Fintech UX/UI Design Trends 2023

01.

Data storytelling as the key toward clarity

Data storytelling is the process of using data to tell a story. This can be done through many different mediums, such as infographics, data visualisations, interactive maps, and written articles. These tools and methodologies become crucial in financial environments which are obliged to provide clarity and transparency for their users.

When done well, data storytelling can be an extremely effective way to communicate. With the help of data storytelling, businesses can more effectively communicate their message, and ensure that their audience understands the information they are trying to convey.

“ANOTE MUSIC” SOUND INVESTMENT PLATFORM

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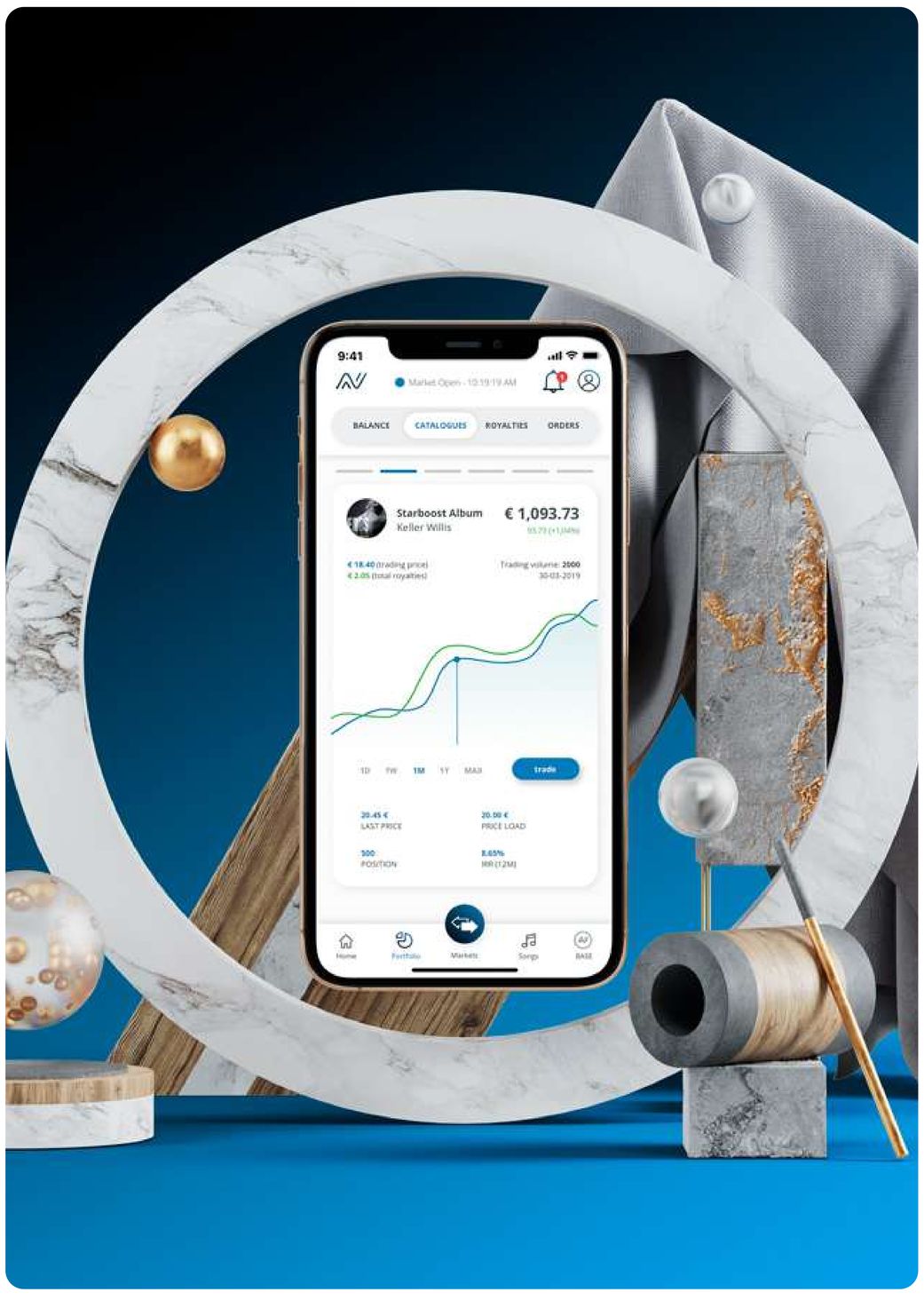

02.

Inclusive design by law

June 28, 2022 EU member states adopted the European Accessibility Act (EAA) requirements into law. It's a new directive that establishes a common set of accessibility rules for software, digital services and hardware sold or used in the EU. In doing so, the act aims to remove barriers created by divergent accessibility rules in the EU member states and improve the market for accessible products and services.

The EAA meets the requirements of a new trend of Inclusive design. It is important for many reasons, but mainly, it enhances the user experience for a diverse audience. Approximately one billion people, or 15% of the world’s population, experience some form of disability. Empathy for a diverse audience is a key component of inclusive design.

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“KIRI”
GREEN MARKETPLACE

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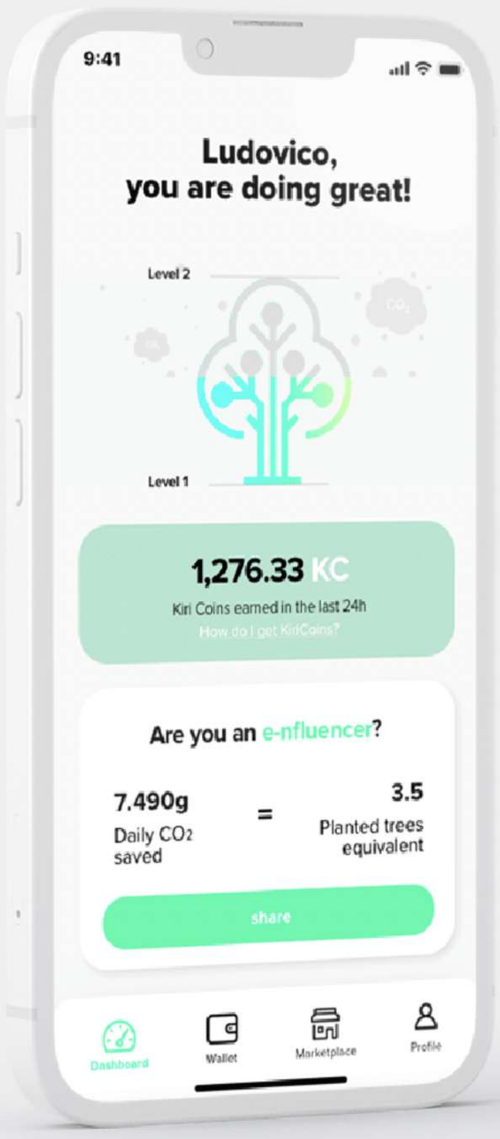

KiRi

Convert green driving into currency

Be sustainable

Earn KiriCoin

Kiri Marketplace

03.

“Super – Apps” : aggregation of functions

“Super - Apps” collate multiple applications into a single interface to provide an ecosystem of fully-integrated third-party services, facilitated by a payment system.

The super app has the potential to become the gateway to workflows that deliver what a customer wants to get done — rather than just a series of disconnected financial services.

Neobanks and fintechs which are currently focusing on one point functionality need to take a hard look to this trend. As players like Revolut expand their footprints, then a product/service with a restricted set is going to look less and less attractive to users.

SMART FINANCE MANAGEMENT APP “OMNEY”

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Omney

04.

Gamification as a way of building financial habits

Gamification in fintech means incorporating game elements and mechanics into a non-game solution to improve customer engagement. In fact, the process generally includes setting objectives, monitoring progress, and completing tasks to unlock rewards such as bonuses, cash incentives, and gifts.

ECO CRYPTO PLATFORM “SAVE THE FUTURE”

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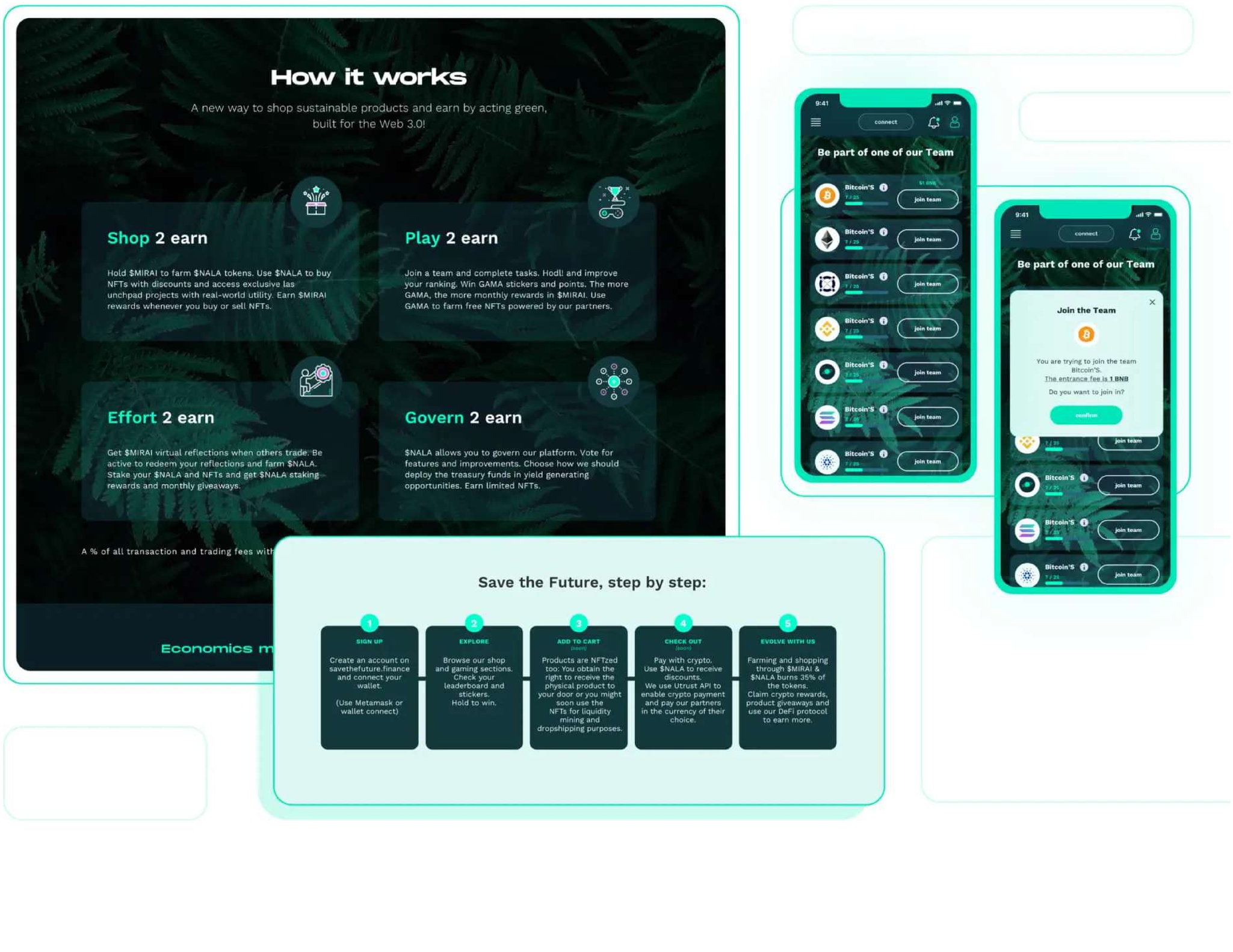
Gamified experience directly affects the following aspects:

- Client satisfaction and loyalty
- User acquisition and retention
- Word-of-mouth recommendations



05.

Micro interactions as the key for user engagement

Micro interactions is the way to communicate meaningful feedback to users. These types of interactions breakdown the complicated information, & use visuals, animations to convey the message easily to the consumers. Micro interactions in fintech apps have proven to be effective in increasing conversion rates and the satisfaction level of the user.

This trend helps to step out from the rigid & serious financial language and aesthetics. Successful financial products nowadays dare to show feelings, speak a more fresh and young language both in terms of copy and visuals.

WINES TRADING PLATFORM “EWIBE”

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