OBDX

Online Digital Banking Experience - OFSS 2017

'Fintech' is a rapidly emerging sector in the 21st century, with dramatic increases in investments and constant development of newer, faster services, 'Fintech' is becoming a necessity for financial institutions. Technology has not only eased internal system and database management but also improved company-client communication and service.

Over summer 2017 I had the opportunity to contribute to the Digital Banking Experience, through which I explored Retail Servicing Platforms, designed flows to streamline mobile peer-to-peer transactions, account security, and push notifications, performed iterative user testing to ensure web accessibility, strategized financial models to showcase account details, and developed a Corporate Servicing Platform.

Process

Agile Development

Under Agile Development**,** projects follow sprints; these sprints target specific milestones and produce periodic releases before the final release of a product. Each sprint consists of research, design, development and testing. Through this iterative process, not only was I able to better understand the product but also evaluate existing modules and suggest improvements through JIRA.

Teamwork

Given the multifaceted nature of an Online Banking Product, I worked with several teams of experienced individuals.

Business Analysts
In discussions with Business Analysts, I acquired knowledge on accounts, transactions, personal and corporate finance management, and global banking methods – Islamic and Non-Islamic finance – amongst other financial systems.

User Interface and Experience Designers
Collaboration with Interface and Experience Designers equipped me with a better understanding of web accessibility and information architecture of the application.

Developers
Developers, who realized my work for the most recent release, helped me understand the back-end functionality of the application, and how data is drawn from host systems and is fed back to the application, hence creating a banking channel.
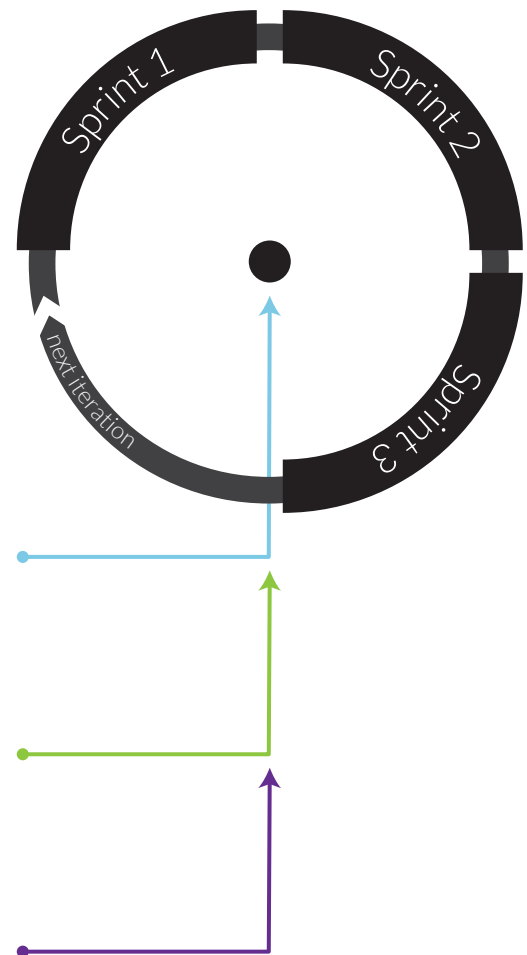
Peer-to-Peer Mobile Payments

This project entailed designing wireframes that illustrated the visual design, experience, flow and functionality of two forms of mobile transactions – scanning based payments and contact based payments.

To get started, I met with Business Analysts and learnt about the user base and core functionality of the feature. Following the project from originations to retail servicing, I developed a thorough understanding of the feature's ease of use for clients and profitability to banks. I developed an impromptu outline to capture the necessary details.
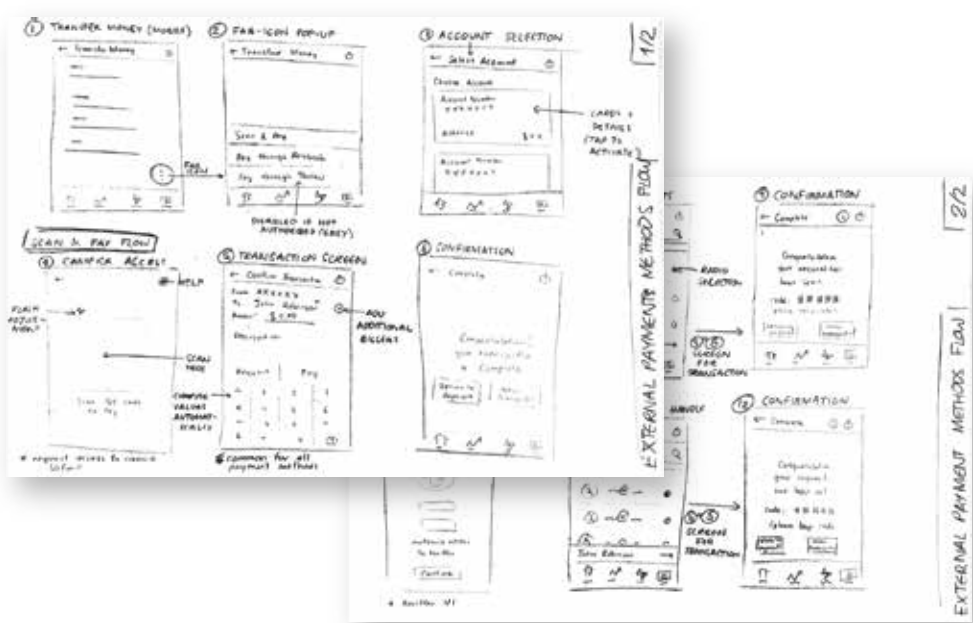

The discussion was followed by further research into payment methods and personal details that a user must provide for a transaction to occur. Evidently, there were security related red flags given the transparency of such transaction, therefore two-factor authentication was introduced to mitigate those issues.

All the knowledge and research I had gathered, was then accumulated to design the wireframes and their respective flows. Upon evaluation, I realized that the flow could be more efficient in reducing the steps a user must take and capitalizing on the data fed into the application.

After the Project Manager's final approval, user stories were written to illustrate the functionality of the feature to corporate clients

QR Code Payments
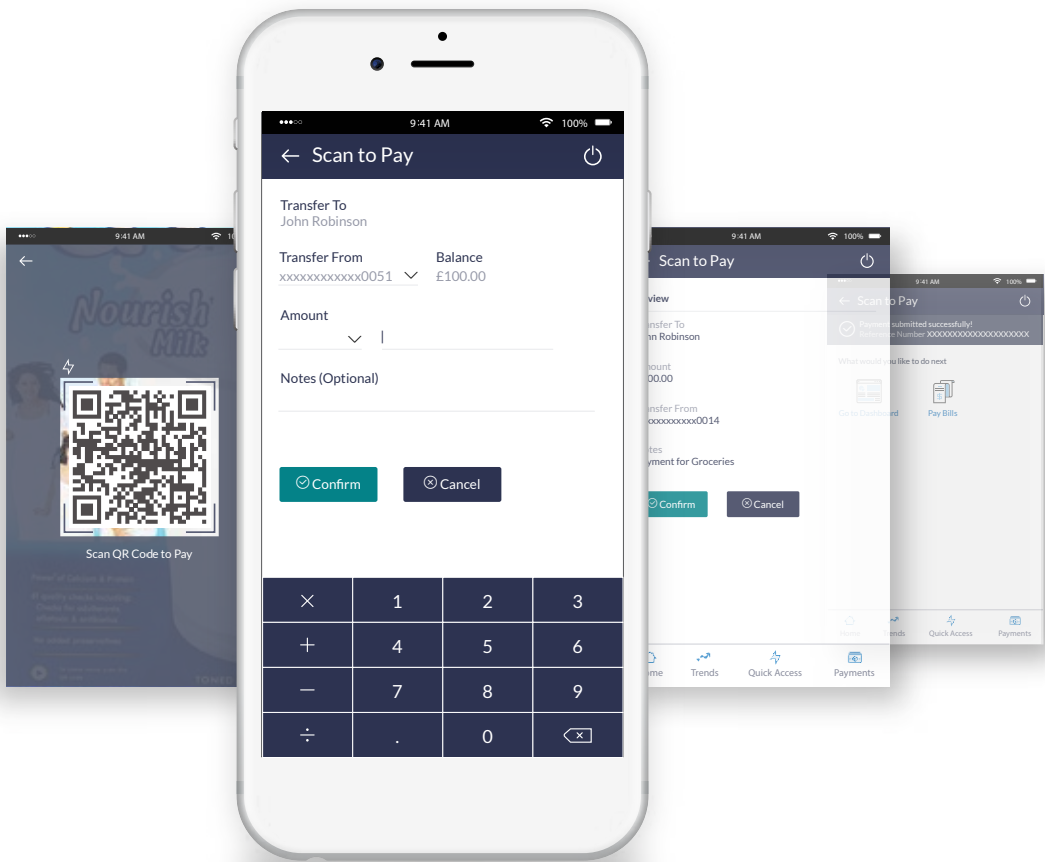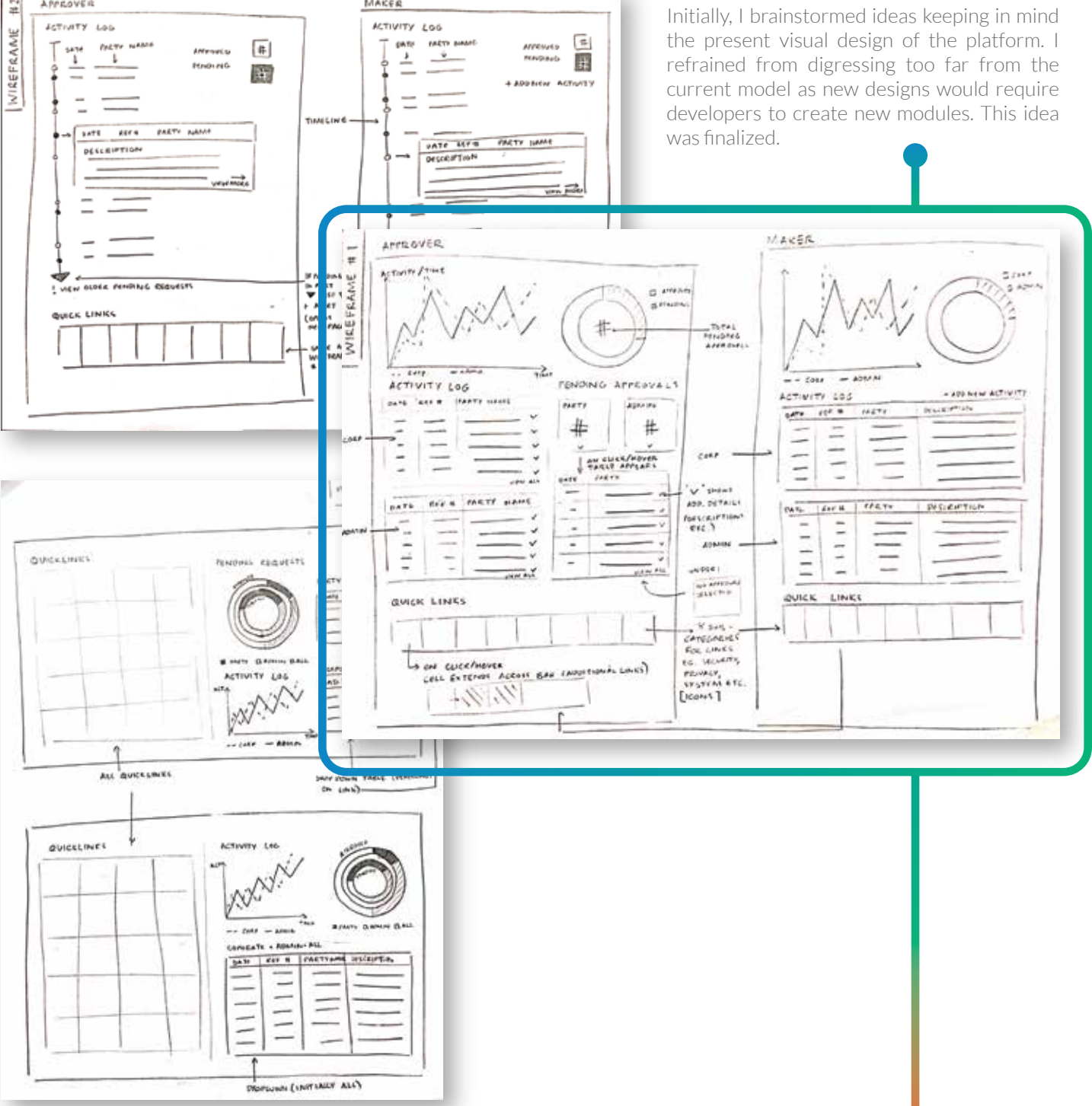

Contacts based Payments

Corporate Servicing Platform

This project entailed developing UI/UX for the corporate user of an online banking platform. The wireframes and flows capture the function of the offered products and models such as Current & Savings Accounts, Loans, and Term Deposits.

To kick off this project, I studied and evaluated the functionality of the existing platform. Upon analysis, I realized that the current build lacked ease of use, and its structure stunted technical efficiency. Seeing as the platform would require several drastic changes, I asked the Product Manager to instead let me recreate the entire platform. I designed application interfaces and responsive mobile wireframes. The designs not only catered to web accessibility and web responsiveness, but also aimed to improve the finance aspect of the application. That is, quantitative models for account summaries and credit usage were developed to summarize more information to a greater degree of accuracy. Bank-specific operations and methodologies were also considered thus ensuring the application was both Islamic and Non-Islamic finance friendly.

I had the opportunity to showcase my final product to my Project Manager and the Vice President of Software Development. The response was very positive, though we discussed the viability of some ideas, the redeveloped platform is to be considered for future releases.

Process

Initially, I brainstormed ideas keeping in mind the present visual design of the platform. I refrained from digressing too far from the current model as new designs would require developers to create new modules. This idea was finalized.

However, the wireframes were lacking. Not only did they not cater to multiple user types but also failed to streamline the experience. I realized that if I could change the application architecture the platform would be able to support more user specific dashboards and improve user experience. I discussed this finding with the Project Manager who, consequently, allowed a radical redesign of the corporate platform.