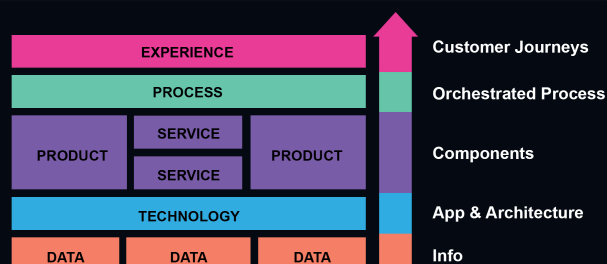


Identify the focus areas and tactics that will help you succeed

Rapid Innovation Workshop for Open Banking

Service Design for Open Banking

Open Banking brings about a major shift in organizations' approach to their portfolio: products and services no longer exist as separate entities, they co-exist and interact in evolving systems. These systems are underpinned by technology and drive front-end experiences for customers.



By taking a Service Design approach, banks will realize the potential of Open Banking to innovate, drive growth and find new revenue-generating business models. By utilizing a human-centered design approach we ensure that new solutions are:



Desirable

Valued by users



Feasible

Can be delivered by the organization



Viable

Have a positive financial outcome for the company

By doing this we assure that you get the best return from your innovation investments and generate value for your customers, colleagues and company.

Workshop objectives

Our clients around the world face questions about how **Open Banking will disrupt or transform** their business.

Virtusa's Rapid Innovation Workshop helps clients to **evaluate the opportunities** brought by Open Banking, **create relevant use cases** and **design prototypes** in a matter of days.



What topics can we cover?

FOCUS ON A ISSUE

Take a business issue and evaluate how this could be addressed by opportunities created by Open Banking and emerging tech.

FOCUS ON CUSTOMER GROUPS

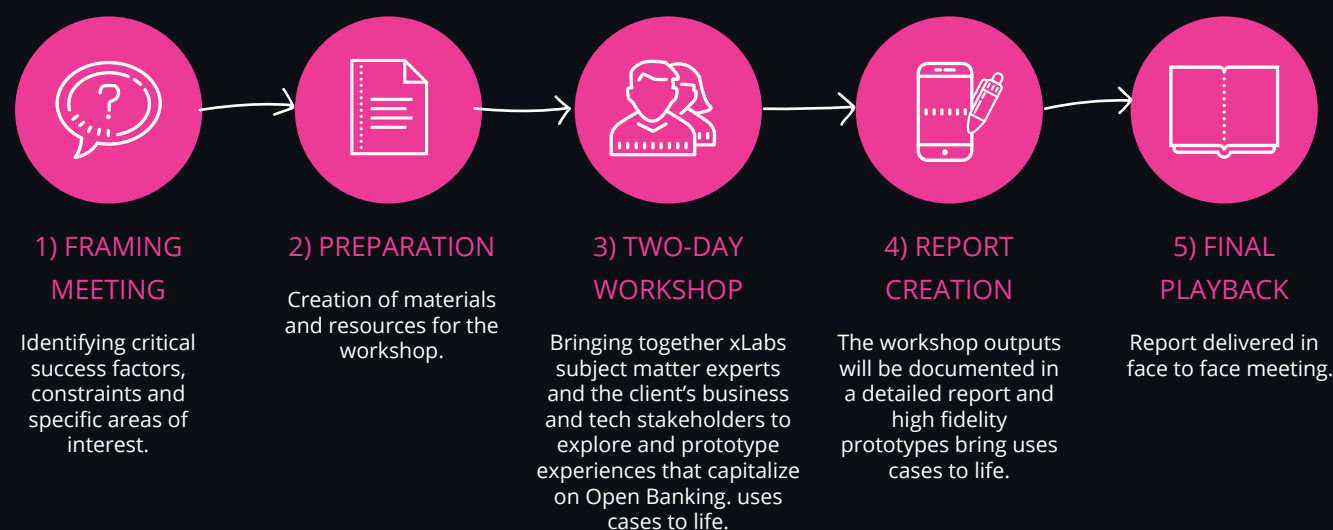
Select one or several groups of customers and explore how Open Banking may change and enrich your interaction with them.

FOCUS ON A SERVICE

Rethink an existing service that you are offering through an Open Banking lens. Examine restrictions and opportunities to redesign the service.

Engagement structure

The format of all workshops follow a common structure



What deliverables will you get?

- A report detailing that outputs of the workshop.
- Hi-fidelity prototypes that illustrate the target experience and journey.
- A research summary, setting out how other companies are employing the tech now.
- A road map for next steps.

What will you need to invest?

- Providing a sponsor to steer the engagement, confirm the focus area, or topic and provide oversight.
- Participant for the workshop should represent tech and line of business functions. They will need to dedicate two days to the process.