

**Interbank.**

## **The challenge.**

Redesign the public portal for the 2nd biggest retail bank in Peru.

## **The insight.**

Create an experience concept that would guide not only the new public portal, but also all the future digital initiatives.

## **The work.**

After listening to users and stakeholders, we addressed the main pain points in a more user friendly and financial education driven portal. It's the first step to create a 100% digital experience, with online sales and customer relationship.

**My contribution.**

- 1. Interaction design**
- 2. UX strategy**
- 3. User research**