

Case study

FlexFunding

"Give your funds a boost"



FLEX FUNDING

CLIENT FlexFunding

LOCATION Copenhagen, Denmark

PAGE www.flexfunding.com

PROJECT DESCRIPTION

Introduction

Flex Funding is a loan-based crowdfunding platform. They match investors who want to lend and earn great rates at low costs, with established businesses who want affordable loans within a reasonable time, at competitive interest rates and fees, and with minimum trouble.

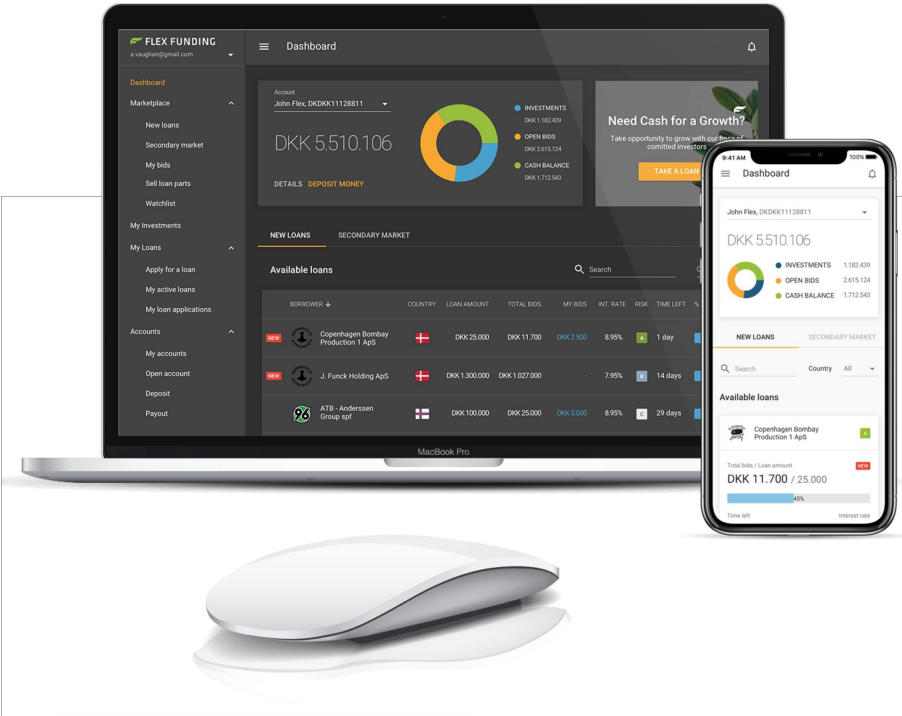
Challenge

The client already had the first version of the platform built, but UX and UI design of the platform was not optimal. The challenge has been to design and implement a new interface for the loan-based crowdfunding platform for the Danish market. On one hand, the client needed skills that they did not have in their own team (product architect and UX/UI product designer). Finding new hires would be suboptimal due to the short-term need for this type of skill, and due to the time-consuming recruitment process for the right people. On the other hand, the client needed engineers (front-end developers) who could join the development team to quickly implement the new interface.

Solution

The customer decided to engage with a third party company to help to create a brand-new UX/UI design that is intuitive, effortless and professional for the users. Code & Pepper's proposal was selected by FlexFunding after a brief tendering process.

To meet the challenge, Code & Pepper began by analyzing the target group, identifying the types of platform users and objectives



for these user types. Then an analysis of the behavior of users of the current application and mapping of all the functionalities of the existing application took place. On this basis, a brand-new design was proposed. As soon as the appropriate UX/UI elements were created, we began implementation in the form of the frontend app.

We implemented the UX/UI design phase in the end-to-end model, where we were responsible for the organization of the design process, requirements management and work results needed for developers. Of course, communicating clearly and regularly with the client at all times.

We implemented the front-end build phase in the team augmentation model, where our delegated programmers joined the existing team and were involved in the development management process carried out on the client's side.

TESTIMONIAL

“Code & Pepper helped us with the requirements definition, design and development of the frontend web application using the Angular framework. We value Code & Pepper for their quick to grasp understanding of our financial product and implementing an optimized user experience on the client-side app. The team are highly experienced and brought a great approach to our project.”

Premila Stampe, Head of Business Strategy at FlexFunding.

TYPE OF SERVICES BY CODE & PEPPER:

- + End-to-end product design for phase one (UX/UI design)
- + Team augmentation for phase two (frontend development)