Project Name :

Credit Card Application Onboarding Customer

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Version : 1.0

Date : 11/10/2023

## **Table of Contents**

1. Introduction

* Purpose of the Document
* Scope of the Project

2. Background

* Market Analysis
* Motivation for the Project

3. Objective

* Project Goals
* Expected Outcomes

4. Stakeholder

* List of Key Stakeholders
* Roles & Responsibilities

5. Business Requirements

* 5.1 User Interface
  + Advertisements & CTAs
  + Registration & Login
  + Application Form Design
  + Notifications & Feedback
* 5.2 System Capabilities
  + User Recognition
  + Data Storage & Management
  + Credit Check Integration
  + Application Evaluation Logic
  + ID Generations
* 5.3 Error Handling
  + User Input Errors
  + Authentication Errors
  + System & Network Issues
* 5.4 Post-Application Process
  + Communication & Notifications
  + Timeline Projections
  + Customer Support Access

6. Security & Compliance

* Data Encryption & Safety
* Regulatory Adherence
* Bot & Fraud Prevention
* User Authentication Protocols

7. Metrics & Reporting

* Key Performance Indicators (KPIs)
* Tracking & Monitoring Tools
* Reporting Intervals & Methods

8. Acceptance Criteria

* Performance Benchmarks
* Usability Standards
* Error Tolerance Levels
* Processing Time Limits

9. Conclusion

* Project Significance
* Future Prospects

10. Approval

* Approval Process
* Signatory

11. Revision History

### **1. Introduction**

This document details the business requirements for the online credit card application system. The aim is to create an efficient, user-friendly process for prospective customers to apply for a credit card and for the business to assess the eligibility of the applicant.

### **2. Background**:

Given the rise in online banking and financial transactions, it is pivotal for [Your Company's Name] to provide customers with a seamless online application process for our credit card products.

### **3. Objective**:

To design and implement an online system where customers can apply for a credit card, and where the system can evaluate the eligibility of the applicant based on certain criteria.

### **4. Stakeholders**:

* Customers
* Business Analysts
* UI/UX Designers
* IT Development Team
* Marketing Team
* Customer Service Representatives

### **5. Business Requirements**:

#### **5.1 User Interface**:

1. A prominent advertisement banner showcasing the credit card benefits.
2. Clear call-to-action (CTA) for initiating the application process.
3. An intuitive registration/login interface.
4. A user-friendly form for collecting personal and financial details.
5. Clear notifications indicating the application's success, rejection, or need for further review.

#### **5.2 System Capabilities**:

1. The system should detect returning users and offer them a streamlined login process.
2. The system should securely store customer data adhering to data protection regulations.
3. Integration with a credit check provider to assess the applicant's creditworthiness.
4. Logic to determine the outcome of the application based on the credit check and other business criteria.
5. Ability to generate unique application and customer IDs.

#### **5.3 Error Handling**:

1. Inform the user about missing or incorrectly formatted input data.
2. Notify the user if they have tried logging in with incorrect credentials too many times.
3. Clear messages for system or network-related issues.

#### **5.4 Post-Application Process**:

1. Send an email confirmation upon successful application submission.
2. Provide the user with an expected timeline for the next steps.
3. Offer a helpline or chat support for any user queries.

### **6. Security & Compliance**:

1. Ensure all personal and financial data is encrypted during transmission and storage.
2. Compliance with local data protection regulations.
3. Implement CAPTCHA or other bot-detection measures during registration.
4. Two-factor authentication for returning users.

### **7. Metrics & Reporting**:

1. Track the number of successful applications.
2. Monitor drop-off rates at different stages of the application process.
3. Measure the average time taken for a user to complete the application.

### **8. Acceptance Criteria**:

1. The system must be able to handle [X number of] concurrent applications without performance degradation.
2. The user interface must be responsive, ensuring usability across desktop, mobile, and tablet devices.
3. The error rate (due to system issues) should be less than [X%].
4. Application processing time (credit check and decision logic) should not exceed [X minutes].

### **9. Conclusion**:

The implementation of this system will enhance the customer experience, streamline our application process, and potentially increase the uptake of our credit card products.

### **10. Approval**:

This BRD is subject to approval by the project's key stakeholders. Upon agreement, the project can move to the design and development phase.

This is a high-level BRD based on the scenario provided. Depending on the organization and complexity of the project, the BRD might need more detailed sections, additional stakeholders, specific technical requirements, or cost and timeline estimations.

### **11. Revision History**

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