



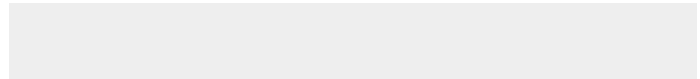
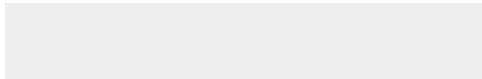
UX/UI Design



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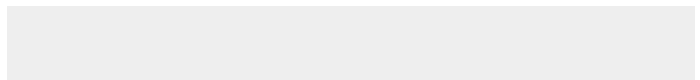
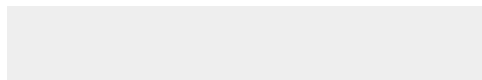
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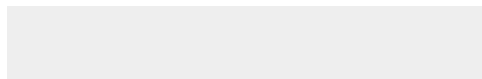


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2023

Portfolio

Huiyi Tang [UX Designer]

747621809@qq.com



您好，我叫汤慧谊。

通常在项目组中担任用户体验设计师一角。

我致力于通过深入了解用户需求、行为、体验和目标，打造便捷、直观、智能且令用户感到愉悦和满意的产品。正如交互精髓书上所言“一种长期成功的产品，能增强人们的能力、给人们带来快乐。”这正是设计的价值所在，我将努力学习追求创新，与团队合作，共同为用户提供更好的产品和服务体验。



Recent works

01

Llodys bank

02

Go Now

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Work Projects

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Others



FinTech- UX Design Solution Lloyds

The problem: In the UK, millennials have low awareness of buying retirement products and saving money.

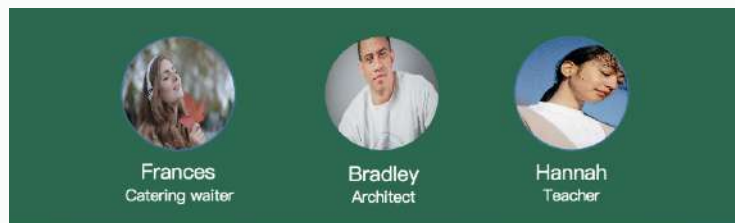
The solution: Improve the bank APP page to highlight the products and make it easy for millennials to use it.

- Design Features:**
- Retirement Products: Encouraging millennials to initiate a retire product.
 - Saving Vault: Encouraging young savers to save.
 - Planning for Saving Goals (Millennial Saving).
 - Book Health insurance.
 - Video introduction and Voice assistants.



Research

| | Lloyds Bank | Monzo | Starling Bank | First direct |
|--------------------------------|--|---|--|---|
| Product/Service | current account/ savings account/ loan/insurance/ pensions | current account/ savings account/ loan | current account/ savings account/ loan/transfers | current account/ savings account/ loan/insurance |
| Overall service quality | 64% | 81% | 81% | 78% |
| Market share | 4.63% | 2.00% | 8.90% | 3.30% |
| Marketing strategies | social media/email/ Sponsor Event Promotion | social media/ | social media/TV ads/Sponsor Event Promotion | social media |
| Strengths | 1. Variety of products 2. Diverse Banking solutions 3. Strong presence in retail banking | convenience,ease of use and unique functions | 1. Innovative banking with first mover advantage 2. Clinched several awards and accolades 3.outstanding features and offerings | 1. Superior customer experience 2. Ability to lead change in Sales & Marketing field 3. Digital Transformation In Sales & Marketing segment |
| Weaknesses | 1. Dropping credit ratings in recent times 2. High number of complaints against the bank had an adverse effect on the brand image | limited Services and no physical presence | 1. limited Services and no physical presence 2. Advocating profligacy | 1. Lack of clear differentiation of Direct Branchless products 2. Low market penetration in new markets |
| Customer satisfaction | ★ ★ ★ | ★ ★ ★ ★ | ★ ★ ★ ★ ★ | ★ ★ ★ |
| Opportunities | 1. Increased services 2. online services | make money work for people all over the world | 1.Expanding business banking division 2. Huge opportunity in the mobile banking sphere 3.Offering Banking-as-a-Service | 1. Better consumer reach 2. Finding new ways to collaborate 3. Loyalty marketing |
| Threats | 1. Stringent economic policies world over 2. Highly competitive environment 3. More and more Digital banks | Most people lack interest in banks that do not have physical presence | 1. Increasing competition from big five banks 2. Customer inertia | 1. Shortening product life cycle 2. Technology disruption because of hacks, piracy etc |
| slogan | "Lloyds Bank, by your side." | "Banking made easy." | "Fast. Fair. A joy to use." | |



| | |
|--|---|
| Q1: Can you start by telling me a bit about yourself? | A1: Frances, 30, Catering waiter Bradley, 35, Architect Hannah, 42, Teacher |
| Q2: Actually, Why do you open the Lloyds bank' s App? | A2: Frances: pay&transfer Bradley: pay&transfer, loan Hannah: pay&transfer |
| Q3: Do you usually have a plan for savings goals for yourself? why? | A3: Frances: No, Because no more money. Bradley: Yes, because I have loan. Hannah: Yes |
| Q4: Do you have to buy retirement products for yourself? | A4: Frances: No, I don't have enough money. Bradley: No, I'm too young. Hannah: This is too complicated and time-consuming |

Hannah

Background

- Alice is married and has two children, 2 and 6 years old
- She has to make all payments (rent, municipal services, and others). She prefers online banking, but sometimes she needs a consultant's help. In such cases, she goes to the bank.

Goals

Manage her family's financial matters with less effort.

Demographic

- Female 35 years
- England
- Married
- Social worker
- €36,000 per year

Motivations

Set savings goals and buy retirement questions through the mobile app.

Frustrations

- The need to visit the bank with children
- Long queues in the bank.

Skills

Tech savvy: 0-100 scale

Financial literacy: 0-100 scale

Insights

Path: There are long queues for in the bank customer service. Customers have concerns about other products.

Gain: Customers need to be able to easily communicate with customer service. Customers expect to use their bank's app. Customers expect high payment security (bank products).

Synthesis Users Insights

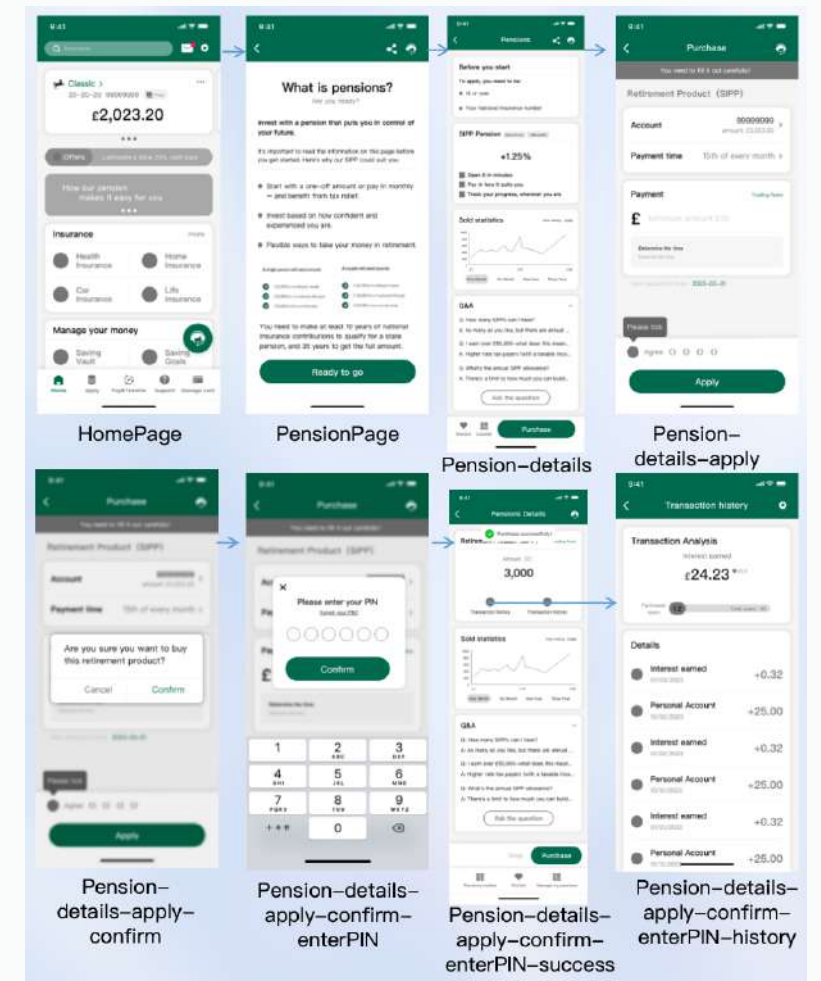
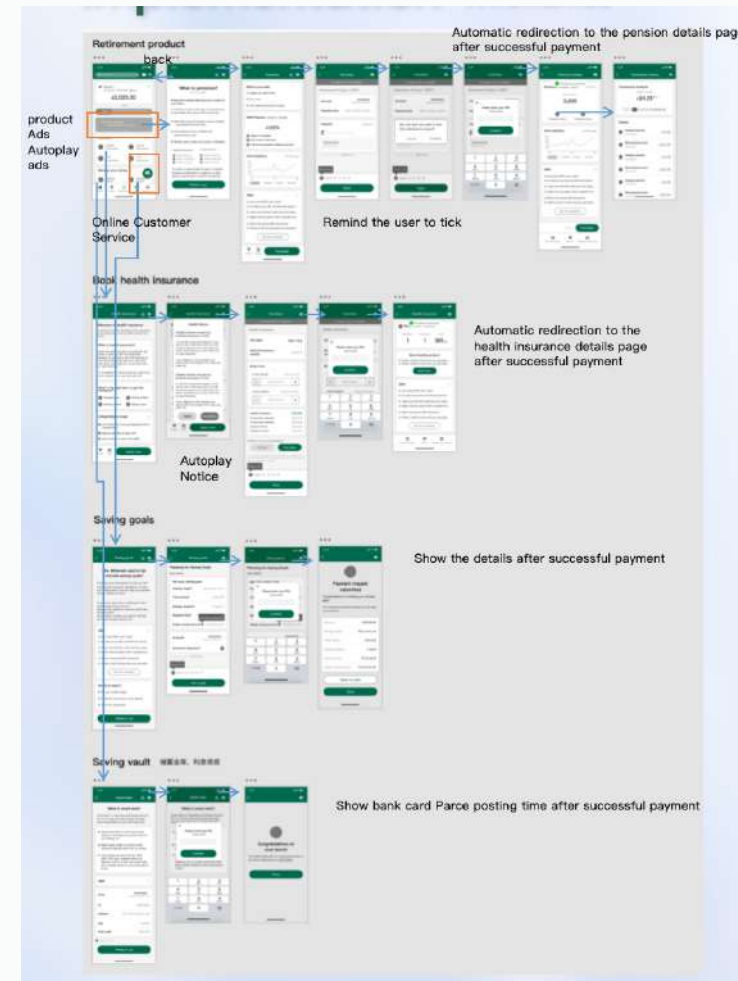
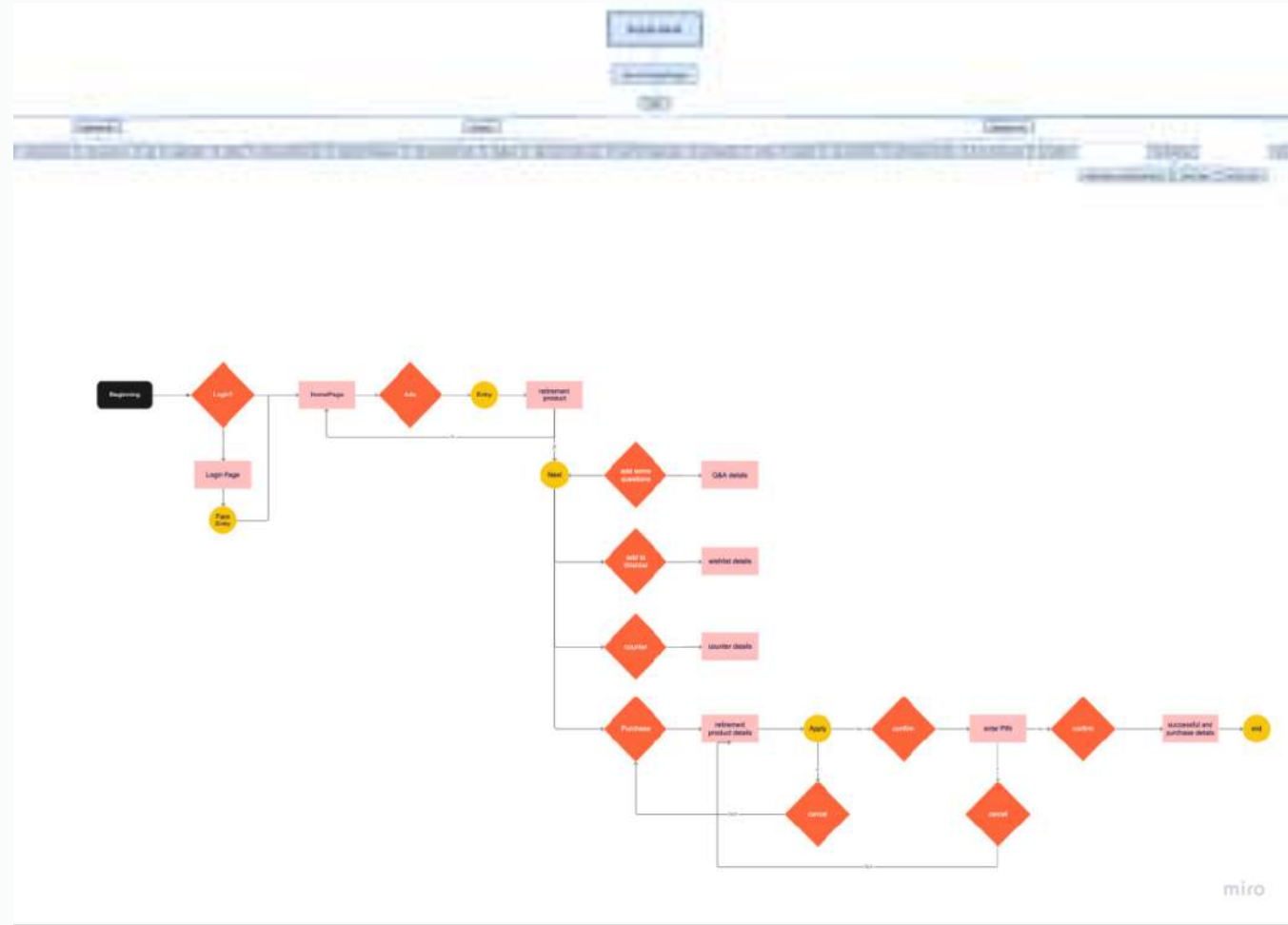
- Designing apps for millennials?:**
- 1. Efficient and on-demand**
millennials want easy access to information and they're unlikely to go hunting for what they want.
 - 2. Make things personal**
 - Create a killer style guide: With a clear style guide.
 - Reward my users
 - micro-interactions, help to communicate the status of a task and keep users switched on. Using a chatbot to allow users to interact with your team directly.
 - 3. Lightning-quick page speed**
Nowadays, everyone's in a hurry. And when it comes to the success of your site or app, page speed and performance play a significant role.
 - 4. Go mobile-first**
With so much demand for mobile devices and good apps to go with them, designing mobile-first makes a lot of sense.
 - 5. Pay attention to landing page**
Designing a personalized landing page is a good way to help millennials who have arrived on your page relate to its content.

According to Envato, it is more likely that they are referred to a landing page from social media, a search engine or an aggregating service.
- Conclusion:**
Millennials expect instant gratification, personal connections and quick and easy access to the apps.

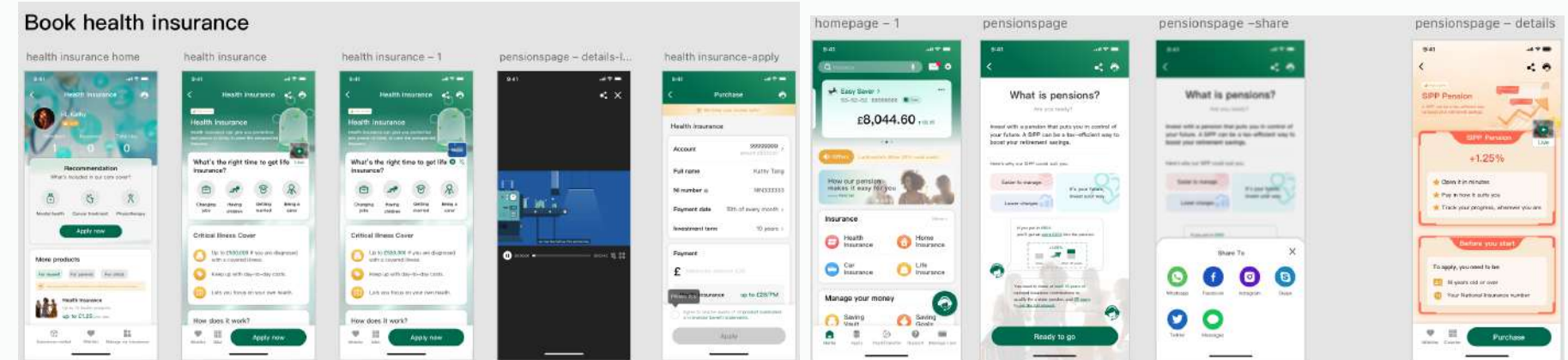
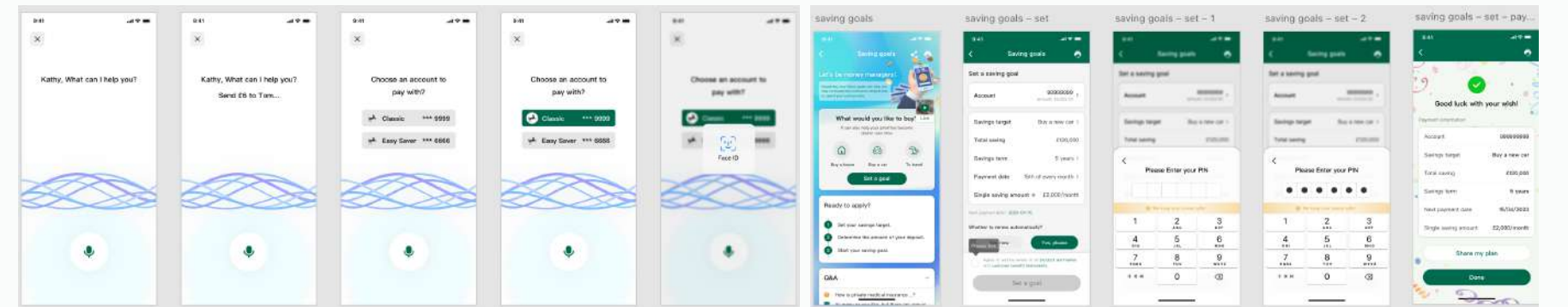


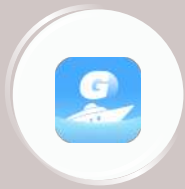
宣传片

Sitemap/Prioritization



| Journey stage | visit | Discover | Booking | Post-booking | Share | After use |
|-----------------|--|---|---|---|--|---|
| Goals | Open Lloyds Bank App. | Seeing ads for retirement products. Entry and read the retirement product's details. | Book the retirement product. Read the before invest. Choose a payment method and invest way. Finish. | View purchase information. | Check if there is a monthly deduction. | Suspension of monthly renewal fees. |
| Thoughts | I want to check how much money is left in my bank account. | 1.What an attractive advertisement! What does this product look like? 2.Is this retirement product suitable for me? | 1.What is pay in how it suits me? 2.Can I cancel at any time if I don't want to use it anymore? 3.I've seen so many reviews saying this retirement product is great, I'll try it too. | 1.I want to check if I have bought this retirement product 2.I want to share this product to my friends. | I want to check if they deduct the amount I set every month. | I have limited funds recently and would like to apply for a suspension of my retirement product purchase. |
| Touch points | Lloyds bank app | retirement products ads product page | select payment method page checkout page payment page error message shipping page order confirmation customer service icon | shipping page share page | payment details page retirement product page | retirement product page shipping page confirmation page |
| Actions | | | | | | |
| Insights | | | | | | |
| Recommendations | | Advertising positions can be placed for different ads, users can click through to the product details page quickly. | Attract new users to buy through product introduction and user reviews. | Adding new users by inviting them to friends. | | |





Social App- GoNow

The problem: There was a notable decrease in the number of visits abroad by UK residents between September 2022 and November 2022.

The solution: The primary aim of this project is to inspire millennials to venture outside their comfort zones and immerse themselves in new cultures.

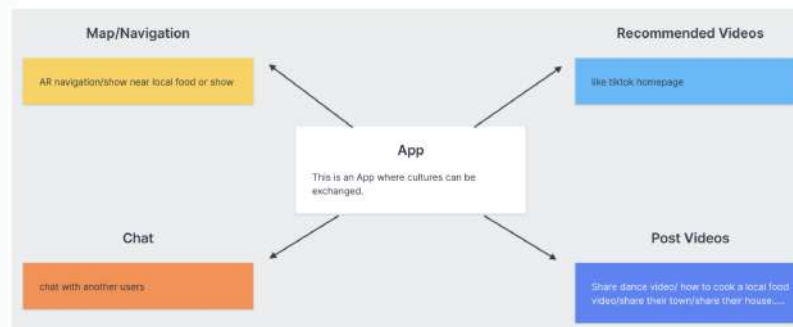
- Design Features:**
- AR navigation .
 - Discover video.
 - Share their life.
 - Chats.



Research

Competitor Analysis

| | Tripadvisor | Instagram | Visit London | TikTok |
|---------------------|---|--|---|---|
| Category | Travel | photo&video | Travel | Entertainment |
| Price | Free | free | free | free |
| Device | iphone, ipad, android and Apple TV Apps | android, iphone, ipod | iphone, ipod, android | iphone, ipad, android and iMessage Apps |
| Time on market | 4 years | 12 years | 4 years | 12 years |
| Company background | IAC Inc | American company Meta Platforms | London&partners Ltd. | TikTok PTE Ltd. |
| Target Audience | all travel lovers | 18-24 | all London visitor | 18-24 |
| Main features | <ul style="list-style-type: none"> • Popularity Ranking. • Traveler ratings. • Reviews. • Photos. | <ul style="list-style-type: none"> • edit and upload images • share short videos | <ul style="list-style-type: none"> • navigation • timely offer information • discover london | <ul style="list-style-type: none"> • watch video • sent video • reviews • buy something • live |
| Key user Experience | Easy and clear to book a cheaper hotel or anything. | easy to use | Discover place in London | <ul style="list-style-type: none"> • watch video • reviews |
| Major Pain Point | unreliable reviews | <ul style="list-style-type: none"> • user safety and content moderation • fake accounts and spam | <ul style="list-style-type: none"> • Technical issues • fake accounts and spam | content moderation and safety |



Jill Anderson



"I'm looking for an App that will simplify recommendation of my trips."

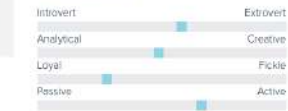
Age: 29
Work: Bank manager
Family: Single
Location: London
Character: Busy Worker
Average income: \$40,000/year

- Organized
- Practical
- Fusion
- Hardworking

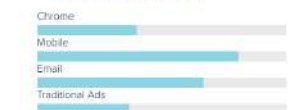
Bio

Jill is a Bank Manager who work every working days. He always goes on trips on his holidays and he often visits the same cities and stays at the same hotel. He is frustrated by the fact that no matter how frequently he takes similar trips, he doesn't know about the specialties and the latest events there. He hopes his trip will take a new turn.

Personality



Preferred Channels



Goals

- To exchanging homes with others, travelling to other people's cities
- To search of local specialties.
- Post a comment.

Frustrations

- Too many time to looking for travel tips - He's busy!
- Too many App visited per trip
- Not terribly tech-savvy - doesn't like the process.

Motivation



Audrey



"I'm seeking an app that has innovative and interesting content that resonates with me."

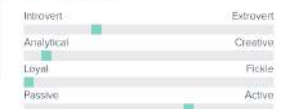
Age: 32
Work: Regional Director
Family: Married, 1 child
Location: York
Character: The Frequent Flyer

- Organized
- Fusion
- Extrovert
- Hardworking
- like new things
- Lovely

Bio

Audrey is a Regional Director who travels 4-8 times each month for work. She doesn't know what local food and latest events are near where she goes to work. She spends very little time interacting with her children.

Personality



Preferred Channels



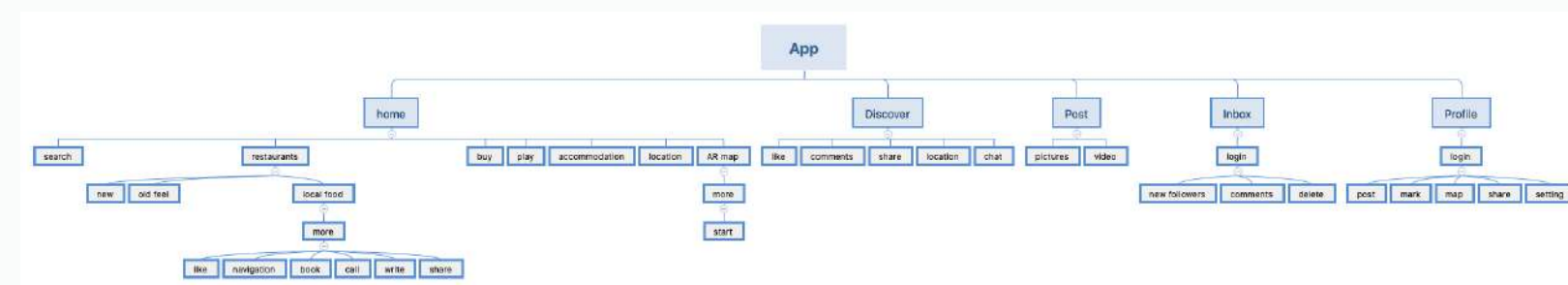
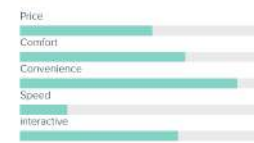
Goals

- To find near local food and latest events to join.
- Challenging new cultures with her children

Frustrations

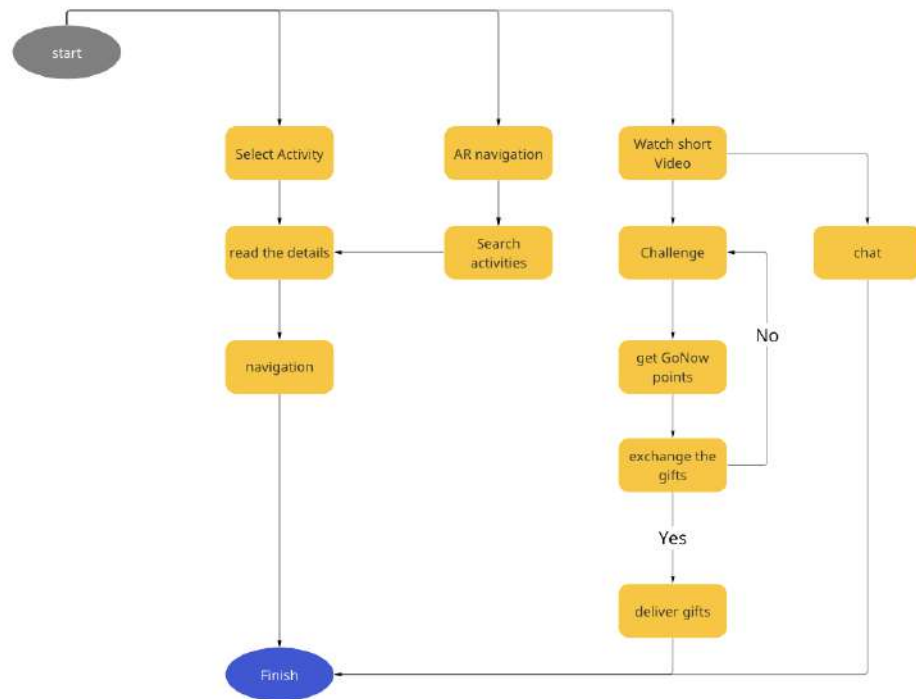
- No time to interact with children - she's busy!
- Too many app visited per trip
- Not terribly tech-savvy - doesn't like the process.

Motivation



宣传片

process diagrams/Experience map/Brand/Test



LOGO



Mood Version



Colors

Text colors
 #333333 #444444 #666666 #999999

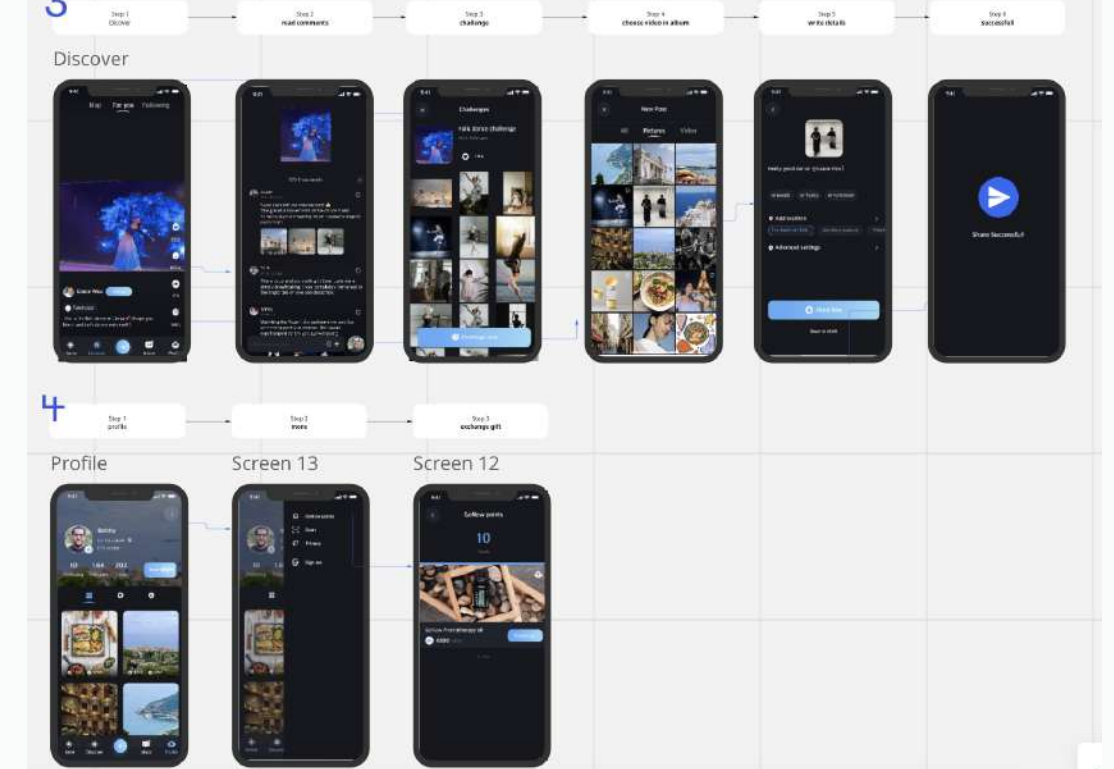
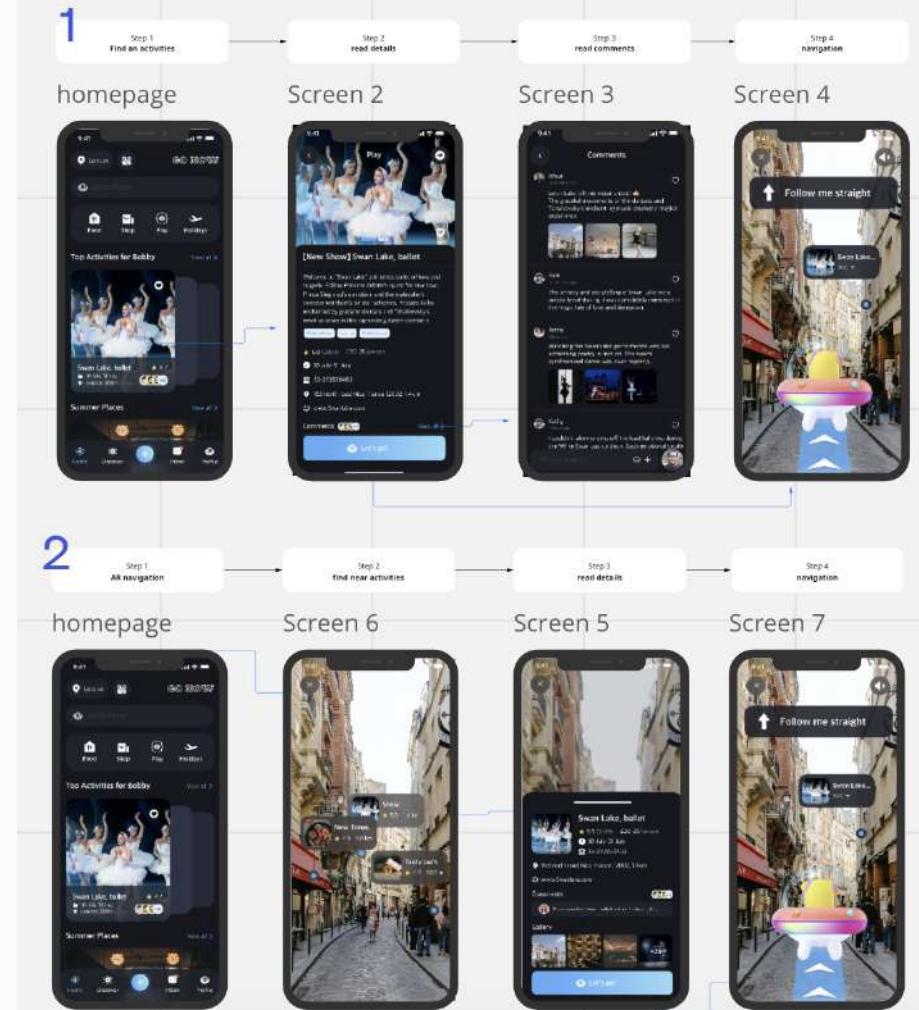
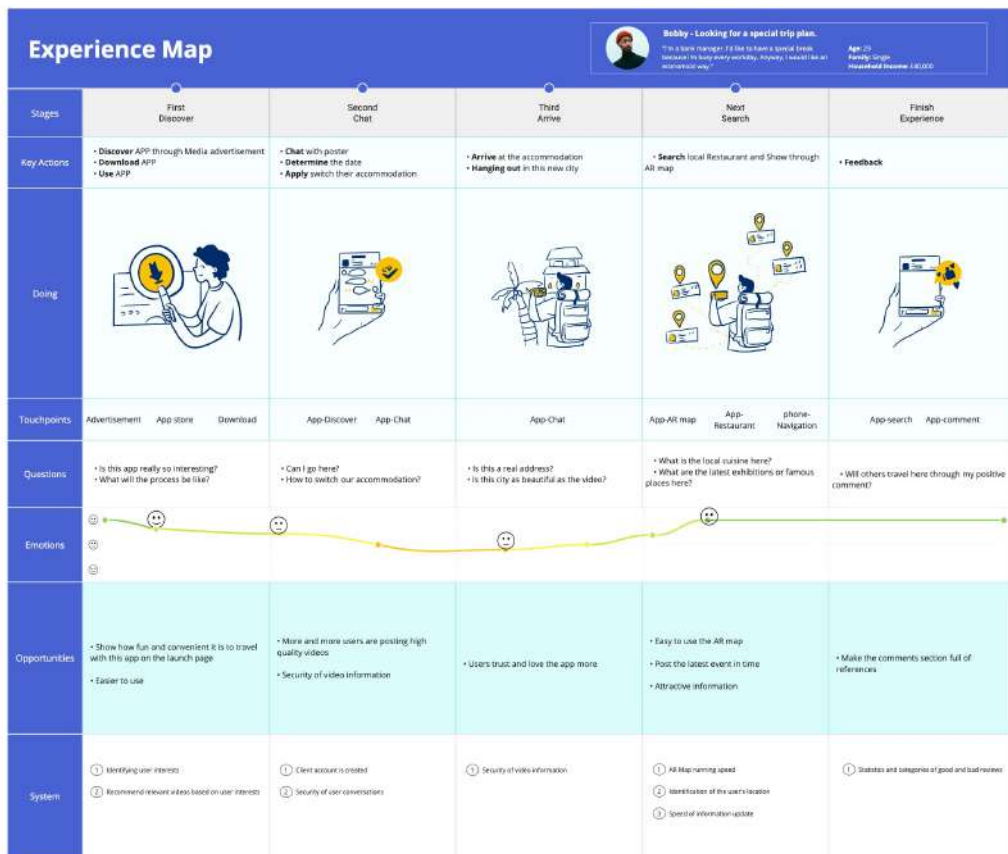
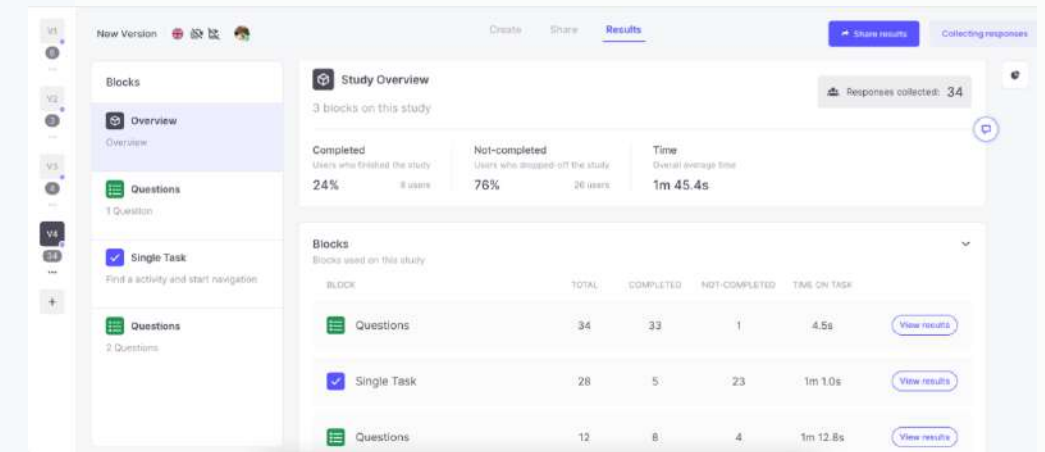
Line color
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Main colors
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Second colors
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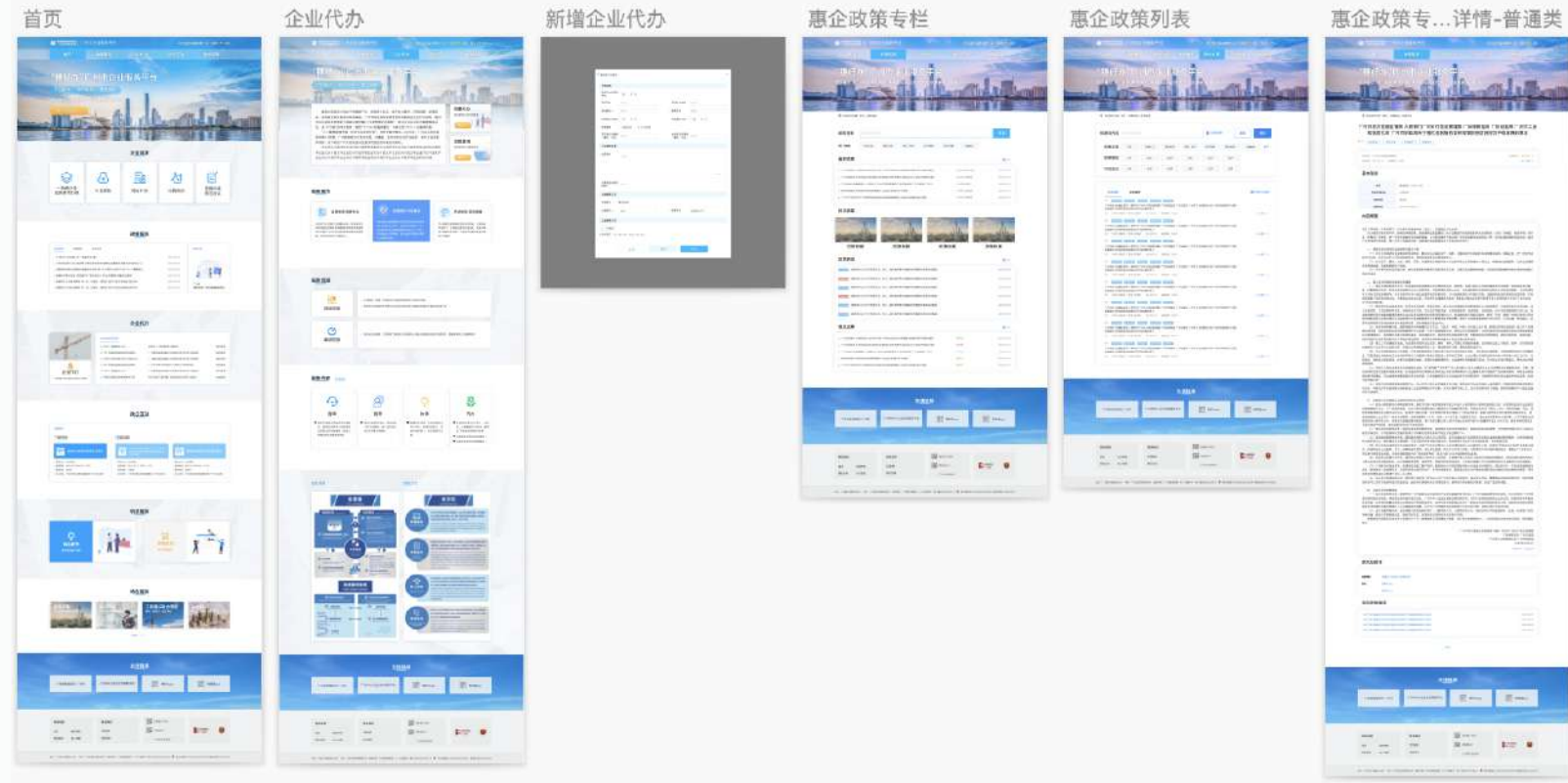
Text styles

Navigation Title Bold 18pt Apple SD Gothic Neo
 Navigation Bar Bold 16pt Apple SD Gothic Neo
 Small Widget Regular 14pt Apple SD Gothic Neo
 Small Widget Regular 12pt Apple SD Gothic Neo
 Remark Regular 10pt Apple SD Gothic Neo
 Second Remark Regular 9pt Apple SD Gothic Neo

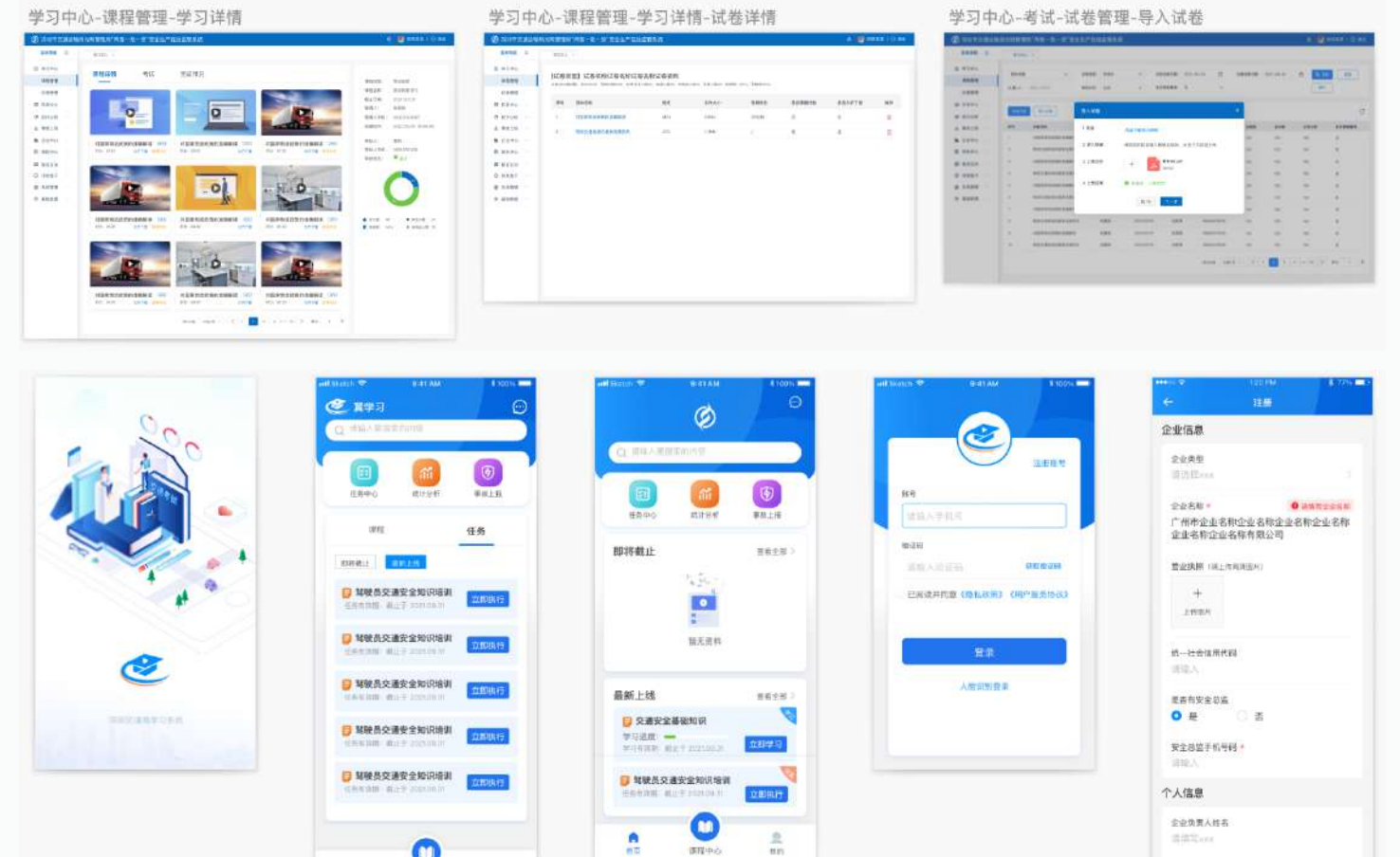


工作经验项目展示

广州市企业服务平台WEB



深圳交通局考试系统WEB/App



中山市文旅云大屏



5G CPE 翼品小程序



粤正易 一网统管平台



翼票通APP



南航机务项目——IMOQA



档案云

登录页 (短信登录)



首页



档案分类—档案类型管理

