01.

Website design for a start-up multi-currency manager

Brand background

DFX is an Australia-based start-up company that focuses on multi-currency conversion and management. DFX mostly targets on 10 western currencies, such as USD, AUD, EUR, HKD, and so on. Besides, DFX also aims to provide its own bank card services.
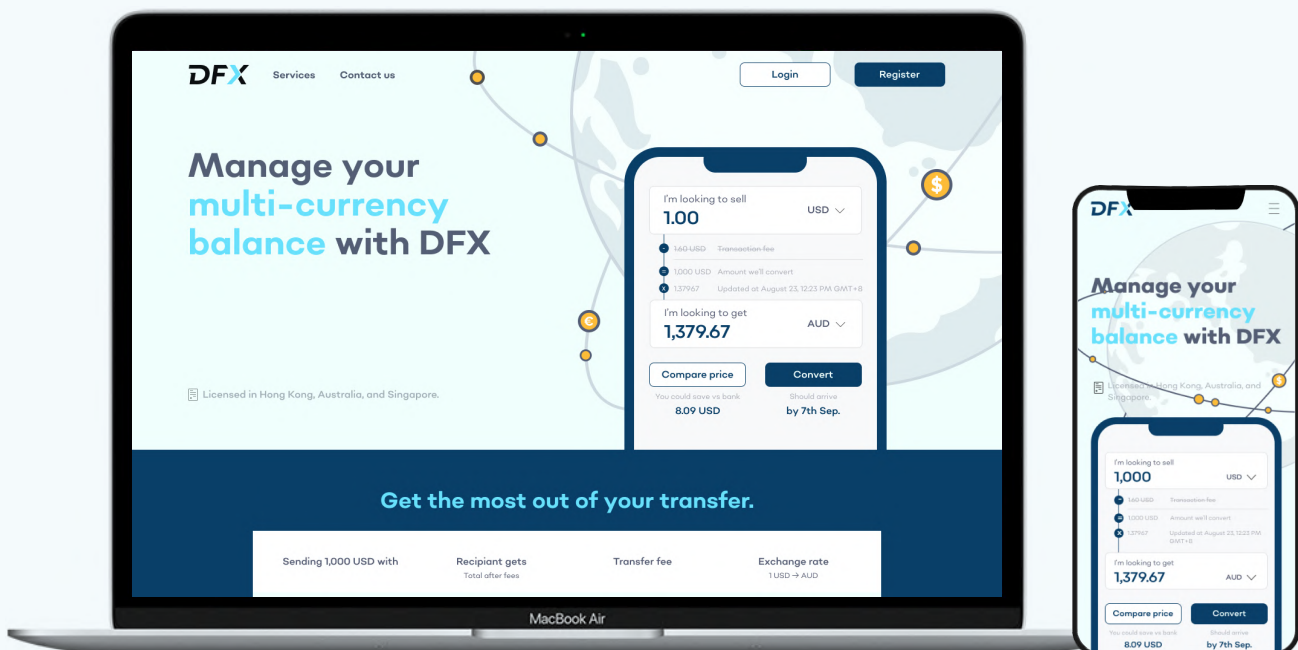
About the website

It's a multi-currency convertor, blance manager, and bank card issuer.

Anything relates to money is complecated. DFX website is not an exception. DFX provides its currency convertor service as it is a fundemental to all the visitors.
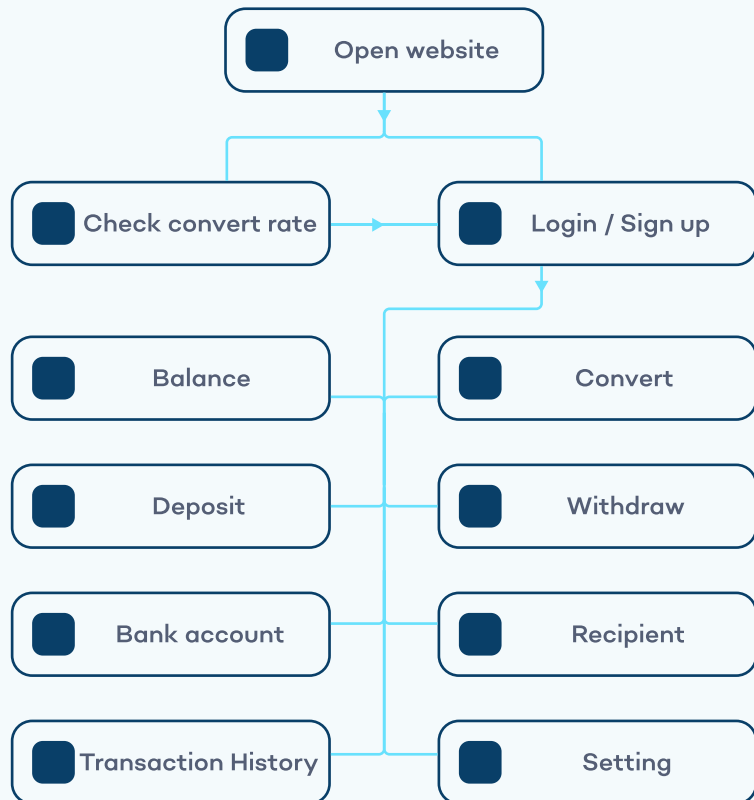
Mind Mapping

From the first sight to all features

DFX offers users a superior experience that builds on convenience, reliability, and unmatched customer service.

After users open DFX website, he/she can check the conversion rate and get to know the main features of DFX. Then users can log in or sign up to unlock all features.

All logged-in users have a web control panel that ensures he/she manage various currencies easily.

Open website

Check convert rate

Login / Sign up

Balance

Convert

Deposit

Withdraw

Bank account

Recipient

Transaction History

Setting

DFX Desktop and Mobile Websites

Wireframes

Transfer with 4 steps.

1. Verify the sender's identity
The remitter must prepare a residence permit and other identity certificates.
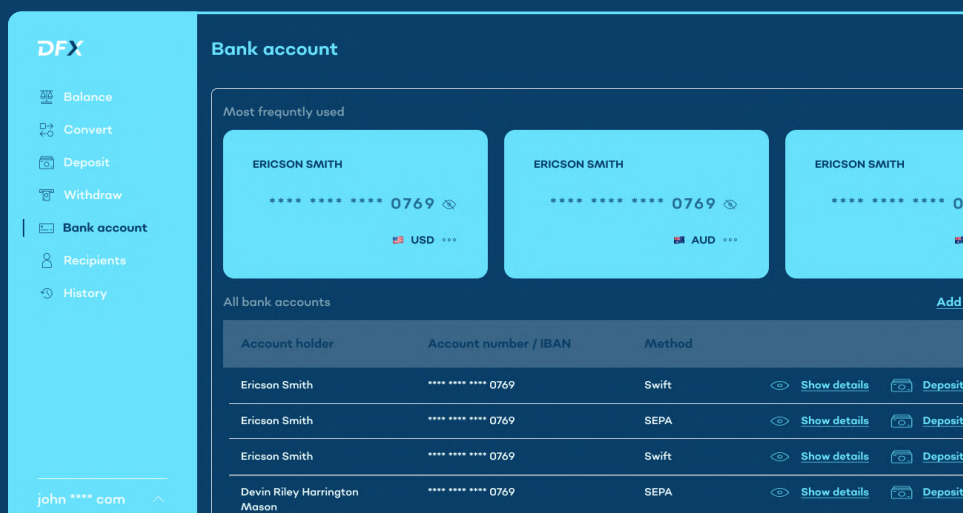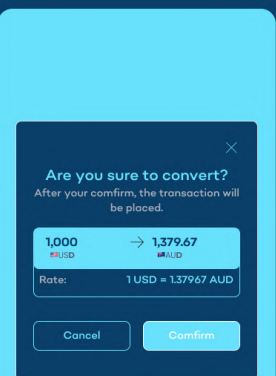
2. In put transfer amount
Fill in the remittance amount to view the rate and estimated amount.

3. Add a beneficiary account
According to regulatory requirements, add the beneficiary account and beneficiary's identity information.

4. Confirm and pay
After confirming the order, uploading the voucher and completing the payment, the payment will be remitted immediately.

Are you sure to convert?
After your comfirm, the transaction will be placed.

1,000 USD → 1,379.67 AUD

Rate: 1 USD = 1.37967 AUD

Cancel | Comfirm

DFX

Recipients

Most frequently used

ERICSON SMITH
Business
**** **** **** 0769
USD

All recipients | Add Recipients

Alora Hall
**** **** **** 0769
USD · Personal

Aharles Mason
**** **** **** 0769
USD · Personal

Alora Hall
**** **** **** 0769
USD · Personal

Aharles Mason
**** **** **** 0769
USD · Personal

A B C D I G K M N O T

DFX

- Balance
- Convert
- Deposit
- Withdraw
- **Bank account**
- Recipients
- History

john **** com

Bank account

Most frequently used

ERICSON SMITH
**** **** **** 0769
USD

ERICSON SMITH
**** **** **** 0769
AUD

ERICSON SMITH
**** **** **** 0

All bank accounts | Add

Account holder	Account number / IBAN	Method		
Ericson Smith	**** **** **** 0769	Swift	Show details	Deposit
Ericson Smith	**** **** **** 0769	SEPA	Show details	Deposit
Ericson Smith	**** **** **** 0769	Swift	Show details	Deposit
Devin Riley Harrington Mason	**** **** **** 0769	SEPA	Show details	Deposit

Design proposals

UI Design Proposals

We have presented four different UI Design proposals to the client. In the end, Option 4 stands out. Therefore, we applied the style of option 4 to other website pages.

Option 1
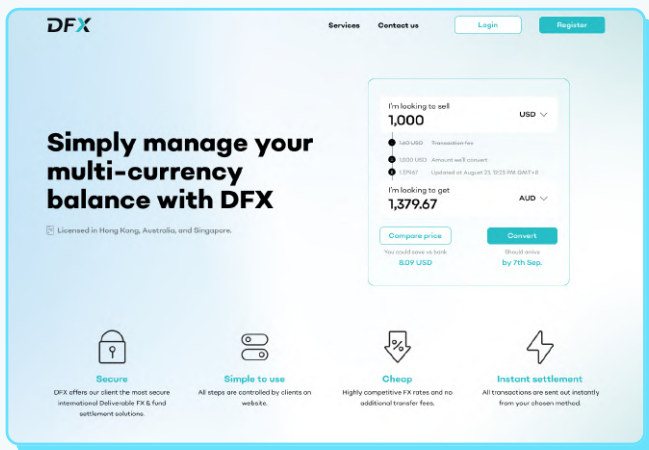
Keyword: Futurism, Minimalist, Clean

Option 2
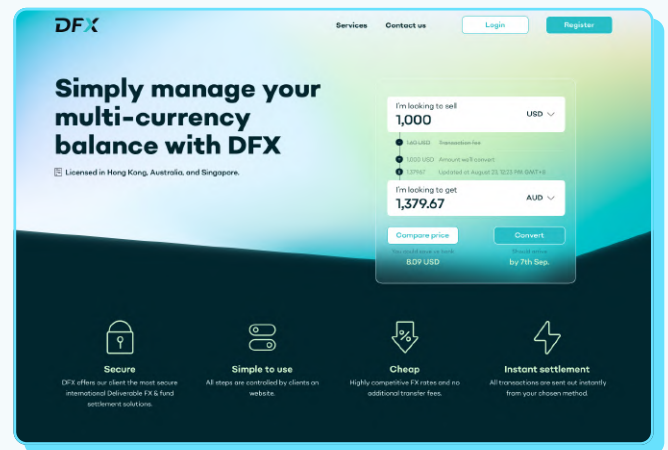
Keyword: Dynamic, Modern, Textured

Option 3
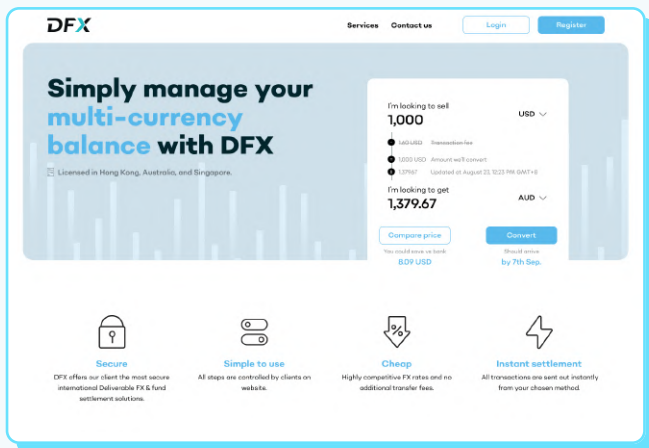
Keyword: Technology, Minimalism, Clean

Option 4 *Client's favorite*

Keyword: Flat Design, Dynamic, Technology

Homepage

Get to know from the Homepage

Users can view real-time exchange rate prices on the first screen of the homepage and then learn about other features offered by DFX.

DFX   Services   Contact us

Login

Register

Manage your multi-currency balance with DFX

Licensed in Hong Kong, Australia, and Singapore.

I'm looking to sell
1.00   USD

1.60 USD   Transaction fee
1,000 USD   Amount we'll convert
1.37967   Updated at August 23, 12:23 PM GMT+8

I'm looking to get
1,379.67   AUD

Compare price   Convert
You could save vs bank   Should arrive
8.09 USD   by 7th Sep.

Get the most out of your transfer.

Sending 1,000 USD with	Recipient gets Total after fees	Transfer fee	Exchange rate 1 USD → AUD
DFX	1,379.67 AUD	0 AUD	1.37967 Guaranteed rate
Tranditional bank or the market	1,359.67 AUD	20.00 AUD	1,359.67 Floating rates

Secure
DFX offers our client the most secure international Deliverable FX & fund settlement solutions.

Simple to use
All steps are controlled by clients on website.

Cheap
Highly competitive FX rates and no additional transfer fees.

Instant settlement
All transactions are sent out instantly from your chosen method.

Transfer with 4 steps.

1. Verify the sender's identity
The remitter must prepare a residence permit and other identity certificates.

2. In put transfer amount
Fill in the remittance amount to view the rate and estimated amount.

3. Add a beneficiary account
According to regulatory requirements, add the beneficiary account and beneficiary's identity information.

4. Confirm and pay
After confirming the order, uploading the voucher and completing the payment, the payment will be remitted immediately.
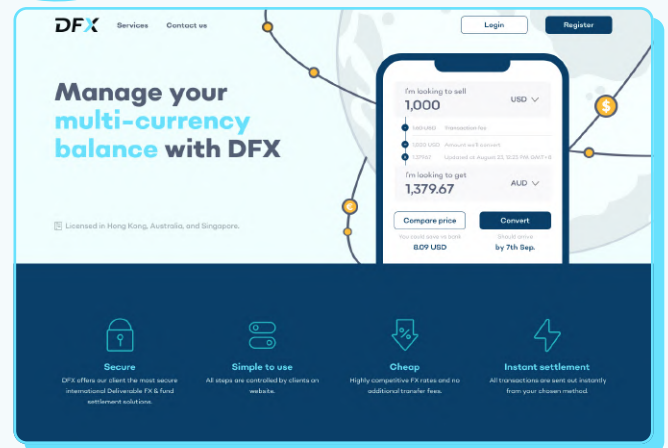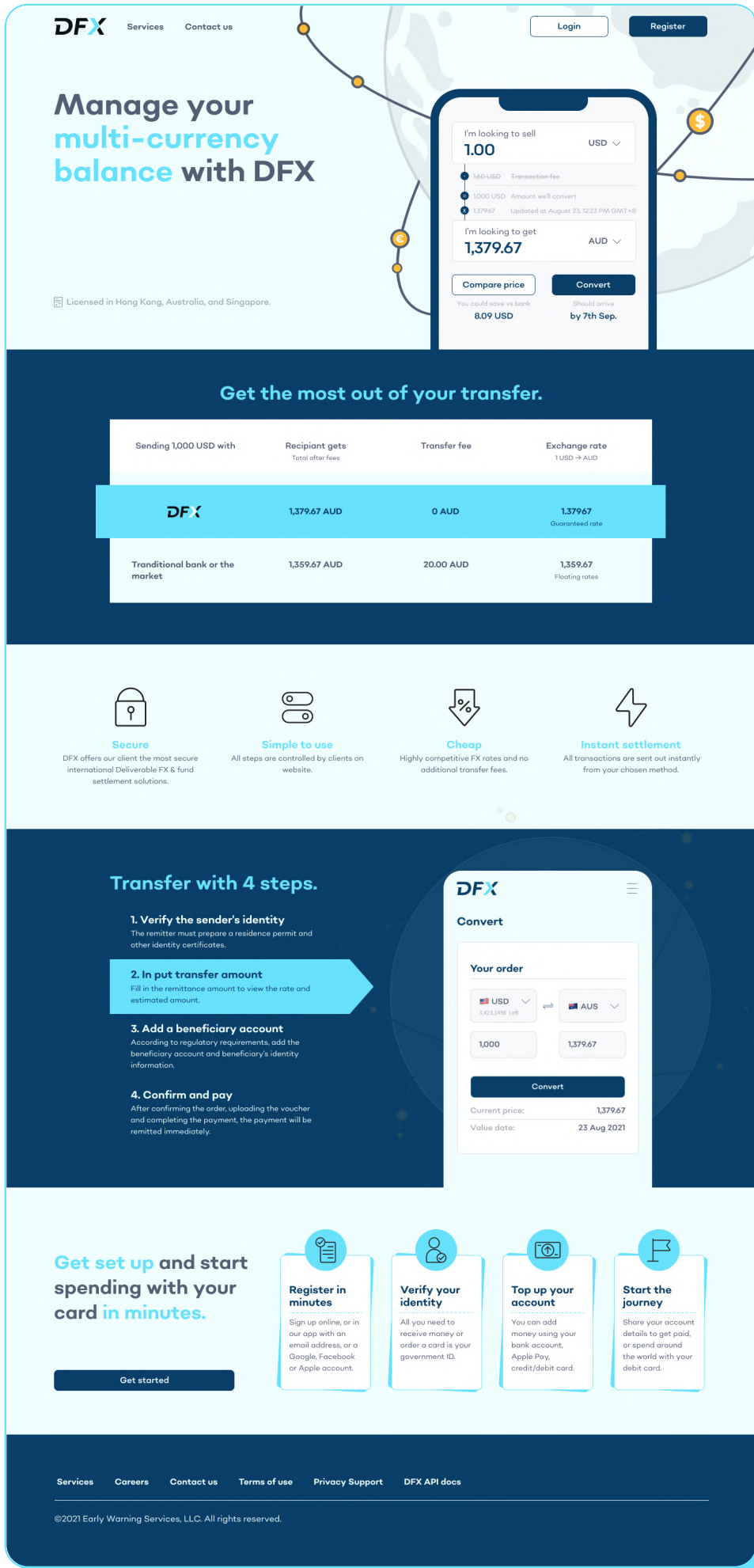
DFX

Convert

Your order

USD   AUS
-3,423,1498 Left

1,000   1,379.67

Convert

Current price: 1,379.67
Value date: 23 Aug 2021

Get set up and start spending with your card in minutes.

Get started

Register in minutes
Sign up online, or in our app with an email address, or a Google, Facebook or Apple account.

Verify your identity
All you need to receive money or order a card is your government ID.

Top up your account
You can add money using your bank account, Apple Pay, credit/debit card.

Start the journey
Share your account details to get paid, or spend around the world with your debit card.

Services   Careers   Contact us   Terms of use   Privacy Support   DFX API docs

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Get the most out of your transfer.

Sending 1,000 USD with	Recipient gets Total after fees
DFX	1,379.67 AUD no transfer fee guaranteed rate 1.37193
Tranditional bank or the market	1,359.67 AUD 6.8 AUD transfer fee floating rate 1.36193

Secure
DFX offers our client the most secure international Deliverable FX & fund settlement solutions.

Simple to use
All steps are controlled by clients on website.

Cheap
Highly competitive FX rates and no additional transfer fees.

Instant settlement
All transactions are sent out instantly from your chosen method.

Transfer with 4 steps.

1. In put transfer amount
Fill in the remittance amount to view the rate and estimated amount.

2. Ve
The re reside identi

DFX

Convert

Your order

USD   AUS
-3,423,1498 Left

Registration

Sign up to start everthing

From the homepage, users can easily find the signup entrance and then sign up with their email addresses. After inputting the correct information, the user can submit their sign-up form. Also, users will receive a confirmation email which they need to confirm with. Once users have an account, they can access to their own Homepage.

Already have an account? Log in

Sign up form

What currency are you sending?
🇺🇸 USD

Your account (email address)
john.doe@fabernovel.com

Password
••••••••••

Your password should have:
- ⊗ 8 characters or more
- ✓ 1 upper case letter
- ⊗ 1 lower case letter
- ✓ 1 number

Do you have a referral code?
⦿ No, I don't.   ◯ Yes, I have.

☐ I am not a robot

☐ By signing up to DFX, you agree to our Terms and Privacy Policy.

Register

Check your emailbox
We sent an email to
johnjohn.doe@fabernovel.com
If you don't get the email soon, check your spam folder.

Send again

Log into your account

Login to convert and transfer money

Users who have an account can easily log in with their account to arrive at their own Homepage. When the user has activated Two-Factor Authentication, he/she also needs to input the correct verification code to log in.

DFX

Welcome back!
DFX provides safe, easy, cheap and instant service.

Do not have an account? Sign up

Log in form

Your account (email address)
john.doe@fabernovel.com

Password
••••••••

☐ Remember me   Forgot password?

☐ I am not a robot

☐ By signing up to DFX, you agree to our Terms and Privacy Policy.

Log in

Two-Factor Authentication
A free verification code sent to
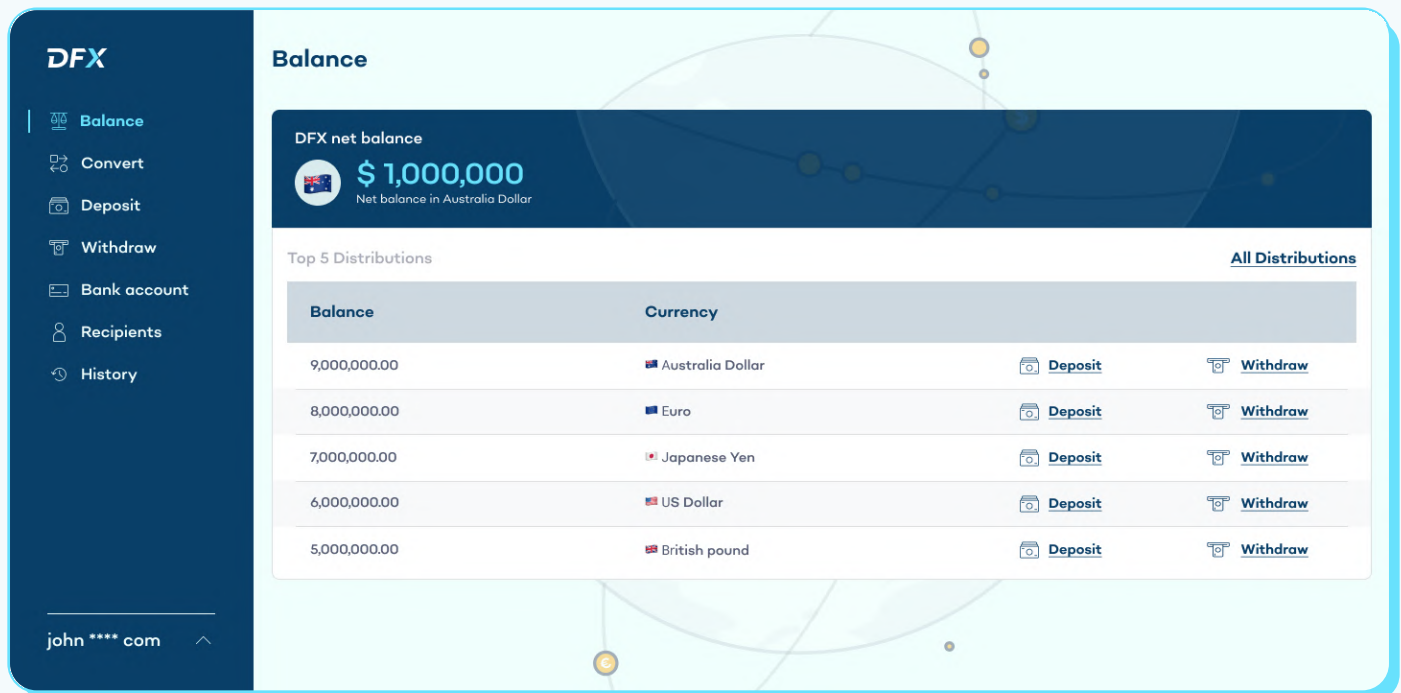+61 *** **** 1498

Send again

∧ ∨   Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	⌫

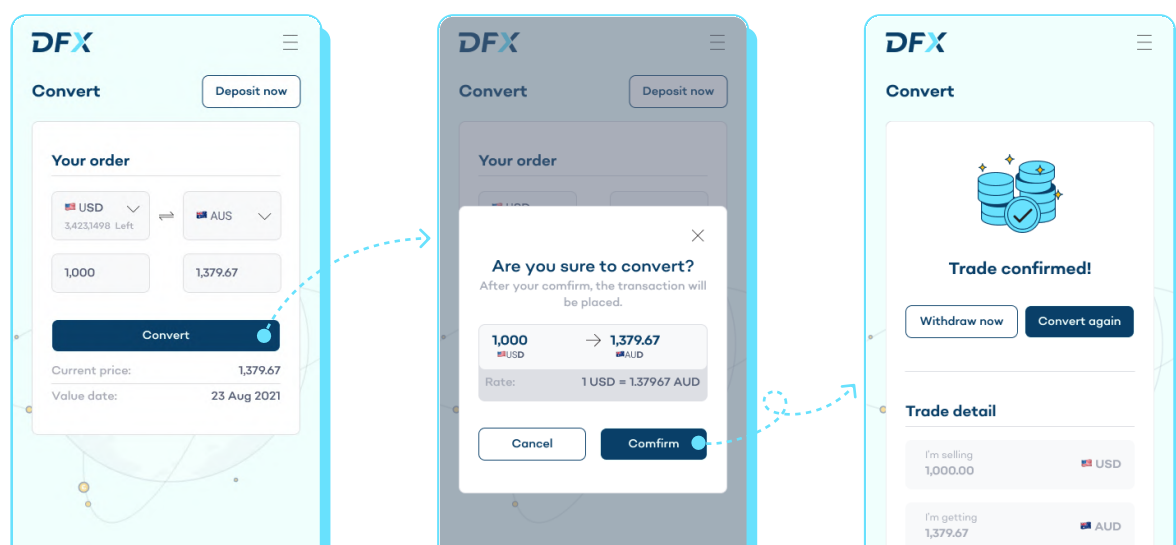Balance

Overview your balance in a glimpse

For every multi-currency account, it is crucial to keep track of the balance. With the Balance Panel, users can easily overview the general balance information. Besides, the shortcut buttons to deposit to DFX and withdraw from DFX are also provided.
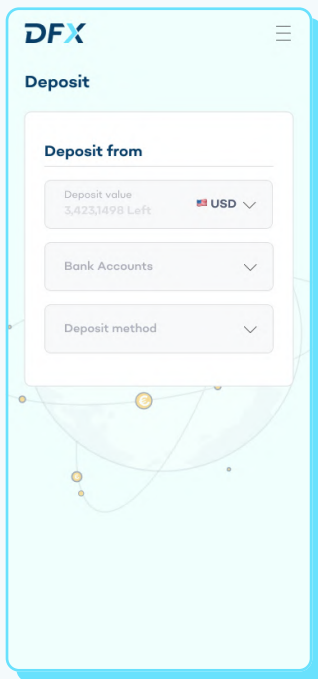

DFX

- Balance
- Convert
- Deposit
- Withdraw
- Bank account
- Recipients
- History

john **** com

Balance

DFX net balance

$ 1,000,000
Net balance in Australia Dollar

Top 5 Distributions   All Distributions

Balance	Currency		
9,000,000.00	Australia Dollar	Deposit	Withdraw
8,000,000.00	Euro	Deposit	Withdraw
7,000,000.00	Japanese Yen	Deposit	Withdraw
6,000,000.00	US Dollar	Deposit	Withdraw
5,000,000.00	British pound	Deposit	Withdraw

Convert

Convert with a competitive rate

From the user's homepage, the user can easily find the entrance to perform currency conversion. After the user confirms the conversion, the transaction will be executed by the system.
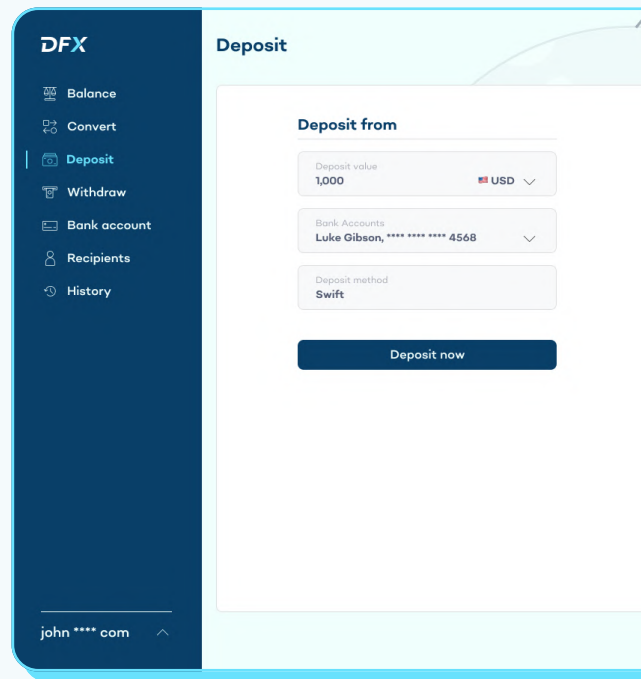

DFX

Convert   Deposit now

Your order

USD
3,423.1498 Left   AUS

1,000   1,379.67

Convert

Current price: 1,379.67
Value date: 23 Aug 2021

DFX

Convert   Deposit now

Your order

Are you sure to convert?
After your comfirm, the transaction will be placed.

1,000   →   1,379.67
USD   AUD

Rate: 1 USD = 1.37967 AUD

Cancel   Comfirm

DFX

Convert

Trade confirmed!

Withdraw now   Convert again

Trade detail

I'm selling
1,000.00   USD

I'm getting
1,379.67   AUD

DFX

Deposit

Deposit from

Deposit value
3,423,1498 Left | USD

Bank Accounts
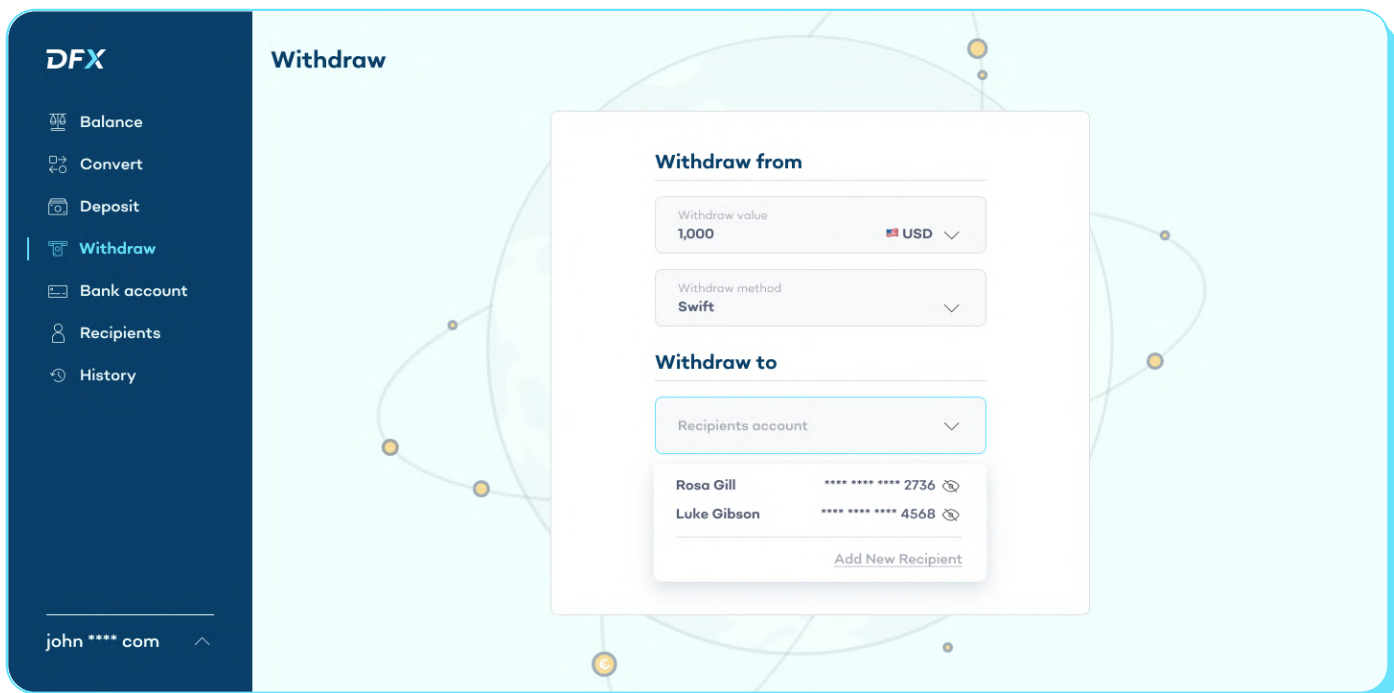
Deposit method

Deposit

Deposit to DFX bank acconut

Users can deposit from other bank accounts to their DFX bank account on this website. On this page, once the user fulfills the necessary information, the deposit button will show up. From there, the user can activate the deposit trade.

DFX

- Balance
- Convert
- Deposit
- Withdraw
- Bank account
- Recipients
- History

john **** com

Deposit

Deposit from

Deposit value
1,000 | USD

Bank Accounts
Luke Gibson, **** **** **** 4568

Deposit method
Swift

**Deposit now**

Withdraw

Withdraw from DFX to recipients

Users can also withdraw money from DFX bank account to other bank accounts. If user is withdrawing to an new recipient, the website also provides a shortcut to add a new recipient.

DFX

Withdraw

- Balance
- Convert
- Deposit
- Withdraw
- Bank account
- Recipients
- History

john **** com

Withdraw from

Withdraw value
1,000 | USD

Withdraw method
Swift

Withdraw to

Recipients account

Rosa Gill   **** **** **** 2736
Luke Gibson   **** **** **** 4568

Add New Recipient

Bank Account

# Add your bank accounts to manage your money on DFX

The bank account section shows a list of all the bank accounts users have added to DFX. to ensure better date security, the bank account number is defauly hidden . Besides, on the top of the bank account list, DFX provides a shortcut to the top three most frequently used bank accounts to improve efficiency.
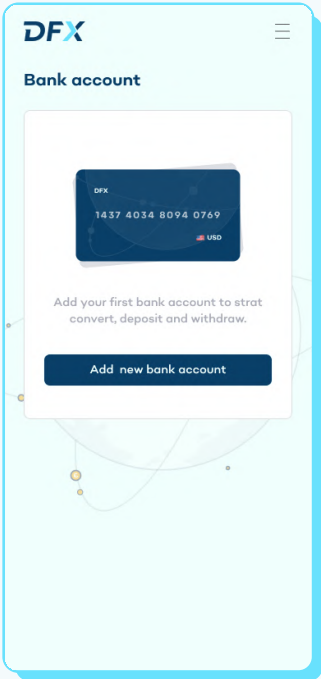
Bank account - empty page
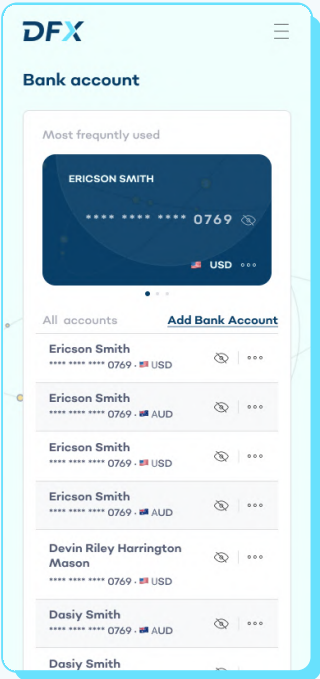
Bank account - listing page
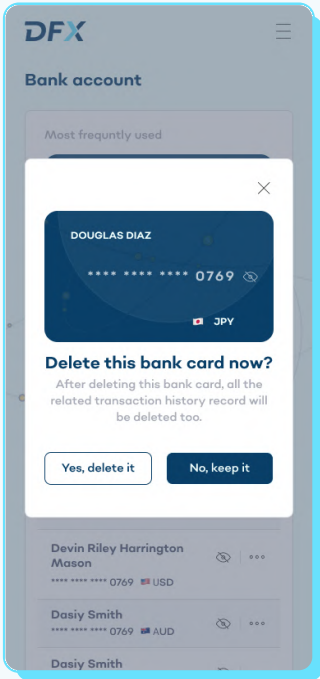
Confirmation Pop up

Recipient

Manage recipients with an efficient panel

The recipient panel shows all the existing recipients the user has. Except for the three most frequently used contacts, the others are listed alphabetically. Users can use the initial letters as filters to help with locating a certain recipient.
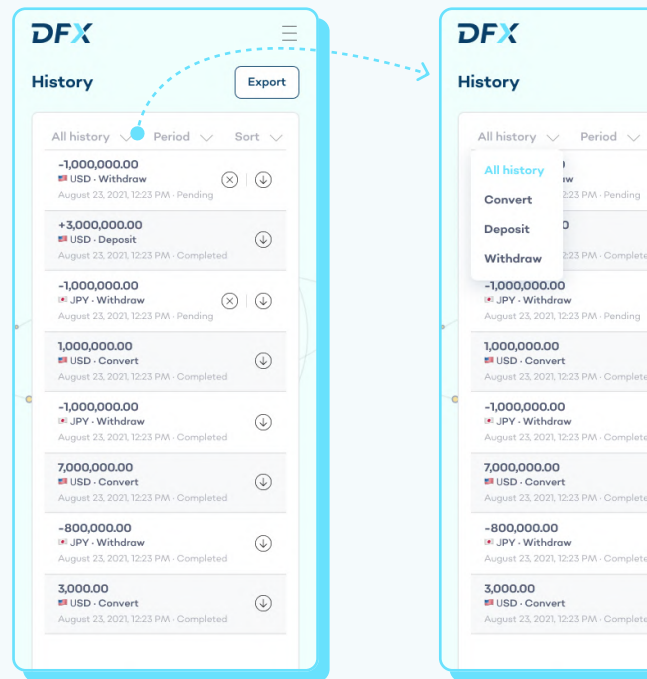
DFX

History

DFX is secure, simple to use, cheap and instant. Try our services now!
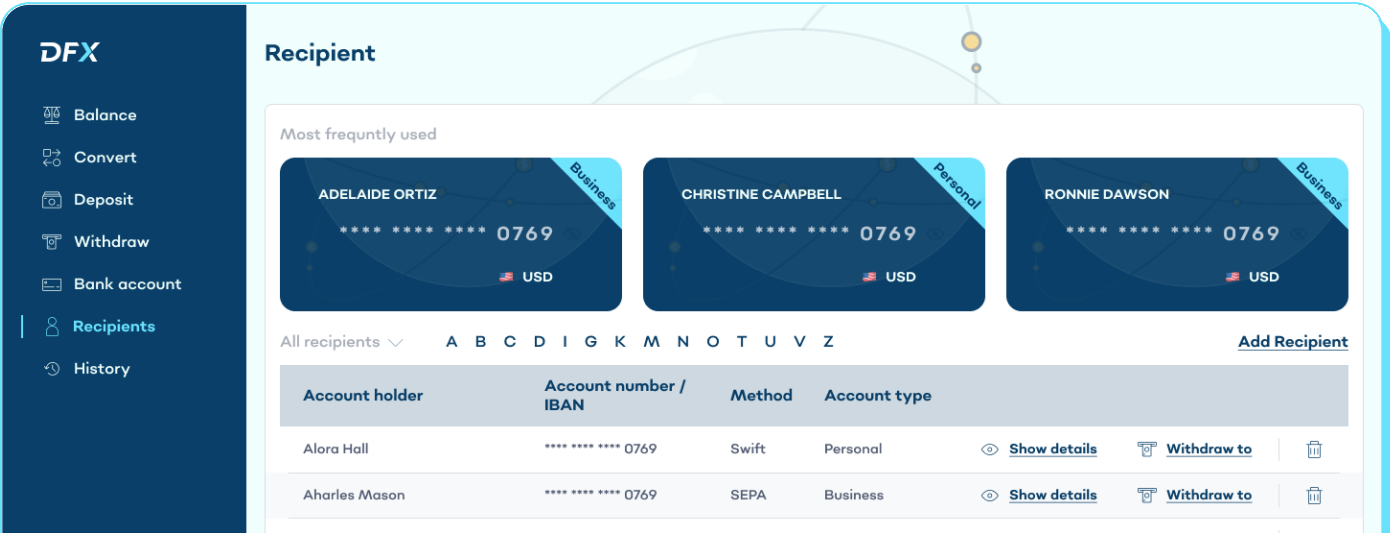
Convert   Deposit

History - empty page

Transaction History

Keep track of all your transactions

All the convert, deposit and withdraw history all stored in the chronologically ordered History section. Users can export a transition history PDF when it is needed. Before the transaction is completed, users can also cancel the transaction in this section.
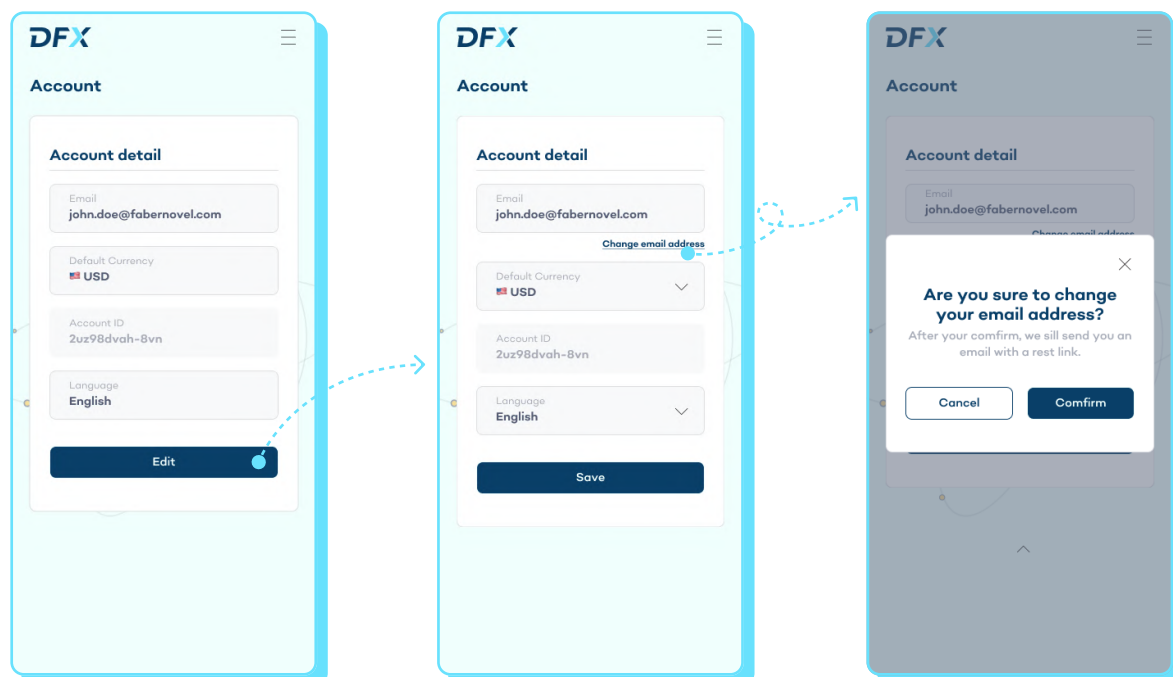
DFX

History   Export

All history ∨   Period ∨   Sort ∨

-1,000,000.00
🇺🇸 USD · Withdraw
August 23, 2021, 12:23 PM · Pending   ✕ | ↓

+3,000,000.00
🇺🇸 USD · Deposit
August 23, 2021, 12:23 PM · Completed   ↓

-1,000,000.00
🇯🇵 JPY · Withdraw
August 23, 2021, 12:23 PM · Pending   ✕ | ↓

1,000,000.00
🇺🇸 USD · Convert
August 23, 2021, 12:23 PM · Completed   ↓

-1,000,000.00
🇯🇵 JPY · Withdraw
August 23, 2021, 12:23 PM · Completed   ↓

7,000,000.00
🇺🇸 USD · Convert
August 23, 2021, 12:23 PM · Completed   ↓

-800,000.00
🇯🇵 JPY · Withdraw
August 23, 2021, 12:23 PM · Completed   ↓

3,000.00
🇺🇸 USD · Convert
August 23, 2021, 12:23 PM · Completed   ↓

History - listing page

DFX

History

All history ∨   Period ∨

All history
Convert
Deposit
Withdraw

-1,000,000.00
🇯🇵 JPY · Withdraw
August 23, 2021, 12:23 PM · Pending

1,000,000.00
🇺🇸 USD · Convert
August 23, 2021, 12:23 PM · Complete

-1,000,000.00
🇯🇵 JPY · Withdraw
August 23, 2021, 12:23 PM · Complete

7,000,000.00
🇺🇸 USD · Convert
August 23, 2021, 12:23 PM · Complete

-800,000.00
🇯🇵 JPY · Withdraw
August 23, 2021, 12:23 PM · Complete

3,000.00
🇺🇸 USD · Convert
August 23, 2021, 12:23 PM · Complete

Account

Edit users account information

On account page, user can change email address, default currency, or user interface language. Since the Account ID is each user's uniq ID number, it is not possible to change it by user.

DFX

Account

Account detail

Email
john.doe@fabernovel.com

Default Currency
🇺🇸 USD

Account ID
2uz98dvah-8vn

Language
English

Edit

DFX

Account

Account detail

Email
john.doe@fabernovel.com
Change email address

Default Currency
🇺🇸 USD   ∨

Account ID
2uz98dvah-8vn

Language
English   ∨

Save

DFX

Account

Account detail

Email
john.doe@fabernovel.com
Change email address

✕

Are you sure to change your email address?
After your comfirm, we sill send you an email with a rest link.

Cancel   Comfirm

Get Varified

Get Varified to make safter transactions

DFX encourage users to verify their accounts to provide a safer transition environment. For getting verified, the user needs to fulfill a form with different information and upload some supportive documents. Once the form is sent to DFX, the team will check the information and get back to users with emails.

DFX

- Balance
- Convert
- Deposit
- Withdraw
- Bank account
- Recipients
- History

Get verified

Information group 1

Name of Infomation
Name of Infomation
Name of Infomation
Name of Infomation
File name.pdf
Upload Supported type: .rar .zip .doc .pdf

Information group 2

Name of Infomation
Name of Infomation
Name of Infomation
Name of Infomation
Upload Supported type: .rar .zip .doc .pdf

Send   Save

john **** com

Get Verified - form

DFX

Get verified

Information group 1

Name of infomation
Infomation

Name of infomation
Infomation

Name of infomation
Name of Infomation

File name.pdf

Upload Supported type: .rar .zip .doc .pdf

Information group 2

Name of infomation
Infomation

Name of infomation
Infomation

Upload Supported type: .rar .zip .doc .pdf

Send   Save

Get Verified - form

DFX

Get verified

Send success!!

DFX will get back to you within 2-3 business days, please pay attention to your email box

Go Back to Homepage (3s)

DFX

Get verified

You are already verified!

Information group 1

Name of Infomation
Content

Name of Infomation
Content

Name of Infomation
Content

File name.pdf

Information group 2

Name of Infomation
Content

Name of Infomation
Content

Verified account

Security

Improve your account security setting

Security is crucial for online currency convert and money transfers. By active 2FA and other security settings, users can improve account security and forbid potential problems.

DFX

- Balance
- Convert
- Deposit
- Withdraw
- Bank account
- Recipients
- History

john **** com

Security

2FA method

Email 2FA
You will receive an free email with a verification code to verify your identity ●

SMS 2FA
will receive an free SMS message with a verification code to verify your identity ○

App 2FA
You can varify your identity with the binded Google Authenticator app ○

Log in setting

Change password
Click if you already know your current password and want to change it >

Login 2FA
By enabling it, your log in will be protected with extra identity test OFF

Funding Setting

Withdraw password
By enabling it, your withdraw will be protected with extra identity test ON

Withdraw 2FA
By enabling it, your withdraw will be protected with extra identity test OFF


How to enable app based authentication

1. Download and install Google Authenticator ↗ on your mobile device.
2. Scan the QR Code below.
3. Enter and verify the authentication code generated by Google Authenticator

Enter code manually

Cancel   Confirm

How to enable app based authentication

1. Download and install Google Authenticator ↗ on your mobile device.
2. Scan the QR Code below.
3. Enter and verify the authentication code generated by Google Authenticator

Code
349050

Cancel   Confirm

✓

Success!!

App 2FA is enabled, your account is much safter.

Back to Security (3s)
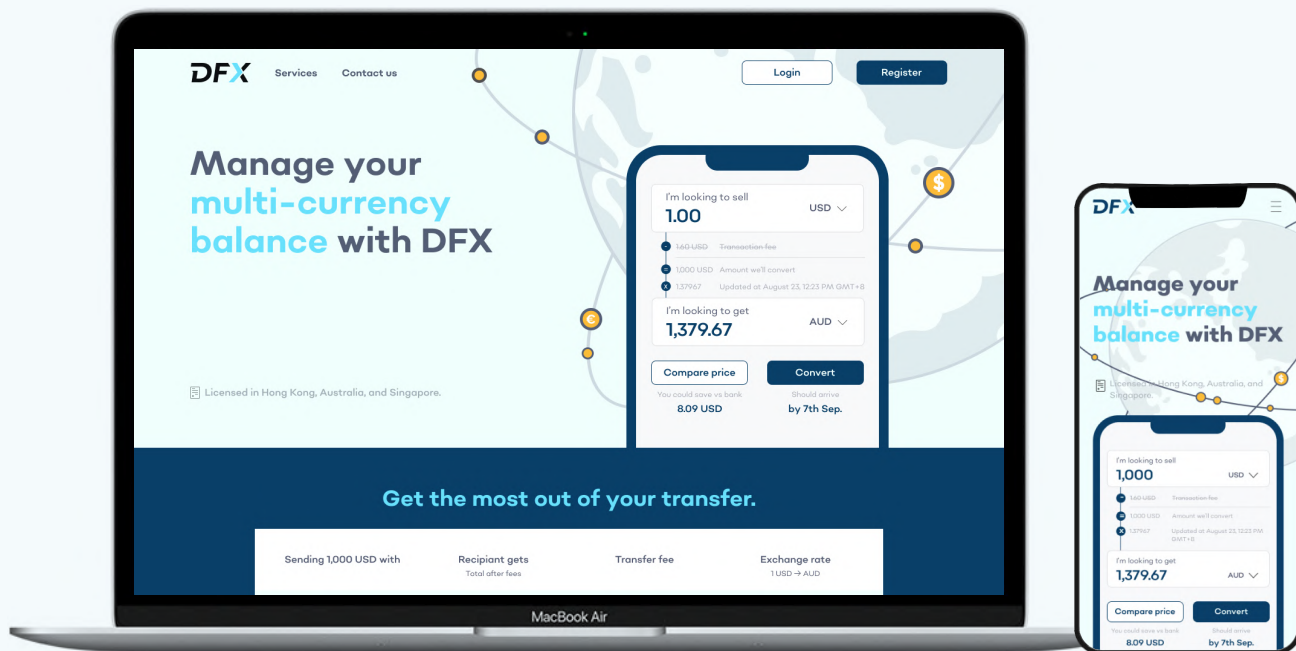
Throughout this 6-week-long project

Challenges

Understanding the business model and finding the UI Design style that the client likes, were the two main challenges for this project.

It was the first time for me and my team to work in the financing field, which makes it challenging for every team member. Besides, DFX is a young start-up company, which did not have a comprehensive business scheme at that time, which also adds to the challenges for the UX Design phase. However, the team did not give up and we arranged Q&A meetings with clients and tried our best to realize the website as much as possible.

The second challengs appears at the begining of the UI Design pharse. Client did not like our first UI Design Proposel wihch was based on the moodboard client choosen. We loose our direction... So we asked client to send us a bunch of websites he likes, then find out the right style, and propose more. In the end, we were able to propose a design which satisfies client. Then the UI Design phase moves on.

I would like to improve ...

Rethink

As I mentioned, in the beginning, the cliented chose one of the mood boards we proposed, and we adopted that style for UI Design. And it turned out the client did not like that design. Therefore, we have to propose a lot more different variations. In the end, the client chose the design from a different style. Maybe the process of the mood board proposal was not all right, I am not sure. But even though I can not come up with a solution now, I would like to try to prevent it happen again.

Designer
Ella Pan

Role
UX/UI Designer

Device
Desktop,
and iPhone X

Duration
6 Weeks

Year
2021

Tools
Pencil & Paper, Sketch,
Adobe After Effects