

**REDESIGNING END-TO-END UI/UX FOR A LEADING
EXPERT IN THE CONSUMER FINANCE INDUSTRY**

CASE STUDY



A UI/UX DESIGN CASE STUDY



A leading industry expert in the consumer finance industry enhanced customer banking experience through effortless, responsive, unique designs for high-quality digital customer experiences.

PROBLEM STATEMENT

The client is an industry veteran in the consumer finance industry established to provide customers with creative, flexible, and convenient lending options.

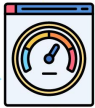
Our client, with its affiliates and subsidiaries, now features over 500 branches in 24 states throughout the United States. With a growing number of employees, superior customer service remains the cornerstone of their business for building long-lasting retail customer relationships. However, the client wanted to strengthen its online presence by rebranding across platforms to support new business flows, which have developed over the years in the industry.

With neo and challenger fintech banks entering the market, the client's need for enhancing digital lending experience reached to paramount importance and was looking out for a design agency team for end-to-end UI/UX redesign.

BUSINESS GOALS



Re-engineering web and mobile interface for intuitive usability and appeal



Simplify the lending process that is both fast to complete, and require as little input as possible



Great responsive designs across devices for quicker and memorable customer journey



Dynamically suggesting next steps by educating customers on new features and how to use it



Faster notifications and better handling of errors

SOLUTION



Our team of highly experienced UI/UX designers re-engineered the UI by following the Material Design philosophy for high-quality digital customer experience for Android, iOS, Flutter, and the web.

The new business flow design follows ADA (Americans with Disabilities Act) Website Accessibility Compliance with a simplified overall lending process accessible from multiple browsers and across devices.

HOW ZUCI SYSTEMS HELPED



Requirements gathering and research of old loan system interface and processes, and provided a detailed report highlighting actionable insights.



Defined the UI/UX design strategy by providing low fidelity wireframes for alternative flows



Delivered GUI specifications, description of system behavior, and high-fidelity interactive prototype with over 100 screens (generated into HTML)



Handed over the prototype, branding guidelines and provided a walkthrough to the stakeholders and development team



Ongoing support to the customer with workshops and Q&A sessions

BUSINESS OUTCOME

2X

increase in website visitors

35%

increase in lead generations

50%

decrease in clicks and data collection

3x

faster processes

ROI realized in **6 months**

TECH STACK



Adobe Photoshop



InVision



Sass



HTML



CSS



JavaScript



Jquery



PHP



MAKE YOUR CUSTOMER EXPERIENCE YOUR STRONGEST COMPETITIVE
ADVANTAGE WITH OUR FRICTIONLESS DESIGN THINKING.

Get a UI/UX Audit Today →



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