



# BCA DIGITAL - SHARIA PROJECT

FURY OKTRIA PUTRA



## Fury Oktria Putra

### LinkedIn

<https://www.linkedin.com/in/furyoktria/>

### Portfolio

<https://bit.ly/PortofolioFury>

## Experiences

Experience Product Manager on  
Multivarious Platform (B2B and B2C)

Ralali.com

PAYFAZZ  
AGEN

alterra

## BACKGROUND



### SHARIA PROJECT

Sharia Financial Assets reach \$86 Billions  
(The State of Global Islamic Report on 2019/2020)

Potential number up to IDR 200 Trillions on Zakat (Zakat uang and penghasilan combination) based on Zakat Outlook in 2020

Potential Hajj Collection Payment in Indonesia up-to IDR 20.5 Trillions in 2020.

The existing digital banking in Indonesia (Digibank and Jenius) does not have a Sharia Product on their platform.

Don't need any product research too deep, since we have another typical product in BCA Family (BCA Syariah and BCA Sekuritas)

# **Deliver sharia products on BCA Digital at the end of 2020**

Sharia Payment :

Hajj and Umrah Collection Money, Zakat  
Fitrah and Ma'al

Sharia Investment :

Sharia Stocks, Sharia Reksadana

## **WHAT'S WE WILL DELIVER?**

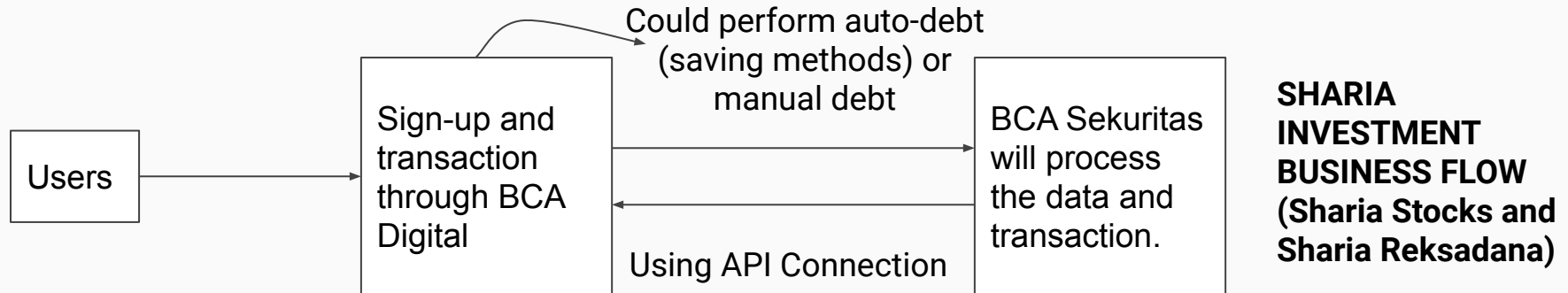
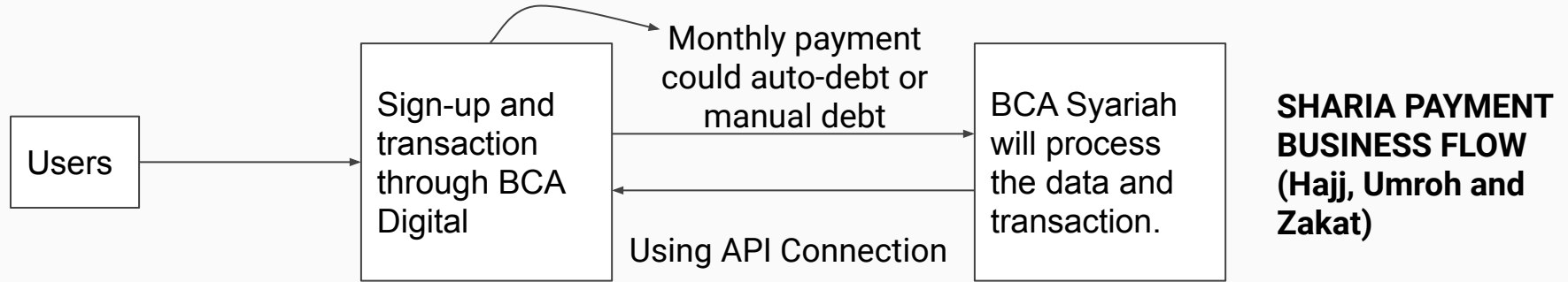
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Product	Primary Target	Secondary Target
<b>Sharia Payment</b>	Hajj : Moeslems who wants to Hajj Umrah : Moeslems who wants to umrah	-
<b>Sharia Investment</b>	Moeslems	Anyone Else who interest with Sharia Portfolio Investment

# WHO'S THE USERS?

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# BUSINESS FLOW



# 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



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## MORE EXPLANATION ON PRODUCT REQUIREMENT DOCUMENTATION