



Project document on  
**Whatsapp payment**

**Prepared by:** Mohhammad Rashid

**Prepared for:** Simplilearn PGP BA

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## Introduction

WhatsApp is a messaging and Voice over IP (VoIP) service owned by **Meta Platforms, Inc.**, also known as Meta and formerly known as Facebook, Inc. It allows users to send text and voice messages, make voice and video calls, and share images, documents, and other media. WhatsApp runs on mobile devices but is also accessible from desktop computers. WhatsApp has over 2 billion users worldwide as of today. It has become the primary means of electronic communication in multiple countries across multiple continents, including Latin America, the Indian subcontinent, and large parts of Europe and Africa.

Today across the globe people are moving to digital payment services such as Google Pay, PayPal, and others. Mobile wallets are in massive demand. The transaction value of the global mobile payments market was USD 3714.5 billion in 2019 and is expected to reach USD 12,407.5 billion by 2025, registering a CAGR of 23.8%. WhatsApp being one of the leading mobile messaging apps wants to get a slice of this growing digital payment market.

WhatsApp has decided to take the plunge into this digital payment market. They have launched a new feature namely, WhatsApp Payments to be known as WhatsApp Pay in Brazil in June 2020. WhatsApp promises to disrupt the global digital payments ecosystem with WhatsApp Pay.

WhatsApp will integrate the customer's debit card or credit card into their app. That is, while chatting with your peers, you can transfer the money to them. There will be no separate app that the customers need to download to access this payment feature. This feature would be provided to users as an update in the existing WhatsApp messaging app. The user can use WhatsApp pay feature by updating the WhatsApp messaging app.

## Business Objective

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They are banking on the fact that the popularity of WhatsApp and the sheer number of WhatsApp users (2 billion) will be an added advantage over other payment apps. Now, they have launched the feature in Brazil, and it will be followed by a launch in India and then the rest of the world.

## 1. Identifying stakeholders

Sr. No	Stakeholders	Actors	Role and Responsibility
1	End Users	WhatsApp users	Existing or new whatsapp app user who will use proposed payment feature along with other features like text and voice messages, make voice and video calls, and share images, documents, and other media
2	Sponsor	Meta Platforms, Inc	Meta Platforms Inc, formerly known as Facebook Inc, authorize the work to be performed and control the budget and scope for the initiative
3	Customers	Meta Platforms, Inc, whatsapp division	Whatsapp division will use products or services produced by the Business Analyst or his/her company and will have contractual or moral rights that the enterprise is obliged to meet
4	Regulator	Reserve Bank of India	Reserve Bank of India through its subsidiary National Payments Corporation of India (NPCI) regulates the UPI settlements platform where the proposed whatsapp pay feature has to be compliant
5	Supplier	Banks	User holds the bank account and is identified by UPI platform by the 10 digit cellular number registered with bank
		Bank (debit card provider	Once debit card holder makes the payment in whatsapp pay then banks system check the authenticity or correct credentials if its ok then bank need to perform account balance check and approve or disapprove the transfer.
		Credit card providers	Once credit card holder makes the payment on whatsapp pay then banks system should check the authenticity or correct credentials. If its ok then bank need to perform account credit check and approve or disapprove the transfer
6	Business Analyst		Business analyst is responsible and accountable for the execution of business analysis activities
7	Project Manager		Project managers are responsible for managing the work required to deliver a solution that meets a business need, and for ensuring that the project's objectives are met while balancing the project factors including scope, budget, schedule, resources, quality, and risk.

8	Domain SME		A domain subject matter expert is any individual with in-depth know ledge of a topic relevant to the business need or solution scope
9	Implementation SME		An implementation subject matter expert is any stakeholder w ho has specialized know ledge regarding the implementation of one or more solution components
10	Tester		Testers are responsible for determining how to verify that the solution meets the requirements defined by the business analyst, as w ell as conducting the verification process. Testers also seek to ensure that the solution meets applicable quality standards, and that the risk of defects or failures is understood and minimized
11	Operational Support		Operational support is responsible for the day-to- day management and maintenance of a system or product.

## 2. Identifying risks in this new feature



### 3. SWOT analysis for WhatsApp Pay feature



### SWOT Analysis explained

#### 3.1 Strengths

- **Use of superior technology**

One of WhatsApp's biggest strengths is its use of superior technology, as such platforms are completely reliant on the technology they use. There have been no major outages in the recent past, and WhatsApp has the best connectivity.

- **Early mover advantage**

Because WhatsApp was one of the first to enter the instant messaging market, it has an early mover advantage with a loyal base.

- **Huge customer base**

In the social media business, the number of users on a platform is everything, and WhatsApp has already amassed a massive user base of over 2 billion users.

- **No major bugs in the application**

There have been no reports of serious bugs or technological failures in the application. Users demand and are getting a problem-free program for everyday use.

- **Supports all platforms**

The app is available on all platforms, including iOS, Windows, and Android, making it accessible to everyone.

### 3.2 Weakness

- **Data privacy remains a concern for users**

Data privacy is regarded as an ongoing concern for users. The company has yet to provide a complete solution to this problem.

- **Cannot function without internet**

Because the internet is required for the app to function, a large portion of the population that does not have access to the internet is still unable to be targeted.

### 3.3 Opportunities

- **Continuous technology development**

Technology is being developed every day with new customer requirements and a company such as WhatsApp has the opportunity to develop and sell the products which this new customer generation aspires to.

- **The Huge customer database can open up new revenue streams**

WhatsApp can provide an enormous opportunity for customer data to explore new revenue streams using this information.

- **Increasing Internet penetration in developing economies**

Even in developing countries, increasing internet penetration is a great way for WhatsApp to reach a number of users.

- **Smartphone Adoption**

The main advantage of WhatsApp is the global penetration and adoption of smartphones. This penetration has naturally aided the world's leading instant messaging app.

### 3.4 Threats

- **Constant innovation in a competitive market**

The Internet is a wonderful tool; where new innovative ideas are generated on a daily basis. You never know which idea will destroy WhatsApp in which part of the world.

- **Low barriers to entry for new entrants**

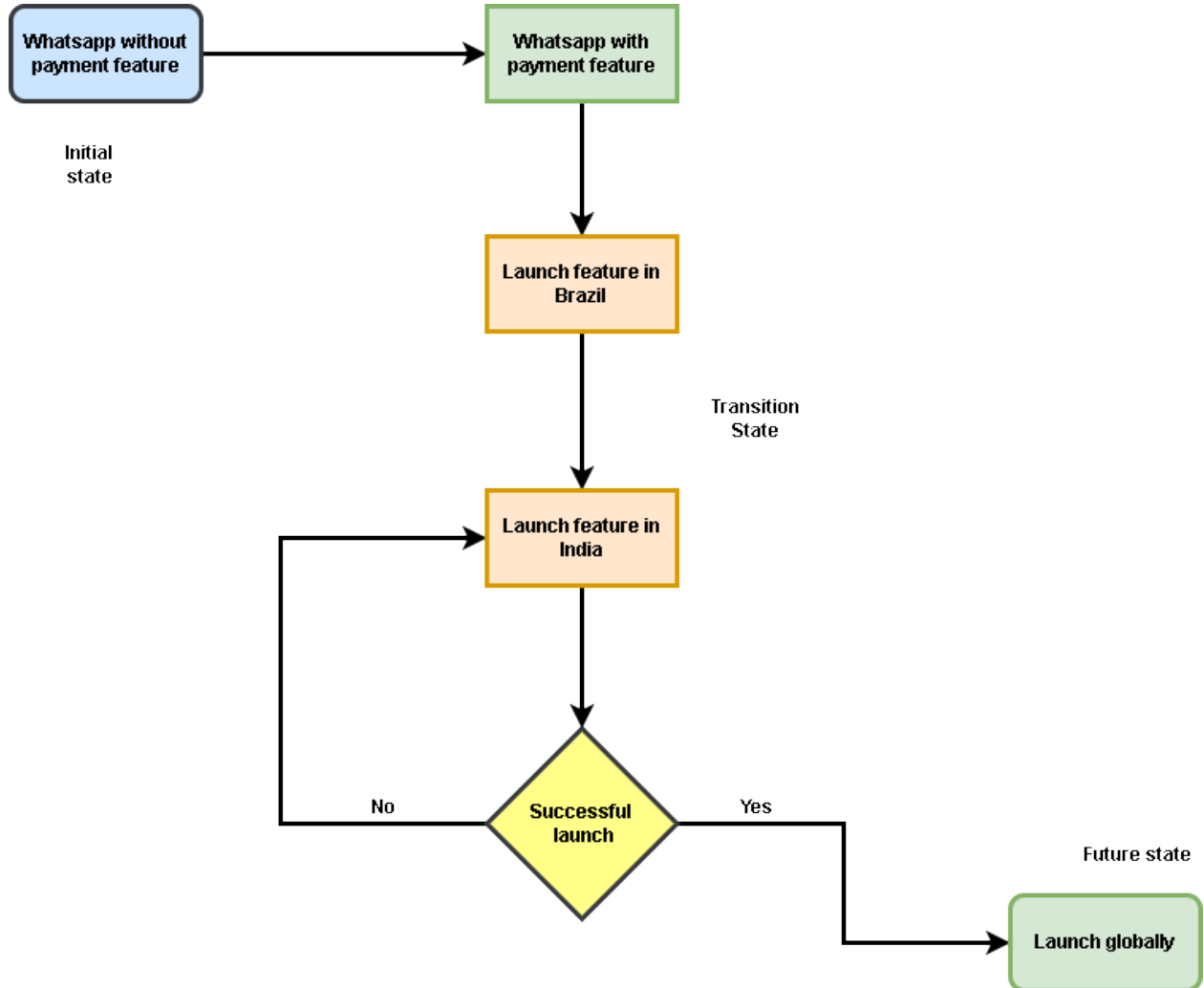
Anyone can come and make a wonderful product like WhatsApp because it's not a heavy investment service. The barriers are minimal, making it relatively simple for other players to join in on the game.

- **Changes in regulations to address any negative effects of WhatsApp communication** Every new technology has flaws, and you never know when someone will use a technology maliciously. This is always a threat until everything is fully proven.

Now that we've thoroughly explored WhatsApp's SWOT Analysis, let's wrap up the case study in the section below.

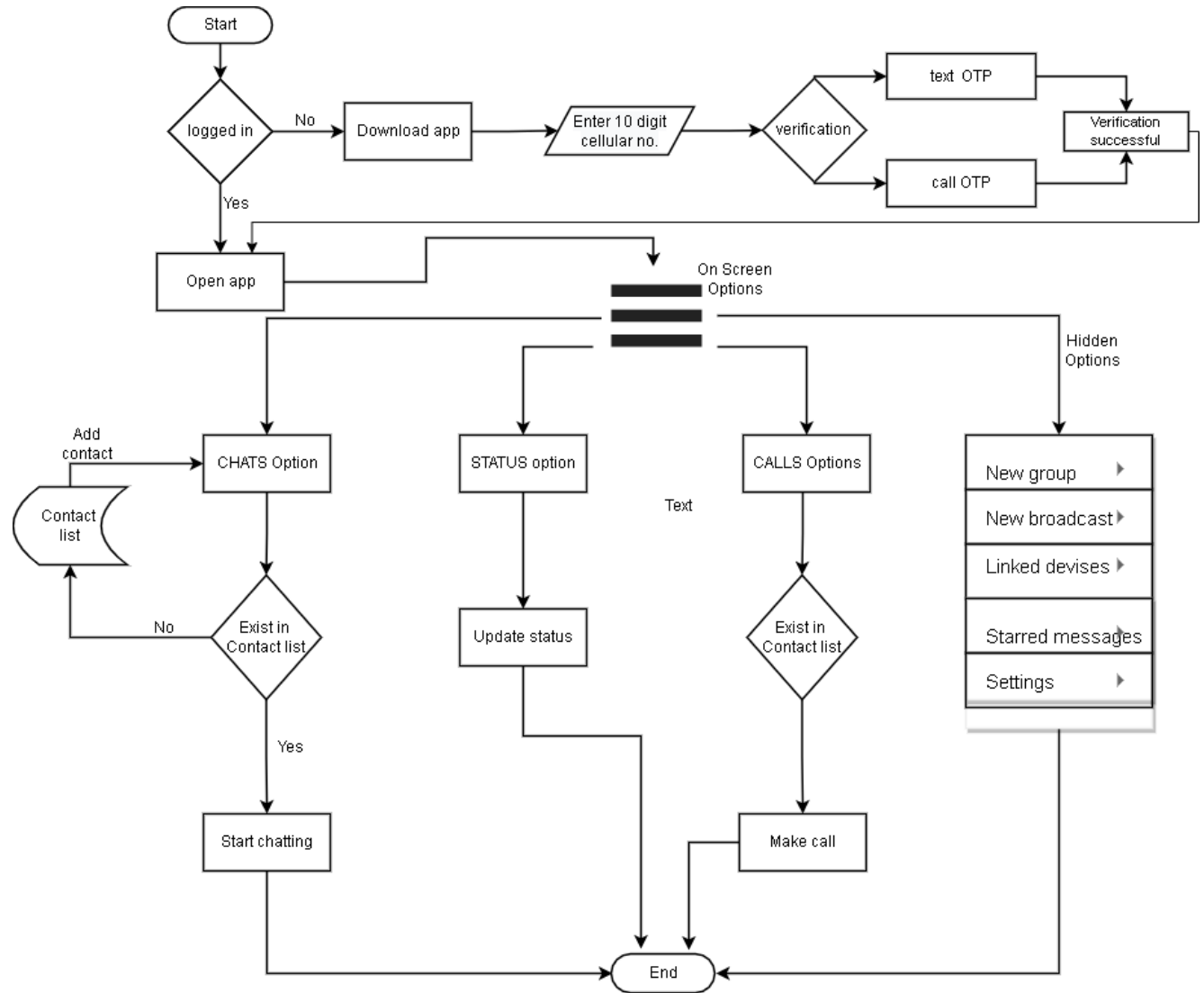


#### 4. Identifying the Transition State of WhatsApp Pay

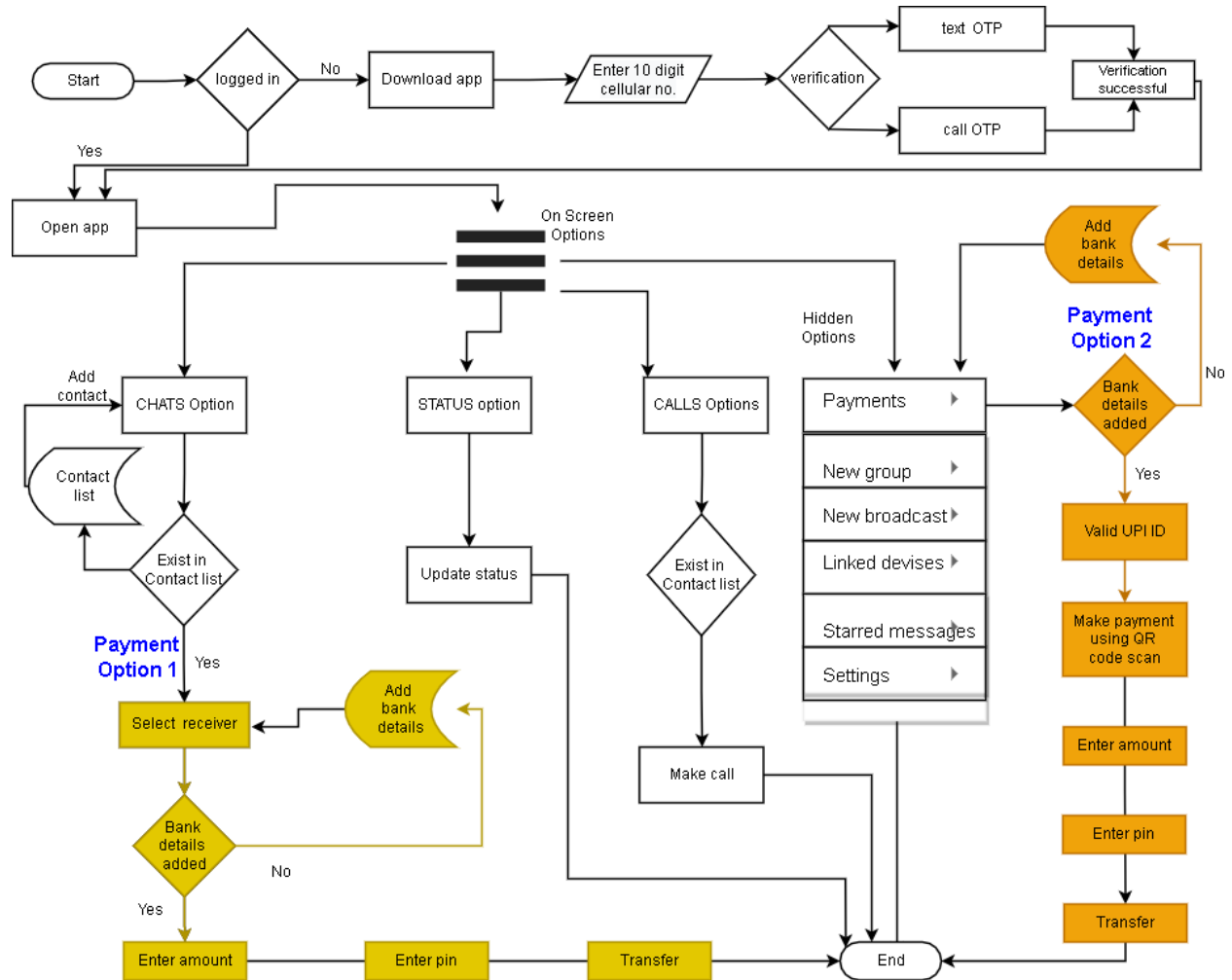


## 5. As-is and future process map (using flowcharts)

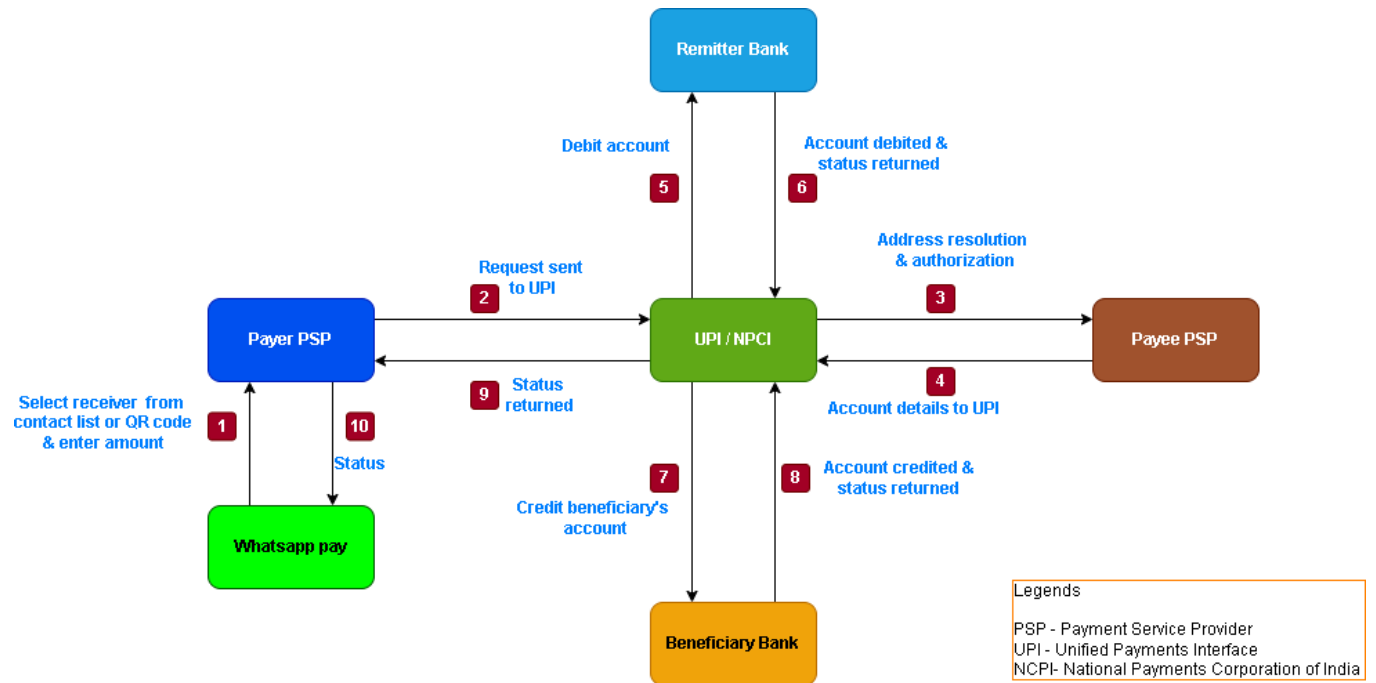
### As-is process



## Future process map



## 6. Scope of the system using Context diagram



## 7. Main features that need to be developed

- Easy peer to peer payments. You can send money to your family, friends, or relatives all through WhatsApp.
- Users need not go to the bank or use wallets, bank apps, or NEFT to transfer money.
- It will be a one-click payment.
- Easy and user-friendly interface of WhatsApp would make digital payments seamless and there will be no need to enter details at multiple page loads.

## **8. In scope and out-of-scope items for this software**

### **8.1 In- Scope Requirements for WhatsApp Pay**

#### 8.1.1 Setting up

- Adding bank account to WhatsApp Pay account
- Link debit and Credit card

#### 8.1.2 Authentication

- Credential management for payments
- Smooth and secure integration with banks, payment service providers, payment gateways.
- Payments process should be in line with local regulators

#### 8.1.3 Functionality

- Payment send and receive using WhatsApp Pay to and from contacts.
- Notification after payment sent/received
- QR code option to send/receive money
- Transaction history should be visible and stored

#### 8.1.4 Usability and Scalability

- System should be scalable to rest of the world after testing in one geographical area
- Available in multiple languages
- Should be easy to use

### **8.2 Out-of-scope Requirements for WhatsApp Pay**

- Users who do not have WhatsApp account will not be able to use the App.
- Users need to setup bank accounts, else will not be able to use the feature
- No e-commerce feature available
- Any future interface is out of scope.

## 9. Business Requirements, Functional and Nonfunctional Requirements

### 9.1 Functional

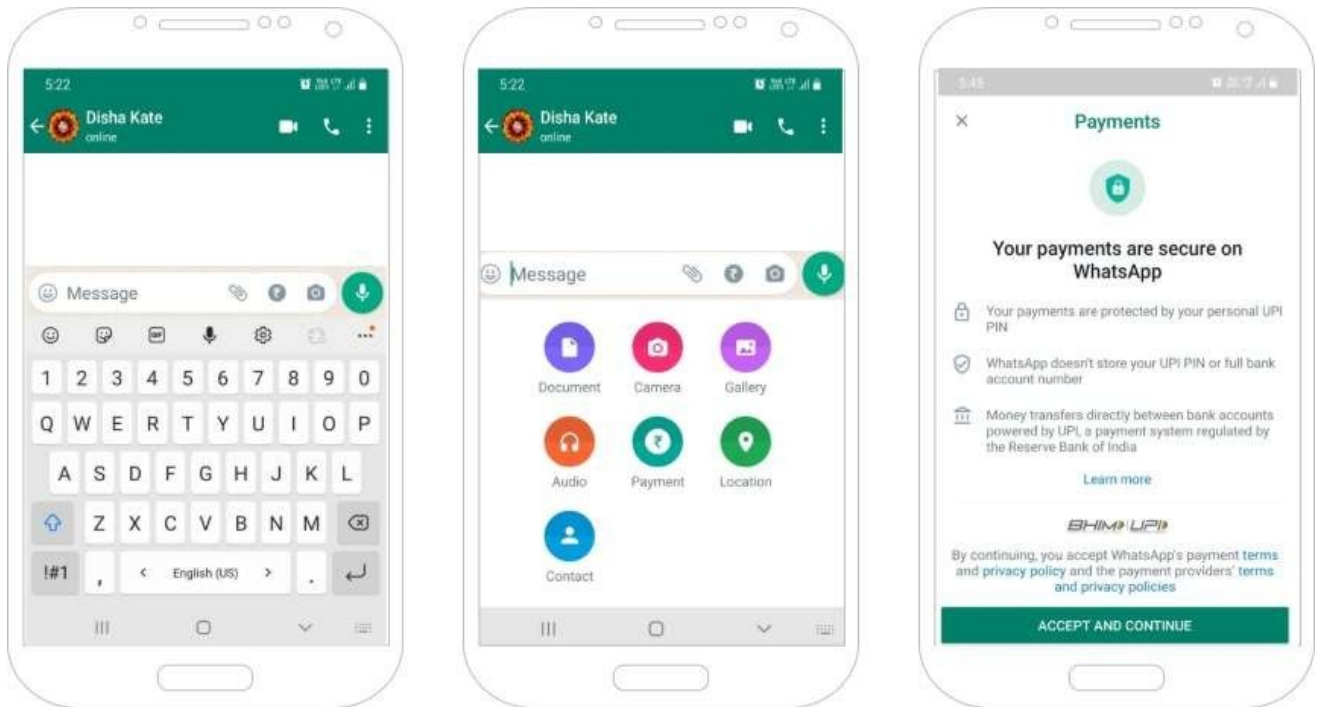
User Account setup and synchronization with WhatsApp Pay payment receive or transfer system. Payment receive or sent synchronization could happen through Direct Account Pay (Via Debit Card) or Valid Credit Card.

- Under the Settings menu, the user may access the Payment Account Details submenu.
- The user can examine their debit or credit card data in Payment Account Details if they have already been uploaded to the system. If a user wishes, they can erase their credit card information.
- To add new card information, click add and fill out the form with the account holder's name, account number, IFSC code, and card validity term.
- The user's information would then be transferred to the bank's system, confirming and authenticating the user's card information. After obtaining authentication, The user card will be then linked to the user's WhatsApp account.
- Only users with at least one legitimate card connected to their WhatsApp account can make digital payments. Furthermore, the transfer is limited to the Whatsapp user's contacts

### 9.2 Non-Functional

- When introduced in an integrated fashion, the system should be expandable to accommodate more users.
- The system must be safe. To maintain data security in transit and at rest, all transaction information should be end to end encrypted.
- Regardless of the number of users, the system's performance should be within acceptable bounds.

## 10. Wireframes or mock screens



## Key Assumptions and Constraints

	Assumptions
	This project document is written assuming practical understanding of concepts taught in the simplilearn PGPBA course
	Constraints
	This project document is developed exclusively based on requirement provided on simplilearn assignment details and did not had any real time discussion with stakeholders or sponsors.