

MobilePay – Behind the scenes

GOTO 2014

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TRIFORK.
...think software

Danske Bank

A background image of a theater stage with heavy red curtains. The curtains are pulled back in the center, revealing a black rectangular area where the text is located. The lighting is dramatic, with the red of the curtains being the primary color and the center being black.

Agenda

About MobilePay

Technology views

Cooperation & daily work

The battle of M-payments

A simple solution for making payments



Send,
request or
split a bill

Available for
everyone

Sign-up
takes less
than 2 min.

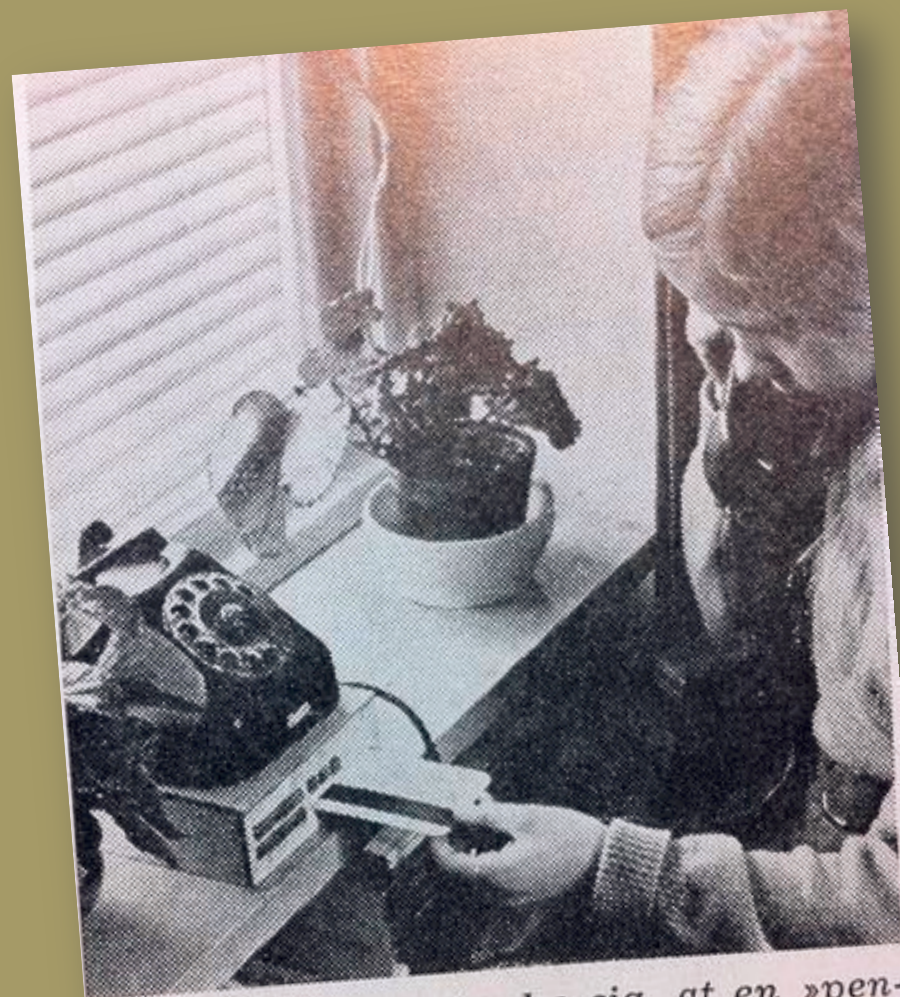


FACTS:

1,6 m. users
5 Bn. DKK in total transfers



MobilePay anno 1970



Sådan kan man tænke sig, at en »pen-
gesender« kommer til at se ud. Der er
en trykknop for SENDE, for MOD-
TAGE og for 1, 10 og 100 kroner. Frem-
gangsmåden er den, at man placerer sit
»personpengekort« i sprækken i kassen
under telefonen, trykker på knapperne
— og lader det ønskede beløbs data
overføre pr. telefonlinie.

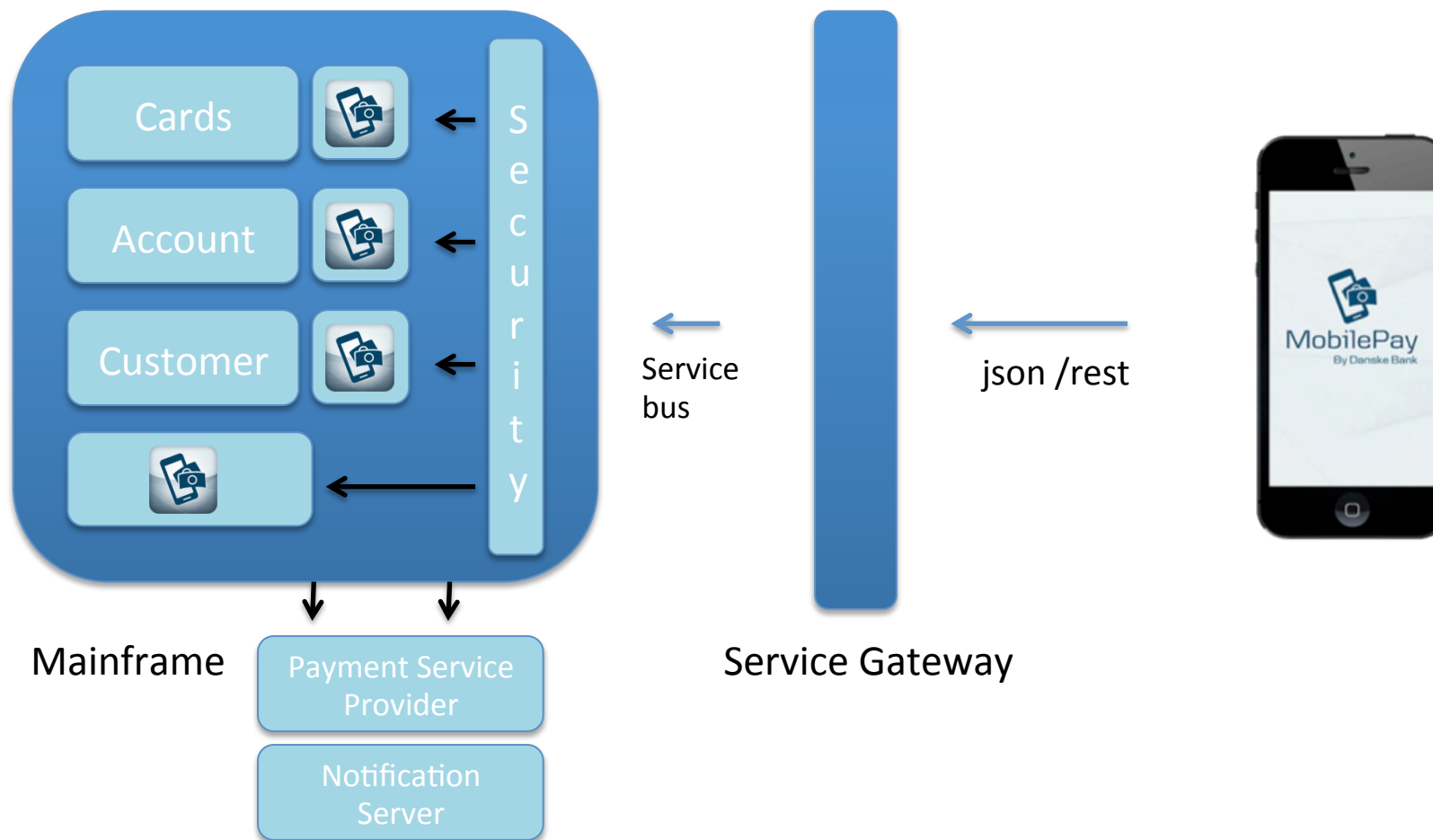
Technology



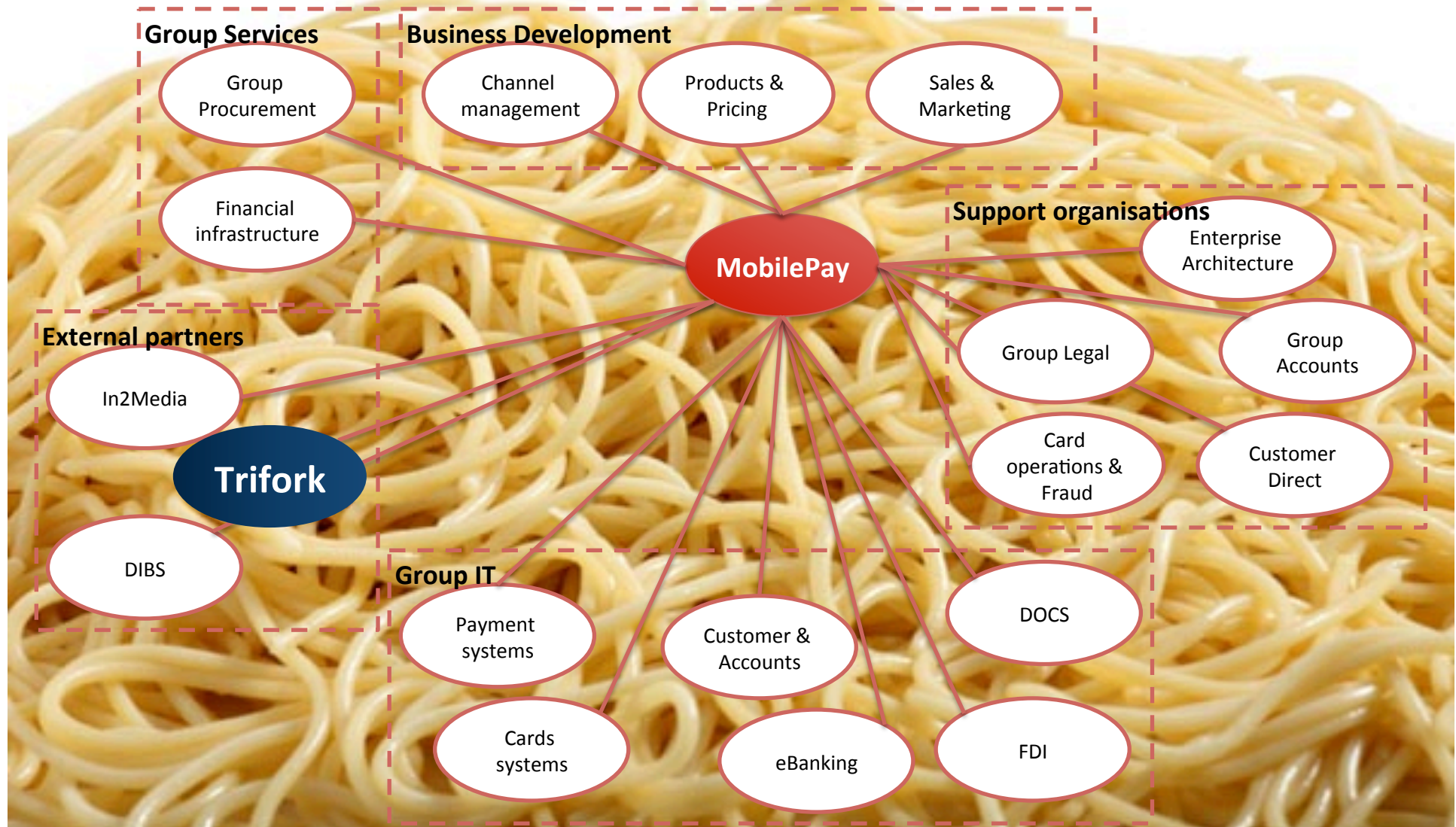
?



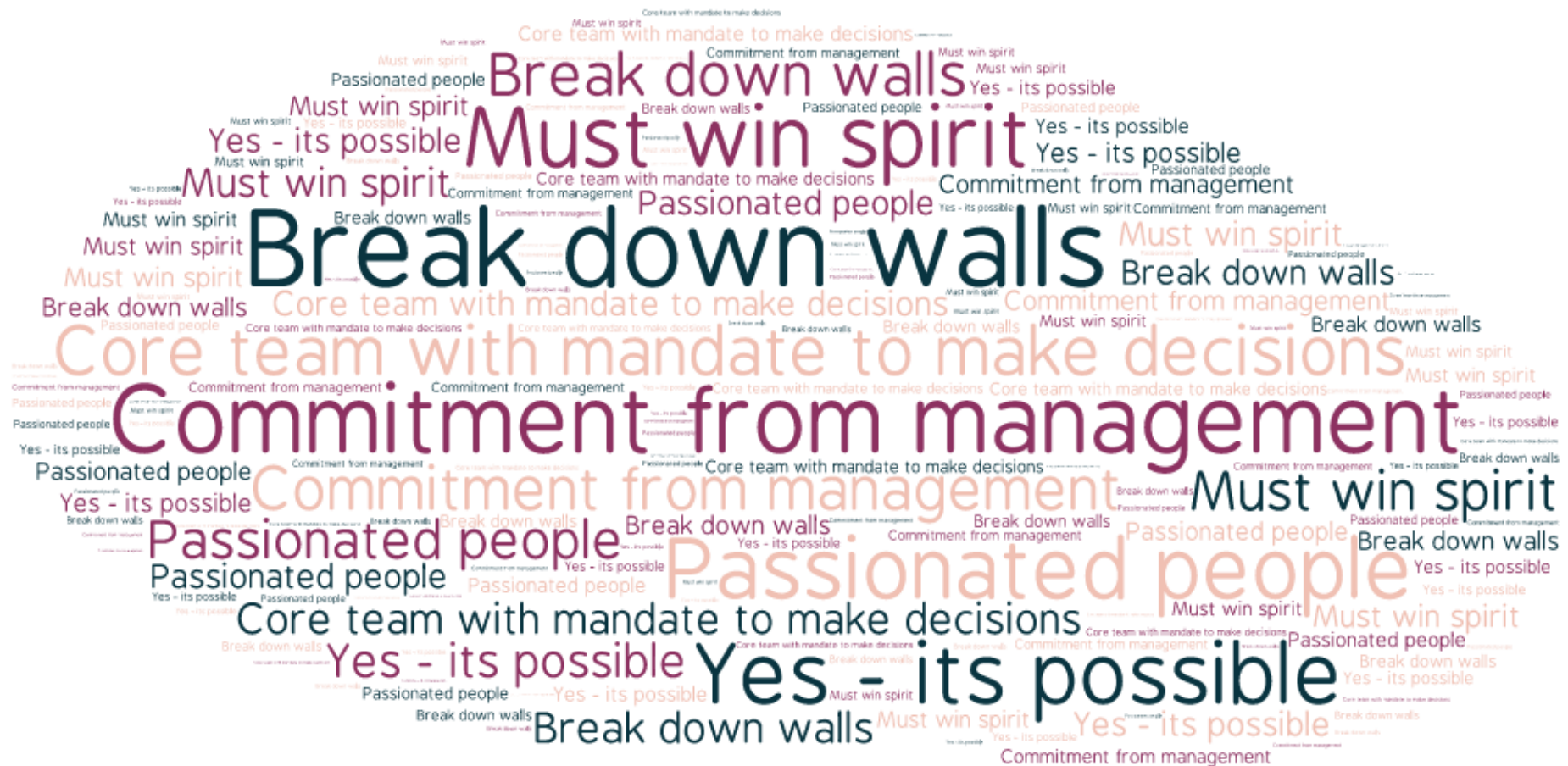
Infrastructure



While the product was simple - the project was quite complex...



How could this be a success?



How is Mobile Development different?



Mobile App Development – where to focus

NO



Focus on UX and simplicity

Quality first approach

On top of platform, tools and Technology

Accurate tracking of feature status and bugs

Passionated testers

Updated toolchain

Automatic build process

Phones and tables (Lots of them)

MobilePay Agile Process

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MobilePay IT
Core team



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App Software team



Software Development
teams



MobilePay Business
Representatives

Fixed:

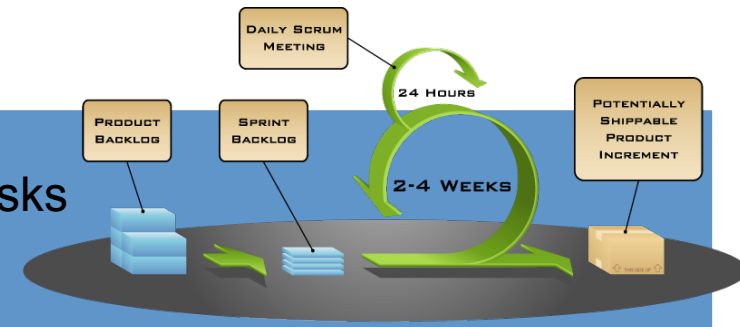
- Project backlog
- Scrum review meeting 14 days
 - * Demo, Clarification, prioritization
 - * Core team + App developers + ad hoc
 - * Running software
 - * Updated scrumboard / backlog

Dynamic:

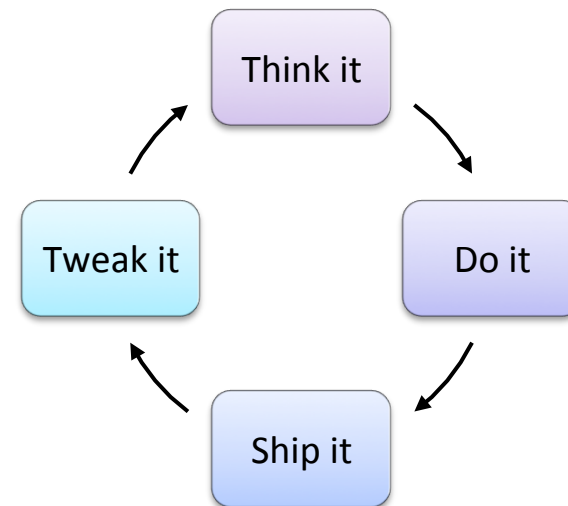
- Daily standups – Trifork
- Everything else is adjusted to fit current project status and challenges

Prototype new features

Agile development with backlog of prioritized tasks and short development cycles



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Prototype new features



Payments
Small merchants



Payments
Online

Competition is here to stay



PayPal



Square Wallet



Google wallet





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