

## A PAYMENT SOLUTION CASE STUDY

As a newly appointed Product Manager at X organization, my task is to develop a solution called Pay Escrow, which enables an independent third party to temporarily hold funds until certain transaction or value obligations are met by the buyer or seller.

This solution will be implemented across various countries in Africa, where the sellers are referred to as merchants, and the buyers are customers. In traditional e-commerce scenarios, merchants typically receive their settlements on the next business day (T+1).

However, with Pay Escrow, merchants will only receive their settlements the day after the customer confirms receipt of the ordered item(s) by providing a specific code indicating they have received the expected value.

In cases where the customer does not receive the expected value within the agreed-upon delivery period, the customer will automatically receive a refund back to their account.

Now, considering a 12-month timeframe, how would you suggest approaching the development of a product roadmap for building this service?

### Expectations

- a) Build a 12-month product roadmap
- b) Choose the metrics you would track and why
- c) Come up with a revenue model for this product
- d) Come up with a go-to-market strategy
- e) What teams would you require to support the product and what specific responsibilities would you require from them?

### Evaluation Process

#### Scoring Rubric for Case Study & Presentation

- 1) Quality of overall presentation
- 2) Alignment with current company goals/vision
- 3) Understanding of the product market segment
- 4) Understanding of the solution being developed
- 5) Initiative on product features
- 6) Feature release prioritization
- 7) Plan for resource and time constraints
- 8) Quality and detailed product roadmap

Your presentation slides should not be more than 10 slides.

Introducing!!!

# PAY ESCROW

**“Trust is a huge setback for online  
business transaction”**  
e-commerce CEO

65% of online businesses acknowledge *Pay on Delivery (POD)* and *Cash on Delivery (COD)* as one of the biggest problems.

90% of customers that once patronized an online business confessed their doubt about payment before delivery transactions.

96% of respondents would prefer a better solution than (POD/COD).

58% of respondents prefer online transactions if a trustworthy solution is available.

Source:-Primary data



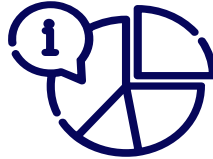
# Product Vision Board

## Target Group



- Online/Office Merchants
- E-Commerce
  - Individuals
  - Corporate
- Freelancers

## Needs



- Buyer- Safe and secure payment system to stay in control of order
- Seller- Reduce rate of abandoned orders, guarantee customer commitment, save logistics cost, increase conversion rate and boost sales

## Product



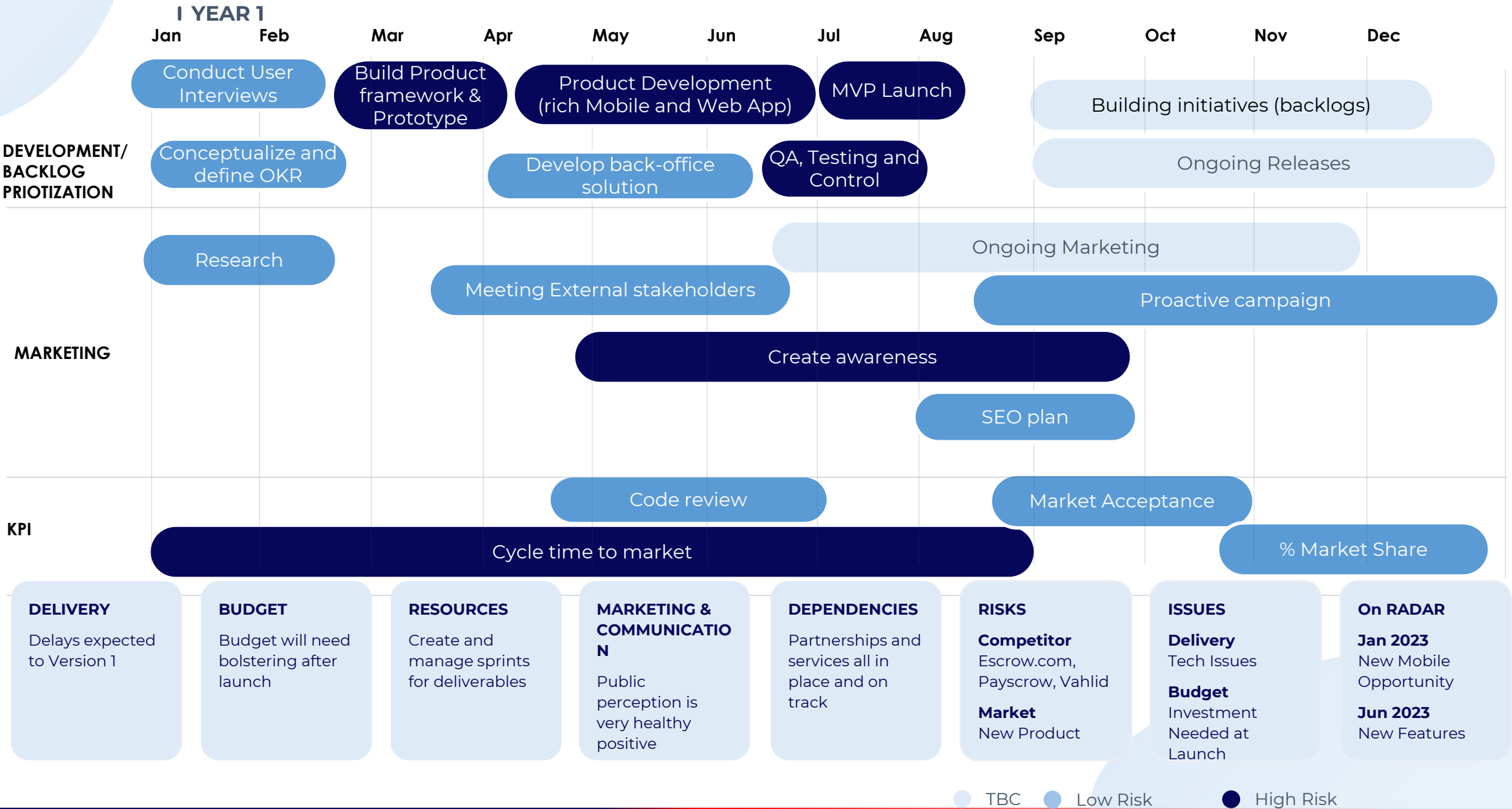
- Safe, secure and swift payment system
- Transaction tracking dashboard
- Real time notification

## Business Goals

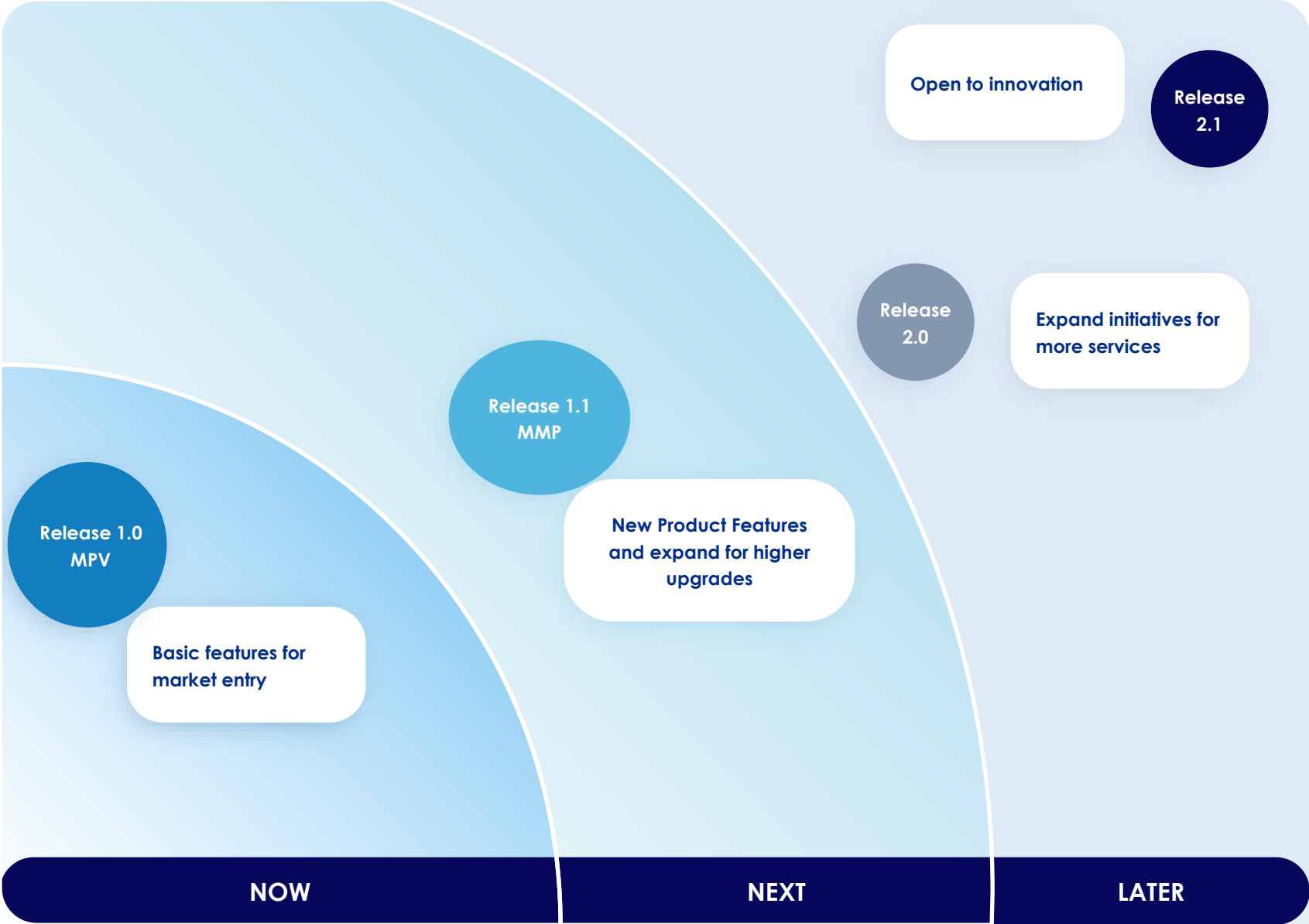


- Acquire market share with 3 million subscribers in the first year
- Complete 200 million counts of transactions in the first year
- Generate \$4 billion revenue in the first year

# Product Roadmap



NOW-  
NEXT-  
LATER  
ROADMAP



## Customer Success and Product Engagement

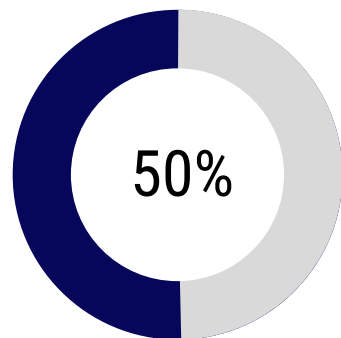
- Product Usage (Sign in frequency etc.)
- Retention and Churn rate
- % of Users who take a specific- action that matters
- Type of customers using certain features
- Response time to service assistance
- Quarterly Net promoter Score
- Dispute resolution

## Business Oriented

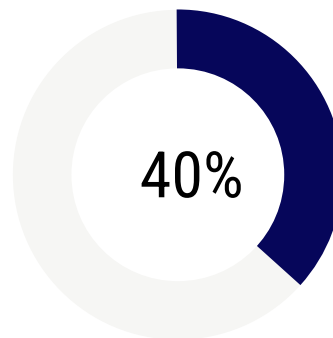
- Customer Acquisition Cost
- Customer lifetime value
- Monthly, Quarterly Recurring Revenue
- Average Revenue per User
- Conversion rate from adverts

# Revenue Model

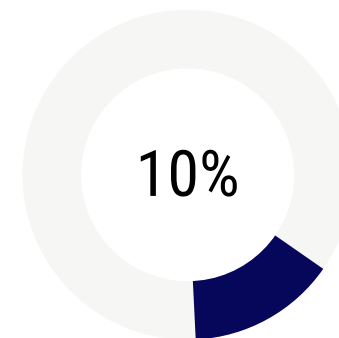
**Fee-for-Service  
(Pay-per-usage)  
Merchants and Buyers**



**API Subscription for  
FIs, Large SMEs and  
Corporates**



**Commission on  
Contract Agreement**



# Go-To-Market Strategy



## Distribution and Outreach Channel

- Brand Positioning
- Email/Messaging
- Social Media
- Newsletters
- PR services
- Third-party awareness

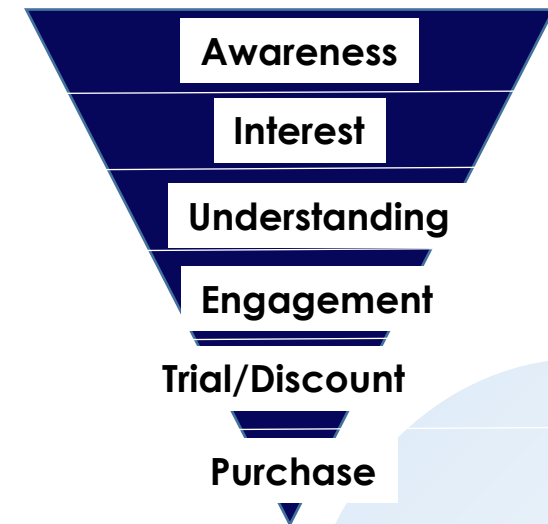
## Target

- Online Merchants
- Large e-Commerce
- Banks and Fintech
- Existing Customers
- Freelancers

## Action

- Focus on target groups to get traction
- Pay attention to feedbacks and reengineer

## Marketing and Sales Cycle





# Product Development Team (Core)

## Product Management Team

- Set product vision, lead road map, conduct user test, lead the cross functional team, plan and deliver release, idea management, evaluation and feedback curation

## Engineering Team

- Write codes, provide application infrastructure, assist to organize best API plugins

## QA Team

- Test for Quality of product and features

## Project Management Team

- To coordinate product build-up as a project alongside BA

## Control/Audit/Compliance Team

- Ensure compliance with CBN policies and internal policies including PCIDS

## Management

- Approval for adoption and buy-in to provide high sense of priority across product development team

## Design Team

- To promote usefulness, usability, desirability and accessibility of product through design

## Settlement/Clearing/Dispute Resolution Team

- Provide knowledge on existing process and how new product feature can sync.

On a journey to build full confidence  
With doing business online.

**THANK YOU!!!**