

END-TO-END NEXT GENERATION PRODUCT DEFINITION FOR AN IDENTITY MANAGEMENT COMPANY

Our Customer is an identity management specialist company based in the United Kingdom. Listed on London Stock Exchange, it offers a wide portfolio of identity-check related products allowing any business to easily validate and verify their customers.



CHALLENGES

One of customer's products, dedicated to checking customers and employees of banks, construction companies, telecoms and night clubs, is a very successful market offering, but being on the shelf for the past several years meant it was not meeting all demands. Specifically, areas of performance, scalability and overall customer experience required immediate attention.

Aspire Systems was selected as the vendor to help with comprehensively reimagining the product for the future, including,

- Assuring the next generation capability of handling high loads with simultaneous units in use at any point in time
- Recommending solid architectural foundations, applying most recent technology
- Optimizing the system for touch control

PROJECT APPROACH

Advising on a next generation product always needs to take into account multiple perspectives, with the customers at the very centre. This is why Aspire Systems suggested Design Thinking as the overarching approach, resulting in the following scope:

Empathize. Workshop with the Product owner and domain experts, visiting and researching multiple customers, conducting usability and technical audits.

Define. Pointing right problems to focus on, conducting gap analysis, defining customer & end-user personas.

Ideate. Modelling optimal user flows, brainstorming various routes for the product.

Prototype. Designing consistent user experience (UX) and user interaction (UI) appropriate for each channel, formulating system architecture & technical measures.

Test. Validating the prototype with real users and stakeholders, adjusting the proposals

OUTCOMES

The assignment ended with delivering an end-to-end proposal of how the next generation product could look like.

The deliverables included possible inputs for product strategy, customer experience and product scope as well as technical considerations.