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# Crafting Seamless User Experiences for Fintech through Design Thinking

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by the end of this talk, we'd have answered...

- **how** you can achieve a seamless fintech user experience
- **why** fintech companies must prioritise good UX design
- **what** the specific challenges to fintech UX design are
- **how** fintech UX designers can overcome these challenges

**what is**  
**design thinking?**

# the evolution of financial technology

International Money Transfer

Crowdfunding

Neobanks

Mobile Payments

Investing

Stock Trading

Regulatory

P2P Lending

Blockchain & Cryptocurrencies

Insurance

**banking experience**  
is now defined by the  
digital journeys and  
experiences we create.

# designing seamless fintech user experience

4 contributing elements

01

**usability**

\*efficient & easy to navigate

02

# accessibility

\*reflect each user's preferred language and currency

03

# trust & security

\*well, you know... money

04

# continuous iteration

\*as with any UX experience, the work is never done.

# why must fintech companies **prioritise** good UX design?

worthwhile long-term investment for your company

01

# trust & credibility

\*the assurance that their financial information is secure

02

# **user engagement & retention**

\*reducing customer churn

03

# **regulatory compliance**

\*clearly communicate terms & policies to meet legal obligations

04

# competitive advantage

\*it's a highly competitive space, good UX can be what stands you out

05

# **cost savings**

\*reduce the risks of costly security breaches and errors

# fintech specific challenges

worthwhile long-term investment for your company

01

# **regulatory & compliance restrictions**

02

**security & trust**

03

# **complexity of financial processes**

04

**keeping up with  
technological  
advancements**

**how can designers  
overcome these  
challenges**

01

**simplify processes**

02

**enhance trust &  
security**

03

**personalization**

**in conclusion...**

thank you for listening

**and may your user  
journeys be as smooth  
as a well executed  
banking transaction**