

SafeCard Case Study

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The Goal

The primary objective of this project was to create a mobile wallet solution that imitates the essential functions of a physical wallet, with a focus on security to safeguard the user.

The Problem

Users struggle to find a secure and versatile mobile app that can store more than just their bank cards; for example, their identification cards, event or bus passes, without feeling uneasy due to the lack of mobile security.

The Solution

To satisfy users' needs and solve user frustrations, I designed a mobile app that prioritizes security by requiring multi-step identity verification to access the app and their personal information such as ID cards or passes.

My Approach

As with any project, I began with **researching**. The three wallet apps I investigated: Folio & Apple Wallet being direct and CLEAR being indirect.

What followed next was **site-mapping** and **wireframing**.

Findings

- Most central themes consisted of *security and ease-of-use*
- Strong emphasis on *security measures* being important, with multiple options to protect users and their data
- *Interfaces* being simple and *easy to navigate*
- Common challenges consisted of *slow load times* and *subscriptions* for full features

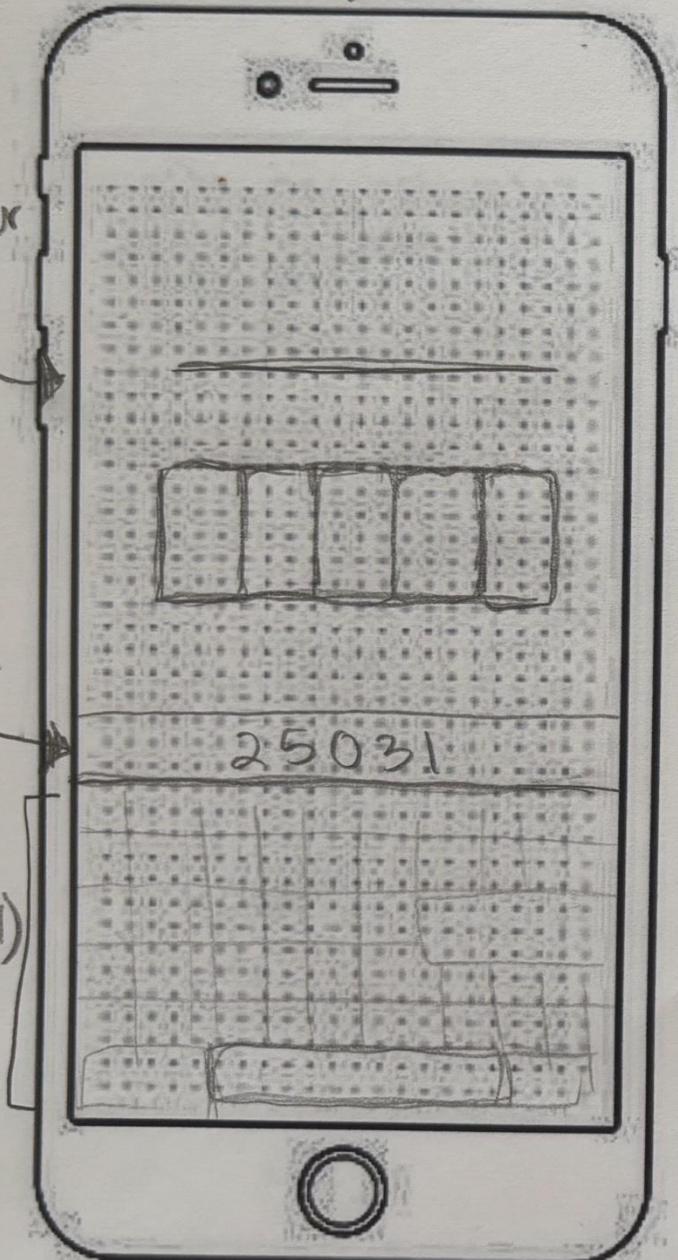
Wireframes

Keeping the UI minimal to aid in preserving load times to an average, as for subscriptions I did not touch on that as this was an app that would not be fully developed and launched for users.

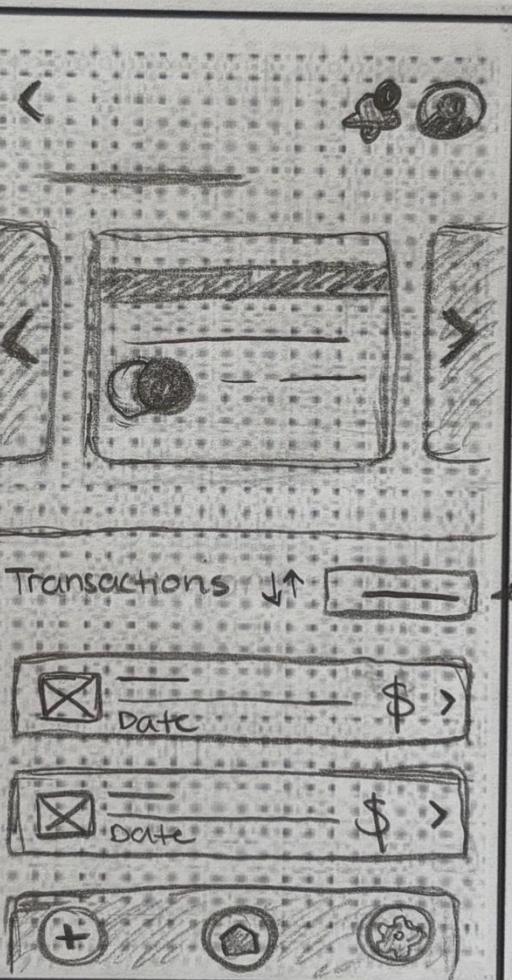
OTP verification

Please enter
OTP to
access

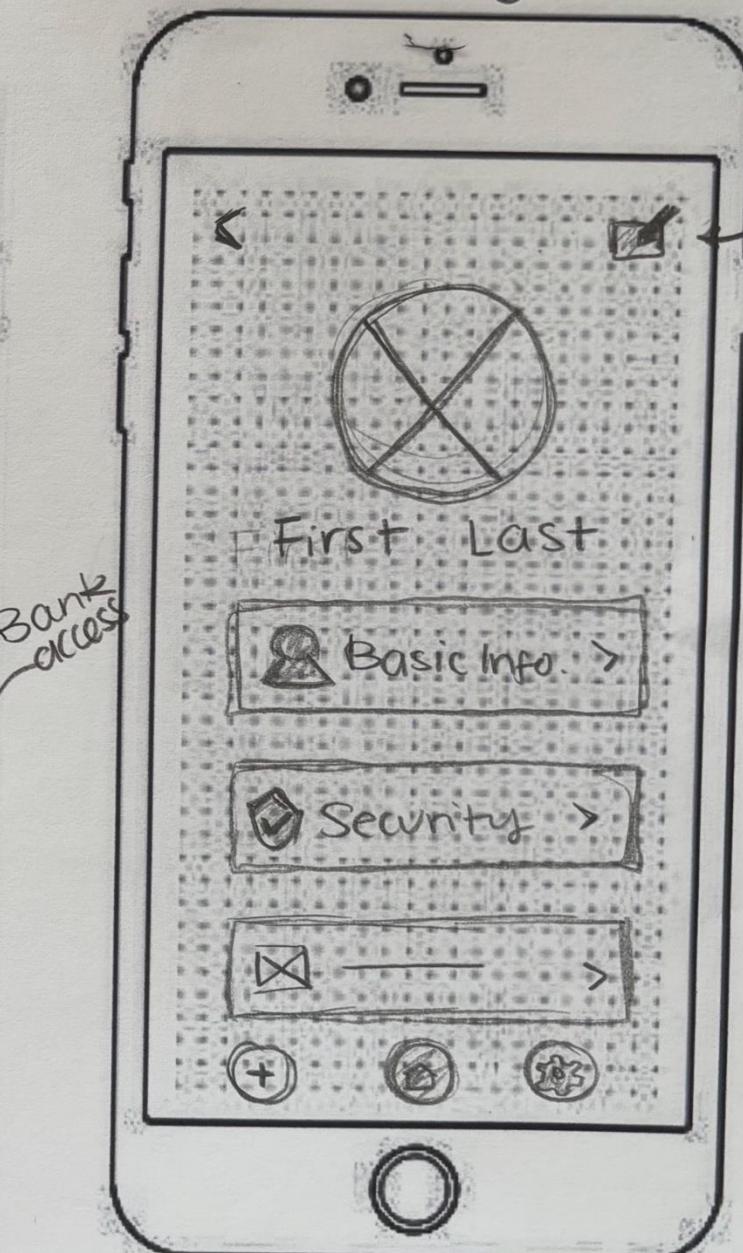
autofill
from message



DC/CC Page

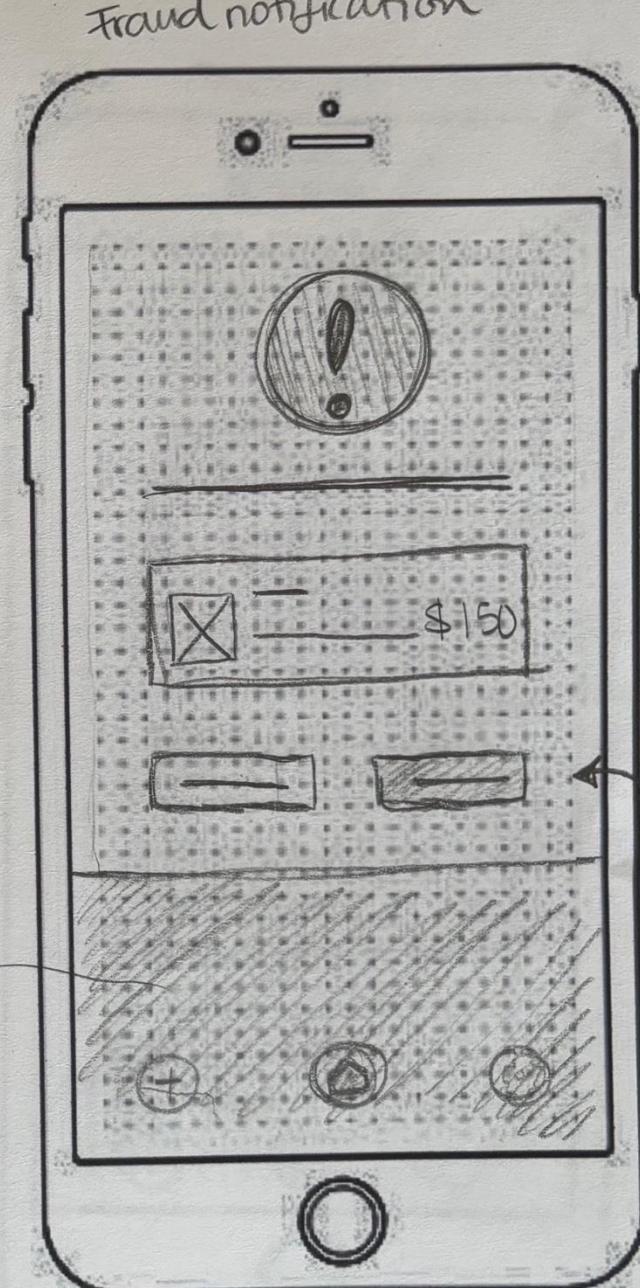
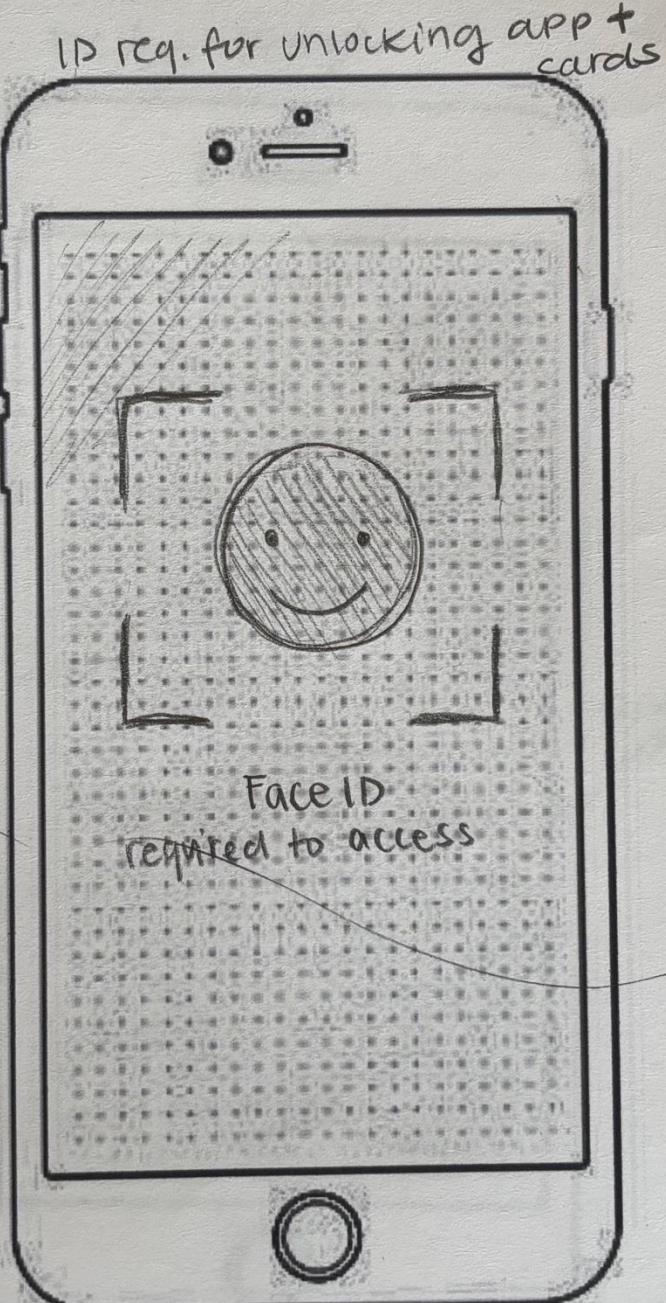
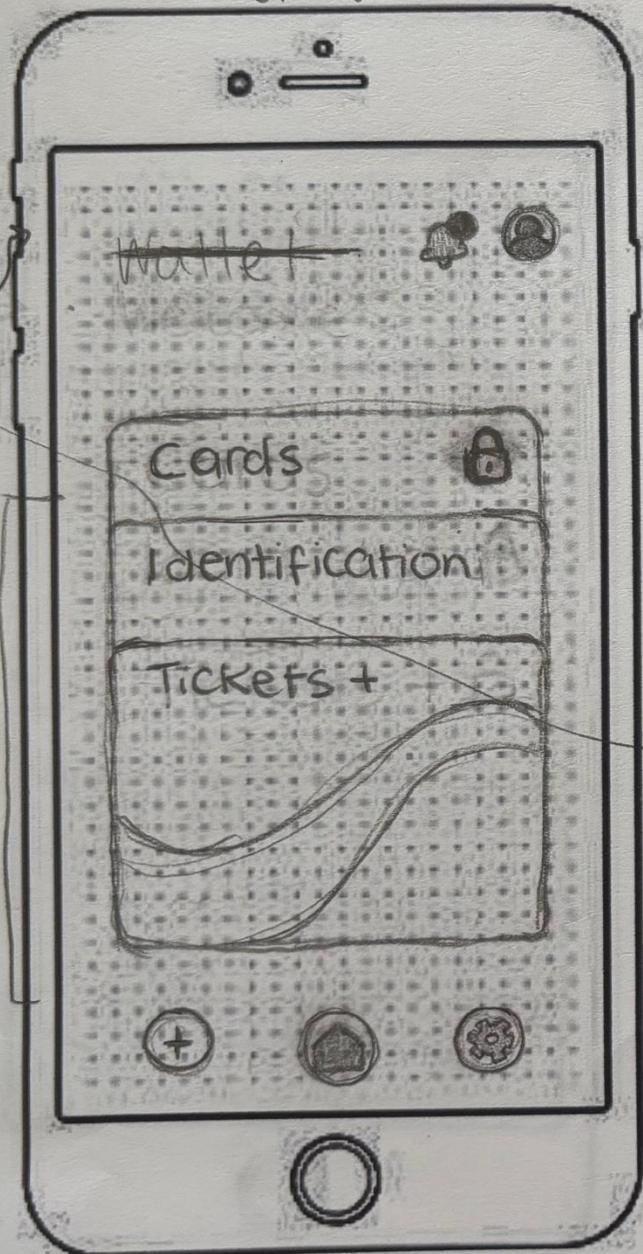


PROFILE



wallet
Hello
welcome
Good
morning
? evening
? ?
?

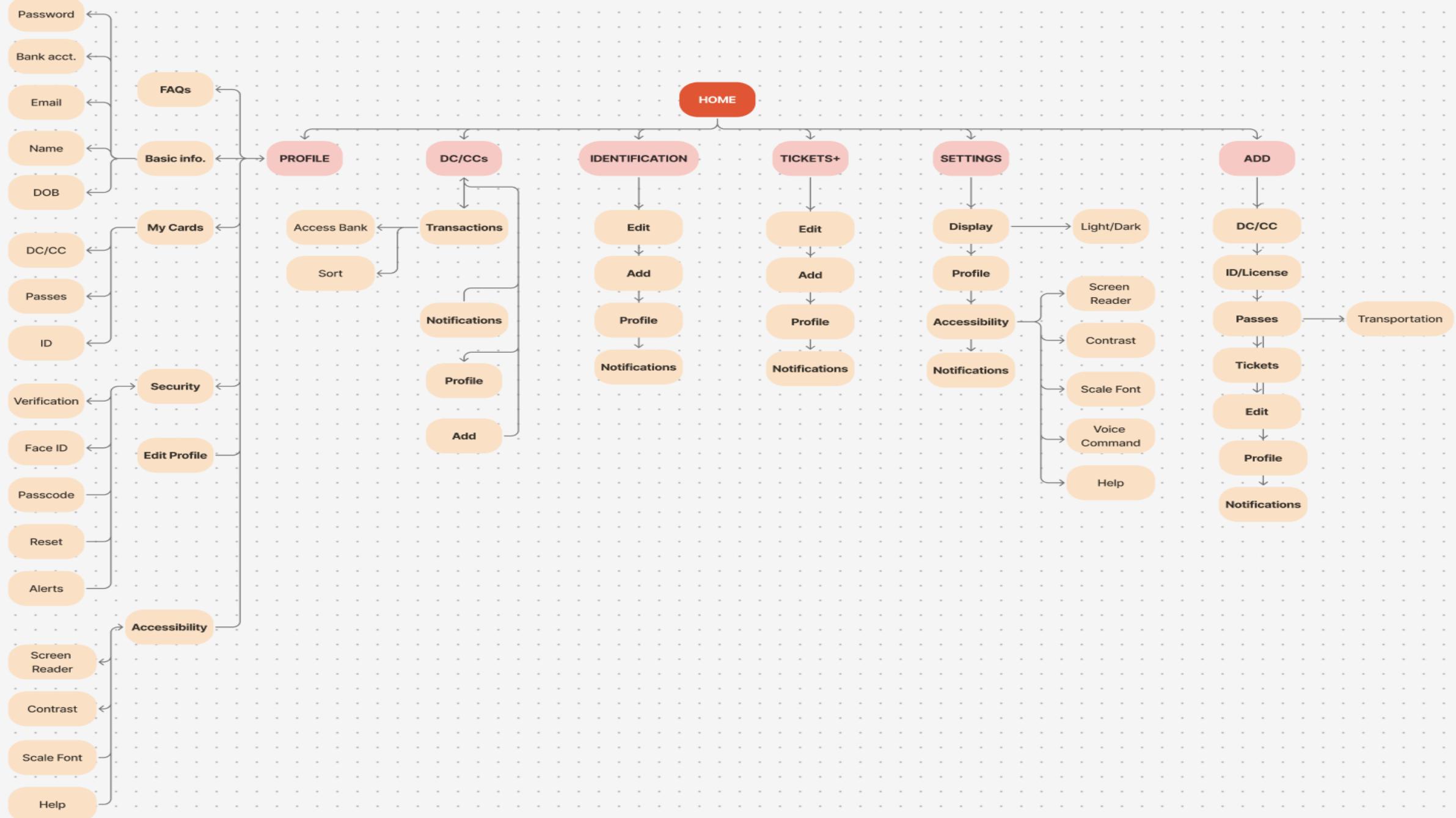
more ↑
to add
w.space
@ bottom
?



yes/no
it was
not me

Sitemap

I placed accessibility in more than one location; under ‘Profile’ and ‘Settings’, to allow for a diverse way to access the accessibility settings. This is because not everyone has the same browsing style. I also limited the amount of steps a user would need to do in order to complete basic tasks such as navigating to change the display mode of their app.



Feature Prioritization

1. Security: a top concern for users is their privacy and security, making this the top feature to prioritize. Facial recognition and a one-time verification code to open the app, with the option to add additional verification for select cards.
2. Fraud Monitoring: aiding in the security concern, fraud monitoring allows users to be notified when suspicious activity is seen on their transactions for all credit or debit cards.
3. Bank Access: the ability to link and access a bank account to allow for money transferring directly onto cards, to refill transportation cards, etc.

Content Outline

1. **Welcome Page**
 - Headline:  SafeCard
 - Sub headline: 'Your Friendly & Secure Digital Wallet'
 - Sub headline 1: 'Sign up'
 - Sub headline 2: 'Log in'
 - Body Paragraphs:
 - Paragraph 1: 'Forgot your password?'
 - Images or Graphics: 
2. **Home Page**
 - Headline: 'Welcome, *first name*'
 - Sub headline 1: 'Cards'
 - Sub headline 2: 'Identification'
 - Sub headline 3: 'Tickets+'
 - Images or Graphics: 
3. **Main Feature 1 Page (Face ID)**
 - Headline: 'Face ID Required to Access'
 - Images or Graphics: *Face ID icon to be created in Xd*
4. **Main Feature 2 Page (Fraud Notification/Pop-up)**
 - Headline: 'Potential Fraudulent Charge'
 - Sub headline: 'The transaction(s) below have been marked suspicious. Please review and confirm if they are fraudulent.'
 - Images or Graphics: 
 - Body Paragraphs:
 - Paragraph 1: *Information of the suspected fraud charge*
 - Paragraph 2: 'Yes, this was me'
 - Paragraph 3: 'No, this is fraudulent'
5. **Main Feature 3 Page (OTP Verification)**
 - Headline: 'Please enter the one-time passcode sent to the number on file'
6. **Page of your choice (Profile)**
 - Headline: 'First & Last Name'
 - Sub headline 1: 'Edit'
 - Sub headline 2: 'Account Information'
 - Sub headline 3: 'Security'
 - Sub headline 3: 'Help'
 - Images or Graphics: *Profile of person*     
7. **Page of your choice (DC/CCs)**
 - Headline: 'Your Cards'

To aid in obtaining a deeper visual of what will go on each page, I created a content outline that outlines the pages and information that will go within.

Final Deliverables



4:45



Face ID approved



4:45



Face ID required
to access

4:45



SafeCard

Your Friendly & Secure Digital Wallet

Sign Up

Log In

Forgot your password?

4:45



Please enter the code
we sent to you

3 0 6 3

Continue



4:45



My Wallet



Cards



Identification

Tickets+



4:45



Please enter the code
we sent to you

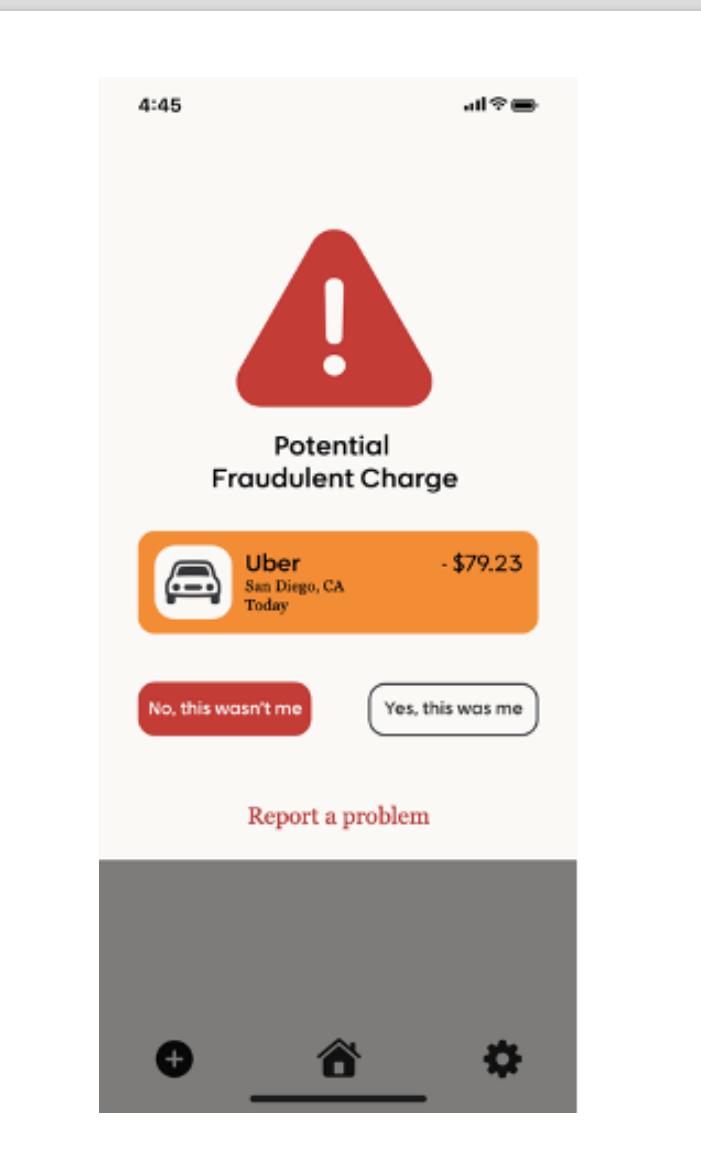
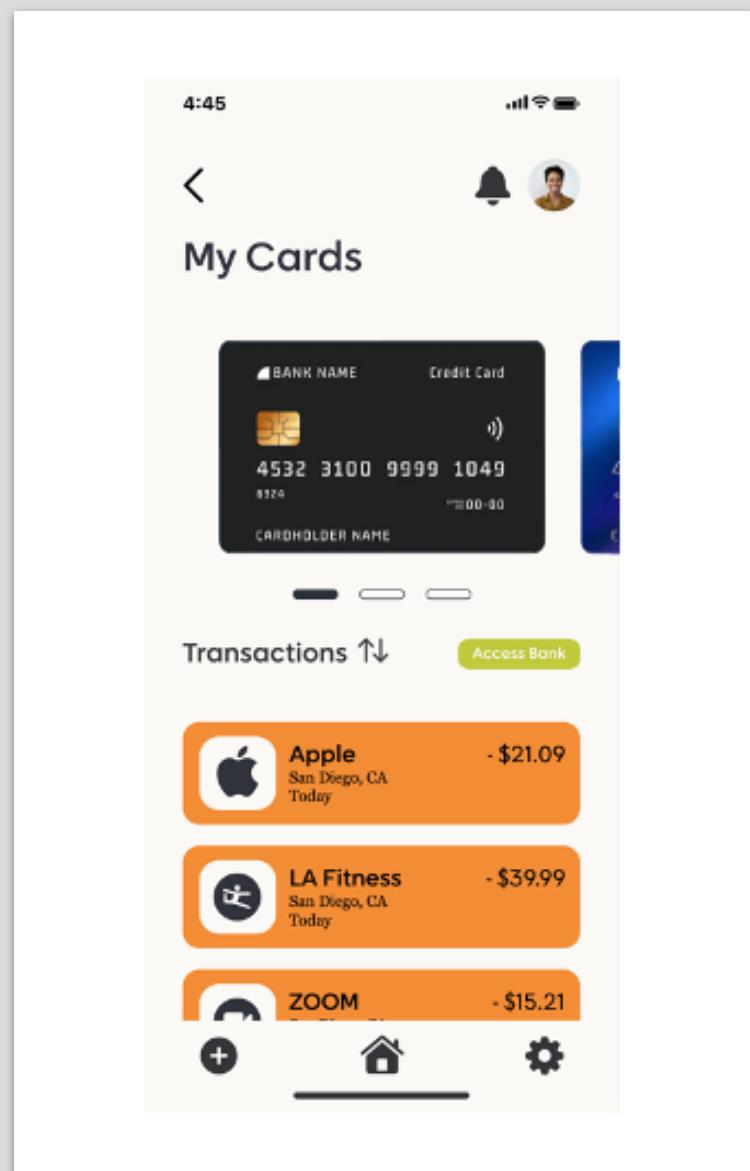
I didn't receive a text message

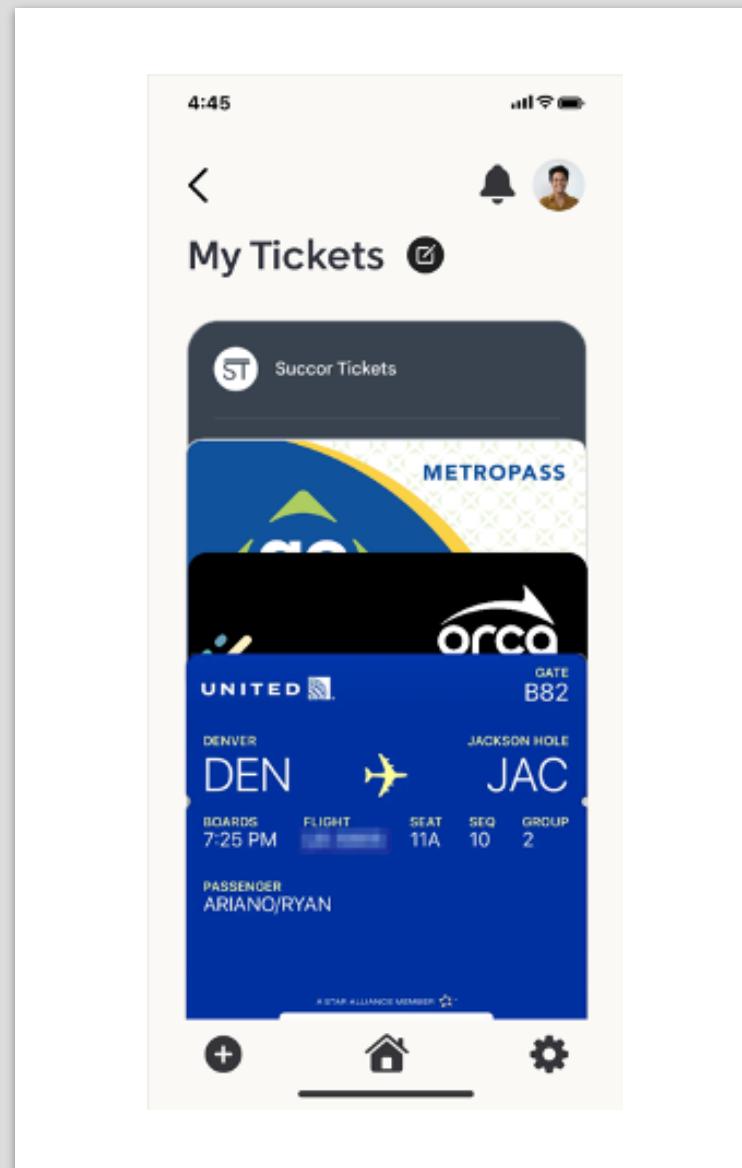
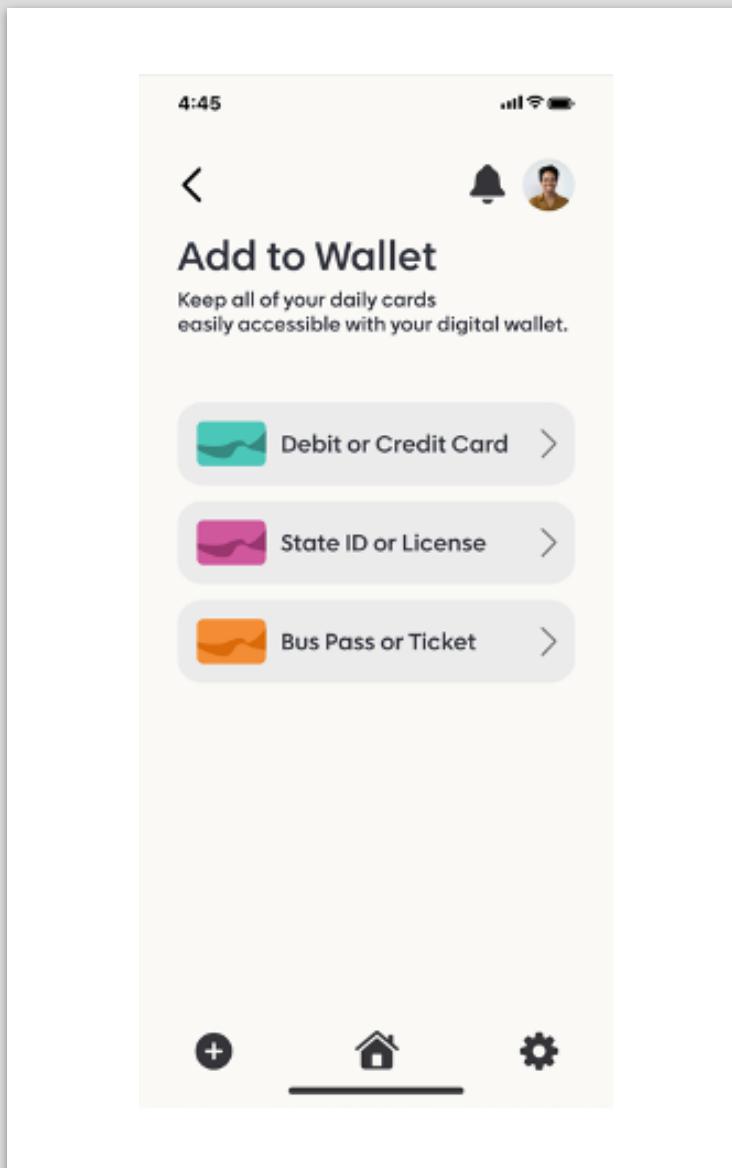
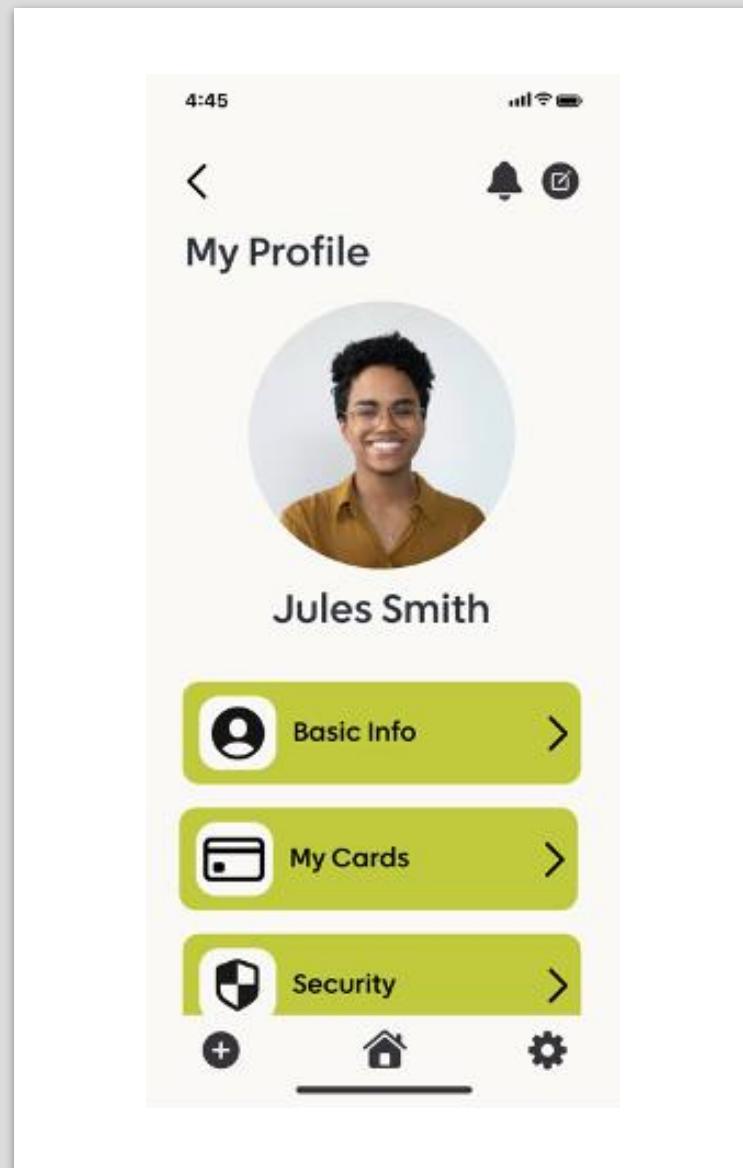
From Messages

3063

1	2	3
A B C		D E F
4	5	6
G H I	J K L	M N O
7	8	9
P Q R S	T U V	W X Y Z
+ * #	0	✖









SafeCard

Your Friendly & Secure Digital Wallet

Sign Up

Log In

Forgot your password?

Conclusion

Upon completing this project, I was able to have a better understanding outside of my own opinion on what a digital wallet *should* look like.

Security is a major concern in today's digital world and approaching it one step at a time helps build trust and make systems feel safer.

I am interested in diving back into this project to make improvements and further expand the app by adding more user flows and pages. I would also like to conduct usability tests upon completion of said additions.

Thank you

All screenshots and files used or mentioned are in the PDF below

SafeCard Combined PDF.pdf

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