

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



glassdoor Clutch $4.9 \bigstar \bigstar \bigstar \bigstar$ $4.5 \bigstar \bigstar \bigstar \bigstar \bigstar$



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

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INT'S SOLUTION

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.



Details to provide	
The following are information we want from you.	
Tier 1 Requirement	9:41
Personal information Provide your First name, Last na and Nick name.	< Address State
BVN/NIN Provide us with your BVN and NI number respectively.	Select state
	Local government
	Select local governement
Provide us with your permanent address and residential address By clicking on Accept and Proceed, you cons to provide us with the requested data.	Address
	Enter your detailed address
	House numbe:
	House number
	Landmark (Optional)
	Select landmark close to you
Accept and Proceed	Landmarks could be schools, superr places around your address.



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.

Ideation & Iteration

02

- 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.





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 realtime 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

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