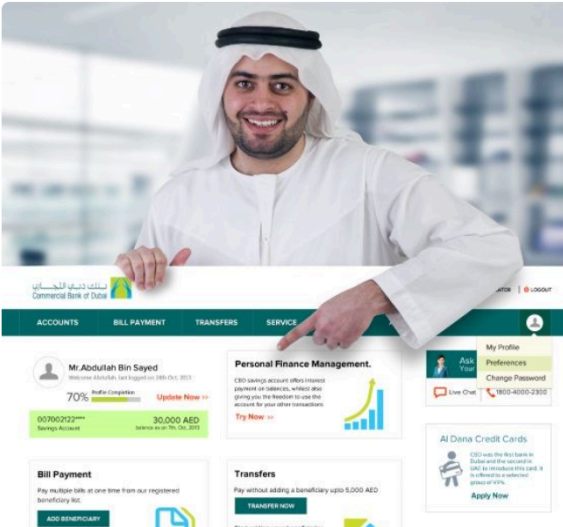


Experience design for Online Banking



A leading Commercial and Retail Bank in the Middle East want to reach to new customers with great experience design.

Project Overview

With a vision to get closer to customers, the bank team decided to implement their core banking application using Oracle's Flexcube platform.

Challenges:

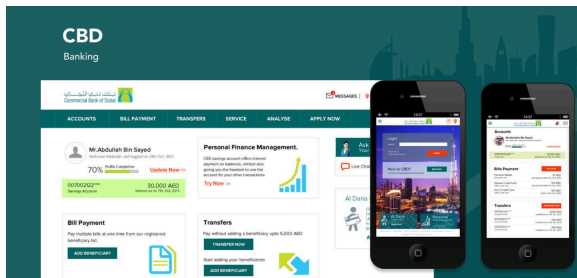
- Aiming to appeal to a certain user demographic, such as young professionals, ex-pats, and native youth.
- Design a simple and contemporary user interface that makes difficult day-to-day transactional processes easier for consumers.

Solutions we offered

Online Banking customers perform Balance, Fund transfer Bill pay & SRs as the key tasks. The design team identified design methodology to focus on these frequently used tasks. A detailed click-through prototype was done mapping to new business flows recommended by the business team. This helped all the stakeholders to go through and confirm the finer elements before going live. Design experience for all key task completion was done considering a minimum of 3 mouse clicks.

1. Prototyping/wireframes: Axure RP Pro.
2. Sketch for Visual designs & Graphic elements.
3. Visual Code to prepare responsive HTML.

Experience design consultancy for Online Banking



How did our solutions help?

With new design and implementation, Internet Banking was able to reach a wider range of customers. With the right user research done in the initial stages of the project, we were able to focus on the important aspects for the users. This further led us to dive deeper into what the competition was doing and from those learning we were able to provide certain services that other applications couldn't. Overall, we were able to increase the number of users by almost 40% in the first launch.

Client speak

“The visual appeal and the new banking experience led us to overcome the competition and we’re very happy with the result the design team delivered”

Neointeraction User Experience Design team engages with clients to create a 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

The Outcomes

- Profits increased considerably.
- Boost in new user engagement.
- A significant rise in New Customer Acquisition.

**For similar projects
contact our team**

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