

Do You Need a Financial App Redesign?

Rate the level of each aspect on a 10-point scale where:

1 – This does not happen at all in our company, 10 – We have it, and it is very noticeable

1. A lot of customer complaints or they don't use the product's app

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

2. The app's rate is lower than four stars

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

3. The app doesn't match modern UI guidelines

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

4. The app doesn't provide a completely digital experience

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

5. Competitors look similar or even better

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

6. The app doesn't fit the brand's personality

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

7. The app doesn't reflect the digital strategy

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

8. The products' digital ecosystem is fragmented

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

9. The app doesn't fulfill the purpose of the business

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

10. The company's market share has decreased

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 10

The results

The ranking for all these criteria is:

- 70 to 100 points** – you urgently need to consider redesigning your application. And it seems that you should look for professional help to fine-tune the process of customer-centered design, development and digital service improvement.
- 40 to 70 points** – you probably do not yet feel the impact of a critical UX mobile app on your business, but you should start gathering data to improve the digital service and user experience. You have time to get it right. Try not to procrastinate, and use it to secure a competitive advantage.
- 0 to 40 points** – everything is going great, and your product is apparently one of the market leaders. You can use this checklist to transform your most critical points into growth opportunities by making small improvements that maximize the potential of your product.