

Mukuru // WeThinkCode

SheHacks | Project Brief | August 2025





Mukuru Loyalty Rewards Hub

Mukuru is a leading next-generation financial services platform for Africa's emerging consumers. We serve millions of customers across the continent, enabling secure, affordable remittances and financial products that improve lives.

For this hackathon, your challenge is to design and build a loyalty rewards programme for Mukuru customers.

The programme should allow customers to earn loyalty points when sending remittances, view their points and transaction history, and redeem points in a rewards marketplace. We're looking for solutions that are slick, smooth, creative, and aligned with Mukuru's brand.



1

Send

Allow a customer to send a remittance (simulate by inputting an amount)



Make it fun - maybe add a “sending animation” or a progress bar that feels like money is travelling across the world.

2

Earn

Award loyalty points based on transaction values (e.g., 1 point per R100)



Think beyond numbers — points could show up as coins, stars, or even playful icons (airplanes, parcels, or digital badges).

3

Manage

Let the customer view their points balance and transaction history



Visualise the journey — use graphs, timelines, or “achievement unlocks” instead of plain tables. Show progress towards the next reward tier.

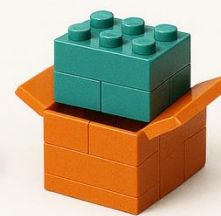
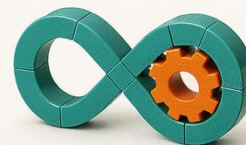
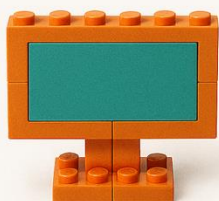
4

Spend

Provide a Rewards Marketplace where customers can browse rewards and redeem their points



Think shop or game store. Rewards don’t need to be serious - fun ideas like digital stickers can stand out.



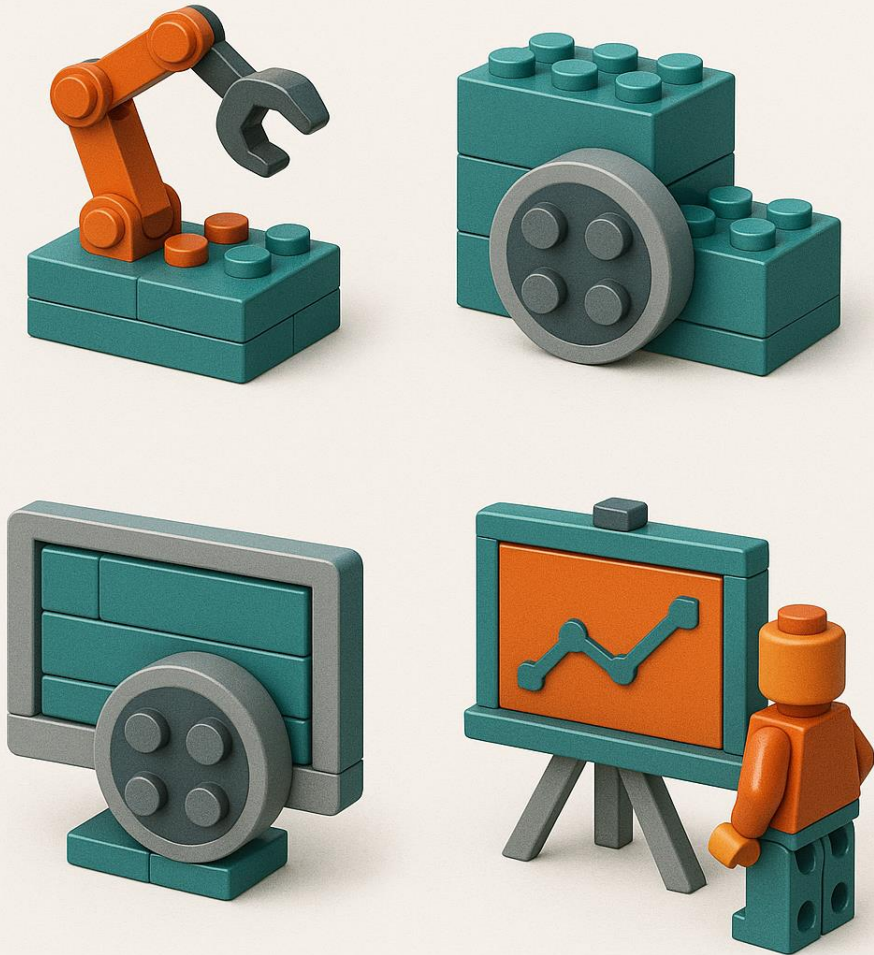


Bonus Features

Bonus features = if time allows

- Gamification: Tiers (Bronze, Silver, Gold) or achievement badges ("First Transfer Bonus").
- Leaderboard: Ranking top customers by points.
- Rewards Shop polish: Browse items, "add to cart," checkout-like experience.
- Brand Styling: Align colours, logos, and UI with Mukuru's brand identity.





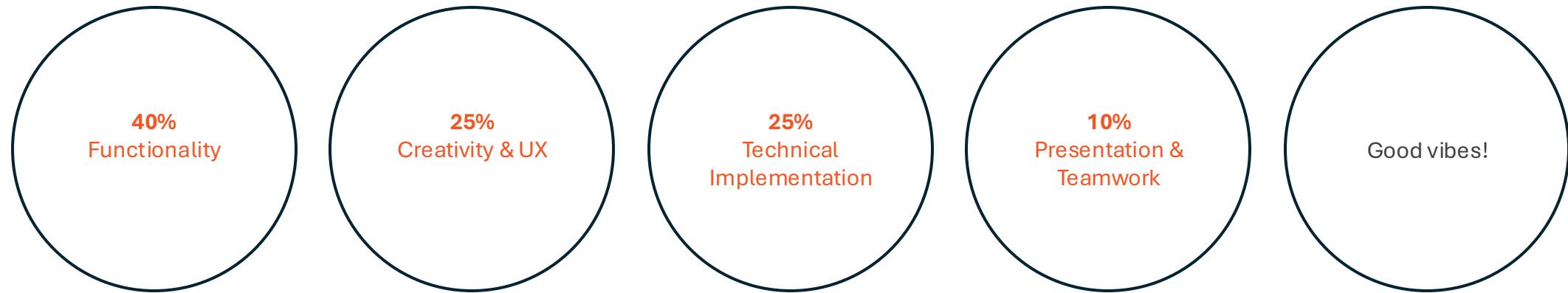
Project Deliverables

By the end of the hackathon, your team must deliver:

- A **working prototype** (doesn't have to be production-grade, but must demo end-to-end).
- A **backend** (API) that manages points, balances, and rewards (bonus points for this separation).
- A **frontend** (responsive web app) where users interact with the system.
- A **demo presentation** (5 - 7 mins) showcasing:
 - Your solution in action, key design decisions, what you learned as a team.



Judging Criteria



Does it implement the core requirements? Does it handle transactions, points, balances, history, and redemption? Is the interface smooth, intuitive, and aligned with Mukuru's brand? Does it surprise us with fun features (chat-like flows, gamification, etc.)? Is there a clear separation between backend and frontend? How well is the code structured, and is it understandable? Did you make smart use of frameworks, libraries, or tools? Was the demo engaging and clear? Did all team members contribute?

Note: Judges may ask technical questions about your code and approach.



May the source be with you!

Please remember:

- Teamwork makes the dreamwork!
- First, solve the problem. Then, write the code.
- You are welcome to use AI coding assistants, but you must understand your code! Use it as a helper, not a crutch. We may ask technical questions..
- You are welcome to use any tech-stack of your choice. Again, we may want to understand *why*..
- The focus of this hackathon is on learning and experimenting – make it count!

