

# Russell Webb | *Real-World Messiness of Product Design*



## What I personally designed

Shifts the focus from what I've built to how I think

<p><b>TRANSFER TO</b> Make a Payment</p> <p>TO &gt; FROM Source and destination mapping</p> <p>SOLVING COMPLEX USER PROBLEMS</p>	<p><b>PAYMENT DETAILS</b> Make a Payment</p> <p>PAYMENT DETAILS Complete and clear. Ensure the payment's purpose is accurately communicated.</p> <p>SOLVING COMPLEX USER PROBLEMS</p>	<p><b>REVIEW</b> Make a Payment</p> <p>REVIEW Single-screen summary allowing the user to execute the "F-pattern" check.</p> <p>SOLVING COMPLEX USER PROBLEMS</p>
<p><b>Transfer To</b> – Searchable with swappable source functionality, configurable icons and/or avatar in a scrollable list</p>	<p><b>Payments Details</b> - Payment details – To and From Card UI, configurable currency including ISO 3-letter currency identifier</p>	<p><b>Review</b> – Available &amp; Current Balance (uncleared funds), Transfer fees (Intl. Payments, Bus Cal integration and CoP</p>

*Work behind the work*

**Realising the final UI and Shipped Product Design Work**

- **Problem & Challenge:** Senior user groups face significant barriers to mobile adoption, especially with the complexities of a Payment flow.
- **Obstacles:** Fear of fraud | High cognitive load | Digital literacy gaps.
- **What I personally designed:** Complete mobile framework, from multi-use Figma DS components within the List View (iOS & Android, Light and Dark) through to all the Transaction parameters. For example the amount *to* and *from*, the date inputs, source account(s), and other dynamic information. Mobile native components follow the relevant operating systems.



To respect confidentiality agreements, the branding and specific naming have been modified. This product is currently live and serving 10K plus HNW users.

**More info:** <https://russellwebbdesign.co.uk/solving-complex-user-problems/>

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