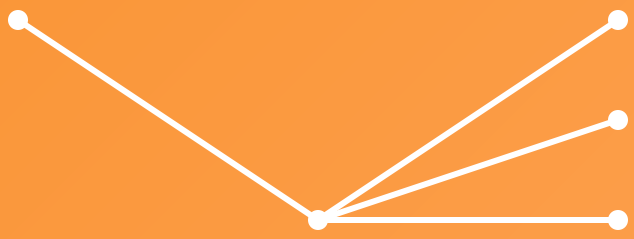
Cre8iveSkill

Customer Service Dashboard BRD



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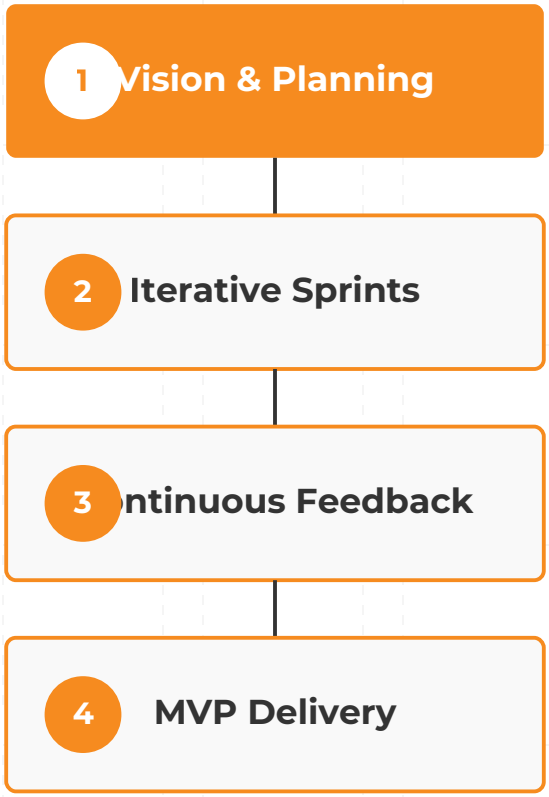
Executive Summary

This document presents an Agile-Hybrid Business Requirements Document (BRD) for Cre8iveSkill's Service Dashboard, combining the structure and stakeholder alignment of a traditional BRD with iterative, incremental delivery practices.

Hybrid project management strategically blends Waterfall's upfront planning with Agile's flexibility and iterative sprints to meet dynamic customer and business needs. We've structured requirements into vision, epics, features, user stories, and acceptance criteria, while embedding sprint cycles, backlog grooming, and MVP prioritization to ensure rapid delivery with quality control.

Additional sections cover non-functional requirements, roles, responsibilities, risk management, and governance, reflecting 2025 trends in AI-driven estimation and real-time analytics.



1.1 Purpose

Define business needs, success criteria, and high-level requirements for an integrated Service Dashboard that streamlines design uploads, quoting, proofing, tracking, and reorders in a single customer portal.

1.2 Vision Statement

> "Empower Cre8iveSkill customers with a seamless, real-time Service Dashboard that transforms order workflows into an intuitive, data-driven experience—reducing cycle times and enhancing satisfaction."

1.3 BRD Structure

Follows a hybrid approach:

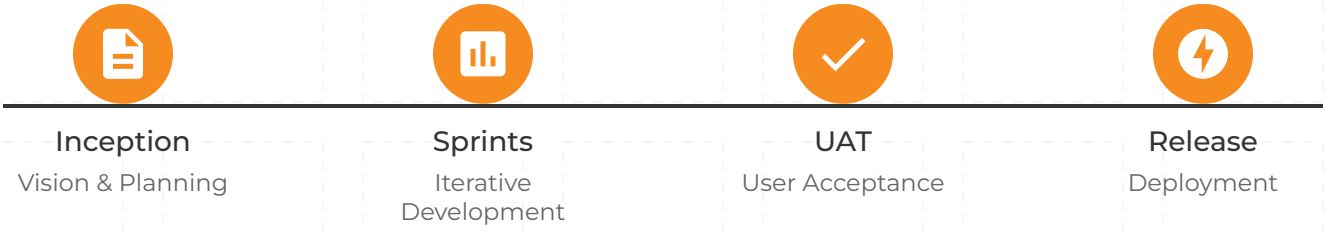
- Traditional BRD elements for stakeholder alignment and scope definition
- Agile elements (epics, user stories, sprint plan) for iterative development and continuous feedback

2.1 Hybrid Agile Framework

A hybrid agile methodology thoughtfully selects and integrates Waterfall's planning phases (requirements, design, testing) with Agile's sprint-based execution and continuous stakeholder feedback.

2.2 Key Practices

- Initial Inception Phase for vision, scope, and high-level requirements.
- Iterative Sprints (2–4 weeks) delivering prioritized features and gathering feedback.
- Backlog Grooming & Sprint Planning to refine requirements just-in-time.
- Regular Demos & Retrospectives for continuous improvement and course correction.



This hybrid approach allows us to maintain the structure and documentation benefits of traditional methodologies while embracing the flexibility and customer-centric focus of Agile. The timeline above illustrates the key phases of our methodology, with continuous feedback loops between each stage.

3. Objectives & Success Metrics

This section outlines the key objectives and measurable success metrics for the Customer Service Dashboard. These metrics will be used to evaluate the effectiveness of the solution and ensure it delivers the intended business value.

Dashboard Adoption

≥ 60%

Percentage of monthly orders processed through the dashboard within 6 months of launch.

Quote Turnaround

≤ 4 hours

Maximum time to generate quotes for standard digitizing requests.

Customer Satisfaction

≥ 90%

Satisfaction rating on post-delivery surveys.

Revision Reduction

30%

Reduction in email back-and-forth revisions via in-dashboard proofing.

Objective	Target
Dashboard Adoption Rate	≥ 60% of monthly orders within 6 months

4. Stakeholders & Roles

This section identifies the key stakeholders involved in the Customer Service Dashboard project and defines their roles and responsibilities. Clear role definition ensures proper accountability and communication throughout the project lifecycle.

Debashish Ghosh
Sponsor / CEO

Provides executive oversight and final approval on project scope and budget

Harshika Motwani
Shared Stakeholder

Represents cross-functional interests and ensures alignment with business strategy

Rajeshwari Gaddamear
Operations Manager

Oversees day-to-day operations and ensures solution meets operational needs

Shrikant Rao
Coordinator

Facilitates communication between teams and manages project documentation

Shiv Chaudhari
Technical Team Leader

Leads technical implementation and ensures solution meets technical requirements

Himanshu Ramteke
Product Owner

Oversees backlog prioritization and represents customer interests

Dev & QA Team
Implementation Team

Builds and tests the solution iteratively based on

5. Scope

This section defines the boundaries of the Customer Service Dashboard project, clearly delineating what is included (in-scope) and what is excluded (out-of-scope) from the implementation. This scope definition serves as the foundation for project planning and execution.

Expand All

5.1 In-Scope

File Upload & Visual Preview

- Support for embroidery, patches, and vector file formats
- Real-time visual preview of uploaded designs
- File validation and error handling
- Batch upload capability for multiple files

Parameter Capture

- Stitch types selection interface
- Thread colors with visual palette selector
- Dimension input fields with validation
- Format selection options

AI-assisted Quote Engine

- Automated quote generation based on file parameters
- Real-time status tracking of quote requests
- Quote history and comparison

Order Pipeline & ETAs

- Visual order pipeline with stage indicators

6. Epics & Features

This section outlines the key epics and features that will be implemented as part of the Customer Service Dashboard. Epics represent large bodies of work that can be broken down into smaller, more manageable features. These features will be prioritized and delivered incrementally throughout the project lifecycle.

Epic	Key Features
	Order Placement • File upload & preview functionality for embroidery, patches, and vector files • Parameter forms for capturing order specifications • Visual palette selector for thread colors • Dimension and format selection tools • Order submission workflow
	Quotation Management • AI-powered quote estimation based on file parameters • Quote status dashboard showing pending and completed quotes • Manual override capabilities for operations team • Quote history and comparison tools • Quote acceptance and payment integration
	Order Tracking • Kanban/Gantt-style pipeline visualization • Stage-by-stage ETAs with real-time updates • Automated milestone notifications • Status filtering and sorting capabilities • Order priority indicators
	Design Proofing & Approval

7. User Stories & Acceptance Criteria

This section presents user stories and acceptance criteria that define the detailed requirements for the Customer Service Dashboard. User stories capture functionality from the end user's perspective, while acceptance criteria define the conditions that must be met for a story to be considered complete.

Template: As a <role>, I want <feature> so that <benefit>

Upload & Preview

As a customer, **I want** to upload my .AI or .DST file and preview it **so that** I can confirm it's correct before submission.

Acceptance Criteria:

- [x] Preview renders within 5 seconds
- [x] Displays file name, size, and dimensions
- [x] Supports .AI, .DST, .EPS, and .JPG formats
- [ ] Error messages for invalid files are clear and actionable

Request Quote

As a customer, **I want** an AI-generated quote based on stitch count and colors **so that** I get instant cost estimates.

Acceptance Criteria:

- [x] Quote engine returns estimates within 30 seconds
- [x] Calculation breakdown is documented and visible
- [ ] Quotes are saved to customer history
- [ ] Email notification sent when quote is ready

8. Non-Functional Requirements

Non-functional requirements define the quality attributes and constraints of the Customer Service Dashboard. These requirements are critical for ensuring the system meets performance, security, usability, and other operational standards that impact the overall user experience and system effectiveness.

Performance

Page Load Time **≤ 2 seconds**

- Page loads ≤ 2 seconds under 95th-percentile load conditions
- API response time ≤ 500ms for standard operations
- File upload processing ≤ 5 seconds for files under 10MB
- Dashboard refresh rate ≤ 30 seconds for real-time updates

Scalability

Concurrent Users **500+**

- Auto-scale to 500+ concurrent users on cloud infrastructure
- Support 10,000+ orders in the system without performance degradation
- Horizontal scaling capability for peak demand periods
- Database partitioning for efficient data management

Security

Compliance Level **SOC-2**

- TLS encryption for all data in transit
- SOC-2 compliant data handling and storage
- Role-Based Access Control (RBAC) for internal vs. customer views
- Regular security audits and penetration testing

Usability & Accessibility

WCAG Conformance **AA**

- WCAG 2.1 AA conformance for accessibility
- Responsive design for desktop, tablet, and mobile devices
- Intuitive navigation requiring minimal training
- Support for screen readers and keyboard navigation

9. Governance & Ceremonies

This section outlines the governance framework and agile ceremonies that will guide the development of the Customer Service Dashboard. These practices ensure transparency, accountability, and continuous improvement throughout the project lifecycle.

Sprint Cadence

The project will follow a 3-week sprint cycle, providing enough time for meaningful feature development while maintaining regular feedback loops. Each sprint will include the following ceremonies:

Sprint Planning

Frequency: Once per sprint (Day 1)

Duration: 2-3 hours

Participants: Product Owner, Scrum Master, Development Team

Purpose: Define sprint goals, select user stories from the backlog, and estimate effort for the upcoming sprint.

Daily Stand-up

Frequency: Daily

Duration: 15 minutes

Participants: Development Team, Scrum Master

Purpose: Share progress, identify blockers, and coordinate daily activities. Each team member answers: What did I complete yesterday? What will I work on today? Are there any impediments?

Sprint Review

Frequency: Once per sprint (Last day)

Duration: 1-2 hours

Participants: Product Owner, Development Team, Stakeholders

Purpose: Demonstrate completed features, gather feedback, and update the product backlog based on stakeholder input and changing requirements.

Sprint Retrospective

Frequency: Once per sprint (After Review)

Duration: 1-1.5 hours

Participants: Development Team, Scrum Master

Purpose: Reflect on the sprint process, identify what went well, what could be improved, and create actionable improvement plans for the next sprint.

Sample 3-Week Sprint Calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

⚠ 10. Risks & Mitigations

This section identifies potential risks that could impact the successful delivery of the Customer Service Dashboard and outlines mitigation strategies to address these risks. Early identification and proactive management of risks are essential for project success.

Risk Assessment Matrix

	Low Impact	High Impact
High Probability	**R3: Scope Creep** Stakeholders request additional features mid-development Strict Change Control MVP Focus	**R1: Integration Complexity** Existing systems more complex than anticipated Technical Spike Phased Approach
Low Probability	**R4: Team Availability** Key team members unavailable during critical phases Cross-Training Documentation	**R2: User Adoption** Users resist transitioning to new dashboard Early Involvement Training Program

Risk ID	Description	Impact	Probability	Mitigation Strategy
R1	Integration with existing systems proves more complex than anticipated, causing delays	High	High	• Conduct technical spike in Sprint 1 to validate integration approach • Implement phased integration

Appendix A

Terminology & Definitions

This glossary provides definitions for key terms and acronyms used throughout the Business Requirements Document to ensure consistent understanding among all project stakeholders.

Term	Definition
API	Application Programming Interface. A set of protocols and tools for building software applications that specifies how software components should interact.
Backlog	A prioritized list of features, user stories, and tasks that represent the work to be done on the project.
BRD	Business Requirements Document. A formal document that outlines the business needs, objectives, and requirements for a project.
Digitizing	The process of converting artwork or designs into embroidery files with stitch instructions that can be read by embroidery machines.
DST File	A file format used for embroidery designs, containing stitch coordinates and machine instructions.
Epic	A large body of work that can be broken down into smaller user stories. Epics represent significant features or functionality.
ETA	Estimated Time of Arrival. In the context of the dashboard, the projected completion date for an order or a specific stage in the process.
KPI	Key Performance Indicator. A measurable value that demonstrates how effectively a company is achieving key