Summary

We would like to request you to submit a proposal of the application layout designs from designers for customers' financial service prices comparison application. We are seeking designs (mockups)that are user-friendly, visually appealing, and secure. for web application and mobile application in a period of 2 weeks.

Overview

Our financial comparison application is designed to help consumers make informed decisions about their financial products by comparing diverse options such as ATM, loans, accounts, etc..

To ensure the application meets consumer needs, we would like to gather design proposals on the mobile and web app design. We are seeking your input on the layout, color scheme, and overall design of the application.

We would like to request proposals of the application layout designs from designers for our financial comparison application. We are seeking designs that are user-friendly, visually appealing, and secure.

The application should have a clean and simple layout with easy-to-use navigation, and easy to understand terminologies. It should also feature personalized recommendations based on the consumer's financial situation and goals. The color scheme should be professional and modern (color palette given below), with a focus on readability and clarity.

For the mobile app, we are looking for a design that is easy to use on smaller screens and that takes advantage of mobile-specific features such as touchscreens and location-based services. For the web app, we would like a design that is optimized for both desktop and mobile use.

The system should be able to compare and estimate loans .

We appreciate your time and expertise and look forward to seeing your sample application layout designs.

Color palette:

Bnr Choco-brown : #753918

Bnr Light Gold : # DBA628

Desaturated Dark Orange : #89724E

Bnr Creamy Light Gold : # FCF7EA

Bnr Dark Gold : #AB892C

Black : #231F20

Category:

1. **Commercial Banks, MFIs, Cooperative banks and SACCOs**

#	Products& Services
1	Current Accounts
2	Saving account
3	Fixed Term Deposit
4	Other services related to Accounts.
5	Loan
6	Cheques
7	Mobile Banking & Internet Banking
8	Debit and Credit Cards
9	Push and Pull from Bank
10	MoMo Pay
11	Remittances related products

2. Insurances and Pension

#	Products& Services
12	Motor insurance
13	Loan Protection assurance
14	Health Insurance
15	Pension services

Questions:

1. Can you provide at least two distinctive design concepts for the app, including sketches or wireframes?
2. How does your proposal address the needs (comparing prices) and goals of the target audience (particularly those who may have lower literacy or technical skills)?
3. What design elements or features have you included to ensure accessibility and ease of use for all users?
4. What unique features or design elements does your proposal include that differentiate it from other app designs?
5. What design trends or emerging technologies have you incorporated into your proposal?
6. How do you ensure your proposed design is consistent with the brand's overall identity?
7. How do you ensure your proposed design is scalable and can accommodate future updates and changes?