Business Requirement Document (BRD)

Project: Razorpay Failed Transactions - Retry Flow

1. Document Control

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2. Executive Summary

This project addresses Razorpay's high rate of failed transactions. The aim is to improve transaction success, enhance user trust, and reduce merchant losses through clear error messages, a retry payment option, and real-time merchant notifications.

3. Business Objectives / Goals

- Reduce failed payment rate by 15% within 6 months.
- Improve merchant revenue retention and customer trust.
- Minimize support calls related to payment failures.

4. Problem Statement

Currently, 15–20% of Razorpay transactions fail due to bank downtime, OTP issues, network problems, or insufficient balance. Users see confusing messages like 'Transaction Failed,' leading to frustration, abandoned checkouts, and revenue loss.

5. Scope

In-Scope:
- Retry Payment button for failed transactions.
- Clear, categorized error messages (bank, network, insufficient funds).
- Real-time merchant notifications for spikes in failures.

6. Requirements

Out of Scope:
- Fixing external bank server issues beyond Razorpay's control.
Functional:
- Retry payment option after failure.
- Categorized error messaging system.
- Merchant dashboard alerts.

Non-Functional:
- Retry response < 2 seconds.
- System uptime 99.9%.
- Secure logging and compliance with RBI guidelines.

7. Process Flows

As-Is Flow:
1. User initiates payment.
2. Transaction fails due to bank/server issue.
3. Generic 'Transaction Failed' message shown.
4. User abandons checkout.
5. Merchant loses revenue.

To-Be Flow:
1. User initiates payment.
2. Transaction fails due to identified reason (bank down, insufficient funds, OTP error).
3. Specific error message displayed with guidance.
4. Retry option available for user.
5. Retry succeeds → checkout complete.
6. If retry fails, merchant notified of failure trend.

8. Wireframes / Mockups (Description)

- Failed Transaction Screen: Shows specific error and Retry button.
- Merchant Dashboard: Displays alert banner 'High failures detected on HDFC Bank'.

9. Acceptance Criteria

- Retry button must allow reattempt within 30 seconds of failure.
- Error messages must accurately map to failure type.
- Merchant dashboard must show alerts within 2 minutes of failure spike.

10. Risks & Dependencies

Risks:
- Banks may not share downtime data.
- Users may abuse Retry option.
- Network instability may persist.

Dependencies:
- SDK update required for merchants.
- Collaboration with fraud detection team for categorization.

11. Business Value / ROI

- Increase success rate by 10–15%.
- Improve customer trust and reduce churn.
- Reduce merchant support tickets by 20%.
- Boost Razorpay's GMV and reputation.

12. Sign-Off Section

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