

# SPLITZ

PAYMENT APPLICATION

# SPLITZ

A B2C MOBILE APPLICATION

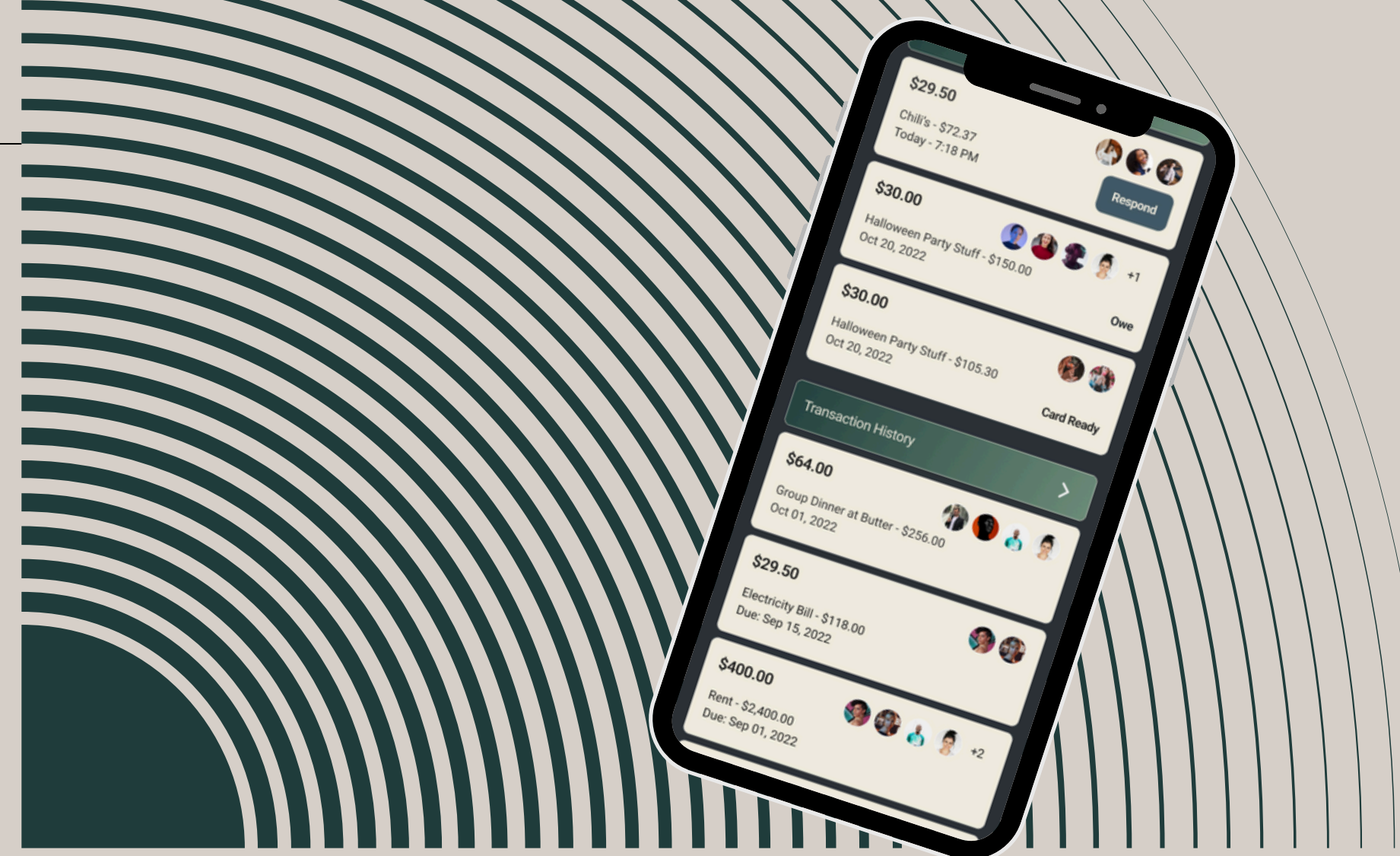
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## Overview:

A B2C that aims to allow individuals to confidently make group purchases and take ownership of their spending. Splitz is an application that enables group payments for goods and services. The purpose of the product is to eliminate the need to request and transfer money post-transaction.

# THE PROBLEM

Splitz is still in the idea stage of the application. The stakeholder has done research but has not solidified her brand identity, user journey, and user pain points. She has completed preliminary research and validated her initial assumptions in user interviews to get the ideation portion off the ground. In order to move forward, they want to work with a prototype to better understand her users through a usability observation.



# THE SOLUTION

Our team developed a high fidelity prototype design for the mobile application Splitz. We collaborated to create a style guide to help the client have a strong sense of branding. I prioritized the clients desire for the application to represent a "Simple, Fast, Convenient" application for young professionals. I especially focused on designing the Sign-Up pages and collaborated on the home screen.

# RESOURCES

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## My Role

- UX /UI Designer in team of 6

## Tools

- Figma/ Fig-jam
- Slack
- Google Applications
- Zoom

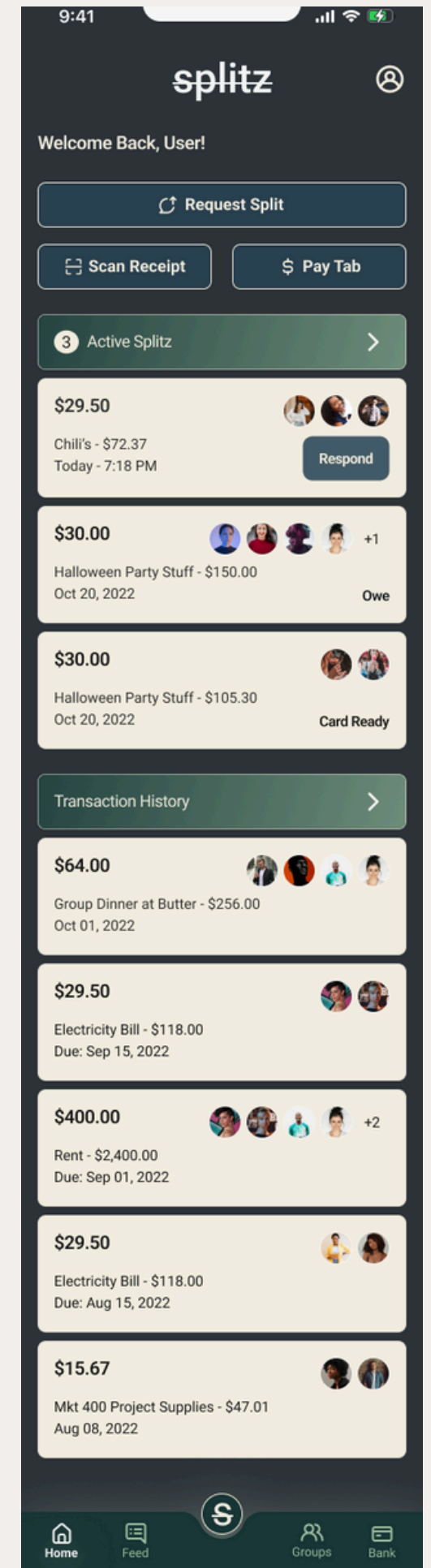
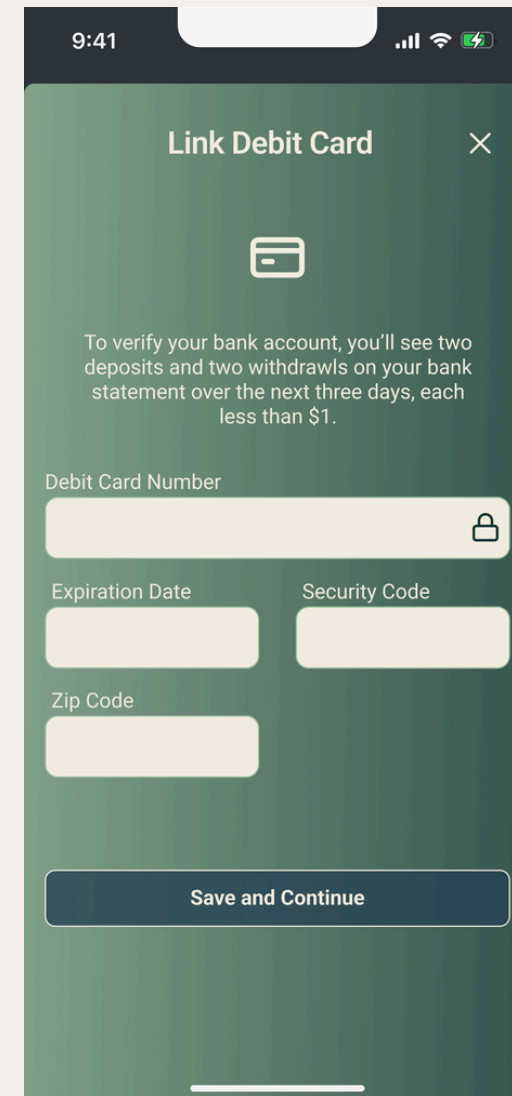
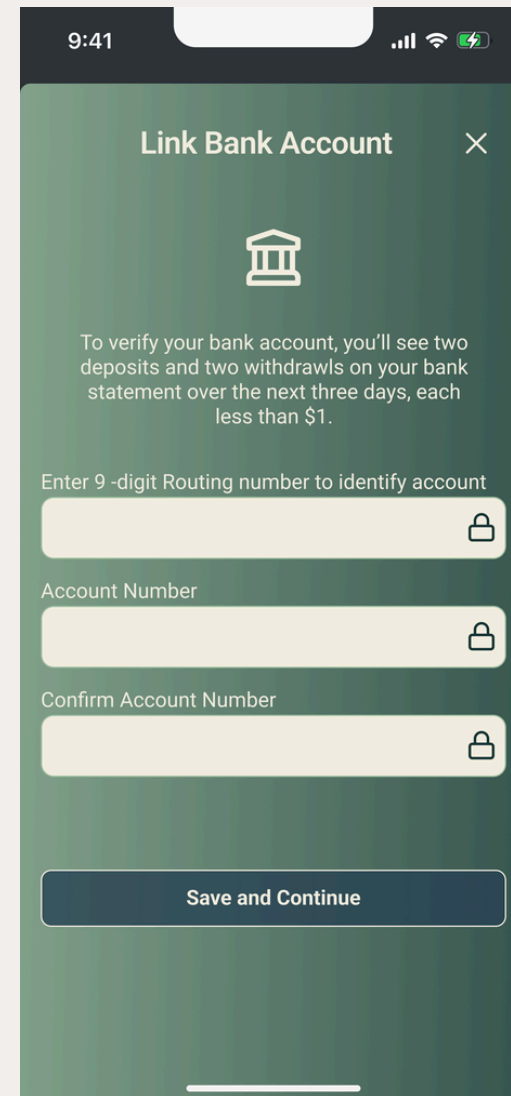
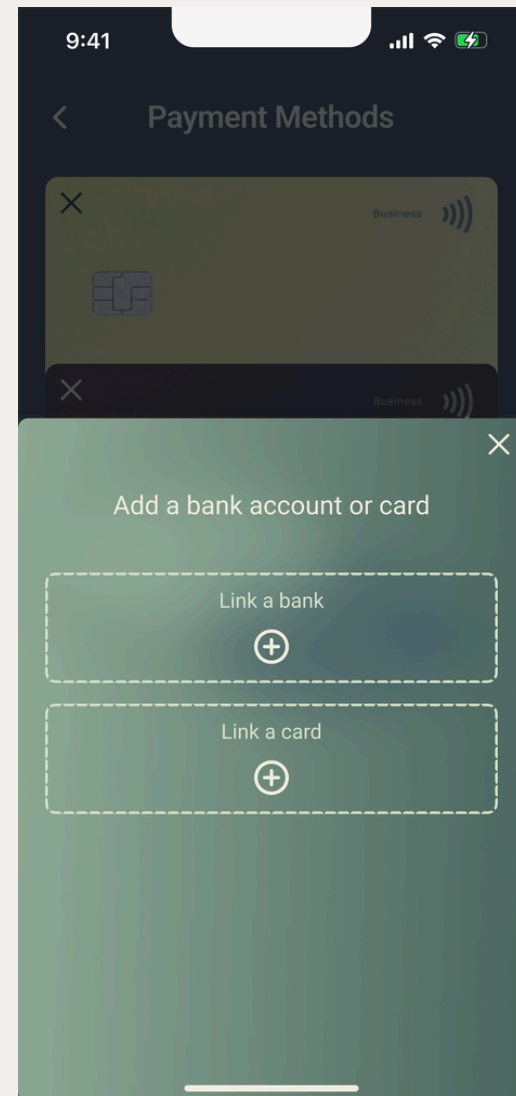
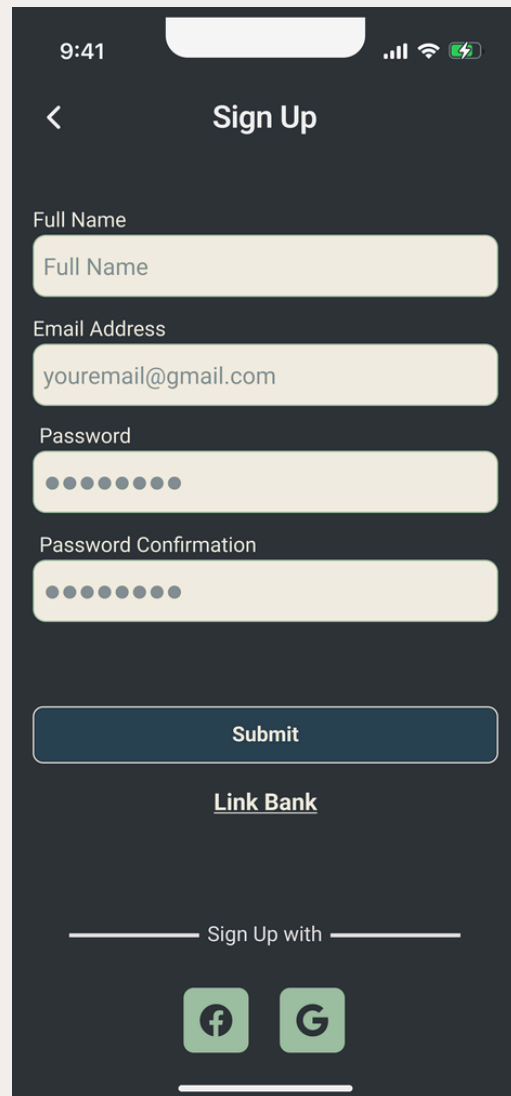
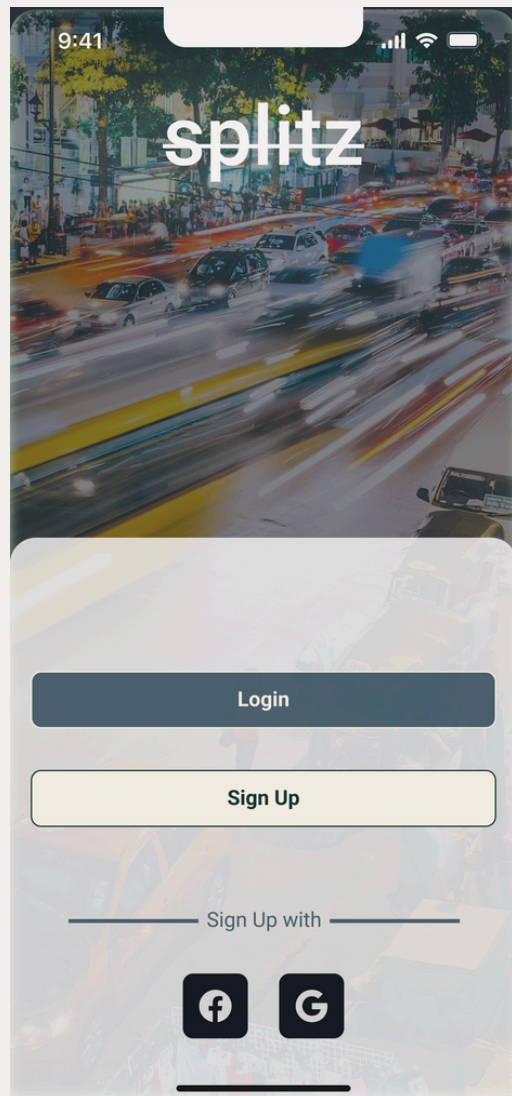
## Timeline

- Start: October 2022
- 5 weeks

## Deliverables

- User Flows
- Wireframes
- UI HiFi's
- Style Guide
- Prototype

# SPLITZ



# DESIGN PROCESS

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1

Kick-off

2

Research

3

Wireframes

4

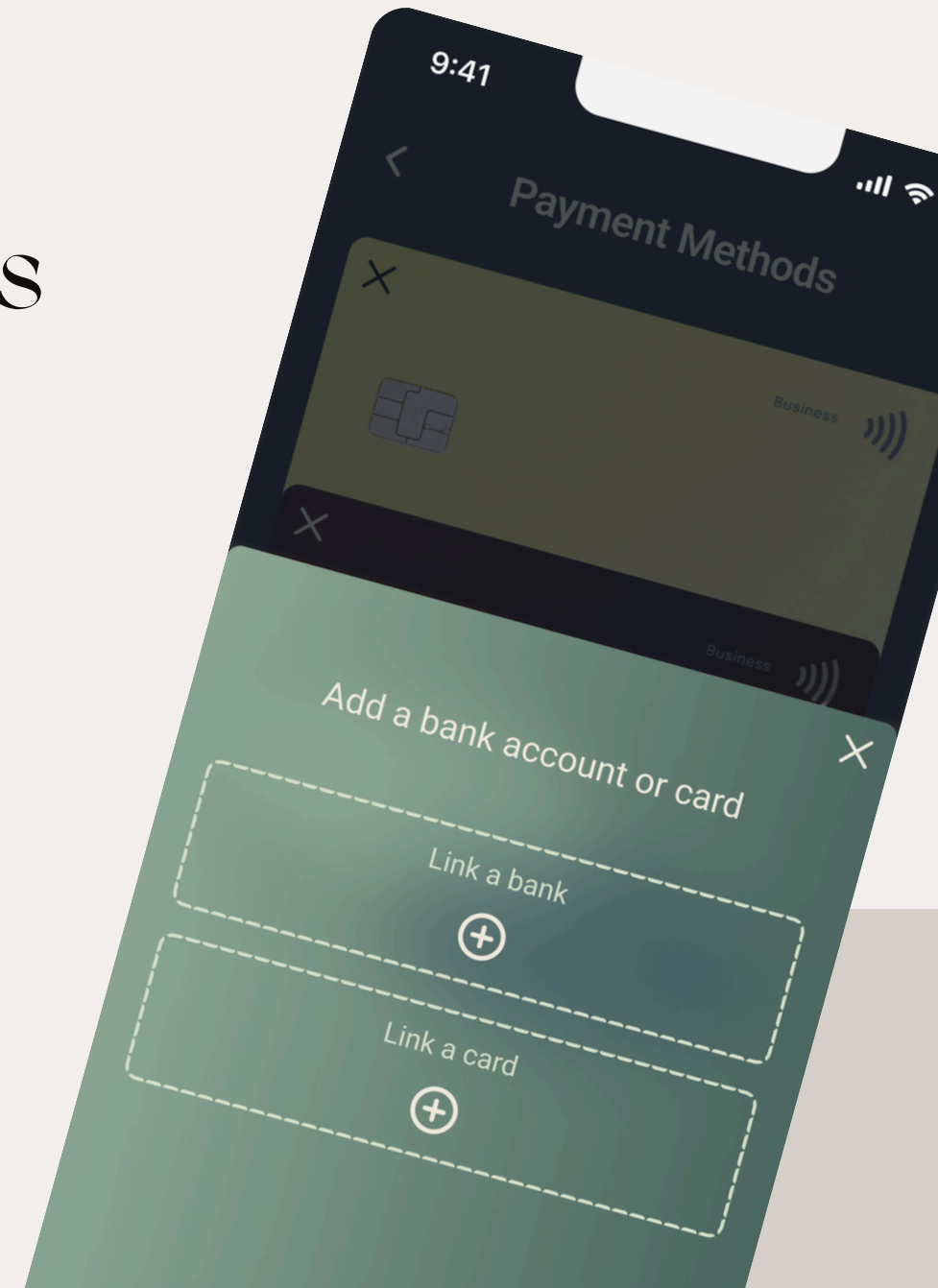
Style Guide

5

Prototype

6

Hand-off



# KICK- OFF

## Kick-Off

The project began with a kick off meeting between the client and project manager. The client did a very thorough job in her initial discovery phases. We were well equipped as a team with:

- Initial Planning Documents
- MVP Requirements
- Unofficial Brand platform
- A beginners proposal plan

As a team, we reviewed the client brief, and questionnaire our project manager created and continuously analyzed all materials.

Andrea B

*DESIGNER*

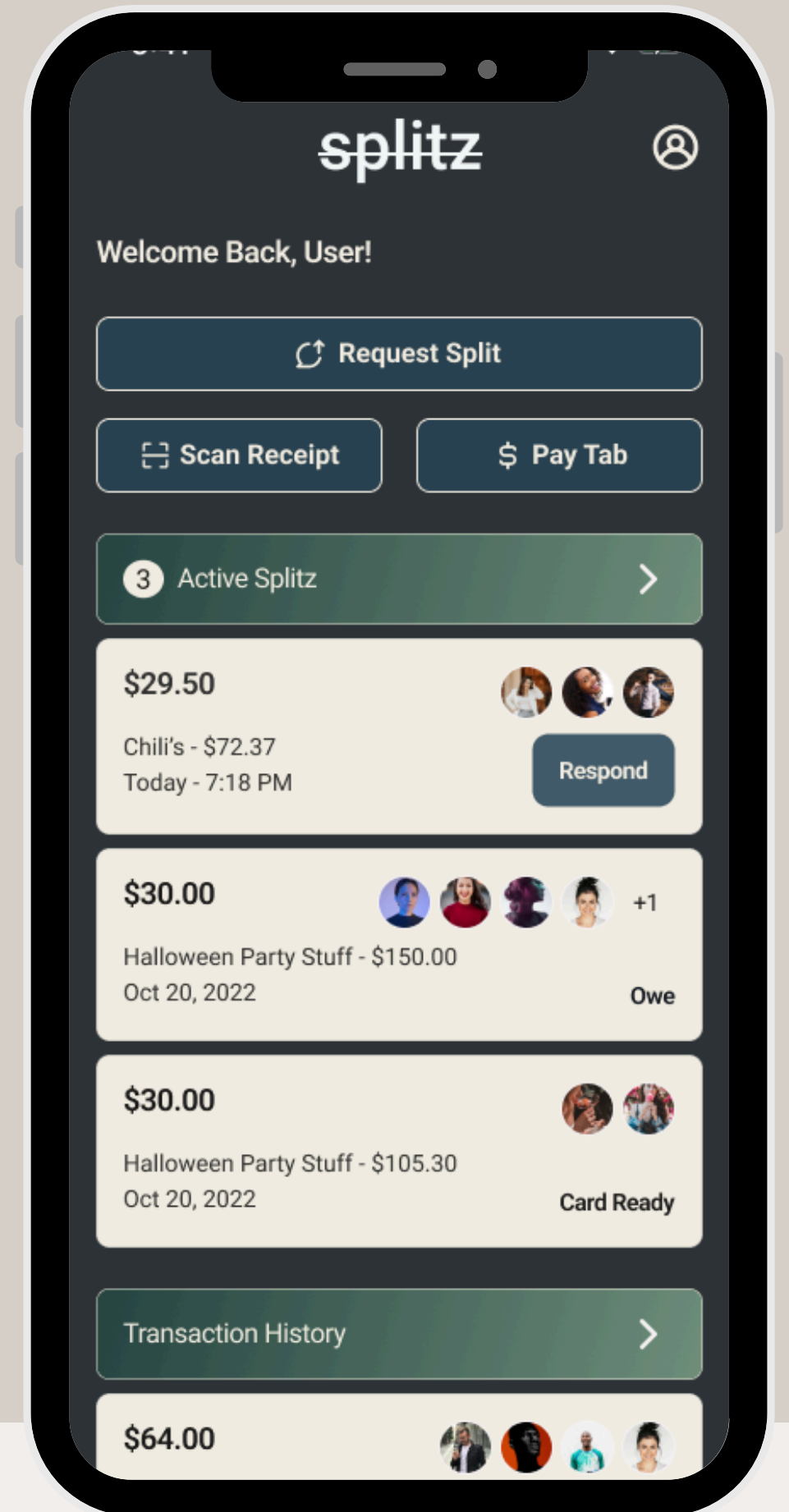


# RESEARCH

Due to the client having already conducted user interviews, and lots of their own generative research, I sought to discover as much as I could about her existing plan. I studied her Brand, and our Client Questionnaire. I then conducted a rapid competitors evaluation to understand pain points of similar applications. I later allowed this research to inspire design decisions. I discovered due to Splitz key feature, of payments in real time, it would set itself apart from similar applications. The client believed their indirect competitors were payment apps such as Cashapp, Venmo, and Zelle. In my research I also discovered Split-wise, and Toast a bill splitting application. My goal was to then ensure that our design covered every concern the client had.

The largest pain-points of existing apps were :

- The hassle of needing numerous applications to complete payments and interact with friends financially
- Time spent processing payments (via bank, or application pending payments)

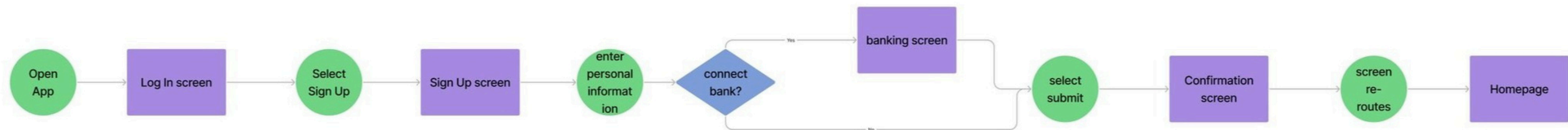




# USER FLOW

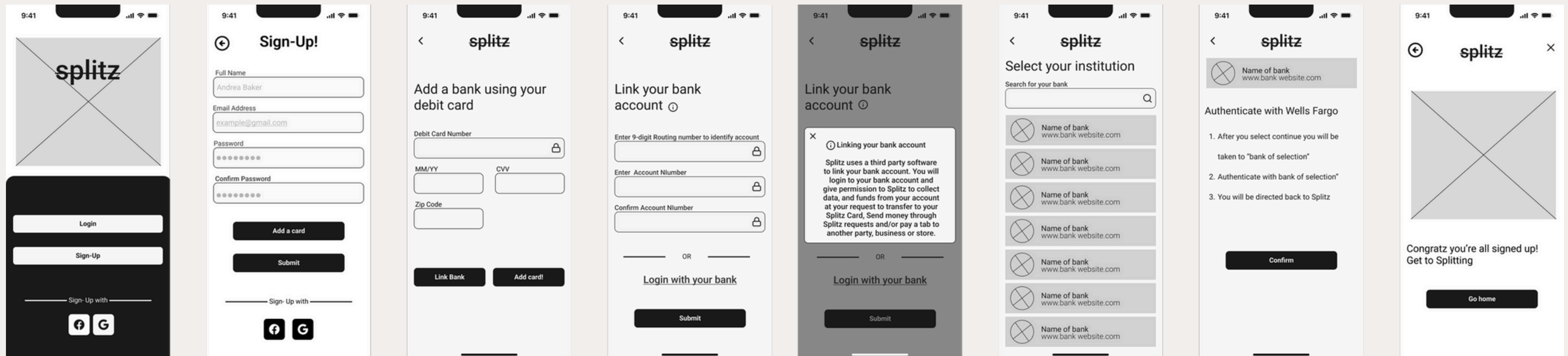
The team individually decided which user flow we would be responsible for. I decided to oversee the “Sign Up” flow. When we completed this task we collaborated to ensure that all of our flows matched the expectations of the client for the wireframe creation.

User Flow #1 - As a user, I want to be able to create an account.



# WIREFRAMES

The team and I met with one another to collaborate before starting our wireframes. We wanted to ensure that during the design process we were cohesive. As a result, we began creating components for the User Interface. This was our cornerstone for the wireframes and our style guides. With each team member designing their own screens we had to communicate effectively in order to design as a unit. My initial wireframes are below:



# STYLE GUIDES

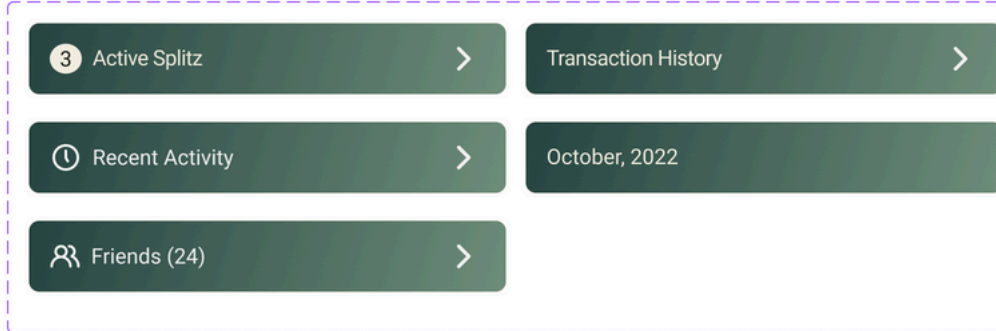
As we developed our style guide, we became very efficient with creating components to share amongst our designs, the iconography and typography really came together. In order to select a color palette we all created mood boards with colors and images that we believed best represented what the client wanted to represent. I made notes based off the hand-offs we received from the client, this helped inspire colors selected for my UI Color Exploration:

- Audience: “College students and young professionals”
- Keep in mind: “especially those living around metropolitan areas/cities that spend time and participate in activities with friends”
- Adjectives: Simple, Fast, Convenient
- Words to consider: community, youthful, simple, convenient
- We played around with our color inspiration , we finally decided on the use of shades of greens because we believed green as a primary color best represented youth, and economic responsibility. I especially helped coordinate the imagery, typography and components that went into our visual style guide.

# SPLITZ

## Component Library

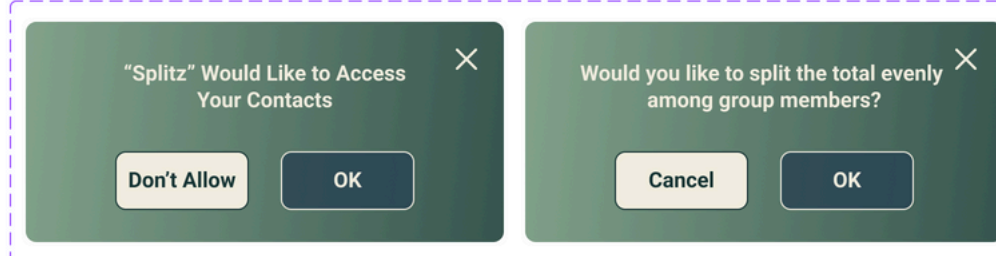
### Headers



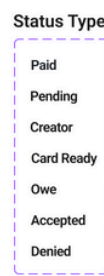
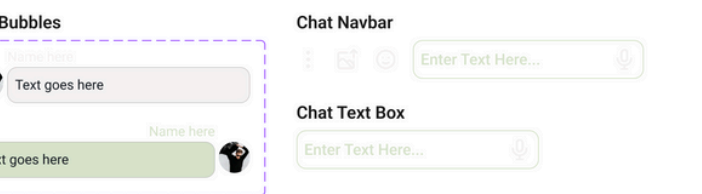
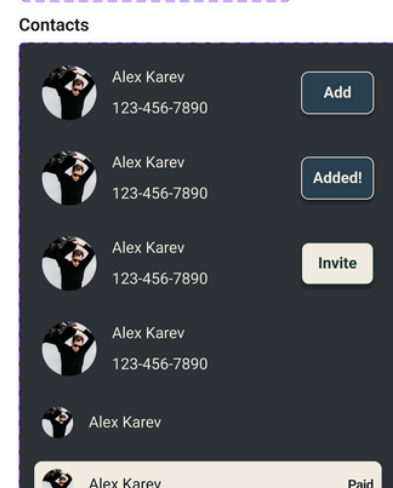
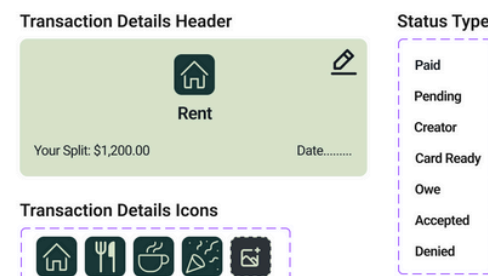
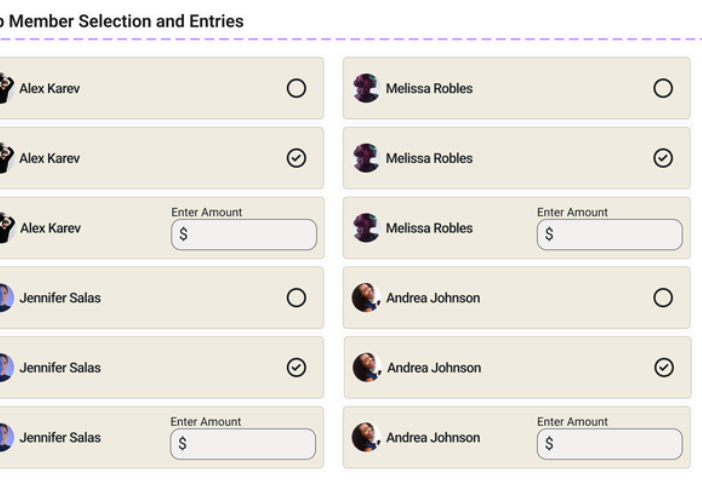
### Confirmation Pop-Up



### Modal Pop-Up



## Component Library



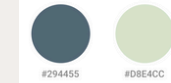
The Style Guide for Splitz was a very thorough and dynamic library in order to prepare the developer for creation of the application

## Logo and Color

### Primary



### Secondary



### Base Colors



### Greyscale Colors

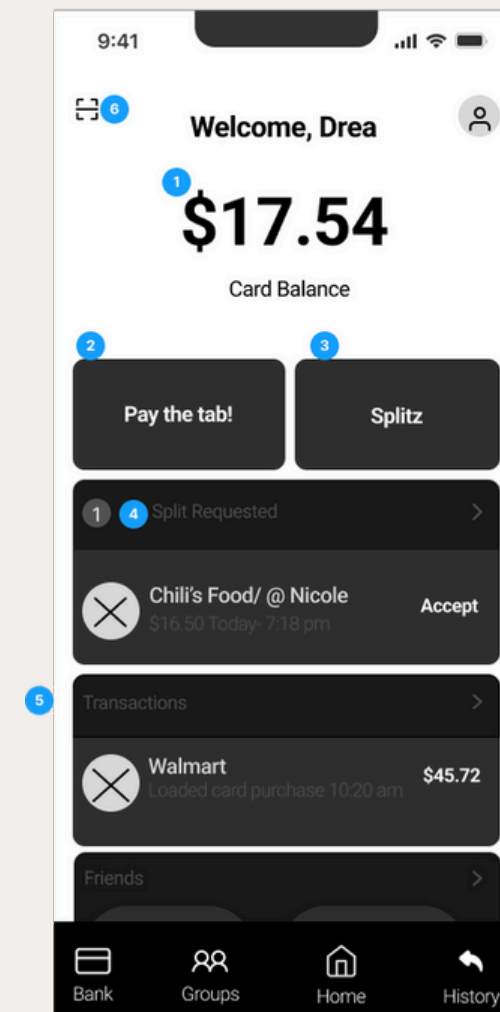


### Logo



# UI ITERATIONS

In order to get our original wire-framing kicked off the ground as a team we decided we were all going to individually create a home page. Originally we decided that the best home screen would be the design we would go with. After seeing all of the designs we thought it was best to create a compilation of the features we all appreciated the most.



- ### Home Screen
- 1 Posted Balance**

The Client stressed wanting to be able to pay a bill/ or check in real time after splitting and receiving funds from the rest of your balance. This balance can report how much the user or their party has loaded onto the card that will be paying
  - 2 "Pay the tab"**

Pay the tab button is when the user decides they will be responsible for receiving the funds and will pay with the Splitz card
  - 3 Splitz**

You can send or request a Splitz of the bill.
  - 4 Active requests**

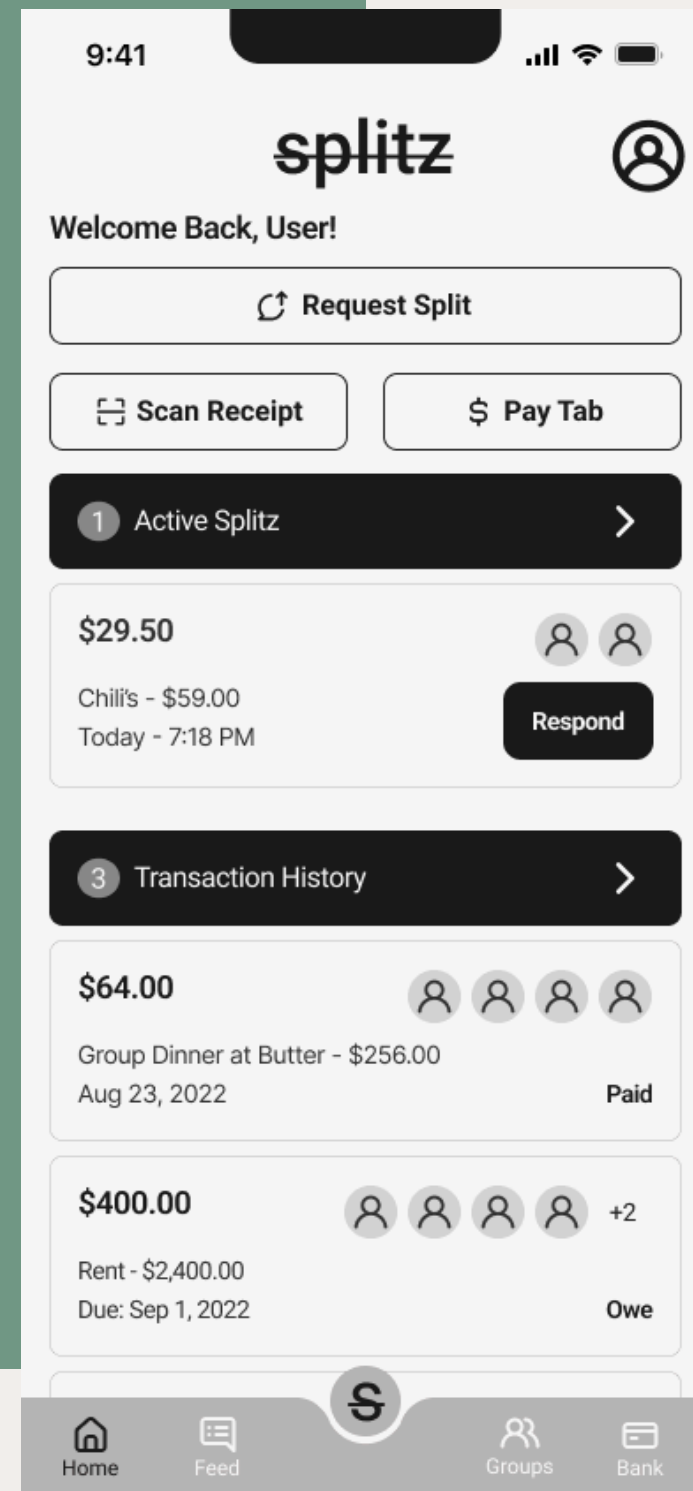
This will show you the amount of money that is being requested from you. A member of your party will input the information or scan the receipt of the bill and simply send you a request
  - 5 Transactions**

This shows the history of your splitz and all transactions made from your splitz card/ similar to a cashapp function
  - 6 Scan**

Can scan a bill or receipt for ease of use
  - 7 Friends**

It shows a quick history of the friends you last shared a bill too and the date

# TEAM COLLAB

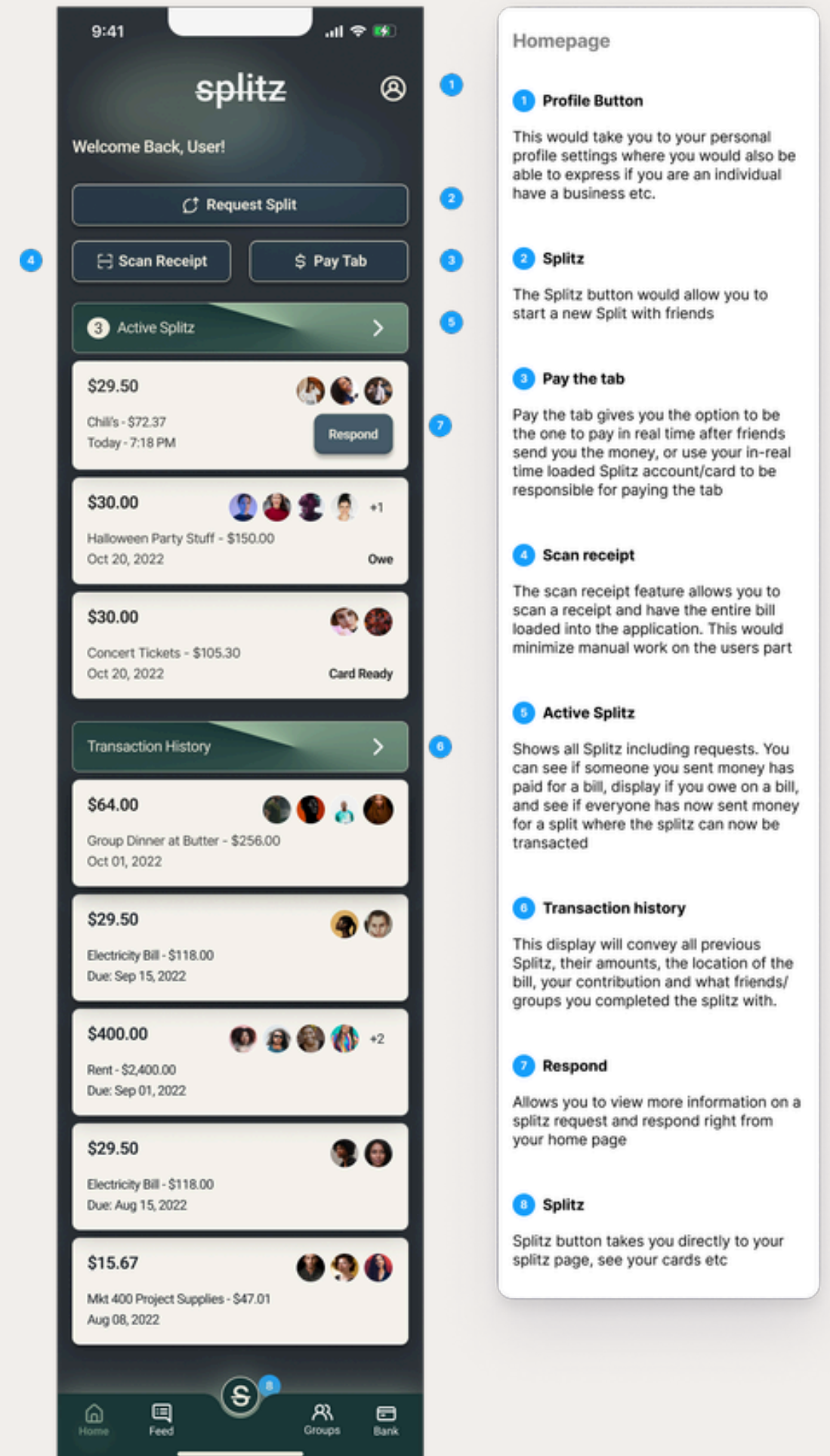


## Team Collaboration

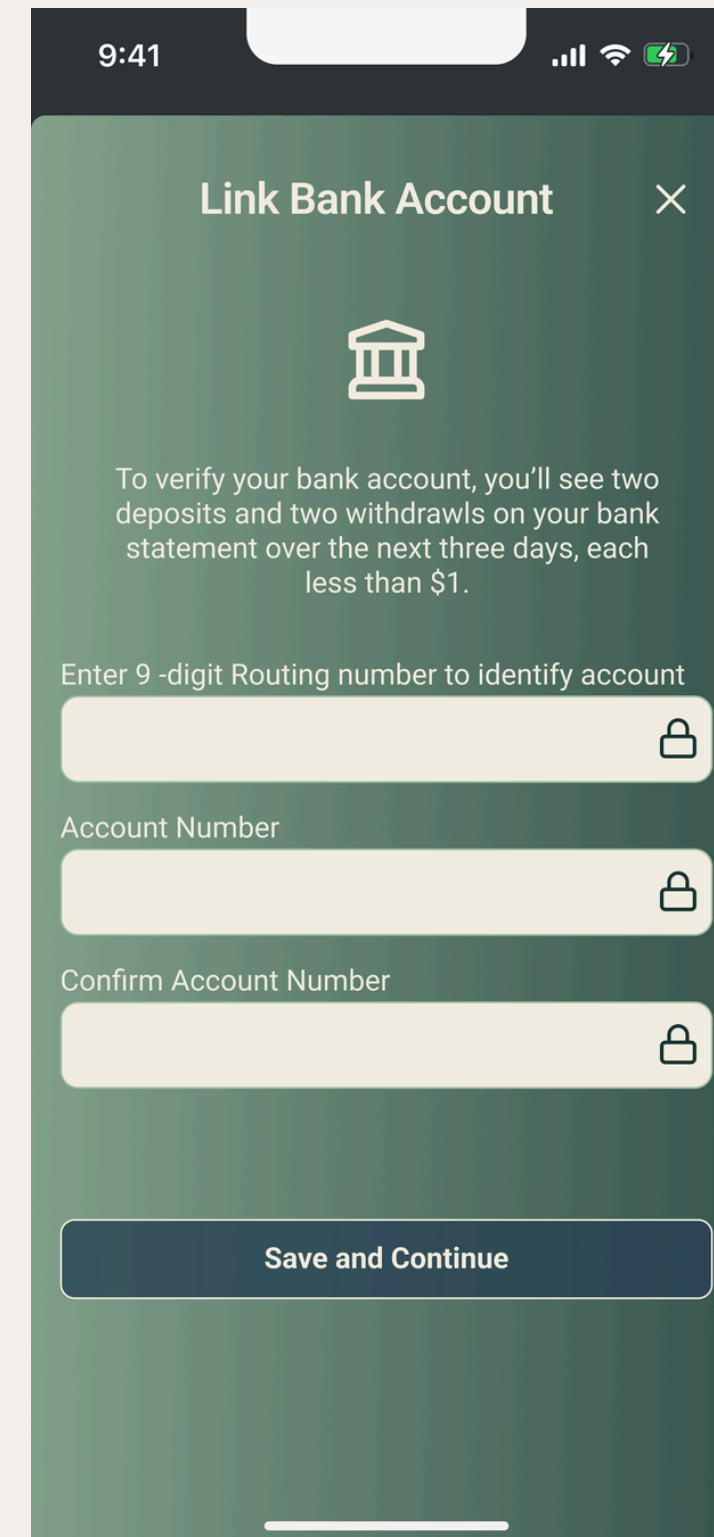
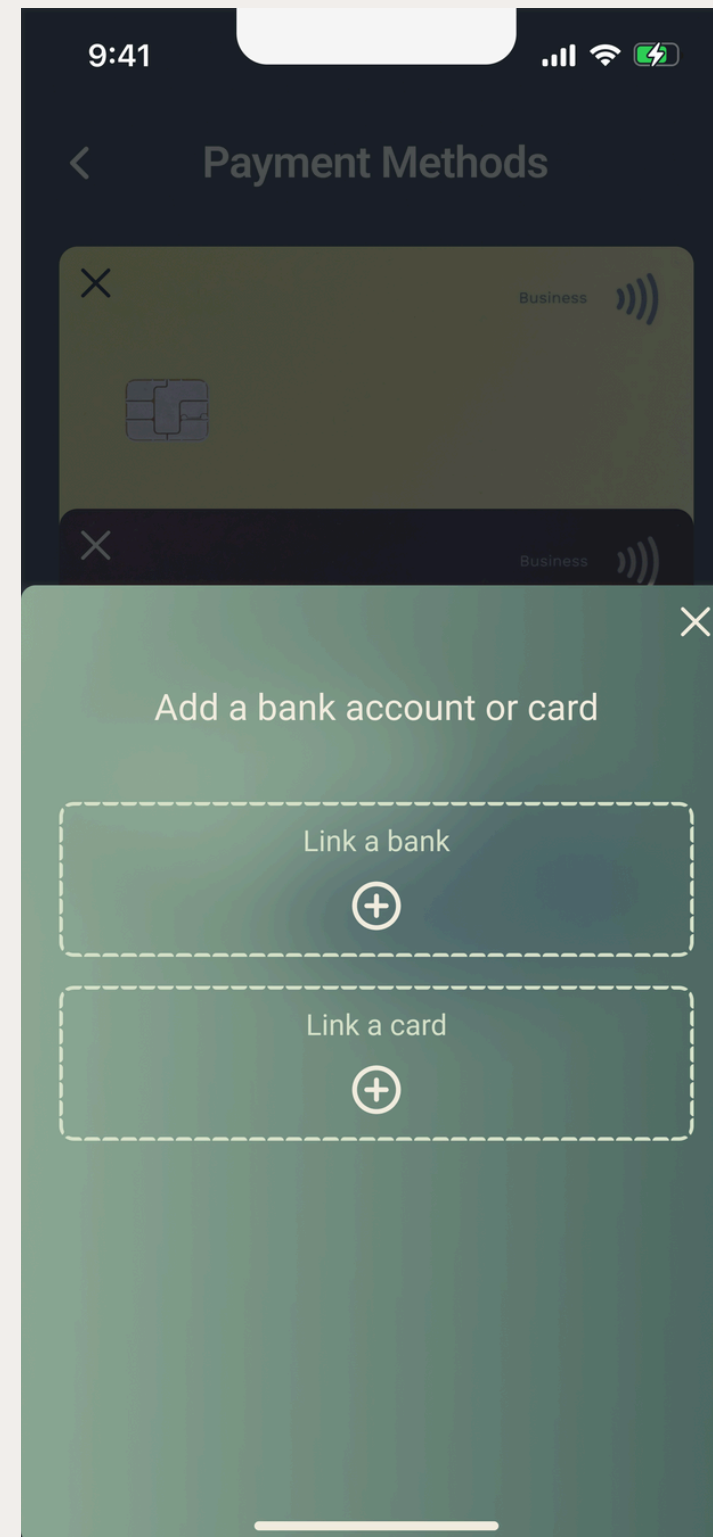
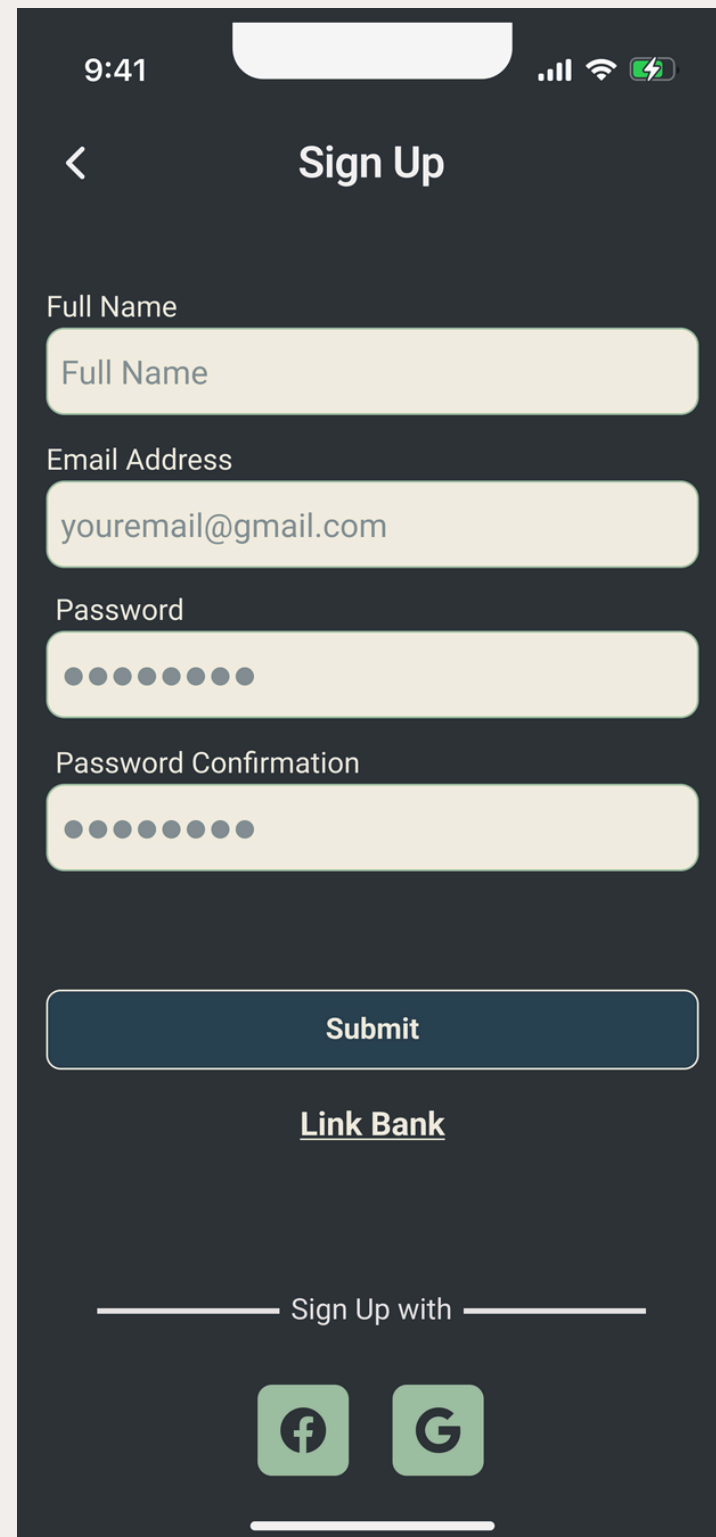
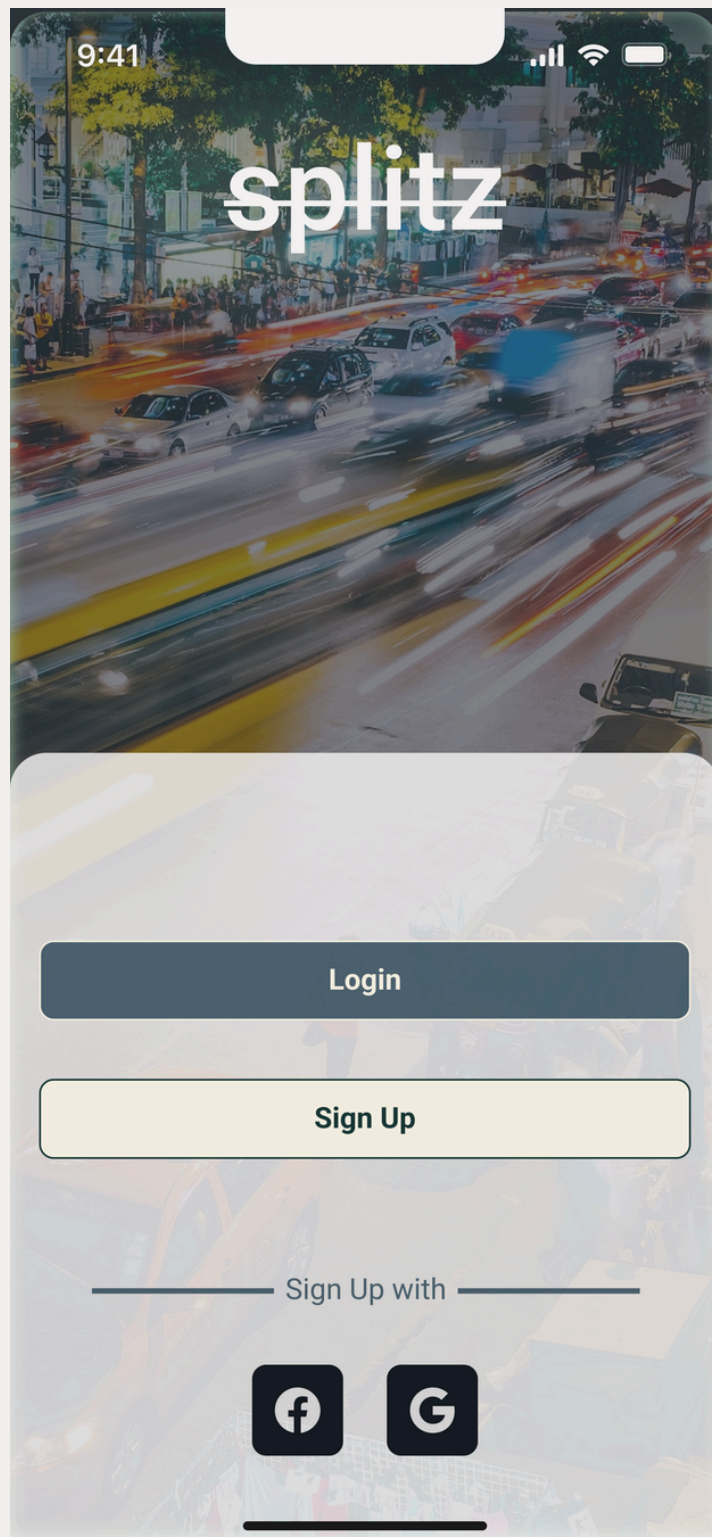
From my design we incorporated the darkened section headers and then decided on the language "Active Splitz" and "Transaction History". We also used the scan feature because it was really important that the design had a way users did not have to manually enter the information of a tab. We also incorporated the "Pay the tab" button from my original design and the rounded corners on each section.

# HI-FI HOMESCREEN

At this stage we still had not quite yet settled on on specific shade of green. The team decided we would partner up to design a Hi-Fi version of the Home Screen. We really wanted the client to be a part of this process in particular. She had expressed being very open to color palettes, but also wanting to have a part in making the ultimate decision. We created three designs as a team, and would allow her to vote. Tyler and I spearheaded the iteration of the design found below. We really played into the idea of having a unique application for young professionals. In the end our Home Screen Design Iteration (Iteration Two) won!

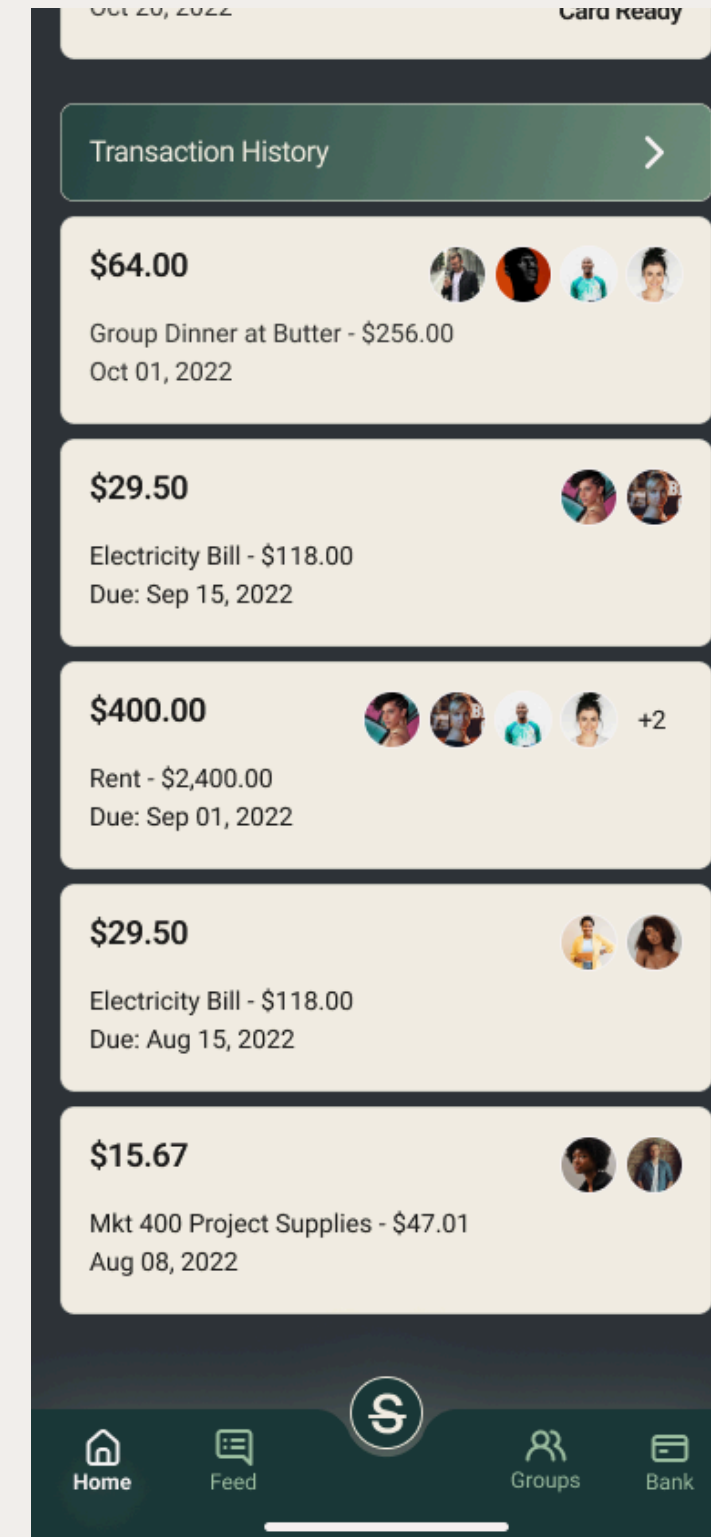
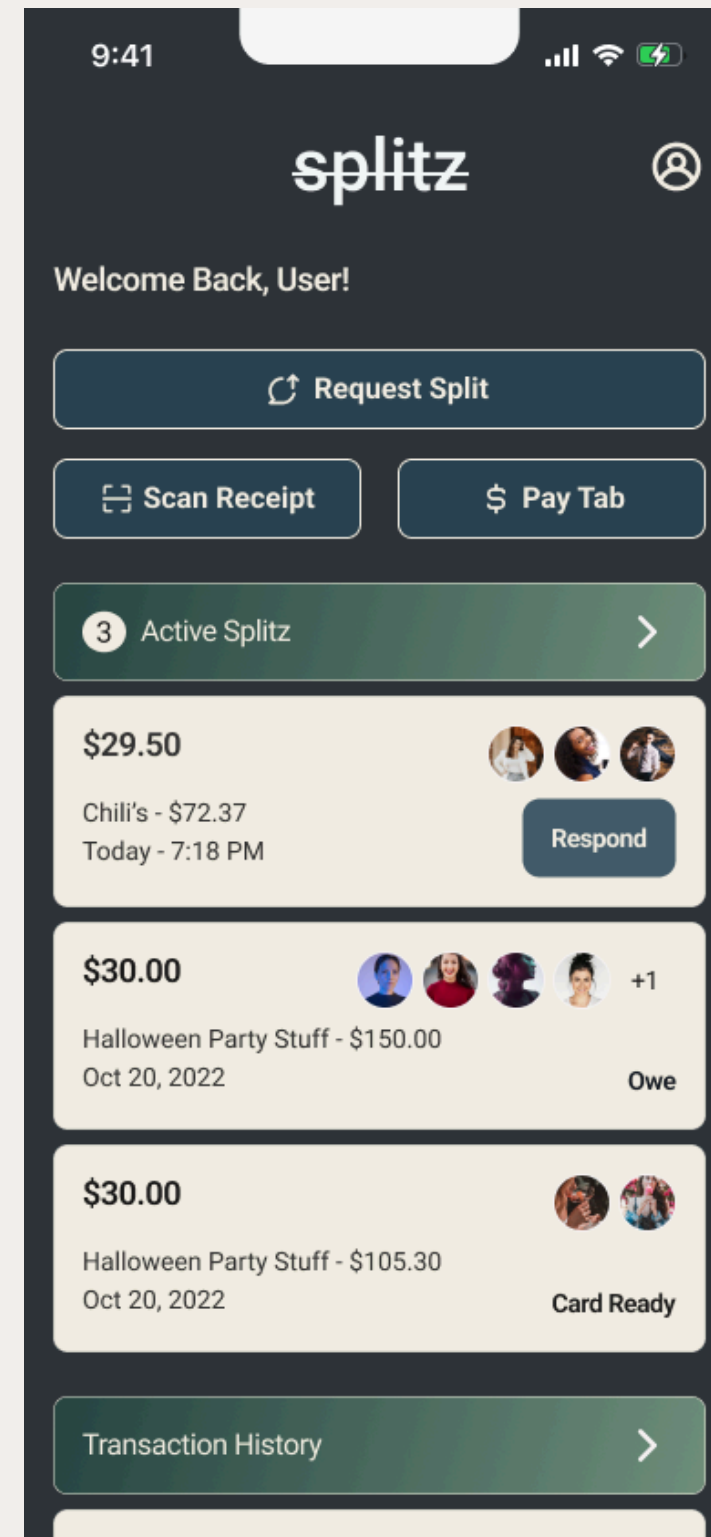
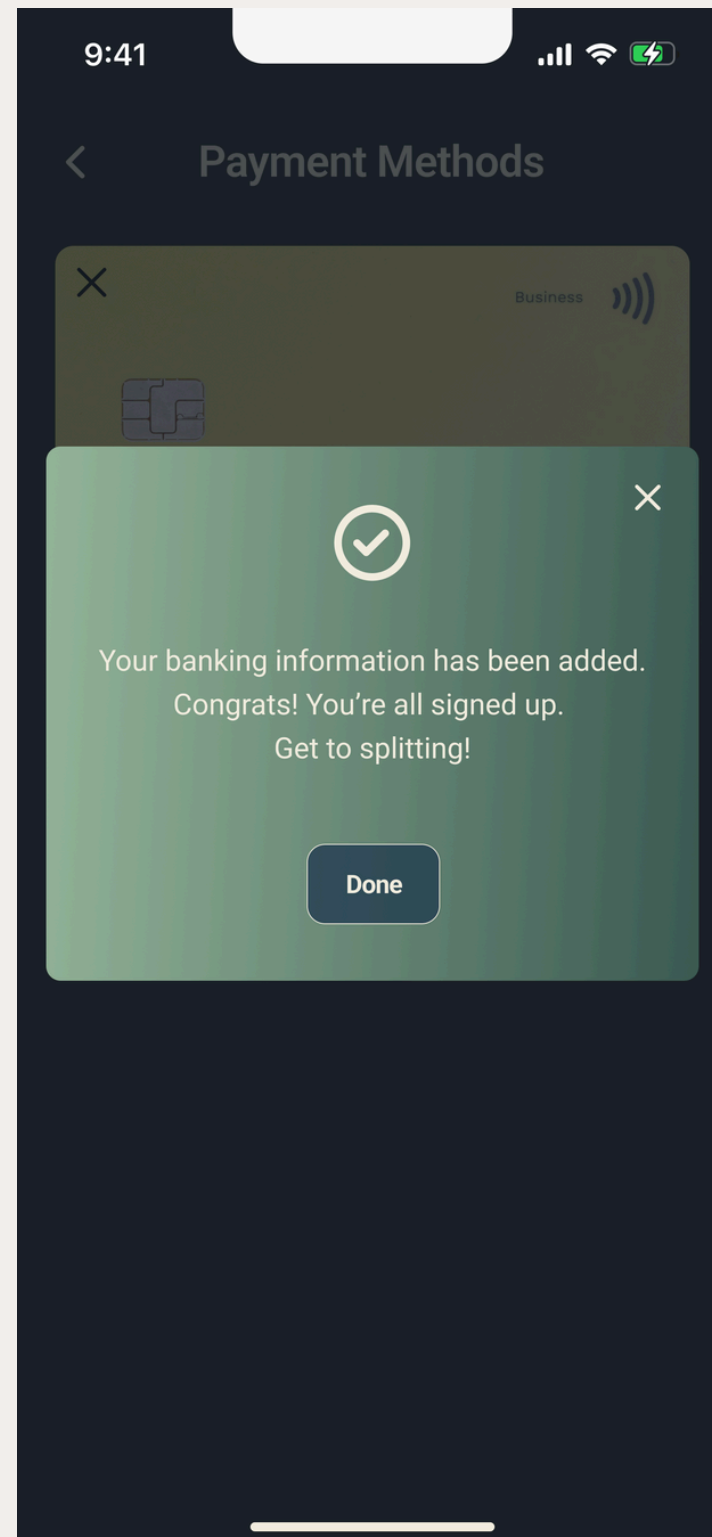
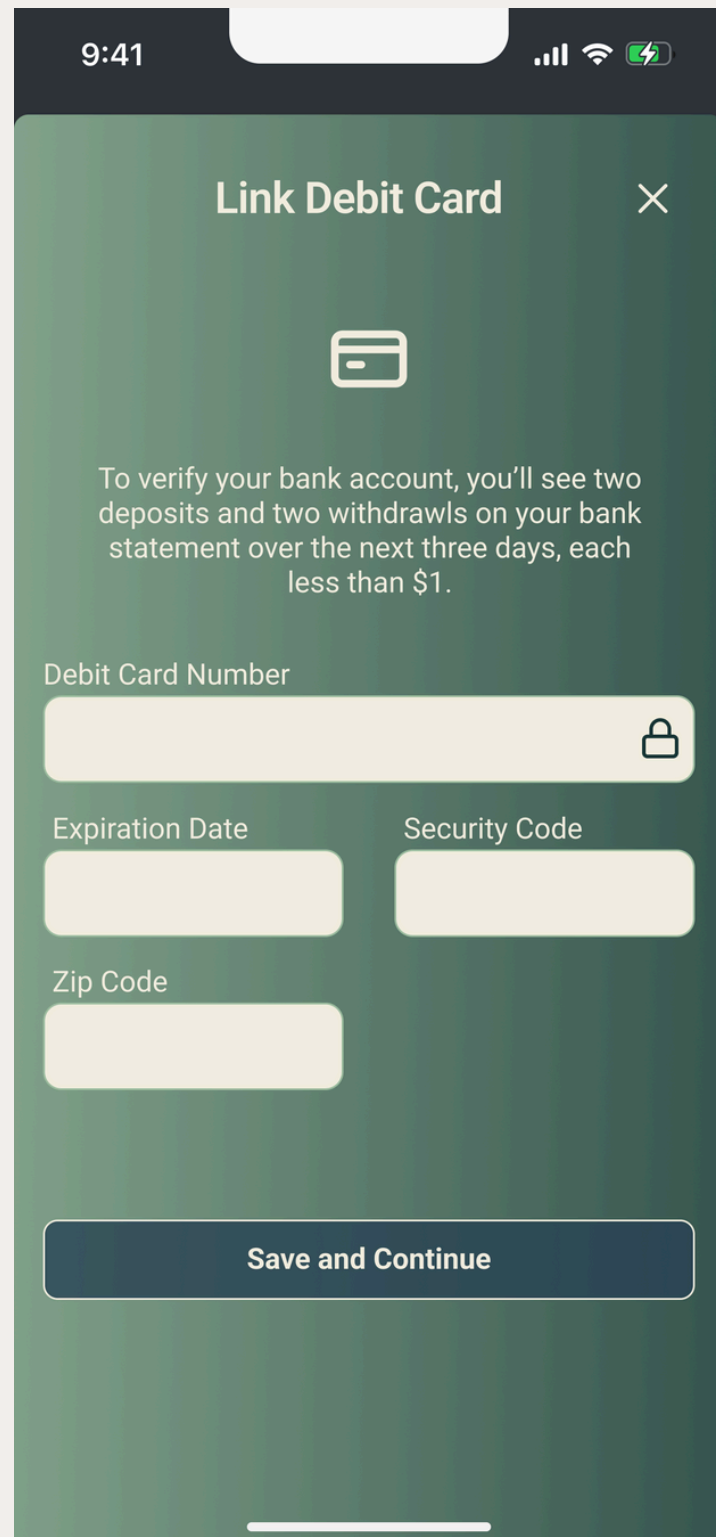


# FINAL FRAMES



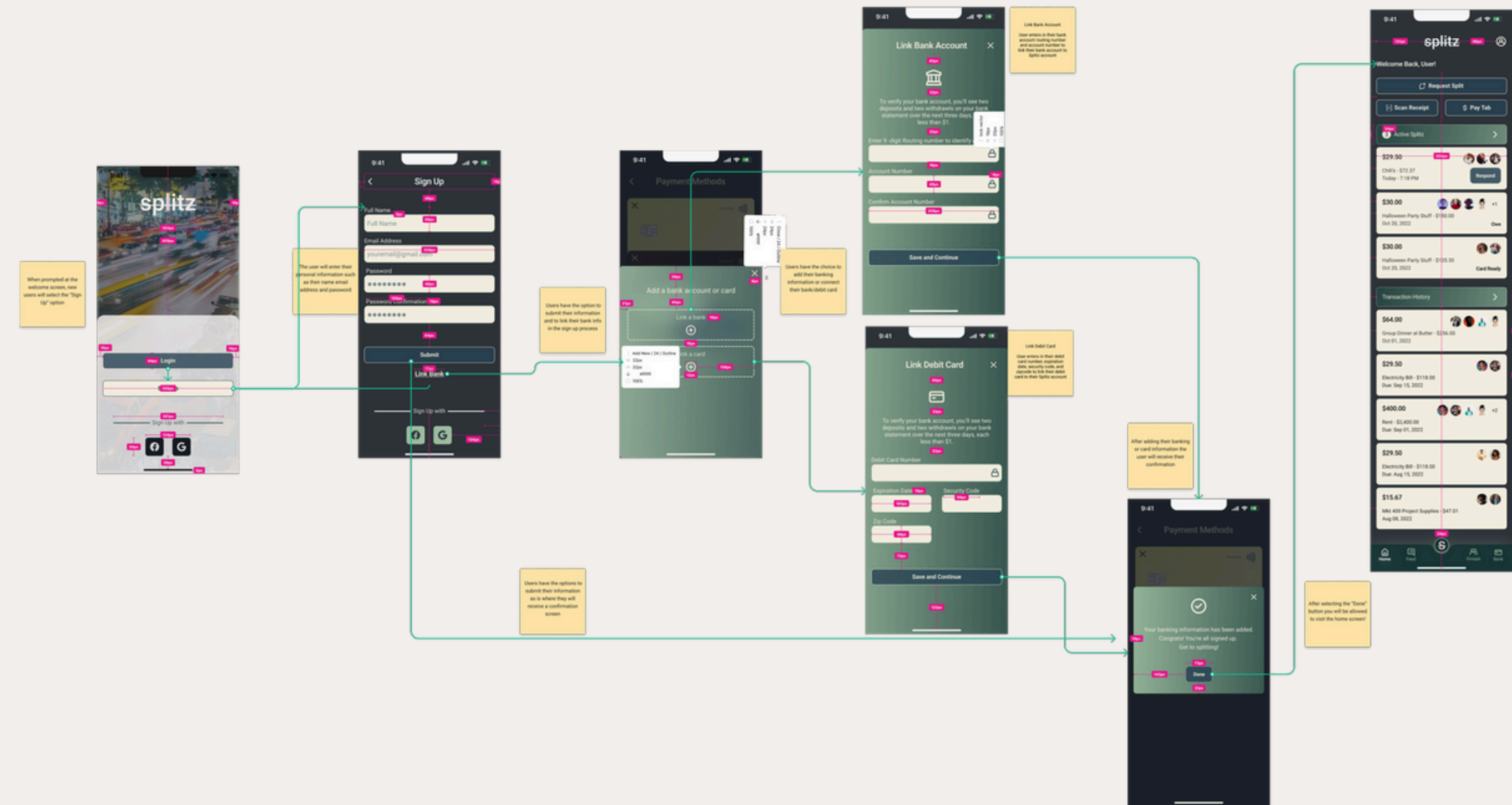


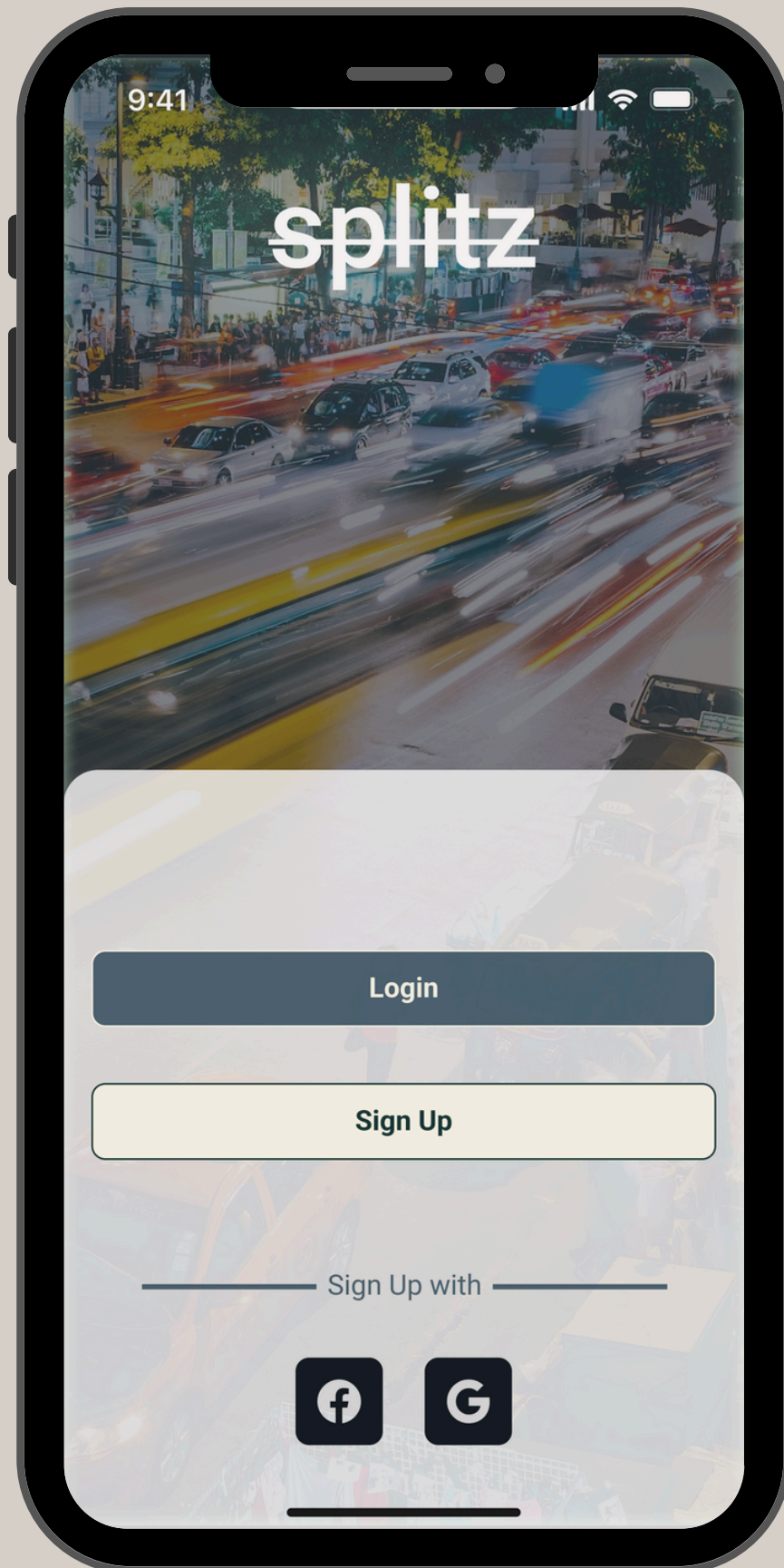
# FINAL FRAMES



# DEV. HAND-OFFS

Finally, I assisted in creating our developer hand-offs for the team. In addition to my User Flow, our team lead and I went through and incorporated the measurements for our mobile application to ensure that the buttons, cards, height, width, and padding were clearly labeled. Additionally, our team made sure we detailed how each feature was to work. Utilizing good written communication, I went through to ensure the notes on every flow, were both clear and concise so that the Client as well as the developer would both be able to comprehend and work with the notes given.





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# TAKEAWAYS

In this project I had the opportunity to work with a very talented group of designers. I learned many tricks in Figma from my peers such as how to create the glow effect that we used in our design iteration of the Home Page. I also used new channels of communication, such as Figma Huddle. As always, it is always best to communicate with your team. In this particular project, our designers worked in three different time zones, it was essential to effectively communicate and stay adaptable to design changes in order to progress.

## **Next Steps:**

Splitz will be entering a stage of Usability Testing held by the client. The next phase of the design project will be to roll out the details of the "Splitz" feature to test with the clients audience.