

# Sharjah Islamic Bank

## Digital first banking app

for modern Emirati families



Duration: 3 months

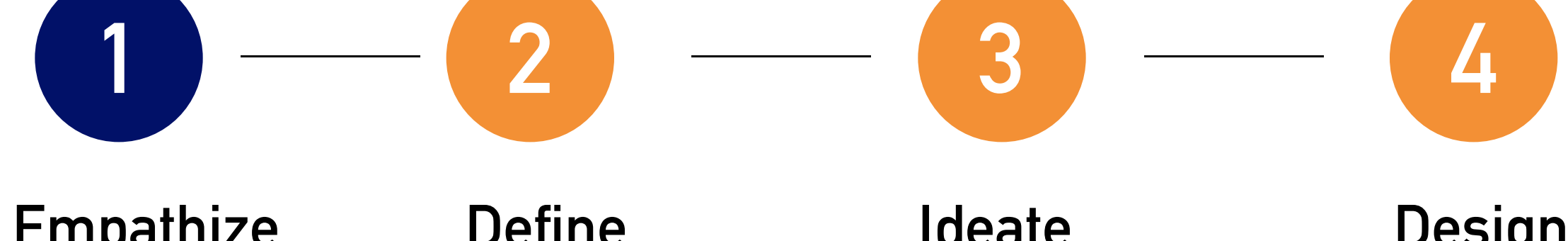
Responsibilities: Wireframing, Prototyping, User Testing

Tools: Figma, Miro, Invision

## Project overview

Sharjah Islamic Bank is an Islamic Bank headquartered in Abu Dhabi UAE that focuses on digital-first banking aimed at the modern Emirati families.

The Phase 1 of this project dealt with delivering an MVP whilst working in an agile environment.



## Competitive Analysis

Also referred to as benchmarking, helps to define minimum features that the product should offer in comparison to its competitors.

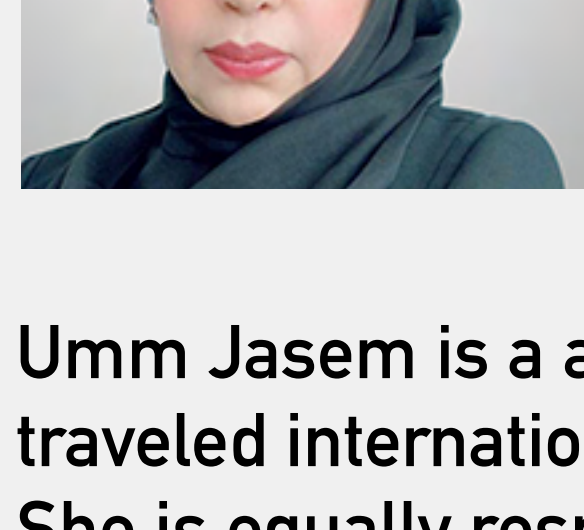
Exploring immediate competitors in the Banking and Finance sector, provided an insight what's available to customers now, and how we can do things better.



Sharjah Islamic Bank is a progressive Islamic bank headquartered in Sharjah(UAE) working towards redefining the Islamic banking market across the world.

## Target Persona

Since majority of users for this app would be Emirati families and expats, a target persona was built to understand the user requirements, behaviours and pain points.



**Umm Jasem**

AGE: 39  
Occupation: Customer Care Officer  
Location: Sharjah  
"I have a busy life. Balancing career with family commitments"

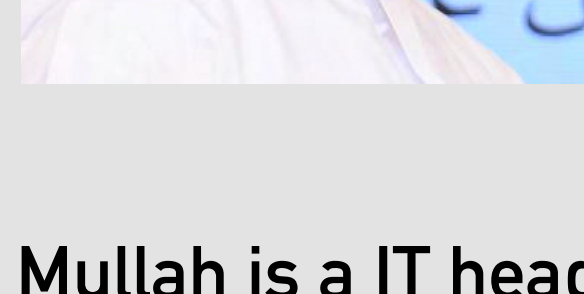
Umm Jasem is a ambitious young professional mother of two, who is well educated and has traveled internationally. Umm Jasem married to a local man who she met through their families. She is equally responsible for family finance decisions, but never lived by herself before, and manages the household while balancing her career goals.

### Needs & Goals

- Everyday banking on the go
- Transparent and Shari'ah compliant
- Tech kids importance and saving and earning money

### Painpoints

- Kids not understanding value of money
- Too much paper work in banking.



**Muhamed Al Mullah**

AGE:41  
Occupation: Head of IT Government Firm  
Location: Sharjah

Mullah is a IT head in a local Government firm in Sharjah. Being a Head of a department it is really tough to manage a whole department and balace family and social life.

### Needs & Goals

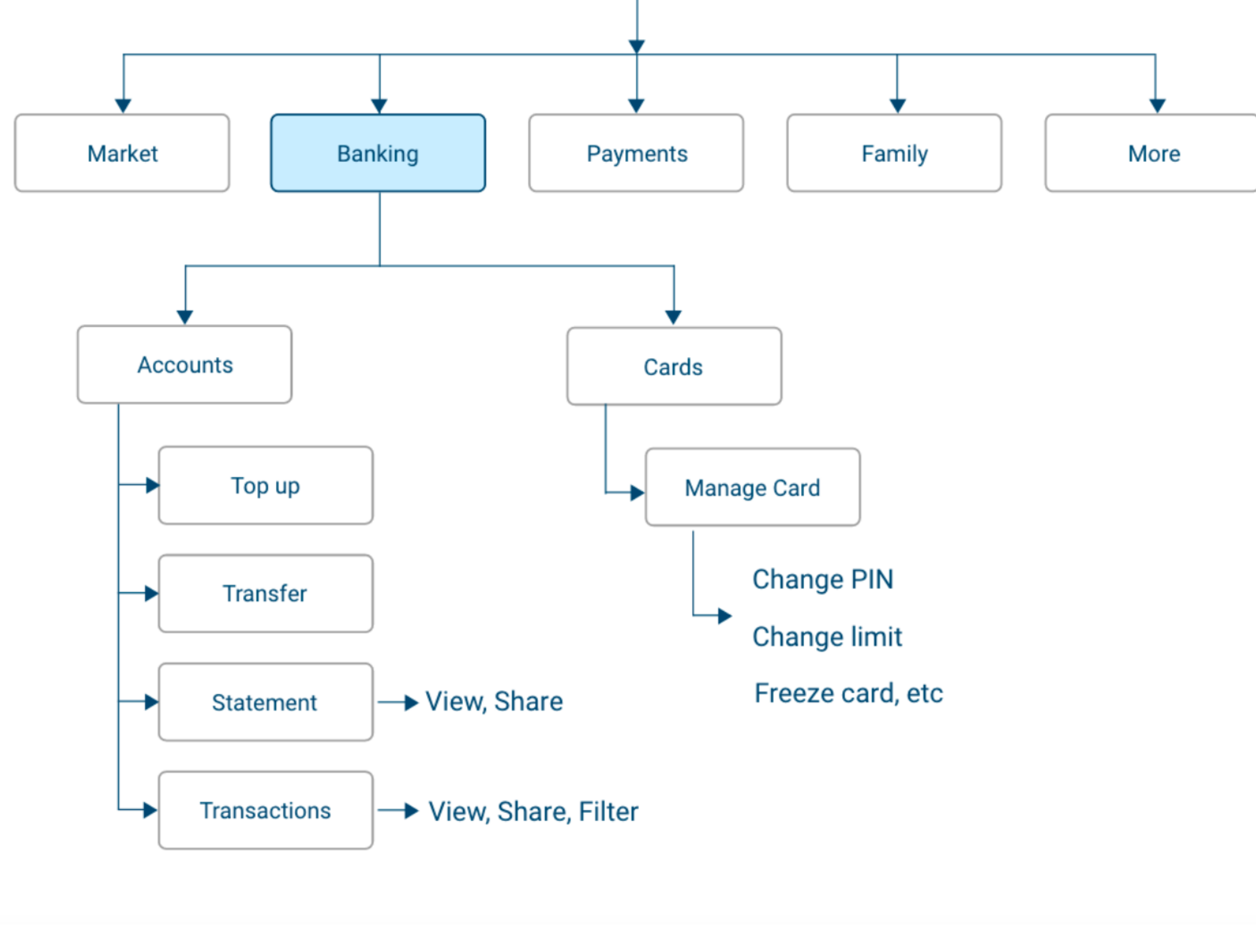
- Managing daily routine finance
- One solution touch
- Maintain Balance

### Painpoints

- Utilities, credit card payments etc
- Confusing banking replies

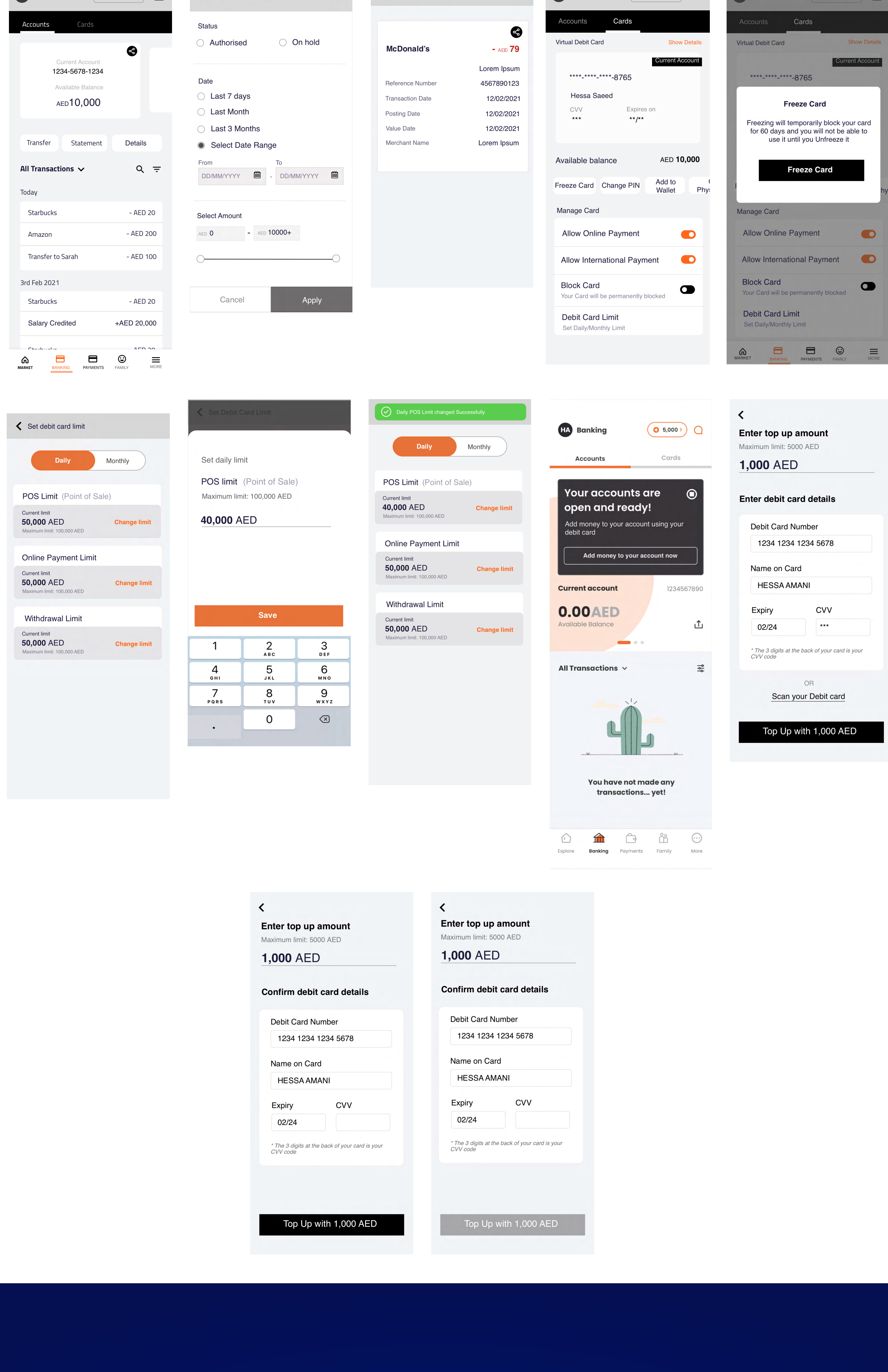
## User flow

To understand how the users are going to interact with the application and perform important tasks, a user flow was created. Here I primarily focussed on the Banking tab of the app, which I was responsible to build while being a part of the design team.



## Wireframes

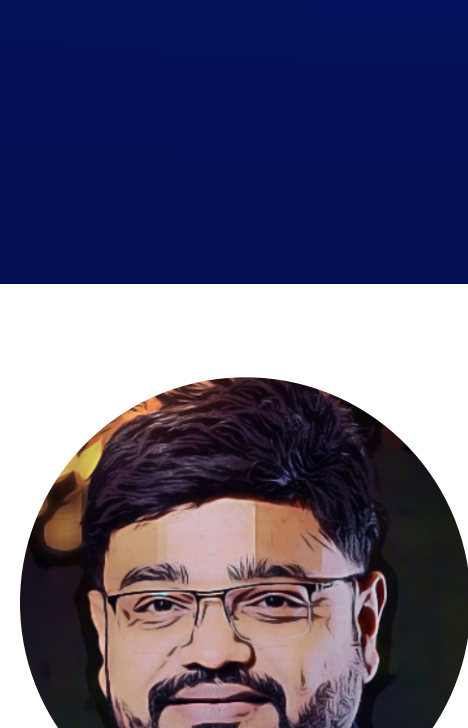
After making some rough sketches, I converted them to mid-fidelity wireframes, and iterated them after discussion with the stakeholders.



50+  
Screens

3  
Usability Tests

4  
Iterations



راheel شيخ  
Raheel Sheikh  
UX Designer