



KMS Solutions

Innovated Phu Hung Securities' Trading Application

for Enhanced User Experience





Overview

Facing a high drop-off rate due to outdated UX/UI and an onboarding process, Phu Hung Securities (PHS) Corporation made a strategic decision to revamp its stock trading app. To address these challenges, KMS Solutions helped PHS devise a strategy to re-innovate the trading app, focusing on intuitive design and performance optimization to bring the new breath for users.



Challenges

- PHS needed to renovate the trading application to support its business growth and improve the customer experience.



Solutions

- UI/UX improvements and simplified navigation
- Enhanced onboarding process and performance optimization.



Results

- A more visually appealing app with significant, unified features to captivate users.
- The more maintainable and extendable mobile source code by following Clean Architecture principles.

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A Reliable Partner for Investors with Over 1,500 Billion VND in Charter Capital

Established in 2006, Phu Hung Securities (PHS) is a prominent financial institution in Vietnam, backed by the strategic shareholder CX Technology from Taiwan. Over its 18 years of establishment and development, PHS has been a trusted partner for investors across Vietnam. With a strong financial base of **over 1,500 billion VND** in charter capital and a team of more than **380 highly skilled professionals**, PHS remains a reliable support for investors on their journey to achieving financial freedom.

With **6 branches and 1 trading office spread across Vietnam**, the company offers a wide reach and personalized services to its clients. In 2023, PHS secured its position among the **top 6 firms in the derivative brokerage market**, further solidifying its role as a leading financial institution in the country.



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PHS Faces Growing Challenges as Users Demand Innovative Trading App

With around **20,000+ downloads on both Google Play and App Store**, Phu Hung Securities' Mobile Trading app has served a vast number of traders and investors every day.

Despite its widespread adoption, an examination of user reviews shows a pattern of concerns that indicate the app's need for improvements. During user feedback collection, the Product Design team identified several opportunities for improvement to boost **user satisfaction, including application UI/UX modernization, improved navigation, and a more user-friendly layout.**

Additionally, the team has pinpointed further opportunities to optimize the app's performance.

These include streamlining the onboarding and login processes, reducing loading times, and addressing performance issues to ensure a smoother user experience.

As the trading landscape becomes increasingly competitive and customer demands for advanced features grow, Phu Hung Securities recognizes the need for a comprehensive upgrade and user-centric improvements to stay relevant and deliver a superior trading experience.



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Embarking on an App Modernization Journey with KMS Solutions

To improve its performance and customer satisfaction, the corporation aimed to revamp the PHS Mobile Trading app to serve the current users' needs while attracting next-generation customers.

After a thorough internal assessment, PHS needed a vendor that fully could meet the technological capabilities from design, development, integration, migration, and implementation, is especially experienced in the BFSI field, and meets security requirements. With a proven track record and experience as well as a reputation in the software development field for more than 15 years, KMS was trusted to become a partner for this project.

After assessing the challenges faced by Phu Hung Securities, KMS devised a comprehensive strategy that covered several key areas aimed at enhancing the customer experience:



- Boost self-onboarding rates after the app's launch.



- Resolving current pain points related to core features, including user registration, login processes, and trading speed.



- Enhancing the app's capability to swiftly integrate new features in the future.



- Tracking basic customer behavior on the app.

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Tailored Approach to Transforming Trading App for Modern Investors and Brokers

KMS Solutions divided the working process into three key phases to ensure a structured and effective approach to modernizing Phu Hung Securities' trading app:



Phase 1. **Research & Evaluation**

KMS Solutions conducted workshops and interviews with six focus groups, including:

- Marketing and Product teams
- Customer Helpdesk team
- Broker Managers and Directors
- Broker Helpdesk team
- Underlying and Derivative brokers
- Investors (Gen Z and others)



Phase 2: **Product Reformation**

KMS' Product Design team collaborated closely with PHS teams to gather detailed requirements and develop the trading app:

- **Design Architecture:** the Solution Architect developed technical solutions and ensured seamless integration and implementation.
- **Agile Development:** the development team used the Scrum method, conducting two-week sprints that included grooming, planning, daily stand-ups, demos, and retrospectives.
- **Project Management:** The project manager worked closely with the client on project reporting, risk management, and handling escalations.



Phase 3: **Delivery & Enhancement**

Despite the initial release containing some shortcomings, KMS and PHS worked collaboratively to address issues and implement enhancements.

Key improvements included:

- More intuitive UI/UX
- Streamlined Navigation
- Improved eKYC and Login Process
- App's Performance Optimization

Solutions Offered by KMS



App's UI/UX Improvements and Simplified Navigation

- ✓ The app was redeveloped using Flutter for mobile development, resulting in a more eye-catching color scheme and attractive theme.
- ✓ Clean Architecture approach ensured design consistency across layouts and screens.
- ✓ Key features like placing orders and asset tracking were prominently displayed on the main screen, with simplified navigation flows enhancing usability.
- ✓ Additional guidelines and explanations within the app helped users understand its features better.



Enhanced Onboarding and Performance Optimization

- ✓ The onboarding and login processes were streamlined by reducing the number of steps required for features like login and account registration (eKYC).
- ✓ Clean Architecture enabled clear separation of concerns, making it easier to tailor personalized content and recommendations for young users.
- ✓ The app's performance and loading times were improved by utilizing efficient caching mechanisms and asynchronous programming.
- ✓ Real-time data feeds and push notifications were integrated to improve tracking functionality.

Additionally, KMS also helped PHS solve the challenges related to the Korea Exchange (KRX) factor. The KRX system faced multiple delays and fell short of investor expectations, which also impacted PHS's product architecture. Throughout this period, KMS provided robust support to ensure that customers could confidently transition in any situation.



Minh Cong Nguyen

Engineering Manager
of KMS Solutions

Working with Phu Hung Securities Corporation was a highly rewarding experience. This partnership allowed us to leverage our technical expertise and knowledge in the BFSI domain while addressing the unique needs of PHS. Our team was impressed with PHS's commitment to innovation and their openness to feedback. We look forward to future opportunities to work together and tackle new challenges.

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The Innovative Trading App Designed for All Generations

On 1st August 2024, the PHS Elite Trading Application was successfully launched on both [App Store](#) and [Google Play Store](#), with impressive highlights:



Personalized and seamless experience for investors, with innovative features that empower users.



Advanced security measures (i.e. Smart OTP and biometric login), ensuring robust protection for user accounts.



PHS Elite introduces investors to 7 exceptional ways to place orders directly from any stock screen.

With a skilled software development team, PHS could deliver a more visually appealing PHS Elite Trading app with unified features for its users. Furthermore, the mobile app's source code has been made more maintainable and scalable by adhering to Clean Architecture principles, ensuring ease of future updates and growth.



Jacky Chen

General Director
of Phu Hung Securities

I acknowledge and greatly appreciate KMS's efforts through their solutions and their readiness for the relatively complex demands from PHS.



As the Project Lead for this project, I have experienced constantly changing emotions. From moments of great anxiety when seeing the project's outcome still quite rough and not yet meeting expectations, to feeling more confident and satisfied with the product as the project neared completion. KMS, as the solution provider, has delivered to PHS a completely new product in both user interface and experience, and PHS also trusts that the product will be well-received by investors in the future.



Nhan Pham

Deputy General Director Cum
Project Lead of PHS



Chi Pham

Manager of Marketing
& Customer Care Center of PHS

The process of working with KMS on the project has given me more specific insights into how to design products with a user-centered approach and focus on solving key customer issues. Additionally, KMS' product designs also emphasize staying updated with design trends while ensuring client requirements are met. As a result, when the product is launched, the overall design stands out in the market.

About KMS Solutions

KMS Solutions empowers BFSI companies to optimize operations, drive innovation, and enhance product and service offerings through the seamless integration of cutting-edge technologies and tailored solutions. We are a trusted IT service provider for 130+ customers globally and especially in the BFSI domain.

To learn more about KMS Solutions and our work, visit:

kms-solutions.asia