

Redesigning HSBC's bank app UI

Personal project

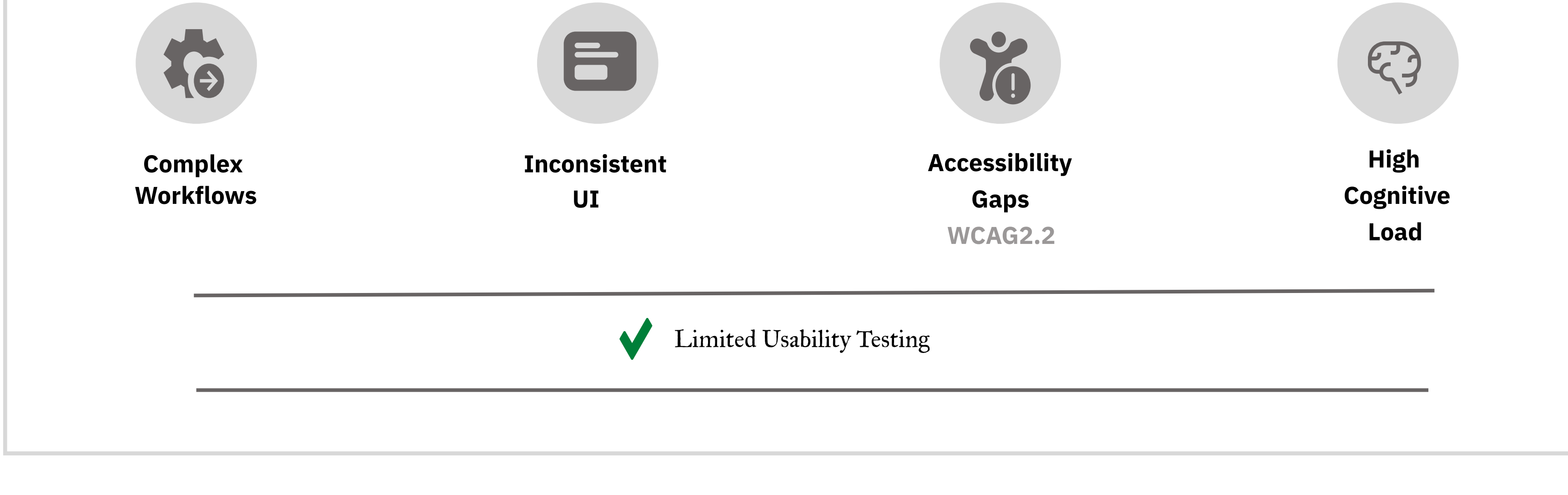
Platform: Web & Enterprise Applications

Users: Internal Admins, Operations Teams, Customers

Problem Statement

How might we simplify complex banking workflows while ensuring accessibility, consistency, and usability across HSBC's enterprise and customer-facing applications?

Key Challenges



Design Goals



Process

- Research**
Used it for more than 2 weeks and went through reviews.
- UX Improvement**
After understanding the user experiences, Now it's time to make it better.
- UI Design**
An eye catchy quick - to - use interface to Keep users engaged.



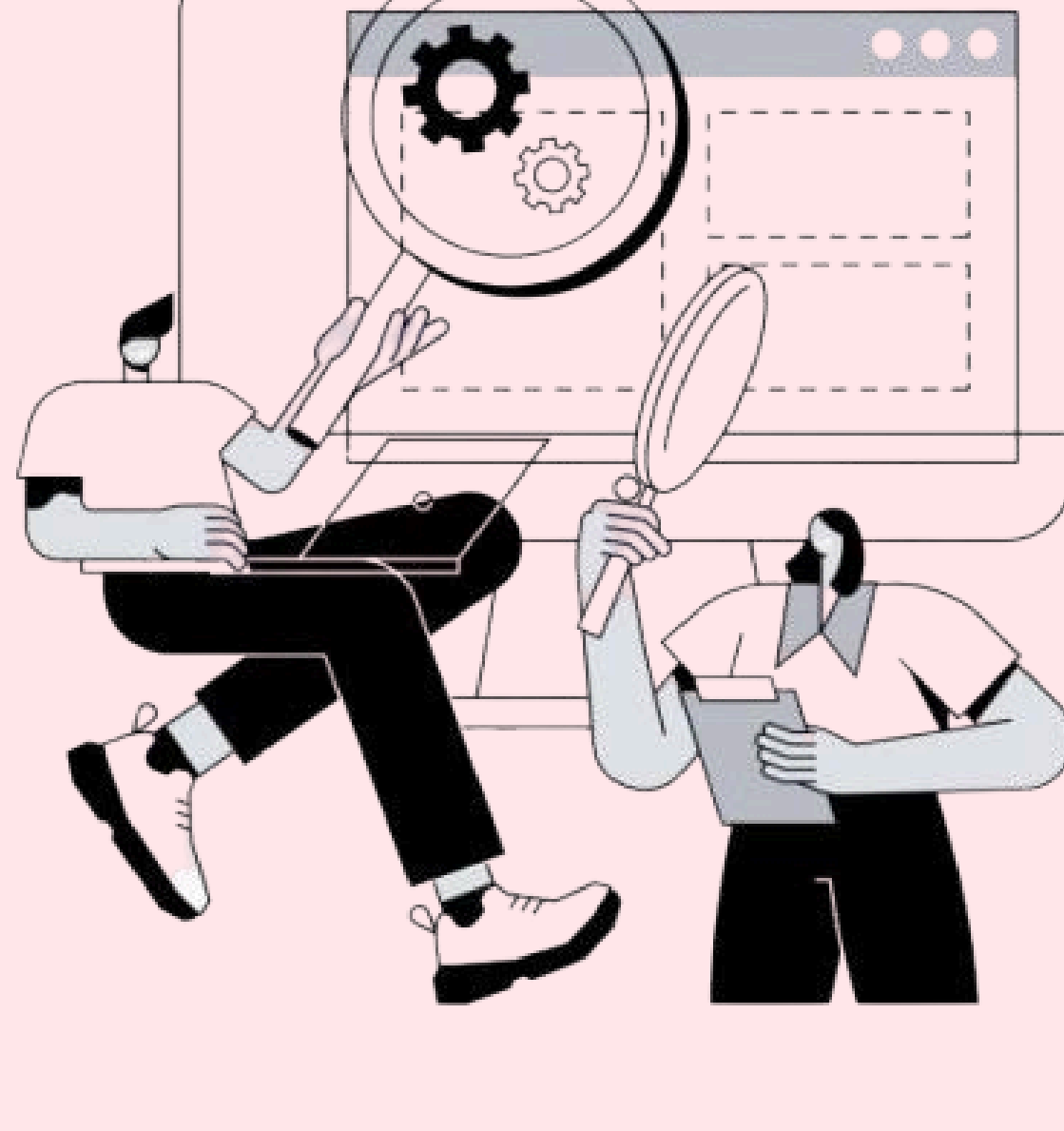
User Research

"HSBC Mobile Banking gives you secure access to your accounts anytime, anywhere. Check balances, transfer money, paybills, and manage Your cards easily - all protected by advanced security."

Key Features

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- High cognitive load from multi step workflows.
- Inconsistent UI patterns increased learning curve.



Problems

User Interface

The current main page feels cluttered and Overwhelming, making it hard for users to navigate.

Visual Hierarchy

Lack of a strong visual hierarchy leads to all elements competing for attention.

Promotions and Offers

Promotional banners dominate the screen, distracting users from their main task of finding daily needs.

UX Improvement

After going through the reviews and my own experience of using the app, I found some problems and their solutions to improve user experience.

Design Principles

Trust worthy

Make use of colour to create a sense of safety and reliability

Design Iconography to emphasise trust and reliability

Don't trick users into actions they don't want to take (by avoiding dark patterns and false affordances with incorrect affordance)

Progressive

Use visual elements for every on- going journey

Visualise growth of merchants business

Use green colour for completed transaction data because green often associated with growth and money

Inclusive

High standard of accessibility referring to checklist from HSBC

Add button tap on visual effect to enhance usability

Avoid ALL CAPS for content copy Use UI elements that is widely understood by local merchants

Effortless

Use single question set instead of complicated form

Use white space and limit colour scheme to create attention

Call to join action button should always be prominent and one in each page

