CASE STUDY

# Simba Card

Marketing / Mobile application

## Service

App Designs & Development

## Role

UX Research

Information Architecture

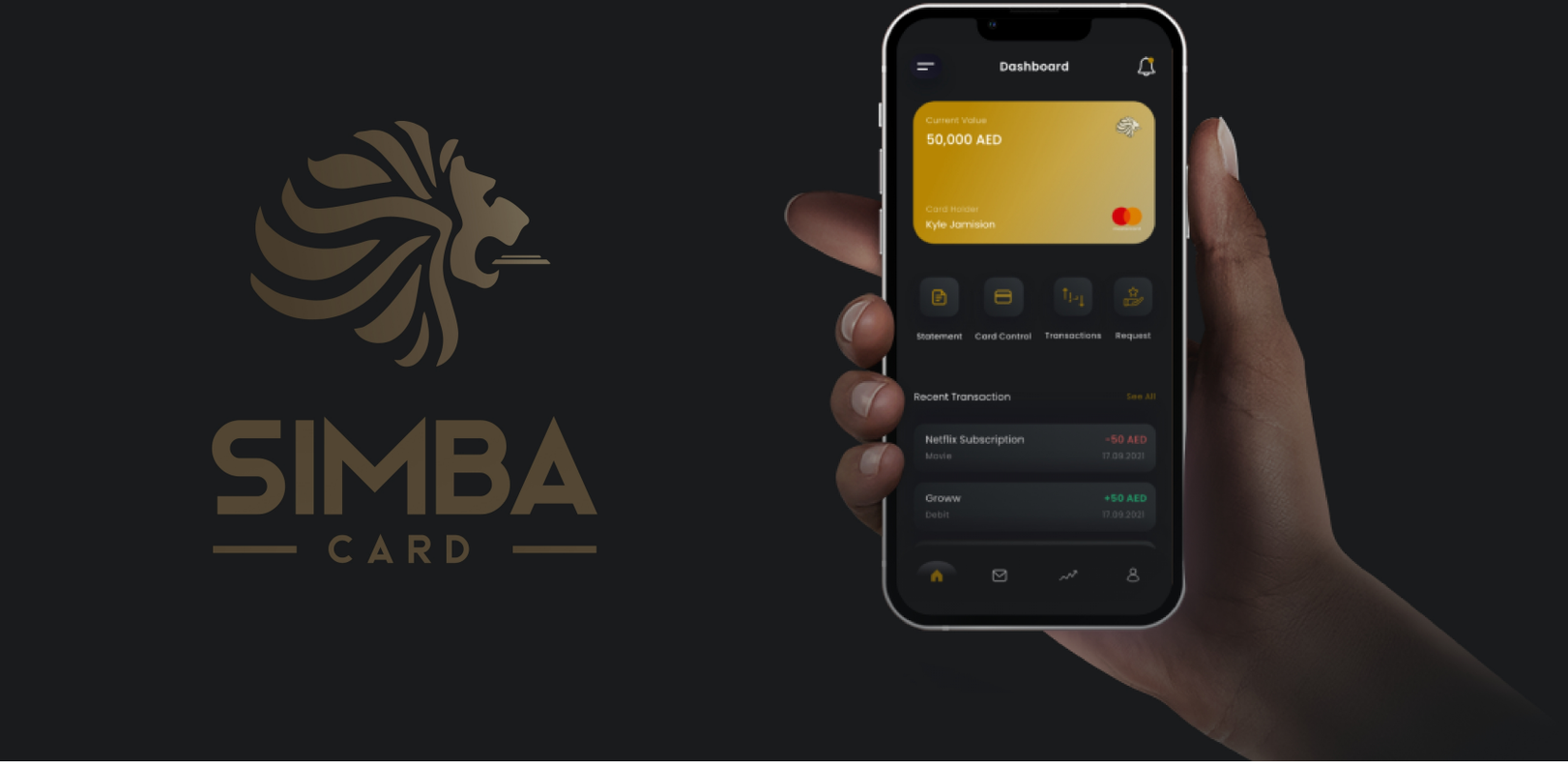
Interaction Design

Visual Design

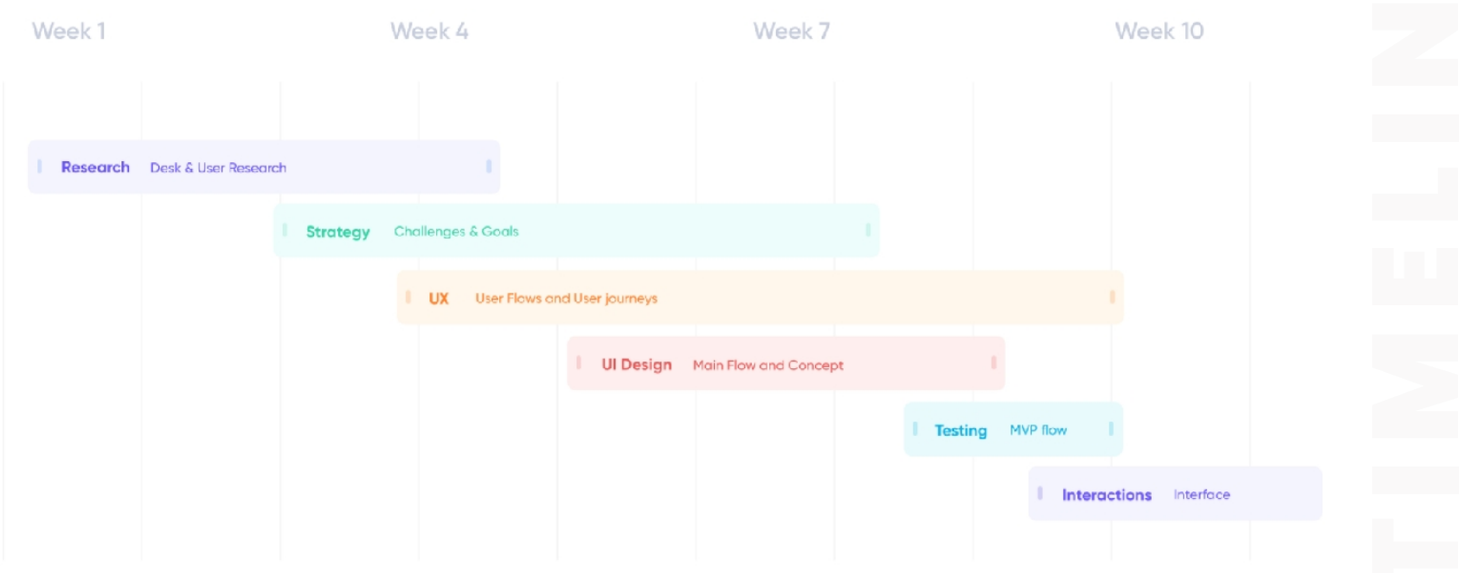
Front-end Development

## Seamless Money Transfers And Various Other Monetory Services

The objective of the project is to construct a digital environment among the people for their every financial demands and to build a safe, secure payment gateway that people can trust.




## Project Timeline




## Empathize

The results from the user survey provided sufficient information to create user personas.

## Muhammed Ali Khan

41, UAE, Entrepreneur, owns camel stables

### Goals

- Uninterrupted flawless user interface
- Easy bidding and clear prices

### Frustration

- Too many information / data in one single screen

## Pooja Surshe

25, India, Employee

### Goals

- Simple access
- Tracking and monitoring progress
- Transparent results

### Frustration

- Switching back and forth to many cloud platforms.
- Unorganised server management
- Complex management of subscriptions for different cloud services

## Ajay Varghees

26, India, Employee, supervises many deliveries

### Goals

- Ability to connect with vendors easily and discuss.
- Easy access to a list of grounds by order of proximity, relevance.
- Good information about available time slots, pricing, etc

### Frustration

- Difficulty in finding the right grounds with ample space and fulfilling requirements
- Inability to go in-person to each ground and check the quality.
- Not enough information about ground, vendors, and it's sometimes hard to reach out to them directly.

# Define

We came across multiple solutions using techniques such as brainstorming and problem solving, which can significantly enhance the value of an ideal solution.

# Ideate

We picked a superior strategy and plotted rough diagrams. We consulted Simba Card for additional input on the product experience. We made wireframes based on the rough sketches. After assessing rigorously, the prototype was created.

## Send Money

Current Value
50,000 AED

Card Holder
Kyle Jamision

Select Beneficiary

RM Roch
SK Shazia
GB Gizelle
BA Borak
A Akt

Previous Transactions — See All

| | | |
|---|---|---|
| Netflix Subscription<br>Movie | -50 AED<br>17.09.2021 |
| Groww<br>Debit | +50 AED<br>17.09.2021 |
| Swiggy<br>Payment | -50 AED<br>17.09.2021 |

## Change Passcode

Current Passcode
********

Create New Passcode
********

Confirm New Passcode
********

Save & Proceed

## Report Lost or Stolen Card

**Why do you want to report?**

- My card recently got stolen
- I have lost my card
- Other reasons, please specify

Report And Replace

Card will be replaced and sent to the nearest branch or by post

Applicable charges **12 AED**

Cancel — Proceed

## Send Money

Account Balance
10,000 AED

Select Beneficiary

RM Roch
SK Shazia
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Forex Rates

| | | |
|---|---|---|
| GBP<br>1 GBP = 1.2321246 | 0,77 | ↑↓ |
| EUR<br>1 EUR = 1.1823456 | 0,85 | ↑↓ |
| CHF<br>1 CHF = 1.1022145 | 0,91 | ↑↓ |

## Manage Beneficiary

- GB Gizelle — Pending
- RM Roch — Approved
- SK Shazia — Approved

Delete Beneficiary

- GB Gizelle — Inactive
- RM Roch — Approved
- GB Gizelle — Pending

## Profile

Name
Akbar Ahmed

Email
AkbarWert123@gmail.com

Phone Number
+971 73773737387

Nationality
Emirati

Change Passcode

Update Profile

## Add Beneficiary

Beneficiary Account Info

Please enter the 5-digits authentication code received on your registered mobile **971 5xxxxxxxx** or registered email **afroz@gmail.com**

0 2 3 1 3 3 3

Resend OTP **0:54**

Verify

Address
32nd Street, Bhuj khalifa, Dubai

## Update Profile

Select Beneficiary

Full Name
AkbarWert123@gmail.com

Email
AkbarWert123@gmail.com

Mobile Number
KKBK 9292

Passcode
Change Passcode

## Services

- Add Beneficiary
- Manage Beneficiary
- Send Money
- Remittance History
- Email Services

## Send Money

Account Balance

GB **Gizelle**
971 5xxxxxxxx

AED
10,000

| | | |
|---|---|---|
| Source Amount & Currency | 1000 | AED |
| Destination Amount & Currency | 1000 | AED |
| Service Charges | 100 | |
| Rate | 30% | |

Cancel — Proceed

Card Blocked Successfully!

Go back to main page

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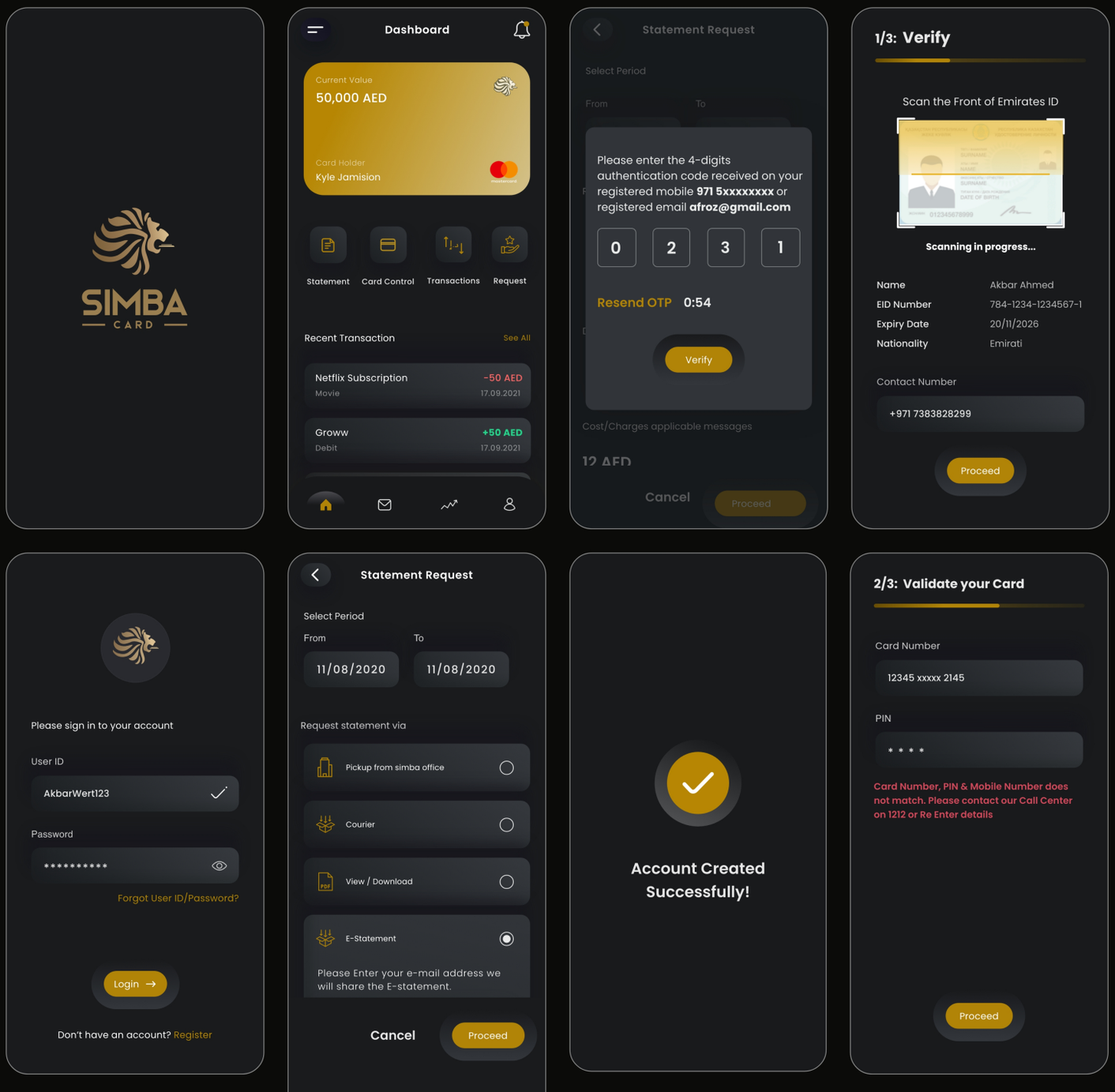
# Visual Design

We proceeded with visual design to enhance the product's creative appeal and usability. We designed the necessary features to generate an interface that improved user experience and is growth driven.



## 1/3: Verify

Scan the Front of Emirates ID

**Scanning in progress...**

| | |
|---|---|
| Name | Akbar Ahmed |
| EID Number | 784-1234-1234567-1 |
| Expiry Date | 20/11/2026 |
| Nationality | Emirati |

Contact Number

+971 7383828299

Proceed

## 2/3: Validate your Card

Card Number

12345 xxxxx 2145

PIN

* * * *

Card Number, PIN & Mobile Number does not match. Please contact our Call Center on 1212 or Re Enter details

Proceed

### Loreum Ipsum

We pay attention to all your payments, and find way for saving your money

Get Started

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# Typography

Typography unifies and creates hierarchy.
good typography is invisible, but enhances the
personality of your brand. Gilroy is the  popular typefaces
that is attractive, clean and minimal

# Color Palette

Color is where it all begins. The human mind is
programmed to respond to a color instantly and
make associations.

Primary Color

#B7871D

Primary Color

#816112

Secondary Color

#D1495B

Secondary Color

#26D38A