

# WHY DO MOBILE PRODUCTS FAIL?

The Mobile Money example

## "WE THOUGHT IT WOULD WORK"



"Build it and they will come"

- Regulations ✓
- Distribution ✓
- Product Roadmap ✓
- Fair Wind ✓

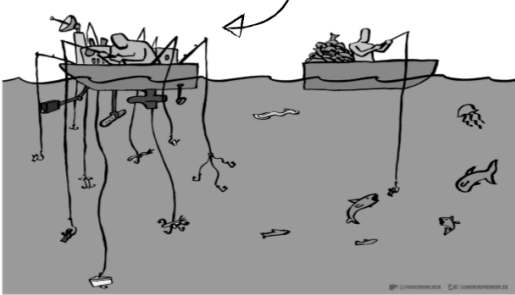
"Everything in the right place"



"It worked for voice and data"

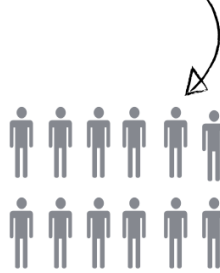
## PRODUCT DEVELOPMENT?

MFS Today?\*



Did we build something the market wants?

And your customers?



You didn't test your hypothesis with us"

## PRODUCT MARKETING?

We did listen to the market!



But how was that presented?

- High Engagement App (?)
- Market Appropriate UX (?)
- Relevant Content (?)
- Compelling Proposition? (?)

## MARKET CONFUSION!

