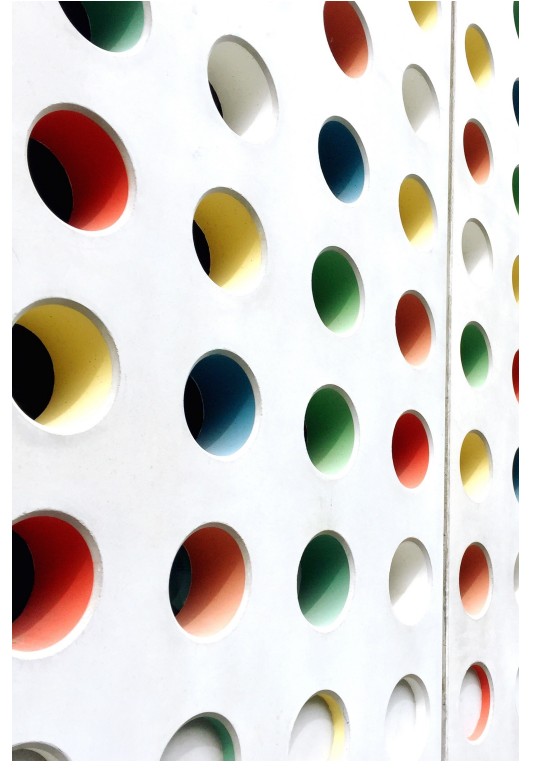# BANK OF AMERICA

Case Study | NISHITA SEN

Empathize

User interview
Contextual Inquiry
User Observation

Define
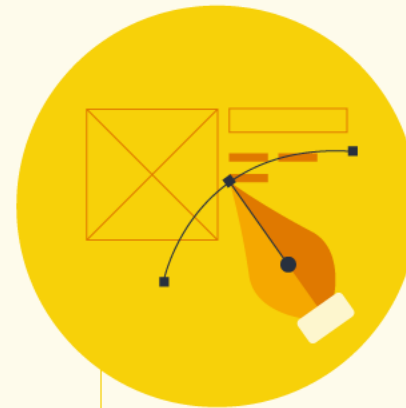
Data analisys
Information synthesis

Ideate

Brainstorming
Worst possible idea
Dot voting

Prototype

Paper prototyping
Wireframing
Hi-fi prototyping

Test

Usability testing
Iser testing
Heruistic evaluation

CHALLENGES

TEAMWORK

Internal Retail
Banking Employees

1 Project Manager
3 Designers
6 Business Analysts
2 QA Members

Duration- 3+ Years

Design Planning	**Design Review**	**Design Delivery**	**UI Audit**
Discovery Create Persona Create Roadmaps Workflow creation	Hand drawn design Low fidelity design	High Fidelity wireframe based on branding	Review and create report to make sure approved design is in sync.

MY ROLE
UI/UX DESIGNER

Discovery 1
Empathize 2
Define 3
Ideate 4
Prototype 5
Test 6

PROCESS

1 Identify Customers
Customer Interviews Data
Analyzed Functionality Prioritized

2 UX Research Study
Target Users
Personas Jobs to done

3 Users Needs toProduct Needs

4 How Might We

5 Detail Design & Prototype

6 Testing & Refinement

TASK

• Redesign the UX workflow of the training portal for the new employees hired for Retail Banking at financial centers at different locations across the nation.

• Collaborated with team leads and product owners to understand the pain points and frustrations of the users and come up with a user centric design which will help the navigation of the training module smoother and efficient.

• Scope, Architect, Wireframe (Figma , Adobe XD), Design, Launch and present UX designs.

• Conduct usability studies by interviewing various current employees, understanding their pain points, compare the product with competitors by conducting a competitive audit. This resulted in an improved user experience and all the business needs were met.

• Manage and support offshore development teams with all the necessary design specs.

TASK (Cont'd)

- Was part of the team that conducted research study and it included several metrics like project background, research goals, research questions, KPI's (key performance indicators), the methodology, participants and script.

- Create low and high fidelity wireframes and clickable prototypes and presented them to the team and stakeholders for them to understand the look and feel of the product.

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ASSIGNED / NO DUE DATE

Open a New Account: Search for a Customer Profile and Complete the Customer Tab - Sm

Registered

...   LAUNCH

Preparing to Open a New Account - Small Business

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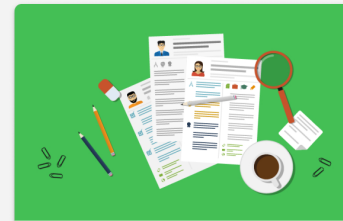
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To-Do List

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2022 TECHCONNECT for Techs Mobility
In Progress
...   LAUNCH

ONLINE CLASSES
Open a New Account: Search
In Progress
...   LAUNCH

ONLINE CLASSES
Preparing to Open a New Account: Sn
In Progress
...   LAUNCH

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