

# CDU

Creative Development Unit

Company Name: Fusion

Project Title: Pay with Fusion User Journeys &  
Wireframing

Funding: Enterprise Ireland



## Problem to Be Solved

Our research has shown that people place a large emphasis on the ability to view all their finances across different accounts and financial institutions. This is at the core of Fusion's planned product offering. In addition, with the number of accounts being used to manage money on a day-to-day basis, an understanding of how and where this money is being spent is a problem Fusion plans to address, along with the ability to use the platform to action payments.



## How Gateway Delivered Solution for Industry

- Make it fast and easy to use for everyone, everywhere.
- Give customers more insight, and control over their money, saving them time.
- One core screen, that can answer most questions, with tap/swipe functionality to deep dive
- Create a platform for deeper engagement.
- Define the platform & the app's functionalities
- The User Experience and Interface
- Define the platform & the app's functionalities
- iOS prototype required
- Key Functionality Planned



## Impact for the Company

For the new wave of digital banking apps, the route to market has largely been to build a core, prepaid-card based account, integrating some budgeting and financial management – there has been little from an aggregation perspective. We want Fusion to be the only bank-app that clients will ever need, mobile features will enable customers to manage the breadth of their financial lives in the palm of their hand. Our approach is to start with aggregation which will provide genuine integrated analysis and insight. Fusion will be a virtual banking dashboard where customers can do all their day-to-day bank errands, across any account in any bank, with a layer of real insight to help them get more out of their money.



## Testimonial

*"We have been really impressed with the TSSG team and the level of research that they have put in and their obvious technical experience. Very professional, proactive and great to work with"*

Richard Hartnett, Director, Pay with Fusion