CASE STUDY

Brief system design (High Level) for a bank's credit-card website after accessing the product

Evaluation Criteria:

- **Depth of HLL system design.**
- **Complete usage of the product yourself**
- **Accuracy and relevance of recommendations.**
- **Clarity, organization, and presentation of the one pager report.**

Additional Pointers-:

We exclusively provide you with financial products for the purpose of testing, as all other products require payment, and these financial products do not entail any deductions or charges.

If you have any questions or need further clarification, please do not hesitate to reach out to us on business.support@profcess.org

Note: Send structured, concise document along with actual product usage as it will be tracked by clients.

Objective

Evaluate the user acquisition journey for IndusInd Bank, identify technical pain points and areas of improvement & develop a one pager document of high level system design which can enhance website performance. Assess User Journey, Overall Banking Website Experience, Video KYC Journey & Credit Card Delivery Time as a user yourself and then suggest system design briefly

Instructions:

Prepare a concise one-page report addressing the following points:

1. **User Journey Mapping:**
- Understand the user acquisition journey, from initial touchpoints to conversion.
- Analyze effectiveness and pain point of current structure
- Evaluate video KYC (Know Your Customer) and delivery process for user experience and domain understanding

Link: Accessing the mandatory product link

Important Note:

Hands-on experience with the product is a crucial requirement as the subsequent interview rounds will focus on intricate and recruiting clients will evaluate your effort based on that.

Prepare a one-page report addressing the below above.

- Technical areas of improvement in current website based on user experience
- Current status of product usage(If it is yet to be delivered and you have completed V-KYC, please mention that)

- High Level system design for website architecture comprising:
  - → All components involved(HLD document consists of data flows, flowcharts, and major data structures)
  - → Flow chart connecting these component(High level view only)
  - → Databases optimization technique, if any