



MOBILE MODERNIZATION.

Hannah Stancliff

PROBLEM STATEMENT.

Users reported that the mobile banking app was difficult to navigate with a cluttered interface and poor feature discoverability. A redesign is needed to create a more intuitive, accessible, and visually modern experience that simplifies banking tasks and increases engagement.

GOALS.

- Build a best-in-class mobile banking experience for users
- Prioritize features based on user research and feedback
- Utilize the design system developed for the native app

OUR PROCESS.

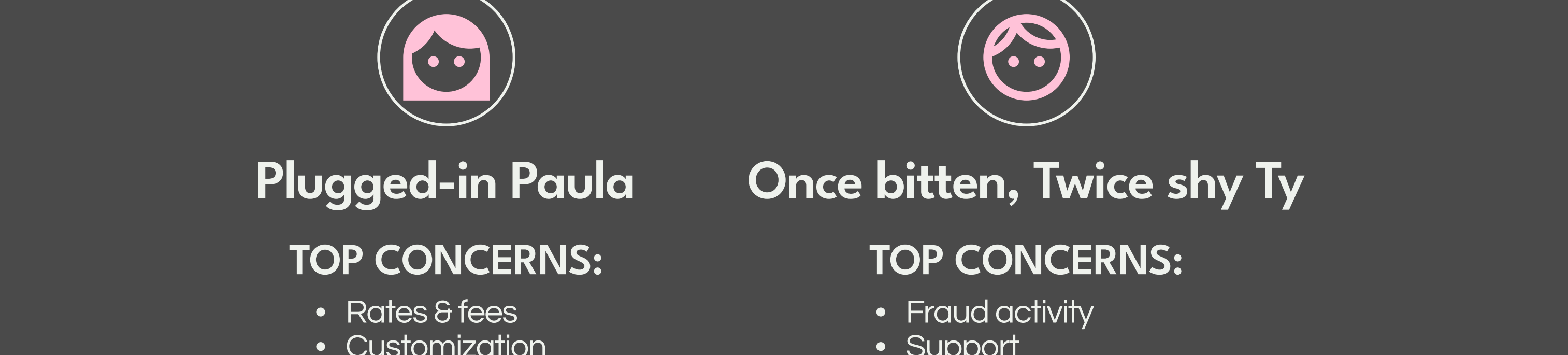


OBJECTIVES.

- Improve usability by simplifying navigation
- Enhance accessibility for an inclusive user experience
- Increase discoverability for key features
- Build scalable solutions for updates

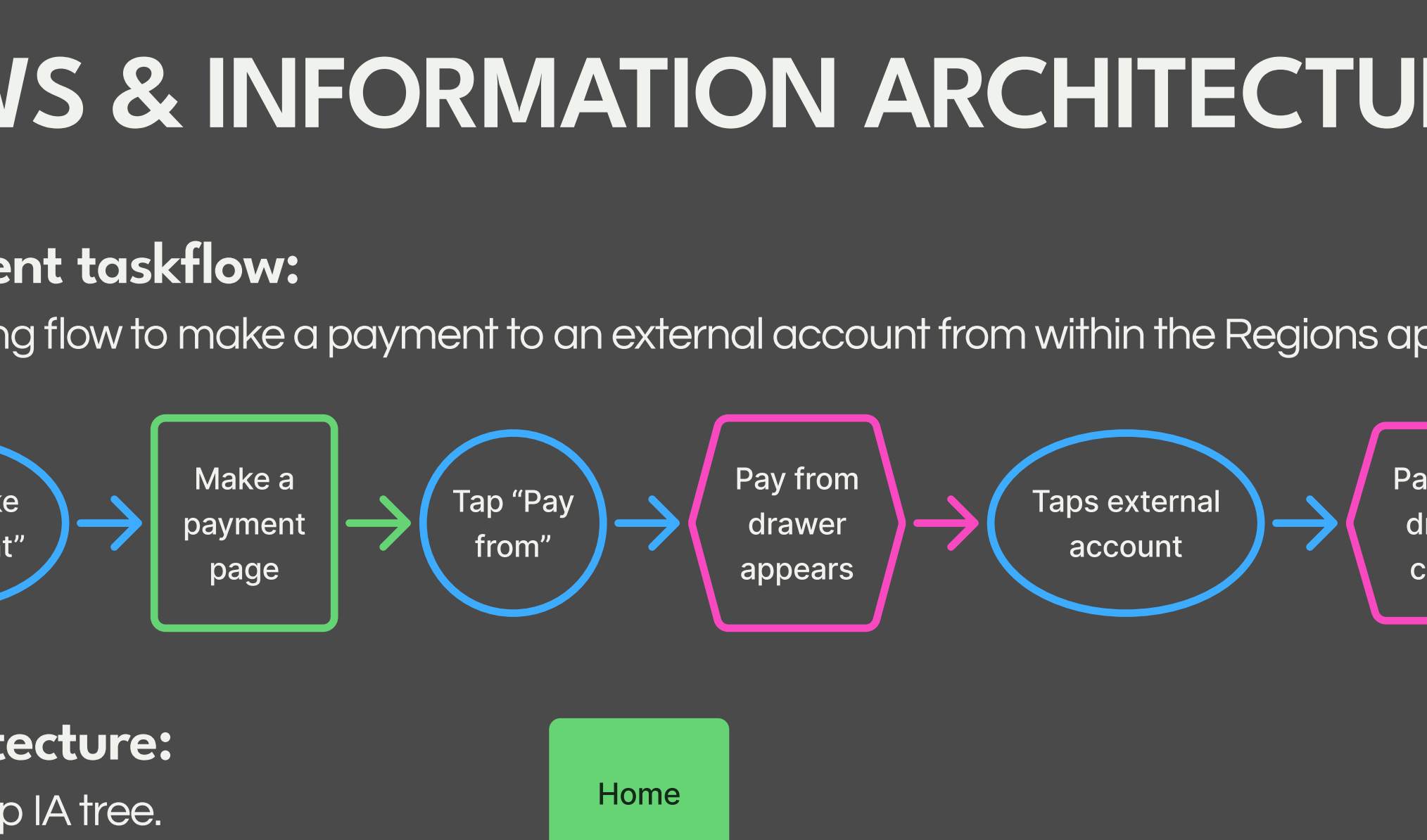
FEATURES & FUNCTIONALITIES.

To achieve objectives



USER PERSONA RESEARCH.

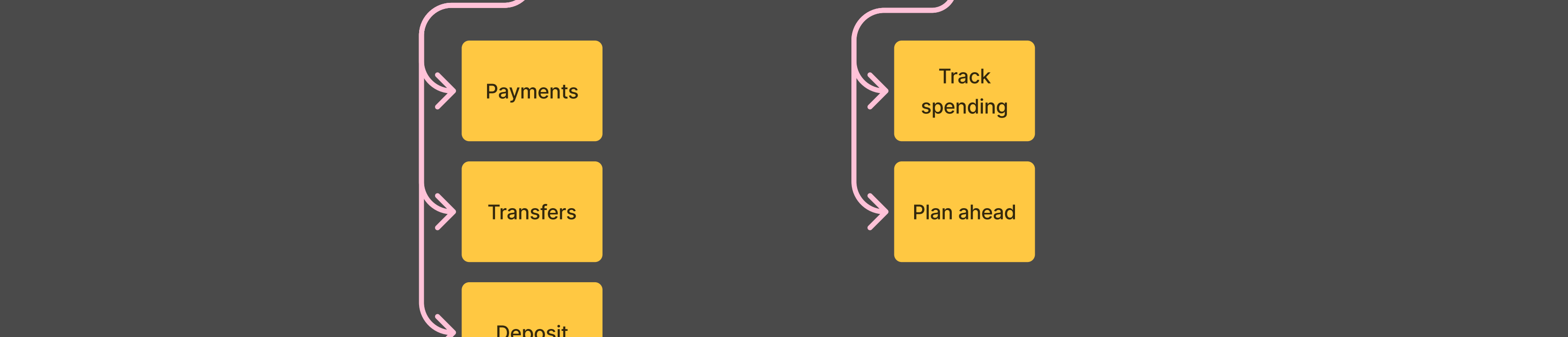
An empathy map was created to help us empathize with our users. It's a visual representation of how they feel and behave regarding their main goals when they use the Regions Mobile App.



TASKFLOWS & INFORMATION ARCHITECTURE.

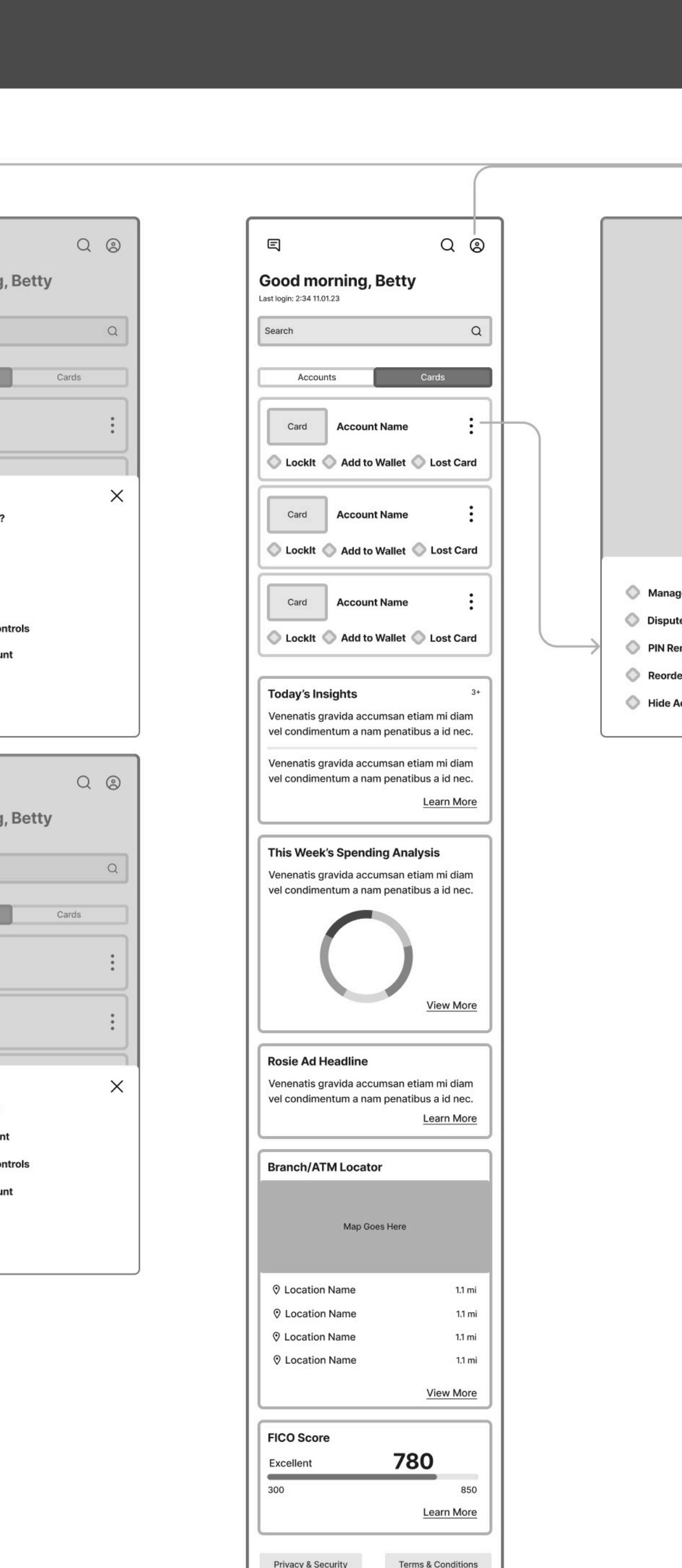
Credit card payment taskflow:

Example of the beginning flow to make a payment to an external account from within the Regions app.

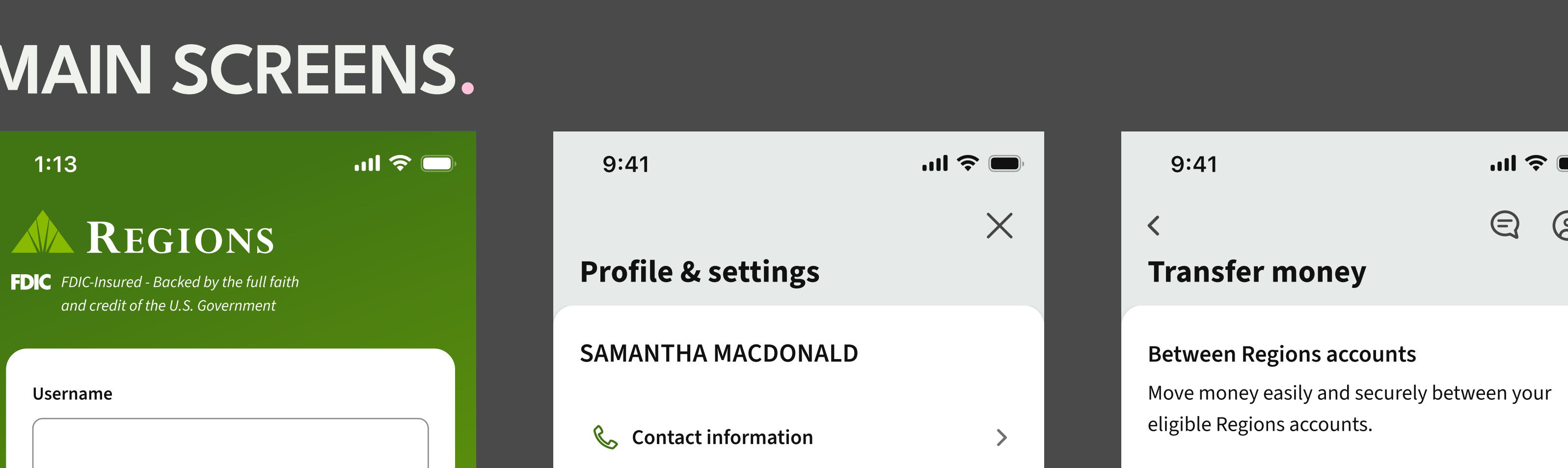


Information Architecture:

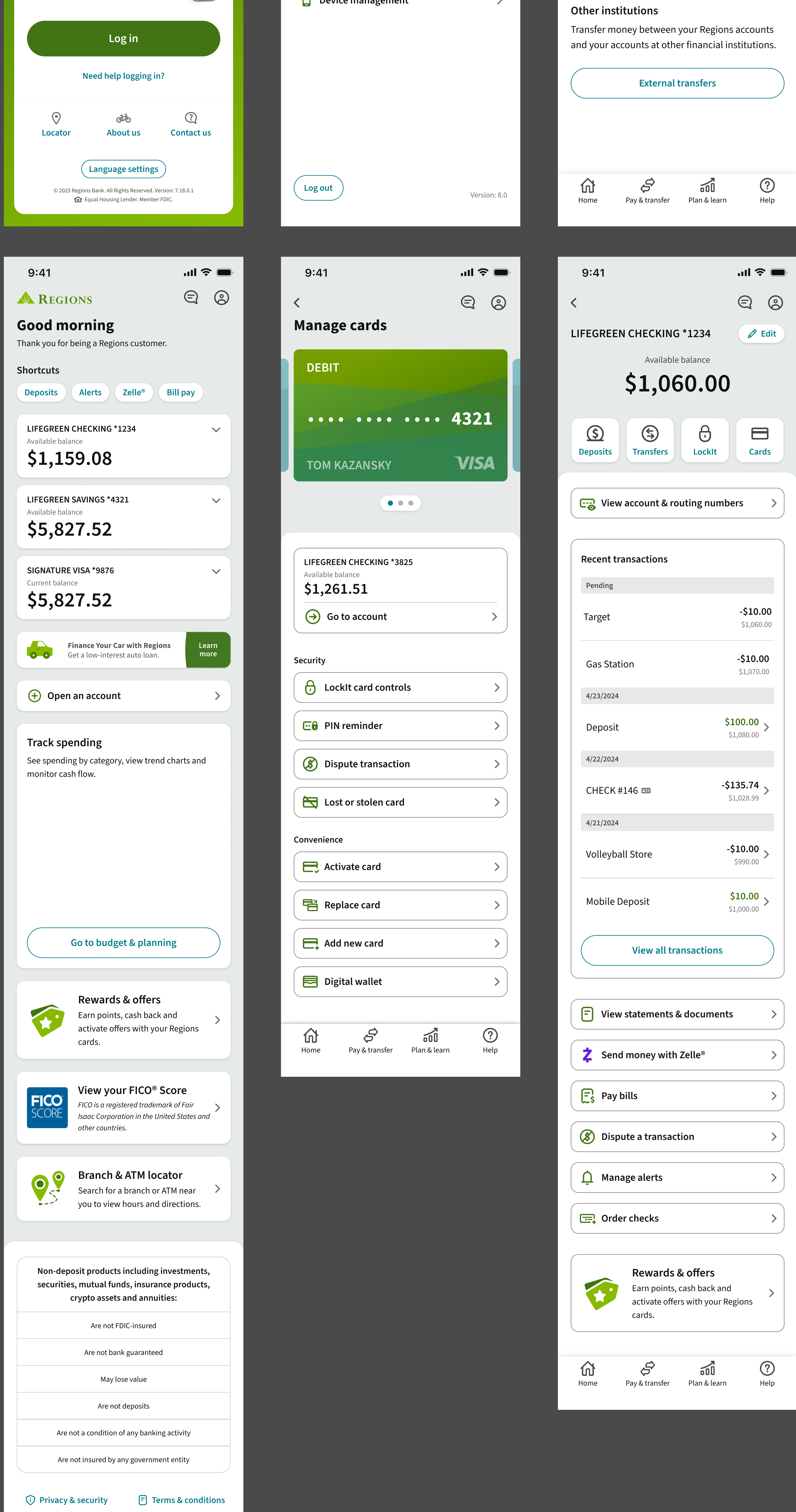
Example of a mobile app IA tree.



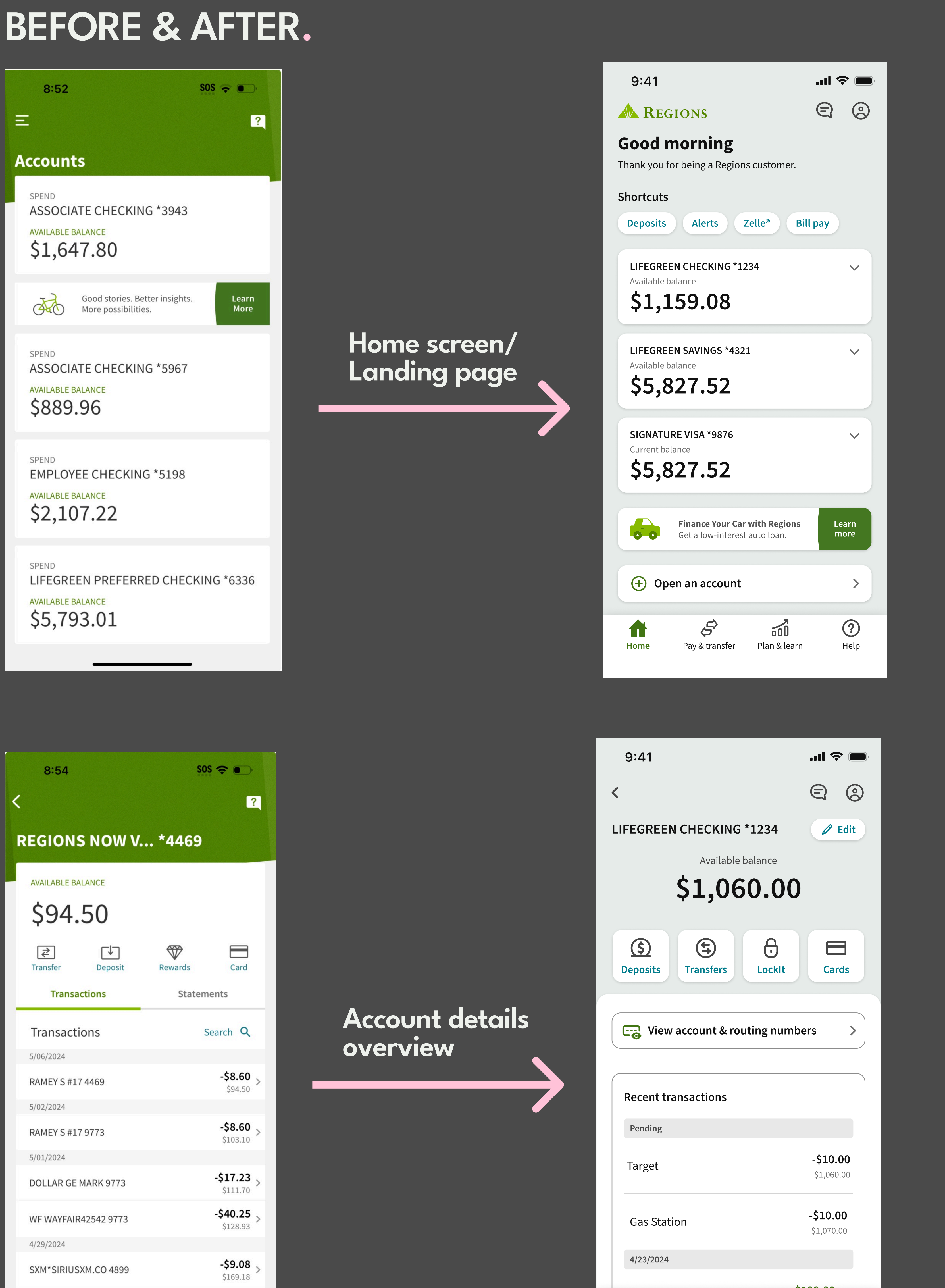
SKETCHES.



MAIN SCREENS.



BEFORE & AFTER.



RESULTS.

- Ranks number 1 in JD Power 2026 U.S. Online Banking Satisfaction Study ([full article](#))
- Mobile banking app experience ranks number 2 among regional banks (number 6 last year)