

Design sprint on innovative product development for financial institutions

About the project

MSC and IFC intended to strengthen the product development capabilities of financial service providers (FSPs) in Kyrgyzstan and Tajikistan. We conducted a three-week training needs assessment (TNA) to identify skill gaps, developed training modules, and delivered interactive sessions to providers on innovative product development. The sprint enabled FSPs to design a range of financial concepts and improve their staff's capability to create customer-centric products.



Impact



4.5 million customers

saw improved financial products that met their expectations



53 direct participants

trained in innovative product development across Kyrgyzstan and Tajikistan



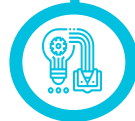
Increased access and uptake

of financial products among women, enterprises, and customers in remote locations

Helped providers understand the intricacies of their customer behavior and build innovative concepts



Amplified the learning process through a digital notebook for participants



Skilled participants to include “lean product design” in their organization to enhance their products’ performance



Intervention: Design sprint

The sprint training modules are tailor-made for providers to build their product development capabilities in six key areas: Market research, prototype development and pilot testing, lean product modification, product performance enhancement, digital financial services, and Mi4iD's use for adaptive product development.

For more such success stories, visit the [Mi4iD webpage](#) now.