



# ENTERPRISE FINTECH PLATFORM – UI/UX-LED DIGITAL TRANSFORMATION

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



# PROBLEM STATEMENT



A fast-growing fintech firm offering digital lending for small and mid-sized businesses faced challenges with user adoption and engagement. Complicated onboarding, inconsistent UI, and disjointed journeys hindered usability and eroded customer trust.

Absence of a centralized design system led to inconsistent UI and brand perception.

Onboarding flow had a high abandonment rate due to excessive cognitive load.

Fragmented design across modules resulted in disjointed user journeys.

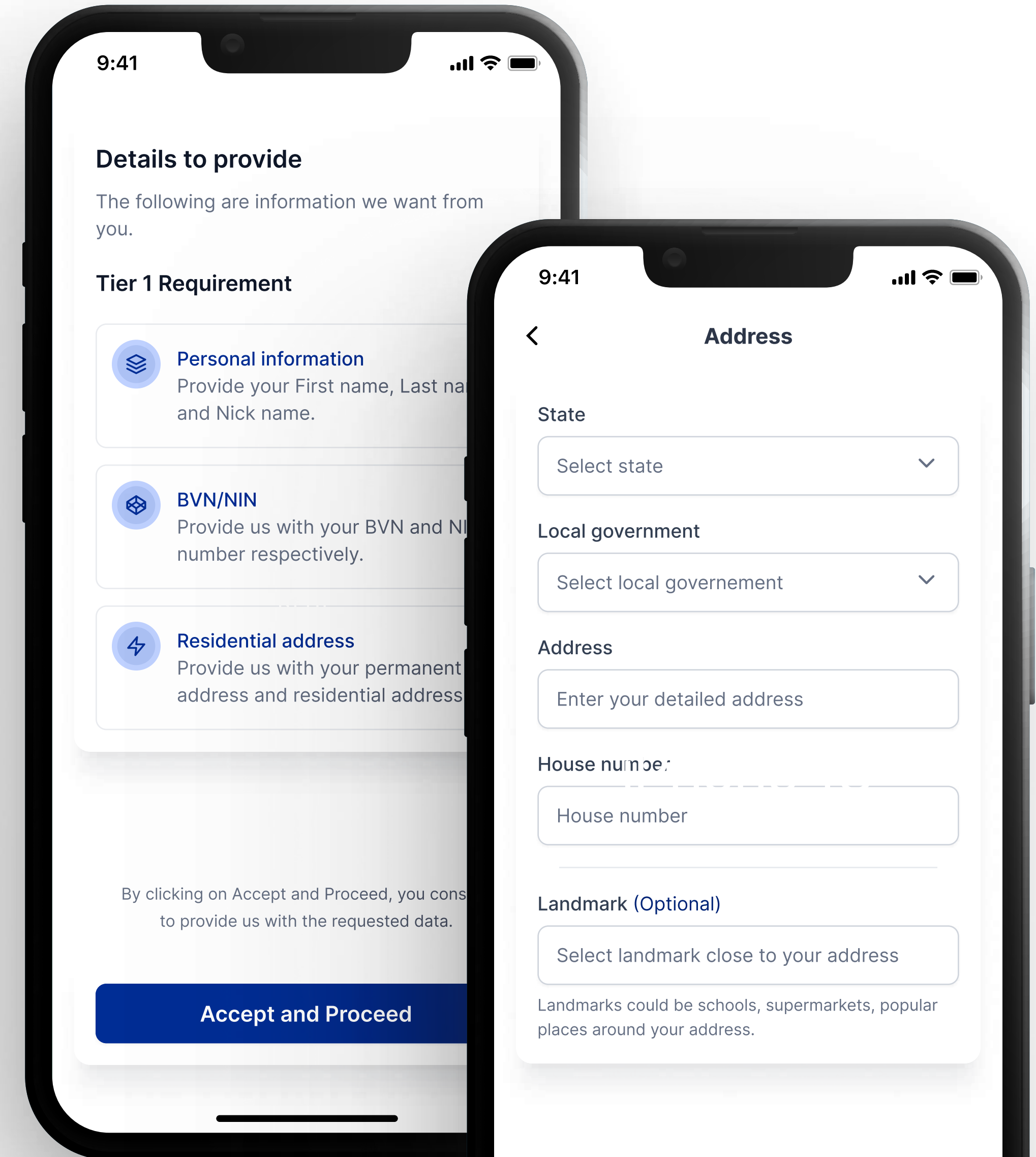
Mobile usability issues limited platform adoption on handheld devices





INT. approached the engagement through a **research-driven, ROI-focused UI/UX:**

- ✓ Conducted stakeholder interviews and user behavior analysis to identify friction points.
- ✓ Performed a UI/UX audit across key workflows: onboarding, KYC, lending dashboard, and helpdesk.
- ✓ Simplified information architecture to improve navigation and discoverability.
- ✓ Designed a cohesive, scalable design system in Figma to ensure consistency.
- ✓ Developed interactive, mid- and high-fidelity prototypes to validate usability with end users.



# Process Followed – INT.'s **3-Phase Design Approach**

## 01

### Discovery

- Requirements captured via stakeholder interviews and user surveys.
- User journey and competitive benchmarking.
- Audit of usability issues across customer-facing flows.

## 02

### Ideation & Iteration

- Wireframes and mid-fidelity prototypes designed for key screens.
- Mood board and visual identity defined with brand alignment.
- Iterative testing loops to refine UX interactions.

## 03

### Design & Handoff

- Pixel-perfect, high-fidelity mockups with accessibility considerations.
- Design system with reusable components and tokenized elements.
- Structured Figma files and documentation for developer handoff.

**25%**

**increase in repeat purchases** driven by AI-personalized campaigns and targeted lifecycle nudges.

**3x**

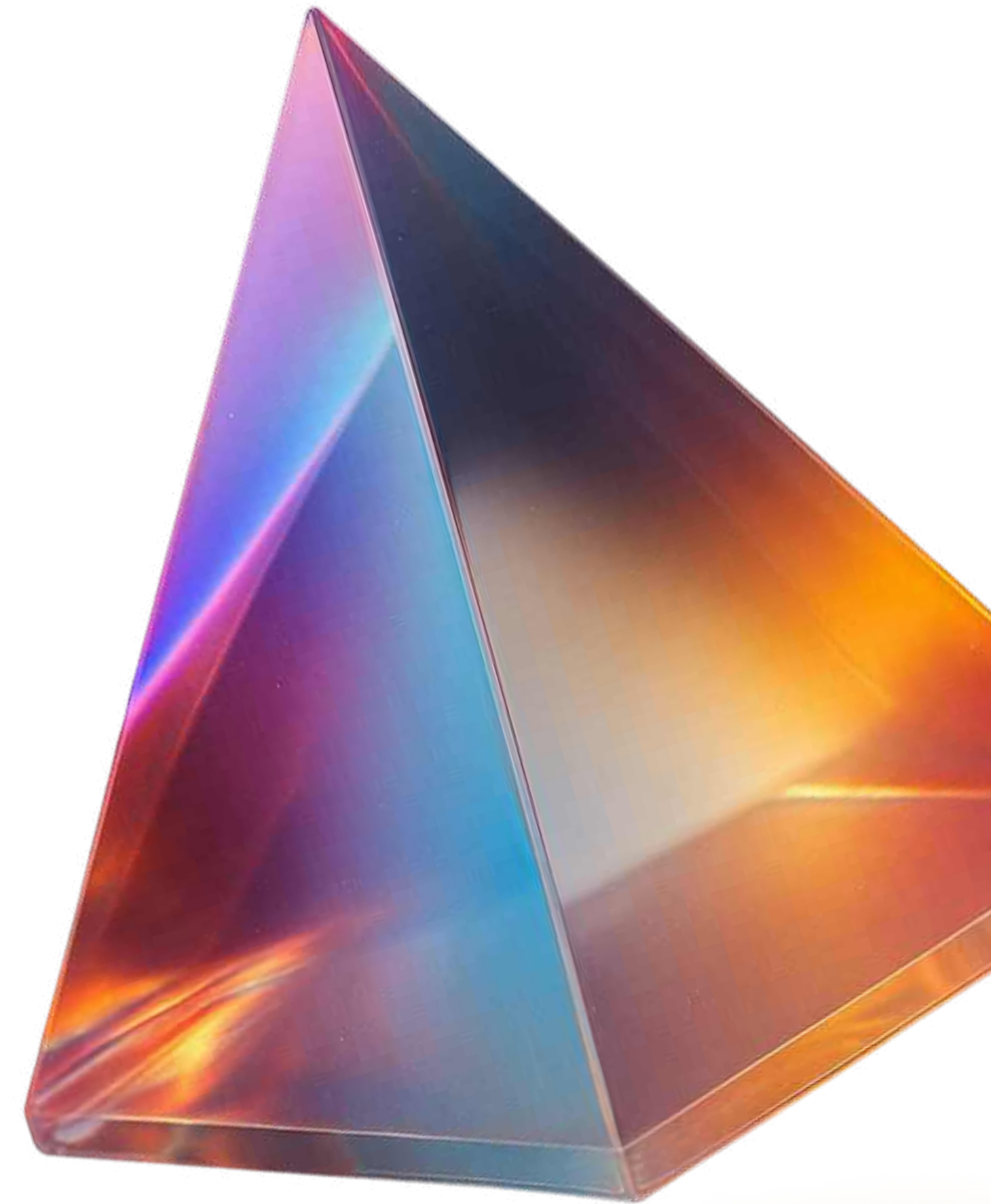
**improvement in customer data completeness** after POS, app, and web integrations.

**28%**

**boost in campaign ROI** through real-time orchestration and behavioral segmentation.

**40%**

**reduction in bounce rates** across digital channels due to better targeting and journey mapping.







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**27+** Years

**1000+** Professionals

**45+** Countries

**30+** Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

