THE HIGHER PITCH

Case Study

Improving UX and Designing UI for Model Management App to Identify Financial Crimes

A leading Multi-national Technology Corporation

Overview

The Model Management Application helps Data Scientists create & evaluate multiple models to identify financial crimes in banks & financial institutions.

Business Objectives

Simplifying Information Cluster

Improving user experience using Data Visualization

Increase efficiency & reliability

Improving efficiency & effectiveness by simplifying the processes & reducing friction.

Challenges

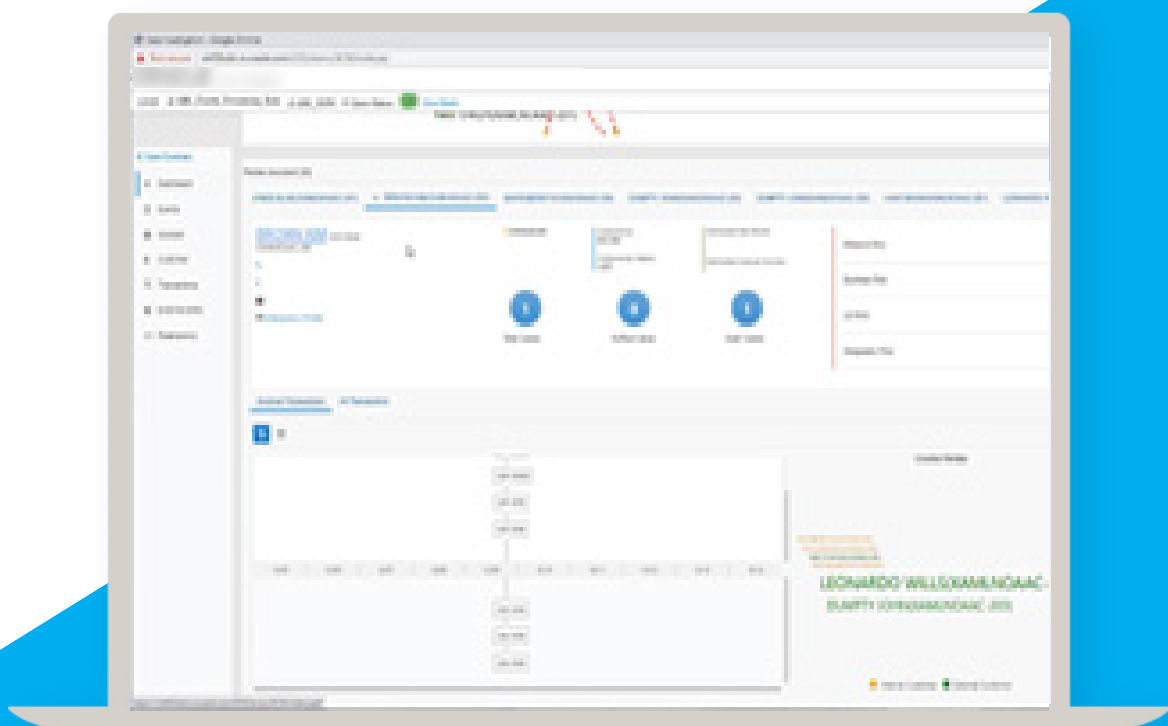**Outdated element interactions** that do not align to present user mental models.

Growing Products required a well-planned direction for scaling & introducing new features.

Canvas UI, a complex interface lacked in providing intuitive navigation & relevant interactions.

Conversion to the latest UI interface was missing.

Our Approach

Design Process

Onboarding Process

THP - Kickoff Discussion

- Requirement Analysis
- Scope of work
- Timelines Estimates
- Current Experience walkthrought

UI/UX Assessment

- Studying the application
- Learning from existing documents
- Existing processes and product flows
- Heuristic Evaluation Scoping possible UX challenges

Discover

Analysis

Defining the Problem

- Understanding existing persona
- Scenarios
- User Journey
- Scoping possible UX challenges

Building a Static Design Wireframe

- Creating lo-hi fidelity wireframes
- Getting feedback from stakeholders
- Visual Design
- Feedback from Stakeholders

Ideation

Development Preparations

Pre-development Prototype

- Building the interactive prototype
- Feedback from Stakeholder
- Walkthrough improvements
- Packaging assets for development

Technology

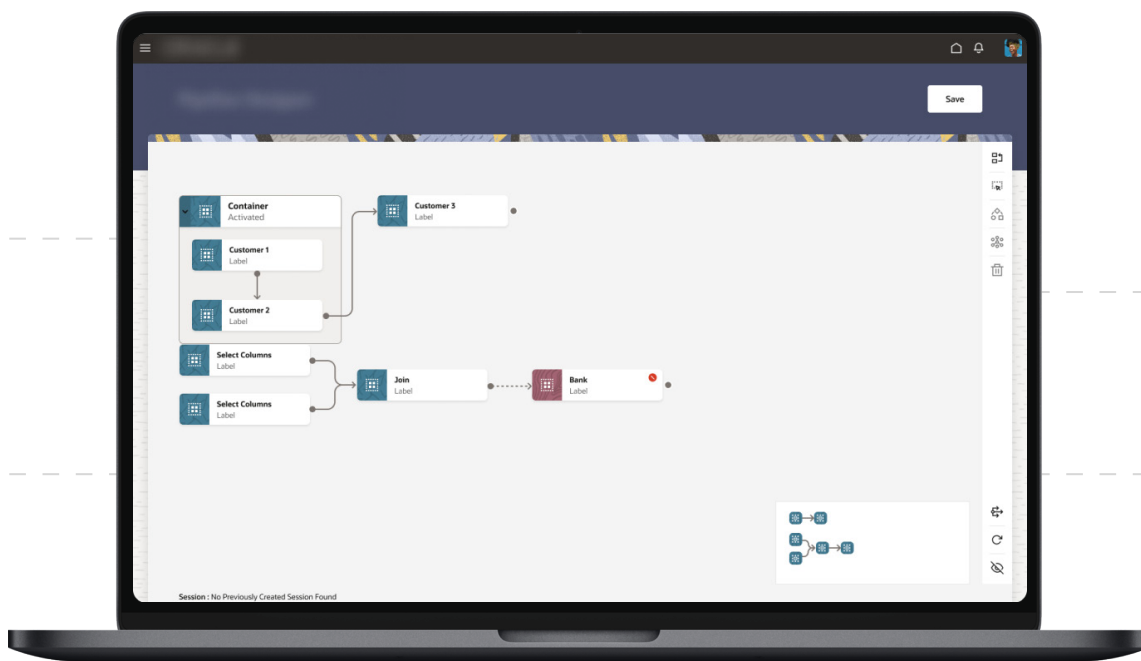| Design	Frontend dev			
Figma	HTML 5	JS	CSS 3	OJet

Our Solution

New Intuitive Canvas UI

We worked on a new interactive Canvas UI to facilitate complex tasks performed by Data Scientists.

Persona Based UI

By analyzing the business & user goals, we designed a UI that shows contextual information based on each persona.

Informative Dashboard

We introduced a dashboard that enables users to get all critical information upfront and can create new models easily.

Benchmarking Standards

After understanding the business needs, we provided guidelines for the adoption of the latest UI design system.