



VISIONNAIRE

Caso de Éxito

Equipo Especializado para Proyecto de *Fintech*

Problema

Colaborar en la evolución de una aplicación *web* y *móvil* de una *fintech* alemana para compras a plazos que carecía de características avanzadas, estaba desactualizada en muchos aspectos y no tenía un diseño acorde con la visión de la empresa.



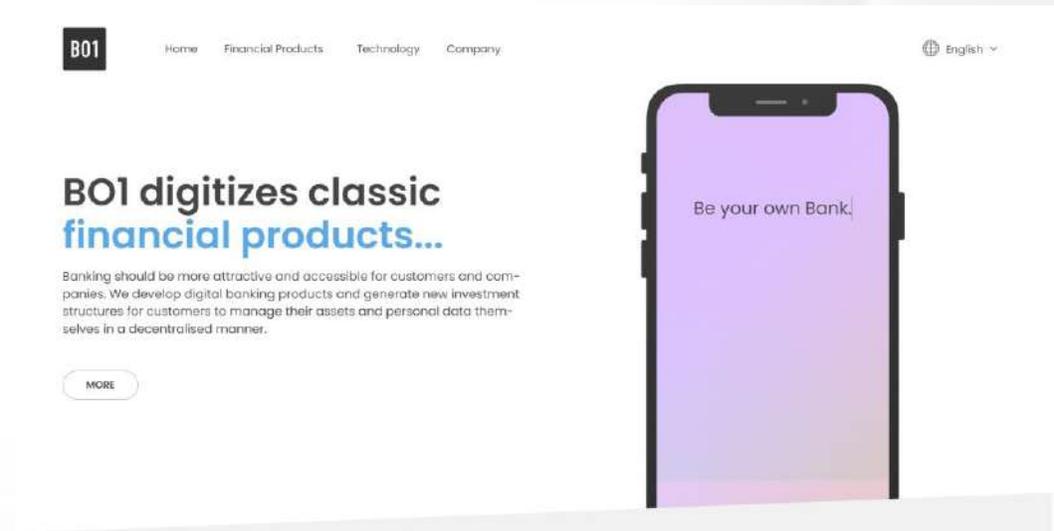
Solución

Visionnaire, con desarrolladores trabajando en Brasil, desempeñó un papel fundamental en la evolución de la aplicación *web* y *móvil* para el servicio que es el diferenciador principal de BO1 (*Bank of One*) en el mercado alemán: la posibilidad de realizar compras a plazos con empresas acreditadas.

The image shows a promotional graphic for Paydentity. On the left, the Paydentity logo is displayed above the text: "Credit-financed goods for commerce. Mobile & digital." Below this, a paragraph explains that Paydentity enables customers to conclude loans for financing goods digitally and locally. A registered user can purchase credit-financed products from any merchant offering Paydentity, with no need to wait, just by using their mobile phone to scan a QR code and check out. Below the text, a list of advantages is provided: Lower transaction fees, Increase in sales, Instant availability, Simulation of an instalment purchase, Maximum security, and Mobile and 100% digital. A "SHOW WEBSITE" button is located at the bottom of the text block. On the right, a mobile app interface is shown. The app displays a QR code and a list of products from "BIKESHOP". Two bicycles are featured: a green one and a yellow one. The price for the green bicycle is listed as 3.999,-. The app interface also shows a user profile picture and a QR code for scanning.

Resultados

La aplicación *web* y *móvil* evolucionada, con una contribución significativa de Visionnaire, ofreció una nueva experiencia de compra para una audiencia con pocas o ninguna opción para compras a plazos.



Imágenes



 Paydentity

Credit-financed goods for commerce. Mobile & digital.

Paydentity enables our customers to conclude loans for financing goods digitally and locally. A registered user has the opportunity to purchase credit-financed products from any merchant offering Paydentity. No need to wait, just by using your mobile phone. Just scan the QR code, check out and take the product along.

Advantages

- ✓ Lower transaction fees
- ✓ Increase in sales
- ✓ Instant availability
- ✓ Simulation of an instalment purchase
- ✓ Maximum security
- ✓ Mobile and 100% digital

[SHOW WEBSITE](#)



The screenshot shows a mobile app interface for a bike shop named 'BIKESHOP'. It features a list of bicycles for sale. The first bicycle is a green one, priced at 3.999,-. The second is a yellow one, also priced at 3.999,-. The app interface includes a QR code scanner, a user profile picture, and various product details.



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