

Digital Product & Business Model

Expansion of the product portfolio through a Personal Financial Management (PFM) application.

Type of Company
Financial Services Provider

Company Name
-

Challenge

The company aims to expand its product portfolio with a Personal Financial Management (PFM) application. 4C GROUP supports the conceptualization.

Approach

- **Holistic Support for Product Conceptualization:** 4C GROUP supports the entire product conceptualization process.
- **Analysis of Target Groups and Development of Customer Personas:** In collaboration with the client, target groups are analyzed and customer personas are developed.
- **Definition of Value Propositions:** Value propositions are defined based on the customer personas.
- **Conceptualization of Product Features:** Product features are conceptualized based on the defined personas and value propositions.
- **Platform Development:** The approach for developing the platform is outlined.
- **Business Model and Competitive Analysis:** Finally, the business model is defined, and a competitive analysis is conducted.



Result



Expansion of the product portfolio through a Personal Financial Management (PFM) application.



Improvement of individual liquidity management for users through forecasts of future account balances.



Increasing the attractiveness of the application through gamified features.

Your Benefits

The project provided the client with several benefits. By expanding the product portfolio with a Personal Financial Management (PFM) application, customer engagement was significantly increased, and additional revenue was generated. The precise identification of customer issues and the adaptation of application features to meet persona needs led to enhanced attractiveness of the application for end users. The comprehensive market and environmental analysis facilitated efficient market positioning and the development of a unique value proposition that clearly distinguishes itself from competitors. Additionally, the product was validated and optimized through user research, testing, and prototyping, ensuring it meets market needs. 4C GROUP supported the client through various development phases with its extensive experience in digital products and business models, enabling effective and targeted project conceptualization and implementation.

Your Temporary Co-Drivers



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