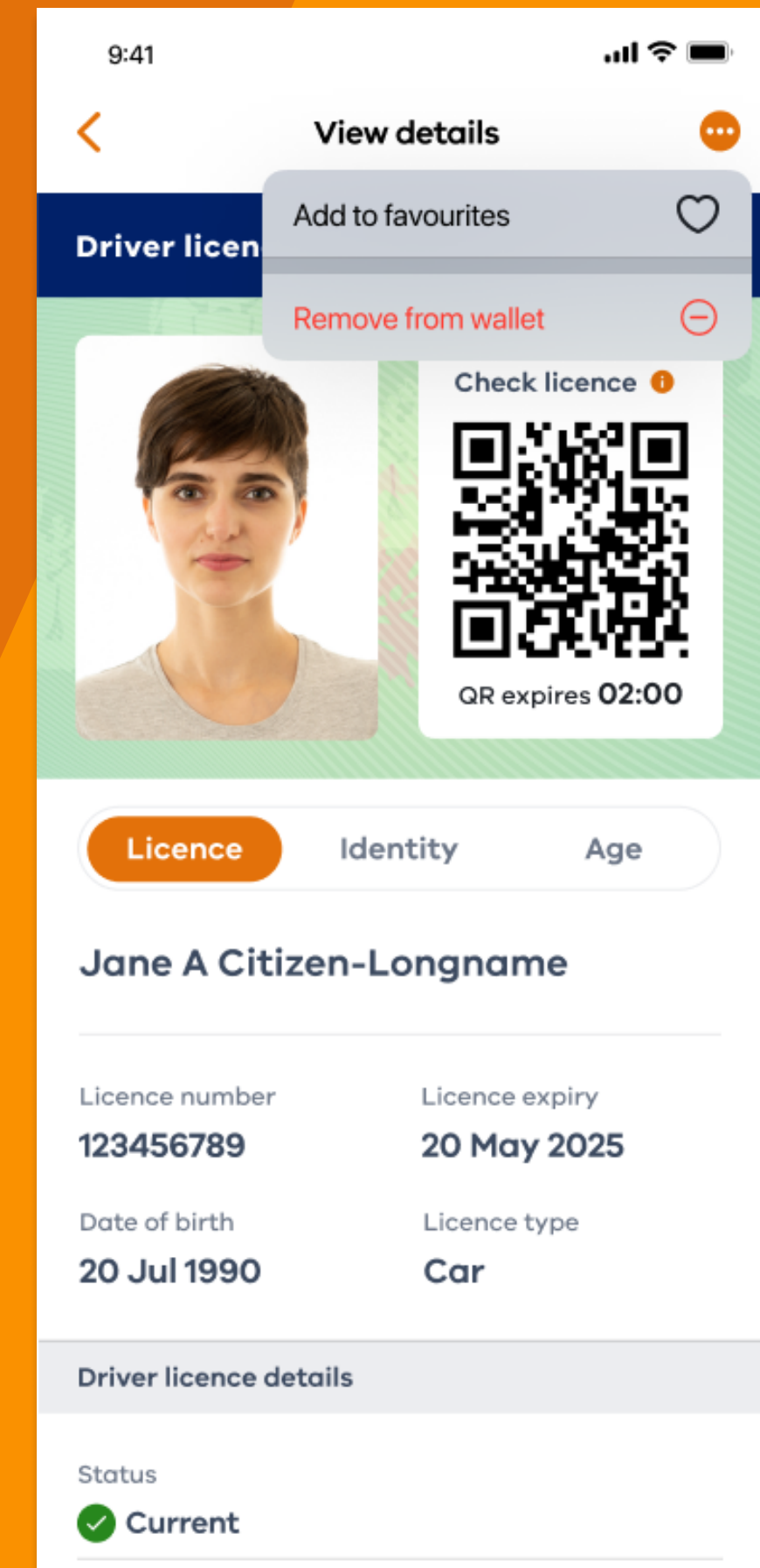




Enhancements to Services Victoria Wallet

CASE STUDY

Linh Mcdermott



Project overview - customising wallet

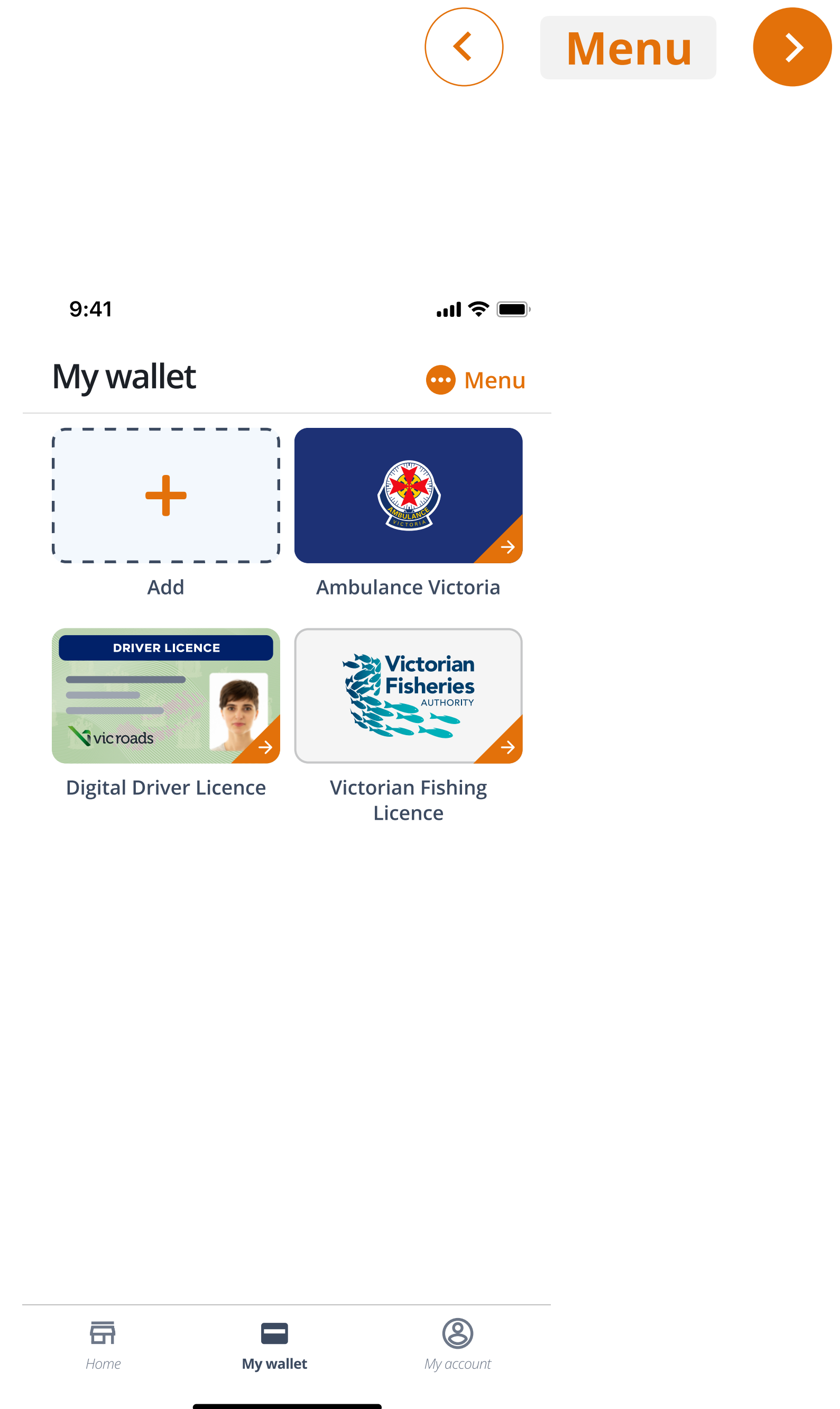
Problem:

Customers currently have no way of customising the wallet holding in the wallet section of the app. Newly added holdings will appear first after the add button and there's no way or rearranging the holdings to suit their preference.

Business request

HMW add in wallet screen customisation to allow customers to hero their wallet holding preferences.

Think about favouriting holdings and rearranging tiles on the screen.



What to consider



Menu



What to consider

We will be building in active vs inactive cards on the wallet screen and will need to factor that into how we allow customers to customise their holdings. You may find more intuitive ways to design existing features on the screen like how we treat adding a card etc.

Deliverables

- Desktop research (landscape review) Show us the best in class examples across other apps.
- Document and share your approach (before you begin wireframes)
- Mid-fi wireframes with recommendations and annotations to support the direction

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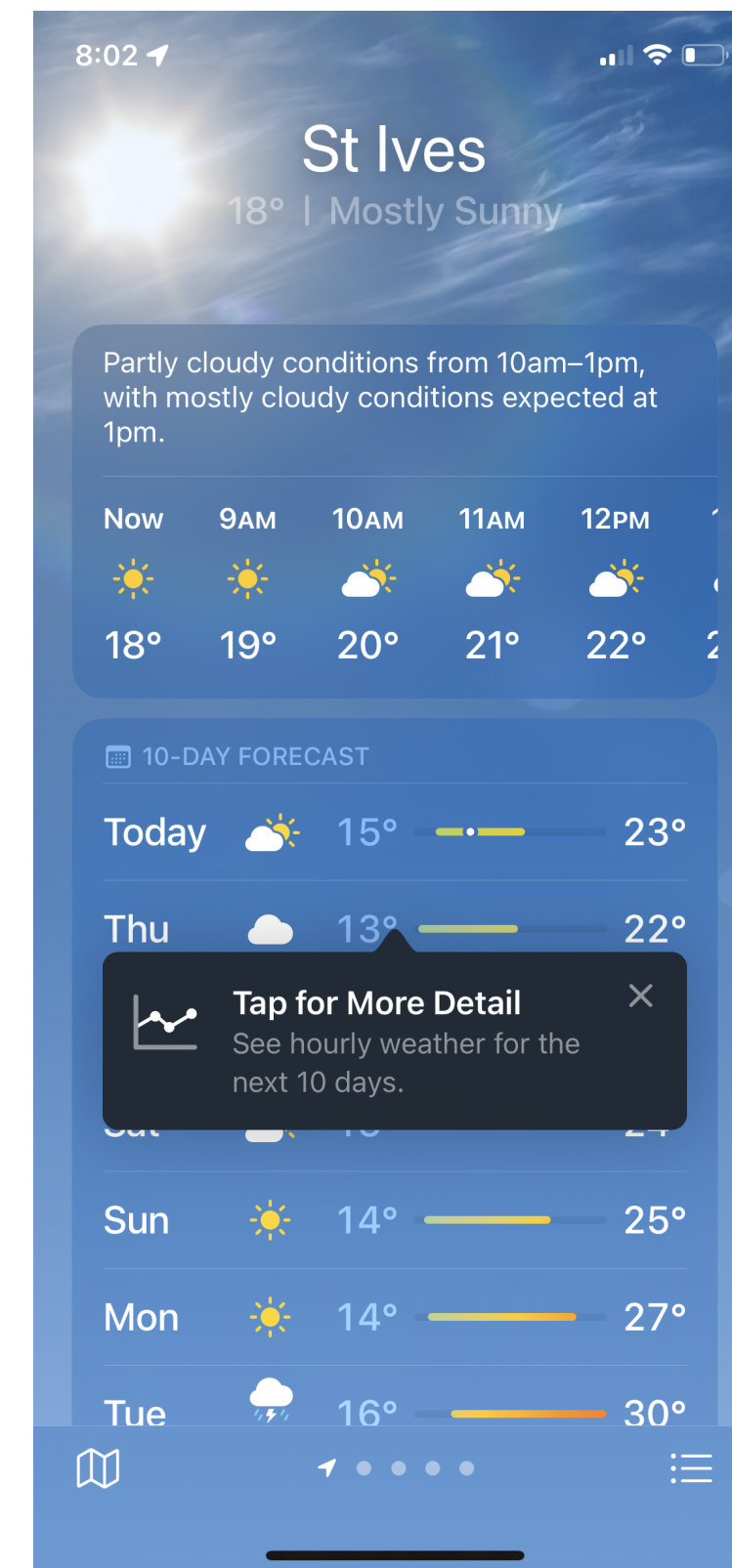
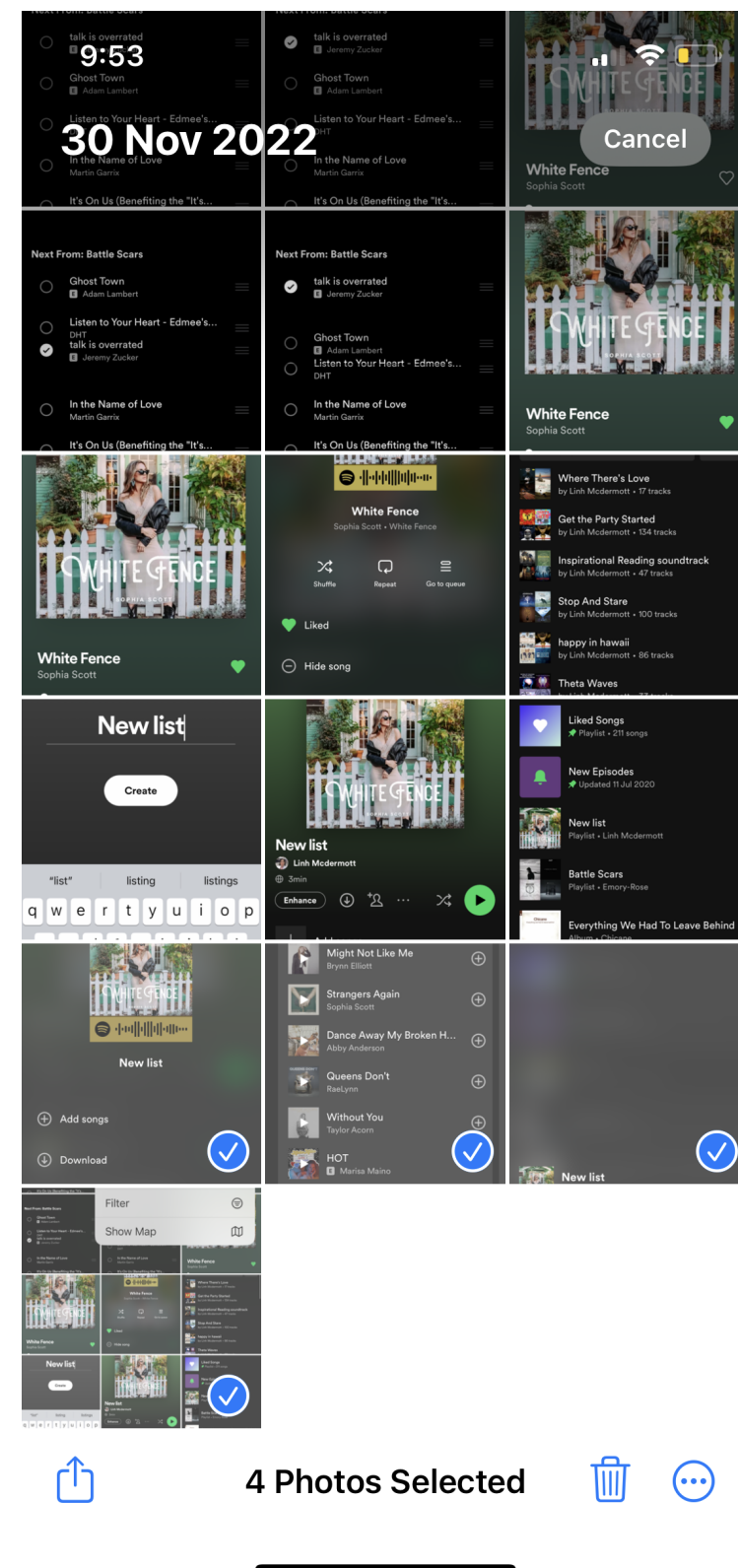
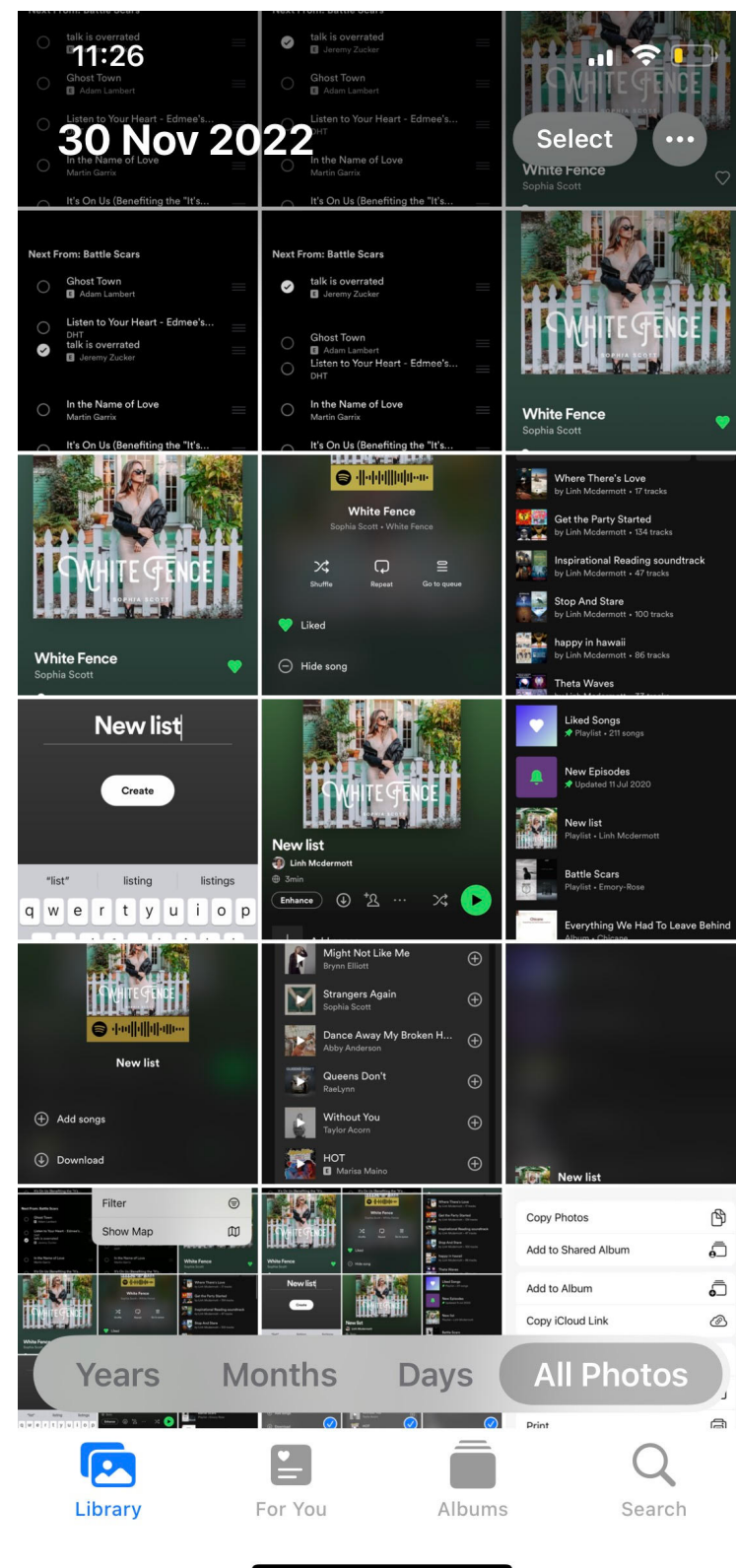
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Desktop research 2

We explored a number competitors, for app in IOS for interaction patterns that would be suitable for the wallet

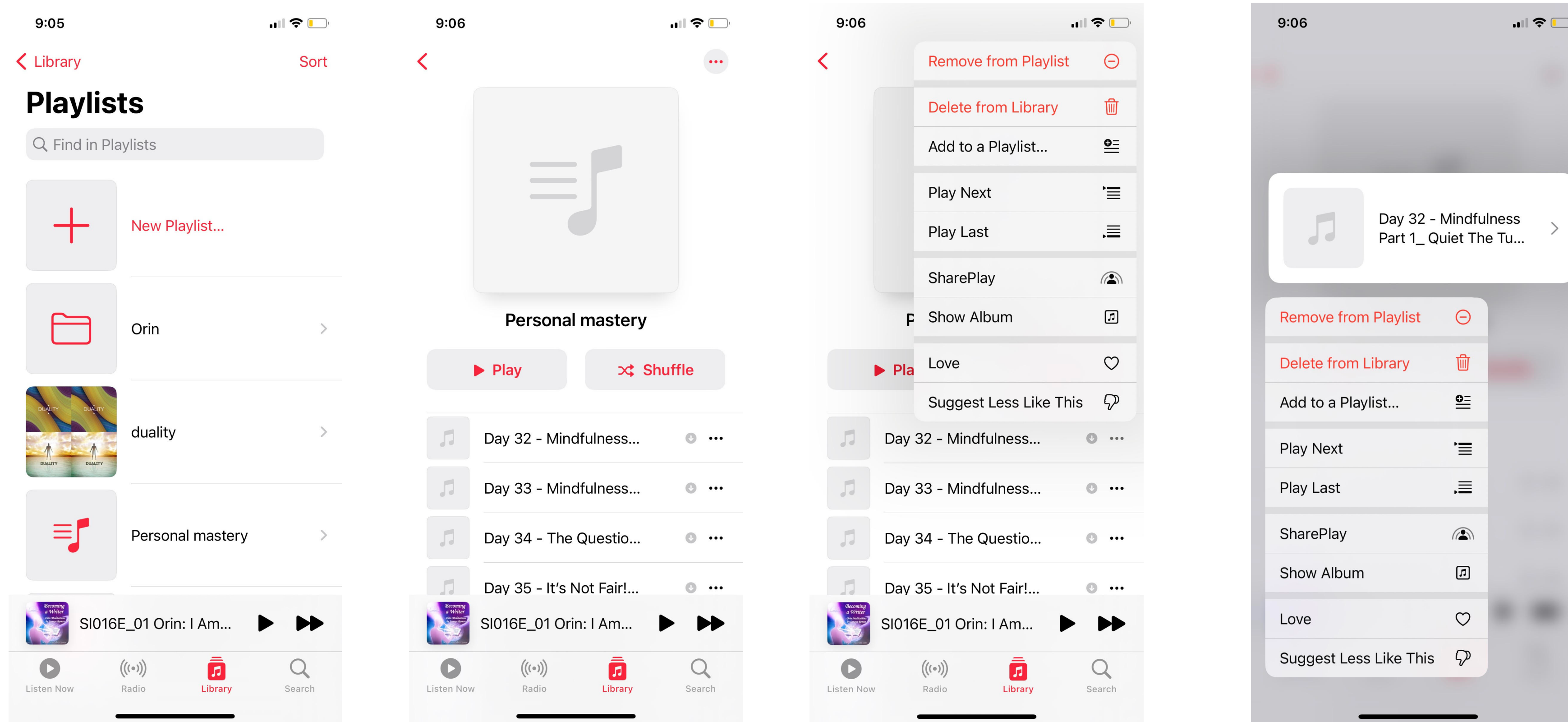
Photo app in IOS. Select a photo to add to a group or share.

Tooltip to notify users they can Force/long tap for additional info/menu



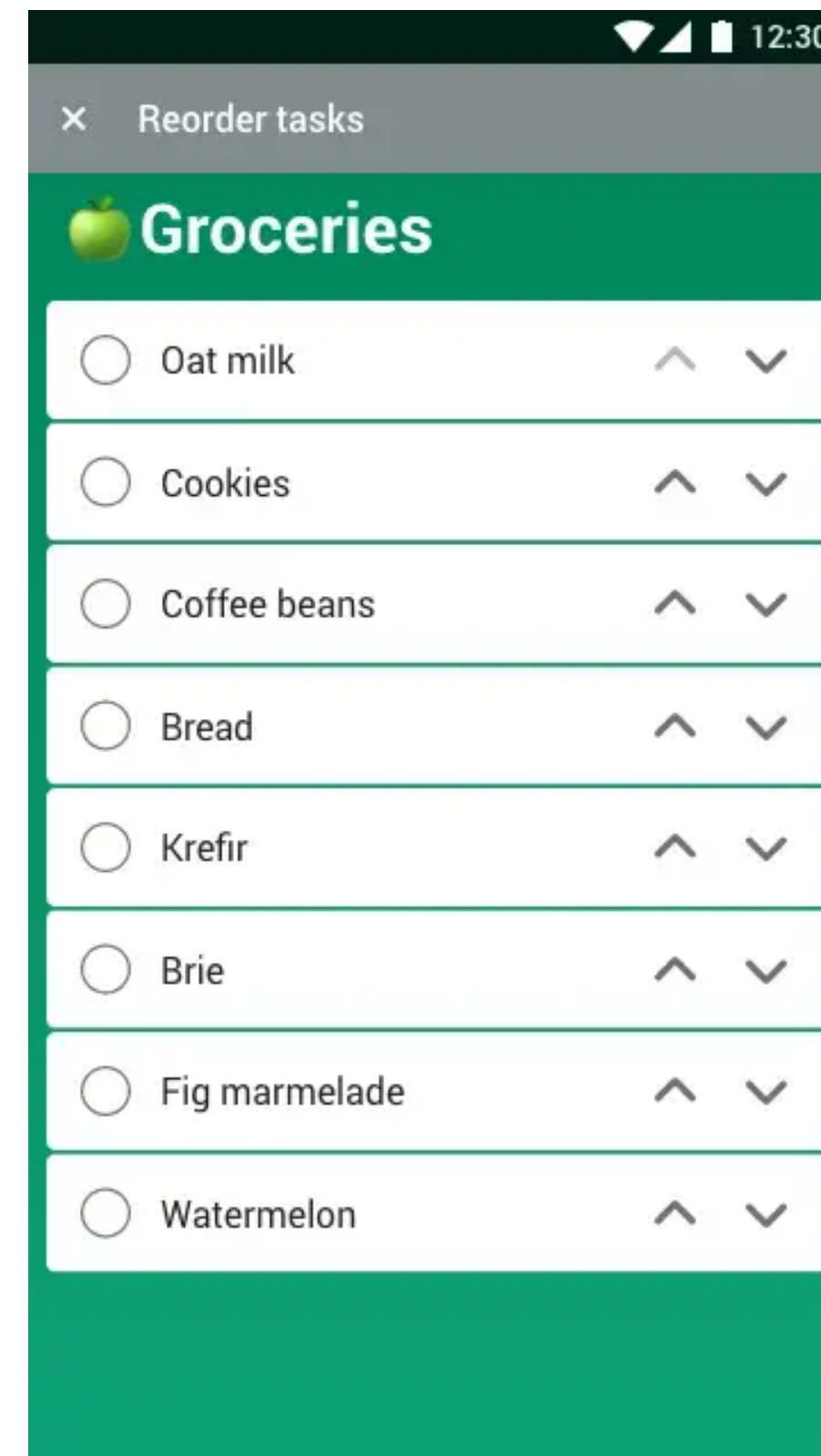
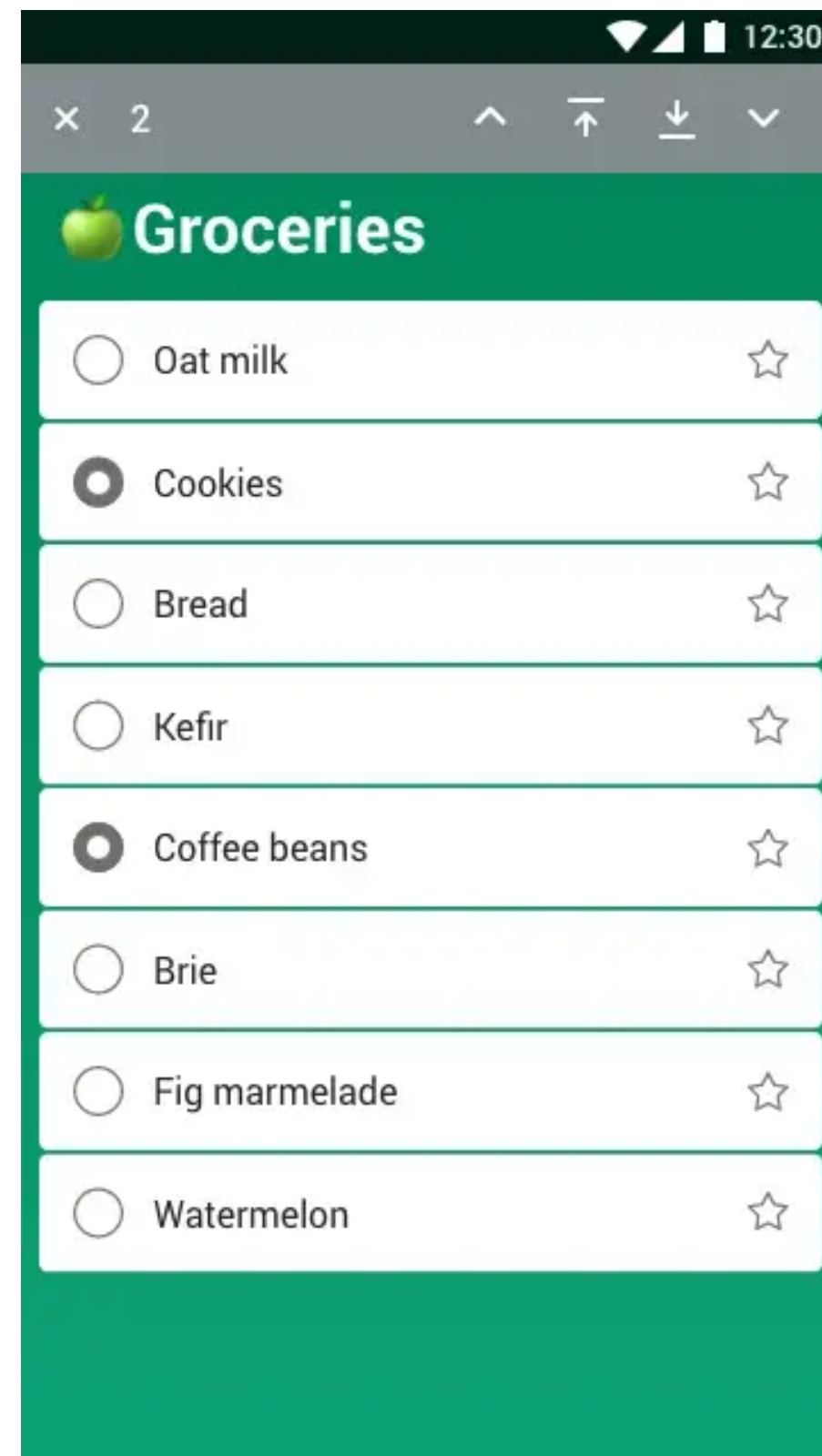
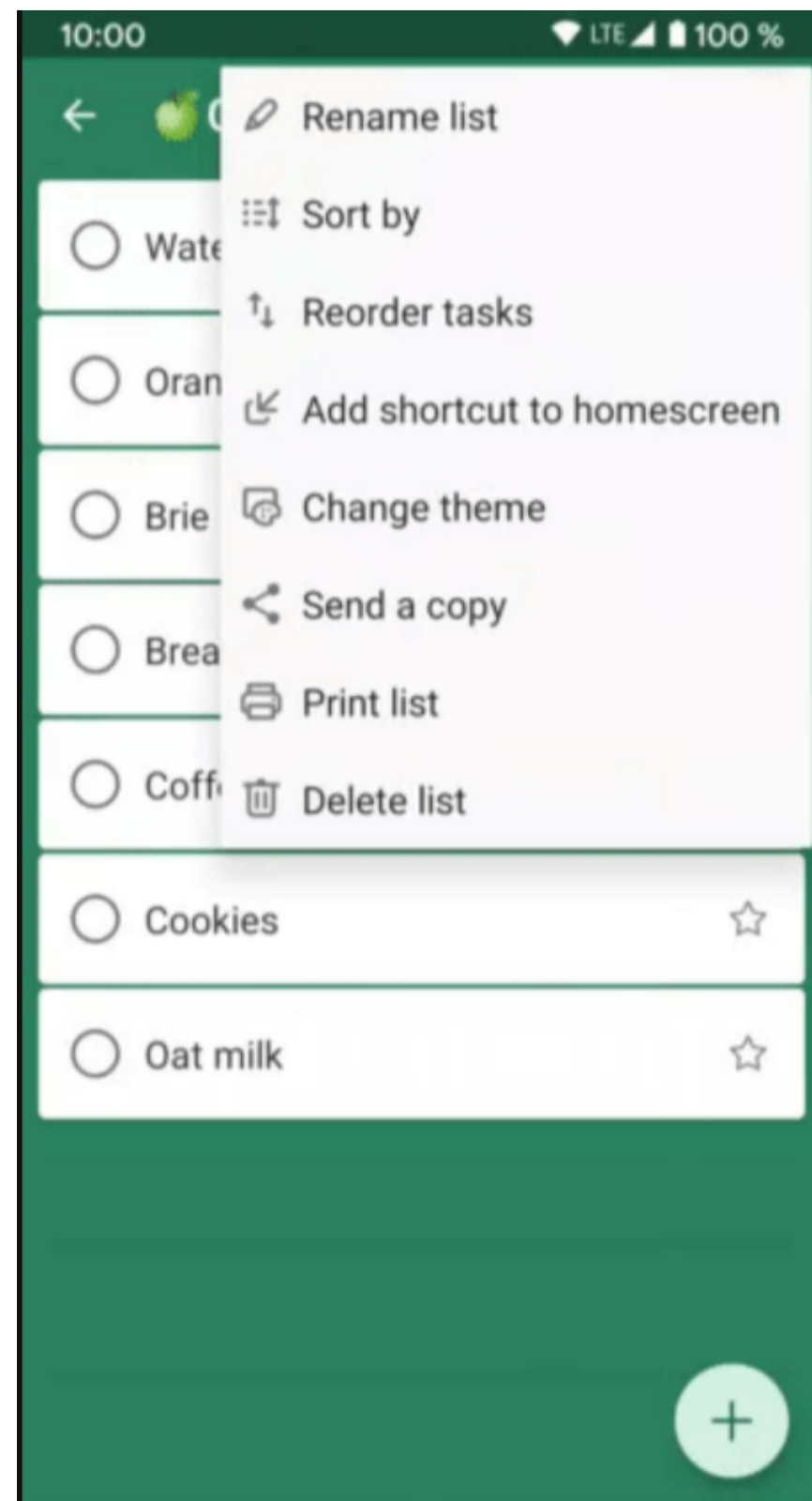
Desktop research 1

Photo app in IOS. Select a photo to add to a group or share.



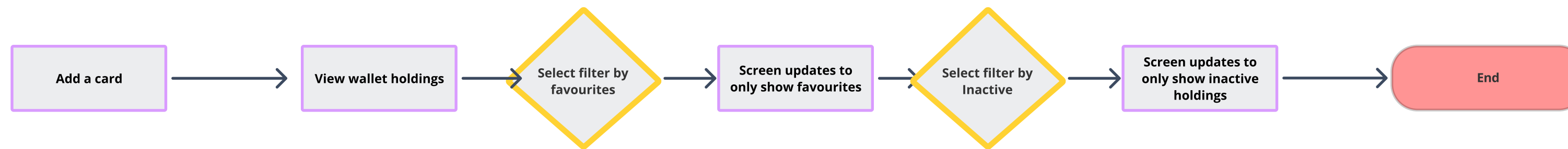
Desktop research 3 - accessible reordering

Select an item to favourite or select to reorder the list

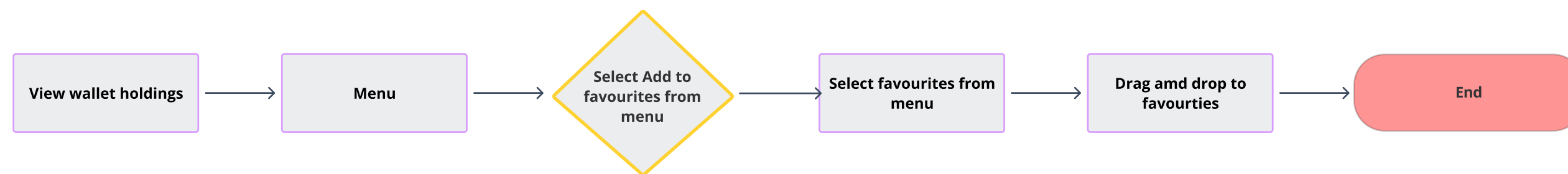


User scenarios and user flows

Scenario: A customer who has a fishing license wants to hide inactive licences to be able to active cards on the wallet homepage



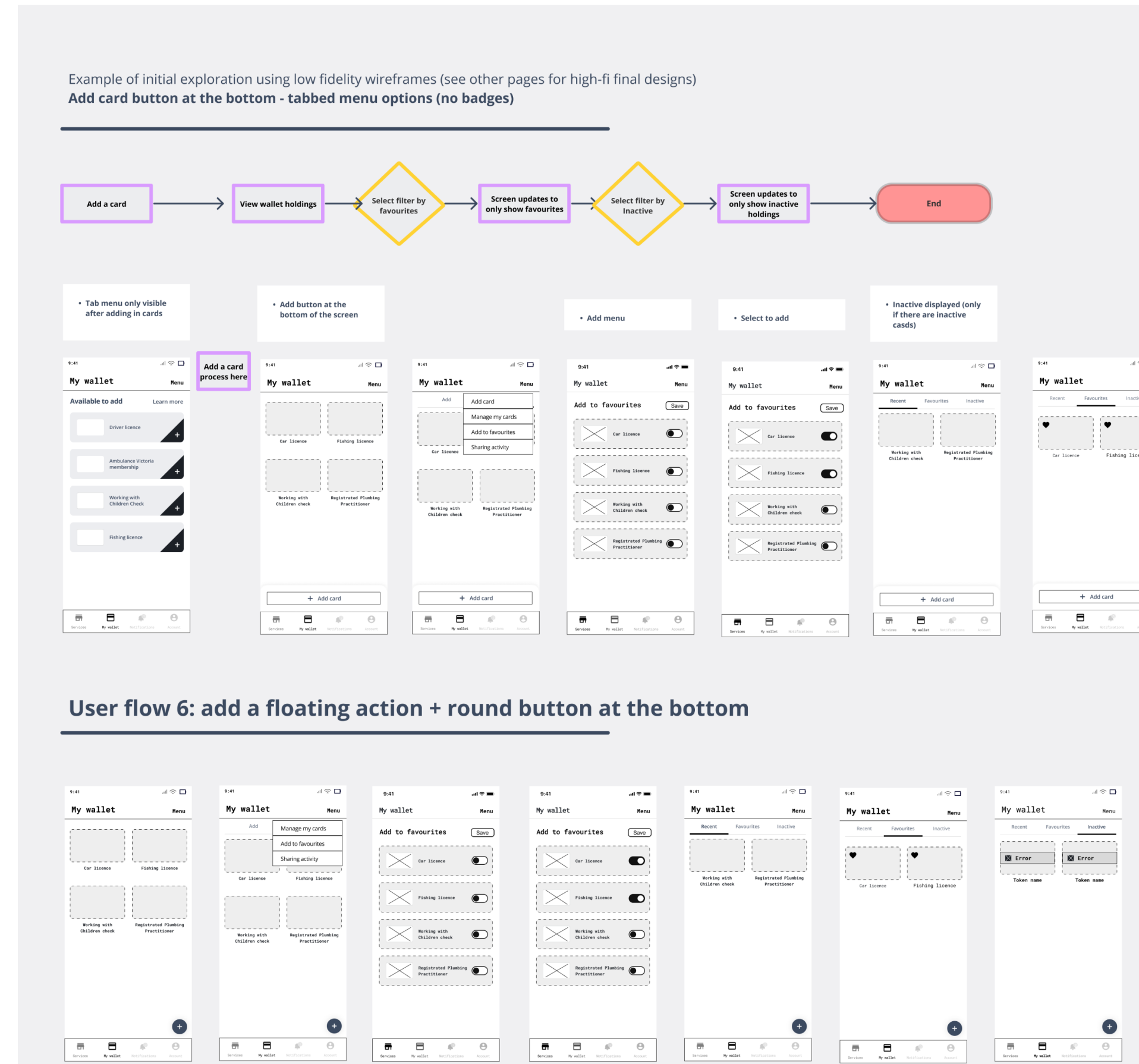
Scenario: B customer wants to configure the view of their wallet to be able to select most frequently viewed licences



Lo - fi flows

Low fidelity wireframes are used to create several concepts which are workshopped with the project groups and other designers

These concepts are then refined and later add high fidelity designs



Review and feedback

Each concept is workshopped with the project groups and other designers

These concepts are then refined and later add high fidelity designs

Group workshop - place comments via Figma note so on the page

The workshop page displays five mobile app wireframes for the 'My wallet' screen, each with associated user feedback notes. The wireframes show the progression from a basic card layout to a more complex interface with a menu and a favourites section.

- Wireframe 1:** Shows a grid of cards: 'Add', 'Fishing licence', 'Working with Children check', 'Driver licence', and 'Inactive cards'. A 'Show' button is at the bottom.
- Wireframe 2:** Adds a 'Menu' at the top right and a '+' button for 'Add card'. The menu includes 'Manage my cards', 'Add to favourites', and 'Sharing activity'.
- Wireframe 3:** Introduces a 'Favourites' section with a '+' button and a 'Drag a card to add to your favourites' instruction.
- Wireframe 4:** Shows 'Favourites (1)' with a 'See all' link and a vertical list of favourite cards.
- Wireframe 5:** Shows 'Favourites (5)' with a 'See all' link and a horizontal carousel of favourite cards.

Feedback notes include:

- Horizontal scroll of favourites?** (Steven)
- I wonder if having just the top 2 showing makes sense here? surely the user will want these at their disposal - might be better to give prominence to favourites here.** (Rich Daniels)
- wonder if it needs to be more prominent but maybe it would take too much real estate** (Stephen G)
- Carousel for the favs cards that can be overlapped and seen. so you can toggle quickly for the main cards you use.** (Mehdi Moustaj)
- how many cards will the user have in their account though? even with the most extreme use case...** (Mehdi Moustaj)
- Should be also based on activity, covers all scenarios. Used Recently would cover the cards used more often, recent and relevant to the user. Favourites is just an option for cards they like the most, let its optional.** (Mehdi Moustaj)
- Does this section slide left and right or expand down?** (Sean Beadle)
- FAB Floating Action Button to address "Add +" button issue** (Steven)
- Dragging a card on the screen could be challenging for blind users, I'd consider a like action as well as the drag action** (Nicola Page)
- Would the empty favourite dropzone space be permanent or as you to start to drag?** (Steven)
- Dropzone appears as you start to drag** (Steven)
- I wonder here if its more about hierarchy and importance a user puts on the cards that they need to use and want to favorite. Check google wallet, interesting way of displaying main over other cards. Really their distinction is between payment cards and other cards but something interesting in the way they present the cards.** (Rich Daniels)
- Set as "feature card" (larger display of card)** (Steven)
- DO we always have the top section showing to encourage people to add to favourites?** (Sean Beadle)
- Secondary accessible pathway to add to favs** (Steven)

New placement of 'Add' button

In this solution, the button has been moved to support the reordering of favourites.

In the current version, the adding to favourites is the first item on the card.

In order to display the cards to sort by favourites as well as be able to view a hero favourites, we need to move the add button

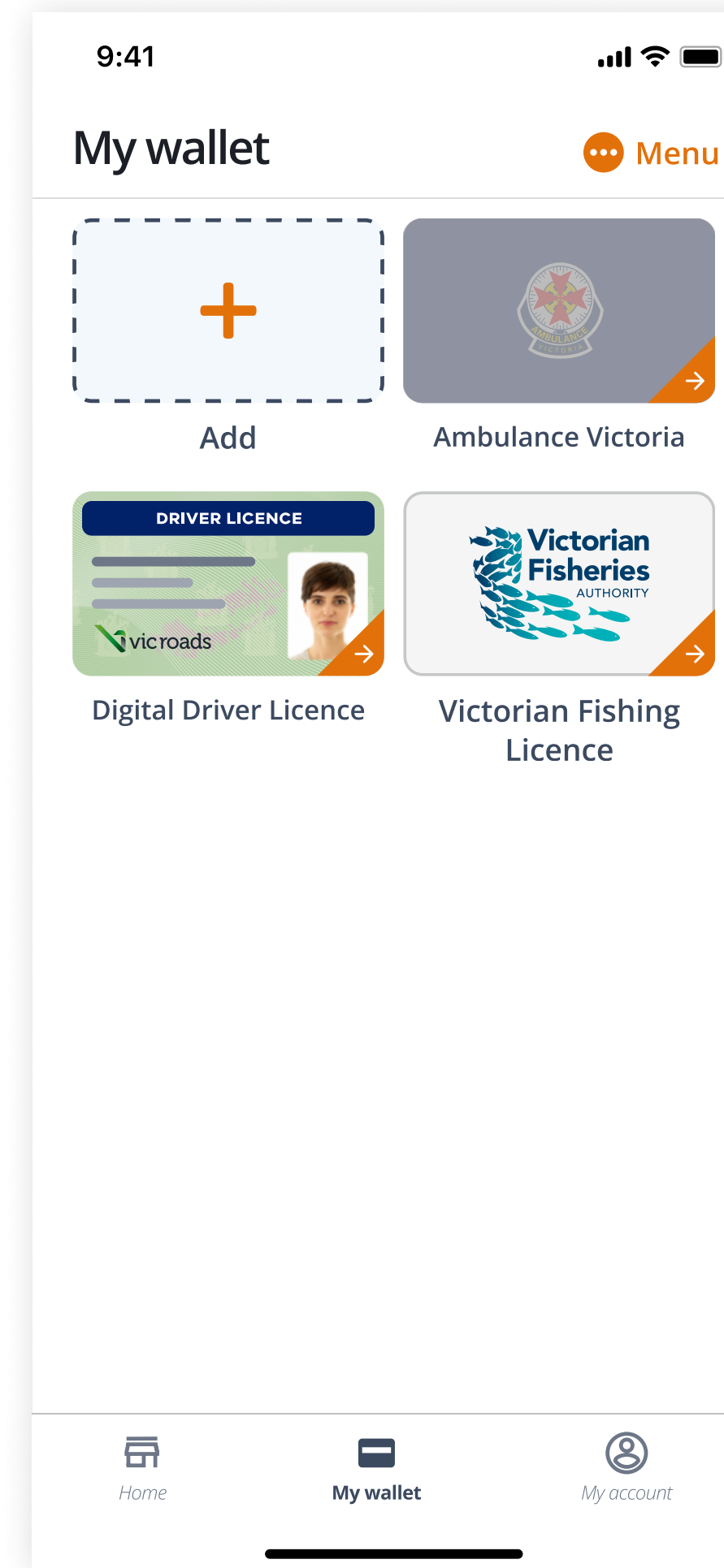
The proposed new design includes to a floating button.

Rationale for new floating action button: This new floating action button will appear regardless of whatever the order of the cards

Rational for the slider: Reduce the cognitive load the customer, so they are not seeing all the cards at once to show cards that are relevant to the customer, active cards vs and hide inactive card unless required. To allow users to see that there are inactive/ expired cards to allow them to view these if required (such as old fishing licences)

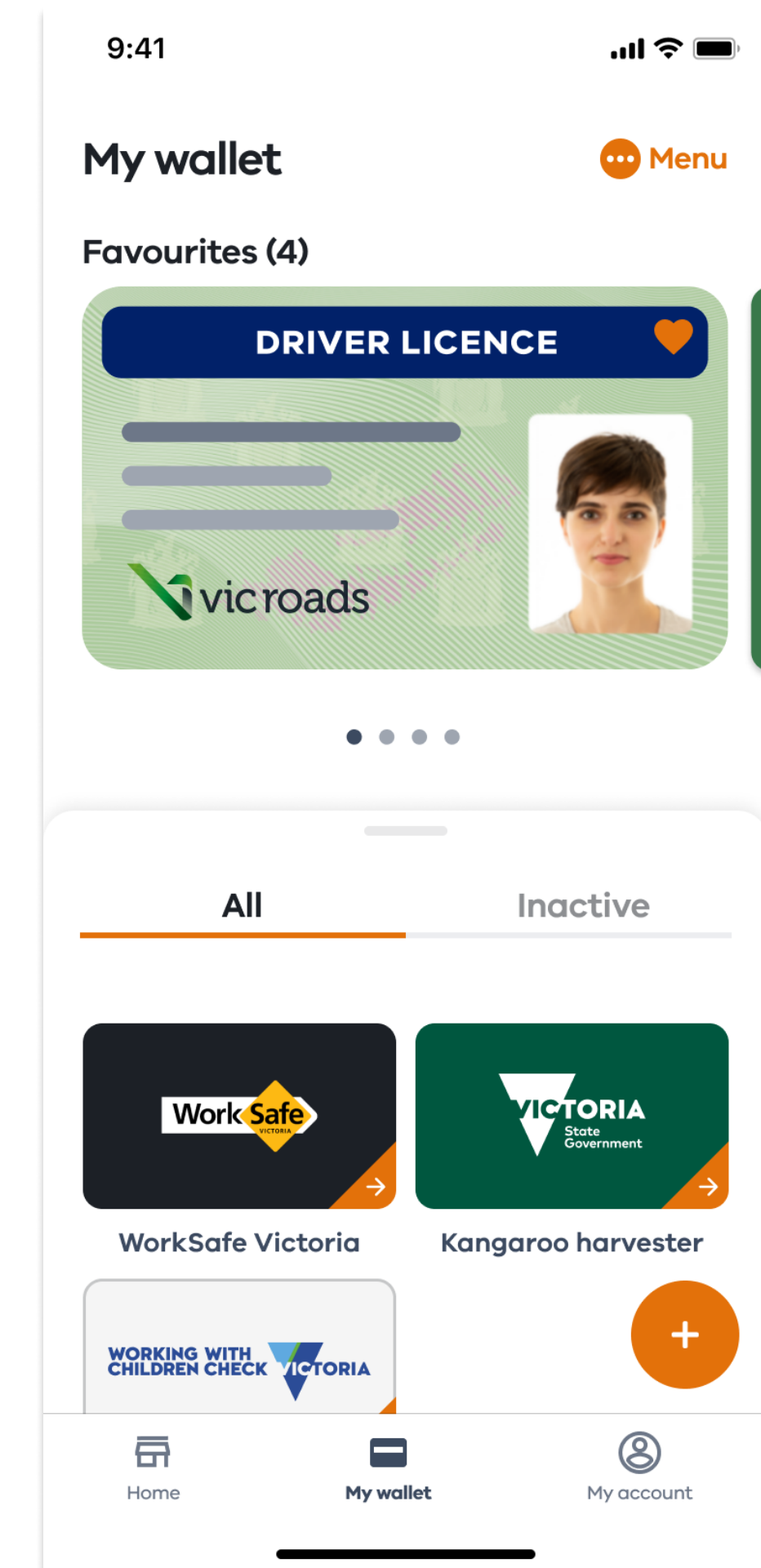


Current design- Add card is in the place of a tile



OLD

Proposed design - hero favourites with a floating + add button at the bottom



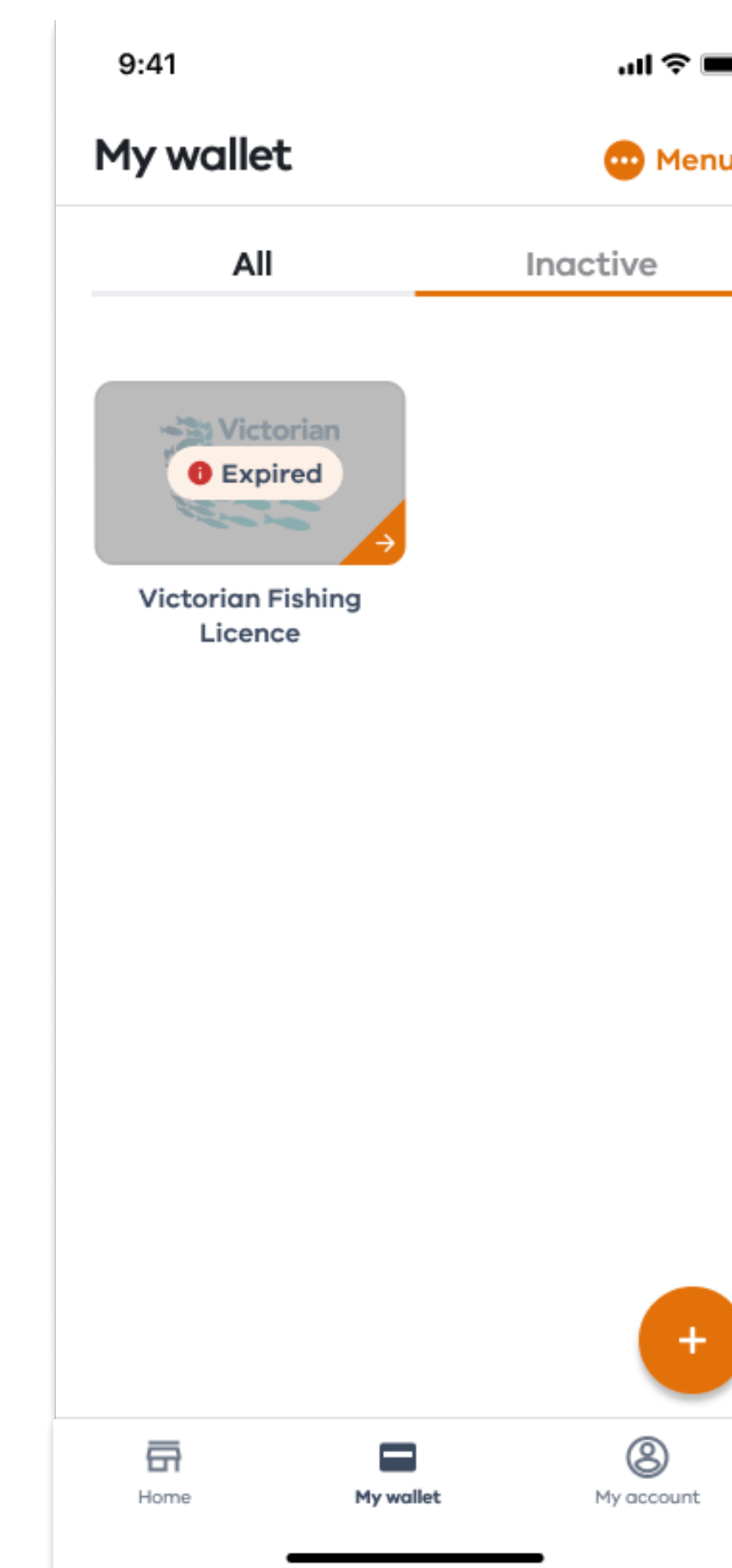
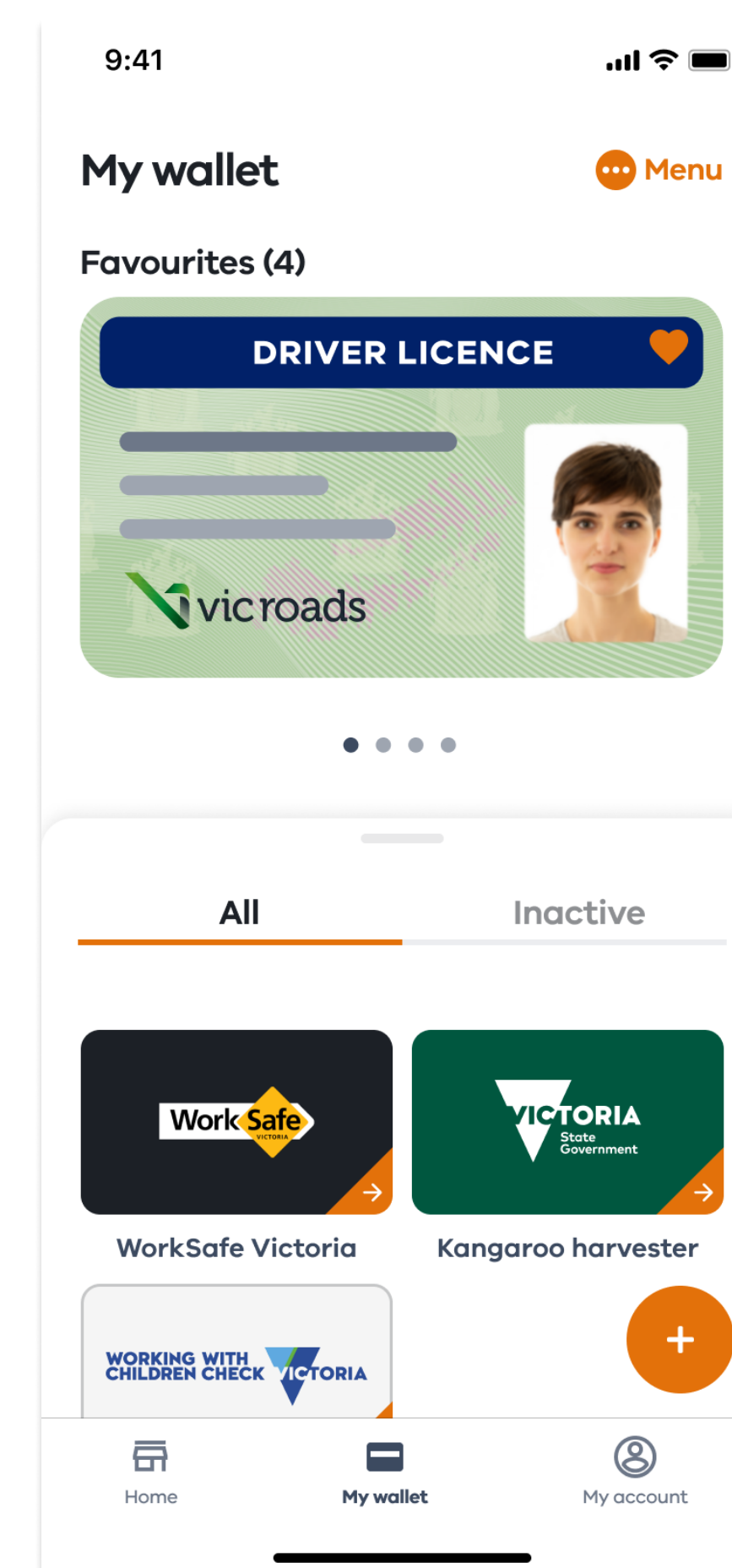
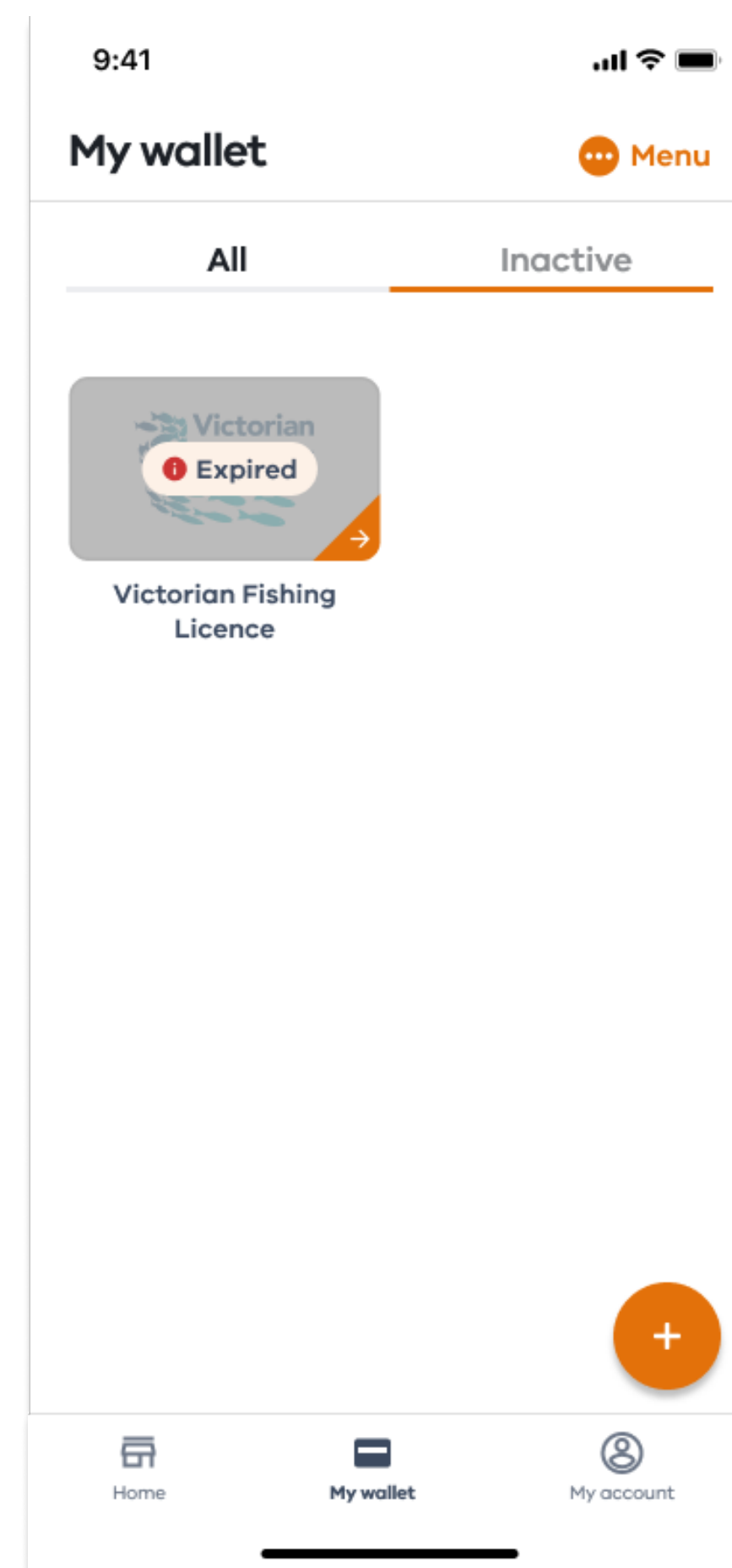
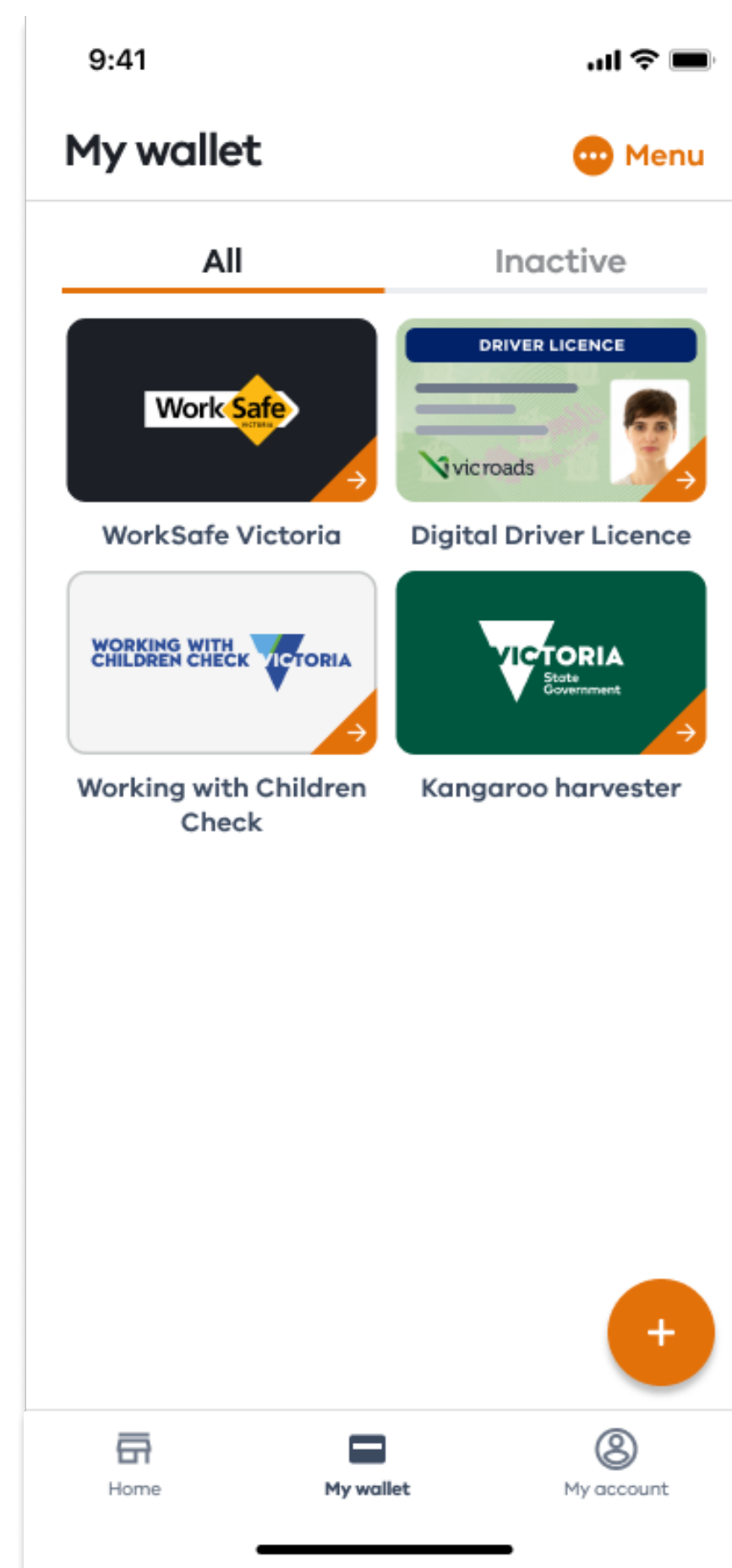
NEW

Section for 'Inactive' cards

A wallet without any inactive cards would have no tabs. If there are inactive cards, display an active and inactive tab.

If favourites has been added, the "All" and "Inactive tabs" are visible a drawer beneath the favourites. Select the drawer to view more cards or scroll to view more cards.

Rational for the slider: Reduce the cognitive load the customer, so they are not seeing all the cards at once to show cards that are relevant to the customer, active cards vs and hide inactive card unless required. To allow users to see that there are inactive/ expired cards to allow them to view these if required (such as old fishing licences)



From Card details - Add/Remove Favourites

Cards can only be removed from the Wallet by the "Remove from Wallet" menu item on the card details screen.

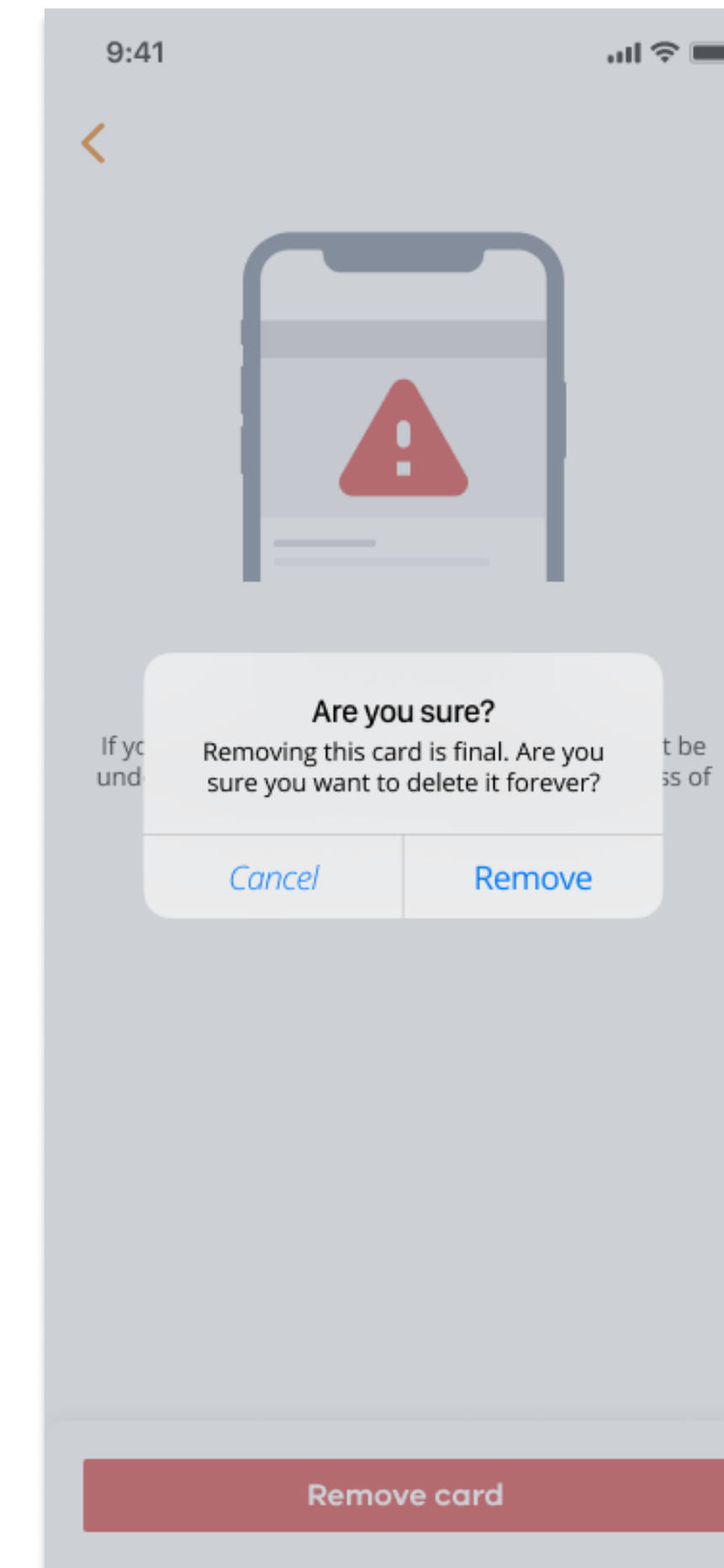
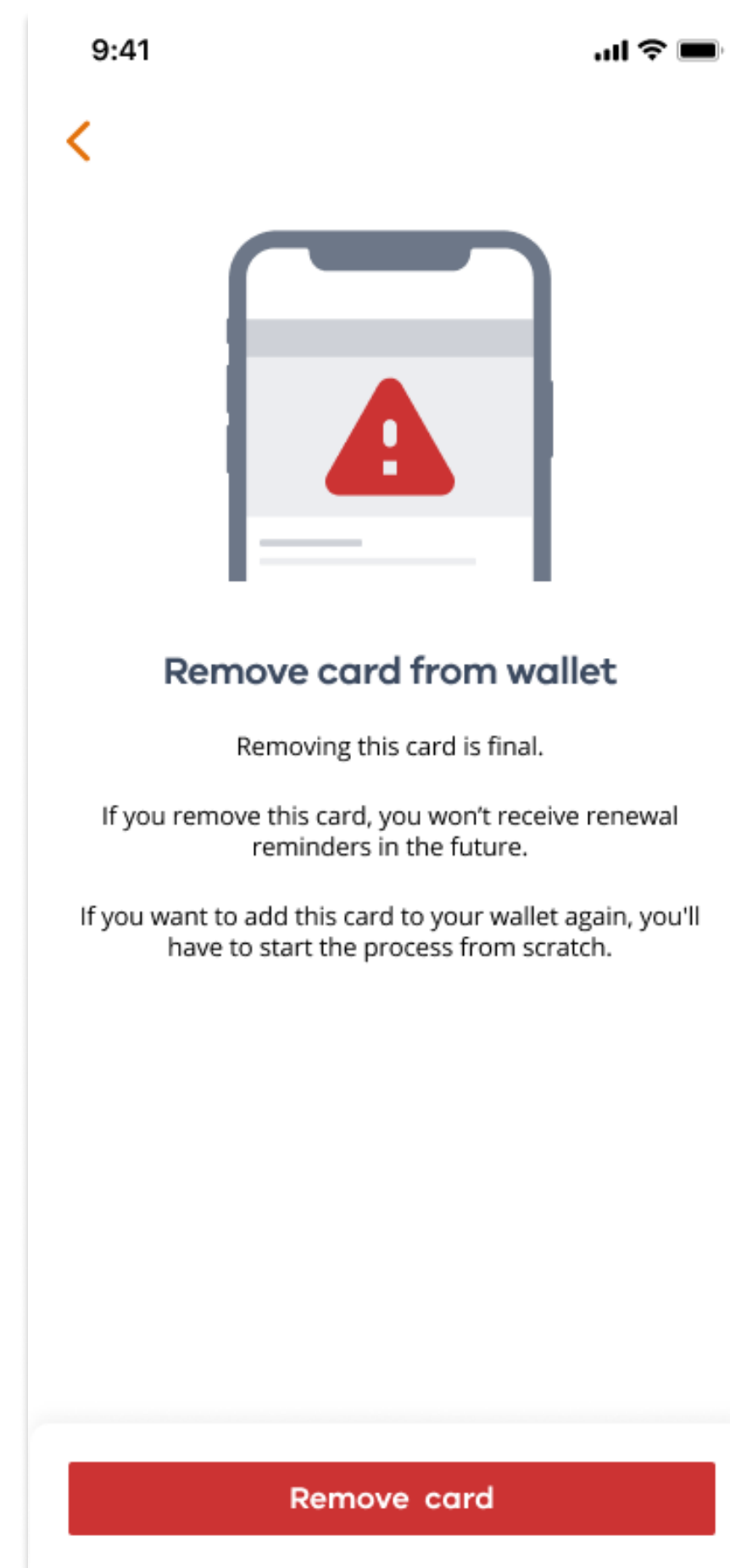
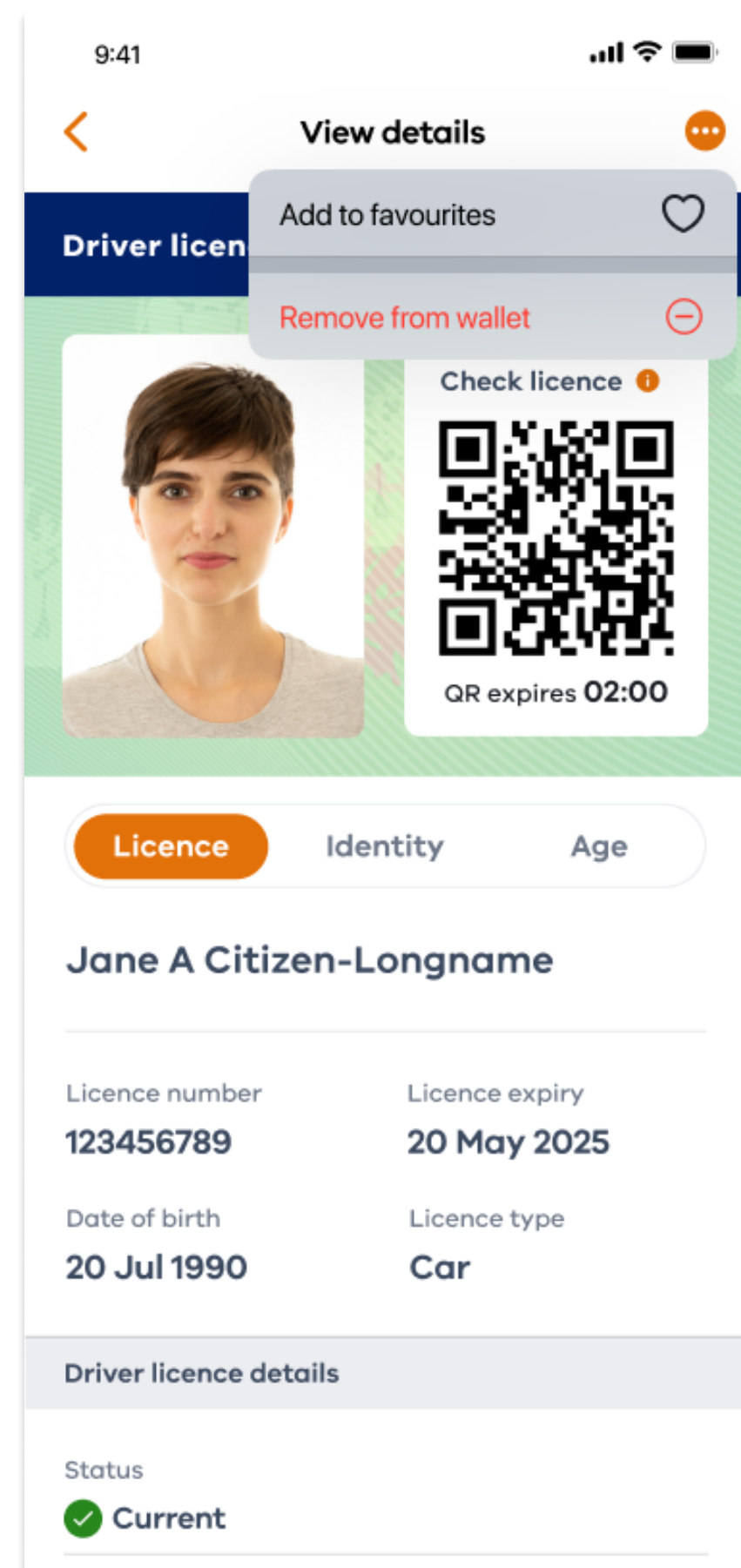
Rational: This design of only displaying "Remove from wallet" on the licence page, instead of the wallet screen is **international:** to discourage users from easily removing cards. Adding a licence or card is a multi-step, potentially time consuming process.

A confirmation screen emphasizes the value proposition of the card and other services that will be lost if the card is moved.

Rational: . The content is designed to communicate to customers the reason why they should keep the card in their wallet

A second modal "are you sure" appears to check removal. Once the card has been removed, a success message toast appears on the wallet screen.

Rational: We do not want the customer to accidentally delete an important card if this was unintentional



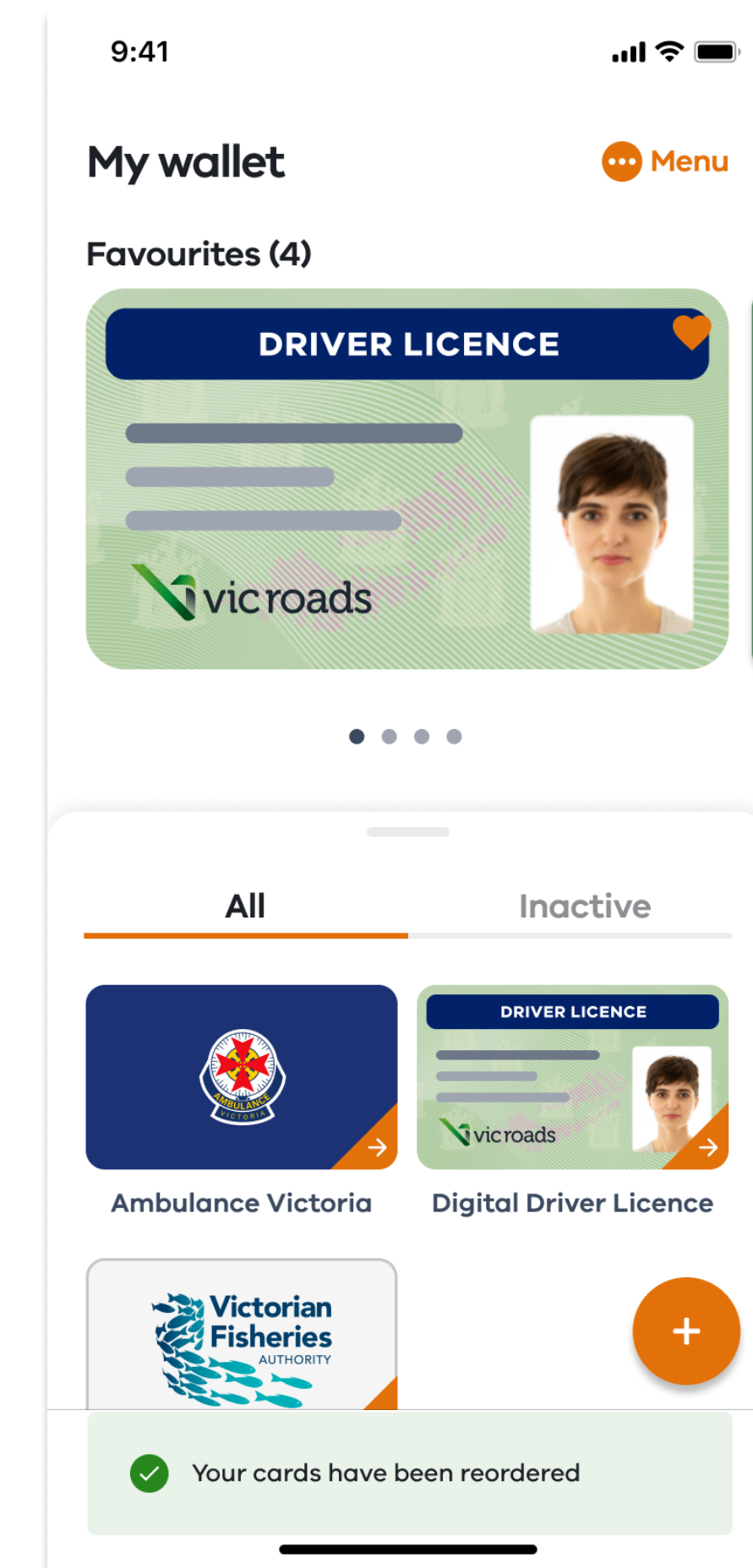
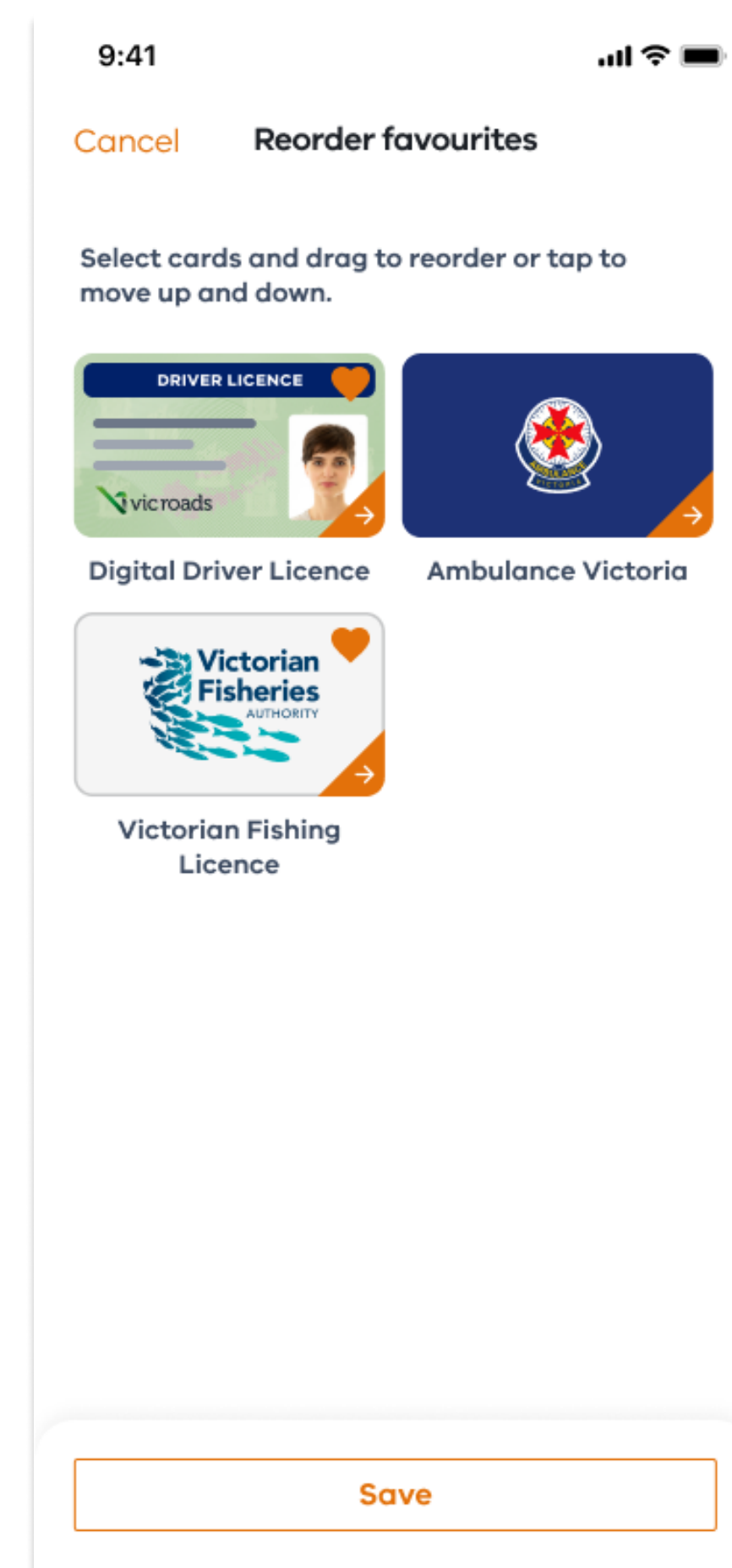
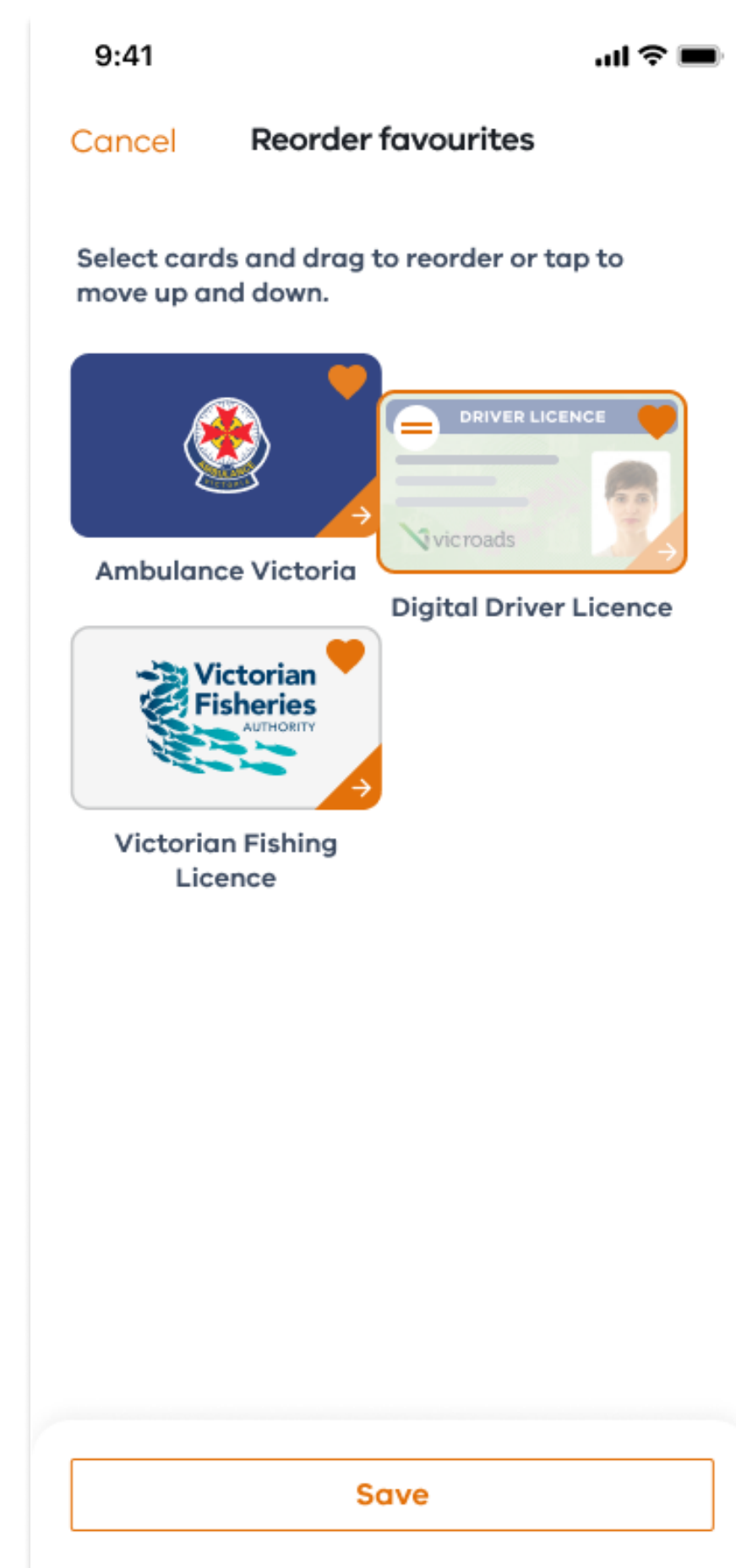
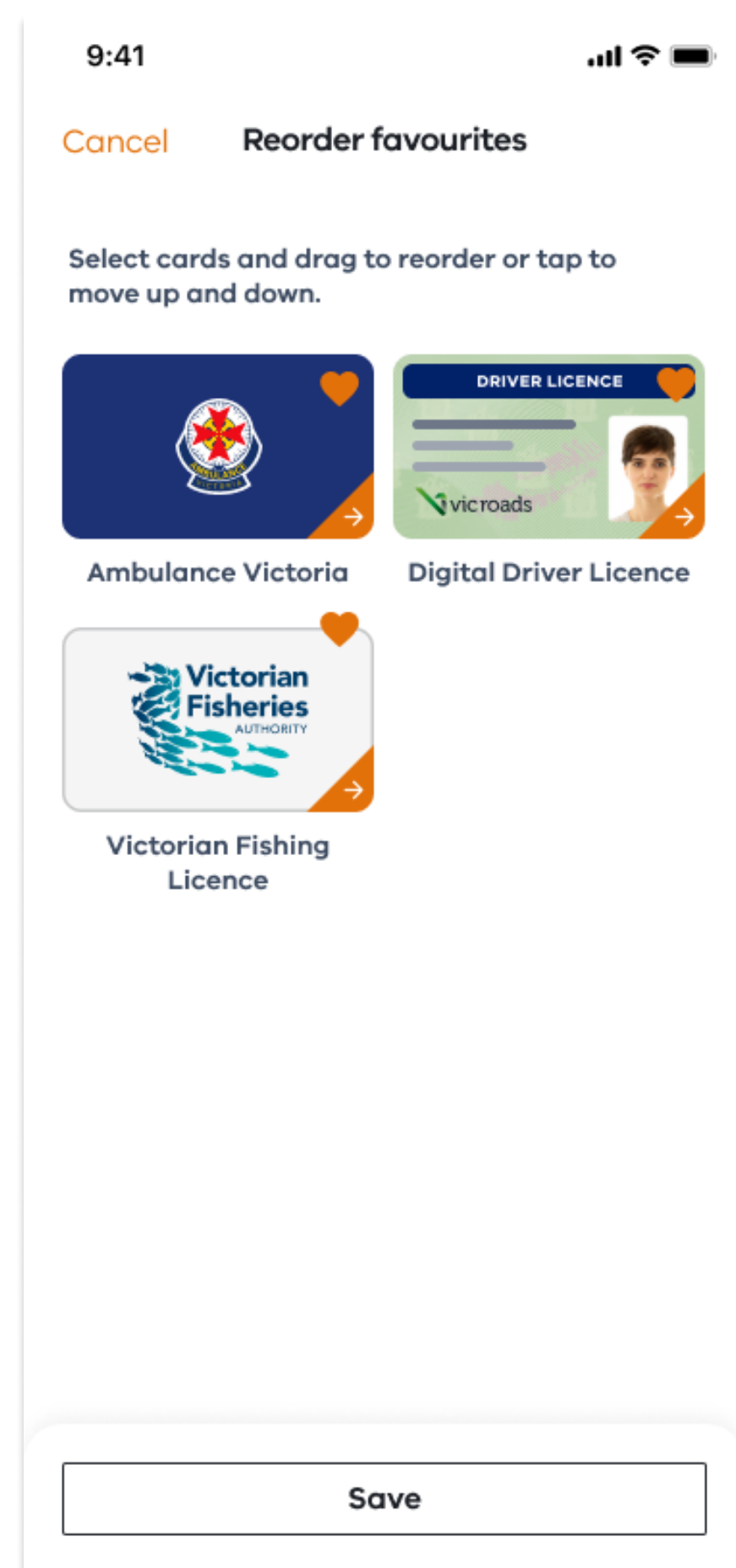
Reorder cards in Wallet

Customers can reorder cards in their wallet.

Rational for reordering: to allow customers see frequently used cards, such as driver license

Start by selecting the "Reorder favourites" from the menu on the Wallet page. On taps and hold cards can be rearranged on the menu

Once the card has been reordered, tap the save button to update preferences. Once saved a message will appear on the final screen. We will need to provide an accessible way to reorder by list view. Example provided in Alt Version.



Force hold - long tap

From the thumbnail, when the image is forced tapped (or long hold of the image), a menu appears next the thumbnail with options for the card. In the future there may be more options than add or remove from favourites. Select "add to favourites" from the menu and the card is added and a message appears in.

Rational for long hold: Place menus/options in areas where users expect to interact with items on the screen

