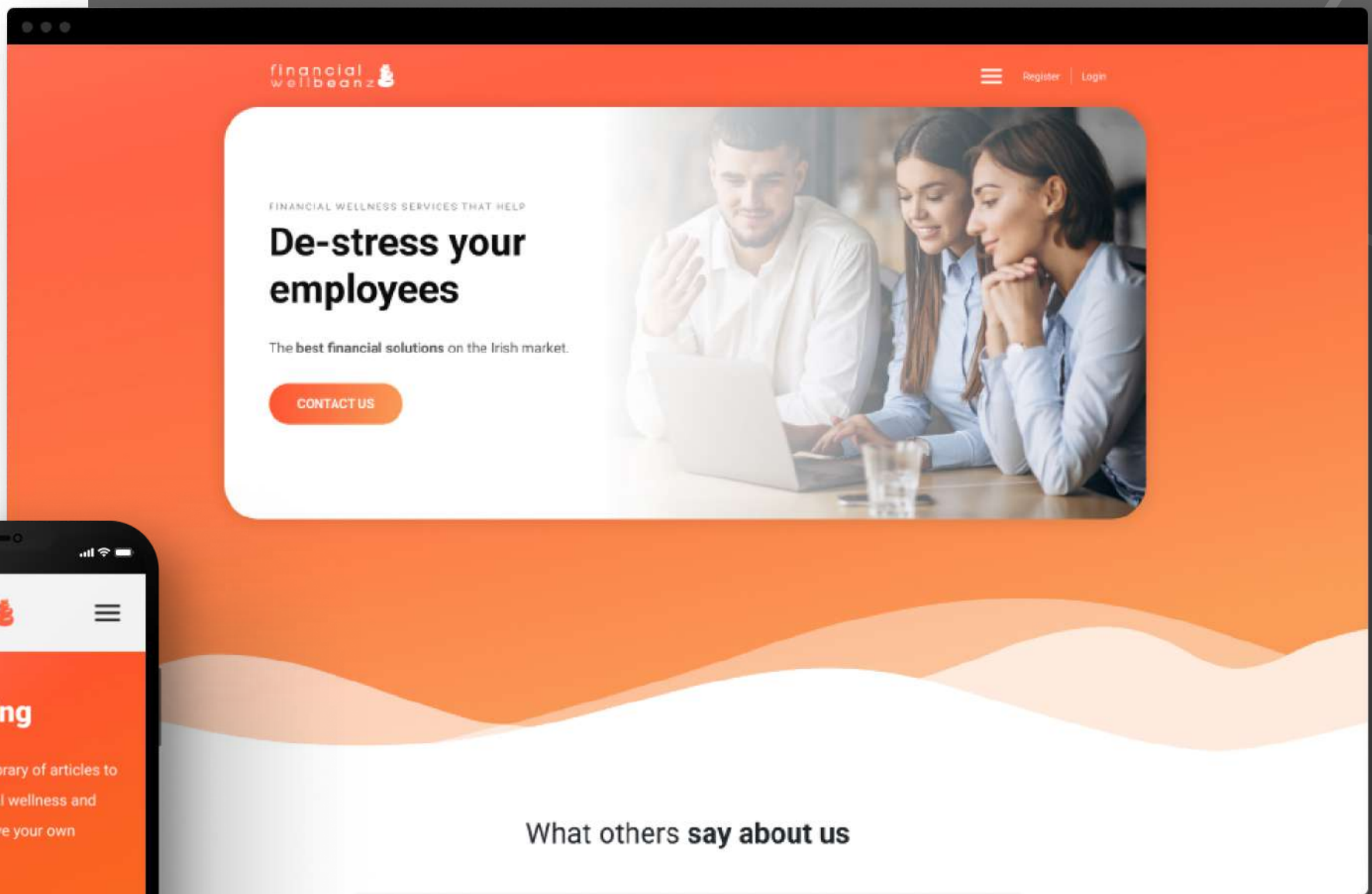
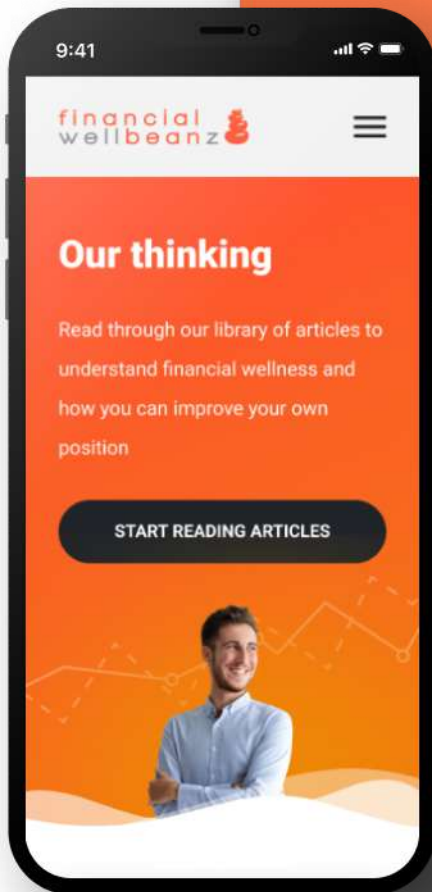




Financial Wellbeanz

Get the best financial solutions and advice in Ireland.

CASE STUDY BY:
Nikki Vancaš



Project overview

Financial Wellbeanz is a digital platform designed to help employees with their finances. They provide a high-tech, high-touch service to meet the needs of employees.



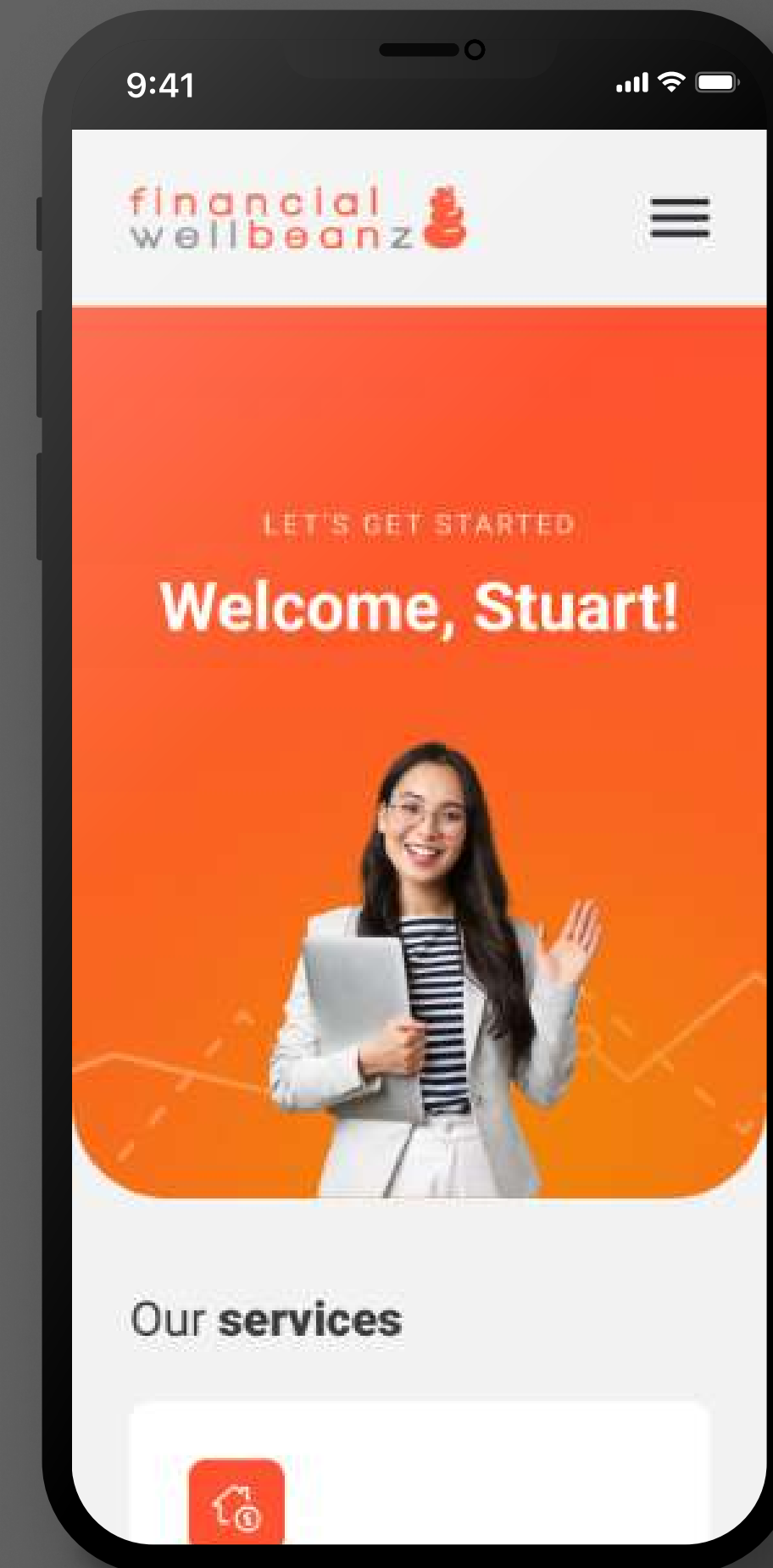
The problem

Many different design styles throughout the website and platform.



The goal

Modernize and standardize the design across the website and platform.



Project overview



My role

UX/UI Design



Responsibilities

Wireframing, prototyping, designing



Understanding the user

Summary

The platform is presented to company's management (e.g. CEOs or HR managers) that want to help their employees become more financially free through education, access to solutions and advice and by creating better financial habits.



Starting the redesign

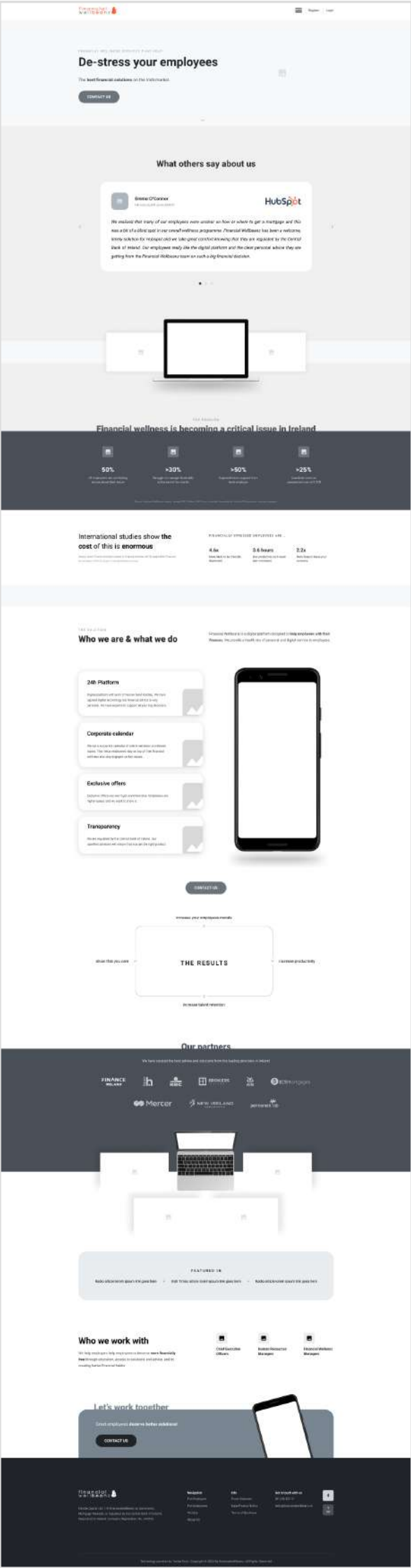
- 1 Wireframes
- 2 High-fidelity design
- 3 Before & After



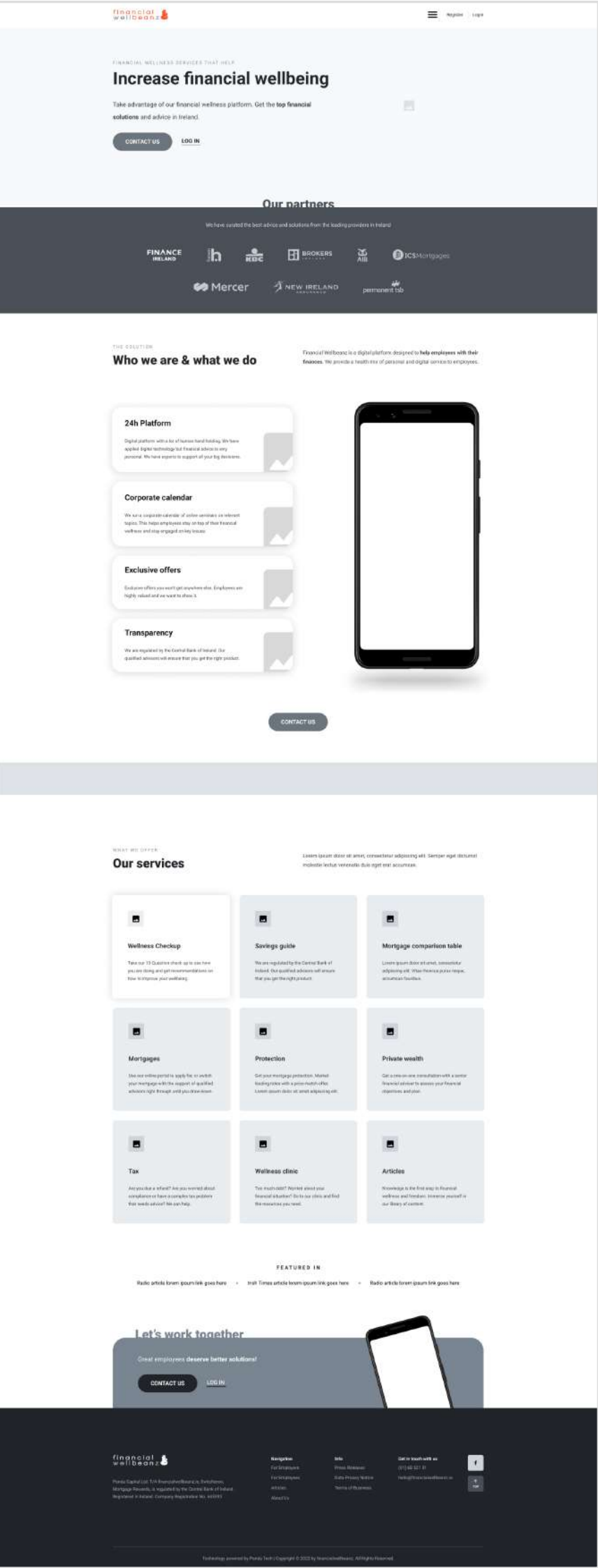
Wireframes

Website

The project started with two website wireframes - one for employers, and one for employees.



EMPLOYERS

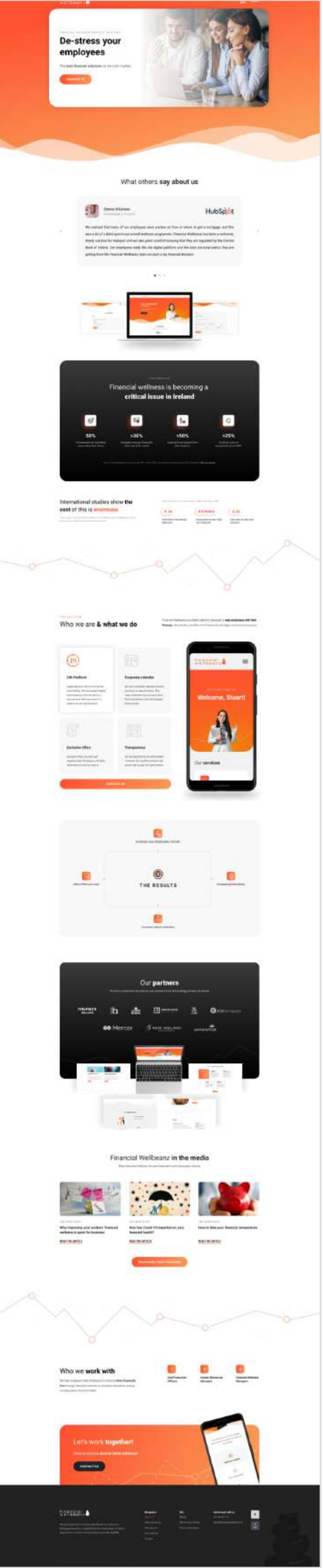


EMPLOYEES

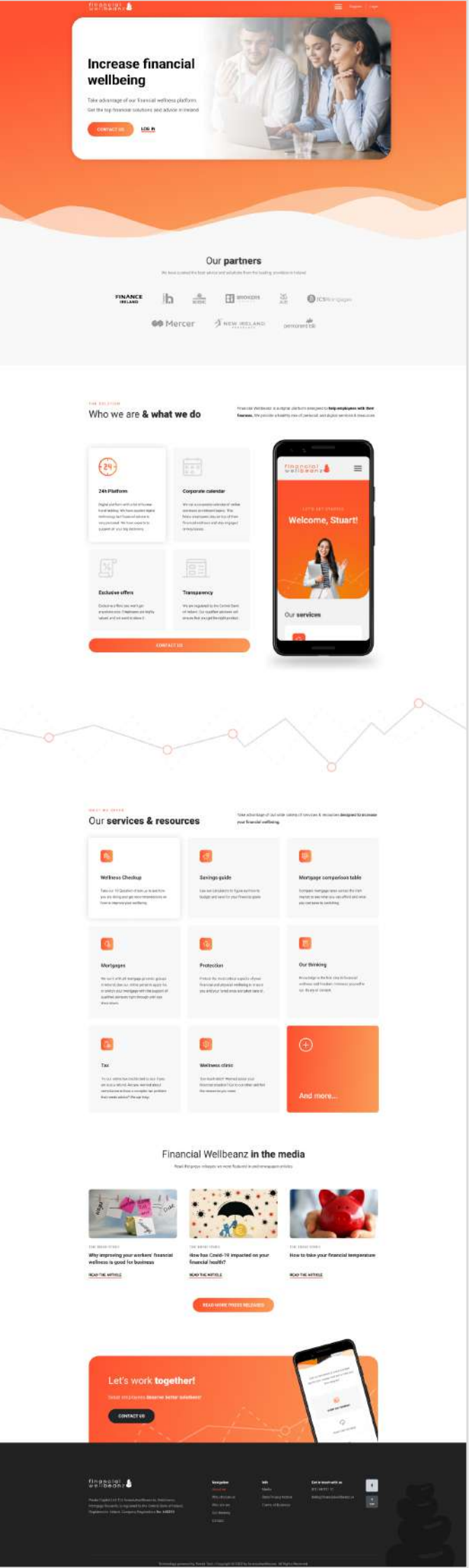
High Fidelity Design

Website

Colors (contrast was checked on WebAIM for accessibility), and all visuals were added. After client's approval, the other website pages were designed. Responsive designs were prepared for developers as well as the design system and components.



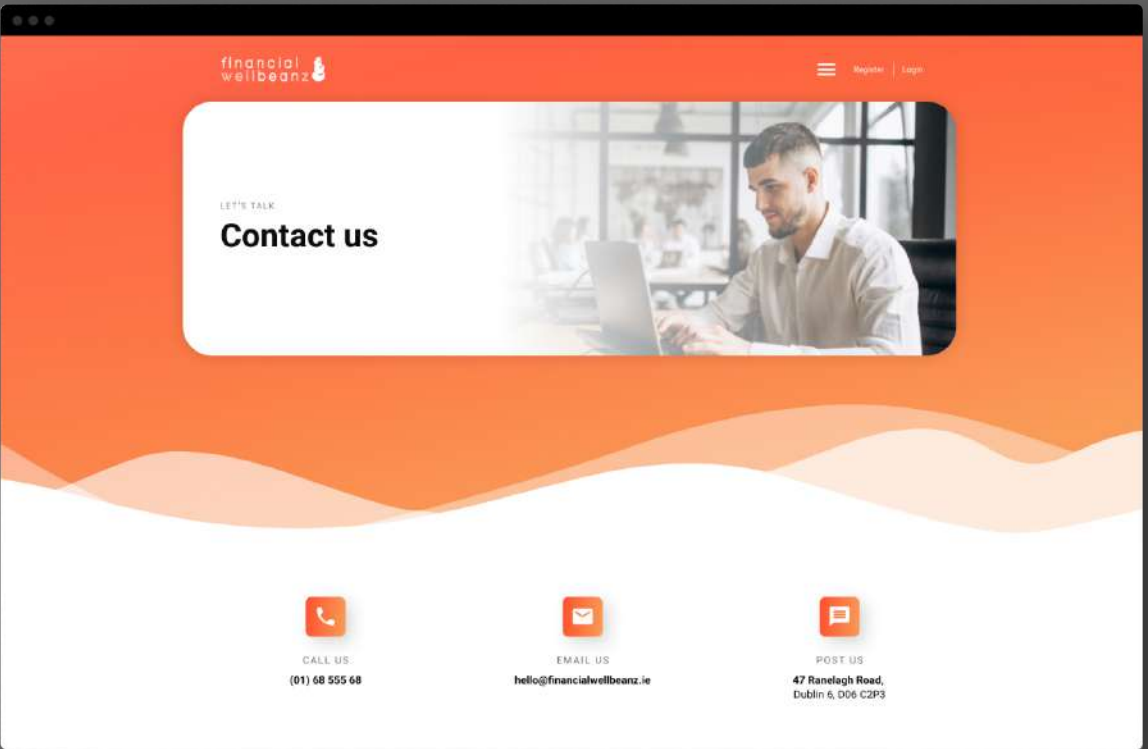
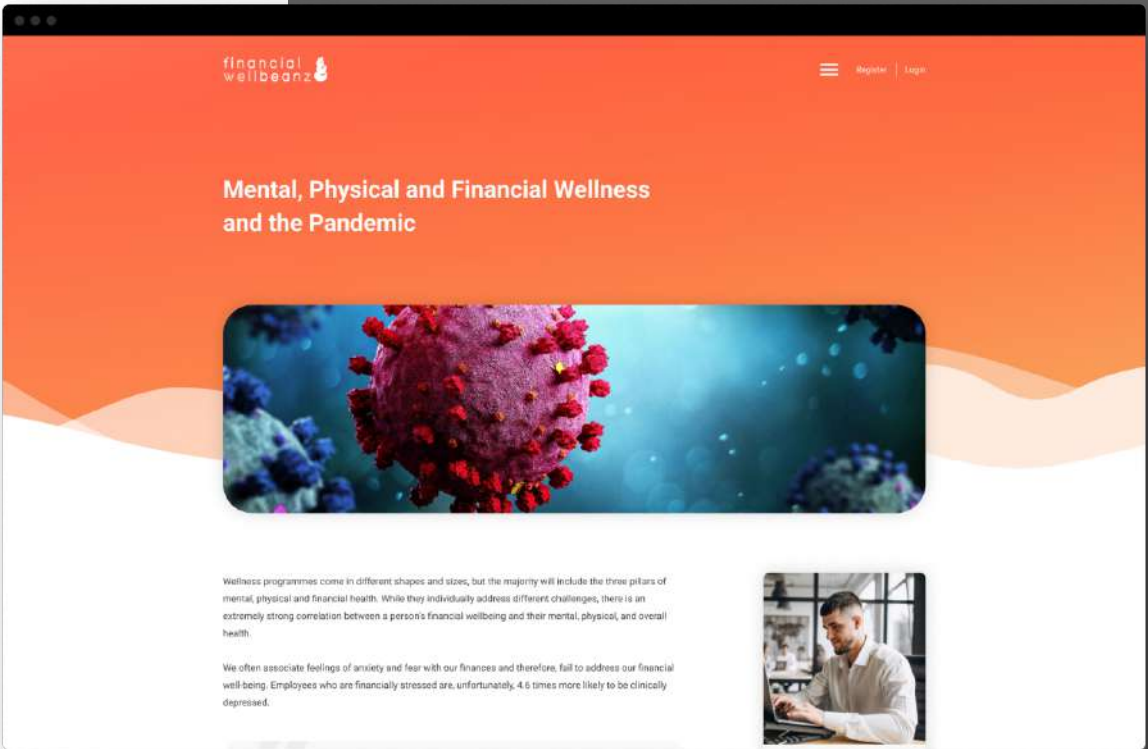
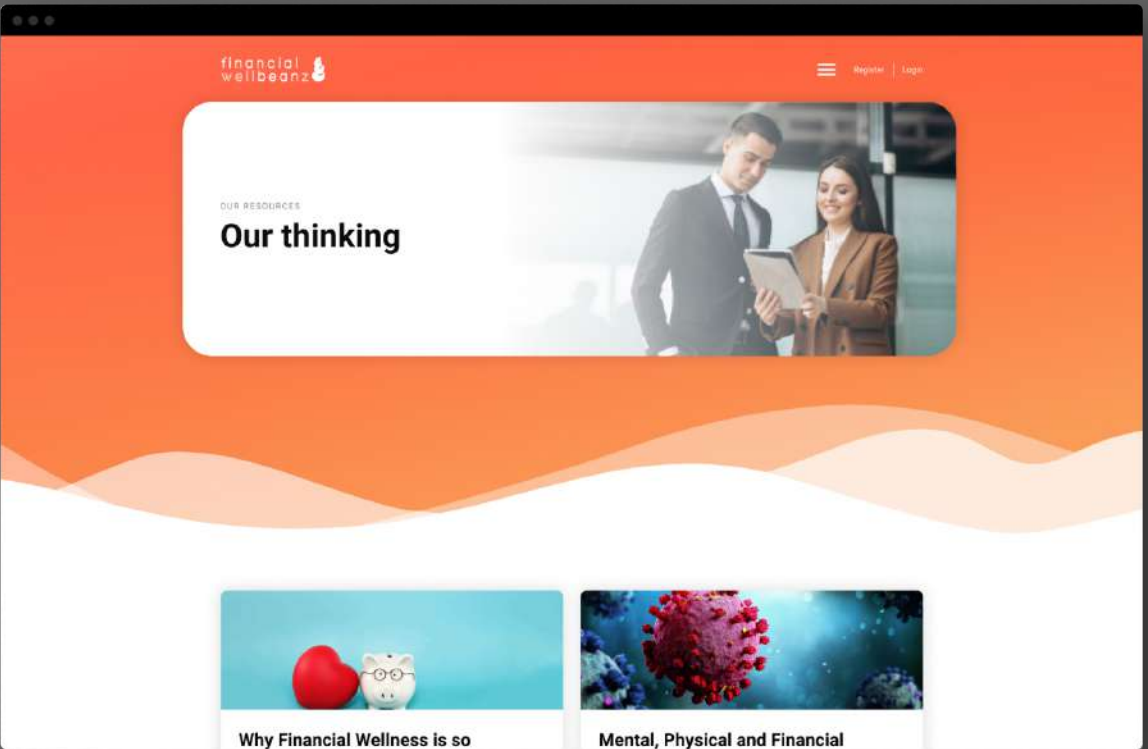
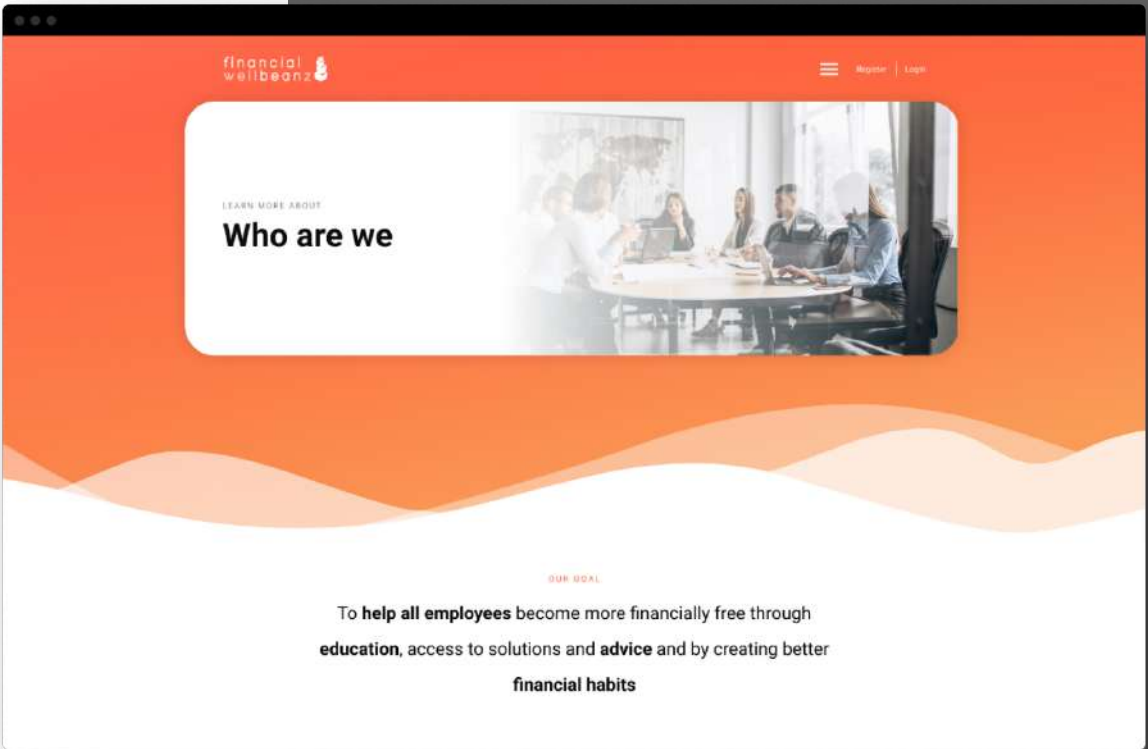
EMPLOYERS



EMPLOYEES

High Fidelity Design

Website - other pages



High Fidelity Design

Platform - boilerplates

While the new website design was in development, we moved on to the next step in the project - redesigning the platform.

We started by defining what services need a boilerplate design, and defining their content.

HERO SECTION

→

PARTNER(S)

→

SERVICES

→

MORE ABOUT SERVICES

→

TESTIMONIALS

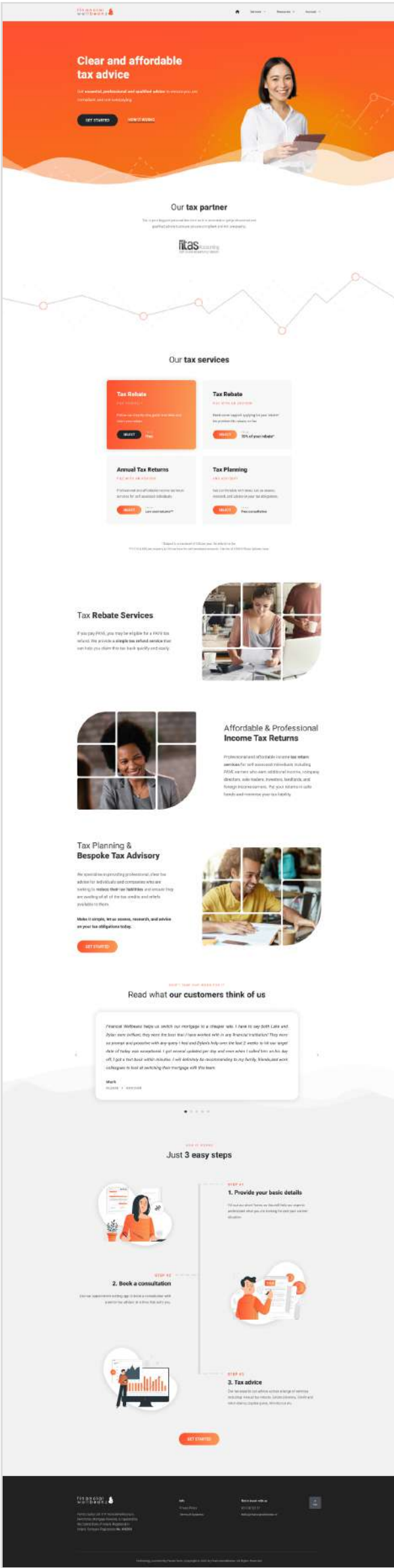
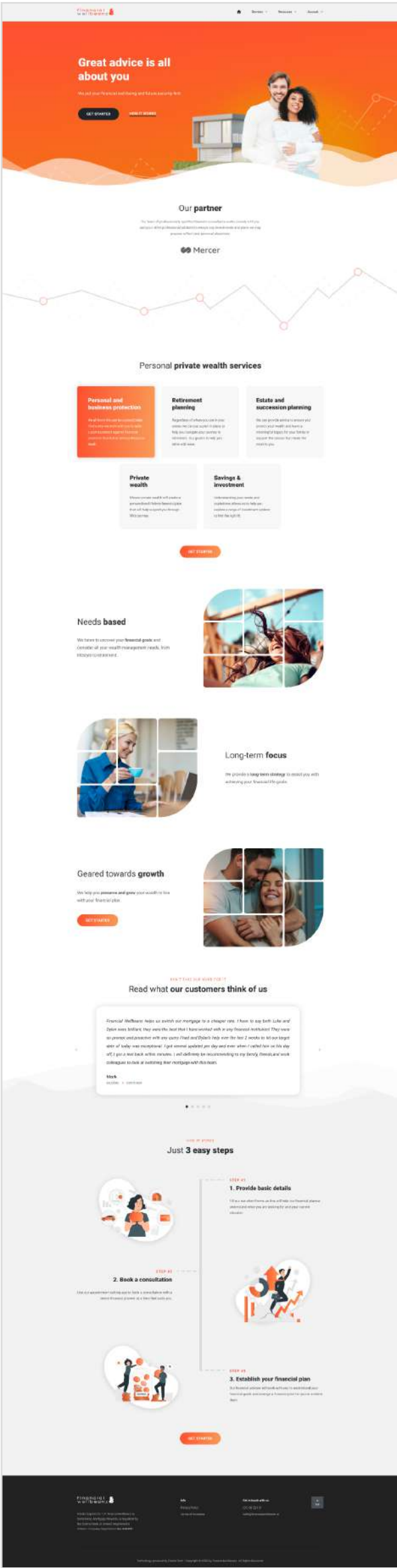
→

HOW IT WORKS (STEPS)

→

FOOTER

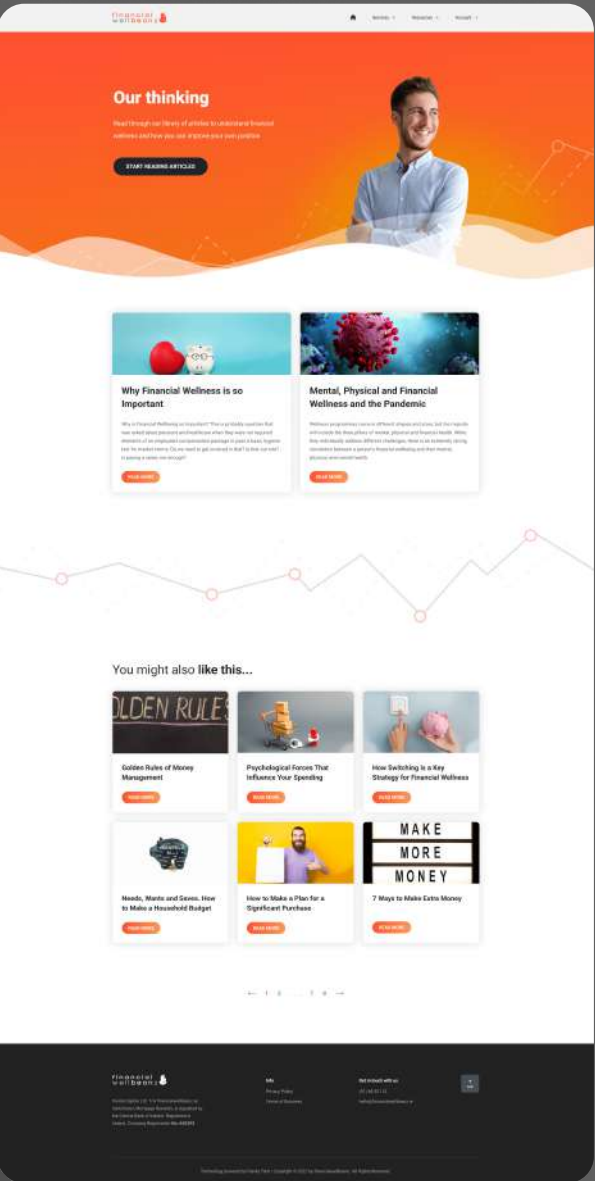
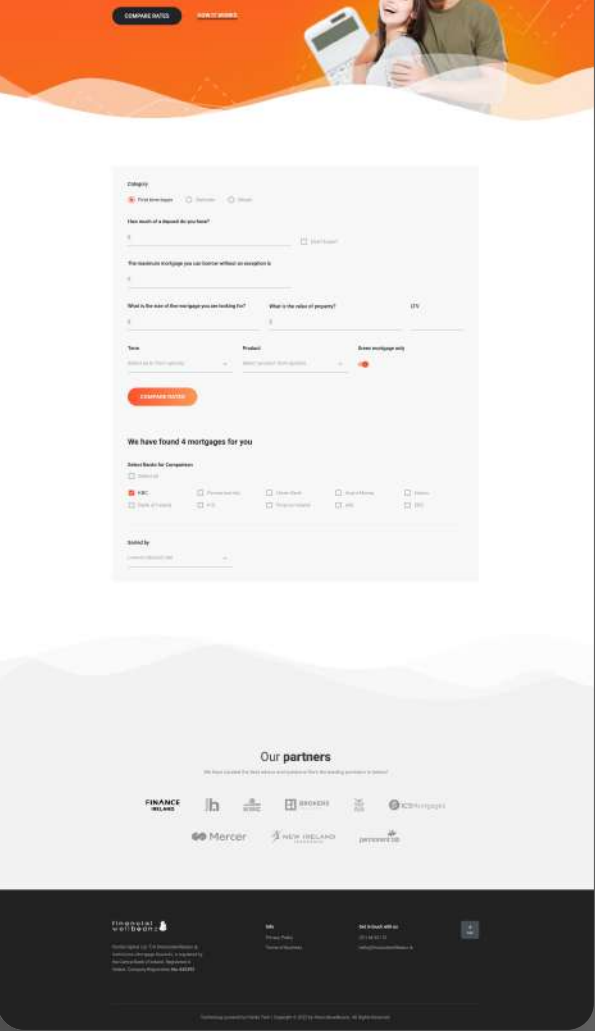
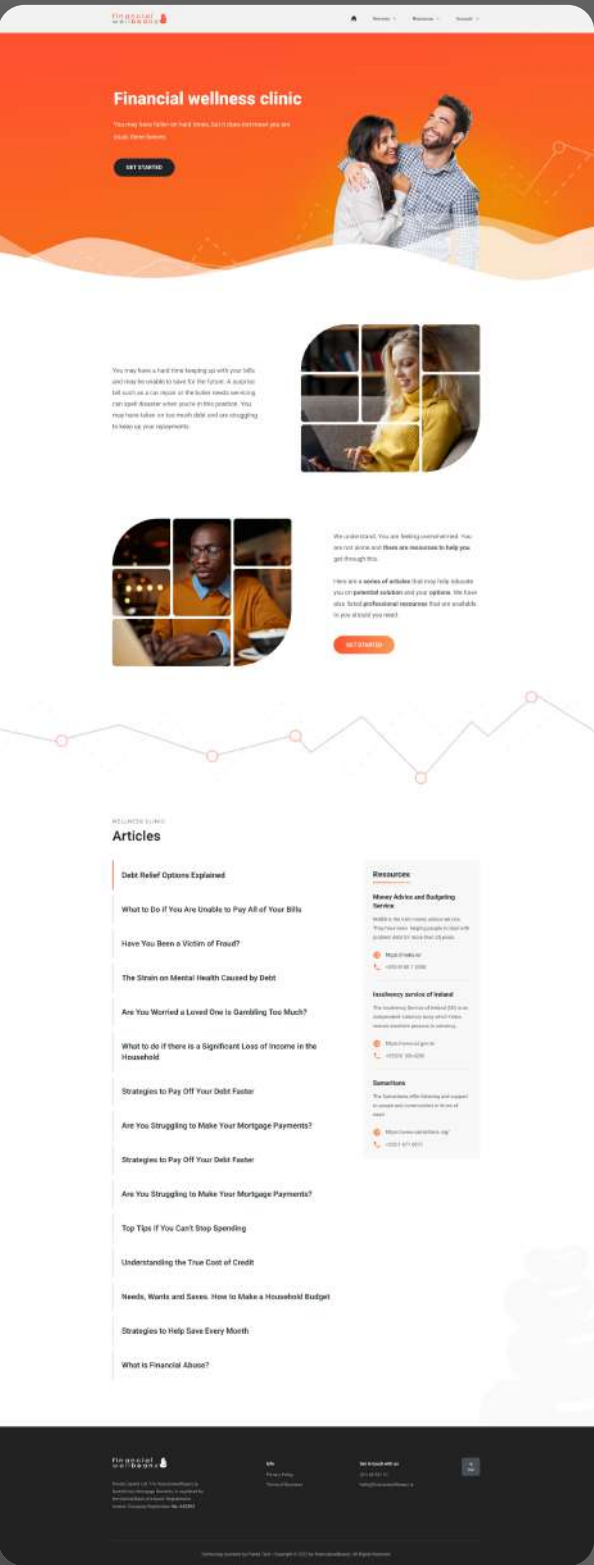
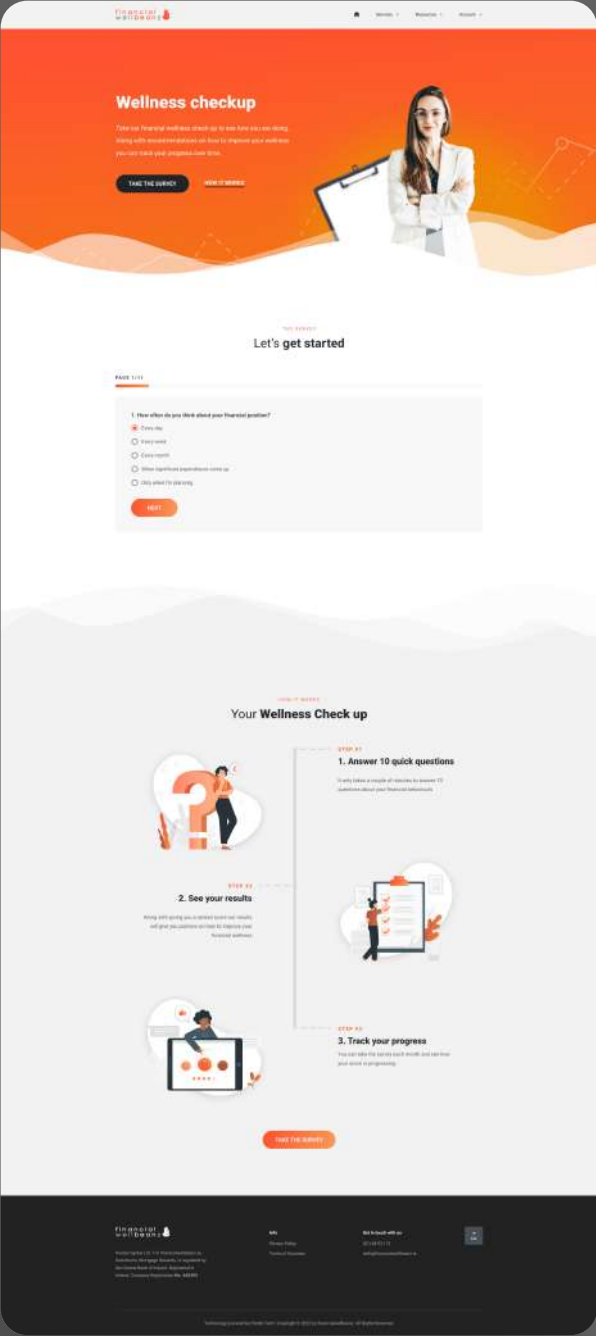
→



High Fidelity Design

Platform - other services

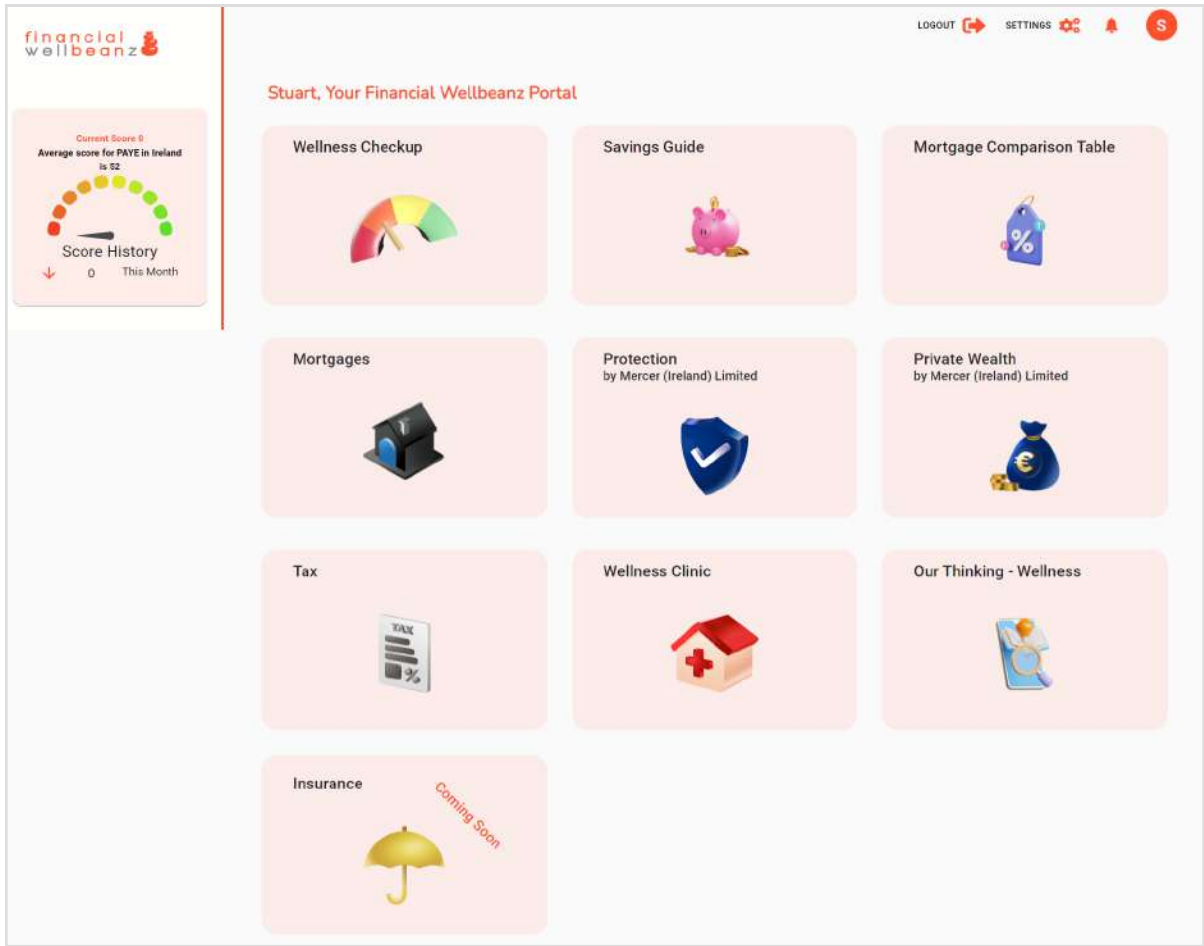
Next step was to design screens for the rest of the services.



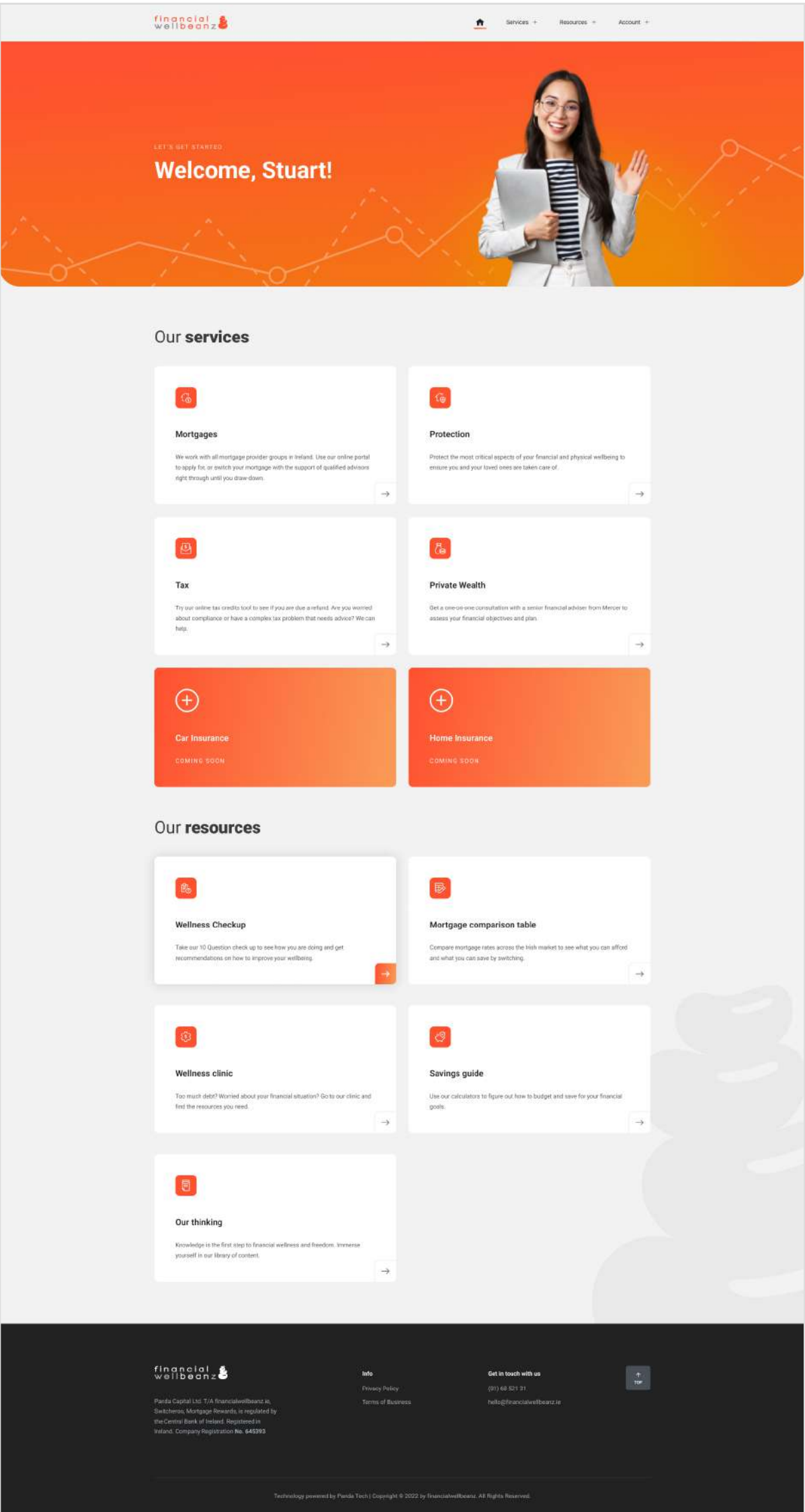
Before & After

Platform - Homepage

BEFORE



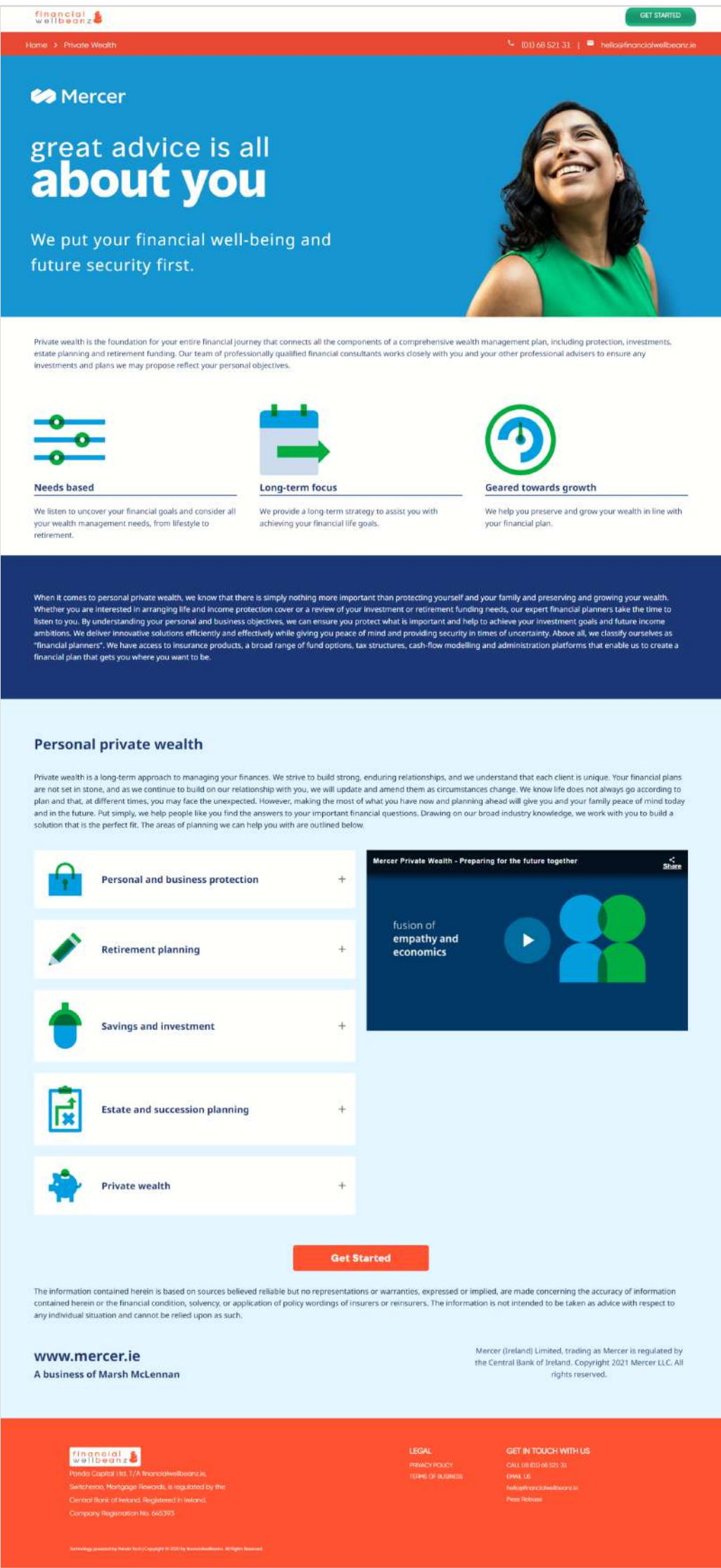
AFTER



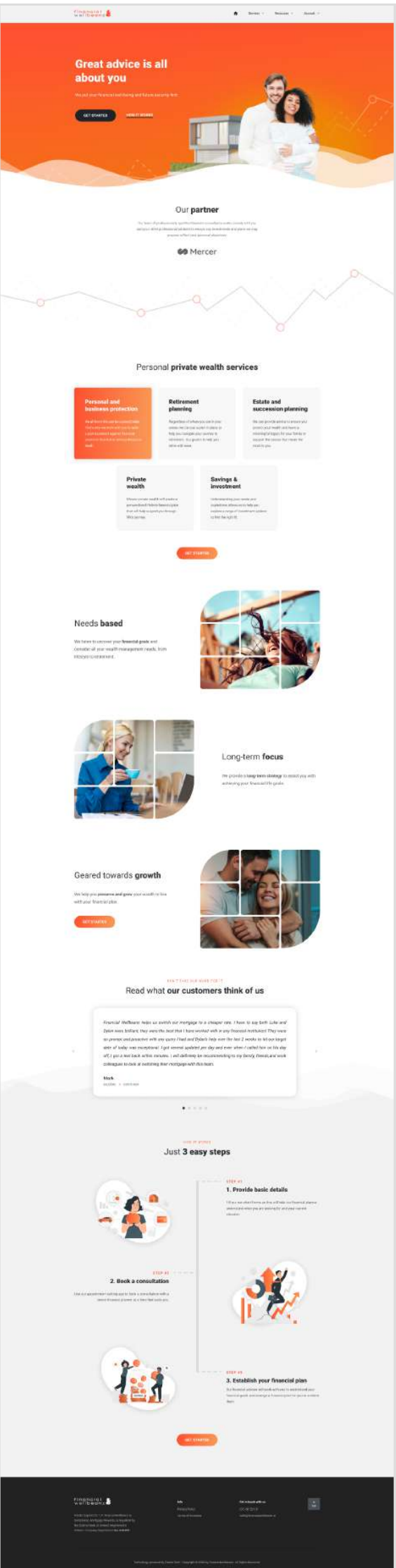
Before & After

Platform - Boilerplate

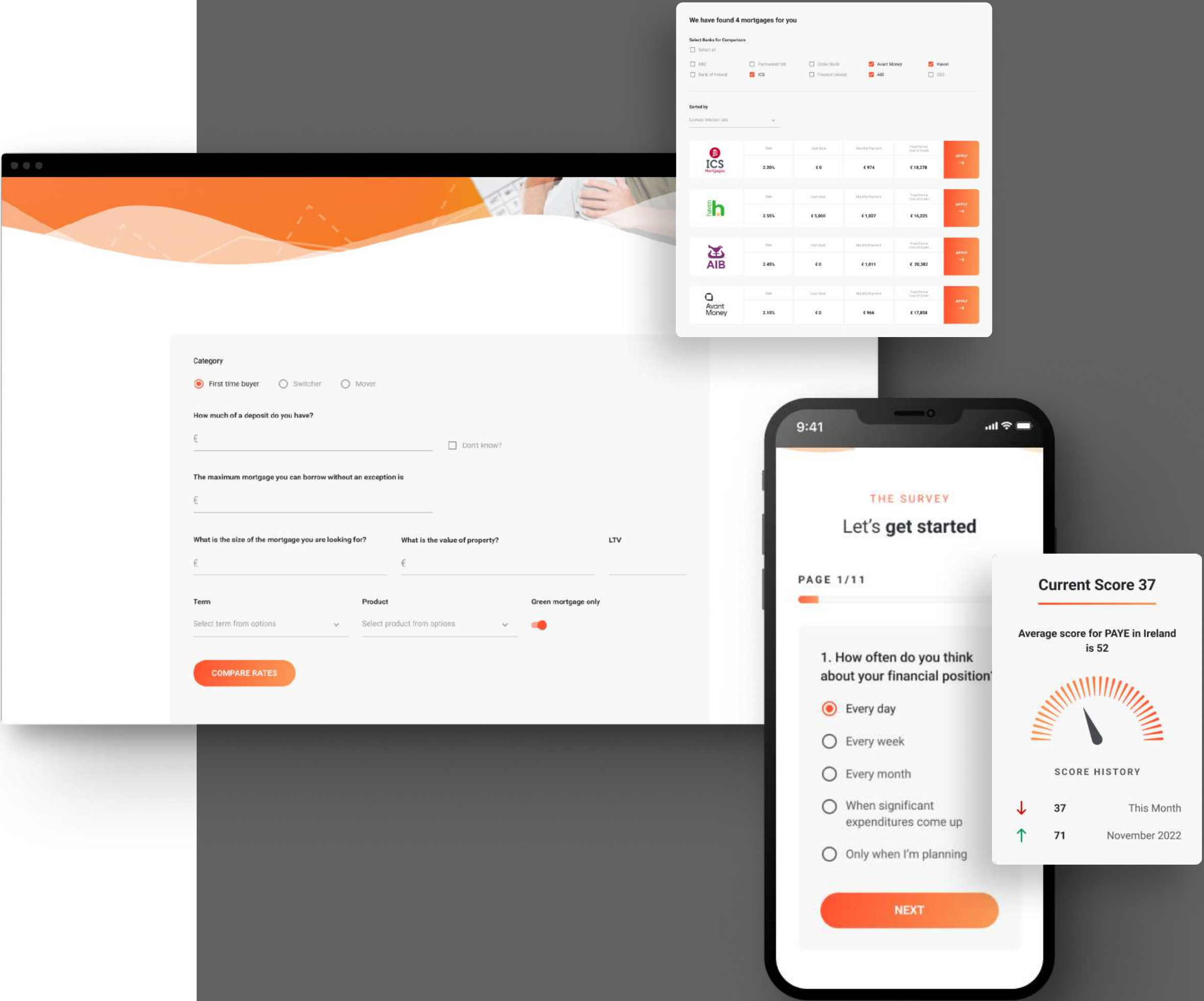
BEFORE



AFTER



Mockups



The Result

1

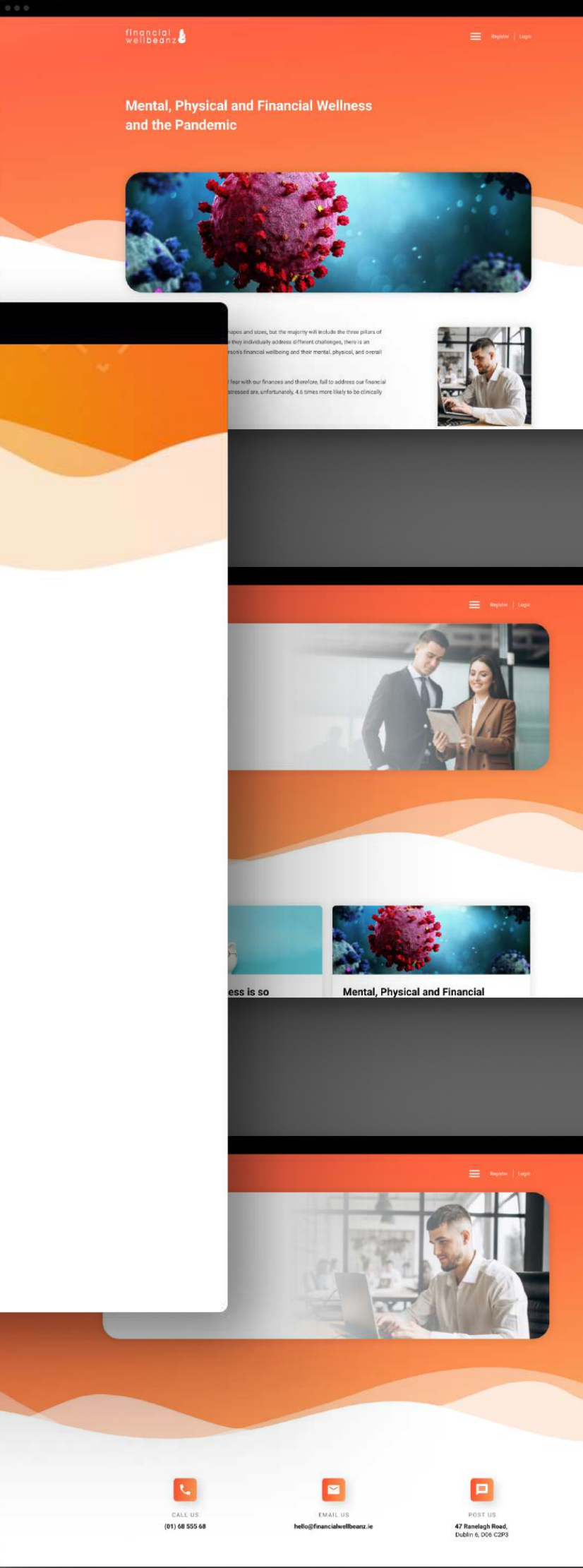
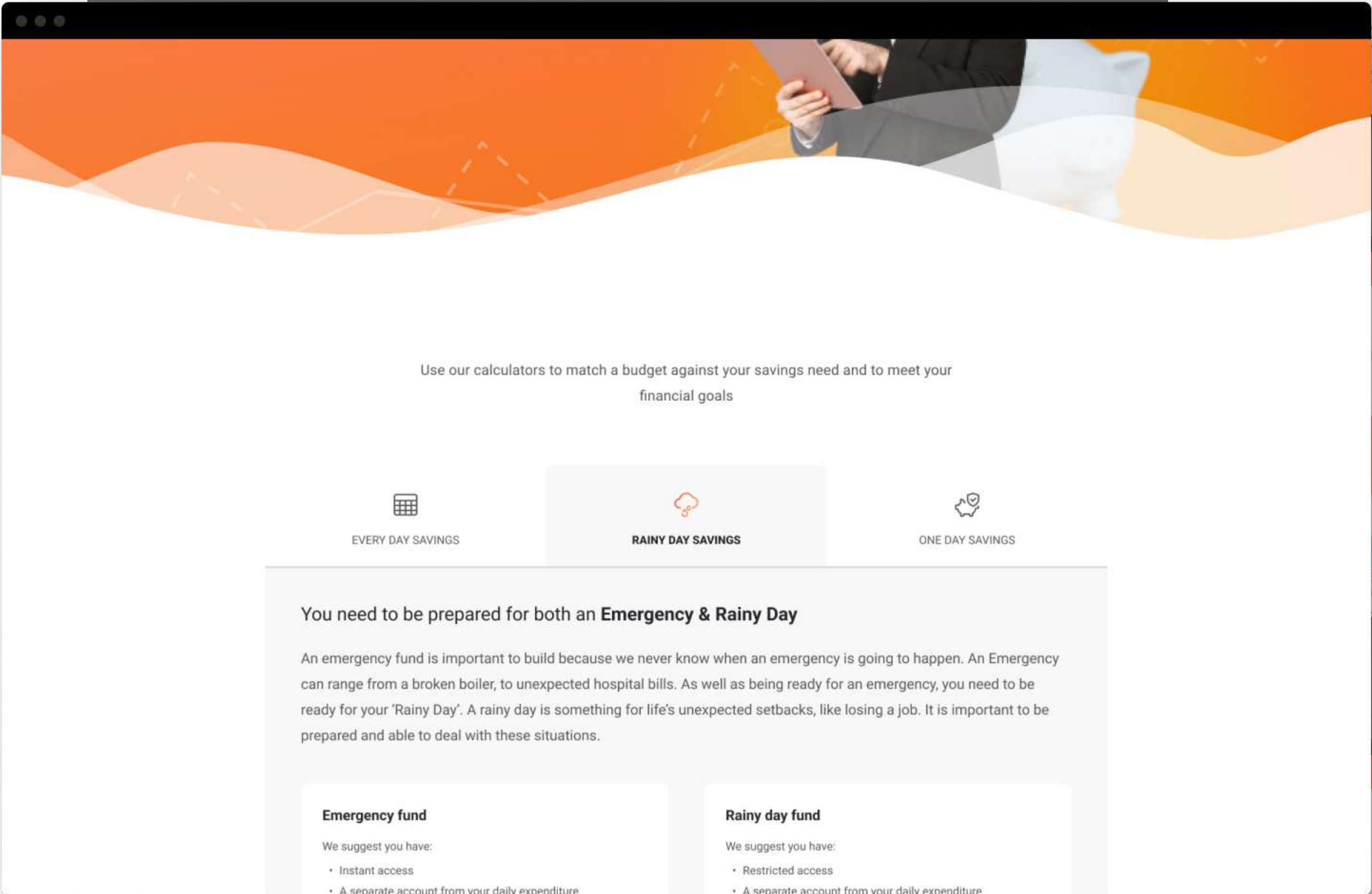
Improved UX

The users can easily find the information and use the services that the platform provides.

2

Conversion quality

The quality of the conversions also improved.





Thank you!

Thank you for your time to read about the Financial Wellbeanz project.

