



# KeyWise

Passwords Secured, Peace of Mind Assured.

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**UX/ UI Project:**

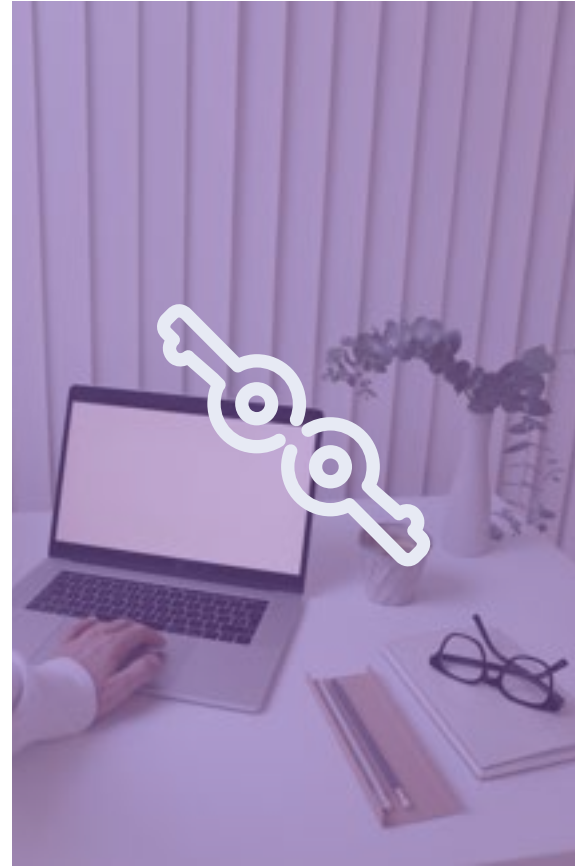
Password Manager App



# Project Overview

## Project Goal for KeyWise Password Manager App

The goal of this project is to design a user-friendly mobile application that securely stores and manages passwords for users across multiple platforms. The application should prioritise ease of use, security, and intuitive design to enhance the user experience.





# Project Needs

## Overall Project needs for UX/UI to progress

- Research and Analysis
- User Personas
- Feature Set
- Screen List
- Wireframing and Prototyping
- Visual Design
- Development Support
- Testing and Iteration





# Research and Analysis

## The Tasks for Research and Analysis

- Conduct market research to understand user needs and competitor offerings.
- Analyse user behaviour and preferences related to password management.

<https://medium.com/nyc-design/ux-case-study-designing-a-password-management-app-for-mobile-c409547aa09f>





# Research and Analysis

My research and analysis for this project are heavily influenced by the UX case study titled "Designing a Password Management App for Mobile" by Nick Black, published in NYC Design on October 30, 2018. In this case study, Nick Black outlines the challenges faced and solutions developed during the creation of a mobile password management application for Nettoken, a London startup.

I believe this will provide me with a more comprehensive understanding of UX for password management applications. It will also help me to develop strategies for designing a secure, user-friendly application. Additionally, it will provide insight into the best practices for developing mobile applications.





# Overview

The case study highlights the growing need for effective password management solutions, citing statistics that indicate the average UK email address is linked to 118 online accounts.

Nettoken's approach involves scanning users' email inboxes for old accounts, consolidating them in one place, and assisting users in assigning new, secure passwords.

Notably, Nettoken emphasises biometric verification and minimises reliance on a master password, setting it apart from competitors like Dashlane, 1Password, and Last Pass.





# Challenges Identified

- 1. Feature Prioritisation:** Determining which features to include and test in the mobile app posed a challenge. The team aimed to weave compelling user flows through a prescribed list of features provided by the client.
- 2. Security vs. Convenience:** Balancing security with convenience presented a significant consideration. While security is paramount in password management, users generally prefer convenience, which necessitates striking a delicate balance.
- 3. Information Architecture:** Organising a large number of items on a small mobile screen, such as lists, groups, and categories, required careful consideration to ensure optimal usability.
- 4. Facilitation:** The project involved the facilitation of a team, marking the author's first experience as a team facilitator in a UX project. Ensuring cohesive teamwork and delivering project deliverables on track were essential goals.



# Discover

The research approach included market research provided by the client, an initial proto-persona workshop, and user interviews. The target demographic was identified as digitally aware individuals aged 20–40 with disposable income.

Qualitative data collection aimed to understand user attitudes and behaviours towards password management.







# Define

User insights were synthesised to identify key trends in the research. The team used affinity mapping to pinpoint patterns, leading to key findings:

- Users lack awareness of potential consequences of a data breach.
- Many users have limited password variation, compromising security.
- Mobile usage tends towards checking or updating data rather than organising it.
- Convenience often outweighs security concerns for users.





# Develop

Key flows were selected based on user research and client specifications. The team created a feature prioritisation chart to delineate essential features within project scope.

Notably, the email scan feature was identified as a powerful moment in the user experience and was included from the project's outset.

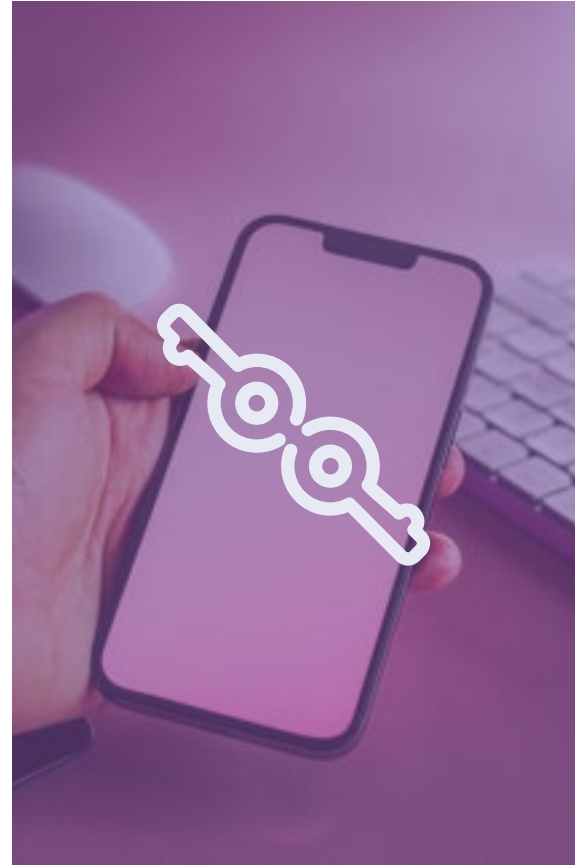




# Prototypes

The design process involved ideating key flows through workshops, starting from paper prototypes and progressing to high-fidelity designs.

Usability testing informed iterative improvements at each stage, focusing on enhancing user experience and readability.





# Stretch Goals

Here are the overall goals for the project

Incorporating insights from user research and client briefs, the team set stretch goals aimed at enhancing user awareness and security.

Ideas included real-time security notifications and a Security Assistant feature to guide users in improving account security.





# Conclusion

The project underscored the importance of user sensitivity towards security and the delicate balance between security measures and user experience. Despite time constraints, the team found the project enlightening and enjoyable, delivering valuable insights and solutions for Nettoken.

This analysis draws heavily from Nick Black's case study, providing valuable insights into the challenges and strategies involved in designing a mobile password management application.





# User Personas

## A User Persona for the app

- I developed a user persona to guide the design process and ensure the application meets the needs of different user segments.





# Sarah Smith



## Background

Sarah Smith is a 32-year-old professional working as a marketing manager for a tech startup. She leads a busy lifestyle, juggling multiple projects and meetings throughout the day. Sarah is highly tech-savvy and relies heavily on various digital platforms and applications for work and personal use.

## Demographics

**Age:** 32

**Gender:** Female

**Occupation:** Marketing Manager

**Technology Proficiency:** Highly proficient; comfortable with using various digital tools and platforms.



# Sarah Smith



## Goals and Needs

### **Efficient Password Management:**

Sarah manages numerous accounts and passwords for work-related platforms, social media, online banking, and more. She needs a convenient solution to securely store and manage her passwords.

### **Time-Saving Features:**

With her busy schedule, Sarah values features that streamline her workflow and save her time. She seeks a password manager that offers quick functionality and quick access.

### **Security and Reliability:**

As someone who deals with sensitive information for her job, Sarah prioritises security and reliability. She needs assurance that her passwords are encrypted and protected from unauthorised access.

### **User-Friendly Interface:**

Despite her tech proficiency, Sarah prefers intuitive and user-friendly interfaces that require minimal effort to navigate. She values simplicity and clarity in design.





# Sarah Smith



## Challenges

- Managing and remembering numerous passwords across different platforms.
- Ensuring the security of her passwords without sacrificing convenience and usability.
- Finding a password manager that integrates seamlessly with her existing digital workflow.

### **How the App Addresses Sarah's Needs:**

- Provides a user-friendly interface with intuitive navigation to easily manage and access passwords.
- Implements encryption and security measures to protect Sarah's sensitive information.



# Sarah Smith



## Key Quote

"I need a password manager that not only keeps my accounts secure but also makes my life easier by streamlining the process.

Time is precious, and I can't afford to waste it searching for passwords or worrying about security."



# Feature Set

## Features that are needed

- Password storage and retrieval (Local)
- Password generator
- Secure encryption





# Keywise

Passwords Secured, Peace of Mind Assured.

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## **The Creation:**

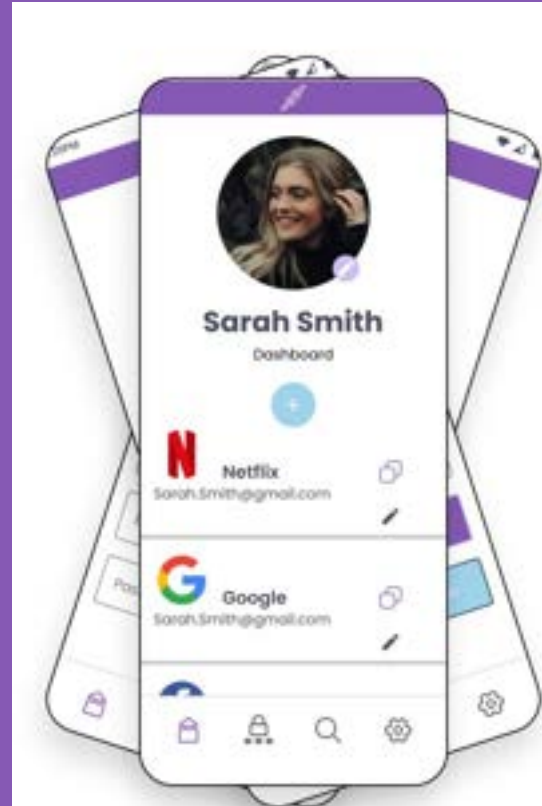
Wireframes and Assets



# Screen List

## Main Screens

- Welcome/Login screen
- Dashboard/Home screen
- Password list screen
- Password detail/edit screen
- Password generator screen
- Settings screen





# Wireframing and Prototyping

- I have created User flow for the overall design project.
- I made the the wireframes and prototypes to visualise the user flow and interface design.



# USER FLOW



## Welcome screen

The welcome screen should begin with the logo appearing small and gradually expanding with a bounce effect, symbolizing the app's loading process and warmly welcoming users aboard.

## Dashboard

The Dashboard serves as the central hub for the application's key features, facilitating easy access to passwords for seamless logins, enabling users to update their passwords as needed, and offering customisation options such as personalising user images and associating them with passwords for quick identification. Users have the flexibility to add brand logos or other images according to their preferences.

login/ Access



## Search overlay

The purpose of this is if the user trying to search for logins using keywords like the company/ website to get quick information if they have a lot of passwords saved



## Password detail/ edit

This section allows users to input all the necessary information for the logins/ passwords they wish to add. Users will be directed to this area from the "Add New" and "edit" icons within the app.



## Password Generator

This feature empowers users to generate passwords within the app, utilizing various inputs such as password length, capital letters, and numbers. Users have the flexibility to toggle these settings on or off based on their preferences through a simple and intuitive toggle option, while the password length is adjustable via a slider for convenience.

Once a password is generated, users are provided with options such as refresh, copy, and add to current password, streamlining the process of updating the app's password data locally when resetting passwords.



## Settings

This area serves as a platform to adjust fundamental settings and switch between dark and light modes for user convenience.





# Low-fidelity wireframes





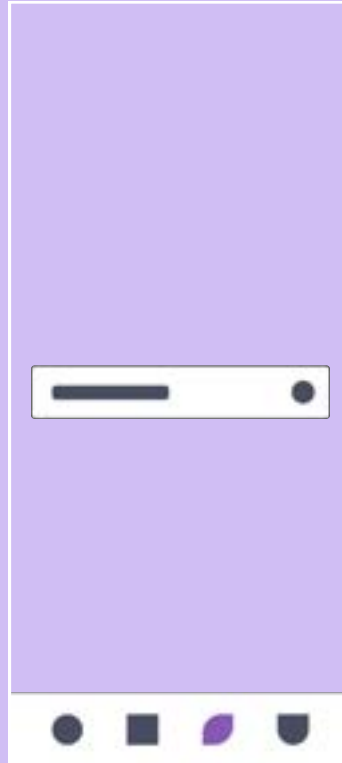


# Low-fidelity wireframes





# Low-fidelity wireframes



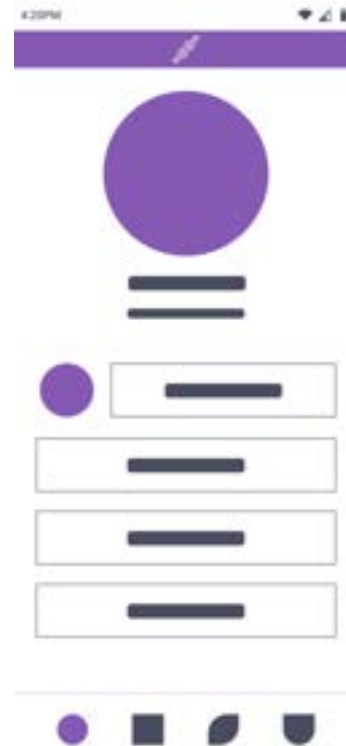


# Low-fidelity wireframes





# Low-fidelity wireframes

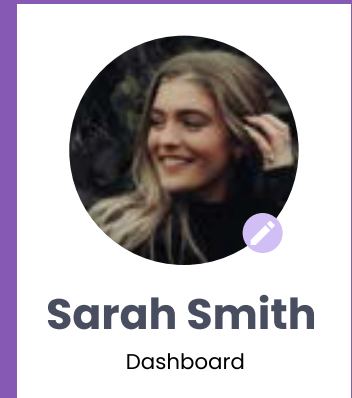
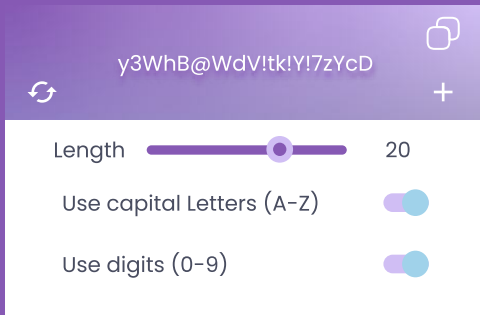




# Visual Design

## Time to Design!

- I developed a cohesive visual identity for the app, including a thoughtfully selected colour scheme, typography, and iconography.
- This design ensures a consistent and appealing user experience, enhancing the app's overall aesthetic and functionality. It is accessible and visually appealing across different devices and screen sizes.





# Visual Design

Typography (Light/ Dark)

**Title**

**Heading**

Body Text

Body Links

**Title**

**Heading**

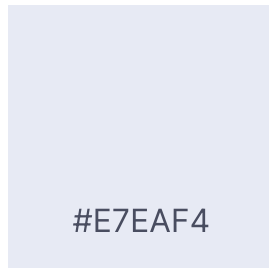
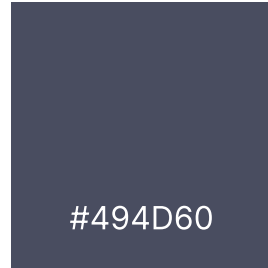
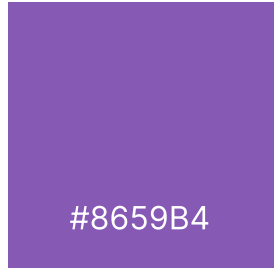
Body Text

Body Links



# Visual Design

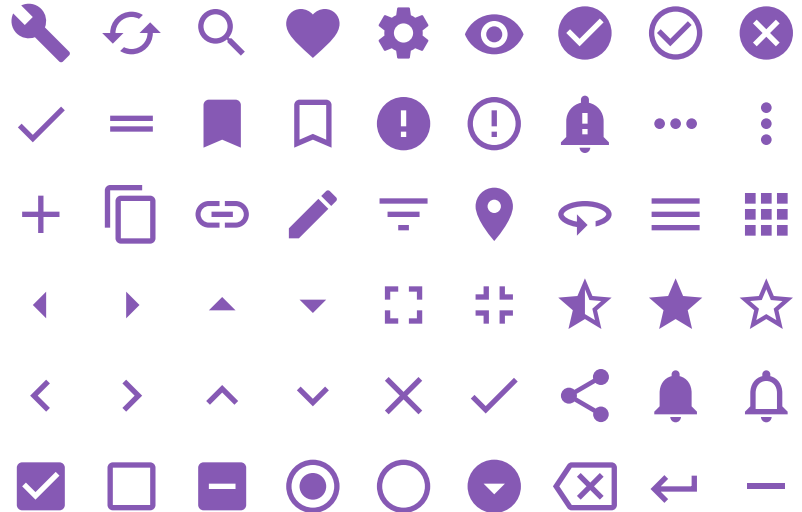
## Colours





# Visual Design

## Iconography







# Visual Design

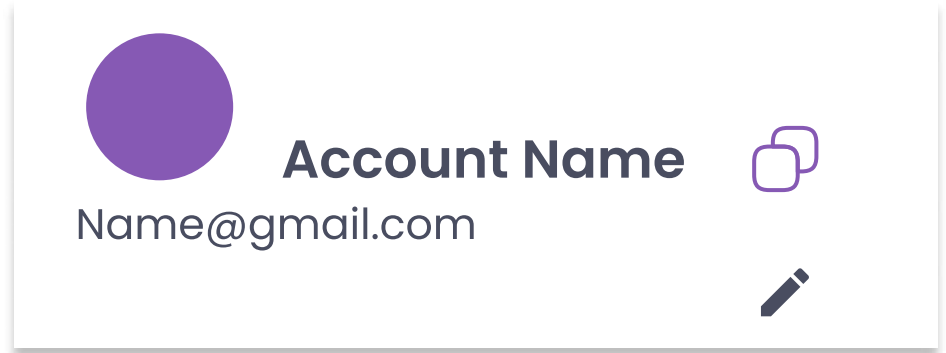
## Assets





# Visual Design




## Assets





# Visual Design

## Assets

 `y3WhB@WdV!tk!Y!7zYcD`  

Length  20

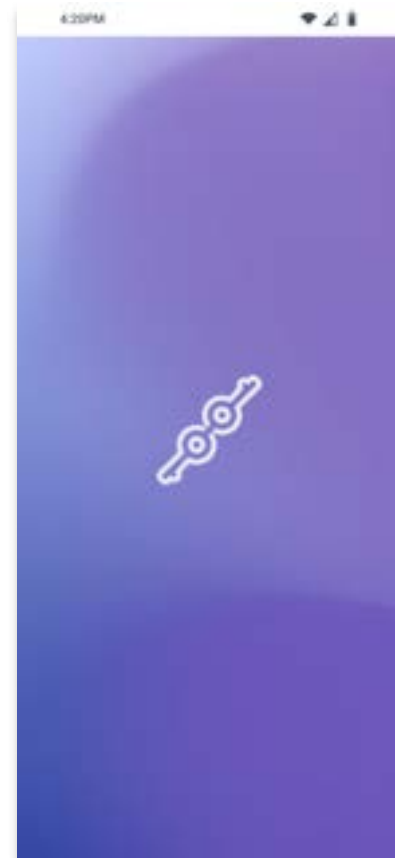
Use capital Letters (A-Z)

Use digits (0-9)



# High-fidelity wireframes

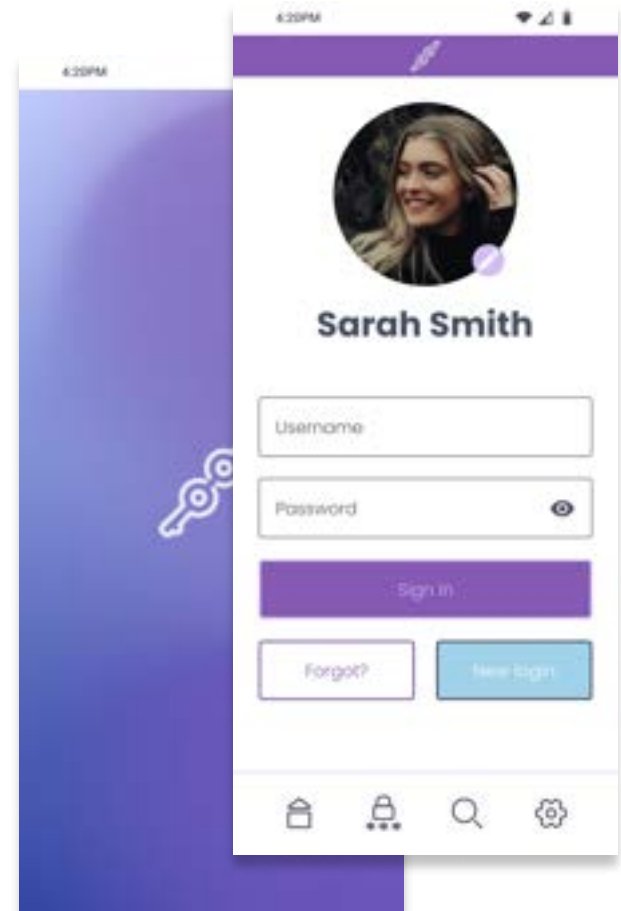
The splash/loading screen is where the app starts. While the app loads, the splash screen displays a slow animation of the gradient moving. This subtle animation indicates the app is processing without using large loading bars or animations, enhancing the user experience.





# High-fidelity wireframes

After the splash screen animation, the login screen appears. If the app was used before, the previous user's information is displayed. For new installations, the screen appears blank with the default colour. Once the user logs in or creates a local account, they can access the app.

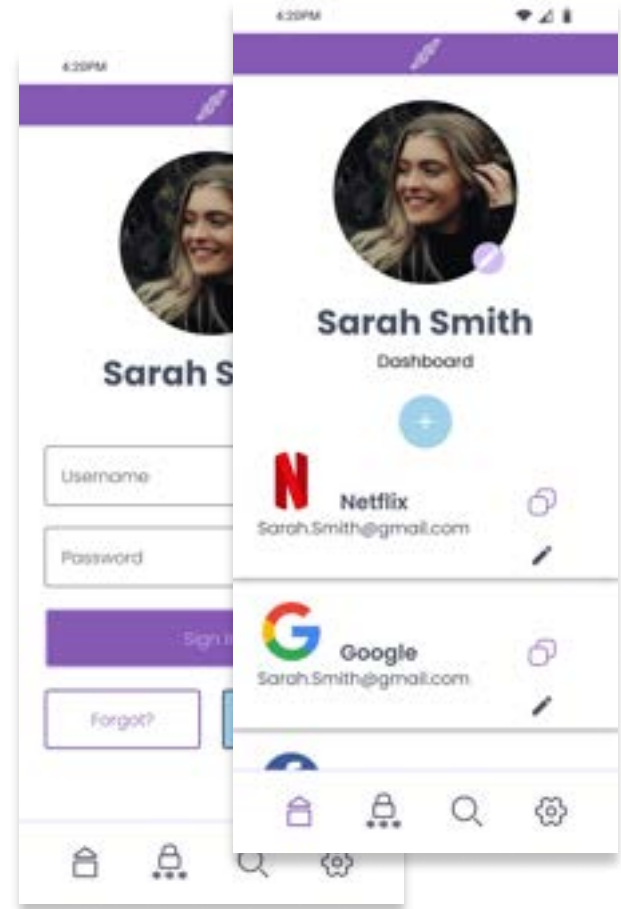




# High-fidelity wireframes

This is the dashboard, displayed below the user's name. It shows all the password accounts and includes icons for actions like Copy and Edit.

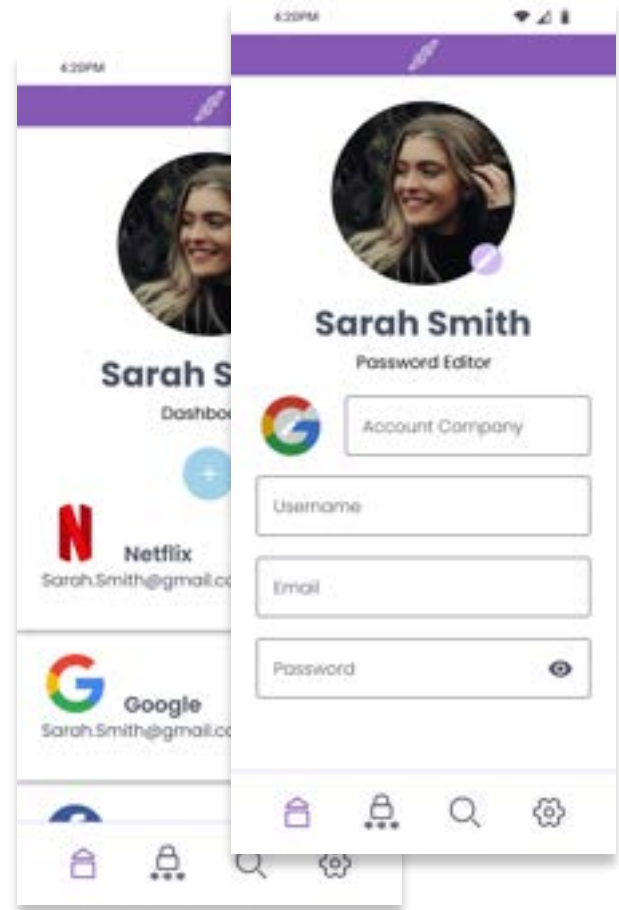
You can add new passwords using the centred plus icon, which takes you to the edit screen for setup.





# High-fidelity wireframes

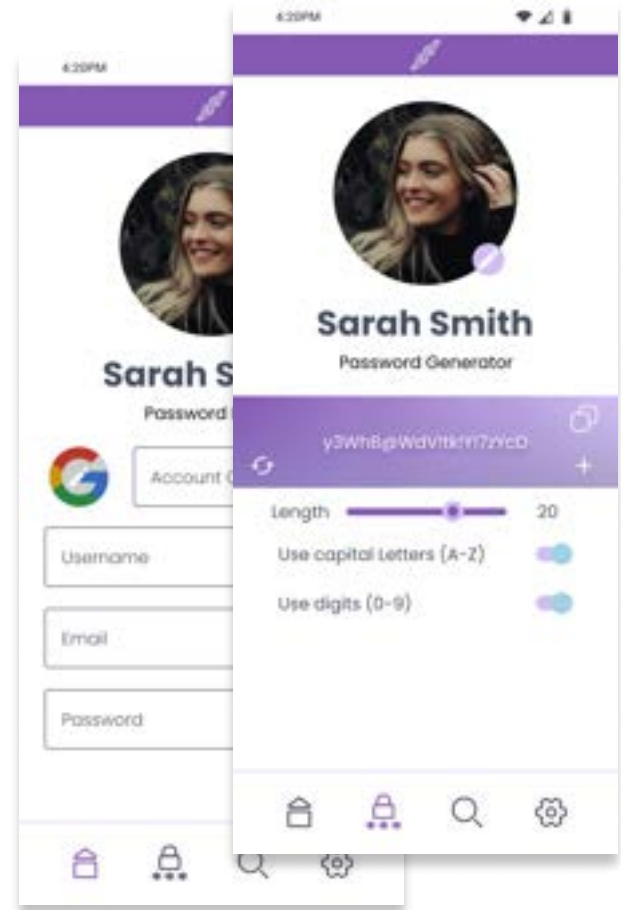
This is the edit screen where you can modify or add details based on the last action taken. You can edit the image, account name, username, email, password, and more.





# High-fidelity wireframes

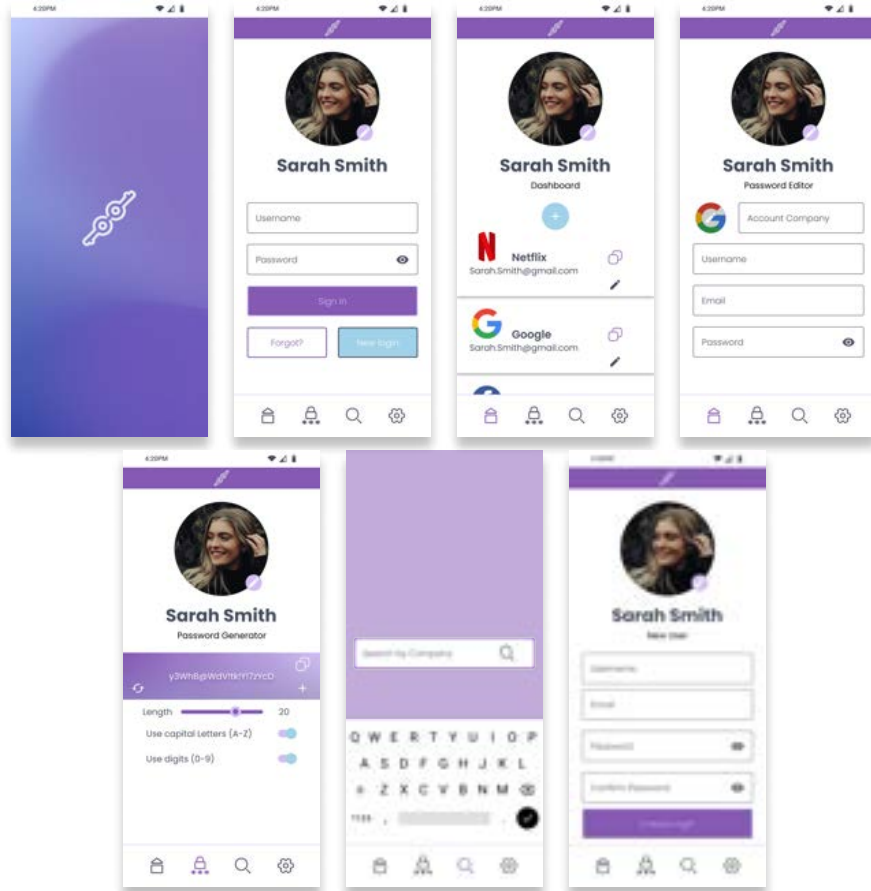
This is where you can generate passwords that can be copied or added to existing accounts, with options to set the password parameters.







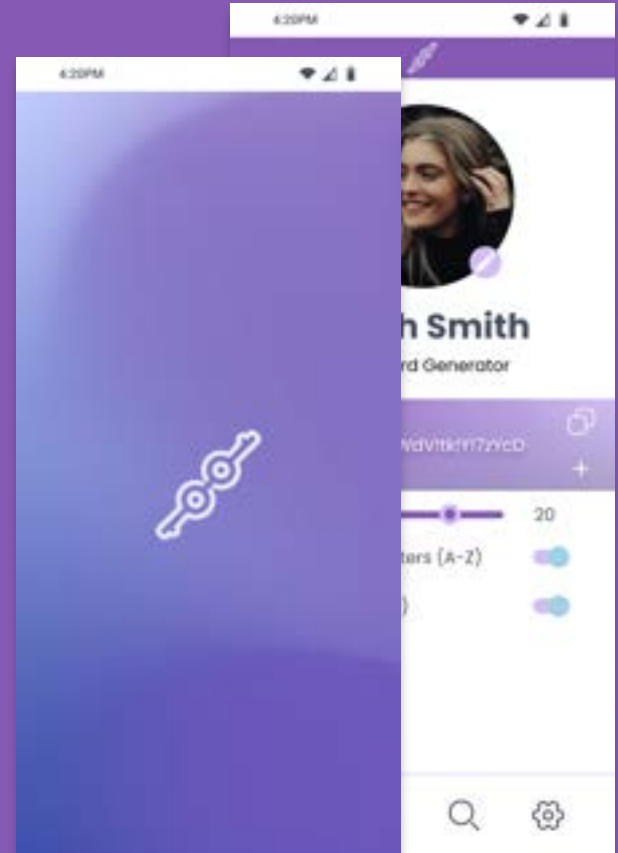
# High-fidelity wireframes





# Testing and Iteration

- I will conduct usability testing with real users to identify pain points and areas for improvement. Following user feedback, I'll optimise the user experience and learn from it.
- This project has been great to work on. I can't wait to see the feedback I get from it being on the Google Store and real users using it, which will help me optimize the UI and UX.





# Download

Download the app and  
play around with it

Please wait while  
the app is being  
uploaded and  
reviewed by  
Google for  
acceptance.

