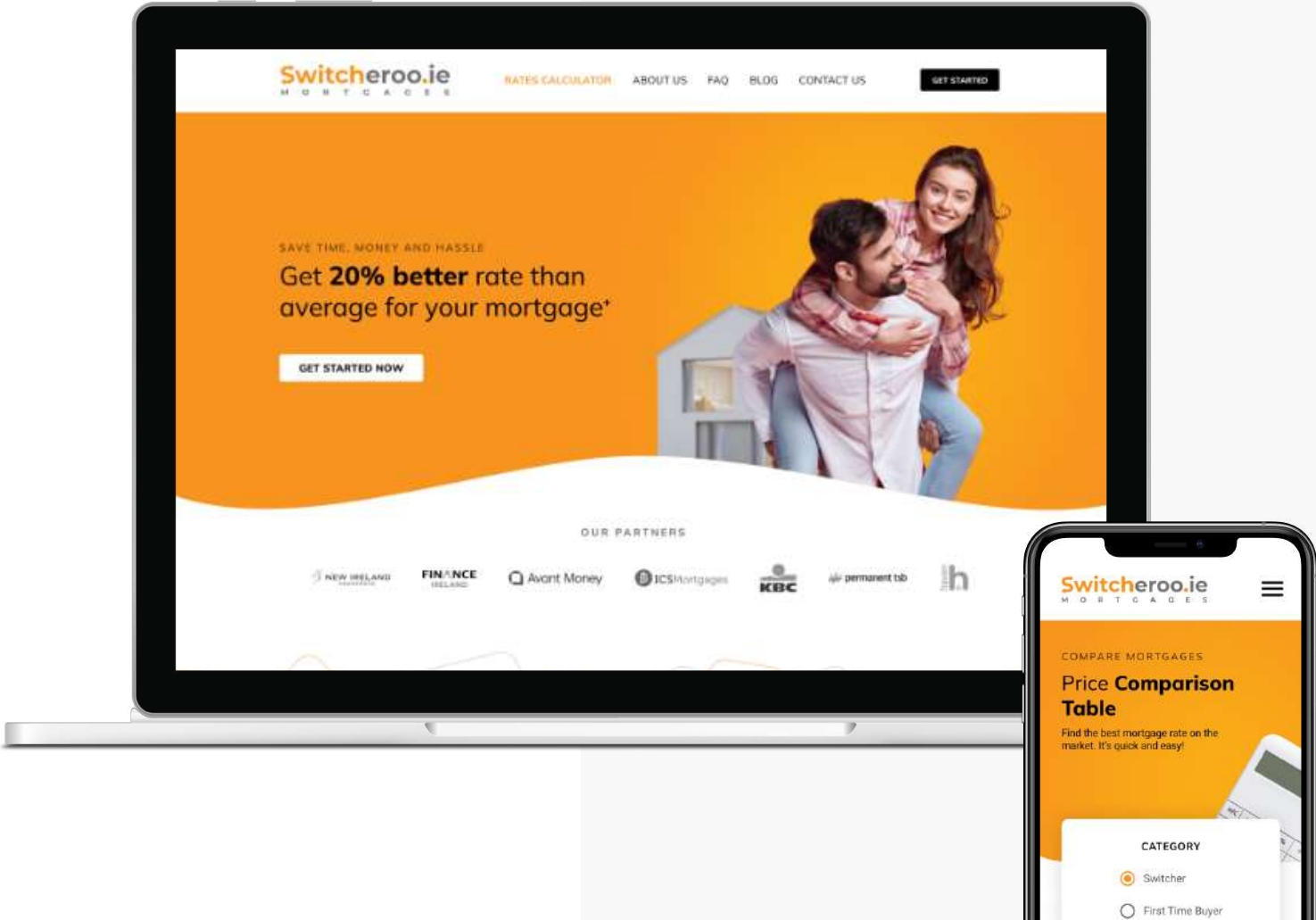




Switcheroo

Bringing mortgages into the digital age

CASE STUDY BY:
Nikki Vancaš



Project overview

Switcheroo platform has integrated bank calculators, price comparison tables, and many other tools, all to make the users' mortgage application easier.



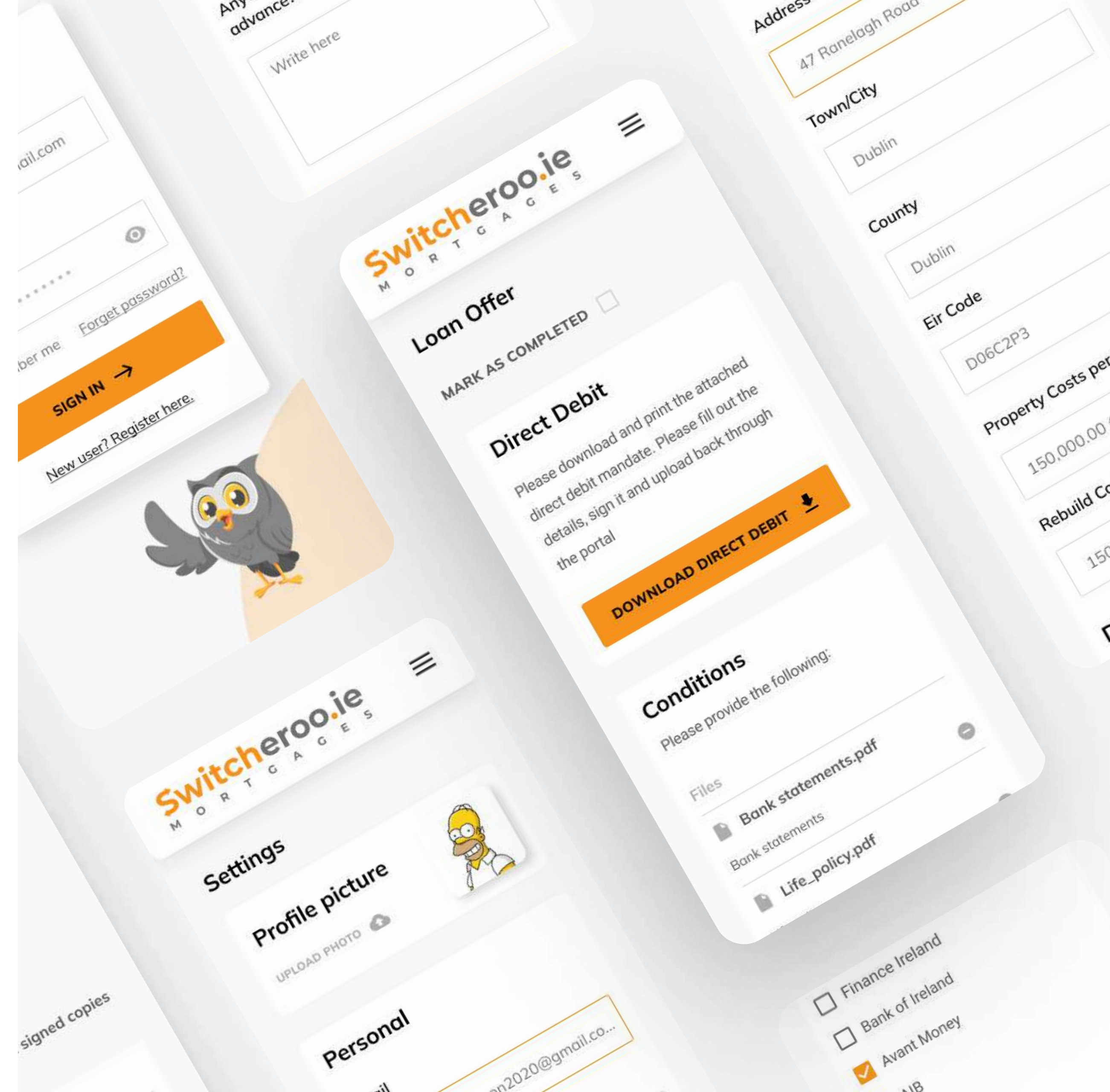
The problem

Two different (outdated) design styles for website and platform.



The goal

Modernize and standardize the design across the website and platform.



Project overview



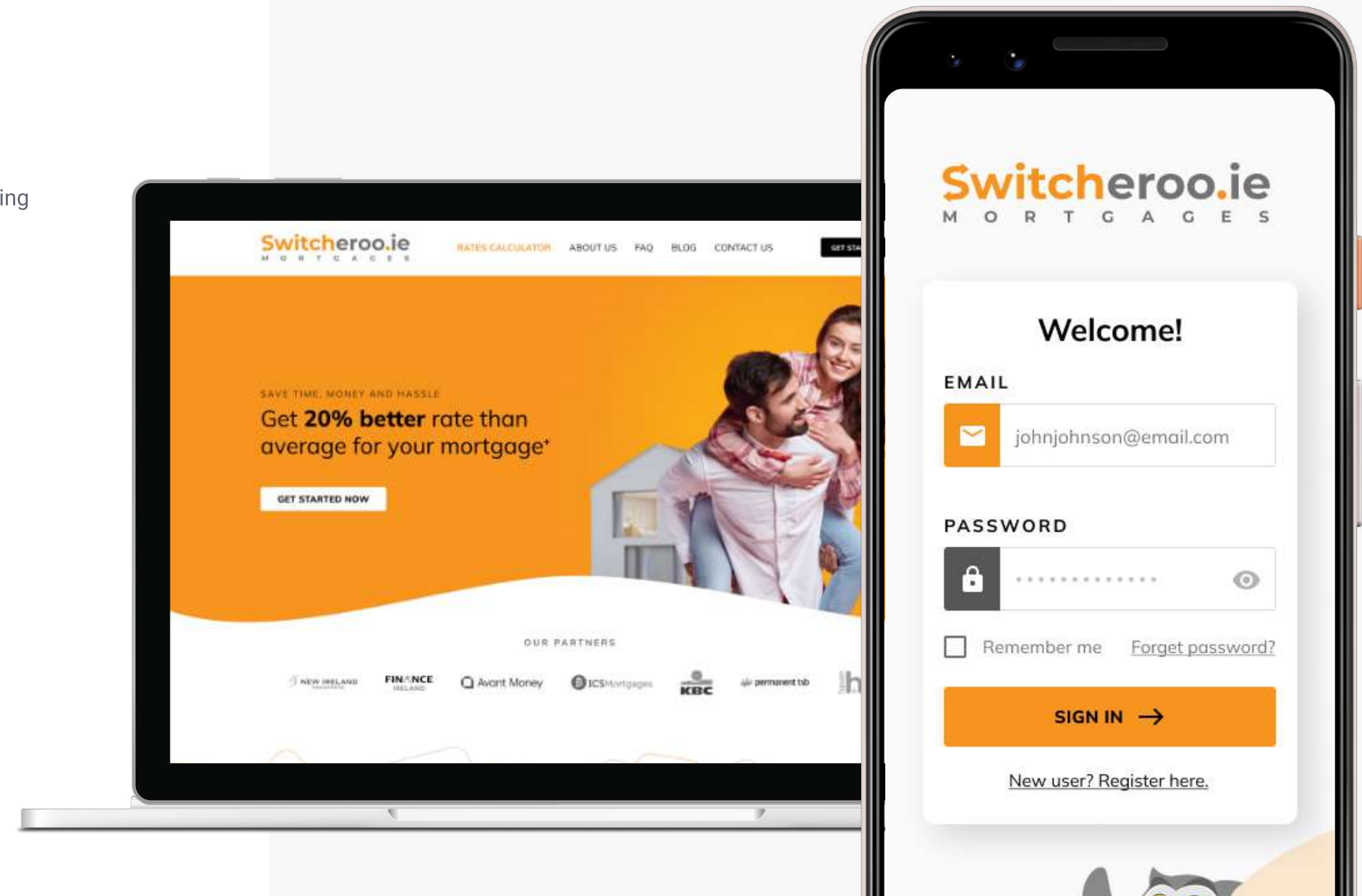
My role

UX/UI Design



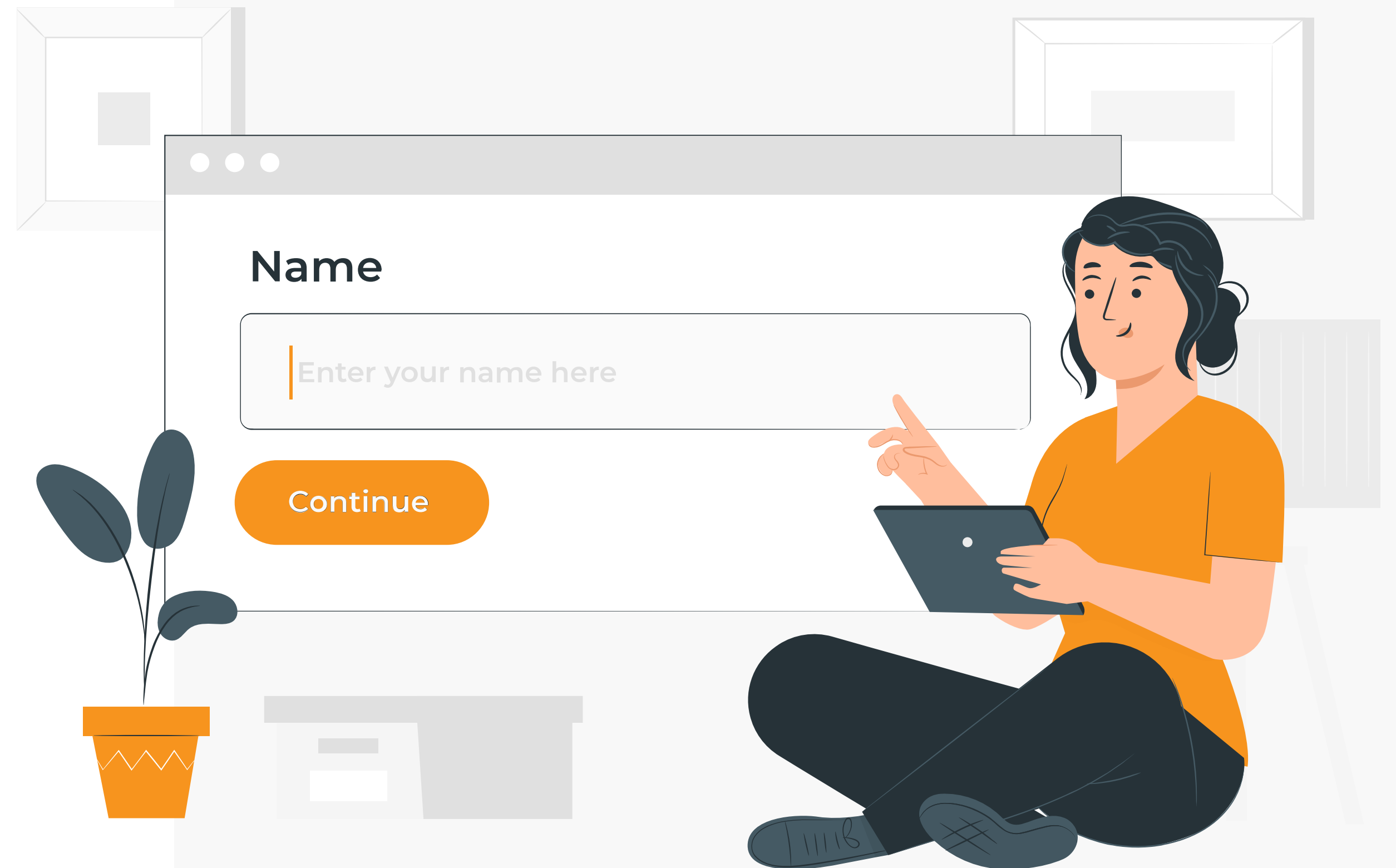
Responsibilities

Wireframing, prototyping, designing



Understanding the user

- 1 User research
- 2 Pain points



User research

Summary

The provided research showed that most of the end-users are young couples looking to buy a new property or switch their mortgage provider to save money in the long run.



User research

Pain points

1

Modern design

Modernizing and standardizing the design across the website and platform, the visual experience of the users will improve. The website and the platform will look like the product of the same company.

2

Better UX

Some of the structure of the platform needed to change because it contributed to the confusion of the end-users along with the clashing design styles.



Starting the redesign

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



Wireframes

Website

The project started with website wireframes. How it works section was redesigned, mockups and calculator were added to the homepage.

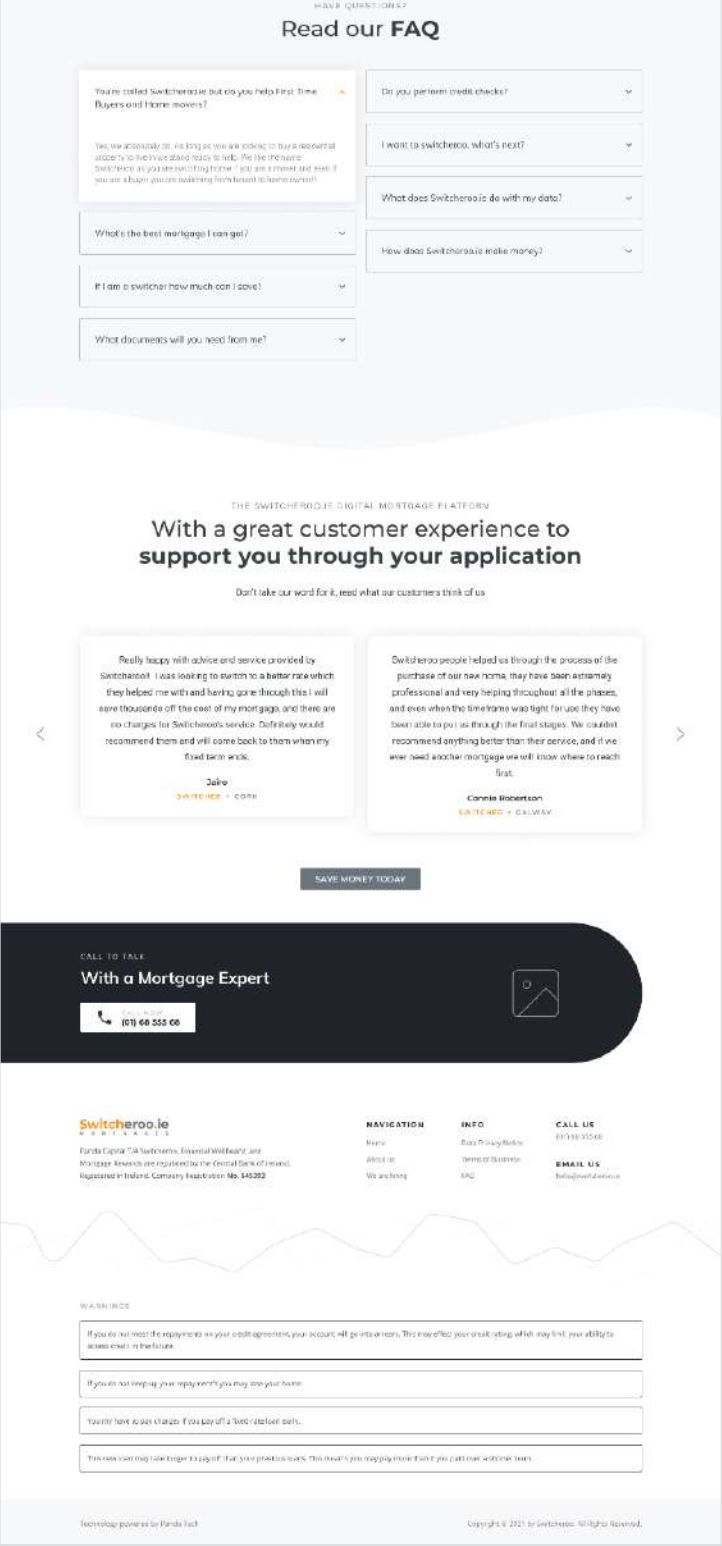
HOW IT WORKS SECTION

Overview of the crucial steps that need to be taken within the platform in order to achieve the goal.



MOCKUPS

The website had no platform mockups.



CALCULATOR

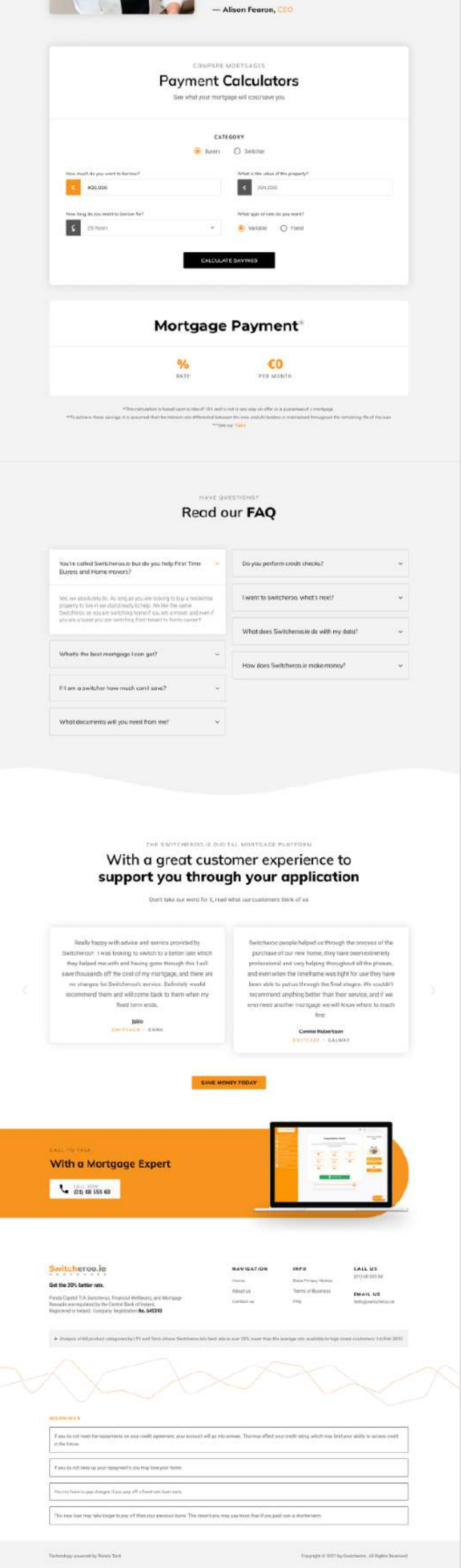
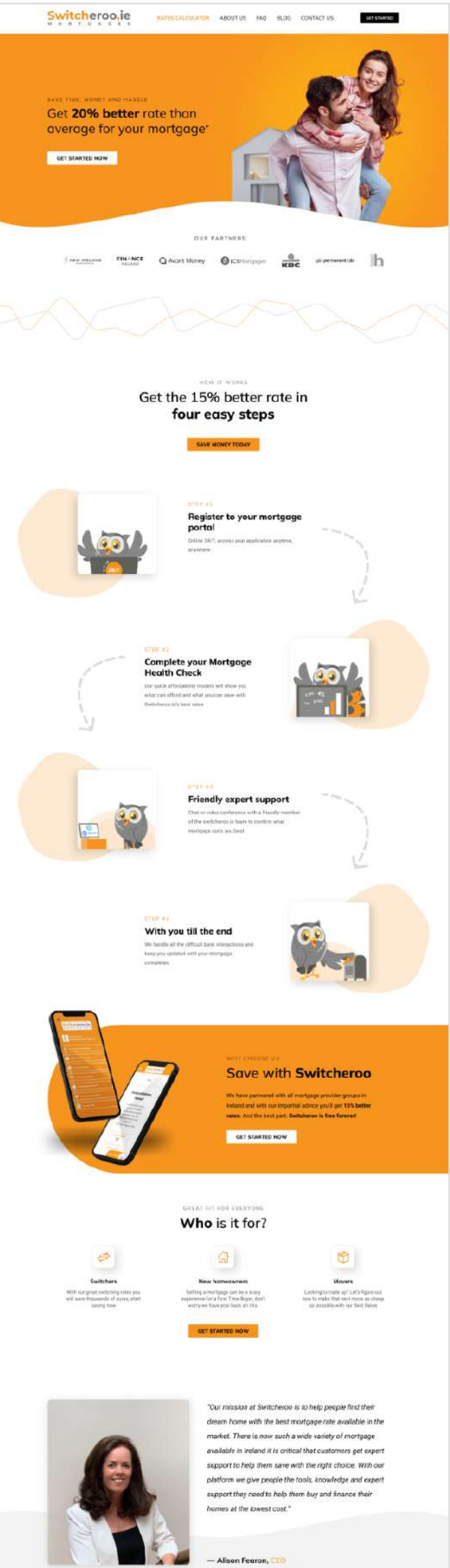


A “must-have” to demonstrate one part of the platform and the users can immediately see if signing up is worth it in their case.

High Fidelity Design

Website

Colors, photo collages and GIFs (owls in the “How it works” section) were added. The foundation for the rest of the website was made. Color contrast was checked on WebAIM for accessibility. Responsive designs were prepared for developers as well as the design system and components.



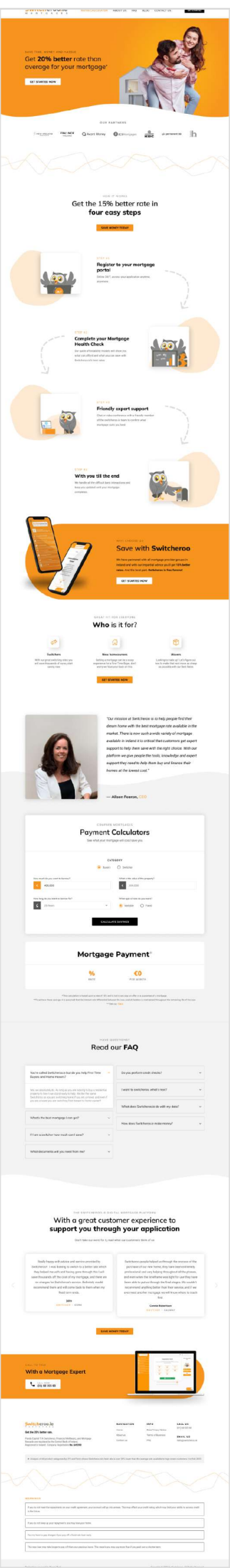
Before & After

Website - Homepage

BEFORE

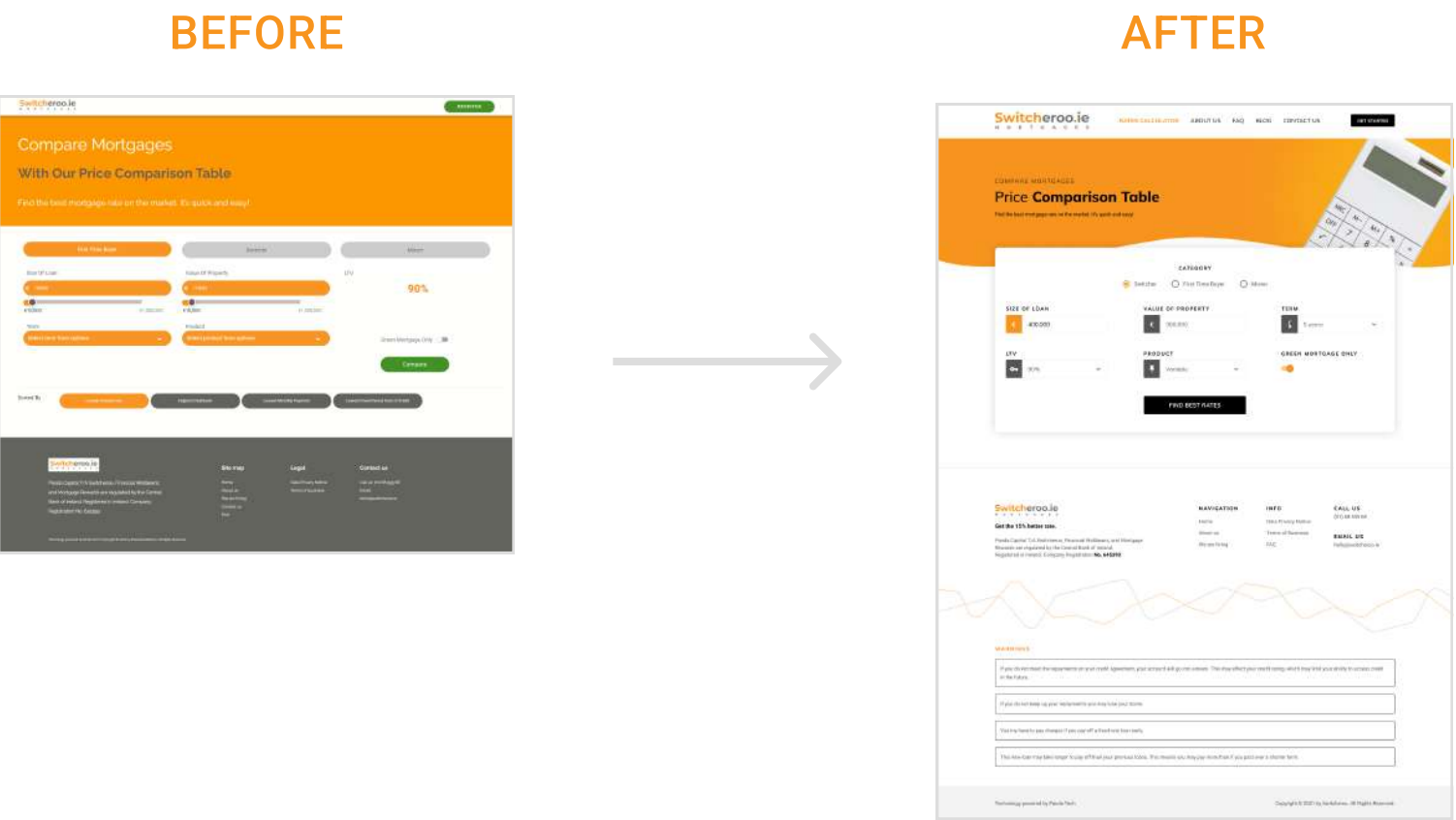
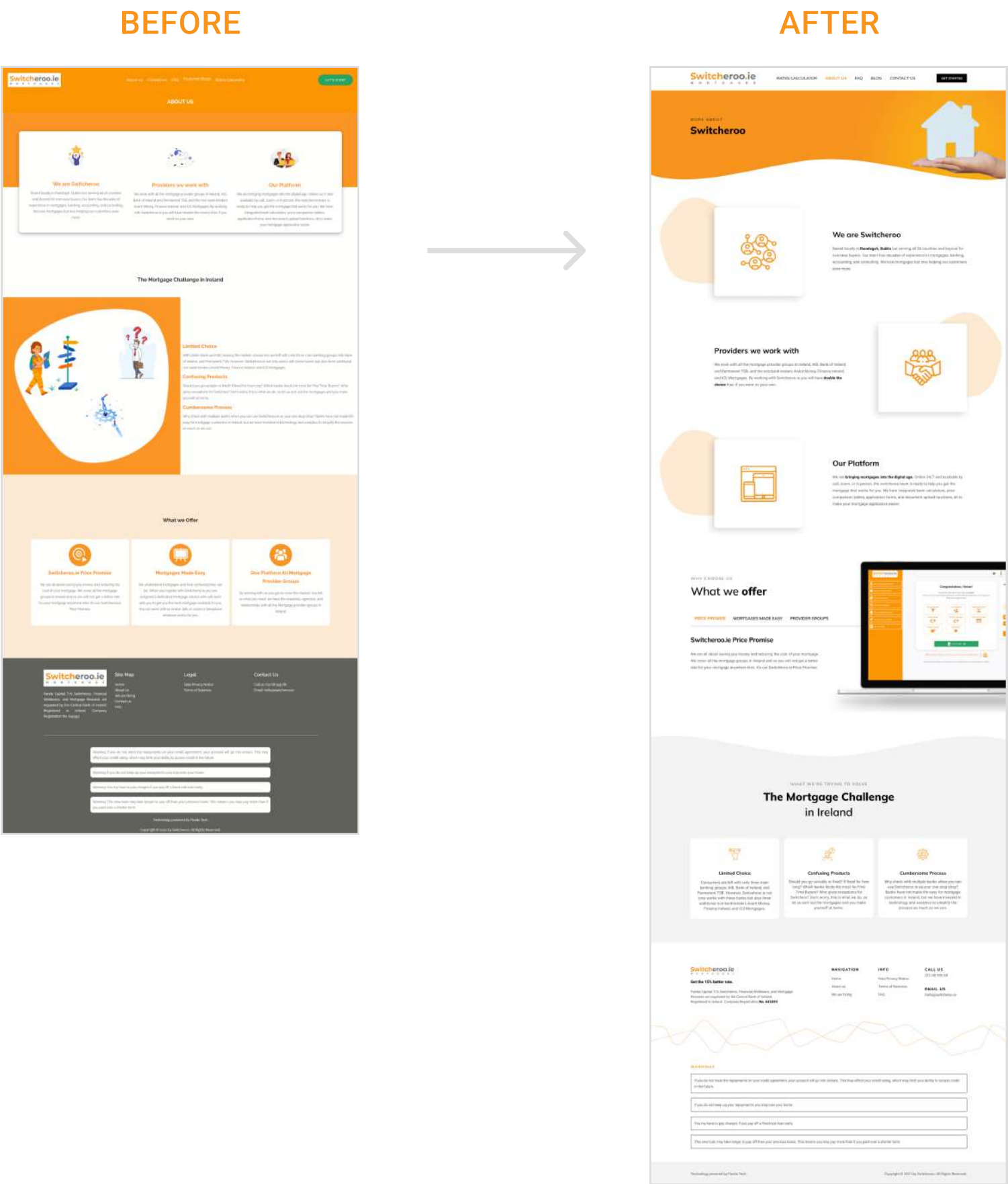


AFTER



Before & After

Website - About us & Calculator pages

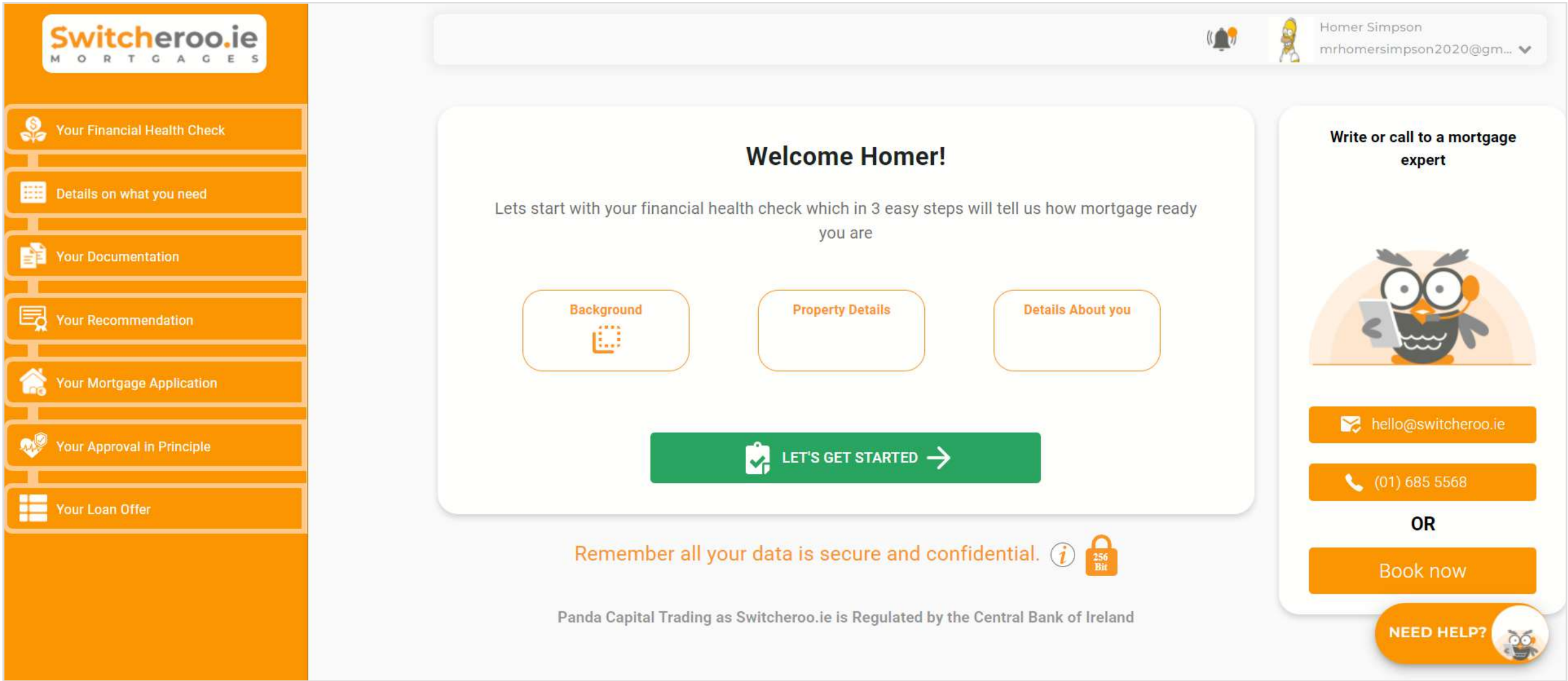


High Fidelity Design

Platform

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

Considering some process’/user-flows in the platform could not be changed, the existing design was used as a wireframe.



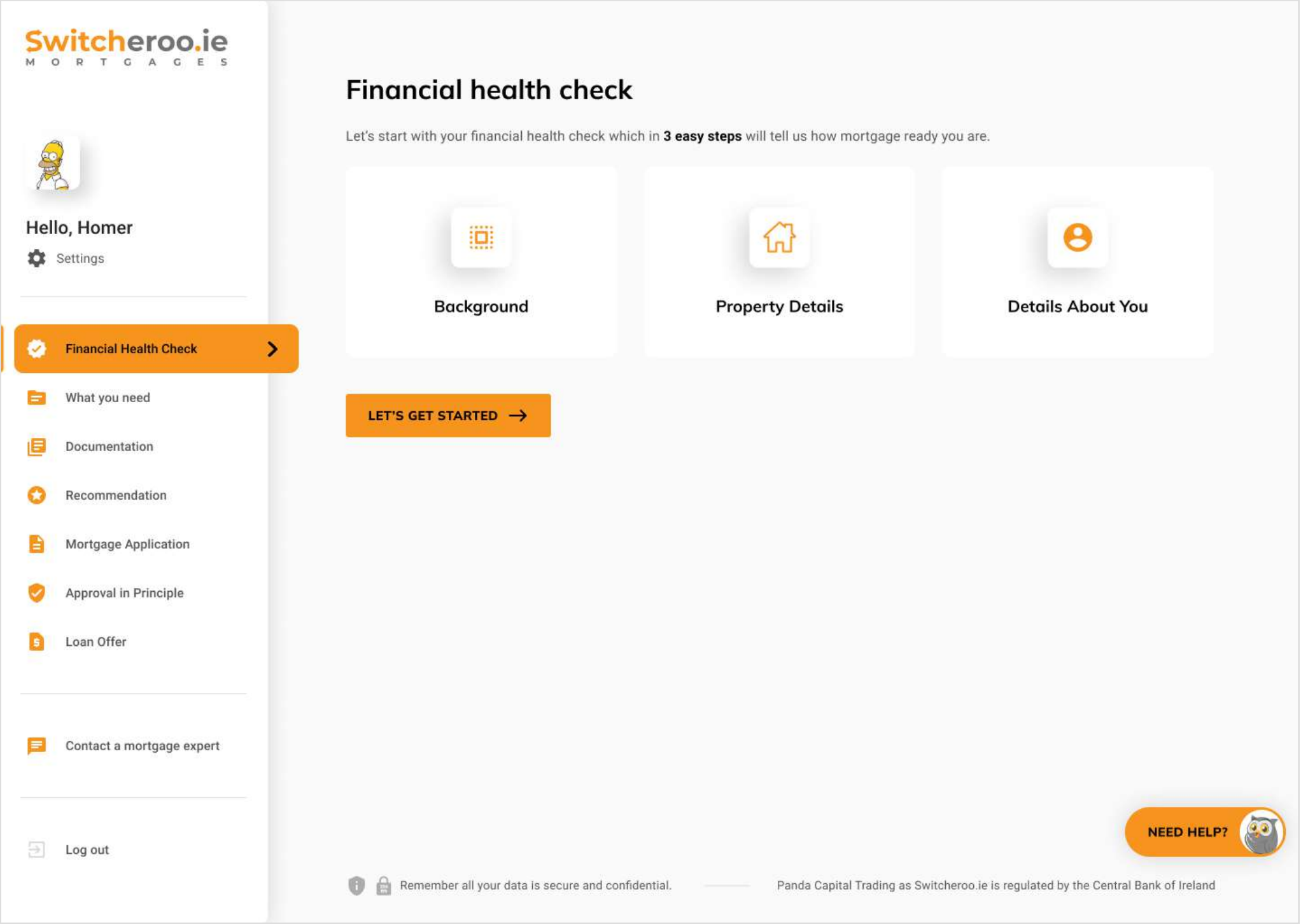
MENU (BEFORE)

The first thing that needed an upgrade was the menu. The client wanted to keep the sidebar type of menu.

High Fidelity Design

Platform

The overall layout of the platform was reconstructed and cleaned up. All navigation items are positioned within the sidebar menu for ease of access and to avoid clutter on the right side of the screen.



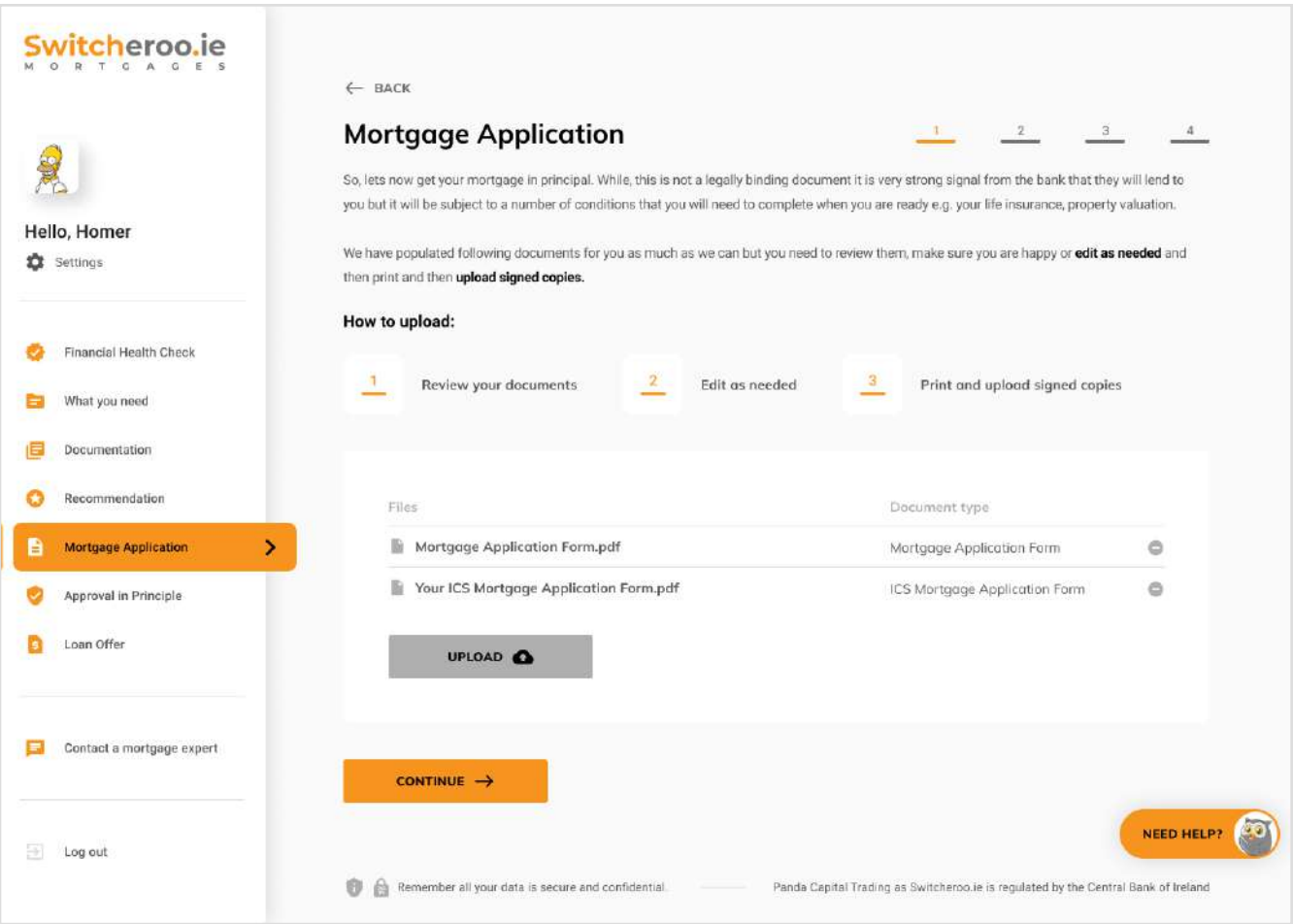
MENU (AFTER)

Settings, CTA and other elements are incorporated in the sidebar menu.

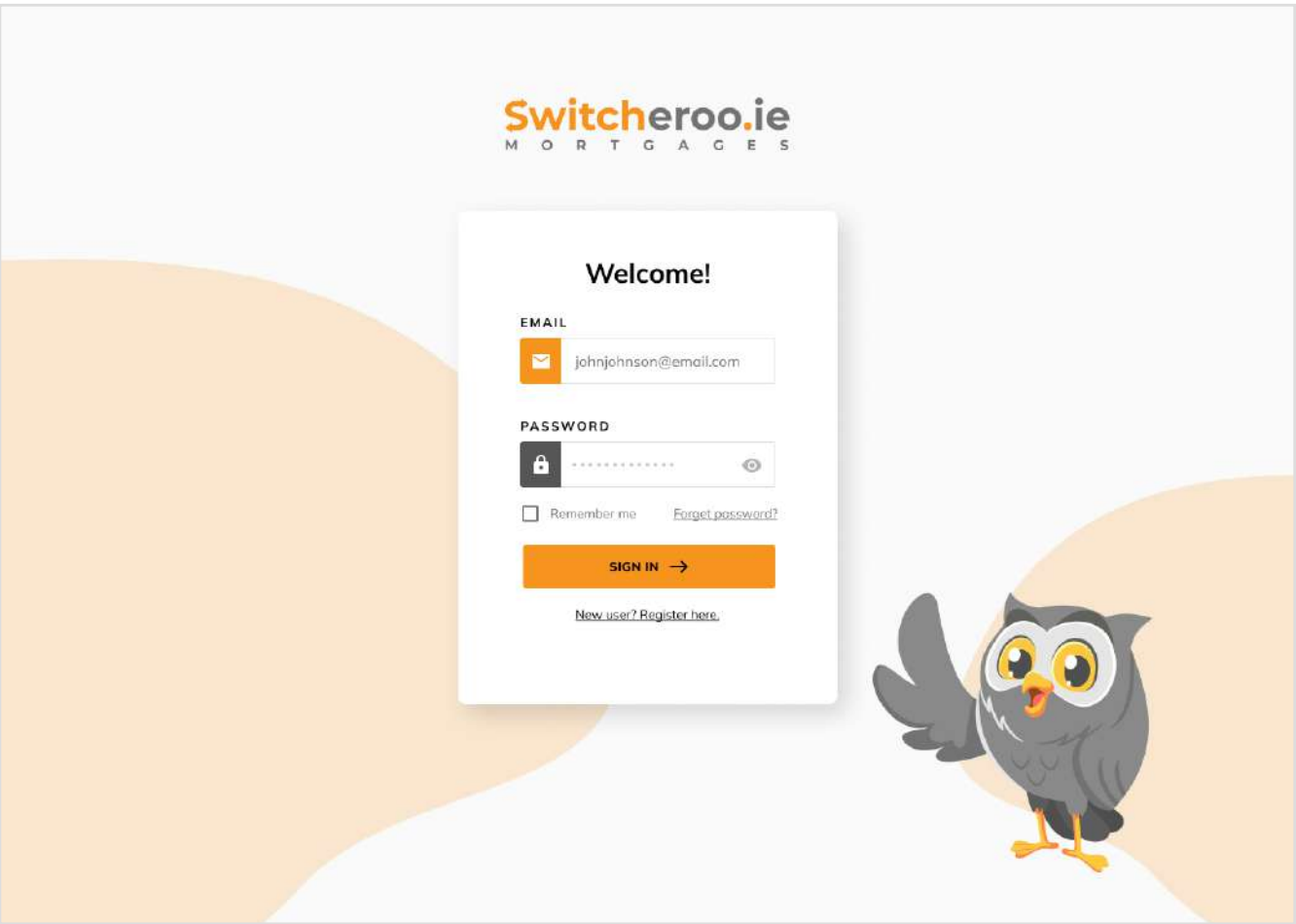
High Fidelity Design

Platform - other screens

Based on few key screens, the design system was made, and implemented throughout the platform. Responsive designs were prepared for developers as well as the design system and components.



MORTGAGE APPLICATION SCREEN

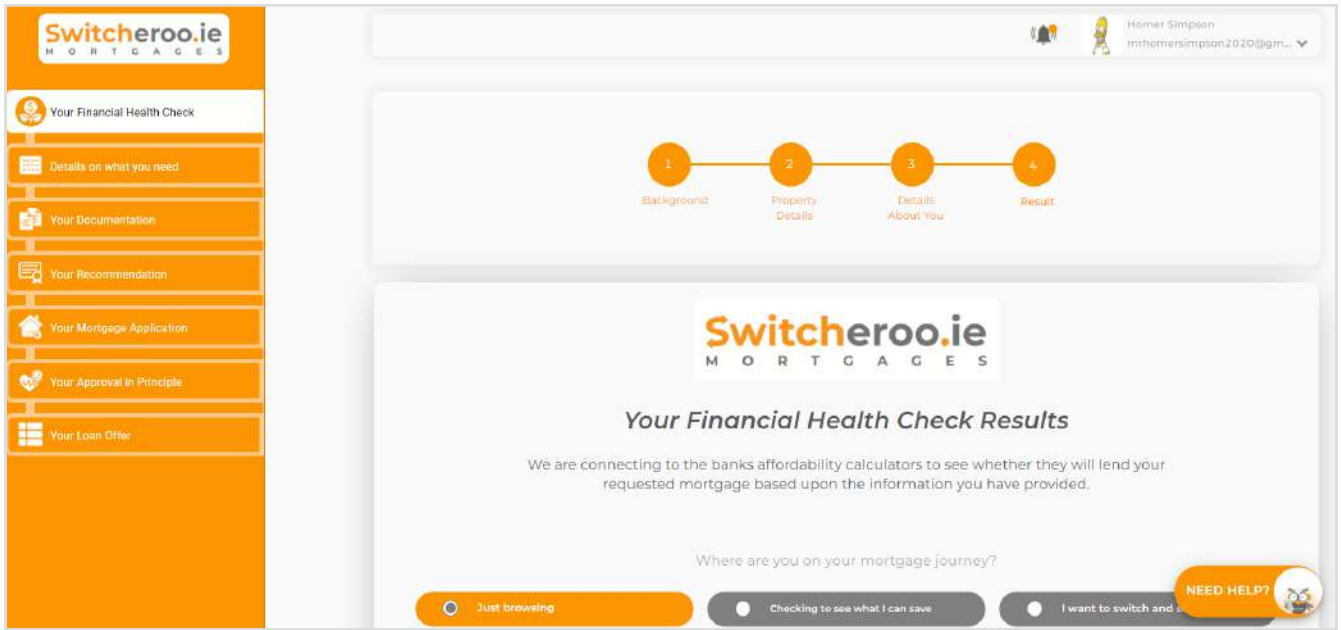


LOG IN SCREEN

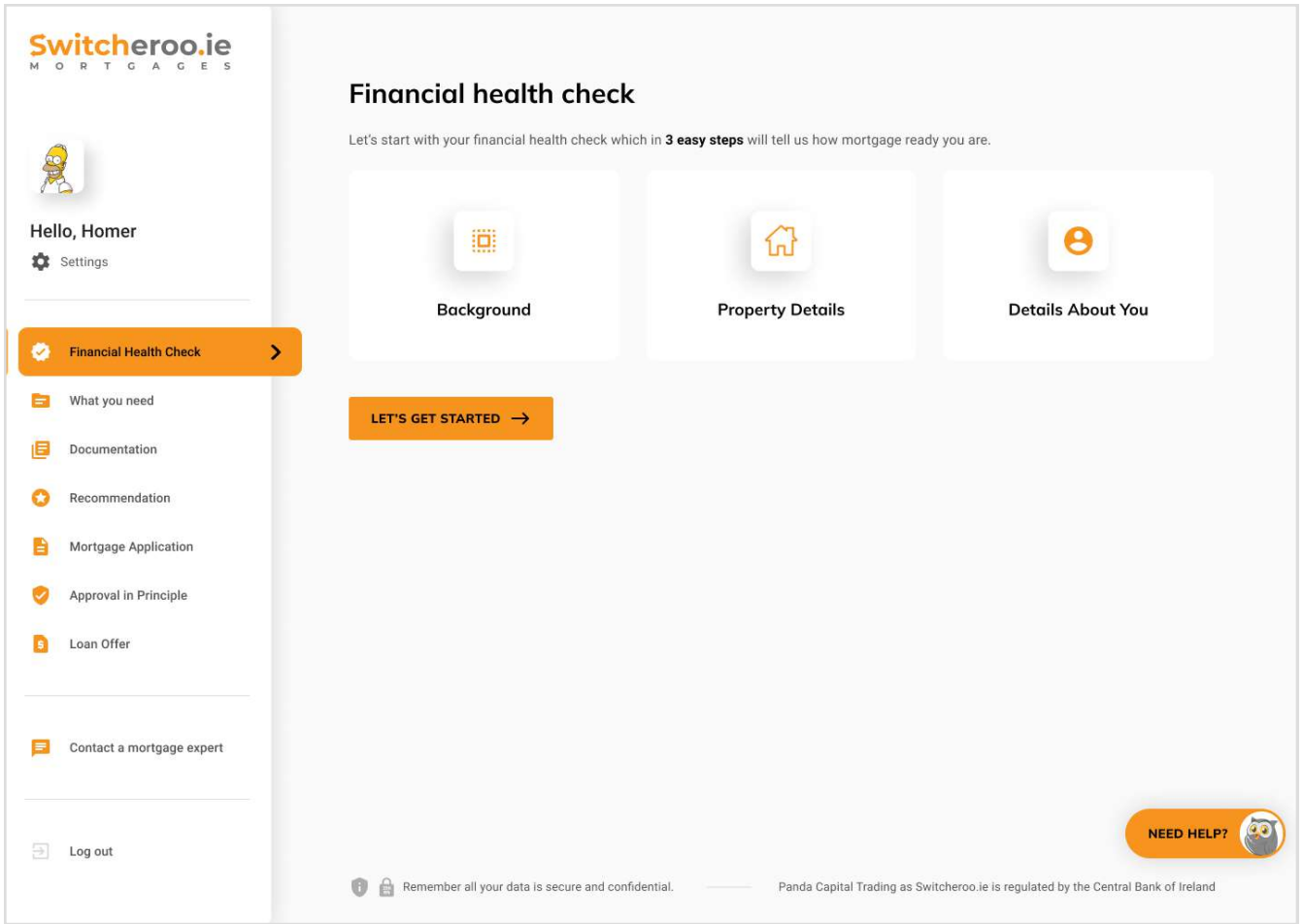
Before & After

Platform

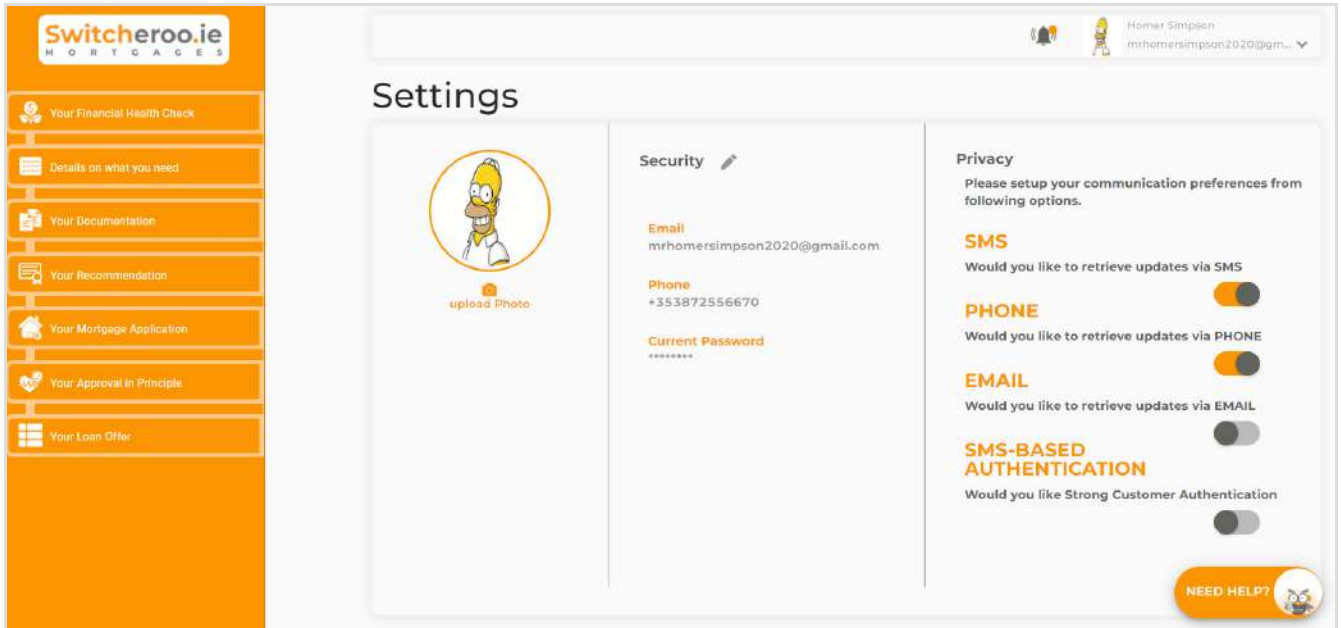
BEFORE



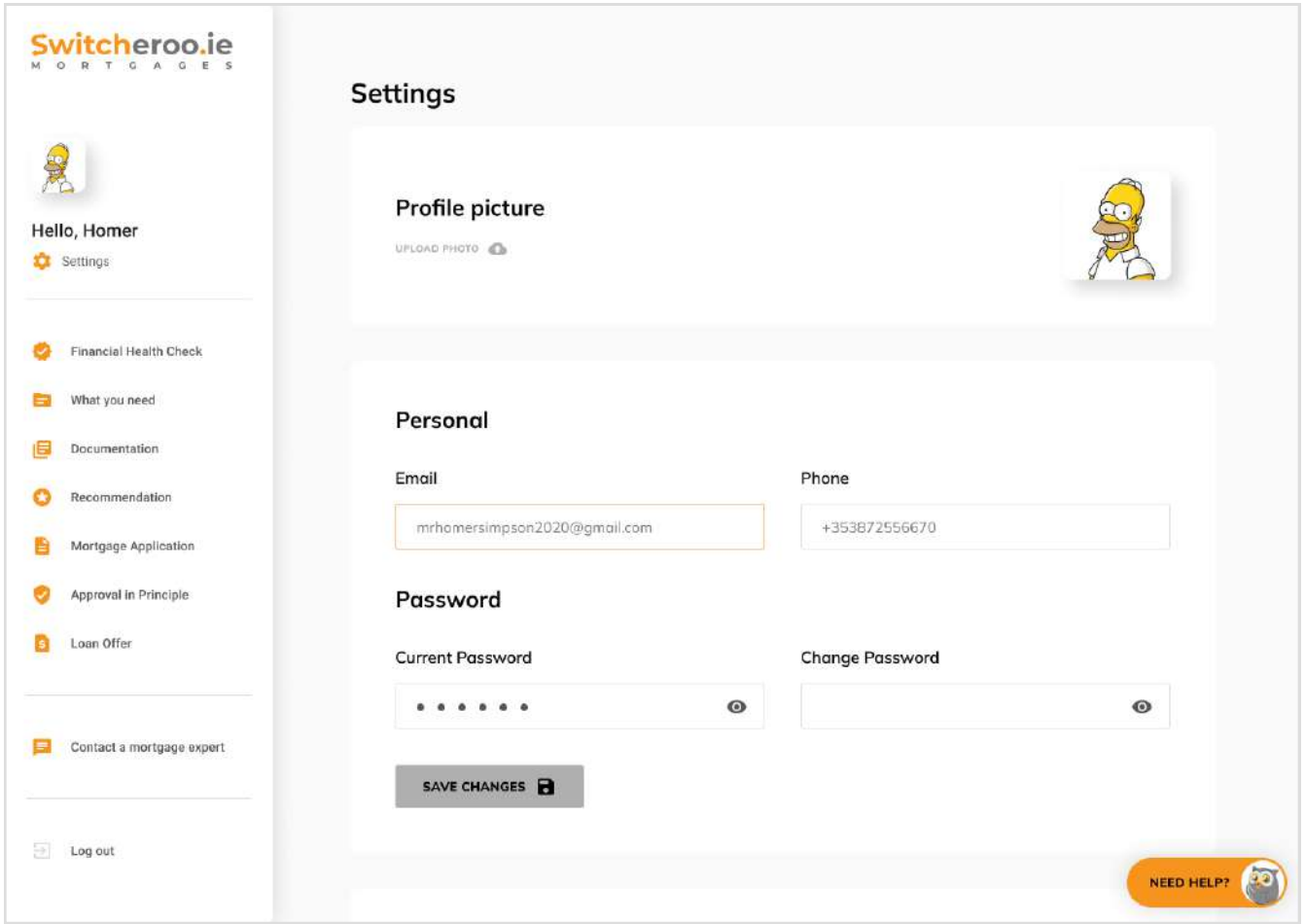
AFTER



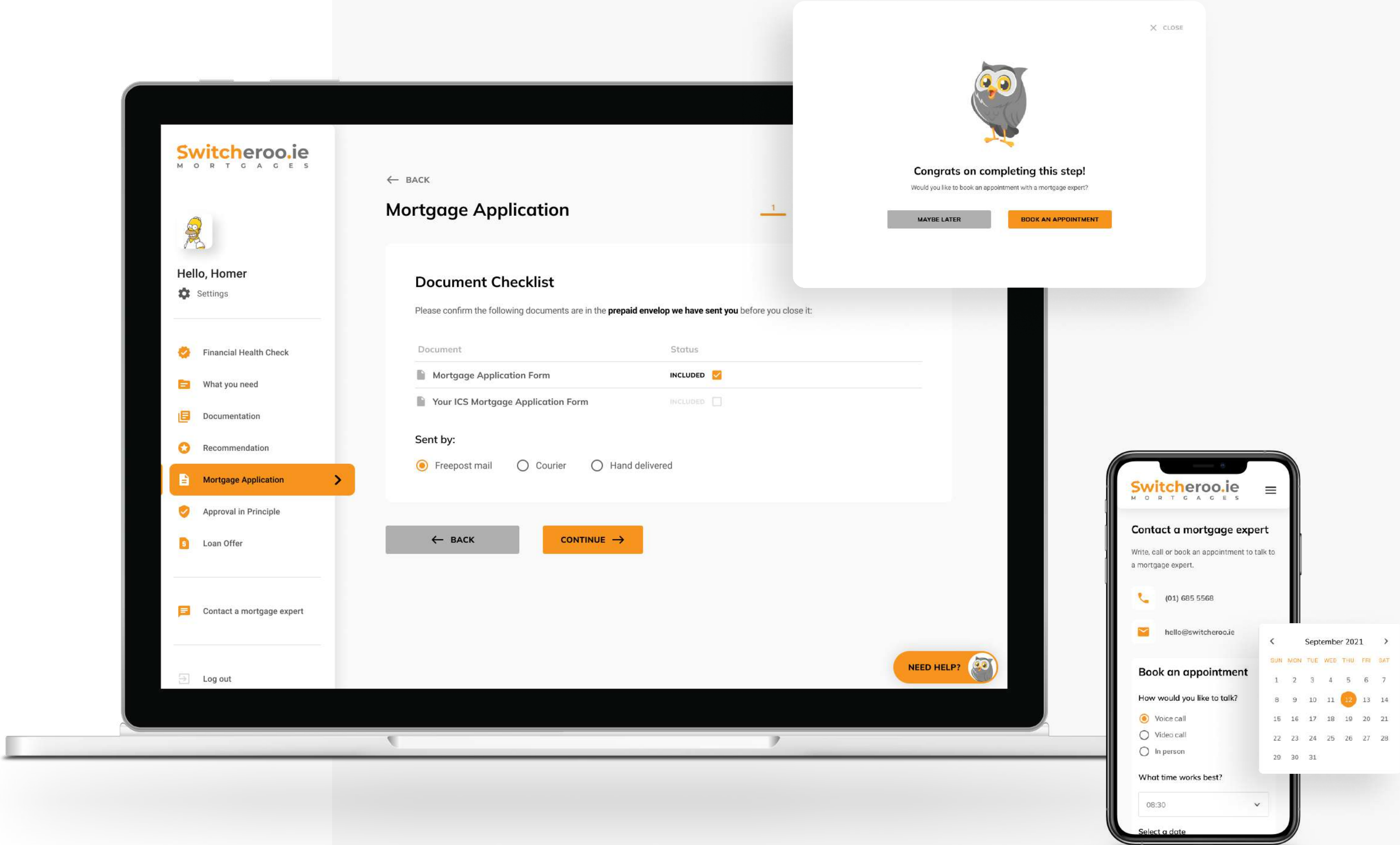
BEFORE



AFTER



Mockups



The Result

1

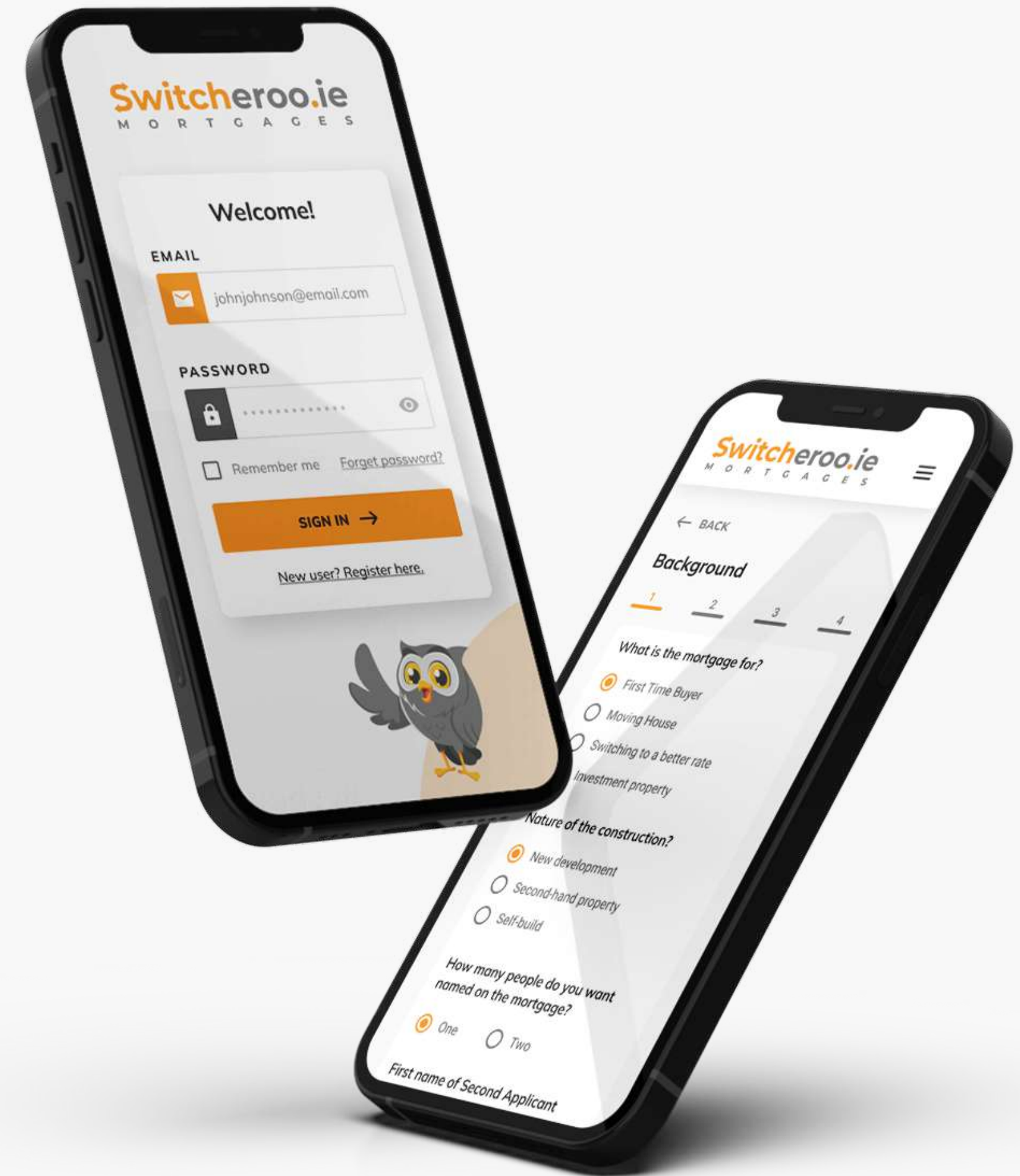
Redesign

Redesigned version was successfully launched and the end-users feedback has been positive.

2

Conversions

The new look and standardized design system resulted in better conversions.





Thank you!

Thank you for your time to read about the Switcheroo project.

