

CASE STUDY (BARTER)

Lowering payment barriers:

Redesigning the Barter web experience is fixated on the vital practicality on card creation.

The essential creation of barter was to simplify end user payments, authorized to create and manage multiple prepaid virtual cards that would be accessible around the globe.

Although apple music was set in motion in 2015; as a Nigerian living in the country, I had to be patient for a longer period of time to access that service. Buying a simple Casio watch on ASOS was a hassle; you had to pray you were fortunate enough to find someone with a visa or MasterCard that worked.

Discovering Barter enlightened me. It is the product that i have always wanted and loved. Barter has since then morphed beyond virtual dollar cards, users can now send money, receive money, and pay bills and so much more. I decided to remodel the web platform focusing on the core effectiveness of card creation.

The challenge

Flutter wave had failed to update the web interface for a long time. Although statistically speaking engagement was sourced more from mobile app users, nevertheless people create virtual cards for a lot of reasons like; paying for amazon servers to worldwide shopping platforms and a portion of those activities are don't with a laptop.

Flutter wave may have been fixated on the mobile app and neglected updating their platform due to low web users, whereas it played a huge role for users not wanting to use the web platform.

The goal

To construct an accessible, modern and minimalist interface for the barter product. The goal is to augment virtual cards to look sublime.

Current design

The current design has a dull look and doesn't engage users.

The process

I made a clear cut decision to use an agile design methodology enabling me to start design immediately and reverting to redefine it. Unlike a linear approach that require a complete set up process and limit my creativity.

Define

I have actively used barter for over two years. My personal gave me insight not just as a designer but as a user, I had a clear understanding of the product. Because it is an agile design process, I am unable to select each design process and address them chronologically as they occurred randomly.

Sketching flows

Originally i prepared the idea to visualize an intentional outcome of each screen. Landing page ideas were sketched along as the main dashboard screen and it worked out as a site map.

New flows

1. A more interactive and captivating that is spot on for the product.
2. Vibrant virtual cards that attract users
3. Landing page options for versatile decision making and changes.

Authentication

1. Old design has poor interaction and is unappealing.
2. Engages users on their wants. Cool and neoteric effect.

Create an account

1. Old design is tasking and requires a process of form filling.
2. New design enables users to create an account with ease using their email. The interface works with users' convenience. Reminders and promotions can always be sent to users allowing return to dashboard in completion of profile to create their first virtual card.

Dashboard

It is colorful, interactive and has a functional interface.

- Fund your local fiat wallet (can exchange for USD when creating a virtual card)
- Accessibility to account balance
- Discover flutter wave products
- View local fiat card
- Create new card (already created cards will still exist)

Create new card

Well detailed interface on card creation unlike old interface.

Flamboyant cards will attract users and represent the new wave of change. An additional feature to display well detailed fees.

Transaction Page

New dashboard show more details as well as transactions specific to the card. New dashboard interface helps users engage in their finances better.

Profile

It has a brighter interface. It is easier to adapt to and guide users to know exactly what they need to focus on in filling their personal information form.

Additional pages

Multiple fund sources for naira wallet. Earlier I stated you can exchange this for USD when creating cards and notification on card creation.

Dark mode

The dark mode feature helps users with astigmatism or blue light eye defects to rest their eyes while accessing the app.

Cards

The new barter cards range from different spectrums of colors fit for the users taste.