



VISIONNAIRE

Caso de Sucesso

Equipe Especializada para Projeto de *Fintech*

Problema

Cooperar na evolução de um aplicativo *web* e móvel de uma *fintech* alemã para compras parceladas que carecia de recursos avançados e estava defasado em muitos aspectos, além de não ter um design com a visão da empresa.



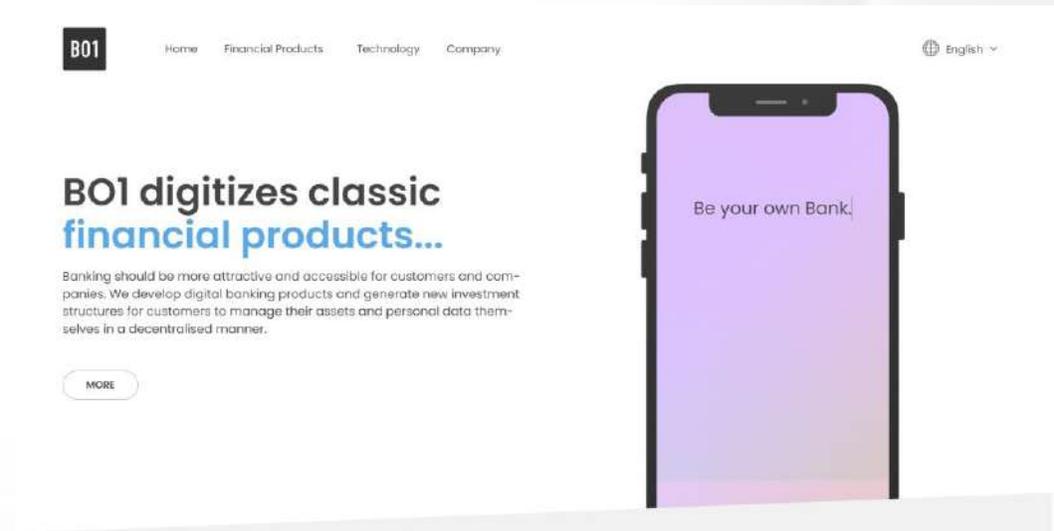
Solução

A Visionnaire, com desenvolvedores atuando no Brasil, teve papel primordial na evolução do aplicativo *web* e móvel para o serviço que é o principal diferencial da BO1 (*Bank of One*) para o mercado alemão: a possibilidade de parcelar compras em empresas credenciadas.

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 is a list of advantages: 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 at the bottom. On the right, a mobile phone displays the app interface, showing a QR code and a user profile. To the right of the phone, a "BIKESHOP" banner features two bicycles. The top bicycle is green and priced at 3.999,-. The bottom bicycle is yellow and also priced at 3.999,-. Both bicycles have a note: "Das sportliche Redwood in der 27,5" Version ist für den Ein- oder Umstieg auf ein Touringbike eine echte Empfehlung."

Resultados

O aplicativo *web* e móvel evoluído com participação fundamental da Visionnaire ofereceu uma experiência nova de compras para um público com poucas opções de compras parceladas, para não dizer nenhuma opção.



Imagens



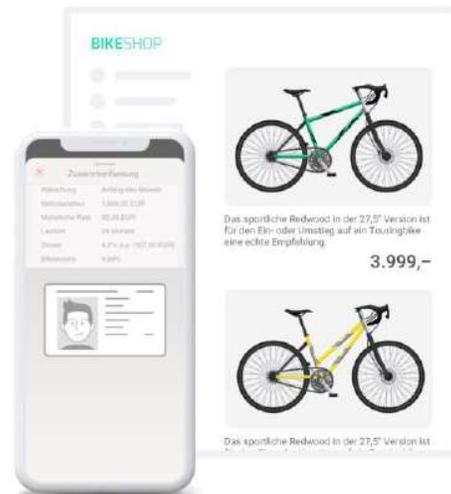
Credit-financed goods for commerce. Mobile & digital.

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](#)



Serviços Profissionais

Desenvolvimento de Software

VISIONWAIRE



VISIONNAIRE

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