Currency Exchange - Responsive website

Zev Lenchus

Overview

The product:

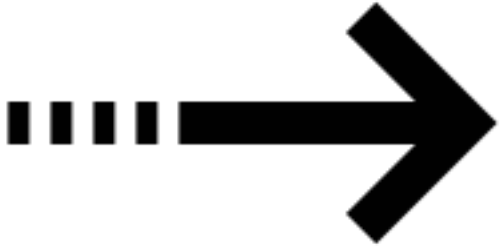
The responsive website was designed for global explorers who value carrying local cash when they travel. Currently, most currency exchange sites don't offer a comprehensive list of vendors and true exchange rates.

Project duration:

This project was developed over the month of March 2025 as my second design in Google's UX/UI Design Certification program. It followed the mobile app version of the same concept.

*Home page for the tablet

Project overview



Problem:

Global travelers have limited ways of comparison shopping their currency exchange rates and locating vendors to perform the exchange for native cash.

Goal:

Create a responsive website in the traveler's language that provides a comparative rate list of local vendors with easy-to-follow directions on how to find them while traveling.

Project overview

My role:

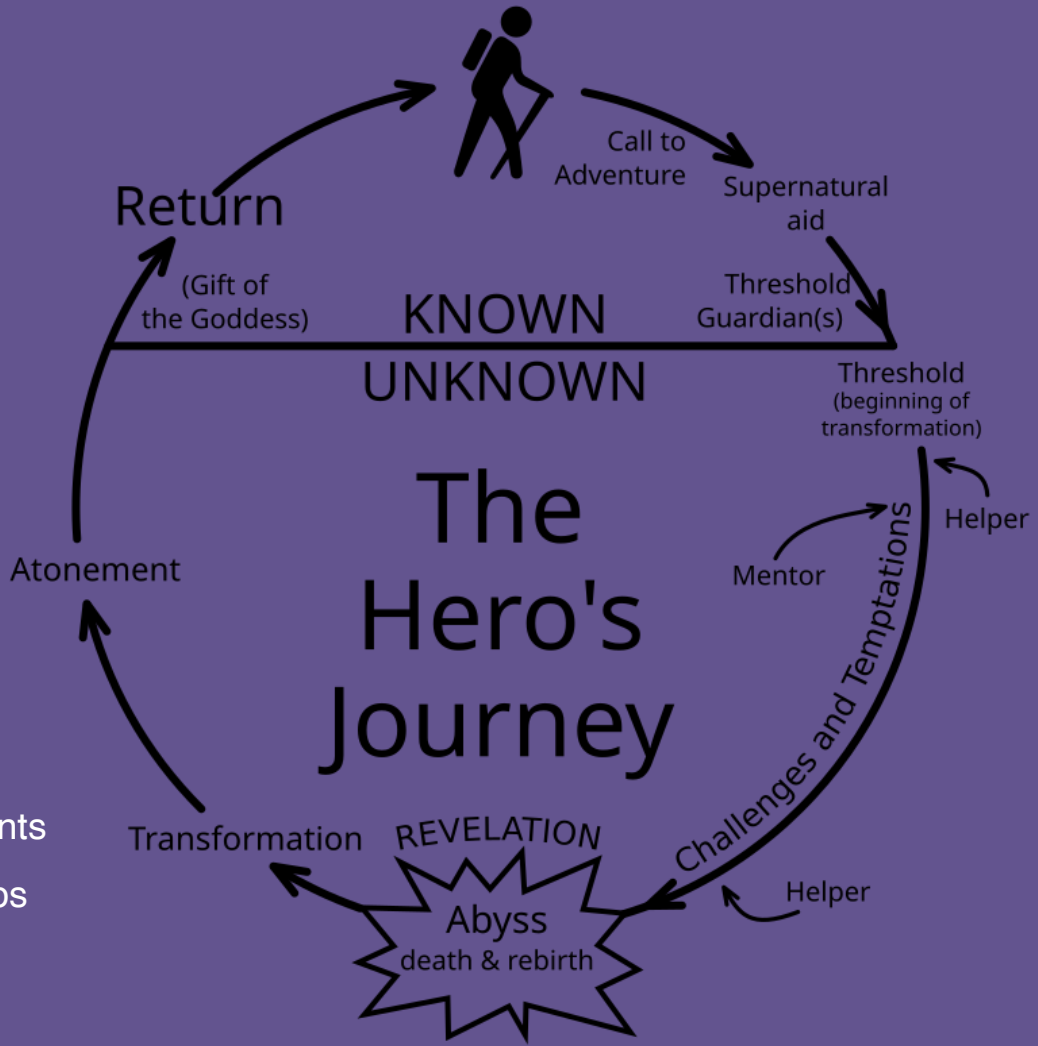
- UX Researcher
- Information Architect
- UX Designer
- UI Designer
- Visual Designer
- Interaction Designer
- UX Writer
- Usability Tester
- Product Designer

Responsibilities:

- Conducting user research
- Determining pain points
- Defining sitemaps and navigation
- Creating wireframes and prototypes
- Working with design elements like color, typography, and iconography
- Developing visual assets and branding
- Designing micro-interactions
- Writing copy
- Conducting usability tests
- Ideating solutions for determined insights
- Ensuring alignment with product goals.

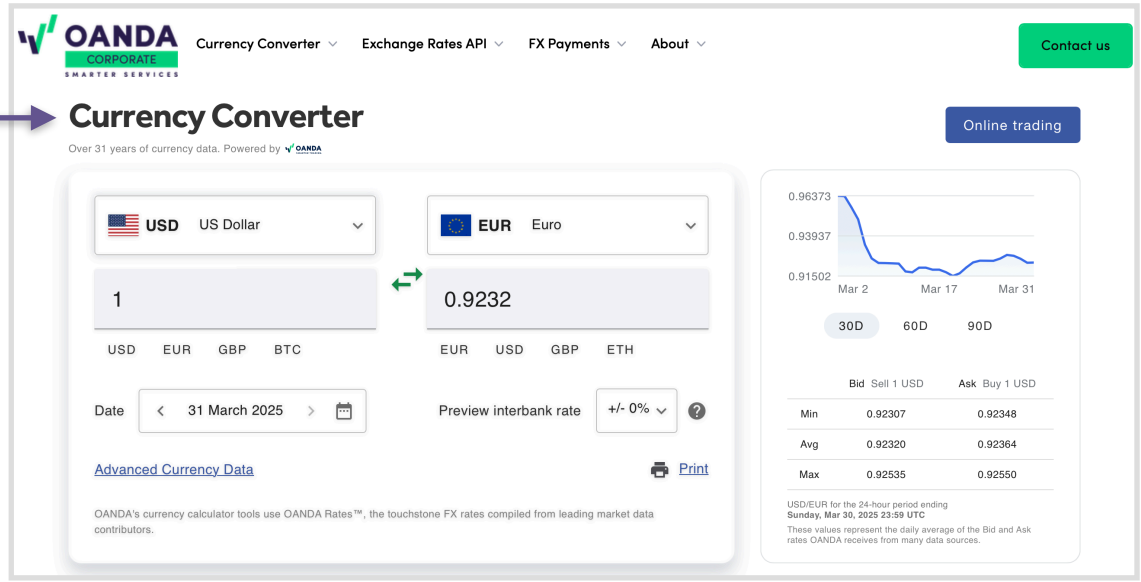
Understanding the user

- User research
- Personas
- Problem statements
- User journey maps



User research: summary

Competitive Analysis



Although offered in 9 different languages, Oanda does not have the local vendor option to shop for competitive rates.

While they offer a more in-depth look at historical exchange rates and tools for trading money, our target users are global travelers looking to exchange currency, not invest.

User research: pain points

1

Pain point

Exchange rates differ depending on the vendor, yet research shows that no other websites offer an option to locally shop those rates comparatively.

2

Pain point

Global travelers did not have the option to find currency exchange vendors near them while traveling, with directions on getting there.

3

Pain point

The aesthetics feel overcrowded with information overload. The focus was more on rate history with no focus on practicality for travelers looking to exchange cash.

Leah

“Just keep swimming…”

Age: 42
Education: Doctor of Medicine
Hometown: Newport, RI
Family: Single, Lives alone
Occupation: Doctor

Goals

- To help as many people as she can no matter where they live.
- Having buying power in the remote places where she is often assigned.

Frustrations

- They only take cash in some of the remote villages where she works.
- She wants help finding places to exchange money during her travels.

Leah is a doctor with a busy schedule. She spends most of her time practicing medicine in underdeveloped countries. She is a dedicated physician, often traveling last minute, creating an unpredictable lifestyle. Leah would like an easier way to exchange money in some of these countries so she has the financial freedom to buy in remote communities that only accept cash.

Joseph

“Opportunity is where you look for it.”

Age: 20
Education: Enrolled in online college classes
Hometown: Nairobi, Kenya
Family: Lives with parents and a younger brother
Occupation: Student

Goals

- To travel the world and use his studies to unite Africa.
- Gaining financial independence so he can take care of his family.

Frustrations

- Exchange rates differ between vendors, and he wants to ensure that he gets the most value for his money.
- Wants an app in his native language.

Joseph recently immigrated to the US from Kenya with his parents and younger brother for a better life. He is dedicated to caring for his family and adapting to the US culture while not losing sight of his own. When he’s not online taking courses for college, he’s in night school for English. Joseph dreams of traveling the world after his studies and earning enough money so his family will never struggle.

PERSONA is the character. **USER STORY** is the plot. **JOURNEY MAP** is the story's outline.

Goal: Use a responsive website in your native language that compares exchange rates from nearby vendors with directions to them.

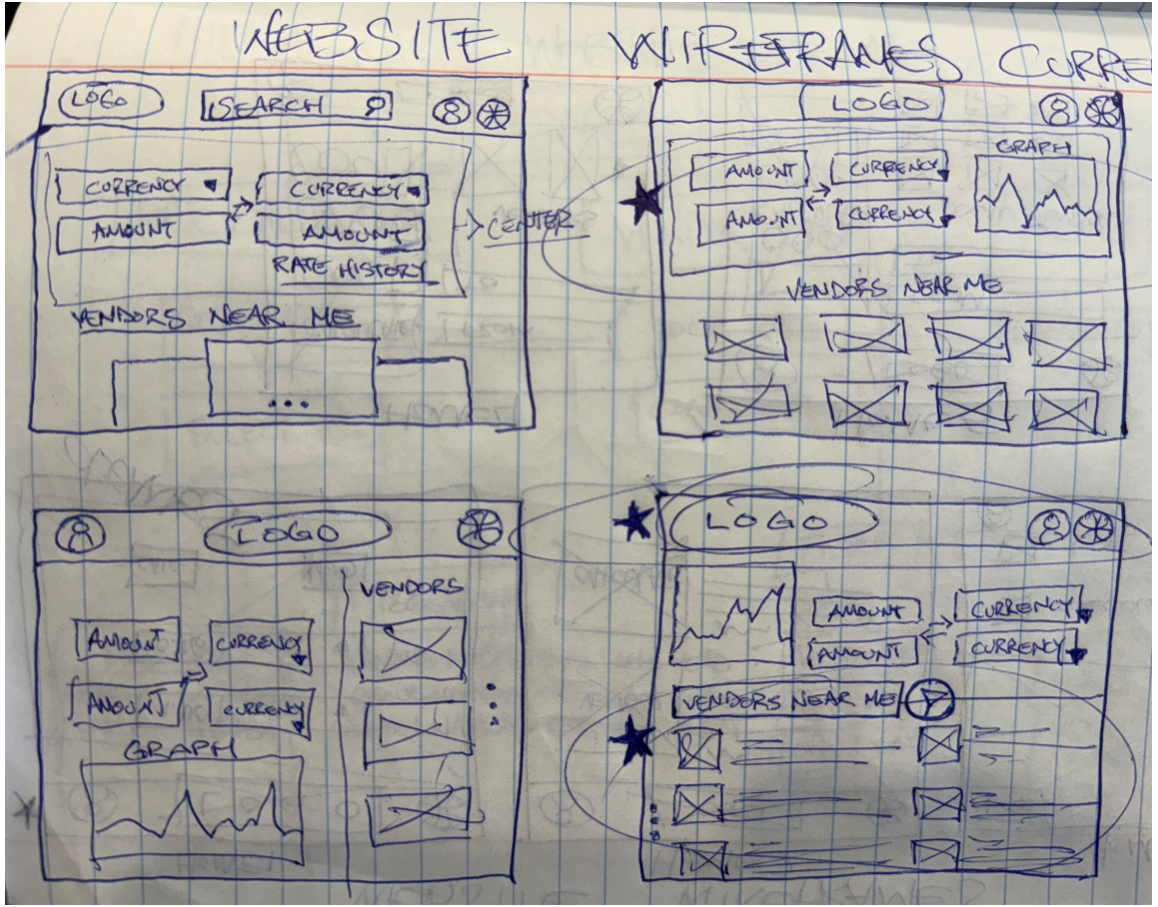
ACTION	Choose native language	Select origination and destination currencies	Compare rates and select the best option	Lock in rate
TASK LIST	Tasks A. Locate the language icon B. Select Language C. Return to Homepage	Tasks A. Locate the dropdown menu of currency options B. Select respective currencies	Tasks A. Browse the vendor list and compare exchange rates, location, etc B. Determine which vendor works best and select	Tasks A. Double-check the vendor information. B. Lock in the rate. C. Confirm.
FEELING ADJECTIVE	• Skeptical • Excited • Nervous	• Confident • Adventurous • Hesitant	• Overwhelmed • Worried • Relieved	• Attentive • Cautious • Accomplished
IMPROVEMENT OPPORTUNITIES	• The language icon appears big off and needs to be reduced in size. Does it need to be anchored in the header?	• Include other currencies like Crypto and precious metals	• An option to sort findings based on proximity, rates, etc. • Visual cues for best rates so they can be quickly determined	• Add vendor terms and conditions for the locked rate. • Reduce the information on the confirmation screen.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

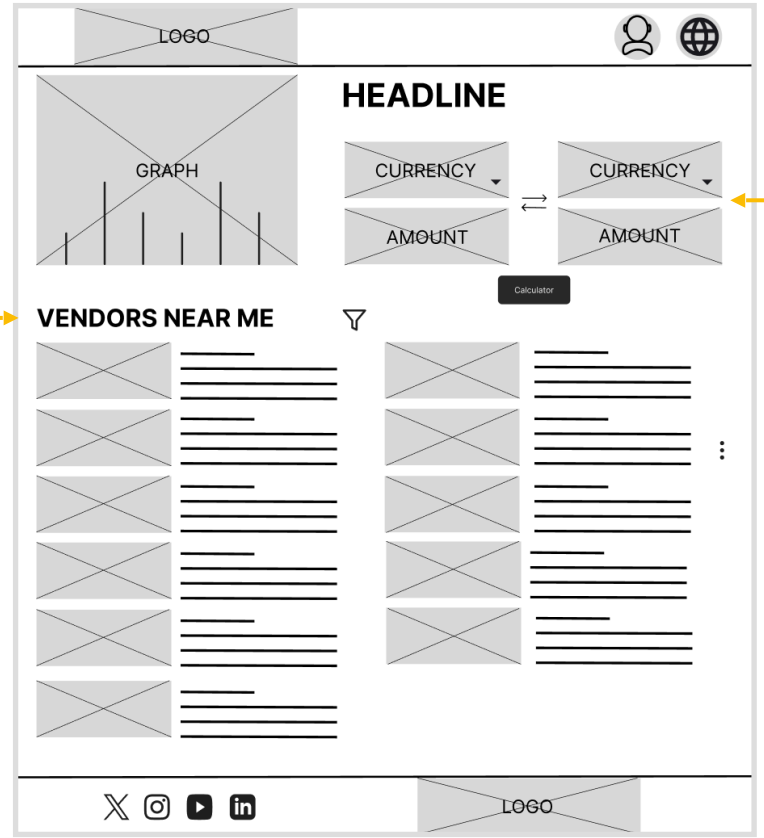
1. The responsive website features a logo and some color changes.
2. Everything is above the fold on the home page to save users navigation time.
3. The “From” and “To” currency selectors and amounts are designed to look like “equal” signs.
4. The calculator is still available for those who want to tally foreign expenses.
5. A vendor list can be scrolled.



Digital wireframes

The design features on the desktop home page include language, currency exchange rates, and sortable local vendors.

Wrapped in a header and footer that feature the logo, profile, language, and social media, valued information will be above the fold.



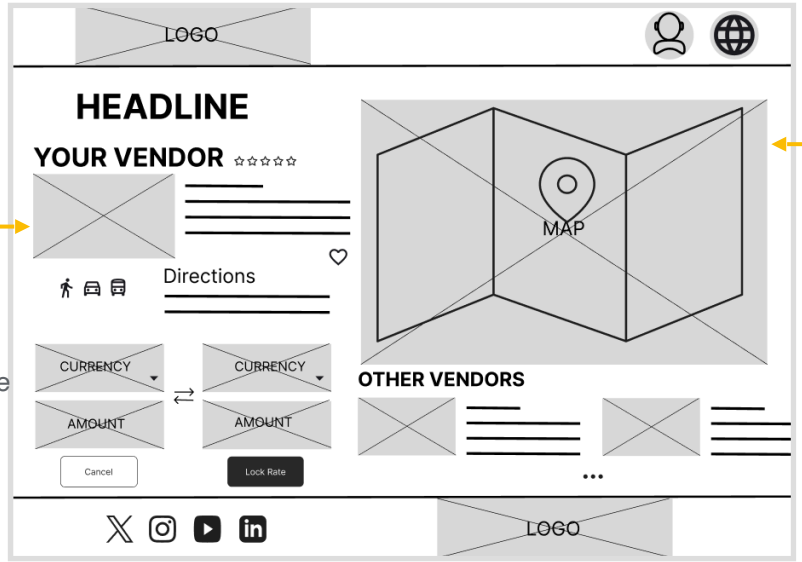
The scrollable vendor list is above the line to facilitate the user journey.

Icons are arranged like equal signs for continuity.

Digital wireframes

Once a vendor is selected, more details are available, emphasizing detailed instructions on how to get to the vendor.

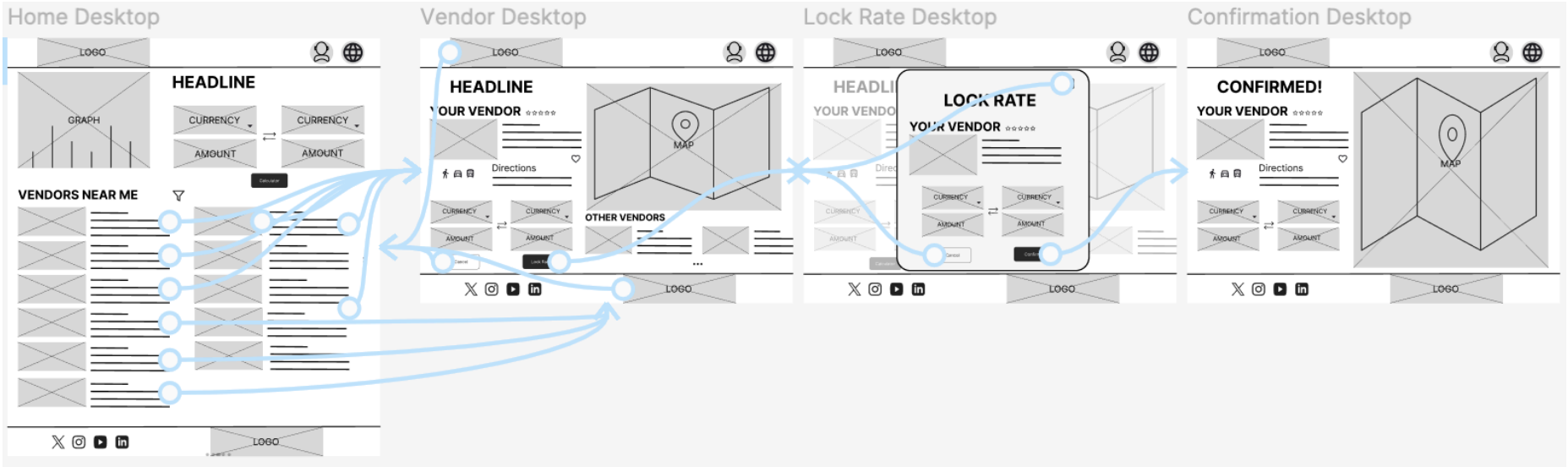
The emphasis here is the map that allows visitors to navigate effortlessly to the selected vendor.



Vendor details are listed with detailed directions on how to get there by foot, car, or public transportation.

A large map is emphasized on the page.

Low-fidelity prototype



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Usability study: findings

In the first round of LoFi testing for the website, most users flowed through their journey without issue. The task, focused solely on the gap we wanted to fill: find a local vendor, lock in the rate, and confirm.

Round 1 findings

1. Users wanted to return home following confirmation.
2. Users felt there was some information overload on the vendor page.
3. Users wanted more negative space around the call-to-action button.

Round 2 findings

1. Users thought the icons looked a little too big.
2. Users felt there was too much information on the lock rate pop-up.
3. Users wanted a quick way to determine which vendors had the best rate.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The changes in the home screen for the tablet were both aesthetic and functional. They included:

-reduction in icon size

-headline centered

-more negative space added

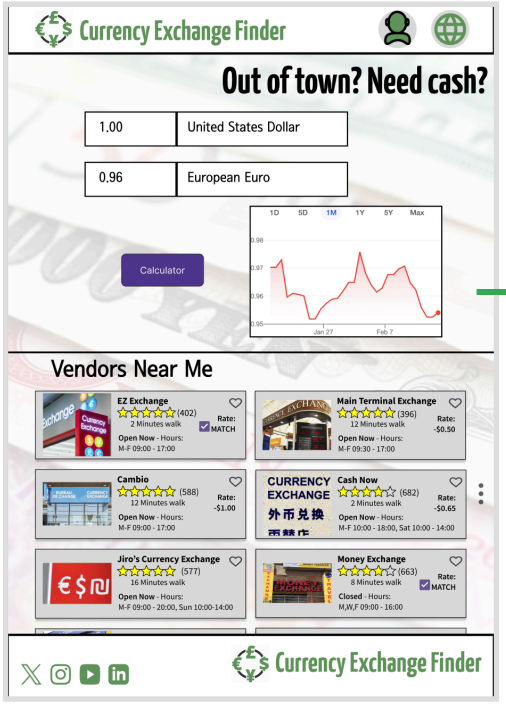
-graph relocated

-reversible currency button added

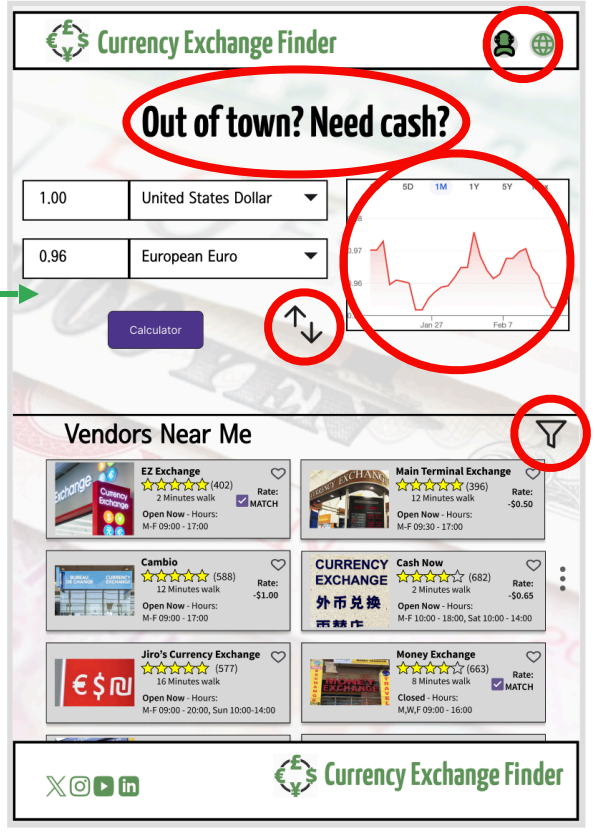
-currency relocated

-vendor filter added

Before usability study



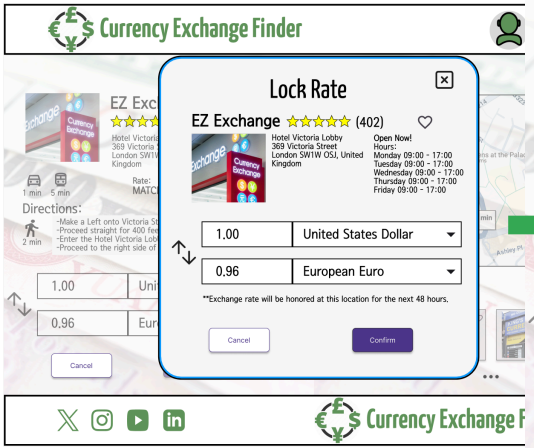
After usability study



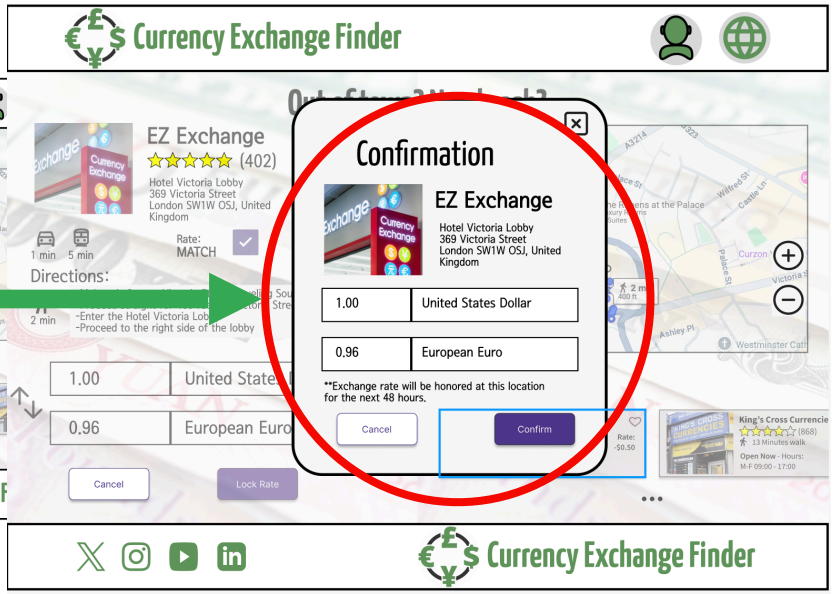
Mockups

The confirmation pop-up on the desktop version was trimmed down to reduce information overload.

Before usability study

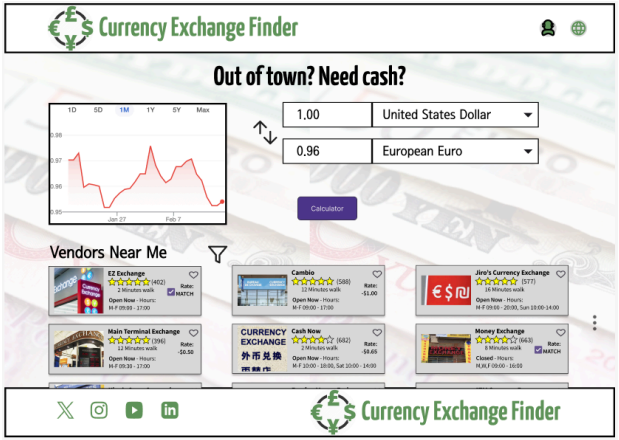


After usability study

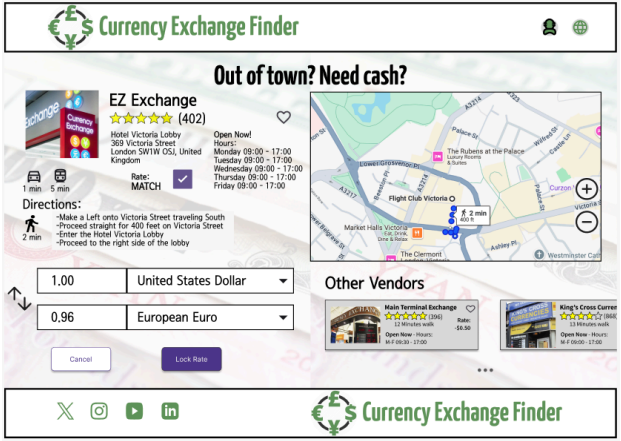


Mockups - desktop

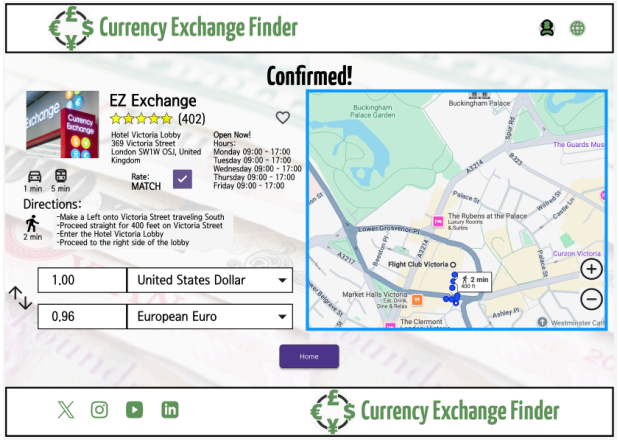
Home



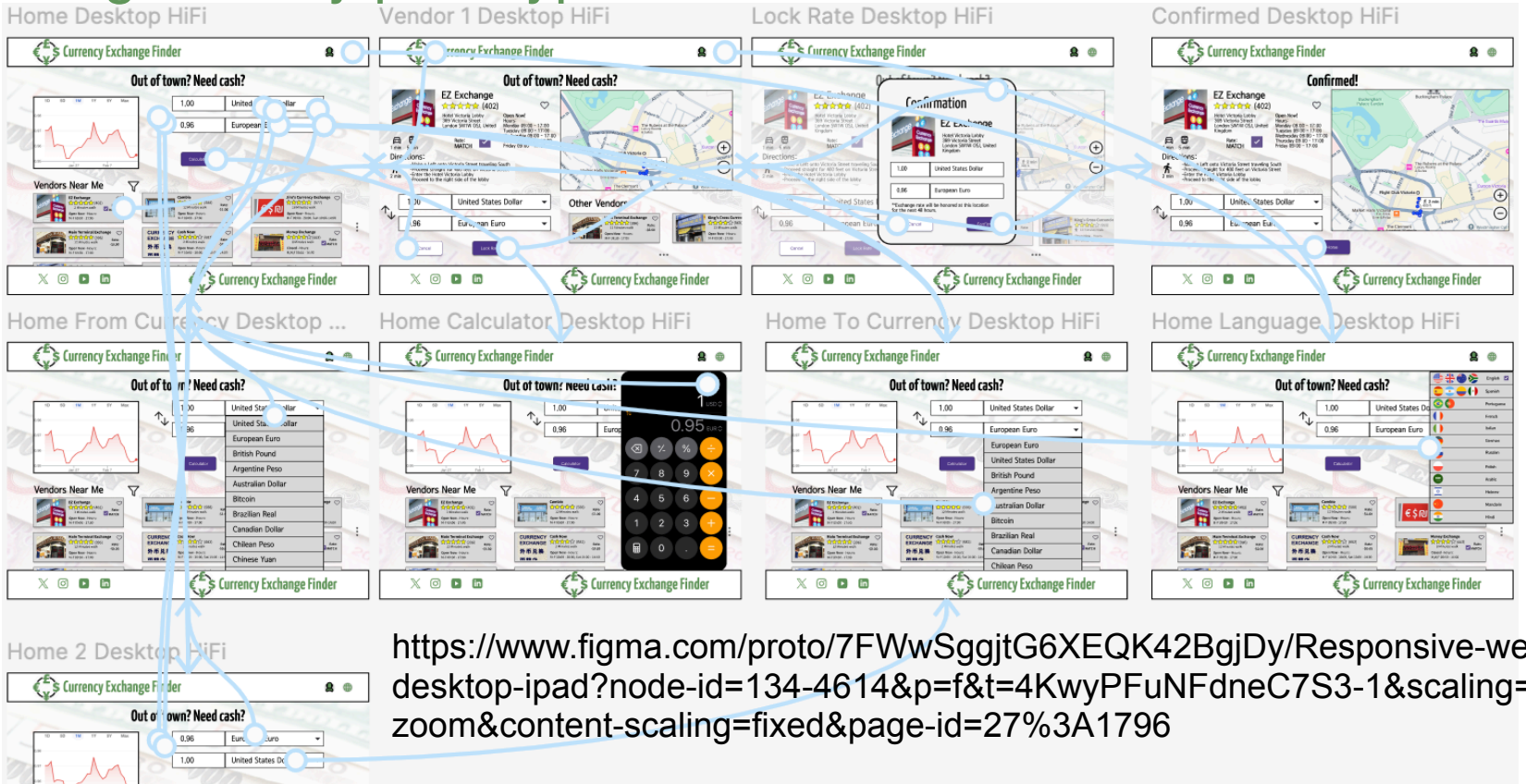
Vendor information



Confirmation



High-fidelity prototype



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Accessibility considerations

1

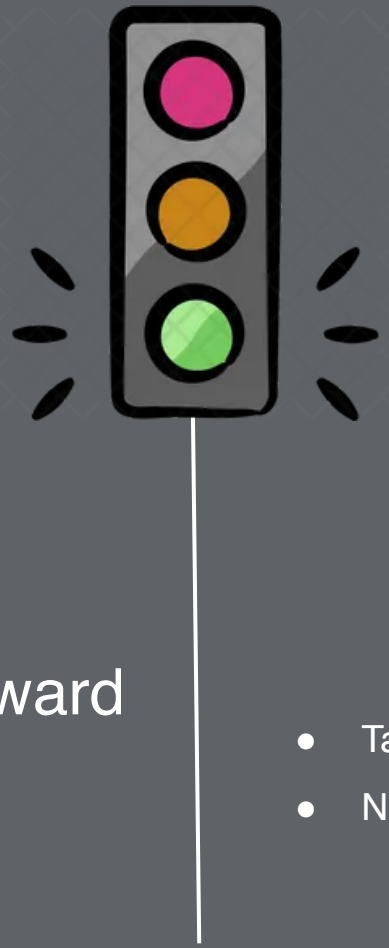
The most significant accessibility consideration taken here was overcoming the language barrier. When finding vendors in a foreign country, the user needs to have clear directions in their native language. The responsive website considers language for all our global travelers.

2

Users with limited vision were taken into consideration with color contrast and the use of negative space around call-to-action buttons. Our simple design makes it easy for all to navigate.

3

Users with learning disabilities are able to follow the simple, concise, and consistent user flow. Exchange rates and local vendors are all placed above the fold so they can easily be found.



Going forward

- Takeaways
- Next steps

Takeaways

Impact:

“Airport exchange kiosks usually have a high commission, so their rates aren’t the best. This responsive website empowers global travelers with the ability to shop rates and provides key information on where they can actually make the exchange.” -Jennifer

What I learned:

Like filmmaking, design is a conscious, functional art form. In public speaking, we learn how to pause and allow for silence instead of filling it with meaningless noise. Negative space has the same value in design. I found the Gestalt Principles and color psychology to be fascinating.

Next steps

1

Continue designing! Every design naturally gets more inclusive, accessible, and aesthetic. Colors and fonts feel more organic and employ more psychology.

2

Continue to develop developing features to make the user journey easier. Global travel can feel insurmountable at times, this service aims to encourage users to overcome the fear of traveling and make the world a smaller place.

Connect with me!

Stay tuned as this is only the first step in the itsknottv UX/UI Design journey.

See more at https://itsknottv.com/ Email at itsknottv@gmail.com Call 786-237-4355.

Danke
Obrigado
Thank
You
Teşekkür
Ederim

謝謝
Merci
Grazie
Bedankt
شكراً
ありがとう
Gracias
תודה
спасибо

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