

CASESTUDY



Problem Statement

- The user experience was complex.
- When user experience was not optimal, it was difficult to use.
- Users were not using Zelle as much as they should be.
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Project Timeline



Usability Testing

- Session 1**
- Question:** How do you feel about the new Zelle design?
- Answer:** I like the new design, it's easier to use.
- Question:** How do you feel about the new Zelle design?
- Answer:** I like the new design, it's easier to use.
- Session 2**
- Question:** How do you feel about the new Zelle design?
- Answer:** I like the new design, it's easier to use.
- Question:** How do you feel about the new Zelle design?
- Answer:** I like the new design, it's easier to use.
- Session 3**
- Question:** How do you feel about the new Zelle design?
- Answer:** I like the new design, it's easier to use.
- Question:** How do you feel about the new Zelle design?
- Answer:** I like the new design, it's easier to use.



UX Audit

To understand the current state of our website, we used the usability method for collecting data from the current website.

Session 1

Question: How do you feel about the new Zelle design?

Answer: I like the new design, it's easier to use.

Session 2

Question: How do you feel about the new Zelle design?

Answer: I like the new design, it's easier to use.

Session 3

Question: How do you feel about the new Zelle design?

Answer: I like the new design, it's easier to use.

Session 4

Question: How do you feel about the new Zelle design?

Answer: I like the new design, it's easier to use.

Usability Heuristics

	Clear Content Structure Use clear content structure and organization.		Consistency & Standards Use consistency and standards in all design elements.
	Flexibility and Efficiency of Use Use shortcuts and keyboard navigation for expert users.		Minimize Distractions Use clear and concise information in all design elements.
	Visibility of System Status Use clear and concise information in all design elements.		Helping Users Use clear and concise information in all design elements.

Persona 1: John Smith

Name: John Smith
Occupation: Software Engineer

Demographics: 35 years old, lives in New York, married with 2 children, works for a medium-sized company, has a college degree, is a member of a local sports club.

Interests: John is interested in digital marketing, he likes to travel, he likes to read, he likes to play video games, he likes to go to the gym, he likes to go to the movies, he likes to go to the restaurant.

User Goal: John wants to use Zelle to send and receive money easily and securely.

Big Activity: Work

Mini Goal: Use Zelle to send and receive money easily and securely.

Small Goal: Use Zelle to send and receive money easily and securely.

Location: New York
Age: 35 years
Occupation: Software Engineer



Participant Demographics



Design Process



Zelle Old Illustrations



Logo Design

The logo design was created by a professional designer and is a key element of the Zelle brand identity.



Minimum Size

The minimum size for the Zelle logo is 24px wide and 12px high. This ensures the logo is legible and recognizable on all devices.



Used Color Palette



Zelle Colors



Zelle Logo



Zelle is a Fast, Safe And Easy

Zelle is a fast, safe and easy way to send and receive money. It's the easiest way to get your money from one person to another.

SEND AND RECEIVE MONEY

Upgrade how you request, receive and send money - use Zelle.

Move money quickly and securely with Zelle, right from the U.S. Bank personal banking app.

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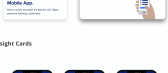
Zelle Final Illustrations

The final illustrations show the Zelle logo in various contexts, including on a hand holding a smartphone and on a laptop screen.



Zelle Insight Cards

The insight cards provide valuable information about the Zelle user experience.



Zelle Insight Cards



Zelle Widgets

The Zelle widgets provide quick access to Zelle services from the home screen of a smartphone.

