Fintech Challenge

Type: New Features, Problem-solving, Go-to-market strategies

You have been on-boarded as a Product Manager in a market leading fintech company that is a market leader in Payments "FunPay". "FunPay" is also a super app with many features not just limited to payments. In your monthly catchup meeting, you have been asked to come up with Product ideas that can help expand the super app platform by launching a new mini app. The vision for this new mini app is to increase the engagement for the users and can help increase daily transactions. Given "FunPay" wants to be more inclusive, it will be great if this mini app can target senior citizens or young people under the age of 20.

Part 1: New features — Can you build a mini app which can help increase the engagement for "FunPay" and help increase the number of transactions?

- Think of different user segments and the segment you want to target.

- How your product helps solve a specific need.

- Why should this be a mini app on FunPay and not an exclusive app that some competitor cannot replicate

- User flow diagram.

- Wireframes & Prototypes

Part 2: Launch Strategies — Let's say you have got this feature built by your tech team. How would you go about the launch plan?

Expectations:

- Explain your launch or Go-to-market strategies for this feature

- How will you get your product targeted to users in the "FunPay"
  super app ecosystem where it will be competing against other
  products.