



FinTech Case Study — ION

User Experience Design, Interaction Design, Frontend Development

Creating an unmatched user experience for the banking sector

Global leading treasury and risk management software provider ION tasked us with reimagining their product and paving the way to an amazing user experience.



Our challenge was to create an unmatched user experience in the banking sector. The mobile app must be both easy to use and responsive. It has to make an impression with clear use cases, helping users to make better decisions.



ION is a leading global provider of cloud treasury software. Their SaaS solution is helping more than 650 companies around the world to manage cash, liquidity, financial risk and hedge accounting.

Project scope

Conceptual design and UX concept as well as frontend engineering. Additionally, modernizing ION's development stack, evaluating and implementing cutting edge technologies and help to train technical staff on API and JavaScript development.

Success

Together with the ION team, we developed and introduced a new product: Reval Inside. We modernized the frontend development stack and shifted their system to a modern UX/UI language.

Parkside has achieved the following for the client:

- Development and introduction of a new product
- Groundbreaking UX/UI for the banking sector
- Modernization of the entire frontend stack
- Enhancement of the user experience
- Creation of a modern UX/UI language
- Creation of an iOS wrapper app for Reval Anywhere

Key Features

fully responsive platform / white label functionality / internationalization / SSO login / summary dashboard / cash visibility / forecasting & projections / reconciling / net positions / intercompany loans

Methodologies Utilized

persona generation / user flow charts / structure and process mapping / wireframing and mockups.

Technologies Utilized

Angular

Project runtime

From May 2016 until today

Platforms

Web & iOS

“One of the most significant challenges for our UX team was to make something so complicated look simple.”

Syrous Abtine
Partner & CCO

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newbiz@parkside-interactive.com

Parkside Informationstechnologie GmbH
Graz, Austria
www.parkside-interactive.com