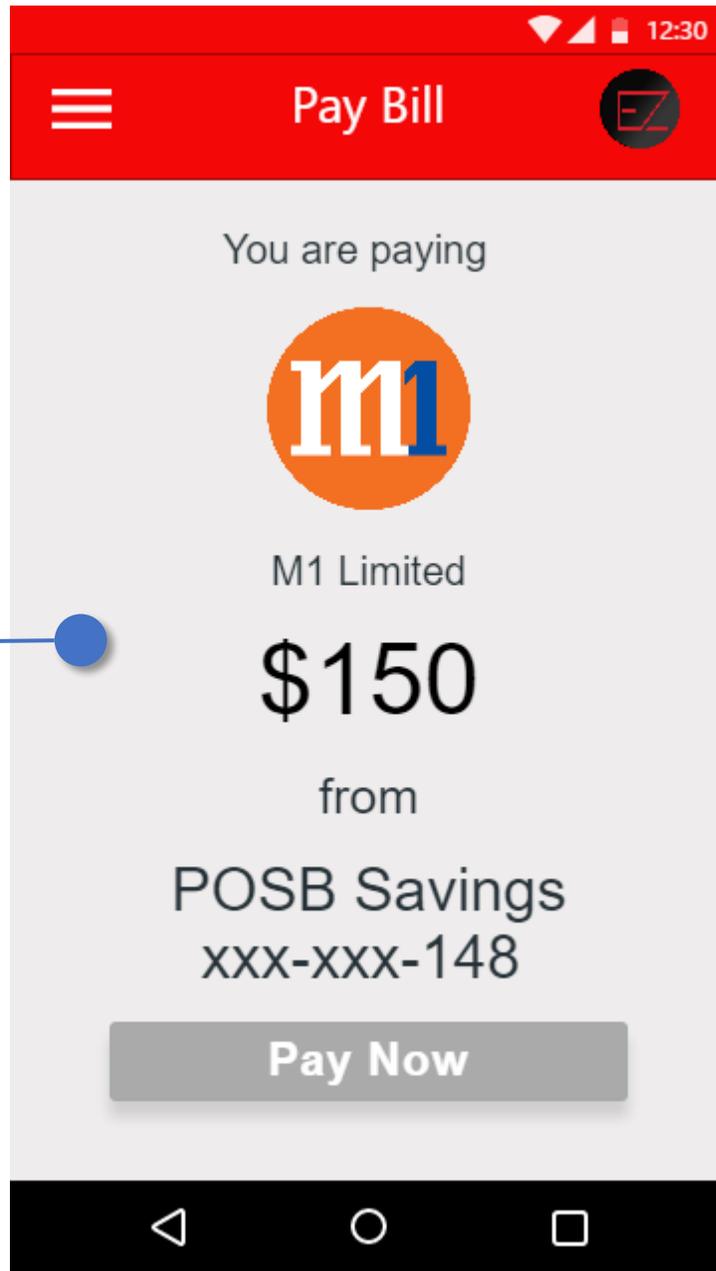
We found that many elderly had difficulties reading the names of billing organizations.

Therefore I added logos of banks, billing organizations and initials of their friends to facilitate with the thinking process

Most elderly had trouble remembering numbers. In order to **reduce memory load**, I showed the current balance when performing transactions.



Reduce memory load by showing current progress and whatever the user has entered so far. A large text of the amount entered is shown to the user to ensure that the wrong amount is not enter



Tick is used to **emphasize** that the transaction went through successfully, to show that the transaction is successful.

