



CASE STUDY

Frontend Development For A Fintech Application



Index

3	___	Client Background
3	___	Project Overview • Diversity Metrics
4	___	Challenges Presented / The Goals
4	___	Building The Team
5	___	The Solution • Navigating Business Transitions: From Retail Investors to Industry Titans • Addressing Critical Needs: Tracking Fees and Taxes • Embracing Change, Enabling Growth • User Experience and Interface Design
6	___	Client/PM Quote
6	___	Results

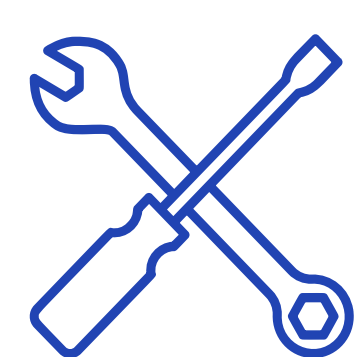


Client Background

The client is an investment platform dedicated to fostering socioeconomic impact for minority communities across America. Their mission is to build a more inclusive economy for all through financial innovation.

Women-led, they aim to impact underserving communities and small businesses in tremendous ways economically. They're on a mission to close the wealth gap and increase the size of the pie for everyone. They wanted to work with like-minded companies and build a diverse development team to achieve their mission.

Project Overview



Details

Type of service: Staff Augmentation

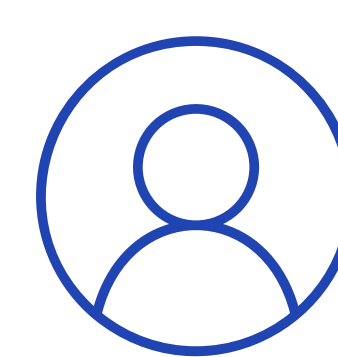
Agile Project Tool: Jira

Programming Languages: Typescript and Javascript

Frameworks: ReactJS, Material UI, Bootstrap

Methodology: Scrum

Duration of project: 1 year



Diversity Metrics

3 Women | 3 Men

Geographically located: Argentina & Uruguay

Ages: 25 - 45



Challenges Presented / The Goals

When tasked with the front-end development for our client's application, we faced a fast-changing environment with evolving business needs. However, it was precisely within these challenges that our team found an opportunity— to craft a solution that not only met the client's immediate needs but also positioned them for future **growth and scalability**.

For a custom portal, where specific technological preferences were paramount, we embraced a cutting-edge stack approach. Leveraging the latest version of ReactJS and incorporating Material UI as a style framework, we infused the frontend with innovation and efficiency. This strategic choice not only streamlined development processes but also ensured a sleek and intuitive user experience, setting the stage for seamless integration and scalability as the application evolves.

Building The Team

Assembling a diverse and skilled team was fundamental to the success of our project, particularly in terms of frontend and backend development expertise. Each team member brought unique skills and experience to the table, contributing to the seamless execution of our goals.

On the frontend development, our team was fortified with expertise in JavaScript and TypeScript. These languages served as the cornerstone for crafting dynamic and responsive user interfaces, ensuring an engaging and intuitive experience for our users.

In terms of specific technologies, our frontend specialists were proficient in TypeScript, React, and Material UI—an arsenal of tools that empowered us to build robust and visually appealing frontend components. Additionally, expertise in data visualization libraries such as D3 enriched our capabilities, allowing us to create compelling and insightful visualizations to augment user understanding.



The Solution

Navigating Business Transitions: From Retail Investors to Industry Titans

The journey began amidst a backdrop of significant business migration—a transformation from serving retail investors to attracting industry titans like MasterCard, Nike, and Apple Inc. This seismic shift necessitated a complete overhaul of the client's digital infrastructure, including the development of a custom portal for larger corporations to accommodate their evolving clientele and complex investment needs.

Key Features and Functionalities

At the heart of our solution was a custom portal, a multifaceted web application designed to cater to the diverse requirements of larger corporations, and institutional investors.

- **Streamlined Access:** A robust main login interface with multiple sub-logins, ensuring secure access for various user roles and permissions.
- **Transparency and Accountability:** Enhanced visibility into investment flows, allowing users to track the geographic distribution of funds and their socio-economic impact across the United States. Advanced filtering options enabled granular insights into investments targeting specific demographics.
- **Long-Term Investment Analysis:** Implementation of sophisticated backend structures to support in-depth analysis of long-term investment trends spanning from 6 to 12 months, providing stakeholders with invaluable strategic insights.

Addressing Critical Needs: Tracking Fees and Taxes

One of the most pressing challenges was to build a robust mechanism to track fees and taxes—a critical requirement for regulatory compliance and financial transparency. To address this, we embarked on a journey to develop a new backend infrastructure from scratch, leveraging cutting-edge microservices and avant-garde technologies. This endeavor not only facilitated seamless migration but also laid the groundwork for future innovation and scalability.



Embracing Change, Enabling Growth

Our team's unwavering commitment to excellence and adaptability enabled us to deliver a front-end solution that exceeded expectations. By empowering our client with a powerful, intuitive platform, we equipped them to navigate the complexities of the fintech landscape with confidence, fostering growth, and prosperity for all stakeholders.

In choosing technologies for both frontend and backend development, strategic considerations guided our decisions. For the frontend, we opted for the latest version of **ReactJS** coupled with **Material UI** as a style framework. This choice not only ensured a modern and user-friendly interface but also facilitated future scalability and maintainability.

On the backend, while embracing innovation was essential, we also had to consider the product's existing validity of five years. As a result, careful evaluation led us to leverage proven technologies that seamlessly integrated with the current infrastructure while providing room for future enhancements. This pragmatic approach ensured continuity and stability while laying the groundwork for future growth.

Integrations with third-party services and APIs played a pivotal role in enhancing the platform's functionality. Leveraging **Dwolla** for money transactions and partnering with **Northern Trust Bank** enabled us to facilitate secure and efficient financial transactions, enhancing the overall user experience and trust in the platform.

User Experience and Interface Design

In our quest to deliver an inclusive user experience, we were mindful of the diverse needs of our user base, including those from underserved communities. Our team collaborated with the design team to ensure that user experience considerations were central to our frontend development approach.

By engaging directly with users and stakeholders, the product team gleaned valuable insights into user preferences, pain points, and accessibility needs. These insights were then translated into actionable design decisions, guiding our frontend development efforts. We ensured that our frontend interface catered to the diverse needs of our user base, ultimately enhancing the overall user experience.



Results

The success of the Fintech application is evident in the tangible outcomes achieved, demonstrating its pivotal role in advancing the client's mission and fostering economic inclusion.

One notable achievement is the development of a **new custom portal site**, which facilitated larger transactions for prominent investors such as Nike, Mastercard, and Apple. This transition to bigger transactions not only signifies increased investor confidence but also generates substantial economic impact, propelling financial growth and accelerating benefits for all stakeholders.

In terms of measurable metrics, the application's ability to **track and measure all investments**, including amounts, has provided invaluable insights into the business's financial impact. Additionally, enhancements such as fee tracking and visibility into interest rates have brought clarity to financial operations, ensuring profitability and operational efficiency.

The application's architectural scalability has been instrumental in adapting to evolving needs and future enhancements. Integration with public US records has further enhanced **data accuracy and operational efficiency**, driving informed decision-making and strategic growth initiatives.

Looking ahead, upcoming features such as real-time payment capabilities will further elevate the application's functionality, enabling investors to access immediate funds and facilitating dynamic transactions. By continuously innovating and refining the platform, we ensure its relevance and efficacy in meeting the evolving needs of our clients and stakeholders, solidifying its position as a catalyst for economic empowerment and inclusion.

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