

Apple Wallet UI Redesign

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ID307: Midterm Presentation



Redesign Direction

Improve Organization

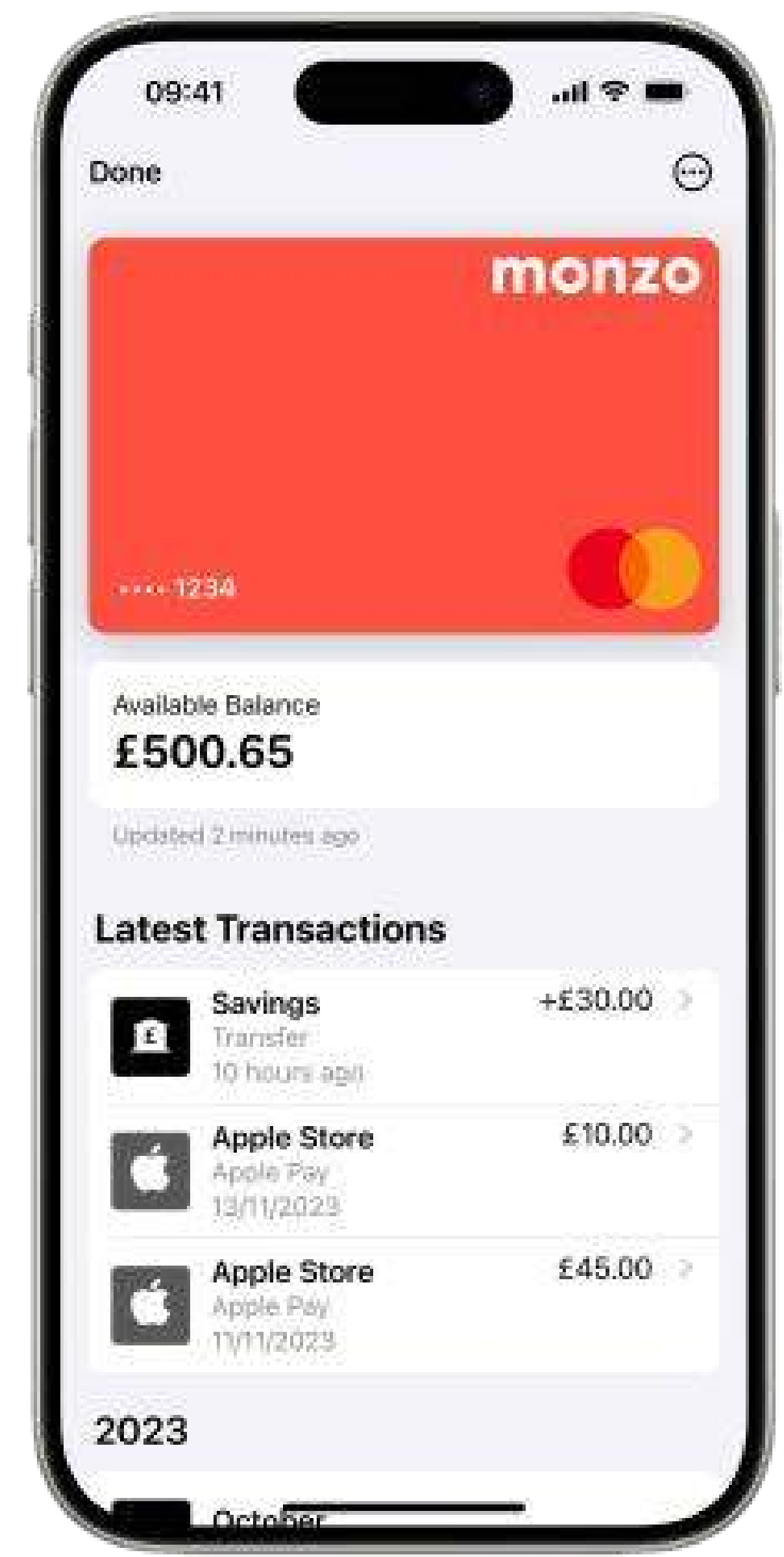
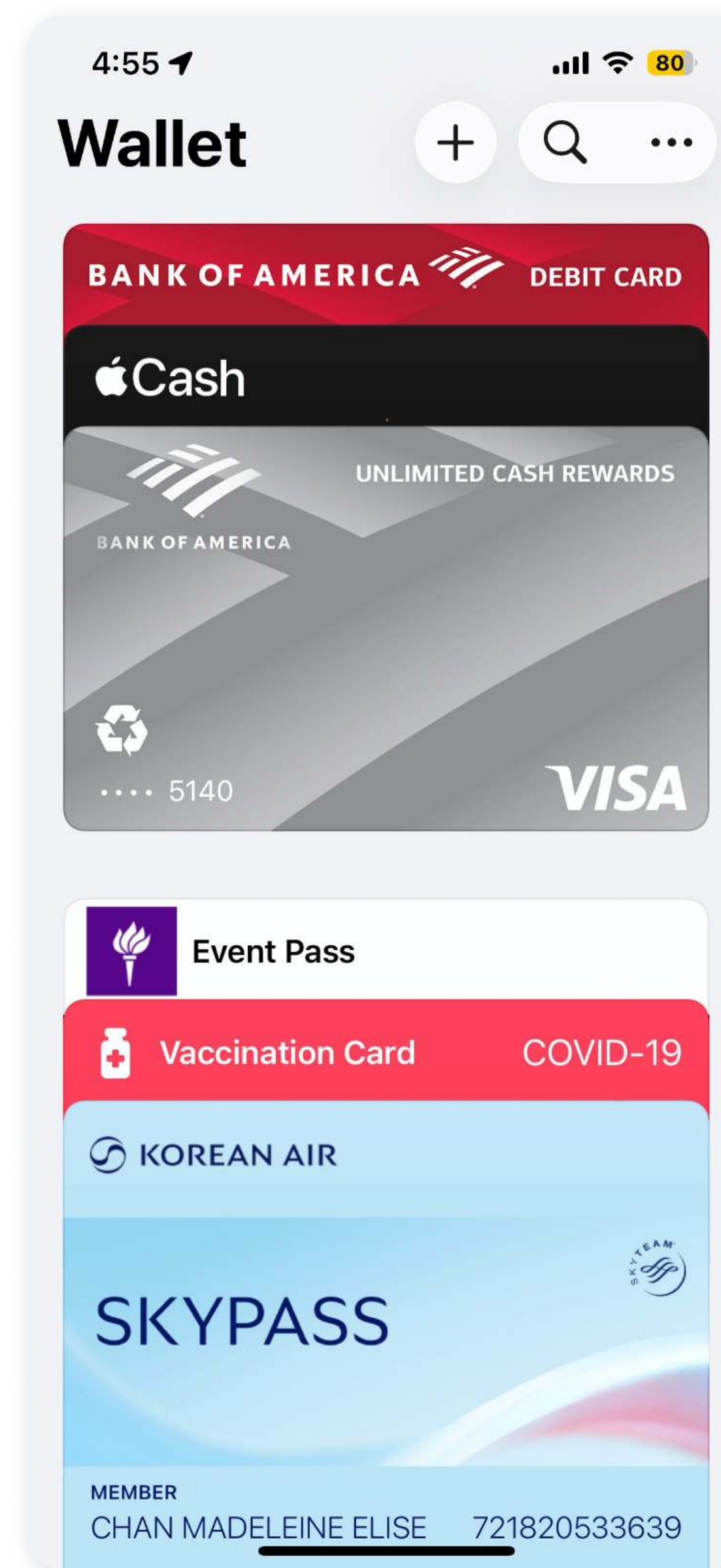
- Strengthen "Information Architecture" by sorting wallet items

Streamline Navigation

- Improve navigation interactions to reduce friction

Enhance Visual Representation

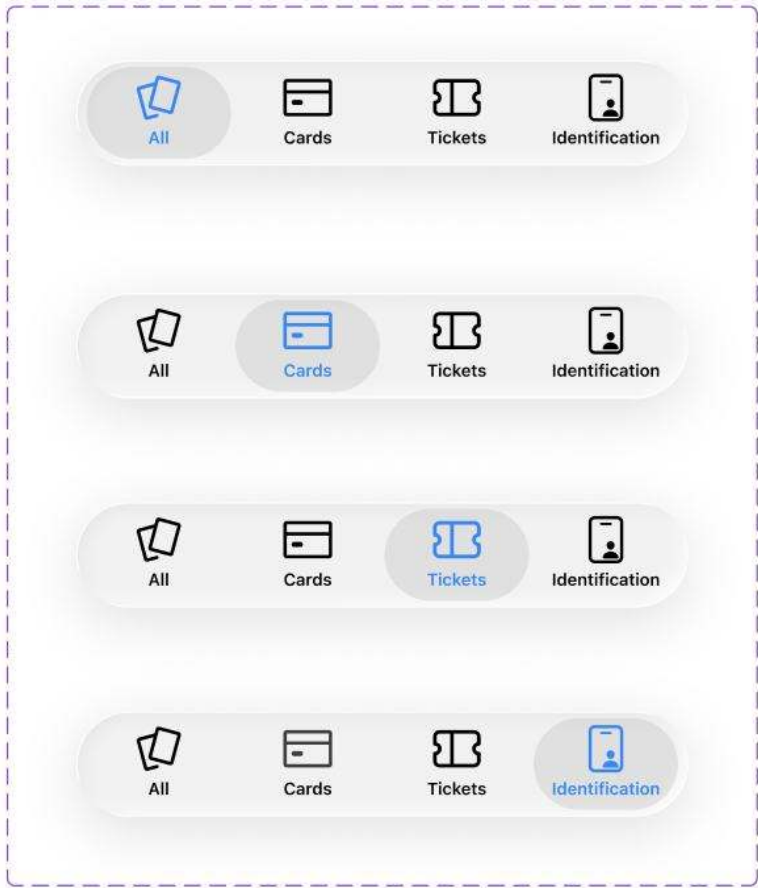
- Make items and data more visually informative for easier and faster cognitive processing



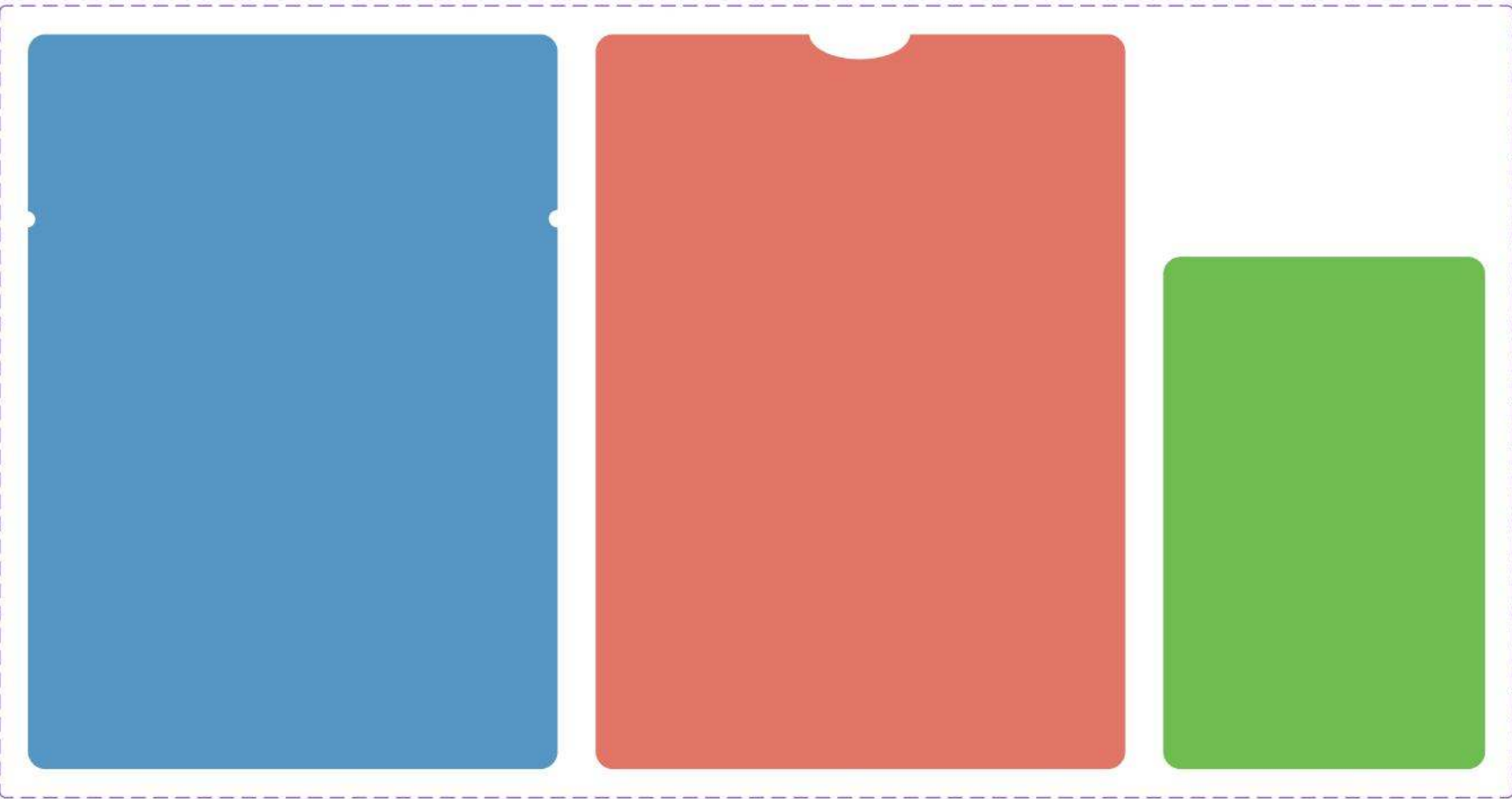
Navigation Tab Bar

- visual icons + text labels
- separates wallet items by type, improving sorting, navigation, and organization
- still allows for global view option
- adheres to apple human interface guidelines

Tab Bar - iPhone



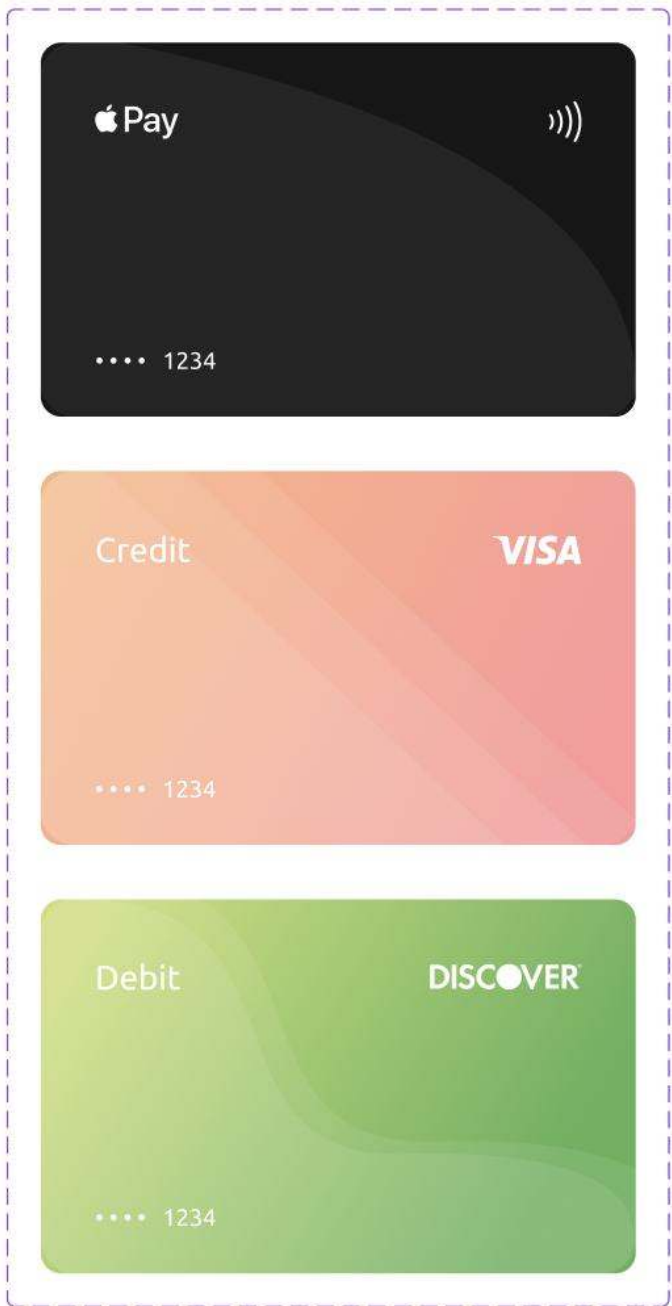
passes and id



Passes, Tickets, and ID shape variations

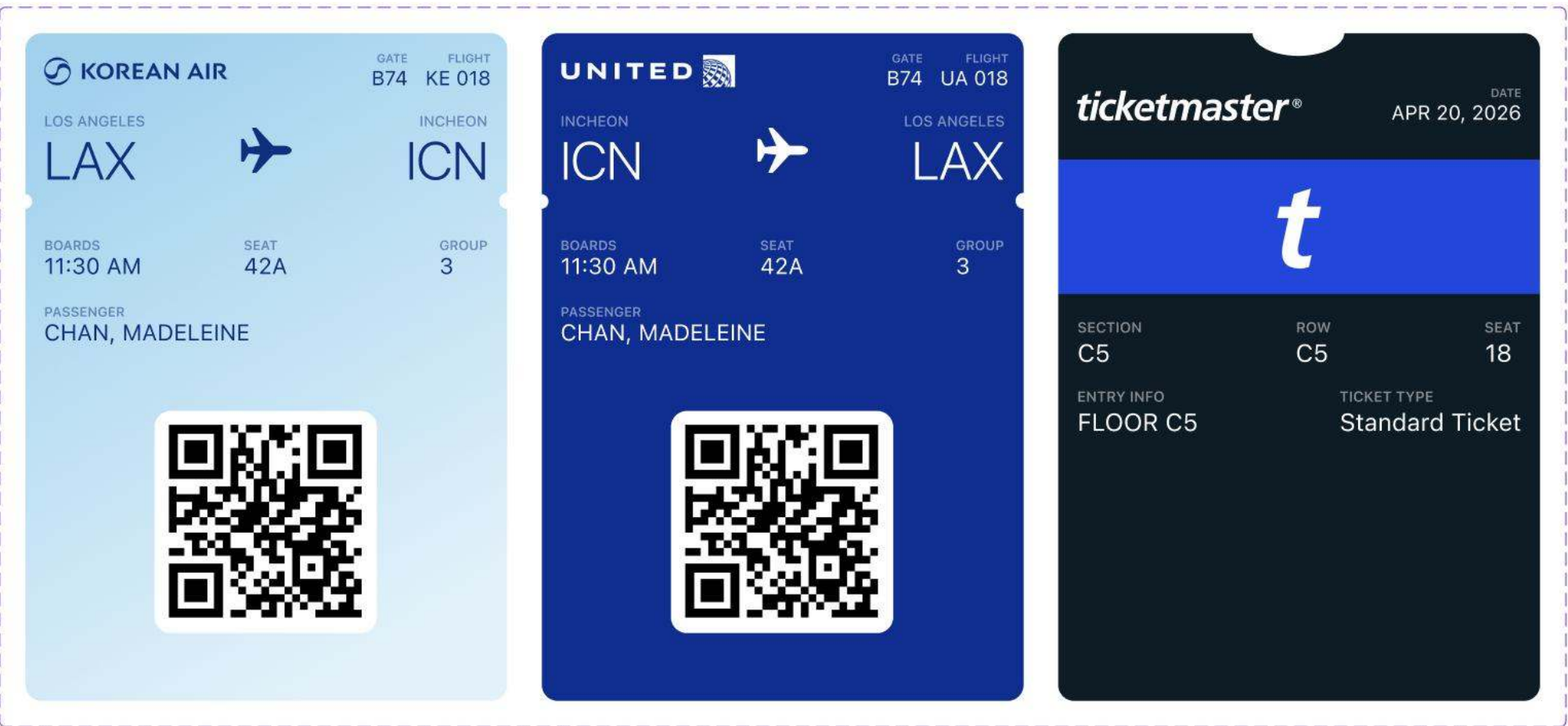
- reduces cognitive load by enabling faster visual separation and recognition

cards



Payment cards examples

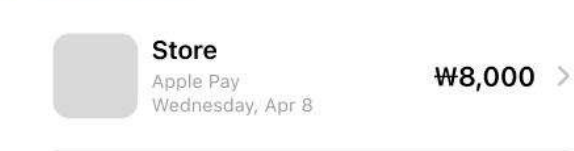
tickets



Boarding passes and ticket examples

My Assets

transaction



icons



- Navigation bar icons
- Transaction block



Redesigned Home Pages



Redesigned Card Details Pages

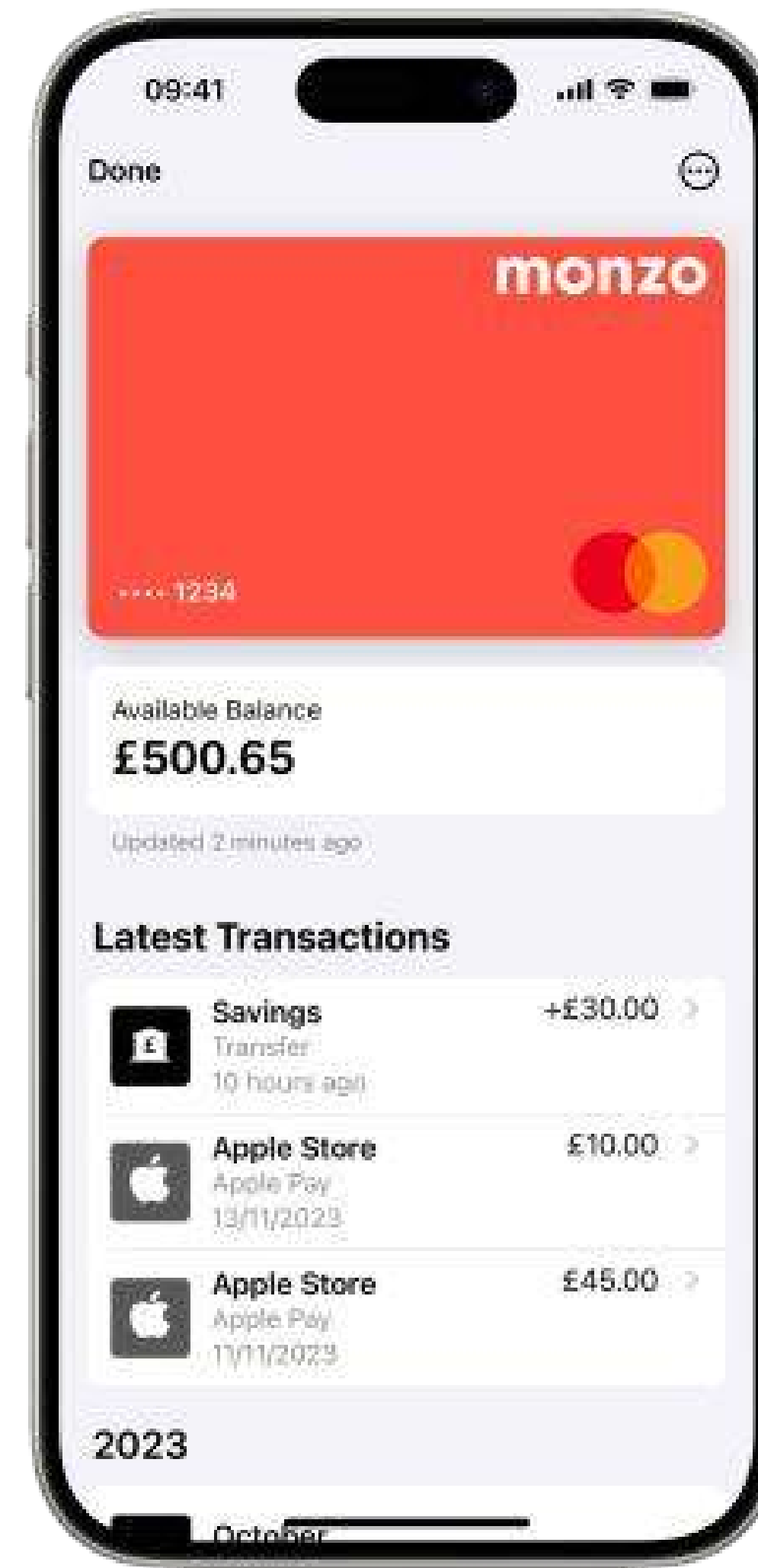
before



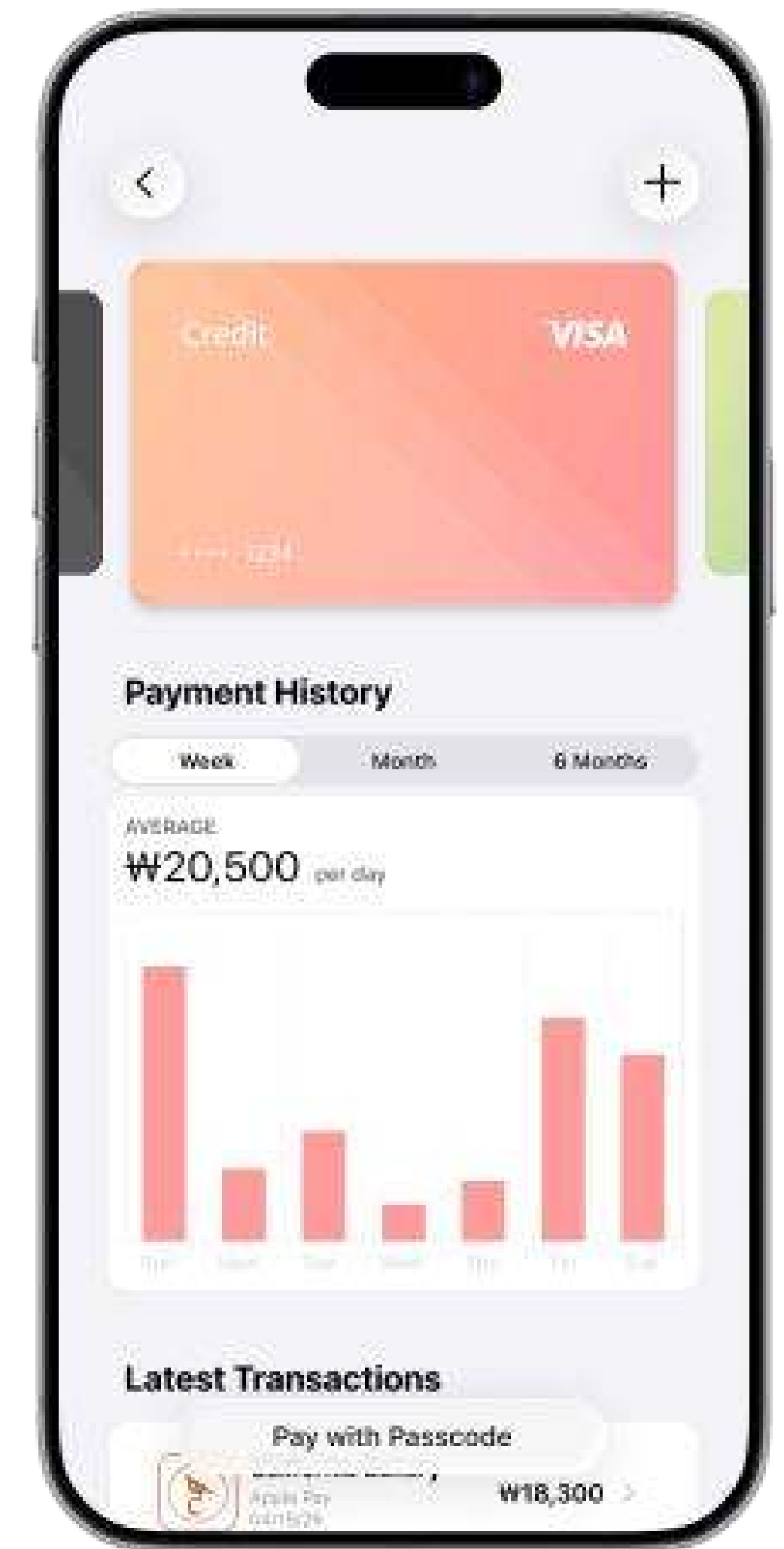
after



before



after

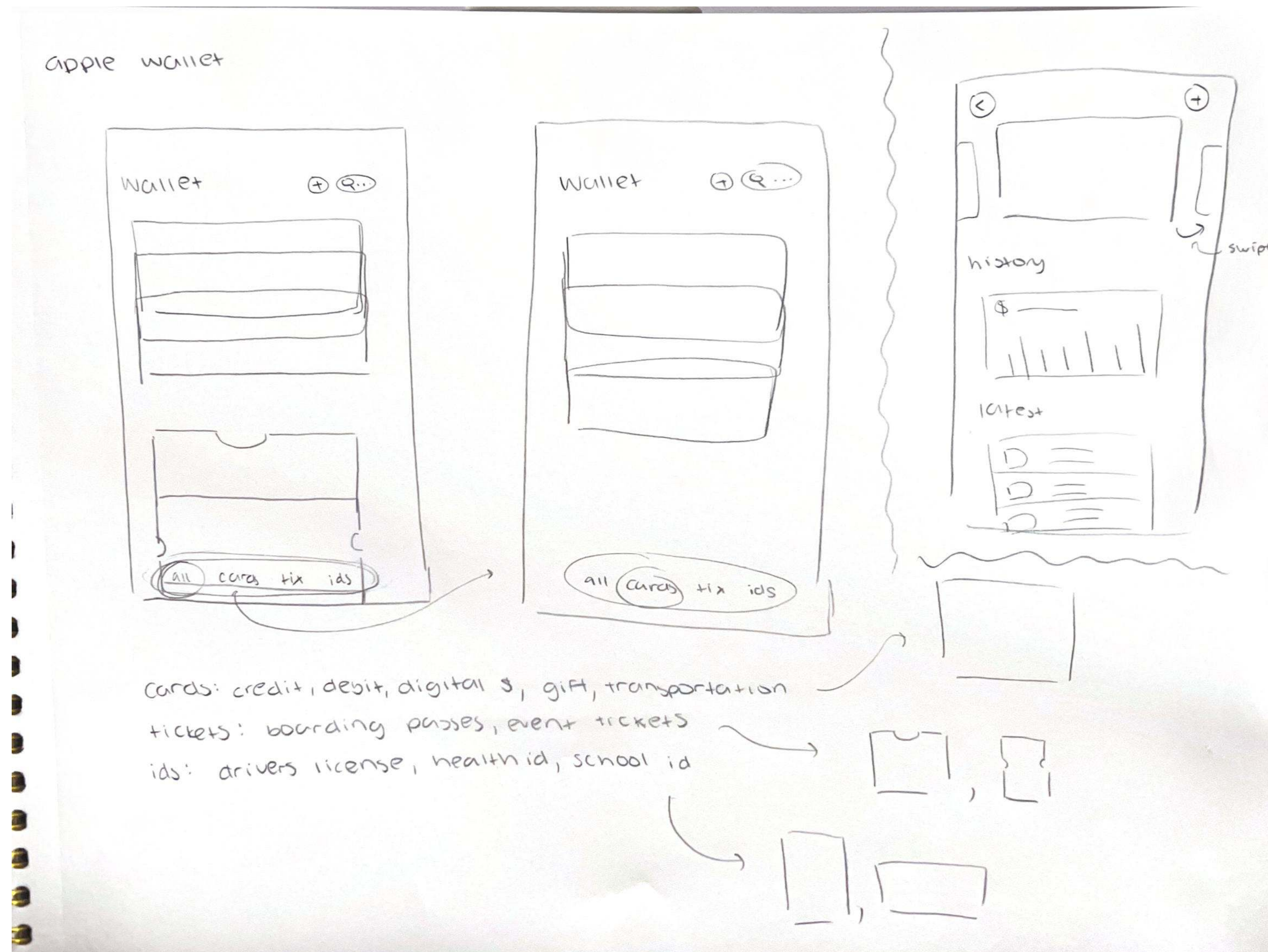


Recap: Before vs After

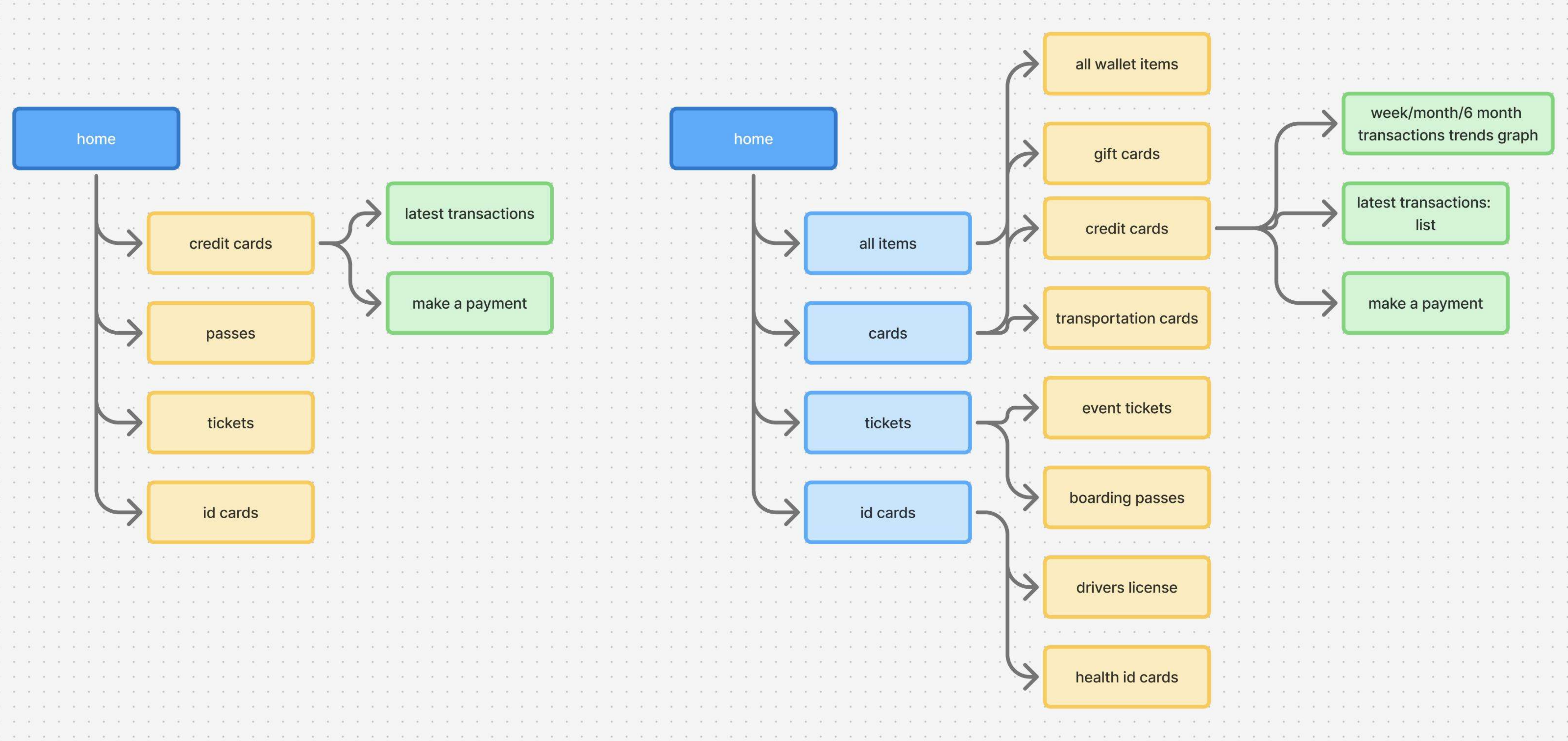
My redesign transforms Apple
Wallet from a passive storage
space into an intuitive tool
designed for speed, clarity, and
real-world use.

Thank you!

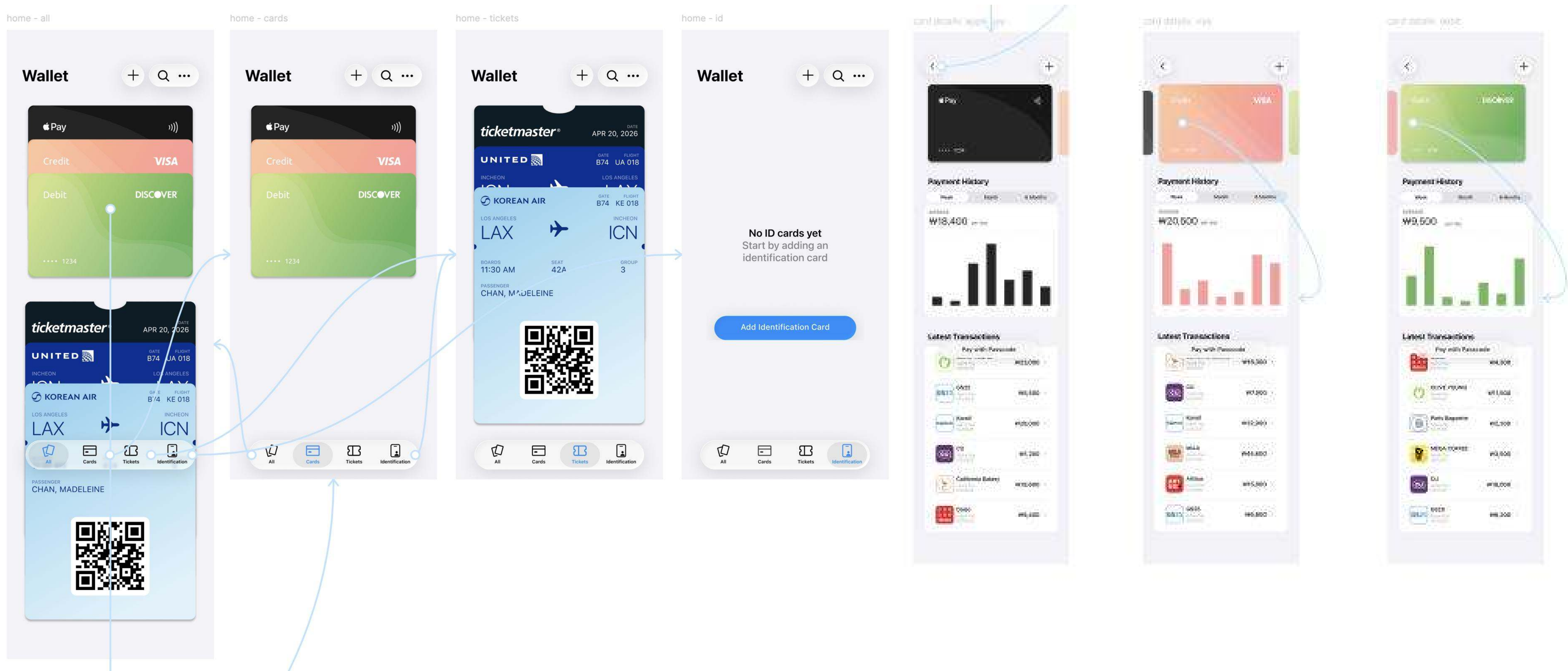




Appendix: UI Sketches



Appendix: Old vs New Information Architecture



Appendix: Figma Prototype