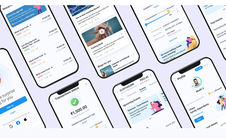
HDFC BANK

Redesign the HDFC Securities App for user friendly experience.



My Role	Tools	Duration	Team	My Contribution
UI Designer	Figma Photoshop Illustrator	3 Months	UX/UI Designer Developer Project Manager	User Interface High Fidelity Mocks

About HSL

HDFC Securities is the stock broking arm of India's largest private sector bank. It is a leading stock broking company in India and is one of the fastest ventures between HDFC Bank Limited, HDFC Limited and Instaset ventures. Instaset ventures. Along with its core broking services, HDFC securities is a full service financial services firm. HDFC Securities Limited was incorporated and in 2000 acquired another 24 min. Instaset ventures. Currently HDFC securities is a subsidiary of HDFC Bank.

Challenge

One of the primary hurdles we have encountered comprehending the unpredictable and tumultuous financial market, along with its distinctive lexicon, has been the challenge of ensuring user comprehension and retention of its mission. Any subpar response or serious mispronunciation could lead to customer attrition, resulting in a potential loss of business. Our objective revolved around a comprehensive revamp of the entire digital branding landscape, all the while elevating the prestige of the fintech market brand.

Discover

Our team of UX Researchers conducted workshops with the clients to comprehend their vision for the app's transformation. Interviews in order to arrive at the usability score of the individual apps.

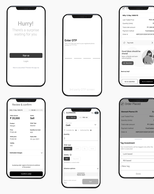
We also conducted a thorough research on the user reviews on the market place. Most of the apps had outdated design language and the experience also needed to be revisited.

Define

Our team started with identifying personas and creating user journeys. We defined intuitive workflows such as watchlists, Market section and portfolio, research & reports, order book, IPO, mutual fund the users used although for various fine of and milestones directed towar customer acquisition and engagement.

Wireframe

After iterations of sketching, ideations, and evaluations, our team built the wireframes. The wireframes underwent rigorous evaluations for the most comfortable for users and how to structure information.



User Interface

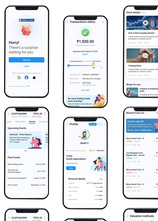
Design Ideas

We explored various design trends in the fintech domain to understand and create a great user interface design for the application. It helped in understanding the current trends in design, iconography and keep the the interfaces minimalistic and clean.

UI Design

At the UI, we gave a completely new and fresh look to the app by updating the design system to match the new brand guidelines. We brought the consistency in the design language throughout.

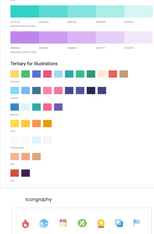
Every screen pertaining to a task as entire, thus leading to another screen and hence further engagement. Elements including the icons and the typeface are used in such fashion throughout and even in cases bear and grate and pulsate highlights the brand integration of both brands.



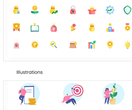
Design Guidelines

We define all the reusable components and design guidelines. This helps the developers understand how to use them, they can follow the guidelines and develop the design in consistent way.

Colour



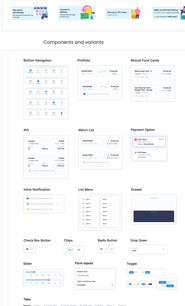
Icongraphy



Illustrations

Cards and Banners

Components and variants



What did I learn

We designed a new seamless experience that accommodated the new HDFC applications without any disrupt and in their usage patterns.

- Simple designs are much more user friendly.
- Research plays an important role in the output of the design.