

## ANALYSIS EXERCISE

# SYSTEM ANALYSIS

## 1. INTRODUCTION

If you have reached this stage, then you are ready for the challenge that lies ahead of you. There is a big misconception on the role of a system analyst. It is not to document system requirements only. The main role of a system analyst is to

- Critically examine and evaluate existing systems
- Identify system requirements that fill the gaps
- Coordinate with users to identify additional requirements and features

In this exercise, you will be provided with a description of a system. You are required to research similar applications that conform to similar logic and provide us with your analysis with a sample set of features, user stories, solution design architecture and so on that can be used to initiate the development of the Business Requirements Specification document. Please note that the purpose of this task is not to create the BRD but to complete the analysis that can be used to fill in the BRD later.

## 2. PREREQUISITE

The deliverable of this exercise is expected to be delivered as a brainstorming board that can be designed and planned in any format that seems appropriate to the use case. Hence, the application of choice is Figjam (<https://www.figma.com/figjam>). Please sign up for a free “Starter” account to complete this exercise and share the board once the task is completed.

### 3. CHALLENGE DESCRIPTION

In this section, we define the scope of work that should be used as the basis for analyzing the system.

#### SCOPE OF WORK

Gold has long been recognized as a reliable store of value, with a track record of protecting investors against inflation, market fluctuations, and geopolitical risks. With this application, investors can enjoy the benefits of gold investment without worrying about storage costs, security risks, or inconvenience. Our digital platform offers the flexibility and ease of managing investments, enabling users to easily buy, save, sell, or redeem their physical vaulted gold.

The gold market is burdened by outdated and manual processes that slow down the buying, selling, and transfer of gold assets. These inefficiencies can lead to errors, delays, and unnecessary costs. The gold market is largely inaccessible to retail investors due to regulatory restrictions, limiting opportunities for investment and diversification. This lack of accessibility prevents a significant portion of the population from benefiting from the potential returns and hedging benefits of gold. Physical gold's weight and size present a significant challenge to the market, making storage and transportation expensive and inconvenient. This can deter investors from considering gold as a viable investment option, reducing liquidity and market participation.

Despite the high demand for gold in the region, traditional investment barriers such as accessibility, storage, and cost have limited the market's growth potential. Our app's innovative approach to digitizing access to gold provides a solution to these challenges, offering an intuitive platform for buying, selling, and owning investment-grade gold.

Our app represents a revolutionary approach to gold investment, offering a simple and accessible solution to the long standing challenges of investing in gold. With our innovative platform, customers can easily buy, sell, and own investment-grade gold at affordable prices, starting with a minimum investment of just SAR 100.

Our solution addresses the traditional barriers to investing in gold, such as accessibility, storage, and cost, making it a game-changer for the investment landscape. By digitizing access to gold, we are opening up this asset class to a wider audience, including retail investors who were previously excluded from the market.

With a cultural affinity for gold and a high demand for gold jewelry and other forms of gold, the MENA region represents a significant opportunity for our app. Our customer segment analysis shows that our ideal customer is tech-savvy, interested in alternative investments, concerned about inflation and currency devaluation, and values convenience and accessibility in investment options.

Furthermore, gold is a proven safe-haven asset that can provide a hedge against inflation and economic uncertainty, making it an attractive option for savings and investment. With the market size for gold investment in Saudi Arabia expected to reach \$20 billion by 2025, our app is poised to become the next big thing in the investment landscape.

With our experienced team and cutting-edge technology, our app is well-positioned to disrupt the gold investment market and become a leader in the digitization of gold investment in the MENA region. Our big idea is to make gold investment accessible, affordable, and convenient for everyone, and we believe that we have the solution to do just that.

Through our app, we believe that investing in your future should be easy and accessible, which is why we offer features like goal setting and sub vaults to help you achieve your financial goals and secure your family's future.

With our goal setting feature, you can easily set specific savings targets and create a personalized plan to reach those targets. Whether you're saving for a down payment on a house, a dream vacation, or retirement, our platform can help you achieve your goals. Plus, with our automatic deduction feature, you can effortlessly contribute to your savings each month without even thinking about it.

And with our sub vault feature, you can also invest in your family's future by creating separate savings accounts for your loved ones, including kids' vaults. You can easily automate your savings and purchase investment-grade gold, a safe-haven asset that has proven to protect wealth over time. Plus, our platform helps you stay on track with personalized plans for each family member, so you can watch your savings grow and have peace of mind knowing that you're securing their financial future.

Our app provides a comprehensive solution for your financial needs. With our innovative platform, you can easily invest in yourself and your family, achieving your financial goals and building a brighter future.

Invest in gold with confidence on our app. Our redemption feature lets you redeem your investment-grade gold starting from just 1 gram, and we'll send it to you securely and reliably. With our commitment to transparency and zero hidden fees or commissions for redemption, you can track the value of your investment easily and trust that you're in good hands.

Join our app today and start investing with peace of mind.

## 4. SUBMISSION GUIDELINES

The final completed task must be shared as a single Figjam board (URL needed) that can be accessed by us through the shared link.

## 5. EVALUATION CRITERIA

Your performance will be assessed based on the following factors:

- Completeness of the functionality as per the requirements
- Coverage of all requirements
- Identification of cases that are similar to the proposed scope from other works in the market

- Baseline solution design and architecture
- The quality of the analysis done and readiness to be used in a BRD documentation