



# San Diego County Credit Union mobile app redesign

## LOGIN page - ORIGINAL

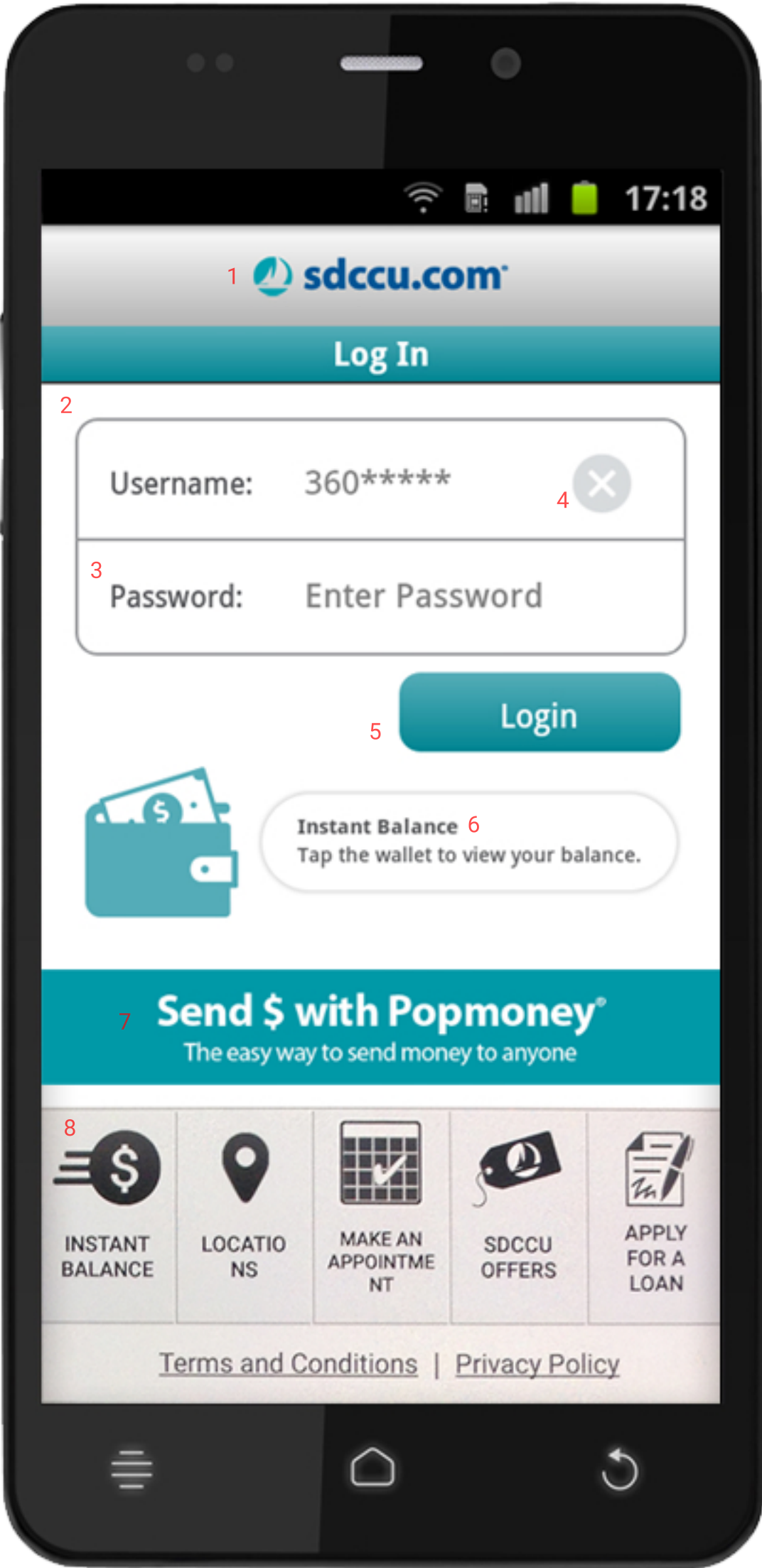
My research indicated that as adults age, health problems and challenges inevitably arise, often making it difficult for them to interact with certain features on smartphone apps. These health issues fall in three categories: vision, hearing, and spatial coordination.

Making accommodations for these changes in an aging community that uses smart phones can be helped by keying up on a these design parameters.

- Increase the Contrast Between Text & Background
- Label Icons to Avoid Miscommunication
- Format Fonts, Icons & Interactive Elements with the Senior User In Mind
- Avoid Complex Navigational Elements
- Cues, Noises & Reminders

Although the SDCCU mobile banking app was not specifically designed for seniors, I’m sure there are many that use it. On the mobile screen to the right and listed below are my observation of why this app “misses the mark” on a several levels.

1. Brand logo (sdccu.com) is very small and is against a low contrast, gray background, limiting its impact and adding low confidence to this app.
2. Highly horizontal layout. Lacks vitality.
3. Small, gray, low-contrast fonts. Legibility issues for an older user.
4. What could be this items functionality?
5. Button is too small. And off to the right?
6. Do I tap the wallet first or do I have to sign-in first?
7. I would like to see the analytics on how many people actually click on this banner to see if it should be there.
8. Icons are too small and too complex. They do not feel like they belong together. They seem like different styles. They are on a very low contrast background and are “jammed” together. There are also inappropriate line breaks with the fonts.

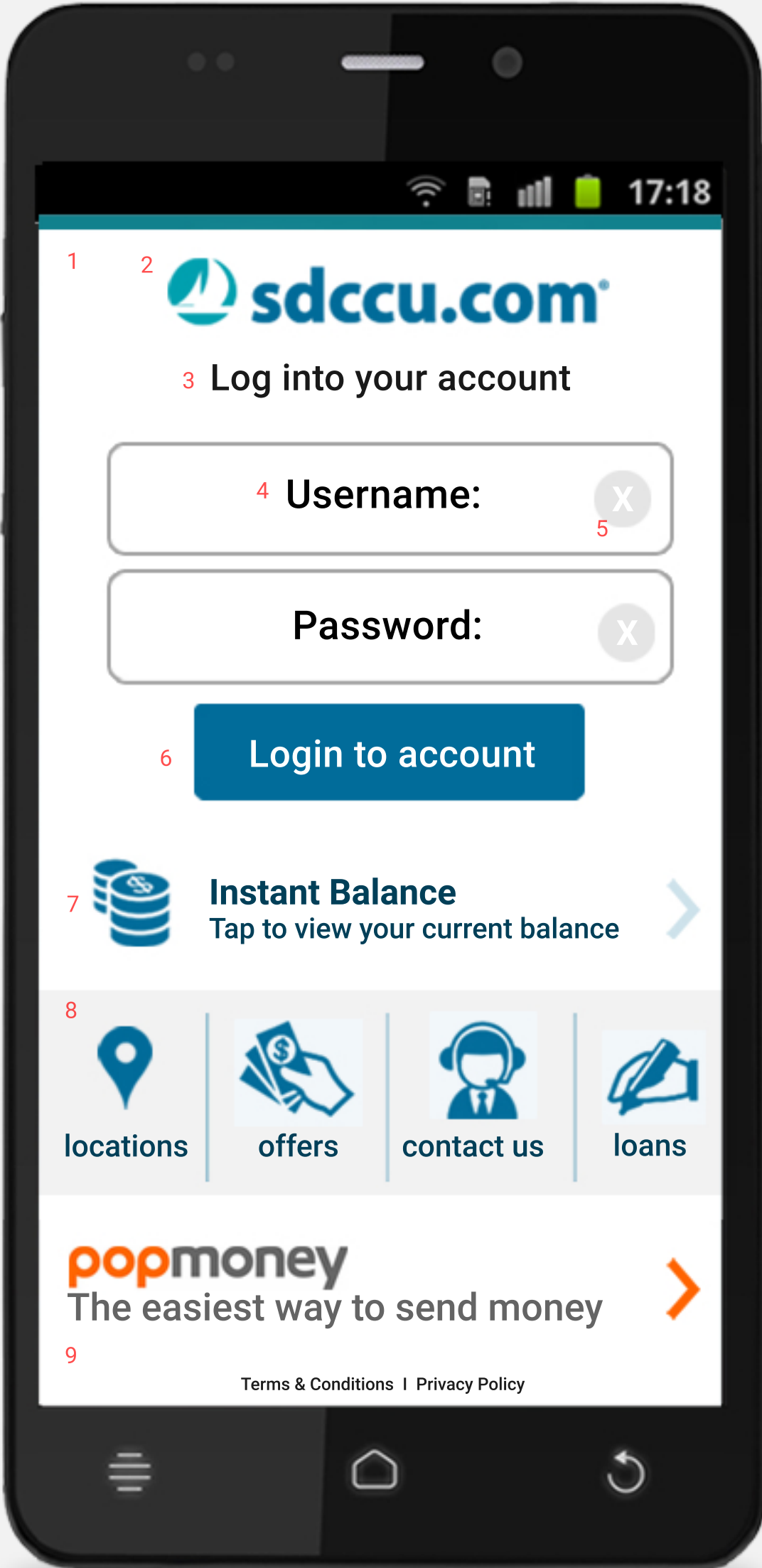


## LOGIN page - REDESIGN

To the right you will find my redesign of the LOGIN page taking into account the parameters outlined in designing an app for an aging community.

I have numbered and documented my changes below:

1. White background for better visibility and high contrast.
2. Larger brand logo establishes the ownership of this App, establishes confidence. It is placed on a high contrast background to insure legibility.
3. Secondary large title font establishes page title.
4. Large text entry field and larger font increases user input legibility.
5. Clear that field icon “X” is isolated as to not interfere with any other action.
6. Large high contrast button. Easy understood CTA.
7. Isolated secondary CTA. Determined through analytics the most visited topic.
8. Large, hi-contrast icons in a horizontal (slider?) menu, help the user to identify the tasks they wish to perform. Icons are of same style.
9. Advertisement is more prominent, but not intrusive, using color and isolating it at the bottom of the screen.





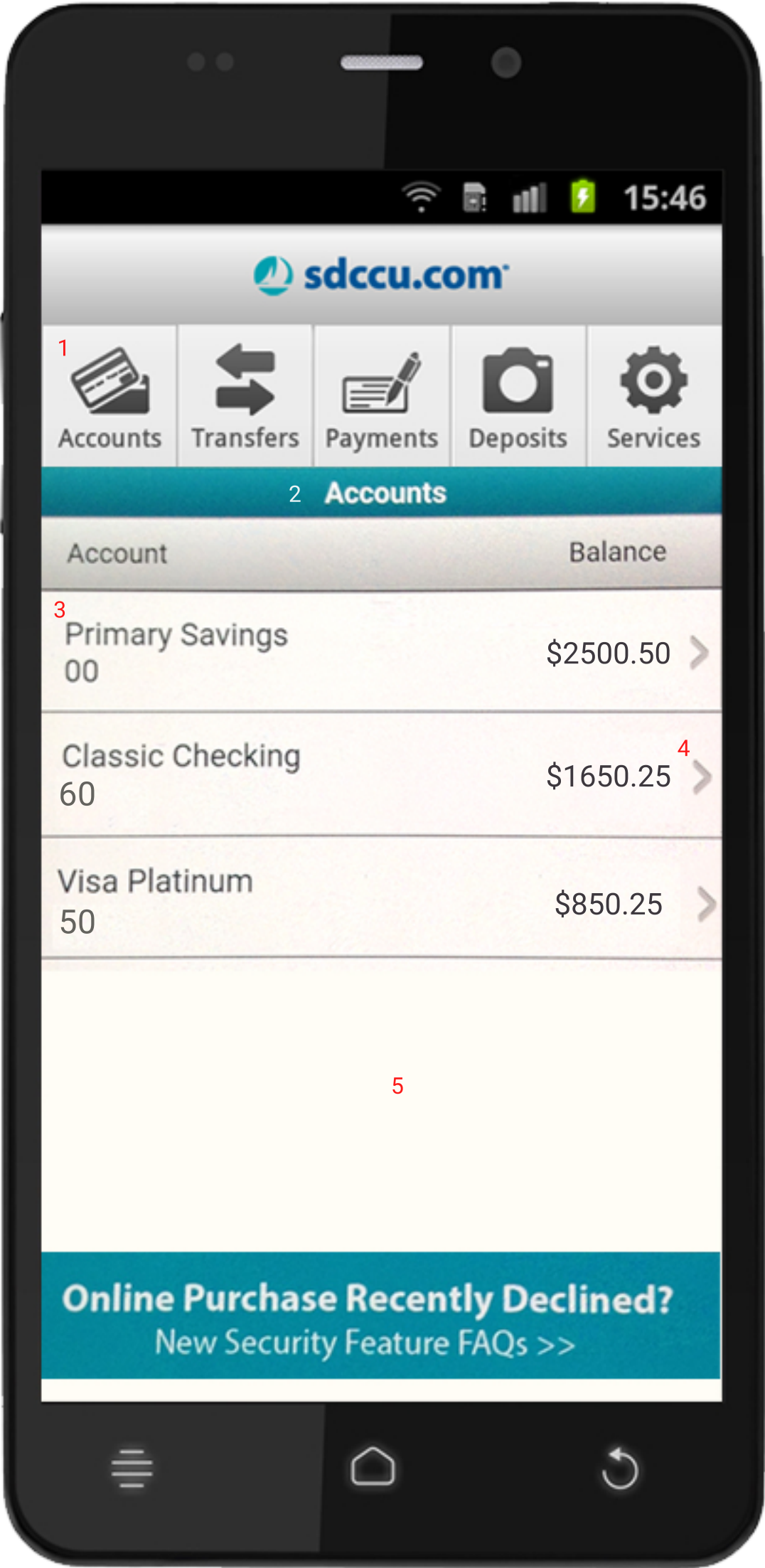
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ACCOUNTS page - ORIGINAL

I will be pointing out design issues I have with the Accounts page. I will not be reiterating any issues that I have previously addressed.

I have numbered and documented my changes below:

- 1. Icons are low contrast and “jammed” together. Visually complex and again don’t feel like the same style. Buttons are too small and too close together, inviting accidentally hitting the wrong category. Are all these button categories necessary? I’d examine the analytics.
- 2. Font size and location doesn’t establish page title name.
- 3. Low-contrast, small fonts. No real distinction between accounts.
- 4. What is the functionality of this small, cramped widget?
- 5. Wasted space. Use it for marketing or...

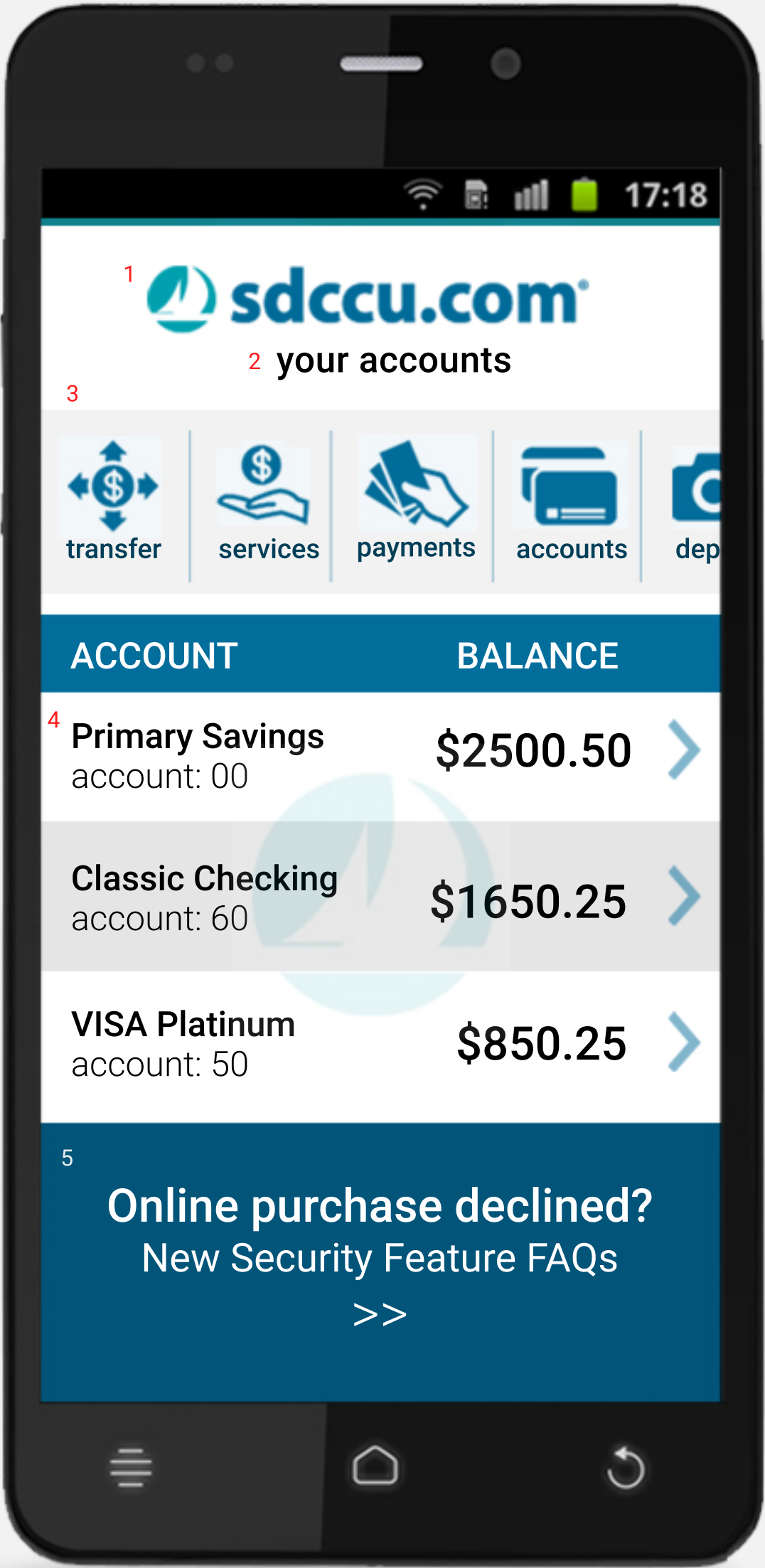


ACCOUNTS page - REDESIGN

To the right you will find my redesign of the Accounts page taking into account the parameters outlined in designing an app for an aging community.

I have numbered and documented my changes below:

- 1. Large, hi-contrast logo.
- 2. Establish page name clearly.
- 3. Large, hi-contrast icons in a horizontal slider menu, help the user to identify the tasks they wish to perform. Icons are of same style. Same style menu throught the App.
- 4. Using a horizontal color bar to separate accounts. Large fonts and utilizing the entire single account area as a button to view that specific account with clear, understandable language. Subtle branding.
- 5. Large hi-contrast ad banner.





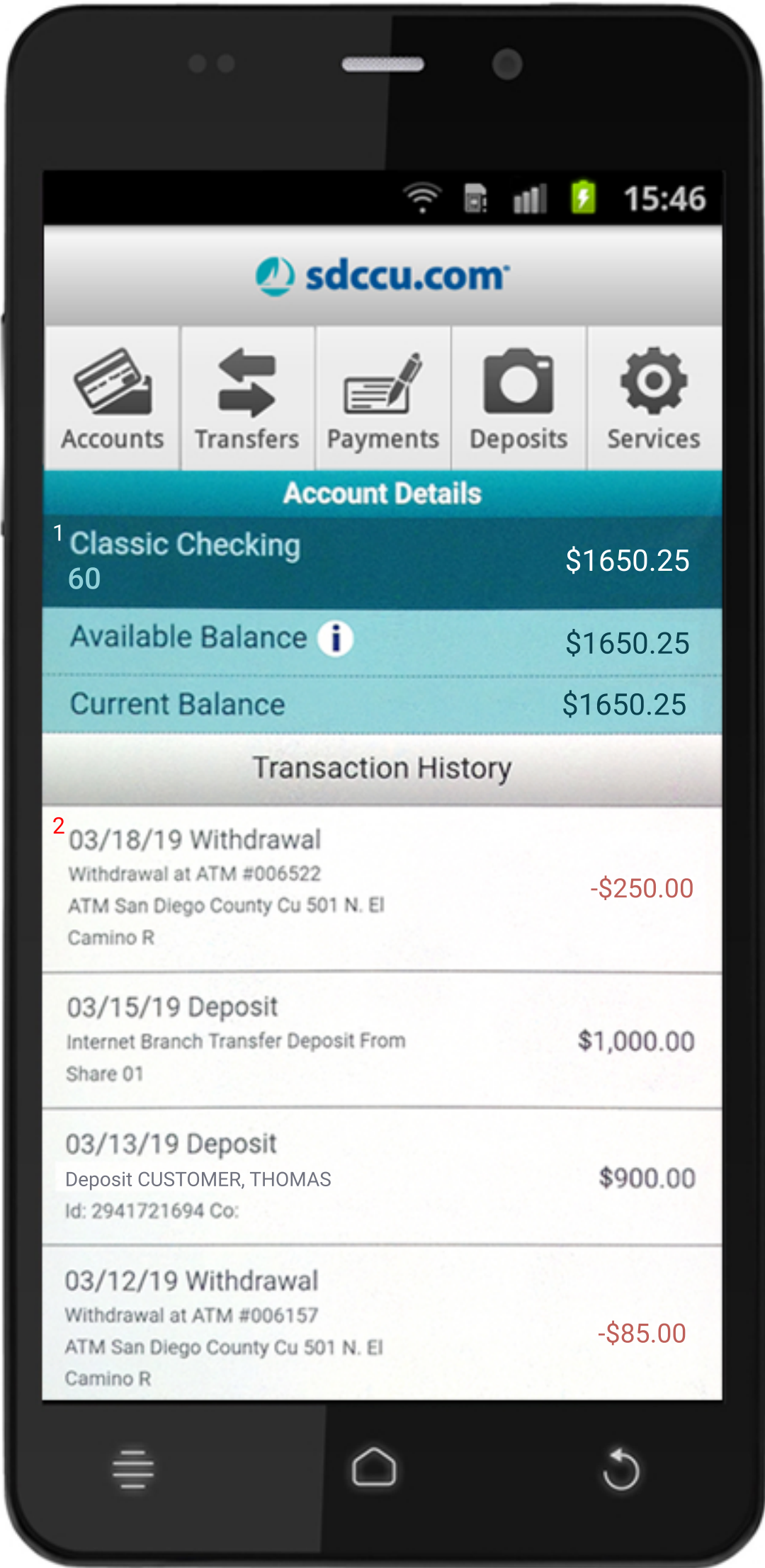
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ACCOUNT DETAIL page - ORIGINAL

I will be pointing out design issues I have with the Account Details page. I will not be reiterating any issues that I have previously addressed.

I have numbered and documented my changes below:

- 1. (in white on green) The use of 2 shades of green to show three categories is confusing. Isn't the balance in my Classic Checking the same as my current balance? That total listed 3X makes me add those numbers together to get my total. I guess just wishful thinking on my part!
- 2. Numbers are low-contrast and very small. Excessively mono-chromatic with limited distinction between transactions.

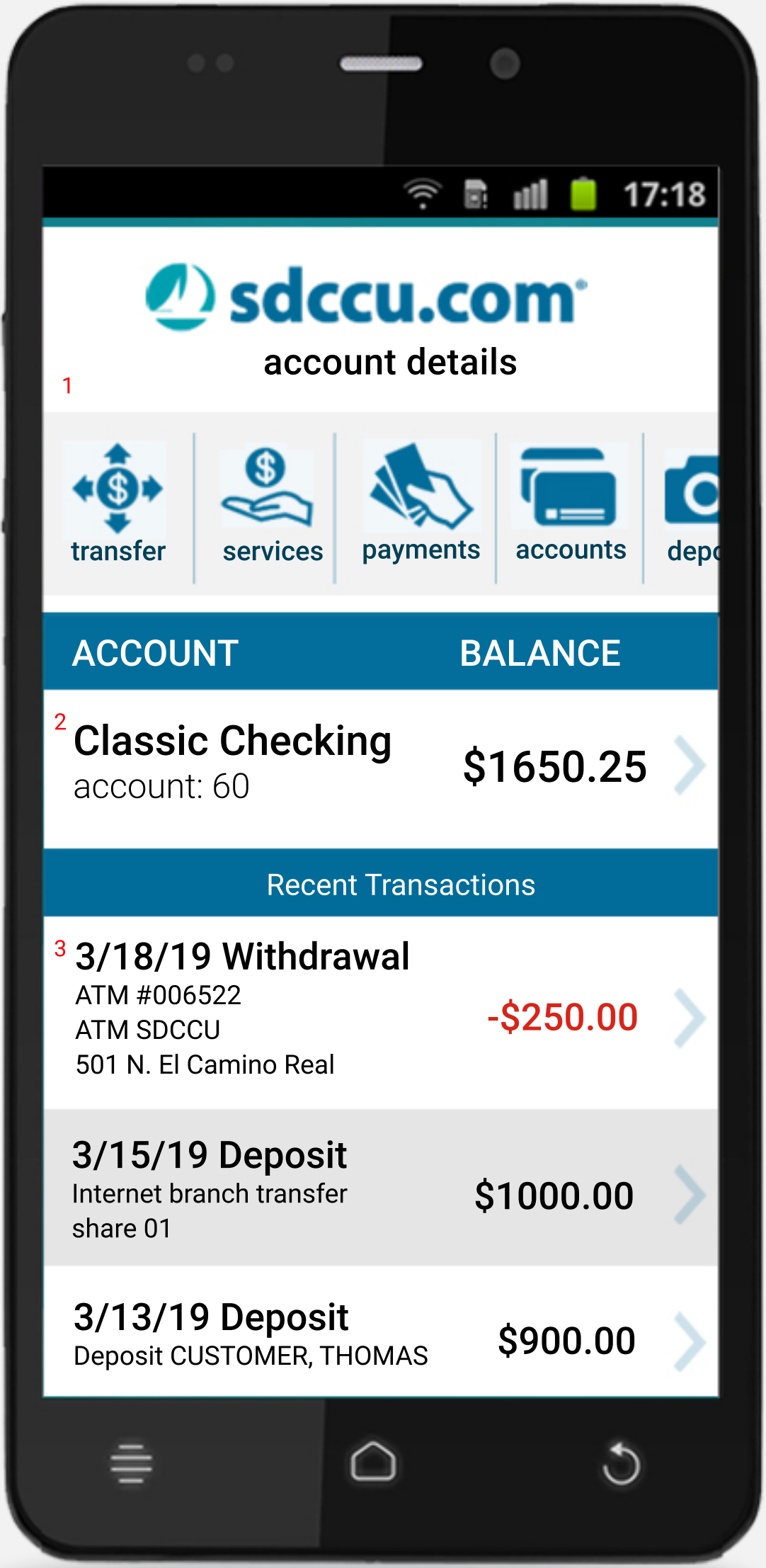


ACCOUNT DETAIL page - REDESIGN

To the right you will find my redesign of the Account Details page taking into account the parameters outlined in designing an app for an aging community.

I have numbered and documented my changes below:

- 1. Repeating the slider on all pages allows easy task selection but also familiarizes the user with the menu and its location and functionality.
- 2. Large, legible font to display selected account and balance. Isolated between the 2 color bars helps to establish it dominance in the visual hierarchy of the screen.
- 3. Large, legible font to display transaction and details with horizontal color bar to separate transactions. Tap or slide the account to get a more detailed description.





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SDCCU mobile app - REDESIGN

