

UX CASE STUDY

Revolut Home Screen Redesign for Neurodivergent Users

Neuro-Inclusive UX Audit & Redesign

Auditor: David Balinga — Neuro-Inclusive UX Designer

Client: Revolut (Personal Project)

Date: February 2026

*A first-person audit of Revolut's mobile home screen,
conducted under simulated ADHD and anxiety states,
with a full iterative redesign.*

01

Executive Summary

Revolut's home screen, while functionally rich, creates significant cognitive friction for neurodivergent users. Through a structured neuro-inclusive audit — conducted under simulated ADHD and anxiety states — I identified persistent patterns of visual overwhelm, missing context, unclear labelling, and eye strain caused by colour and contrast choices. These issues don't just make the app uncomfortable to use; they actively discourage engagement, erode trust, and push users away from core financial actions.

The redesign reorganises the home screen into clearly separated, tab-based sections — Account, Transactions, Adding New Tools, Cards, Total Wealth, Tracking Spending, and Keeping an Eye Out — each with contextual video guides, plain-language labels, and a visual hierarchy that respects limited attention and high sensitivity. The result is an experience that feels calmer, clearer, and genuinely usable for brains that don't process information the way fintech apps typically expect.

02

Methodology

This audit was not conducted from a detached, clinical perspective. I'm a real Revolut user, and I felt genuine anxiety using the app. The methodology is designed to capture honest, unfiltered cognitive and emotional responses — the kind of reactions that standard usability testing sanitises away.

ADHD + Anxiety State Audit

Each screen was evaluated 5 times while in a simulated ADHD + Anxiety state, using brown noise to create the environmental pressure that mimics real-world cognitive load. For each pass, I answered a structured framework of questions: How do you feel looking at this screen? Good or bad? What's wrong? Is it foggy, painful, confusing, heavy, or scary? And critically — why? This captures the raw emotional and cognitive response before rationalisation kicks in.

Anxiety State Fast Notes

After the structured passes, I did 5 rounds of rapid-fire notes under the same brown noise conditions — fast, uncensored reactions. No framework, no structure, just whatever the brain spits out. These notes often caught things the structured audit missed: visceral reactions, frustrations that build over repeated exposure, and the cumulative fatigue that the app creates.

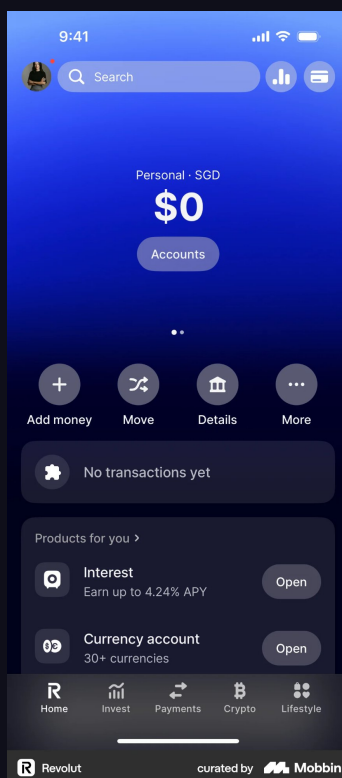
Iterative Redesign

The redesign wasn't a one-shot process. I tested each design iteration between ADHD and anxiety states until both "brains" approved. Some decisions were intuitive — shaped by the lived experience of using the app under cognitive pressure. If something felt wrong, it got changed. If both states felt calm and clear looking at a screen, it passed. This isn't about perfection; it's about not making your users' brains hurt.

Screen-by-Screen Analysis

Screen 1 — Home / Account Overview

ORIGINAL SCREEN



AUDIT FINDINGS

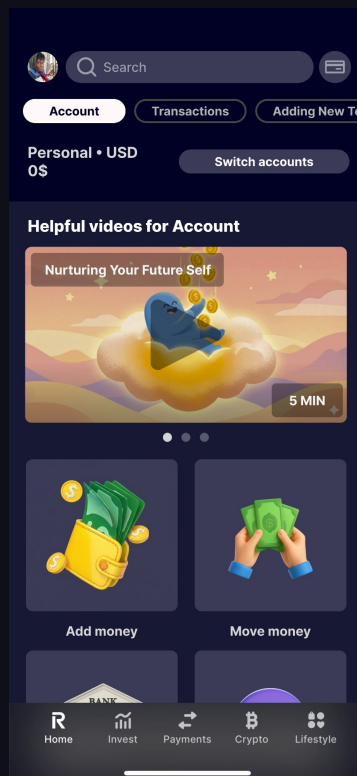
- The blue-to-dark gradient background causes eye strain — the white text on the bright blue top section blends painfully, making it physically uncomfortable to look at.
- The large balance display (\$0) dominates the screen with no clear action point. It hides important CTAs like "Add money" below the fold, leaving the ADHD brain with nothing to latch onto.
- "No transactions yet" is a dead-end message with no direction. It doesn't tell me what to do, and my brain just... checks out.
- Product suggestions like "Interest" and "Currency account" feel like jargon. Under cognitive load, unfamiliar financial terminology triggers avoidance, not curiosity.
- The overall lack of visual hierarchy means everything competes for attention equally, and the ADHD brain responds to that by focusing on nothing.

BUSINESS IMPACT

New users landing on a screen that feels empty, confusing, and physically uncomfortable are unlikely to take their first financial action. This is where Revolut loses people — not because the product is bad, but because the screen doesn't guide or reassure. Anxiety-prone users may associate the app with discomfort and avoid opening it entirely.

Screen 1 — Home / Account Overview — Redesign

REDESIGNED SCREEN

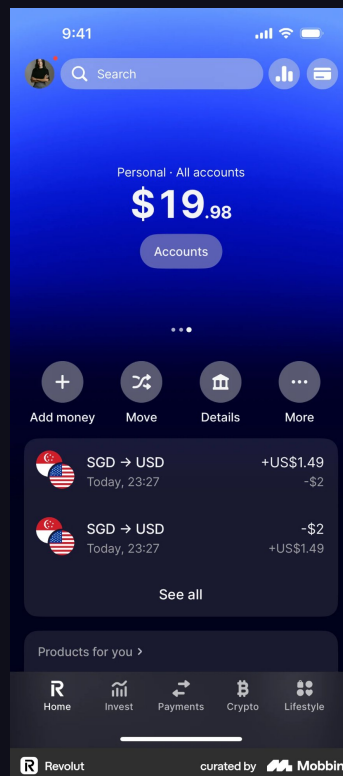


DESIGN RATIONALE

- Replaced the gradient background with a consistent dark theme that's easier on the eyes and reduces the visual "noise" that triggered strain.
- Added a clear tab structure (Account, Transactions, Adding New Tools...) so users can orient themselves instantly. No guessing what section you're in.
- Introduced contextual "Helpful videos" with warm, approachable illustrations ("Nurturing Your Future Self") that provide guidance without overwhelming. The tone shift from corporate to caring is intentional.
- Replaced dead-end states with actionable cards: "Add money" and "Move money" as clear, illustrated CTAs that give the brain a concrete next step.
- "Switch accounts" is now prominently placed instead of buried in a swipeable carousel, reducing cognitive friction for multi-currency users.

Screen 2 — Transactions View

ORIGINAL SCREEN



AUDIT FINDINGS

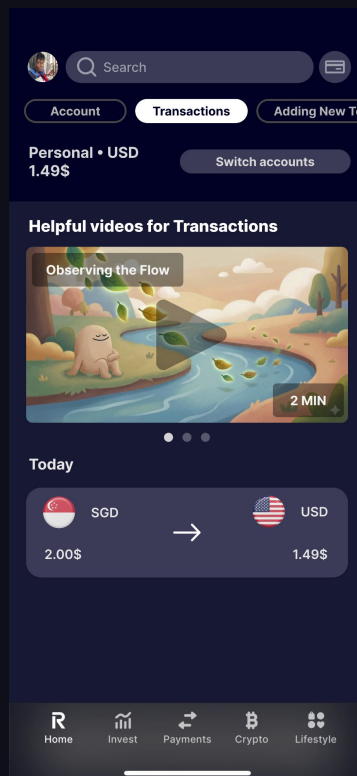
- The blue gradient background continues to distract and strain the eyes, pulling focus away from the actual transaction data.
- The three-dot pagination indicator creates anxiety: "What happens if I slide left? Why can't this app be simple?" Swipe-based navigation without clear labels is hostile to anxious users.
- Transaction entries show "-\$2" and "+US\$1.49" without context. What are these? Why is there a negative number? The missing narrative turns data into stress.
- Button icons (Add money, Move, Details, More) are dim and hard to parse against the blue background. Under cognitive load, unclear icons are just invisible.
- "Accounts" label lacks specificity — what kind of accounts? This adds another layer of ambiguity that the brain has to resolve.

BUSINESS IMPACT

Transaction screens are where financial trust is built or broken. When users can't understand their own transactions at a glance, they feel out of control of their money. For anxiety-prone users, unclear negative amounts can trigger financial panic. The lack of context turns a routine check into a stressful decoding exercise, reducing how often users engage with their finances.

Screen 2 — Transactions View — Redesign

REDESIGNED SCREEN

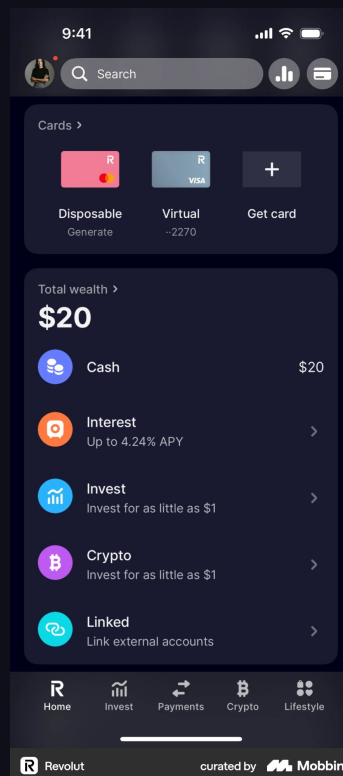


DESIGN RATIONALE

- Moved transactions into their own dedicated tab with a clear "Transactions" label — no more wondering what section you're in.
- The currency exchange transaction (SGD → USD) is now displayed with full context: source currency, destination currency, amounts on both sides, and flag icons for instant recognition.
- Replaced the abstract pagination dots with the named tab system, so navigation is explicit rather than hidden.
- Added a contextual video ("Observing the Flow") that helps users understand transaction patterns without requiring financial literacy.
- The dark background eliminates the eye strain caused by the bright blue gradient, letting users focus on the actual data.

Screen 3 — Cards & Total Wealth

ORIGINAL SCREEN



AUDIT FINDINGS

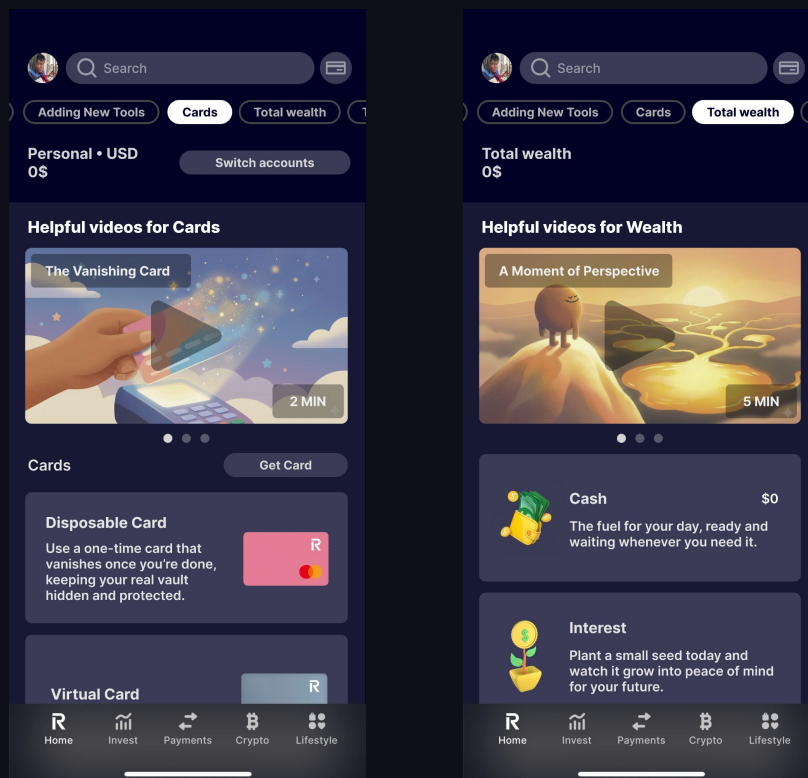
- The \$20 "Total wealth" figure in oversized text distracts attention for no functional reason — it's not actionable, just attention-grabbing.
- The Cards section shows card thumbnails with tiny text ("Disposable", "Virtual") that's hard to read against the dark background. "Generate" under the disposable card is meaningless without context — generate what?
- Total Wealth section lists Cash, Interest, Invest, Crypto, and Linked accounts in a dense vertical list. Under cognitive load, this feels like "a lot to do here" and triggers overwhelm.
- Jargon overload: "4.24% APY", "Invest for as little as \$1" — these are marketing messages, not helpful context. The brain under pressure reads these as noise.
- The stats icon in the header bar is unclear — "I have no idea what the stats thing means or what happens if I tap it."

BUSINESS IMPACT

Combining cards and wealth data on one scroll creates information density that overwhelms rather than informs. Users who need to check their card details have to scroll past unrelated wealth data, and vice versa. The unclear labels and small text create accessibility barriers that go beyond neurodivergence — anyone in a hurry or under stress will struggle here. This directly impacts feature discovery and adoption for Revolut's premium products.

Screen 3 — Cards & Total Wealth — Redesign

REDESIGNED SCREEN

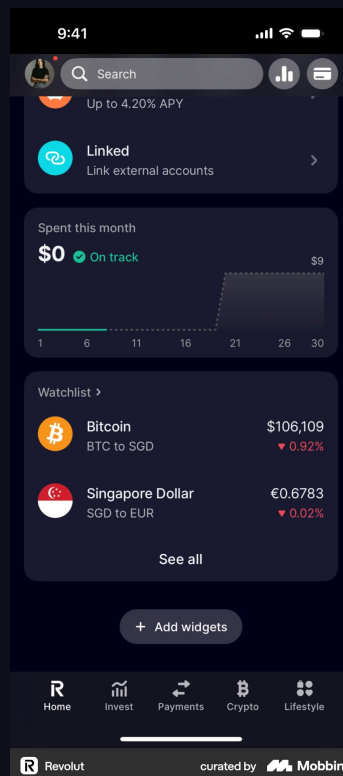


DESIGN RATIONALE

- Split Cards and Total Wealth into separate dedicated tabs, each with its own focused view. No more scrolling through unrelated information.
- Cards tab now includes clear descriptions: "Use a one-time card that vanishes once you're done, keeping your real vault hidden and protected." This replaces the cryptic "Generate" label with actual understanding.
- Added contextual videos for each section ("The Vanishing Card" for Cards, "A Moment of Perspective" for Wealth) that use warm, metaphorical storytelling to explain features.
- Total Wealth section now presents each component (Cash, Interest) with plain-language descriptions: "The fuel for your day, ready and waiting whenever you need it." This transforms jargon into reassurance.
- The "Get Card" CTA is clearly positioned and labelled, giving users an obvious action point.

Screen 4 — Spending Tracker & Watchlist

ORIGINAL SCREEN



AUDIT FINDINGS

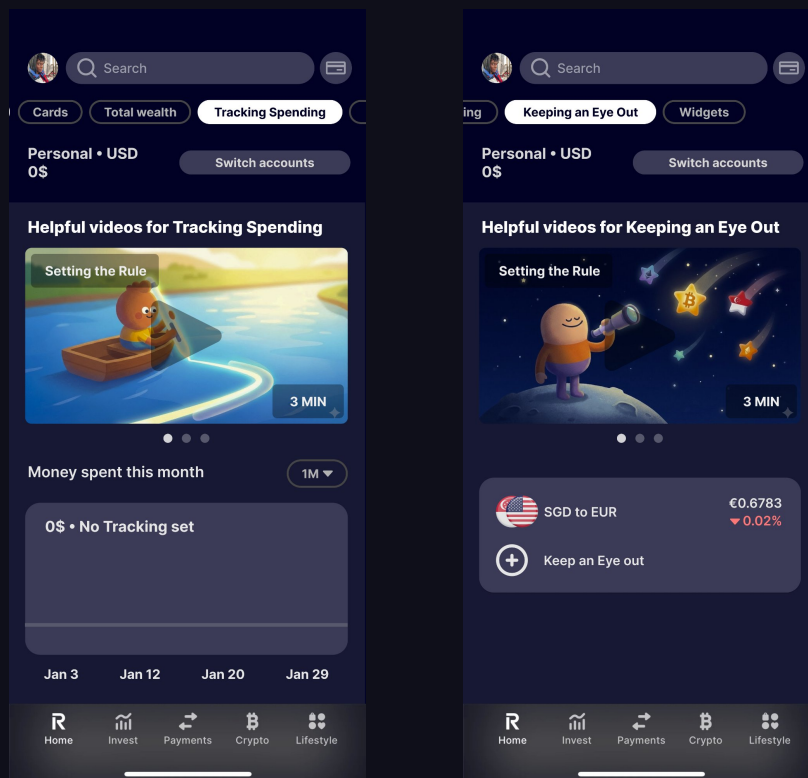
- The spending graph uses red text that's extremely hard to read against the dark background — "the red is too much, I can barely read it." The thin font weight makes it worse.
- The graph lacks context: "I have no idea what this graph is about, what does this data even mean?" No labels, no explanation, just numbers and lines.
- The date axis skips days (1, 6, 11, 16, 21, 26, 30) making it impossible to check spending on a specific day — "I would probably want to know if I spent money on a specific day of the week and I can't even read it."
- The Watchlist shows "BTC to SGD" in small grey text while "Bitcoin" is in white. The more important conversion data is visually deprioritised. Reading requires eye friction — scanning left for the name, then right for the price, with no way to process both at once.
- "Add widgets" at the bottom is confusing jargon that adds to the sense of overwhelm — "showing 'add widgets,' something I literally don't understand, just makes me overwhelmed."
- The search bar and top navigation elements are more visually prominent than the actual content, which inverts the information hierarchy.

BUSINESS IMPACT

The spending tracker is one of Revolut's most valuable tools for financial wellness, but when the data is unreadable and confusing, users can't build healthy financial habits. An anxious user who can't understand their spending graph will avoid checking it, which is the opposite of the feature's intent. The watchlist's poor readability means users miss market movements they care about, reducing the value of a feature that should drive daily engagement.

Screen 4 — Spending Tracker & Watchlist — Redesign

REDESIGNED SCREEN



DESIGN RATIONALE

- Split into two dedicated tabs: "Tracking Spending" and "Keeping an Eye Out" — renaming from the generic "Spent this month" and "Watchlist" to language that's warmer and more descriptive.
- Tracking Spending now includes a contextual video ("Setting the Rule") and a clearer chart layout with a "1M" time filter visible. The "No Tracking set" state is explicit rather than showing confusing partial data.
- Keeping an Eye Out replaces the dense watchlist with a focused card showing SGD to EUR with the rate, change percentage, and a clear "Keep an Eye out" add button. The information is presented in a single visual unit instead of requiring left-right scanning.
- Removed the confusing "Add widgets" button entirely. If users need customisation, it should be in settings — not on the home screen adding cognitive load.
- Each tab has its own contextual video with the warm illustrated style, maintaining consistency and providing gentle educational support.

Screen 5 — Products for You → Adding New Tools

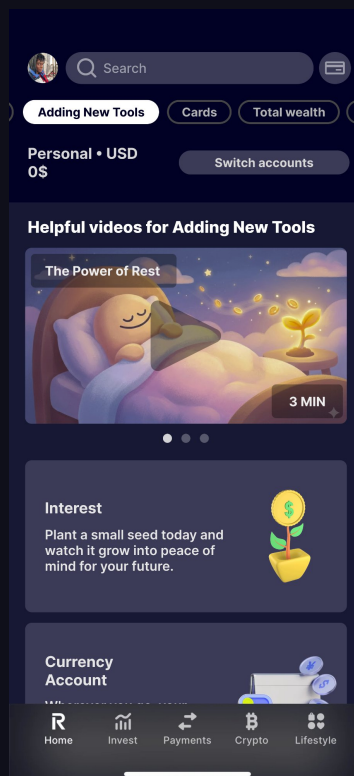
AUDIT FINDINGS

- "Products for you" appeared across multiple original screens as a persistent upsell section, pushing "Interest" and "Currency account" with marketing language that felt irrelevant under cognitive load.
- The jargon — "Earn up to 4.24% APY", "30+ currencies" — reads as noise when your brain is already taxed. It doesn't explain what these products do or why you should care right now.
- The "Open" buttons felt pushy rather than helpful, adding decision fatigue to an already overwhelming screen.
- There was no clear separation between account management and product discovery, making the home screen feel like a sales pitch rather than a financial tool.

BUSINESS IMPACT

Product discovery is essential for Revolut's revenue model, but aggressive placement on an already overwhelming home screen backfires for neurodivergent users. When everything feels like noise, the products get ignored entirely. Worse, the negative emotional association ("ew, why is the thing like that") transfers to the products themselves, making users less likely to explore them even when they're genuinely useful.

REDESIGNED SCREEN



DESIGN RATIONALE

- Renamed from "Products for you" to "Adding New Tools" — framing features as tools you choose to add, rather than products being pushed at you. This shifts the power dynamic from sales to self-service.
- Each product now has a warm, illustrated card with plain-language descriptions: "Plant a small seed today and watch it grow into peace of mind for your future" for Interest. This transforms financial jargon into emotional resonance.

- The contextual video ("The Power of Rest") sets a calming tone that contrasts sharply with the original's aggressive upselling.
- Products are presented as gentle invitations in their own dedicated tab, so users discover them when they're ready — not when they're trying to check their balance.

Key Patterns Across All Screens

Eye Strain from Colour Choices

The original blue gradient background was the single most cited pain point across every audit session. It physically hurt to look at, caused distraction, and undermined the readability of every element on every screen. The redesign adopts a consistent dark theme that reduces strain and lets content breathe.

Missing Labels and Context

Across every screen, components lacked clear labels. "Accounts" without specifying what kind. Transaction amounts without explaining what they represent. Icons without text. The brain under cognitive load doesn't decode — it gives up. The redesign adds explicit labels, descriptions, and contextual explanations to every component.

Jargon That Triggers Avoidance

Financial terminology like "APY", "currency account", and widget-related language created a consistent pattern of confusion and disgust. The redesign replaces jargon with plain language and warm, metaphorical descriptions that make features approachable.

No Clear Action Points

The original screens presented information without guiding action. The ADHD brain responded to this with boredom and disengagement — "I just don't feel the urge to do anything on the app." The redesign provides clear, illustrated CTAs and a tab structure that always answers the question: "What can I do here?"

Information Density Without Hierarchy

Multiple sections (Cards + Total Wealth, Spending + Watchlist) were crammed together on single scrollable views. Everything competed for attention equally, resulting in nothing getting attention at all. The redesign separates each section into its own tab with focused content and breathing room.

Emotional Tone Mismatch

The original app felt cold, corporate, and sales-driven. The redesign introduces warm illustrated characters, gentle video titles ("Nurturing Your Future Self", "The Power of Rest"), and descriptions that speak to the user as a person rather than a customer. This isn't decoration — it's a trust-building mechanism for anxious users.

Overall Impact Summary

This audit identified a consistent pattern: Revolut's home screen was designed for a brain that processes information quickly, tolerates ambiguity, and isn't bothered by visual noise. That brain exists — but it's not the only brain that uses Revolut. For users with ADHD, anxiety, or other neurodivergent profiles, the original experience was actively hostile: physically painful colours, context-free data, jargon-heavy labels, and no clear path forward.

The redesign doesn't remove functionality. Every feature Revolut offers is still there. What changed is how it's presented. Clear tabs instead of infinite scrolling. Labels that say what things are. Descriptions that explain why you'd care. Illustrations that set an emotional tone of safety rather than sales. Contextual videos that teach without condescending.

The business case is straightforward: users who feel comfortable, oriented, and in control are users who engage. They check their balance more often. They explore products they understand. They trust the app with their money. The users who feel confused, strained, and overwhelmed are the ones who leave — and they don't tell you why, because the exit isn't dramatic. They just stop opening the app.

Neuro-inclusive design isn't a niche concern. It's a design philosophy that makes products better for everyone. The patterns identified in this audit — clearer labels, calmer colours, focused layouts, plain language — benefit every user, not just neurodivergent ones. The difference is that for neurodivergent users, these aren't nice-to-haves. They're the difference between "I can use this" and "I can't."

Get in Touch

David Balinga

Neuro-Inclusive UX Designer

If this work resonates with you — or if your product has users whose brains work differently — I'd love to talk.

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