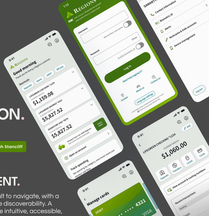
MOBILE MODERNIZATION.



Hannah Stancliff

PROBLEM STATEMENT.

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.

OBJECTIVES & GOALS.

- Migrate to a native app that has been developed internally
- Allow for more flexibility with user interfaces
- Build a best-in-class mobile banking experience
- Address key findings from research, guiding feature prioritization

OUR PROCESS.

DISCOVER · DEFINE · IDEATE · DESIGN

USER NEEDS.

- Simplify navigation and improve overall usability.
- Improve feature discoverability for key actions.
- Enhance accessibility to ensure an inclusive experience.
- Build a consistent, scalable design foundation for future updates.

FEATURES & FUNCTIONALITIES.

To resolve user needs

BOTTOM NAVIGATION · SHORTCUTS & QUICKLINKS · CONTRAST & TYPESCALE · DRAWERS & UI LIBRARY

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. It can aid in making design, content, and accessibility decisions.

Plugged-in Paula

TOP CONCERNS:
- Rates & fees
- Customization
- External Transfers

Once bitten, Twice shy Ty

TOP CONCERNS:
- Fraud activity
- Support
- Transactions posting

Cruise Control Helen

TOP CONCERNS:
- Task speed
- Recurring debits
- Making credit card payments

Overwhelmed Oliver

TOP CONCERNS:
- Rates & fees
- Customization
- External Transfers

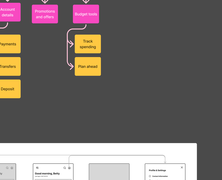
TASKFLOWS & INTERNAL ARCHITECTURE.

Credit card payment taskflow:

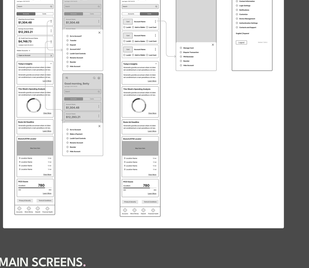
Example of the beginning flow to make a payment to an external account from within the Regions app.

Internal Architecture:

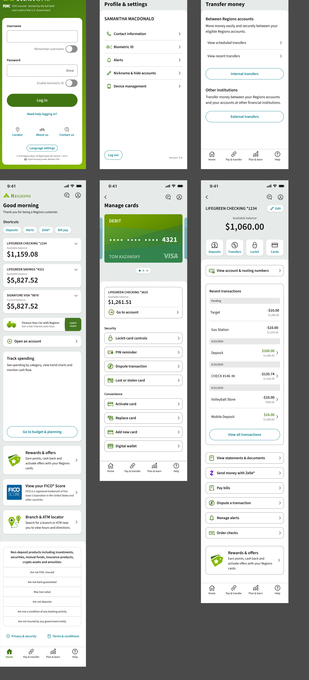
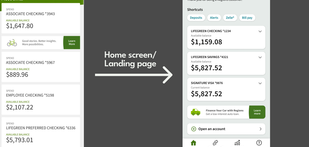
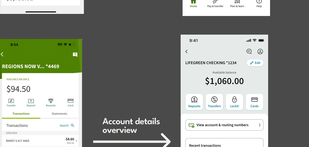
Example of a mobile app IA tree.



SKETCHES.



MAIN SCREENS.



COMPARISON OF SCREENS.