CASE STUDY

Enhancing the User Acquisition Journey for IDFC Bank Credit Cards: A Business Analysis Approach

CHALLENGE

- **Understand the funnel from Sign-up to First Transaction**
- **Accessing and using the product hands on(will be verified by recruiting client)**
- **Synthesis of data backed solutions along with the north star metric.**

Additional Pointers-:

We exclusively provide you with financial products for the purpose of testing, as all other products require payment, and these financial products do not entail any deductions or charges. Include Base analysis on personal experience.

If you have any questions or need further clarification, please do not hesitate to reach out to us.

Note: Send structured, concise document along with actual product usage as it will be tracked by clients.

Objective

Conduct a business analyst case study leveraging personal experience as an IDFC Bank user. Analyze touchpoints, interactions, identify improvement areas, and deliver actionable recommendations for enhancing the user journey.

Instructions

1. **User Journey Mapping:**

Map your journey as an IDFC Bank user & Analysis of User Experience. Analyze interactions with the website. Evaluate ease of use, responsiveness, and information clarity. Identify areas for improvement.

Link: Accessing the mandatory link

Important Note:

Hands-on experience with the product is a crucial requirement as the subsequent interview rounds will focus on intricate and recruiting clients will evaluate your effort based on that.

Business Analyst Case Study Points:

- **Overall Banking Website Experience:**

Assess user experience during credit card registration. Evaluate navigation ease, instruction clarity, and suggest UI improvements.

- **Video KYC Journey:**

Detail document submission, video call setup, verification steps, and note any challenges faced. Emphasize the process's security and compliance benefits.

- **Credit Card Delivery Time:**

  Specify the number of days for successful registration to delivery. Discuss delays, issues encountered, and propose methods for streamlining and enhancing the customer experience. Incorporate these points into your case study as a business analyst.

  2. **Presentation and Report:** Justify each recommendation based on pain points. Create concise presentation in a one pager document.