



CASE STUDY

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# ENHANCING A FINANCIAL MOBILE UX

Creating an enriched native app for one of the nation's leading financial investment firms



## Challenge

A leading financial investment firm needed to improve its enterprise mobile presence for its expansive user base. Its mobile web presence didn't offer users a strong enough user experience or any of the advanced functionality the client desired for its application. In order to offer trades of stocks and mutual funds, as well as mobile deposits via users' photos of their checks, a native application was required.

The client engaged Magenics to develop a native enterprise application that could handle thousands of simultaneous users in order to help the client stay competitive in the financial marketplace.

## Solution

Working with the client's requirement documentation, Magenics's team created and implemented a design that expanded upon the client's specifications. Through sound principles and good code separation into multiple libraries, Magenics was able to provide code stability and set up unit testing that would greatly accelerate the project's timeline.

Magenics's level of unit testing on one of the application's key features was unparalleled within the client's business. This greatly enhanced the speed of both the development and quality assurance cycles, while eliminating the overhead associated with running tests on an individual level.

## Results

Magenics was able to take the clients basic requirements and turn them into a fully-functioning, enriched native mobile app that captured its mobile vision.

The integrated QA provided by Magenics led to the application being released sooner and with a higher quality than expected. By leveraging Magenics's in-house user experience team, Magenics Studios, to make the app visually appealing and easy to use, the client received overwhelmingly positive reviews from users.



*Magenics's enterprise mobile solution boasted advanced functionality and improved user experience*

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