

Report On
Role of a business analyst in analyzing and designing a fintech-monitoring app
for BRAC Microfinance under BRAC IT Services Ltd.

By
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19204037

In partial fulfillment of the criteria for the degree, an internship report is submitted to the BRAC
Business School.
Bachelor of Business Administration,
BRAC Business School
BRAC University



Inspiring Excellence

Declaration

It is hereby declared that

1. This internship report that has been submitted is my/our original work done while studying at BRAC University.
2. Unless properly referenced through thorough and correct referencing, the report contains nothing that is previously published or written by a third party material.
3. There is no content in the report that has been approved or submitted for any other degree or certificate at a university or other institution.
4. I've thanked all important sources of help.

Student's Full Name & Signature:

S M Maisoon Ul Amin
19204037

Supervisor's Full Name & Signature:

Mr. Shihab Kabir Shuvo
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Mr. Shihab Kabir Shuvo
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report for course BUS400

Dear Sir,

With the utmost respect, I am writing to notify you that I have finished my internship report on the role of a business analyst in analyzing and designing a fintech-monitoring app for BRAC Microfinance under BRAC IT Services Ltd for the BUS400 course under your direct supervision. I did my best to prepare this report based on my personal learning and findings, as well as my experiences.

My internship program lasted three months, which I completed. During my internship, I gained valuable experience and improved my skills and knowledge. It has improved my networking abilities, which will be very beneficial to my career growth in a positive direction. Working in this organization allows me to improve my multitasking skills without sacrificing the quality of work. All of my internship learnings and knowledge are documented in my report in accordance with the rules and regulations of BRAC University. This is my humble request that you accept my internship report.

Sincerely yours,

S M Maisoon Ul Amin

ID – 19204037

BRAC Business School

BRAC University

Date: 10th February 2021

Acknowledgment,

To begin, I'd want to thank Almighty Allah for bestowing upon me the capacity to do so as well as the chance to work with one of the world's premier non-profit organizations. Second, I would like to express my heartfelt appreciation to my academic supervisor, Mr. Shihab Kabir Shuvo Sir, Lecturer, BRAC Business School, BRAC University, who has assisted me in successfully completing this report. I owe him a great debt of gratitude.

I'd want to thank everyone at BRAC IT Services Ltd. who worked on this study. I'd like to thank the Business Architect, Maliha Samshad Ma'am, and the Head of d. School, S M Mobasser Hussain, in particular, for assisting me with their insights into the issue, supporting me, and devoting time to this project in addition to my usual employment. I'd also want to thank A.K. Sabbir Mahbub, the CEO of BRAC IT Services Ltd., for his continued assistance and sharing of his knowledge on the subject.

Furthermore, I'd like to thank all of my colleagues, particularly the whole business analysis and UI/UX teams, for their assistance in creating this report. I would like to offer my appreciation to everyone who was engaged in the creation of this report, both directly and indirectly, and I wholeheartedly apologize to those whose names I have not mentioned; their participation is greatly appreciated. Last but not least, I would like to convey my thanks to BRAC University for including an internship program as part of the BBA degree program, which allows me to gain real work experience in a business before beginning my professional career.

Executive Summary

Business analysis is an important step to discover and emphasize the need for change in the way firms run, as well as to aid in such transformation. We can promise that an organization receives these benefits through the efficient application of business analysis, thereby enhancing the way they do business. A business analyst is ultimately responsible for identifying and resolving problems impacting the business solution, and works closely with the project manager and design team to examine existing business processes and provide ideas for improvement. Process design, in my opinion, is the most important topic that must be prioritized. A process design is used whenever there is a requirement to examine or characterize the workflow in order to increase production, effectiveness, efficiency, economy, or profitability. In my circumstance, process design was crucial in resolving the complicated interaction between each stakeholder when creating the fintech-monitoring system. Furthermore, BRAC IT as an organization is becoming increasingly reliant on business analysts (or BAs) to help guide them through this digital transformation, examining data patterns and industry trends to determine the best way to adapt products and processes in order to add value for customers and stakeholders.

This study delves further into the notion of process design and prototyping in business analysis utilizing behavioral UML diagrams for designing human-centric fin-tech solutions. Furthermore, it will aid in determining the potential influence of Business Analysis in the software development business throughout the world.

Keywords: Fintech, Microfinance, Business Analysis, Business Analyst, Human-centric Design, Process Design, UML Diagram, Figma, Prototype, UI/UX Design

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1. Chapter 1: Overview of Internship

1.1. Student Information

Name: S M Maisoon Ul Amin

ID: 19204037

Program: BRAC Business School

Major/Specialization: Computer Information Management

Minor: Finance

1.2. Internship Information

1.2.1. Period, Company Name, Department/Division, Address

Beginning	Date:	3 rd	October	2021
Ending	Date:	3 rd	January	2022
Company	Name:	BRAC	IT	Services Ltd
Department/Division:		Business	Analysis,	d.School
Address: Humaira Bhaban. House # 115, Road-5, Block # B. Niketan Society, Dhaka 1208				

1.2.2. Internship Company Supervisor's Information: Name and Position

Maliha Samshad, Business Architect, BRAC IT Services Ltd

1.2.3. Job Scope – Job Description/Duties/Responsibilities

The job responsibilities of a Business Analyst are stated below:

1. Assist other analysts, developers, and product managers in envisioning and designing new business workflows or system procedures.
2. Assist in the ongoing innovation of analysis methods in order to affect company direction.
3. Gather and analyze data, develop and test theories, and create and present recommendations for unique strategic projects.
4. Create and finalize software development process documentation as needed.
5. Prepare Technical Documentation: BRS, SRS, SDD, and so forth.
6. Assist with any further documentation, reporting, or corporate communication as needed.
7. Make a low-fidelity prototype and a high-fidelity prototype.

1.3. Internship Outcomes:

1.3.1. Student's contribution to the company

During my internship with BRAC IT Services Limited, I had a variety of work tasks. With my expertise and talents, I have made several contributions. I was tasked with analyzing and designing a fintech-monitoring tool for the BRAC Organization. I had to study the BRAC Microfinance business process in order to create a fintech solution to monitor BRAC Microfinance loan disbursement, loan late, and loan realization in various areas/regions/divisions/districts across the nation. I also had to prototype the application. I was in charge of developing both low-fidelity and high-fidelity prototypes of the application. During my tenure here, I was also able to contribute to a few more modest initiatives.

1.3.2. Benefits to the student

BRAC IT Services Ltd. is a platform where an individual may learn and witness the process of how to work professionally departmentally, as well as the collaboration with each department to achieve organizational goals. Working on BRAC IT has taught me how to use UML to communicate and record business processes more precisely. UML, unified modeling language, is a particular, development focused modeling language in the sector of software engineering that is intended and focused towards providing a standard way to express the architecture of a system. In addition, I've learnt how to use Figma to produce high-fidelity prototypes. Figma, which is well known for being a web-based vector graphics editor and prototyping tool in the technology world.

1.3.3. Problems/Difficulties (faced during the internship period)

Working with BRAC IT was a fantastic learning experience for me. However, I had to deal with several setbacks as well. I've found some company procedures to be quite difficult to record. As a result, it was not always simple to manage those analyses on my own. Definitely, with the assistance of other team members, I was able to resolve the issue quickly.

One major difficulty is that the majority of BRAC IT's products and services are geared for BRAC. Even though all of their goods are customizable, potential customers still view the version produced for BRAC before considering whether or not to purchase it. The issue here is that each

business has its own way of doing things, thus when software is built for one organization, other organizations may have difficulty imagining themselves utilizing the same software.

The reason for this problem is that BRAC has been a significant client of BRAC IT for a long time, and now that it wants to grow its client base, it needs to tailor or change its goods to meet market expectations.

Another difficulty for BRAC IT is brand recognition. It is not widely recognized in the general population, either locally or globally, because it first worked primarily with BRAC. To enter the foreign market, it must first concentrate on its branding.

1.3.4. Recommendations (to the company on future internships)

First and foremost, I believe BRAC IT should place a greater emphasis on prototyping in order to demonstrate to potential clients. This manner, people will be able to perceive the product for what it is, without the influence of another organization clouding their judgment.

Finally, I would advise BRAC IT to spend more on its e-business strategy. An organization's e-business strategy should not only support but also impact its corporate strategy. In terms of marketing strategy, I would recommend focusing on boosting the company's social media presence in order to raise brand recognition.

2. Chapter 2: Organization Part

2.1. Introduction

BRAC IT Services Limited, formerly known as biTS, is a part of the BRAC family and one of the top IT solution and service providers in Bangladesh. BRAC IT specializes in offering a wide variety of software solutions as well as total technology service management.

In 1999, it was established as Documenta(trademark) Limited. When BRAC Bank Limited purchased 51 percent of the company and merged it with its IT Division in 2013, it was renamed BRAC IT Services Limited. When BRAC purchased the majority of its shares in October 2017, it became one of BRAC's subsidiaries.

BRAC IT has been offering quality IT solutions to numerous companies and assisting them in solving difficulties by aligning IT with business directions since its inception. BRAC IT is one of Bangladesh's leading IT-based service companies. They are dedicated to quality management in accordance with the ISO/IEC 9001 QMS guideline and to maintaining information security standards in accordance with ISO/IEC 27001. Their experienced resources offer services for the design, development, and implementation of any bespoke program or application.

2.2. Overview of the Company

BRAC IT is headquartered in Dhaka, Bangladesh, but it also conducts business on a global scale. Its headquarters are located at Humaira Bhaban, HOUSE#115, ROAD#5, BLOCK B, Niketan Society, Dhaka 1208. The headquarters building has six levels, with the cafeteria and rooftop on the top floor. My department is located on the fourth level. It also has a subsidiary office a few streets away, with a total of 208 people. One intriguing aspect of BRAC IT is that it employs Human Centered Design. This implies that whatever solution they build, they design it with people in mind. Human Centered Design is a mode of thinking that focuses on developing profound empathy for the people for whom you are designing.

This is a way of thinking that I have yet to encounter in other companies in Bangladesh. Another intriguing aspect about BRAC IT that I appreciate is their learning culture. They take a hands-on approach to learning, which I find really inspiring. Everyone is encouraged to learn new things,

even if they are not from their department. BRAC IT, I've discovered, wants their staff to grow not only professionally, but also as persons.

Services

BRAC IT mainly provides three types of services which are:

1. **D.School:** d.School delivers services that stimulate possibilities via the use of research and real-time impressions in order to build a better end user experience. They adhere to the Human Centered Design philosophy, which requires them to place humans at the center of their design in order to create successful solutions that deliver not only customer pleasure but entire customer happiness. They provide the following services:
 - a. Solution Design
 - b. Website Design
 - c. UX/UI Design
 - d. Software Design
 - e. Go-to-market plan Design
 - f. New product/Service Design
 - g. Business Process Design
2. **Software Development:** The software development department combines cutting-edge technology, knowledge, and best practices to create amazing experiences through solid software. Their specialty is in human-centric software development. They provide more than simply software solutions; they also offer human-centric, creative solutions that are trustworthy and built by leveraging the potential of new technology. They provide the following services:
 - a. Human-centric application
 - b. Mobile Application
3. **IT Managed Services:** Their IT management services let clients to concentrate on their core business by managing their IT using tools, best practices, and procedures that are suited to their individual environment in order to meet cost and performance goals. They provide backup resources, operational cost reduction, and successful service level agreements to ensure that their clients' businesses function smoothly by enhancing operational efficiency. They provide the following services:

- a. End-user IT Support
- b. Extra business day Support
- c. Stakeholder Management
- d. Just a call away Support
- e. IT Asset Management

Products

Aside from the aforementioned services, BRAC IT also offered products that could be tailored to meet the demands of the customer. The products are:

1. **Meeting AtWork:** This is a meeting management tool that enables organizations to hold more efficient online meetings. It enables customers to keep track of meeting history, assign tasks, and offers a tool that assists you in keeping track of your to-do list.
2. **MyProcure:** This is a procurement and marketplace solution for businesses. It contributes to the success of enterprises by saving both time and money.
3. **SmartPO:** This is a simple microfinance tool that streamlines the complete financial services monitoring, tracking, and reviewing process.
4. **iVAT:** This is a piece of software that automates the computation of VAT. It complies entirely with the VAT Act of 2012 and has been authorized by the National Board.
5. **eRecruitment:** This is a software package that automates the recruitment process. You may use this platform to advertise job positions, gather CVs and evaluate them, and develop tests to negotiate with and enroll applicants.
6. **myAudit:** With this software solution, you can do all of your work audits.

2.3. Management Practices

BRAC IT is divided into three sections: d.School, software development, and IT managed services. There are several teams within each of these departments. Administration, Business Analysis, Business Solutions, Communications, Company Secretariat, Data Services and Solutions, DevOps and Infra Services, Finance and Accounts, Human Resource, IT Governance and Compliance, IT Managed Service, Managed Service, Mobile App Development, Software

Engineering, Software Quality, Support Service, and UI and UX are some of these teams. BRAC IT is made up of all of these teams.

My internship was with the d. School department's Business Analysis team. D.School is a new department that was established in 2019. It was founded with human-centered design at its core because they intended to provide a fantastic user experience for the end user and develop solutions that would aid in the co-creation of the future.

In d. School, there are three core teams: Business Analysis, Communications, and UI & UX; nonetheless, it is the Department that collaborates with all of the other teams in the firm. The Business Analysis, Communications, and UI and UX teams all work closely with customers to better understand their needs and communicate them to other teams working on solutions.

The few philanthropic activities that BRAC IT is involved in revolve around the people around them.

1. **Uttaran Women's forum:** This program assists local female small business owners in maintaining and expanding their operations in order to support their families. This forum has helped Khadija Akhter, who has a family of nine. In 2016, BRAC IT began assisting her little food company by engaging her to provide breakfast foods for their office breakfast. Her business has since grown, and she now caters to the lunch requirements of the BRAC IT personnel.
2. **Humanitarian Assistance Fund:** This is a fund that was established via the monthly contributions of all regular workers of BRAC IT. This fund's beneficiaries are BRAC IT's regular and contractual support staff. This money is available for the following purposes:
 - a. Severe Accident & Extended Illness
 - b. Marriage Ceremony
 - c. Children's Education
 - d. Funeral

2.4. Marketing Practices

BRAC IT's marketing department is always working to expand their existing customer base. Every month, the marketing department launches a variety of initiatives aimed at acquiring new customers. One of BRAC IT's primary marketing methods is to attract the attention of existing clients. The authority then offers them with prototypes of software that they may require in addition to their existing software. BRAC IT's target customers are CEOs of various enterprises. BRAC IT's tagline is "Let's go the additional mile." So, in a nutshell, they are willing to go the additional mile for innovation, simplicity, ease of use, and enjoyment.

2.5. Financial Performance and Accounting Practices

2.6. Operations Management and Information System Practices

The whole operational process of BRAC IT as a whole is large, as it is made up of many separate teams, each of which is in charge of a particular procedure. However, since BRAC IT began using Human Centered Design, there has been a shared core operating procedure. This iterative process of watching, reflecting, and creating ensures that all of BRAC IT's services and products are the ideal answer for ensuring end customer satisfaction.

This operational method guarantees that the client's problem is precisely appraised so that the core problem can be addressed; after seeing the problem, reflection on how to remedy the problem most efficiently and effectively follows. The process is then restarted to confirm that the solution is the best option to solve the client's business challenge. The loop is used in design thinking to understand the user's demands and offer results. As they observe, reflect, and make, teams utilize the loop to try to solve an open-ended challenge.

2.7. Industry and Competitive Analysis

The two main Analysis has been stated here.

SWOT Analysis:

Internal Factors	Strength	Weaknesses
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	<ol style="list-style-type: none"> 1. Low cost of development 2. Prioritization of requirements 3. improved risk assessment 4. Communication that works 5. Self-organizing group 6. The coordination that works 7. An efficient learning environment 8. Maximum project documents 	<ol style="list-style-type: none"> 1. Costly initial implementation 2. Skepticism towards agile development 3. Lack of management commitment
External Factors	Opportunities <ol style="list-style-type: none"> 1. Consistent client feedback 2. Delivery in stages 3. The client-vendor connection is strong 4. Human resources with specialized skills 	Threats <ol style="list-style-type: none"> 1. Inadequate face-to-face communication 2. Inappropriate work assignment 3. Differences in culture 4. Difference in time

Porter's Five Forces Analysis

1. **Threat of new entry:** New entrants in App development provide innovation, discover new ways of building things, and put pressure on the company through a lower price approach, cost reductions, and giving better value propositions to clients. To hold on to its competitive advantage, BRAC IT must deal with all of these quandaries and prepare effective barriers. This can be addressed in the following ways:
 - a. By building new products and services. New products not only magnetize new customers, but will provide subsisting customers a reason to keep buying BRAC IT products.
 - b. Adopt an economy of scale.
 - c. New entrants are less likely to enter a populated industry where established players, such as BRAC IT, are continuously defining the market. It reduces the chance of extraordinary profit for new businesses, decreasing new entry into the market.

2. **Bargaining Power of Suppliers:** Almost all organizations in the Application Software market get their resources from a variety of well established institutions. These institutions in a dominating position can reduce BRAC IT's margins while simultaneously earning market profits. Increased supplier negotiating power has an impact on the overall profitability of Application Software. This can be addressed in the following ways:
 - a. By amassing a sizable client. This will be beneficial in multiple ways. It will limit customers' negotiating ability and allow the company to generalize its sales and production methods.
 - b. By developing new products at a quick pace. Customers often look for discounts and special offers on well-known products; hence, if BRAC IT continues to produce new softwares, customers' bargaining power may be weakened.
 - c. As a result of the new products, BRAC IT's existing customers are less likely to go to competitors.
3. **Bargaining Power of Buyers:** Buyers may be a difficult element. They want to receive the best things at the best possible price. In the long run, this has harmed BRAC IT's profitability. The less BRAC IT's client base, the stronger the clients' negotiating power and ability to request higher incentives. This can be tackled by the following ways:
 - a. By growing a larger consumer base. This will be beneficial in two ways. It will reduce customer bargaining power and provide an opportunity for the firm to simplify its sales and software development process.
 - b. By creating new products rapidly. Customers usually look for discounts and special offers on well-known products; thus, if BRAC IT continues to manufacture new products, it may weaken clients' bargaining power.
4. **Competitive Rivalry:** Prices will decrease if competition among current industry participants is increased, and the company's total profitability would suffer. BRAC IT is a company that works in the software development and maintenance business. This rivalry has an affect on the company's overall long-term profit and scalability. This can be addressed in a variety of ways, including:
 - a. Making a long-term distinction
 - b. As it rises in size, it will be able to compete more effectively.

- c. Rather than fighting for the market, work closely with the competitors to improve the market.
5. **Threat of substitute:** When a new product or service addresses an identical client demand in a novel way, the industry's profitability declines. Dropbox and Google Drive, is an excellent example for physical storage devices. If a substitute product or service delivers a value that differs from the market's current offerings, it has a good risk. This can be dealt with in the following ways:
- a. By putting service before possessions.
 - b. Understanding the client's basic requirement rather than what the consumer is buying
 - c. As a result, customers' switching costs will rise.

2.8. Summary and Conclusions

BRAC IT Services Limited, formerly known as biTS, is a part of the BRAC family and one of Bangladesh's major providers of IT solutions and services. BRAC IT specializes in offering a wide range of software solutions as well as full-service technology management. BRAC IT has been offering high-quality IT solutions to a variety of companies and assisting them in resolving difficulties by aligning IT with business objectives since its inception. BRAC IT is one of Bangladesh's major providers of information technology-based services. They are dedicated to quality management in accordance with ISO/IEC 9001 QMS principles, as well as information security requirements in accordance with ISO/IEC 27001. Their experienced resources can design, build, and implement any bespoke software or application.

2.9. Recommendations/Implications

First and foremost, I believe BRAC IT should place a greater emphasis on prototyping in order to demonstrate to potential clients. This manner, people will be able to perceive the product for what it is, without the influence of another organization clouding their judgment. Second, I would advise BRAC IT to spend a little more in its e-business strategy. An organization's e-business strategy should not only support but also impact its corporate strategy. In terms of marketing strategy, I would recommend focusing on boosting the company's social media presence in order to raise brand recognition.

3. Chapter 3: Project Part

3.1. Introduction

My internship was with the d.School Department's Business Analysis team. My objective aimed to create a financial monitoring system for the BRAC NGO. By collecting data from the ERP system, the Mobile Monitoring App provides stakeholders with different choices for monitoring, tracking, evaluating, and sharing microfinance reports.

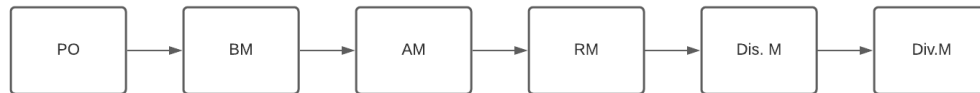
d.School has three core teams: Business Analysis, Communications, and UI/UX Design; nonetheless, it is the department that works closely with all of the other teams in the organization. The Business Analysis, Communications, and UI/UX Design teams all work closely with customers to better understand their needs and communicate them to other teams that will be building solutions as well. On a regular basis, the Business Analysts assess and follow-up on the clients' enterprises. They visit with customers on a regular basis and provide detailed reports regarding their clients' business challenges and solutions. The communication team is in charge of BRAC IT's social media, online content, job advertising, and connecting with clients to better understand their needs. The UI/UX team assists in the design of software and mobile application user interfaces.

3.1.1. Background/Literature Review

Microfinance is BRAC's largest and oldest program. It is important to BRAC's holistic approach to poverty eradication and supporting underprivileged people in attaining their full potential. Microfinance programs, which are part of BRAC's holistic development strategy, offer a wide range of financial options to individuals who are excluded from the formal financial system. Stakeholders have difficulties in monitoring, measuring, and analyzing Brac Microfinance Program activities and making data-driven decisions.

In the Brac Microfinance Program, BRAC administers its massive program activities across the country by splitting areas into little parts known as Village Organization (VO). Every VO has an Elected Secretary who oversees minor groups inside his VO. Multiple Project Officers (PO) report to a VO and a Branch is made up of multiple VO. Similarly, an Area is made up of many branches, while a Region is made up of multiple Areas. Area Manager (AM) reports to Regional Manager

(RM). Again, RM reports to District Manager (Dis. M), and Dis.M reports to Divisional Manager (Div. M).



Brac Microfinance Hierarchy using Flowchart

3.1.2. Objective(s)

Stakeholders find it difficult to monitor, track, and analyze Brac Microfinance Program operations and make data-driven decisions. Fintech-monitoring Application facilitates stakeholders with various options for monitoring, tracking, analyzing, and sharing microfinance reports by extracting data from the ERP system.

Program Officers (PO) are at the heart of BRAC's microfinance initiatives since they communicate and manage the initial member onboarding procedures. The major goal is to suggest a monitoring solution for the Branch Manager based on the Microfinance Program's business criteria, which include Program Officer (PO) data, Member details, loans, and savings, to monitor activities correctly and effortlessly. This data will be monitored across all hierarchies based on KPI set for everyone.

3.1.3. Significance

To identify and explain the need for organizational change, as well as to aid in the implementation of such change, Business analysis is used. As business analysts, we provide solutions that increase an organization's value to its stakeholders. They may also be responsible for defining program and project goals and requirements or supporting continuous improvement in technology and processes. The Fintech-Monitoring App gives stakeholders with several options for monitoring, tracking, assessing, and sharing microfinance reports by extracting data from the ERP system.

3.2. Methodology

UML Diagram: UML, Unified Modeling Language, is a broad-sense, developmental modeling language in the field of software engineering that aims to provide a consistent way to portray a system's architecture. At BRAC Microfinance, I utilized behavioral UML to document the business process. Throughout the process, I utilized a variety of diagrams, including an activity diagram, a process flow diagram, a use case diagram, an interaction diagram, and a data flow diagram.

Figma: Figma, is known to be a web-based graphics editing and user interface design application. It can be used for everything from wireframing websites to developing mobile app interfaces, prototyping designs, creating social media posts, and more. Figma is used to create low-fidelity as well as high-fidelity software prototypes.

3.3. Findings and Analysis

Applicants become members of BRAC Microfinance to take out loans or open savings accounts. In either case, he or she must first become a member, which will provide him or her with a Pashboi and a mandatory savings account. The Pashboi will be used to track his/her loan/saving behavior in the future. After becoming a member, applicants must apply for Loans/Special Savings, which requires BRAC to revalidate the member from the beginning.

Applicants are accepted into two categories: group oriented (i.e., DABI) and member oriented (i.e., PROGOTI). If a group-oriented member expresses interest, whoever he or she contacts (Branch, PO, other members), he or she will be directed to the Village Organization's Secretary and will be assigned a PO.

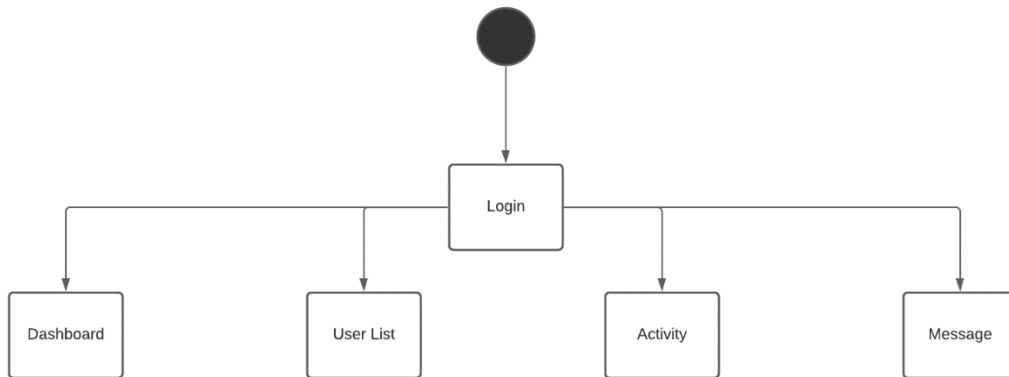
1. **Step 1:** The secretary validates the applicant's interest and organizes a group or starts a new one to include him/her. After forming a new group, the secretary appoints someone from the group as Group Leader. Applicants should contact the Leader if they have any questions. The group is then moved by the secretary using a PO.
2. **Step 2:** The PO talks with the applicants of a certain group (VO), then verifies his/her financial situation, housing conditions, and any past memberships of family members. If the individual formerly belonged to BRAC, PO certifies the reason for leaving BRAC. If a

member's family member is a member of another organization, PO certifies their Loan/Saving conduct as well. Following the initial judgment, the PO requests that the applicant give the appropriate papers (Member's Picture, Member's NID, Nominee's Picture, and Nominee's NID) and sign the application form. The PO then completes the form with the gathered information and submits it to the Branch Manager for approval.

3. **Step 3:** After receiving clearance from the Branch Manager, the PO requests that the member pay 20 taka (10 taka for Pashboi and 10 taka for membership admission). PO receives the money and forwards it to the Account Manager, who opens a Compulsory Savings Account and releases Pashboi. The Pashboi is received by PO and delivered to the member.

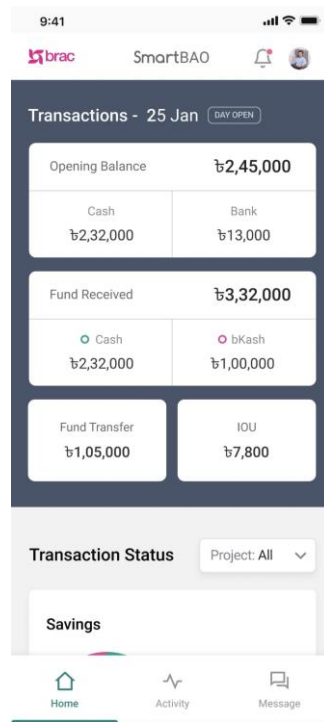
An interested Member-Oriented Applicant will be instructed to contact the Branch Manager of a certain Branch by whoever he/she contacts (PO, VO secretary, other members).

1. **Step 1:** The PO of that branch specifies which papers must be provided, completes his/her form, and submits it to the Branch Manager.
2. **Step 2:** The Branch Manager conducts an initial interview and visits the applicant's workplace to confirm the legitimacy and aptitude of the candidate.
3. **Step 3:** If the Manager is convinced, the PO requests the applicant to deposit 20 taka (10 taka for Pashboi and 10 taka for membership admission).
4. **Step 4:** The PO receives the money and forwards it to the Account Manager, who opens a Compulsory Savings Account and releases Pashboi. The Pashboi is received by PO and delivered to the member.

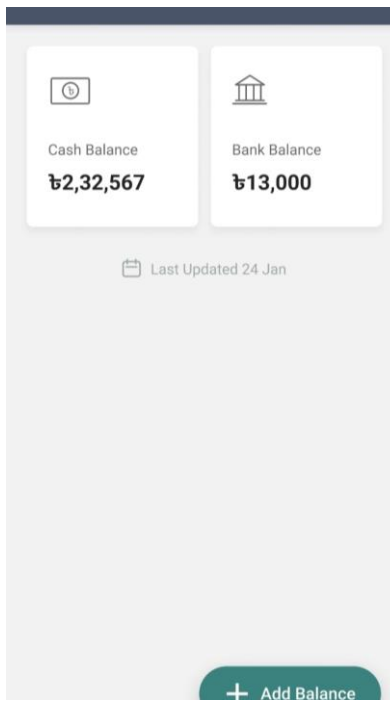


User Flow Diagram

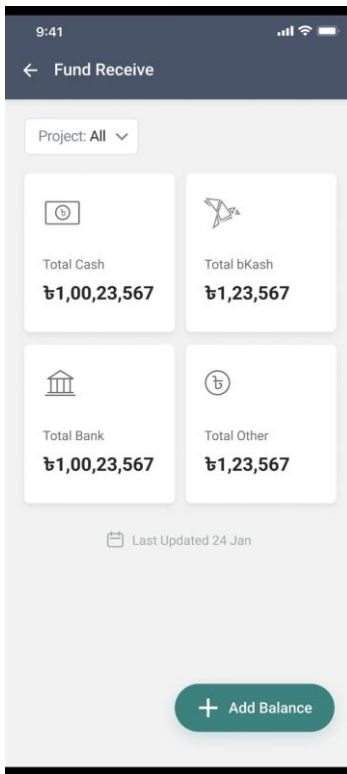
After describing the entire process step by step with behavioral UML Diagrams, I began wireframing. Designers use wireframing to create high-level overviews of interactive products in order to define the structure and flow of potential design concepts. These illustrations reflect the needs of the user and the company. Wireframes, whether on paper or in software, help teams and stakeholders build effective, user-centered prototypes and products. Then I began working on the low fidelity prototype and worked my way up to the high fidelity prototype. High-quality wireframes, with the growth of smart technology in the digital domain, provide designers with substantial visual and interactive possibilities to bring their concepts to life. But this does not imply that paper is extinct. Low-quality wireframes are still a rapid, useful, and practical design tool — and this amusing film demonstrates why the paper should never be ignored. The screenshots of the final prototype have been shared here.



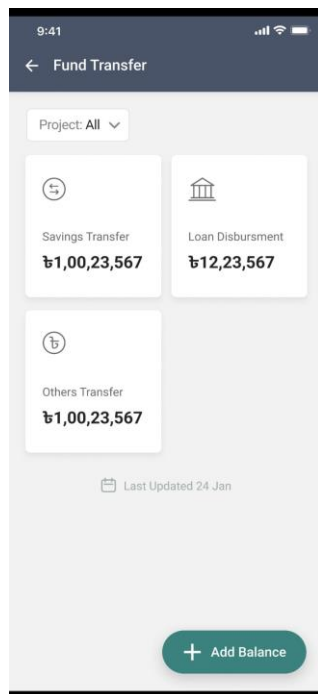
Branch Monitoring App for Branch Account Officer-Prototype: Home Page Screen



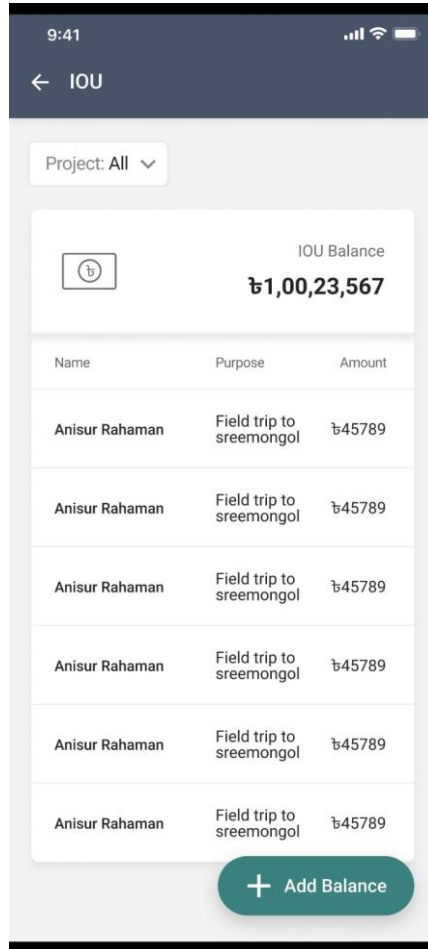
Brunch Opening Balance Screen



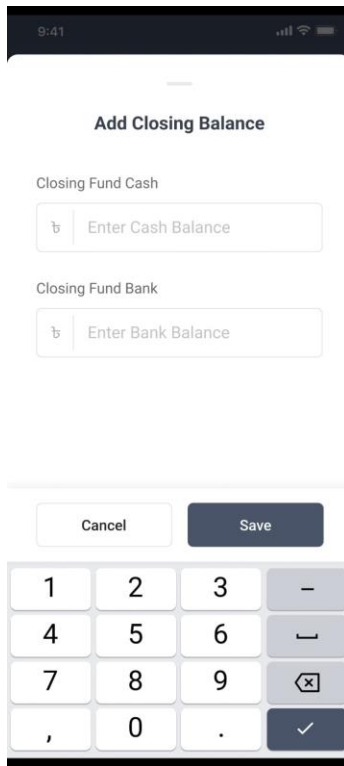
Brunch Fund Received Screen



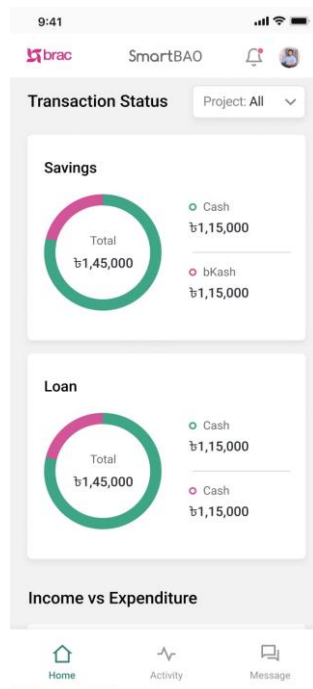
Brunch Fund Transferred Screen



Branch IOU Balance Screen



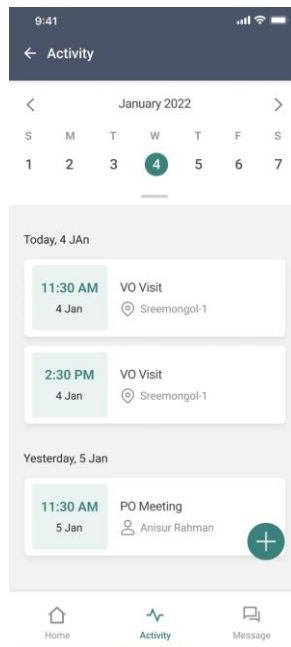
Branch Add Closing Balance Screen



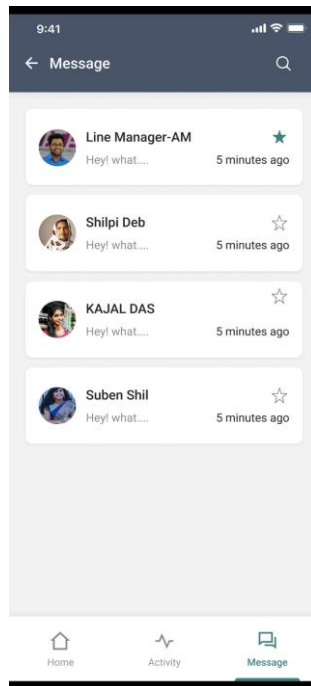
Branch Savings VS Loan Screen



Branch Income vs Expenditure Screen



Reminder for Future Activity Screen



Messaging Module for Chatting with Line Manager and Resources Screen

3.4. Summary and Conclusions

Business analysis is often used to identify and communicate the need for change in how businesses operate, as well as to assist such change. We can ensure that an organization receives these benefits through the efficient application of business analysis, thereby enhancing the way they do business. A business analyst is ultimately responsible for identifying and resolving problems impacting the business solution and works closely with the project manager and design team to examine existing business processes and provide ideas for improvement. Process design, in my opinion, is the most important topic that must be prioritized. A process design is used whenever there is a requirement to examine or characterize the workflow in order to increase production, effectiveness, efficiency, economy, or profitability. In my situation, process design was crucial in resolving the complicated interaction between each stakeholder when building the fintech-monitoring system. Furthermore, BRAC IT as an organization is becoming increasingly reliant on business analysts (or BAs) to help guide them through this digital transformation, examining data patterns and industry trends to determine the best way to adapt products and processes in order to add value for customers and stakeholders.

3.5. Recommendations/Implications

Business analysis is critical to the success of a digital transition. More and more software firms are understanding the value of business analysis in guaranteeing the greatest possible quality of goods, services, and customer interactions. No other applied research subject has the potential to assist cut project costs, boost production speed and efficiency, and provide cost-effective, value-driven solutions for workers, customers, and end-users of all types. When it comes to accepting new technology and process digitization throughout the digital transformation, business analysis provides all of the benefits, tools, and methodologies to help any organization develop. The BRAC IT managers, the majority of whom are national visionaries, have embraced this cycle by heart, but I feel that greater priority should be put to creating easier internal team interactions in order to optimize the whole process.

4. References

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