

FundFinder — one app for mutual-fund investing in Pakistan

A 0→1 mobile app consolidating mutual-fund investing into a single surface — replacing a fragmented experience across multiple fund-house apps. Three months end-to-end: two on research, one on UI and testing.

Client KASB Bank · via Systems Limited · **Role** UX Researcher · UI Designer · **Year** 2021 · **Tools** Figma · Miro · Usability Testing

3 mo 0→1 mobile app

/ HOW I WORKED

Method

Two months of research: persona work segmenting investors by risk appetite (not age), a customer-journey map across every fund-house app they were already juggling, and one round of moderated usability testing with real investment-app users.

Insight

Investors weren't failing to invest — they were failing to keep a single view of what they'd already invested in. Switching between apps was the drop-off point.

Decision

One dashboard leading with portfolio + savings goals, in-line investor guidance instead of a separate help center, and a single account model across fund houses.

Tradeoff

Stakeholder-approved style board before any UI work. Slower start, but the final usability rounds tested flow and comprehension — not colour or button shape.

/ HOW I SHIP · PHASES

Research · 8 weeks

Decisions. Segment by investor type and risk appetite, not by age. Map pain points across existing fund-house apps.

Outcome. Reframed the product from a converter to a consolidated investing surface.

Define · 1 week

Decisions. Nine features, one dashboard — no separate app per fund. Educational content sits inside the invest flow.

Outcome. Committed to a single account model with in-line investor guidance.

Design · 3 weeks

Decisions. Style board agreed with stakeholders before any UI. Dashboard leads with portfolio + savings goals.

Outcome. A polished, cohesive UI ready for usability rounds.

Test & Iterate · 1 week

Decisions. Test with real investment-app users. Fold feedback into the same file — no separate v2.

Outcome. Design refined for simplicity and clarity ahead of engineering handoff.

/ CASE

Context

Mutual-fund investing in Pakistan lived across a handful of fund-house apps. Investors juggled three or four of them to keep a single view of their portfolio. KASB's brief was to consolidate that experience into a single app.

Research

The persona work broke investors into three groups: upper-tier risk-takers, lower-tier risk-averse savers, and seasoned businessmen. Each used the existing apps differently. The customer journey map surfaced the same failure mode across all three.

Decisions

The dashboard led with portfolio and savings goals — the two numbers every persona cared about. Investor guidance moved out of a separate section and into the invest flow itself, so a first-time investor could learn the vocabulary while making the decision.

Testing

Five experienced investment-app users ran through the app end-to-end. Feedback pointed at simplification and the design was revised in the same file rather than as a v2.

/ OUTCOMES

1 app consolidating multiple fund houses

3 personas risk-taker, risk-averse, seasoned investor

5 testers usability rounds informing final UI