

# DubaiCard

Multifunctional, Mastercard compatible mobile banking application. DubaiCard is not just a Mastercard, but it is a lifestyle and an easier way to manage, track your and your family's spending.

*Date: 2020*

*Client: Smart Issuance Technology, Dubai*





## What makes this project unique?

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Our ambitions were to create a strong foundation, an easy to use journey for the users, that embrace a rapidly evolving business and more diverse user base. Within one app there are many useful features which gives freedom to conveniently swap between Travel, Gift, Youth and Supplementary Card. Only one card to control all transfers, regulate spending habits and determine future saving goals. It can be used as an unlimited currency card at your travels or you can limit your kids and partner's spendings or send a gift card to someone.

## Role & responsibilities

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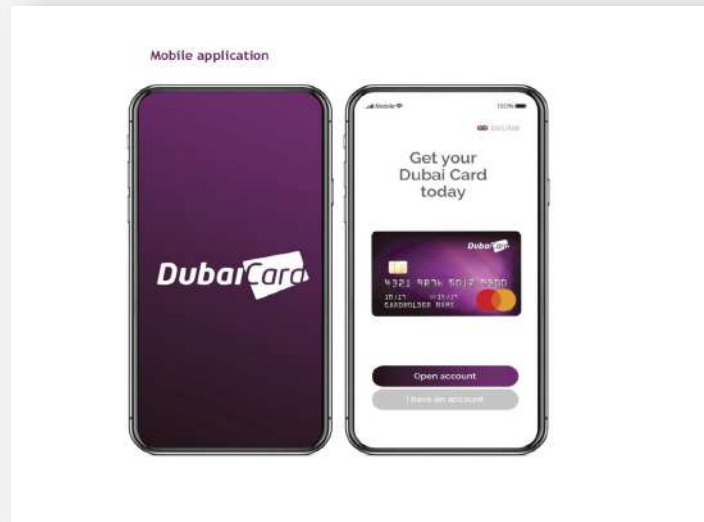
UX/Product designer & Product owner  
Lead and analyse user research sessions  
Gathering requirements, define project scope  
Create personas and full user/competitor analysis  
Deliver functional and design specifications  
Conceptual design and low level prototype

# Create business specification, project scope & competitor analysis

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- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MAPS & FLOWS
- 04 PROTOTYPE

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## PLANNING & SCOPE DEFINITION

Interviews with the DubaiCard stakeholders, create business requirement and project scope



## COMPETITOR & USER ANALYSIS

Deliver a high level competitor and market analysis from functional and usability perspective

# Create personas and scenarios, prepare and conduct user research

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Dubai Card



**David Connor**  
Main DC card and account holder with full and unlimited app/account access

**David Connor - Husband and father**

He is enabled to

- Have full and unlimited app/account access
- Request Supplementary Card, Youth card
- Manage cards and limits
- Manage accounts profile and Youth account
- Set up joint accounts
- Send and request payments
- Set up Travel Card, Gift Card
- Invite friends and share
- Check analytics, see transactions and activities



**ETHNOGRAPHIC STUDIES**  
Defining persona types and detail for user research sessions

**USER RESEARCH**  
Prepare questionnaires and set up KPI's for user research and analysis

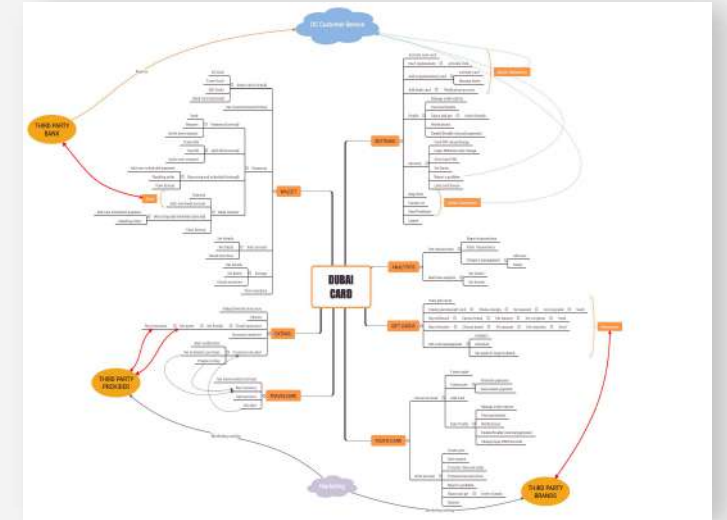
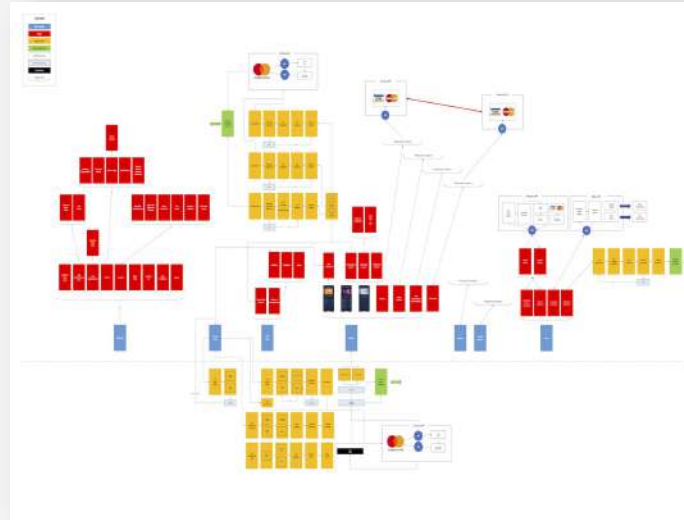
# User research and analysis

## Simplify user journey and page map

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**PAGE MAPS & USER JOURNEY**  
Create full page/functional and journey mappings for Agile integration

# Wireframes, prototypes and interaction design for mobile devices

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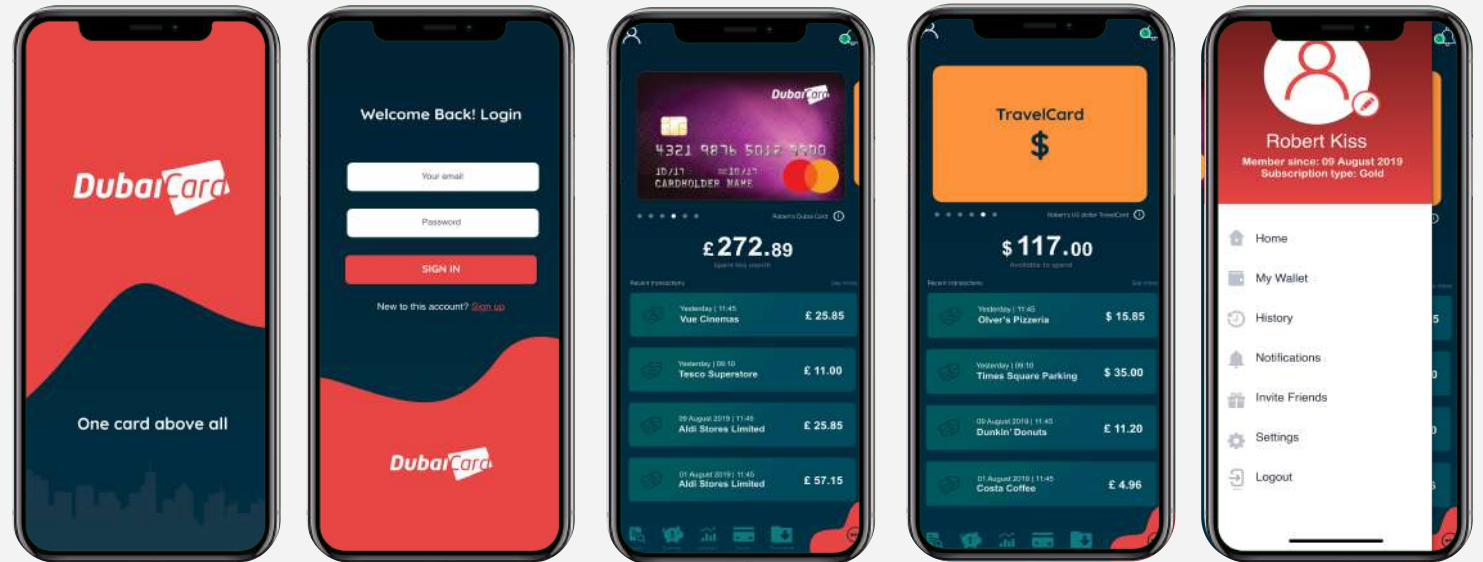
## HIGH FIDELITY PROTOTYPING

Deliver click through prototypes for stakeholder and investor presentations (version A)

# Wireframes, prototypes and interaction design for mobile devices

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## HIGH FIDELITY PROTOTYPING

Deliver click through prototypes for stakeholder and investor presentations (version B)