



## Project 3: WhatsApp Pay

## Objectives

- Have at least 1 million users use WhatsApp pay feature within the first 3 months of launch.
- Over 1 year of its launch have 30% of user base using WhatsApp pay.





## Prerequisites

This feature initially would be launched in a single country to test and get user feedback. Then WhatsApp will be rolling it out across its big markets like India, where it has 400 million users. followed by the rest of the world.



## Industry Relevance



How this project will make you industry-ready.

- Easy payments.
- It will be a one-click payment.
- Easy and user-friendly



## Description



- WhatsApp is a messaging and Voice over IP (VoIP) service owned by Facebook. It allows users to send text and voice messages, makes 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.

## Description



- 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 to the existing WhatsApp messaging app. The user can use the WhatsApp pay feature by updating the WhatsApp messaging app.
- 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.



# Problem Statement and Motivation

## Method 1:

1. To use the WhatsApp, Pay feature the user needs to have a bank account with a debit card or a credit card
2. Users shall select the person they want to send money to from their WhatsApp contact list
3. Users shall click on the payments option in their chat settings
4. Users shall enter the amount they wish to transfer
5. Users will then enter a security Pin
6. Users will click on the transfer button
7. Money is transferred
8. The sender and the receiver will both receive a payment notification on their chat window once the fund transfer has been made.
9. In cases where the user is requesting money, tap on request and wait for the person to accept your request.
10. The feature should be available in multiple languages





# Problem Statement and Motivation

## Method 2:

1. User goes on the main page of WhatsApp and opens the payments option.
2. User then taps on the QR code showing next to their name to show their QR code using which people can send them money.
3. User taps on the new payment option located on the bottom right of the display.
4. User selects a contact or the scan QR code option.
5. The rest of the process remains the same as above.





# Task



1. Identifying stakeholders – Create a list of stakeholders (as taught in Business Analysis Planning and Monitoring Knowledge Area)
2. Identify risks in this new feature (Identify them using the Strategy Analysis Knowledge Area)
3. Do a SWOT analysis for the WhatsApp Pay feature (SWOT – Strengths, Weaknesses, Opportunities, and Threats). This is the SWOT Technique taught in class
4. Identify the Transition State of WhatsApp Pay (Identify them using the Strategy Analysis Knowledge Area)
5. Create as-is and future process maps (using flowcharts). You can use any of the popular tools in the market like Microsoft Visio, Lucid Chart, Creately, Pidoco, or Balsamiq



# Task



6. As a Business Analyst working on this project, find out the scope of this system. To find the scope you can use the Use Case diagram (UML) or Context diagram
7. Write down the main features that need to be developed
8. Write the in-scope and out-of-scope items for this software
9. Write out the Business Requirements, both Functional and Nonfunctional Requirements
10. Draw wireframes or mock screens for any 2 of the features. (Use the technique prototyping or wireframing that is taught in the training). You can use any of the wireframing tools like Microsoft PowerPoint, Microsoft Word, Balsamiq, Sketch, Adobe XD, Adobe Illustrator, Figma, UXPin, InVision Studio, InVision Freehand, or Moqups



# Project Reference

DIGITAL  
BUSINESS



To get more ideas refer:

- Task 1 – Lesson 3

## Submission Process

Minimum 2 projects and 1 test must be completed/passed as a part of certification unlocking criteria.





Thank You