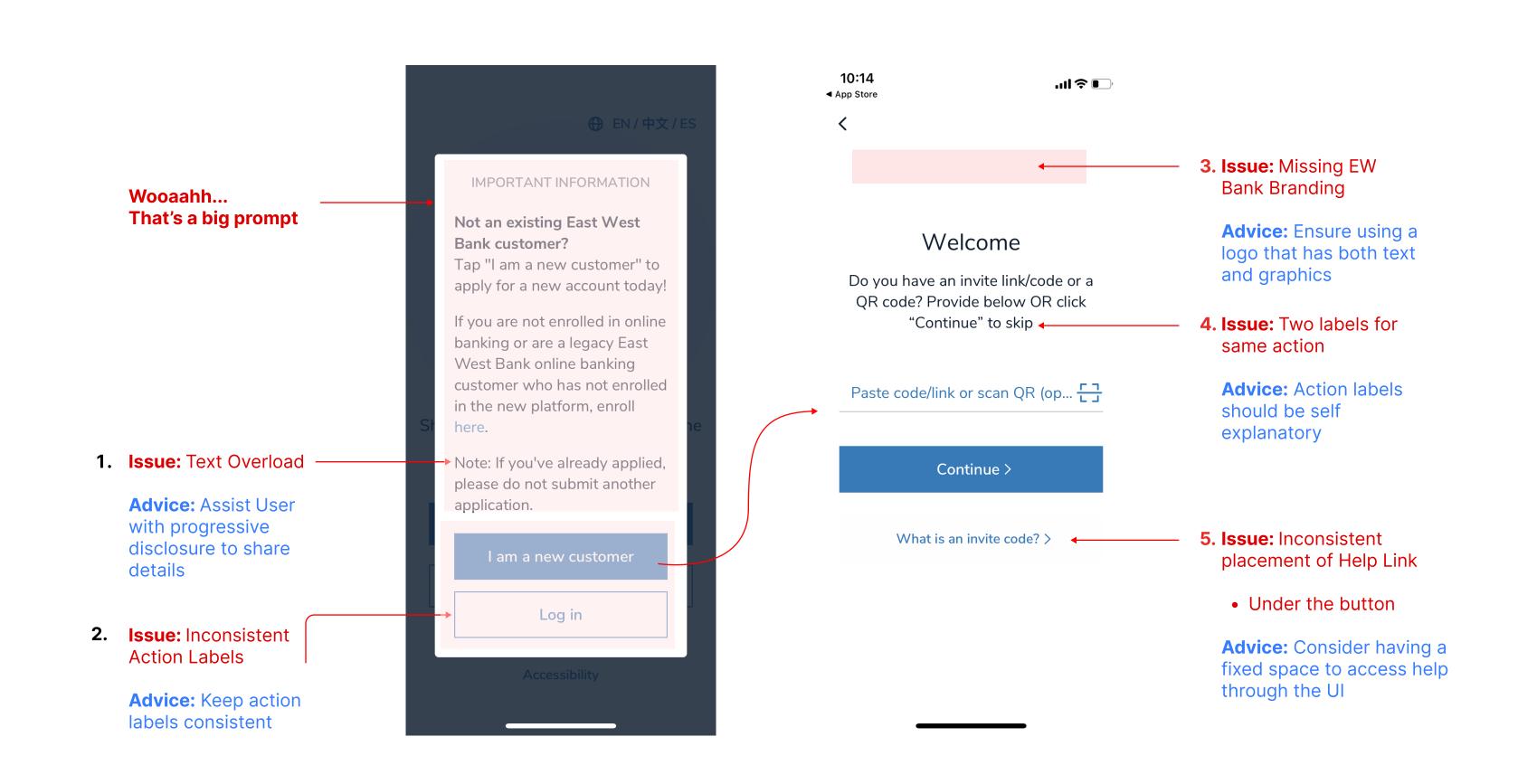


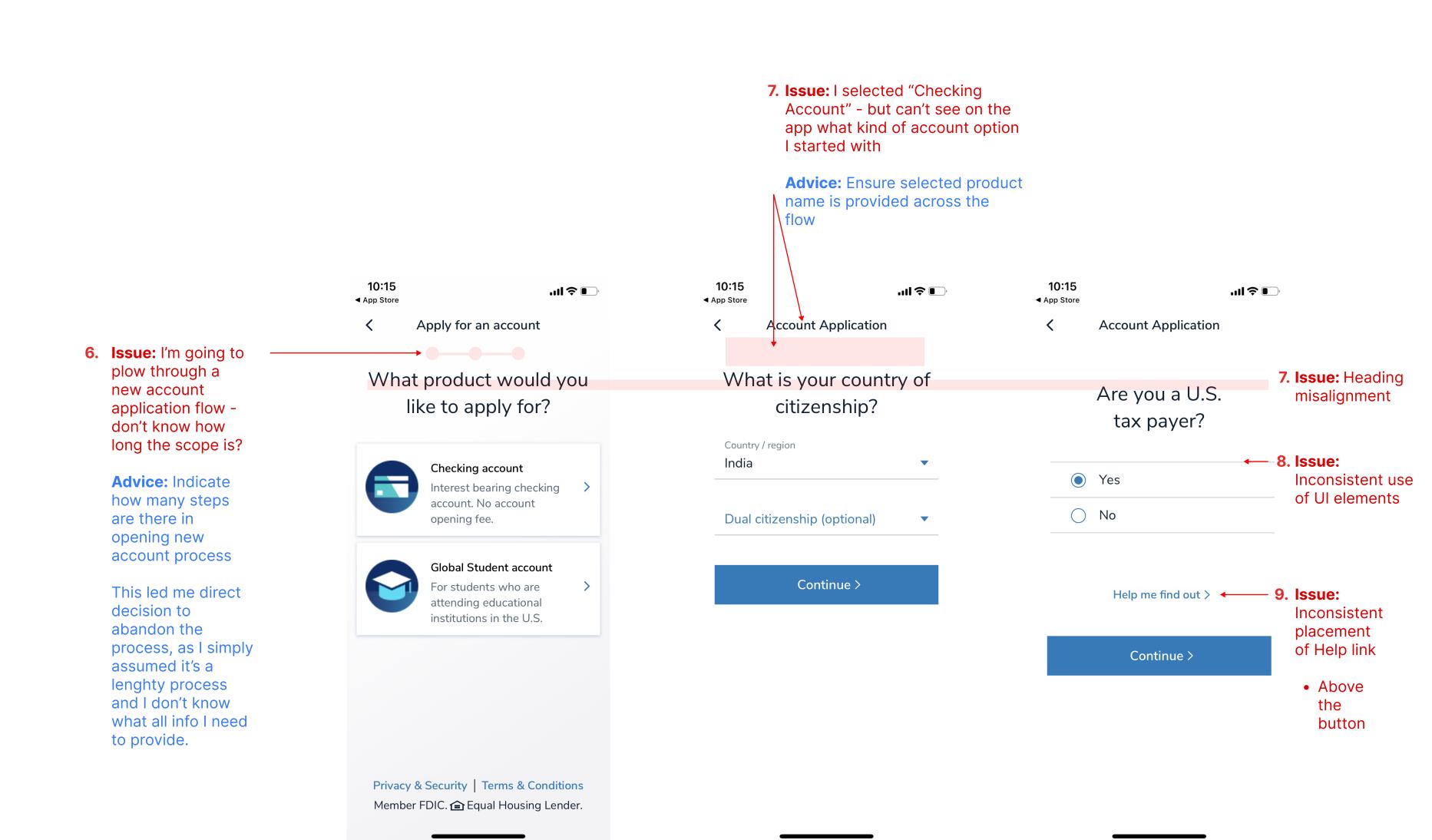
20+ Mobile Usability Guidelines

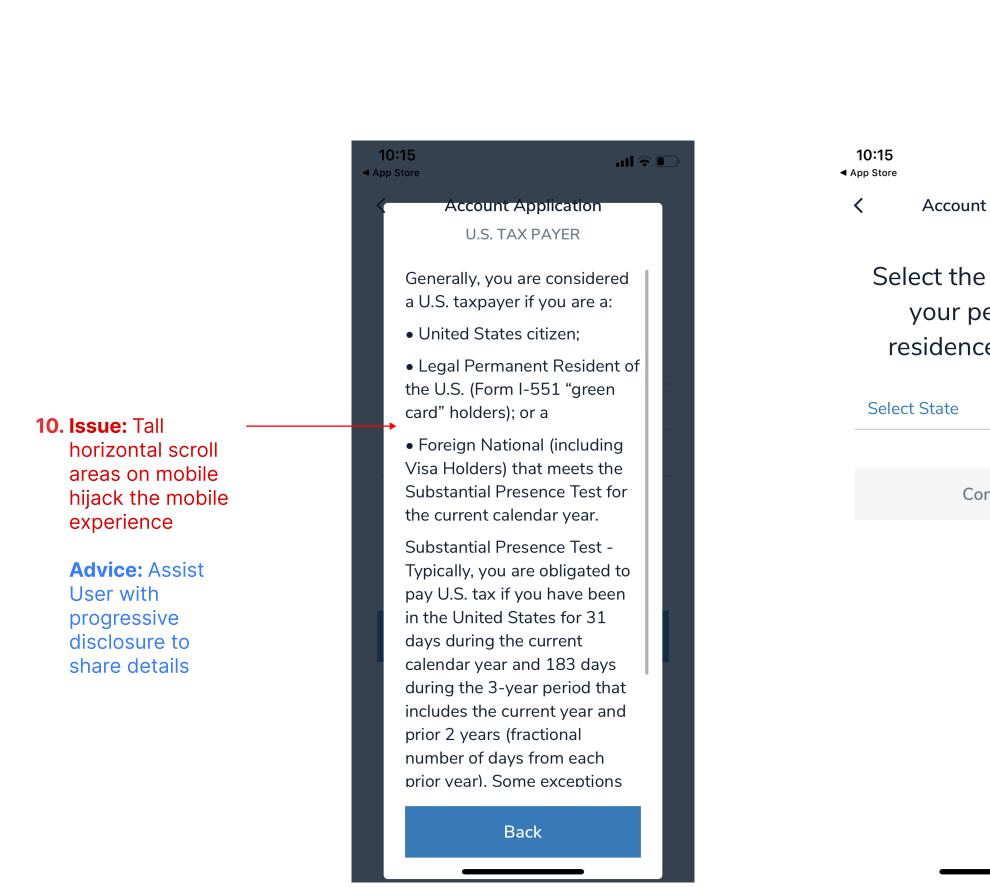
Journey: Apply for EastWest Bank Checking Account

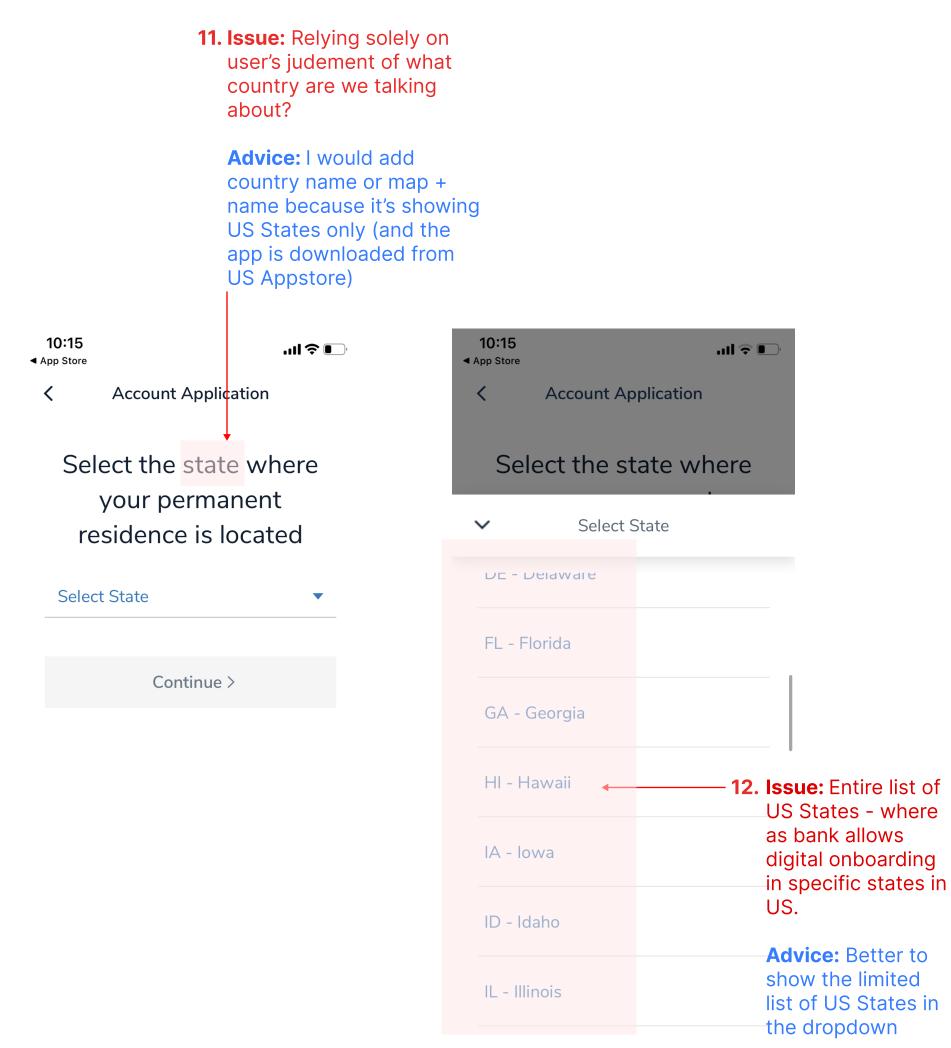
Persona: New user (Rajiv Kaul) found about the app after talking to EW Bank employee. I'm a US

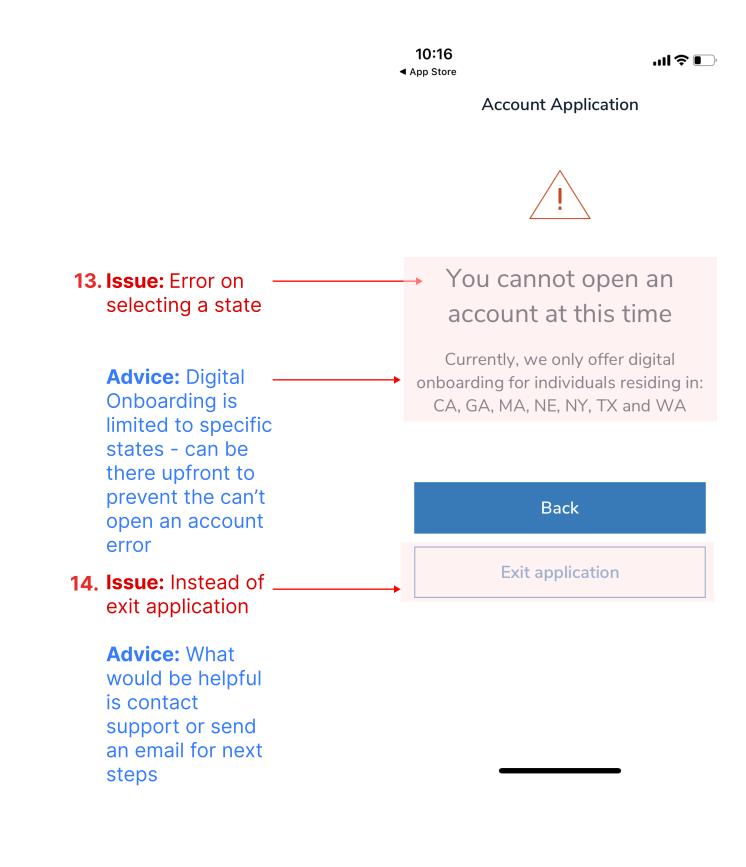
Greencard holder with India citizenship. Interested in expanding business in Asia.

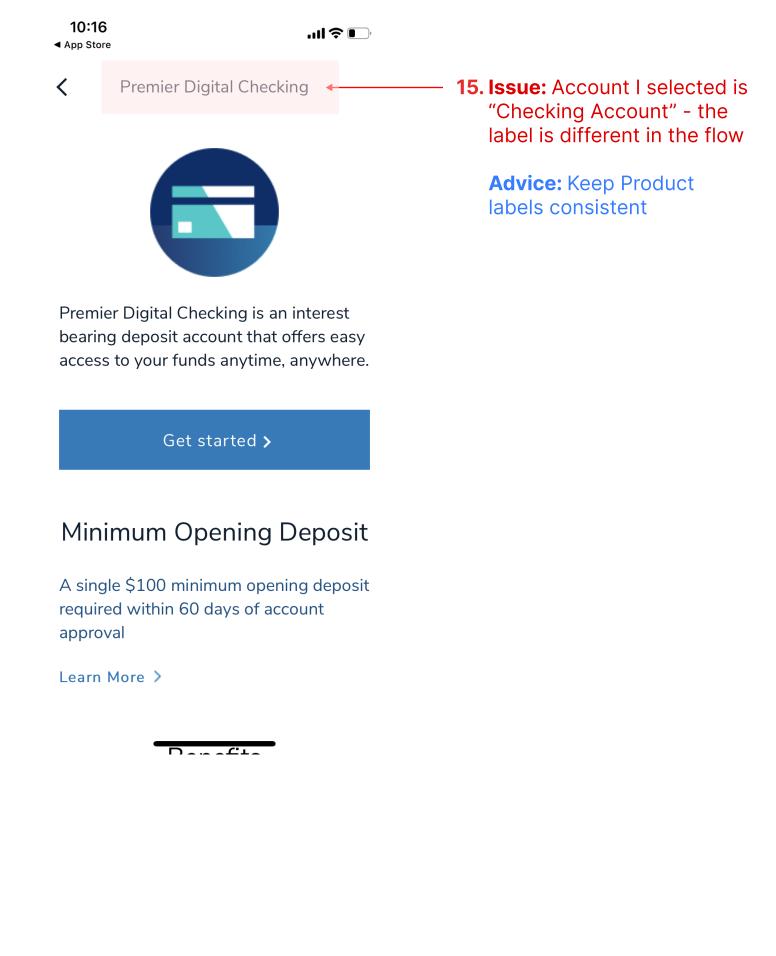




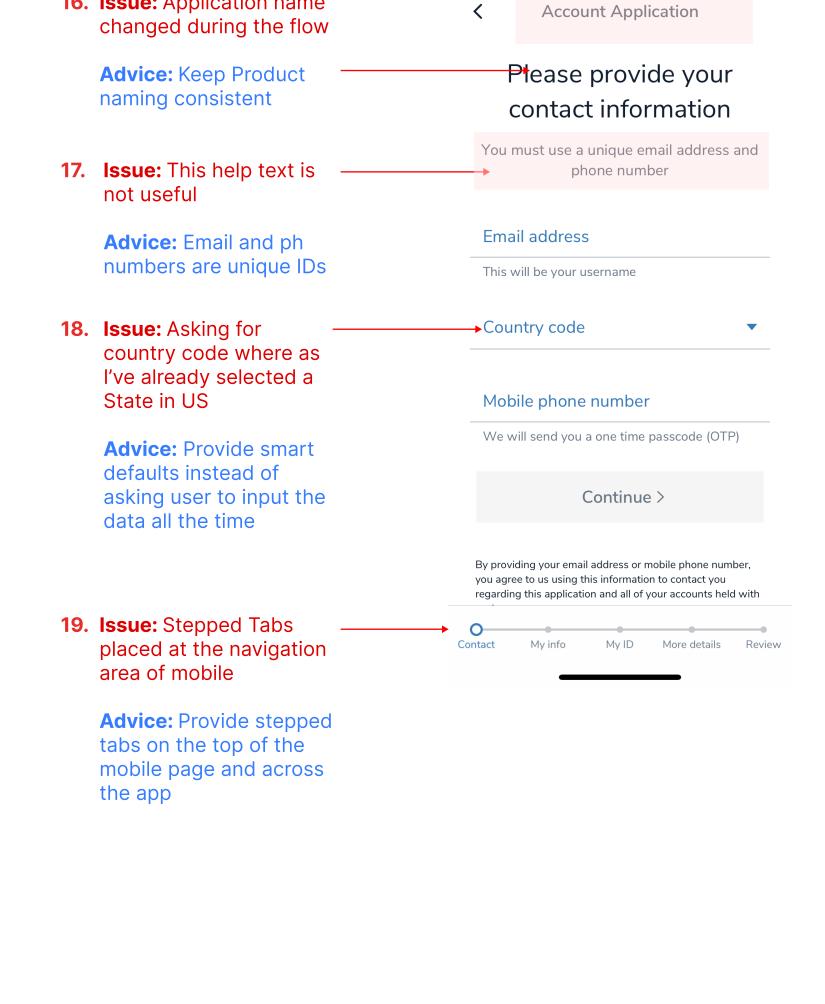








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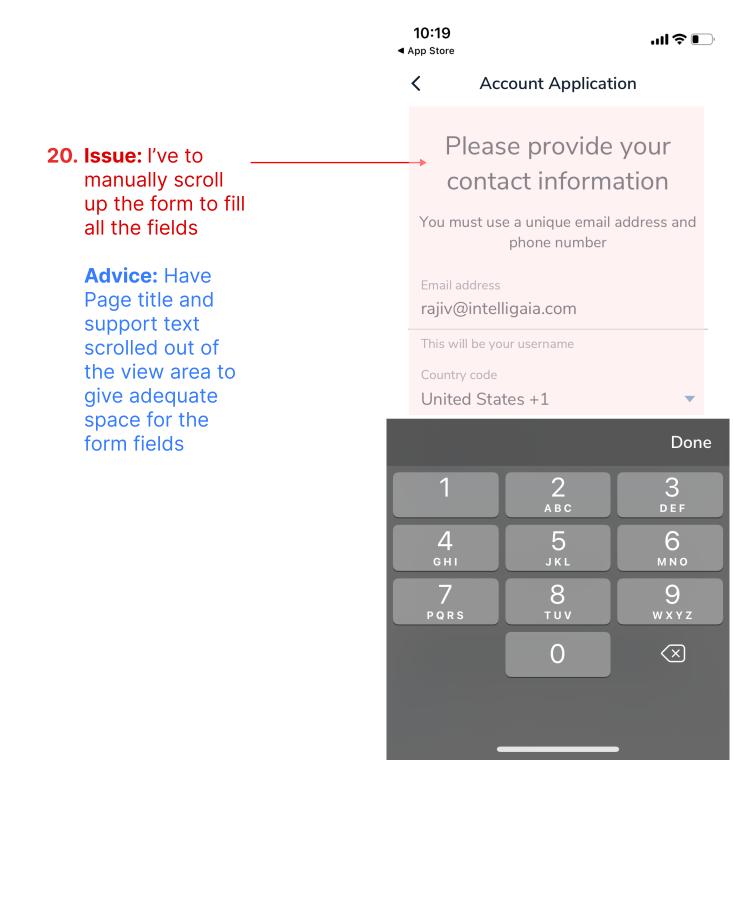


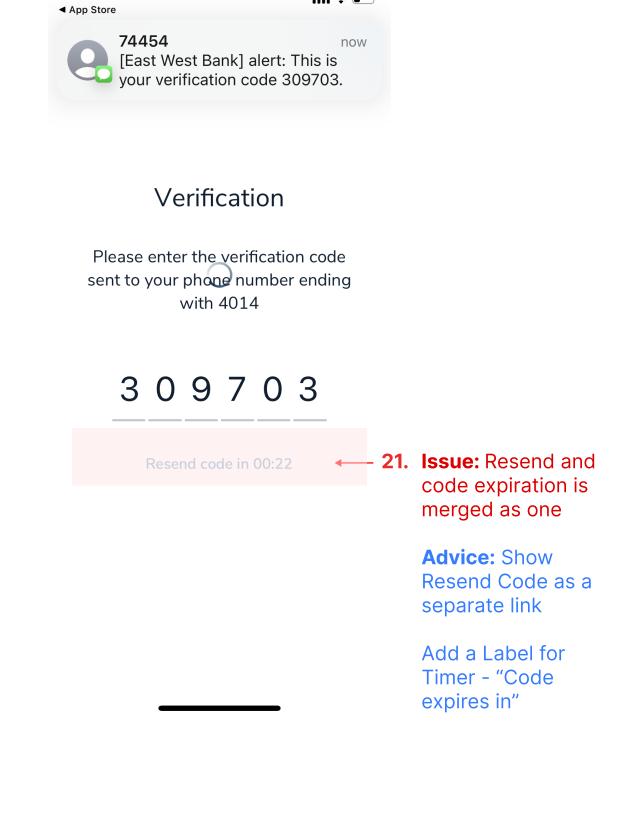
10:19

10:18

■ App Store

16. Issue: Application name





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