

Qliro

Qliro financial services • 2016-2018

Problem

Qliro was launched first as a payment solution to be used inside CDON Group's companies (the biggest e-commerce group in the Nordics), to replace the costly and consolidated Klarna. After payment solution the natural second step for Qliro was to provide other financial services to consumers, like Loans, Savings, and Credits. First problem: How to offer other services when consumers download Qliro's app only to pay their invoices? Second problem: How to do that without interrupting their payment flow? Side job: Doing a quick temporary solution to fix urgent problems while we developed the long term solution.

My role

I was part of a design team of 5, including one UX writer, as a product designer I navigated between UX, UI, and research, and always collaborating closely with developers and POs.

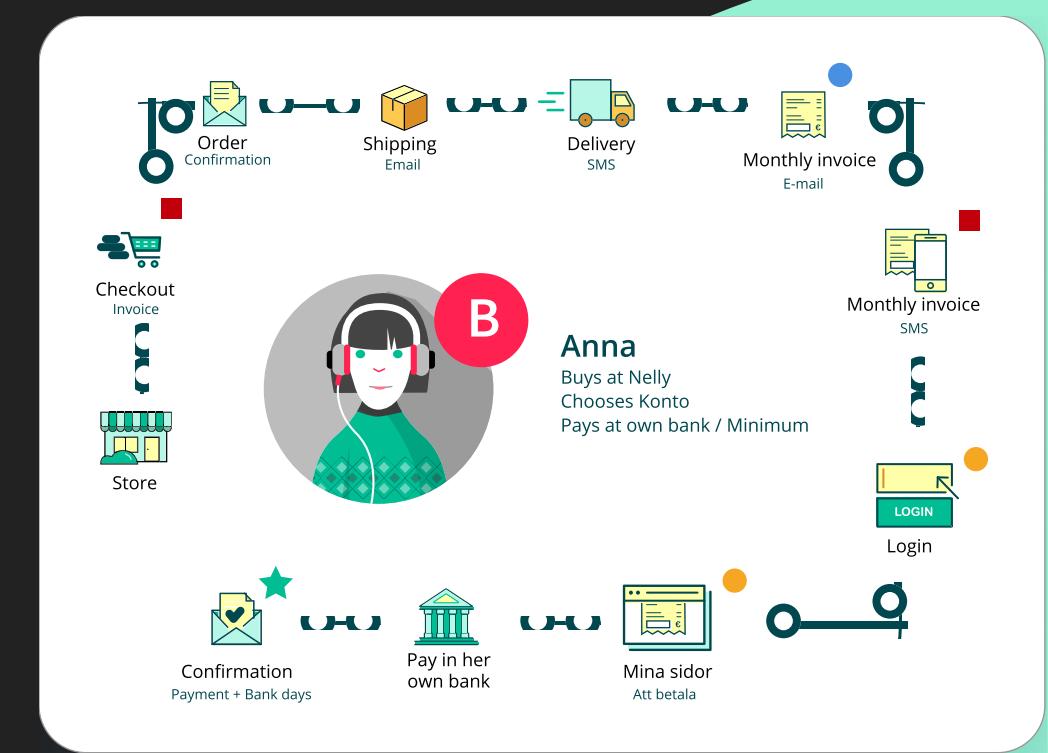
Result

We launched a new app and web application, alongside with the new products, and during many weeks after launch, we were on the top 10 at App Store with very good reviews. Payments continued growing as usual, with a great peak during Black Friday, and the launch of Loans was a success case.

1. Flows and journeys

Understanding the needs of our consumers, and where - during their journey - were more sensitive to approach them with a new product. We combined user interviews, face to face and also using Lookback, together with quantitative data from Qliro's sister companies to find the sweet spot

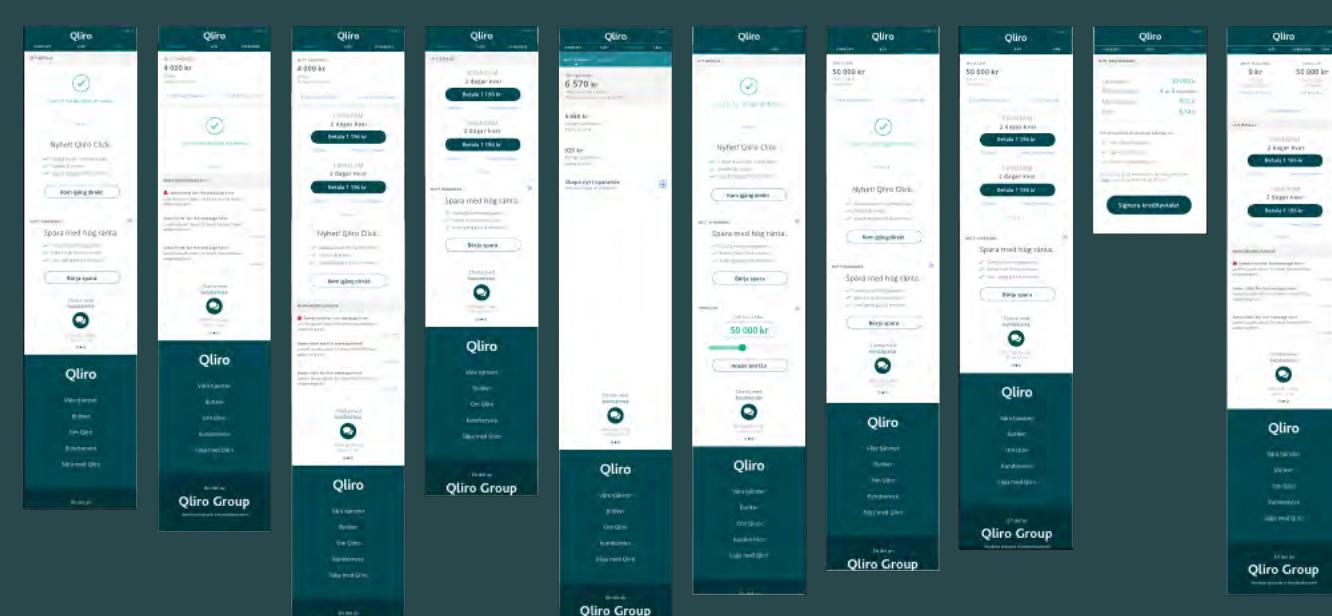
User journeys and flows



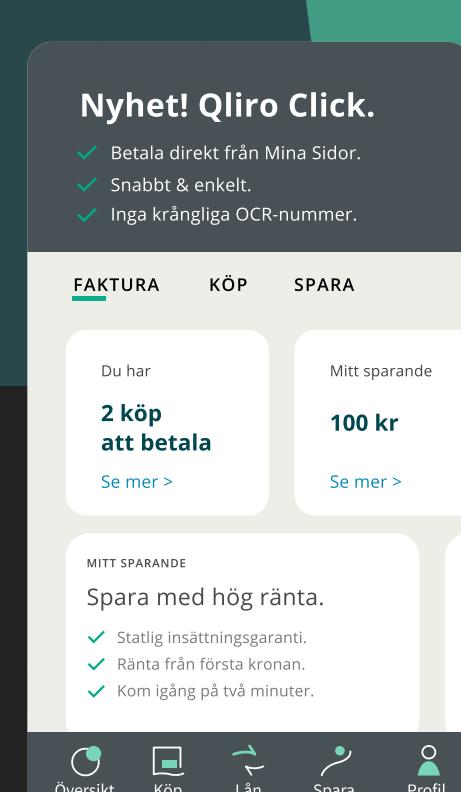
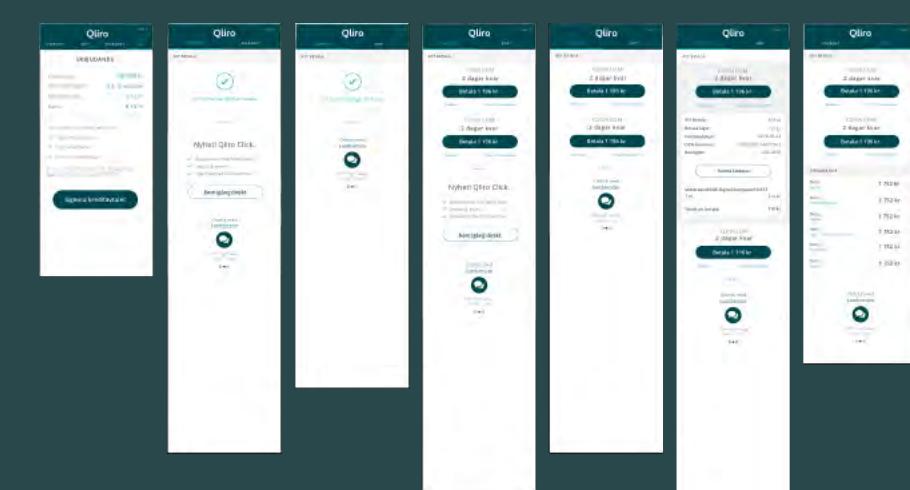
2. Sketch + Flint + Zeplin

Tools chosen within the design team to prototype and to handover to developers.

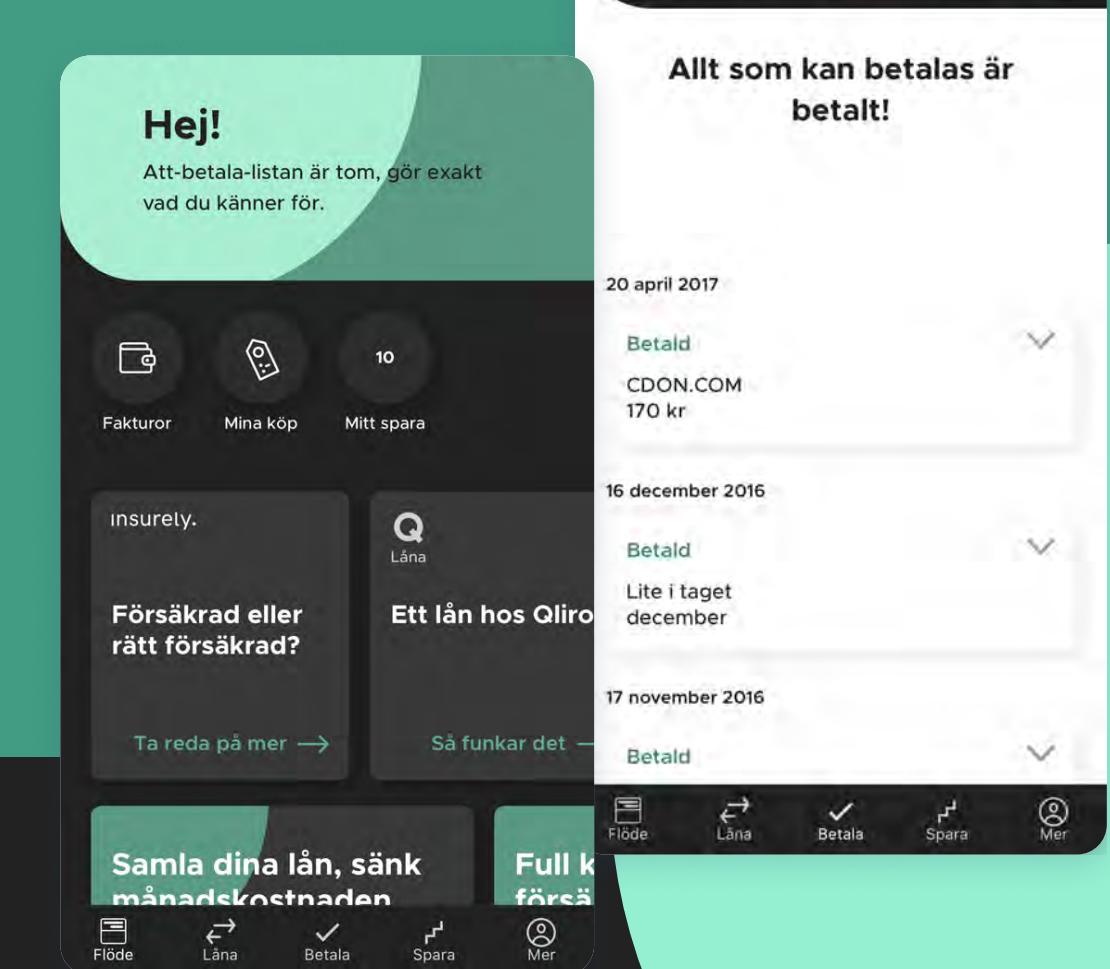
Pay direct from the overview / with recurring payment



Pay direct from the overview



3. Wireframes
We used **low-fidelity** and **high-fidelity prototypes** with selected consumers to proof test, before development.



4. Final App
The final version of the app with all the offers in the overview screen.

Product icons

Enabled



Disabled



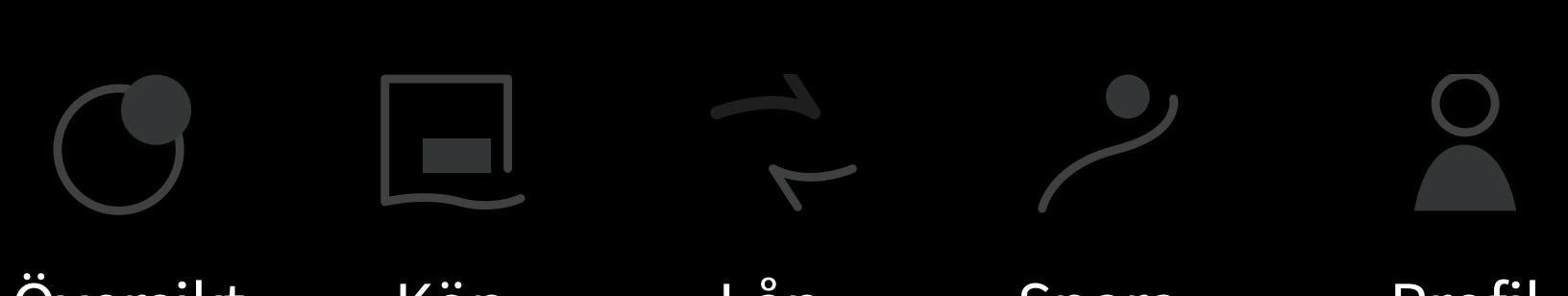
Extras



Enabled



Disabled

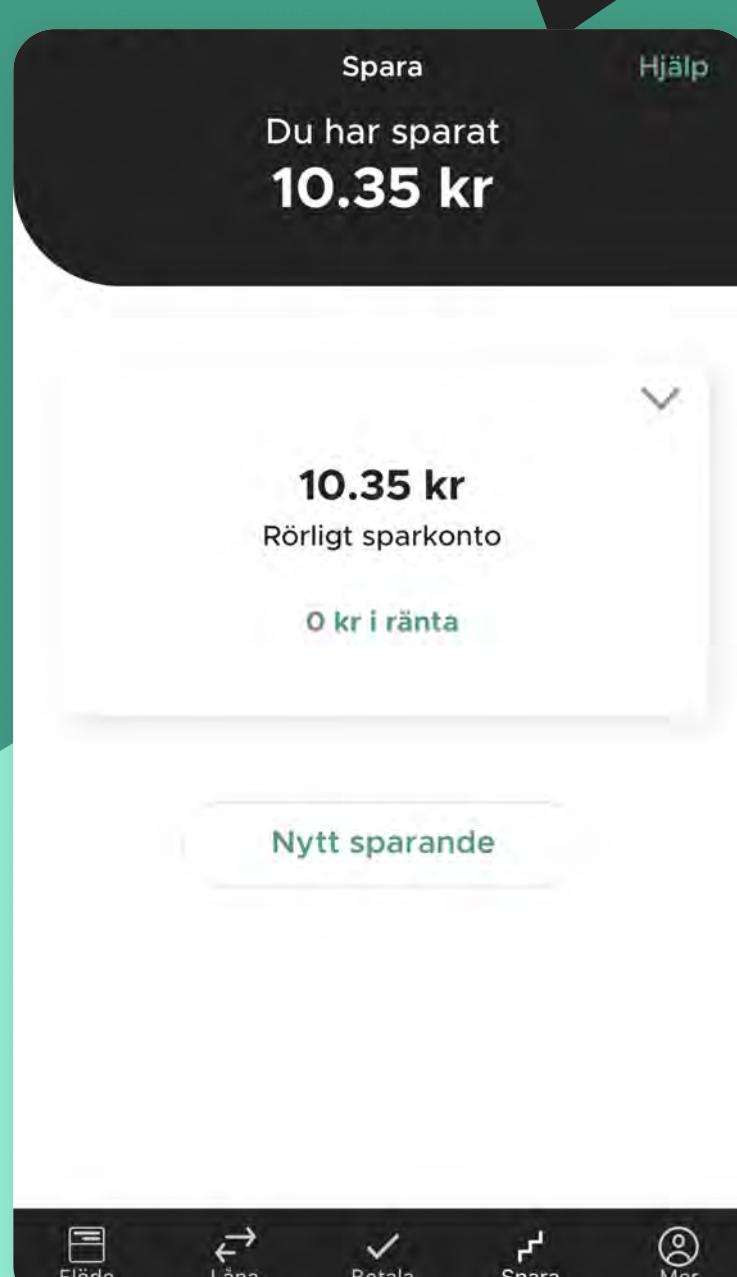


Extras



Savings and Loans

Qliro got **Finansinspektionen** approval to become a financial institution **one year after** I started at the company, but we started designing **Savings accounts and Loans** from day 1.



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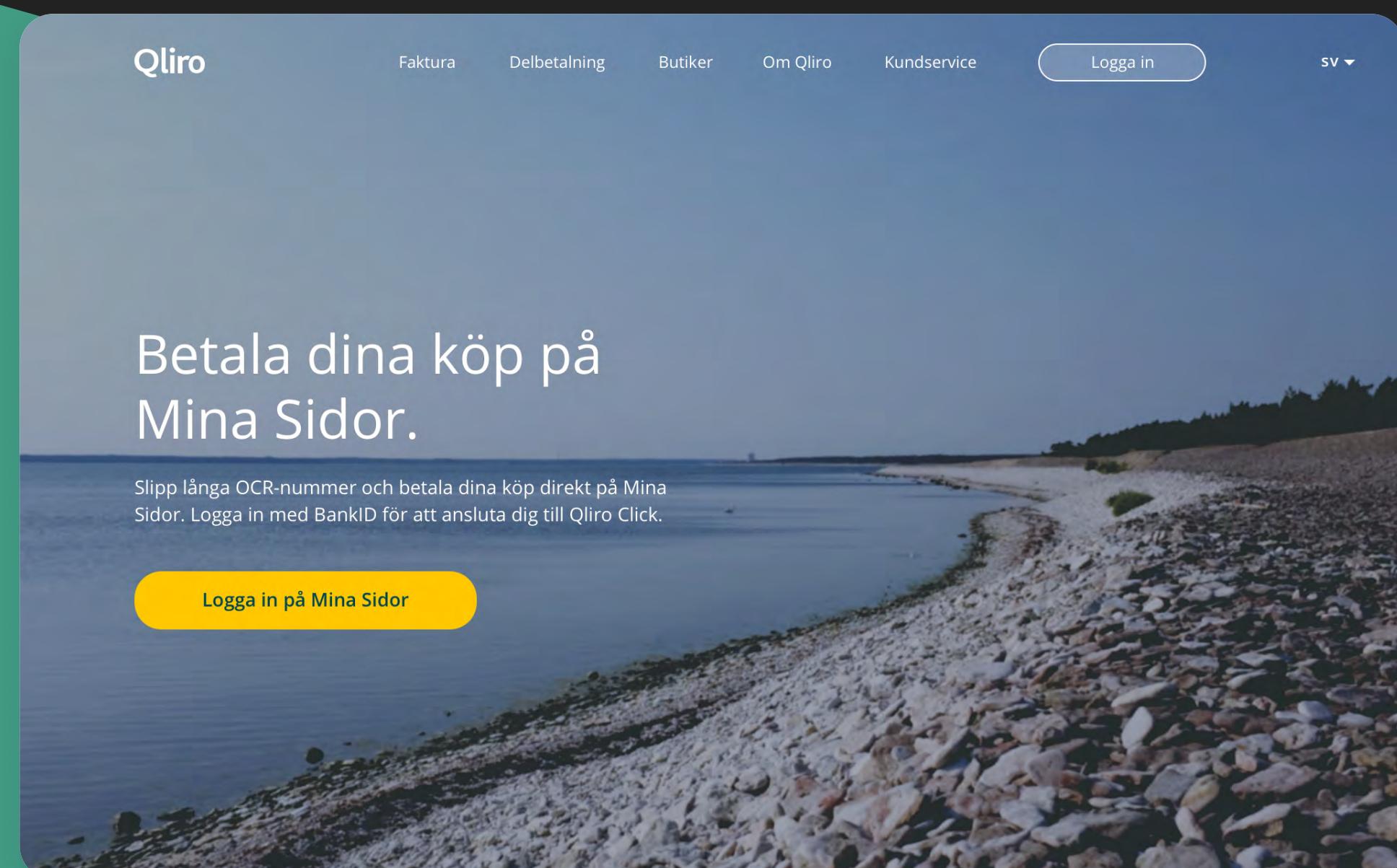
Qliro 1.0

The website when I started at the company had serious navigation issues.



Qliro 1.5

The temporary fix before the long rebranding we were working on.



Qliro 2.0

The rebranded Qliro, new colors, logo, tone of voice and overhauled touchpoints.

