



Redesign + Migration for a Market Insights App

(BSE India, India)

Industry: Financial Services

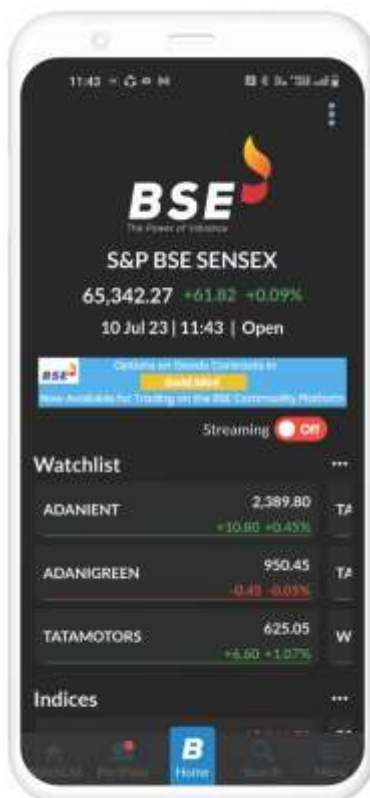
Platform: Android, iOS

Tech Stack:

- Mobile App: Flutter

Project Overview:

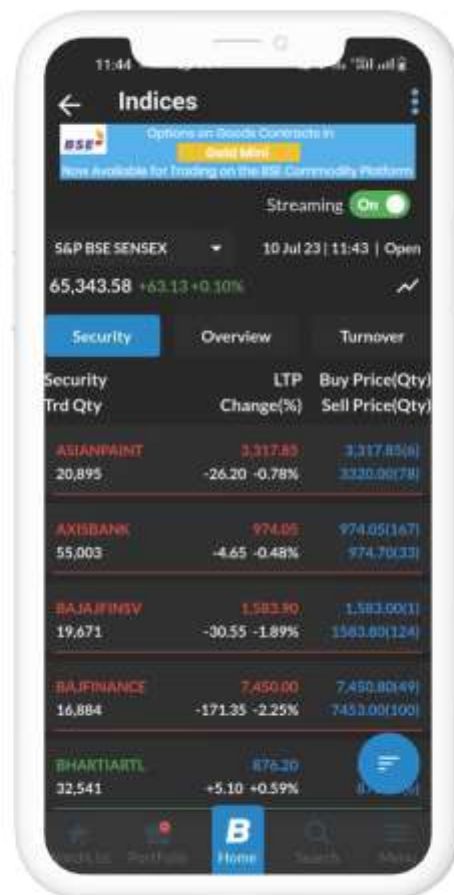
BSE is India's leading Stock Exchange group and Asia's first Stock Exchange. BSE India is the official mobile app from BSE Ltd (Bombay Stock Exchange) to empower retail investors to access real-time financial market data. The app brings key BSE market indices, live quotes, corporate announcements, and more right to users' Android devices. The project goal was to redesign the app using hybrid platform.





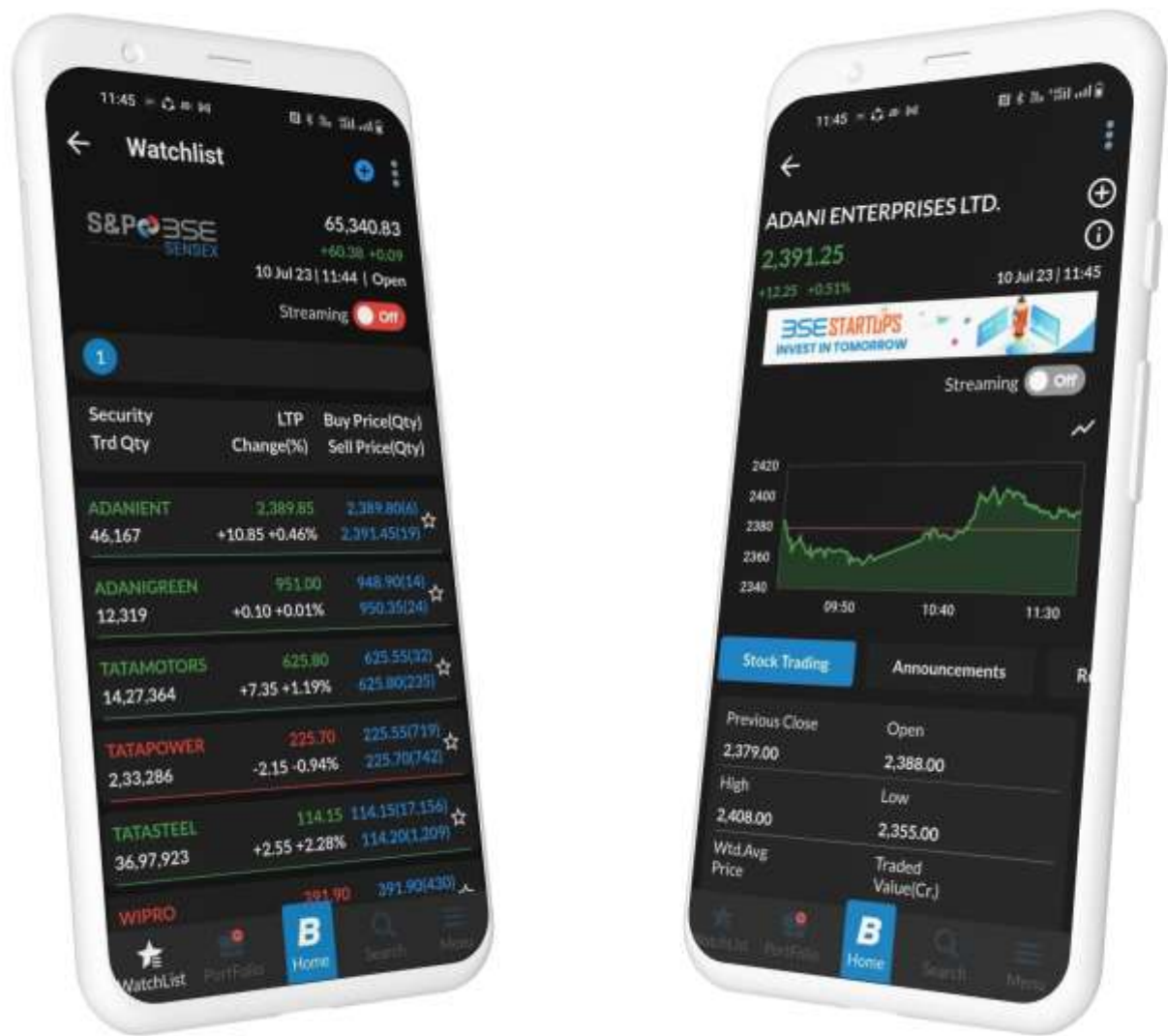
Challenges / Problem Statement:

- Earlier app of BSE India was built separately to support native Android and iOS devices. This compelled them to manage the separate codes and updating the app required double efforts.
- User interface of earlier app was neither user friendly nor up to current trends.
- Live streaming of data was crucial as well as challenging.
- In spite of having a very large user base, there wasn't any the app benefited monetarily.



Solution:

- We rebuilt the entire app using a Flutter, hybrid platform. This resulted in a single code base while maintaining the support for Android and iOS devices.
- This new app was designed considering current design trends and user friendliness. We also provided users to switch between Light and Dark themes.
- We implemented live streaming of data while optimizing the performance.
- Google / Facebook ads are placed at various places in the app to get monetary perks.



Key Features:

- Clean and Minimal UI
- Live streaming of stock prices
- User controlled on/off of live streaming
- Maintaining Watchlist/Portfolio at local database
- Dynamic ad mechanism which allows admin to show Google Ad or Manual Ad without the need of republishing the code
- User controlled home page sections
- Multilingual support
- Light and Dark Theme management