



Customer Success

Digital Insight Slashes Time-to-Market For Multi-Factor Authentication *iRise used to enhance usability, cut requirements cycle time*

"iRise was something I hadn't seen before in my 20-plus years in applying user centered design. iRise let us design and test new capabilities with our clients faster than ever before – with a fully functional user experience prototype that took hours-to-days, instead of weeks to put together. The feedback we received was invaluable in fine-tuning our product and getting to market quickly. iRise gives us the ability to deliver world-class services to our customers in a fraction of the time it used to take."

– David Rubini, Director of Product Usability, Digital Insight

Background

Digital Insight Corporation is the leading provider of on-demand banking services, serving more 1,750 financial institutions and credit unions in the US. To ensure the usability of its solutions, a requirement to drive online banking adoption and revenue for the company's client financial institutions, Digital Insight adopted iRise to simulate its hosted banking solutions. iRise simulations help business analysts (BAs) at Digital Insight solicit early user feedback on proposed functionality and design. This helps improve the ease of use and intuitiveness of the products used by more than 7 million consumers and businesses.

Challenge

To help its clients meet a regulatory deadline, Digital Insight needed to provide a security solution, Multi-factor Authentication, that would meet stringent security standards without causing significant disruption to the user experience.

Result

With iRise, Digital Insight BAs were able to build an accurate, realistic simulation of its solution. This enabled Digital Insight to test users interacting with the mock application and attain meaningful feedback on flow, design, nomenclature and other critical elements. Digital Insight also employed iRise iDocs, portable, encapsulated versions of the simulation, to expand user testing across multiple geographic regions by sending fully functional simulations to customers, collecting their feedback and using the comments to create a final requirements definition.

Customer:
Digital Insight
(Nasdaq: INTU)

Application:
Product Development

Industry:
Financial Services

Country:
United States

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