In Agile business analysis approach, Requirement Analysis and Design Definition knowledge area describes the structure and organizes requirements discovered during elicitation activities. The knowledge area also explains how to specify and model the requirements and designs, validate and verify information, identify solution options that meet business needs, estimate the potential value that could be realized for each solution option and recommend solution.

In agile business analysis approach, project requirements are progressively elaborated. Therefore, in sprint1 a persona of a current mortgage customer was created. Elicitation activity was conducted by structured interviews with the current mortgage customers and Mortgage advisor. The interviews with current mortgage customers were focused on understanding the gaps and pain points faced in accessing the information from online search and personal meeting with mortgage advisor about the mortgage system in Switzerland. The interview also focused on what additional information is required by the customer. During the interviews, a mock-up of the chatbot with some general information about the mortgage process was also showed and enquired which communication channel is most interesting and reliable from the customer’s point of view.

The interview with the Mortgage advisor aimed to deep dive and understand the customer’s problem and queries regarding the Swiss Mortgage system. The mortgage advisor explained what information is more important for the customer to know before going for the mortgage. Further, mortgage advisor explained about the human dependencies and trustworthiness in the mortgage process.

The analysis of the interviews was documented, and the requirements were organized and prioritised. Also, as per the analysis, the design prototypes were identified and developed. According to the current mortgage customers, information such as interest rate, mortgage eligibility, property evaluation, contract penalties and clauses are the most valuable information for the potential mortgage customer. Based on the interview analysis, the agile team developed 6 prototype designs as possible communication channels for the potential mortgage customer. The protype developed were website, chatbot, skype call, personal meeting, YouTube channel and article on mortgage process in Switzerland. The identified prototypes were further evaluated for their usefulness and acceptability in the Sprint2.

In order to verify that the information requirements and design specifications for the solution are properly accepted by the potential mortgage customer, interviews with potential mortgage customer were conducted in sprint 2. The aim of the interview was to identify and ascertain that the information identified in the Sprint1 interview analysis were valuable for the potential mortgage customer. The interview also focused on understanding which are the preferable channels of communication for the aspiring mortgage customer.

The interview with the potential mortgage customer concluded which information is more relevant to them. The interviewees were more interested to know about mortgage eligibility, property evaluation, self-payment options and interest rate comparison. According to the interview analysis, the interviewees wanted to access the information through website and chatbot communication channel.

In Sprint 3 as per analysis of the interviews with the potential mortgage customers, information was prioritized on the website. Also, the preferred communication channels, website and chatbot were further developed, and the chatbot was published on the website. The other features added to the website were skype call for the quick query resolution and virtual meeting possibilities.

For Solution assessment and validation of the website for the mortgage customer, solution was reviewed by the experts. The aim of this step was to ascertain that the website prototype met the needs, so that the sponsoring organization can assess the performance and effectiveness of the solution. Therefore, the business experts reviewed the website and the chatbot for its usefulness and reliability of the information for the end customer. The total satisfaction of 85% was realized from the expert’s feedback. The benefits of the website have been realized in terms customer satisfaction, trustworthiness and transparency in the mortgage process. The website can be further developed as a new business model (subscription based) and act as a platform for both the customers and the real estate companies, and this website will extend the product portfolio of Moneypark.