

# The Brief

## THE TASK

We would like you to design a mobile banking app. You will need to provide: The audience you are targeting, a design for the app icon and homepage, the three most important features it must have and why you have designed it that way.

### APP ICON & HOMEPAGE

Provide screenshots or drawings of:

- 1) Your App's icon (the small square that would appear in the App store.)
- 2) Your app's home screen layout

### EXPLAIN YOUR REASONING

Explain why you have designed the app the way you have. E.g. Why did you use a particular colour.

In Digital, we need to explain to stakeholders why we have chosen certain designs, our UX and Optimisation teams research and test to ensure we have the most engaging content.

Why not design two apps and ask friends or family which they prefer as a mini test?

### TOP THREE FEATURES

List the top three features your app would have.

For example: Facial recognition - You can pay someone new by taking a photo of your face for security instead of a password

### WHY?

Explain why you have chosen these three features.

In Digital we can't always add in all the features we want at once, we can only develop so fast, so we have to prioritise.