

Project Overview

SixPoint Capital, a pioneering hybrid capital partner for FinTech Loan Originators in emerging markets, bridges traditional finance with innovative fintech solutions. They approached Oodles for a comprehensive web application. Oodles delivered detailed UX/UI design services, creating tailored screens and user flow diagrams.

Scope of Work

The client approached Oodles to develop a comprehensive web application to address their need for improved user engagement and streamlined navigation for their FinTech Loan Originators platform. The goal was to enhance their impact in underserved markets by making their services more accessible and user-friendly.

Objectives

➔ Enhance Interactive Financial Tools

Incorporate engaging and dynamic features suitable for a Fintech Application.

➔ Improve Data Visualization

Design clear visualization tools for users easily understand the information.

➔ Expand Research Capabilities

Enable seamless integration for optimal research and analysis.

➔ Innovate for Diverse Needs

Unique requirements and preferences for different financial markets.

Problems Involved

• Unintuitive User Interface

The previous platform had a user interface that was not intuitive, making it difficult for users to understand and navigate.

• Cluttered Design

The design of the platform was not visually appealing, failing to capture users' interest and engagement.

• Poor User Experience

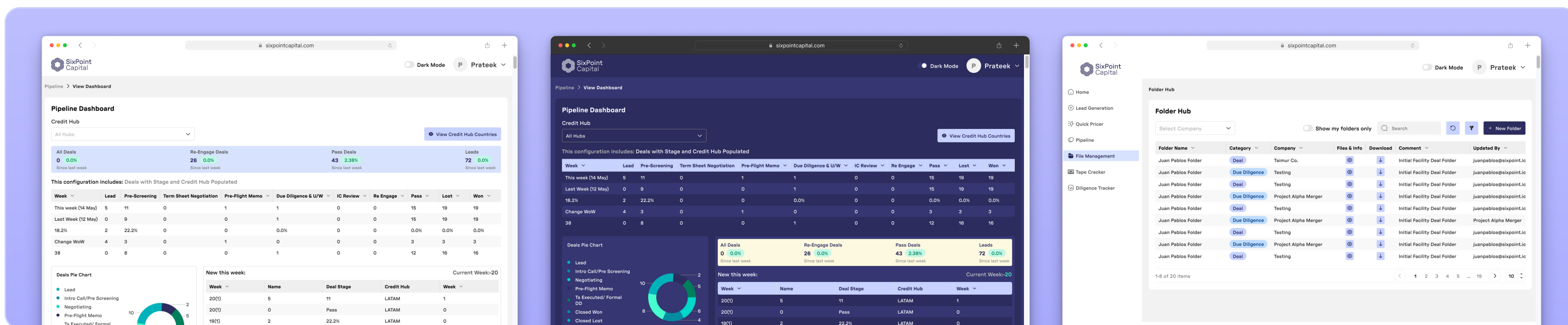
The overall user experience was subpar, with users encountering difficulties in performing key tasks and navigating through the platform.

• Complex Dashboard Features

Dashboard features were not optimal in terms of visualization and data depiction.

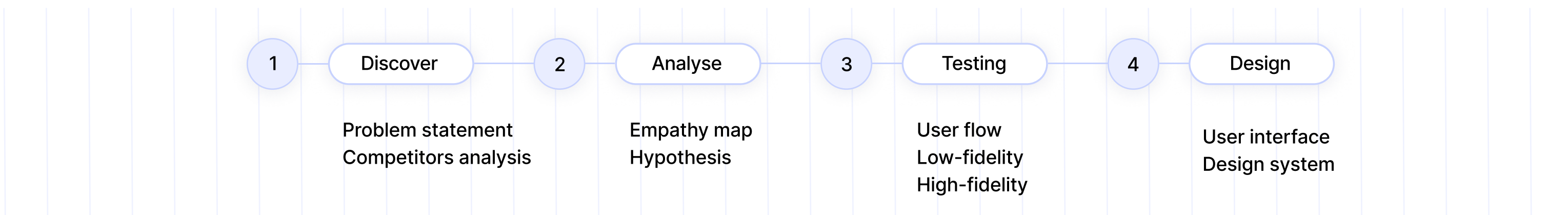
The Solution

Oodles designed intuitive, user-friendly interfaces that streamlined navigation and enhanced engagement. These efforts reinforced SixPoint Capital's commitment to delivering impactful financial solutions by making their platform more accessible and easier to use.



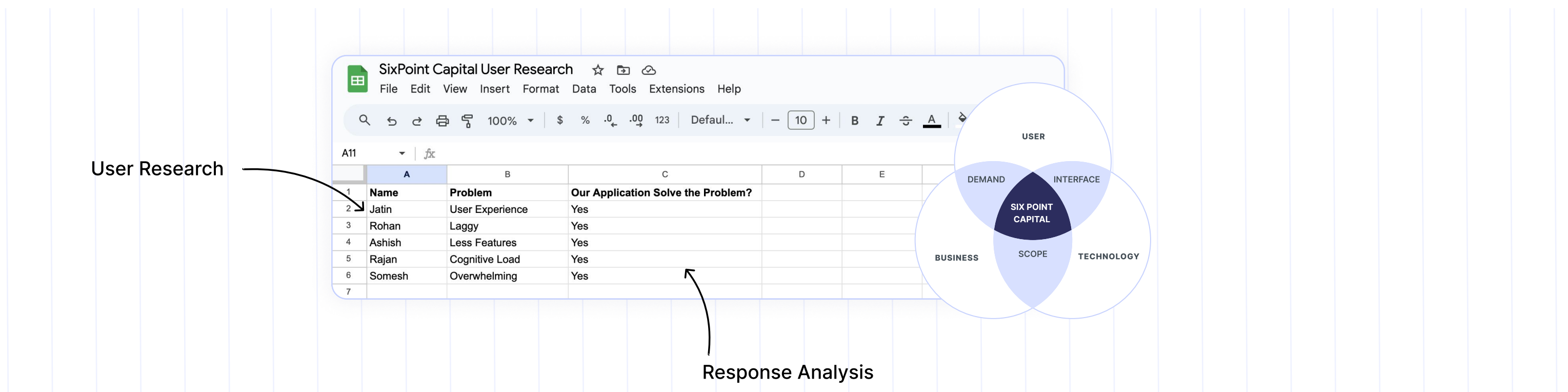
Design Process

In the product development process, the journey from concept to completion is guided by four essential phases: Discover, Analyze, Testing, and Design. Each phase plays a crucial role in ensuring the product not only meets user needs but also stands out in the market.



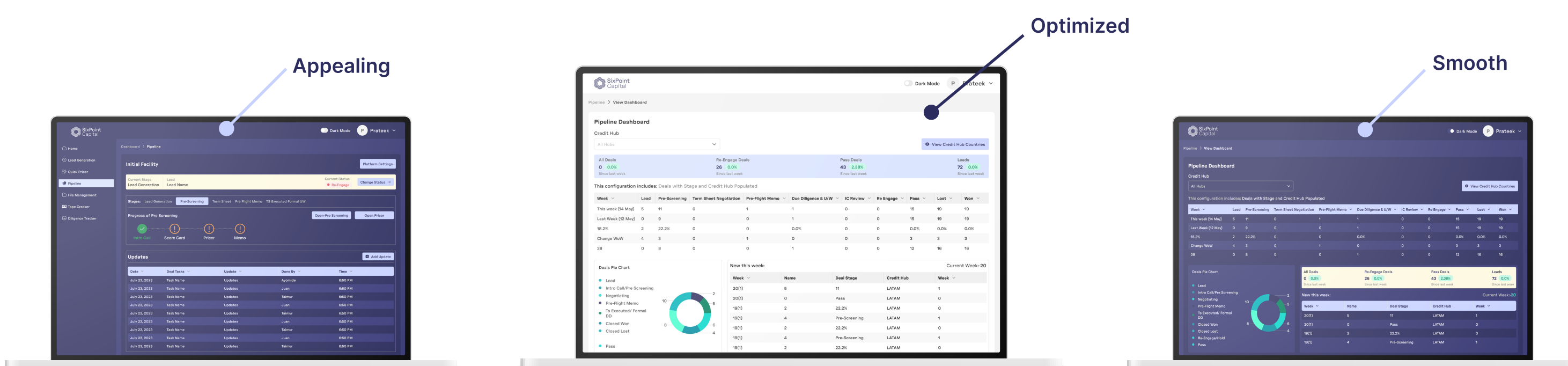
Research & Analysis

In our solution driven product designing process, understanding the user is key to creating products that resonate. Research and analysis involving user information and response analysis were powerful tools to gain deep insights into user needs, preferences, and pain points.



Key Takeaways

- Provided comprehensive UX/UI design services using Figma.
- Created detailed screens tailored to specific market needs and client interactions.
- Developed clear user flow diagrams to streamline navigation and enhance user experience.
- Focused on intuitive design principles to improve the financial dashboard's usability and engagement.
- Optimized interfaces to better serve SixPoint Capital's global clientele in emerging markets.
- Facilitated features that suits the fintech platform with robust design and prototypes.



Conclusion

This collaboration between SixPoint Capital and Oodles marks a pivotal step forward in elevating the platform's effectiveness and reach. As the project moves towards production and deployment, the groundwork laid by these design improvements positions SixPoint Capital to better serve its global clientele, drive engagement, and achieve its mission of bridging traditional finance with innovative fintech solutions in emerging markets.