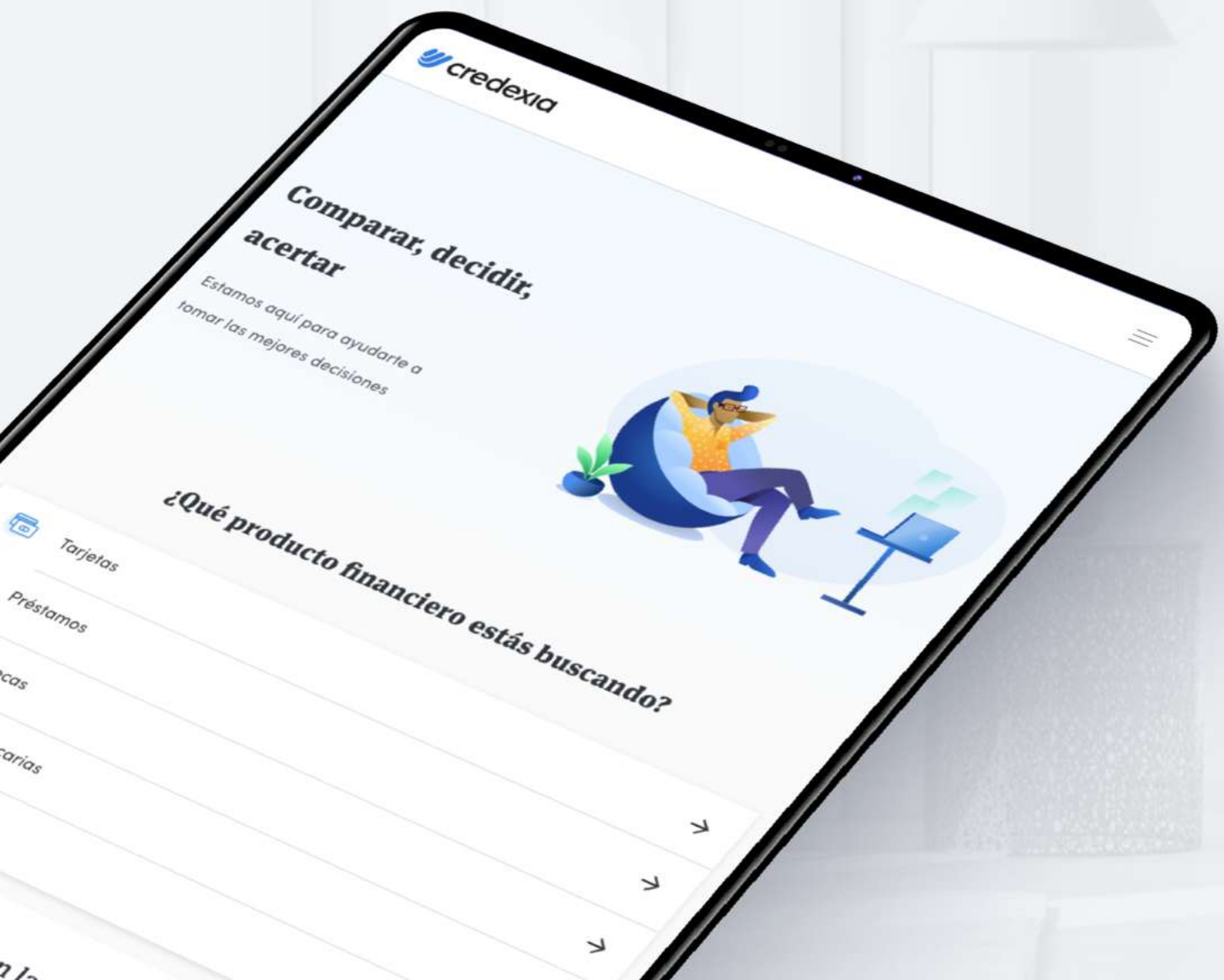


## SUCCESS STORY

# Development of a fintech product

yeoply

 credexia



## Success Story

# Development of a fintech product: Credexia

---

## Structure

<b>Introduction</b> .....	<b>3</b>
<b>Briefing: What did Credexia need?</b> .....	<b>4</b>
<b>Assignment of the project: The successful professional</b> .....	<b>5</b>
<b>Development: The project, step by step</b> .....	<b>6</b>
<b>Delivery: Goal achieved</b> .....	<b>9</b>
<b>About Yeeply</b> .....	<b>10</b>

# Credexia

---

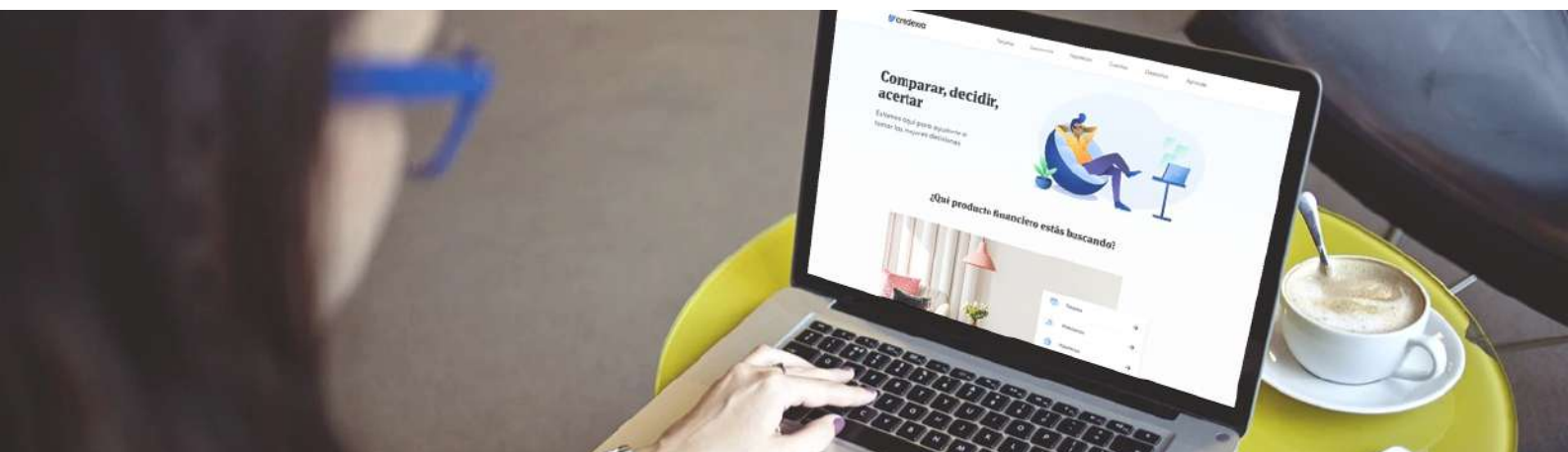
Credit cards, bank accounts, mortgages... Financial products such as these are deeply embedded in our daily life, but **what happens when you try to gather information about them?** It's not always easy to find straightforward data and the small print by banks or entities may prove tricky.

This shortage led naturally to the idea of creating [Credexia](#), a portal that allows you to compare, decide and get right which financial product(s) suit you best. The aim was to create an **objective and impartial comparator** that clearly shows the products' terms and conditions and gives counsel based on the user's profile.

[Yeeply](#) put Credexia in touch with digital development teams that accompanied them throughout the process: from the platform's definition to its launch.

**Read on to find out how this project was developed!**

*Credexia opted for Yeeply to define, develop and launch a financial product comparator that truly helps its users.*



# Briefing

---

## What did Credexia need?

**Credexia** had come up with a good idea but lacked an in-house team to make it a reality. They sought to find professionals through Yeeply to **define and develop their comparator**.

After their initial talks with Yeeply advisors, three **challenges** were identified regarding the project:

- 1. To finish defining the idea.** A well-defined architecture is a must before starting to create the product envisaged. In Credexia's case, their need for a team to support them in this pre-development stage was determined.
- 2. To develop the product and support its launch.** Once the product had already been defined, it was necessary to find a team with the technical knowledge to carry it out and — also very importantly — to find a marketing team that would make it stand out.
- 3. To meet tight delivery deadlines.** This project was set up with a fixed deadline. Therefore, Yeeply searched for teams with immediate availability that would adhere to the deadlines established by Credexia.



*We decided to rely on Yeeply because we liked how easy it was to carry out technological projects with them that were tailored to our needs.*



**José Luis González**  
CEO at Credexia

# Project Assignment

---

## The right professional

Yeeply assigned **three of its certified teams** to Credexia's project, each of them specialised in a different area.

### ◆ Design team

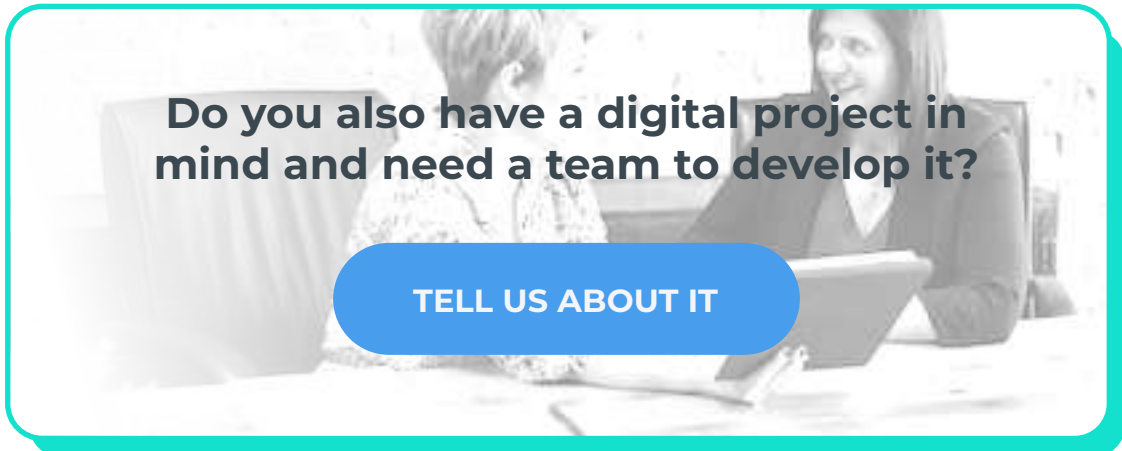
To finish defining Credexia's project, a team specialised in **UX, UI and Design Thinking** was assigned to it. This methodology is used to design products based on carrying out an analysis of the user's real needs and the challenges they entail. A prototype is then developed and put to the test.

### ◆ Development team

The team's role was **to follow the previously-conceived design and programme a tool** that would enable users to compare financial products. To ensure the project's streamlining, Yeeply chose a development team that had already worked successfully with the design team selected.

### ◆ Marketing team

After Credexia's release, a marketing team was needed to work on the portal's **visibility** and ensure that it reached the right target audience.



**Do you also have a digital project in mind and need a team to develop it?**

[TELL US ABOUT IT](#)

# Development

---

## The project step by step

### ◆ Stage 1: Project definition and prototyping

The design team began working, first of all, on defining the product by making use of the **Design Thinking** methodology. In this rather more creative stage, several meetings were held in which the definition of the Buyer Personas (i.e. the target audience) and the identification of their needs and the challenges these entailed were worked out.

The aim was to validate Credexia's hypothesis on the users' needs and define a product that would meet such needs.

*To create the perfect solution, Credexia's knowledge of the financial industry was combined with the accumulated experience of YeePLY's team in defining digital products.*

Once this was achieved, the **product's UX/UI design** was subsequently completed. This was then followed by the delivery of a **prototype** of the platform. Because it was a new brand, this same team was responsible for designing Credexia's corporate identity.

The collaboration with this design team — spanning **7 months** — was carried out under a contract establishing a fixed budget.



## ◆ Stage 2: Platform development

The development team followed the design conceived by the design team to programme the platform. To this end, **WordPress** technology was used. This allowed Credexia's internal team to gain more control over the platform's content. A **custom template** with specific features was programmed with **JavaScript** for the platform.

The development stage was completed in **2 months** and was also carried out under a contract establishing a fixed budget.

## ◆ Stage 3: Launch and visibility

Following the website's launch, Credexia partnered — through YeePLY — with an **SEO agency** that outlined improvements regarding its performance and on-page structure. The aim was to increase the portal's traffic.

This agency has also been responsible for implementing link-building strategies and creating written content for the website and its blog to **improve the website's positioning**.



*Our experience with YeePLY's development, design and SEO teams has been excellent. They are definitely a group of talented professionals who have conformed to our company's values and understood the particular needs that we had. In short, we have proved a fine duo.*



**José Luis González**  
CEO at Credexia

#### ◆ Stage 4: Project evolution

Digital projects such as Credexia's are living projects that keep on evolving after being launched. For this reason, the platform continues — through YeePLY — to rely on the design, development and marketing teams by using an **hourly rate model** (time and materials contract).

This allows Credexia to keep on improving its product with the support of the professionals who created it. And all this while avoiding having to add the cost of hiring extra in-house resources for its workforce by **paying only for the services required** on an hours-worked basis.



**Only 1% of professionals pass YeePLY's certification process**

**FIND OUT HOW WE SELECT THEM**



# Delivery

---

## Challenge achieved

In less than a year Credexia is already a **fully-operational portal** with which the main financial products on the market can be compared. Thanks to its partnership with Yeeply, the platform went live within the established deadlines.

Credexia has collaborated with **expert teams** in the areas where these were needed, in a flexible way and without having to resort to expanding its workforce. The experience was so rewarding that these professionals keep on working as yet to make this project grow even further.



*Our experience with Yeeply has been very rewarding. We have managed to gain immediate access to a group of specialised professionals in addition to seamless feedback and communication.*



**José Luis González**  
CEO at Credexia

## About Yeeply

---

We are the trusted [platform for agencies and professionals](#) for your digital projects. We analyse your project in detail so that we can connect you to the supplier that best meets your needs. Do you want to know why companies such as Credexia place their trust in us?

- ▶ **Find the right professional(s).** Based on our experience and high-end technology, we select the perfect team for you. In case they are not the right fit for you, you can always change them for another.
- ▶ **Shorten your deadlines.** We have teams available for your project immediately, and will only assign you a team that can meet your deadlines.
- ▶ **Communicate directly with the team.** With total transparency via the channel of your choice. We are also by your side at all times.
- ▶ **Pay a fair price.** With Yeeply, you will pay less than if you were to develop the project in-house or with an agency.



**Do you want to be our next success story?  
At Yeeply, we help you achieve this.**

**ASK FOR YOUR OBLIGATION-FREE QUOTE**

# yeeply

Follow us on:



[en.yeeply.com](https://en.yeeply.com)