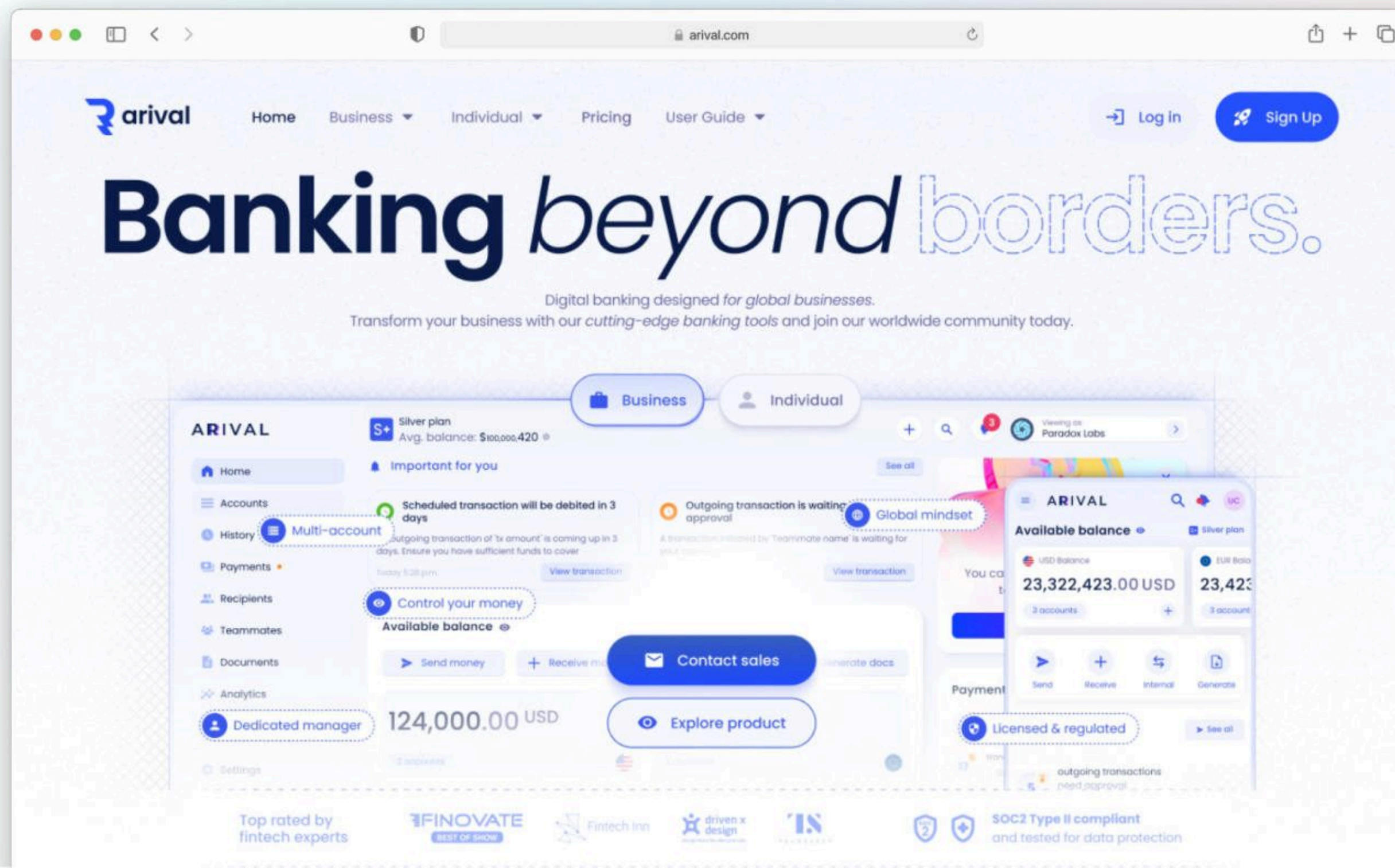


Site Redesign 2024

This has been brewing for many reasons: the ongoing product redesign,
the upcoming rebranding,
and the overall dated appearance of the website as of late 2024.

Let's take a closer look!



WHAT WE WANT TO IMPROVE?



Tech startups

High-tech enterprises deserve high-tech banking. As innovators ourselves, we bring you the latest advancements in technology: top-notch security measures, teamwork-friendly tools and always-in-touch support are

— Multiple accounts

Operate multiple entities with one login. Seamlessly switch on the go and transact from any of your entities.

— Enterprise-friendly

Updated Appearance

It will become more appropriate for a serious bank, featuring a stricter appearance and crisper typography.

Increased Performance

We will improve the website's responsiveness and loading speed by reducing graphical content.

Polished Style

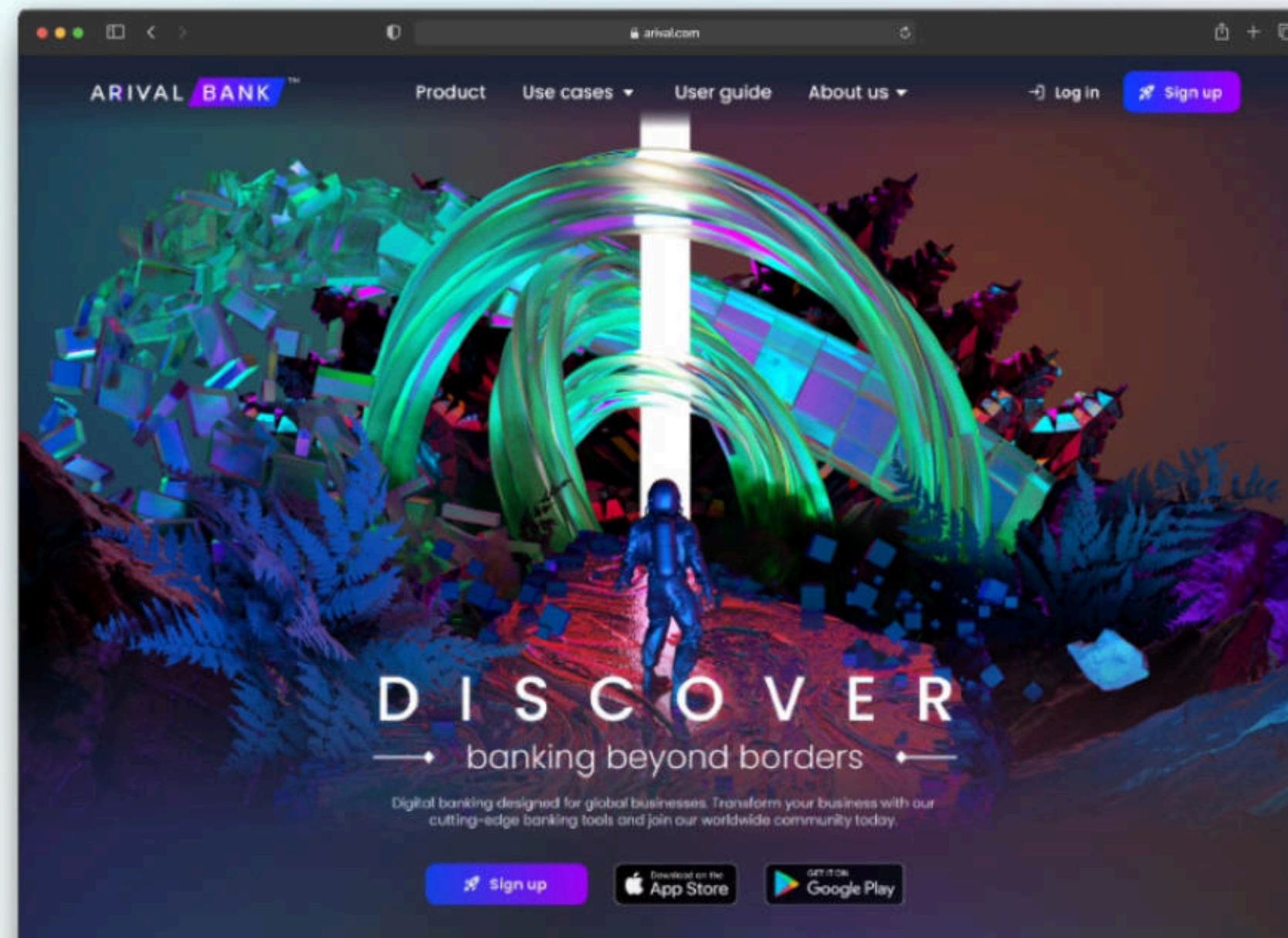
The website style will shift away from relying on fancy 3D illustrations, with a light theme becoming the primary focus.

Reorganised Structure

Will be streamlined for intuitive navigation, improving on the current complex structure to enhance overall usability.

Refreshed Content

Content will be revised for clarity and relevance, improving user experience.



Why are we doing this?

Due to a shift in our development direction, the previous version of the website appeared outdated.

The content was also far from ideal: links to abandoned social media accounts, stagnant news updates, and a tricky visual design hinting at the crypto industry, which is no longer our focus.

Moreover, we have completely revamped our product, making a new version of the website essential at this stage of the company's development.

01

Rebranding 2024 – We have planned a rebranding of the bank in the foreseeable future, so updating the website appears to be a logical step in this direction.

02

Organic growth – we have significantly expanded over the past year, and now we need to update the website to reflect this fact. We no longer wish to position ourselves as overly fancy or frivolous.

03

Outdated design – The current design has become somewhat outdated since its last release: in some places, readability suffered on dark backgrounds; in others, text didn't fit within the design; in certain areas, there was a cluttered arrangement of elements and not entirely clear navigation. The current site exists only in a dark version, which makes it harder to read in places.

04

Vague copywriting – Our website's sections are not always clear, and the descriptions of benefits lack specificity or are not precisely formulated. We aim for greater clarity in the text.

05

Stagnant data – Data in social media, news, and on the website is updated extremely slowly, which negatively impacts the impression of our product. We need to either reduce this data on the website or hire someone responsible for these updates.

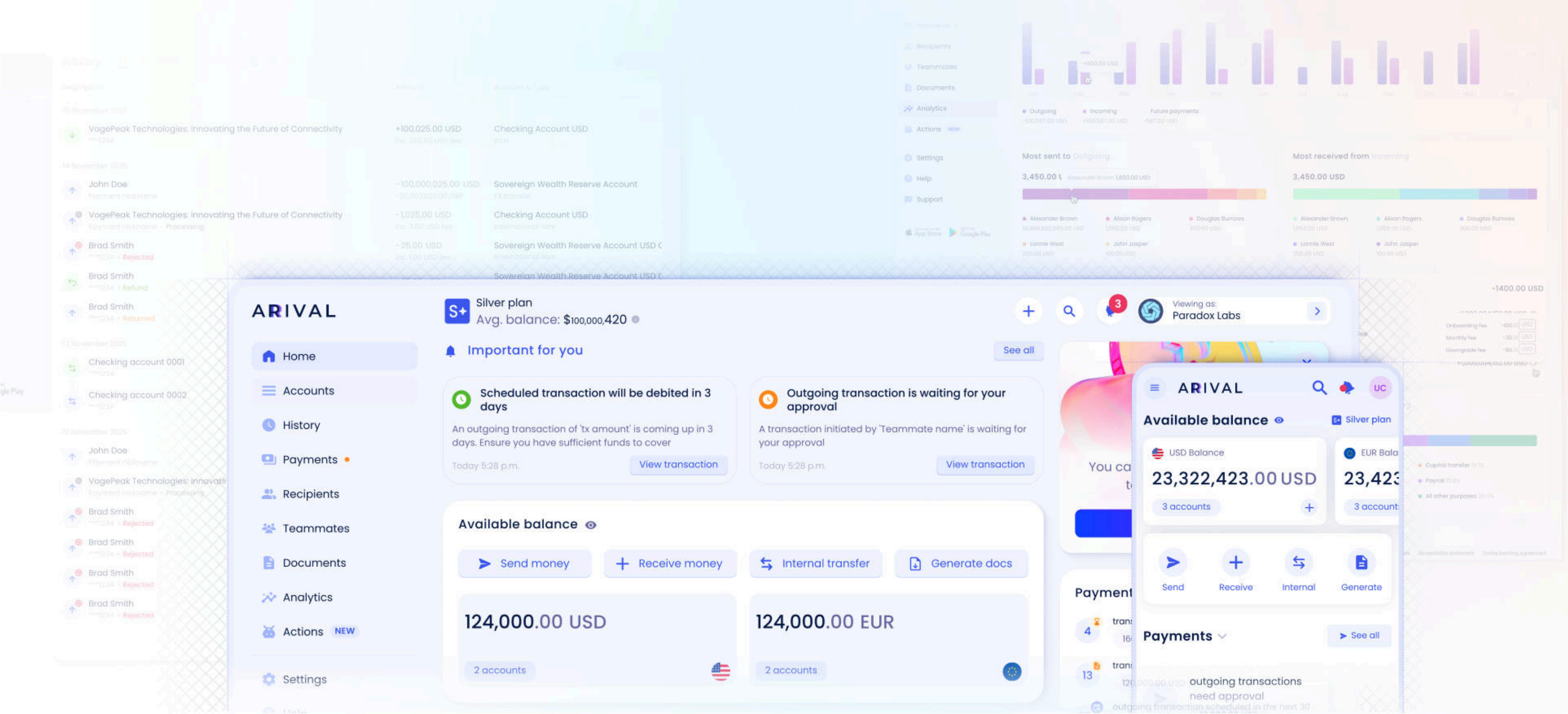
And last,
but not least

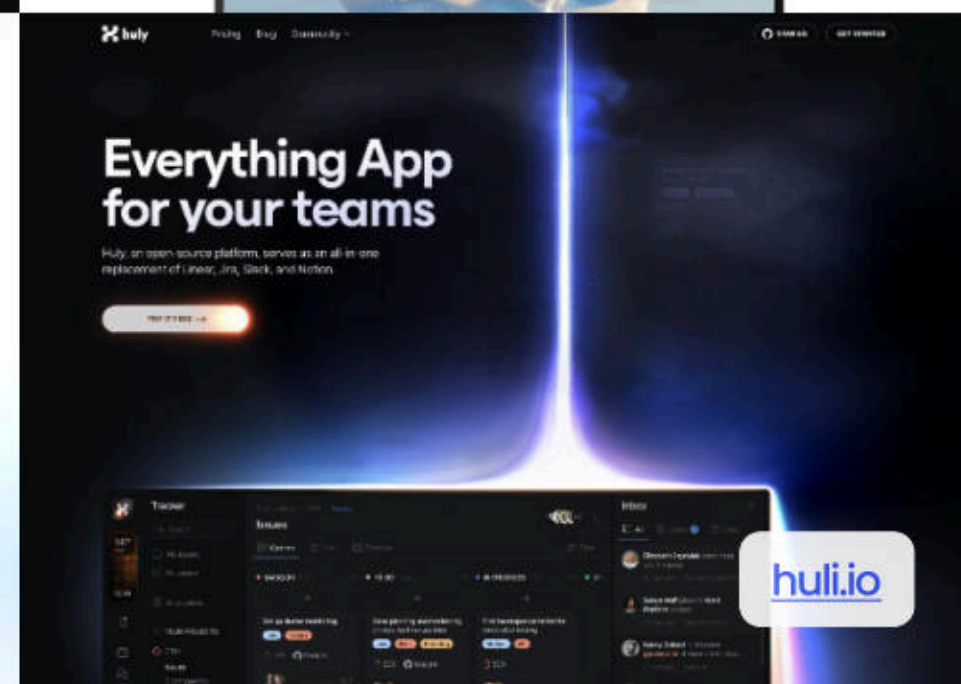
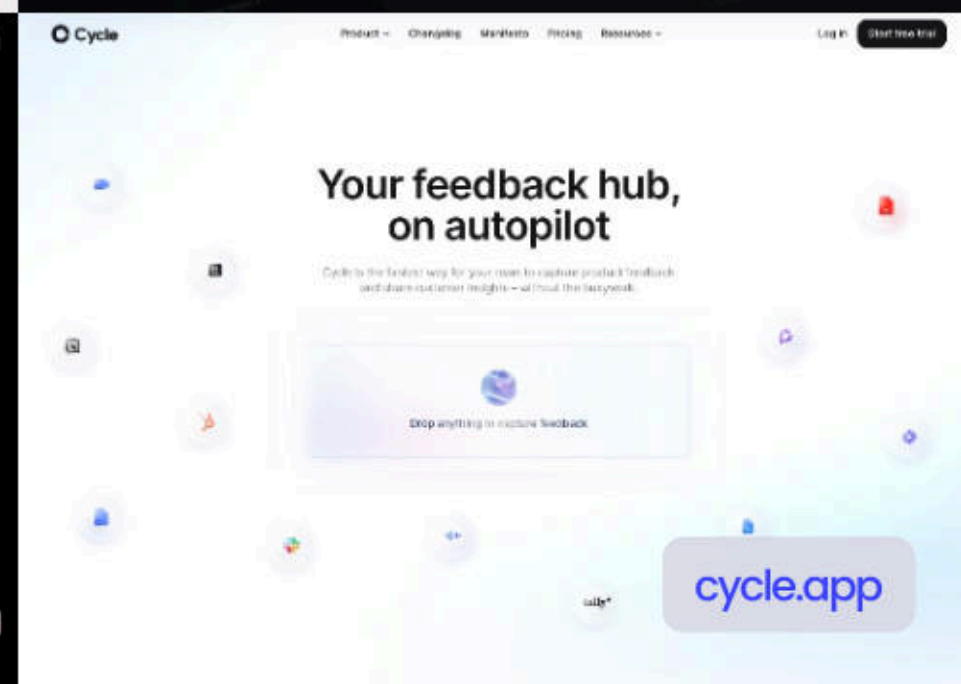
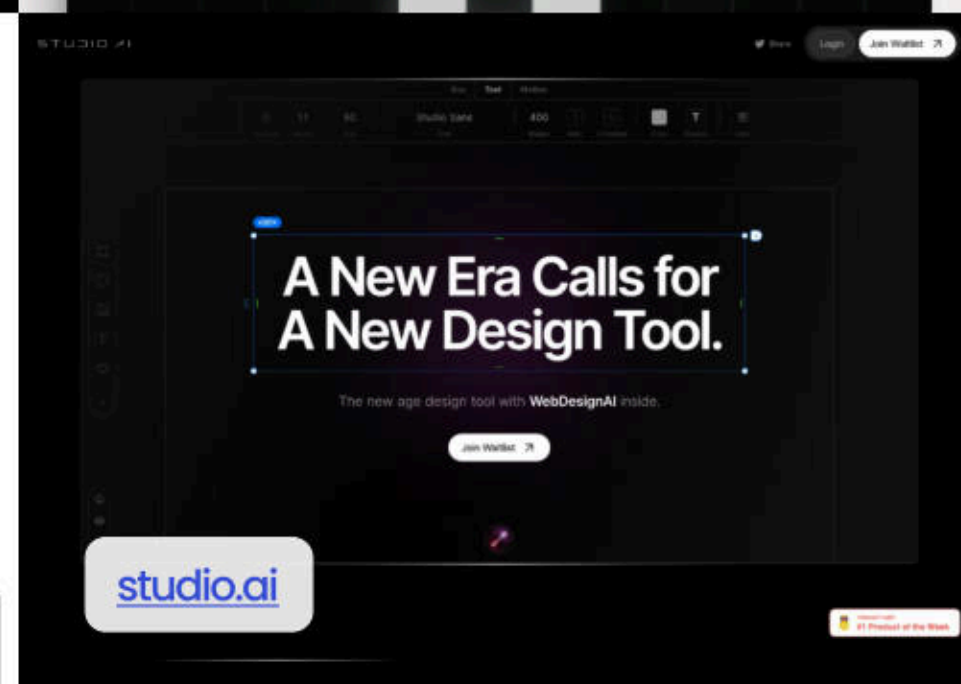
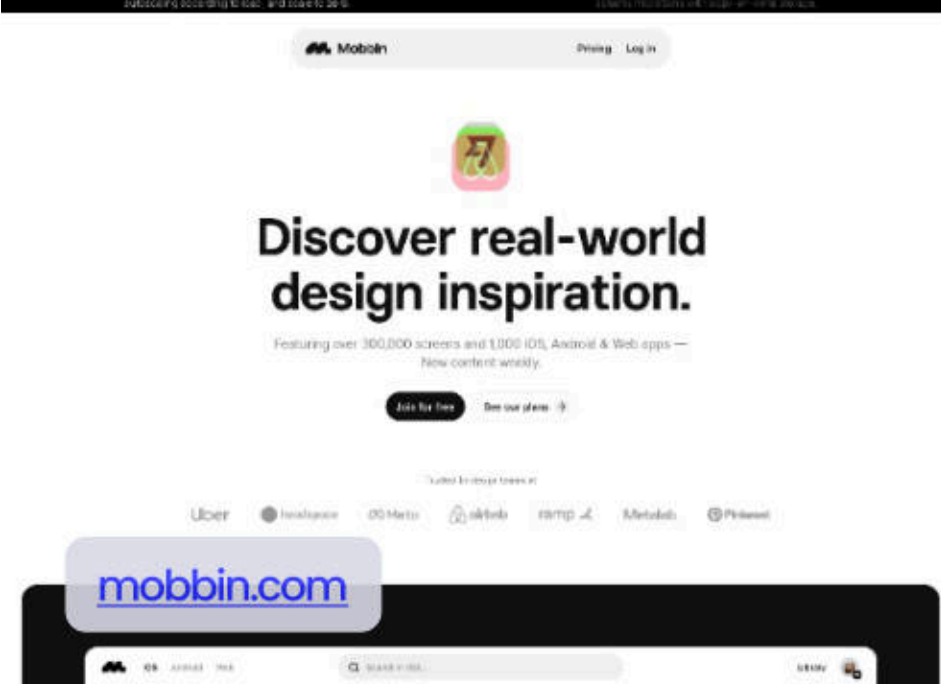
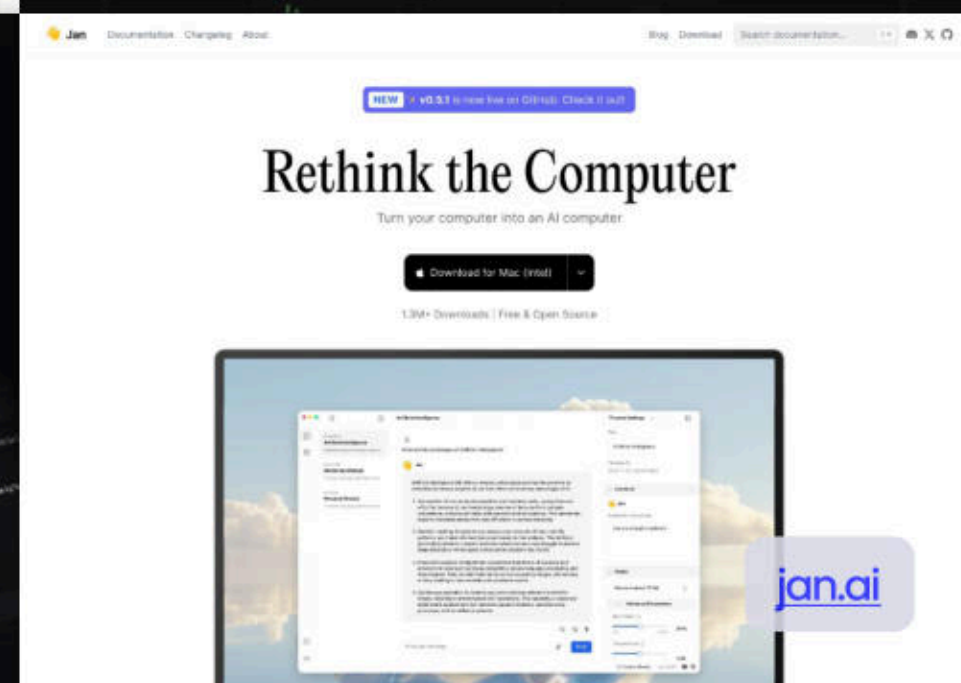
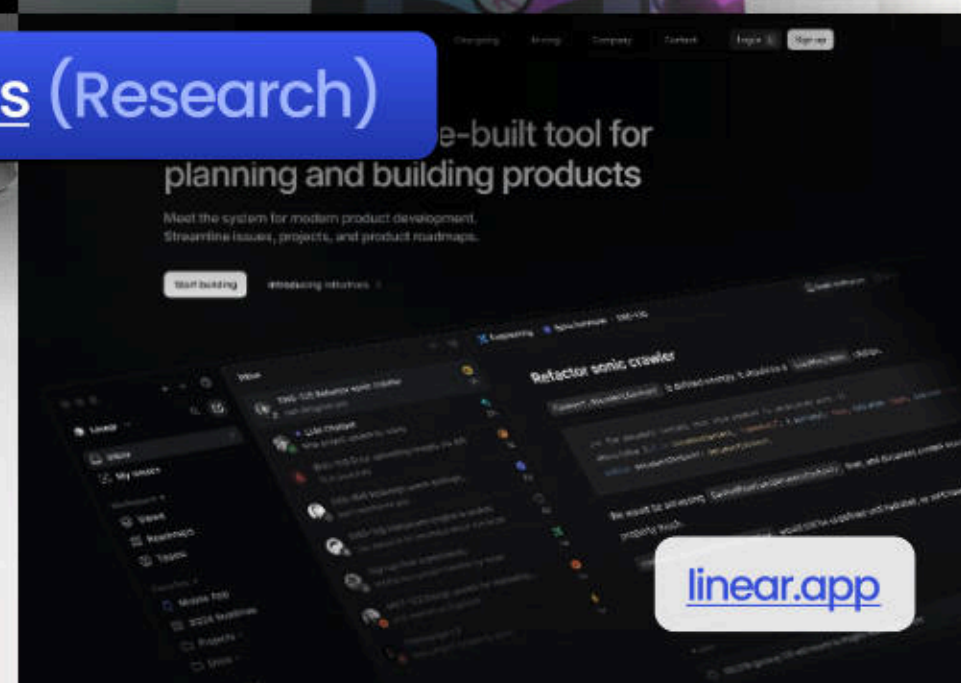
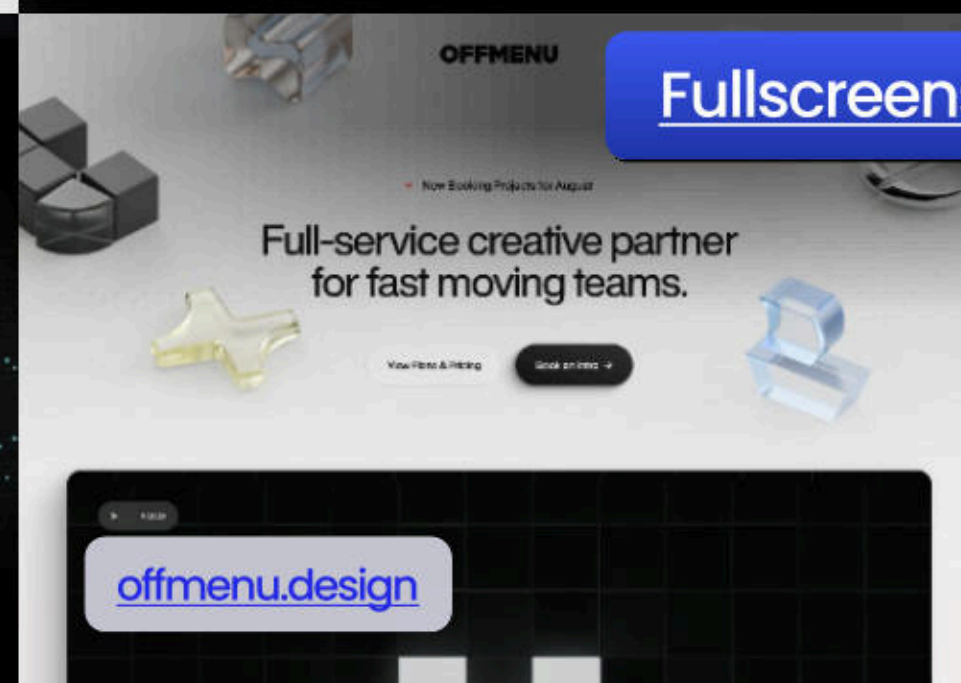
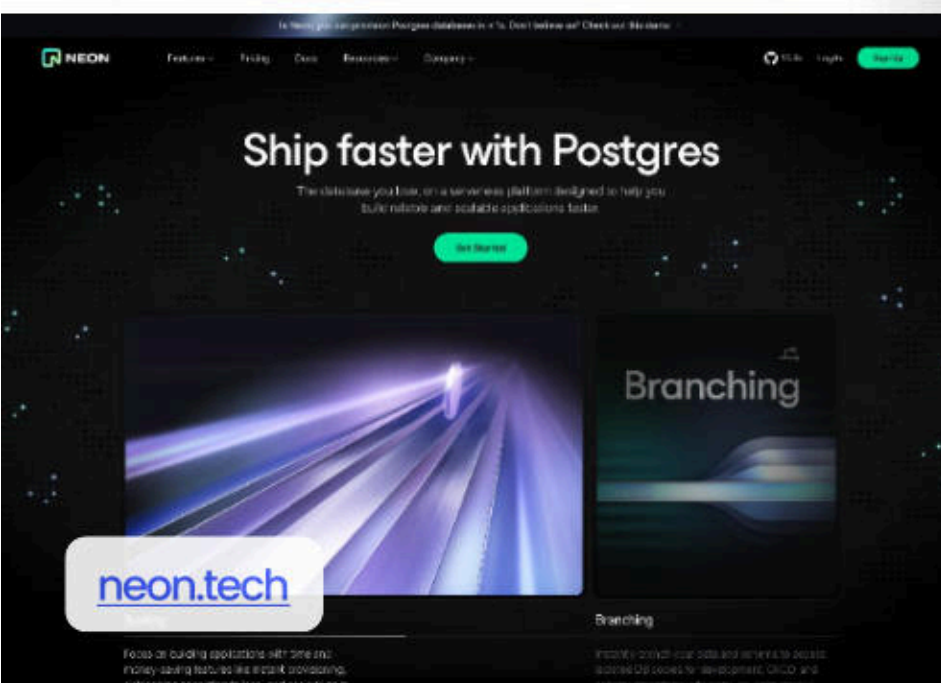
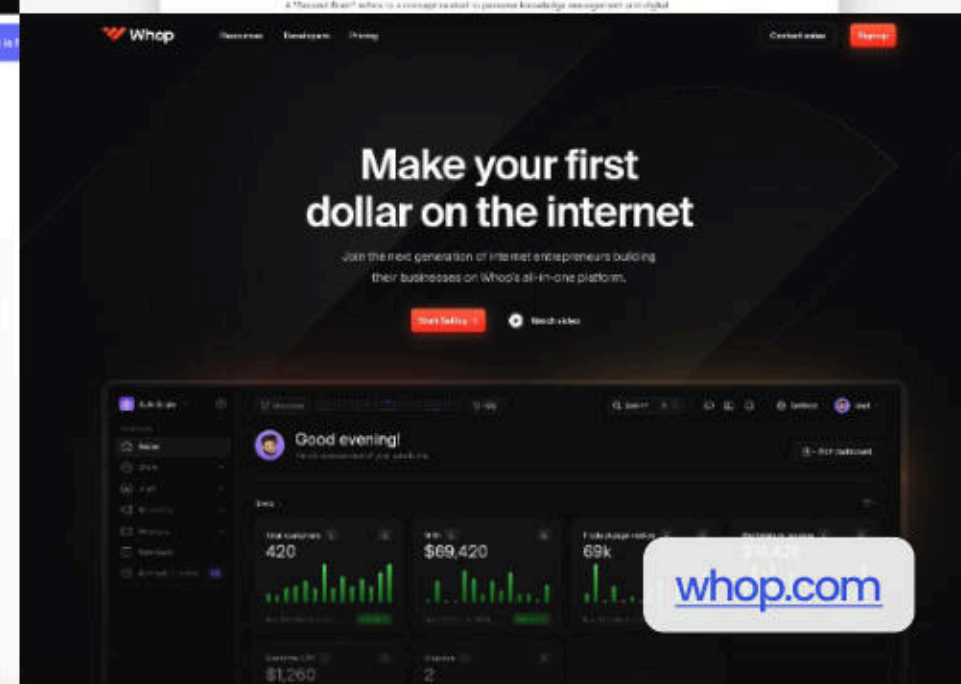
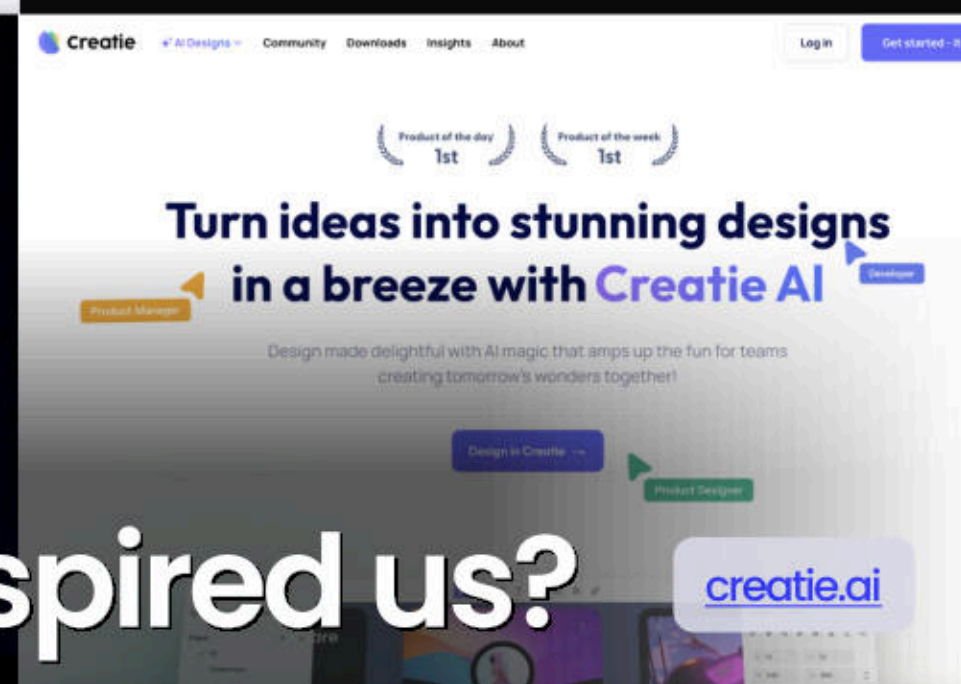
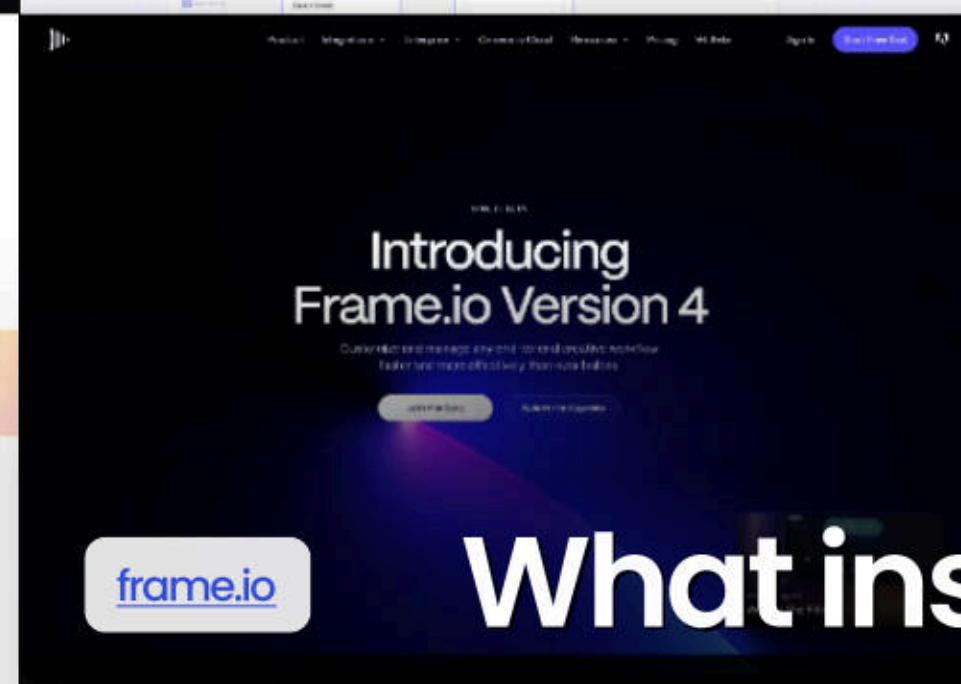
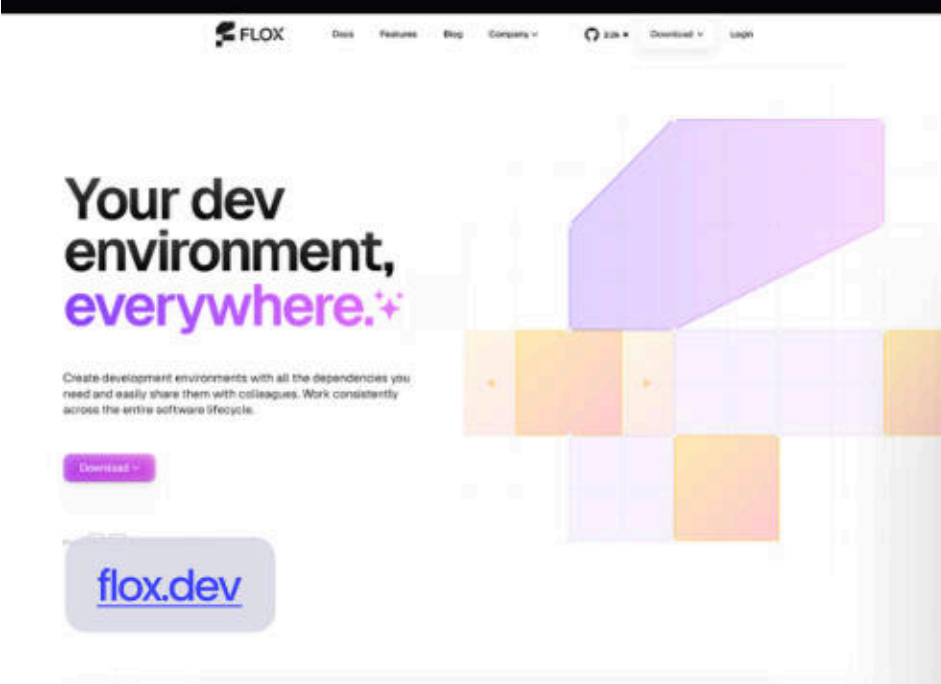
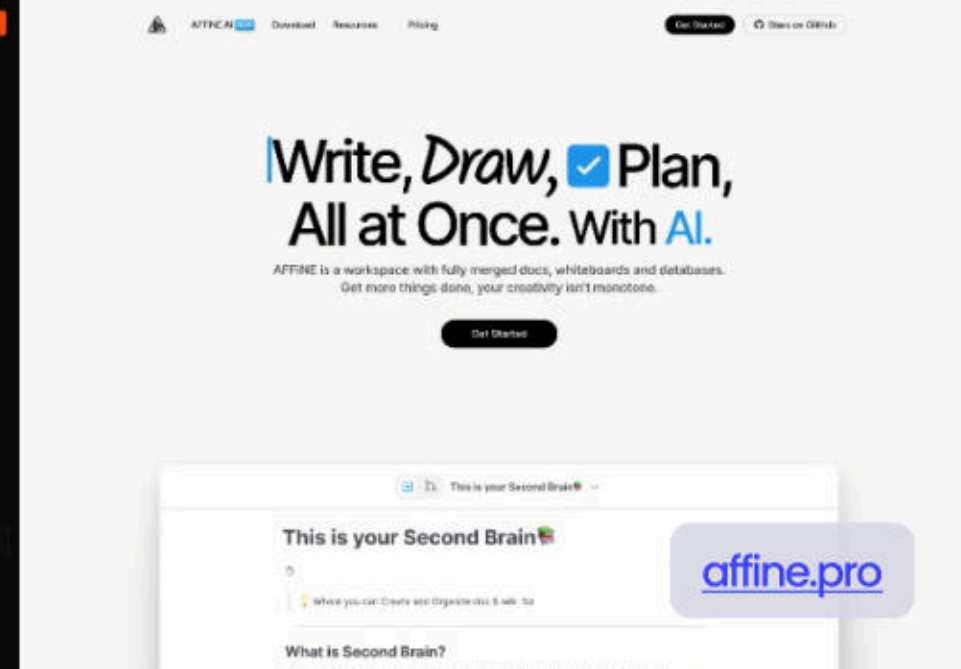
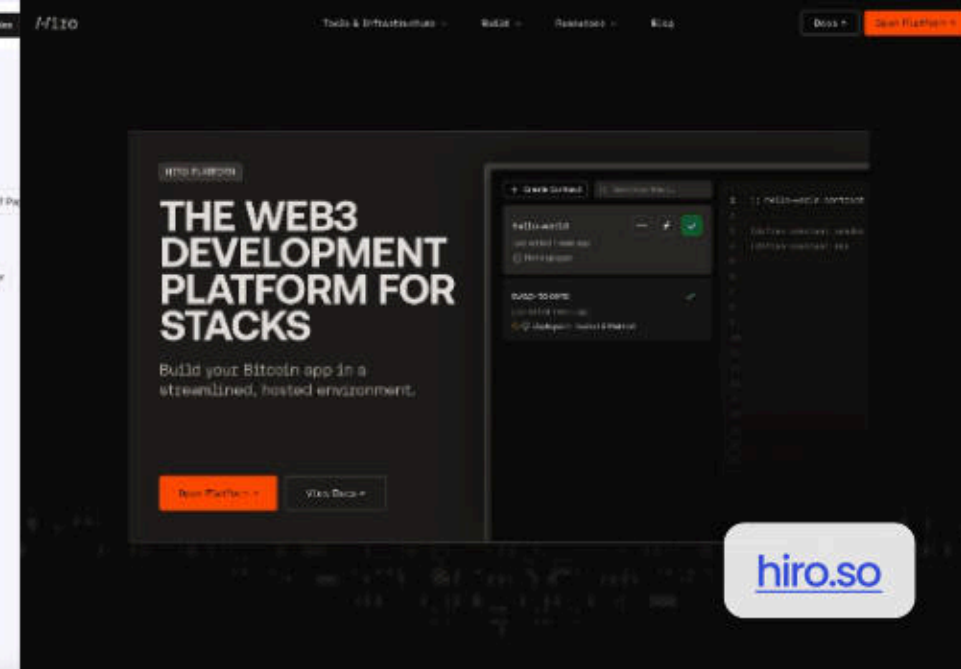
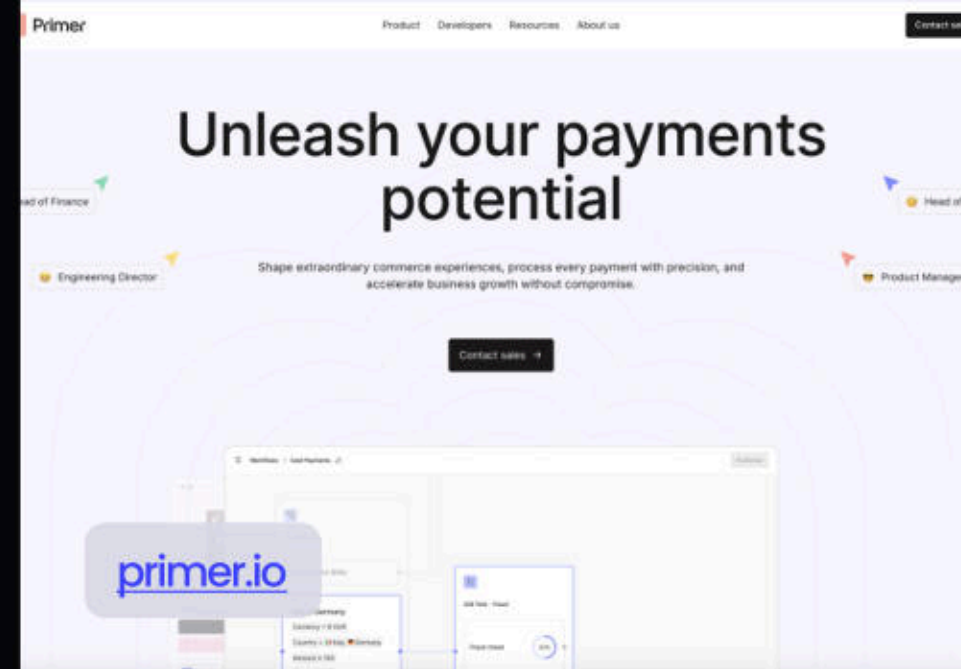
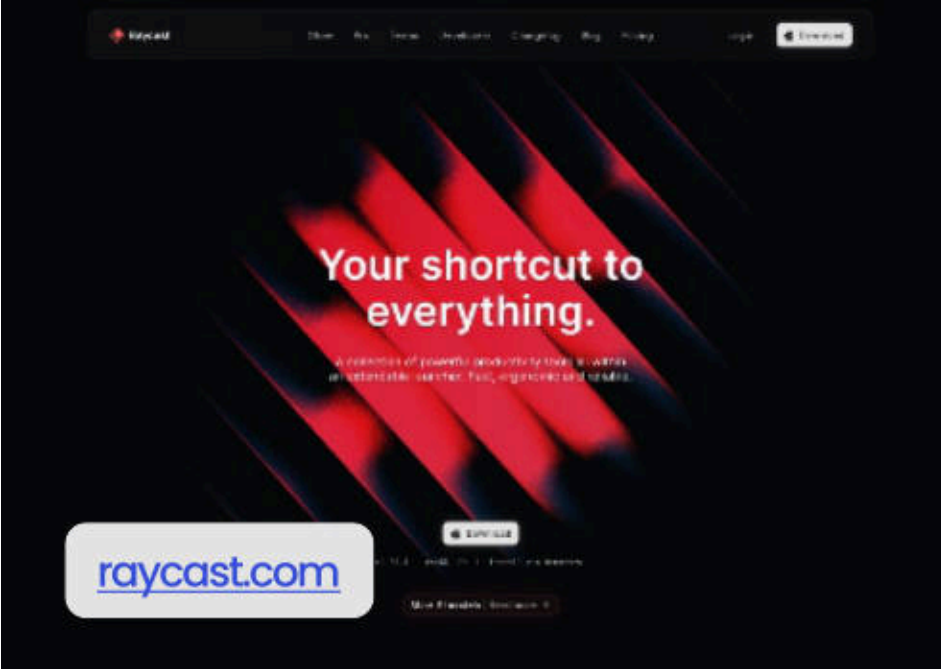


Product Redesign 2024

We are in the final stretch of our product redesign.
After its update, the website will poorly align with what we have in the product.

Moreover, this is an excellent opportunity to make our value propositions clearer and our messaging more comprehensible.





What inspired us?

Fullscreens (Research)

What we want to be improved after that?

Here are the main areas we would like to improve in the new version:

Product-centered

Due to an abundance of illustrations, we were unable to effectively showcase our product's interface on the website. We will address this in the new version.

Benefits

We need to highlight our product's benefits more clearly for greater clarity, as the current product description can be tricky.

Copywriting

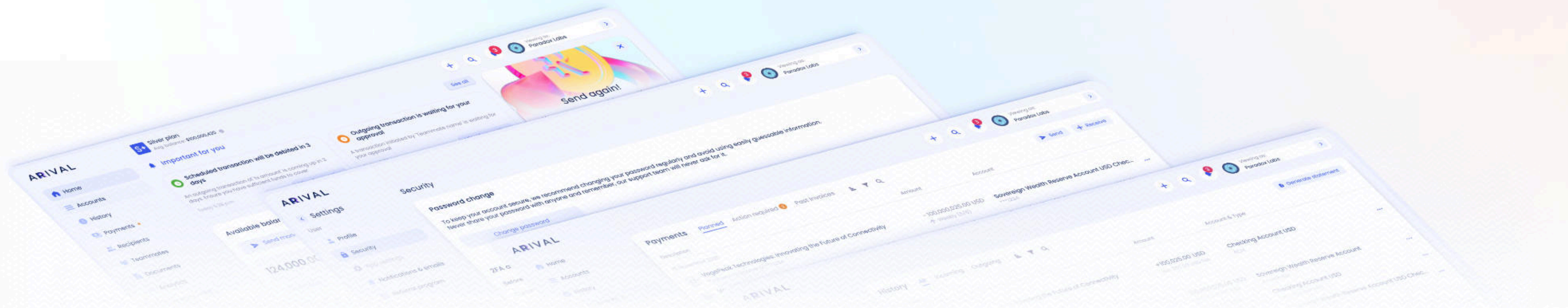
We must use clearer phrasing and maintain a consistent and formal tone of voice.

Pricing

Currently, it contains an excessive number of footnotes and complex tabular layout. We intend to make it more user-friendly and easier to understand.

Navigation

Improve the navigation with contacts, making it more structured and comprehensible.



What we have for **now?**

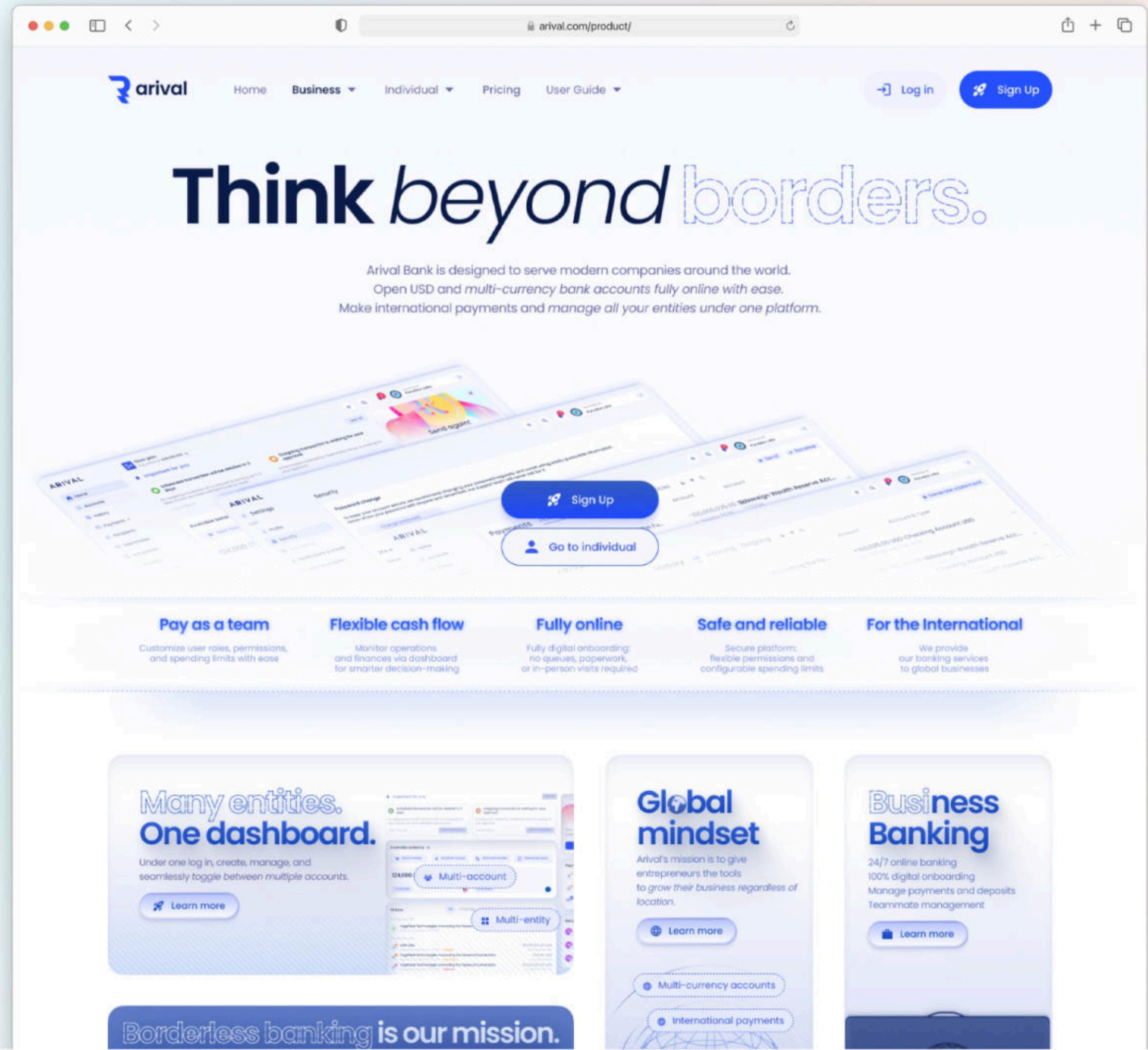
Currently, we are working on the first version of the website, where we have initially addressed the structure and content of the home page and product page. We have a preliminary version of simplified pricing and several initial drafts of technical illustrations/styled product components for the content.

We plan to finalize the design of the blocks either after the rebranding or after the final approval of the website structure and at least some of its content.

The illustrations will be closely tied to the content, so there's no practical benefit in creating them randomly at this stage.

Working on:

- Main page
- Product pages (business + individual)
- Pricing
- Career (early stage)
- FAQ (early stage)



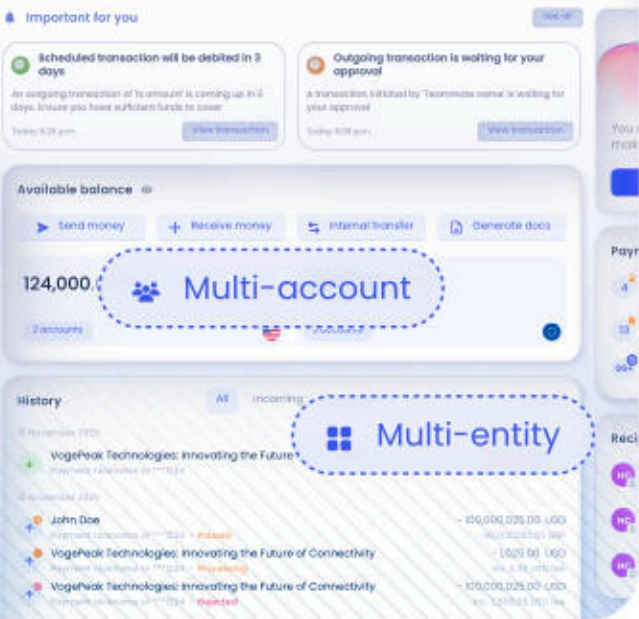
Bento appearance

Bento UI may be a great fit for us: convenient for development, visually appealing in design, and familiar to users.

Many entities. One dashboard.

Under one log in, create, manage, and seamlessly toggle between multiple accounts.

 [Learn more](#)



Borderless banking is our mission.

We welcome international business owners by providing USD and EUR bank accounts and a host of cutting-edge fintech tools.



Global mindset

Arival's mission is to give entrepreneurs the tools to grow their business regardless of location.

 [Learn more](#)

 Multi-currency accounts

 International payments

 Worldwide clients

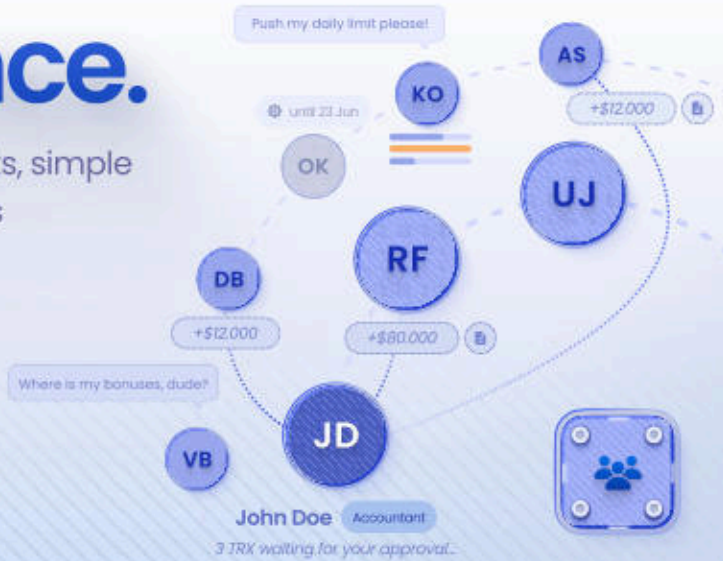
And many,
many others,
in September!



Simplified business finance.

Get your team in on the fun with spending limits, simple banking, and intuitive controls. Focus on what's important, and we'll take care of the rest.

 [Learn more](#)



Thank you for your attention!

By Denis Bakulin.[☆]
September 2024.

