

Case Study – Product Manager

The Central Bank of Nigeria has defined a strategy for the Nigerian financial industry. The vision is to be the leading inclusive digital and fintech ecosystem operating out of Africa by 2024 and with an objective to promote financial inclusion.

With the growing number of fintech's in the ecosystem, your team observed that the newly launched “[NQR Payment Solution](#)” is used by only 1 million users out of their 500 million user base. What would you change and why?

Your Task:

You have been invited to a meeting with the Head of Product Management to present a strategy to tackle the issue below:

- Explain your proposed solution and how would you validate your ideas.
- List the Data points you would analyse, which lead to your conclusion.
- Discuss the success metrics of the proposed solution.

Useful Information

- NIBSS is neither a regulator or an enforcer to the financial institutions or Fintech Institutions.
- NIBSS is the custodian of NIP.