Interbank

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ROLE —

Redesigning Corporate Banking for Peru's Most Innovative Bank

Interbank, one of Peru's largest financial institutions and part of Intercorp Financial Services, serves over 5 million customers nationwide. Founded in 1897, it has positioned itself as **Peru's most innovative bank**, investing heavily in **digital transformation**.

As UX/UI & Design System Designer, I joined the team tasked with rebuilding **Interbank's Corporate & Business Online Banking platform**. Used daily by finance teams managing high-value, high-frequency transactions where security, clarity, and speed are not optional.

I led the end-to-end research process (in-depth interviews, journey mapping, benchmarking) to understand how Operators and Signers used the platform, then worked with the Commercial Banking and IT teams through card sorting and A/B testing to translate findings into the final design experience.

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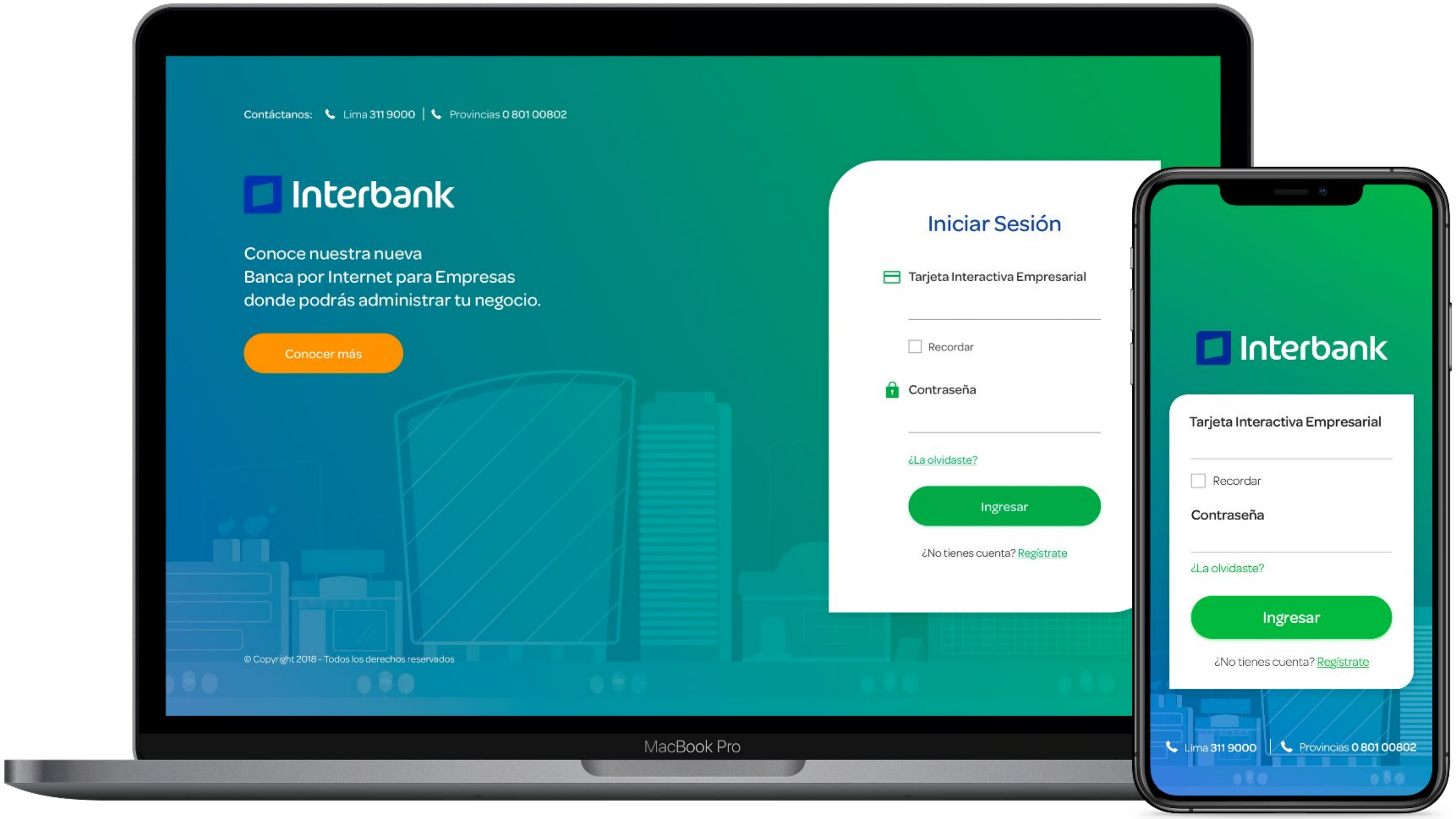
WORK • 4. Interbank Corporate Banking



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An outdated platform that didn't focus on what its customers actually needed.

Companies move large volumes of money through this platform daily. so building something secure, fast, and effective wasn't optional.

Pillar 01

A close partner

Close to the real way companies operate, not the bank's internal logic.

Pillar 02

Secure

Built for high-value, high-frequency transactions where trust is everything.

Pillar 03

Human

Designed around real people (Operators and Signers) not generic personas.

Research:
Understanding the real context

Before any redesign decision, the goal was to understand the current context, users expectations, pain points, priorities, and the main problems worth solving, not to assume them.

In-depth Interviews

Interviewed current users to understand how they manage Online Banking today, and what they expect.

Benchmarking

Reviewed best practices from other platforms to identify what could realistically be adapted to Interbank's context.

Journey Mapping + 5 Whys

Mapped the journey for each user type and dug into root causes behind their biggest frustrations.

"It takes me a long time to find what I need and organize the information to put it in Excel and save it."

Alonso – Treasury Assistant (Operator)

#IHaveToFigureItOut #NobodyHelpsMe #ICan'tFindAnything

- Save time
- Simplicity
- Independence from the bank
- Digitalization
- Personalization

Goals

- Avoid errors when making payments and daily reconciliations
- Finish processes super fast
- Autonomy to find the information he wants
- Get the information he needs and download it quickly
- Minimal or non-existent wait times

Frustrations

- Always depends on someone else
- Going in and out of internal pages to find what he needs
- More than half a day spent organizing information
- Sending documents physically
- Wait time is high — has to ask for help to speed up the process
- Calling repeatedly to get detailed information on one or more transactions

Motivations

- Doing everything as fast and simply as possible
- Having autonomy to find the information he wants
- Getting the information he needs and being able to download it quickly
- Doing things right and getting promoted
- Finishing tasks fast so he can spend his time on other priorities

"I never know when I have to sign something, and when I do, I can't find what I need to sign."

Fiorella – Treasury Manager (Signer)

#IForgetToSign #IDon'tUnderstandTheNames #ICan'tFind

- Speed
- Security
- Independence from the bank
- Digitalization (Mobile)
- Personalization

Goals

- No errors when reviewing information
- Be able to do everything in the fastest, simplest way
- Have the website help her make decisions quickly and easily
- Get the information she needs and download it quickly
- Minimal or non-existent wait times

Frustrations

- Always has to leave signed documents in her absence
- Can't find pending authorizations
- Recurring errors happen — told they'll be resolved soon, but sometimes they aren't
- Can't always complete a process without the system saying an error occurred and having to call an advisor
- Never knows who has already signed and who hasn't

Motivations

- Spending as little time as possible on daily tasks
- Having the information she needs without having to search the whole website
- Being able to access information securely from anywhere
- Being able to create profiles for operators

Learnings

- Across 3 client segments, we identified 2 distinct user types whose needs pulled the design in different directions.
- Both Operators and Signers have **different needs within the platform.**
- **Operators** need to carry out their operations quickly and securely, as they handle a large workload but also carry significant responsibility when moving company funds.
- **Signers**, on the other hand, don't know much about Online Banking, they only use it to authorize operations.
  The problem is that they're not notified when they have a pending authorization.
- No clear hierarchy of what to show. Bank never defined what matters most.

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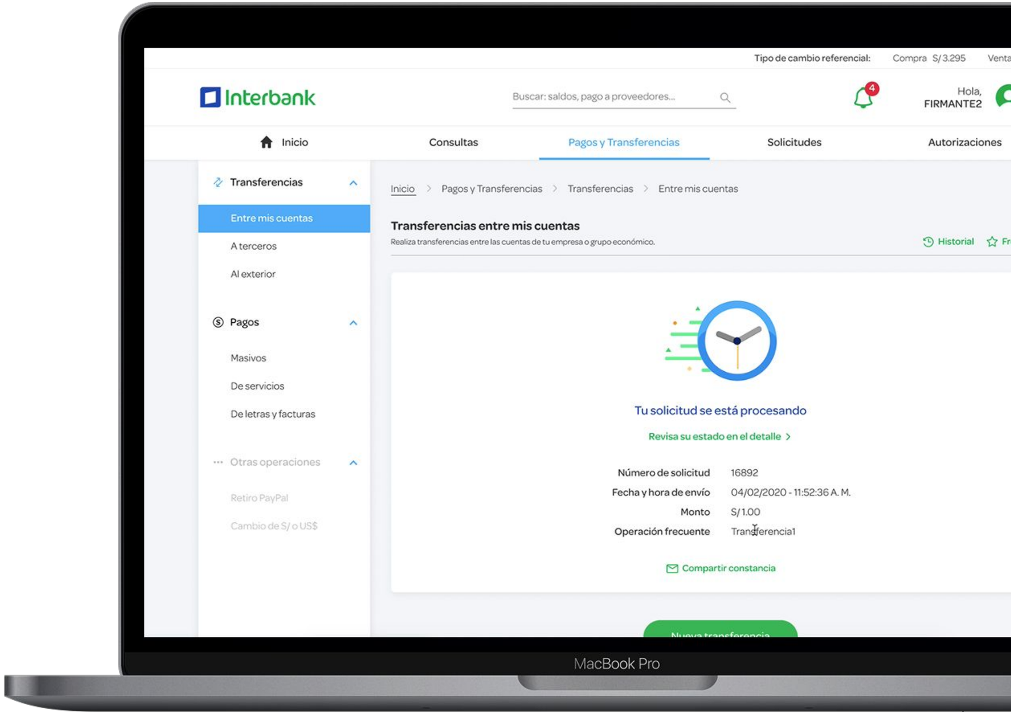
Menu: Two proposals. One bet on the user.

A User Test, Card Sorting, and Benchmark were conducted to validate the hypothesis found when reviewing the current site map: ***"Users don't know the products and find it difficult to recognize the names we use for them."***

UX/UI Designer **Research**

Experimentation **User centric**



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User test

A user test validated the hypothesis: **users didn't recognize the bank's internal product names** and struggled to navigate the existing site map.

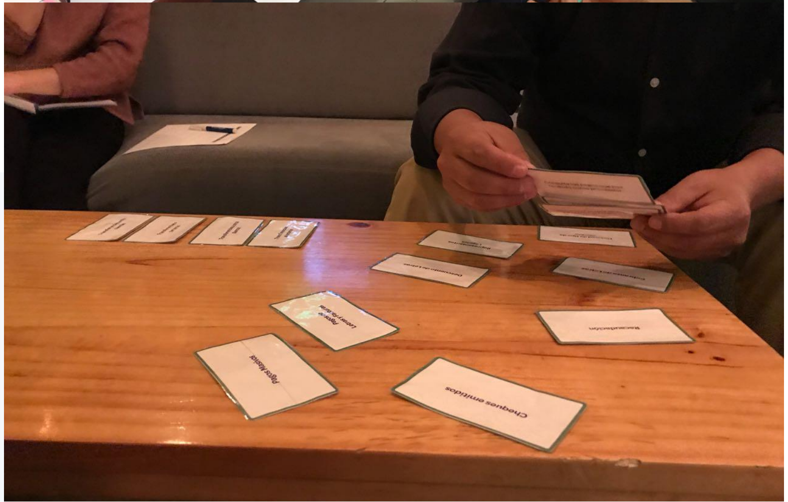
A — **Business logic version:** Organized by the bank's internal product structure. Made sense to the organization, but not to the customer.

B — **Research-driven version:** Organized by the action the user wants to perform, based on interviews and benchmarking.

✓ **Selected after A/B testing**

What customers told us

➔ *"I only need it to work."*
➔ *"I'm not interested in the bank's internal codes."*
➔ *"On other sites, search is faster, here I have to look one by one."*



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Validation

After the redesign, users said:

- ➔ *"It's easier to understand, I don't have to think."*
- ➔ *"It's faster, and much clearer."*
- ➔ *"I like that it's simple and has all the information."*

Conclusions

1. Users found it **easier to find what they needed** when the menu was organized by action, not by product name.
2. Customers still compared us to **more user-friendly platforms** where information is easier to locate.
3. Users explicitly asked for **alerts and notifications**, and pointed to search as missing source of value.

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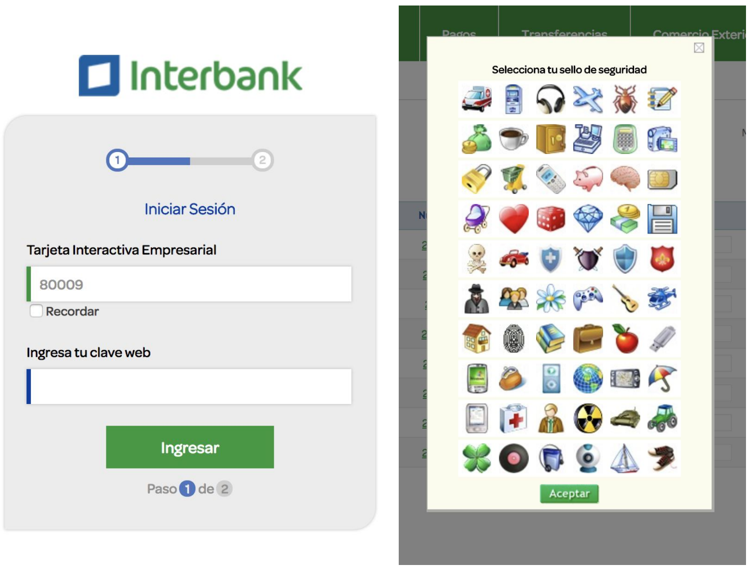
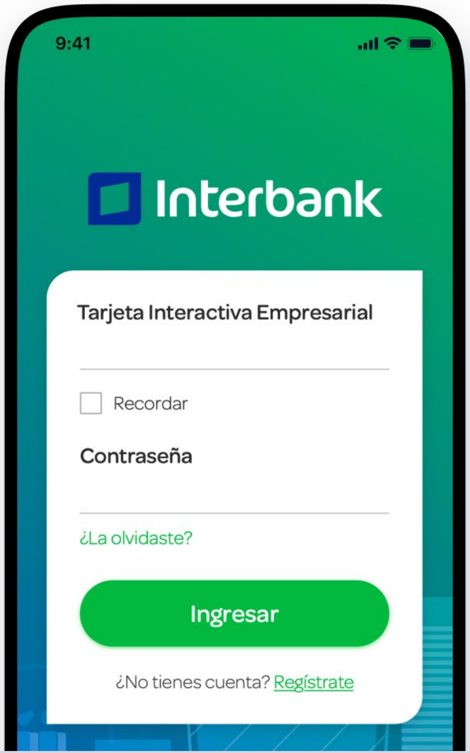
Before



After



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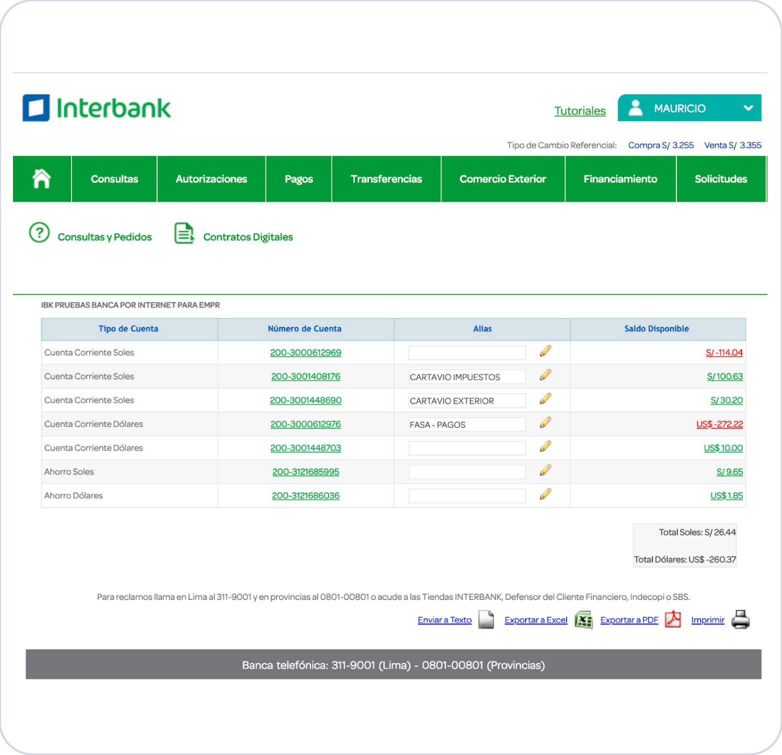
Before



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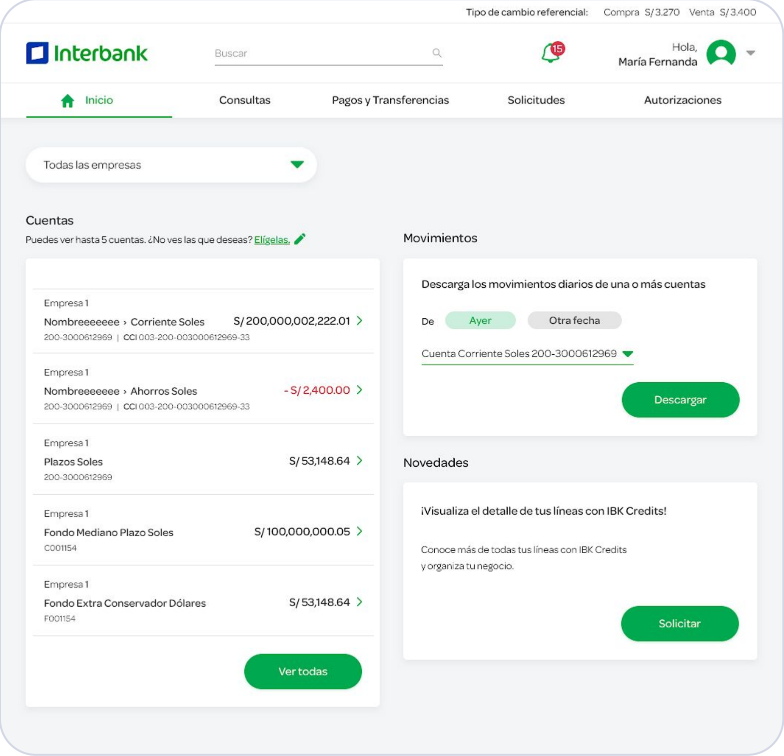

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