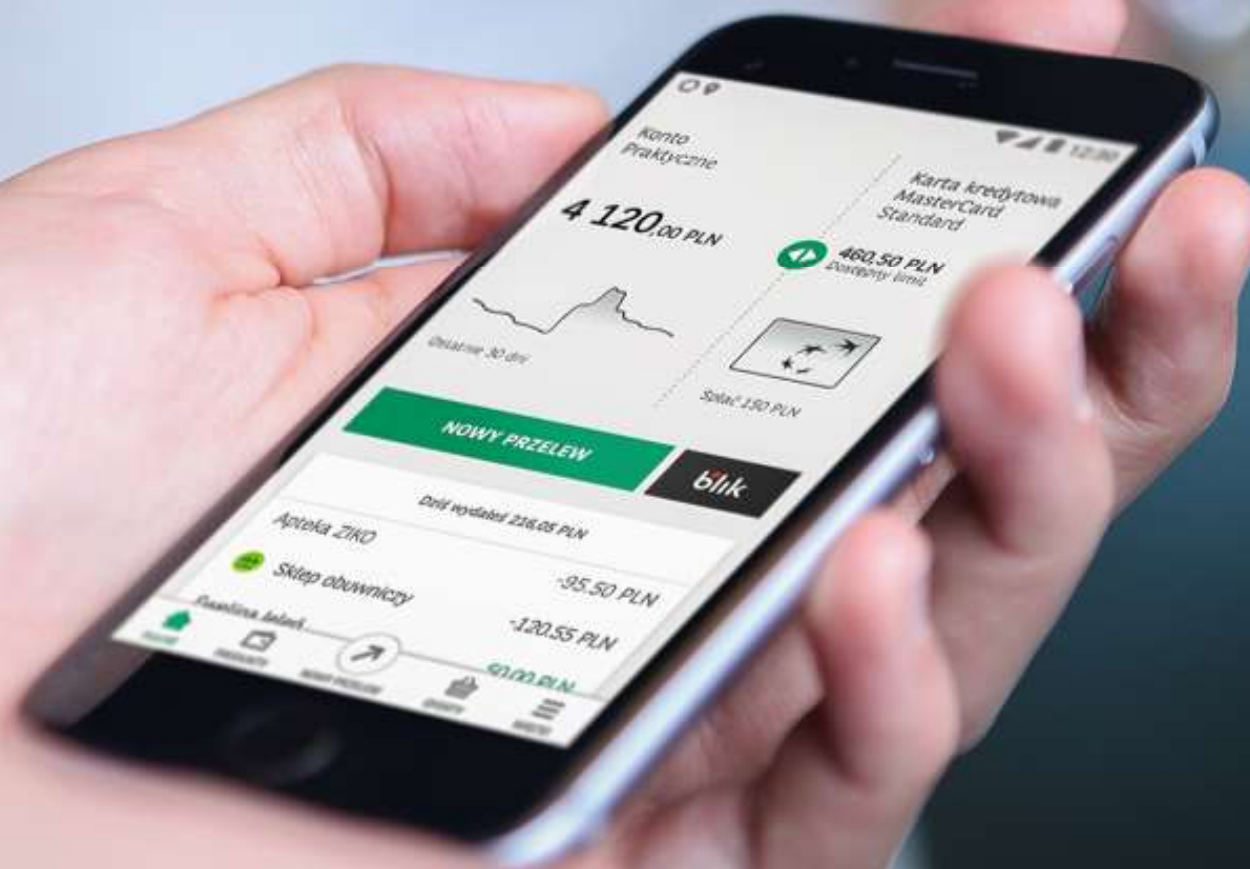


BNP PARIBAS Gmobile mobile banking app



BNP PARIBAS GOMobile mobile banking app

Deliverables

- The Product strategy – assisted the bank in defining goals, led workshops and created a vision of the product
- UX Design – defining MVP, processes, functions; all optimised for daily banking: (1) quick biometric login (2) fast payments (3) complete banking capability
- UI Design – a fresh take on an established brand. A supplied style guide library for easy product development

Results

- Desk-incumbent bank turned to mobile-first. The MVP delivered in 1 month
- High quality solution valued by the customers: 4.6 stars on Appstore (and growing!)

