



BRASTORNE®

CONNECTING THE UNCONNECTED

Hyperlocal Mobile Payment Solution for Connecting Rural African Communities with Local Businesses

CASE STUDY



About Client



Brastorne Enterprises is a Botswana based tech company that digitally empowers rural African communities by providing accessible **ICT solutions**. Information on health, agriculture, education, government services, etc. are provided to the underserved masses through channels such as USSD, SMS & Voice, IVR.

Brastorne Enterprises has been able to empower **700,000 users** through its digitally and socially-driven solutions.



Client's Vision



The company required an **online payment system** that can help rural African communities manage their financial responsibilities and simultaneously bridge people with local businesses.





The Process

Understanding the demographics, mobile market operators and user's specific needs within Botswana such as paying utility bills, sending & receiving money.

Market share of top mobile money service providers



73%

Orange Mobile Money

27%

Mascom Wireless

Internet access & usage in Botswana



Access to internet is mostly through mobile data

Besides Facebook, WhatsApp is extensively used for texting, phone calls



Our **Research** Insight

Botswana's current mobile money service providers have services limited to transactions only with little to no focus on engagement.

In order to stand out within the competitive landscape, Mantra proposed specific user engagement features that would help gain lasting foothold in the user's device.





The Process

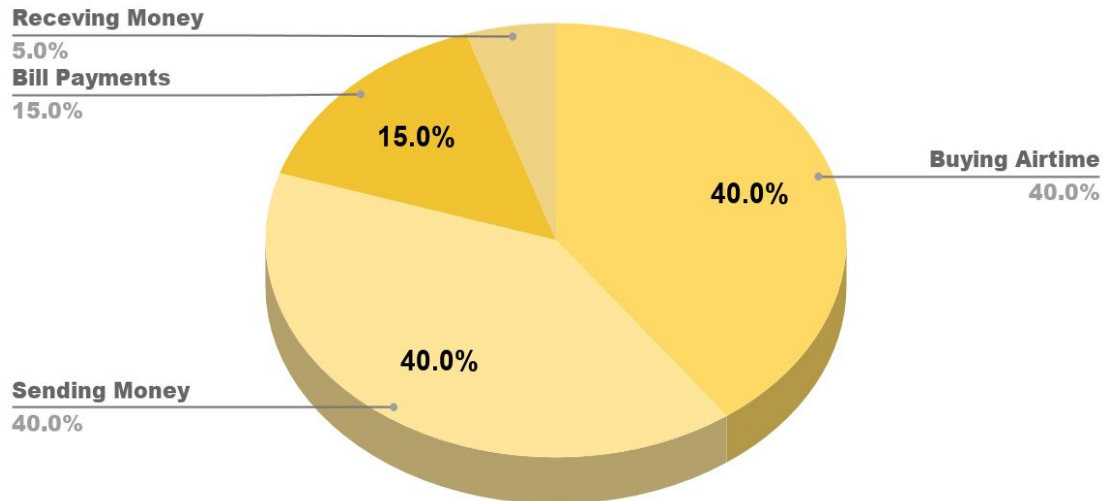


Use of mobile money service for multiple purposes, led us to consider the ways to make the online payment service more flexible.



The success of the mAgri app launched by Brastorne Enterprises, encouraged them to expand its services to African Francophone countries like Madagascar, Ivory Coast, Cameroon- therefore, in terms of language, the app needed to be made inclusive.

Mobile Money Usage in Botswana



Our Solution

Incremental and iterative approach to provide e-Wallet service through **Vuka mobile application** and separate **Web app portals** for business vendors and Vuka admins respectively



Solution Components

- iOS & Android based mobile application
- Flexible e-Wallet service to facilitate utility bill payments - made through credit card, debit card and net banking
- Web app portals for business vendors and client admins
- Engagement Add-on services to increase interaction among vuka users: games, online chat platform, social profile
- Bilingual Platform - provision of French and English languages



Mantra's Approach to Building User Experience



Added intuitive elements for a better experience through bilingual and visually engaging features



Leveraged user data to ensure simplified navigation



Reduced friction points in payment method by integrating avenues for money transfer such as credit cards, net banking



Provision of interactive elements to enhance social engagement





Vuka

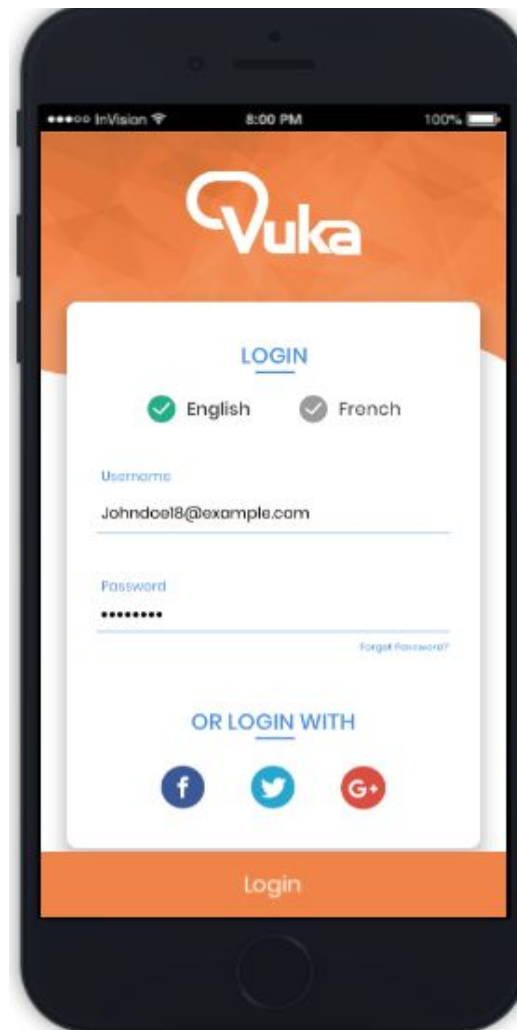
App Features





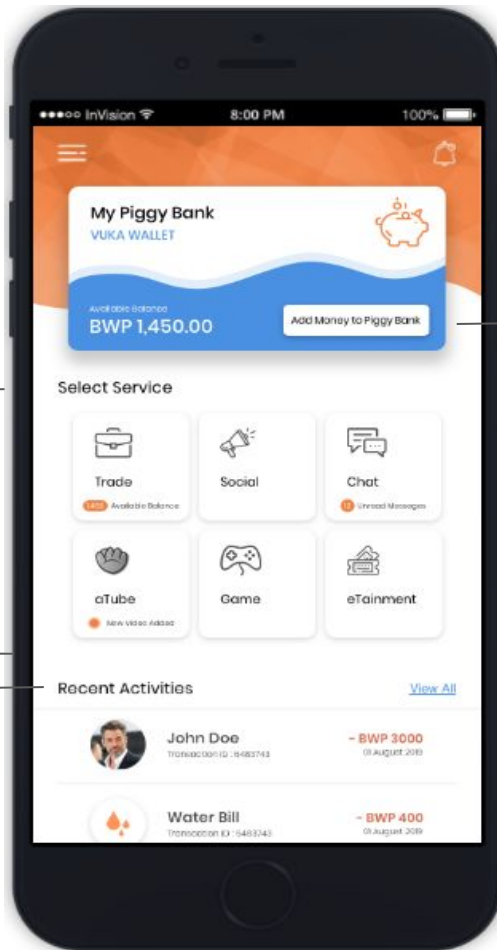
Simplified user onboarding process:

1. Login via social media account or Email
2. Preferred language selection - English or French





Easier access to all the services from Home screen



Adding money to
Vuka wallet

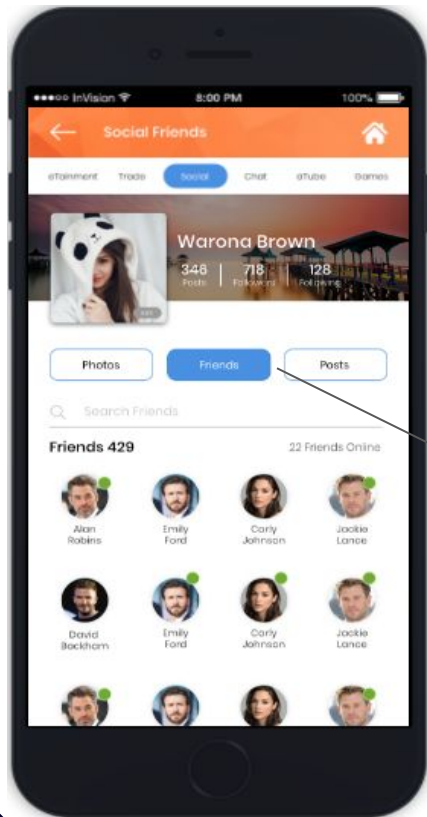
Direct access to main
services: trade, chat,
social, etc.

Enables viewing of
Recent Activities



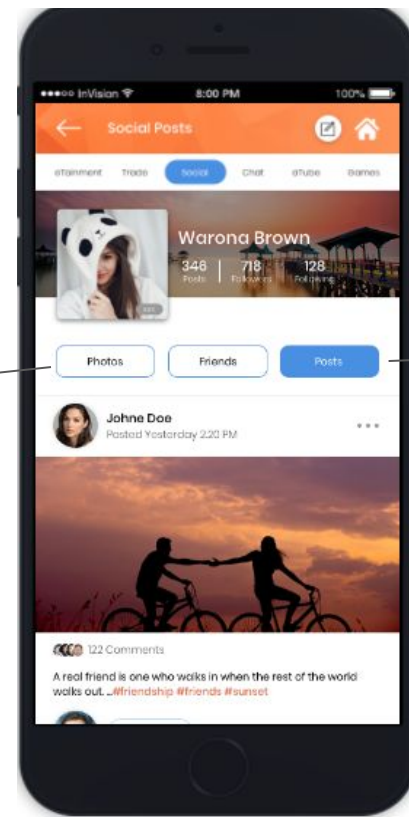


➤ Insta-like platform that allows building of social profile



View and
search
friends

Upload
Photos

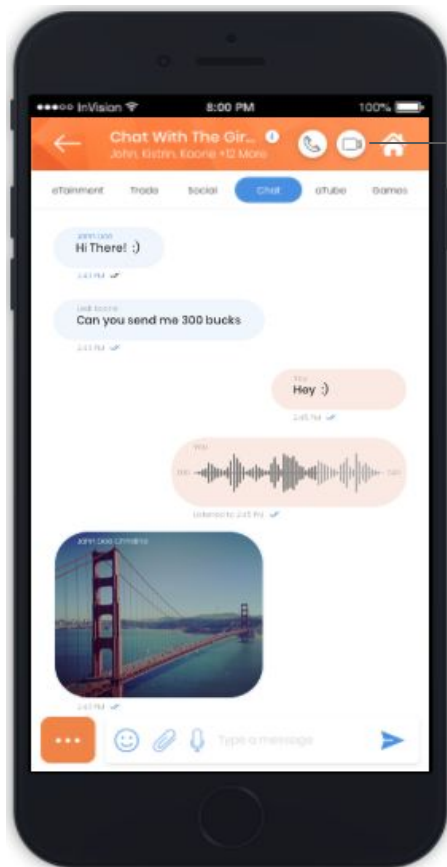


View
posts

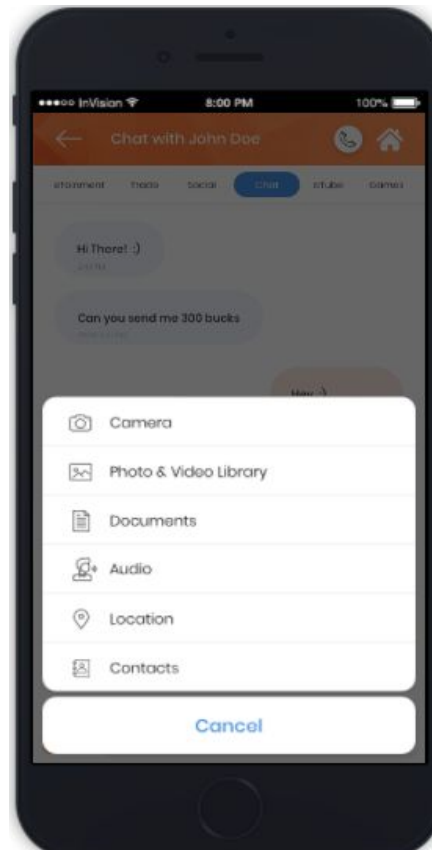




➤ Allows user to exchange messages in personal and group chat



Allows voice
and video call



Users can
exchange:
Photos, audio,
documents,
location and
contacts

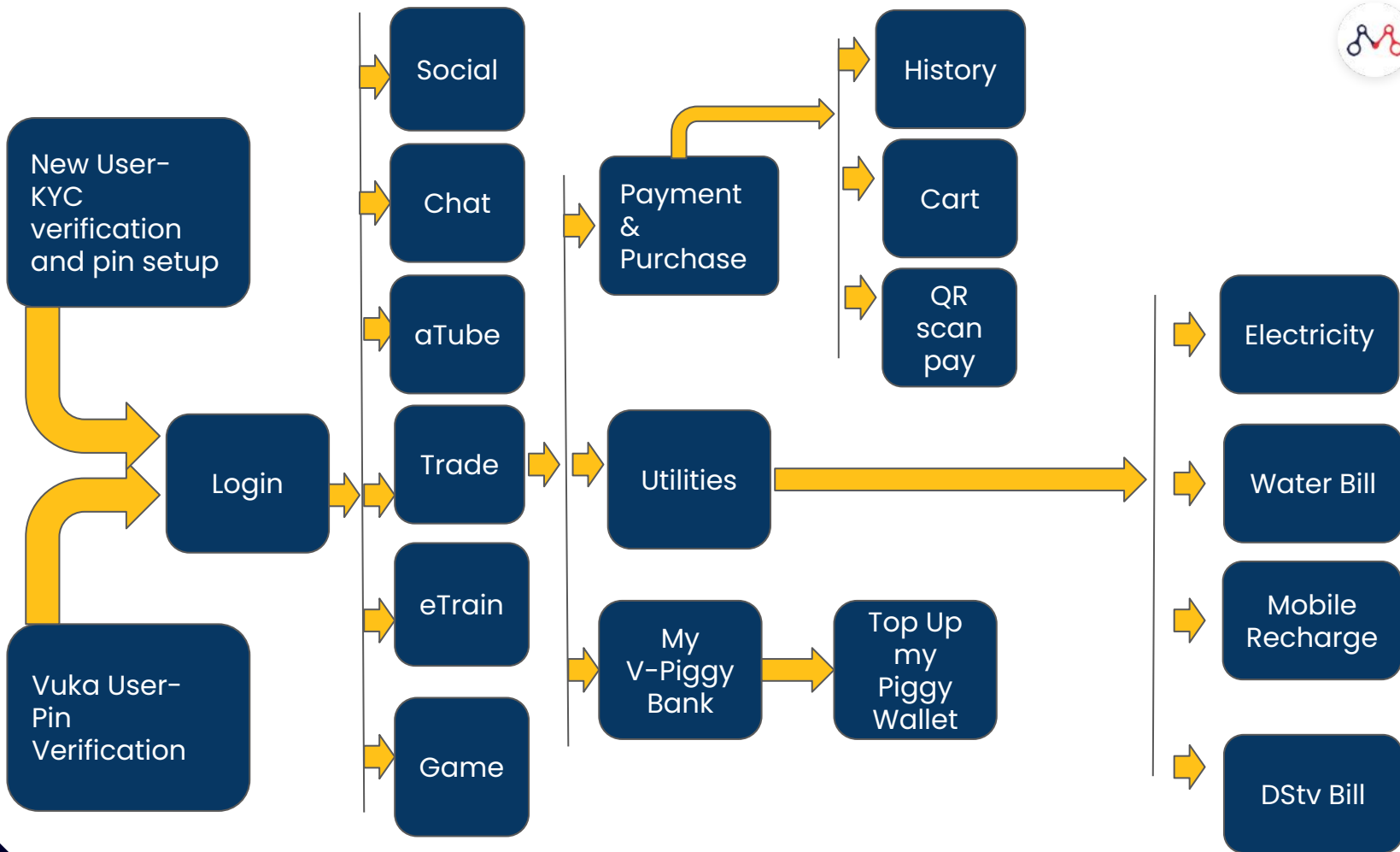




Vuka App Customer Journey



Vuka User Workflow - Trade



User Journey

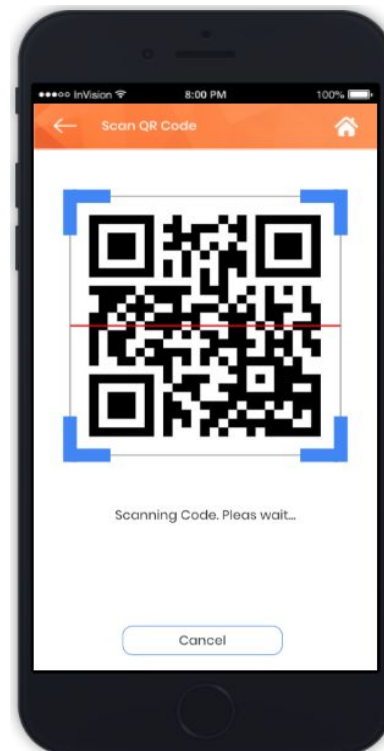
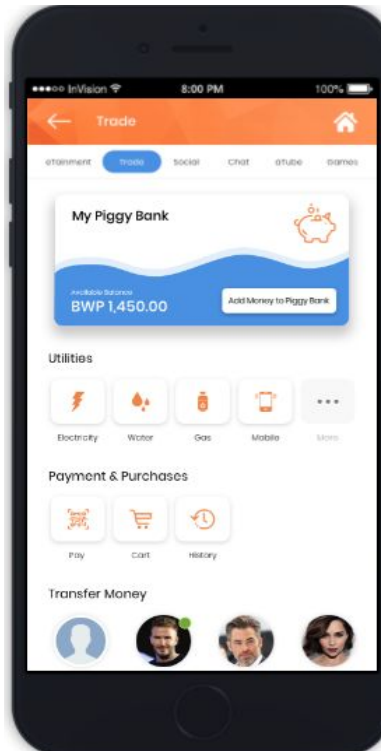
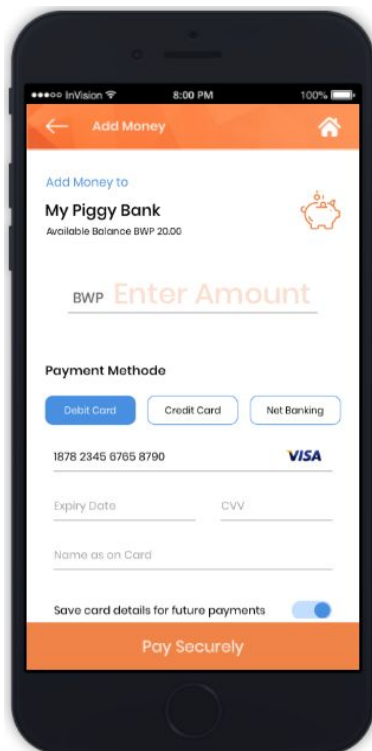
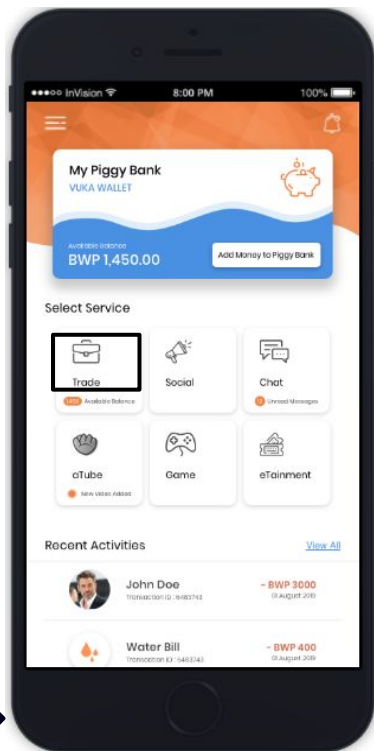


Click on Trade to pay utility bills

Transfer money from bank account to Vuka Wallet

Pay utility bills, or transfer money to Vuka users

Pay via QR scan



Web App Portal- Business Vendor



Business vendors can get detailed reports about their transactions

→ Payments can be received via a QR code

→ **Transaction details** can be viewed-

1. Sender ID
2. Amount
3. Date & time
4. Status

The screenshot displays the VUKA web application interface. On the left is a sidebar with the VUKA logo and navigation links for 'DASHBOARD' and 'TRANSACTIONS'. The main area shows a user profile for 'sandeep' with a QR code. Below this is a search bar and a date range selector. The 'TRANSACTIONS' section is active, displaying a table of transaction details.

Sender ID	Transaction ID	Date & Time	Amount(BWP)	Status
9740363895@Vuka	320050517200000352	5th May 20, 05:20:23 PM	1.5	Success
9740363895@Vuka	320050517190000351	5th May 20, 05:19:30 PM	1.5	Success
9740363895@Vuka	320050117540000344	1st May 20, 05:54:58 PM	4	Success
9740363895@Vuka	320043007350000258	30th Apr 20, 07:35:24 AM	12	Success
9740363895@Vuka	320043007300000257	30th Apr 20, 07:30:57 AM	45	Success
9740363895@Vuka	320043007300000256	30th Apr 20, 07:30:06 AM	20	Success
9740363895@Vuka	320043007280000255	30th Apr 20, 07:28:46 AM	250	Success



Web App Portal- Vuka Admin



Vuka agents can manage vuka users, business vendors, handle discrepancies, and monitor complete transaction history.

- ➔ Dashboard shows transactional details in **tabular format**
- ➔ Vuka admin can '**Add business user**'
- ➔ Transactions can be **filtered** by options such as merchant name, status, etc.

The screenshot displays the Vuka Admin interface. On the left is a sidebar with navigation options: DASHBOARD, MANAGE BUSINESSES, MANAGE USERS, MANAGE TRANSACTIONS, and MANAGE UTILITIES. The main content area is titled 'Total Businesses' and features a search bar and an 'ADD BUSINESS USER' button. Below this is a table listing various businesses with columns for Vendor Name, Business Name, Mobile, City, Received Amount(BWP), Sent Amount(BWP), QR Code, and Actions. The table contains five rows of data, each with a QR code and edit/delete icons in the Actions column.

Vendor Name	Business Name	Mobile	City	Received Amount(BWP)	Sent Amount(BWP)	QR Code	Actions
Niranjan	Software Bussiness	+917089264851	Bangalore	-	-		
Yashwant	Milk shop	+919901960491	bangalore	-	-		
testing	testing	+918866442211	Jaipur	-	-		
Admin	admin	+918877665500	Mysore	-	-		
Naman	Dominos	+917087335272	Jaipur	-	-		



Technology Stack



**Web portal
Frontend**



Database



**Web portal
Backend**



Mobile App





Key Benefits



Efficient avenue for payment for the local African people and businesses

Allows **instant** checking of bank balance while on the go

Significantly Improves digital mobile payment penetration within local African communities



About Us

- ✓ Experiential Product Design and Engineering for Digital Enterprises.
- ✓ AI-Driven Products and Solutions for the Digital Insurer.



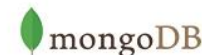
125+
PROJECTS

200+
GEEKS

2
OFFICES



Key Partnerships





Leading Clients





Every consumer facing technology begins with a digital **first step.**

Are you ready to take yours?



+91-99026 19003



hello@mantralabsglobal.com



www.mantralabsglobal.com



Bangalore | Delaware