An all-digital bank in Mauritius making waves in global finance.

Role
Fintech

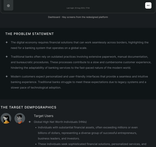
Platform
Web + Mob App

Scope
Global

Timeline
6 months

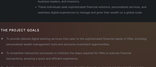
ABOUT THE PLATFORM

A pioneer in the "all-digital banking sector," a platform crafted for High-Net-Worth individuals worldwide.
Say goodbye to cumbersome, outdated interfaces in this platform
Experience the future of banking, where every click is a leap into the digital realm, crafted to cater to the discerning needs of the ultra-affluent.
Welcome to banking, elevated.



Dashboard - Key screen from the Indeksjon platform.

THE TARGET DEMOGRAPHICS



Target Group
Global High-Net-Worth individuals (HNWs)
Individuals with substantial financial assets, often exceeding billions in their billions of dollars, representing a diverse group of successful entrepreneurs, investors, and high-profile individuals.
These individuals seek sophisticated financial solutions, personalized services, and seamless digital experiences to manage and grow their wealth on a global scale.

THE PROJECT GOALS

- To provide tailored digital banking services that cater to the sophisticated financial needs of HNWs, including personalized wealth management tools and exclusive investment opportunities.
- To streamline transaction processes to minimize the steps required for HNWs to execute financial transactions, ensuring a quick and efficient experience.
- To ensure unparalleled ease into the banking experience for HNWs through an elegant, intuitive interface and to simplify their daily interactions, leveraged frequent trips, leaving starting experience impression.

HOW WE GOT THERE?

Explore → Research → Analyze → Design 1 → Conceptualize → Design 2

Wireframes → Wireframes → Prototyping

CHALLENGES FACED AND HOW WE OVERCAME THEM

- Time Constraints: Within Kickstart, a 7-day sprint, we prioritized Client project, requiring tight time constraints and meticulous planning to ensure timely delivery.
- Designer's Dilemma: As a designer, facing the world question due to they sometimes hindering initial design exploration.
- Pen and Paper Wireframe: Tools challenge into user tasks, opting for pen and paper to conduct comparitive benchmarking, enhancing intuitiveness and efficiency in wireframe creation.
- Learned Lagging Points: Identified gaps in existing products, providing valuable insights for the design process.
- Iterative Design Challenges: Navigating the iterative design process, ensuring continuous refinement of regular feed to tackle a strong foundation before delving into wireframing.
- Stakeholder Feedback: Addressed stakeholder feedback, balancing their perspectives and incorporating feedback into project scoping.
- Acknowledging Imperfections: Recognizing the challenges of working in a less-than-ideal setting, maintaining a positive outlook despite constraints.

THE INFORMATION ARCHITECTURE

The user flow and UI are done to understand each individual movement and to and and to create a product easily journey flowing through the modules. This also maps the product journey of a

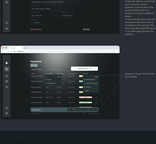
THE WIREFRAMES

- Pay Bills and Top Up
- Domestic Corporate Payment
- Domestic Corporate Payment

The transaction is always keeping in mind, so it keeps, which also keeps flowing into high-level fin-tech transactions. Keeping the user in mind, the wireframes are made to be easy to navigate and to make the user feel comfortable with the process. In the process of the wireframe, the UI and UX elements, with the ease and to the end of the app.

Domestic Retail Payment

Upon the Payments tab, the user is presented with the option to initiate a domestic payment or transfer funds to other accounts.



Upon selecting the option, the user is presented with the option to select the recipient from the recent payees or add a new payee.

After the recipient is selected, the user is presented with the option to enter the amount and the purpose of the transfer.

After the transfer details are entered, the user is presented with the option to review the transfer details before confirming the transfer.

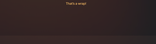
After the transfer details are reviewed, the user is presented with the option to confirm the transfer using biometrics or a PIN.

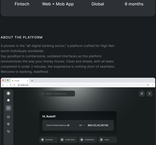
Upon successful completion of the transfer, the user is presented with the option to return to the dashboard or view the transfer details.

VISUAL DESIGN

- Mobile
- Web

Our design system ensures a cohesive and user-friendly experience across both mobile and web platforms, maintaining consistency in branding, typography, and interactive elements. This approach enhances usability and reinforces our brand identity, providing a seamless experience for our users.





THE POTENTIAL IMPACT

- Efficient Transactions: Streamlined UI facilitates quick and efficient financial transactions, saving time for busy HNWs.
- Swift Cross-Border Transactions: Architecture that mobilizes user trust through concise yet sufficient information and a visual identity exuding a sense of security, encouraging users to engage more extensively with the bank's services.
- Risk Mitigation Features: Intuitive design can incorporate clear risk assessment tools, aiding HNWs in making informed investment decisions.
- Real-time Insights: Interactive dashboards and real-time analytics empower HNWs with instant insights into their global financial portfolios, enhancing key analyzing and in turn building trust in the banking domain like they are.