ARTICLE 12 - BANKING APPS AND UX DESIGN

User Experience in Banking and Financial Apps

Providing a good User Experience on banking and financial apps is crucial, as successful UX garners customer trust in the company and can attract new clients. Failing to dedicate the necessary attention and maintenance to this vital element of design can also result in significant losses for the bank or financial entity. Given the importance and seriousness of financial entities in general, it is absolutely key that banking apps function properly, as inadequate apps often leave customers with a substandard image of the bank or institution in their minds, and as a consequence, a lack of trust in the bank itself.

The importance of UX in Banking Apps

You should always keep in mind that users who decide to download a banking app want to facilitate their various transfers and financial transactions from their smartphone, without limitations on location. For this reason, two of the most important factors are the efficiency of the app and its ease of use. Your clients already trust your bank, otherwise they wouldn't deposit their money with you. However, what happens if they realize that your app doesn't work the way they expected? In short, they will lose confidence your bank and start to doubt its reliability.

Aspects to keep in mind when designing a banking app

The most important design factors for banking apps are practically the same as those that hold utmost importance in the design of any other online platform. Nevertheless, we will explain to you specifically why each of these factors is of consequence in the specific sector of banking.

Overall design in banking apps

The "overall design" is relevant to any application that must provide various small details or labels on the page to refer to distinct things or tasks a user might want to complete. At first, it can appear to be a "holistic" design, however, some users and clients may abandon the page after a few minutes of trying to use the platform. This usually occurs because the platform or initial page seems complicated and difficult to understand. Always remember that in these cases, "less is more."

Subdesign

However, you must also walk the middle line design-wise. Actually relying on less design may seem appealing because the result is diaphanus and simple. However, over-simplified interfaces can also give clients the idea that the application doesn't have much functionality, weakening the credibility of your bank.

Don't forget about Usability.

Usability is the most important factor in any app design. For this reason, it's vitally important that you pay attention to your bank app's usability, ensuring that each potential action offered on the app can be carried out easily, intuitively, and in the least amount of steps possible.

Some examples of UX in bank apps:

In the case of Caixa, their previous application was relatively intuitive and easy to use, however, design-wise, it was a bit behind the times. The new design that they have implemented is simpler to understand and more visually striking. Both ING Direct and EVO have produced similar apps. They are intuitive, simple, and diaphanus, making it easy for users to manage their accounts and banking transactions.

Your reputation as a bank depends on the User Experience of the app.

With the tips above, you should be able to adequately evaluate your bank app, recognizing that the ultimate ideal is a high-functioning, successful user experience. Poor UX design will make your financial entity seem like a thing of the past, both unprofessional and archaic in a world now dominated by new technology and smartphones.

Checkealos and banking apps

At Checkealos, we are conscious of the great importance that a good UX holds in the banking sector and its various online and smartphone applications. To this day, we are helping large banks like Wells Fargo to reach excellence in the field of UX by recording and analyzing how their users feel when they engage with the bank's services.