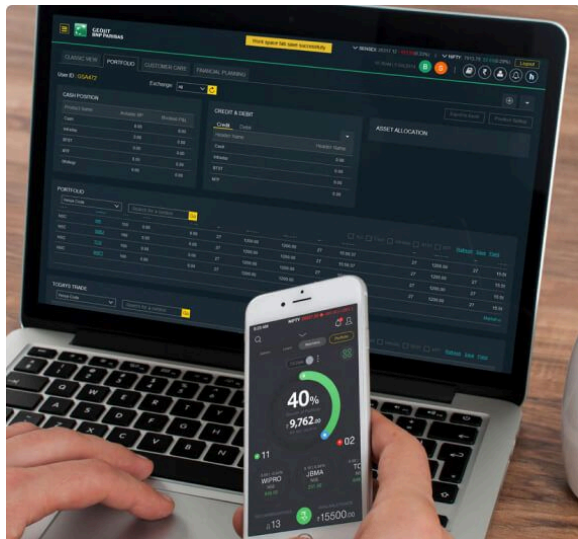


Share Trading Platform Redesign



A challenging project from the financial domain where design meets directly with business goals.

Project Overview

Geojit BNP Paribas wanted to redesign & rebrand the trading platform “FLIP” to “SELFIE” which had three variations based on user types (Desktop, Web & Mobile). The client opted to update its trading platform to provide a unified experience for its traders and investors, in light of the rising trend of mobile users.

Challenges:

- A quick way of accessing data and one-click order placement.
- The platform needs to cross-sell other meaningful services for traders.
- Research and strategies based on clients' investment horizons and trading patterns.
- Access rich information and trade on all listed companies, mutual funds, debt, and commodities.
- Access to intelligent stock screeners and data tools.
- An intelligent portfolio tracking tool that makes information easy to understand and faster to act upon.

Redesigned Ux for Share Trading Platform:



Client speak

"We were wanting Traders to come back to our platform and tell us that they had a great trading experience with our platform whilst enjoying all the features"



Solutions we offered

With our new solutions in place, traders were able to customize dashboards and widgets on the newly revamped trading platform. It also received a unified watchlist look on the web and on mobile. With market information, market snapshots, business activities, and historical perspectives, the platform also assists the trader in making educated judgments. Design experience for all key task completion was done considering a minimum of 3 mouse clicks.

Aiming to strategize for a dynamic market, the trading platform offers advanced HTML5 charting, Renko, Kagi, P&F, line break, and other features. Customized technical analysis and integrated trading across asset classes and products are now possible with the platform. Furthermore, comprehensive F&O Analytics & Visualization is conveniently accessed via the platform.

How did our solutions help?

1. We were able to construct the correct user journeys and establish task flows that offered users a unified experience thanks to the early research of knowing the behavior of the users (Traders & Investors).
2. Our designs were focused on a one-page strategy that minimized page navigations to make the product easier to use. Before making orders, users were able to quickly examine and interact with portfolio and symbol information.

Share Trading Platform: Geojit



3. Because platform users are always needed to check their digital devices, a dark UI option allowed them to lessen the strain on their eyes.
4. The most recent HTML5 technologies were able to harness the power of our designs to create seamless page transitions and other interactions.

The Outcomes

- Profits increased considerably.
- A surplus amount of new traders joined the platform.

Neointeraction User Experience Design team engage with clients to create SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business.

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