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 Objective / 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.

Out-of-Scope:
- Fixing external bank server issues beyond Razorpay's control.