

# UI COURSE WORK

Designing Screens for a Startup Bank



# CHOOSING A FONT

## PLAYFUL

**Roboto**

Open Sans

NotoSans

Lato

Montserrat

Source: Sans Pro

Roboto Condensed

Oswald

Poppins

Raleway

Source: fonts.google.com

## TRUSTED

**Roboto Slab**

Merriweather

Playfair Display

Lora

PT Serif

Noto Serif

Libre Baskerville

Bitter

Crimson Text

## PLAYFUL

*Dancing Script*

**Pacifico**

Indie Flower

Shadows Into Light

Architects Daughter

AMATIC SC

*Caveat*

**PERMANENT MARKER**

*Yellowtail*

## SELECTED FONTS

Roboto Thin AaBbCcDdEeFfGgHhIiJjKkLl

Roboto Thin | 1076 Glyphs

*Roboto Thin Italic AaBbCcDdEeFfGgHhIiJj*

Roboto Thin Italic | 1076 Glyphs

Roboto Light AaBbCcDdEeFfGgHhIiJjKkLl

Roboto Light | 1075 Glyphs

*Roboto Light Italic AaBbCcDdEeFfGgHhIiJj*

Roboto Light Italic | 1076 Glyphs

**Roboto AaBbCcDdEeFfGgHhIiJjKkLlMm**

Roboto Regular | 1075 Glyphs

*Roboto Italic AaBbCcDdEeFfGgHhIiJjKkLl*

Roboto Italic | 1076 Glyphs

**Roboto Medium AaBbCcDdEeFfGgHhIiJj**

Roboto Medium | 1075 Glyphs

*Roboto Medium Italic AaBbCcDdEeFfGg*

Roboto Medium Italic | 1076 Glyphs

**Roboto Bold AaBbCcDdEeFfGgHhIiJjKk**

Roboto Bold | 1075 Glyphs

*Roboto Bold Italic AaBbCcDdEeFfGgHhIi*

Roboto Bold Italic | 1076 Glyphs

**Roboto Black AaBbCcDdEeFfGgHhIiJjK**

Roboto Black | 1075 Glyphs

*Roboto Black Italic AaBbCcDdEeFfGgHh*

Roboto Black Italic | 1076 Glyphs

Roboto Condensed Light AaBbCcDdEeFfGgHhI

Roboto Condensed Light | 1076 Glyphs

*Roboto Condensed Light Italic AaBbCcDdEeFfG*

Roboto Condensed Light Italic | 1076 Glyphs

Roboto Condensed AaBbCcDdEeFfGgHhIiJjKk

Roboto Condensed Regular | 1076 Glyphs

*Roboto Condensed Italic AaBbCcDdEeFfGgHhI*

Roboto Condensed Italic | 1076 Glyphs

**Roboto Condensed Bold AaBbCcDdEeFfGgHh**

Roboto Condensed Bold | 1076 Glyphs

*Roboto Condensed Bold Italic AaBbCcDdEeFf*

Roboto Condensed Bold Italic | 1076 Glyphs

Roboto, a mechanical form that's geometric, with a natural reading rhythm.

Headings-Menus-Icon labels

Roboto Slab Thin AaBbCcDdEeFfGgHh

Roboto Slab Thin | 1055 Glyphs

Roboto Slab Light AaBbCcDdEeFfGg

Roboto Slab Light | 1055 Glyphs

**Roboto Slab AaBbCcDdEeFfGgHhIiJj**

Roboto Slab Regular | 1055 Glyphs

**Roboto Slab Bold AaBbCcDdEeFfGgHh**

Roboto Slab Bold | 1055 Glyphs

Roboto Slab, serif font a natural companion to Roboto.

Body copy

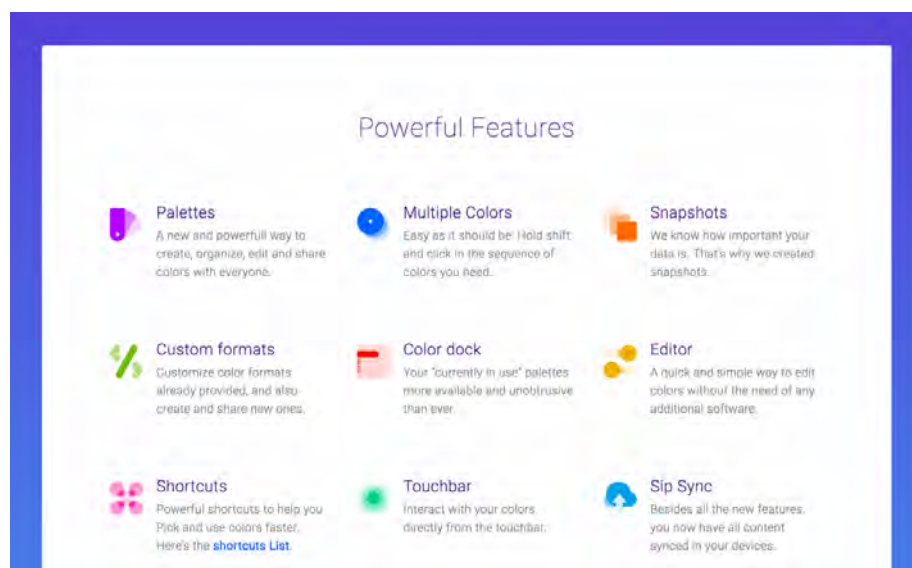
*Pacifico AaBbCcDdEeFfGgHhIi JjKkLl*

Pacifico Regular | 133 Glyphs

Pacifico, a brush playful font, used along with marketing messages and images.

Captions

Websites showing Roboto, Roboto Slab and Pacifico fonts.

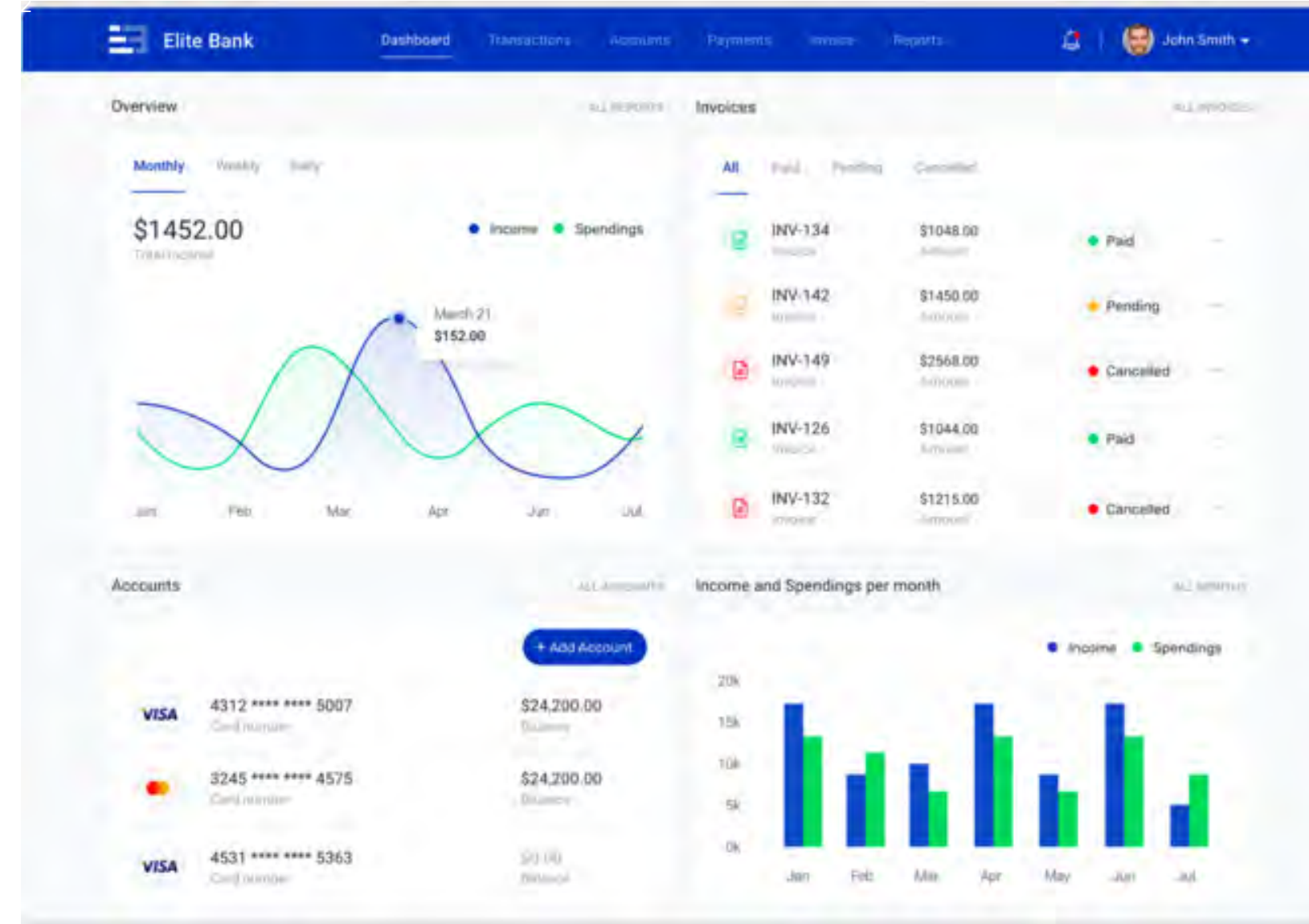


# UI ELEMENTS GRAPHS

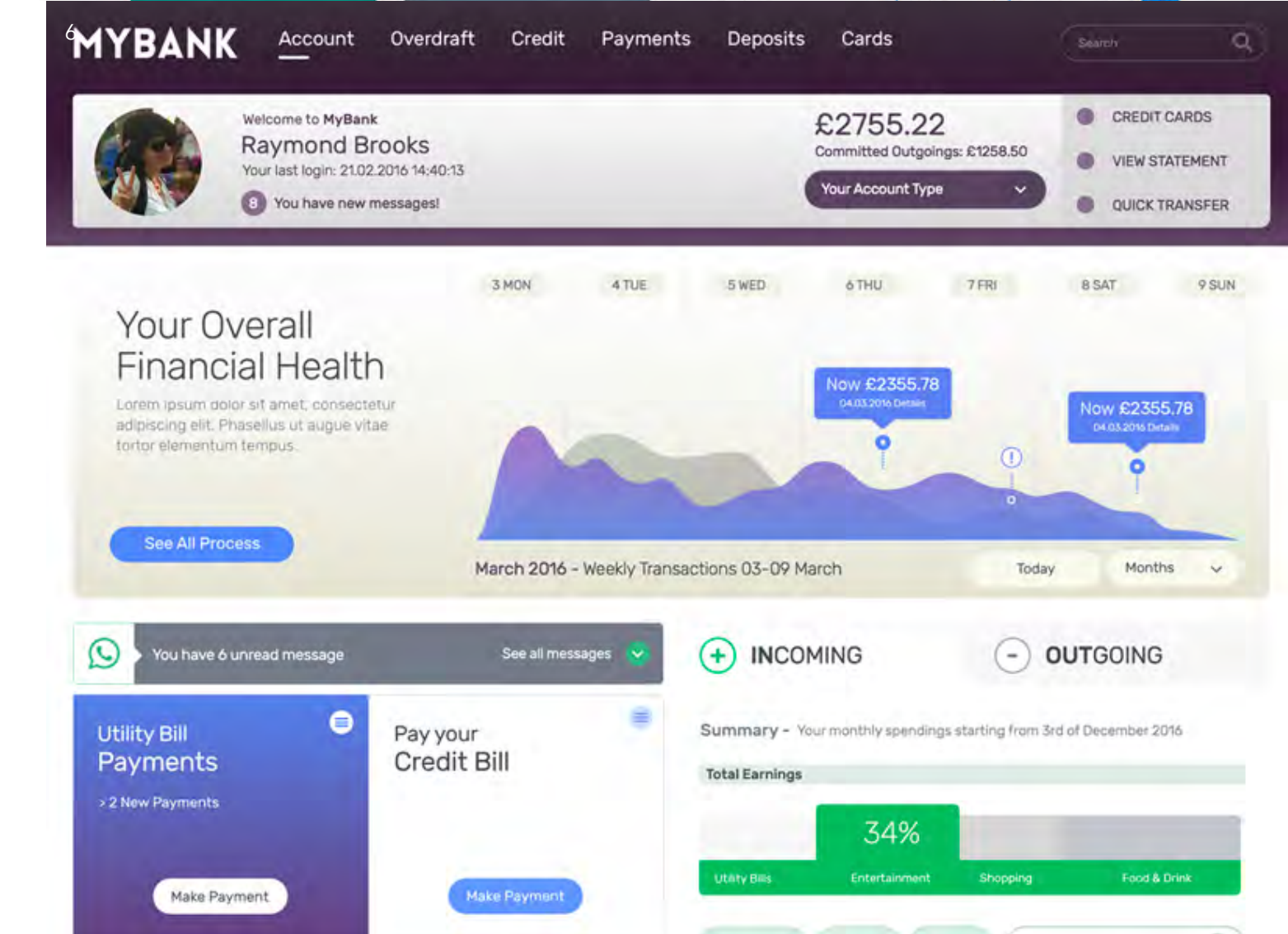
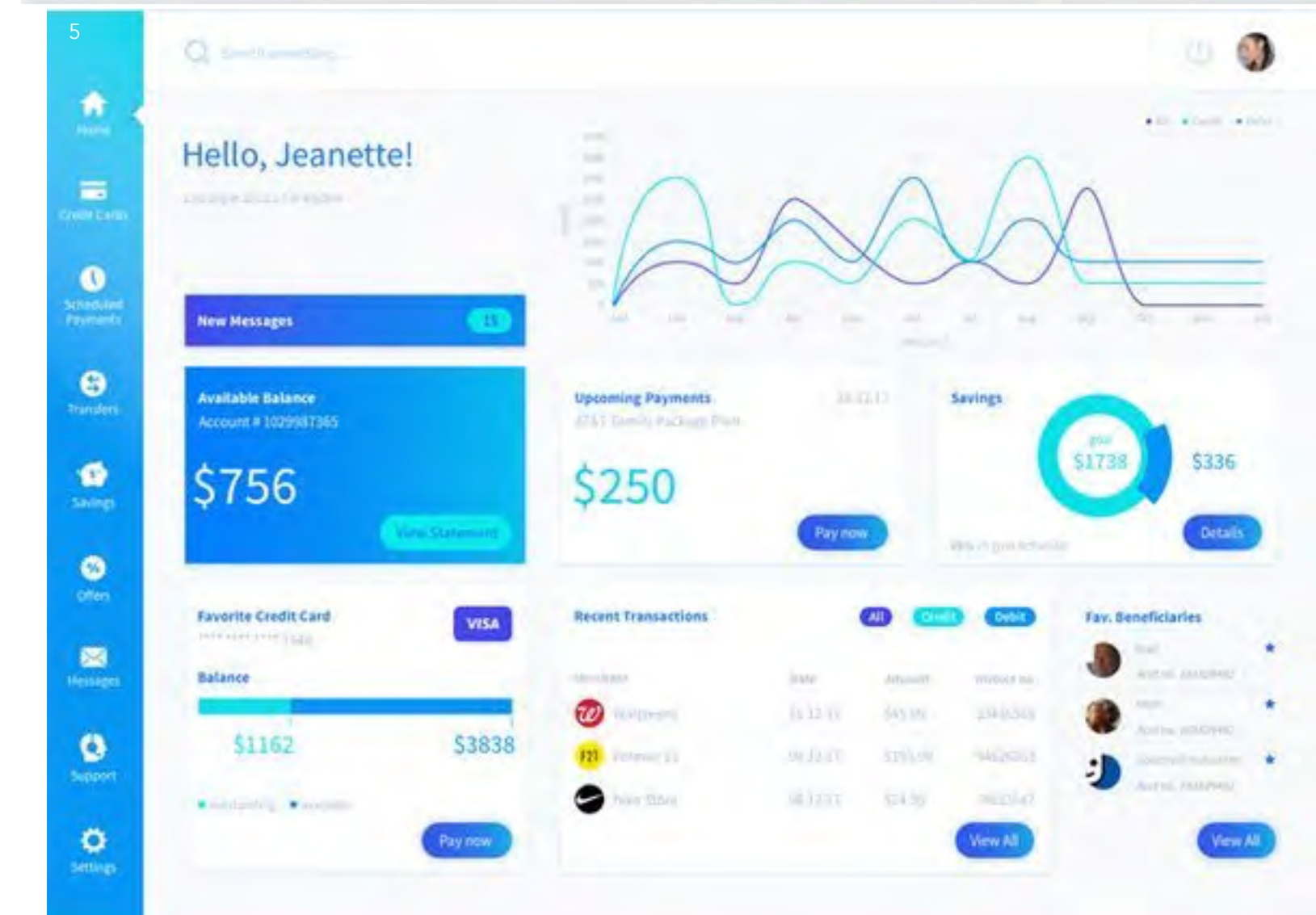
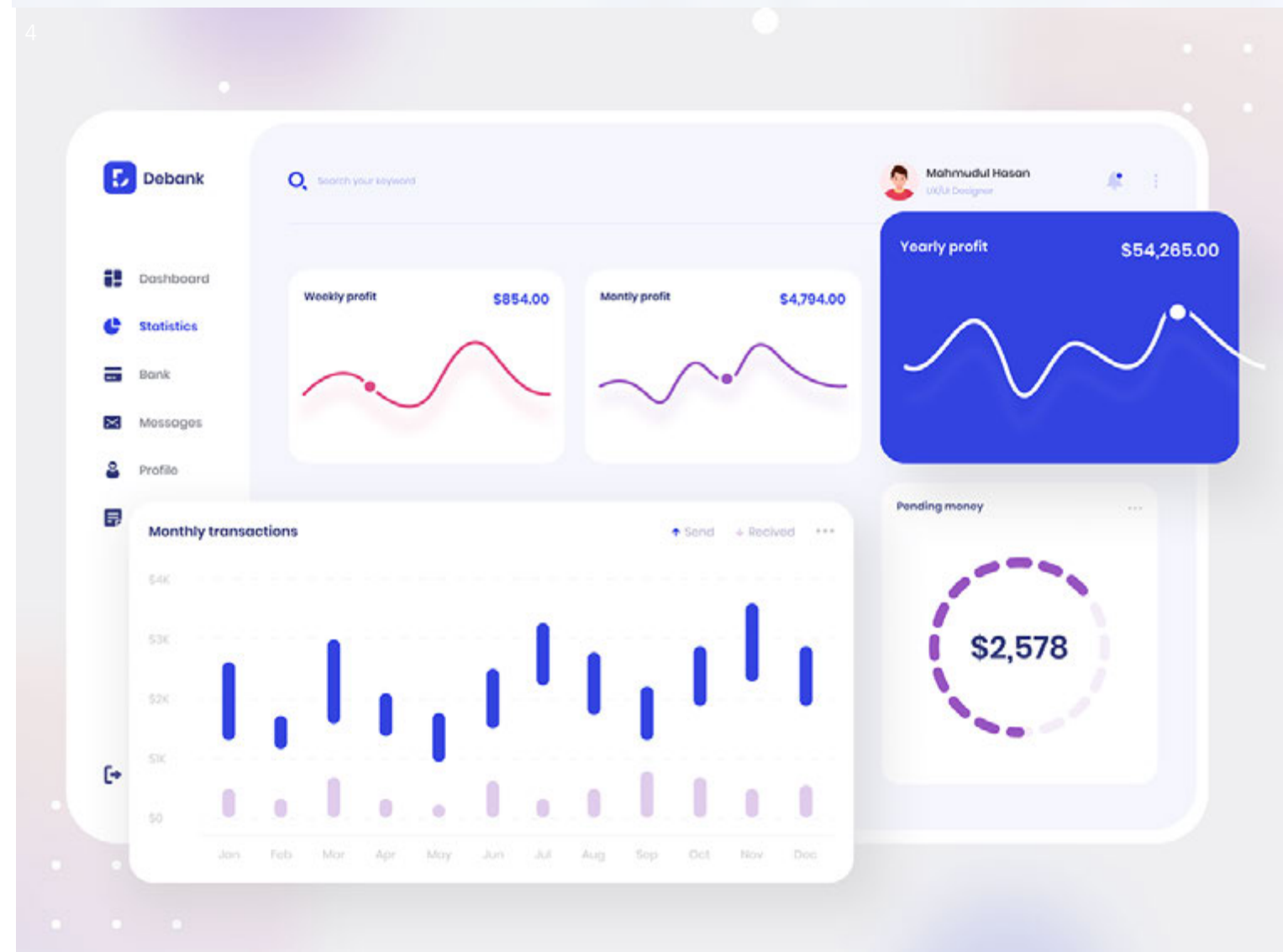
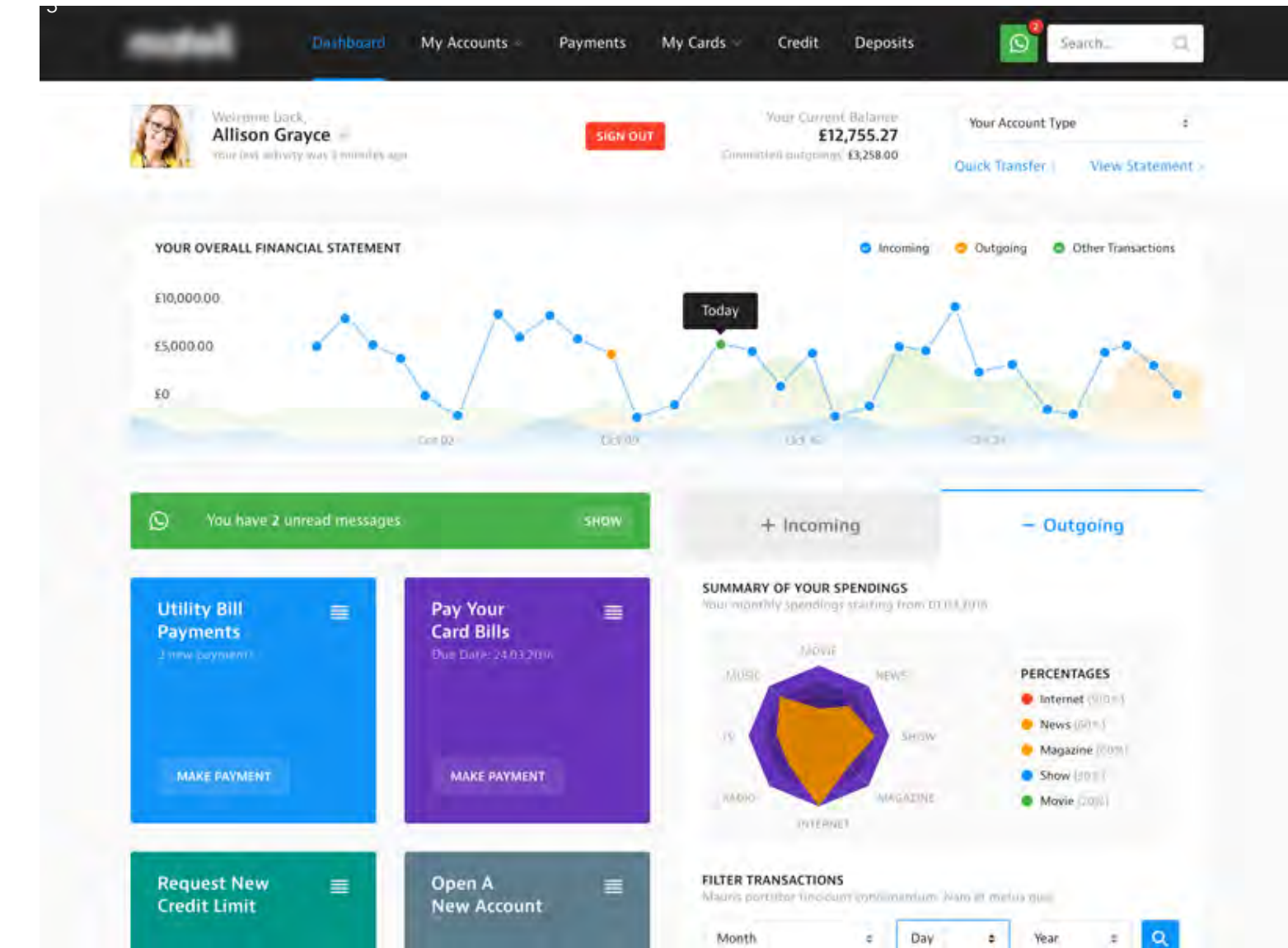
Sleep log graph comparable to a stockchart  
Various clean line graphs



Bar charts and smooth line graphs, consistent use of color  
Combination of progress bar chart, smooth line graphs and line pie chart



Example of combining line graph and spider chart  
Smooth line graph with call outs marking financial data points



# UI ELEMENTS BUTTONS

Example of multiple buttons

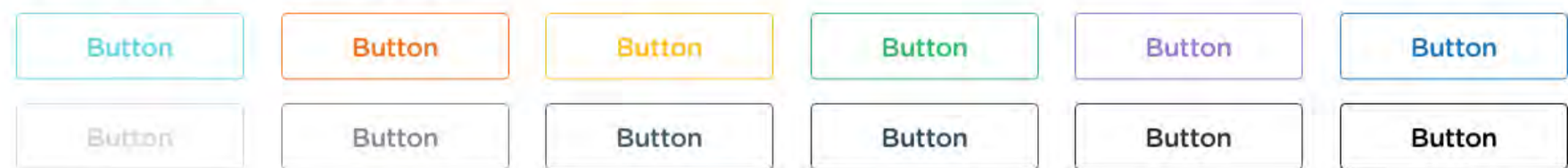
## Squared Buttons



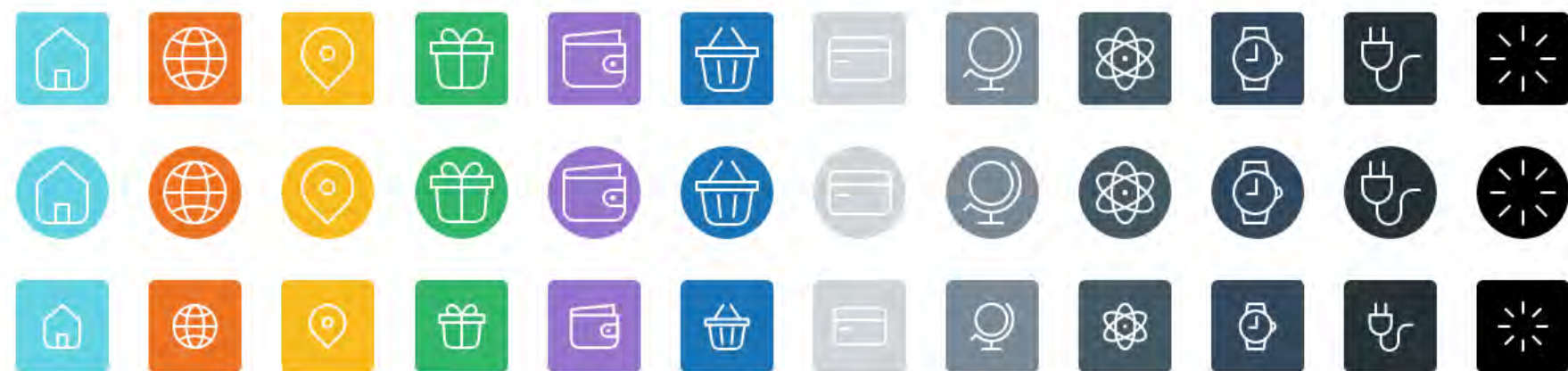
## Rounded Buttons



## Squared Stroked Buttons

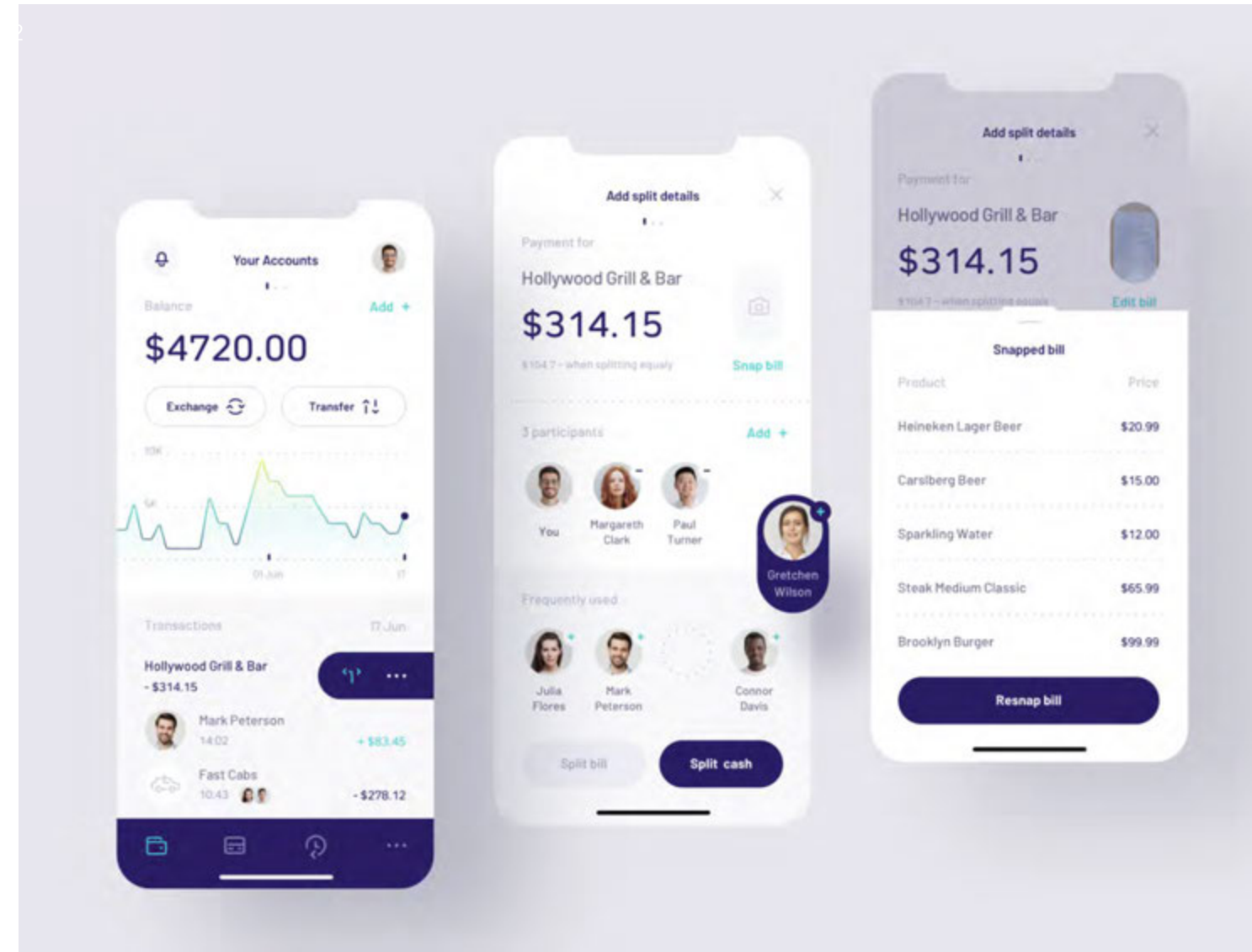


## Toggle Buttons



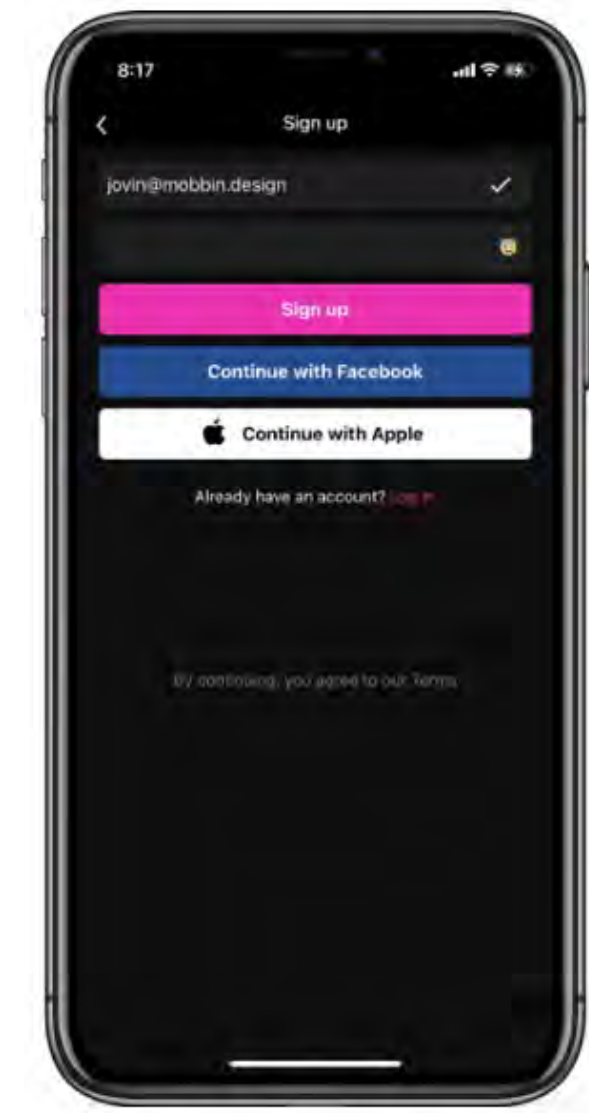
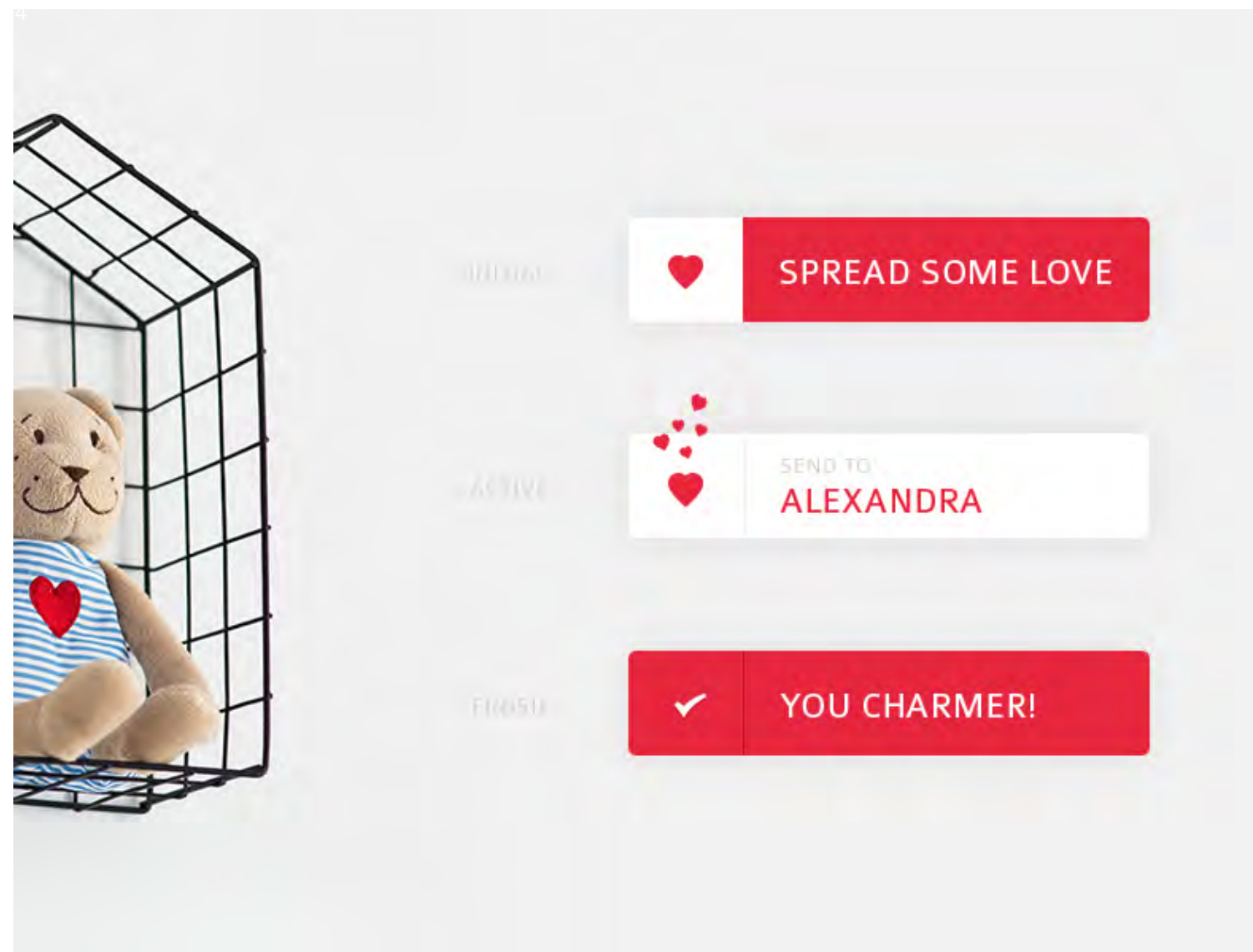
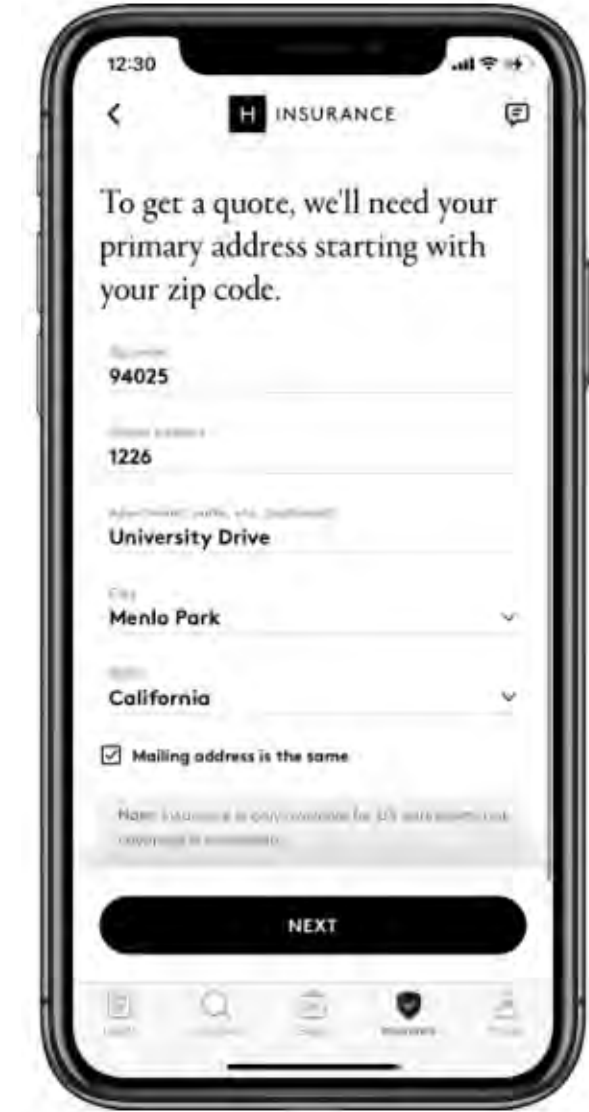
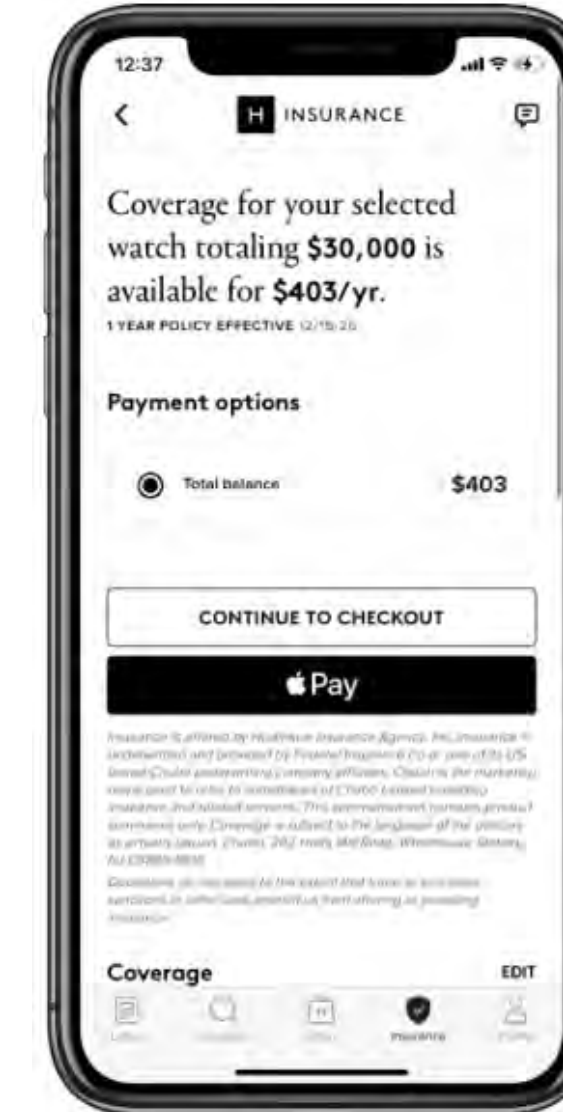
Buttons balancing out other UI elements

Split buttons with icons adding personality to the brand



Showing check out buttons vs fully rounded actionable buttons

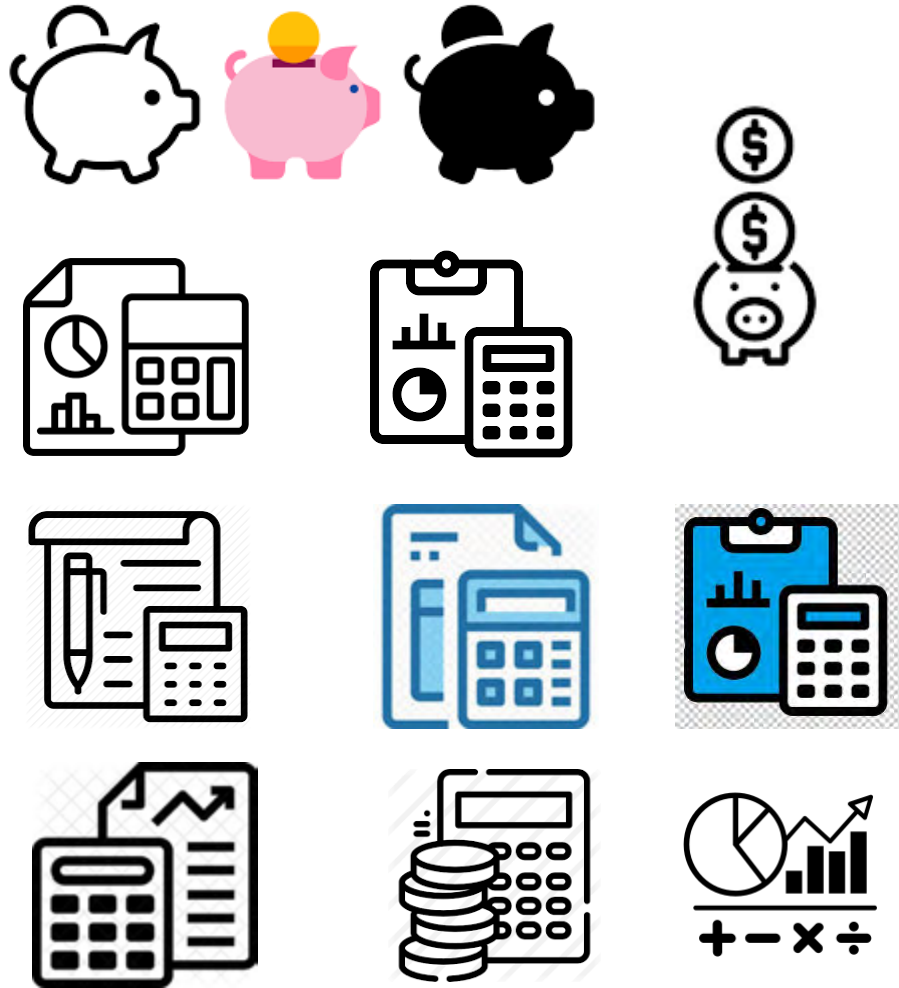
Consistent use of color across sign up screens



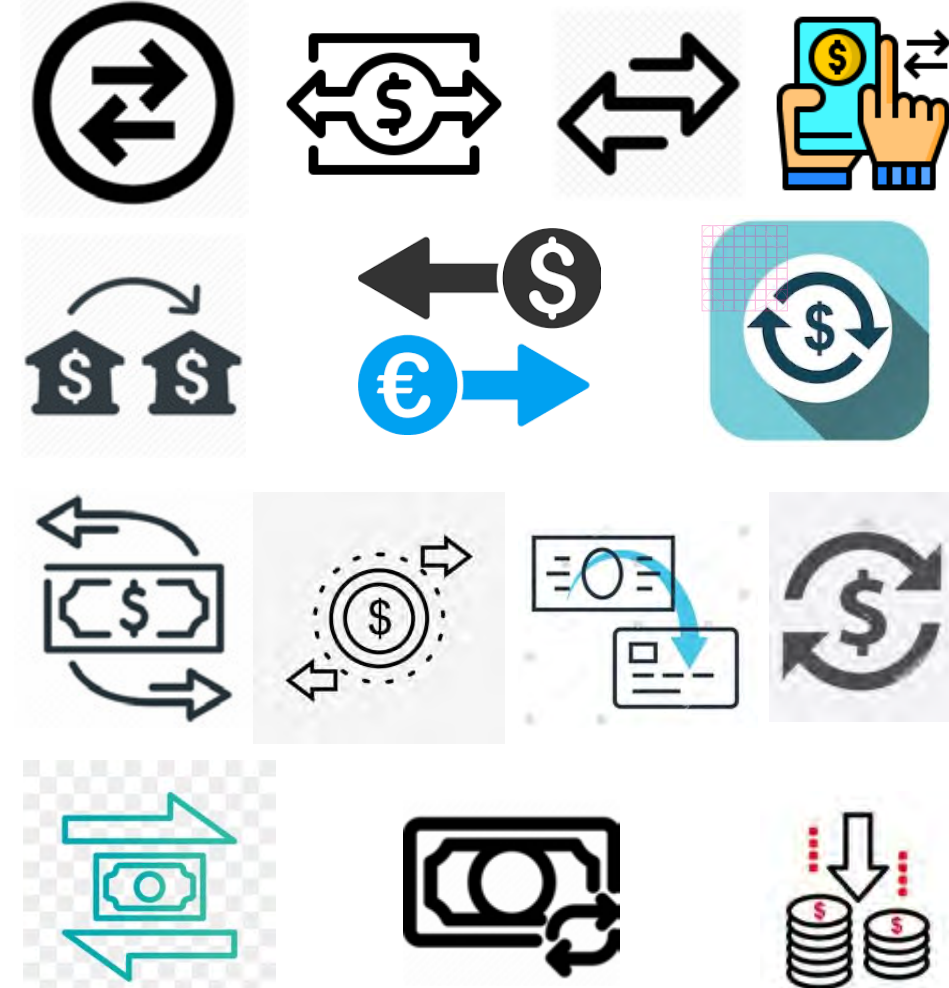
# ICONS UI

PLAYFUL use of line illustration.  
CLEAN, easily viewed at small sizes.  
TRUSTWORTHY, and recognizable, minimal line illustration.

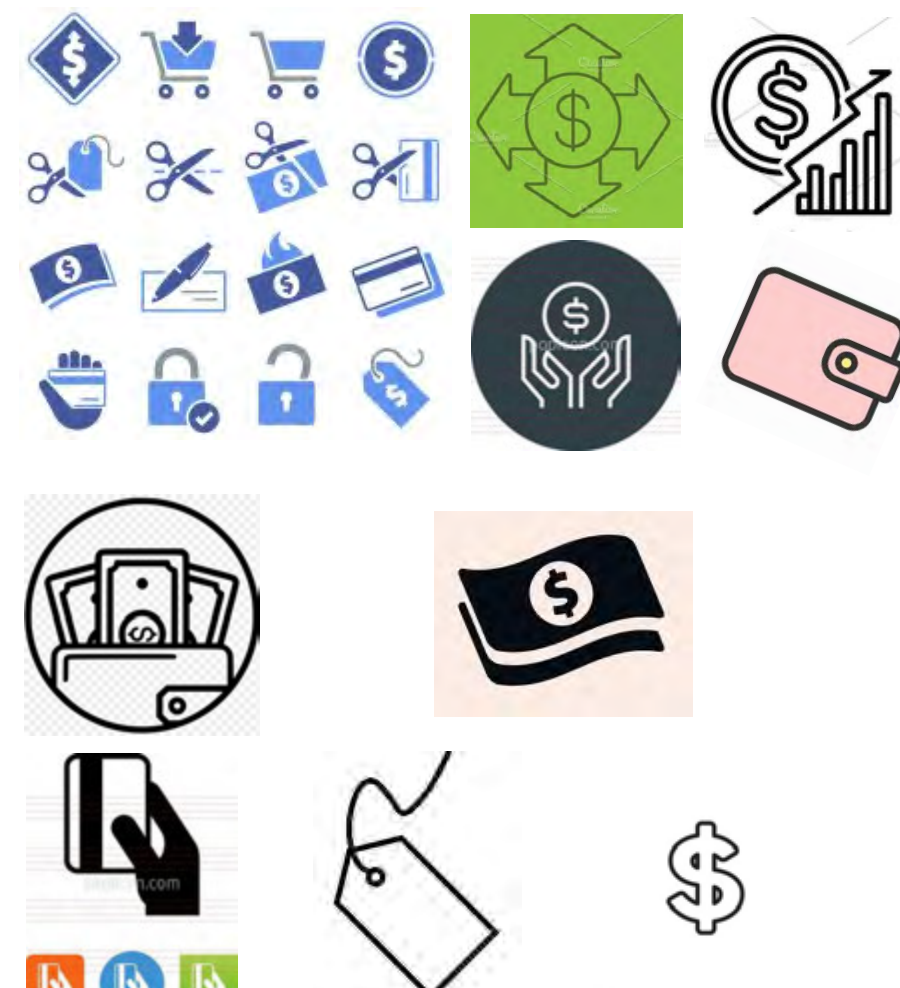
## My Accounts



## Transfers



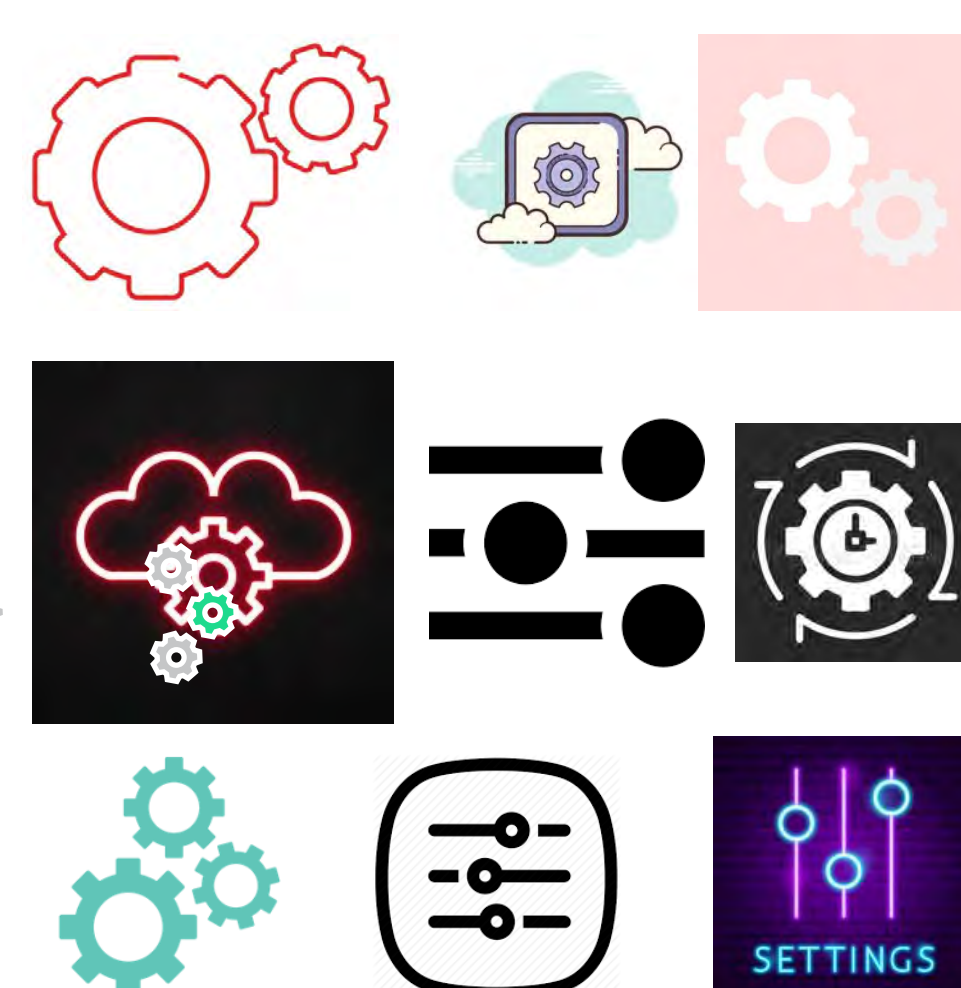
## My Spending



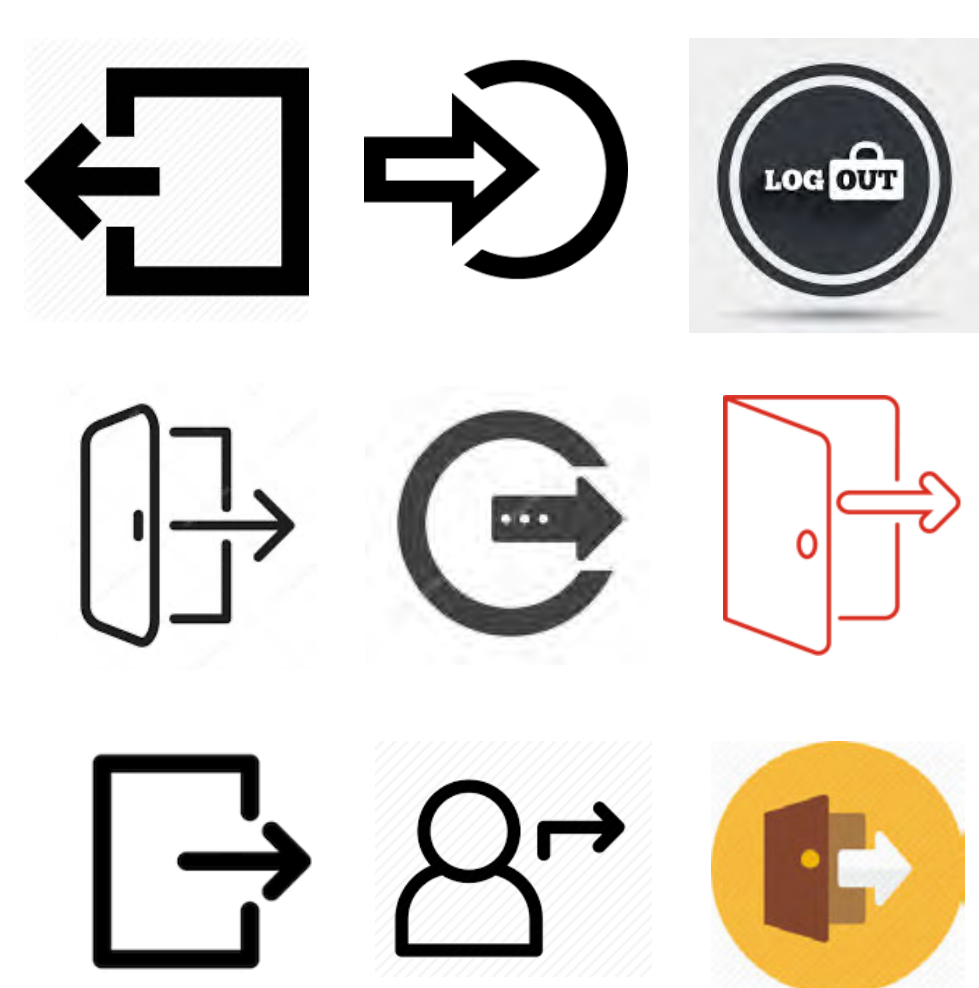
## Loans



## Settings



## Logout



## Sketches

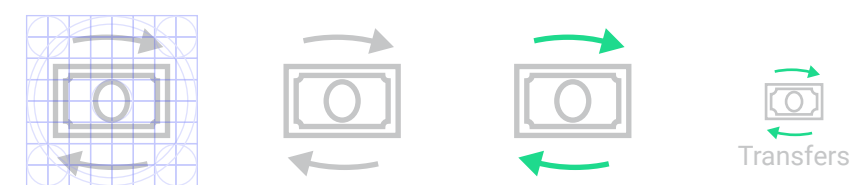


## Icon Design

Piggy bank with three coins representing PLAY-CLEAR-TRUST



Circulated money



Pic chart in a shopping cart



Three of the most common types of loans



Cogs as three setting controllers



Closing sign to exit a virtual bank



# CREATING A COLOR PALLET

Research from mood boards to explore color trends

## Most Trusted Banks 2020

- 1: Amex #021859 #006CCE #09E8F6 #C0CC00 #FFFFFF
- 2: BBVA #D93044 #002247 #063D7D #B0DEFF #4F4F4F #FFFFFF
- 3: HSBC #D92012 #000000 #40505F #A4AAAA #A9D2F4 #FFFFFF
- 4: Chime #2ECDB2 #F09D9D #FAFAFA #FFFFFF
- 5: SoFi #00A3C4 #006887 #201747 #E5E1E6 #FFFFFF
- 6: nbkc #0A5496 #A8A9A9 #049186 #FED4BA #E8E710 #D1ECC8 #63B8AE #E9A35A #FFFFFF
- 7: Varo #7459B6 #F700D3 #FAEADD #E8E8E8 #FFFFFF
- 8: Chase #005EB8 #1684D4 #011173 #545454 #909090 #FFFFFF
- 9: Aspiration #30394E #2EC17D #0F68BF #2D3544 #FFFFFF
- 10: Discover #0473C2 #1938AE #FE7A37 #EDF5F9 #07AAA #207252 #4E5051 #000000 #FFFFFF

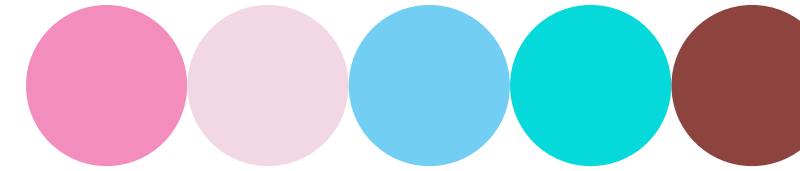
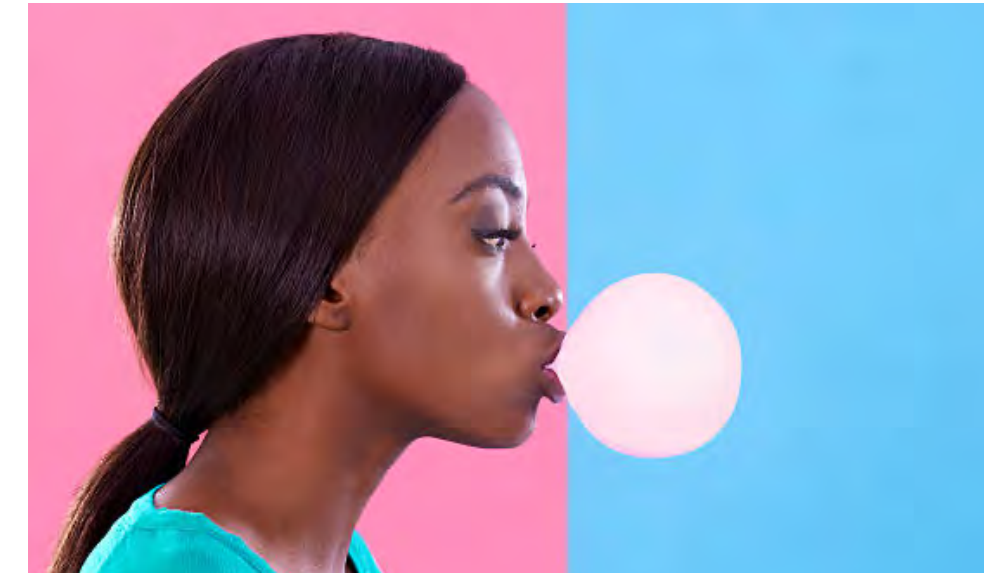
Source: Top10.com

## Most Trusted Brands 2020

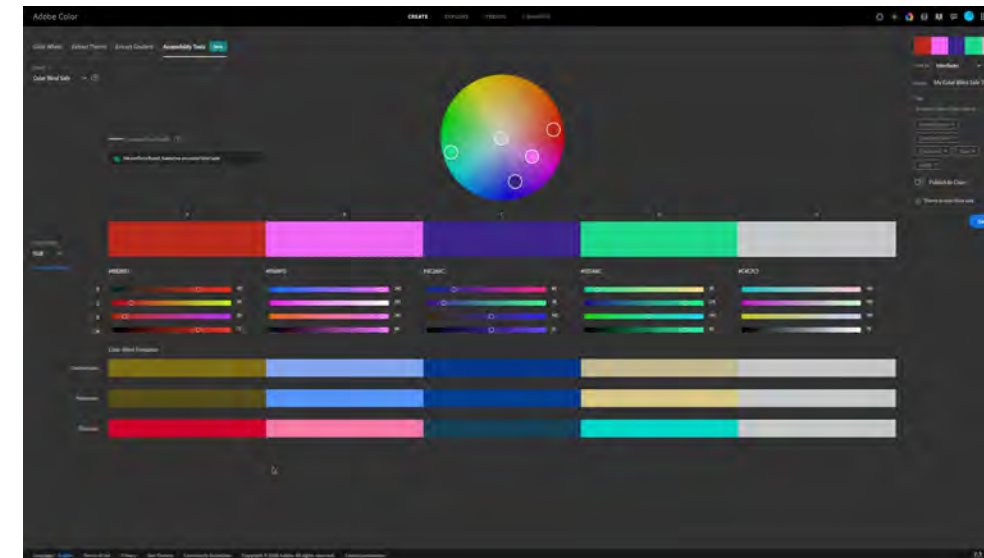
- 1: Pampers #00A6A5 #FCE200 #FF7102 #8C8C8C #F8F8F8 #FFFFFF
- 2: Meituan #F5C9D3 #0A0A0A #F5413C #909090 #FAFAFC #FFFFFF
- 3: China Mobile #00BFD4 #8CC642 #DC2679 #9ACADC #2F2F2F #3F3F3F #FFFFFF
- 4: Visa #1B1F71 #F78604 #E8E8E8 #949494 #FFFFFF
- 5: Netflix #E32010 #000000 #303030 #484848 #FFFFFF
- 6: LIC #06519B #FFCA07 #D1AEEF #C9C9C9 #FFFFFF
- 7: FedEx #4D198C #FF4200 #72A7C9 #606060 #FAFAFA #FFFFFF
- 8: Microsoft #F1532D #7C8F09 #04A2F9 #F18C1C #6A6A6A #F4F4F4 #A80206 #0B4814 #FFFFFF
- 9: BCA #055CAA #055D49 #0294D6 #00B7F1 #807EFF #E1E1E1 #FFFFFF
- 10: UPS #F78D01 #140001 #808080 #02847C #021C53 #776F5 #E8E8E8 #FFFFFF

Source: Kantar.com

## Playful Brand Image

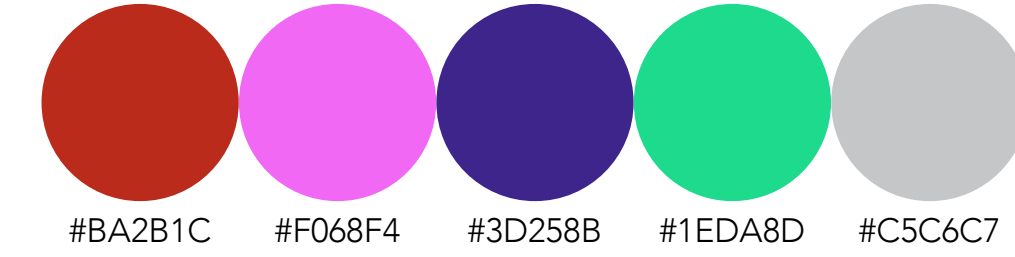


## Palette Corrected for Color Blindness

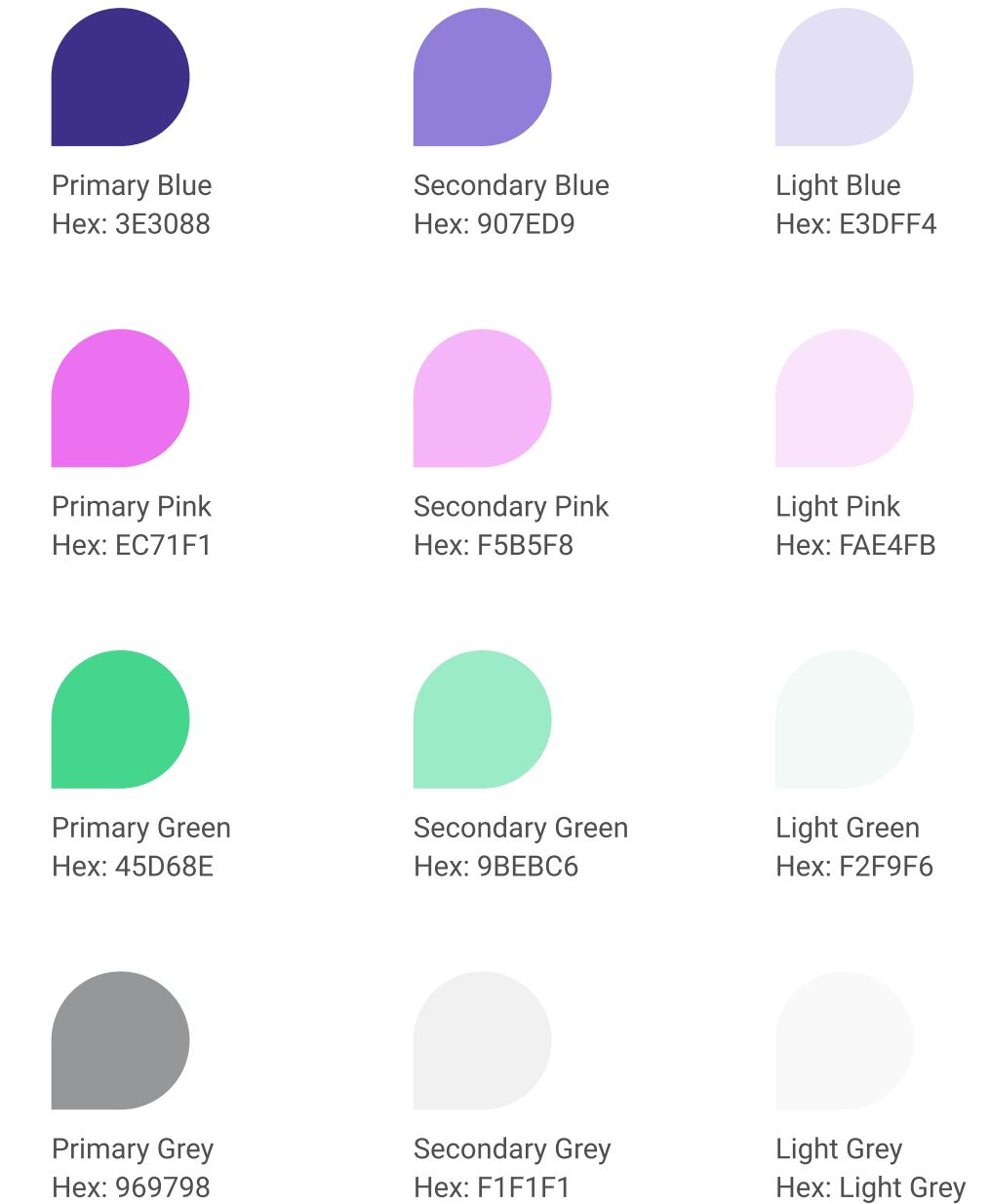


source: color.adobe.com

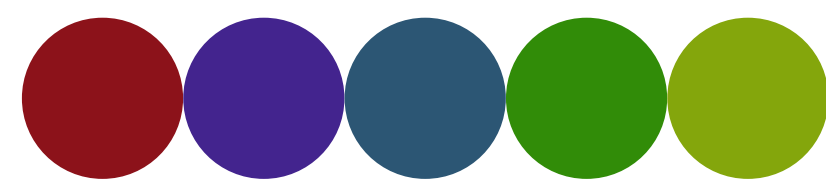
## Initial Color Pallet for UI



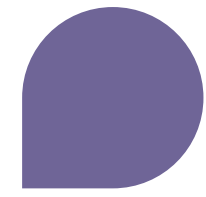
## Finalized Color Pallet- Figma



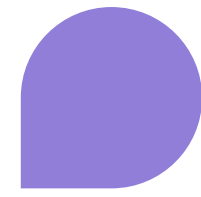
## Combined Trusted Banks and Brands



## COLOR PALLET



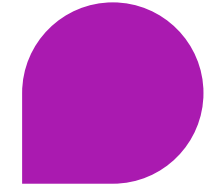
Primary Blue  
Hex: 3E3088



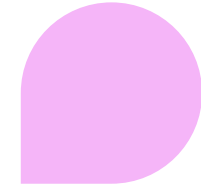
Secondary Blue  
Hex: 907ED9



Light Blue  
Hex: E3DFF4



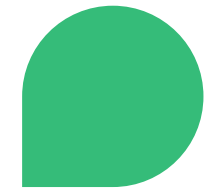
Primary Pink  
Hex: EC71F1



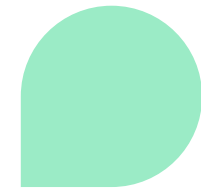
Secondary Pink  
Hex: F5B5F8



Light Pink  
Hex: FAE4FB



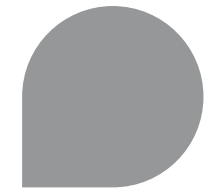
Primary Green  
Hex: 45D68E



Secondary Green  
Hex: 9BEBC6



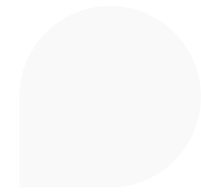
Light Green  
Hex: F2F9F6



Primary Grey  
Hex: 969798



Secondary Grey  
Hex: F1F1F1



Light Grey  
Hex: Light Grey

## TYPOGRAPHY

**H1 Roboto Regular @ 36pt**

**H2 Roboto Regular @ 28pt**

**H2 Roboto Medium @ 28pt**

**H3 Roboto Regular @ 22pt**

**H3 Roboto Medium @ 22pt**

**H4 Roboto Regular @ 18pt**

**H4 Roboto Medium @ 18pt**

**H5 Roboto Regular @ 14pt**

**H5 Roboto Medium @ 14pt**

**H6 Roboto Regular @ 12pt**

**H6 Roboto Medium @ 12pt**

Small Text @ 8pt

**H1-ad Roboto Slab Regular @**

**H2 -ad Roboto Slab Medium @ 20pt**

## BUTTON STATES

Primary

Default

Highlight

Alert

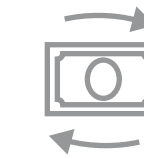
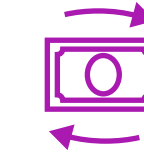
YEAR TO DATE

LAST 7 DAYS

LAST 30 DAYS

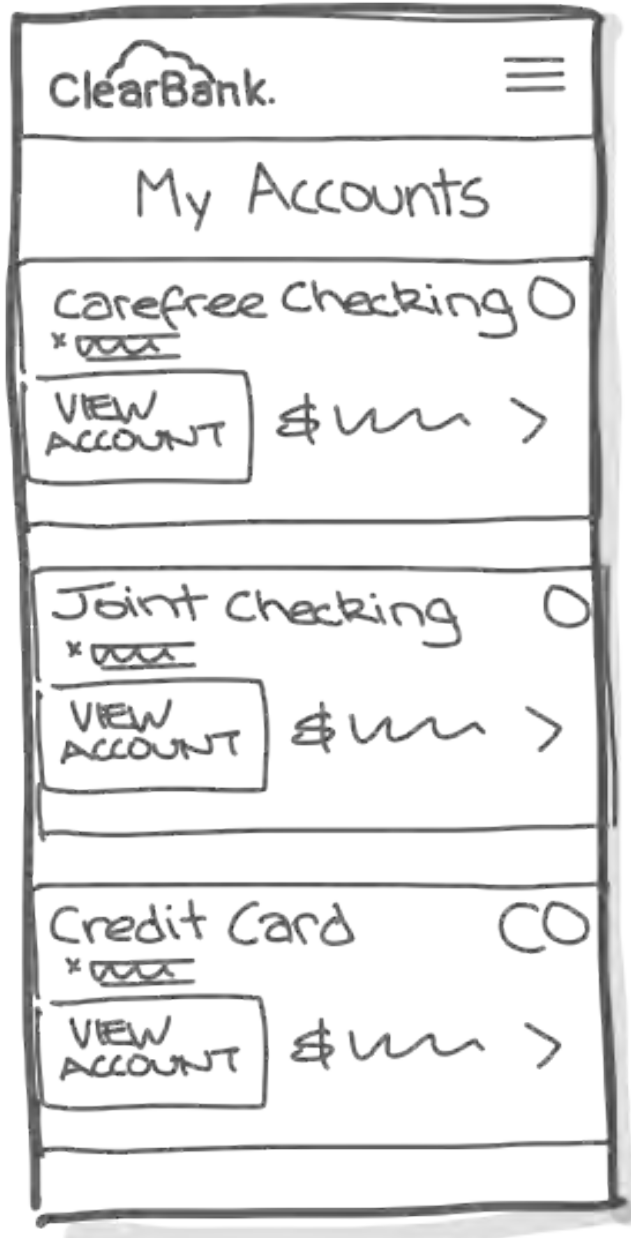
LAST 30 DAYS

## ICONS

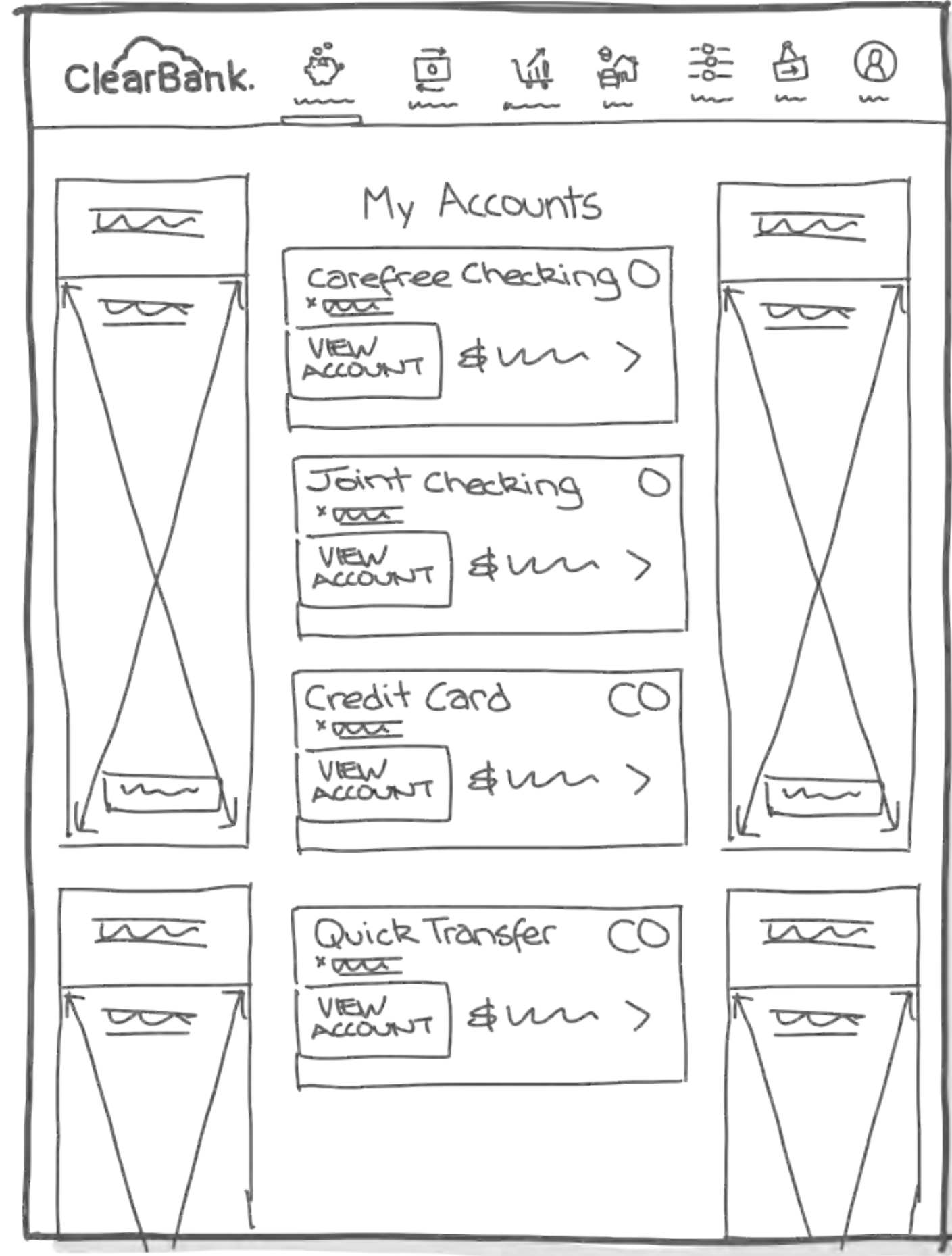


# SCREEN SKETCHES

Mobile



Tablet



Desktop





# SCREENS

Mobile

Tablet

Desktop

ClearBank

< BACK TO MY ACCOUNTS

Carefree Checking \*1234

Balance: **\$12,345.00**  
Spent in the last 7 days: -\$1,965.07  
Spent in the last 30 days: -\$1,732.40

Search

Description	Funds
POS Transaction MURAL January 04, 2021	-\$16.43
Transfer to Joint Account January 01, 2021	-\$1,900.00
POS Transaction Petco January 01, 2021	-\$48.64
POS Transaction Chase Credit Card December 31, 2020	-\$349.98
ACH Desposit Payroll December 31, 2020	+\$2,500.00
POS Transaction Costco December 28, 2020	-\$450.09
POS Transaction Chase Credit Card December 19, 2020	-\$350.76
ACH Desposit Payroll December 17, 2020	+\$2,500.00
POS Transaction Starbucks	-\$24.04
POS Transaction Muji	-\$200.98

ClearBank

My Accounts Transfères My Spending Loans Settings Logout Profile

### My Accounts

Carefree Checking \*1234

**VIEW ACCOUNT** **\$12,345.00** >

Joint Checking \*5678

**VIEW ACCOUNT** **\$6,789.00** >

Credit Card \*9876  
Balance due April 30th, 2021

**PAY ACCOUNT** **\$9,876.00** >

### Quick Transfer

MAKE A TRANSFER SEND MONEY MAKE A DONATION

### My Spending

Year to Date

ClearBank

My Accounts Transfères My Spending Loans Settings Logout Profile

### My Accounts

Carefree Checking \*1234

**VIEW ACCOUNT** **\$12,354.00** >

Joint Checking \*5678

**VIEW ACCOUNT** **\$6,789.00** >

Credit Card \*9876  
Balance due April 30th, 2021

**PAY ACCOUNT** **\$9,876.00** >

### Quick Transfer

MAKE A TRANSFER SEND MONEY MAKE A DONATION

### My Spending

Year to Date

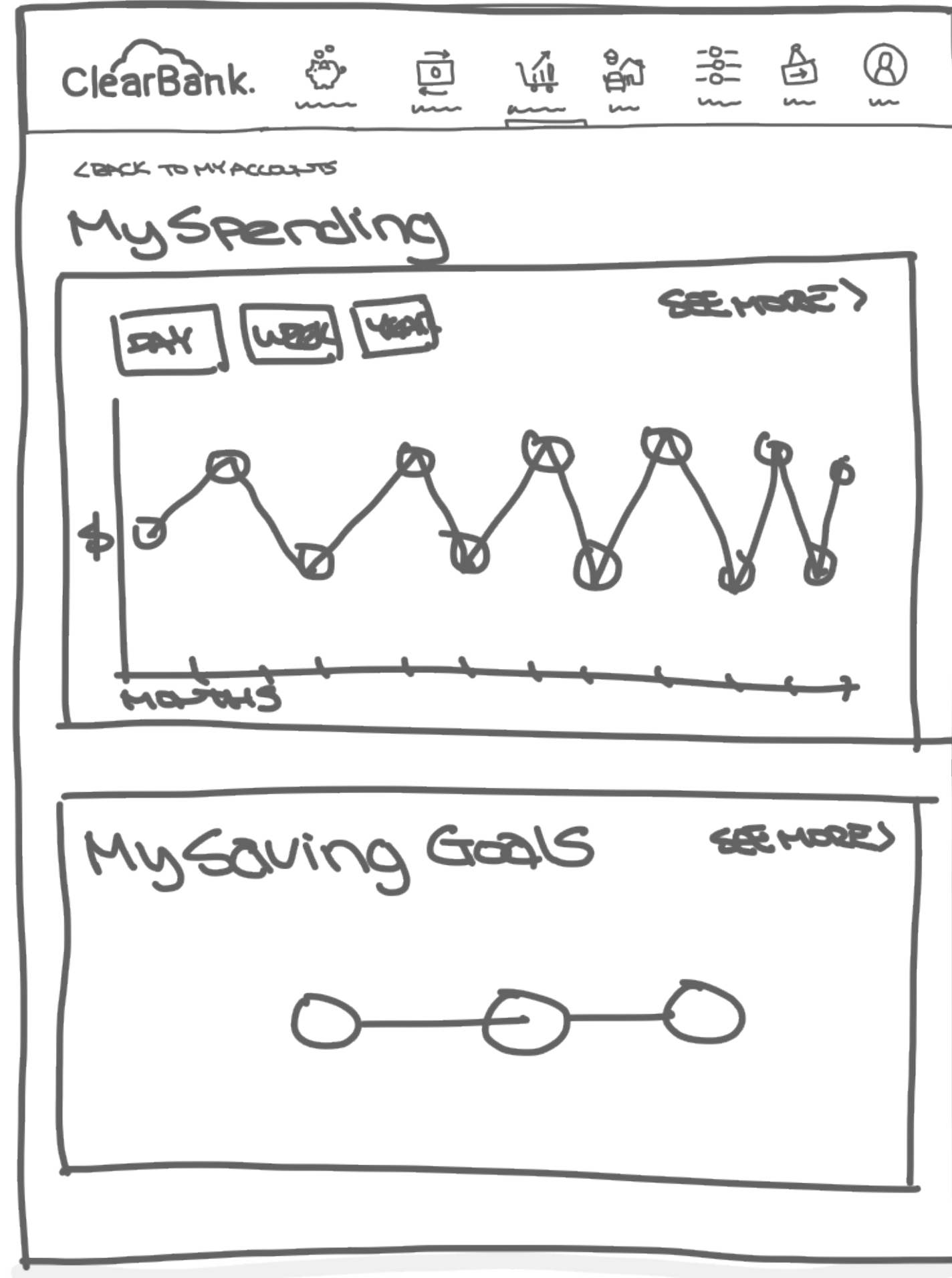
**VIEW DETAILS** **\$21,750.00** >

# SCREEN SKETCHES

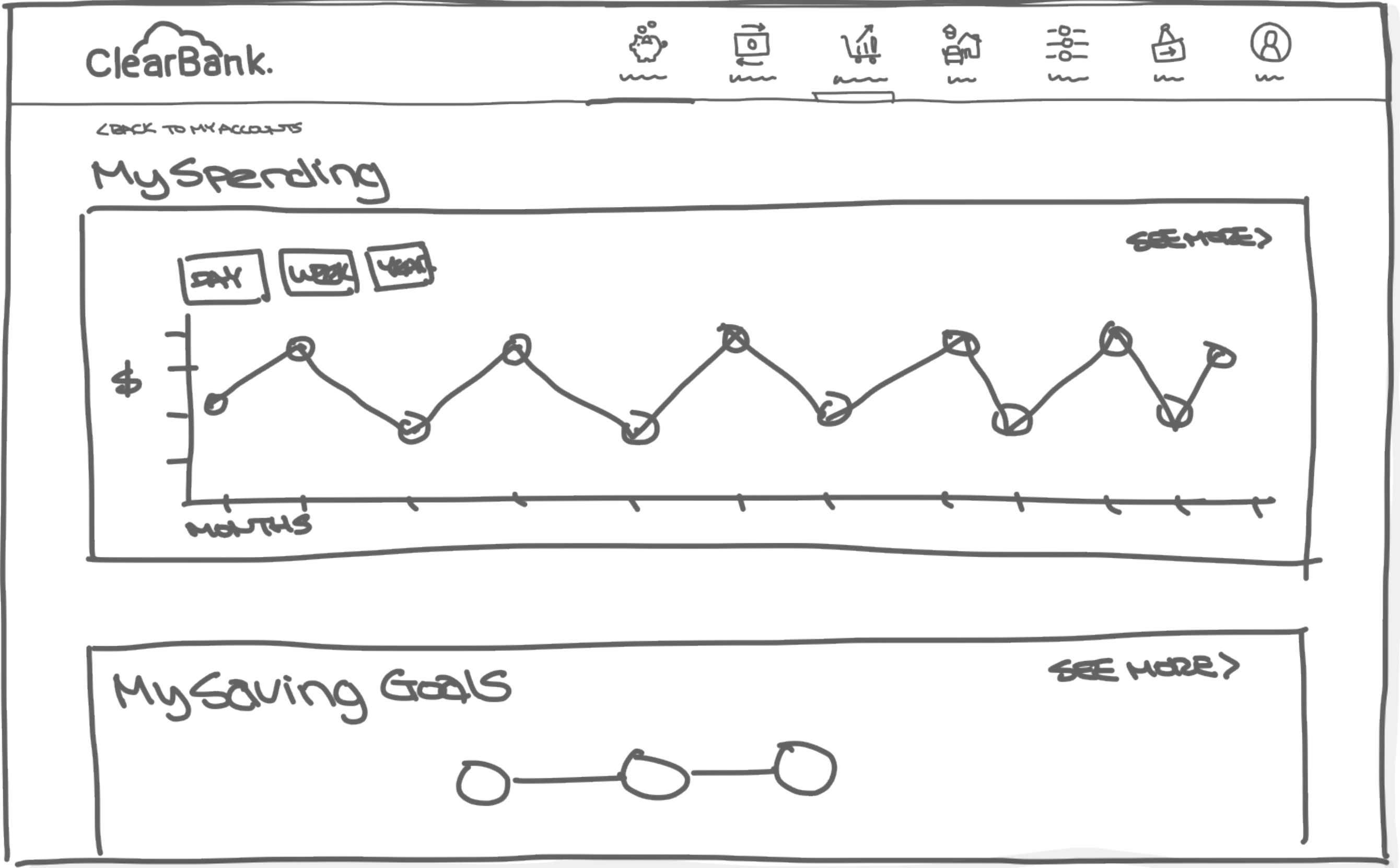
Mobile



Tablet



Desktop



# SCREENS

Mobile

Tablet

Desktop

ClearBank

< BACK TO MY ACCOUNTS

## My Spending

Year to Date  
**\$98,765.00**

LAST 7 DAYS   LAST 30 DAYS   YEAR TO DATE

## My Saving Goals

+ New Goal

Paris 2022 Suprise Trip

\$1,500 Saved

ClearBank

My Accounts   Transferees   My Spending   Loans   Settings   Logout   Profile

< BACK TO MY ACCOUNTS

## My Spending

Year to Date  
**\$98,765.00**

VIEW SPENDING DETAILS

LAST 7 DAYS   LAST 30 DAYS   YEAR TO DATE

Month	Spending
April	\$800
May	\$1100
June	\$850
July	\$750
Aug	\$1000
Sept	\$850
Oct	\$1500
Nov	\$700
Dec	\$1000
Jan	\$750
Feb	\$1400
March	\$850
April	\$800

## My Saving Goals

+ New Goal

Paris 2022 Suprise Trip

VIEW GOAL DETAILS

\$500.00   \$1,000   **\$1,500 Saved**   \$2,000   \$2,500

ClearBank

My Accounts   Transferees   My Spending   Loans   Settings   Logout   Profile

< BACK TO MY ACCOUNTS

## My Spending

Year to Date  
**\$98,765.00**

VIEW SPENDING DETAILS

LAST 7 DAYS   LAST 30 DAYS   YEAR TO DATE

Month	Spending
April	\$800
May	\$1100
June	\$850
July	\$750
Aug	\$1000
Sept	\$850
Oct	\$1500
Nov	\$700
Dec	\$1000
Jan	\$750
Feb	\$1400
March	\$850
April	\$800

## My Saving Goals

+ New Goal

Paris 2022 Suprise Trip

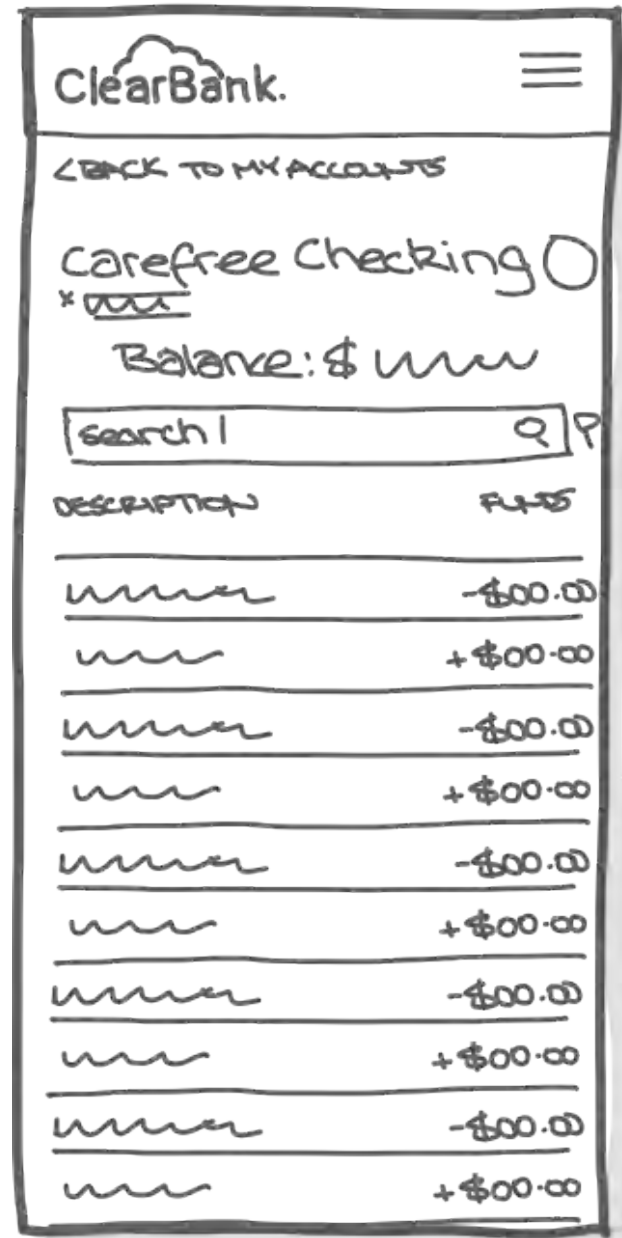
VIEW GOAL DETAILS

\$500.00   \$1,000   **\$1,500 Saved**   \$2,000   \$2,500

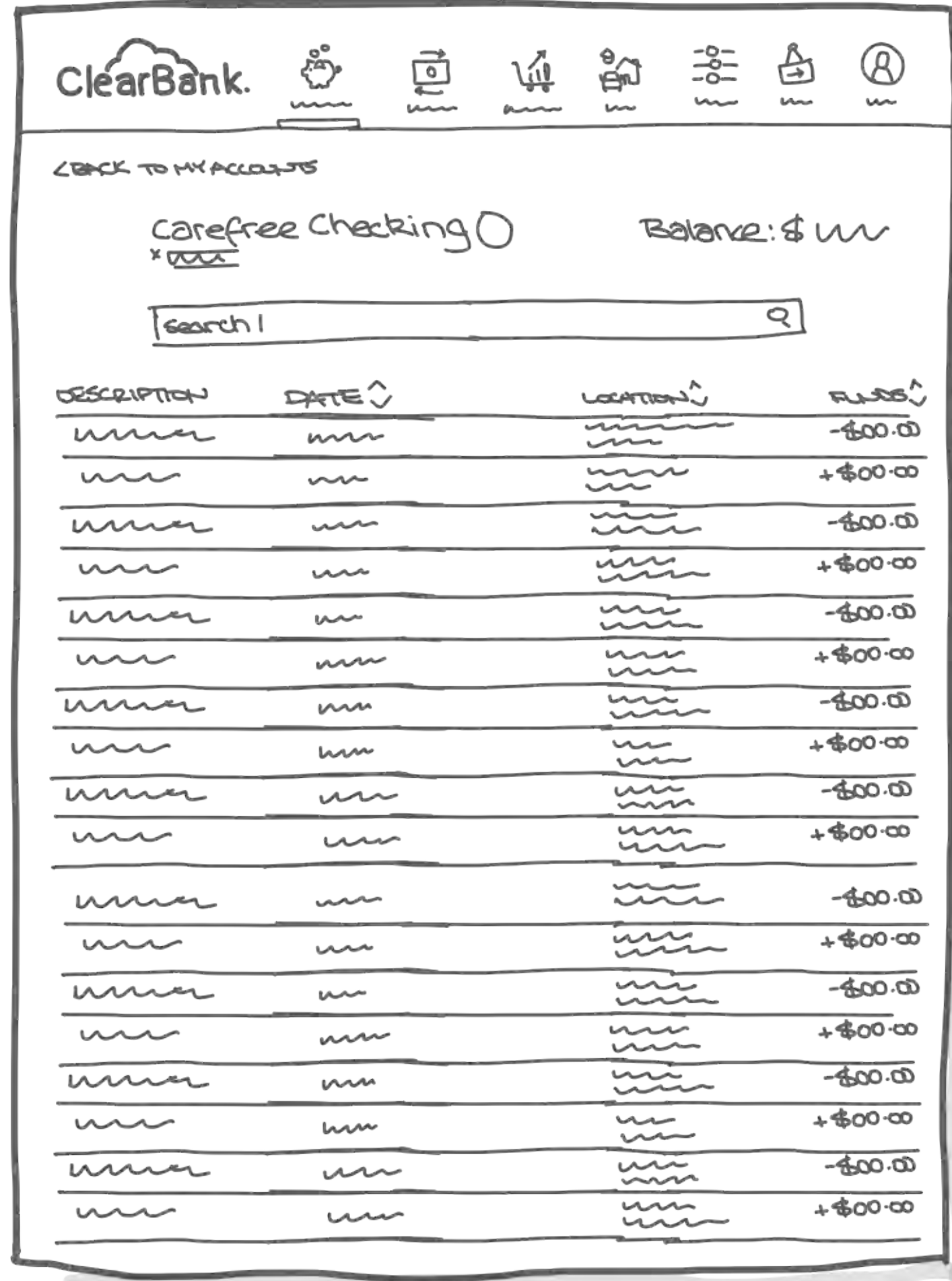
Description	Date	Funds in
Transfer Joint Checking	April 04, 2021	+\$1,000.00
Transfer Joint Checking	March 01, 2021	+\$250.00
Transfer Joint Checking	Febuary 01, 2021	+\$250.00

# SCREEN SKETCHES

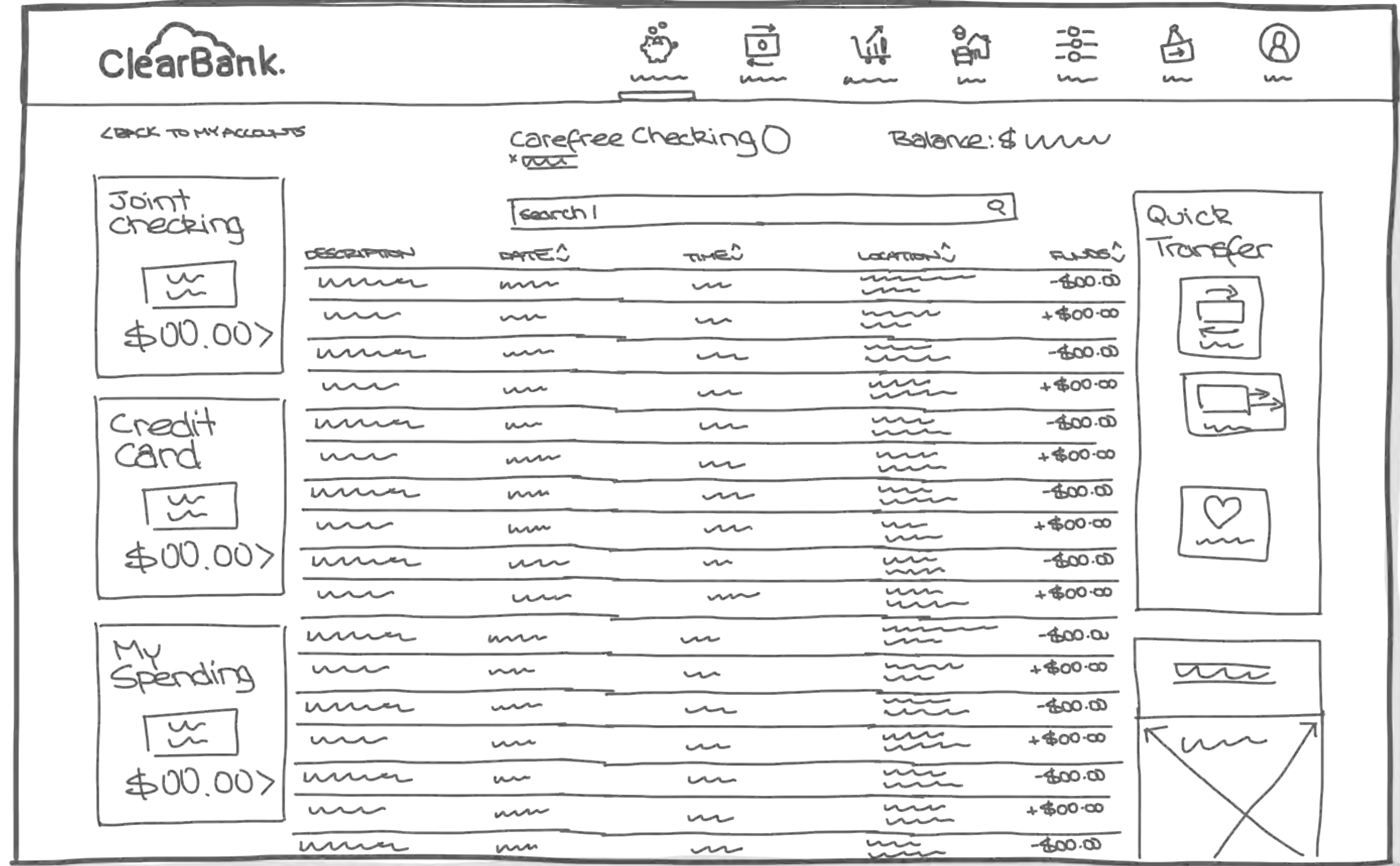
Mobile



Tablet



Desktop



# CARE FREE CHECKING SCREENS


Mobile

Tablet

Desktop

ClearBank

< BACK TO MY ACCOUNTS

Carefree Checking  \*1234

**Balance: \$12,345.00**

Spent in the last 7 days: -\$1,965.07  
Spent in the last 30 days: -\$1,732.40


Search

Description	Funds
POS Transaction MURAL <small>January 04, 2021</small>	-\$16.43
Transfer to Joint Account <small>January 01, 2021</small>	-\$1,900.00
POS Transaction Petco <small>January 01, 2021</small>	-\$48.64
POS Transaction Chase Credit Card <small>December 31, 2020</small>	-\$349.98
ACH Desposit Payroll <small>December 31, 2020</small>	+\$2,500.00
POS Transaction Costco <small>December 28, 2020</small>	-\$450.09
POS Transaction Chase Credit Card <small>December 19, 2020</small>	-\$350.76
ACH Desposit Payroll <small>December 17, 2020</small>	+\$2,500.00
POS Transaction Starbucks	-\$24.04
POS Transaction Muji	-\$200.98

ClearBank

My Accounts Transfers My Spending Loans Settings Logout Profile

< BACK TO MY ACCOUNTS

Carefree Checking  \*1234

**Balance: \$12,345.00**

Spent in the last 7 days: -\$1,965.07  
Spent in the last 30 days: -\$1,732.40

Search

Description	Date	Location	Funds in	Funds out
POS Transaction MURAL	January 04, 2021	650 California , San Francisco, CA 94108		-\$16.43
Transfer to Joint Account	January 01, 2021	Joint Account		-\$1,900.00
POS Transaction Petco	January 01, 2021	2775 El Camino Real, Santa Clara, CA 95051		-\$48.64
POS Transaction Chase Credit Card	December 31, 2020	Chase Credit Card		-\$349.98
ACH Desposit Payroll	December 31, 2020	Carefree Checking	+\$2,500.00	
POS Transaction Costco	December 28, 2020	150 Lawrence Station, Sunnyvale, CA 94086		-\$450.09
POS Transaction Chase Credit Card	December 19, 2020	Chase Credit Card		-\$350.76
ACH Desposit Payroll	December 17, 2020	Carefree Checking	+\$2,500.00	
POS Transaction Starbucks	December 17, 2020	3113 Mission College Blvd Bldg 5, Santa Clara, CA 95054		-\$24.04
POS Transaction Muji	December 16, 2020	170 S Market #120, San Jose, CA 95113		-\$200.98
POS Transaction Sammy Dinner	December 11, 2020	1745 El Camino Real, Santa Clara, CA 95050		-\$34.00
POS Transaction Costco	December 8, 2020	150 Lawrence Station, Sunnyvale, CA 94086		-\$322.55
ACH Desposit Payroll	December 03, 2020	Carefree Checking	+\$2,500.00	
Overaft Transfer Joint Checking	November 28, 2020	Carefree Checking	+\$1,100.00	
POS Transaction Apple Park Visitor Center	November 28, 2020	10600 N Tantau Ave, Cupertino, CA 95014		-\$5,350.98
POS Transaction Starbucks	November 10, 2020	3113 Mission College Blvd Bldg 5, Santa Clara, CA 95054		-\$16.42

ClearBank

My Accounts Transfers My Spending Loans Settings Logout Profile

< BACK TO MY ACCOUNTS

Joint Checking \*5678

**\$6,789.00**

VIEW ACCOUNT

Credit Card \*9876

Balance due April 30th, 2021

**\$9,876.00**

PAY ACCOUNT


My Spending

**\$21,750.00**

VIEW DETAILS

My Saving Goals

VIEW GOAL DETAILS

Carefree Checking  \*1234

**Balance: \$12,345.00**

Spent in the last 7 days: -\$1,965.07  
Spent in the last 30 days: -\$1,732.40

Search

Description	Date	Time	Location	Funds in	Funds out
POS Transaction MURAL	January 04, 2021	10.21 pm	650 California , San Francisco, CA 94108		-\$16.43
Transfer to Joint Account	January 01, 2021	12.01 am	Joint Account		-\$1,900.00
POS Transaction Petco	January 01, 2021	01.30 pm	2775 El Camino Real, Santa Clara, CA 95051		-\$48.64
POS Transaction Chase Credit Card	December 31, 2020	12.01 am	Chase Credit Card		-\$349.98
ACH Desposit Payroll	December 31, 2020	12.01 am	Carefree Checking	+\$2,500.00	
POS Transaction Costco	December 28, 2020	08.17 am	150 Lawrence Station, Sunnyvale, CA 94086		-\$450.09
POS Transaction Chase Credit Card	December 19, 2020	12.01 am	Chase Credit Card		-\$350.76
ACH Desposit Payroll	December 17, 2020	12.01 am	Carefree Checking	+\$2,500.00	
POS Transaction Starbucks	December 17, 2020	11.32 pm	3113 Mission College Blvd Bldg 5, Santa Clara, CA 95054		-\$24.04
POS Transaction Muji	December 16, 2020	04.21 pm	170 S Market #120, San Jose, CA 95113		-\$200.98
POS Transaction Sammy Dinner	December 11, 2020	04.15 pm	1745 El Camino Real, Santa Clara, CA 95050		-\$34.00
POS Transaction Costco	December 8, 2020	10.21 pm	150 Lawrence Station, Sunnyvale, CA 94086		-\$322.55
ACH Desposit Payroll	December 03, 2020	12.01 am	Carefree Checking	+\$2,500.00	
Overaft Transfer Joint Checking	November 28, 2020	10.38 am	Carefree Checking	+\$1,100.00	
POS Transaction Apple Park Visitor Center	November 28, 2020	10.36 am	10600 N Tantau Ave, Cupertino, CA 95014		-\$5,350.98
POS Transaction Starbucks	November 10, 2020	10.01 pm	3113 Mission College Blvd Bldg 5, Santa Clara, CA 95054		-\$16.42

Quick Transfer

MAKE A TRANSFER

SEND MONEY

MAKE A DONATION

**HAPPY ACTIVE**

Dancing to Retirement

