

About Kane Group offerings

The Kane Group offers specialized financial services, meticulously customizing both the theme and features to meet the unique needs of each client. This personalized approach ensures that every customer receives solutions that are precisely aligned with their financial goals and requirements.

Client **Requirements**

- 1** The customisation of application functionalities through backend modifications, providing the flexibility to change theme, add, remove, or rearrange features according to their client's requirements.
- 2** The freedom to customise financial data presentation through diverse visualisation tools like charts and graphs.
- 3** Ensuring a uniform and user-friendly experience across all different clients, maintaining consistency and intuitiveness throughout.
- 4** Ensure the web and mobile app functionalities are similar and user should not have different types of experience in both the platforms.

The Challenges

App customisation

The task was to create a single, intuitive, and minimalist mobile app that could seamlessly adapt for various clients(multiple brands) and be later tailored by theme and functionality

Accessibility

We noted that certain client brands had accessibility issues with their colour schemes, rendering the use of these colours in actionable items was impractical.

Update Mechanism

No automatic updates; users need to refresh the app to see new information.

Market-Specific Challenges

Faced challenges adjusting investment features for markets outside India.

Constraints on Modifications

Limited scope for changes because clients already had web app and fixed APIs.

The Solutions

1

A comprehensive design system was created to define all UI components and their behavior, ensuring consistency while allowing for customization.

2

Minimalist design principles were applied, emphasizing clean layouts, white space, and clear information hierarchy.

3

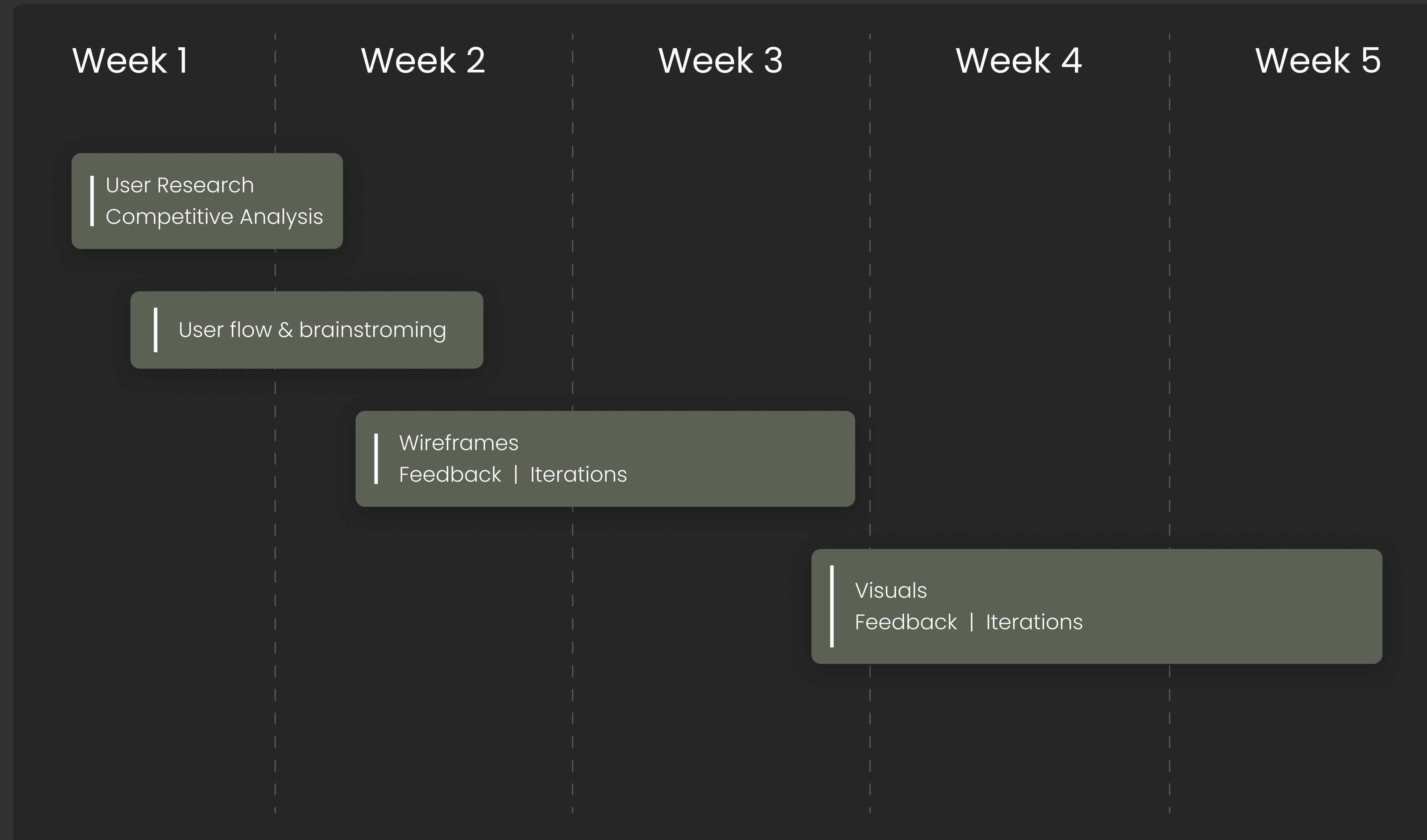
User flows were optimized for essential financial management tasks.

4

UI was designed to be adaptable to accommodate potential variations in data presentation.

“ This case study demonstrates how UI/UX design combined with a robust theming engine allows for the creation of a single mobile application that caters to multiple clients while delivering a consistent and positive user experience for each brand.

Timeline



Fixed
Timeline
For 5
Weeks
For
Design
Phase

Design Process



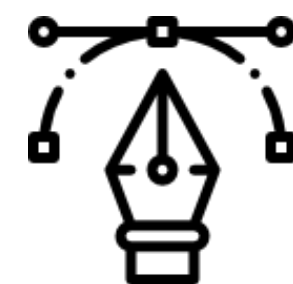
Discover

Requirement Gathering



Define

User Flow



Design

Wireframes

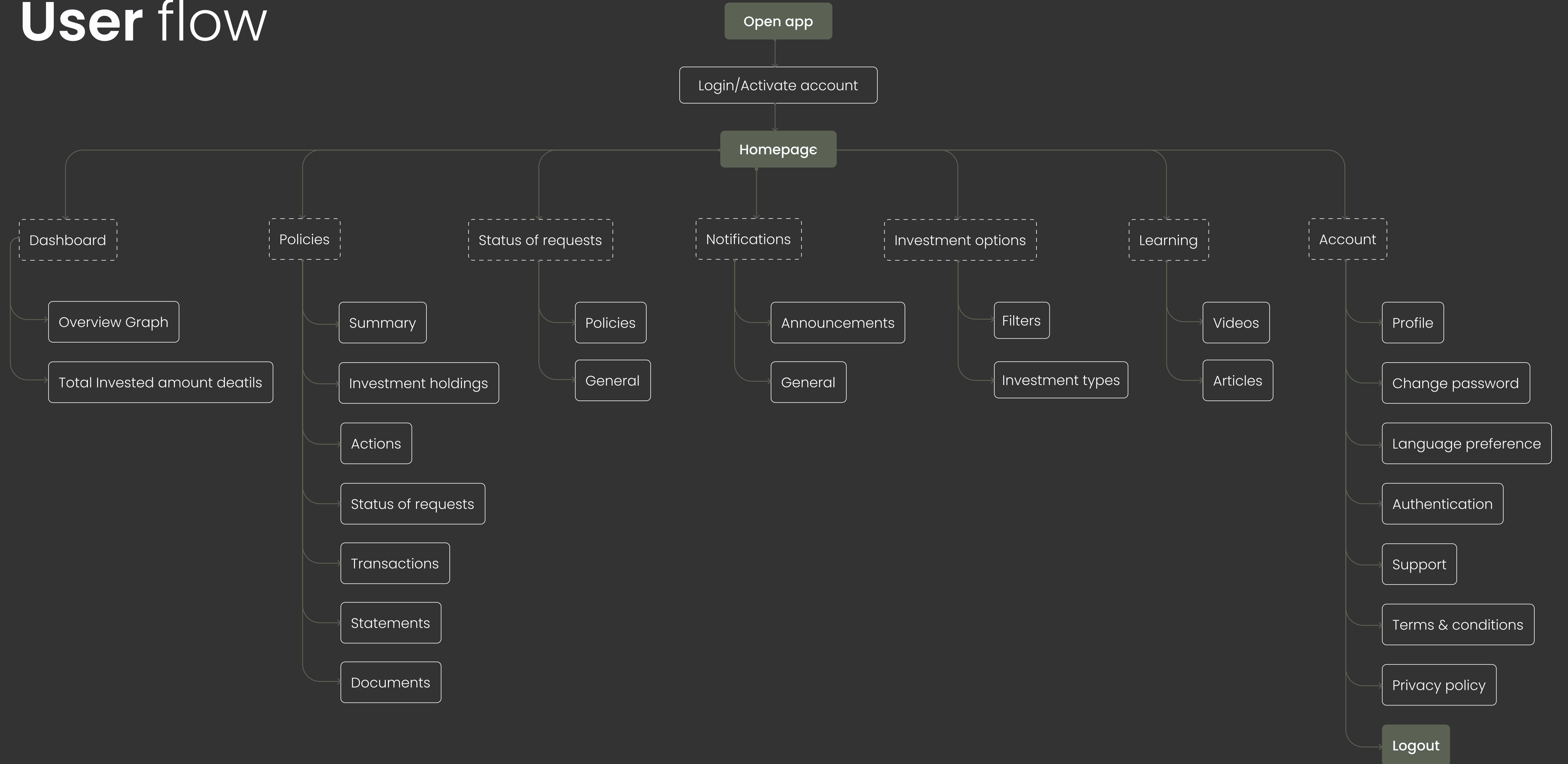


Deliver

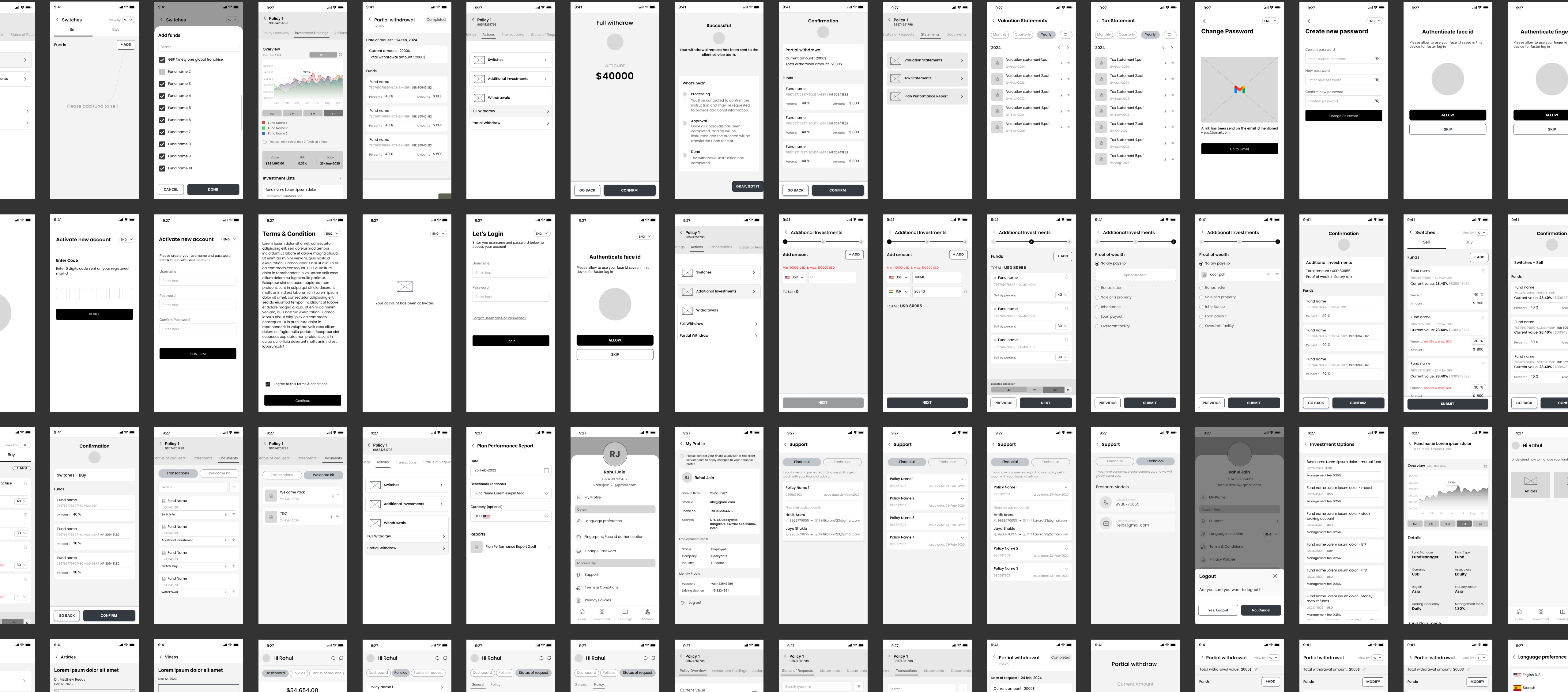
Visuals & Prototype

The design process maintained a linear flow, with each stage logically defined from the previous one. We collaborated effectively to ensure that the delivered designs met expectations. Additionally, we worked closely with the client to understand requirements and translate ideas into design solutions.

User flow



Wireframes



ColourPalette

The style guide was designed to be adaptable to accommodate potential variations in data presentation of different clients (multi-brands). Here the secondary and tertiary colors are taken from Kane group's of the clients called Prospero.

Primary
#333333

Secondary
#5B6354

Tertiary
#D2A14B

Background Colours

#FFFFFF

#F6F6F6

#D3D3D3

Status & Alerts

#E63535

#0DA6F2

#348352

#E77828

TypoGraphy

Aa

Poppins

Light	Regular	Medium	Semibold
12px	12px	12px	12px
16px	16px	16px	16px
18px	18px	18px	18px
20px	20px	20px	20px
24px	24px	24px	24px

UI Components



Fund name.pdf

LUO3745129 | Switch-In





Valuation statement 1.pdf

24 Feb, 2024



General 5

Announcement 5

General 5

Announcement 5



Example





Example





English (US)

☐



Hindi

☐



Span

☐



Home



Investments



Learning



Account



Home



Investments



Learning



Account



Home



Investments



Learning



Account



Home



Investments



Learning



Account

Financial advisor details

Financial advisor details

Fund name Lorem ipsum dolor - mutual fund

LUO3745129

Units: +0.25%

Value: \$234.56

Fund name Lorem ipsum dolor - mutual fund

LUO3745129 | Mutual Fund

Units: +0.25%

Value: \$234.56

Monthly

Quarterly

Yearly



Monthly

Quarterly

Yearly



Monthly

Quarterly

Yearly



Monthly

Quarterly

Yearly



+ Button

+ Button

+ Button

Sent

In Progress

Trading

Completed

Rejected



Your request for additional investment has been submitted.

[View status](#) | 24 Feb, 2024



Your request for additional investment has been submitted.

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Tax Recovering 2024- Stock Broking Fund name Lorem ipsum dolor

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Secure Login

Quick access with fingerprint or face ID



Policy Management

Efficiently manage, analyze, and trade investments, with easy access to policy summaries and documents.



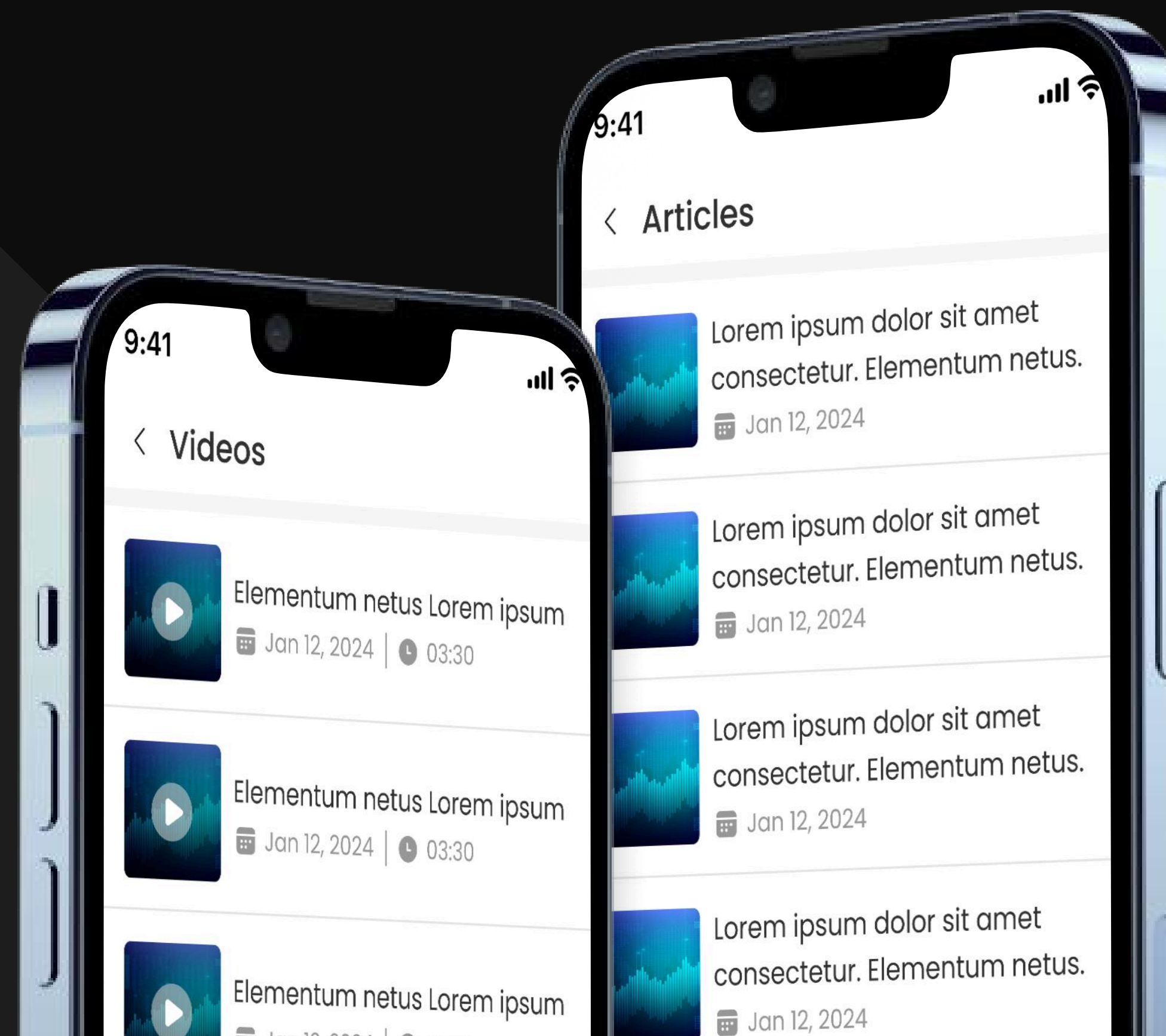


Explore Investment Opportunities

Find new investment options to enhance decision-making

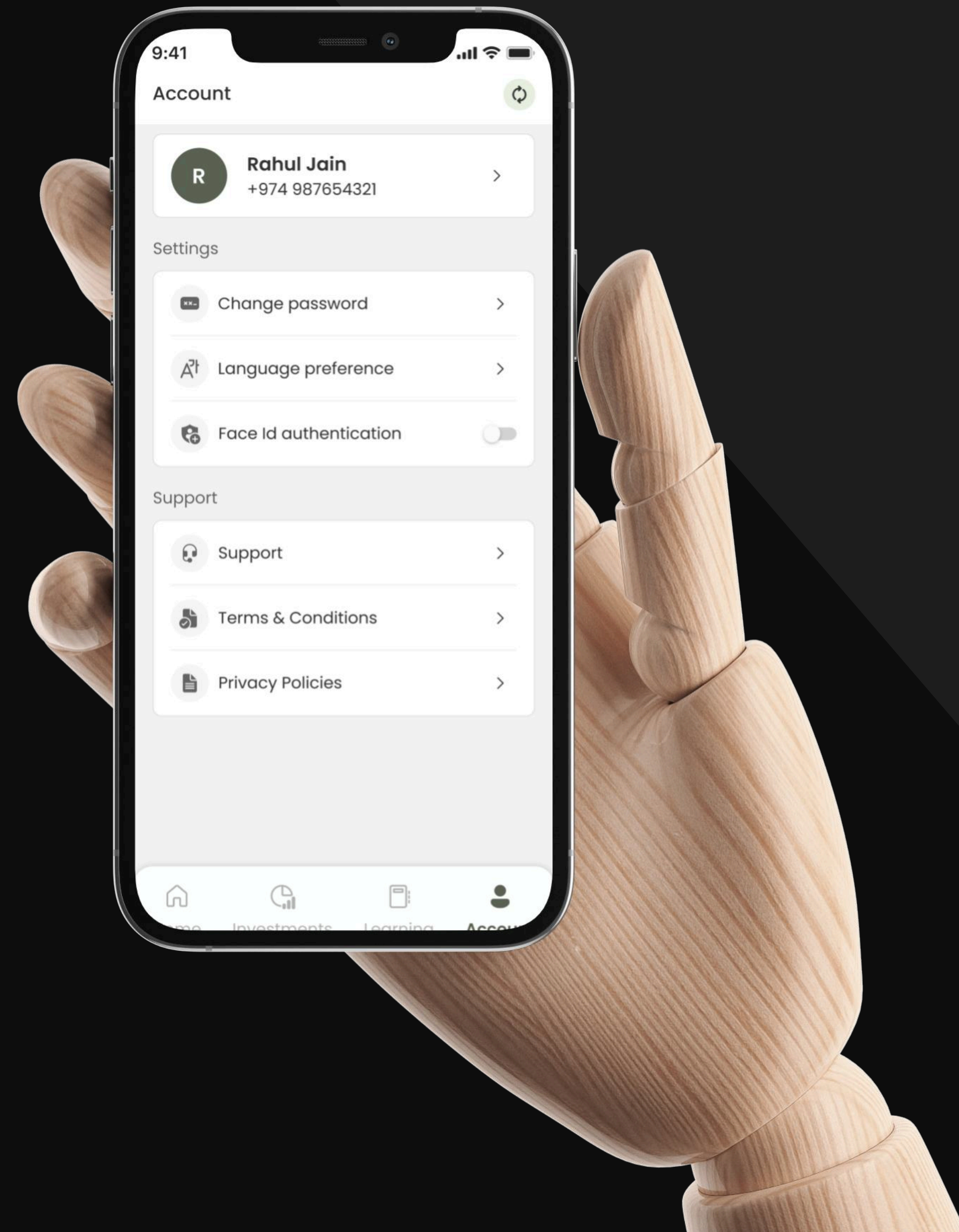
Learn and Grow

Educational finance videos and articles
to boost your knowledge



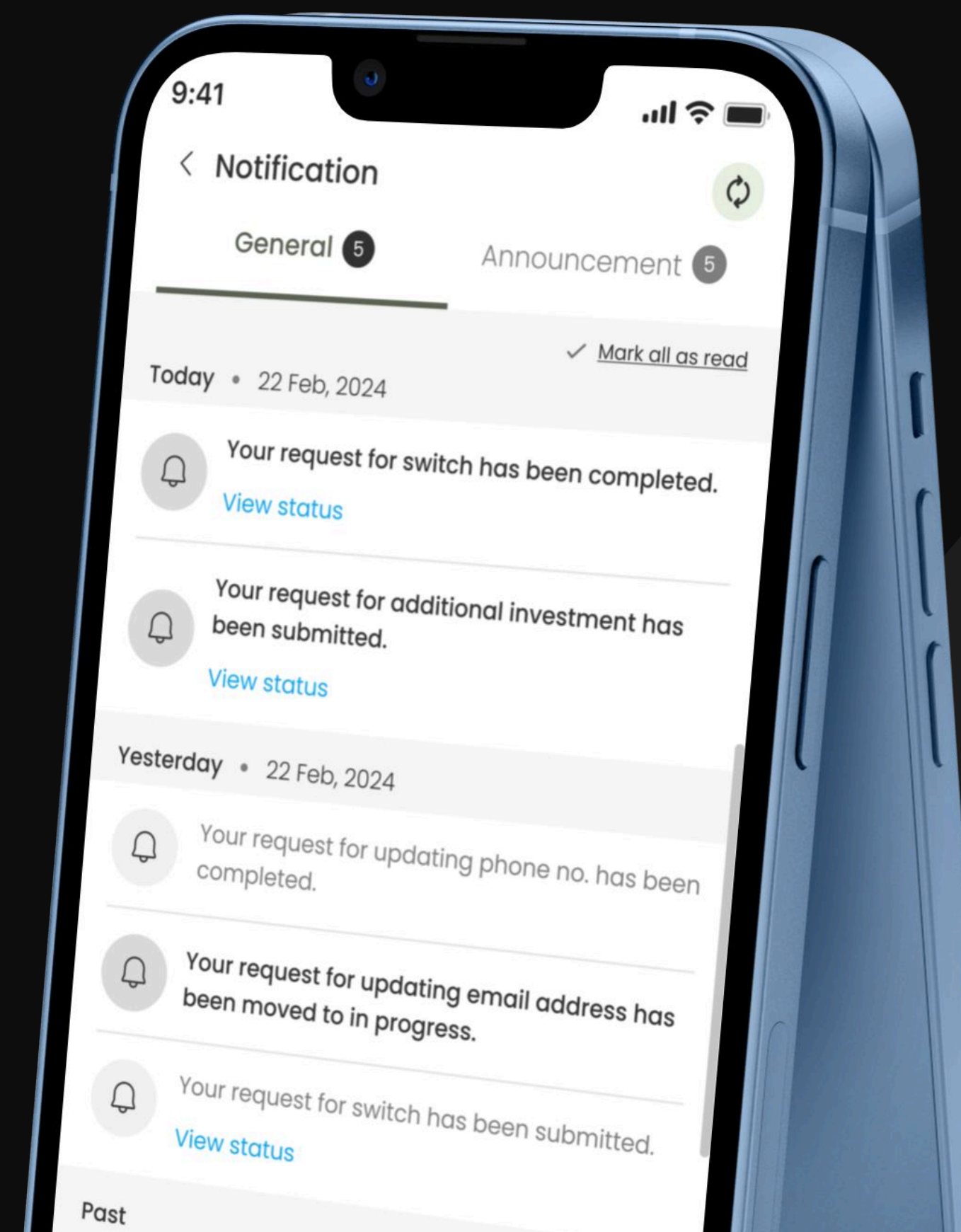
Personalized User Experience

Adjust your profile settings as you prefer



Stay Informed

Receive timely updates on requests and important announcements.





Thank you !