

Application of Design for a Model Digital Bank

A Leading bank from the Middle East was keen on a digital solution for its corporate customers and visited us to co-create the same.

Post the 8012 visit, Bank decided to use our Digital platform with some key capabilities some of which were not in the critical requirements as envisaged by them earlier.

- Operations Space was used to load the POC of customer onboarding in the Kiosk
- Customer experienced the touch-and-feel of different role players in the Kiosk
- Business Space was used by the customer to experience product features for User Journeys – such as Funds Transfer, Payroll Upload, Bulk Payments etc. using the FT Wall
- Customer utilized the Magnetic Wall to co-create future focused functionality which were not identified earlier (blind spots) in few areas such as Payments and Collections