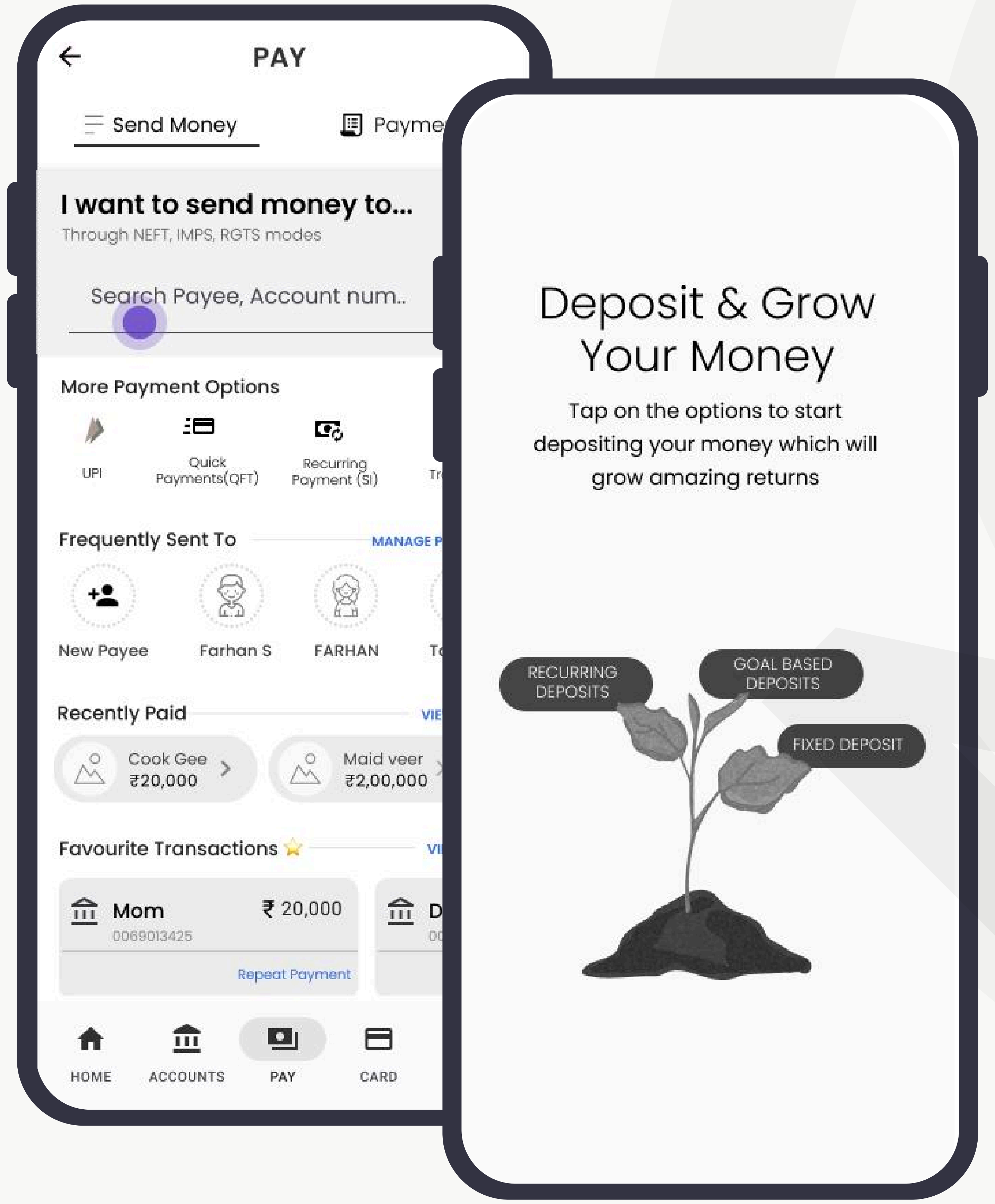
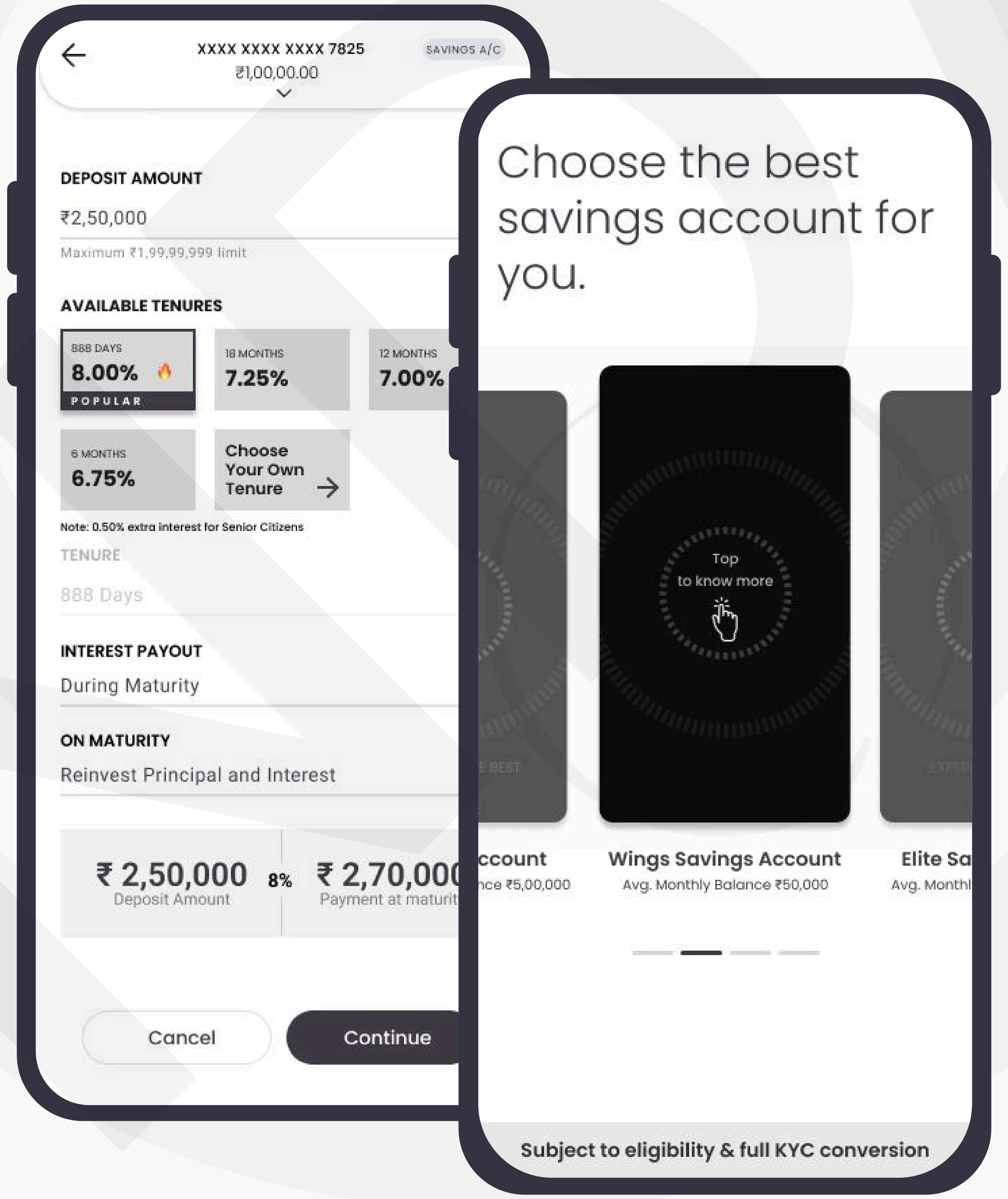
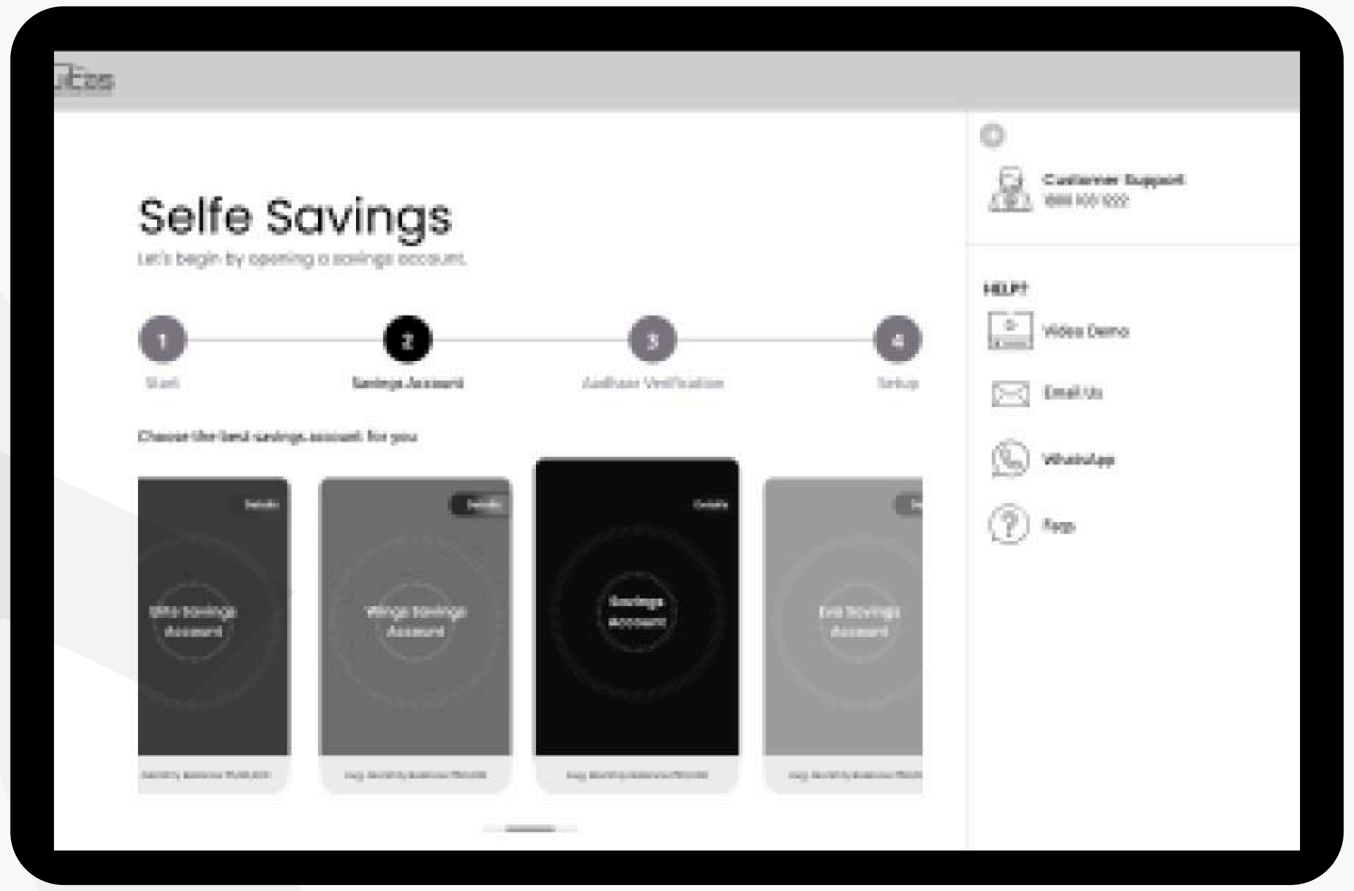
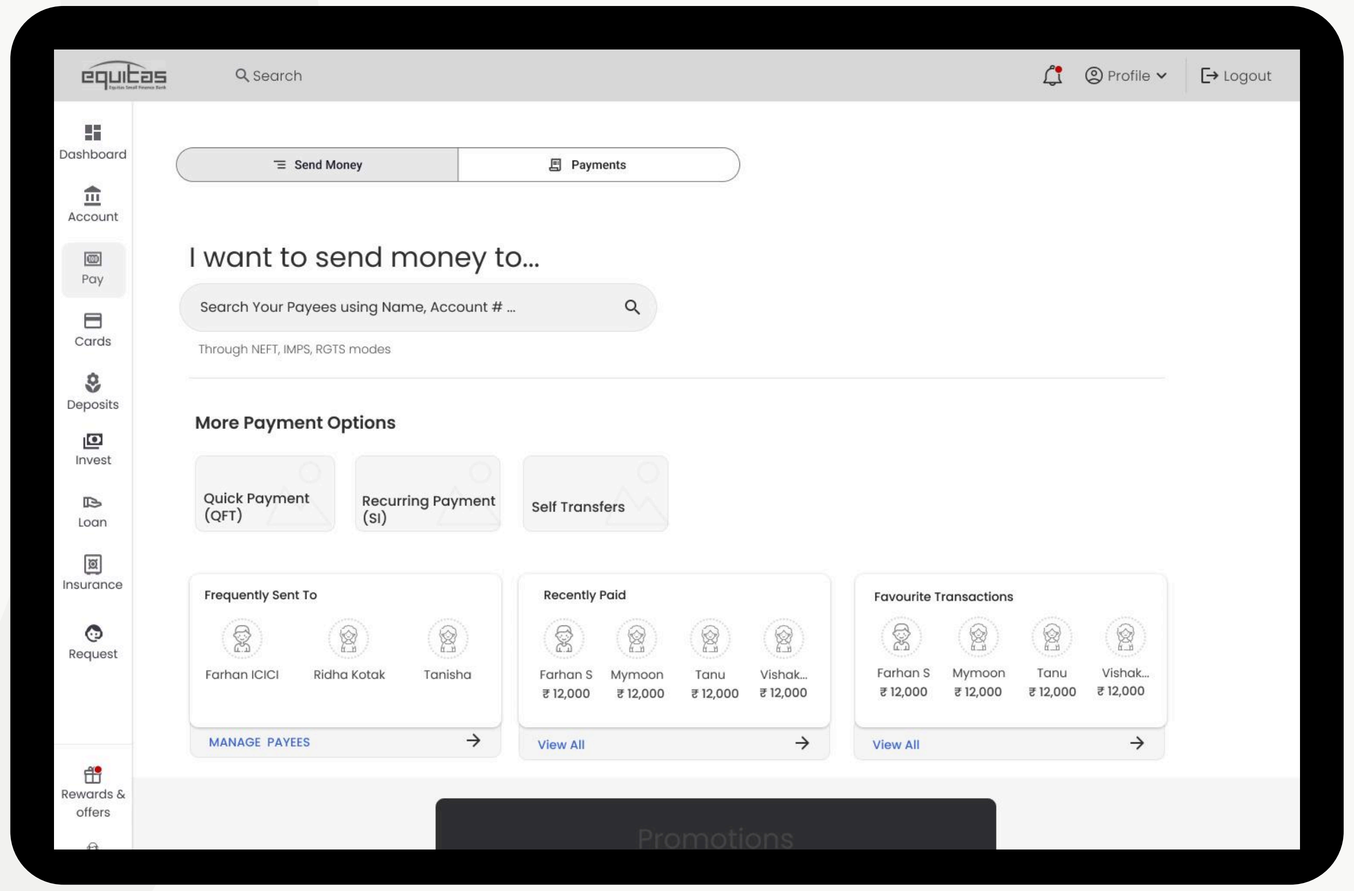
equitas
Equitas Small Finance Bank

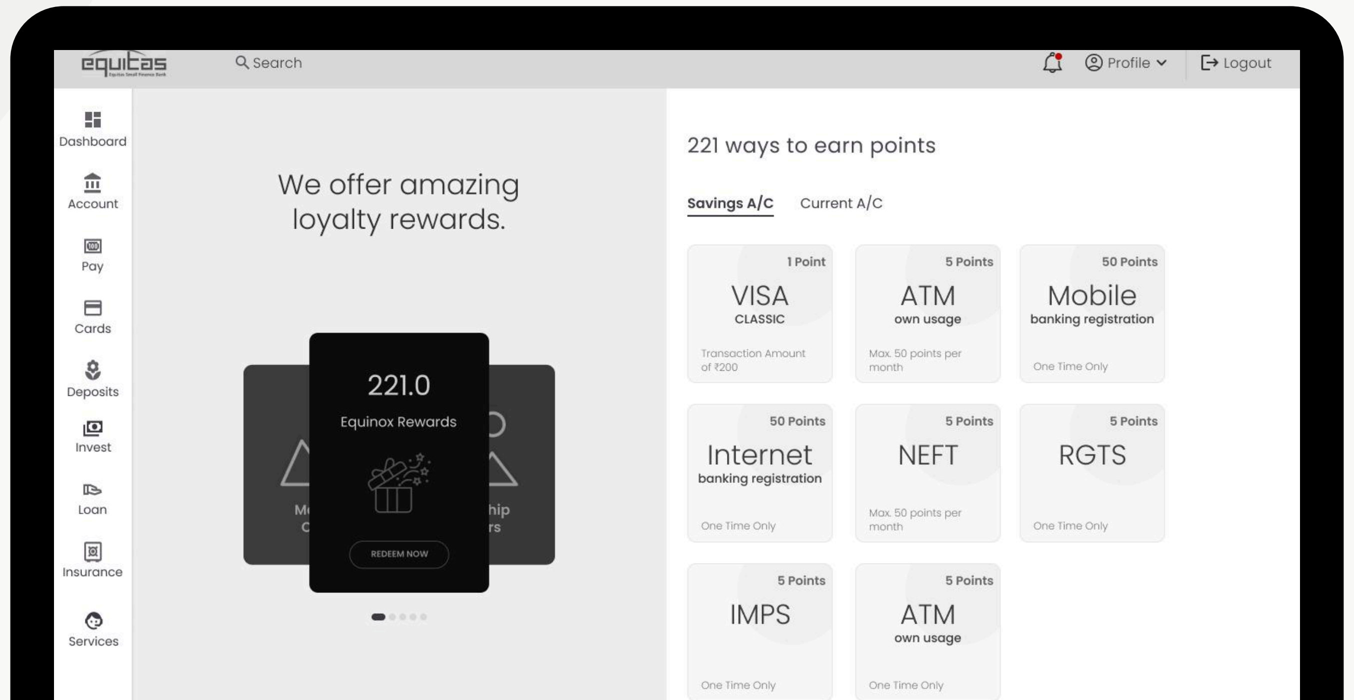
Equitas Small Finance Bank is a New Age Bank that offers a new way to bank to children, youth, families, and business people across India.











NDA

Problem Statement

The present online banking platform is not user-friendly, which leads to a poor user experience and minimal client engagement. Customers are unable to efficiently manage their funds and use online banking services due to the platform's outmoded design, difficult navigation, and constrained capabilities.

Business Goals

The bank's UX design strategy focuses on creating a modern, seamless, and user-friendly digital experience to attract today's digital-first customers. The goal is to build trust, increase engagement, and present the bank as smart, paperless, and low-friction—reflecting a fresh, future-ready brand image.

User Pain Points

- Complex Navigation
- Registration
- Lack of Personalisation
- Lack of Transparent
- Help & Support Access

Role

UX Designer

Responsibilities

- User Research
- Persona Development
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Collaboration

Tools

- Balsamiq
- Mural
- Figma

Team

- 2 UX Designer
- 3 UI Designer
- 1 Content Writer
- 1 Animation Designer

Project Duration

Jan - Apr 2023 (6 Months)

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Workshop

We used design thinking, research, and a fresh design style to help transform Equitas from a small finance bank into a strong competitor to national banks, giving it a modern, global fintech feel.

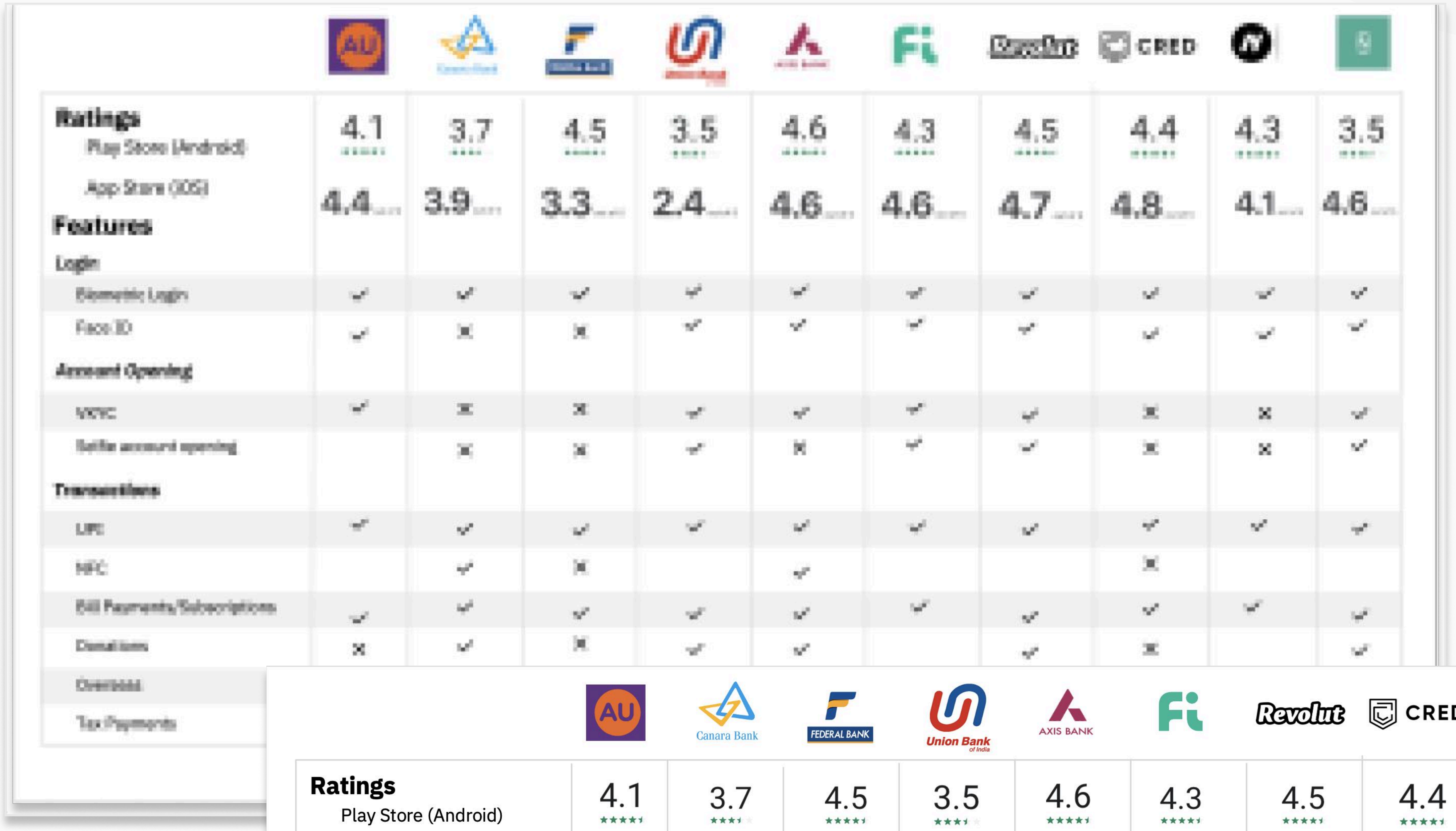
Personas

- **Senior Citizens**
  - Easily manage finances with a simple, secure platform
- **Young Working Professional**
  - Track and grow money effortlessly
- **Student**
  - Learn the basics of money management
- **Sole Proprietor**
  - Make informed financial decisions using data insights
- **Medium Enterprise owner**
  - Leverage the bank's ecosystem to grow their business

Research

Competitive Analysis

Observe and engage with users in real settings to understand their behavior, tasks, and pain points.



	AU	Canara Bank	FEDERAL BANK	Union Bank of India	AXIS BANK	Fi	Revolut	CRED	N	N̄
Ratings										
Play Store (Android)	4.1	3.7	4.5	3.5	4.6	4.3	4.5	4.4	4.3	3.5
App Store (iOS)	4.4 out of 5	3.9 out of 5	3.3 out of 5	2.4 out of 5	4.6 out of 5	4.6 out of 5	4.7 out of 5	4.8 out of 5	4.1 out of 5	4.6 out of 5
Features										
Deposits										
Digital cheque deposit		✕	✕		✓	✓			✕	
Personal Wallet		✕	✕	✕		✓	✓	✓	✓	✓
Pay later account		✕	✕	✕	✓			✓	✓	
Recurring deposit (SI)	✓	✓	✓	✓	✓	✓	✓	✕		✓
Goal based saving		✓	✕			✓	✓	✕	✓	✓
Investments (MF)	✓	✓	✓	✓	✓	✓	✓	✕	✓	
Cards										
Offer credit/debit card	✓	✓	✓	✓	✓	✓	✓	✕	✓	✓
Pin changes	✓	✓	✓		✓	✓	✓	✕	✓	✓
Forex Prepaid		✕	✕		✓	✓	✓	✕	✓	✓
Upgrades		✓	✓		✓	✓	✓	✕		✓
Card Blocking via App	✓	✓	✓	✓	✓	✓	✓	✕		✓

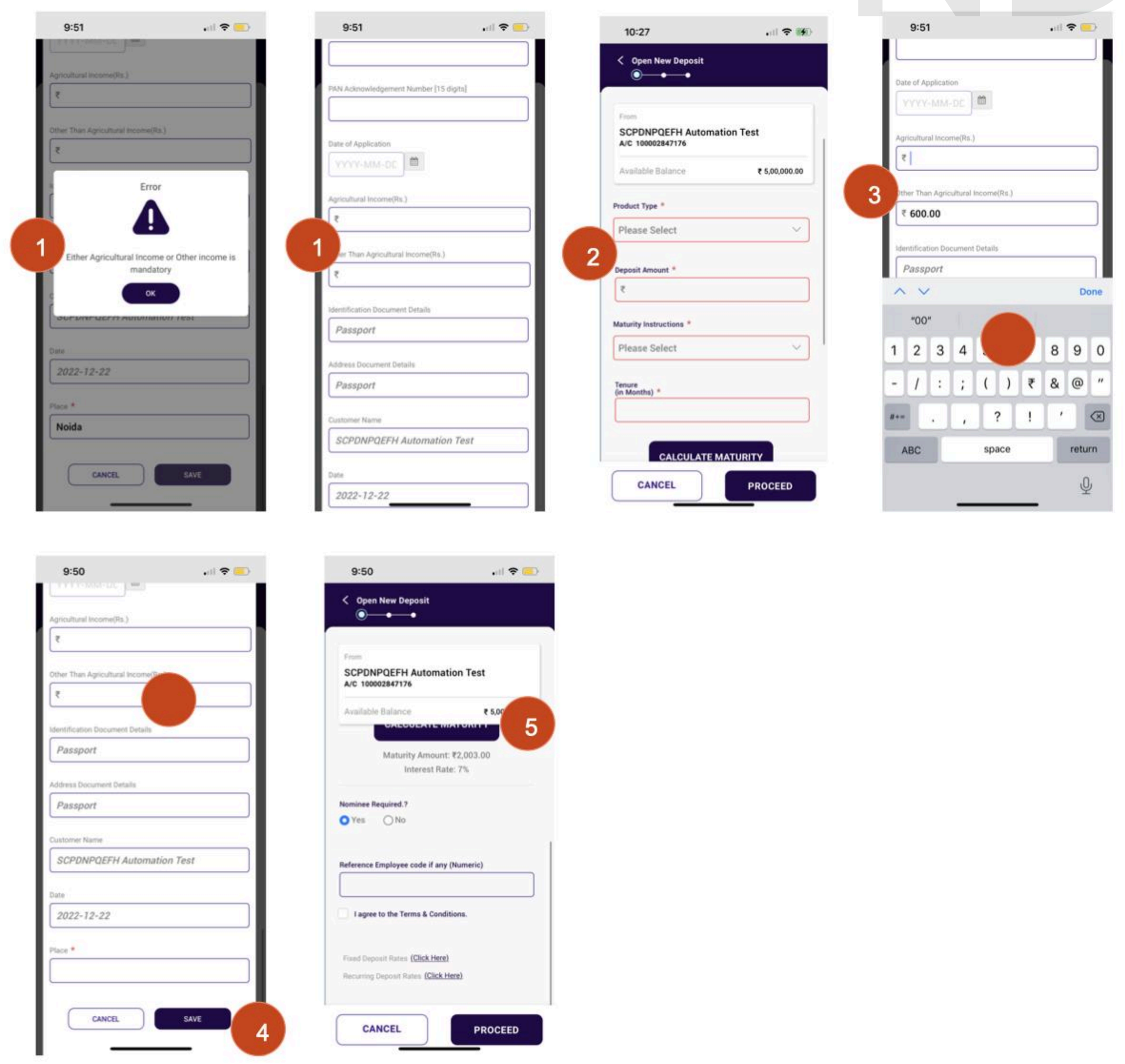
Heuristic Evaluation

This heuristic evaluation helped identify usability gaps in the Equitas app that impact user efficiency, confidence, and satisfaction. The insights guided design revisions to simplify navigation, improve clarity, and create a more user-friendly experience.

Error handling

Issue Description

1. User is notified of mandatory fields not filled in but the mandatory fields are not marked with * sign, while other mandatory fields are.
2. The treatment of error fields is not consistent. On some pages the fields are highlighted in red while in others they are not.
3. One cannot enter 0 was agricultural and other income. These cannot be mandatory fields nor have restriction on the value you enter since not everyone has agricultural and other income. Also, decisions that help bank make decisions should be asked. Not sure how this information will be used by the bank
4. The label 'Save' on the confirmation screen is not in-line with the 'Proceed' button used in the previous screen and the final action of 'submitting'
5. The button size and weight is inconsistent. Also, Secondary buttons are same as primary button sized.



Research

Landing Screen

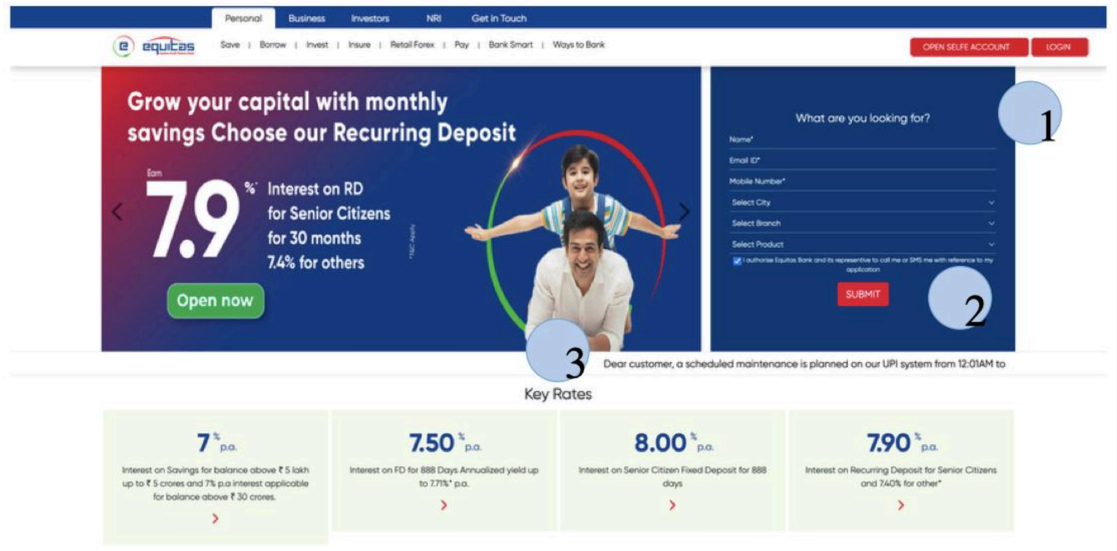
1 *Presentation, Interaction - High Impact , Medium Effort*
Lead capture form has multiple fields making it lengthy. Also, non-mandatory fields might add additional cognitive load for the user

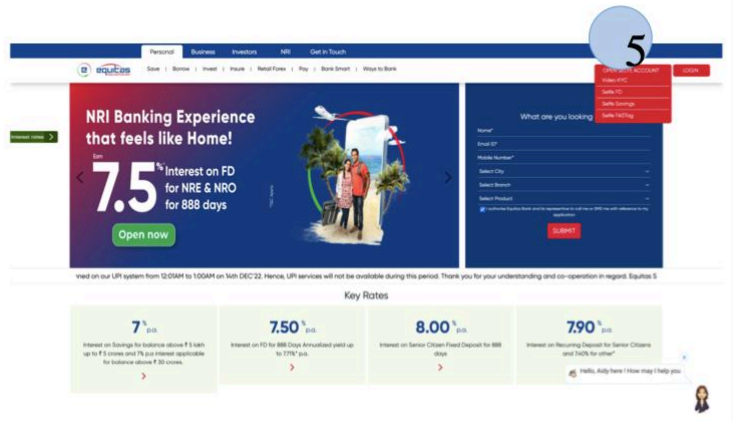
2 *Presentation - High Impact , Low Effort*
Highly saturated blues and red together causes vibrations and floating effect as the eye attempts to accommodate at extreme ends of the color spectrum.

3 *Content, Presentation - High Impact , High Effort*
Long and scrolling messages are difficult to read. Users need to read and comprehend at the same time often disregarding such messages.

4 *Content, Navigation - High Impact , Low Effort*
Unclear CTA – What is a 'Selfie Account' ? Also it has multiple options leading to confusion.

5 *Content, Navigation - High Impact , Low Effort*
Unclear grouping – Users expect the Video KYC to be an type f selfie account similar to the other options

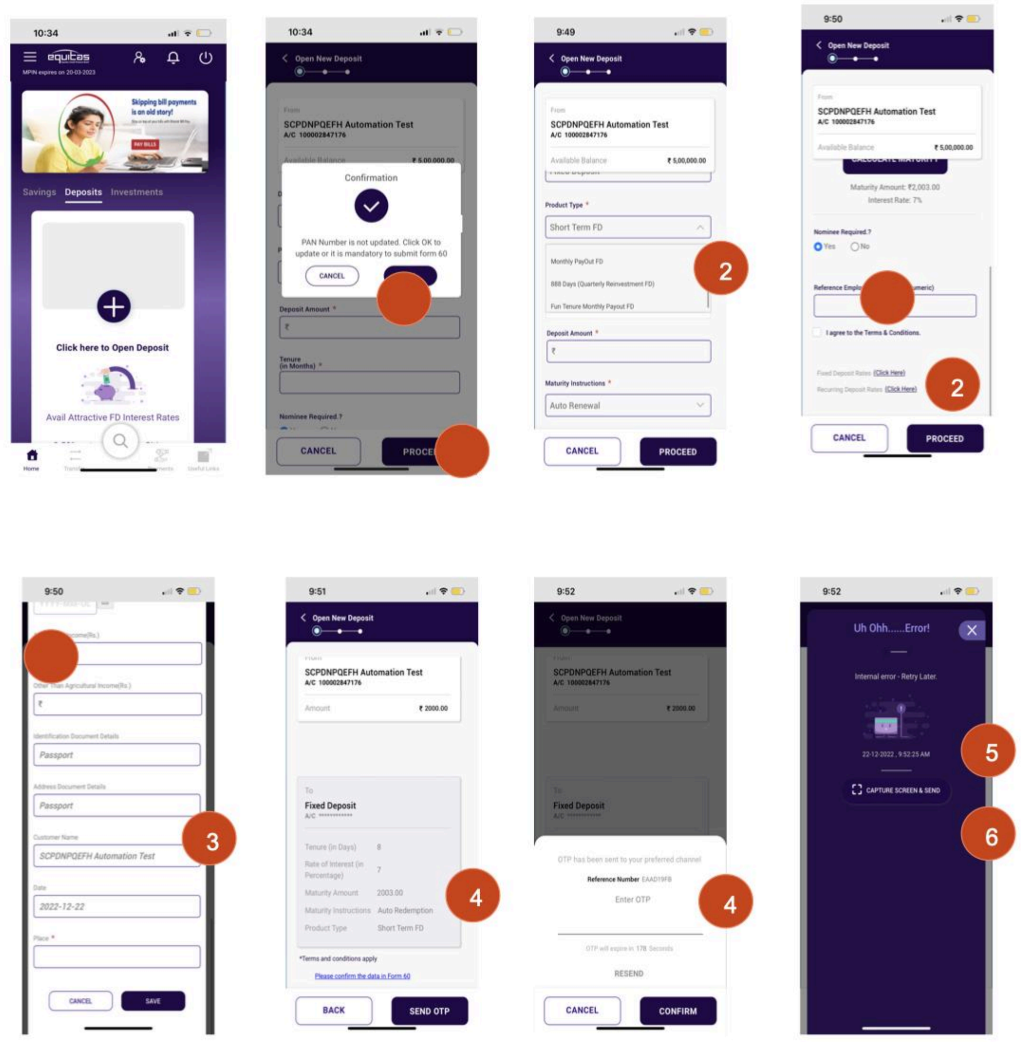




Redundant steps

Issue Description

1. Flow forking and providing multiple options to the user can hamper the user thinking and break the flow. Also, since Pan card details are already with the bank, they need not divert to that at this service creation point
2. The selection of product is difficult as there is no way to distinguish between them. A better display with information that helps user take decision is required. The interest rates etc. are shown right at the end after making all the decisions.
3. Intermediatory step of confirming account information and asking for agricultural income seems redundant.
4. Reduce redundant steps, Confirmation screen followed by OTP screen can be combined at one place.
5. Error screen is different across the app. It needs to be consistent. No details around the cause of error is provided
6. On closing the error the user is navigated again to the home page, we should encourage user to complete the task and lead him to a prefilled confirmation screen.



Insights from Research

- The current application was outdated in design and functionality.
- Users struggled with navigation and found the app cluttered.

User Needs and Pain Points

- Different user personas (e.g., young professionals, elderly users, business clients) seek varying levels of simplicity or functionality (e.g., fintech-style UI vs. traditional banking flow).
- Slow onboarding process frustrates new users.
- Lack of personalized features (e.g., financial insights, spending categorization).
- Inconsistent UI elements confuse users.
- Limited support for accessibility needs (voice-over, font scaling).
- Security measures are too complex or not clearly explained.

Define

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Real-Time Banking App Problems

- **Slow or Complex Onboarding**
  - Users want a quick and easy onboarding process so I can start banking without delays.
- **Transaction History Confusion**
  - Users want to easily filter and search my transactions so I can track my spending without frustration.
- **Unreliable Notifications**
  - As a customer, I want real-time alerts for every transaction to stay informed and secure.
- **Cluttered Dashboard**
  - Users want a clean, personalised dashboard that shows what I use most so I don't waste time.
- **Poor Accessibility Support**
  - As a visually impaired user, I want the app to work well with screen readers and have adjustable font sizes.
- **Security UX Issues**
  - Users want strong security without it being complicated or slowing me down.
- **Limited Customer Support**
  - Users want easy access to support (chat or call) within the app when I have issues.
- **App Crashes or Downtime**
  - Users want the app to be reliable and work smoothly without frequent errors or crashes.

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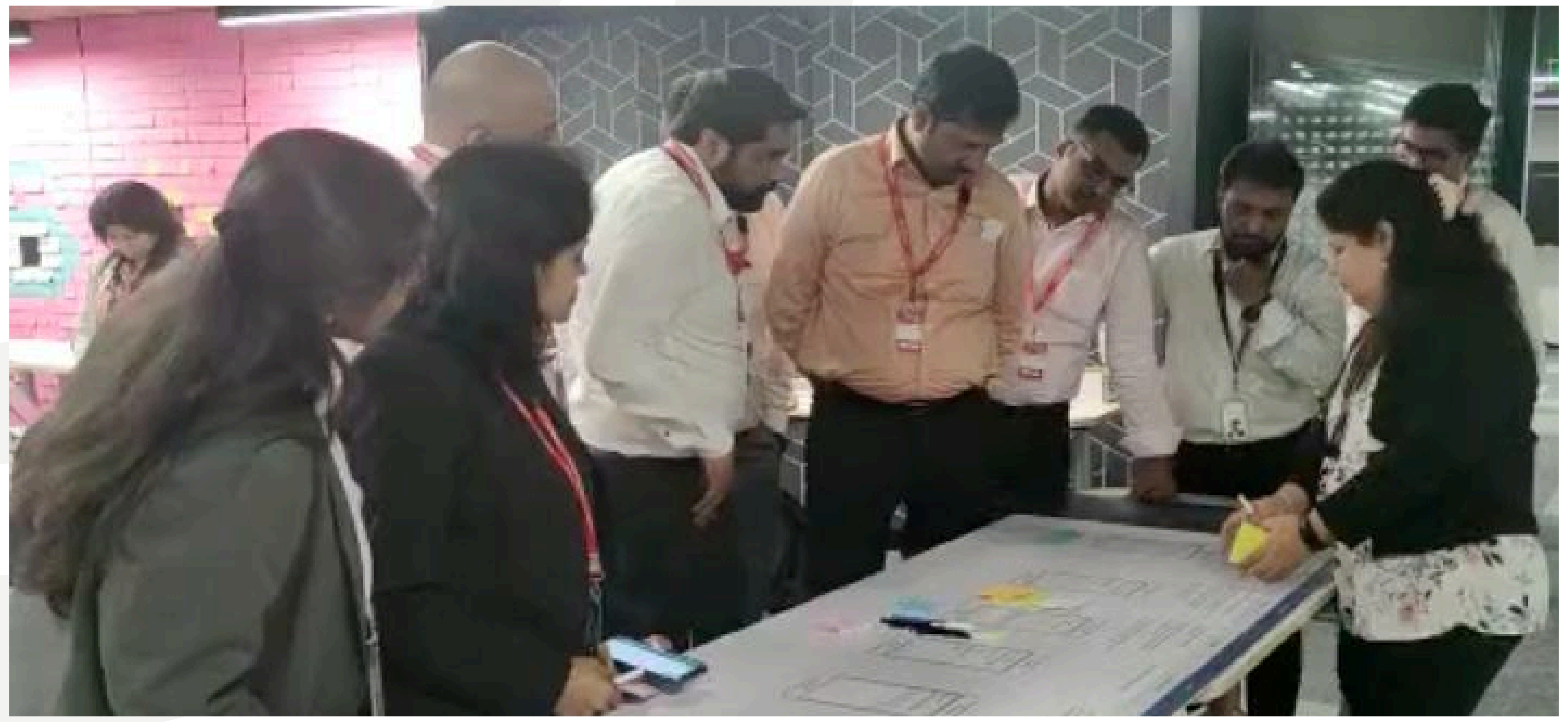
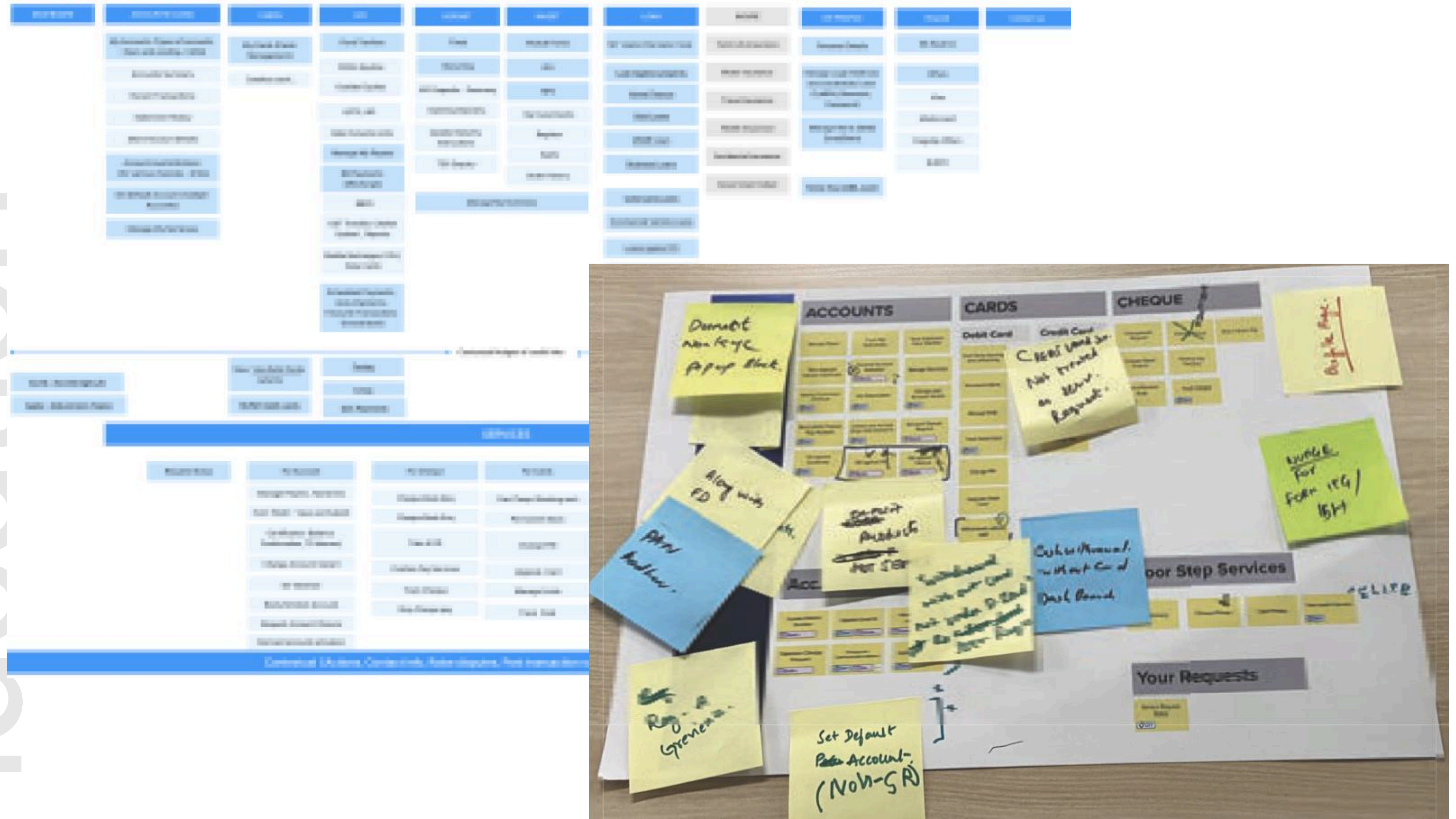
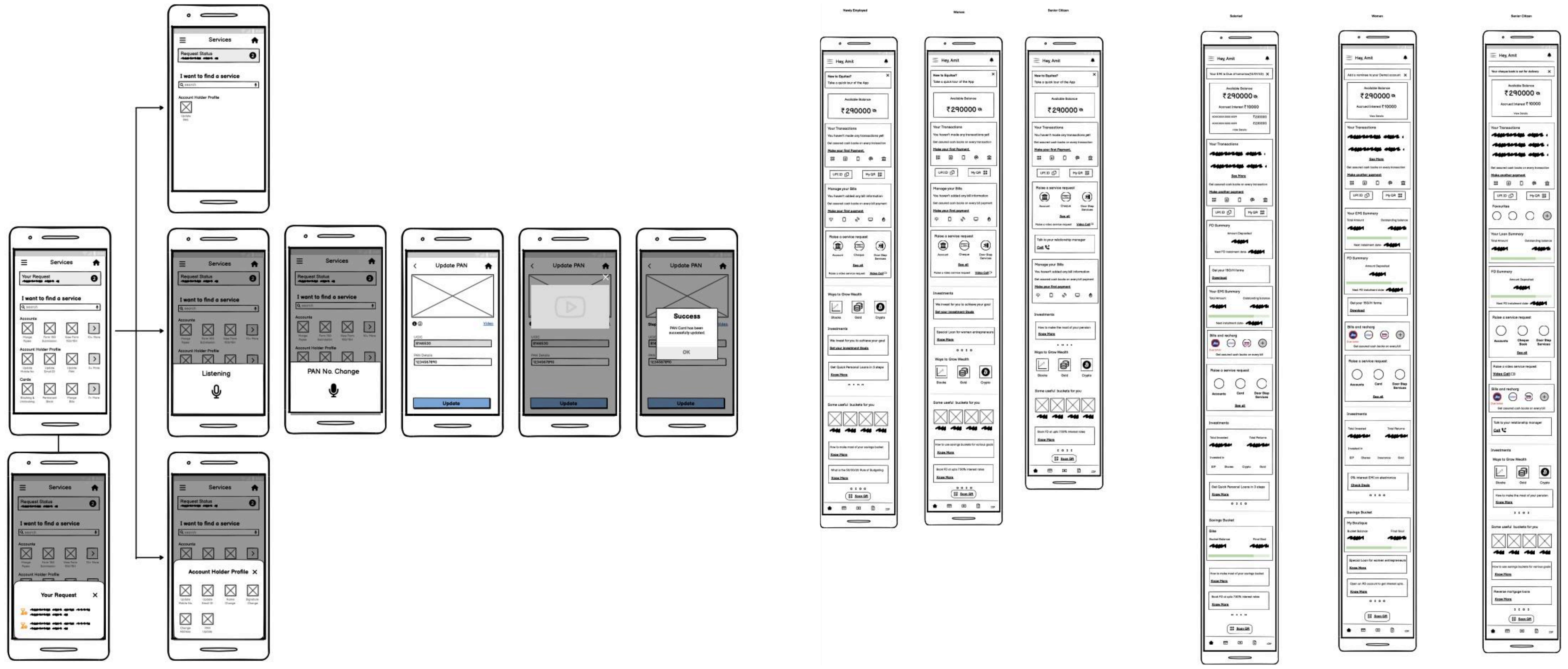
Brainstorming Solutions

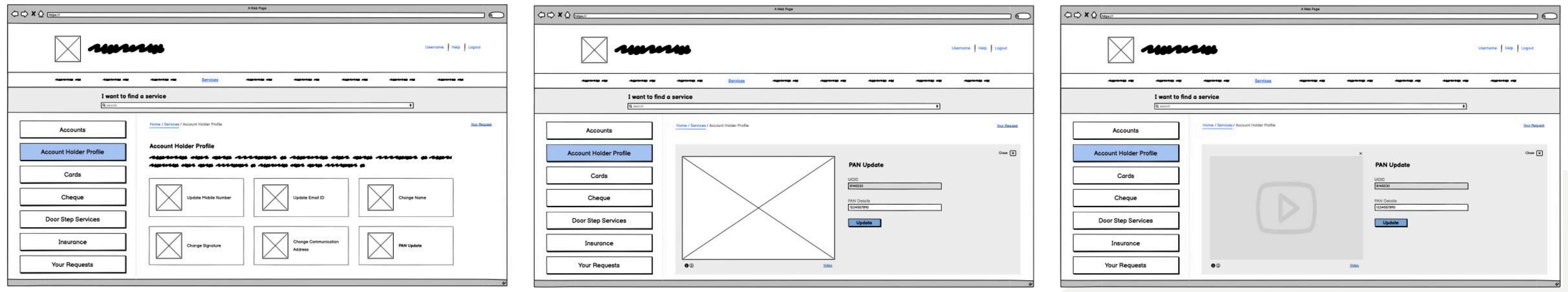


Information Architecture



Sketches





Ideation

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Mid-Fi Design
ew to Bank
n a Selfe account
Selfe Savings
Let's begin by opening a savings account.
Selfe FD
Start depositing with us, and we'll help to build your money.
Mobile Number
Select the number to register with us.
Mobile 1
Mobile 2
98438 86754
99438 53254
OTP Verification
OTP was sent to +91 ***** **754
234567
Choose the best savings account for you.
Wings Savings Account
Subject to eligibility & full KYC conversion
Rewards
We offer amazing loyalty rewards.
221.0
Equinox Rewards
221 ways to earn points
Promotions
banner
Deposit & Grow Your Money
Tap on the options to start depositing your money which will grow amazing returns
RECURRING DEPOSITS
GOAL BASED DEPOSITS
FIXED DEPOSIT
Deposit Summary
Your Deposits
TDS Related
₹ 5,22,123
10 Active Deposits
Fixed
Recurring
FD Balance: ₹ 5,22,123
Download
Sort By
Build A Home Deposit
04 Mar, 2023
₹ 1, 025,113.00
Kid's Deposit
FD 1392 2345 2324
Open New Deposit
FD Partial Redemption Successful.
300006152180-1
04 Mar 2025
₹ 11,000
Deposit Amount
₹ 2,800
Interest paid out
Opened Date
28th Jan, 2023
Tenure (days)
182
Rate of Interest
6%
Interest Payout
Quarterly
Partially Redeemed
INR 9,000
On Maturity (Maturity Instruction)
Credit to Savings Account
TDS Waiver
Not Availed
Nominee
Zahra Singh
Click to read disclaimer
Update
Form 15G/H
More
DEPOSIT AMOUNT
₹2,50,000
AVAILABLE TENURES
8.00%
7.25%
7.00%
6.75%
Choose Your Own Tenure
INTEREST PAYOUT
During Maturity
ON MATURITY
Reinvest Principal and Interest
₹ 2,50,000
₹ 2,70,000
Cancel
Continue
PAY
Send Money
Payments
ant to send money to...
Search Payee, Account num..
Payee
Farhan S
FARHAN
Tanisha
Cook Gee
₹20,000
Maid veer
₹2,00,000
Mom
₹ 20,000
Dad
Repeat Payment
ACCOUNTS
PAY
CARD
MORE
Cards
VIRTUAL CARD
6175 7875 8912 5720
12/26
VISA
SWIPE TO HIDE
FREEZE CARD
Card Settings
Card Limits
GET ATTRACTIVE OFFERS ON SWIPING YOUR DEBIT CARD
Complete Video KYC
HOME
Requests
I want to place a request for...
Search
Tap to speak
Door Step Request
Seasonal Request
Elite Offerings
My Profile
Sarfraz Nawaz A
Personal Details
App Settings
Activate Face ID/Finger Print
Change mPIN
Transaction Limits
Language Selection
Access Code
Our Policies | T&C
Review the policies that we have for you right to know.
Last Login: 14 Mar 2023 | 7:51 PM
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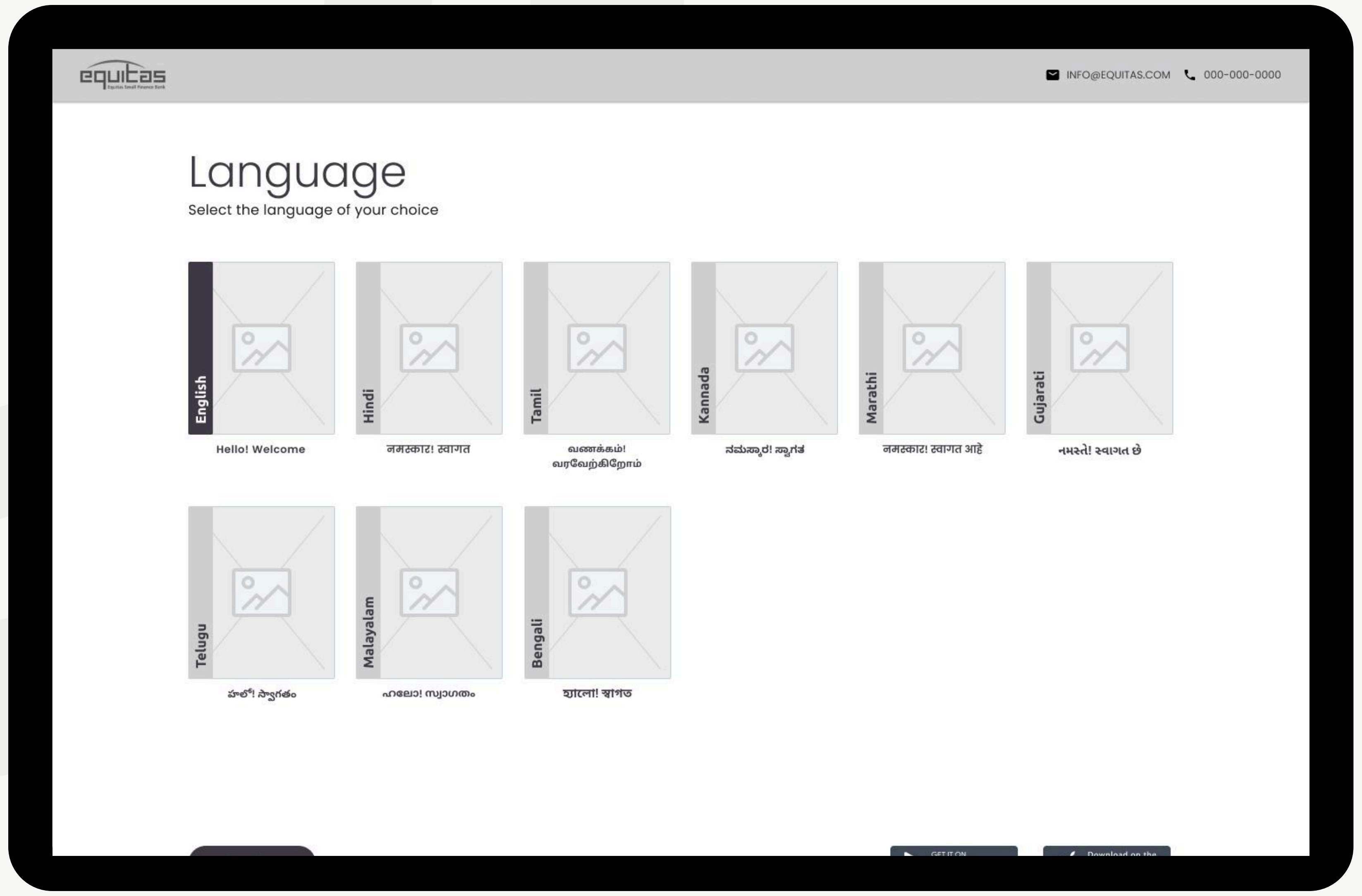
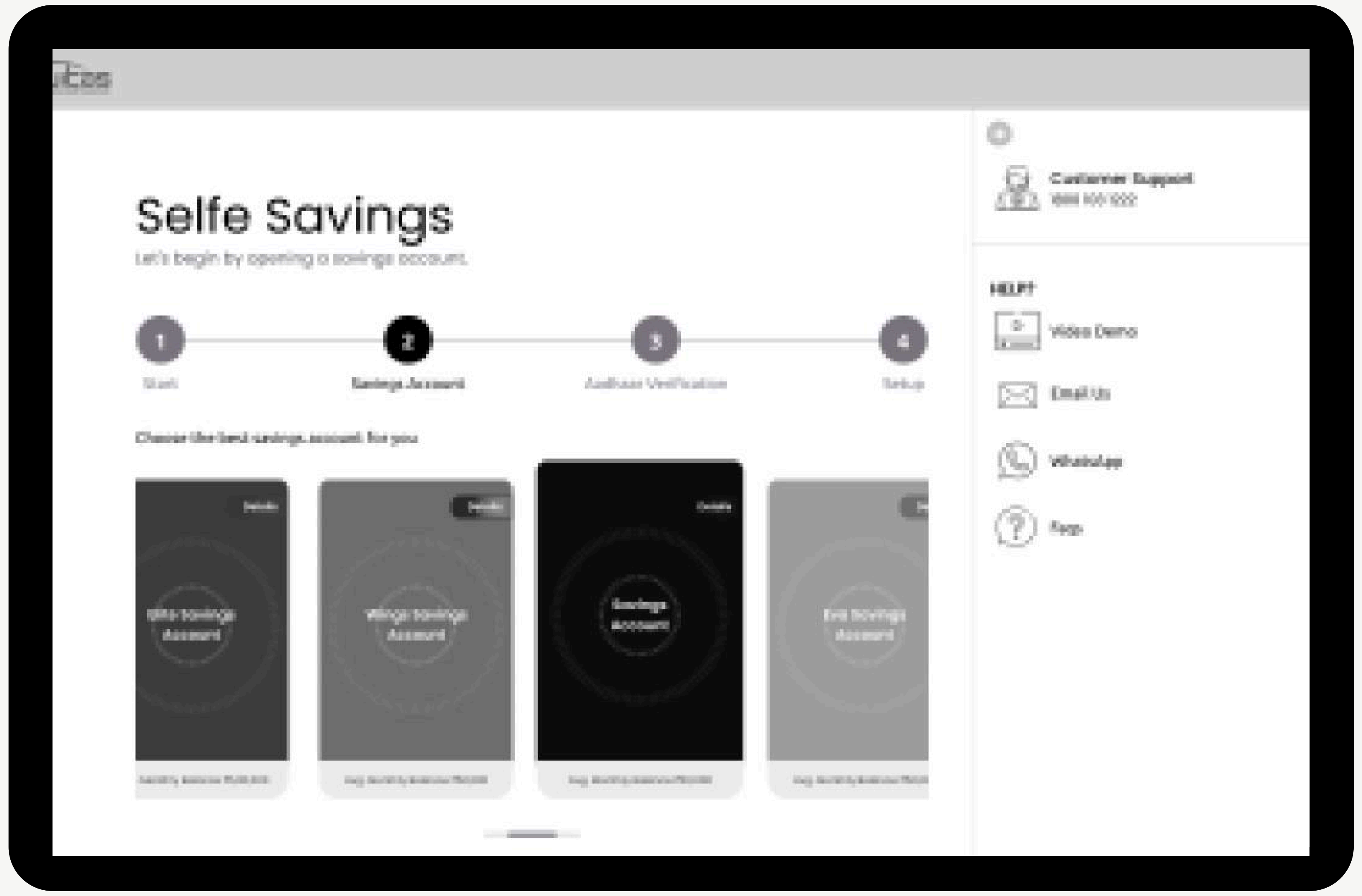
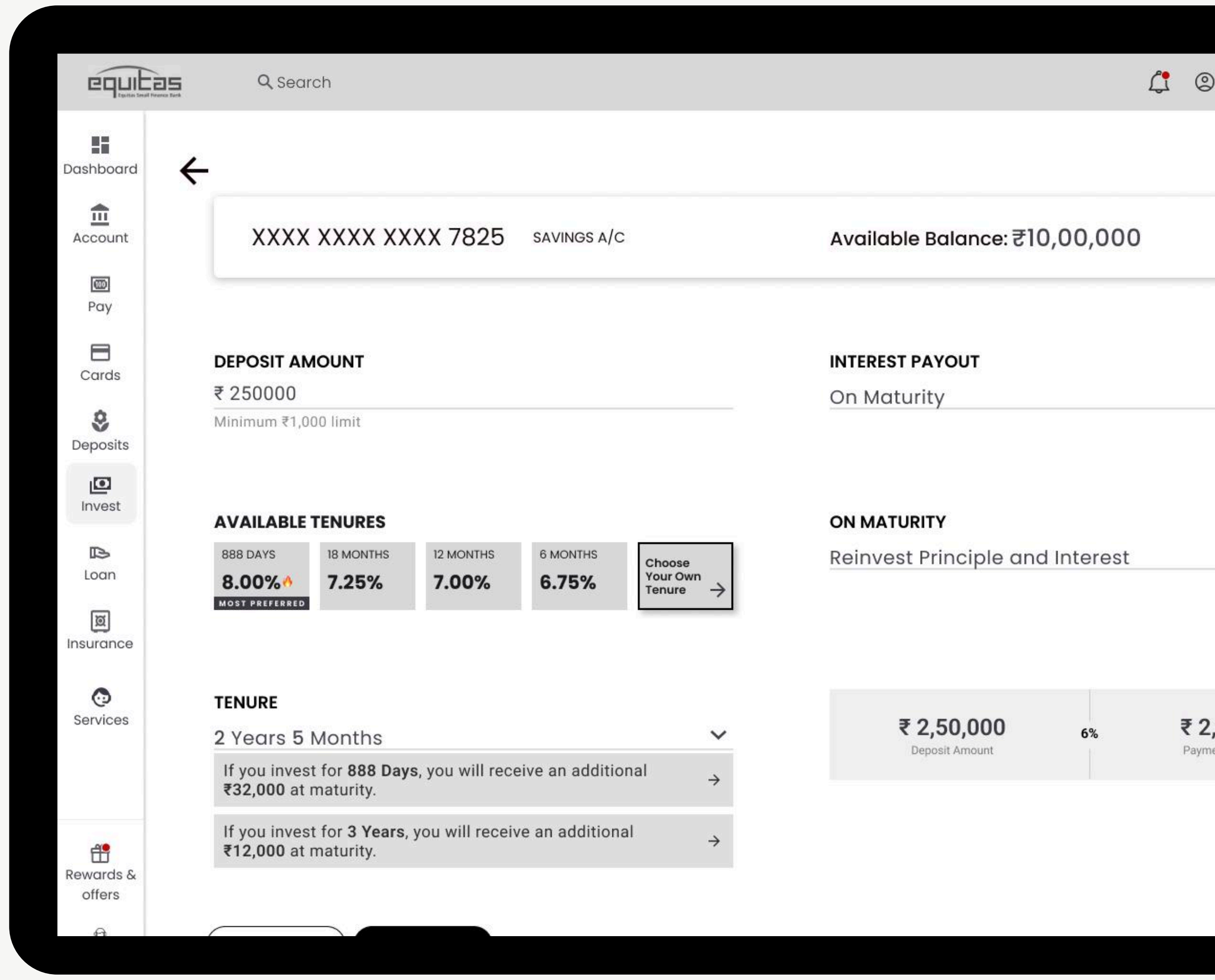
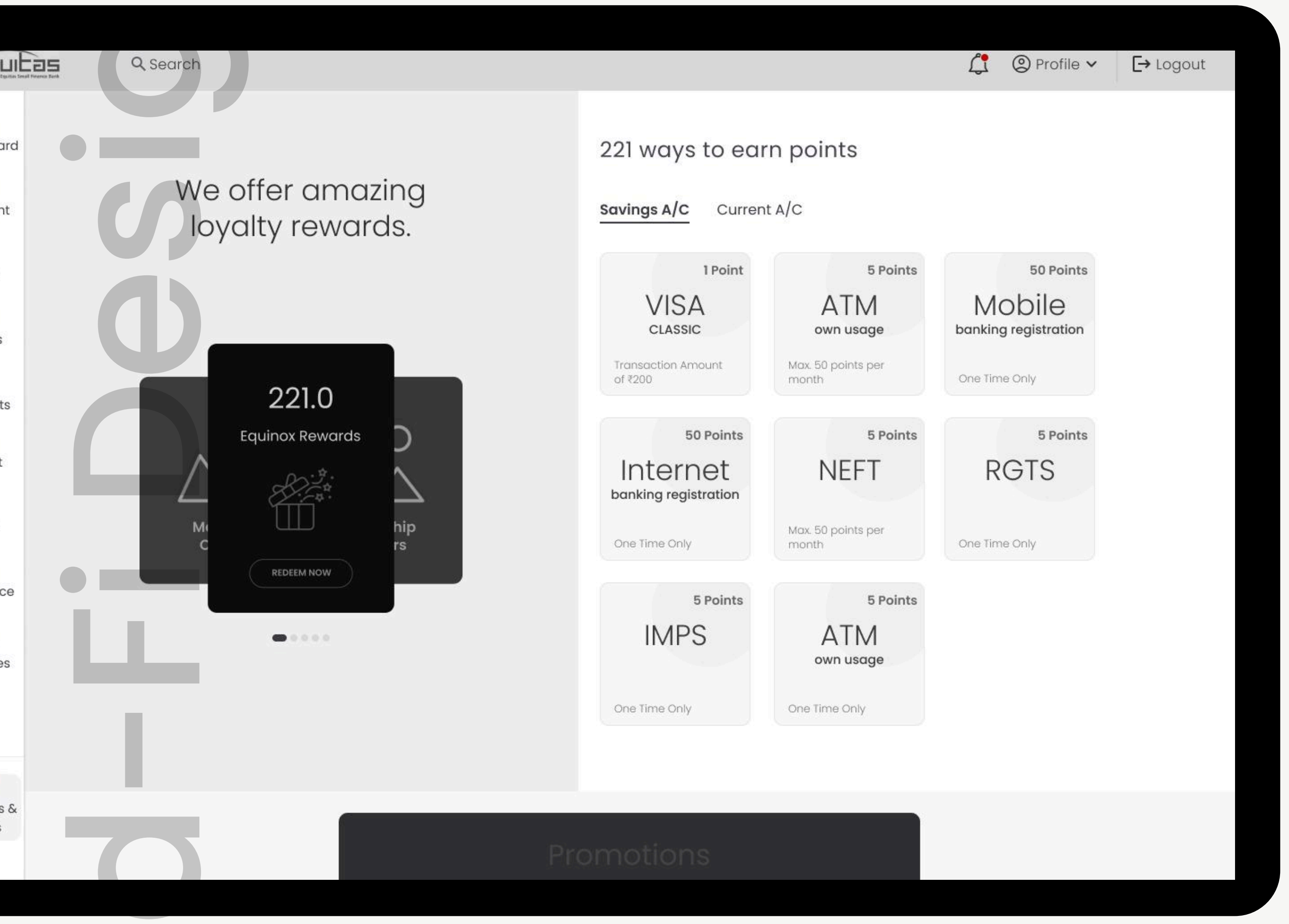
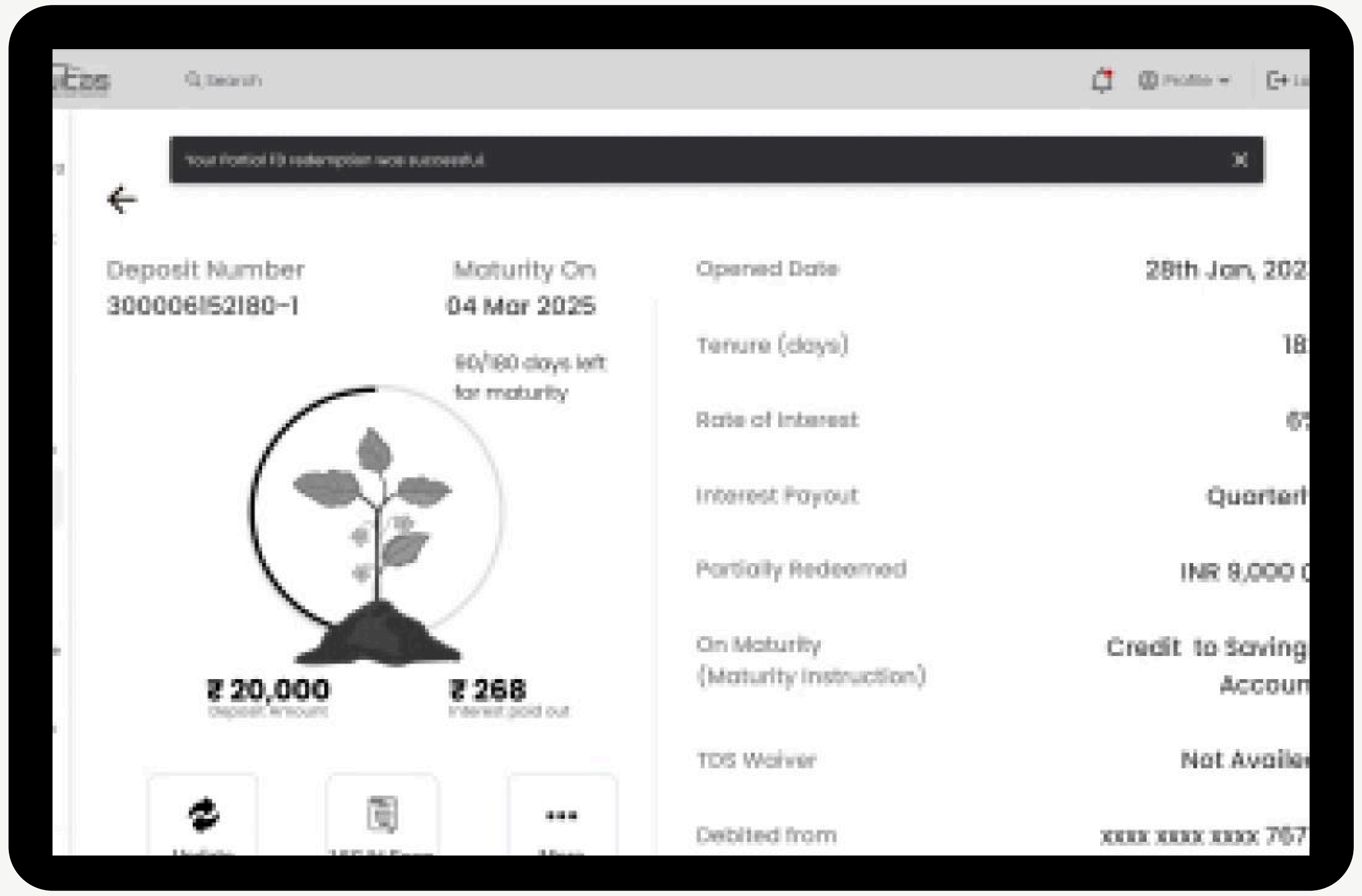
Mid-Fi Design

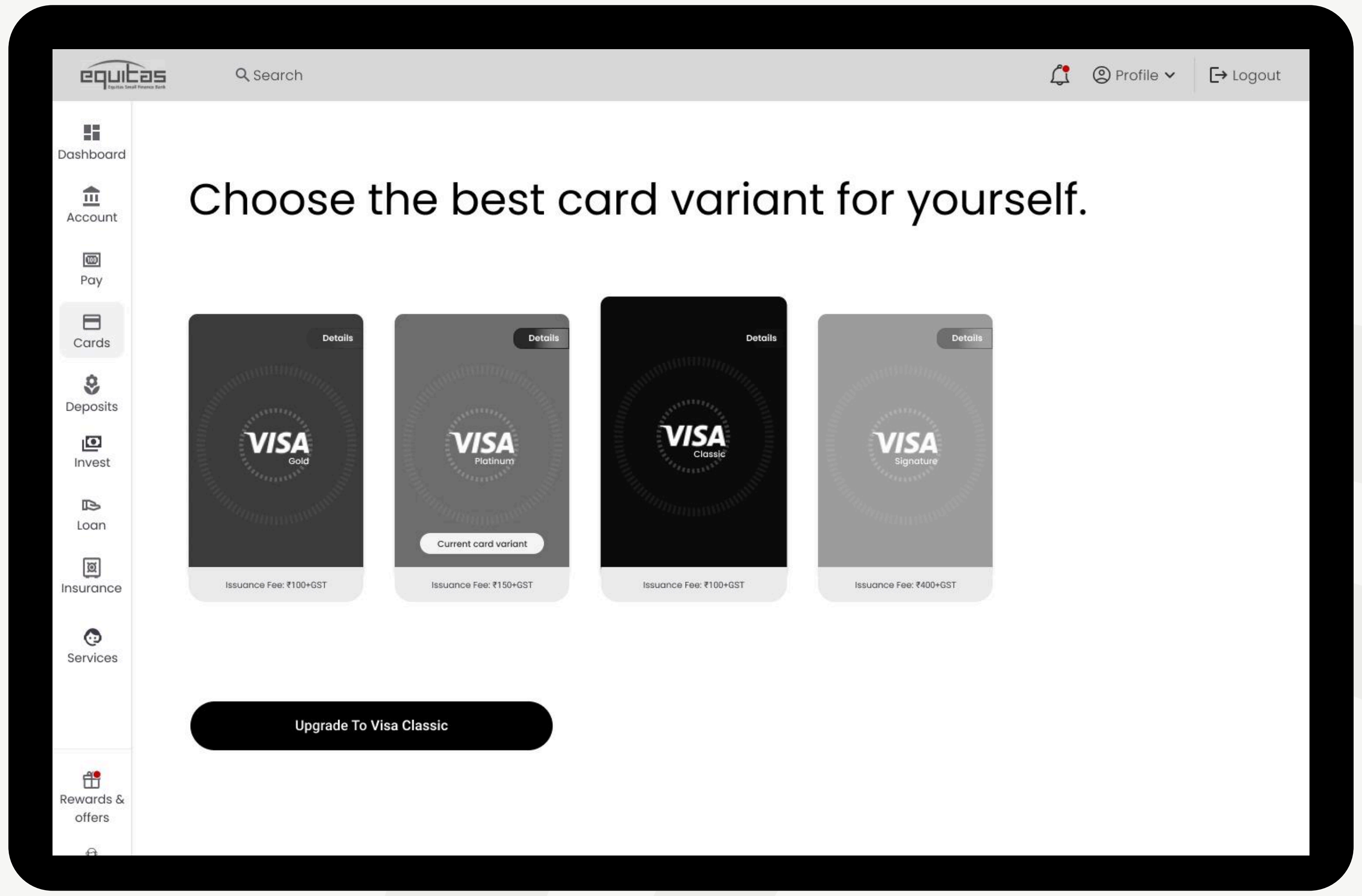








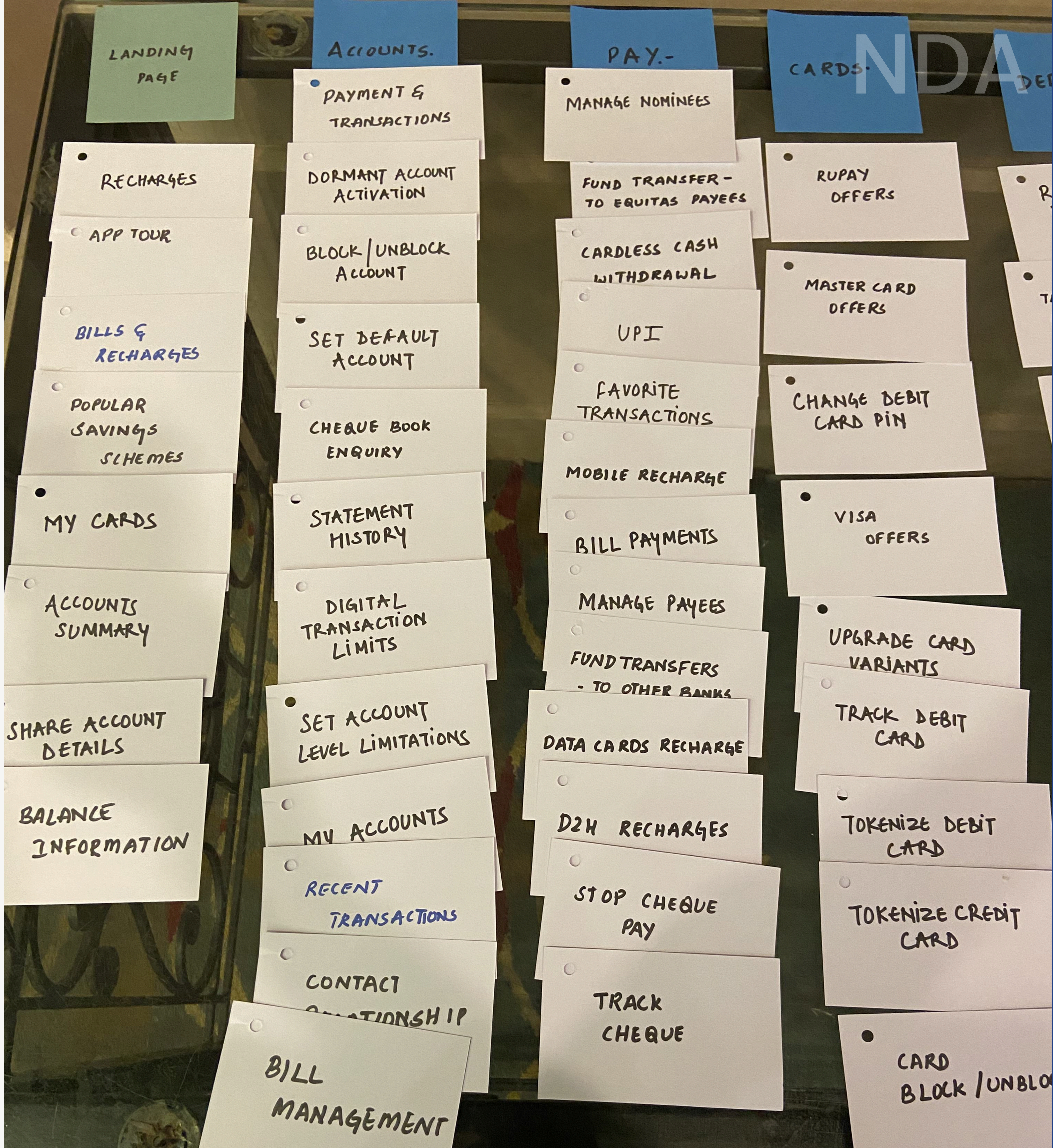




Usability Testing Sessions

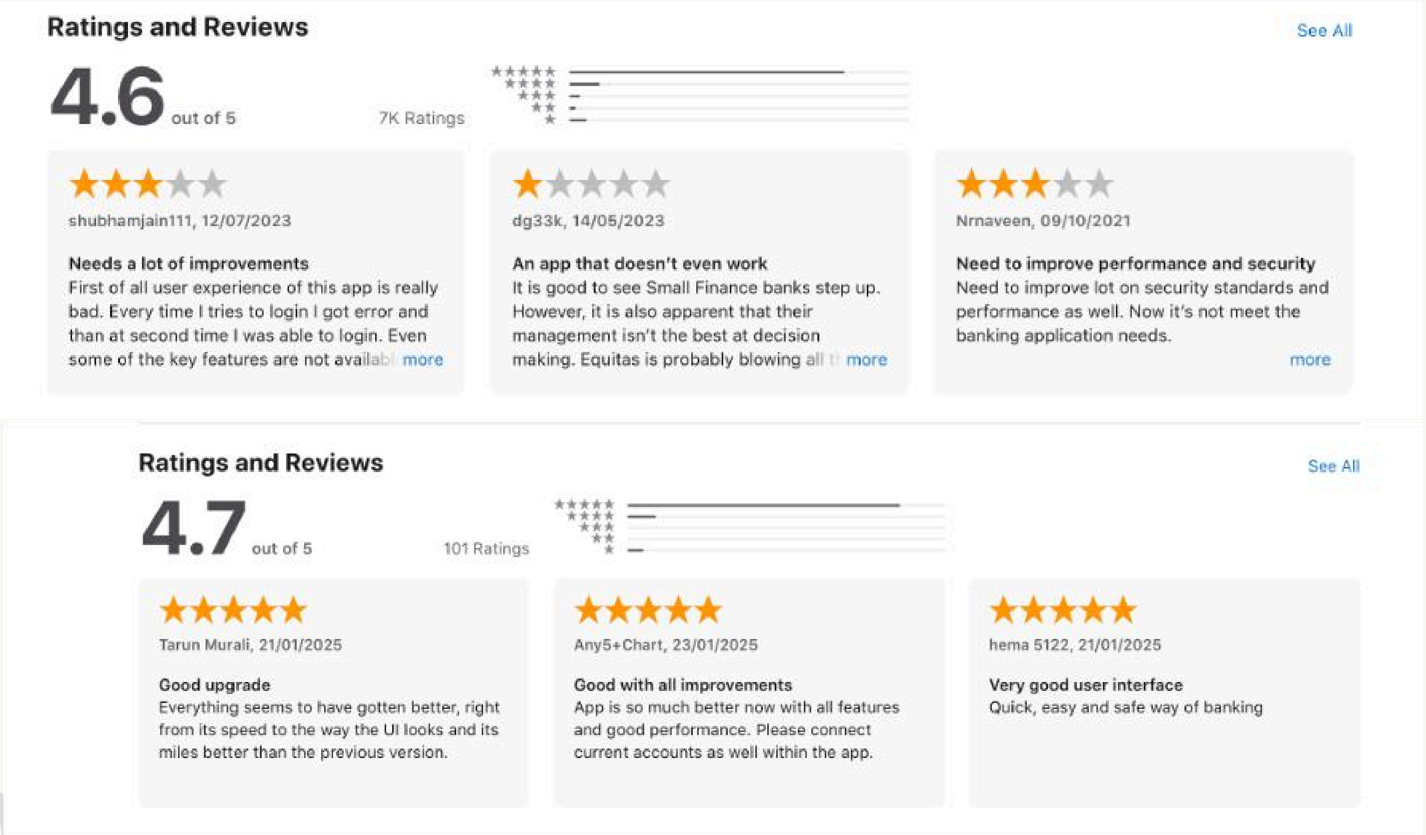
After launching the prototype, I ran usability tests with target users, uncovering navigation issues and task flow confusion. I prioritized feedback, collaborated with the team, and iterated the design to improve clarity, reduce friction, and better meet user expectations.

Testing



Impact

- Equitas 2.0 has officially launched and is already receiving overwhelmingly positive feedback on the Play Store.
- Users are praising its intuitive interface and smooth, user-friendly experience.
- Early reviews emphasize the app's enhanced performance and thoughtful design, reflecting a significant step forward in making digital banking more accessible, efficient, and enjoyable.



★★★★★
Sri hari laksh, 22/01/2025

Equitas 2.0🔥
Wow, the new UI is so cool and user friendly.

★★★★★
hema 5122, 21/01/2025

Very good user interface
Quick, easy and safe way of banking

★★★★★
Sulthan aiman, 10/02/2025

Blockbuster Hit
One of the best app very fast and easy to access thanks to 2.0

★★★★★
Any5+Chart, 23/01/2025

Good with all improvements
App is so much better now with all features and good performance. Please connect current accounts as well within the app.

Metrics

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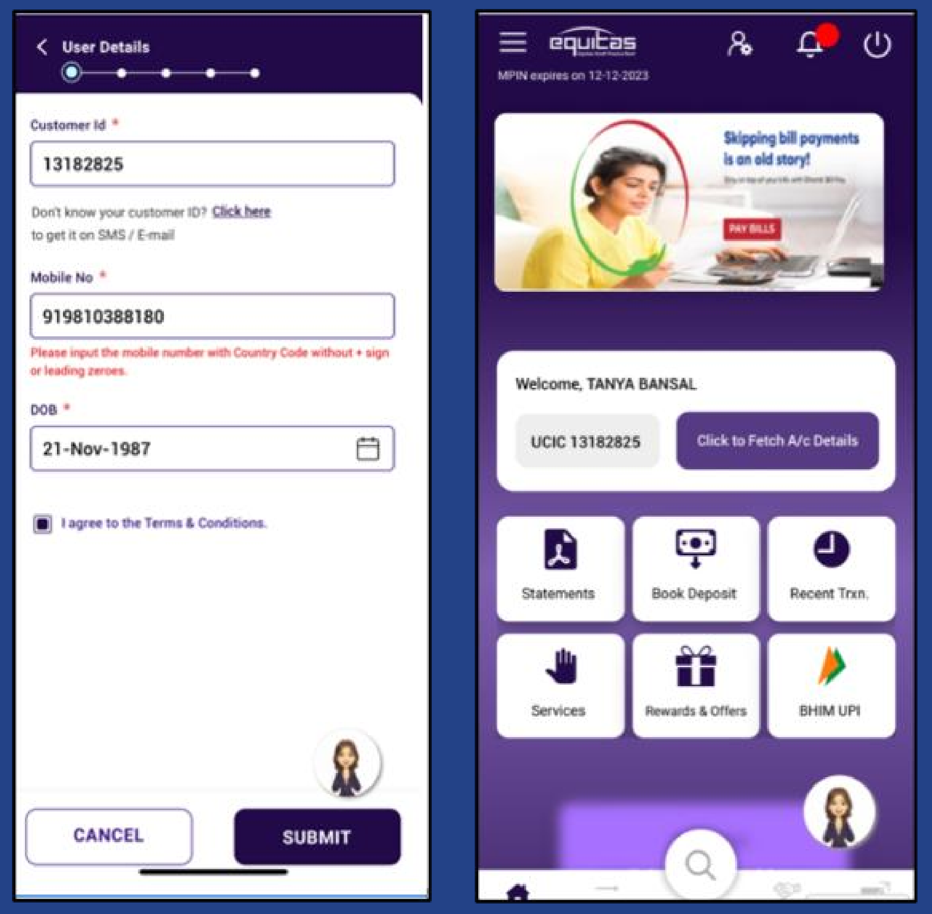
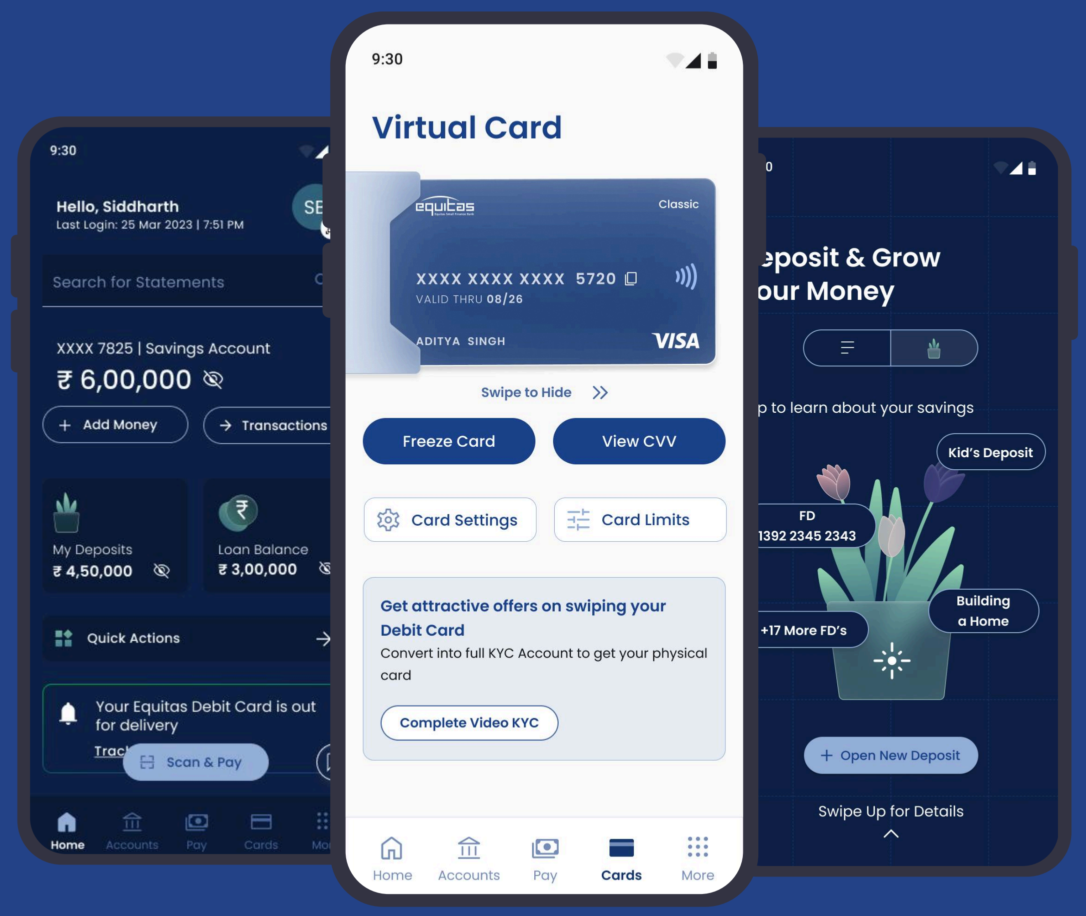
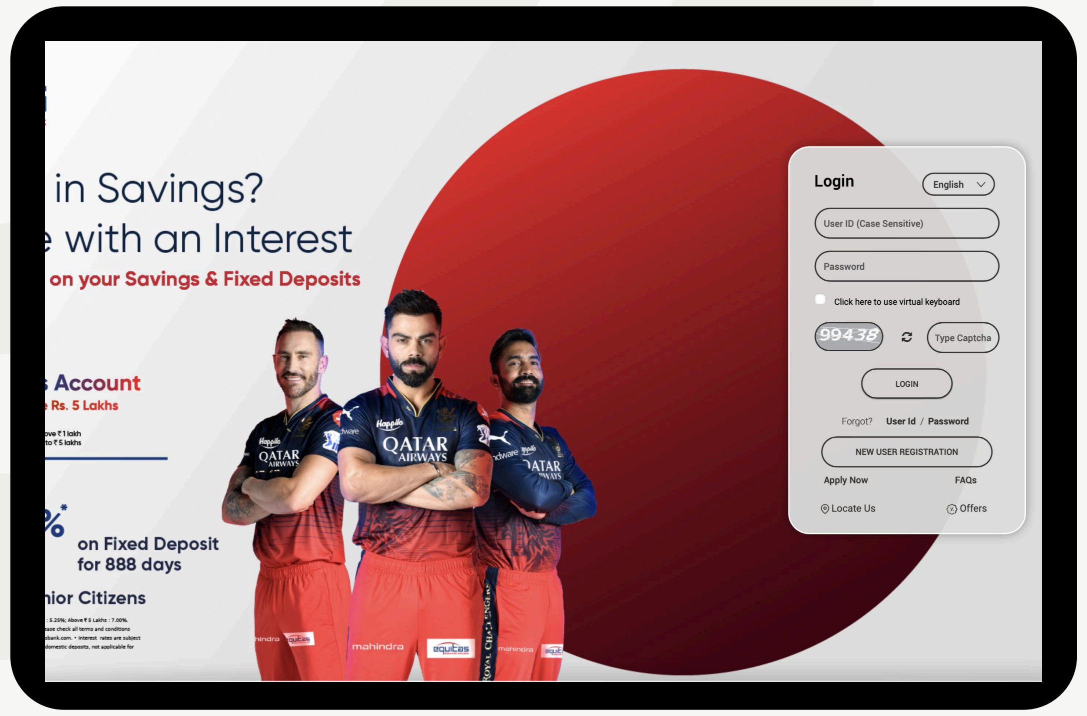
Before

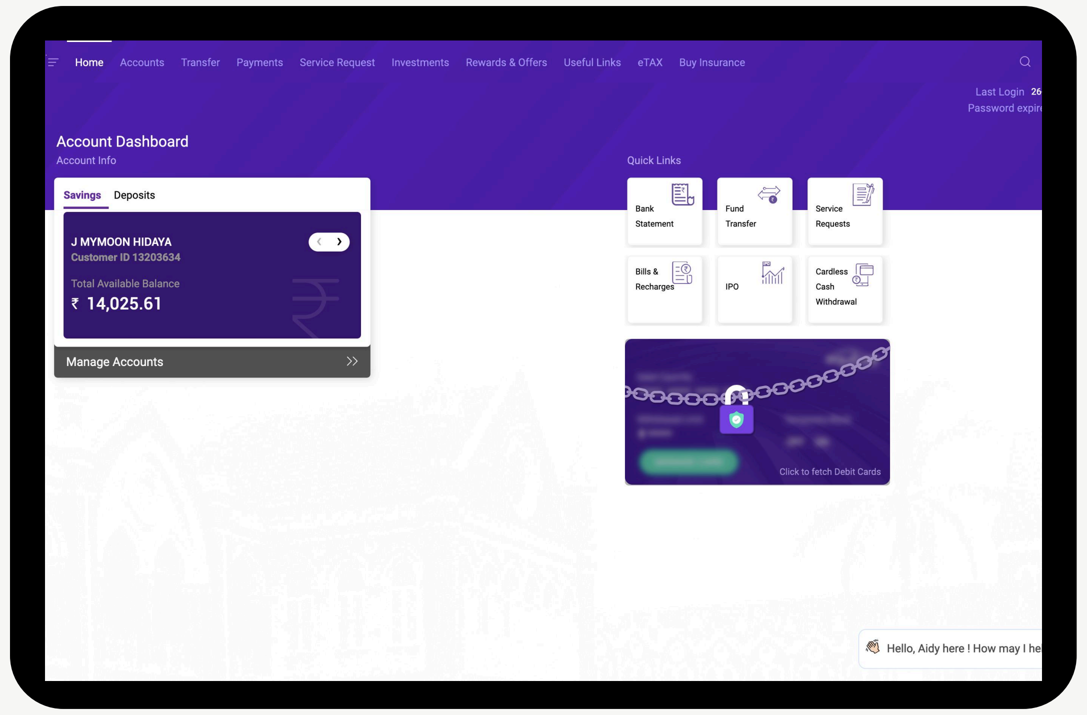


After

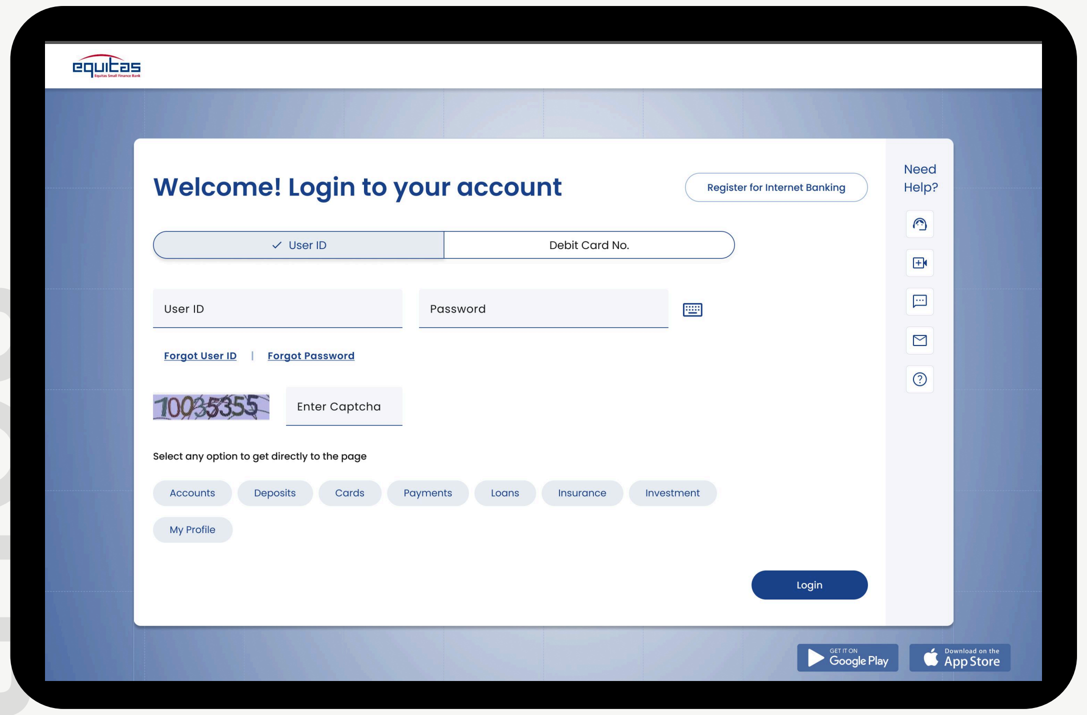


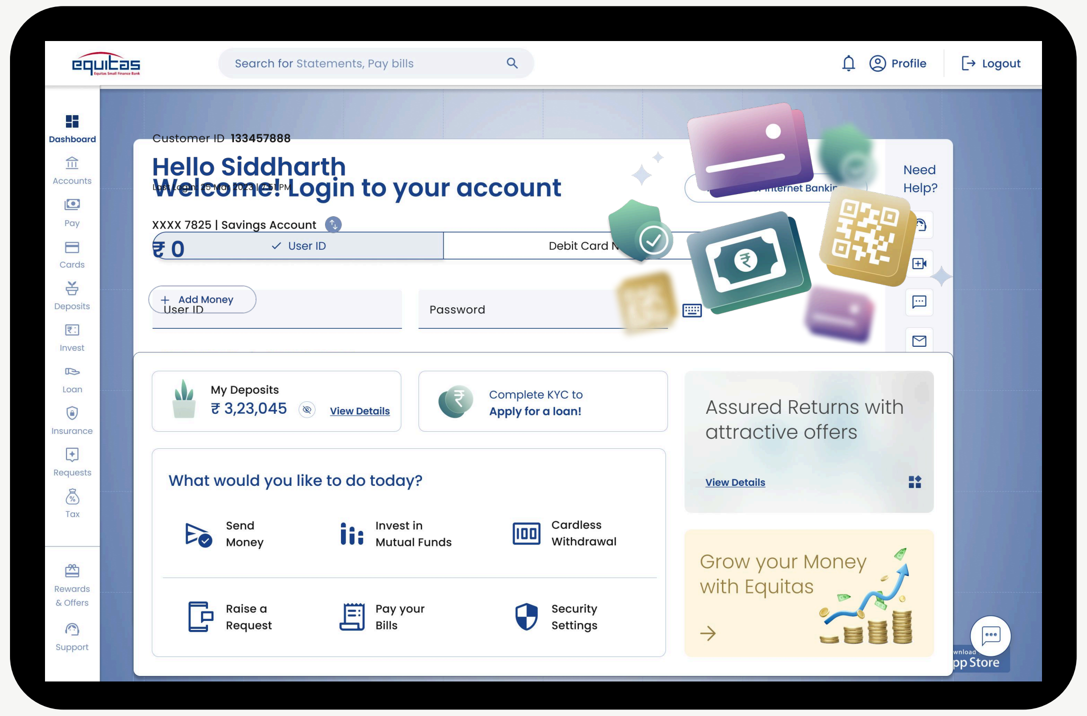
Before

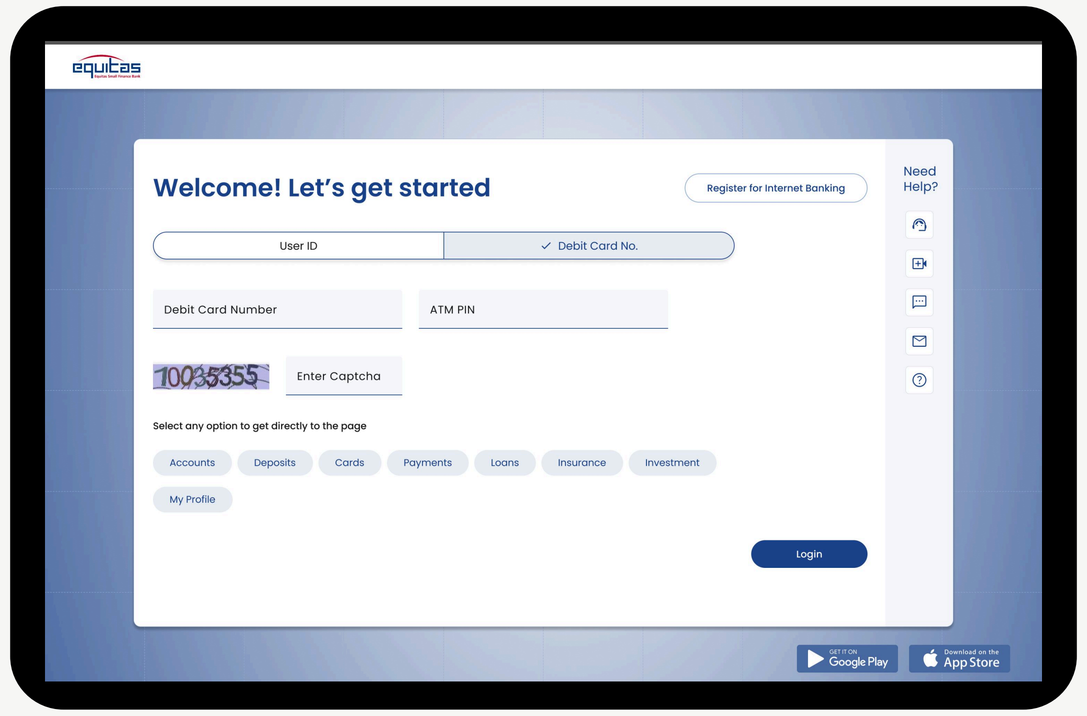


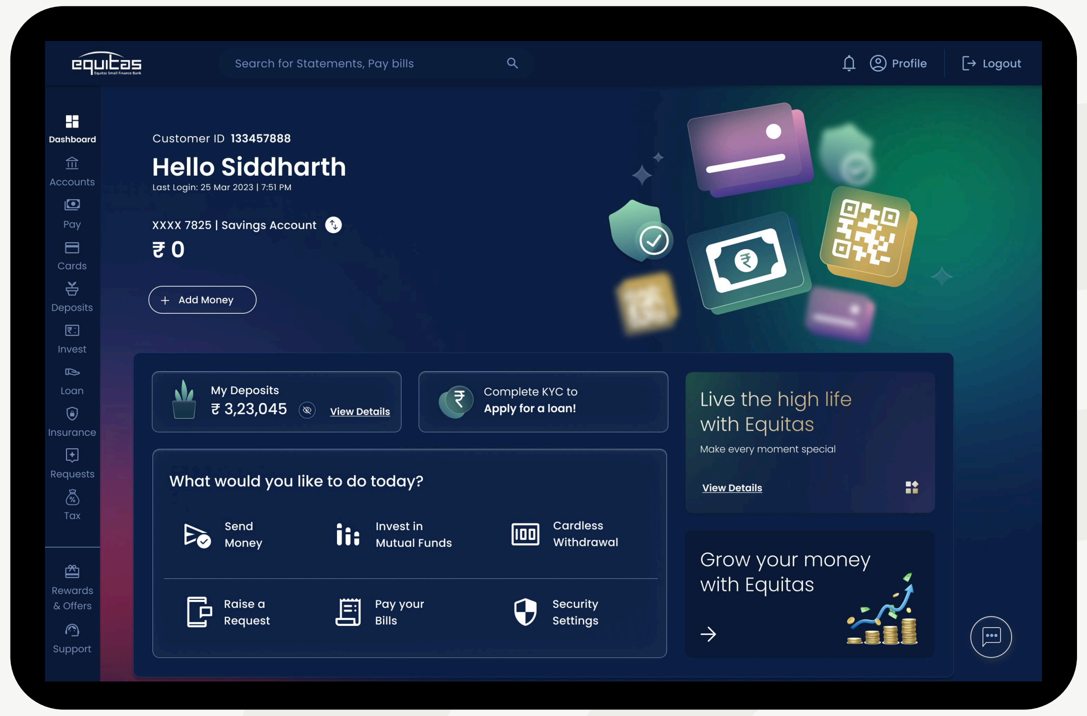


After









Metrics