

Idea Incubation, Roadmap, and Strategizing for an F&B mobile app

About the client: The client is Asia's leading provider of sustainable urban solutions and is uniquely placed to undertake urbanization projects spanning townships, mixed-use developments and business and industrial parks.

Business requirements: The client required idea incubation and strategy development of a next-generation F&B service mobile app for its business and industrial parks. The objective was to provide a value-added service to the occupants and the F&B vendors that worked in these business parks, townships, among others. It was a germinal idea, which had to be converted into a mature vision and strategy.

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Solution: The Enterprise Digitalization and Consulting team at Cybage worked with the client to develop a clear strategy and nurture this idea into a detailed business proposition. This exercise involved setting up of workshops with stakeholders from various functions such as Marketing, customer experience, IT, Business Development, and Management. These workshops focused on educating, hand-holding, and driving the client team to define the roadmap, strategy, vision, business implications, user journeys, and technical and non-technical considerations for this idea.

Following are some of the deliverables:

- A detailed business proposition
- High-level functional specifications
- Evolution strategy for the app
- User journey maps
- Futuristic technology recommendations

Cybage experts involved in this project: Sr. Enterprise Consultants, Business Analysts, Solution Architect, and Mobility Experts.

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