InfoCepts

Improving the User Experience of a Leading Investment Bank's Financial Reporting Application

Summary

Our client is a leading global investment bank and diversified financial services group that wanted to re-design its reporting system to improve the user experience and to drive better adoption. We met their expectation by upgrading the desktop application to a state of the art unified (across web and mobile) financial reporting system.

Industry
Diversified Financials

Users
Business Analysts, C-Suite Executives, VPs

Technologies
MicroStrategy, MicroStrategy SDK

Team Size
5 InfoCeptians, 3 Client Associates

→ The Challenge

Our client is a leading multinational investment bank and diversified financial services group. They were using an old .Net based desktop application to access financial reports for their various accounts and domains. It was a widely used application, but the following challenges had a negative impact on user experience:

- Poor choice of data visualizations and information workflows
- Non-intuitive user experience design
- Ineffective use of MicroStrategy's reporting capabilities
- Multiple scalability issues while accessing reports on the web and on mobile

To resolve these issues and to integrate the reports with MicroStrategy effectively, the application needed a complete makeover. It was essential for us to conduct a thorough study of the existing application to –

- Identify the scope for improvement in visual communication hierarchy
- Optimize the application for user adoption across different platforms such as web, iPad and iPhone

→ The Solution

We followed a user-centric methodology that involves user persona based storyboarding sessions to improve the user experience. Key participants in these sessions were our client's stakeholders, our MicroStrategy developer, SDK developer, and our data visualization experts. We created multiple workflows and designed interactive application mockups to enhance the user experience effectively. To ensure a consistent look and feel, we followed their brand guidelines. In addition, the proficiency of our data visualization experts with BI tools was instrumental in recommending precise MicroStrategy visual reporting features.

To address scalability issues, our team proposed multiple responsive designs that incorporate web and mobile design best practices for seamless navigation. Our MicroStrategy and SDK development team validated the designs from a MicroStrategy implementation perspective and recommended two design options:

- One with standard MicroStrategy out of the box (OOTB) features including standard navigation and prompt pages and filter panels
- The other option involved custom SDK development

We analyzed both design options along with information workflow details. User feedback enabled us to conclude that custom SDK development was ideal for improving the user experience. We shared our findings with our client and mutually agreed to proceed with the custom SDK option, since it could provide a more intuitive and richer user experience.

→ The Results

We successfully improved the application's user experience to deliver these benefits –

- Optimal user adoption thanks to improved visual communication hierarchy
- Consistent and seamless user experience across the web, iPad and iPhone
- Effective user interface with more customization options including a fully customizable user home page
- Significant reduction in IT dependence for reports and customized dashboards