

Project Name
“ABC Bank Credit CardEase”
Business Requirement Document



ABC BANK

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1. INTRODUCTION

ABC Bank is one of India's leading financial services brands is committed to enhancing its customer experience by optimizing the customer acquisition journey for its credit card products. This document outlines the comprehensive business requirements for developing a software/web solution designed to streamline the credit card acquisition process. The solution aims to improve operational efficiency, enhance customer experience, and ensure compliance with regulatory standards, focusing specifically on the customer journey from initial interest to successful credit card issuance. This initiative is part of ABC Bank's broader strategy to provide a seamless and customer-friendly experience for its customers, thereby strengthening its position in the competitive financial services market.

Objectives of Enhancing the Customer Acquisition Journey for ABC Bank Credit Cards:

- **Enhancing Operational Efficiency:** The primary objective of this project is to enhance operational efficiency in the credit card acquisition process. By optimizing key stages such as application submission, KYC verification, and approval processes, the solution aims to streamline workflows, reduce manual errors, and accelerate task completion times. This will lead to a more efficient handling of applications, reducing the turnaround time for customers and improving overall service delivery.
- **Improving Customer Experience:** A central focus of the project is to significantly enhance the overall customer experience during the credit card application journey. The solution will provide a customer-friendly interface, clear instructions, and real-time updates on application status. Features like personalized card recommendations, a secure Video KYC process, and efficient handling of inquiries aim to create a seamless and engaging experience for customers. By making the process intuitive and responsive, ABC Bank aims to increase customer satisfaction, build loyalty, and foster positive word-of-mouth referrals.
- **Enabling Data-Driven Decision Making:** The project aims to empower ABC Bank's management team with data-driven insights for strategic decision-making. By collecting and analyzing data on customer interactions, application success rates, and customer feedback, the solution will provide valuable analytics and reports. This data-centric approach will enable the bank to identify trends, optimize marketing strategies, and improve the customer journey continuously. It will also support targeted offers and personalized experiences, enhancing the bank's ability to meet customer needs.
- **Ensuring Compliance and Security:** Ensuring compliance with regulatory standards and protecting sensitive customer data are critical objectives of the project. The solution will incorporate secure data handling practices, robust authentication mechanisms, and adherence to RBI guidelines for KYC and data protection. By implementing industry-standard security protocols, the bank aims to mitigate risks associated with financial transactions and data privacy. This focus on compliance and security will build customer trust and ensure the bank's credibility in the market.
- **Facilitating Scalability and Growth:** The solution is designed to be scalable and adaptable, supporting ABC Bank's long-term growth objectives. By integrating with existing systems and processes, the project will accommodate future business needs, market dynamics, and technological advancements. This scalability will enable the bank to expand its customer base, introduce new credit card products, and explore new market segments with minimal disruption. The automation and optimization features will also position the bank for innovation, agility, and competitive advantage in the financial services sector.

1.1. DOCUMENT PURPOSE

The purpose of this document is to outline the business requirements for developing a software/web solution aimed at enhancing the customer acquisition journey for ABC Bank Credit Cards. This document serves as a comprehensive guide for the design, development, and implementation of a solution that seeks to streamline the credit card application process, improve customer experience, and ensure compliance with regulatory standards. It provides a detailed overview of the project objectives, scope, functional and non-functional requirements, and the overall strategy for delivering a seamless and efficient customer experience.

1.2 INTENDED AUDIENCE

This document is intended for ABC Bank's project managers, business analysts, and stakeholders involved in the credit card services and customer experience enhancement initiatives; IT stakeholders involved in the development, implementation, and evaluation of the software solution, including project managers, developers, testers, and business analysts.

1.3. PROJECT BACKGROUND

ABC Bank, a prominent financial institution in India, has established itself as a leading provider of innovative banking solutions since its inception. With a strong commitment to customer-centricity and excellence, ABC Bank has continually evolved to meet the dynamic needs of its diverse clientele.

- **Legacy of Innovation and Excellence:** ABC Bank has a rich legacy of delivering cutting-edge banking solutions and services. Its journey is marked by a steadfast focus on innovation, efficiency, and customer satisfaction. The bank has consistently embraced technological advancements and market trends, positioning itself as a forward-thinking institution that adapts to the ever-changing financial landscape.
- **Focus on Customer Experience:** In line with its strategic objectives, ABC Bank is dedicated to enhancing the overall customer experience. Recognizing the importance of a seamless and customer-friendly credit card acquisition process, the bank aims to optimize its credit card application journey. By focusing on improving customer interactions, streamlining processes, and leveraging advanced technologies, ABC Bank seeks to provide a superior experience that meets the expectations of modern consumers.
- **Strategic Enhancement Initiative:** In alignment with its strategic goals, ABC Bank has identified the need to enhance the customer acquisition journey for its credit card products. Recognizing the growing importance of a seamless and efficient credit card application process, the bank aims to streamline this journey to improve customer experience, increase application success rates, and ensure compliance with regulatory requirements.
- **Evolution of ABC Bank's Digital Offerings:** ABC Bank's service portfolio has continuously evolved to include a wide range of financial products and services. From personal banking and corporate finance to specialized credit card offerings, the bank has adapted its services to meet the diverse needs of its customers. ABC Bank's journey in digital banking has been characterized by continuous evolution and innovation. From traditional banking services to advanced digital solutions, the bank has embraced technology to better serve its customers. The focus has shifted towards optimizing online processes, integrating advanced features such as Video KYC, and ensuring a customer-friendly interface.

1.4. BUSINESS GOALS/OBJECTIVES TO BE ACHIEVED

The primary goal of this project is to enhance the overall customer acquisition journey for ABC Bank credit cards by refining several key aspects of the process. This includes improving the website

experience, implementing a secure Video KYC process, and optimizing the application-to-delivery timeline.

- **Enhancing Customer Experience:** The primary goal of this project is to significantly enhance the customer experience throughout the credit card acquisition journey. By optimizing the customer interface, simplifying application procedures, and integrating a secure Video KYC process, ABC Bank aims to provide a seamless and engaging experience. This improvement is expected to increase customer satisfaction, build loyalty, and promote positive brand perception, thereby strengthening ABC Bank's reputation as a customer-centric financial institution.
- **Streamlining Application and Approval Processes:** A key objective of the project is to streamline the credit card application and approval processes. By refining workflows, automating repetitive tasks, and ensuring clear communication channels, the solution aims to reduce processing times and minimize errors. This efficiency will enhance operational performance, allowing the bank to handle a higher volume of applications with improved accuracy and speed.
- **Improving Compliance and Security:** The project seeks to bolster compliance and security measures within the credit card acquisition process. By integrating robust security protocols and adhering to regulatory standards for KYC and data protection, ABC Bank aims to safeguard sensitive customer information and ensure a secure application process. This focus on security and compliance will build customer trust and reinforce the bank's commitment to regulatory adherence.
- **Improving Customer Satisfaction and Reducing Drop-Offs:** An essential objective is to improve overall customer satisfaction and reduce drop-offs during the credit card application process. By addressing pain points such as complex forms, unclear instructions, and lengthy processing times, the project seeks to create a smoother and more engaging application experience. This improvement will help retain potential customers, reduce abandonment rates, and foster positive experiences that encourage repeat business and referrals.
- **Driving Customer Acquisition and Retention:** A key business objective of this project is to drive customer acquisition and retention for ABC Bank's credit cards. By enhancing the customer experience on the website, implementing a secure and efficient Video KYC process, and reducing the time from application submission to card delivery, the project aims to attract new customers and retain existing ones. Improving these aspects will help ABC Bank leverage market opportunities, expand its customer base, and strengthen its competitive position. The streamlined application process and quicker card delivery will enhance customer satisfaction, leading to increased loyalty and higher rates of repeat business.
- **Enhancing Competitive Edge in Credit Card Services:** In the dynamic financial services sector, staying ahead of competitors is crucial for sustained growth and market leadership. ABC Bank aims to enhance its competitive edge by delivering an exceptional credit card application experience that surpasses industry standards. By optimizing the website customer experience, integrating a secure and efficient Video KYC process, and significantly reducing the time from application submission to card delivery, ABC Bank is committed to setting new benchmarks in customer service and operational excellence. This strategic focus on innovation and efficiency will strengthen ABC Bank's position as a leading player in the Indian credit card market, driving customer loyalty, increasing market share, and reinforcing its reputation as a forward-thinking and customer-centric financial institution.

1.5. STAKEHOLDERS

1. **ABC Bank Management Team:** The management team sets the strategic vision and goals for improving the credit card acquisition process. They provide leadership, approve budgets, allocate resources, and make high-level decisions to ensure the project's success.
2. **Project Managers:** Project managers oversee the planning, execution, and monitoring of the project. They define the project scope, set timelines, manage budgets, and coordinate efforts among different teams to ensure project milestones are achieved on schedule.
3. **Development Team:** The development team consists of software developers, UI/UX designers, and engineers responsible for building and implementing the website enhancements, Video KYC process, and any other technological solutions. They transform project requirements into functional and customer-friendly features.
4. **Quality Assurance (QA) Team:** The QA team tests the enhanced website and Video KYC system to ensure they meet quality standards and customer expectations. They develop and execute test cases, identify bugs, and collaborate with the development team to resolve issues before launch.
5. **Business Analysts:** Business analysts gather and analyze requirements from stakeholders, document customer journeys, create use cases, and communicate these needs to the development team. They ensure that the project addresses customer needs and aligns with business objectives.
6. **Customers:** Customers are the end-customers who will interact with the enhanced credit card application process. Their feedback and experiences are crucial in refining the customer journey, Video KYC process, and overall satisfaction.
7. **Customer Support Team:** The customer support team handles queries, issues, and feedback from customers during and after the application process. Their insights help in identifying common pain points and areas for further improvement.
8. **Compliance and Security Team:** This team ensures that the Video KYC process and overall credit card application system adhere to regulatory requirements and data protection standards. They work to mitigate risks associated with security and compliance.
9. **Marketing Team:** The marketing team communicates the benefits of the enhanced credit card application process to potential customers. They develop campaigns to promote the new features and ensure alignment with overall brand messaging.
10. **External Vendors/Partners:** External vendors may include technology providers for the Video KYC solution, third-party verification services, or consultants who assist in integrating new technologies and ensuring compliance with industry standards. Their role is to provide the necessary services and support for successful project implementation.

1.6. Dependencies on Existing Systems

1. **Current ABC Bank Website:** The enhancements to the credit card application process will be implemented on the existing ABC Bank website. This includes modifications to the customer interface (UI) and customer experience (UX) to improve navigation and application flow. The current website infrastructure must support the new features and changes. Any updates or integrations need to be compatible with the existing website framework. Coordination with the web development team is essential to ensure that enhancements do not disrupt existing functionalities.

2. **CRM Systems:** Integration with the Customer Relationship Management (CRM) systems is necessary to track and manage customer interactions, application statuses, and customer data. The CRM system will handle the storage and processing of customer information collected during the application process. It needs to be updated to reflect new data fields or changes in the data structure resulting from the enhanced application process. Ensuring that CRM systems are synchronized with the new application modules is crucial for accurate record-keeping and follow-ups.
3. **KYC Verification Systems:** The new Video KYC process must integrate with existing KYC verification systems to validate customer identities securely and efficiently. The Video KYC system will rely on existing KYC infrastructure for backend verification processes. It is essential to ensure that the new Video KYC solution is compatible with current KYC systems to facilitate smooth data transfer, validation, and compliance with regulatory requirements.

1.6. REFERENCES

1. **ABC Bank Credit Card Application Guidelines:** This document outlines the specific requirements, criteria, and procedures for applying for ABC Bank credit cards. It includes details on eligibility, necessary documentation, and the steps involved in the application and approval process.
2. **RBI Compliance and KYC Regulations:** This refers to the guidelines and regulations set forth by the Reserve Bank of India (RBI) regarding Know Your Customer (KYC) procedures and compliance standards. These regulations ensure that the bank's operations are secure, legal, and adhere to the necessary protocols for customer identity verification and data protection.
3. **Industry Best Practices for User Experience Design:** These are the standards and methodologies widely recognized and adopted in the industry for designing user-friendly and intuitive interfaces. They encompass best practices for website layout, navigation, content clarity, and overall user engagement, aimed at providing a seamless and efficient user experience.

1.6. ASSUMPTIONS

1. **Access to Technology and Resources:** The project team has access to all necessary technology infrastructure, tools, and resources required for the development and implementation of the solution.
2. **Stakeholder Support and Cooperation:** Key stakeholders, including management and departmental heads, are committed to providing ongoing support, timely feedback, and cooperation throughout the project lifecycle.
3. **Seamless Integration with Existing System:** The new software/web solution is expected to integrate seamlessly with existing systems, including those used for KYC verification, and customer relationship management (CRM), without requiring significant overhauls.
4. **User Feedback and Iteration:** Feedback from users, including applicants and bank staff, will be actively solicited and considered during the development process to ensure the solution aligns with user needs and expectations.
5. **Compliance with Regulatory Standards:** All necessary regulatory compliance requirements, including those related to RBI KYC regulations and data protection laws, will be addressed and implemented in accordance with applicable industry standards and regulations.

6. **Internet Access and Digital Literacy:** It is assumed that all users involved in the credit card application process have access to the internet and possess basic digital literacy, enabling them to navigate the online application and video KYC processes effectively.

2. REQUIREMENTS SCOPE

2.1.1. IN SCOPE (MODULES)

1. **User Interface and User Experience Module:** Develop a user-friendly interface for the ABC Bank website to streamline the credit card application process. This includes intuitive navigation, clear instructions, and a responsive design optimized for various devices, ensuring a seamless experience for all users.
2. **Application Processing and Management Module:** Develop features to manage the entire application lifecycle, from submission to approval. This module will include functionalities for applicants to track their application status and for administrators to manage and process applications efficiently.
3. **Approval and Onboarding Module:** Create automated workflows for the approval and onboarding process, ensuring timely and accurate decision-making. Implement automated decision-making processes to evaluate credit card applications based on predefined criteria. This module will handle the verification of applicant information, creditworthiness assessment, and final approval or rejection.
4. **Personalization and Recommendation Engine Module:** Implement a recommendation engine that personalizes the user experience by suggesting relevant credit card products based on the applicant's profile, preferences, and eligibility criteria.
5. **Integration with Existing Systems Module:** Integrate the new features with ABC Bank's existing systems, including CRM systems for managing and reviewing applications, handling customer inquiries, KYC Verification to validate identity, monitoring KYC verification progress, handling any exceptions or issues, and ensuring the smooth operation of the application system.
6. **Customer Support Module:** Integrate customer support features, including live chat, FAQs, and contact forms, to assist applicants during the application process. This module aims to address user inquiries and provide support to enhance overall customer satisfaction.
7. **Video KYC Module:** Develop a secure and efficient Video KYC (Know Your Customer) system that enables applicants to complete their identity verification process online. This module will include secure video call features and integration with KYC verification systems.
8. **Analytics and Reporting Module:** Build robust analytics and reporting functionalities to provide insights into application trends, customer demographics, process efficiency, and other key performance indicators (KPIs). This data will support strategic decision-making and continuous improvement.
9. **Compliance and Security Module:** Ensure that the solution complies with all relevant regulations, including RBI guidelines and data protection laws. This module will incorporate secure authentication, data encryption, and regular security audits to protect sensitive information and maintain regulatory compliance.

10. **Scalability and Performance Optimization Module:** Design the system to handle high volumes of applications and data processing efficiently. This includes optimizing the architecture for scalability to accommodate future growth and ensuring consistent performance under varying loads.

2.1.2. IN SCOPE (USE CASES)

1. **Existing Customer Verification:** Enable existing customers to verify their identity and eligibility for additional credit card applications. Customers can enter their existing account information and complete the verification process.
2. **Initiate Application:** Allow existing customers to initiate a new credit card application by providing basic personal, financial details and customer ID through an online form, and allow new credit card applicants to initiate a new credit card application by providing basic personal and financial details.
3. **Submit Application:** Validate all entered information for completeness and accuracy before allowing submission. Upon submission, a unique application reference number is generated for tracking. The system acknowledges receipt of the application and provides an estimated review and approval timeline.
4. **Recommend Credit Cards:** Provide personalized credit card recommendations to new applicants and existing customers based on their financial profile and preferences. The system shall analyze customer data and suggest the most suitable credit card options.
5. **Upload Documents:** Allow customers to upload necessary documents required for the credit card application, including proof of identity, income, and address.
6. **Review Application:** Bank administrators and compliance officers can access, and review submitted applications for completeness, accuracy, and regulatory compliance. This includes verifying personal and financial details and ensuring all required documents are provided.
7. **Approve/Reject Application:** Authorized personnel review the applications, evaluate the applicant's eligibility based on predefined criteria, and decide whether to approve or reject the application. Approved applications are assigned a credit limit and terms, while rejected applications are given a reason for rejection.
8. **Video KYC Verification:** Implement a Video KYC process where customers can verify their identity through a live video call, capturing real-time images and verifying identification documents to meet regulatory requirements and securely transmitting data for review.
9. **Track Application Status:** Provide customers with real-time tracking of their credit card application status, including stages such as verification, processing, approval, and card issuance.
10. **Receive Notifications:** Automatically notify customers via email or SMS or WhatsApp about important updates related to their application, such as status changes, required documents, or additional steps needed.
11. **Generate Reports:** Develop functionalities for generating reports that provide insights into application statuses, customer demographics, and other key metrics. This supports data-driven decision-making and strategic planning.

12. **Customer Support:** Integrate customer support features, including live chat and ticketing systems, to assist users with any issues or queries they encounter during the application process.
13. **Manage Customer Data:** Enable bank administrators to manage customer information, including updating personal details, viewing transaction history, and managing communication preferences. The system ensures data integrity and compliance with data protection regulations.
14. **System Integration:** Ensure seamless integration of the new application features with existing systems, including CRM for managing customer data, and KYC verification systems for identity checks.
15. **Data Security and Compliance:** Implement robust data security measures to protect sensitive information throughout the application process, ensuring compliance with regulatory standards and industry best practices for data protection.

2.1.3. IN SCOPE (SCREENS)

1. Screen 1

The screenshot shows a web browser window titled "ABC Bank credit card Application". The address bar displays the URL "https://https://web.abcbank.co.in/DigitalChannel/WebForm/?". The page content includes the ABC Bank logo on the left and the text "Welcome to ABC Bank Credit Card Online Application" in the center. Below this, a message asks "Can you help us with a bit of information to get you started". A form labeled "Who are you?" has two buttons: "Existing Customer" and "New Applicant". To the right of the form is a dark blue icon representing a credit card. At the bottom, a footer text reads "Experience a whole new world of personalized rewards & offers with ABC Bank!".

ABC Bank credit card Application

https://https://web.abcbank.co.in/DigitalChannel/WebForm/?

ABC BANK

Welcome to ABC Bank Credit Card Online Application

Can you help us with a bit of information to get you started

Who are you?


Existing Customer New Applicant

Experience a whole new world of personalized rewards & offers with ABC Bank!

Screen 2: Verify Existing Customer

A Web Page

https://https://web.abcbank.co.in/DigitalChannel/WebForm/creditcard-application/ex



ABC BANK

Credit Card Online Application

Check Eligibility
Step 1 of 2

Complete Application
Step 2 of 2

Enter Customer ID*

MM / DD / YYYY*

Enter Mobile Number*


Enter OTP*

Next

Screen 3: Initiate Application New/Existing Customer


A Web Page

https://https://web.abcbank.co.in/DigitalChannel/WebForm/creditcard-application/ne




ABC BANK

Credit Card Online Application

 Let's begin the Journey

<input type="text" value="First Name*"/>	<input type="text" value="Last Name*"/>
<input type="text" value="MM / DD / YYYY*"/>	<input type="text" value="Enter PAN*"/>
<input type="text" value="Occupation*"/>	<input type="text" value="Net Annual Income(₹)*"/>
<input type="text" value="Mobile Number (Linked to Aadhaar)*"/>	<input type="text" value="Enter OTP*"/>
<input type="button" value="Submit"/>	



Screen 4: Upload Documents


A Web Page

https://https://web.abcbank.co.in/DigitalChannel/WebForm/creditcard-application/up


ABC BANK


Congratulations! You're eligible for a credit card


Submit your documents to complete the process



Take/Upload Photo







Screen 4: Reference Number

A Web Page

https://https://web.abcbank.co.in/DigitalChannel/WebForm/creditcard-application/up

ABC BANK

Bank State

Mobile Number (Linked to Aadhaar)*

Enter OTP*

Submit

Reference Number

ref14584020873710

2.2 OUT OF SCOPE (FEATURES)

1. **Integration with Non-Essential Third-Party Platforms:** The project scope excludes integration with third-party platforms or services beyond those directly related to CRM and KYC verification. This includes marketing automation tools, analytics platforms, or any other external services not directly related to the credit card application process.
2. **Customization for Non-Credit Card Products:** The project does not include customization of the application platform for other banking products, such as loans, savings accounts, or insurance services. The focus is solely on the credit card application process.
3. **Mobile Application Development:** Developing standalone mobile applications for iOS or Android platforms is not included within this project's scope. The focus is on optimizing the web-based application process.
4. **Multi-Language Support:** Implementing multi-language support for the application process, including translating the interface and customer communications into languages other than English, is not within the scope of this project.
5. **Advanced Analytics and AI-Driven Insights:** The scope does not cover the implementation of advanced analytics features, such as predictive modeling or AI-driven insights into customer behavior. The project focuses on the core application and verification processes.
6. **Extensive Customer Training and Support Programs:** While basic user onboarding and guidance for the application process will be provided, the project does not include extensive training programs, detailed user manuals, or ongoing support services beyond standard customer service for technical issues.
7. **Customization for Specific Customer Segments:** Customizing the application process for specific customer segments, such as corporate clients or high-net-worth individuals, is not included in the project. The solution will cater to the general public's needs.
8. **Development of Marketing Features:** The project does not include the development of marketing or promotional features, such as personalized offers, loyalty programs, or referral systems. The focus is strictly on the application and verification process.
9. **Post-Application Customer Journey Enhancements:** Enhancements to the customer journey after the application approval, such as onboarding new cardholders or integrating additional card management features, are not part of this project's scope. The emphasis is on improving the application process up to the point of card approval and dispatch.

3 FUNCTIONAL REQUIREMENTS

1. **Customer Application Process:** The system shall provide a user-friendly interface for customers to initiate and complete the credit card application process. Customers shall be able to enter personal information, and financial details, and upload required documents.
2. **Submission of Application:** The system shall validate all entered information for completeness and accuracy before allowing submission. Each application shall be automatically assigned a unique application reference number for tracking and communication purposes. Upon submission, the system shall acknowledge receipt of the application and provide an estimated timeline for review and approval.
3. **Document Verification and Management:** The system shall support the upload and verification of necessary documents, such as identification and income proof, as part of the application process. Automated checks shall verify document authenticity and completeness, flagging any issues for manual review.
4. **Video KYC Integration:** The system shall integrate a secure Video KYC feature, allowing users to complete the Know Your Customer process through a live video interaction. Video sessions shall be recorded and securely stored for compliance and audit purposes.
5. **Application Status Tracking:** Users shall be able to track the status of their credit card application in real time, including stages such as application received, under review, approved, or rejected.
6. **Notification and Communication:** The system shall send automated notifications to users at each stage of the application process, including submission confirmation, status updates, and final decision. Notifications shall be customizable and support email, SMS and WhatsApp.
7. **Customer Support:** The system shall provide a dedicated customer support interface (via multiple channels, including live chat, email, and phone) for users to seek assistance and resolve issues related to the credit card application process. A comprehensive FAQ section and support documentation shall be available to help users find answers to common questions and troubleshoot issues independently.
8. **User Authentication and Access Control:** The system shall provide secure user authentication mechanisms, such as two-factor authentication (2FA), to ensure that only authorized users can access the system. Different access levels shall be defined, including admin, system administrator, and customer support representatives, with appropriate permissions for each role.
9. **Admin Portal:** The system shall provide an admin portal for authorized personnel to manage applications, including reviewing, approving, or rejecting applications based on predefined criteria. Admins shall have the ability to view and manage user data, application statuses, and compliance documentation.
10. **CRM System Integration:** The system shall integrate with the existing CRM system to store and manage customer information, ensuring seamless data flow and accurate customer profiles.
11. **Security and Compliance:** The system shall implement robust security measures, including encryption, access controls, and audit trails, to safeguard sensitive data and ensure compliance with regulatory standards. Regular security audits and updates shall be performed to maintain the integrity of the system.

- 12. Reporting and Analytics:** The system shall provide reporting functionality for admins, including insights into application volumes, approval rates, processing times, and customer demographics. Customizable reports shall be available to support strategic decision-making and compliance reporting.
- 13. User Interface and Usability:** The user interface shall be intuitive and user-friendly, with features such as easy navigation, clear prompts, and responsive design to ensure accessibility across devices. The application process shall be streamlined and efficient, minimizing the number of steps required to complete the process.
- 14. Scalability and Performance:** The system shall be designed to scale efficiently to handle increasing volumes of applications and user interactions without performance degradation. Load balancing and optimization strategies shall be employed to ensure consistent performance under peak loads.
- 15. Integration with Future Systems:** The system shall include flexible and extensible APIs to facilitate future integrations with other banking systems, third-party platforms, or additional services as needed.
- 16. Audit and Compliance Logging:** All actions performed within the system, including user interactions, admin actions, and system events, shall be logged for audit and compliance purposes. Logs shall be securely stored and accessible only to authorized personnel for review and analysis.

2.1. ACTOR/USER PROFILE SPECIFICATION

1. Primary Actors

New Credit Card Applicants:

- Fill out and submit the credit card application form.
- Upload required documents such as proof of identity and income.
- Track the status of their application using the reference number provided.
- Receive notifications about the application progress and approval status.
- Access customer support for assistance with the application process.

Existing Customers Applying for Additional Cards:

- Log in using existing credentials to access their account.
- Select the option to apply for an additional credit card.
- Update or verify personal and financial information as required.
- Track the status of their application for the new card.
- Manage and review existing credit card accounts and details.

2. Secondary Actors

Bank Administrators:

- Manage user roles and permissions within the system.
- Oversee the processing and approval of credit card applications.
- Monitor system performance and address any administrative issues.
- Generate reports on application trends and customer demographics.
- Ensure compliance with internal policies and procedures.

Compliance Officers:

- Review applications for compliance with regulatory requirements.
- Ensure all necessary documents are submitted and verified.
- Monitor the system for adherence to KYC (Know Your Customer) and AML (Anti-Money Laundering) guidelines.
- Conduct audits to ensure that application processes meet legal and regulatory standards.
- Work with customer service representatives to resolve any compliance-related issues.

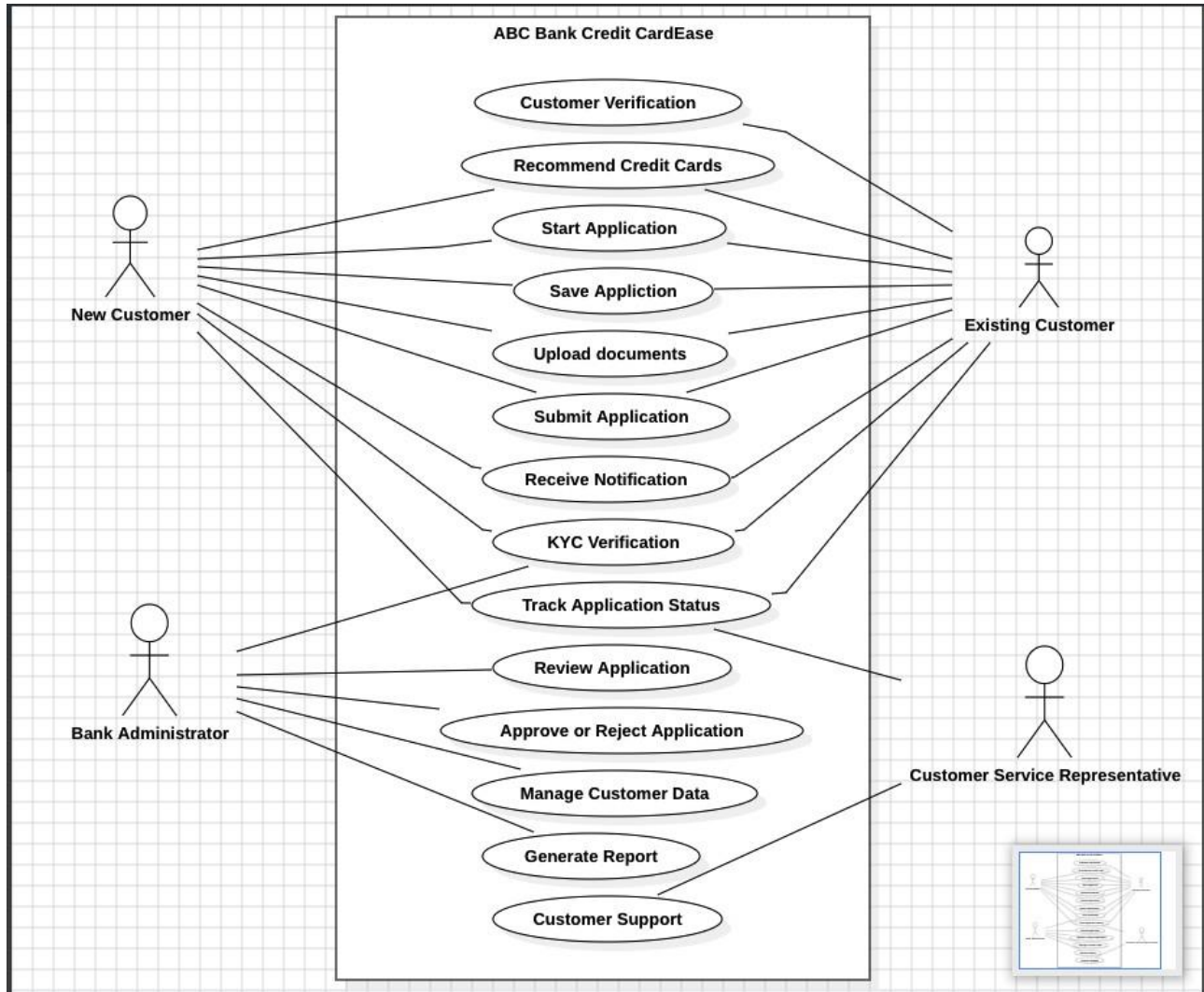
IT Support Staff:

- Maintain the technical infrastructure supporting the credit card application system.
- Troubleshoot and resolve technical issues reported by users or administrators.
- Implement security measures to protect user data and prevent unauthorized access.
- Manage system updates, patches, and upgrades.
- Support the integration of the application system with other bank systems and external platforms.

Customer Service Representatives:

- Access the system to view and manage customer applications.
- Assist customers with inquiries about the application process.
- Provide updates and information on the status of applications.
- Resolve issues related to document submission and application details.
- Guide customers through the application process, including providing explanations and support.

2.2. USE CASE DIAGRAM



3.2. USE CASE SPECIFICATION

- Existing Customer Verification

Use Case ID:	UC001		
Use Case Name:	Verify Existing Customer		
Created By:	Shweta Mangrulkar	Last Updated By:	NA
Date Created:	03-08-2024	Date Last Updated:	03-08-2024

Actor:	Existing Customer
Description:	The system verifies the provided customer ID to identify and access the account details of existing customers applying for additional credit cards.
Preconditions:	The customer is on the Credit Card Application Home Page. The customer has an existing account with the bank. The customer navigates to the existing customer page. The customer provides the necessary identification details.
Postconditions:	The System confirms the customer's identity and navigates to the application page
Priority:	High
Frequency of Use:	Frequently used when existing customers apply for additional cards
Normal Course of Events:	<ol style="list-style-type: none"> 1) Customer navigates to the existing customer verification page. 2) System prompts the customer to enter their customer ID and identification details. 3) Customer enters the required information and submits the form. 4) System verifies the provided information against the existing customer database. 5) If the information is valid, the system confirms the details and proceeds to the application.
Alternative Courses:	NA
Exceptions:	If the verification fails, the system displays an error message ("Customer ID is Invalid. Please try again") and prompts the customer to re-enter their details. If the verification fails thrice, the system displays an error message ("Please contact customer support") and disables the text input fields.
Includes:	NA
Special Requirements:	The system should securely handle and verify customer information to ensure data privacy and security.
Assumptions:	The customer has access to their customer ID and identification details.
Notes and Issues:	NA

• **Customer Application**

Use Case ID:	UC002		
Use Case Name:	Initiate Customer Application		
Created By:	Shweta Mangrule	Last Updated By:	NA
Date Created:	03-08-2024	Date Last Updated:	03-08-2024

Actor:	New Credit Card Applicant, Existing customer
Description:	Facilitates the application process for new credit card applicants and existing customers.
Preconditions:	The customer is on the Credit Card Application Home Page. The customer provides the necessary identification details.
Postconditions:	The application is successfully submitted and acknowledged by the system.
Priority:	High
Frequency of Use:	Frequently used when new and existing customers apply for credit cards.
Normal Course of Events:	<ol style="list-style-type: none"> 1) System navigates to the credit card application page. 2) System displays the application form with fields for personal information, financial details. 3) Applicant fills the required information. 4) Applicants review and submit application. 5) System validates the submitted information for completeness and accuracy. 6) System provides an acknowledgement and estimated timeline to review eligibility for the credit cards.
Alternative Courses:	NA
Exceptions:	If the validation fails, the system highlights the errors and prompts the applicant to correct them.
Includes:	NA
Special Requirements:	The application form should be user-friendly and provide clear instructions to guide the applicant.
Assumptions:	The applicant has access to all the required details of them.
Notes and Issues:	NA

- **Recommended Credit Cards**

Use Case ID:	UC003		
Use Case Name:	Recommend Credit Cards		
Created By:	Shweta Mangrule	Last Updated By:	NA
Date Created:	03-08-2024	Date Last Updated:	03-08-2024

Actor:	New Credit Card Applicant, Existing customer
Description:	Provides personalized credit card recommendations based on applicant's profile and preferences.
Preconditions:	The applicant is eligible to apply for credit card. The applicant has provided sufficient information to determine their credit card preferences.
Postconditions:	The system displays personalized credit card recommendations to the applicant.
Priority:	Medium
Frequency of Use:	Occasionally used during the application process to help applicants choose best credit card.
Normal Course of Events:	<ol style="list-style-type: none"> 1) Applicant navigates to the credit card recommendation page. 2) System prompts the applicant to answer a series of questions about their spending habits and preferences. 3) Applicant provides the required information and submits the form. 4) System analyses the profile and provides preference information and generates a list of recommended credit cards. 5) System displays the recommended credit cards to the applicant side by side horizontally with rewards and benefit details.
Alternative Courses:	NA
Exceptions:	If the applicant provides insufficient information, the system prompts for additional details ("Please fill all the details").
Includes:	Assess Credit Card Eligibility
Special Requirements:	The recommendation algorithm should be accurate and take into account various factors such as profile information, credit score spending habits and preferences.
Assumptions:	The applicant is willing to provide information about their spending habits and preferences.
Notes and Issues:	NA

- **Submit Application**

Use Case ID:	UC004		
Use Case Name:	Submit Application		
Created By:	Shweta Mangrule	Last Updated By:	NA
Date Created:	03-08-2024	Date Last Updated:	03-08-2024

Actor:	New Credit Card Applicant, Existing customer
Description:	Allows applicants to submit their completed credit card applications.
Preconditions:	The application form is filled with all the required details and have validated the correctness and completeness.
Postconditions:	The application successfully submitted and acknowledged by the system.
Priority:	High
Frequency of Use:	Frequently used by applicants submitting their completed credit card applications.
Normal Course of Events:	<ol style="list-style-type: none"> 1) Applicant completes the application form with all the required details. 2) Applicant reviews the application for accuracy and completeness. 3) Applicant clicks on the “Submit Button” 4) System validates the submitted information. 5) System assigns a unique application reference number. 6) System acknowledges receipt of the application and provides an estimated timeline to review eligibility.
Alternative Courses:	NA
Exceptions:	If the validation fails, the system highlights the errors and prompts the application to correct them.
Includes:	Assess Credit Card Eligibility
Special Requirements:	The submission process should be secure and ensure that all the submitted information is accurate and complete.
Assumptions:	<p>The applicant has provided all the required information in the application form, including personal, financial and any other necessary details.</p> <p>The applicant is aware of the credit card application requirements, including the eligibility criteria and necessary documentation.</p> <p>The system ensures that data entered by the applicant is accurately captured and stored, preventing any loss or corruption during submission process.</p> <p>The system complies with all relevant legal and regulatory requirements (GDPR, PCI DSS, KYC and RBI) related to credit card application, data privacy, and security.</p>
Notes and Issues:	NA

3. DATA REQUIREMENT (TO BE FILLED BY TECH BA'S)

3.1. Data Volumes

This section describes the expected approximate Data volumes (initial volume and annual growth %) for each conceptual Class or Entity.

3.2. Data Conversion

This section describes the high-level Data Conversion Requirements.

Specify any requirements/rules for data conversion. Also, if there are any regulatory requirements around data conversion, then mention them explicitly.

3.3. Data Retention and Archiving

This section describes the Data retention (time frames for online Data retention before archiving) and also the archiving requirements.

3.4. Privacy Implications

This section describes the sensitivity levels of each class of data. The following criteria are used in determining the sensitivity level of each conceptual class/entity).

- **Non-sensitive** information that would not reasonably be expected to cause injury (harm) if released to the public.
- **Protected A:** information that, if compromised, could reasonably be expected to cause injury (harm), e.g. loss of privacy.
- **Protected B:** information that, if compromised, could reasonably be expected to cause serious injury (harm), e.g. the conduct of a court proceeding would be adversely affected.
- **Protected C:** information that, if compromised, could reasonably be expected to cause extremely grave injury (harm), e.g. loss of life.

Conceptual Class / Entity Name	<u>Data Sensitivity Level</u> (Non-sensitive, Protected A, Protected B, Protected C)

4. NON-FUNCTIONAL REQUIREMENTS

1. **Security Requirements:** The system shall implement robust security measures, including encryption of sensitive customer data, secure authentication protocols, and defenses against vulnerabilities such as SQL injection and cross-site scripting (XSS). Access controls and audit trails shall be implemented to track and manage user activities within the system, ensuring accountability and compliance with security policies.
2. **Availability Requirements:** The system shall maintain a minimum uptime of 99.9%, ensuring continuous availability for users, with scheduled maintenance and upgrades performed during off-peak hours to minimize disruption.
3. **Usability Requirements:** The user interface shall be designed to be intuitive and user-friendly, featuring clear navigation, a consistent layout, and a responsive design that adapts to various devices and screen sizes. The system shall provide a seamless user experience with clear instructions, tooltips, and error messages to guide users through processes.
4. **System Help Requirements:** The system shall include comprehensive help features, such as context-sensitive tooltips, inline documentation, and user guides, to assist users in understanding functionalities and completing tasks.
5. **Performance Requirements:** The system shall handle concurrent user interactions efficiently, with minimal latency, ensuring quick response times for data processing and user actions even during peak usage periods.
6. **Scalability Requirements:** The system architecture shall be scalable, allowing for the addition of resources and infrastructure components to support an increasing number of users, transactions, and data volumes over time.
7. **User Scalability:** The system shall support a scalable number of user accounts, enabling growth in customer and staff users without affecting system performance or responsiveness.
8. **Application Scalability:** The system shall be designed to scale both horizontally and vertically, facilitating the integration of additional servers and resources to accommodate growing demand and ensure high performance.
9. **Integration Requirements:** The system shall support seamless integration with existing bank systems, including CRM, KYC verification, and systems, using standard protocols and APIs to ensure smooth data exchange and interoperability.
10. **Data Volumes:** The system shall be capable of handling large volumes of customer and application data, providing efficient storage, retrieval, and processing capabilities to maintain optimal system performance.
11. **Data Retention and Archiving:** The system shall include mechanisms for data retention and archiving, allowing long-term storage and retrieval of historical data for compliance, auditing, and analysis purposes.
12. **Privacy Implications:** The system shall comply with relevant data protection regulations, such as GDPR and CCPA, ensuring the confidentiality, integrity, and availability of personal and sensitive information.

13. **Regulatory Compliance:** The system shall adhere to financial industry regulations and compliance standards, including those related to data security, privacy, and anti-money laundering (AML) requirements.
14. **Interoperability Requirements:** The system shall be interoperable with other platforms and services used within the bank, allowing for seamless data exchange and collaboration across different departments and functions, including customer service and compliance.

5. Constraints and Dependencies

5.1. Technical Constraints:

1. **Technology Stack:** The project must adhere to the predefined technology stack, including specific programming languages, frameworks, and databases, as per the bank's technical architecture guidelines.
2. **Legacy System Integration:** The solution must integrate seamlessly with existing legacy systems, including customer databases, financial transaction systems, and customer relationship management (CRM) platforms. This imposes constraints on data formats, communication protocols, and APIs used.
3. **Scalability and Performance:** The system architecture must be designed to support scalability, ensuring it can handle an increasing number of users, transactions, and data volumes over time. This requires careful consideration of system design, database architecture, and infrastructure scalability.
4. **Security Standards:** The project must comply with industry-standard security protocols, including data encryption, secure authentication mechanisms, and protection against common vulnerabilities such as SQL injection and cross-site scripting (XSS).

5.2. External Dependencies:

1. **Third-Party API Integration:** The project depends on third-party APIs for various services, including credit score checking, and document verification. Coordination with these external service providers is crucial to ensure service availability and adherence to their service level agreements (SLAs).
2. **Regulatory Compliance:** The project must comply with relevant regulatory requirements such as the General Data Protection Regulation (GDPR), the Reserve Bank of India (RBI) guidelines, and other financial regulations. This requires adherence to data privacy, security standards, and financial transaction regulations.
3. **Vendor Support and Coordination:** The project relies on external vendors for hardware, software, and cloud services. This includes coordinating with vendors for system maintenance, issue resolution, updates, and ensuring uninterrupted service delivery.
4. **Data Migration:** Any migration of existing customer data to the new system must be handled with care, ensuring data integrity and minimizing downtime. This dependency involves coordination with data management teams and potentially third-party data migration tools.

5. **Legal and Compliance Reviews:** The project may require legal and compliance reviews to ensure all aspects, including data handling and customer communications, are legally sound and compliant with applicable laws and regulations.

Approval

This document has been approved as the official Product Requirements Document for the Project Name project.

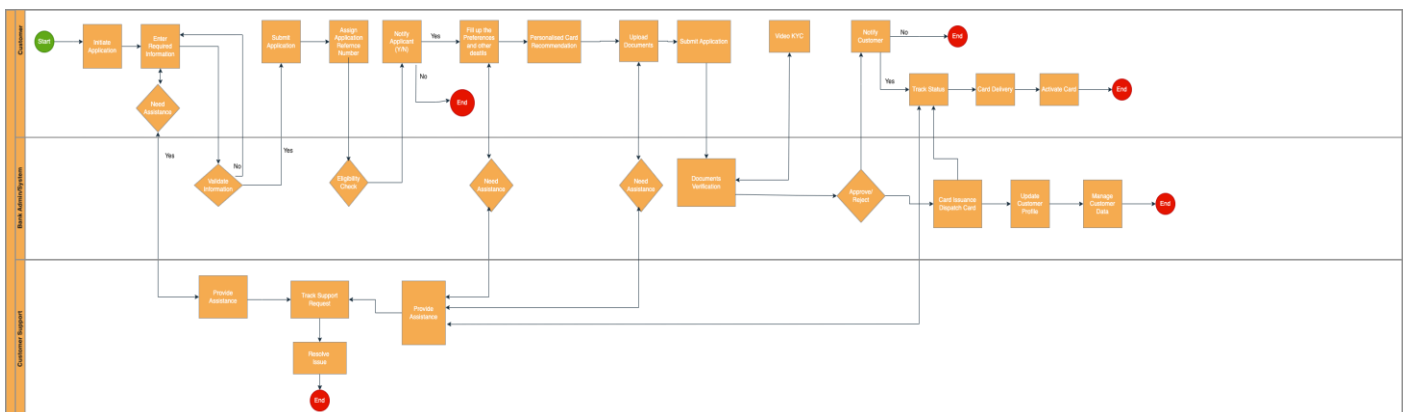
Following approval of this document, changes will be governed by the project's change management process, including impact analysis, appropriate reviews, and approvals, under the general control of the Master Project Plan and according to the Project Support Office policy.

<i>Prepared by</i>	<i>Signature</i>	<i>Date</i>
Author's Name [Title] [Organization] _____		
<i>Approved by</i>	<i>Signature</i>	<i>Date</i>
[Client Acceptor's Name] [Title] [Organization] _____		

- **Mindmap:**



- **Process Model (TO-BE STATE)**



(Please Zoom In to view it clearly)

- **SWOT Analysis (Based on BRD)**

Strengths:

1. **Strong Market Presence:** ABC Bank has a well-established reputation in the banking industry, providing a strong foundation for promoting and adopting the credit card application system.
2. **Comprehensive Credit Card Offering:** The system enhances the bank's diverse range of credit cards, catering to various customer segments with unique benefits and features.
3. **Enhanced Customer Experience:** The system aims to streamline the application process, making it user-friendly and efficient, thereby improving customer satisfaction and engagement.
4. **Integration with Existing Systems:** The solution will integrate seamlessly with the bank's existing CRM and financial systems, ensuring data consistency and leveraging existing infrastructure.

Weaknesses:

1. **Dependency on Technology:** The project heavily relies on the bank's existing technology stack and its integration capabilities, which could pose challenges if these systems face compatibility issues or downtime.
2. **Complexity of Implementation:** Implementing and integrating a comprehensive credit card application system may require significant development effort and time, potentially leading to delays.
3. **Limited Customization:** The initial scope of the project may limit its flexibility to adapt to rapidly changing market trends or unique customer needs.
4. **Data Management Challenges:** Handling large volumes of customer data efficiently and securely can be complex and may require advanced data management and protection strategies.

Opportunities:

1. **Market Expansion:** The new system provides an opportunity for ABC Bank to attract a broader customer base, including millennials and tech-savvy users who prefer digital application processes.
2. **Enhanced Digital Footprint:** The project can boost the bank's digital transformation efforts, positioning it as a leader in innovative banking solutions.
3. **Cross-Selling Opportunities:** By integrating the credit card application process with other banking products, the bank can enhance cross-selling and upselling opportunities.
4. **Adoption of Advanced Technologies:** Incorporating AI and machine learning for credit scoring and risk assessment can improve the accuracy and efficiency of the application process.
5. **Partnerships and Collaborations:** Collaborating with fintech companies and technology providers can enhance system capabilities and market reach.

Threats:

1. **Intense Competition:** The credit card market is highly competitive, with numerous banks and financial institutions offering similar products, posing a threat to market share.
2. **Regulatory Changes:** Compliance with evolving data protection regulations and banking standards can add complexity and overhead to system development and operations.
3. **Security Risks:** The system will handle sensitive customer data, making it a potential target for cyber-attacks and data breaches, which could damage the bank's reputation.

4. **Economic Fluctuations:** Economic instability and changes in consumer spending behavior can impact demand for credit cards, affecting the project's success.
5. **Technological Disruptions:** Rapid technological advancements and the emergence of new financial technologies could render the system obsolete or less competitive if not continuously updated.

Compliance with Regulations:

- The system will comply with all relevant legal and regulatory requirements related to credit card applications, data privacy, and security, including:
 - **General Data Protection Regulation (GDPR)**
 - **Payment Card Industry Data Security Standard (PCI DSS)**
 - **Reserve Bank of India (RBI) Guidelines**
 - **Information Technology Act, 2000 (India)**
 - **Personal Data Protection Bill (India)**
- **Requirement Prioritization (MoSCoW)**

Must-Have:

1. **Customer Identification:** Essential for displaying a clear and welcoming message to the customer upon accessing the credit card application page. Essential for verifying the customer's status as an existing or new ABC Bank customer to personalize the application process and ensure accurate data handling.
2. **Existing Customer Verification:** Essential for verifying the identity of existing customers to allow access to the application system securely.
3. **Initiate Application:** Fundamental for initiating the credit card application process for new and existing customers.
4. **Submit Application:** Necessary for customers to complete and submit their credit card applications.
5. **Document Upload:** Useful for allowing customers to upload necessary documents required for the application process.
6. **Review Application:** Crucial for allowing customers to review their credit card application details before submission, ensuring accuracy and providing an opportunity for any necessary corrections.
7. **Secure Data Handling:** Essential for ensuring customer data is handled securely throughout the application process, complying with relevant data protection regulations.

Should Have:

1. **Video KYC Verification:** Important to conduct KYC verification through video calls to comply with regulatory requirements.
2. **Eligibility Check:** Important for assessing customer eligibility based on their financial history and credit score.
3. **Recommend Credit Cards:** Vital for providing customers with personalized credit card recommendations based on their profile and eligibility.
4. **Application Status Tracking:** Helpful for customers to track the status of their credit card application in real time.
5. **Customer Notifications:** Important for sending notifications and updates to customers regarding their application status and next steps.

6. **Integration with CRM:** Essential for integrating the application system with the bank's existing CRM system for seamless data flow and customer management.

Could Have:

1. **Application History:** Helpful for customers to view their past credit card applications and statuses.
2. **Multi-Language Support:** Useful for providing the application system in multiple languages to cater to a diverse customer base.
3. **Mobile Application:** Important to offer a mobile version of the application system for on-the-go access.
4. **Chatbot Assistance:** Significant for providing automated customer support and assistance through a chatbot.
5. **Advanced Analytics:** Necessary for generating insights and reports on application trends and customer behaviors.
6. **Customer Feedback:** Useful for collecting feedback from customers to improve the application process and user experience.
7. **Customer Support Integration:** Important for integrating the application system with customer support channels for seamless issue resolution.

Won't Have:

1. **Social Media Integration:** Not a priority for the current phase of the project, as it pertains to integrating the application system with social media platforms.
2. **Physical Branch Application Support:** Not a priority for the current phase of the project, as it involves integrating with physical branch systems.
3. **Third-Party Loyalty Program Integration:** Not a priority for the current phase of the project, as it pertains to integrating with third-party loyalty programs.
4. **Advanced Fraud Detection:** Not a priority for the current phase of the project, focusing on basic fraud detection mechanisms initially.

- **User Story and Acceptance Criteria**

1. **Screen 1**

1. **Customer Identification**

User Story:

As a customer, I want to be identified as an existing ABC Bank customer or not, so that I can proceed with the appropriate credit card application process.

Acceptance Criteria:

Preconditions:

The user must have accessed the credit card application page.

Identification Process:

- 1) The system should display a welcome message to the customer.

- 2) The system should prompt the customer with a clear "Yes/No" option to determine if they are an existing ABC Bank customer.
- 3) If "Yes" is selected, the system should proceed to verify the customer's identity.
- 4) If "No" is selected, the system should guide the customer to the new customer application process.

Error Handling:

- 1) If the system cannot determine the customer's status due to technical issues, an error message should be displayed, prompting the customer to try again later.

User Experience:

- 1) The welcome message and prompts should be designed for a smooth and user-friendly experience.
- 2) The system should ensure compliance with relevant data protection regulations during the customer identification process.

Implementation Notes:

- 1) The interface should be responsive and compatible with various devices and browsers.
- 2) The system should securely handle customer data during the identification process.

2. Screen 2

2. Existing Customer Verification:

User Story:

As an existing customer, I want to verify my identity so that I can check my eligibility to apply for a new credit card.

Acceptance Criteria:

Preconditions:

- 5) The user must have an existing account with the bank.
- 6) The user must provide valid credentials (e.g., customer ID) or other verification details (e.g., OTP).

Acceptance Criteria:

Identity Verification:

- 1) The system should prompt the customer to enter their login credentials (e.g., Customer ID) or other verification details (e.g., OTP).
- 2) If the credentials or verification method are correct, the system should grant access to the customer's account.
- 3) If the credentials or verification method are incorrect, the system should display an appropriate error message and provide options for account recovery or retry.
- 4) If the entered contact number is not found in the customer database, prompt an error message- ("There was an error generating OTP")
- 5) If the entered customer ID is invalid/incorrect, prompt an error message - ("Please check the entered Customer ID")

Eligibility Check:

- 1) Once verified, the system should assess the customer's eligibility for a new credit card based on their account history, credit score, and other relevant factors.
- 2) The system should display the customer's eligibility status, indicating whether they qualify for new card offers or if further information is needed.

Security and Privacy:

- 1) The system should ensure all customer data and interactions are secure and compliant with relevant data protection regulations.
- 2) The system should provide clear information on how the customer's data is used to assess eligibility.

Implementation Notes:

- 1) **Secure Authentication:** Ensure secure storage and transmission of login credentials. Implement account lockout mechanisms after 3 failed login attempts. Support various authentication methods (e.g., SMS OTP, Customer ID).
- 2) **Eligibility Algorithm:** Develop or integrate a reliable algorithm that accurately assesses eligibility based on the customer's financial data and credit history.
- 3) **User Interface:** Design a user-friendly interface that clearly presents eligibility information with easy navigation and clear call-to-action buttons.
- 4) **Compliance:** Ensure the system complies with all relevant financial and data protection regulations, including PCI DSS, GDPR (if applicable), and local regulations.

3. Screen 3**3. Initiate Application:****User Story:**

As a potential customer/existing customer, I want to initiate a credit card application so that I can apply for a new credit card.

Acceptance Criteria:**Preconditions:**

- 1) The user must be on the credit card application page.
- 2) The user must have decided which credit card they wish to apply for.

Acceptance Criteria:

- 1) The system should provide a user-friendly form for entering personal and financial information.
- 2) The system should validate the entered information in real-time and highlight any errors. The system should guide the user through the necessary steps to complete the application, including personal details, financial information, and any required documents.

Implementation Notes:

- 1) Design the application form to be intuitive and mobile-responsive.
- 2) Implement real-time data validation to minimize user errors.
- 3) Implement functionality for auto-saving user inputs to avoid data loss.

Provide a clear and simple navigation process to help users complete their application efficiently.

4. Screen 4

4. Upload Documents:

User Story:

As an applicant, I want to upload required documents for my credit card application so that the bank can verify my information.

Acceptance Criteria:

Preconditions:

- 1) The user has Initiated an application that requires document verification.

Acceptance Criteria:

- 2) The system should provide a secure document upload feature.
- 3) The system should accept common file formats (e.g., PDF, JPG, PNG).
- 4) The system should confirm the successful upload and allow the user to review the uploaded documents.

Implementation Notes:

- 5) Implement security measures to protect uploaded documents.
- 6) Provide guidelines on acceptable document formats and sizes.
- 7) Include a user-friendly interface for uploading, reviewing, and managing documents.

5. Review Application:

User Story:

As a bank officer, I want to review submitted credit card applications so that I can assess their eligibility for approval.

Acceptance Criteria:

Preconditions :

- 1) The user has submitted a complete credit card application.

Acceptance Criteria:

- 2) The system should provide an interface for reviewing application details, including personal and financial information.
- 3) The system should highlight key eligibility criteria and any missing or unclear information.
- 4) The system should allow the officer to request additional information or documents if needed.

Implementation Notes:

- 1) Ensure the review interface is secure and accessible only to authorized personnel.
- 2) Implement workflow management features to track the review process.
- 3) Include tools for flagging issues and requesting further information from applicants.

6. Approve/Reject Application:**User Story:**

As a bank officer, I want to approve or reject credit card applications based on the applicant's information and eligibility so that the bank can manage its credit risk.

Acceptance Criteria:**Preconditions:**

- 1) The bank officer has reviewed the submitted application and all supporting documents.

Acceptance Criteria:

- 2) The system should allow the officer to mark the application as "Approved" or "Rejected."
- 3) The system should automatically generate an approval or rejection notification to the applicant, including reasons for the decision if rejected.
- 4) The system should update the application status and trigger any subsequent processes (e.g., card issuance, account setup).

Implementation Notes:

Implement decision-making tools and criteria to assist officers in making informed decisions.

- 1) Ensure the system logs all decisions and actions for auditing and compliance purposes.
- 2) Provide training and guidelines for officers on the approval/rejection process.

7. Video KYC Verification:**User Story:**

As a new customer, I want to complete a Video KYC verification so that my identity can be verified remotely.

Acceptance Criteria:**Preconditions:**

- 1) The user has submitted a credit card application and chosen Video KYC as the verification method.

Acceptance Criteria:

- 2) The system should schedule a video call with a KYC officer.
- 3) The system should notify the user of the scheduled call time and necessary documents.
- 4) During the video call, the system should verify the user's identity by matching the provided documents with live images.

Implementation Notes:

- 1) Ensure secure and encrypted video call capabilities.
- 2) Provide clear instructions to the user regarding the required documents and process.
- 3) Implement mechanisms for rescheduling the call if needed.

8. Track Application Status:

User Story:

As an applicant, I want to track the status of my credit card application so that I know its current progress and any next steps.

Acceptance Criteria:

Preconditions:

- 1) The user has submitted a credit card application.

Acceptance Criteria:

- 2) The system should provide a tracking feature accessible via the user's account.
- 3) The system should display real-time status updates, such as "Submitted," "Under Review," "Approved," or "Rejected."
- 4) The system should notify the user of any required actions or missing information.

Implementation Notes:

- 1) Ensure status updates are timely and accurate.
- 2) Provide detailed explanations for each status to inform the user of next steps.
- 3) Include email or SMS notifications for significant status changes

9. Receive Notifications:

User Story:

As a user, I want to receive notifications about important updates to my credit card application so that I stay informed throughout the process.

Acceptance Criteria:

Preconditions:

- 1) The user has an active application in progress.

Acceptance Criteria:

- 2) The system should send notifications via email, SMS, or in-app alerts based on user preference.
- 3) Notifications should cover status updates, required actions, and important deadlines.
- 4) The system should provide options for users to customize notification preferences.

Implementation Notes:

- 1) Ensure notifications are clear, concise, and contain all necessary information.
- 2) Implement a notification management system allowing users to choose their preferred

channels and types of notifications.

- 3) Comply with privacy and data protection regulations when handling user contact information.

10. Recommend Credit Cards:

User Story:

As a potential customer/existing customer, I want to receive credit card recommendations based on my profile so that I can choose a credit card that best suits my needs.

Acceptance Criteria:

Preconditions:

- 1) The potential customer/existing customer has provided basic personal and financial information.
- 2) The system has data on available credit card options.

Acceptance Criteria:

Profile Information:

- 1) The system should ensure that all relevant profile fields are filled out accurately.
- 2) The system should retrieve and analyze the user's profile information to generate recommendations.

Recommendation Engine:

- 1) The system should analyze the user's profile data and match it with available credit card options.
- 2) Recommendations should be based on factors such as the user's spending patterns, credit score, and preferences.

Display Recommendations:

- 1) The system should display a list of recommended credit cards, including key details such as rewards, interest rates, fees, and benefits.
- 2) The list should be displayed in a section that contains views arranged horizontally, side by side.

Detailed Comparison:

- 1) The system should provide a comparison display allowing users to view and compare the recommended cards side by side.
- 2) The system should highlight the features and benefits of each recommended card.

Implementation Notes:

Data Analysis: Implement a recommendation engine using algorithms that match user profiles with credit card features. This may involve machine learning techniques or rule-based matching.

User Interface: Design a user-friendly interface for displaying recommendations and comparisons. Ensure the interface is mobile-responsive and intuitive.

Data Privacy: Ensure that user data is handled securely, following data protection regulations (e.g., GDPR, CCPA). Implement data encryption and secure storage practices.

Integration: Integrate the recommendation system with the bank's database of credit card products

and user profiles. Ensure that the integration supports real-time updates and accuracy.

Testing: Conduct thorough testing of the recommendation system to ensure accuracy and reliability. Test with various user profiles to verify that recommendations are relevant and personalized.

11. Customer Support:

User Story:

As a customer, I want to access customer support so that I can get help with my credit card application or any related issues.

Acceptance Criteria:

Preconditions:

- 1) The customer has an active credit card application or a related query.

Acceptance Criteria:

- 2) The system should provide multiple support channels, such as phone, email, live chat, and a help center.
- 3) The system should allow customers to track their support requests and view responses.
- 4) The system should provide a knowledge base with FAQs and troubleshooting guides.

Implementation Notes:

- 1) Ensure customer support is available during designated hours and through multiple channels.
- 2) Implement a ticketing system to manage and track customer

