



## CASE STUDY: AERO CARD

### About Aero Cards Limited

Aero Card is a fintech start up company founded by Darren Olney Fraser, an Australian investor and launched in the UK to offer a seamless payment experience. Aero has a vision of expanding the business across Europe and rest of the globe.

### Business Benefits

- Helped client to realize vision into reality
- Achieved smooth transitioning of last minute changes in not only UX but also product features, through adoption of agile-based iterative form of development
- Helped improve 'time to market' by sticking to on-time delivery policy

### About Nihilent

Nihilent is a global consulting and solutions integration company using a holistic and systems approach to problem solving. Headquartered in Pune, India, Nihilent's executive team has over 500 person years of experience in international consulting, IT outsourcing and IT services. Nihilent's operations span North America, Europe, Africa, Australia, Middle East and Asia. Nihilent Australia is a subsidiary of Nihilent. Our mission Change for Performance encapsulates our commitment to make change happen systemically in terms of people, process, technology and knowledge for achieving sustained performance for our clients.

### Project Description

The idea of Aero Card started as a SIM based digital wallet, to be embedded with white labelled mobile handsets. Nihilent, by engaging with various parties to evaluate the feasibility of the concept discovered that to materialize the concept into reality, an entire new payment ecosystem needed to be in place.

By further refining and adopting the design principles of **"Ride the Rails"** Nihilent helped the client to draft a concept document and a supporting prototype. The objective of this prototype was to extract deeper insights on **usability / user experience** from the identified partners and limited target audience of **millennials**.

Nihilent's active commitment to bring the concept into reality helped the client to get an approval from the identified partners like the issuer bank and card networks like MasterCard. Nihilent's team got involved right from the development phase, adopting the design principles of **"Ease of Use"** and **"Consistent Experience"** across all channels (**Web and Mobile**). Baselineing the prototype, Nihilent continuously engaged with the client and the target audience to capture the essence of the design principles. The concept is now a reality and was recently launched in the UK.

### Nihilent's Role

- Consultant role in concept refinement and APP prototype
- Research and survey
- Engagement with partners to help the client in seeking requisite approvals
- Carried out POC with identified partners before embarking on the development phase
- Engagement with target audience to capture the essence of usability