Hana Bank

CMSiNet

PROJECT HanaBank's CMSiNet app update

ROLE Product Designer

- Establishment of Product Improvement Direction
- Establishment of Key Visual Direction
- Establishment of IA (Information Architecture)
- User Flow
- Wireframe, Prototype
- UX Writing
- Communication with Stakeholders, Designers, and Developers

DURATION October 2022 (1 month)

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Project Vision.

Project Vision.

What’s CMSiNet

CMSiNet is a global banking product offered by Hana Bank, one of the leading banks in Korea.
It provides integrated fund management services through overseas networks.

Who’s the users & what’s their needs

The users of CMSiNet are not individuals, but companies.

Both employees and employers within the company use it together.

The goal is to make financial transactions more convenient not only in Korean won, but also in various foreign currencies.

Goal

The keyword is foreign currency financial transactions for companies.

We aim to improve the interface to provide users with reliability, security, and to ease of financial transactions.

Challenge.

Challenge.

Challenge 1

Design a cohesive interface for familiar and unfamiliar users

Challenge 2

Create a minimalistic UI considering that the banking process itself might be complicated for the users

Challenge 3

Provide a seamless & linear banking experience

Solution.

Solution.

Solution 1

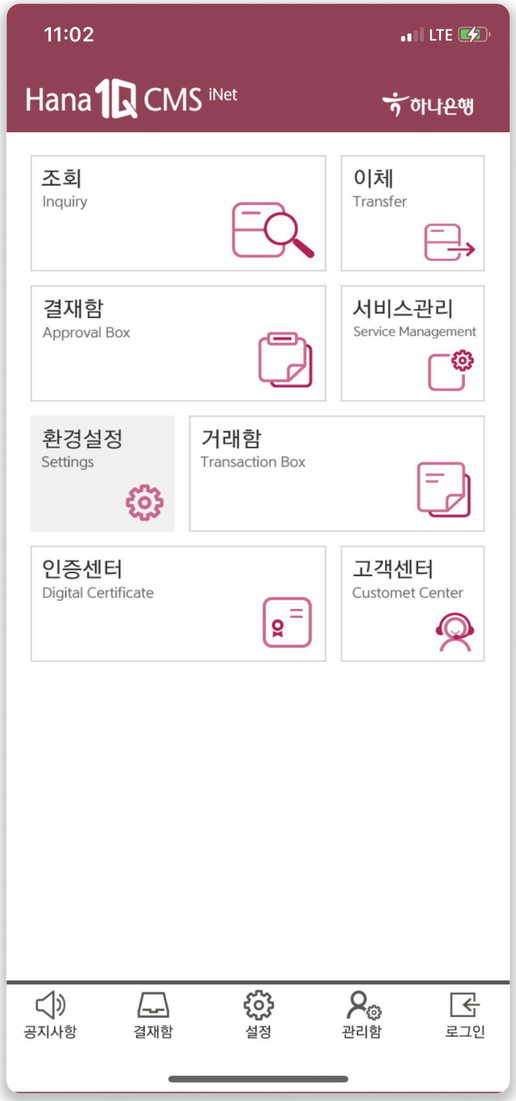
A familiar experience

Avoid creating a completely different app.

The reason for updating the app is not only to attract new users, but also to enhance the usability for existing users.

Therefore, we have created an experience of familiarity with newness for existing users as well.

Home



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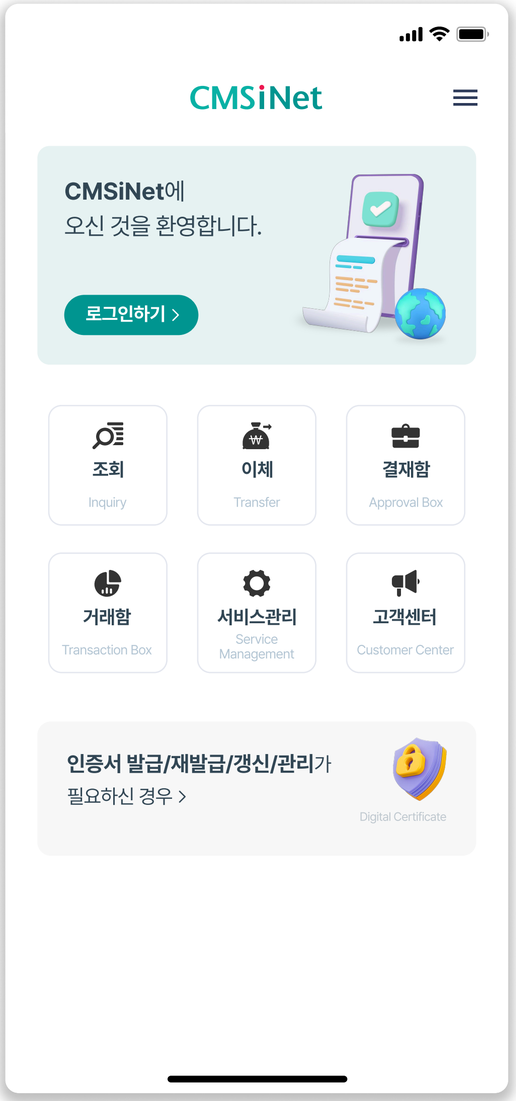


TO-BE

Hamburger Menu

AS-IS

TO-BE

Solution.

Solution 2

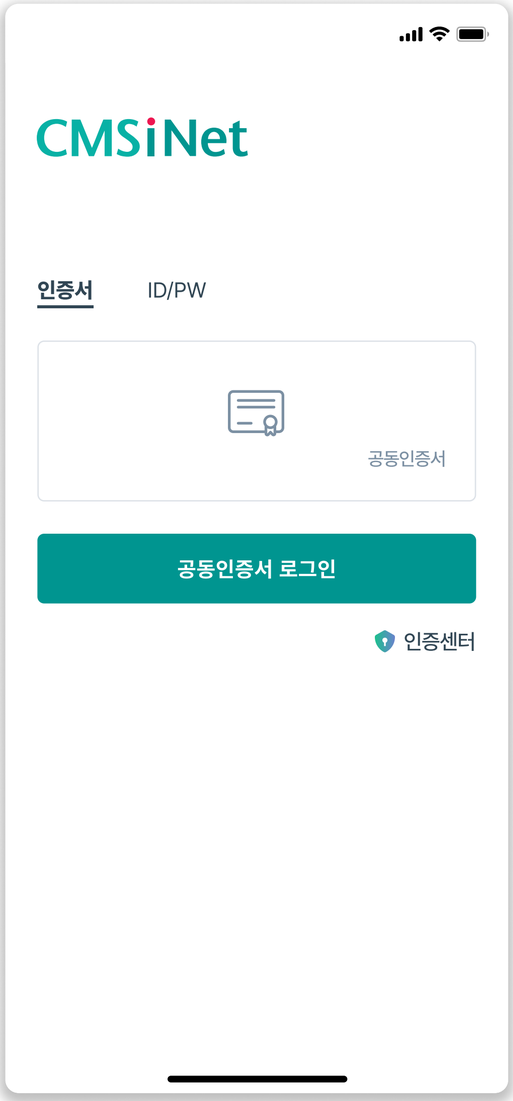
Make it easy & simple

Korean banking services have complex security systems.
Depending on the user, there can be an average of two, or even four login methods.
We aim to create a login page UI that makes the first contact between the user and the service enjoyable by simplifying the login process.

In addition, there are numerous transfers and approvals involved in banking operations for companies.
Therefore, the notification box is as important as a personal assistant.
We aim to improve the UI of the notification box, which has high user needs, to further simplify and aid users in completing their tasks.

Login

AS-IS



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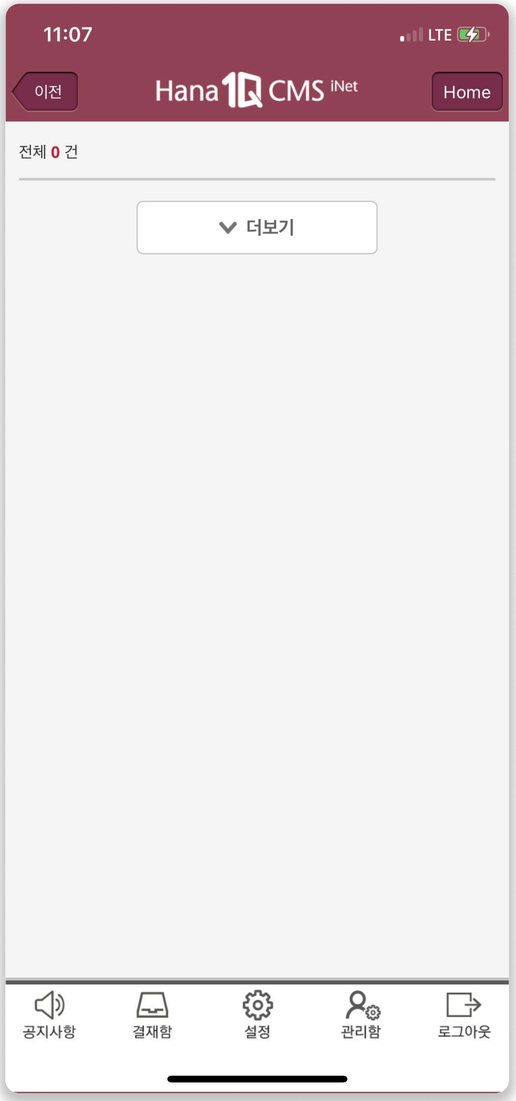
Notification



AS-IS

TO-BE

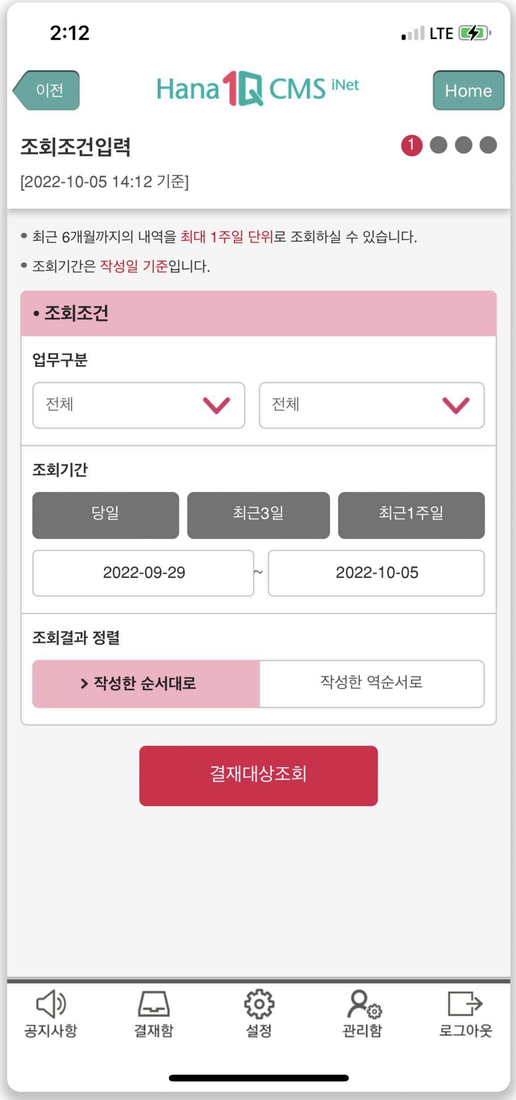
Solution.

Solution 3

Straight from one stage to another

Due to the complexity of corporate banking, the procedures are longer, require more inputs, and involve more checks than personal banking. Therefore, we aim to reduce the manual input by the user by calling data, which will reduce the user's psychological pressure and create a seamless journey from start to finish without any obstacles.

Inquiry



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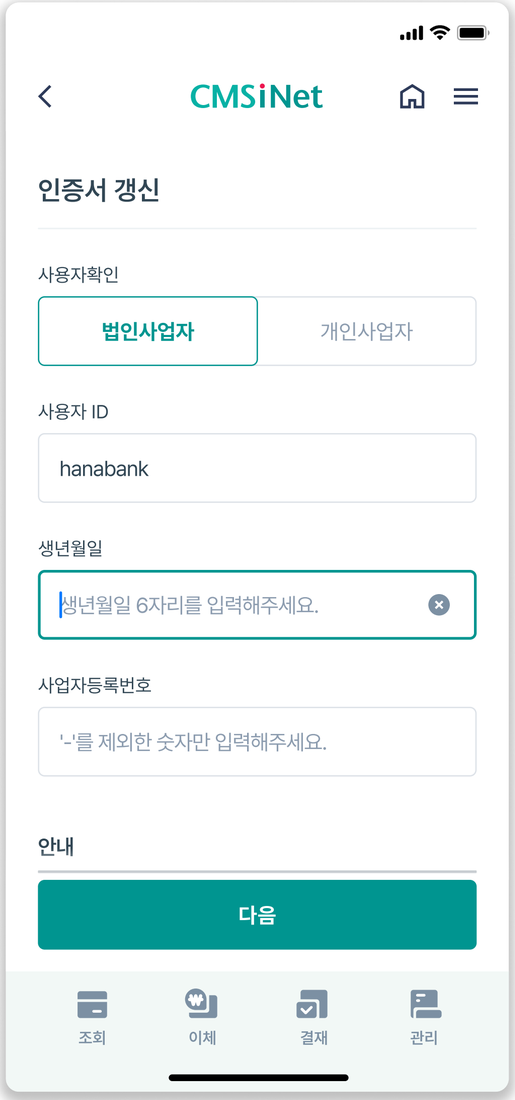

TO-BE

Takeaways.

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Make it work within the limitations

This project was an update of an existing app in a short period of time, rather than a new app development.
This presented many limitations and restrictions that hindered the freedom to apply various ideas.
However, it was a valuable experience to accept the reality that designers cannot always fullfill their ideal vision for a project and to work within the given constraints while considering the clients' situation.