



**Project Title:** Virtual Wallet app

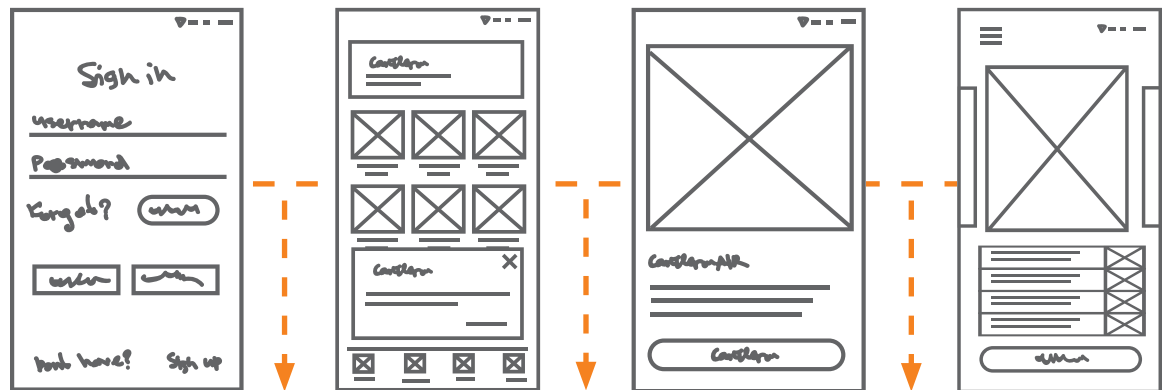
**Year(s):** 2018–2019

**Type:** Mobile & Online platform

**Role:** User Experience Design Lead

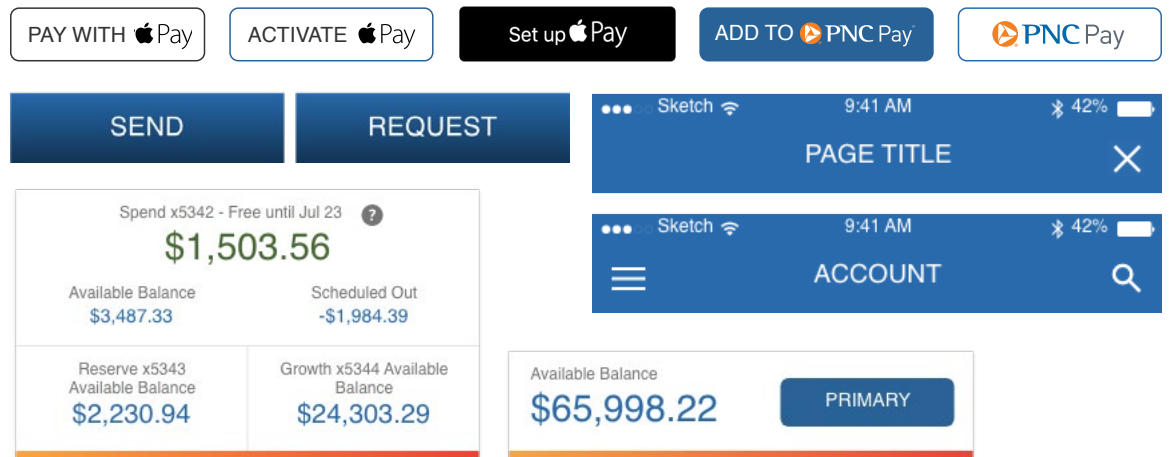
**About this Project:** Being the UI/UX designer on the A-Team (a four member crew specializing in iOS/Android development, QA testing and user experience design) tackling the PNC Virtual Wallet project, I did internal research through shadowing key IT, customer service and product sells members to understand customer pain points and current application limitations. Through those insights, interviews and considerations I applied usability methods and UX best practices for a refreshed look and feel with new approaches to improve the overall app design and functionality. Input from C-Suite execs, Product owners, Business partners and the Marketing team helped to inform final business-based decisions and iterations of the current mobile app and online experience.

**UX Challenges:** Biggest issues were lack of hierarchy of dashboard features, design standards and cohesion of iconography and patterns. All of these were used purely as decoration, causing a disconnected and disjointed experience across both mobile and online banking platforms.



Lo-fi sketches and wireframes of the sign-in, account dashboard, partner offer and account transactions screens.

**UX Goals:** Work with key stakeholders to create a rationale and user-centered approach in the way the Virtual Wallet app should be used, while also providing documentation and guidance to ensure consistent end-to-end implementation for MVP and future builds across various teams for icons, widgets, cards and patterns.



**Final Results:** The overall designs, cards and patterns have been adopted in all subsequent product releases increasing cohesion, order and user happiness seen through user testing and focus groups. Next steps are to evaluate the translation of all components across the PNC Virtual Wallet and online banking platforms to increase customer engagement.

