

# Trade Finance Global website improvement

Customized platform provides support and Guidelines services for businesses to source trade finance.

-By Siqi Liu



## Abstract

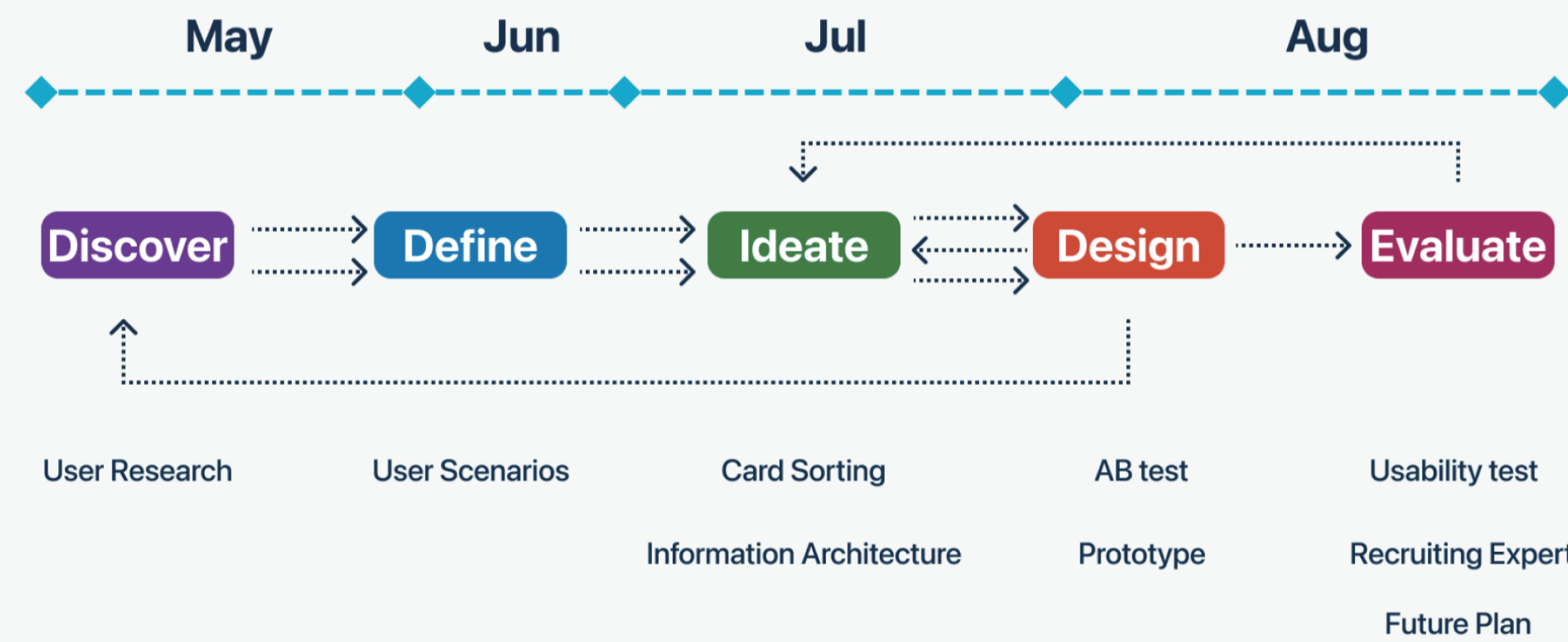
The main purpose of this project is to discover what causes stress in the process when a company is looking for new trade opportunities with Trade Finance Global. Primary research was completed through secondary research on trade publications produced by Trade Finance Global, interviews with the company's employees, and participation in external conference auditions and stakeholder interviews. After using some UX research methods and tests, I completed the redesign of About us and Contact us for TFG, customized the design of the platform for the user's business type, and the corresponding onboarding page.

## Background

Typically, buyers or borrowers seeking to work with a global trade finance company for the first time will look at their website and read the guidelines they provide to enhance communication and identify the business process. The TFG website provides an entry button for customers seeking to work with the company, starting with "Get trade finance" on the home page. From the current user flow, buyers need to carefully read the relevant presentations on the website and leave their contact details on two separate occasions as required by the current webpage before waiting for a response from TFG to seek further activity. The main task of this project is to help users who need to optimise the process upfront for all the above stakeholders, allowing less experienced borrowers to minimise the frustration and fatigue caused by the complexity of ingesting information in international trade credit and financial support.

## Study Methodology

The field project follows Design thinking and uses different research methods.



## Evaluation

**Usability test:** Volunteers with a business background were recruited and given tasks face to face to observe their reactions and hesitation points. Their feedback and problems were asked after the task was completed and the time recorded. The term Trending was found to be potentially ambiguous. On the other hand, Conference may not always be appropriate as a board in Schedule. It is worth noting that the Podcast cards are a little too small to be easily spotted.

**Recruiting Expert:** The TFG experts were consulted for their views on the design. They pointed out that the Overview section should focus more on specific products rather than too much on market economics; the Process page for managing progress needs to continue to take into account some legal and privacy restrictions.

## Conclusion & Future plan

TFG has given the prototype to the developer for testing and we are waiting for feedback. There may be an opportunity for Trending to be used in conjunction with the TFG Application. Eye-tracking tests will be scheduled for the future and some adjustments to the placement and size of the cards will continue to be made.

## Research results

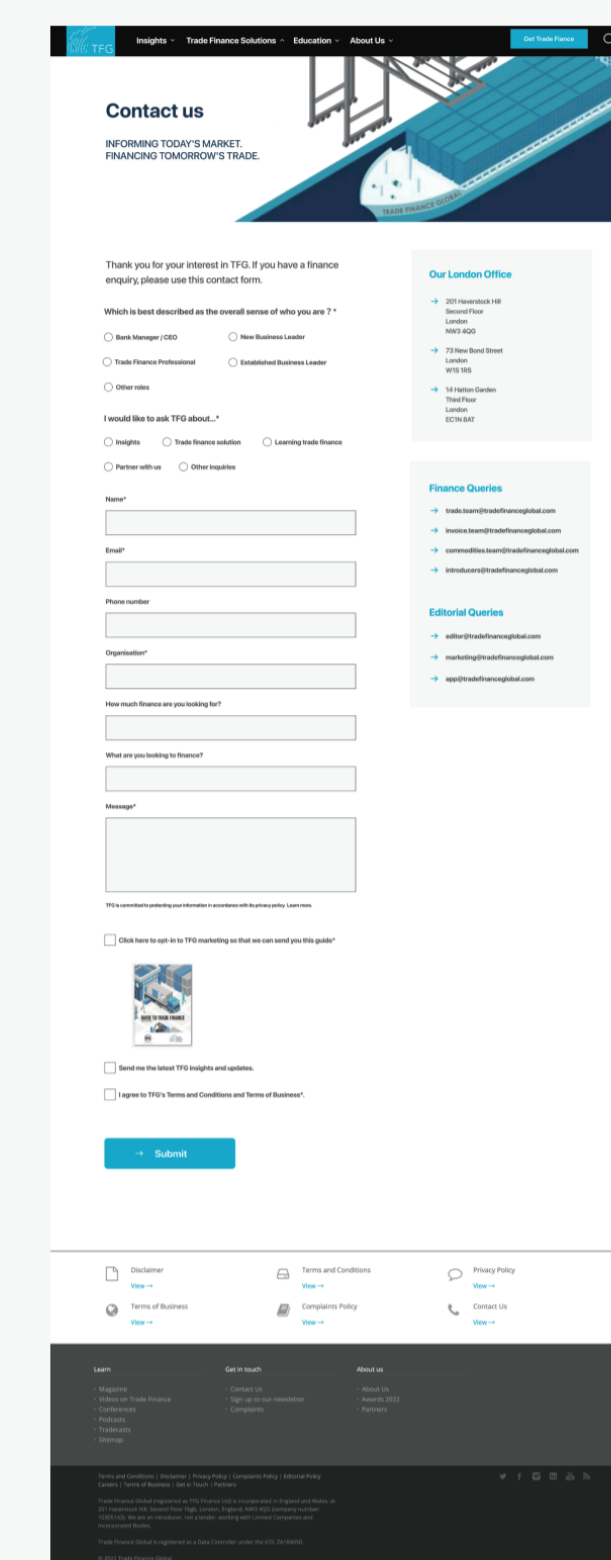
Interview:

The first interview was with TFG staffs. They pointed out that they had four types of user personas and each had their own objectives. The second interview was with a high street bank employee who was a stakeholder. This interviewee stated that in addition to the need to read a lot of text and update information, there is more importantly a gap between information.

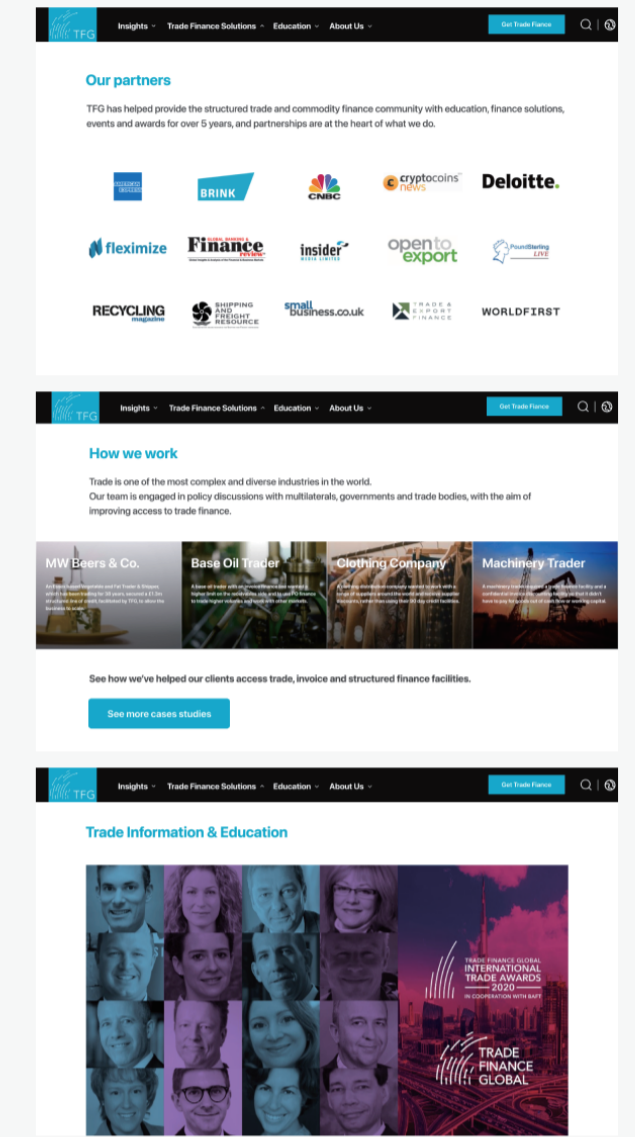
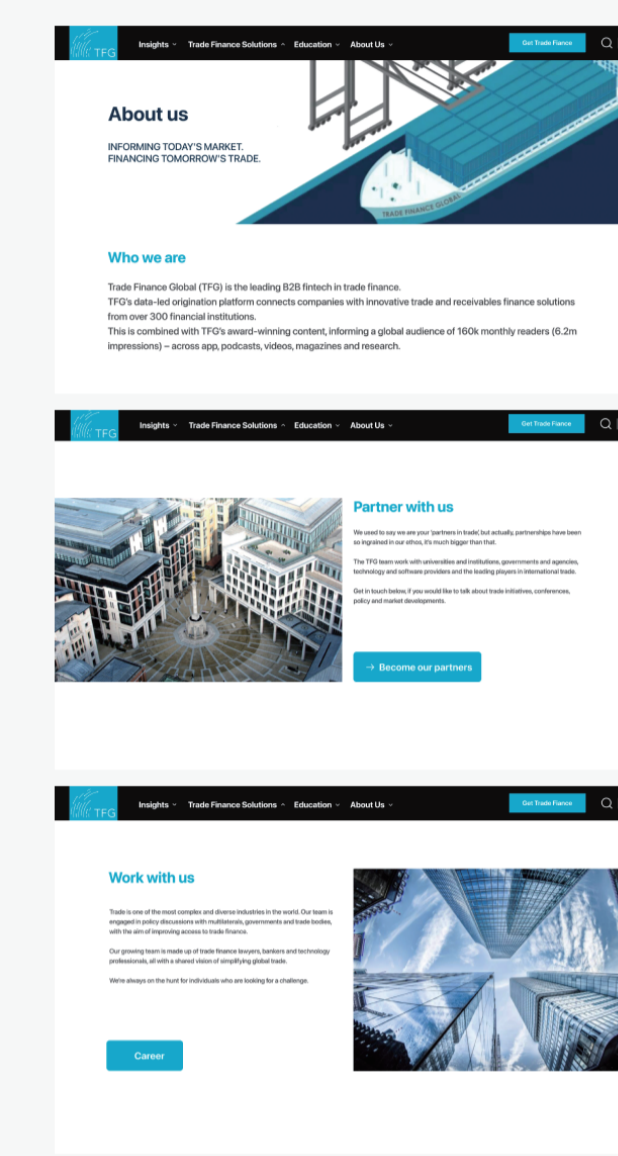
Literature Review:

After making a reference to the official TFG documentation, they offer the service in the following way. Trade finance services for SEOs. Partnership with Bank, Funds, Lenders. Guides, magazines, research, podcast, videos, web and conferences for readers.

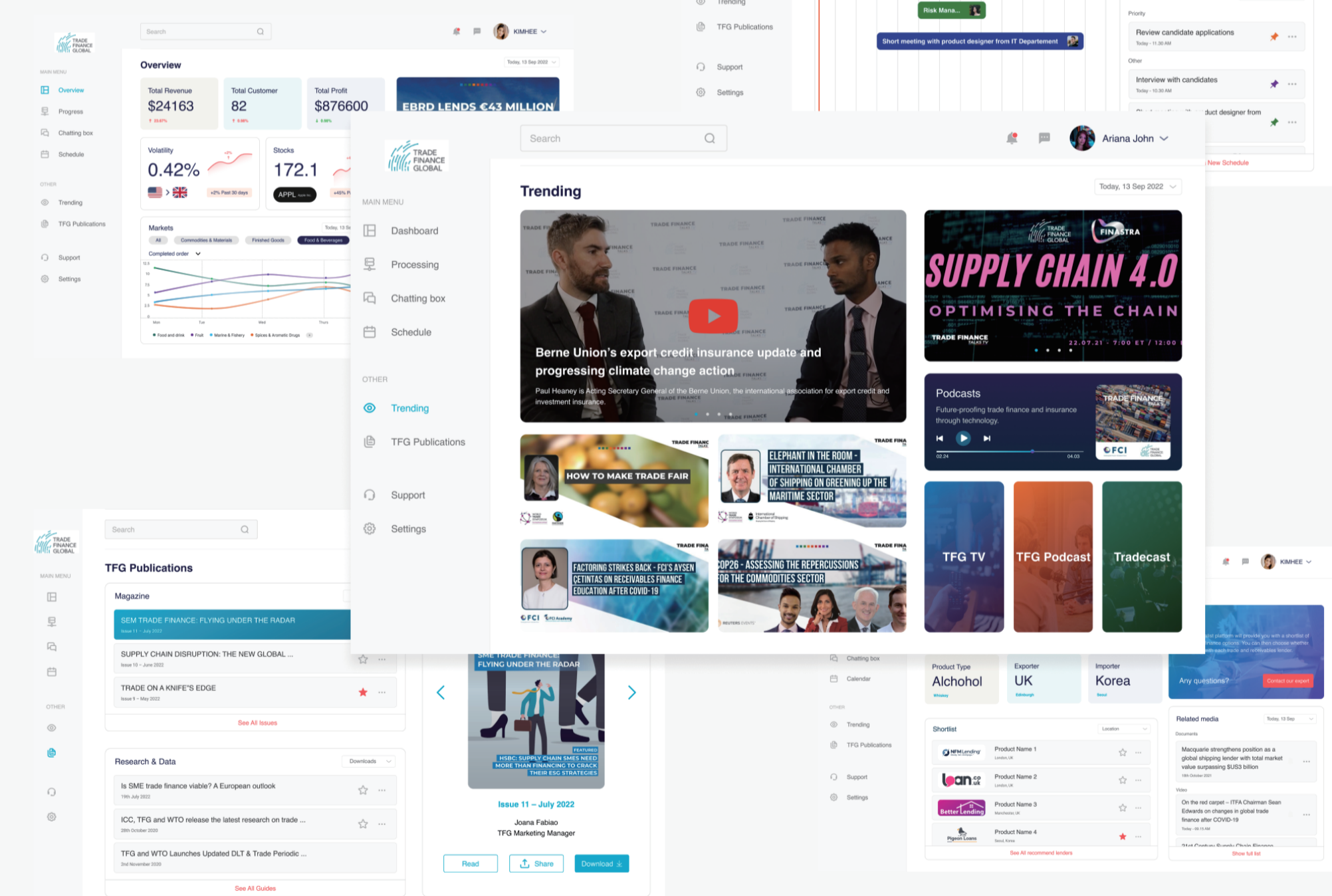
## Design



## About Us



## Customised platform



## Onboarding

