

Document Version	1.0.0
Project Name	BCA DIGITAL SHARIA PROJECT
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Document Purpose	Business Analyst Role Challenge BCA Digital

BACKGROUND & GOAL

Background of the initiatives:

- The State of Global Islamic Report on 2019/2020 said that our Sharia Financial Assets reach \$86 Billions and this number is still growing up parallel with implementation of Indonesia Economic Sharia Masterplan on 2019 - 2024.
- We have a potential number up to IDR 200 Trillions on Zakat (Zakat uang and penghasilan combination) based on Zakat Outlook in 2020.
- Based on the 2019 Fintech Report, 79.9% of 747 respondents in Indonesia used digital wallet services, followed by investment (31.5%).
- Potential Hajj Collection Payment in Indonesia up-to IDR 20.5 Trillions in 2020.
- Currently, the existing digital banking in Indonesia (Digibank and Jenius) does not have a Sharia Product on their platform.
- We don't need any product research too deep, since we have another typical product in BCA Family (BCA Syariah and BCA Sekuritas).

Goal:

Deliver sharia products on BCA Digital at the end of 2020.

WHO'S IT FOR?

Product	Primary Target	Secondary Target
Sharia Payment	Hajj : Moeslems who wants to Hajj Umrah : Moeslems who wants to umrah	-
Sharia Investment	Moeslems	Anyone Else who interest with Sharia Portfolio Investment

WHAT IS IT?

We would like to propose called Sharia Products that included two product tribe sections:

Sharia Payment : Hajj and Umrah Collection Money, Zakat Fitrah and Ma'al

Sharia Investment : Sharia Stocks, Sharia Reksadana.

BRAINSTORM IDEAS

- Discuss with our internal stakeholders:
 - a. Legal : When the product is launched, does it comply with the existing regulation or not? And the product could fulfill as the “Sharia-typical” product?
 - b. Engineering Team : Feasible to using OPEN API as the communication system between our internal systems and external systems?
 - c. Strategy Team : Looking for another opportunity for collaboration when BCA Syariah and BCA Sekuritas could not full-fil our request (Product availability and technical requirement).
 - d. Marketing & Sales Team : How the mechanism for ATL (Above The Line) and BTL (Below The Line) to advertise our products?How the Go-To-Market Strategy after this product is released.
 - e. UX & UI Team : Research the user personas until the High Fidelity prototype is ready and could the engineers team start working based on the prototype (could using design thinking framework).
 - f. Quality Assurance team : Making some scenarios related with the product should be run based on our business flow perspective. Could use stress tests on high numbers (related with the API-Connection testing).
- Discussion with external stakeholders:
 - a. BCA Syariah :
 - Is the product feasible in BCA Digital or not?
 - If feasible, How about the technical Requirement for OPEN API connection (Hajj Collection Payment and Umroh Collection Payment, Zakat Fitrah and Mal)?
 - If the product is not feasible, could they produce this product?
 - How about the mechanism the sharing revenue between BCA Syariah and BCA Digital?
 - Asking about the user persona that using BCA Syariah to understand the character of users.
 - b. BCA Sekuritas :
 - Is the product feasible in BCA Digital or not?
 - If feasible, How about the technical Requirement for OPEN API connection (Sharia Stocks and Sharia Reksadana)?

- If the product is not feasible, could they produce this product?
- How about the mechanism the sharing revenue between BCA Syariah and BCA Digital?
- Asking about the user persona that using BCA Sekuritas to understand the character of users.

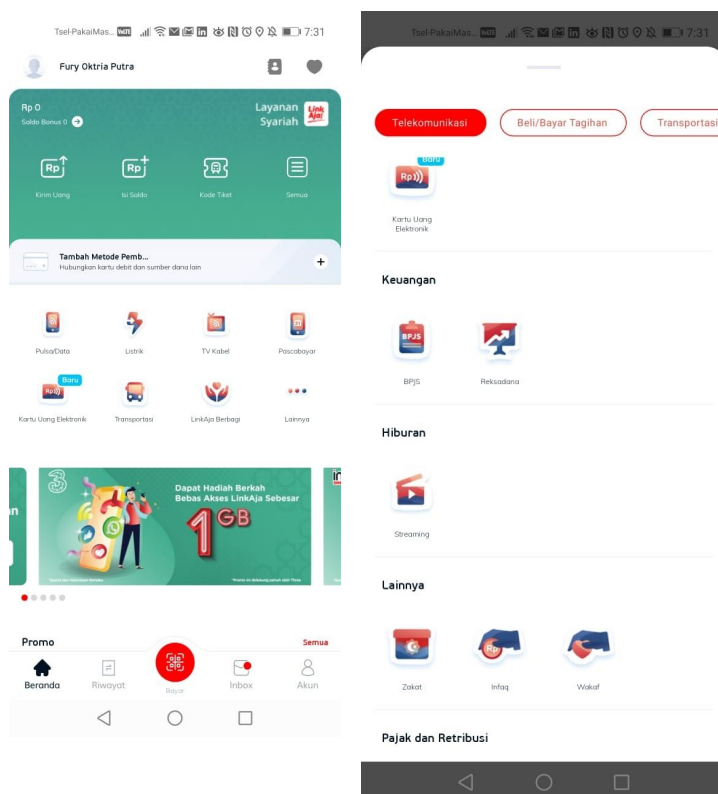
COMPETITOR BENCHMARKING AND INSPIRATION

Competitor Benchmarking

Business Core	Product Name	Sharia Payment Availability	Sharia Investment Product Availability
Digital Banking	Jenius	No	No
	Digibank	No	No
Digital Wallet	OVO	No	No
	Gopay	No	No
	LinkAja	Yes (Zakat)	Yes (Only Reksadana)

Inspiration

Linkaja Sharia Product



- As one of the pioneers of digital wallets in Indonesia using Sharia Product.

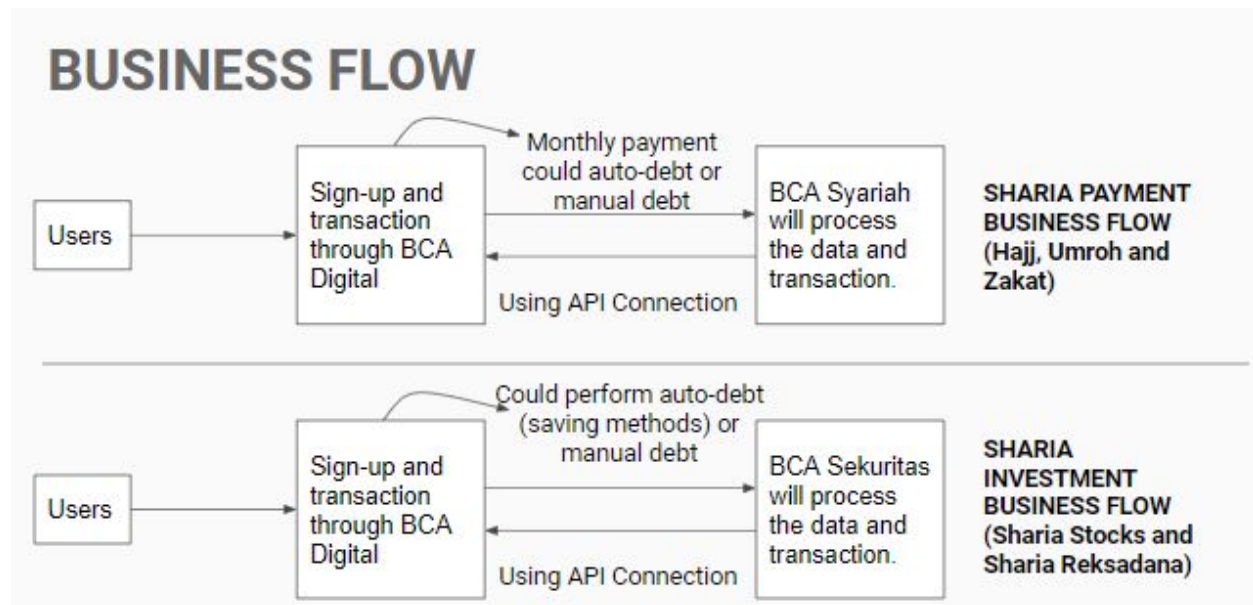
- Linkaja treats users with two types of accounts, first is a conventional digital wallet, and the second is sharia digital wallet.

- Overall, their investment product (reksadana only) and payment (zakat) compared to our ideas.

- In the zakat area, they engage partnerships with the third parties who are capable as “Amil Zakat” (The people or entity as the zakat collector).

- For reksadana, Linkaja engages in partnership with bibit.id.

BUSINESS WORKFLOW



The system working is probably near the BCA Oneklik scheme that is implemented as one of the top up methods in fintech ecosystems like GOPAY, Payfazz, etc.

But at this case, BCA Syariah and BCA Sekuritas will provide us the API Documentation, and prepare their systems as the interface on our platform (like BCA Oneklik as the Interface of the GOPAY top-up scheme).

Sharia Payment (Hajj, Umroh, Zakat)

1. First user -> Sign-up to fulfill the data, and upload several data on the system and registered as potential Hajj or Umroh or Zakat automate by system.
2. After registering, he could put several schemes for saving their money through our platform and the deduct mechanism (auto-debt or manual debt) with the saving duration timeline.

Sharia Investment (Reksadana and Stocks)

3. First user -> Sign-up to fulfill the data, and upload several data on the system and registered as members of BCA Sekuritas automatically.
4. After registering, he could perform like he using BCA Sekuritas application for trading in sharia ways.

EXPECTED TIMELINE

Events	Time & Duration
Kick-off meeting with Internal Stakeholder	1 August 2020
Communication and dealing with external stakeholders	2 August 2020 - 30 August 2020
Research by Internal Stakeholders and developed High Fidelity Prototype using Design Thinking Approach.	2 August 2020 - 30 August 2020
Start kick-off development process	1 September 2020
Development process (using sprint / 2 weeks) included scenario testing from the QA team.	1 September 2020 - 30 November 2020
Product Released	1 December 2020
Press Release	2 December 2020

TECH NOTES

1. Digitalize the document for signing up as Hajj membership through our platform.
2. Prepare the database table for several documents for each person who signs-up on our platform.
3. Prepare API Documentation that is able to understand for each engineer's work on different entities.
4. Making a Database dictionary for understanding the whole created table easily.
5. Research first when you will start to develop the product. Understand the business logic
6. Using Scrum Method to understand the progress of the engineers' work easily.
7. Using Project Management Platform (Like ASANA, JIRA) as the virtual working collaboration place.

GO TO MARKET STRATEGY

- Press Release.
- Advertise the product using ATL and BTL methods.
- Blast an e-mail to the users and ask for their feedback related with the product.

POST LAUNCHED STRATEGY

- Gain perspective from users from several streams, (social media, questionnaire, etc) asking the customer service team to help us capture the issues.
- Request to the QA team to maintain the product, if the product has bugs or not?
- Discuss to stakeholders for the next improvement.

RESOURCES

<https://dailysocial.id/post/linkaja-syariah-uji-coba>

<https://dailysocial.id/post/selamat-datang-bank-digital>

<https://dailysocial.id/post/realiasi-bank-digital-indonesia-2020>

[https://www.goriau.com/berita/baca/potensi-zakat-nasional-2020-berkisar-rp-340an-triliun.html#:~:text=GoRiau%20%2D%20Potensi%20Zakat%20Nasional%202020%20Berkisar%20Rp%20340an%20Triliun&text=JAKARTA%20%2D%20Badan%20Amil%20Zakat%20Nasional,sebagai%20muzakki%20\(pembayar%20zakat\).](https://www.goriau.com/berita/baca/potensi-zakat-nasional-2020-berkisar-rp-340an-triliun.html#:~:text=GoRiau%20%2D%20Potensi%20Zakat%20Nasional%202020%20Berkisar%20Rp%20340an%20Triliun&text=JAKARTA%20%2D%20Badan%20Amil%20Zakat%20Nasional,sebagai%20muzakki%20(pembayar%20zakat).)

<https://www.puskasbaznas.com/publications/books/1113-outlook-zakat-indonesia-2020>

<https://www.bcas syariah.co.id/produk/pendanaan/tahapan-ib/>

<https://www.bcasekuritas.co.id/>

<https://dailysocial.id/post/bank-indonesia-segera-rilis-standar-open-api-permudah-kolaborasi-bank-dan-fintech>