



Modern Rebuild of a Mutual Fund App

(BSE India, India)

Industry: Financial Services

Platform: iOS

Tech Stack:

- Mobile App: Swift, C#
- Design: UI/UX Design, Photoshop

Project Overview:

BSE is India's leading Stock Exchange group and Asia's first Stock Exchange. BSE StarMF app is part of BSE's mutual fund (MF) transaction platform, enabling mutual fund distributors (like IFAs) and potentially investors to execute MF transactions (SIP, redemption, switches, etc.) digitally. The project goal was to redesign the app to improve usability and have minimal design.





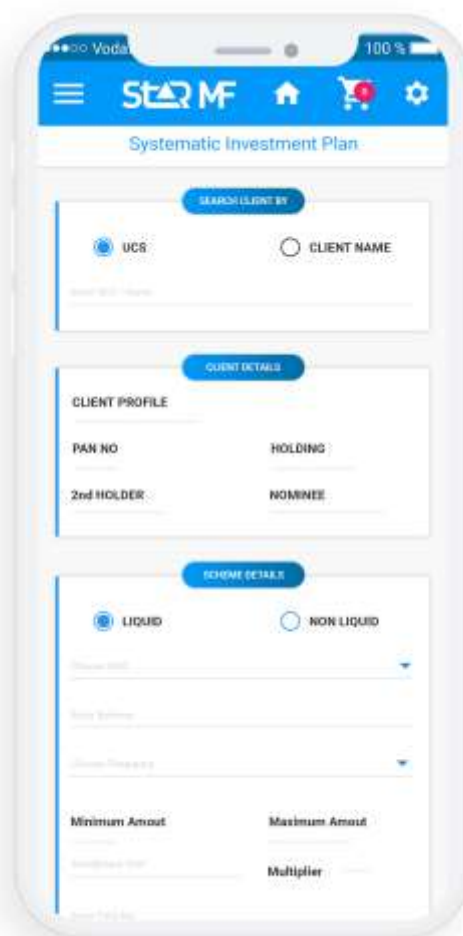
Challenges / Problem Statement:

- Earlier app of BSE StarMF was having challenges like information overload and complex navigation.
- Multiple features and tools were making the app confusing or hard to use.
- Delays or slow responses were making users frustrated.



Solution:

- New app was designed considering simplified minimal UI.
- Added meaningful interactions or insights to encourage users to return regularly.
- We organized features logically and made common actions easy to access.
- New app was optimized to run smoothly and respond quickly.



Key Features:

- Separate flows for IFAs / distributors vs. clients.
- Easy to create SIP, STP, SWP, or basket orders.
- Key metrics and analytics for distributors available on the main screen.
- Designed to minimize clicks for placing and managing MF orders.
- Real-time registration via mobile / app.
- SIP mandate registration digitally (no paper) for systematic investing.
- Place multiple MF orders together for efficiency.