



fintech
transformative technology



FINTECH GROUP

WEBSITE RE-ENGINEERING KEY-REQUIREMENT & SITEMAP

2023

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Fintech Group Website Requirements

Website requirements are a list of necessary functions, capabilities, or characteristics related to Fintech Group website and the plans for creating it. There are several types of requirements that may be defined during the process that come together to focus and prioritize the project plan.

This Fintech website requirements document is a specification that clearly outlines the project's purpose, goals and objectives, functions, budget, deadlines, and technical restraints. In short, it articulates what the website is for, what it will do, and how it will accomplish this.

The document can look any way the marketing and business development want, but its purpose is to ensure Fintech group and the web development team agree to the project's details. A good [specification document](#) means a **smoother, more precise implementation and project estimation**.

Despite the document, there is still room to make changes to the project because it is usually done in iterations. The document isn't intended to restrict or limit the project. Instead, it provides an exact way forward.

What should be included in your document?

There is no one way to create a requirements document, so there is only a general idea of what one should contain. Yours might be more or less specific than our example below. But keep in mind that **the more detailed it is, the more defined the project**.

Overview/Purpose

This section is about the **overall purpose of the website**. You can say a little about the organization or individuals behind it and **why the website is being created**. Is there a problem you are solving? Here you can also describe your overall vision for the project and what you envisage the website accomplishing.

The purpose of Fintech Group website is to convince website visitors that they should become customers of the service technology company. This will be done by positioning the company as a dependable, trustworthy and experienced service provider in the target market, e.g financial institutions.

Visitors will pre-screen potential service providers by reviewing our websites before they make any phone calls. During this process, they will be trying to find the best company that will meet their specific needs. They will be trying to ascertain how expert Fintech Group is, the quality of the work they will receive, whether Fintech Group as a provider has a good reputation, and how

long Fintech Group has been in business. Visitors can be helped by providing them with information and articles which demonstrate our knowledge, a visual portfolio of our work, videos, customer testimonials, and so on.

The purpose of the Fintech Group Website is to sell products and solutions to users. The most successful websites are carefully optimized to achieve a high percentage of purchases. To achieve success e Fintech Group websites need to integrate all of the latest online closing & upsell techniques available which have been proven to increase the chances that a visitor will visit the website. There are many important elements that go into building a *successful* service-based website such as informing potential customers about our solutions (Thought leadership) and making the website fast and attractive.

The Three main purposes of the Fintech Group Website will be to:

1. Awareness

creating awareness on a particular topic – i.e. Thought Leadership in the financial technology sector.

Creating awareness if we are launching a new product or service such as the launch of fintech solutions in various countries and most importantly, types of products and services we are having currently?

Sharing downloadable - Downloadable content can be anything from an infographic to an article or case study. The main point is that Fintech Group website will be providing valuable, possibly evergreen, information to the audience in a polished, visually appealing format.

2. Sales and conversion

One of the most common purposes of Fintech Group website will be to generate traffic and sales. This is usually most suited for a business website that's selling a product or service. There are many ways to go about generating traffic in hopes of bringing in sales for Fintech Group, such as creating funnels with specific landing pages, email option magnets, and nurturing through an email series. But creating informational content on the financial industry will help bring in and attract the right type of customer.

3. Information

Another purpose for fintech website will simply be share information. Think about Wikipedia, a dictionary or thesaurus, or a news site. Each one of these website types shares an abundance of information on an ongoing basis. You keep coming back to them when searching for a query online. This could also be a curated blog. For example, there are many design blogs out there (including yours truly, Flux) that create content within a genre to help a specific audience, in this case, designers and how the public can relate to this content

4. Advertisement and Projecting Fintech CV

Tools like Google Web SEM (Search Engine Marketing) or advertising on LinkedIn will give Fintech Group the power to reach customers with much more accuracy and reliability than with traditional offline advertising methods. SEO and online advertising are a great way to help build up awareness of fintech products and solutions and project Fintech CV, if it's done correctly traffic to Fintech Group website can see an increase. Fintech Group will be the first company that a potential new customer sees when searching for a specific product or service online and use our website's contact page or e-commerce features to make purchasing a product or finding a retail outlet easier than ever before.

Goals of the new website

- This is what the developers want us to achieve such as
- A well-performing website when it comes to quantitative analysis of the website in GT Metrix
- A well-responsive website
- A **SMART** Website
- The content on the website should be well-aligned and specific to the objective of that page.
- The website should be linked to an analytics platform to enable Fintech Group to quantify how many goals they have achieved through that website. i.e. Attract the right audience. The right audience is a qualified audience, and a qualified audience generates a better conversion.
- Each page of the website should be data-driven designed. Non-numerical data that shows the why and the how (e.g., user interviews, surveys) and numerical data that shows the who, what, when, and where (e.g., traffic metrics, A/B testing)

Content

This explains Fintech Website **content structure**, otherwise known as the Information Architecture (IA). There are a few parts to this, depending on how complicated and broad the project.

A site map.

This is a diagram that looks like a tree with branches in a hierarchical structure. It **demonstrates how and where the website pages will be located.**



Page templates

This section will include page templates for the **kinds of content to be used on each page**. For instance, the ‘Home’ page will look different from the ‘About Us’ page.

Here are a few examples of page templates from Fintech Group Website:

Home also called index page

About Page

Solutions and service line pages

- Core systems
- Channel solutions
- Payment Solutions
- Consultancy services
- Information Center
- Blog Post
- News Achieves

Types of content

Fintech website will contain several kinds of content:

- News/Blog
- Products
- Testimonial
- People

Taxonomies

Website taxonomy, also called URL taxonomy, is key to the structure of a website. **Fintech website content will be classified into subfolders in the URLs.** And having well-optimized URLs will make all the difference to the website.

For instance, if we have a financial technology website, we might put a **taxonomy of ‘Core Systems,’ under which you might have taxonomy terms like Finpay, fincollect, Chequepoint, RDC, SPS –Bulk and Cheque Scanners.** You might also have a taxonomy of **‘core system’** with terms under it like FinFinancials, LeasePac, Dynamics 365 CRM&AX) or Flexcube

The two main taxonomies are ‘Tags’ and ‘Categories.’ These are non-hierarchical and hierarchical – respectively.

Design

The web development team needs **guidance on the design style from Fintech Group.** For example, if there are brand guidelines, they will include:

Brand guidelines – colors, logos, fonts, etc.

Analysis of **competition** – What aspects of their sites do you like and don’t like?

Print Material – business cards, brochures, etc.

Examples of other site designs that you like.

Design Structure

This includes the basic layout...

Home

This details the content that will be included in the home page

Simplify IT to Multiply Profits
All types of IT Services
According to Market Demand

Serving IT to Serve you
All types of IT Services
According to Market
Demand

Challenges with innovative ideas

We Bridge The Gap Between
Business and technology

Our technical excellence in financial technology makes us a go-to partner for your businesses. Let's connect & discuss how Team can assist you as technology partner from Fully or Co-Managed IT Services

Padding of 20px

Photo

How Can we Help You

Connect with Us

Connect with us via our portal or
front desk for service

Photo

Client Support

We provide top maintenance &
support for 6 months

Photo

Our Expertise

Our client Success stories and
partners

Photo Related to IT or Fintech

800+ Total Projects Completed

About Fintech Group

We have a smart solution for each IT challenge

Fintech Group is high-tech financial technology company that play an important role in the modern economy & often experience significantly higher services in software development as a service provider in different industries and digital solutions have transformed the world's for in financial technology.

- ❖ An well experienced IT services & solution provider
- ❖ Backed up by a highly talented and knowledgeable team
- ❖ 100% resilient, and stable IT infrastructure available

30+ Years
Experience

The IT Solutions & Services Company
Funded in **1993**

Background Image

Our Services

We Provide IT & Business Solutions

Image Related to Technology

We'll help businesses navigate today's ever-changing environment with teams of technical experts of industry experience.

- Connect to a wide range of businesses under one tech platform that will innovate and increase customer.
- A first-class tech company in provision of software as a service provider

Consultancy Services

(Wooer effect sliding

To top with different color and
a related service icon)

Microsoft Training

(Wooer effect sliding

To top with different color and
a related service icon)

Software Development

(Wooer effect sliding

To top with different color and
a related service icon)

We are a one-stop software development service provider. *Explore our company!*

Industries We Serves

IT services customized for your industry

We are an IT solution company holding a team of 100+ developers covering all areas of businesses and providing expert solutions across the globe.

- Turn complex data into real-time insights with our edge technology solutions
- Deploy & manage edge computing solutions to drive new business outcomes
- Effectively prioritize requirements, achieve alignment & prepare for change.

Image of a Globe
(favicon)

125+ Africa Reach
our great work has
been reach to Africa
clients & their

Image of a Smiling face
(favicon)

1K+ Satisfied Clients
Provided the best
quality services in IT
and help business grow

Image of a brifcase
(favicon)

30+ Years of
Experience
Celebrating 30 years!
Let's take the moment
to reflect milestone.

Image of a Star Trophy
(favicon)

100+ Microsoft
Awards Win
Honored with incredible
Microsoft partner
awards & really grateful
for achievement

Case Studies

Our recent launched projects

Image With a zoom out
effect

Image With a zoom out
effect

Image With a zoom out
effect

Testimonials Slider

An excellent and hardworking team. Thanks to Fintech Group. We were able to achieve our goals in time, and we look forward working with them in future.

Name of Company

We are still not sure how we got here, but we are exited where we are going. There innovators, software developers and engineers make things easy and in a timely manner

Name of Company

More than 120+ Foot prints in Africa
continent

(Back ground color and an count down
from zero to 120)

Our Clients

Trusted by over **38k+** Ambitious Companies
Across the World

Slider of our clients logos

Logo

An excellent service management in the
area of IT and financial technology
providing solutions. High level efficient
technology to businesses growth

Social Info

Facebook icon, Twitter Icon, LinkedIn Icon

Quick Links

- About Us
- Meet Our Team
- News and Media
- Case studies

Signup for our newsletter

Sign up to our newsletter to get the
latest news.

New Letter Email subscription
button (with a forward arrow)

Copyright @2022 designed and developed by.....

This details the content that will be included in the About fintech group page

Dark Blue background

About Fintech Group

Home/ About Us

Image of software developers at work

About Us

Leveraging tech to drive a better IT experience

Fintech Group delivers the digital transformations and technology services from ideation to execution, enabling Global 20K clients to outperform the competition. Takes an agile, collaborative approach to creating customized solutions across the core digital value chain. Our expertise can get you there.

Giving world class
Financial technology
services since **1993**

Image of two tech
people in a discussion

Any IT related work solution can be easily found from us.

01

Microsoft Training Center

Our Microsoft Training Center infrastructure setup drastically improves your online performance, ensure business at any time.

02

Software Development as a Service Provider

We offer state of the art software development as a service in wide range of businesses running from financial institutions to SMEs



Delivering business solutions for the *web and mobile* world Bring your ideas to life

Video icon

Watch Video on
Kapilink Solution

More than 120+ Foot prints in Africa continent

(Back ground color and an count down from zero to 120)

Our Clients

Slider of our partners

Logo

An excellent service management in the area of IT and financial technology providing solutions. High level efficient technology to businesses growth

Social Info

Facebook icon, Twitter Icon, LinkedIn Icon

Quick Links

- [About Us](#)
- [Meet Our Team](#)
- [News and Media](#)
- [Case studies](#)

Signup for our newsletter

Sign up to our newsletter to get the latest news.

New Letter Email subscription
button (with a forward arrow)

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Dark Blue background

Core Systems

Home/ Core Systems

Our Solutions

The smartest IT, smartest solutions!

Fintech Group can offer a range of flexible core system development & data services. We are in the enviable position of having access to our own talents & infrastructure. We can build completely bespoke solutions

Image icon on the left

FinFinancials
For Saccos and Micro-
finance institution

Image icon on the left

LeasePac
Lease Asset Financing &
Monitoring Platform

Image icon on the left

Dynamics 365
CRM&AX)
Slogan

Image icon on the left
Dynamics 365 CRM&AX)
Slogan

Image icon on the left

Flexcube
Slogan

Image icon on the left

Microsoft 365,
Microsoft Enterprise
Agreements
Slogan

Image icon on the left

FinAnalytics (CFERS,
Oracle BI, MIS)
Slogan

Image of fintech
Call center

Contact us via given details
to book appointment

Quick Facts

We believe in counting numbers.

Image of a Globe
(favicon)

125+ Africa Reach
our great work has
been reach to Africa
clients & their

Image of a Smiling face
(favicon)

1K+ Satisfied Clients
Provided the best
quality services in IT
and help business grow

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(favicon)

30+ Years of Experience
Celebrating 30 years! Let's
take the moment to reflect
milestone.

Image of a Star Trophy
(favicon)

100+ Microsoft Awards Win
Honored with incredible
Microsoft partner awards &
really grateful for achievement

Slider of our partners

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Channel Solutions

Home/ Channel Solutions

Our Solutions

The smart Channel Solution!

Fintech Group can offer a range of flexible core system development & data services. We are in the enviable position of having access to our own talents & infrastructure. We can build completely bespoke solutions

Image icon on the left
FinFlex-ESB
slogan

Image icon on the left
Fibridge
Slogan

Image icon on the left
FinIB -Internet
Slogan

Image icon on the left
FinMobile Banking
Slogan

Image icon on the left
FinAgent Banking
Slogan

Image icon on the left
Smart POS Terminals
Slogan

Image icon on the left
Entrust -Instant card issuance
Slogan

Image icon on the left
Internet of Things (IoT)
Slogan

Image icon on the left
Trade Pawa
Slogan

Image icon on the left
Kapilink
Slogan

Image of fintech
Call center

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to book appointment

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Name of Company



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We are still not sure how we got here, but we are excited where we are going. There innovators, software developers and engineers make things easy and in a timely manner

Name of Company

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New Letter Email subscription
button (with a forward arrow)

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Dark Blue background

Payment Solutions

Home/ Payment Solutions

Our Solutions

The smartest IT, Payment Solutions!

Fintech Group can offer a range of flexible core system development & data services. We are in the enviable position of having access to our own talents & infrastructure. We can build completely bespoke solutions

Image icon on the
left

Finpay
Slogan

Image icon on the
left

finCollect
Slogan

Image icon on the
left

Chequepoint
Slogan

Image icon on the left
fiCorp

Slogan

Image icon on the
left

SPS –Bulk
Slogan

Image icon on the
left

Cheque Scanners
Slogan

Image of fintech
Call center

Contact us via given details
to book appointment

Have a look to our partners

Experts Around The World
Best Practice For Financial Industries

Images of our partners in a random exogenous
positions

Logo

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- ➔ Case studies

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button (with a forward arrow)

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Consultancy Services

Home Consultancy Services

Our Solutions

Your one Stop Tech Consulting Partner!

Fintech Group can offer a range of flexible core system development & data services. We are in the enviable position of having access to our own talents & infrastructure. We can build completely bespoke solutions

Image icon on the left
Consultancy & Advisory

Image icon on the left
Managed IT Services

Image icon on the left
Information Security Solutions & products

Image icon on the left
Data Replication & Recovery Solution

Image icon on the left
Training

Image icon on the left
Imperva (WAF & DAM

Image of fintech
Call center

Contact us via given details
to book appointment

Our Clients

Trusted by over **38k+** Ambitious Banks and Financial institutions across africa

Slider of our partners

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SUCCESS STORY

Image of fintech@30

Date: 10/01/2023

REFLECTING 30 YEARS IN
BUSINESS

“The Only Constant in Life is
change,” Heraclitus. It is
therefore even more
remarkable when companies
today operate successfully on

SUCCESS STORY

Image of Kapilink

Date: 10/01/2023

KAPILINK PLATFORM

The Kapilink Platform is
Revolutionizing Supply Chain
Finance & Collections Use
technology to optimize your
working capital.

News/Events

Image of Relating to content

Date: 10/01/2023

INCREASE EFFECTIVENESS
WHILE INCREASING CUSTOMER
SATISFACTION.

As recent events limited
traditional company-customer
interactions, many businesses
have been in search of ways to

NEWS & EVENTS

Image of LeasePac

Date: 10/01/2023

LEASEPAC ASSET-BASED
FINANCING MANAGEMENT
SYSTEM CREATES EFFICIENCY IN
UGANDA

“The Only Constant in Life is
change,” Heraclitus. It is
therefore even rarely in...

NEWS & EVENTS

Image of office people shaking

Date: 10/01/2023

FINTECH GROUP SHAKE HANDS
WITH 4THWAVE

Fintech Group, a leading
enterprise technology solutions
provider in Africa has
announced their partnership
with 4thWave, a Finance and

NEWS & EVENTS

Image of Covid

Date: 10/01/2023

DIGITIZING BUSINESSES
DURING COVID-19 ERA

The digitization of SACCO is
supported by three key
arguments. The first is that
people in all parts of the world,
especially in Africa, are very

Logo

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button (with a forward arrow)

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Let Us Know How We Can Help You

Drop us a line and let's talk.

Image icon of country flag icon

FINTECH INTERNATIONAL LTD
1st Floor, River Court, 6 St Denis
Street
P. O. Box 1079
Port Louis, Mauritius
Tel: +230 2089022
Fax: +230 2089033
Email: info@fintech-group.com

Image icon of country flag icon

FINTECH KENYA LTD
16th Floor, Ambank House,
University Way, P.O Box 39466-
00623
Nairobi, Kenya
Tel: +254 202221754 / 2211290
Fax: +254 720 2213 136/ 2222 751
Email: info@fintech-group.com

Image icon of country flag icon

FINTECH INTERNATIONAL LTD
1st Floor, River Court, 6 St Denis
Street
P. O. Box 1079
Port Louis, Mauritius
Tel: +230 2089022
Fax: +230 2089033
Email: info@fintech-group.com

Image icon of country flag icon

FINTECH UGANDA LTD
EADB Building, Plot 4 Nile Avenue,
5th Floor,
Kampala, Uganda
P.O Box 26473, Kampala, UGANDA
Tel: +256- 414-340052/60
Fax: +256-214-340055
E-mail: info@fintech-group.com

Image icon of country flag icon

FINTECH ZIMBABWE LTD
10th Floor, Angwa City Building,
Cnr J.Nyerere Way & Angwa St.
Harare,
ZIMBABWE
Tel: +263-242-753161/ 753301 or
+263 731 741322
hello@fintech-group.com

Image icon of country flag icon

DATA INTEGRATION TECHNOLOGIES
16th Floor,Ambank House,
University Way
P.O Box 39466 KENYA
Tel: 2221754 / 2212141
Mobile: +254 722 205 426 |+254
733 622 002
Fax: +254 20 2213136
Email: info@fintech-group.com

Need Some Advice?

Feel free to contact Fintech Group

Fintech Group IT Solutions pride on world class customer service. To help you contact the right department for your query we've put it all in one central place for you.



Need Some Advice?

Contact Us To Learn More.

First Name

Last Name

Email Address

Phone Number

Country

Subject

Message Goes Here

Send Message

Our Clients

Trusted by over **38k+** Ambitious Banks and Financial institutions across africa

Slider of our partners

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Apply

Please provide your details here below:

FULL NAMES

Phone Number

Email Address

Education Text Area

Professional Qualifications

Application Type

Position* This section will have a drop down

Position you applying for

Companies you have worked before.

Years of experience in companies mentioned above

Roles in companies mentioned above

Period

Years of Experience

Attaché CV and Cover Letter

Drag & Drop Files Here

or

Browse Files

Submit Application

BACK TO HOME PAGE

Logo

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button (with a forward arrow)

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Design

Fintech Website development team needs **guidance on the design style**. For example, if there are brand guidelines, they will include:

Brand guidelines – colors, logos, fonts, etc.

Analysis of competition – What aspects of their sites do you like and don't like?

Print Material – business cards, brochures, etc.

Examples of other site designs that you like.

CMS that will be applied such as WordPress or front end development framework that is going to be applied Bootstrap 6.

Functionality

This is just how Fintech Group website will work. For example, if there is to be a signup page, describe what fields are required? What happens after someone fills out the form?

- Search functionality
- Analytics and tracking
- Performance requirements

The contact form fields should be linked to sales email.

For Human resource and admin applications and fields should be submitted to the jobs email address.

Conclusion

A detailed, properly prepared Fintech Group website requirements document will ensure that this project progresses smoothly and that our expectations are met. This document has taken time to prepare, but it will be well worth it to communicate clearly and succinctly with the team that will be creating Fintech Website.

