BRD - Mobile Banking Onboarding Improvement

1. Purpose

This document captures the business requirements for improving mobile banking application onboarding process. The objective is to clearly define the business problem, scope, stakeholders and success criteria to ensure alignment before proceeding with detailed solution design.

2. Business Problem Statement

The organisation is facing a high drop-off rate during the mobile banking app onboarding journey. Many users abandon the process before completing registration, resulting in low digital customer activation, reduced engagement, and increased operational support overhead.

3. Business Objectives

- Improve onboarding completion rate for new users
- Reduce overall onboarding time
- Enhance first-time user experience
- Maintain regulatory and security compliance

4. Scope

In Scope

- Review and analysis of the current onboarding flow
- Identification of user pain points and drop off stages
- Definition of business and functional requirements
- User confirmation and communication post successful registration

Out of Scope

- UI/UX visual design
- Core banking or backend system development
- Opening of new bank account
- Full KYC submission or document re-submission

5. Stakeholder Identification and Priority

STK-ID	Stakeholder	Type	Role/Activity	Power	Interest	Rating
STK-01	Business Sponsor	Internal	Funds initiative & approves business goals	High	Medium	Critical
STK-02	Product Owner / Digital Bank Head	Internal	Owns mobile app adoption and KPIs	High	High	Critical
STK-03	Project Manager	Internal	Plans, tracks, and coordinate project delivery	Medium	High	High
STK-04	Business Analyst	Internal	Requirements elicitation, analysis, documentation	Medium	High	High
STK-05	Compliance & Risk Team	Internal	Ensures regulatory and security adherence	High	Medium	High
STK-06	Operations Team	Internal	Manages onboarding issues & operational impact	Medium	High	High
STK-07	IT / Development Team	Internal	Leads implementation of functional changes	Medium	Medium	Medium
STK-08	Customer Support / Call Centre	Internal	Confirms registration and gathers feedback	Low	High	Medium
STK-09	End Users (Existing Customer)	External	Complete onboarding and use mobile app	Low	High	Medium

6. Business Success Metrics

The success of the onboarding improvement initiative will be measured using:

- Increase in mobile app onboarding completion rate
- Reduction in onboarding related drop-offs
- Reduction in onboarding related support calls drop-offs
- Confirmation message displayed upon successful registration

- Post registration confirmation phone call (where applicable)
- Customer feedback call or survey after onboarding completion

7. Assumptions & Constraints

- Users are existing banking customers with completed KYC
- Users have access to registered mobile number
- Regulatory requirements must continue to be met
- Changes are limited to onboarding experience improvements

8. KYC Clarification

1. Full re-kyc is not required during mobile app onboarding journey
2. Limited validation may be required for :

a) Identity confirmation

b) Security & Regulatory checks

3. Onboarding issues are primarily experience-related, not blind assumptions

9. Business Risks

- Poor user reassurance post-registration may reduce trust
- Continued onboarding drop-offs if not improved
- Increased operational load if confirmation mechanism are unclear

10. BRD Approval Sign-Off

ROLE	NAME	STATUS
Product Owner		Pending
Compliance Lead		Pending
Business Analyst	Roja Armugam	Prepared