

CurrenGO (Responsive Website)

Nella Djunaidi

Project overview



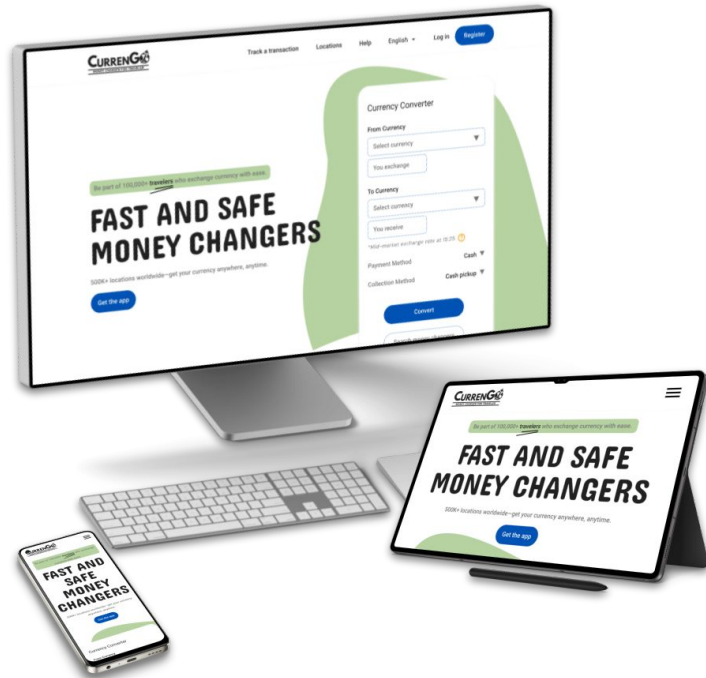
The product:

CurrenGo is a responsive website for global travelers to simplify currency exchange. Users can check real-time rates, find trusted money changers, and book appointments. Bookings connect seamlessly to Google Maps for navigation, eliminating the need for a standalone mobile app.



Project duration:

Thirty (30) Days



Project overview



The problem:

Travelers struggle to find trusted money changers with accurate rates, a seamless booking process, and a solution that doesn't require downloading new apps.



The goal:

Create a responsive website that allows travelers to check exchange rates, book appointments with money changers, and connect effortlessly to Google Maps for directions.

Project overview



My role:

UI/UX Designer (Project Lead)



Responsibilities:

My responsibilities include a variety of tasks, such as conducting research and usability studies, creating paper and digital wireframes, prototyping low and high-fidelity designs, and making the design more accessible.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



To understand traveler needs, I conducted user interviews and surveys with 5 frequent global travelers. Initially, I assumed users preferred standalone mobile apps for currency exchange and navigation. However, research revealed that some of travelers avoid downloading new apps due to storage concerns or time constraints. Instead, they preferred a responsive website integrated with tools like Google Maps.

This insight shaped my focus on creating a mobile-first website that simplifies booking and navigation without requiring additional app installations.

User research: pain points

1

Limited Service Details

Lack of info on services is frustrating. Detailed money changer profiles will address this.

2

Booking Appointments

Long queues waste time. A simple booking feature will streamline the process.

3

Inaccurate Exchange Rates

Outdated rates frustrate users. We'll integrate real-time updates for reliability.

4

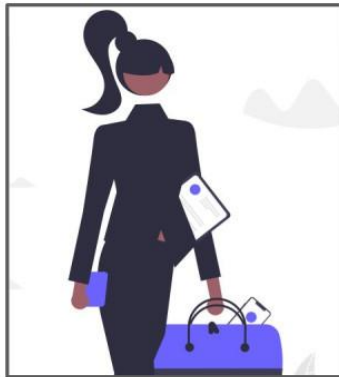
Avoiding App Downloads

Three out of five users prefer not to download apps. A responsive website makes the platform easily accessible.

Persona: Sarah Fernandez

Problem statement:

Sarah is a busy marketing manager and frequent traveler who needs a simple and reliable way to exchange currencies because she values convenience, safety, and avoiding additional app downloads.



Sarah Fernandez

Age: 32

Occupation: Marketing Manager

Location: New York, USA

Travel Frequency: 4-5 per year

Tech Comfort Lvl: Moderate

"I need a simple, reliable way to exchange currencies without adding another app to my phone."

Goals

- Book appointments effortlessly.
- Use familiar tools like Google Maps for navigation.

Frustrations

- Dislikes downloading multiple apps for one-time use.
- Frustrated with outdated exchange rates.

Sarah is a busy professional who loves to travel for work and leisure. She values convenience, time efficiency, and safety when managing travel tasks like exchanging currencies.

User journey map

Mapping Sarah's user journey while using the responsive website helps uncover potential pain points and areas for improvement, ensuring the platform delivers a seamless and user-centered experience for travelers.

Persona: Sarah Fernandez

Goal: Find a reliable money changer and book an appointment seamlessly using the responsive website.

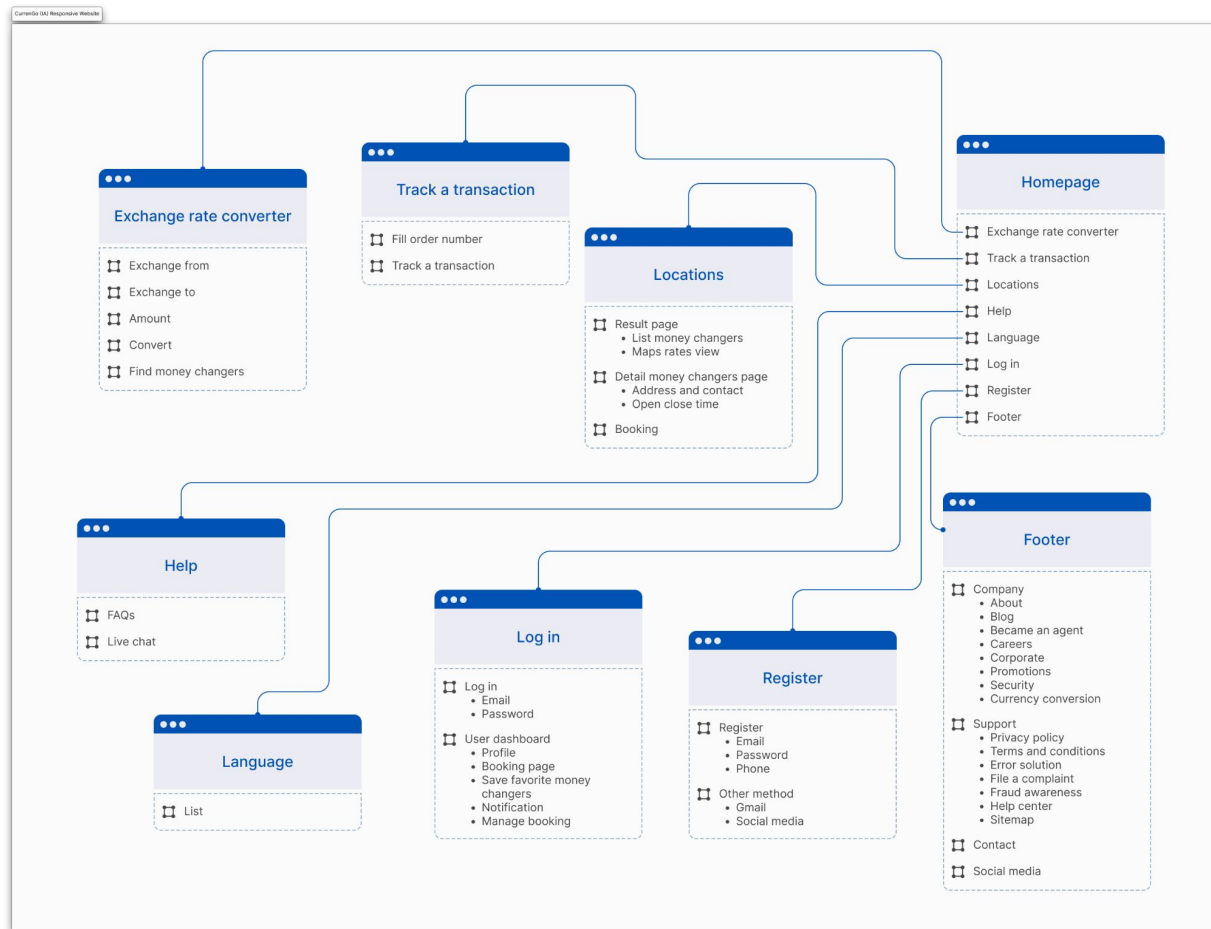
ACTION	Browsing Exchange Rates	Searching for Money Changers	Reviewing Money Changer Details	Booking an Appointment	Navigating to the Money Changer
TASK LIST	Tasks A. Open the responsive website. B. Locate the currency converter on the homepage. C. Input currencies to check the rates.	Tasks A. Use the search bar to input a location. B. View results in both list and map formats.	Tasks A. Click on a money changer listing. B. Confirm the hours of operation and location safety.	Tasks A. Fill out the booking form with contact information and currency needs. B. Submit the form and receive a confirmation with a Google Maps link.	Tasks A. Open the confirmation email or notification. B. Click the Google Maps link. C. Find navigation to the money changer.
EMOTIONS	<ul style="list-style-type: none">• Curious• Hopeful	<ul style="list-style-type: none">• Confident• Eager	<ul style="list-style-type: none">• Reassured• Cautious	<ul style="list-style-type: none">• Satisfied• Relieved	<ul style="list-style-type: none">• Relaxed• Focused
IMPROVEMENT OPPORTUNITIES	Ensure the currency converter is prominently placed and updates rates in real-time for trustworthiness.	Add user reviews and verification badges to build trust in the listings.	Offer detailed service descriptions and display nearby landmarks for easy identification.	Simplify the booking form and provide instant confirmation notifications.	Ensure the link opens smoothly across devices and provide backup text instructions.

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

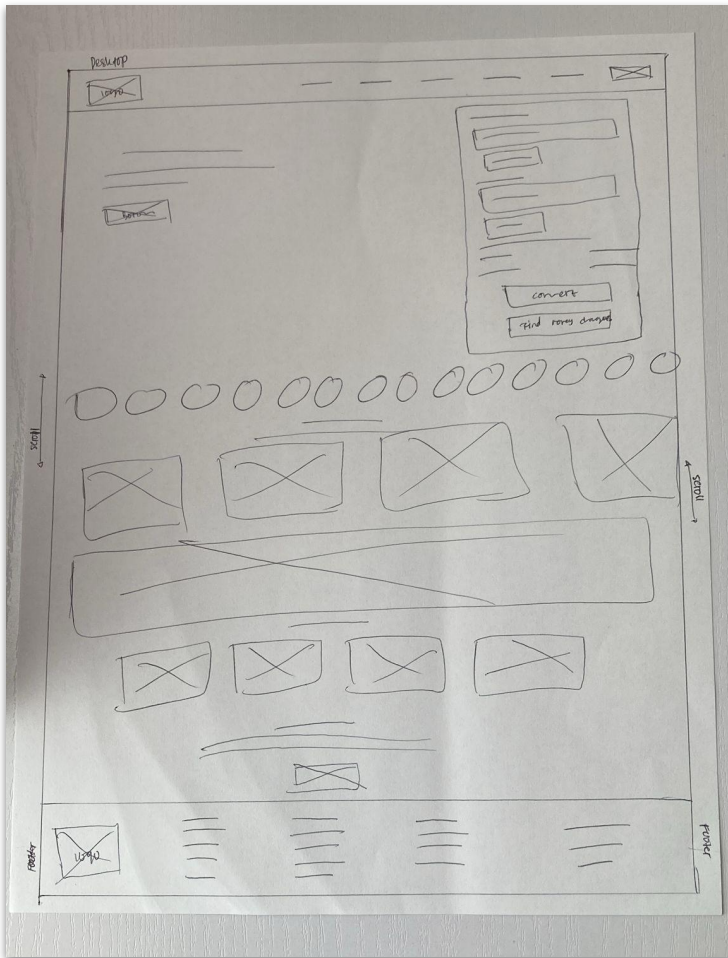
Sitemap

Users found it challenging to locate money changers and access real-time rates easily. My **goal** in creating the **information architecture** is to make the website intuitive, seamless, and efficient for users to access these services.



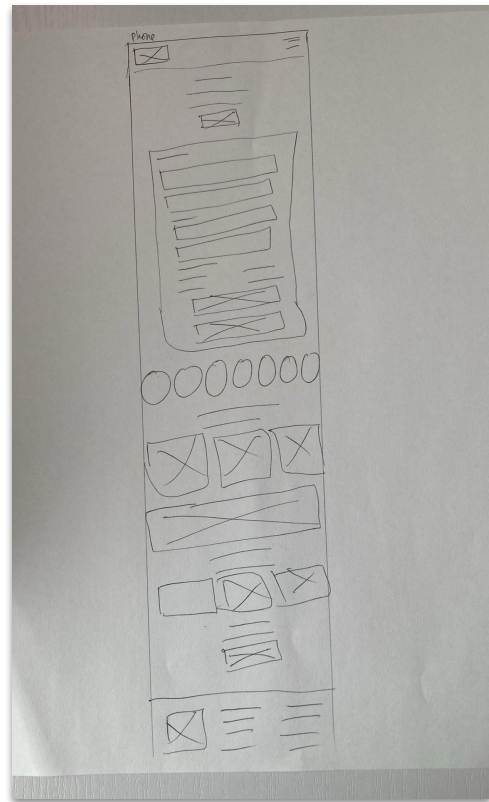
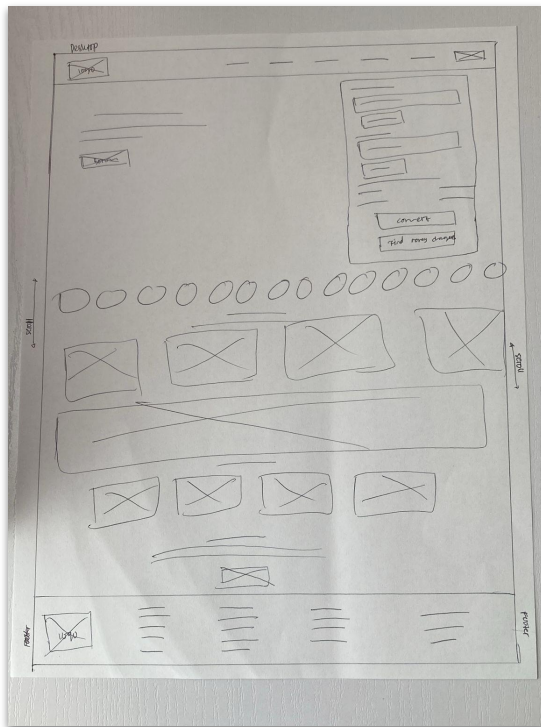
Paper wireframes

Focusing on the core features identified during user research, I sketched the first wireframes using pen and paper.



Paper wireframe screen size variation(s)

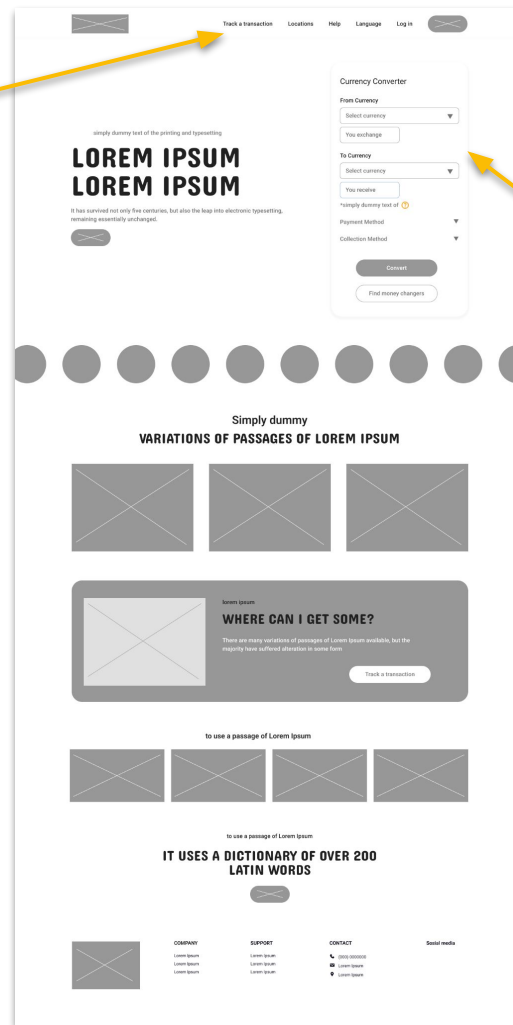
I also started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

Using wireframes, I put my ideas on paper first and then started to make high-fidelity wireframes. After dozens of iterations, these are the wireframes that best represented user flow and met user needs.

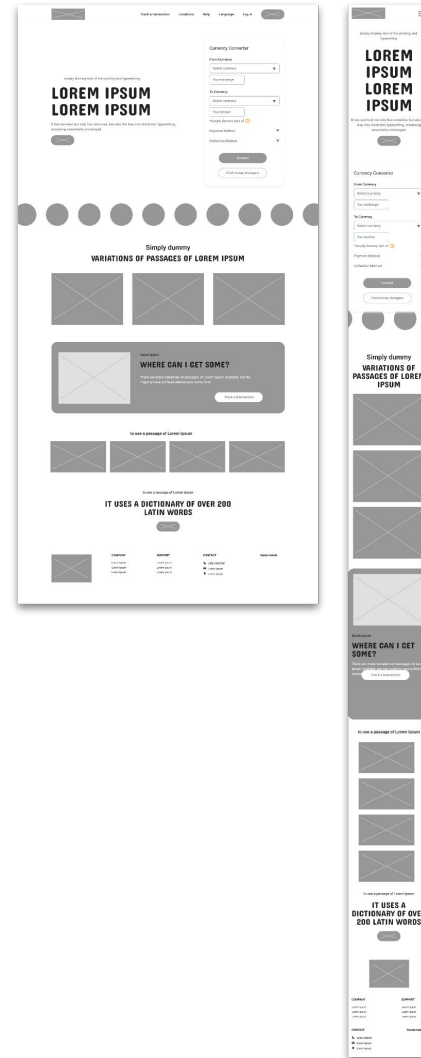
Here, users can monitor the progress of their currency exchange bookings in real-time for transparency.



Users can calculate and compare exchange rates quickly to plan their transactions.

Digital wireframe screen size variation(s)

I also started to work on digital wireframes for additional screen sizes to make sure the site would be fully responsive.



Low-fidelity prototype

I created a low-fidelity prototype from the user flow diagram and wireframes to test functionality before incorporating it into the final design and ensure accessibility for end-users.

View Prototype:

[Desktop](#)

[Mobile](#)



Usability study: parameters



STUDY TYPE:

Unmoderated usability study



LOCATION:

United States, remote



PARTICIPANTS:

4 participants



LENGTH:

20-30 minutes

Usability study: findings

Now that I have the key insights from the usability study, let's look at the findings and define the actual problems that a designer can solve.

1

FINDING

Users struggled to know where to begin.
Providing clearer instructions can guide them to start their tasks with ease.

2

FINDING

Adding a button to the currency converter form can create a more seamless and intuitive flow for this task.

3

FINDING

Dividing the results of money changers into clear sections can enhance visibility and user navigation.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

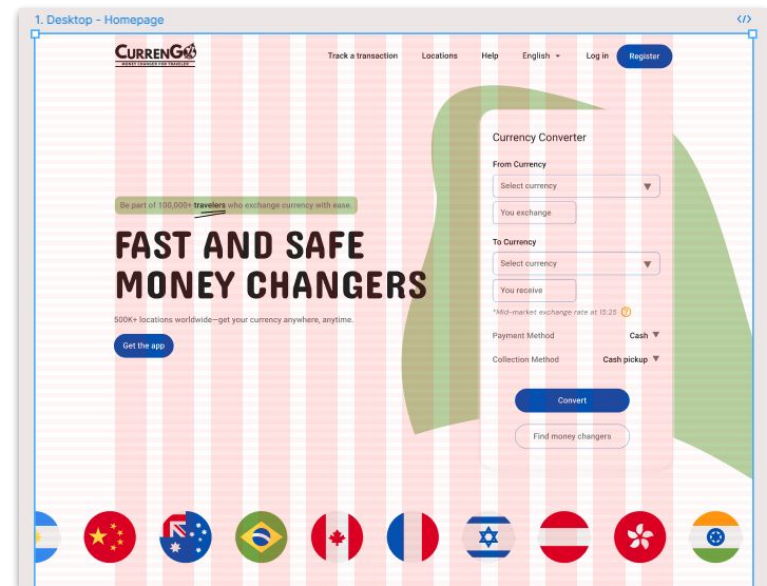
Mockups

Based on insights from the usability studies, I implemented design changes, including adding a convert button, dividing content for better visibility, providing clear instructions, and simplifying navigation.

Before usability study



After usability study

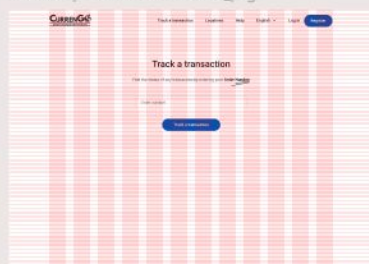


Mockups: Original screen size

1. Desktop - Homepage



2. Desktop - Track a transaction_page



3. Desktop - Login_page



4. Desktop - Signin_page



Frame 21



5. Locations



Frame 23



Frame 24

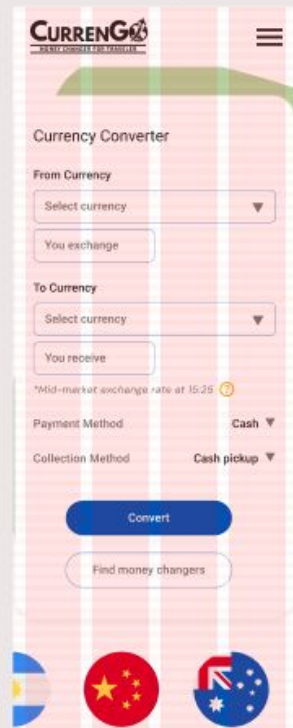


7. Locations

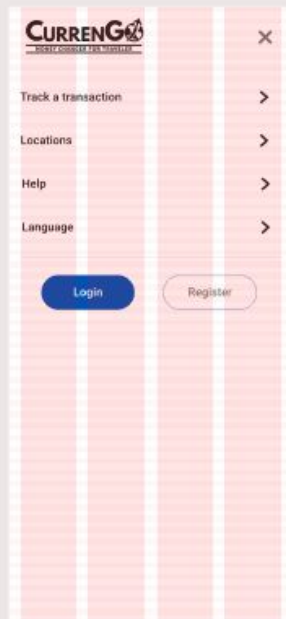


Mockups: Screen size variations

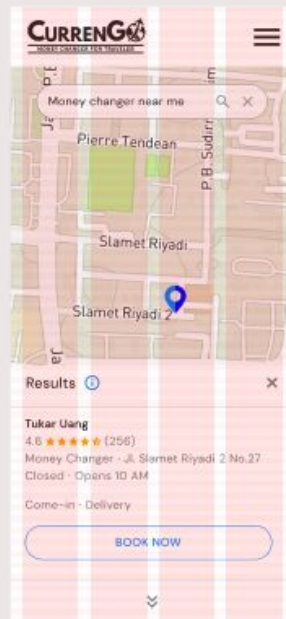
1. Phone - Homepage



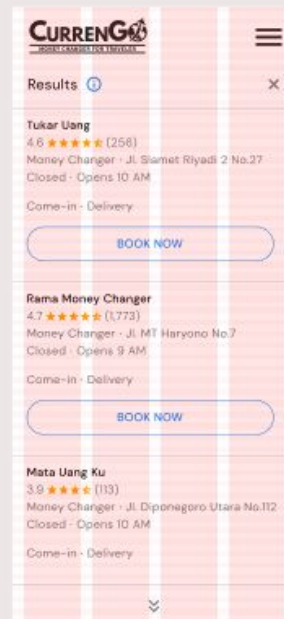
1. Phone - Menu



1. Phone - Result



1. Phone - Result more



1. Phone - Location

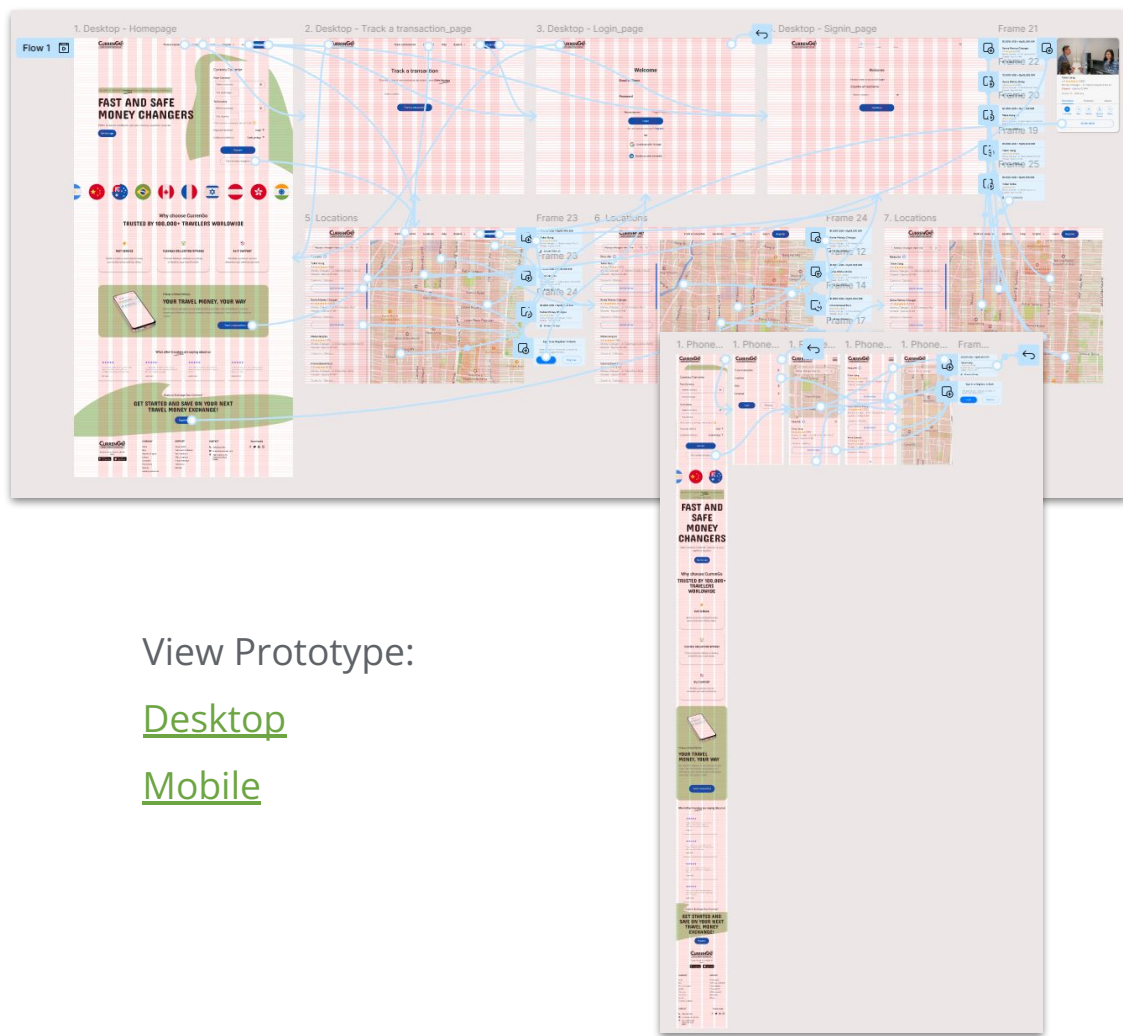


Frame 26



High-fidelity prototype

After finalizing the low-fidelity prototype, I created the final designs with a simple and intuitive approach. I used blue and green as the main colors, aligning with the platform's goals of trustworthiness and efficiency—qualities that resonate with the persona's character.



View Prototype:

[Desktop](#)

[Mobile](#)

Accessibility considerations

1

When choosing a color palette, I made sure my primary colors met WCAG AA Compliance before building out the UI for each screen.

2

I implemented a text hierarchy throughout the website. This helps users to distinguish the different sections and information on screen.

Going forward

- Takeaways
- Next steps

Takeaways



IMPACT:

By incorporating feedback from usability studies and peer reviews, I refined key features to simplify the user journey, enhancing usability and ensuring seamless booking and navigation.



WHAT I LEARNED:

I discovered the value of user feedback in identifying pain points and improving designs. Iterating based on real experiences helped create a responsive and user-friendly platform that aligns with travelers' needs.

Next steps

1

Obtain UX/UI feedback from designers with more experience in the field to improve the overall design and functionality.

2

When I have documented all feedback that was provided, I will make the necessary design updates in order to improve the app's overall experience.

3

Create a dedicated app to provide a consistent experience for all users, whether they prefer the website or the app.

Let's connect!



I would appreciate your thoughts and insights on this topic, as feedback is crucial to further enhancing the findings of this study.

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