

# Business Requirements Document (BRD)

- **Project Name:** UrbanThread Loyalty Program (v1.0)
  - **Project BA:** Rakshit Bhardwaj
  - **Project Sponsor:** Sarah, VP of Marketing
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## 1. Project Objective

- **1.1. Business Problem:** The company has a low customer retention rate (15% repeat-purchase rate) and a high Customer Acquisition Cost (CAC). We are failing to generate long-term value from new customers.
  - **1.2. Project Goal:** To launch a new, in-house customer loyalty program designed to **increase repeat-customer sales by 20%** within 18 months of launch.
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## 2. Project Scope

### 2.1. In-Scope

Based on our stakeholder interviews, the Version 1.0 (v1.0) release WILL include:

- A points-based system where customers earn points for every dollar spent.
- A simple 2-tier system (e.g., "Standard" and "Gold") to reward top customers (as requested by Marketing).
- A "Rewards Store" where customers can redeem points for rewards (e.g., "\$10 Off Coupon").
- A customer-facing dashboard for users to view their point balance and history.
- A Customer Service dashboard for agents to manually adjust a customer's points (as requested by Customer Service).
- A rule for points to expire 12 months after they are earned (as requested by Finance).

### 2.2. Out-of-Scope

- A physical, plastic loyalty card (all digital).
  - "Soft" rewards like "early access to sales" (this is too complex for v1.0).
  - Integration with third-party partners (e.g., "earn points by buying from our friends").
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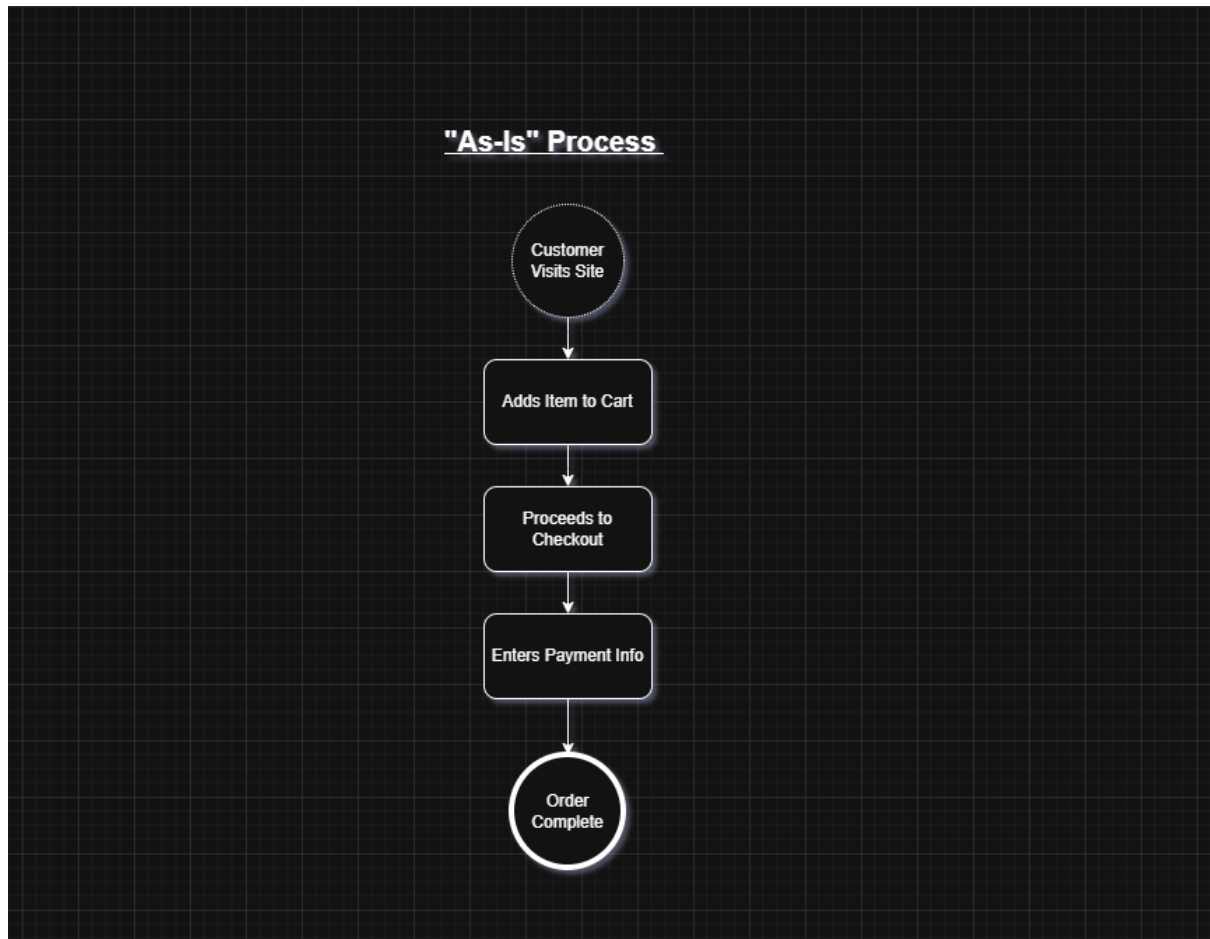
### 3. Key Business Requirements

Requirement	Stakeholder
The system <b>must</b> allow a customer to earn points for every \$1.00 spent.	Marketing, Finance
The system <b>must</b> have a "Gold Tier" for customers who spend over \$500 in a calendar year.	Marketing
The system <b>must</b> allow a customer to redeem points for a "\$10 Off" coupon.	Marketing
The system <b>must</b> have a rule to make points expire after 12 months of inactivity.	Finance
The system <b>must</b> perform all calculations without slowing down the checkout page.	IT
A Customer Service agent <b>must</b> be able to manually add or subtract points from a customer's account.	Customer Service

### 4. Business Process Models

The illustrates the current business process ("As-Is") and the proposed new process ("To-Be").

#### 4.1. Current "As-Is" Process



#### 4.2. Proposed "To-Be" Process

## "To-Be" Process

