

TEKMINDZ'S NEW
PRODUCT
DEVELOPMENT
CAPABILITY
ENABLES OUR
CLIENT IN
DEVELOPING A
DIGITAL PAYMENT
SOLUTION IN
AFRICA

The Client

Our client is a successful company in Africa with a mission to enhance peoples' lifestyles through open access to electronic payment solutions up to the last village. The digital economy in Africa was looking for more innovative ideas and solutions. Our client has successfully digitized and transformed operations from intense manual and cash-based processes into electronic transactions in Africa. They were now looking to build a digital payment solution for greater transparency and efficiency in payments.

The Requirement

The client works closely with various service providers in the country such as large utility companies and government departments providing various services to the citizens of the country. Financial transactions were largely being done manually. This created lack of transparency and delays in providing services.

The client was looking for a customized solution built from scratch that would bring the merchants, payment acquirers and service providers on a common payment platform. The solution would address the emerging needs of the digital economy in Africa. However, the challenge was to create a way to provide wide access of this platform to digitize the cash based manual processes.

Our client wanted to explore innovative solutions that could be developed quickly. They wanted to launch an MVP (Minimum Viable Product) with specific features which would allow them to demonstrate the solution's potential capability to the various stakeholders in the payments ecosystem. They wanted to ensure the MVP is cost effective and has a high usability aspect for the end users. It was also critical to explore the market response for such a solution before a full version of the product is rolled out.

Given the fact that the client's platform was still under development with new features being added on a regular basis, they were on the lookout for a partner who could provide the following-

- An innovative solution
- Ability to quickly develop the MVP to go-to-market at the earliest
- Agility to incorporate ongoing and iterative feedback with rapid turnaround time
- The ability for the solution to be readily usable and deployable in production if the initial response is encouraging

The Challenge

As time to market was important and the client wanted to leverage the solution to strengthen its market position by being an early entrant, and potentially create a large user base quickly, the challenge was to understand the needs of the market and develop a workable MVP solution in the shortest time possible.

Our Solution

Based on our strength of developing innovative MVPs rapidly, we were able to accomplish the following:

- The development of MVP was initiated and the identification of features was done using a combination of smart and Moscow MVP Methodology used by TekMindz. This enabled us to deliver business value for our client which the product would ultimately provide to the banks and their end users.
- The Product Architecture was design considering there would be multiple integrations in future, i.e., merchants (service providers) getting added.
- White-label, SaaS based Product Architecture was proposed as the Service providers would have to pay only for usage.
- The solution would reduce the overheads of manual cash-based transactions and provide a much improved customer experience.
- The White-label solution also provided branding features where the service providers could provide personalization to the end users.
- We applied principles of Design Thinking to optimize the end user experience delivery.

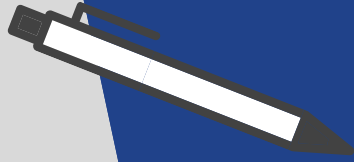
- We used the below defined UX methodology for creating the product experience:
 1. We did rapid prototyping of a subset of MVP features to get an early feedback from key stakeholders and validate the product's feasibility
 2. We developed the MVP version in Agile method, using iterative feedback and ongoing sprints based on the early feedback received



The Results

TekMindz was able to deliver a fully functional MVP within a short 3-month time. With the help of our experienced Product Engineering team, our client was able to get early feedback on the product from the various stakeholders in the market including end users as the MVP was launched with a quick turnaround time. Banks were thrilled to see the solution addressing their customers' challenges. Seeing the new MVP, banks were committed to provide the solutions to their customers, as it would help in significantly reducing the operational overheads of maintaining long queues at the banks. The users were now able to access all of the services on their mobile phones which saved their time, improved the user experience and provided a secure way to perform online transactions.

This success story has also allowed the client to expand their business. Having now gained great confidence on the MVP development methodology of TekMindz, our client has made TekMindz an integral part of their new strategic technology initiatives, and we continue to play a critical role in their product road map discussions, enabling our client to expand their business through new technologies and innovation.



Why Choose TekMindz Solutions for Your Product Engineering Services

TekMindz's offers the competency and capability of complete software product development life cycle activities including conceptualization, design, architecting, building (coding), testing and implementing the product as per design, verifying and validating the product to ensure that everything works as planned and conceptualized.

TekMindz collaborates with customers at each step of the product engineering life cycle to translate the product vision into tangible designs that are scalable and adaptable to constantly changing technologies.

TekMindz effectively collaborates with ISVS to be an extension of their product teams to deliver complete product life cycle solutions. We have been enabling start-ups to mid-sized product companies deliver greater value to their customers by helping them enhance and future enable their product offerings and achieve rapid time to market.

We work closely with leading global software providers and bring deep expertise to overcome critical industry challenges, leveraging our top-line technology expertise to drive massive bottom-line advantage for our clients.

Our global clients not only vouch for the spectrum of product engineering services we have to offer, but also for the quality of our resources and our delivery capabilities.

Did you enjoy reading this case study on MVP?

Do you have a requirement for the same or similar technology services? Go through our other case studies to learn how we can add value to your business offerings.

Contact Us now and see for yourself how our Product Engineering services offer a cost-effective and viable solution for your business in the ever-changing technology landscape.

About TekMindz

TekMindz is a growing product engineering company specializes in providing IT solutions and services. We serve our clients across North America, Africa and Asia of all scales. TekMindz is head quartered in India and has a talent pool of 200+ engineers & professionals. In our 12+ years of experience we have delivered more than 250 products/ solutions with complete technology ownership. TekMindz is CMMi Level 3 and ISO 27001. Know more about us by visiting our website at www.tekmindz.com

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