RS Software

Digital Platform drives developer engagement for leading payment processor

Dynamic Growth in Digital Marketplace Drives New Strategic Direction

This leading organization wanted to define an API-based strategy that would allow them to build a more dynamic and flexible development environment. Several steps were required to develop this strategy including defining the product development methodology, architecting the product lifecycle, selecting the most robust API-management platform and implementing best of breed technologies. In addition, it was necessary to ensure that the organization's people, processes, and controls were ready to support this new approach. Lastly, it was critical that the firm offers a superior user experience through a developer portal that would allow consumption of the organization's API products by business partners and the external developer community.

Comprehensive Value across the Developer Adoption Lifecycle

There were two broad aspects that were considered in the design of the portal. First, though not directly linked to the portal design, the product discipline for the APIs needed to be implemented to ensure that they were observed in all the company's offerings and were meaningful to the target. Second, understanding the developer's needs as relates to portal use was vital to capturing what features and support were needed if the organization's API program was to be successful.

The following framework was drawn up to cover the various lifecycle stages of the work associated with the design of the portal.

Life Cycle Stages	Main Criteria	Description
Create Market Awareness	Communication	Reaching out to the Developer Community to understand needs and pain points
	Portal	Effective for roping in developers and pushing them for enrolments
	Event Blogs	Broadcast in digital space along with physical connections
Enable Developer Onboarding	Enrollment	Sign Up process for developer program
	Authentication	Verification of developer credentials and claims
	T&Cs / Legal	Provide simple overview of legal T&Cs
Support Application Development	Documentation	Reference material to help reduce learning curve and integration time
	Testing	Sandbox or API console to test and debug application with sample parameters
	Support	Community or company driven help
Go Live	Dashboard	Centralized location to manage live apps

Once the lifecycle demands were defined, they were associated with the required features and functions, and a phased implementation was carried out.

## Solution Highlights: The Design Philosophy

To deliver a high-quality user experience, the RS team carried out concurrent exercises to understand the firm's vision of the portal, best practices put forward by competing firms and technology constraints and opportunities.

Interviews were carried out with the potential target community to discover and validate the goals, behavior, and needs. The sessions were a combination of open-ended discussions, target questions, and observation of tasks.

Based on the discussions, the design team created user profiles, called 'personas,' that describe the key behaviors, attitudes, needs and goals of target users of the portal. The information captured in the description of each persona is based on patterns, instead of individual data points, to ensure that we have representative users.

Finally, the overall information architecture, navigation structure and key workflows for the portal were designed. The personas and scenarios provided context for the design direction and close collaboration with multiple stakeholder communities provided the necessary reviews and feedback. Proofs of concepts were carried out as part of the phased implementation process.

Below are some examples of the design work related to this project.
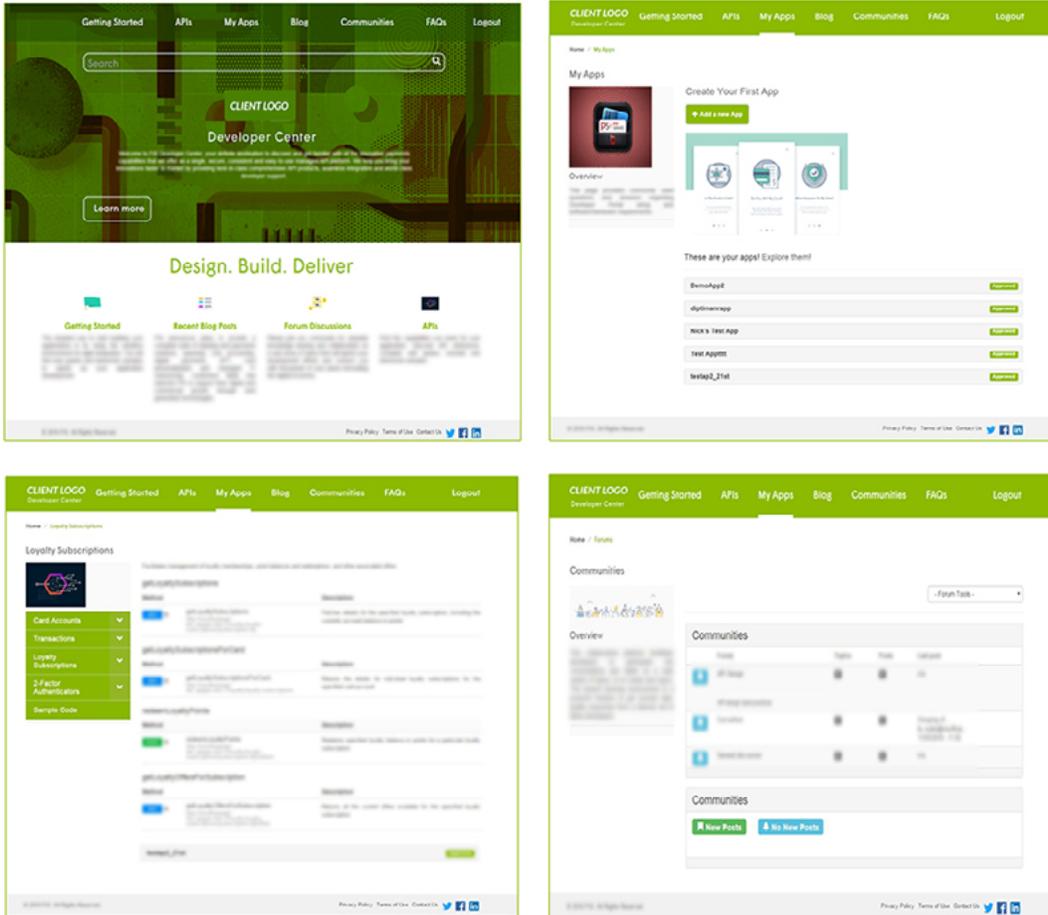
Value Delivered: Knowledge-Based Outsourcing Delivers Competitive Advantage

RS Software used its expertise in enterprise architecture and experience with digital transformation to provide this blue-chip payment provider with a strategic competitive advantage in the marketplace. With more than two decades of working with a variety of organizations around the world, RS obtained early buy-in from the executives of the organization and worked successfully with a cross-functional steering committee.

Within four months, RS produced a roadmap defining the required changes and demonstrated its value with a proof of concept for the developer experience and platform. The value of RS Software's unique depth in payments was used to provide input and guidance in the selection of the API management platform that would be key to supporting the transformation of the client's IT landscape.