

Project Name: WhatsApp Pay
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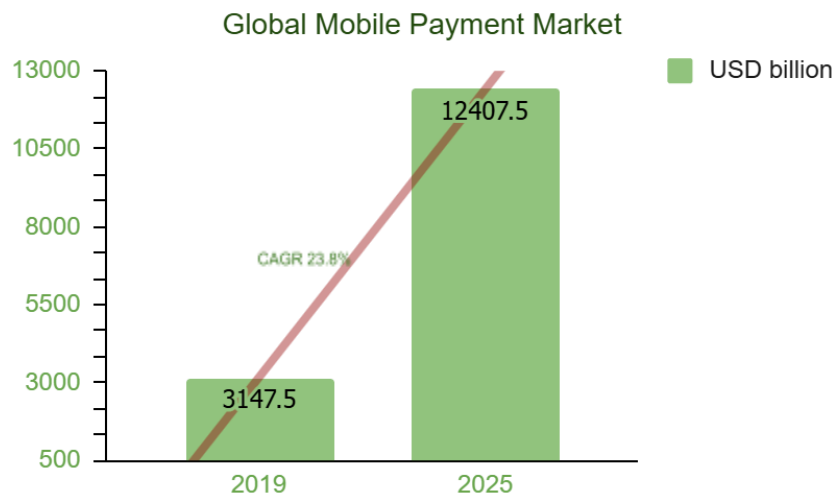
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1. Introduction:

1.1 About WhatsApp Pay

WhatsApp is a messaging and Voice over IP (VoIP) service owned by Facebook. It allows users to send text and voice messages, make voice and video calls, and share images, documents, and other media. WhatsApp runs on mobile devices but is also accessible from desktop computers. WhatsApp has over 2 billion users worldwide as of today. It has become the primary means of electronic communication in multiple countries across multiple continents.

Today across the globe people are moving to digital payment services such as Google Pay, PayPal, and others. Mobile wallets are in massive demand. The transaction value of the global mobile payments market was USD 3714.5 billion in 2019 and is expected to reach USD 12,407.5 billion by 2025, registering a CAGR of 23.8%. WhatsApp being one of the leading mobile messaging apps wants to get a slice of this growing digital payment market.



WhatsApp has decided to take the plunge into this digital payment market. They have launched a new feature namely, WhatsApp Payments to be known as WhatsApp Pay in Brazil in June 2020. WhatsApp promises to disrupt the global digital payments ecosystem with WhatsApp Pay.

WhatsApp will integrate the customer's debit card or credit card into their app. That is, while chatting with your peers, you can transfer the money to them. There will be no separate app that the customers need to download to access this payment feature. This feature would be provided to users as an update in the existing WhatsApp messaging app. The user can use WhatsApp pay feature by updating the WhatsApp messaging app.

They are banking on the fact that the popularity of WhatsApp and the sheer number of WhatsApp users (2 billion) will be an added advantage over other payment apps. Now, they have launched the feature in Brazil, and it will be followed by a launch in India and then the rest of the world.

1.2 Advantages of WhatsApp Pay:

- Easy peer to peer payments. You can send money to your family, friends, or relatives all through WhatsApp.
- Users need not go to the bank or use wallets, bank apps, or NEFT to transfer money.
- It will be a one-click payment.
- Easy and user-friendly interface of WhatsApp would make digital payments seamless and there would be no need to enter details at multiple page loads.

1.3 Business Objective :

- Have at least 1 million users use WhatsApp pay feature within the first 3 months of launch.
- Over 1 year of its launch have 30% of user base using WhatsApp pay.

1.4 Project Tasks:

1. Identifying stakeholders
2. Identify risks in this new feature (Identify them using the Strategy Analysis Knowledge Area)
3. Do a SWOT analysis for WhatsApp Pay feature
4. Identify the Transition State of WhatsApp Pay (Identify them using the Strategy Analysis Knowledge Area)
5. Create as-is and future process map (using flowcharts)
6. As a Business Analyst working on this project, find out the scope of this system. To find the scope you can use Case diagram (UML) or Context diagram
7. Write down the main features that need to be developed
8. Write the in-scope and out-of-scope items for this software
9. Write out the Business Requirements, both Functional and Non-functional Requirements
10. Draw wireframes or mock screens for any 2 of the features namely book record creation and any
11. Other features deemed fit by the student.

2. Business Analysis Core Concept Model (BACCM):

Need	Today across the globe people are moving to digital payment services such as Google Pay, PayPal, and others. Mobile wallets are in massive demand. WhatsApp being one of the leading mobile messaging apps wants to get a slice of this growing digital payment market.
Change	WhatsApp needs a transformation to allow users to send and receive hassle-free and user-friendly money transactions in addition to the existing communication. WhatsApp customers are required to make payments without having to download any additional software. The same app can handle messaging, voice/video calls, and payments with only installing some updates.
Solutions	WhatsApp should create a good user-friendly, scalable and secure payment solution without making any difference to the current functionalities.
Contexts	WhatsApp customers Bank (debit card provider). Credit card providers. WhatsApp Management Developers IT Department Update for providing the new easy, secure and scalable features
Value	Customers will get a Secure, Scalable and user-friendly smart payment facility in an existing application WhatsApp can increase their customer base by adding the new features.
Stakeholders	Internal stakeholders: Project Manager, Programmers, Implementation Team – IT, Tester, Help Desk, Business Analyst External Stakeholder: WhatsApp Users, Bank, Debit card & Credit card Providers, UPI / Payment service providers, Reserve Bank, NPCI & Other Government Authorities (TRAI, Police etc)

3. Plan Stakeholder Engagement

Purpose:

The purpose of Plan Stakeholder Engagement is to plan an approach for establishing and maintaining effective working relationships with the stakeholders.

Description:

Plan Stakeholder Engagement involves conducting a thorough stakeholder analysis to identify all of the involved stakeholders and analyze their characteristics. The results of the analysis are then utilized to define the best collaboration and communication approaches for the initiative and to appropriately plan for stakeholder risks. When planning for stakeholder engagement, the degree of complexity can increase disproportionately as the number of stakeholders involved in the business analysis activities increases. This is important because new or different techniques for the management of stakeholders may be required when the engagement moves from collaborating with a few stakeholders into dozens, hundreds, or even thousands of people.

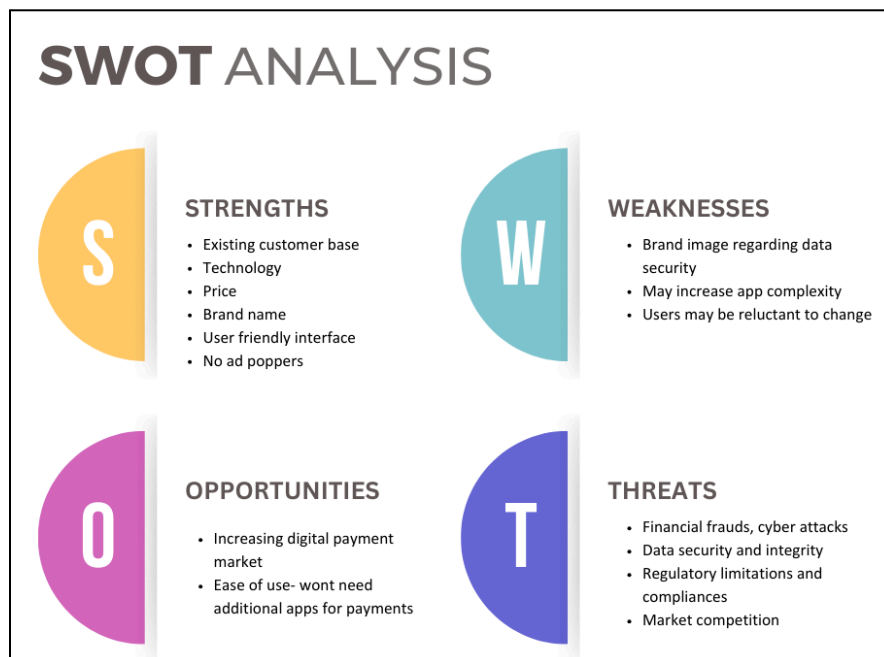
Stakeholders	
External stakeholder	Internal Stakeholders
Sponsor (Meta Platforms Inc.): authorize the work to be performed and control the budget and scope for the initiative.	Domain SME: Subject matter expert will help in understanding the digital payments domain in India.
End Users (WhatsApp Users): WhatsApp end users are already able to use WhatsApp for messaging, voice calls, and Video calls. In the proposed system, they will also be able to make digital payments via WhatsApp.	Project Manager: responsible for managing the work required to deliver a solution that meets a business need, and for ensuring that the project's objectives are met while balancing the project factors including scope, budget, schedule, resources, quality, and risk.
Customer (Owner): WhatsApp division contractual or moral rights that the enterprise is obliged to meet.	Implementation SME: The team will ensure proper development of the new feature without impacting the old functionality.
Regulator (RBI): Reserve Bank of India through its subsidiary National Payments Corporation of India (NPCI) regulates the UPI settlements platform where the proposed WhatsApp pay feature has to be compliant.	Operational Support: Operational support is responsible for the day-to-day management and maintenance of a system or product.
Suppliers: Banks, Debit card providers, credit card providers	Tester: test the build before deployment in India.
Business Analyst: Business Analyst will ensure all the requirements are converted into the actual feature in the proposed system. He will ensure seamless coordination and communication between all the stakeholders.	

4. Identify risk in WhatsApp Pay

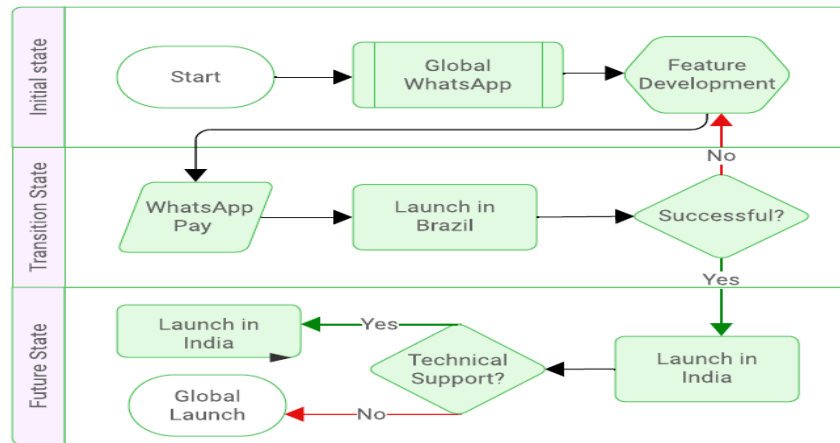
Since, digital transaction process is an entirely new feature to the Whatsapp architecture, it possesses various risks which include but not limited to:

- Whatsapp is used as a social media platform. Acceptance from users of WhatsApp as a reliable digital payment option is unknown.
- It may face a tough competition with the apps, like Google Pay and Phone Pay, that are solely targeted towards simplified digital transactions, and are already established in the market.
- Questions have been raised on Meta (previously known as Facebook) about the reliability and security of user information in its database. Users might feel apprehensive and even vulnerable about providing their financial information to the company.
- The newly added feature will have to adhere to the guidelines and policies as established by the apex banking body of India- RBI, as well as UPI regulatory authority- National Payments Corporation of India (NPCI).
- Since, social media such as Facebook and Whatsapp has been used in the past to scam users, the added functionality of digital transactions may lead to increase in the monetary fraudulent activities by scammers, and cheats.
- App may become complex and bloated with multiple functionalities.
- There can be risk of transaction failures/ false transactions or transactions to the wrong person.

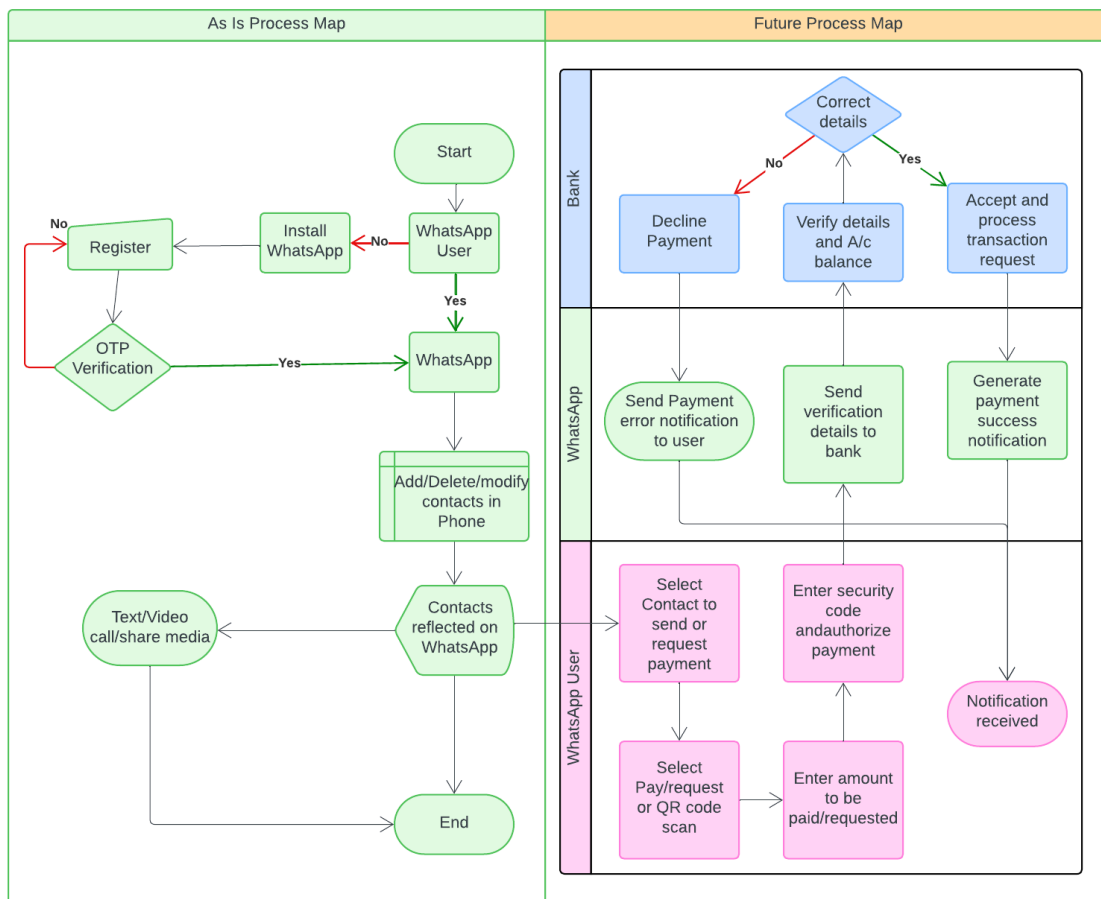
5. SWOT Analysis



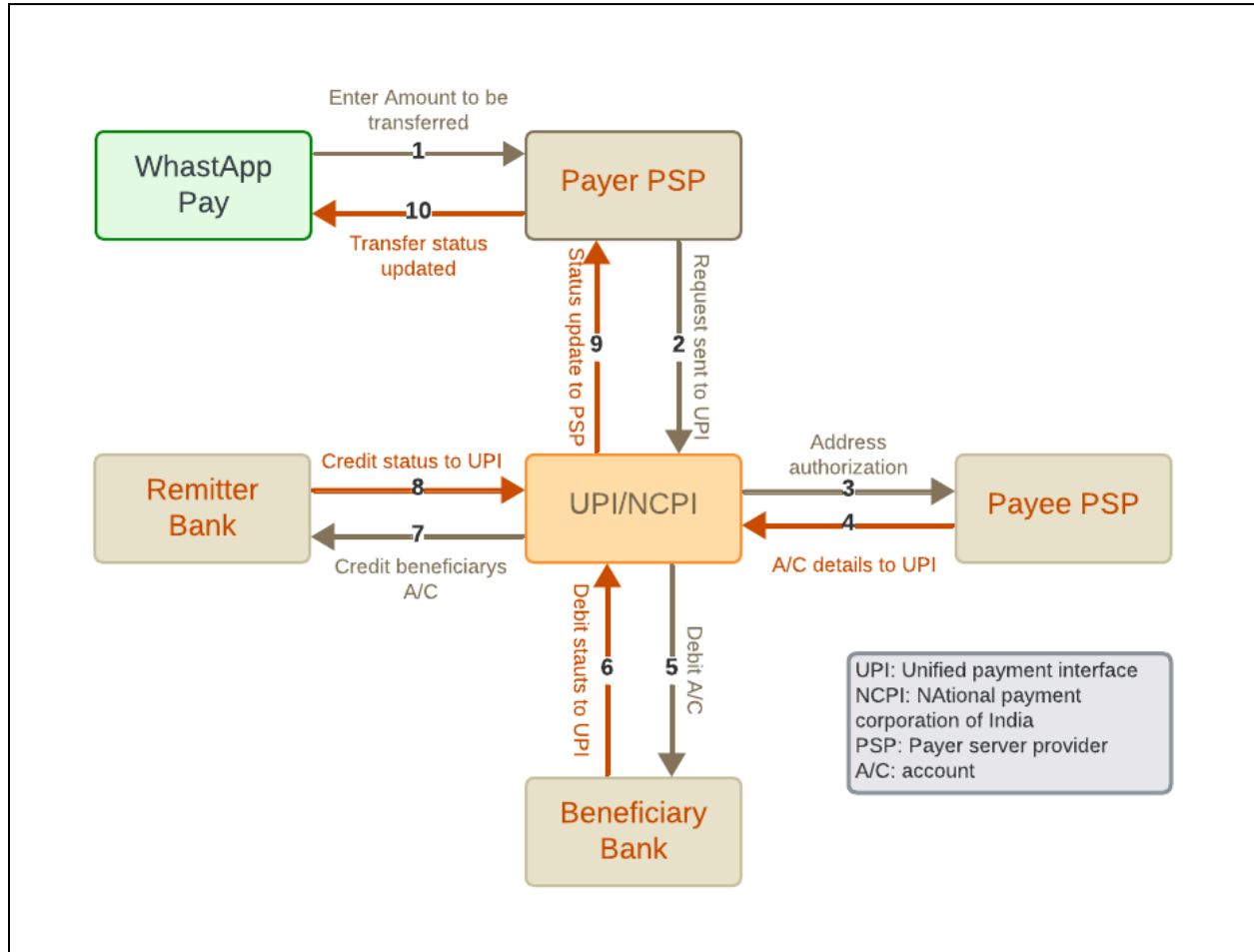
6. Identify the Transition State in WhatsApp Pay



6.1 Create As-IS and Future process map



7. Scope of the System (Context Diagram)



8. Main features that need to be developed:

- ❖ Easy peer to peer payments. You can send money to your family, friends, or relatives all through WhatsApp.
- ❖ Users need not go to the bank or use wallets, bank apps, or NEFT to transfer money.
- ❖ It will be a one-click payment.
- ❖ Transfer update status should be quick.
- ❖ Easy and user-friendly interface of WhatsApp would make digital payments seamless and there would be no need to enter details at multiple page loads.
- ❖ Payment should be pre-confirmed using biometric or Pin on whatsapp.
- ❖ Transfer limit of INR 10,000/- per transaction or INR 25,000/- per day.
- ❖ Transaction history should be available to the user whenever requested.

9. In scope and out-of-scope items for this software

9.1 In- Scope Requirements for WhatsApp Pay:

- ❖ Setting up
 - Adding bank account to WhatsApp Pay account
 - Link debit and Credit card
- ❖ Authentication
 - Credential management for payments
 - Smooth and secure integration with banks, payment service providers, payment gateways.
 - Payments process should be in line with local regulators
- ❖ Functionality
 - Payment send and receive using WhatsApp Pay to and from contacts.
 - Notification after payment sent/received
 - QR code option to send/receive money
 - Transaction history should be visible and stored
- ❖ Usability and Scalability
 - System should be scalable to rest of the world after testing in one geographical area
 - Available in multiple local languages
 - Should have easy user interface

9.2 Out-of-scope Requirements for WhatsApp Pay

- ❖ Users who do not have a WhatsApp account will not be able to use the App.
- ❖ Users need to set up bank accounts and provide bank A/c details, else will not be able to use the feature
- ❖ No e-commerce feature available
- ❖ Any future interface is out of scope.

10. Business Requirement Classification Schema:

Business Requirement	Solution Requirement	Stakeholder Requirement	Transaction Requirement
Payment functions added in WhatsApp become a major share in the global e-payment market. As WhatsApp have more active user in messaging, video and document sharing, so the user needs the e-payment in WhatsApp in a single app without switching to other app for e-payment	<p>Functional Requirements – in a same app new feature should meet in all interface specifications that will satisfy end user.</p> <p>Non- Functional Requirements – New feature should meet the Scalability and Usability performance and the transaction limit for a day.</p>	<p>WhatsApp Users - Able to send and receive money in one go, hassle free transactions, Safe Security policy, user-friendly interface.</p> <p>Sponsor – High revenue and large users scale, Global reach, capture slice of Market share in the digital payments.</p> <p>Regulator – New feature development process needs to follow rules, guidelines and protocols.</p> <p>Suppliers – Banks need to increase the floating rate of money, Credit/Debit card providers need to lend more money.</p>	New feature will create a gateway for the digital payment that will be added in the existing system. The change of the system needs to be provided to users via a software update.

11. Wireframes/ Mock Screens:

