

# Financial Investment Firm

## Revitalizing a Mobile App for Consumers

### Situation

One of the country's leading financial firms was dealing with an outdated iOS application. The consumer-facing account management app allowed users to handle financial accounts and interact with brokers, but its clumsiness and slow response time was leading to poor user experience and reviews.

The client wanted to reimagine the app so that it could give users quicker and easier access to accounts while maintaining a human element when dealing with brokers. Additionally, it needed to improve upon its deficiencies and expand to work on Android as well. With Magenic's vast experience working in the financial industry and our unparalleled mobile and user experience practices, the client knew we were the right firm for the job.

### The Solution

The client wanted the iOS application to remain Native, but required the Android version to be a PhoneGap hybrid solution. In addition to developing a solution that improved backend functionality on both platforms, Magenic needed to completely revitalize the user experience of the app. Refreshing the brand, refining the design, and improving the overall "feel" of the app were some of the challenges laid out by the client.

Magenic worked in collaboration with the client to complete an expansive evaluation of the application. Magenic completed a round of design efforts and met with the client's marketing team to gather feedback and recommendations. After forming and presenting three separate creative concepts, the client made a decision for which direction the design would take.

### Results

After development was completed, the app was re-released for customers to update/download. The result was a modern application on multiple platforms that better serves users. Magenic's work on the application has seen:

- Improved advisor connectivity
- Better customer rating
- Increased functionality
- ID authentication issues resolved
- Faster usability



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