AXS

Design System

SP Team 4

Boon • Guan Shen • Isabelle • Rinnah

Table of Contents

01. Introduction
Objectives. About. Notable Features

02. Research
Research Methods. Insights. Key Findings. HMW

03. Our Solution
A breakdown of all of our solutions.

05. Conclusion

06. Appendix & References

Meet the Team!

Isabelle

Boon

Guan Shen

Rinnah

Our Objectives

Objective 1

To pinpoint the multiple user pains derived from the existing AXS app and its platforms in order to better establish and define the focal points for our project to scrutinise and change.

Objective 2

To Create a Design System that minimises a user struggles and pain points, while also answering to the broader identified problem.

Objective 3

To ensure that our Design system can be implemented successfully and seamlessly across multiple Platforms: App, Web, Machine Kiosk

About AXS

Started out as an automated self-service kiosk with multiple functions to aid users in making payments for various platforms before branching out into web and app
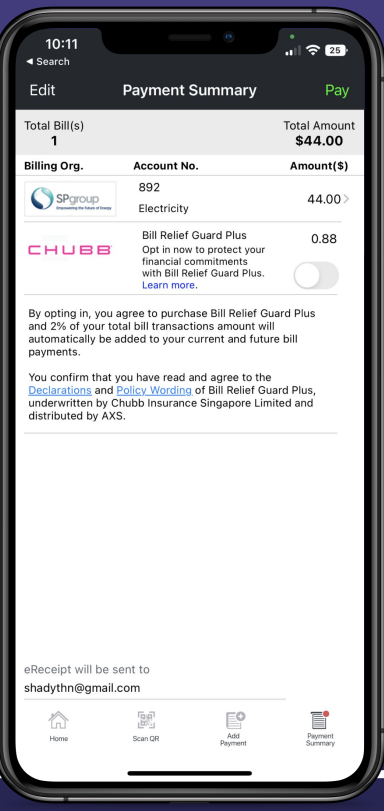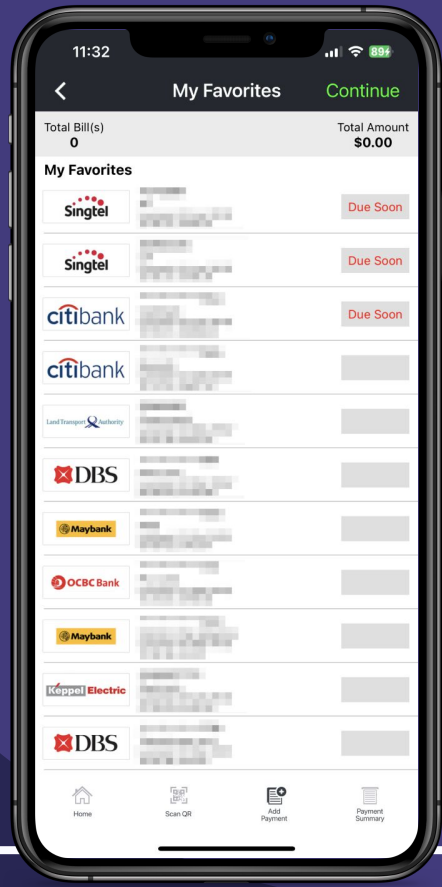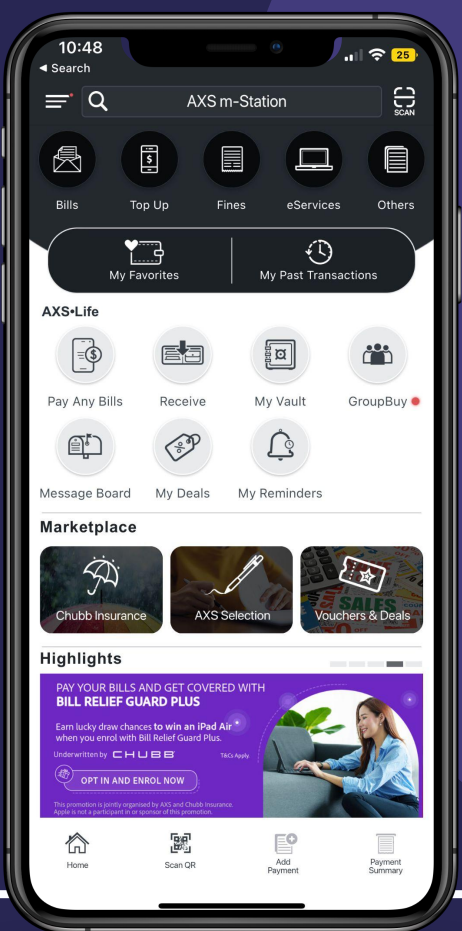
2001

Established

670

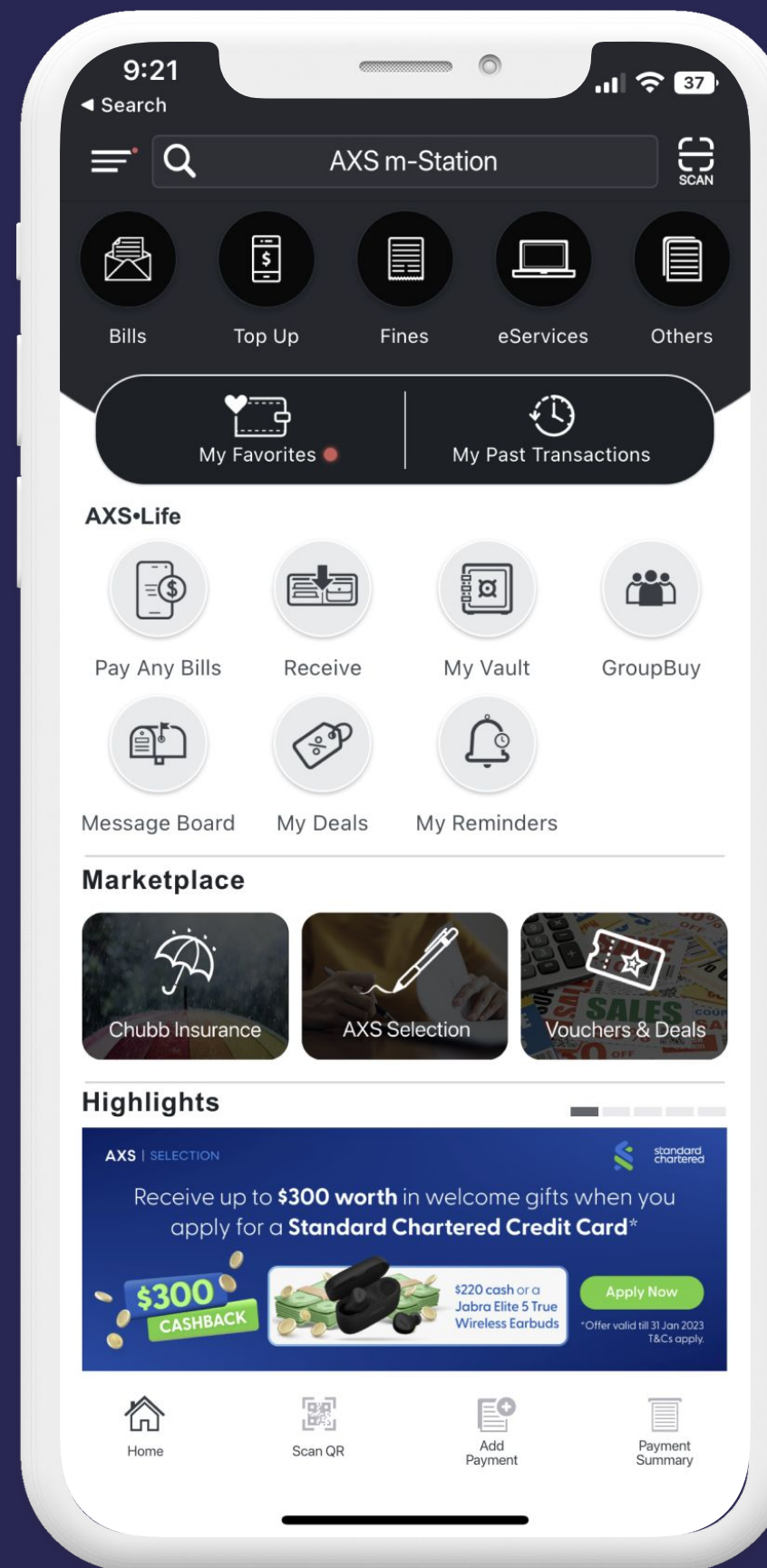Machines Islandwide

3

Platforms

Notable Features

Bill & Fine Payments

AXS provides users with the ability to make payment for a variety of Bills and Fines. From LTA, Road Tax, to Insurance and even credit card or loan bills,

Purchase & Collection of Movie Tickets

Users can select seats and purchase Golden Village movie tickets

Top-up of Prepaid Mobile card

Users are able to top-up prepaid mobile cards with the application.

My Vault
- Data Storage Function

Users are able to store information and digital documents (e.g. insurance policies, statements, warranties, subscriptions) for easy access.

Research

1

App Analysis
(Body Storming)

Went through the App, Web and Machine for ourselves to gain a better understanding of the struggles a user might face, and conducted an analysis of the screens.

2

Survey

In order to establish our target demographic, a quick survey was done with a group of 10 individuals to understand who AXS' users are and what their use cases may be.

3

Interviews

Once we identified our demographic, 5 Informal interviews were conducted for us to collect more insights in relation to the pain points faced.

Here are our insights

Who are the Users?

#IdentifyingUsers

Establishing focal Demographic

Study conducted with a group of 10 individuals 7 were above the age of 40, and 3, below 40.

71.43%

Of adults OVER 40 have used an AXS platform

33.33%

Of adults UNDER 40 have used an AXS platform

Use case also differed.

42.86%

Of the 71.43% still use AXS platforms to make payment

Key demographic:

Adults over 40

What does the identification of...

This demographic mean for our team?

It means that we'll need to **design** the AXS **Interface primarily** for the **everyday Middle Aged User**,

While also ensuring that we do not alienate other user types who are also on the platform.

**Okay, so we know our demographic,
But... what are they using AXS for?
And why are they using it?**

#DefiningPurpose

Primary use of the app

Study conducted with a group of 10 individuals
7 were above the age of 40

All 7 individuals

Use the AXS platform to pay their bills

2 out of 7 users

Use the MyVault Feature

Only 1 user

Uses the app to top up their prepaid card.

What does the identification of...

The Use Cases
mean for our team?

It means that we'll need to work within the parameters of the brief and create a sense of Hierarchy (visually) in order to make navigating to the Primary Desired Action of making Payment easier

We aren't allowed to change the UX, but we can accommodate and reconfigure the UI to fit the needs of the user.

Identifying and defining the purpose of AXS and their customers allowed for us to craft our HMW statement.

Cool, now that we have our direction sorted, we need to find out why AXS is so unpopular

#painpoints

Reasons given for AXS' rapid decline in popularity

"It's all online."

Designated sites and pages that allow for direct payment

UI/UX

Internet banking

Other platforms easier to pay

Haven't had the need to use it

Not User Friendly

What does the identification of...

User Pain Points
mean for our team?

It means that we'll be very busy!

There are multiple touch points that we can look at, but for the purpose of this project, we'll distill the problems and categorize them into 4 main buckets related to the UI.

Key Findings

1 — AXS' severe lack in its branding and personality gives the brand a bad rep. "They can't compete with other apps."

We know Money is a serious topic, however, AXS takes it to the extreme by only using Black and Red for its corporate shades.
Along with the addition of greys and whites, it results in the current App looking like a Lo-Fi wireframe.

Our middle aged users felt that AXS was unlike any other fiance apps they've seen and mentioned that it this lack of a care reveals a ton about how much the company is invested in their users.

Let's be real. Would you trust an app that looks like that?

Business Implications:

It's really not a good look for a brand- moreover one that handles money. How can users trust this company when they've been spoilt by the UI of other payment systems *e.g. Citibank, Google Pay, Paylah etc.*

2

The current design and layout of the app and the payment sequence results in cognitive overload

*making an already negative action of parting with money even more infuriating.

There is no application of visual hierarchy throughout the app.
Which is a huge problem for middle aged users as they tend to have a number of bills to pay. There's a lot to take in and users get frustrated. Button names aren't worded clearly either.

Users found it difficult to make the action of making payments a quick affair.

Business Implications:

Annoyed customers aren't good for business, because it means the potential of losing them for good.
Users are on the AXS app for the sole purpose of paying bills, so why would you want to aggravate users any further?

3

Middle aged users had difficulty in navigating through the app as the UI was unoptimised, resulting in more time being spent.

The best way to have you understand this Key Finding is to liken the AXS app to a Prison- there simply is no escape. The current flow is not intuitive.

The exit points and next steps are hidden. In fact, the easiest way out is to restart the app and to start from scratch.

A seamless experience would not be how one would describe the app.

Business Implications:

AXS is a 3rd party payment platform.
We're not in a communist state. If users find it difficult to exit or to even proceed on to their desired page, they're just going to hop on out and shop for the next app that fulfills their needs.

4 | **AXS Lacks continuity in its UI across platforms!**

A perfect example of what not to be.
AXS has a different look for every platform, no two are the same-
well, with the exception of the colors black and grey.

Users who toggle between e.g; App and Machine have to relearn where
buttons are and how they look because there is no consistency across
platforms. It means more time taken to make the same desired action.

Business Implications:

Lack in Brand Recall is a huge problem!
With every platform looking differently, users would not know what the
true face of the brand is. Resulting in a lack of trust as well.

How Might We

Expedite the payment process for users by reworking AXS' current visual design system?

The thing is, how might we solve our How might we?

As a team, we implemented a couple of ground rules and design principles for future designers.

The ultimate goal is to reduce cognitive load & time taken to make payment on the app

1 **Avoid any unnecessary elements**
Keep the interface simple. Unnecessary information competes for the user's limited attentional resources.

2 **Leverage best design practices**
Use best design practices to create a consistent experience for our users.

3 **Eliminate unnecessary tasks**
Break complex tasks into smaller steps that can be easily accomplished.

4 **Choose to strive for readability**
Keep readability as your highest priority when designing.

5 **Minimise choices by applying group displays**
Group similar choices such as buttons or cards to reduce amount of time user takes to process information.

The Solution to our Solutioning

Before embarking on our redesigned Design System, we first mapped out the components that we felt were the biggest trigger points to our group of middle aged users.

Doing so allowed us to figure out where they stood in terms of the levels of priority.

Fixing functions before we look to working on aesthetics

➡️ **Navigation**   +4

🔵 **Buttons**   +3
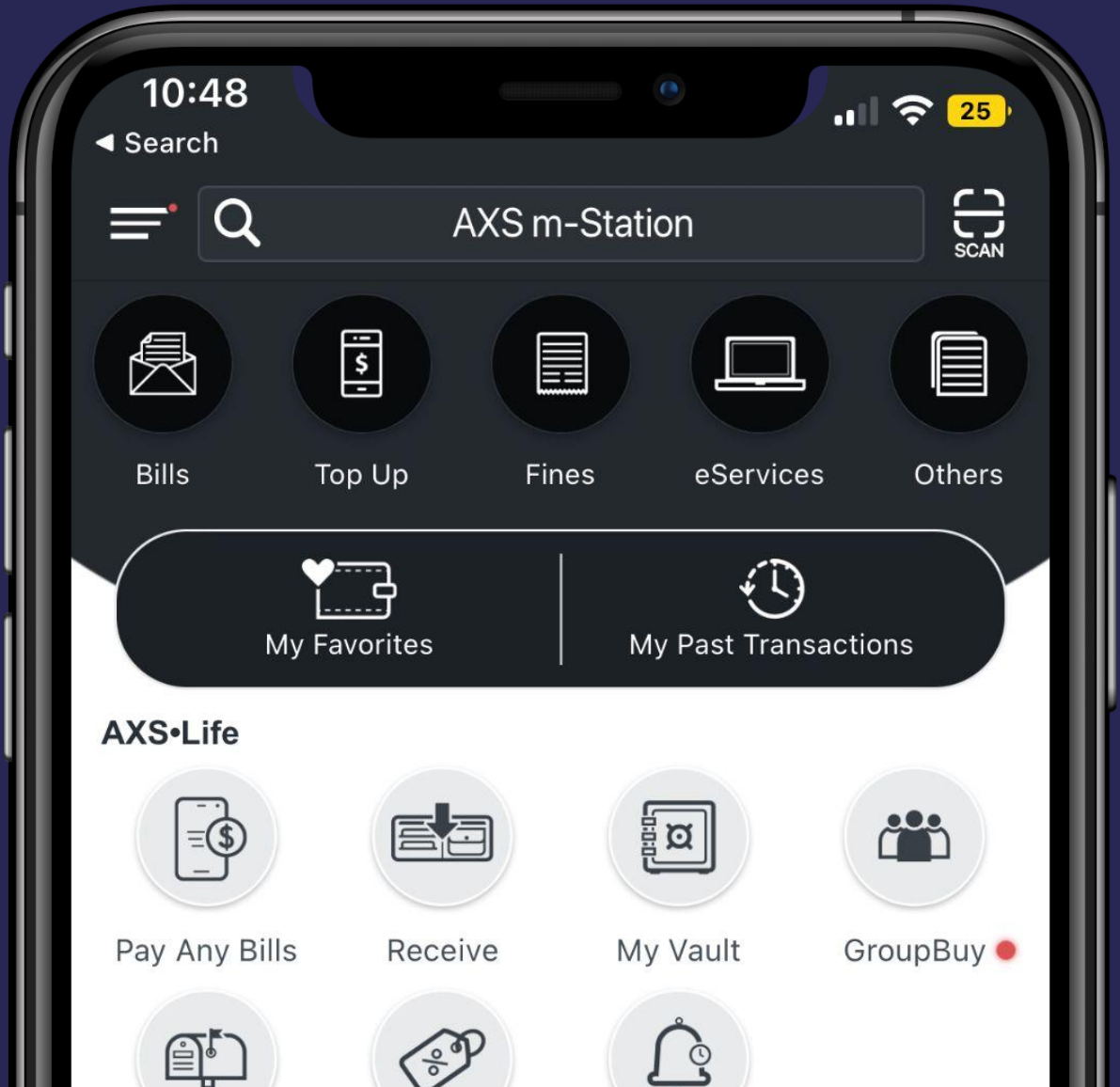
🃏 **Cards**   +2

🏷️ **Labels**   +2

Solution

Key Finding #1

AXS' severe lack in branding and personality Gives the brand a bad reputation

Poor selection of brand colors…

AXS currently uses Black, Red, White, and grey. These are poor choices for an app created with the intention of making bill payments.

- Still stuck in a wireframe / lo-fi state
- Buttons look disabled.
- Current colours are very jarring
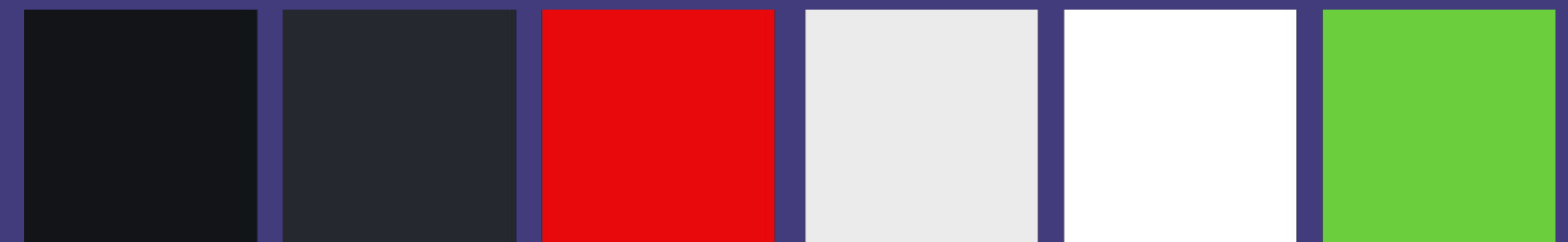
The problem
with the color Red

However, the real problem at hand here is the choice of the color Red.

Red is a welcomed color when you're celebrating or receiving AngPows! Huat Ah!

However, it's not so great when you see it on finance related matters, it's far from a positive association.

Which is why Red is an ill advised brand color for AXS

STYLE GUIDE

Introducing Brand Style & Personality

Based on the reasons stated previously, a decision was made to revamp AXS in order to inject some personality into an otherwise soulless brand.

This was done to improve the way AXS communicates with its customers. Making bill payments on the platform seem less of a cold, clinical transaction and one that is met with a little more warmth and empathy.

Non-Clinical

Friendly Trustworthy

Calm

STYLE GUIDE

Introducing Brand Style & Personality

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Original

Redesign

Brand Colors

Selected with our target demographic in mind as they answered to the following requirements set up by our team:

- Calming-
  Allows users to feel somewhat ok about handing over their money even though their bill is in the thousands.

- Represents trust and loyalty.

- Also works well with the main colors of fintech (green and red)

- A study by Hurlbert and Ling found that participants from both genders react quicker to blue color contrasts.

- It also allows for High contrast shades to be added

Brand

AXS Blue	AXS Cyan	AXS Turquoise	AXS Steelblue	AXS Baby Blue
#222F92	#4FA5E6	#78DBDD	#7A7DEE	#92D4F2

Neutrals
Text

Neutral/50	Neutral_50	Neutral_50	Neutral_300	Neutral_400	Neutral_500	Neutral_600	Neutral_700	Neutral_800	Neutral_900
#F6F6F6	#B0B0B0	#808080	#595959	#4D4D4D	#333333	#393939	#2B2B2B	#1C1C1C	#000000

Neutrals
Subtext

Neutral_50	Neutral_50	Neutral_50	Neutral_300	Neutral_400	Neutral_500	Neutral_600	Neutral_700	Neutral_800	Neutral_900
#8A9FB5	#67829F	#5E7894	#4F657D	#485C71	#39495A	#344252	#293541	#242E39	#202730

System
Alerts & Notification

Static Blue	Error	Successful
#6892F8	#FF3636	#28FF00

Background
Interface Grey

Pale Grey	Neutral Grey	Hover Grey
#F4F6F9	#F8F8F9	#F4F3FF

Typeface

Taking our primary demographic into consideration, our team made a decision to use Lexend & Open Sans.

- **San-Serif Fonts** were chosen as they provide formality, reliability and stability- all of which align nicely with AXS' businesses objective of providing financial services.

- **Web-Safe font** (supported by all major web browsers by default) Very important to AXS as they have several platforms.

- Additionally, Lexend and Open Sans allow for us to scale for different devices as it comes in multiple sizes and weights. **Lexend** contains 9 styles **Open Sans** contains 12 styles- *e.g. light, semibold, italic, extrabold, etc*

Scale Category	Typeface	Weight	Size	Spacing
Header 1	Lexend	Bold	36pt	54pt
Header 2	Lexend	Bold	24pt	36pt
Header 3	Lexend	Bold	18pt	27pt
Header 4	Lexend	Bold	16pt	24pt
Body 1	Open Sans	Regular	16pt	24pt
Body 2	Open Sans	Regular	12pt	17pt
Body 3*	Open Sans	Regular	12	18pt

*Body 3 should only be used as captions or footnotes, and should be used sparingly in design.

DESIGN SYSTEM

Typefaces:
Lexend & Open Sans

2 font types were selected as anything more than 3 becomes a potential hazard of distraction.

- Using 2 font types also increases our implement of visual hierarchy. This also reduces any confusion that users may face

- visual diversity, which in turn, increases the overall aesthetics

- We felt that the font pairing was suitable as they fulfill their different objectives.

- Lexend's heavier weight allows for a better capture of attention, and Open San's lighter weight does not takeaway from the main point

Aa

Lexend Bold

Google Font
Sans Serif

Aa

Open Sans Regular

Google Font
Sans Serif

DESIGN SYSTEM

Typeface: Accessibility

Accommodates dyslexic users with subtlety

- **Lexend was especially designed with dyslexic readers in mind.**
  It was crafted to reduce visual stress, and increase reading performance.

- To be dyslexic friendly, both Ascenders & descenders are kept slightly
  longer than usual, and every character needs to be different.

- This means that *apart from showing an article as proof*-
  Open Sans too, qualifies as dyslexic friendly.

- We felt that this was an important factor as everyone should be given
  easy access to financial services.

Lexend font:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans font:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DESIGN SYSTEM

Tone of Voice

With a revamp in colors, it was only right that we introduce personality and really practice empathy in the App as bill payment isn't something users look forward to doing.

- We felt that this was especially important, and looked to redefine this even in less common touch points such as empty states.

- Also develops and promotes a good cognitive link between users and the brand despite the harsh reality that AXS' purpose is for you to pay your 'debts'
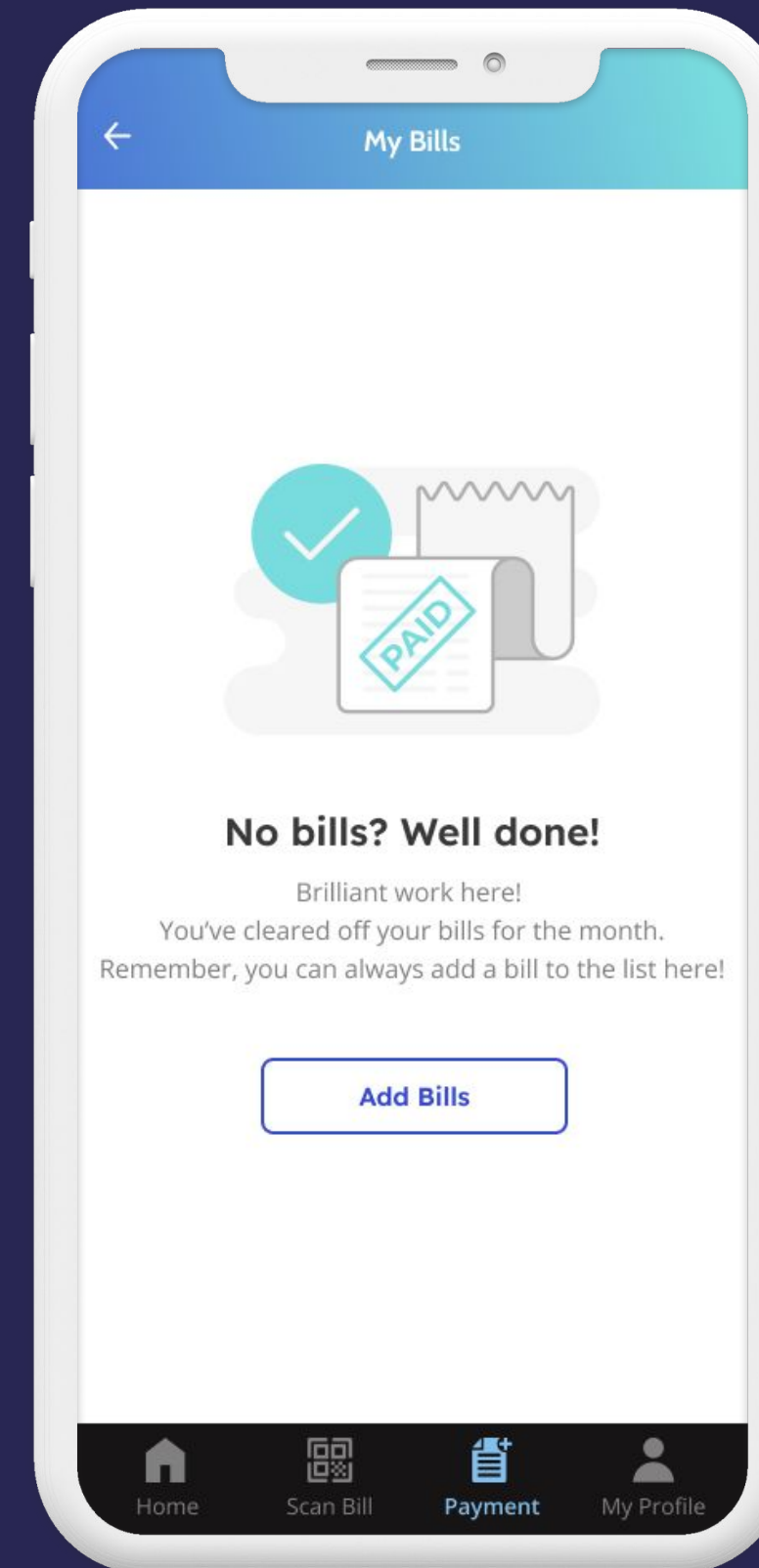
Key Finding #2

App is overly cluttered, resulting in cognitive overload
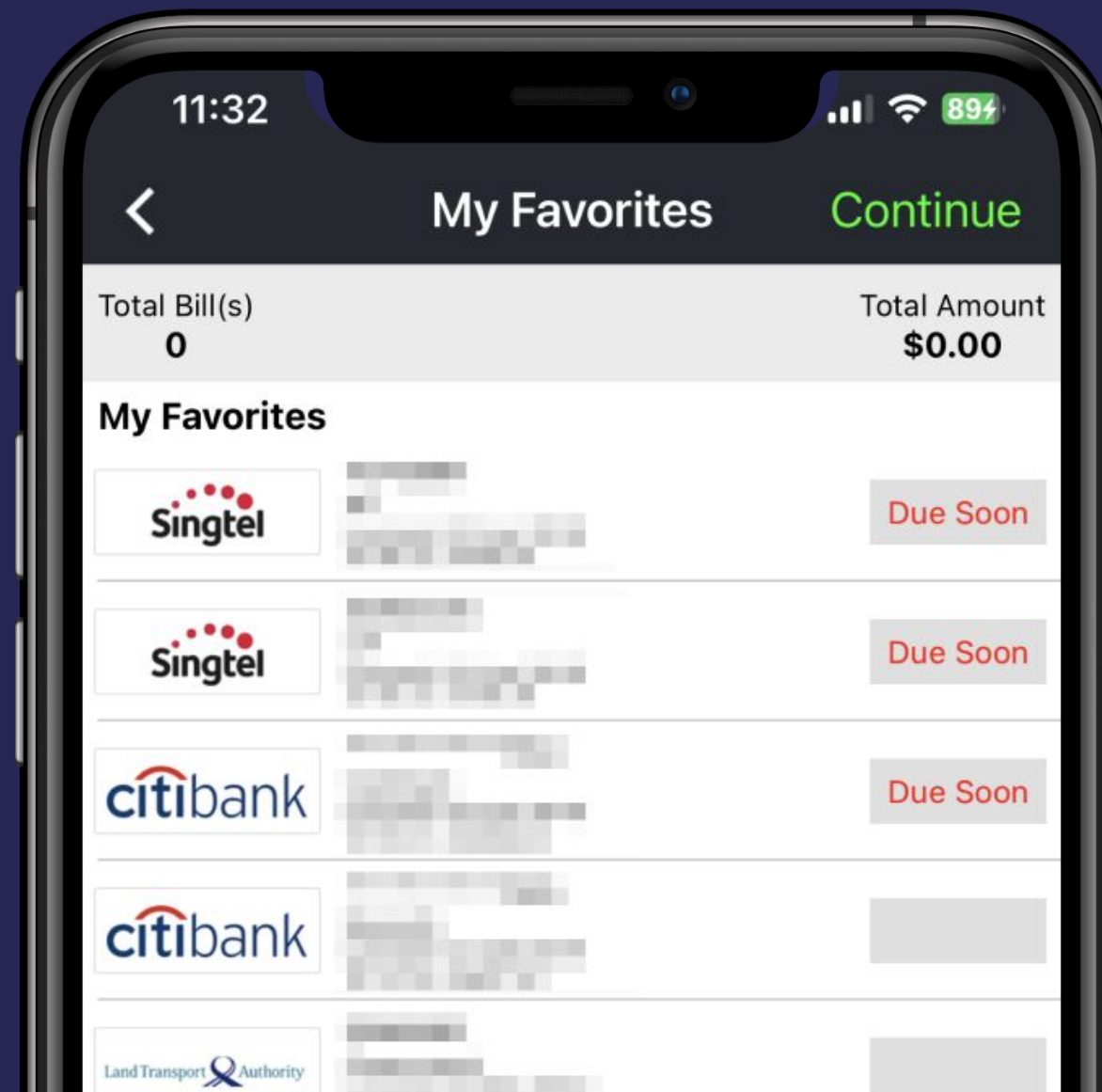
DESIGN SYSTEM

Grid System

A 4-Column Grid System was applied to provide a clearer order to the multiple elements on the page.

- Using a grid system allowed us to work within a form of a framework without sacrificing on the flexibility to the design.

- By doing so, it provides a better use of the space we have within our 'boundaries'

- This creates visual stability and order, allowing all users *(not just ones who are middle aged)* to navigate through the design a whole lot smoother.

4-Column Grid System
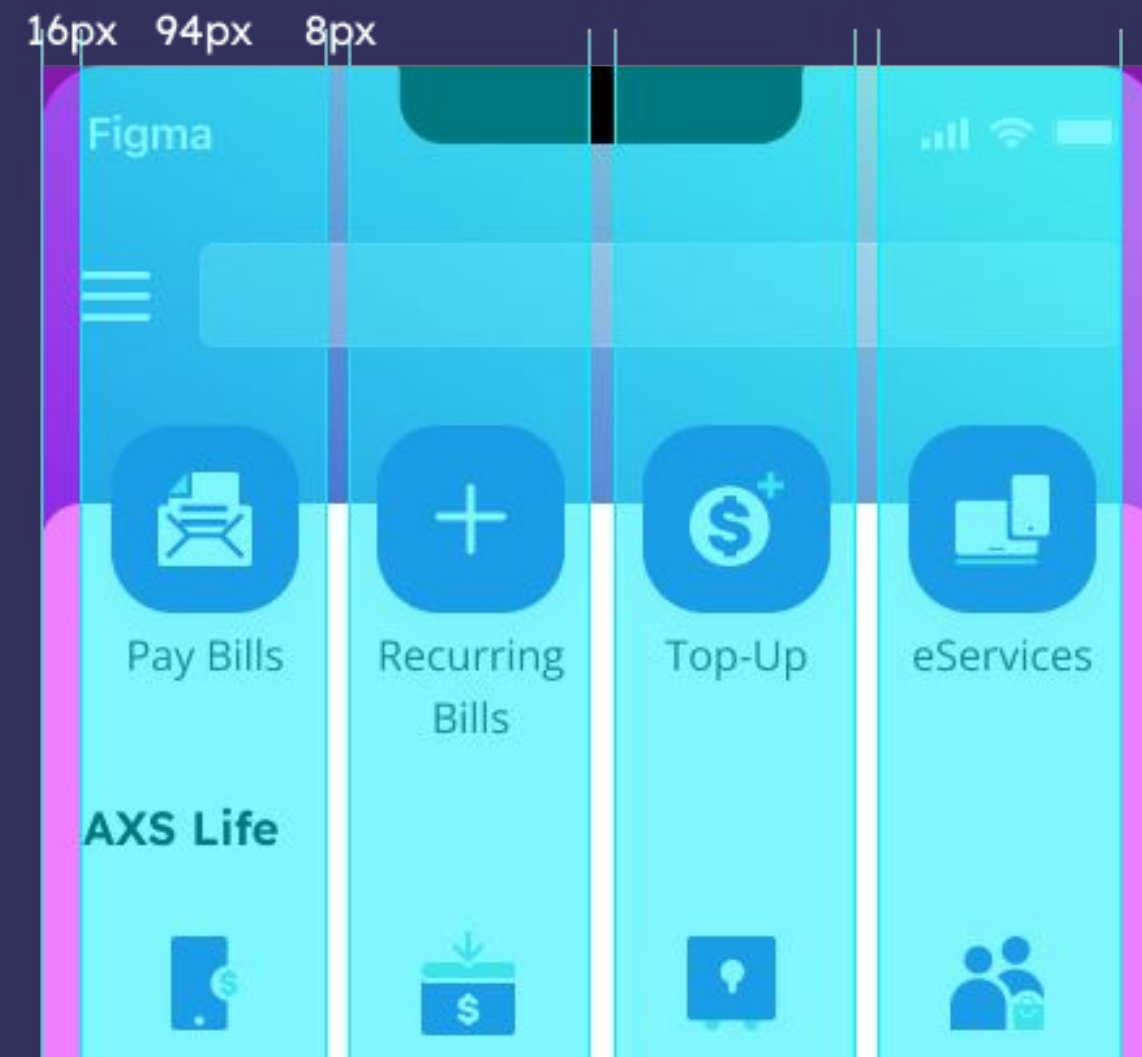
16px   94px   8px

Figma

Pay Bills   Recurring Bills   Top-Up   eServices

AXS Life

DESIGN SYSTEM

Spacing System

A massive factor that led to the cluttered feel of the original app was the lack of a spacing system.

- This was a big reason as to why users took a long time in order to process what it was they were viewing, and locate the area that required changes to be made.

- **The Principle of Proximity was used here.**
  Applying the use of Margins is integral to helping users make sense of the different groupings


4pt Scaling System
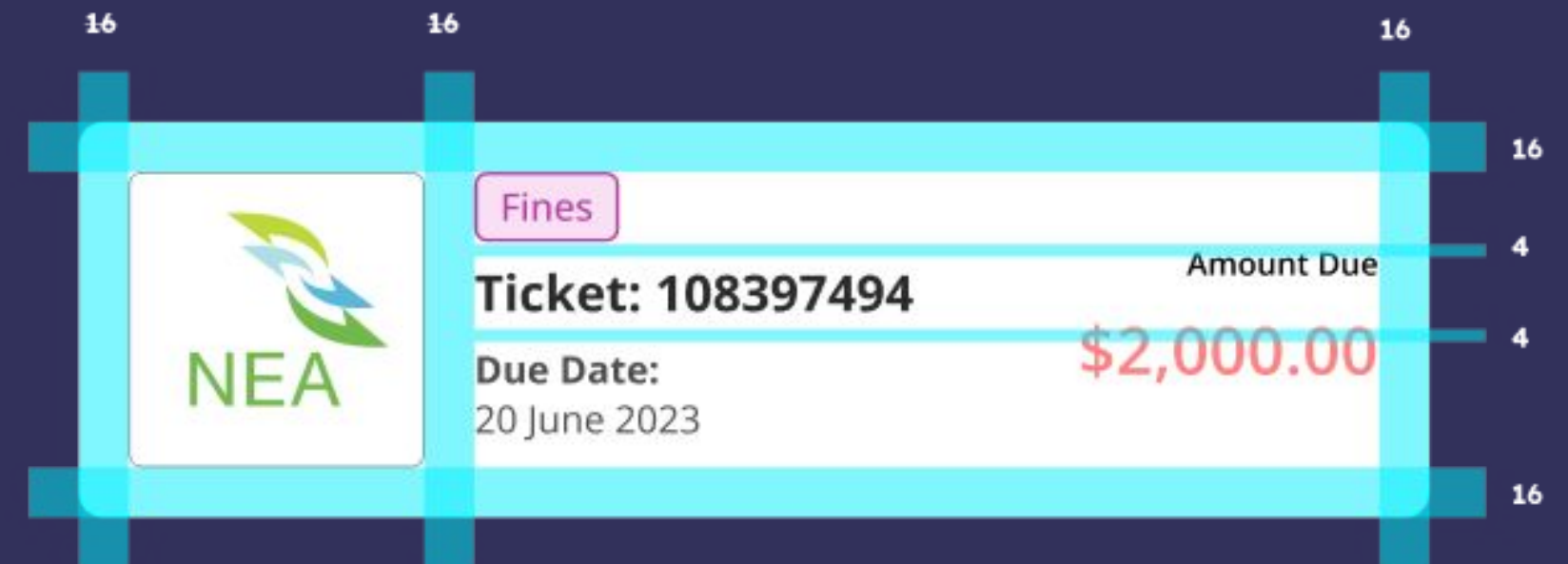
Fines
Ticket: 108397494
Due Date:
20 June 2023
Amount Due
$2,000.00

DESIGN SYSTEM

Spacing System

A massive factor that led to the cluttered feel of the original app was the lack of a spacing system.

- **Visual Hierarchy**
  Additionally, using a concoction of typeface weights and different margin sizes allowed us to further break down the information required in a more digestible way.

- An invisible rhythm in the design is apparent as users can now easily structure and map out the relationships of what they're seeing visually a whole lot easier.
  So… Reduced thinking time!
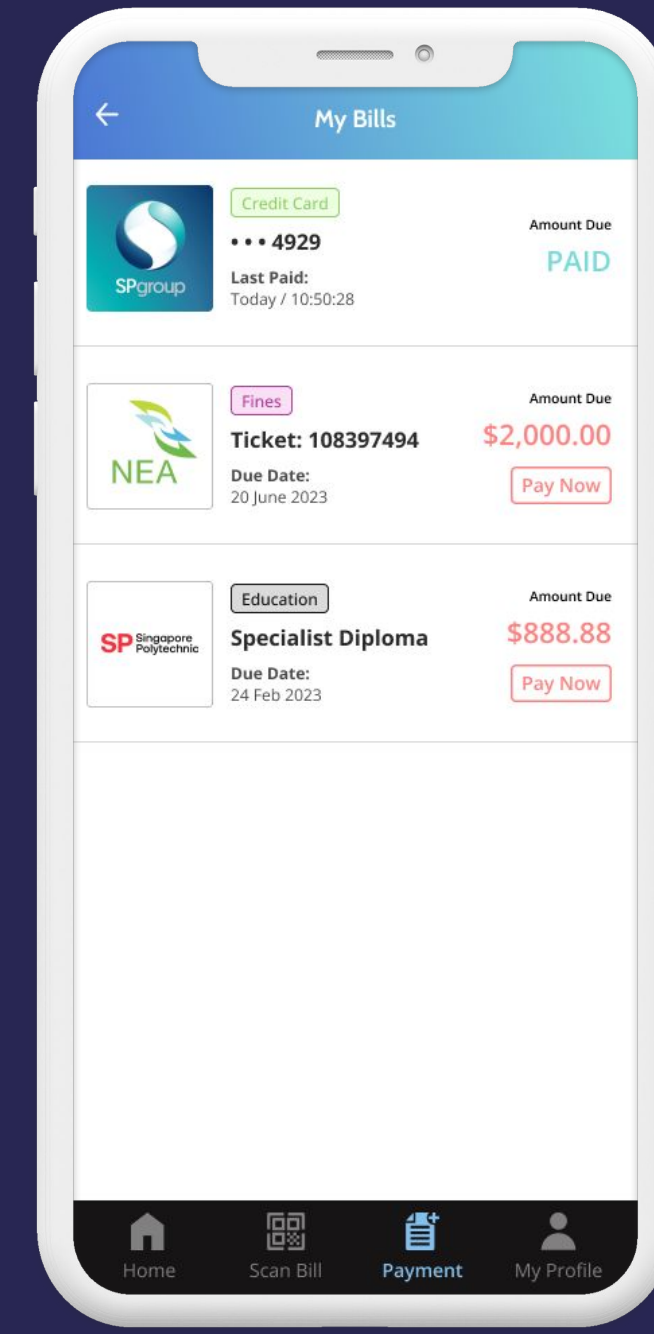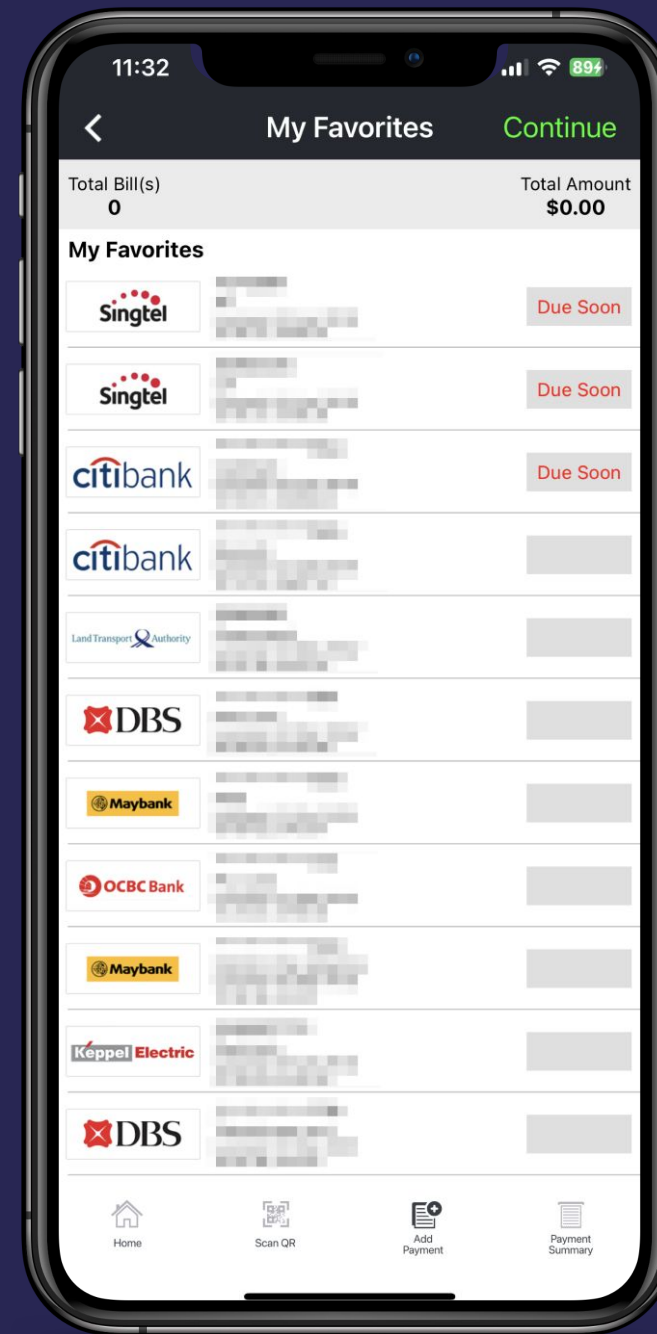
PRINCIPLE OF PROXIMITY
Keeping quick links icons together

LAW OF COMMON REGION
That elements placed within the same region are perceived as grouped in a clearly defined boundary.

LAW OF SIMILARITY
The Law of Similarity is especially important for ensuring that links and navigation systems are visually differentiated from normal text elements.

DESIGN SYSTEM

Cards

A solution was needed in containing information as the AXS app is especially content heavy.

- We felt that the cards on the original AXS design was lacking in a few ways:

- The cards fail in their purpose if the information isn't contained in an organised and structured manner.
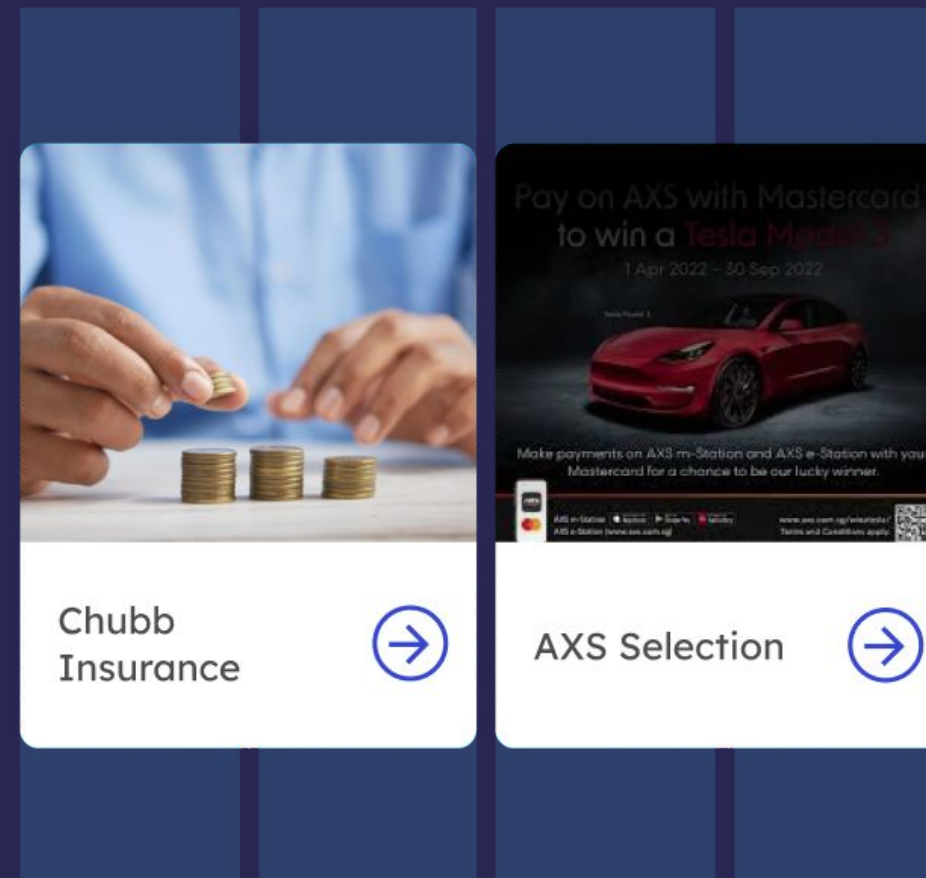
- They became more of clutter than help.
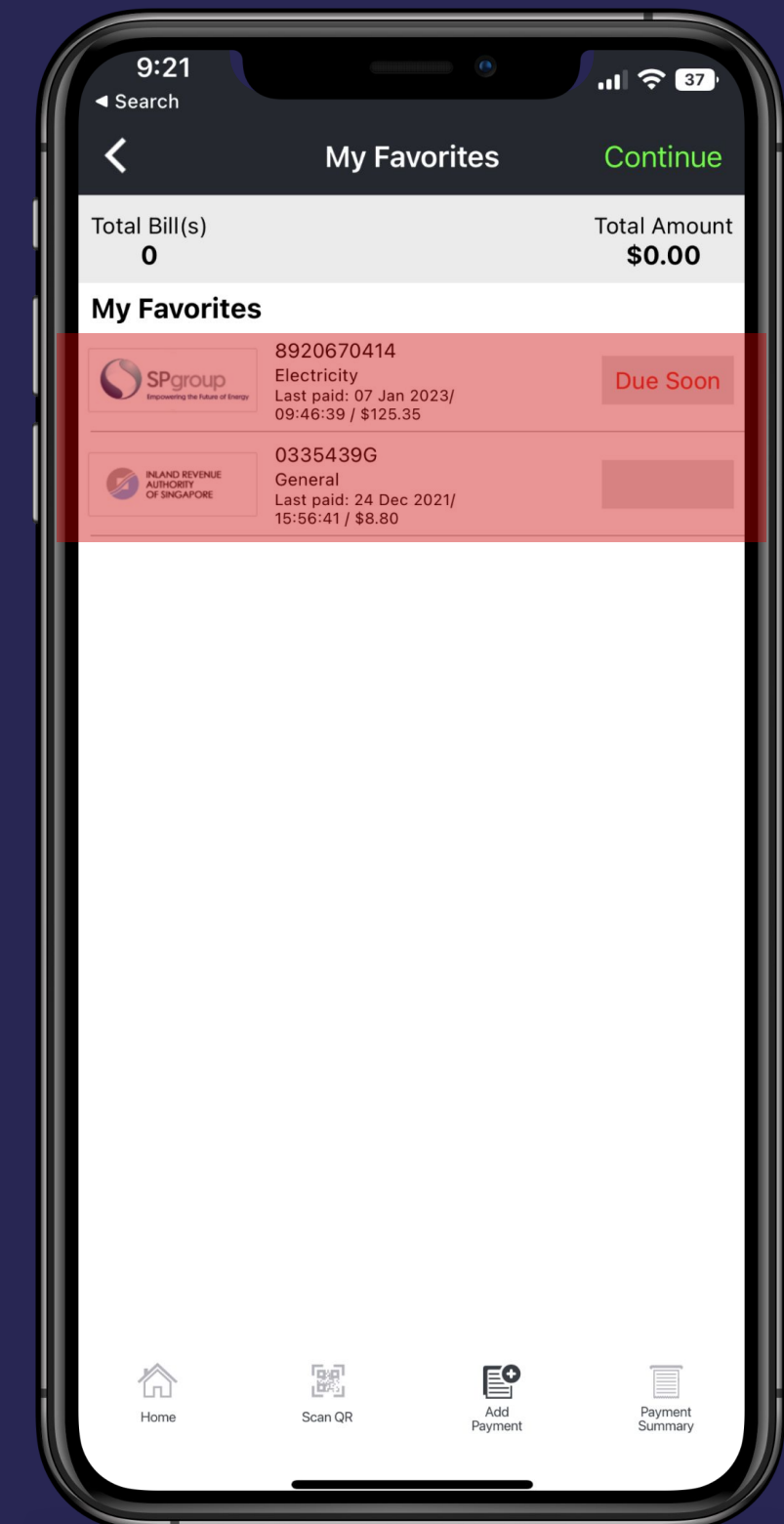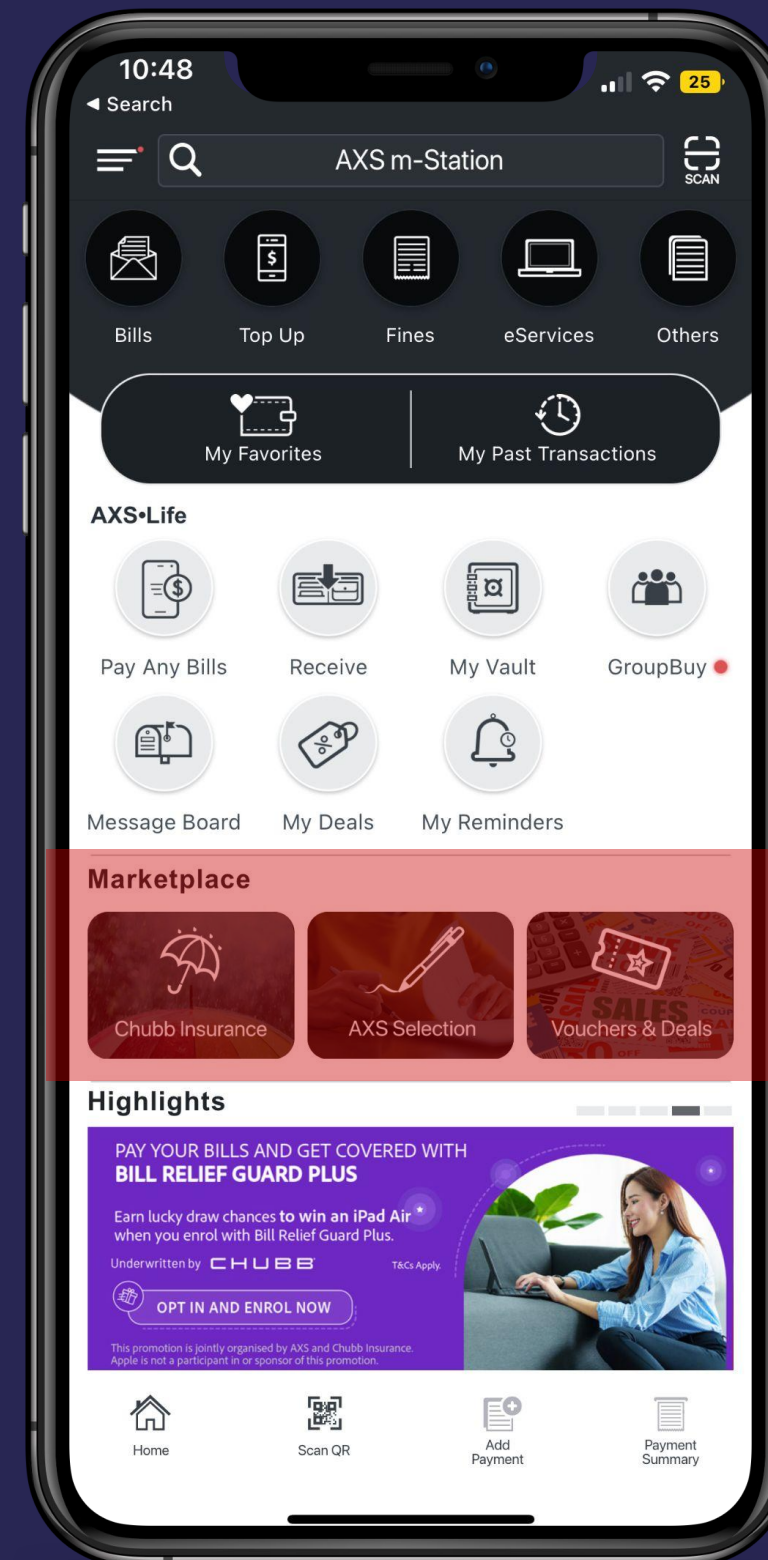
DESIGN SYSTEM

Cards

A solution was needed in containing information as the AXS app is especially content heavy.

- We reworked things and made it such that the information would be less of a cognitive stress, Making it easier for a user to take in.

- **There are 2 sets of card types:**
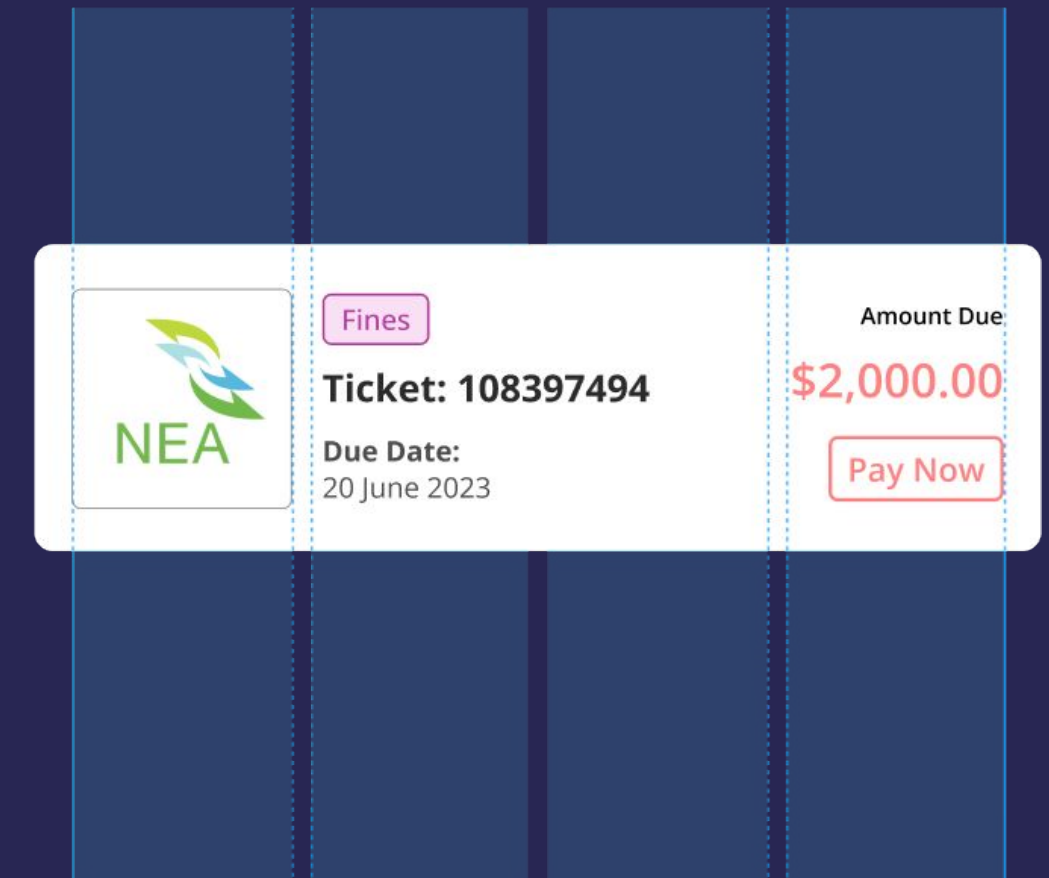 1. Media Cards
  2. Content Cards

Media Cards

Chubb Insurance

AXS Selection

Content Cards

NEA

Fines

Ticket: 108397494

Due Date:
20 June 2023

Amount Due

$2,000.00

Pay Now

To be used generally when the visual is the main focus of the card.

Typically used in promotions or deals.

To be used when information load is heavy, and should be utilised to hold important content for the users.

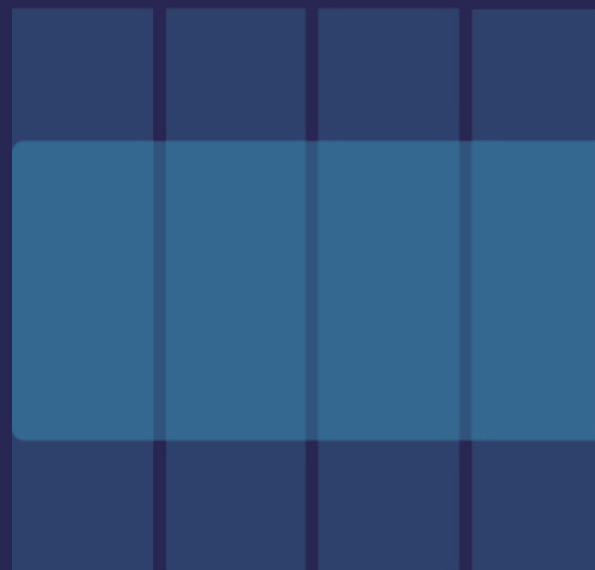Typically used in payment details.

DESIGN SYSTEM

Cards

Here are some of the ways that our cards can be applied across the app

- Future planning for a variety of situations within our Design System also allowed us to:

- Test and check if our ideas worked to fulfill their purpose within the app.
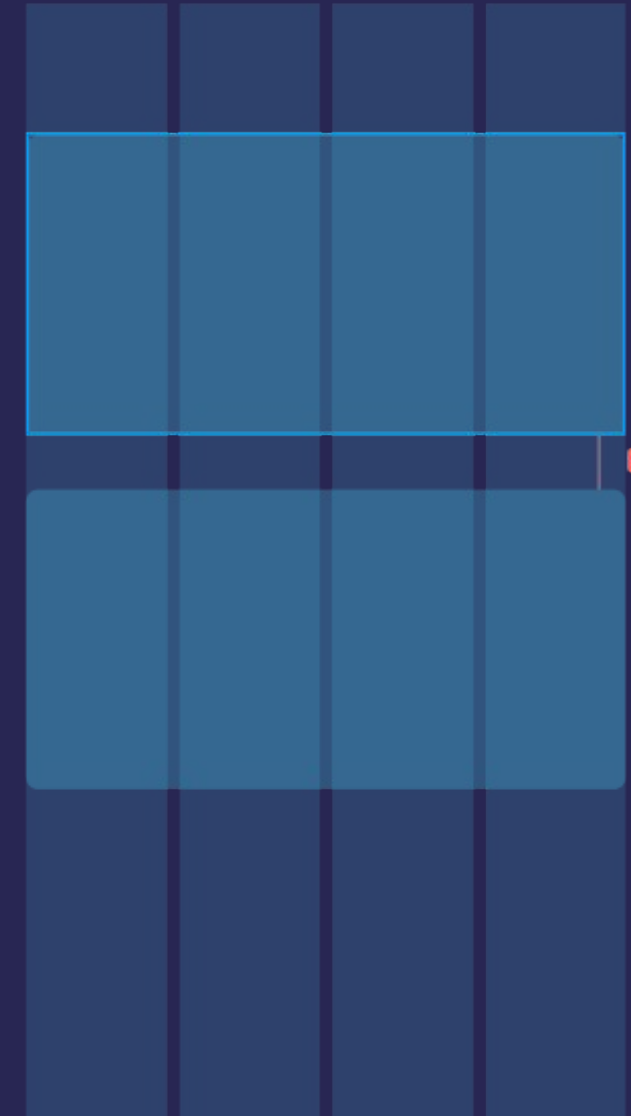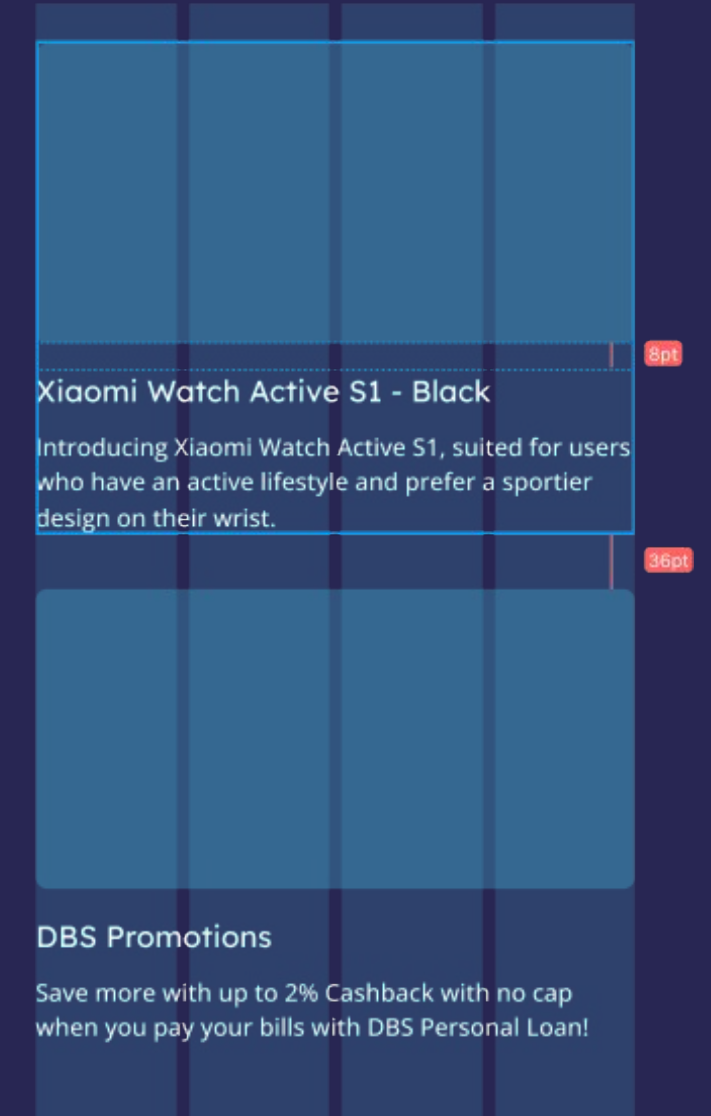
- Provide guidelines to new designers to increase efficiency & maintain consistency.
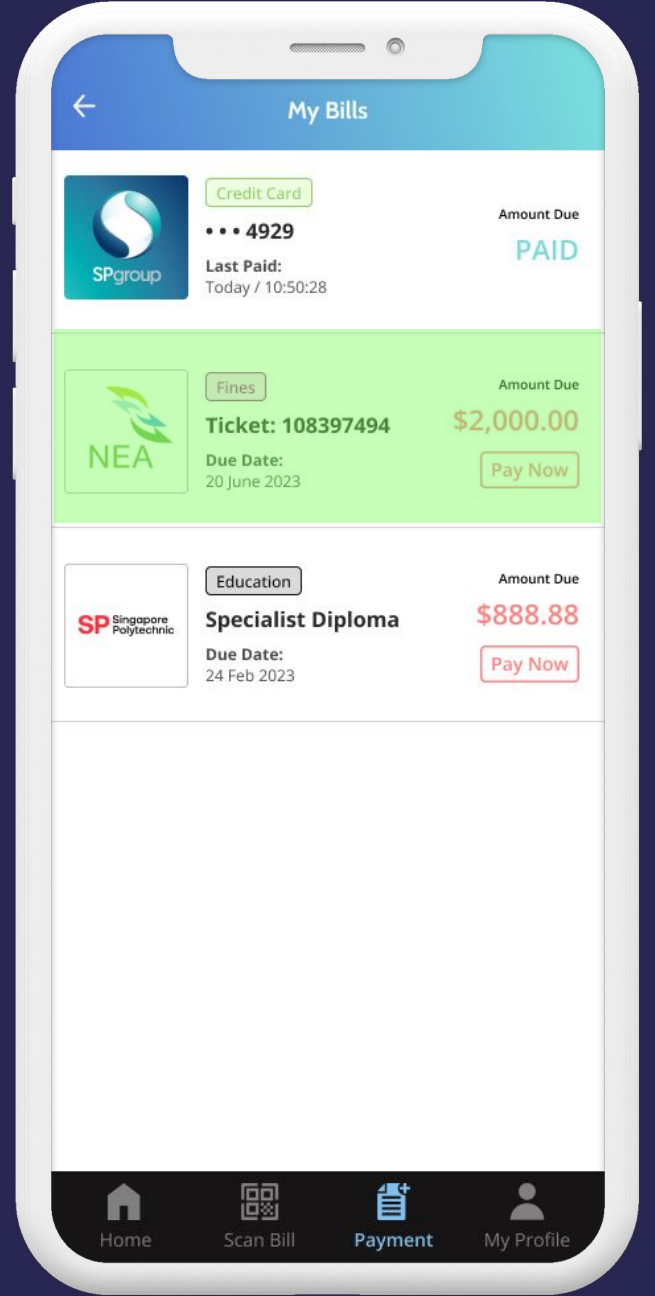
2 cards in a row
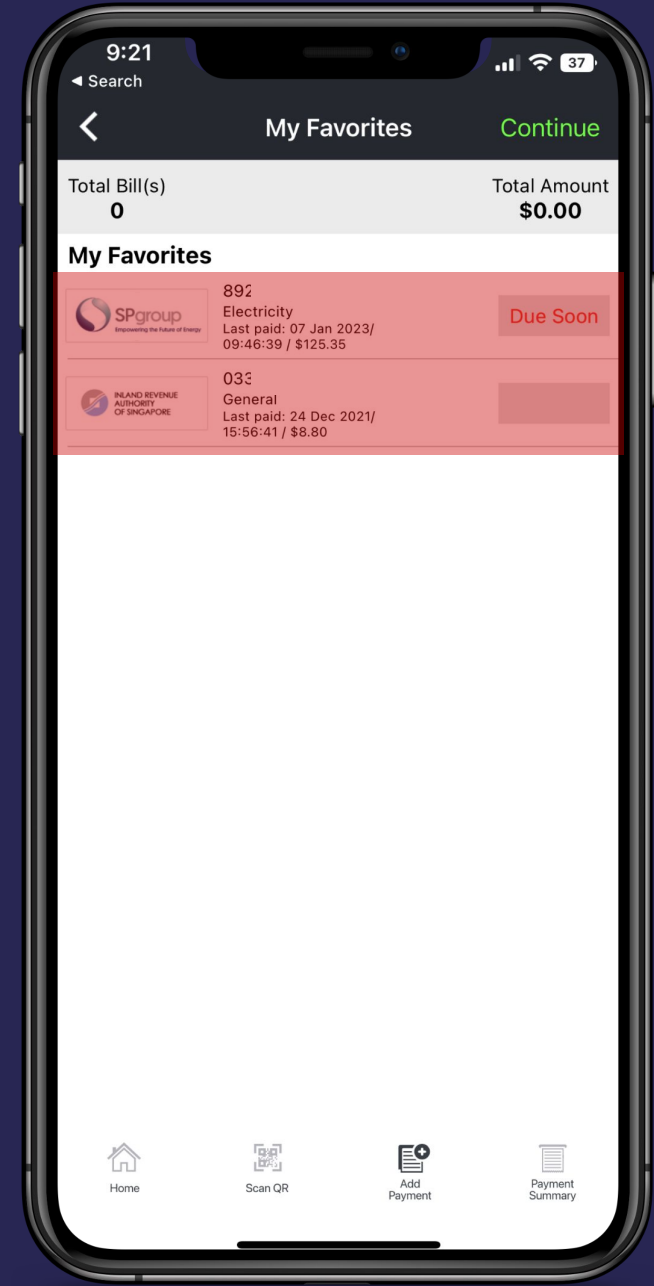
1 card in a row

Stacked Cards

36pt

Stacked cards with text

8pt

Xiaomi Watch Active S1 - Black

Introducing Xiaomi Watch Active S1, suited for users who have an active lifestyle and prefer a sportier design on their wrist.

36pt

DBS Promotions

Save more with up to 2% Cashback with no cap when you pay your bills with DBS Personal Loan!

DESIGN SYSTEM

Cards

The application of our solution can be seen on these pages:

Best Practices

Xiaomi Watch Active S1 - Black

Introducing Xiaomi Watch Active S1, suited for users who have an active lifestyle and prefer a sportier design on their wrist.

Buy Now

Xiaomi Watch Active S1 - Black

Introducing Xiaomi Watch Active S1, suited for users who have an active lifestyle and prefer a sportier design on their wrist.

Buy Now
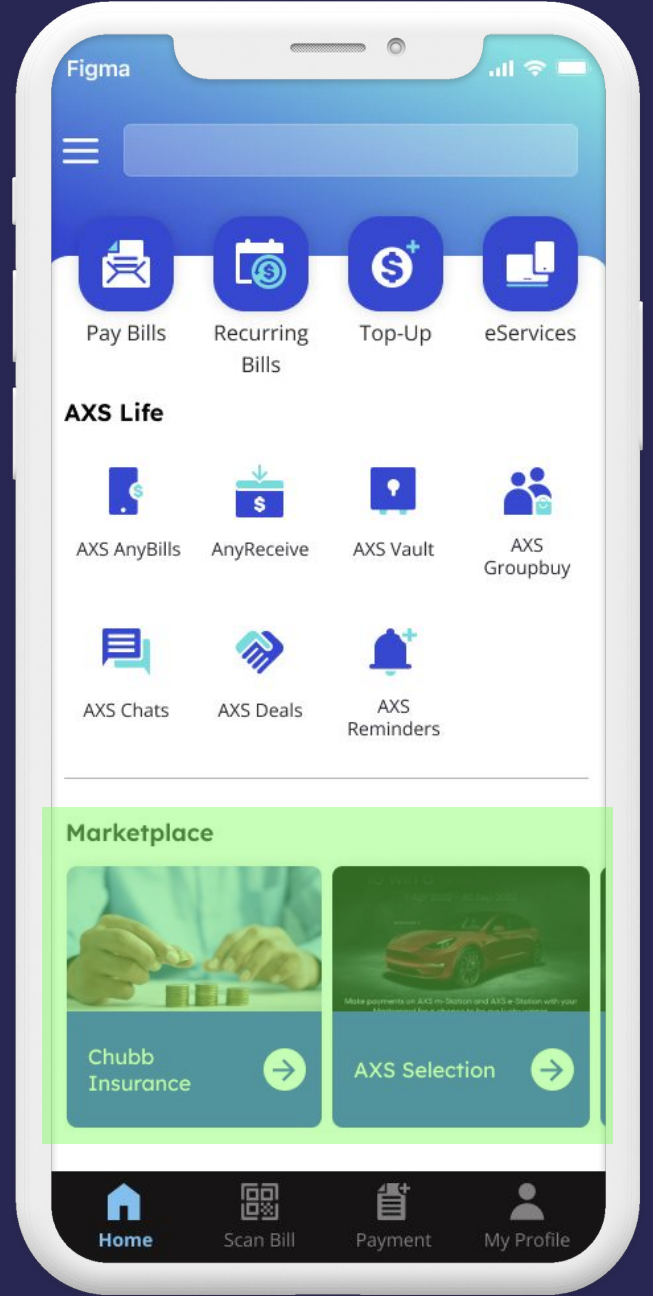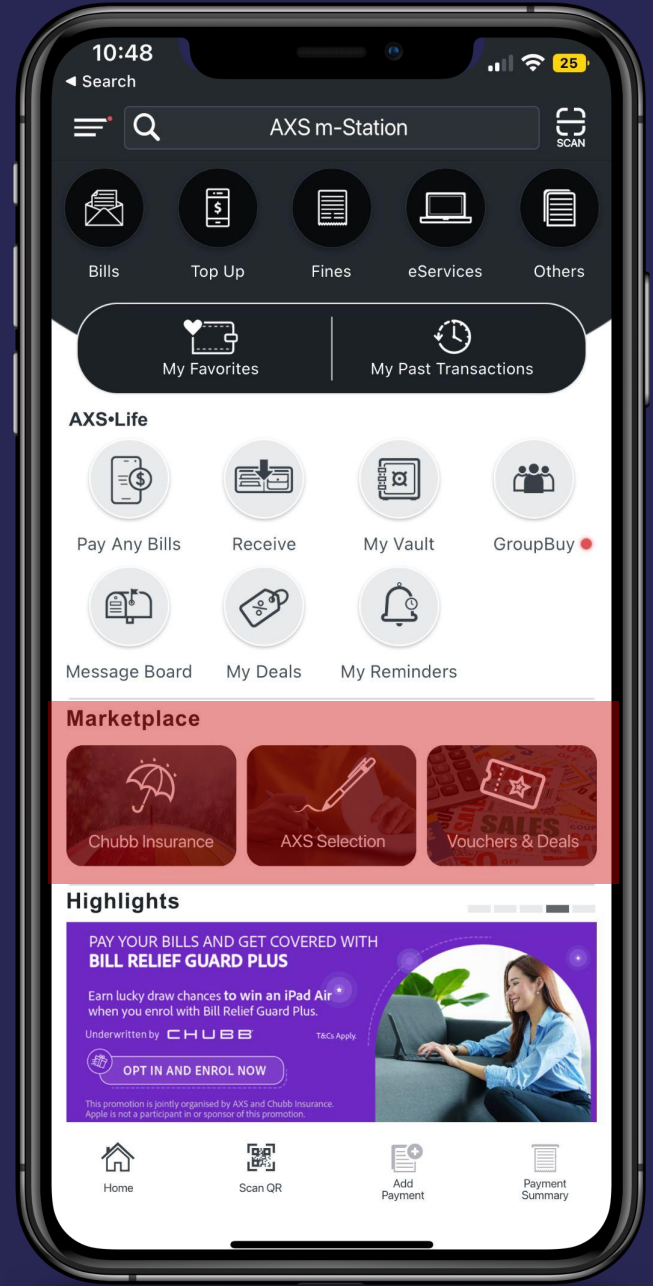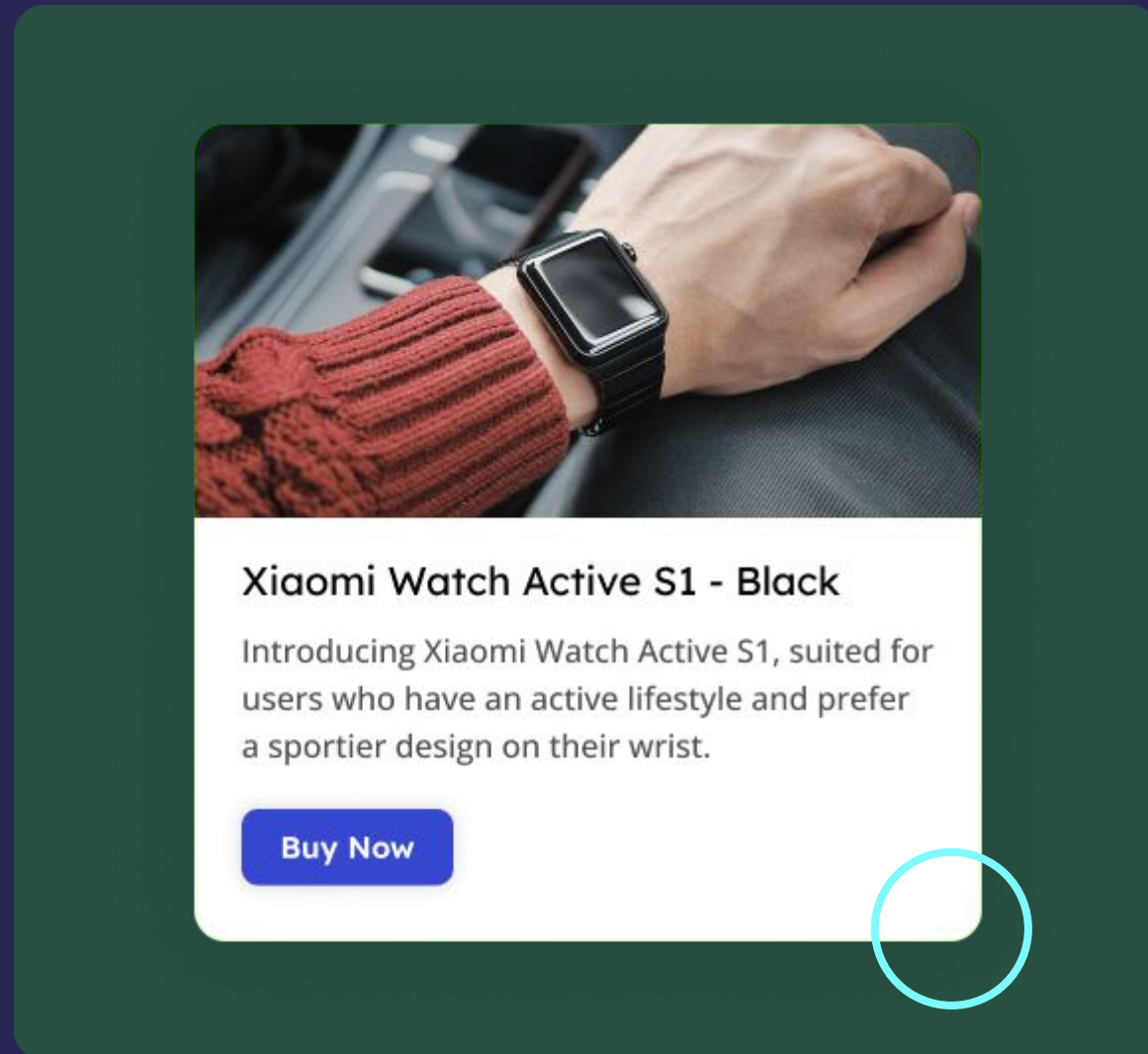
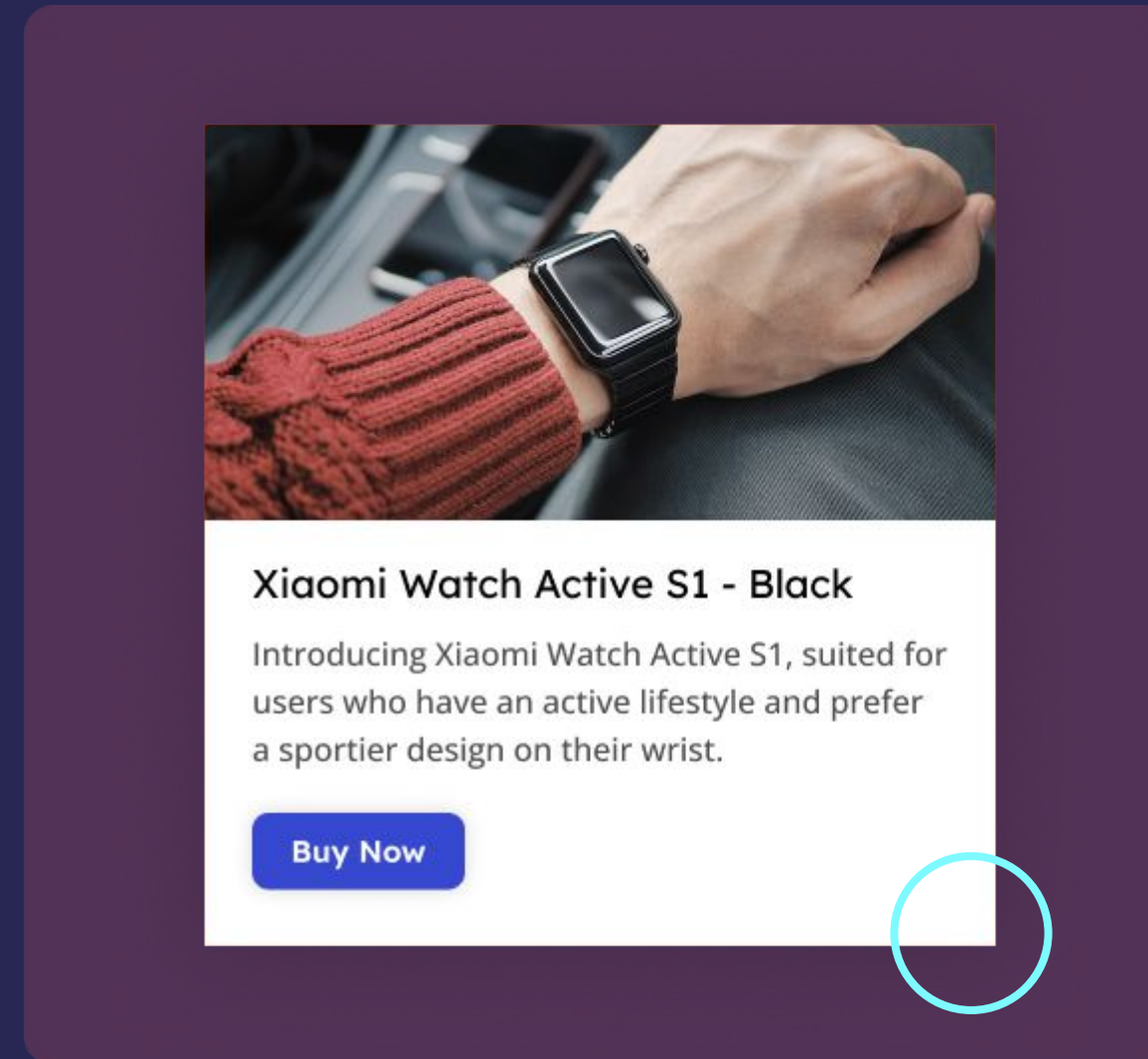✅ **Do** — Use rounded corners when designing cards to invoke a sense of friendliness.

❌ **Don't** — As much as possible, avoid using sharp edges in your design.

Best Practices

Xiaomi Watch Active S1 - Black

Introducing Xiaomi Watch Active S1, suited for users who have an active lifestyle and prefer a sportier design on their wrist.
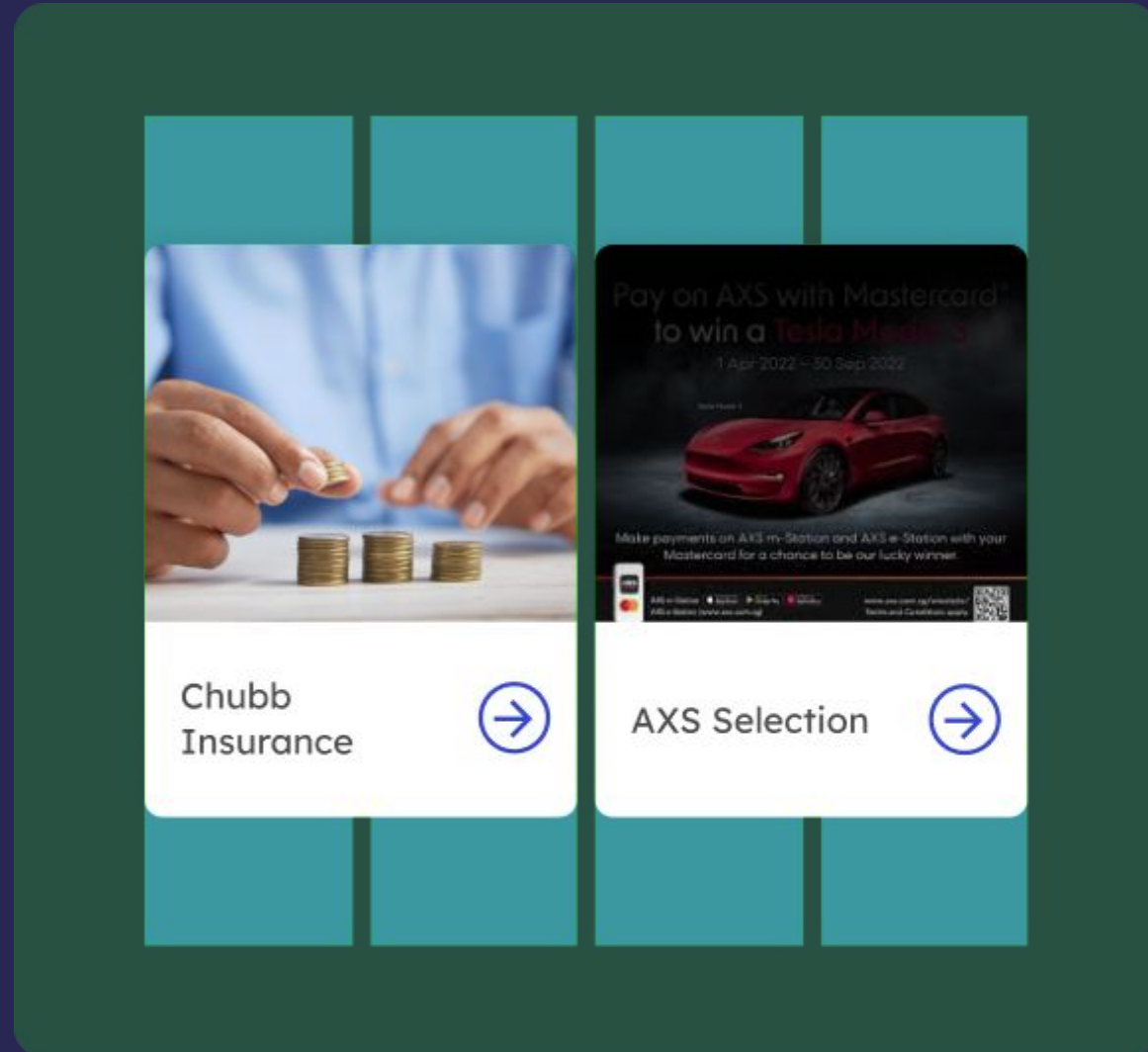
Buy Now

Xiaomi Watch Active S1 - Black

Introducing Xiaomi Watch Active S1, suited for users who have an active lifestyle and prefer a sportier design on their wrist.

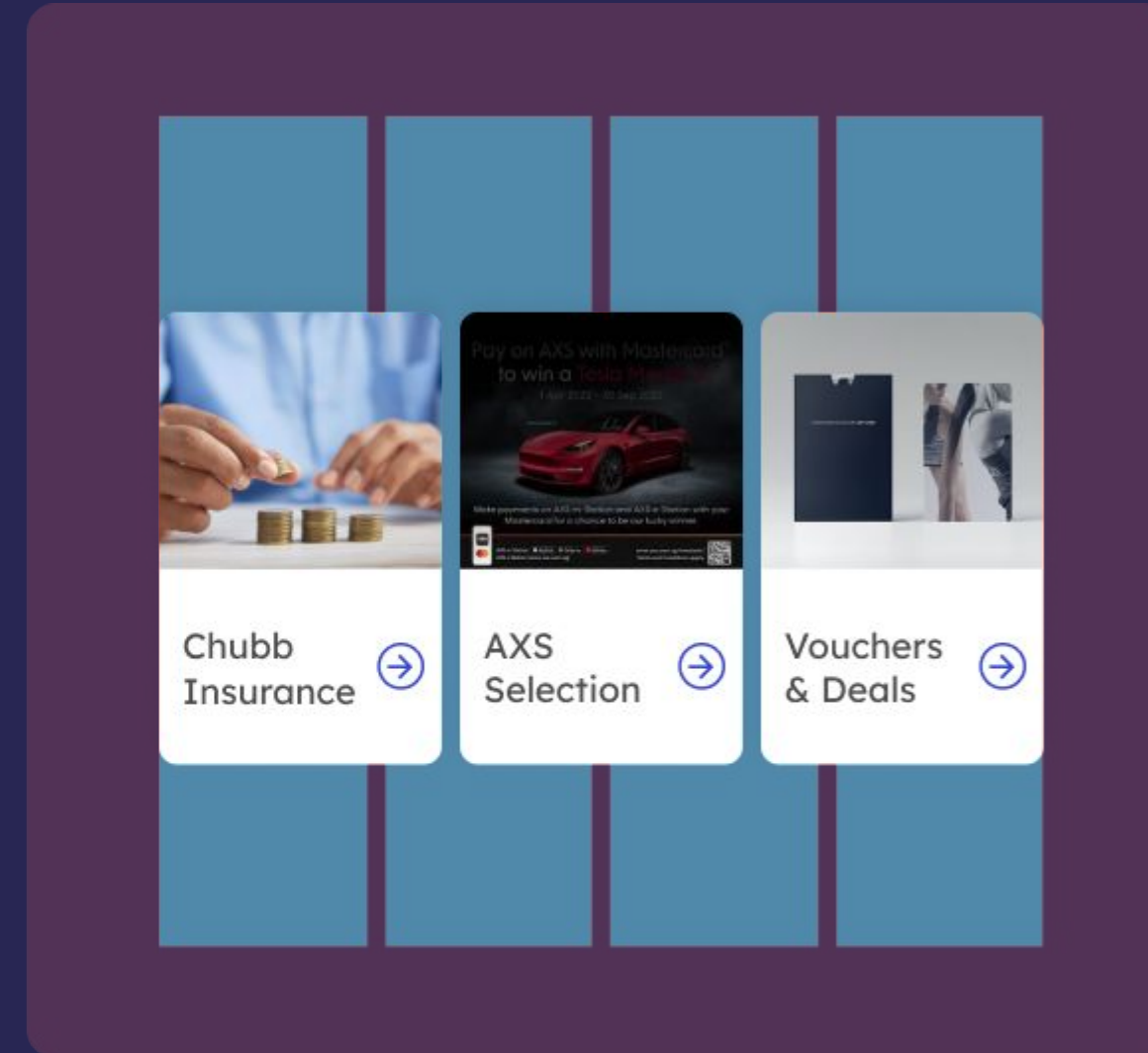✓ Do   Include clear actions and intent for the user to take.

✗ Don't   Do not leave the intent of the card ambiguous.

Best Practices

✓ **Do**

Use up to a maximum of two cards in a row when designing for a mobile device. Sections with more than two should place the cards in a horizontal scroll.

✕ **Don't**

Do not fit more than three cards in a row when designing for a mobile device.
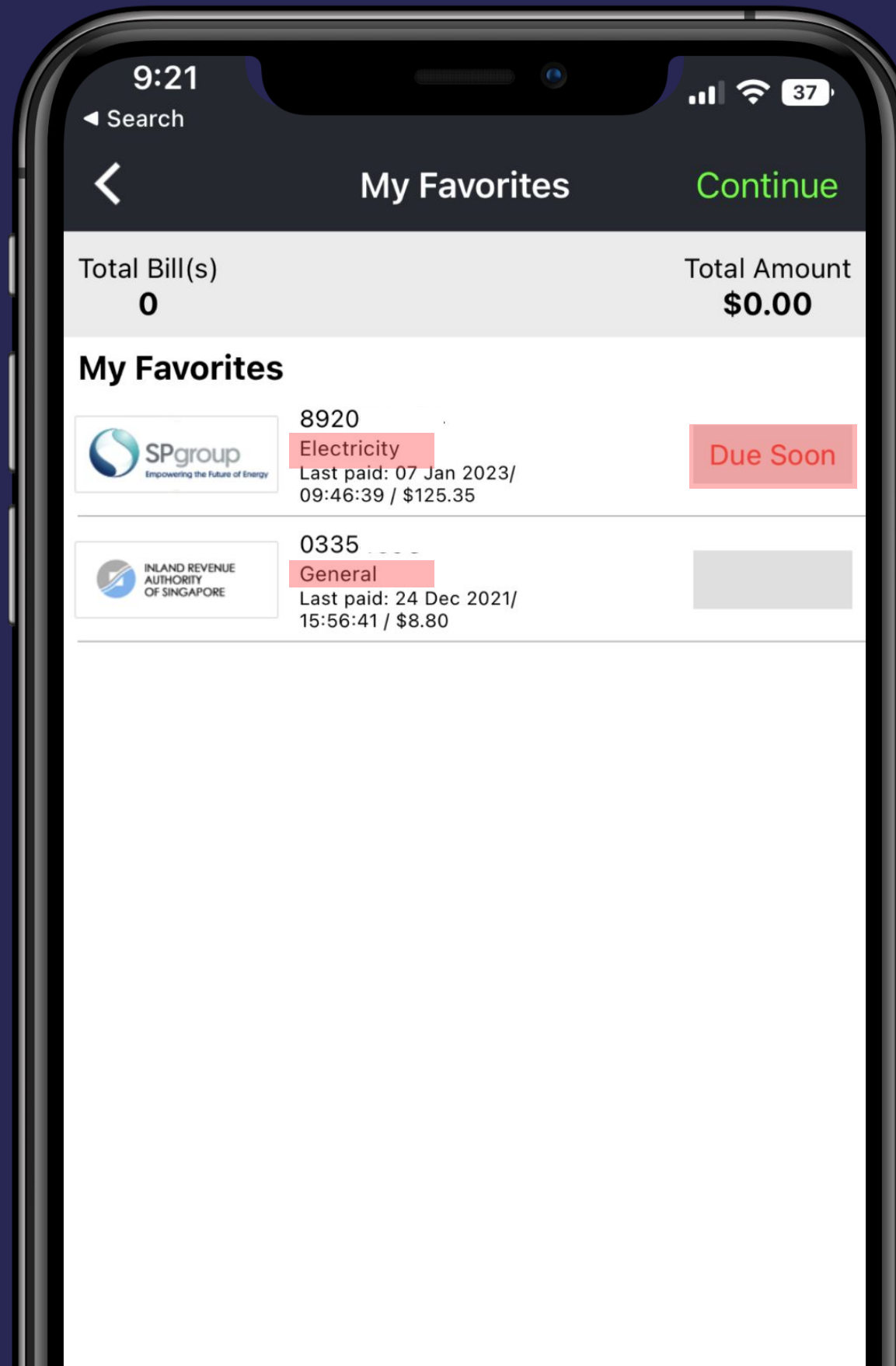
DESIGN SYSTEM

Labelling

The original version of the AXS app lacked in its sense of visual hierarchy, resulting in a jumble of information.

We felt that this was a critical aspect for middle aged users as they tend to have multiple bills to pay.

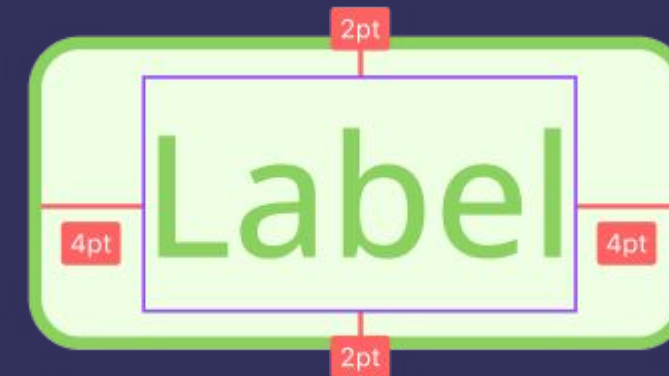Labelling would provide a better overview of their overall bills.
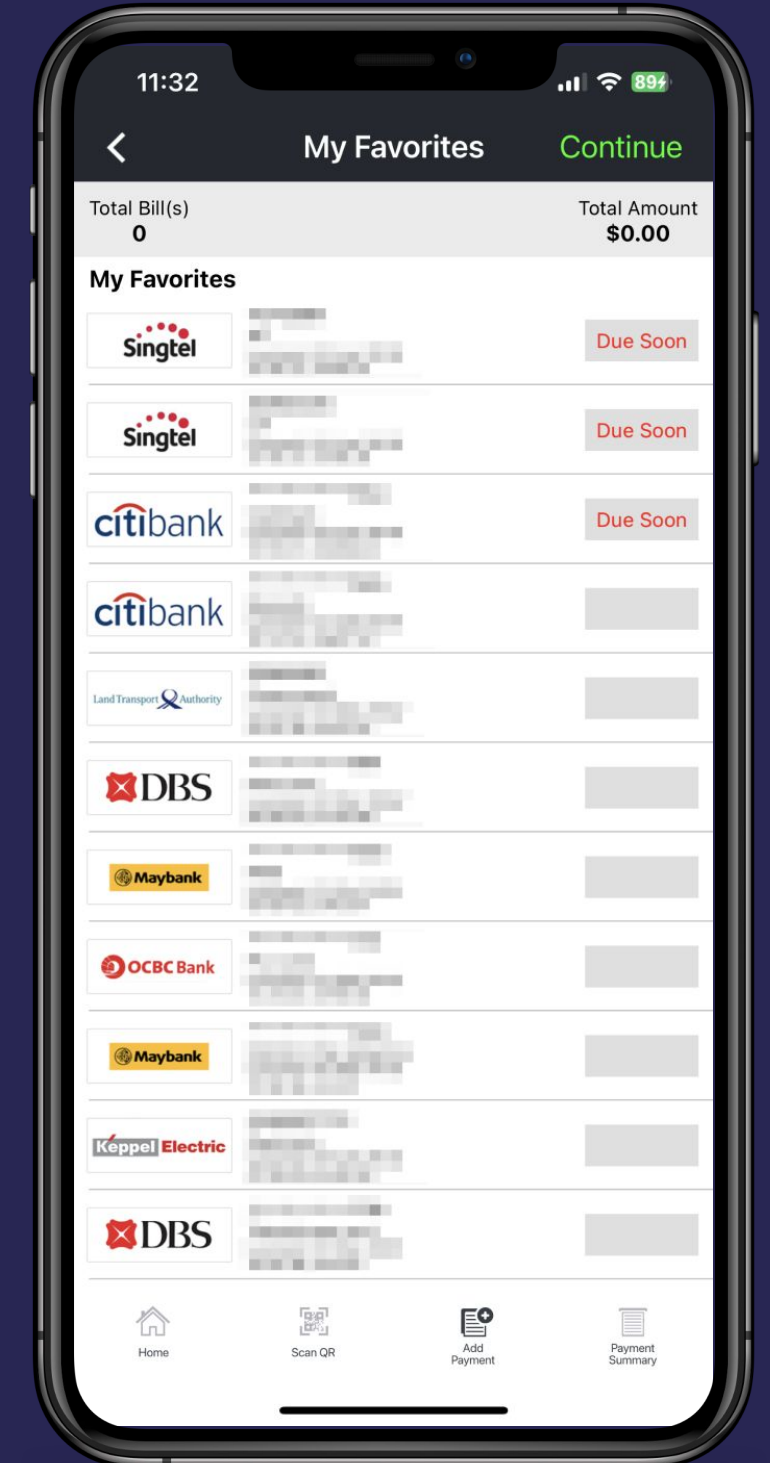
Case in point: middle aged users tend to have multiple bills to pay.
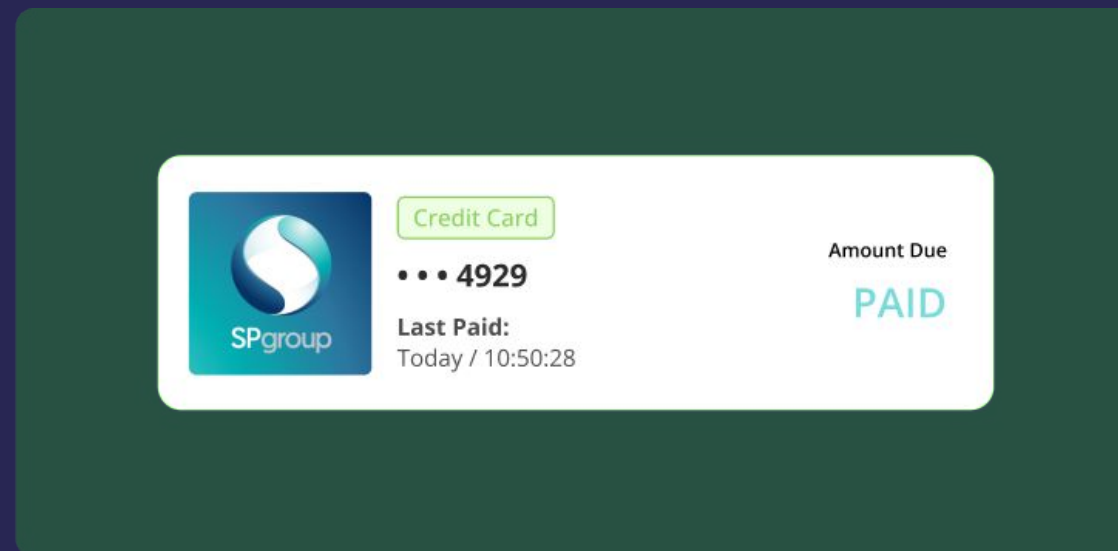
DESIGN SYSTEM

Labelling

Labels were designed to be inconspicuous, yet functional.

- The minimum font size is set at 12pt in the default body font.

- And the label features a 2pt top-bottom padding

- With 8pt left right padding.
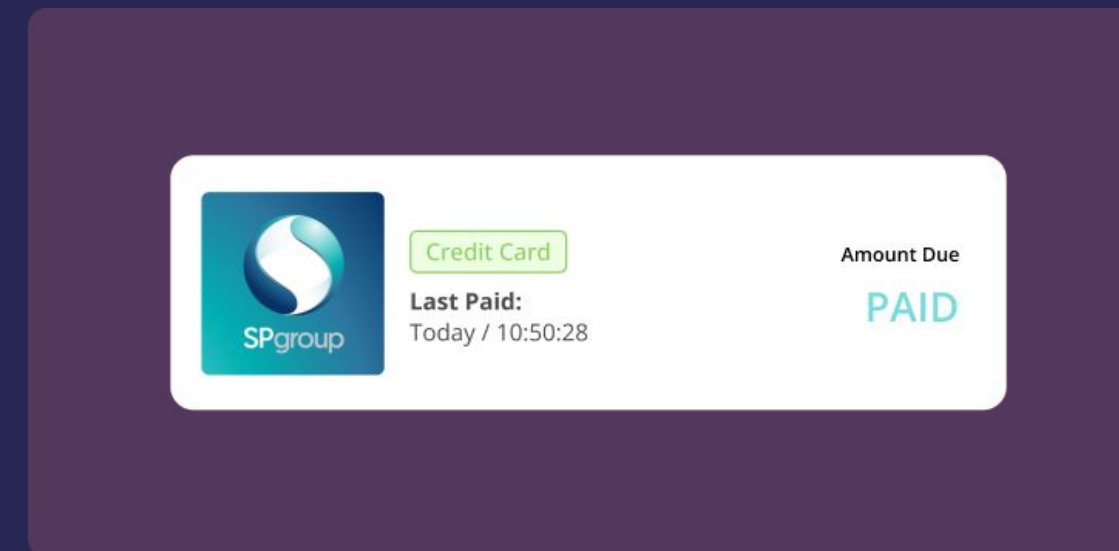
Best Practices

✅ **Do** — Labels serve as a visual aid for users, and should always be accompanied by relevant information such as credit card number.

❌ **Don't** — Avoid using labels by itself, or without its relevant information.

Best Practices
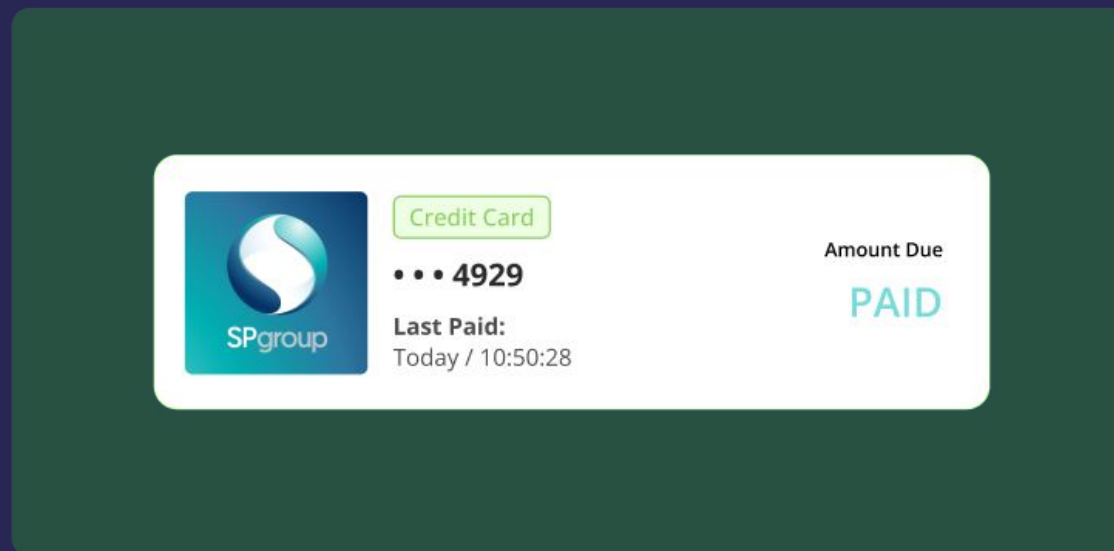
✅ **Do**   Ensure that labels are kept subtle.

❌ **Don't**   Avoid making labels bigger than the designed component. If change of size is necessary, ensure that it does not fight for attention with the rest of the design elements.

DESIGN SYSTEM

Labelling

Thus a decision was made to improve the current label system on AXS as well:
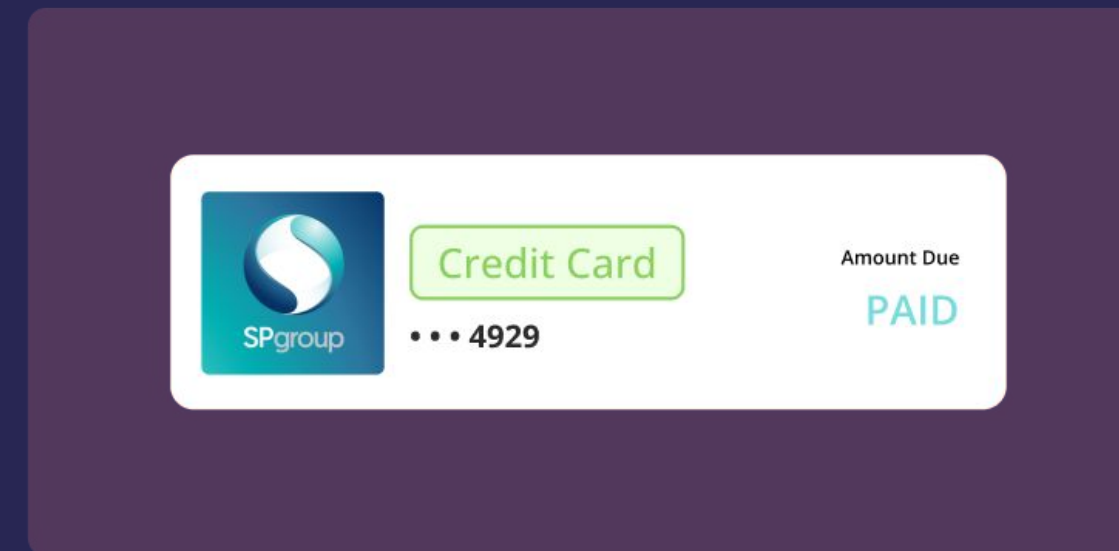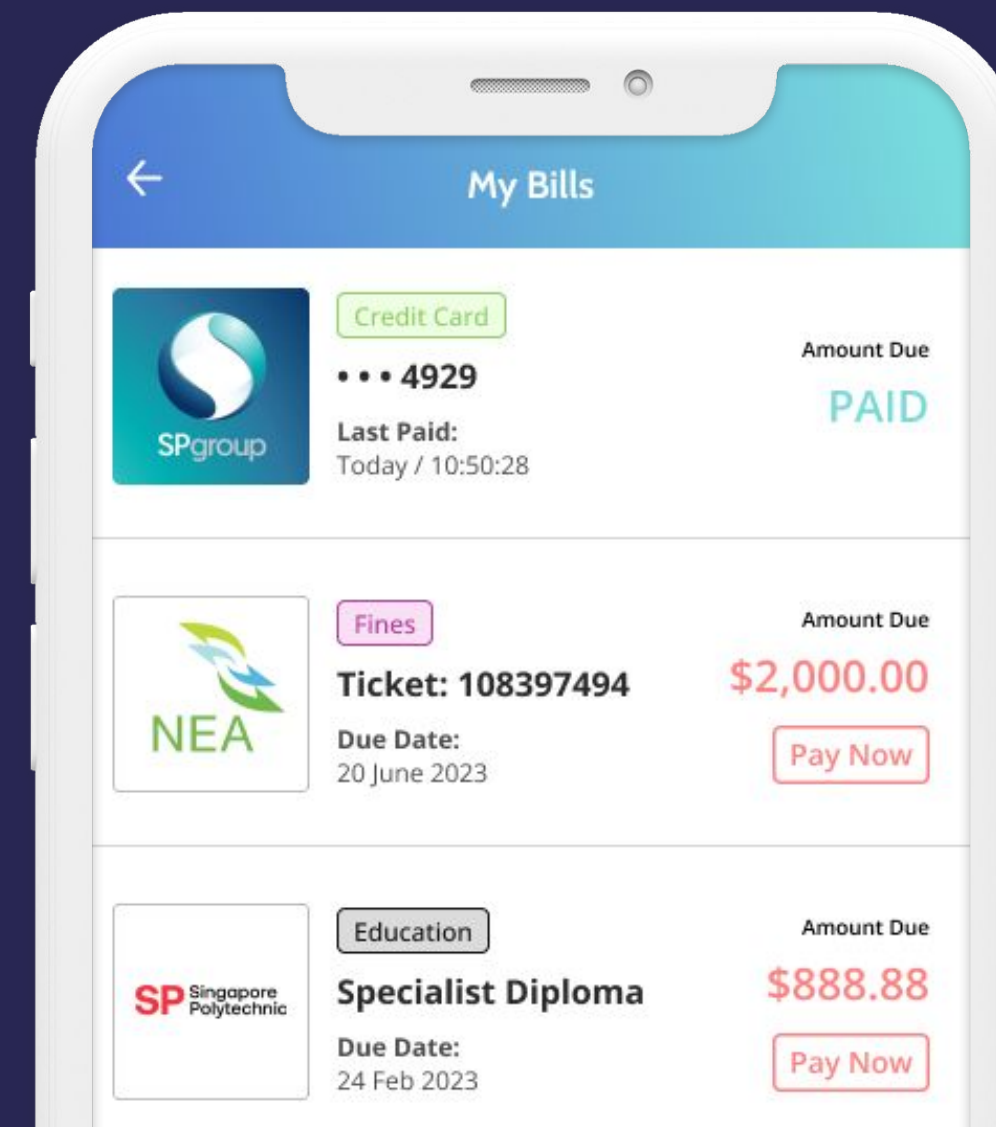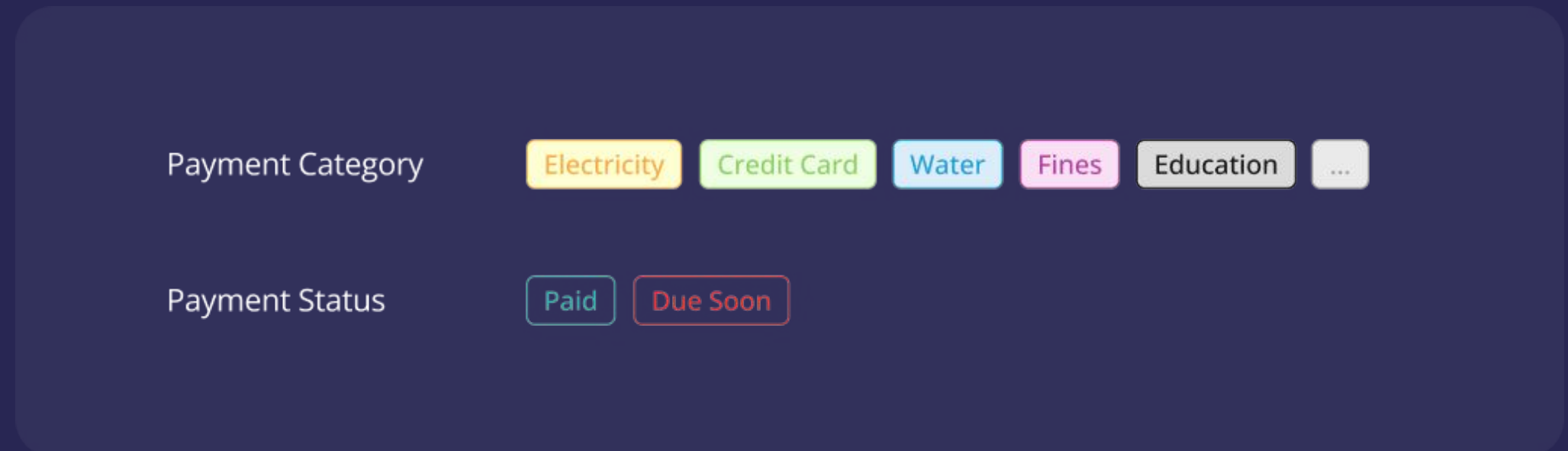
- 2 types of labels have been introduced. Naturally, they both serve different purposes.

- **1. Payment Categories**
  Payment category labels are mostly used in content cards that display important information about the user's bills

- **2. Payment Status**
  Indicates the status of a user's bill.

- We felt that this was important as it provides a better structure for visual hierarchy, allowing users to see the critical aspects (especially for Payment Status Labels)

Payment Category   Electricity   Credit Card   Water   Fines   Education   ...

Payment Status   Paid   Due Soon

My Bills

Credit Card
••• 4929
Last Paid:
Today / 10:50:28
Amount Due
PAID

Fines
Ticket: 108397494
Due Date:
20 June 2023
Amount Due
$2,000.00
Pay Now

Education
Specialist Diploma
Due Date:
24 Feb 2023
Amount Due
$888.88
Pay Now

DESIGN SYSTEM

Iconography

Icon style was swapped from Outlines into Solids to optimise Task Performance Speed

- Taking our users into consideration, a decision was made to deviate away from outlines as the fine details of AXS' initial outlined icons proved to be very distracting.

- **The following design factors impaired the user's ability to digest information quickly:**

  1. Complicated details lead to visual noise
  2. Inconsistencies in stroke weight across the interface

- A research study, "Filled-in vs. Outline Icons:
  The Impact of Icon Style on Usability," discovered that solid icons were generally faster to recognise than outlined ones.

  This is perhaps due to the fact that Solid icons mirrors real life objects *(we see objects in their silhouettes)*
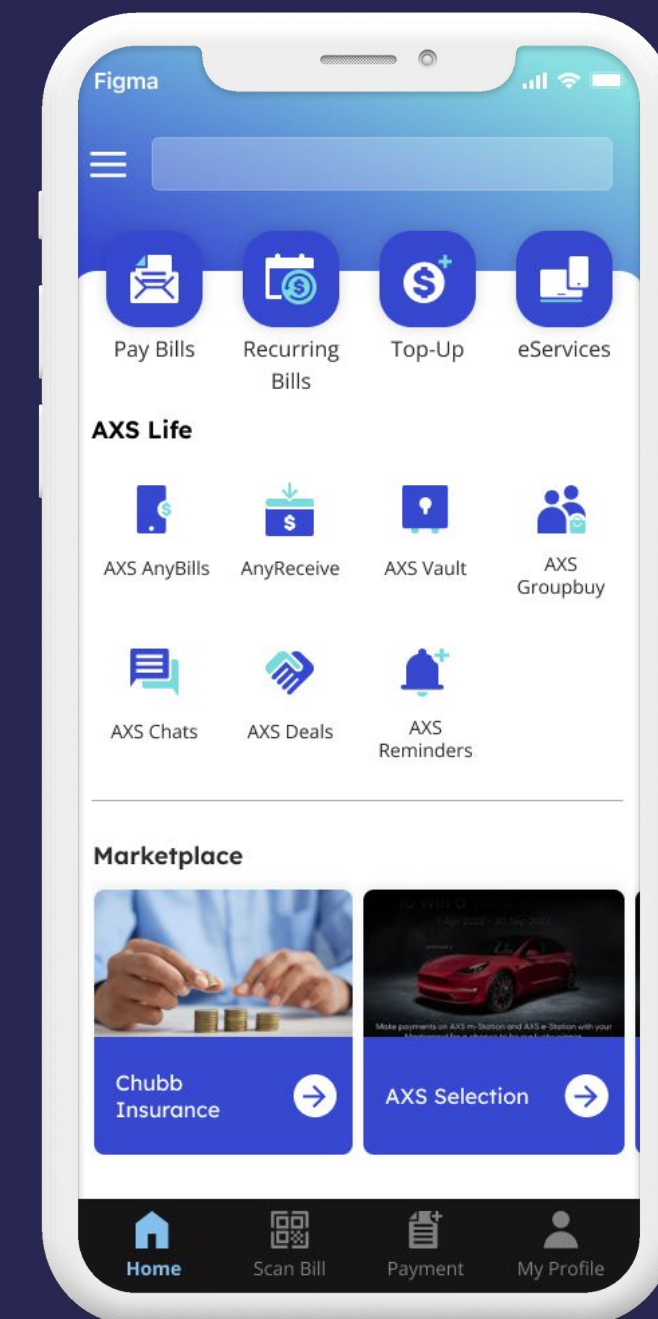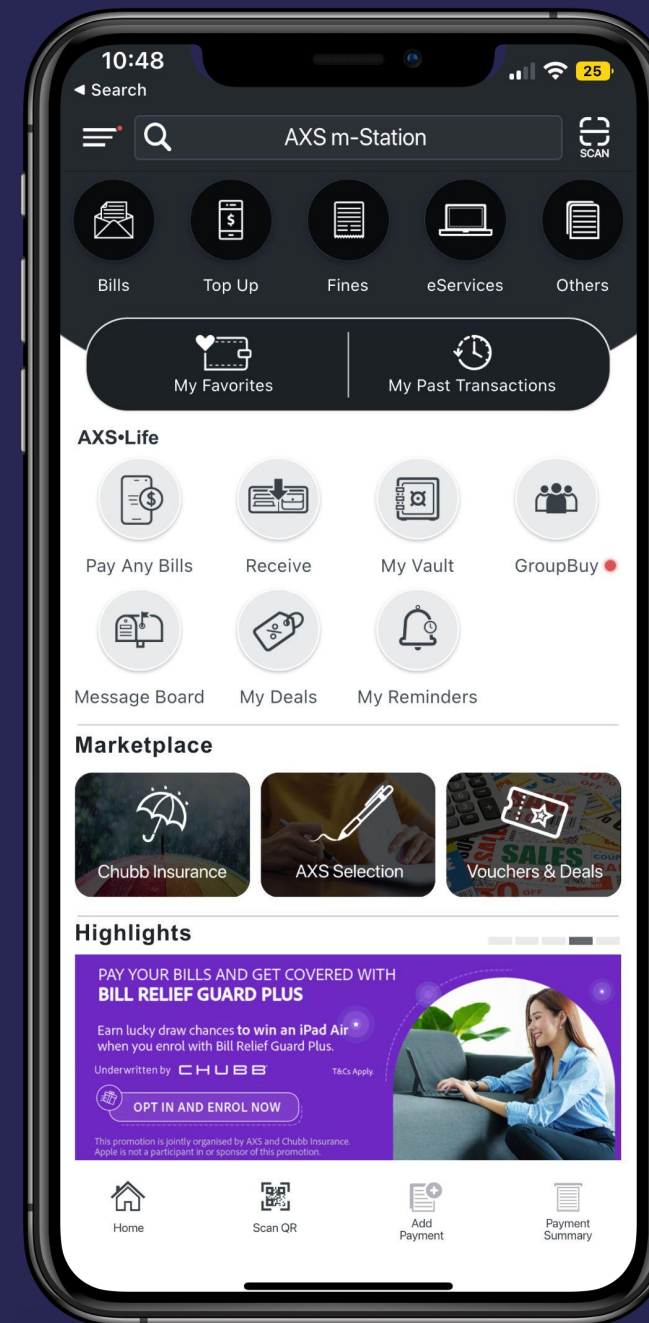
LAW OF PRÄGNANZ
People will perceive and interpret ambiguous or complex images in the simplest of forms- less amount of effort

JAKOB'S LAW
Making use of familiar patterns and conventions.

Less mental energy spent

HICK'S LAW
The time it takes to make a decision increases with the number and complexity of choices available

DESIGN SYSTEM

Iconography

Additional factors were set into play here:

- **Characteristic Cues**
  We made sure that every icon contains vital characteristic cues that are vital to a user's recognition and understanding of what it represents.

- **Duo-Toned Iconography**
  Was applied to reinforce brand recognition, and add an illustrative quality, giving personality to an otherwise cold and lackluster interface.
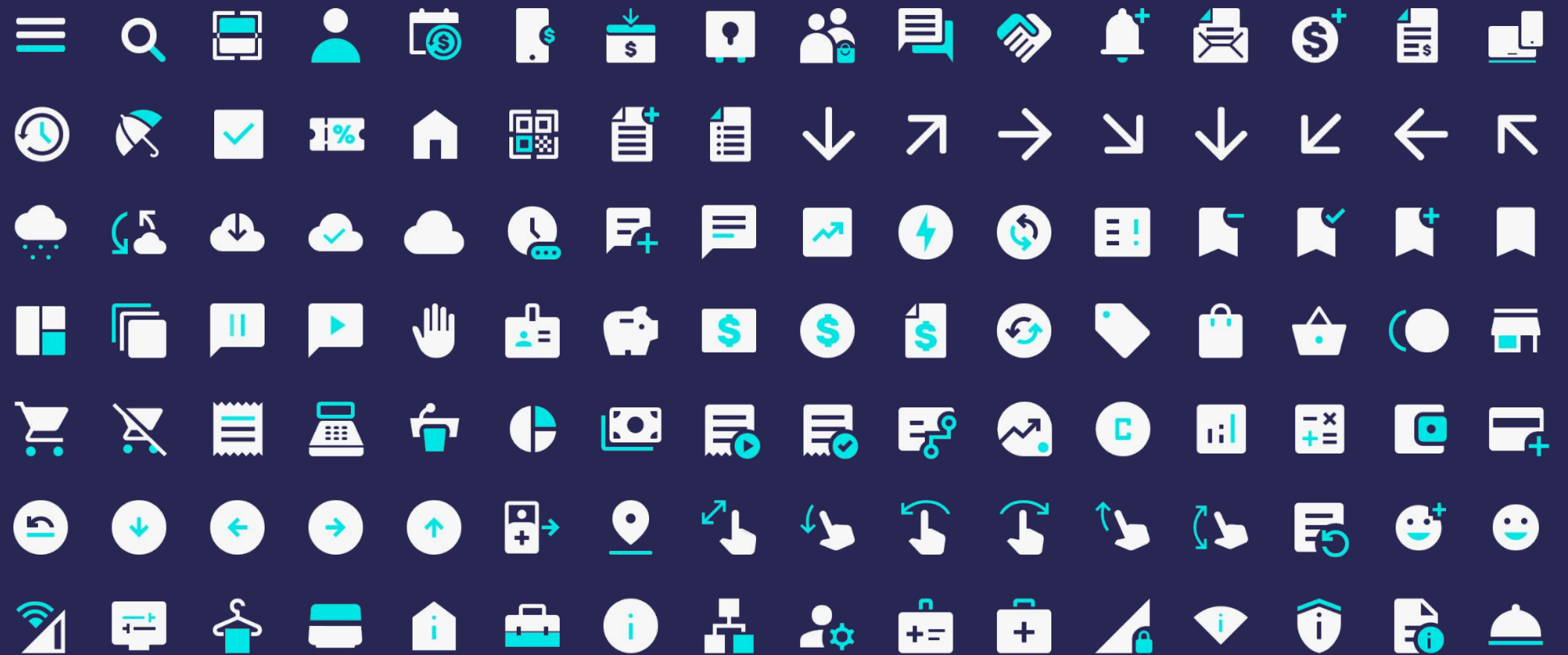
Key Finding #3

Current flow is not intuitive, navigation is unclear and time is wasted

DESIGN SYSTEM | Navigation
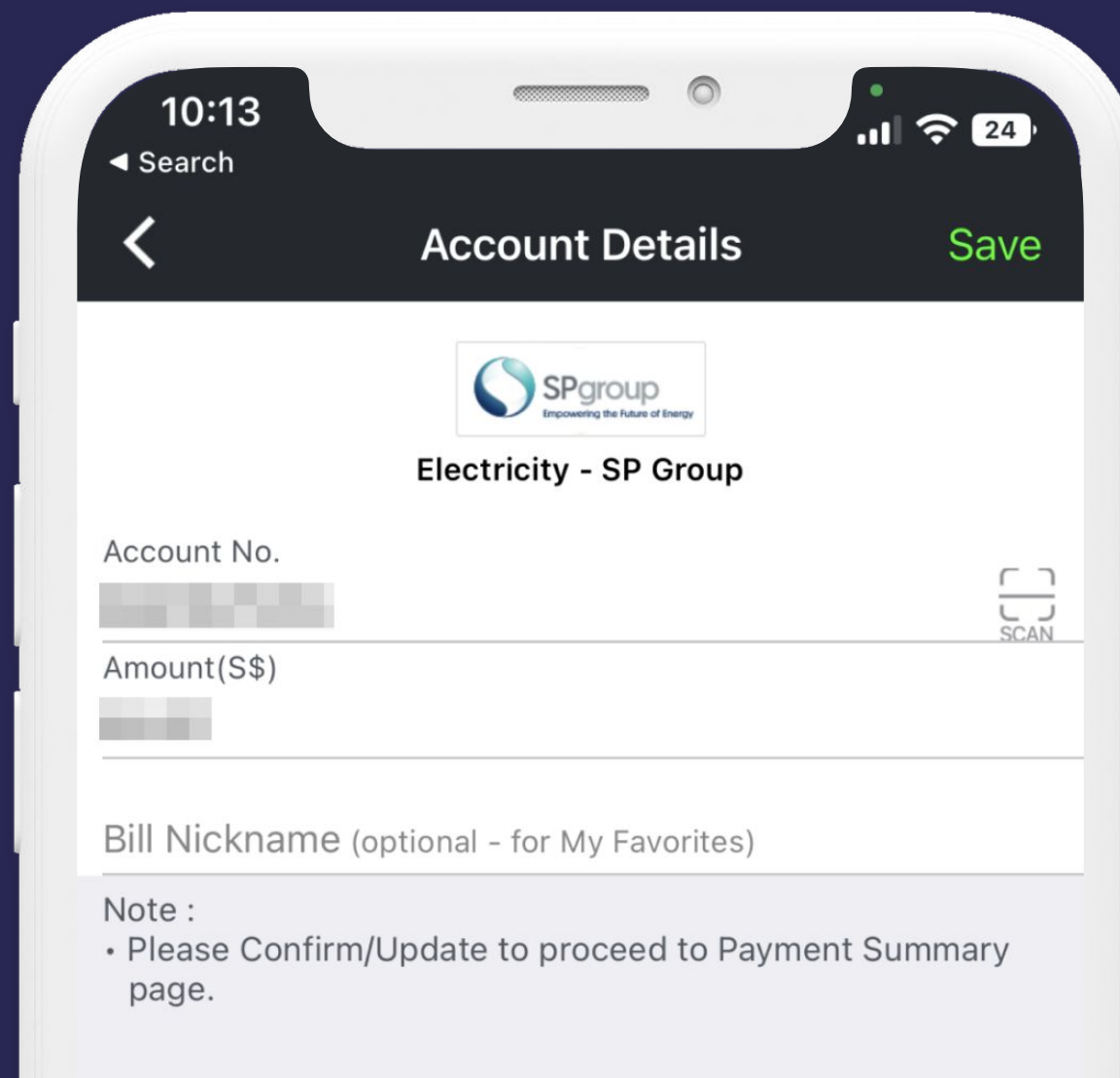
Steppers

The AXS app features an absolutely mind boggling payment sequence, which made reworking the UX very very tempting.

However, we had to keep in mind that this particular project had parameters that only allowed us to rework the UI :')

Which was why the decision to introduce Steppers into the picture was made.

DESIGN SYSTEM | Navigation

Steppers

Steppers are especially great for long drawn out processes
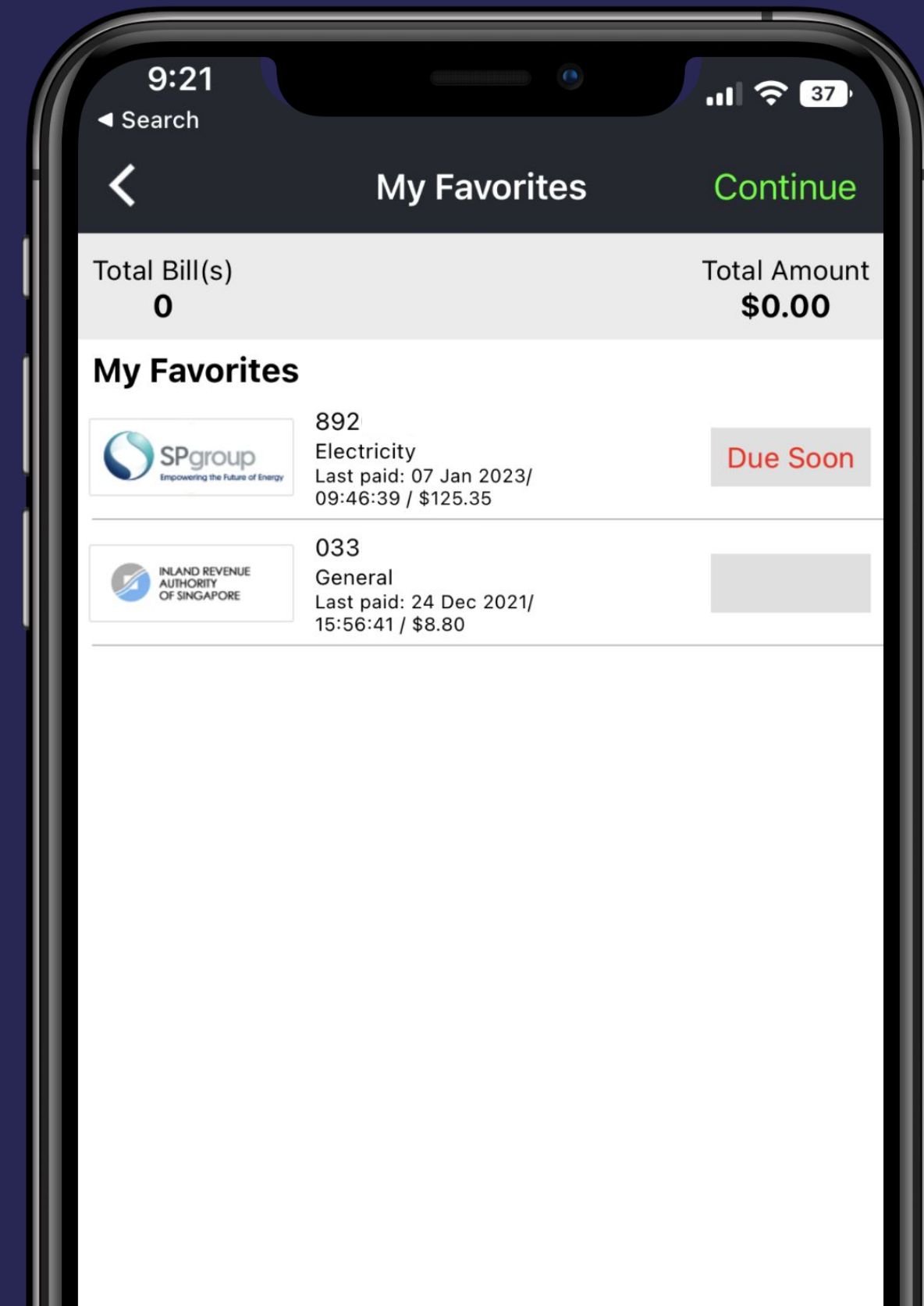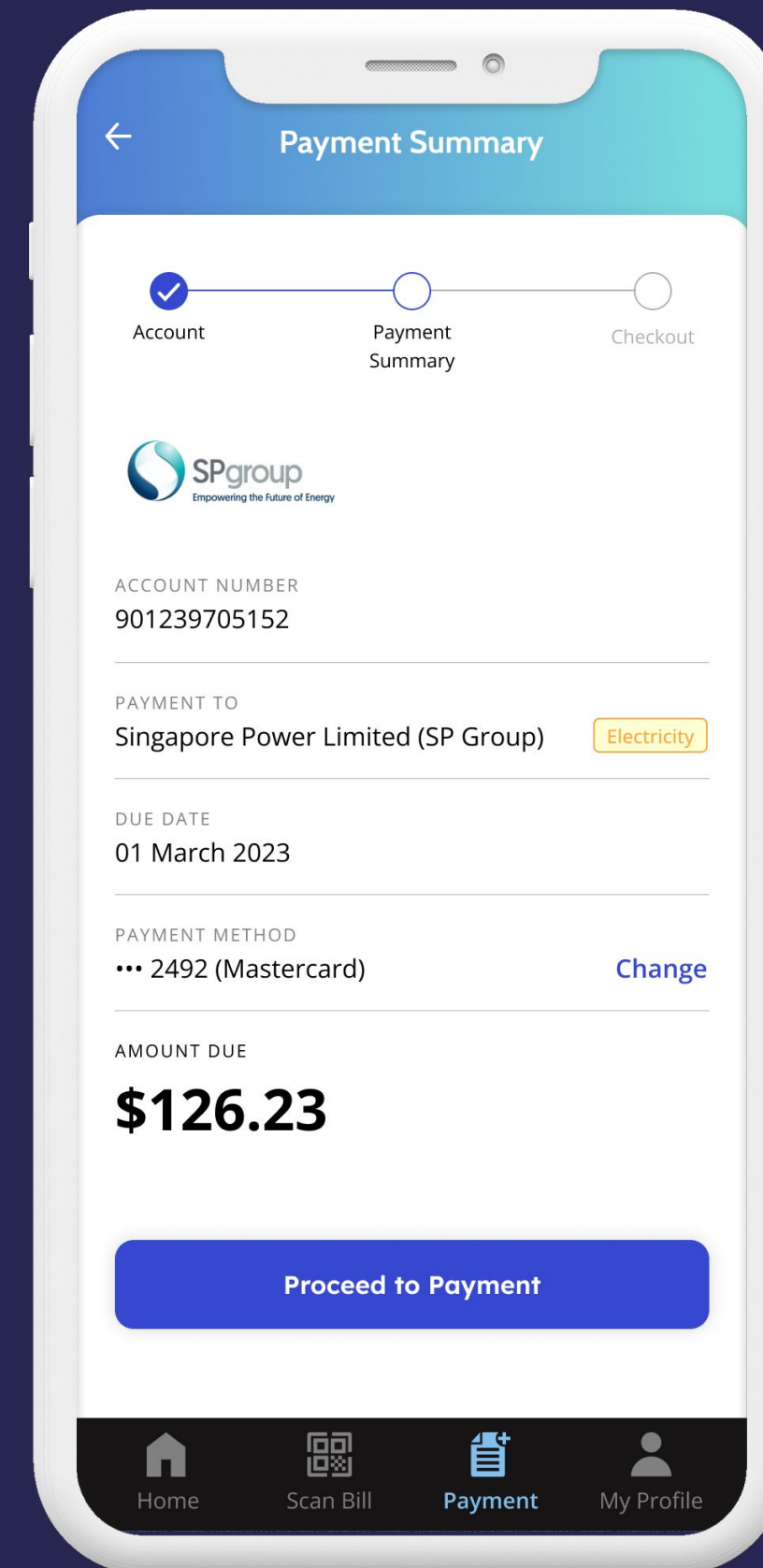*(like AXS' strange payment flow *cough, cough*)* **because of the following factors:**

- Help our users understand where they may be in the payment process.

- Eliminating uncertainties with the provision of a clear indication.

- **Goal-Gradient Effect:**
  Provide motivation to our users in completing their tasks.

ZEIGARNIK EFFECT
People will remember uncompleted or interrupted tasks better than completed tasks.

GOAL-GRADIENT EFFECT
The tendency to approach a goal increases with proximity to the goal

---

← Payment Summary

● —————— ○ —————— ○
Account   Payment   Checkout
             Summary

SPgroup
Empowering the Future of Energy

ACCOUNT NUMBER
901239705152

PAYMENT TO
Singapore Power Limited (SP Group)   Electricity

DUE DATE
01 March 2023

PAYMENT METHOD
••• 2492 (Mastercard)   Change

AMOUNT DUE
$126.23

Proceed to Payment

Home   Scan Bill   Payment   My Profile

DESIGN SYSTEM | Navigation

Navbar

The navigation bar feature was also revised to work within our margins and columns.

- Improved the prominence of active state to reduce ambiguity

- Inactive buttons will have the same colour

- Consolidated payment options to become one button instead of two (progressive disclosure) to prevent users from being overwhelmed by the number of options and helping them to prioritize their attention

- Changed scan QR to scan bill which allows user to scan both QR codes and barcodes to retrieve their bill

Original

New

LAW OF PRÄGNANZ
People will perceive and interpret ambiguous or complex images in the simplest of forms- less amount of effort
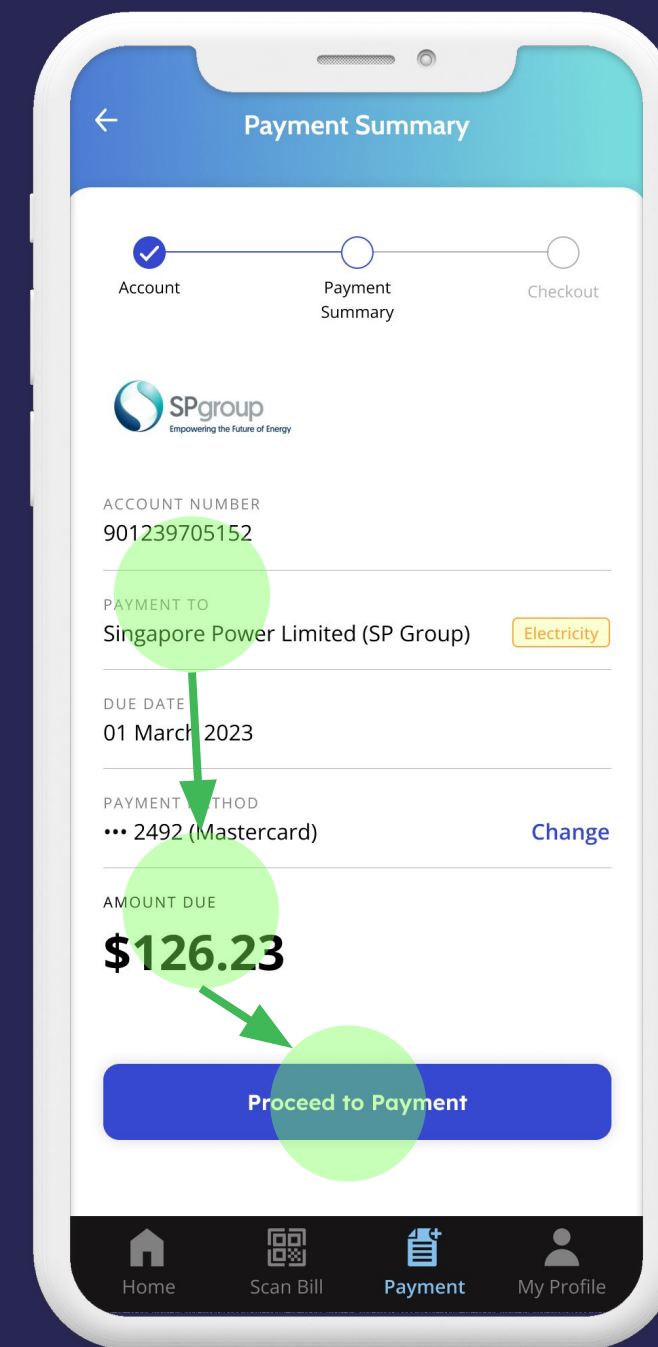
VON RESTORFF EFFECT
when multiple similar objects are present, the one that differs from the rest is most likely to be remembered

LAW OF COMMON REGION
That elements placed within the same region are perceived as grouped in a clearly defined boundary.

DESIGN SYSTEM | Navigation

Navigational Buttons (Rework)

Buttons were moved to the bottom of the screen as this was an insight gained from observing our users when using the app.

- While observing our users, we realised that they had a tendency of using either a F-Pattern or Z pattern to locate the action point.

- The Gutenberg principle also informed us that the visual scanning pattern for majorities are from Top to Bottom.
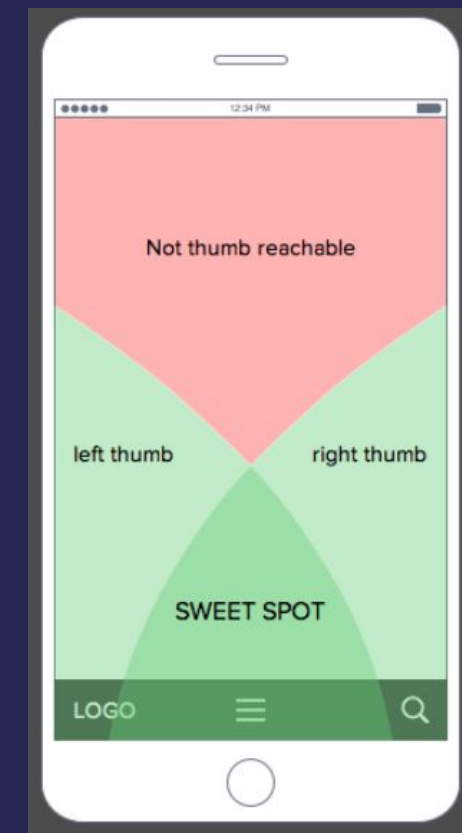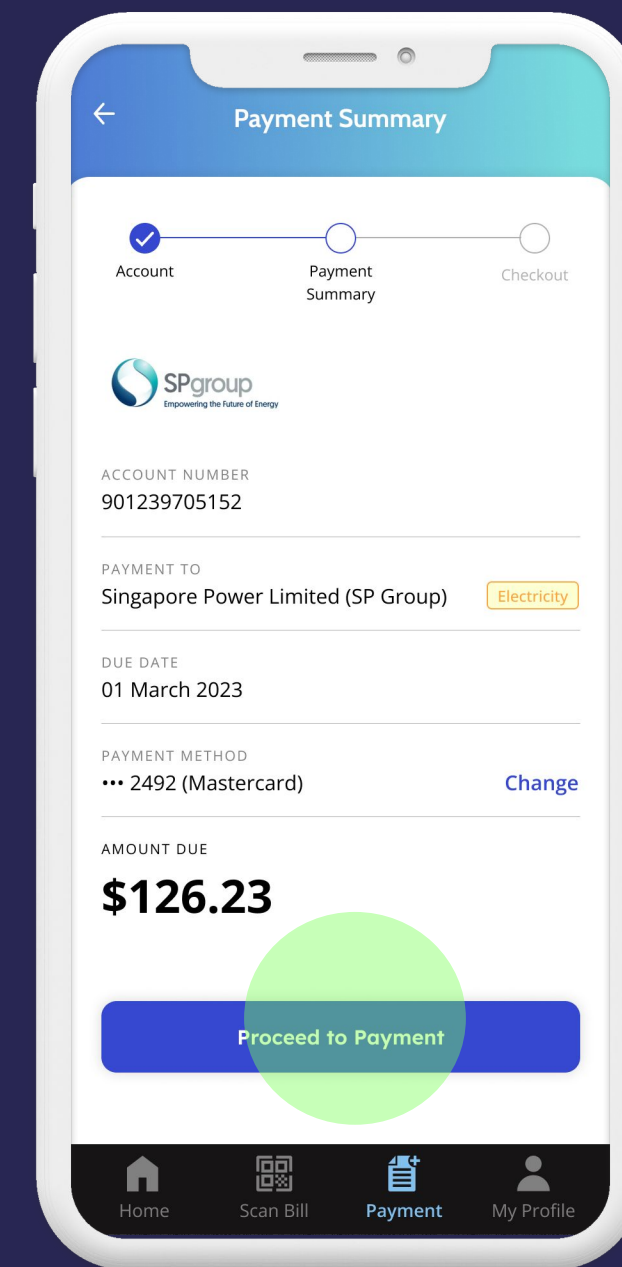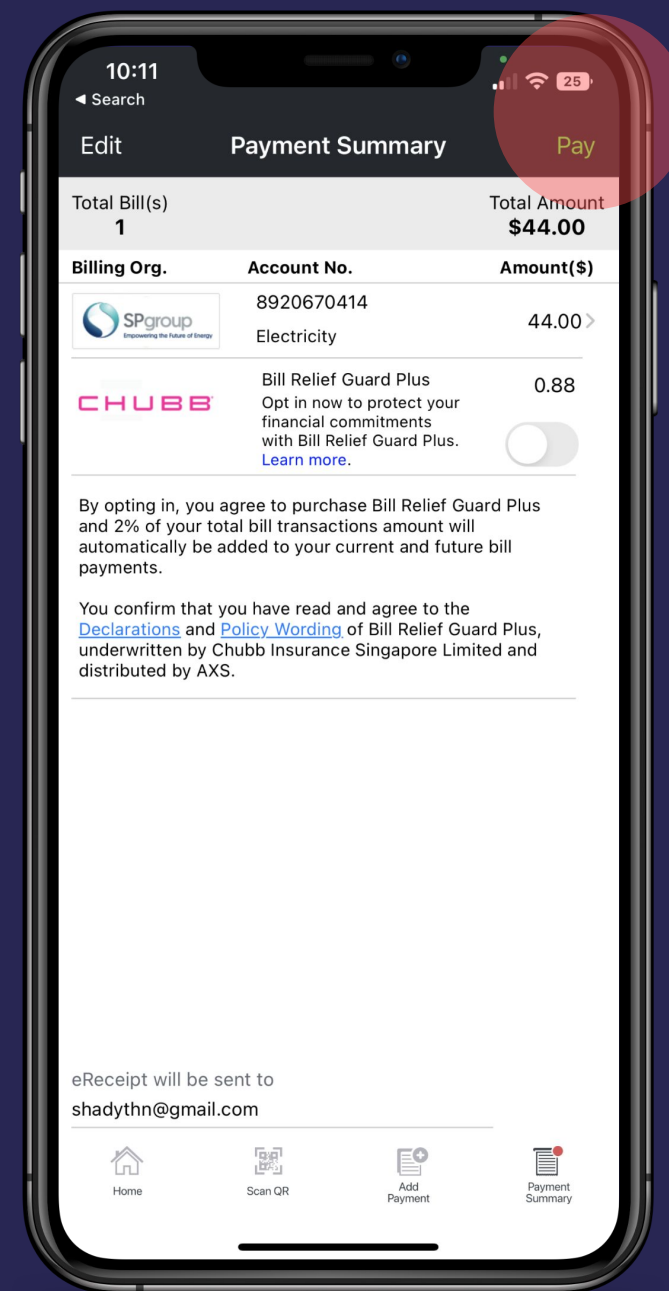

GUTENBURG PRINCIPLE
Z pattern of processing. Key hotspots of the app where users would look at.

VON RESTORFF EFFECT
when multiple similar objects are present, the one that differs from the rest is most likely to be remembered

Navigational Buttons (Rework)

Buttons were moved to the bottom of the screen as this was an insight gained from observing our users when using the app.

- By moving our key action button placement to the bottom also meant that we had access to a larger area, which in turn meant being able to insert a larger button.

- **Application of Fitts' Law**
  This provides a higher level of accuracy and less reaction time.

- Thumb zone

FITTS LAW
The time to acquire a target is a function of the distance to and size of the target.

VON RESTORFF EFFECT
when multiple similar objects are present, the one that differs from the rest is most likely to be remembered

DESIGN SYSTEM | **Navigation**

Navigational Buttons (Rework)

Buttons were moved to the bottom of the screen as this was an insight gained from observing our users when using the app.

- Along with our observations, Jakob's law also showed that users had some familiarity and would return to where they would locate a button on their other apps.

- This were some reasons as to why we decided to move the payment button from the top right to the bottom.
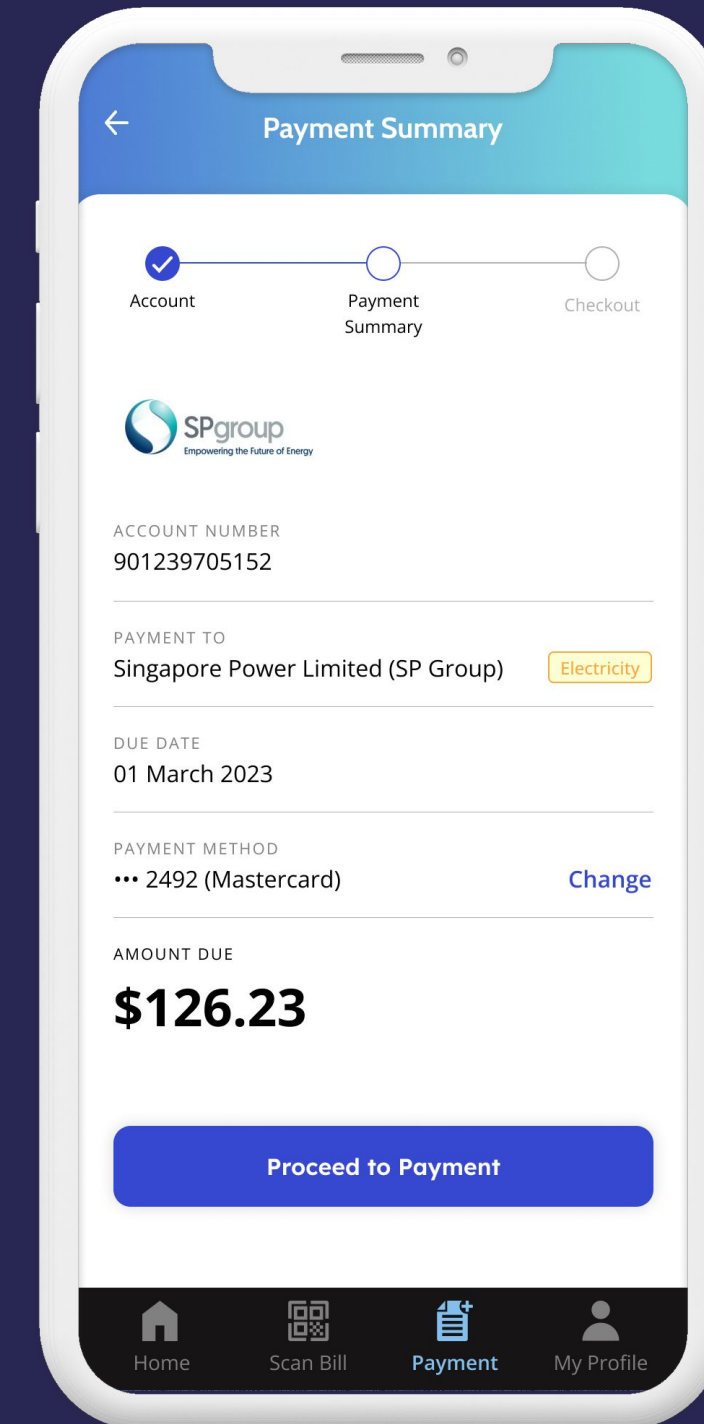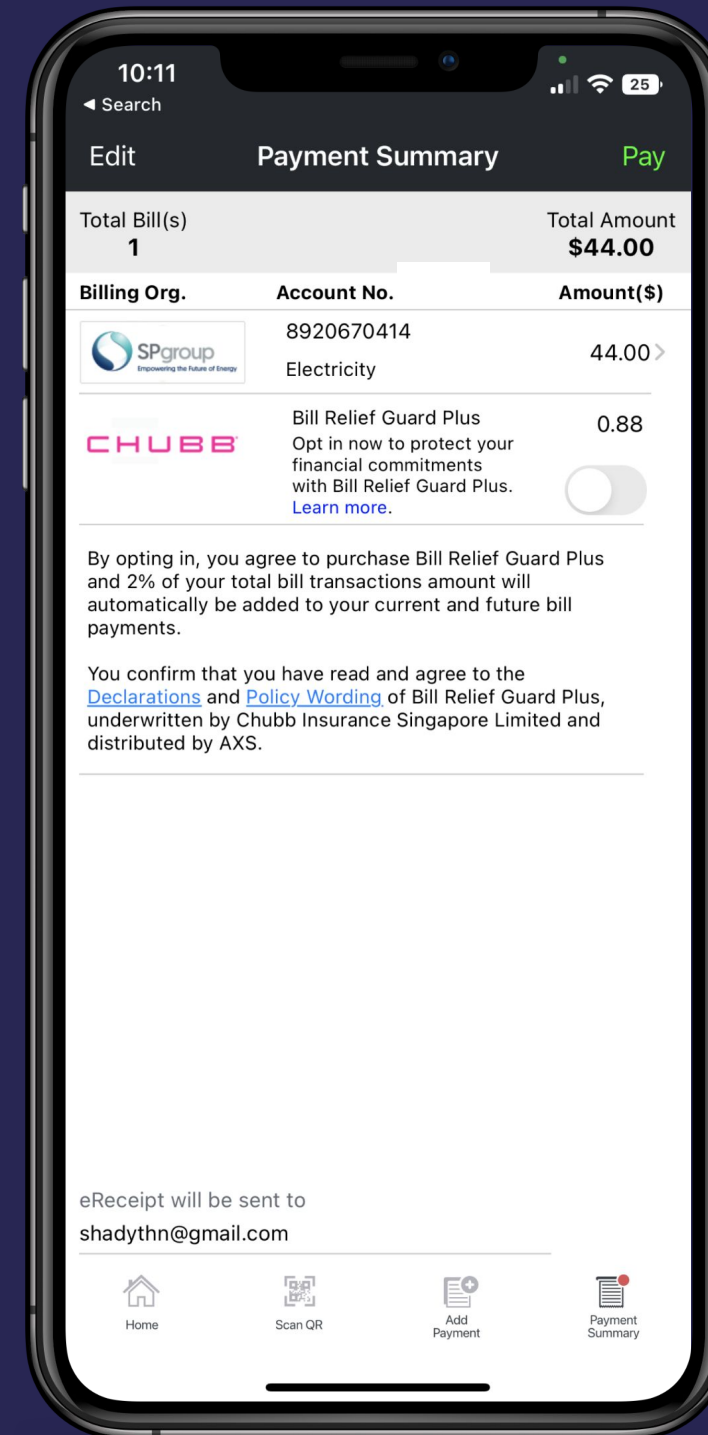
JAKOB'S LAW
Making use of familiar patterns and conventions.

Less mental energy spent

DESIGN SYSTEM

Buttons

A number of button types were generated and applied onto our AXS redesign

- A variety was required because the content heavy nature of the AXS app.

- Different buttons allowed us the flexibility when it came to building up the App's visual hierarchy

Button Title

Button Title

Button Title

Button Title

Button Title

Button Title

Button Title

Button Title
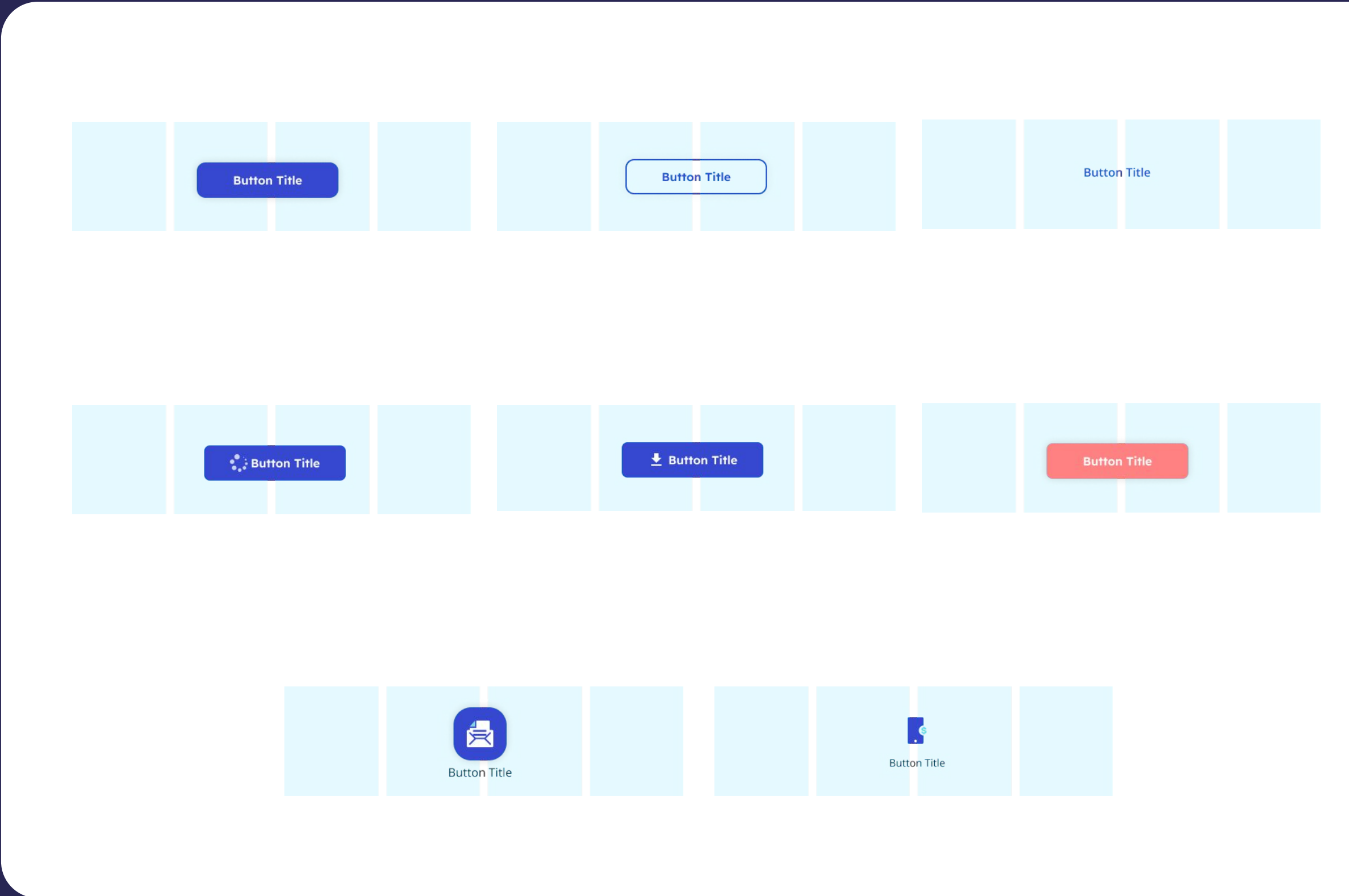
DESIGN SYSTEM

Buttons

Original buttons were reconfigured as the touch targets were not optimised for a higher level of accuracy.

- We applied Fitts law and increased the size of the button by using a squarish shape over a circular one as the goal here was to reduce the time taken to hit a touch target.

- Calculated using area of square and circle

- We also increased our brand's presence by implementing the new shades.

- The right mix of iconography and brand colors allowed for better recognition.

Squarish Buttons

Total area: L x B
72 x 72 = 5184

Circular Buttons

Total area: πr^2
$\Pi \times 36 \wedge 2 = 4071.5$
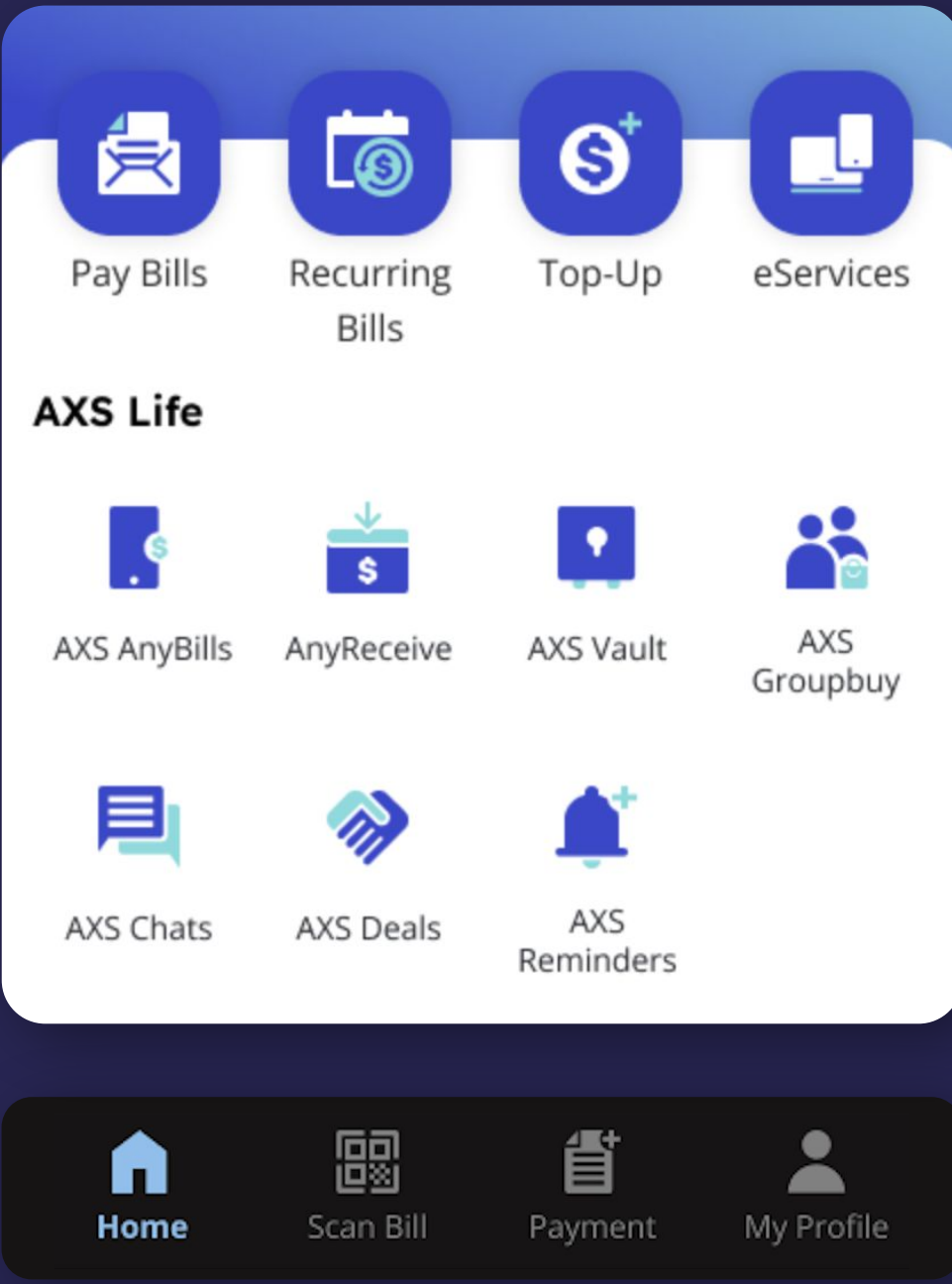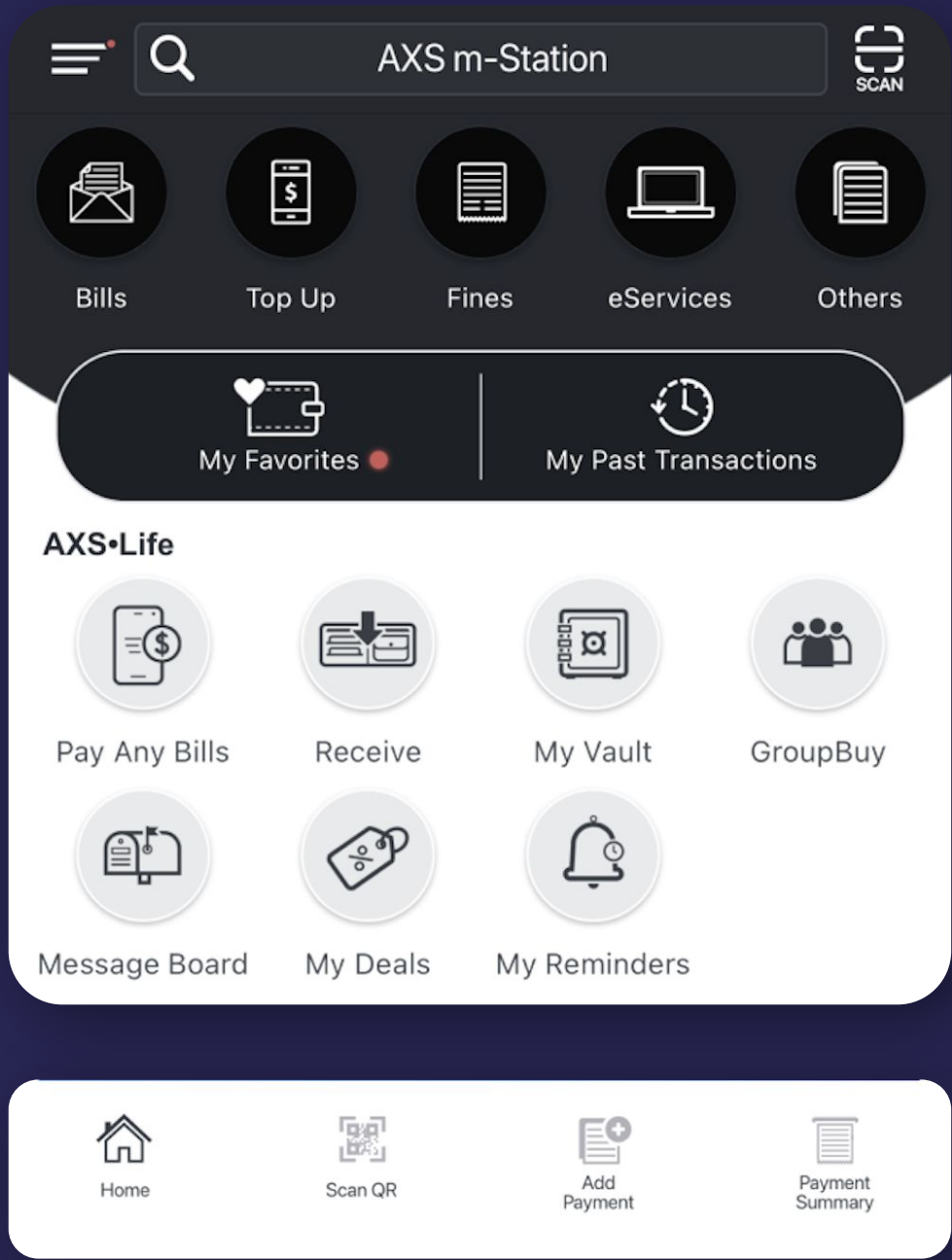
SKEUMORPHISM
Making items represented resemble their real world counterparts

DESIGN SYSTEM

Buttons

The application of changes are especially visible in these components.

The revised versions have larger touch points that would aid in a better experience for the users.

AXS m-Station

SCAN

| Bills | Top Up | Fines | eServices | Others |

My Favorites ● | My Past Transactions

AXS•Life

Pay Any Bills | Receive | My Vault | GroupBuy

Message Board | My Deals | My Reminders

Home | Scan QR | Add Payment | Payment Summary

Pay Bills | Recurring Bills | Top-Up | eServices

AXS Life

AXS AnyBills | AnyReceive | AXS Vault | AXS Groupbuy

AXS Chats | AXS Deals | AXS Reminders

Home | Scan Bill | Payment | My Profile

FITTS LAW
The time to acquire a target is a function of the distance to and size of the target.

Best Practices

| Top-Up | Learn More |
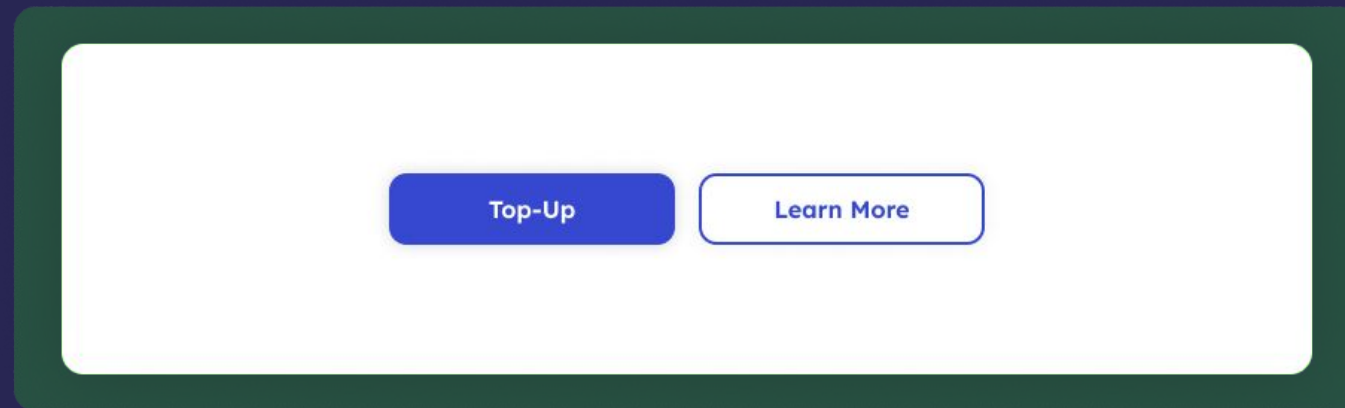
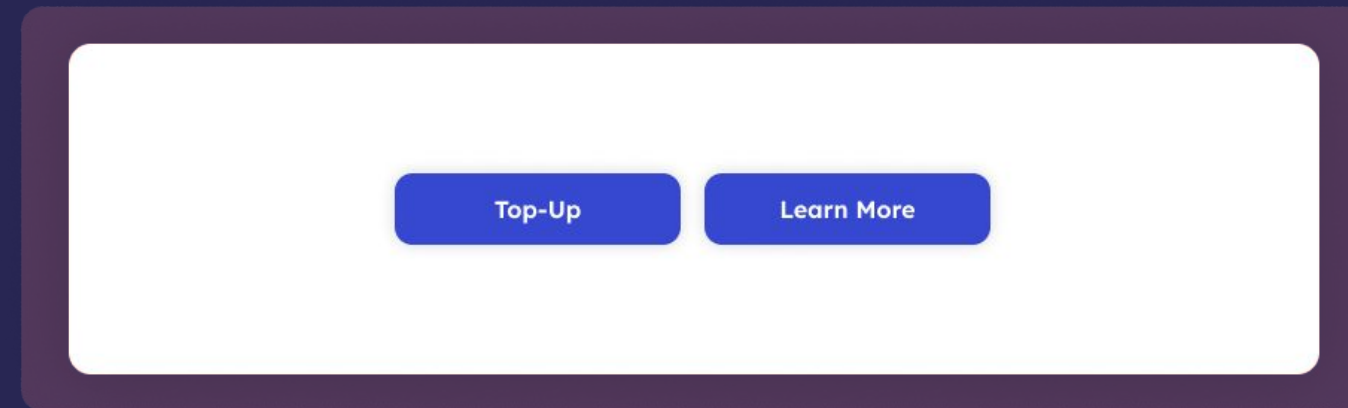✅ **Do** — Use primary button along side with secondary button

| Top-Up | Learn More |

❌ **Don't** — Do not use high emphasis (primary) button side by side

Best Practices

Delete Bill   Learn More

Delete Bill   Learn More
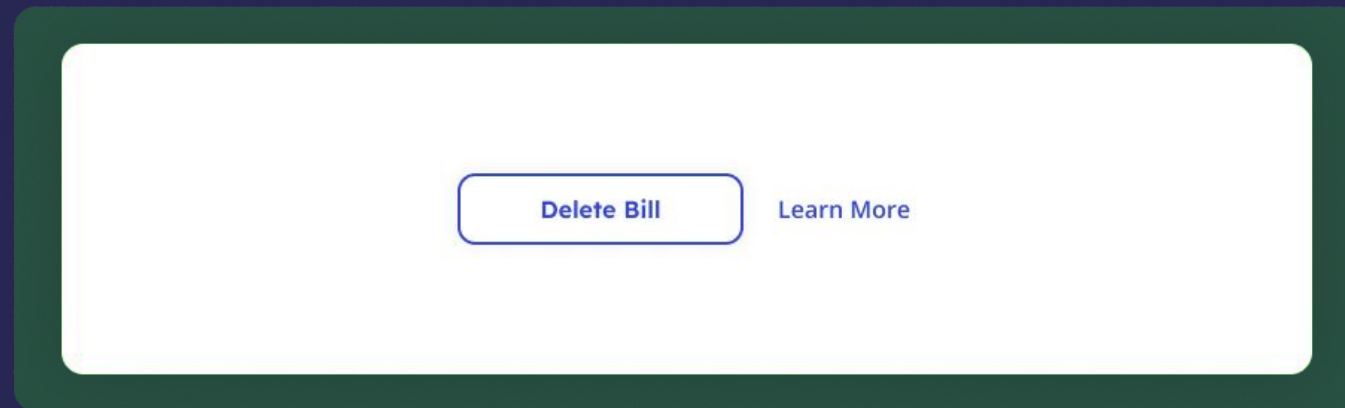
✓ Do   Use secondary with text button for better emphasis
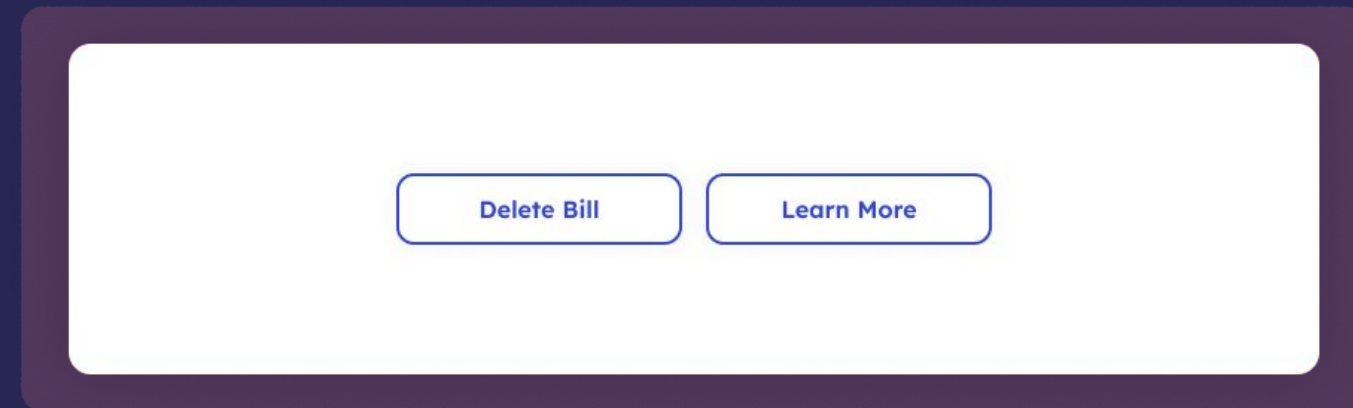
✗ Don't   Avoid using 2 buttons of the same hierarchy side by side

Best Practices

Proceed

OK

✅ Do — Explain buttons clearly with what they do
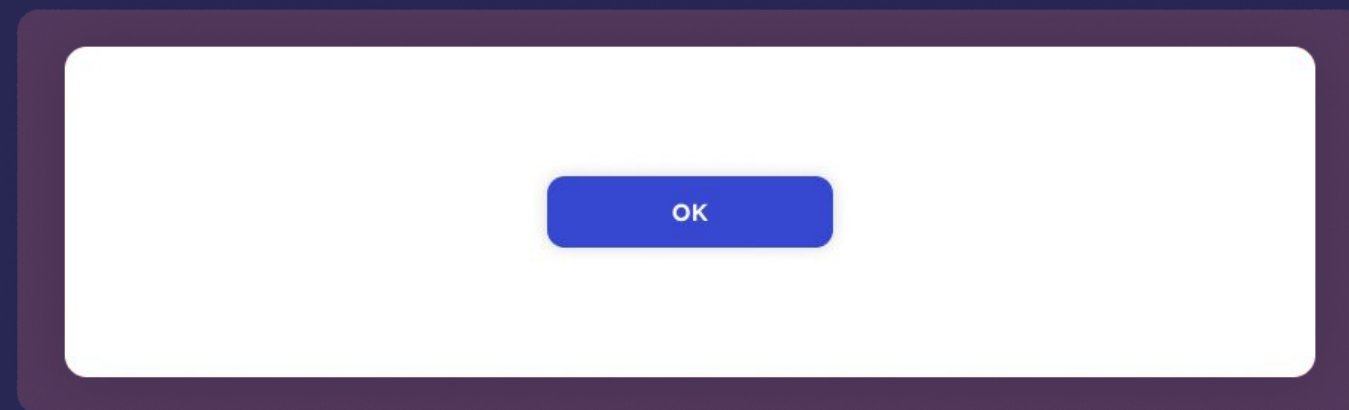
❌ Don't — Avoid using explanation that is not explanatory

Key Finding #4

AXS lacks continuity across platforms
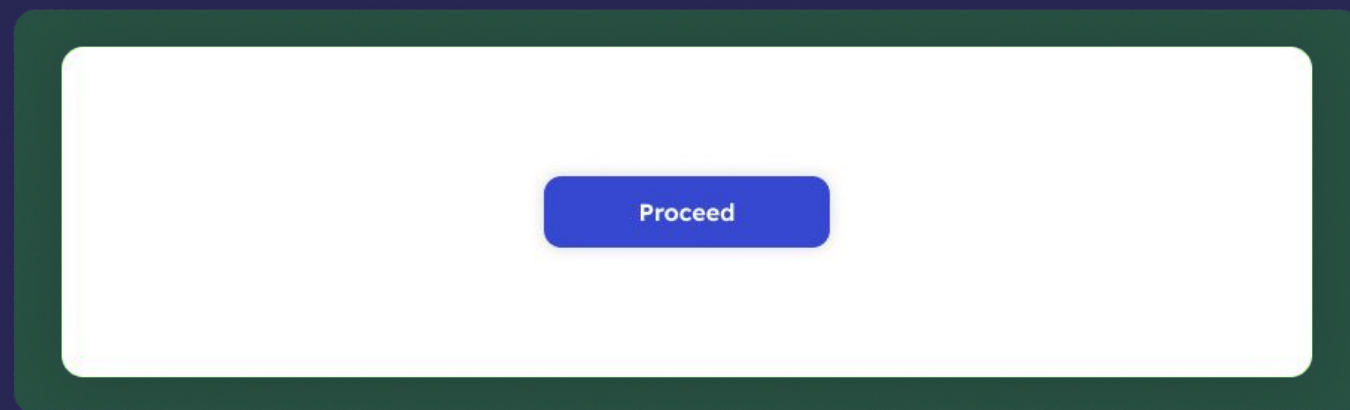
EXPLORATION

AXS machine

Our selected demographic of users expressed that they use both the machine and app to make payments.

This brought out several points:

- Although the machine is similar to the app in terms of a platform that is 'touch' centric. The machine has a completely different sequence and look from the app.

- The dissonance between the App and Machine meant that more time would have to be taken for a user to 'relearn' where their desired actions are located.

- Which should not be the case as both platforms belong to the same company.
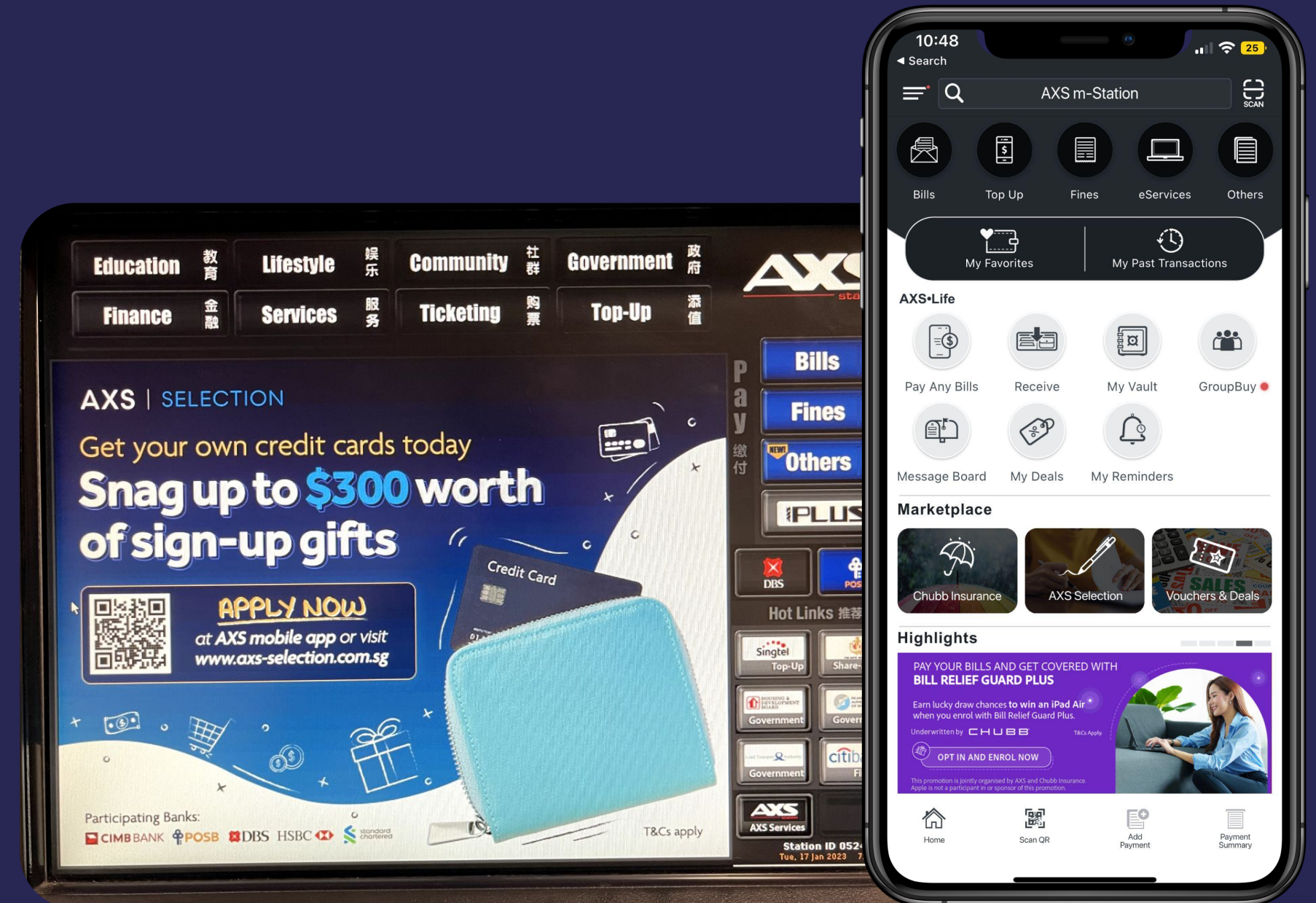
EXPLORATION

Revised AXS Machine

We wanted to run a quick test and see if we could implement our rebranding and some portions of our Design System onto the machine.

- As users interact differently with a machine vs a mobile device. The revamp would require a more specific look into best practices for machine design.

EXPLORATION

Revised AXS Machine

However, for the purposes of our test, we wanted to see if the following systems and principles that we applied could be somewhat transferable to a different platform.

- The buttons, cards, have been swapped out and the new color palette has also been implemented.

- While this is a quick litmus test to check out the level of stability of our Design System documentation. It has proven to be a good enough foundation for the rest of AXS' products to follow along in.
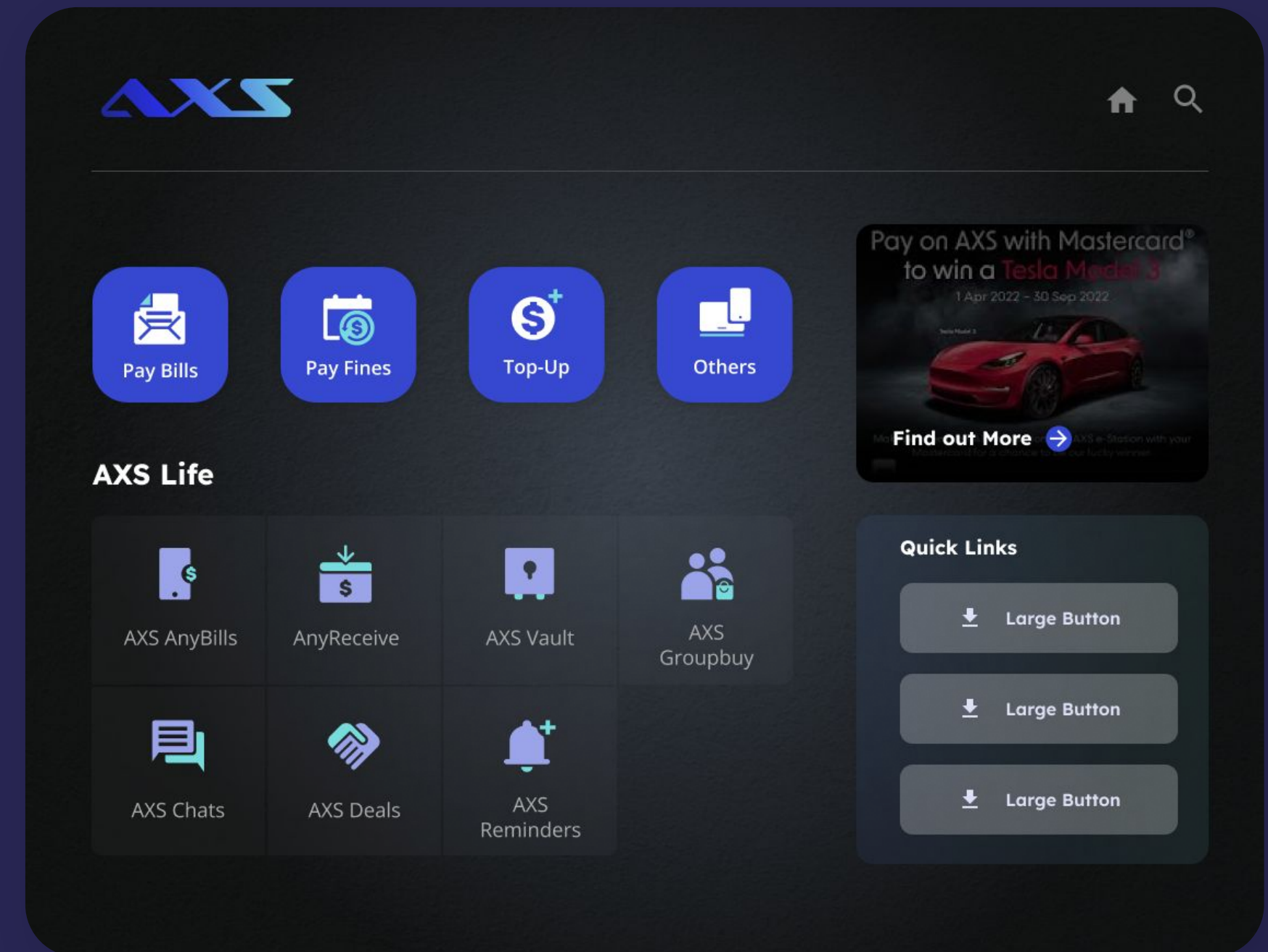
PROJECT CONCLUSION

Did we answer our HMW and come up with solutions to our Key Findings?

We believe that we answered to the questions we posed to ourselves despite the limitations and restrictions that were set for the project.
Here's why:

1. By answering to our 4 main Key findings, we were able to inject life into a brand, increase a user's patience levels through the usage of right colors.

2. The clutter has been reduced, visual hierarchy has been introduced.

3. We managed to shave off a significant amount of time users spend trying to figure out what's next, and made the desired actions clearer.

4. Reduced time spent having to relearn and reattach graphics/buttons with actions across platforms.
   Explored a way to marry up all platforms through the use of a Design system.

How might we
Expedite the payment process for users by reworking AXS' current visual design system?

AXS' severe lack in branding and personality
Gives the brand a bad reputation

App is overly cluttered,
resulting in cognitive overload

Current flow is not intuitive, navigation is unclear and time is wasted
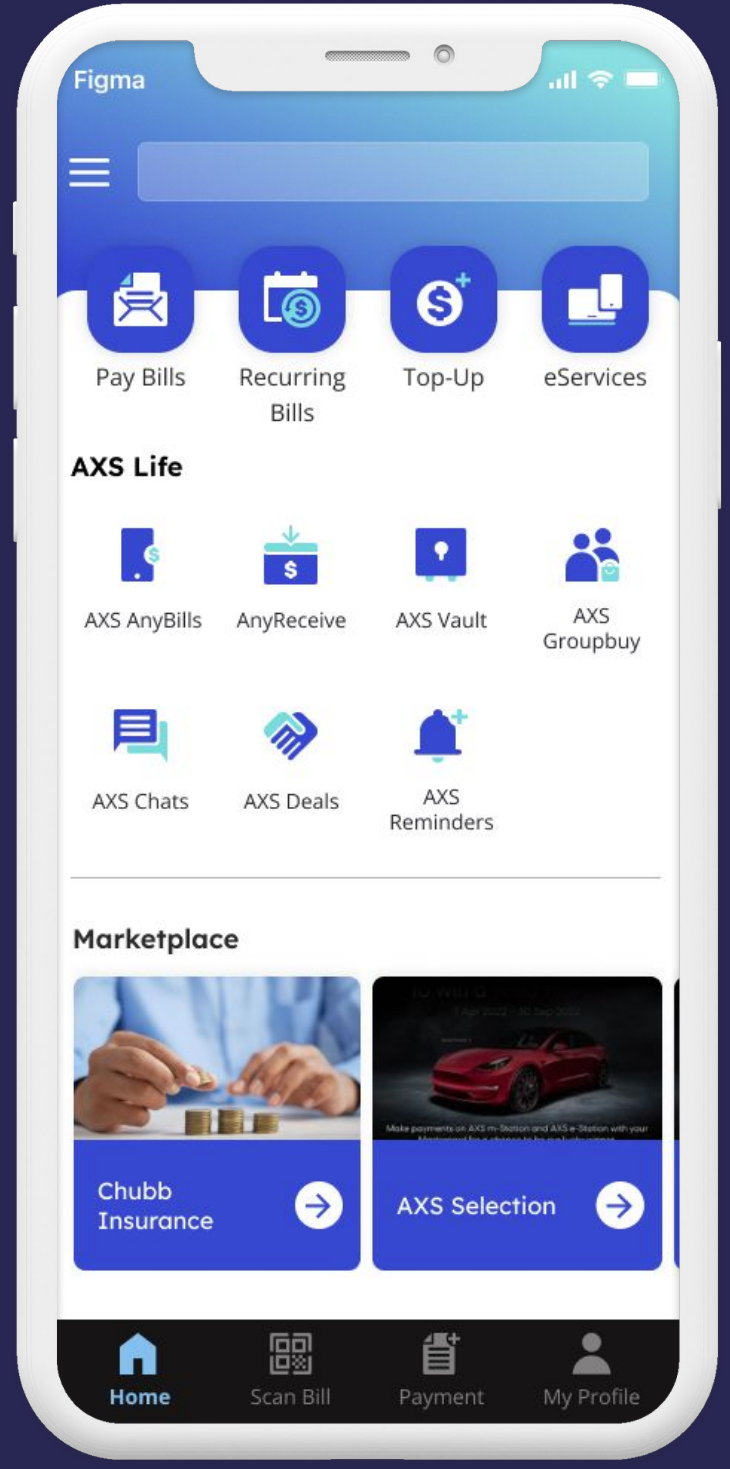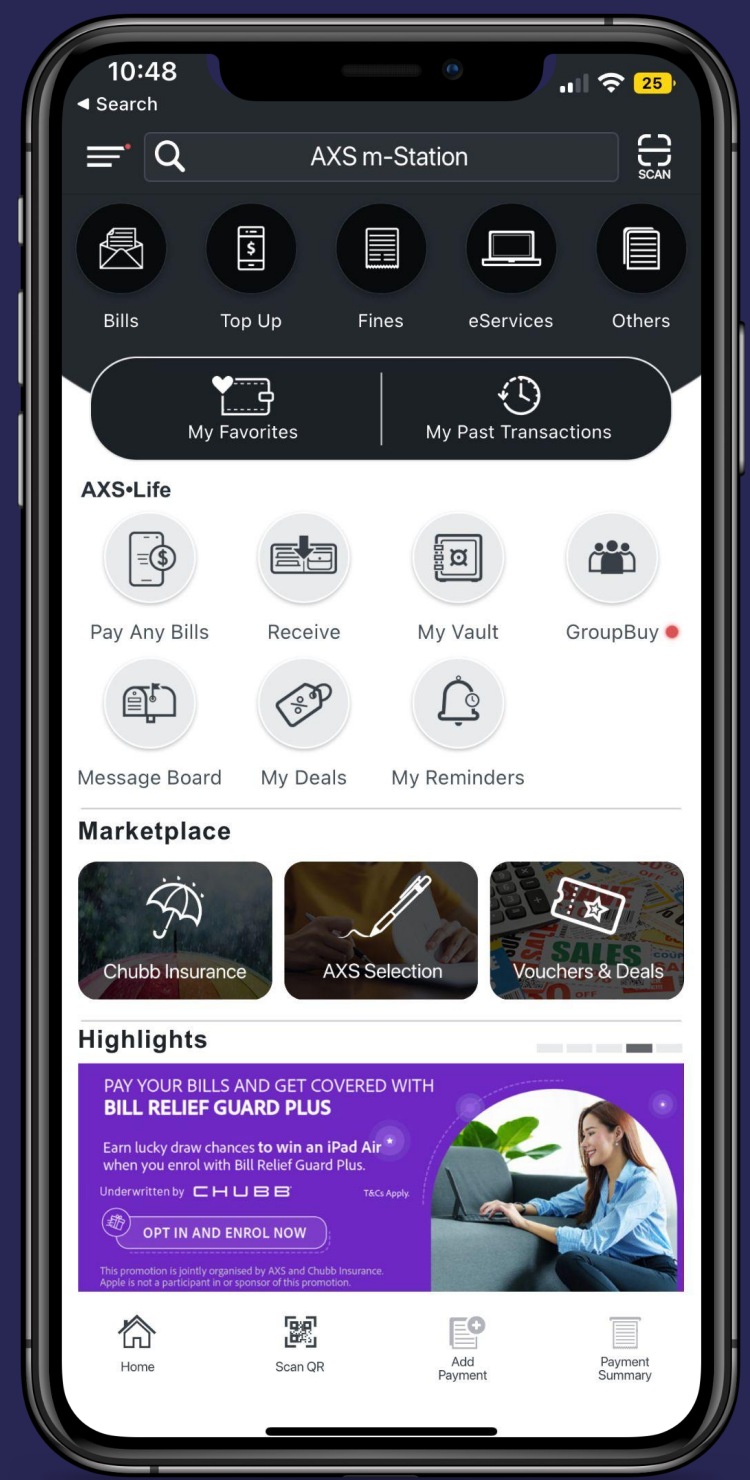
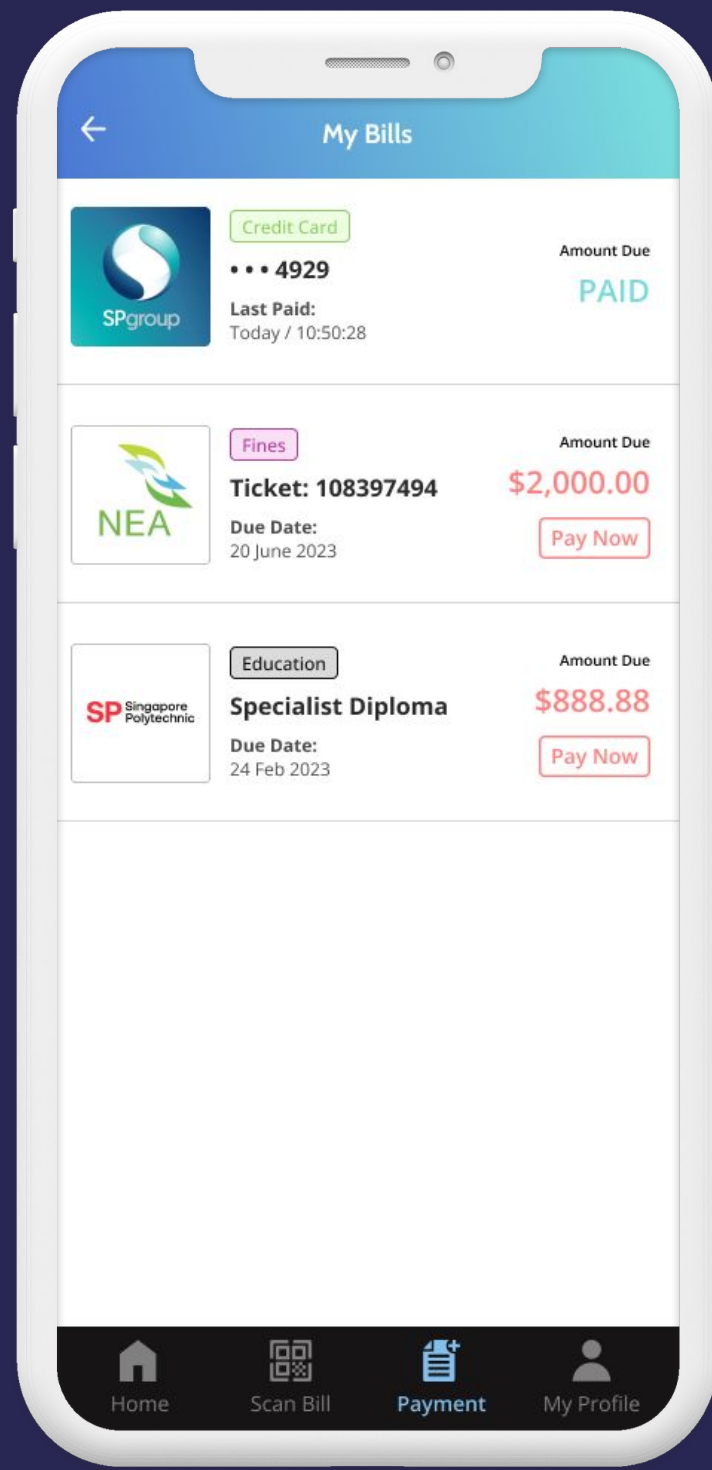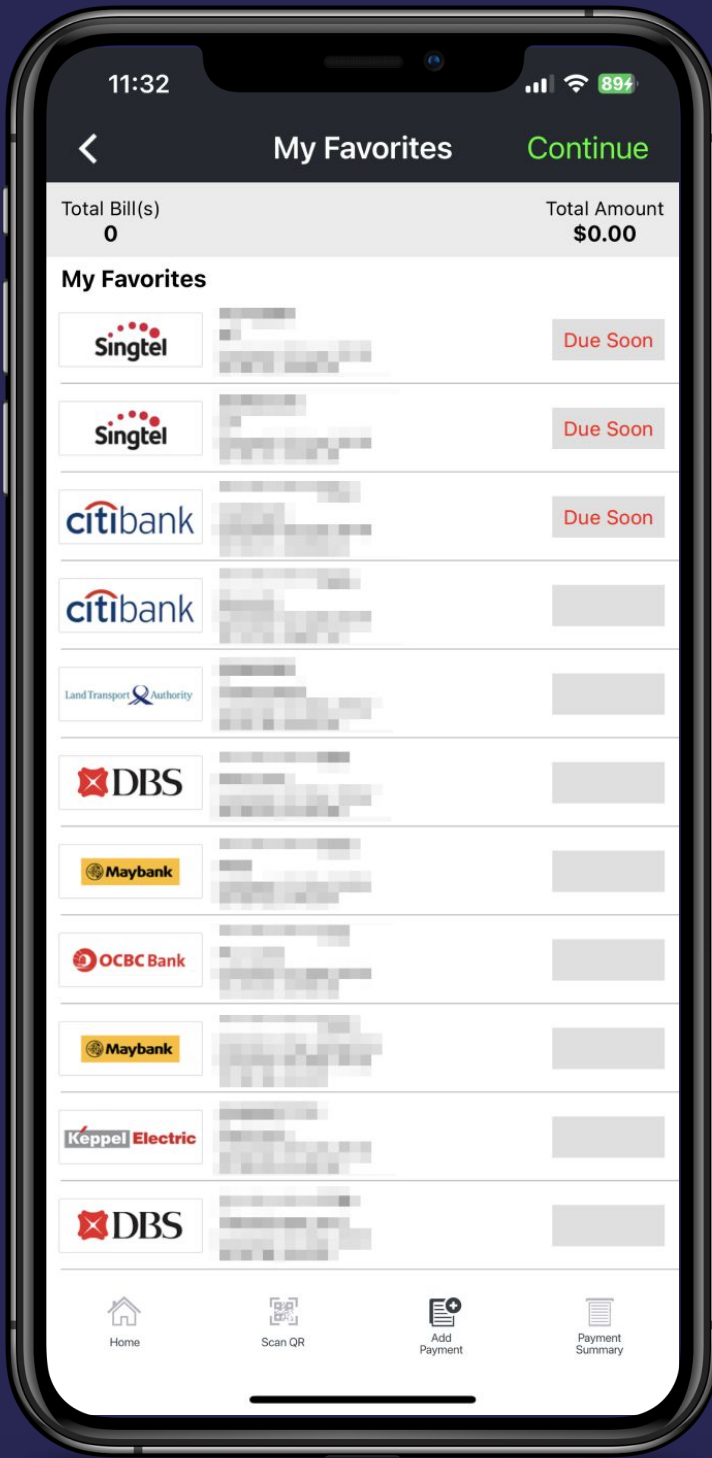**AXS lacks continuity across platforms**

PROJECT CONCLUSION

So yes!
We believe we have
indeed found answers to:

Expedite the payment process for users by reworking AXS' current visual design system.

Homepage

My Favourites ➡️ MyBills

My Favourites ➡️ MyBills

Payment Summary

Left phone screen:

10:11

◀ Search

Edit — Payment Summary — Pay

Total Bill(s)	Total Amount
1	**$44.00**

Billing Org.	Account No.	Amount($)
SPgroup	892 Electricity	44.00 ❯
CHUBB	Bill Relief Guard Plus. Opt in now to protect your financial commitments with Bill Relief Guard Plus. Learn more.	0.88

By opting in, you agree to purchase Bill Relief Guard Plus and 2% of your total bill transactions amount will automatically be added to your current and future bill payments.

You confirm that you have read and agree to the Declarations and Policy Wording of Bill Relief Guard Plus, underwritten by Chubb Insurance Singapore Limited and distributed by AXS.

eReceipt will be sent to
shadythn@gmail.com

Home — Scan QR — Add Payment — Payment Summary

Right phone screen:

← Payment Summary

Account — Payment Summary — Checkout

SPgroup

ACCOUNT NUMBER
901239705152

PAYMENT TO
Singapore Power Limited (SP Group) — Electricity

DUE DATE
01 March 2023

PAYMENT METHOD
••• 2492 (Mastercard) — Change

AMOUNT DUE
$126.23

Proceed to Payment

Home — Scan Bill — Payment — My Profile

PROJECT CONCLUSION

Testing the success of our Design System and UI design

**We shared the revised screens with a total of 12 test subjects.
It was an equal split of test subjects above 40 and under 30.**

These were our findings

- 100% felt that the new screens were a significant improvement.

- This means that our redesigned that was catered towards our target demographic did not alienate the younger demographic.

- However, only ⅓ of our test subjects under the age of 40 said that they would give AXS a shot.

- The other ⅔ mentioned that they didn't see a need of using AXS as they could just pay directly to e.g; credit card companies through e-banking

100%

Felt that the new screens were a significant improvement

Reflection

We were too messy and our hoarding made locating files extremely difficult
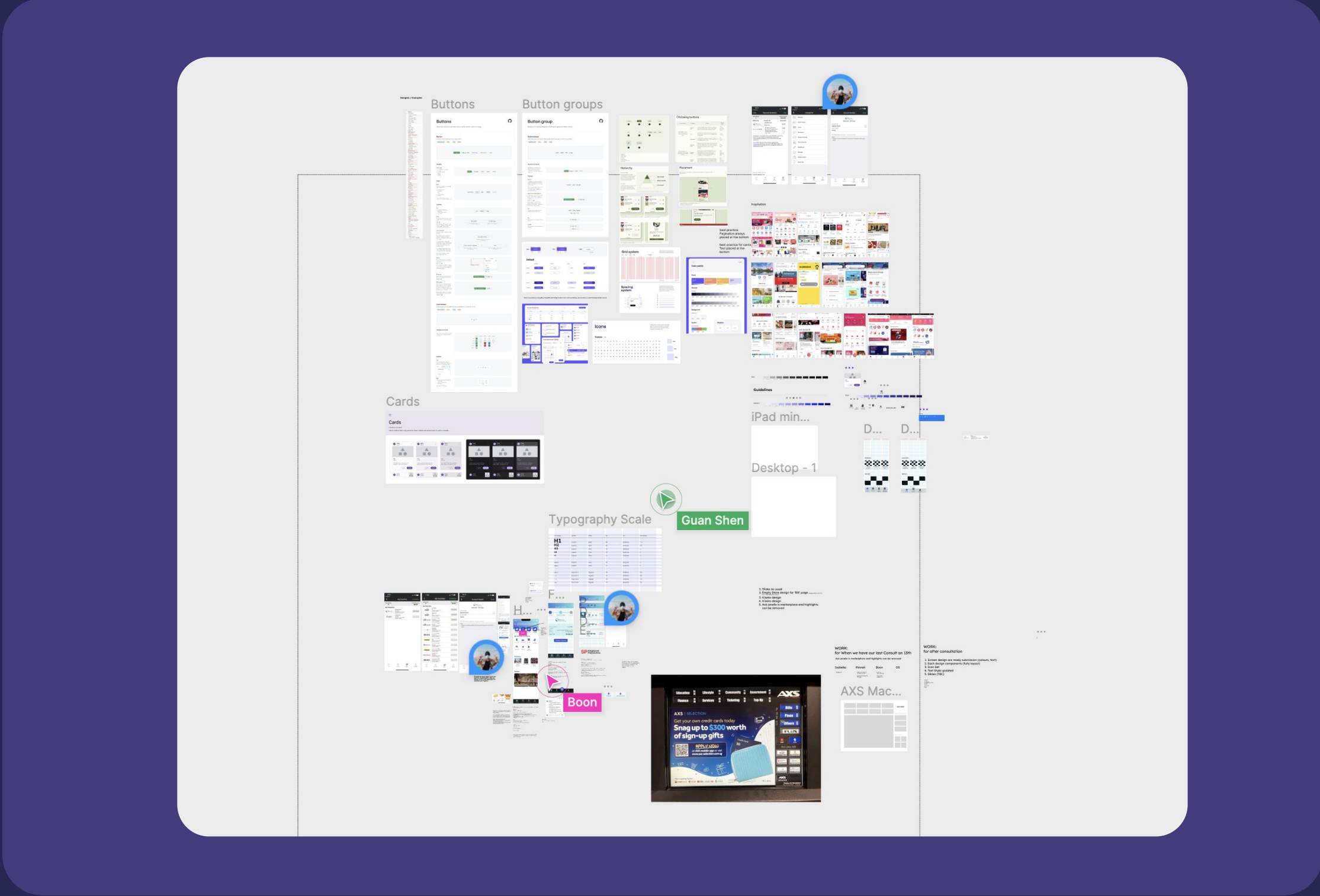
Reflection

Had we not been so untidy, we could have optimised our time better.

Figma
www.figma.com

https://www.figma.com/file/b2E50cZByIm6hbFJAcPCBT/Design-System?node-id=0%3A1&t=s2ZHpuRkFD1mH2kt-1
4:23 pm

DO NOT TOUCH 4:23 pm

PRECIOUS 4:23 pm

VERY VERY CLEAN FILE 4:23 pm

DO NOT!!! 4:24 pm

DUMP!!!! 4:24 pm

💀 💀 💀
4:25 pm
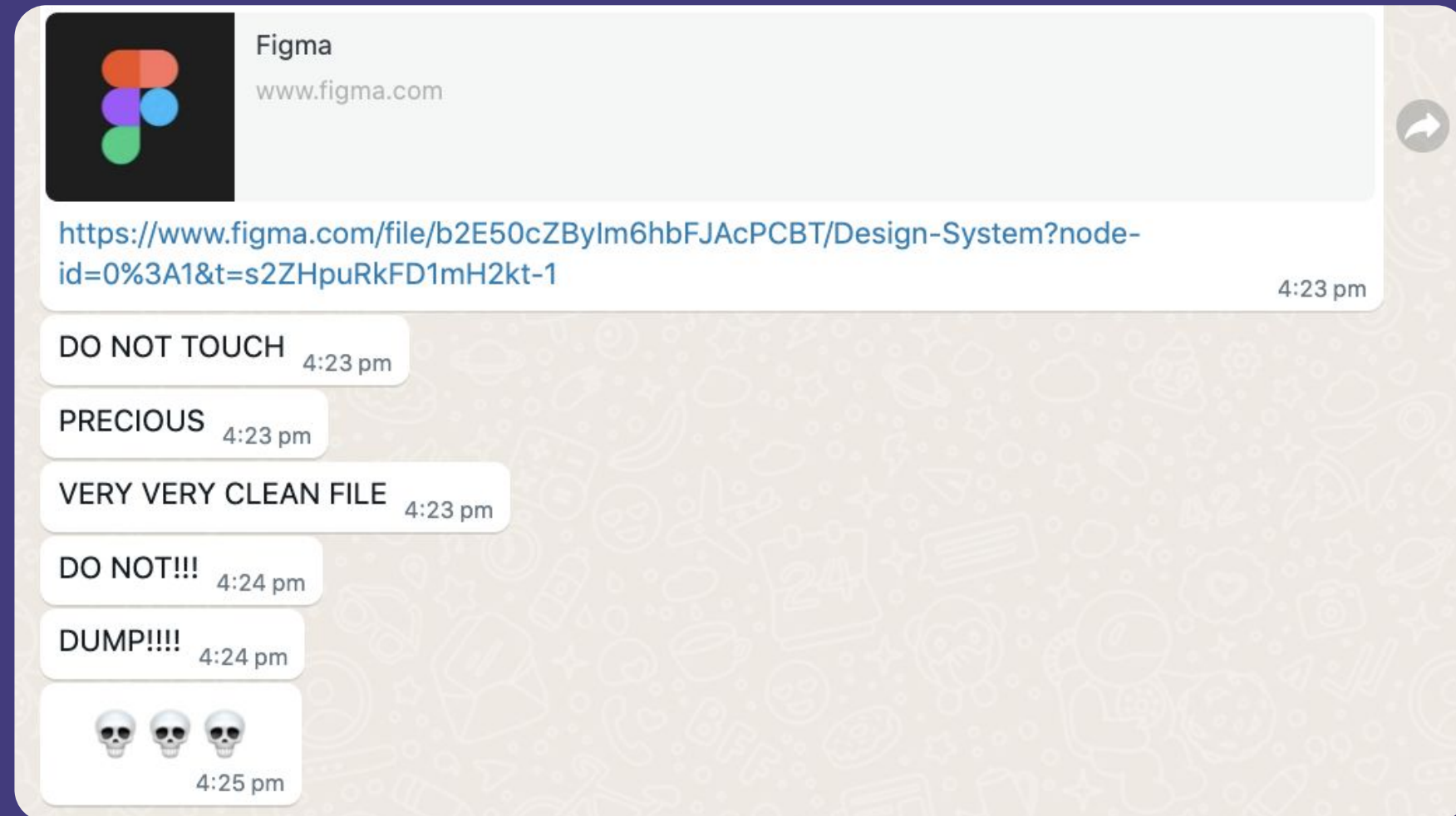
Guess who? 🤔

FUTURE

In the future,
We graduate liao bye bye HAHAHAHHAHA

Okay Bye!

FUTURE

APPENDIX

LINKS

Truthfully, all of our research can be found here:
https://www.figma.com/file/KJSxk64vIDoEKBMXxx2pRv/AXS-WIP?node-id=0%3A1&t=761YVnIUjpKoDAIV-1

- https://uxmovement.com/mobile/why-mobile-menus-belong-at-the-bottom-of-the-screen/
- https://vanseodesign.com/web-design/3-design-layouts/
- https://uxmovement.com/mobile/optimal-placement-for-mobile-call-to-action-buttons/
- https://medium.com/sainsburys-customer-experience/a-quick-guide-to-writing-better-button-labels-69daecff3497
- https://uxdesign.cc/goodbye-8-point-grid-hello-4-point-grid-1aa7f2159051
- https://blog.logrocket.com/ux-design/ux-grid-system-principles-best-practices/
- https://uxdesign.cc/goodbye-8-point-grid-hello-4-point-grid-1aa7f2159051
- https://blog.logrocket.com/ux-design/ux-grid-system-principles-best-practices/
- https://uxengineer.com/principles-of-design/white-space/
- https://uxmovement.com/mobile/solid-vs-outline-icons-which-are-faster-to-recognize/
- https://piktochart.com/blog/fonts-and-colors/
- https://uxplanet.org/7-things-to-remember-when-selecting-fonts-for-your-design-ec1e592266c5
- https://ilfusion.medium.com/5-typeface-selection-tips-for-a-more-cohesive-ux-design-73a209f6d49d
- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6191407/
- https://www.iansyst.co.uk/fonts/
- https://exceptionalindividuals.com/about-us/blog/our-top-10-dyslexia-friendly-fonts/
-
-

PRINCIPLE OF PROXIMITY
Keeping quick links icons together

VON RESTORFF EFFECT
when multiple similar objects are present, the one that differs from the rest is most likely to be remembered

LAW OF COMMON REGION
That elements placed within the same region are perceived as grouped in a clearly defined boundary.

JAKOB'S LAW
Making use of familiar patterns and conventions.

Less mental energy spent

LAW OF PRÄGNANZ
People will perceive and interpret ambiguous or complex images in the simplest of forms- less amount of effort

LAW OF UNIFORM CONNECTEDNESS
Elements that are visually connected are perceived as more related than elements with no connection.

AESTHETIC-USABILITY EFFECT
The perceived idea that AXS is now more usable as it is a lot more aesthetically pleasing.

MILLER'S LAW
Users can only keep 7+- things in their working memory.

HICK'S LAW
The time it takes to make a decision increases with the number and complexity of choices available

ZEIGARNIK EFFECT
People will remember uncompleted or interrupted tasks better than completed tasks.

GOAL-GRADIENT EFFECT
The tendency to approach a goal increases with proximity to the goal

LAW OF SIMILARITY
The Law of Similarity is especially important for ensuring that links and navigation systems are visually differentiated from normal text elements.

GUTENBURG PRINCIPLE
Z pattern of processing. Key hotspots of the app where users would look at.

FITTS LAW
The time to acquire a target is a function of the distance to and size of the target.