

BUSINESS ANALYSIS PLAN

MENTAL HEALTH SUPPORT PLATFORM (MHSP) — EGYPT

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PREPARED BY: BUSINESS ANALYSIS TEAM (MHSP)

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REVISION HISTORY

Version	Date	Author	Changes	Approval
0.1	01 Oct 2025	BA Team	Initial scoping, stakeholder interviews scheduled, draft outline.	—
0.9	12 Oct 2025	BA Lead	Completed elicitation round 1; added MVP scope baseline and NFRs.	PO
1.0	15 Oct 2025	BA Lead	Baseline release: full BA Plan, RTM strategy, governance.	Sponsor

AUTHORIZATION AND SIGN-OFF

By signing, the listed stakeholders acknowledge the Business Analysis Plan and authorize its use as the governing approach for requirements and analysis on MHSP MVP.

Role	Name	Signature	Date
Project Sponsor			
Product Owner			
BA Lead			
Frontend Lead			
Backend Lead			
QA Lead			
Compliance/Legal			
Clinical Advisor			

1. EXECUTIVE SUMMARY

The Mental Health Support Platform (MHSP) addresses access barriers to mental-health care in Egypt by providing a secure, Arabic-first digital channel for discovering therapists, booking sessions, and receiving in-platform text-based therapy. This Business Analysis Plan defines how the business analysis function will operate: its scope, methodology, deliverables, modeling standards, quality controls, traceability, and governance. It aligns to a two-month MVP delivery horizon, enabling rapid value realization while establishing robust privacy, compliance, and non-functional baselines.

The MVP focuses on three actor groups — Patients, Therapists, and Admins — and delivers anonymous/alias sign-up, therapist discovery with structured filters, appointment booking with local payments (Meeza/wallets/cards), secure text sessions, notifications, and admin verification/oversight. Beyond MVP, voice/video sessions, enterprise/NGO contracts, and advanced personalization are targeted.

Key outcome targets: (1) improved access and reduced stigma via privacy-first patterns; (2) frictionless booking and payment flows; (3) verifiable therapist credentials and transparent ratings; (4) measurable service quality anchored to performance, availability, and safety metrics.

2. PROJECT OVERVIEW & BUSINESS NEED

Egypt's mental-health services suffer from uneven geographic distribution, stigma, and long wait times. Digital access through an Arabic/English, mobile-first experience can expand reach, reduce friction, and support discreet care-seeking behaviors. MHSP proposes a moderated marketplace of verified therapists, governed by clear policies for onboarding, pricing transparency, and quality monitoring.

Objectives for the MVP (first 90 days post-launch):

- ≥70% booking completion rate from therapist profile view to confirmed session.
- p95: therapist search/filter ≤ 1.5 s; dashboard ≤ 2.0 s; message delivery ≤ 2.0 s.
- ≥4.0/5.0 average post-session privacy & safety rating; NPS ≥ 40.
- ≥99.5% service uptime; PDPL-compliant consent and data rights operations.

3. SCOPE BASELINE (MVP VS. LATER)

3.1 IN SCOPE (MVP)

- Patients: alias sign-up, login/reset, profile, therapist discovery (filters by specialty, language, gender, cost, location, availability), booking, local payments (cards/Meeza/wallets), reminders, secure text sessions, ratings/reviews, invoices, resource library.
- Therapists: registration, credential upload, admin verification, profile management, availability/calendar, booking management, secure text sessions, payouts & earnings dashboard, notifications.
- Admins: user management, verification workflows, activity & audit views, appointment oversight, refunds/disputes, analytics & exports, communications/promotions.
- Cross-cutting: AR/EN localization (RTL for AR), WCAG 2.1 AA accessibility, PDPL-compliant consent & retention, RBAC & audit logging, PCI-aware payment integration, observability & error budgets.

3.2 OUT OF SCOPE (POST-MVP CANDIDATES)

- Voice/video therapy sessions.
- Insurer/third-party billing, employer/NGO bulk contracts.
- Advanced personalization/coaching programs and AI-assisted triage at scale.
- E-prescriptions and pharmacy integrations beyond basic documentation.

4. ASSUMPTIONS & CONSTRAINTS

- Two-month MVP timebox with four 2-week sprints; emphasis on proven SDKs and services.
- Mobile-first design; bilingual Arabic/English with RTL support in Arabic views.
- Local payment methods prioritized (Meeza, mobile wallets, cards) with tokenized flows via compliant gateway.
- Privacy-first UX patterns: alias usage, opt-in consent, transparent retention policies.
- Regulatory posture aligned to Egypt's PDPL and international good practice; PCI constraints for payment flows.

5. STAKEHOLDER ANALYSIS & RACI

Key stakeholders and their roles:

Stakeholder	Role	Interests/Expectations	Influence	Engagement Strategy
Sponsor	Funding & strategic alignment	Value delivery, risk reduction	High	Weekly reviews, risk logs
Product Owner	Backlog & scope decisions	Outcome/KPI focus	High	Backlog grooming, demos
BA Lead	Analysis approach & quality	Traceability, clarity	High	Stand-ups, approvals
Frontend Lead	UI/UX & accessibility	Velocity, consistency	Medium	Design reviews, AC sign-off
Backend Lead	APIs, security, data	Scalability, reliability	High	Tech design reviews
QA Lead	Validation & quality gates	Coverage, pass rates	Medium	Test planning, UAT
Compliance/Legal	PDPL/PCI adherence	Lawful basis & rights	High	Policy and copy reviews
Clinical Advisor	Therapy standards	Safety & ethics	Medium	SOS, red-flag guidance
Support Lead	Incident response	Timely resolution	Medium	Playbooks, templates

RACI (SELECTED ACTIVITIES)

Activity	Sponsor	PO	BA	Eng	QA/Legal
Approve MVP scope baseline	A	R	C	C	C
Define elicitation plan & schedule	C	C	R/A	I	I
Finalize PDPL consent & retention text	I	R	C	I	A
Story mapping & AC authoring	I	R	R	C	C
RTM maintenance & release readiness	I	C	R	C	A
UAT sign-off	I	A	C	C	R

6. PERSONAS & VALUE HYPOTHESES

- **Patient:** Seeks discreet, affordable support. Privacy and Arabic UI are critical. Value hypothesis: anonymous alias and wallet payments reduce stigma and increase first-time bookings.
- **Therapist:** Wants verified, no-show-resilient bookings and predictable payouts. Value hypothesis: clear verification and payout dashboard increases supply and retention.
- **Admin/Operations:** Needs efficient credential checks, dispute handling, and incident playbooks. Value hypothesis: guided workflows and audit trails reduce handling time and errors.

7. ELICITATION & COLLABORATION PLAN

We will combine workshops, semi-structured interviews, usability walkthroughs, and artifact reviews. All sessions will obtain explicit consent and avoid capturing production PHI. Arabic-language facilitation is used as needed.

Session	Participants	Objectives	Artifacts	Output
Story Mapping (Sprint 0)	PO, BA, Eng, QA	Define MVP epics, user journeys	Journey map, wireframes	Epic/story list with AC
Therapist Verification	BA, Ops, Legal	Requirements for onboarding & payouts	Process map (BPMN)	Verification criteria & forms
Booking & Payments	BA, Eng, Gateway	Payment flows & webhook behavior	Sequence/state diagrams	Payment AC & retry logic
Support & SOS	BA, Support, Clinical	Incident taxonomy & red-flags	Playbooks	Triage rules & canned replies

8. MODELING STANDARDS

- Context Diagram — platform boundaries and external actors (Payment Gateway, Notification Service).
- Use-Case Diagram — Patient, Therapist, Admin primary goals.
- BPMN 2.0 — therapist verification; booking/payment/refund; SOS escalation; data retention jobs.
- UML Activity/Sequence — booking → payment webhook → confirmation → reminders.
- UML State — Appointment: Requested → PendingPayment → Confirmed → Completed/Cancelled/Refunded.
- Class/Data Model — Patient, Therapist, Appointment, Session, Payment, Review, Resource, Admin.

Wireframes are mobile-first with Arabic RTL, high contrast, keyboard navigability, and ARIA labeling to meet WCAG 2.1 AA.

9. REQUIREMENTS MANAGEMENT PLAN

Identification and structuring:

- Business Requirements (BR): BR-### — value/outcome statements traceable to objectives.
- Functional Requirements (FR): FR-### — system behaviors and rules tied to stories and tests.
- Non-Functional Requirements (NFR): NFR-### — performance, security, reliability, accessibility.

Change control: Each change request is logged, impact-assessed (scope, design, test, compliance), and approved by the PO for backlog reprioritization. Baselines are versioned in the document repository and Jira releases.

Traceability: The RTM maps BR → FR/Stories → Design (UML/BPMN/UI) → Test Cases → Defects → Releases. Coverage metrics (e.g., %BR with at least one passing test) are reviewed at each release gate.

10. BUSINESS REQUIREMENTS CATALOG (MVP)

ID	Statement	KPIs/Notes
BR-001	Enable clients to create accounts using an alias and sign in securely to reduce stigma and encourage first-time use.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-002	Restrict administrative features to authorized roles through RBAC and auditable actions.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-010	Provide a searchable therapist directory with filters (language, specialty, price, availability).	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-020	Allow clients to select a therapist/time and create a booking with clear price and policy disclosure.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-021	Prevent double-booking of the same therapist/time across all channels.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-022	Consider a booking confirmed only after successful payment capture or verified authorization.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-023	Support cancellations and refunds according to a published policy with transparent fees/time windows.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-030	Authorize and capture payments and record provider references for reconciliation.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-031	Provide a retry path for failed payments and handle async gateway notifications.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-032	Support refunds linked to original payments; reflect balances and therapist payouts.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-040	Provide in-platform text sessions linked to bookings with safe-by-design features.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-041	Record session start/end timestamps for compliance, analytics, and dispute handling.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-050	Localize the experience in Arabic and English with proper RTL handling and accessibility.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-060	Provide analytics for bookings, cancellations, payouts, and session outcomes.	Booking conversion, payment success, session satisfaction, uptime/error budgets.
BR-070	Provide PDPL-compliant consent, access/export/delete requests, and data retention controls.	Booking conversion, payment success, session satisfaction, uptime/error budgets.

11. NON-FUNCTIONAL REQUIREMENTS ACCEPTANCE MATRIX

Category	Metric/Target	Measure Method	Evidence/Owner	Release Gate	Notes
Performance	Search p95 ≤ 1.5 s; Dashboard p95 ≤ 2.0 s	APM traces; synthetic tests	Eng/QA	MVP	Error budget policy
Availability	≥ 99.5% monthly uptime	Status SLO reports	Ops	MVP	Excludes planned maintenance
Security	RBAC, audit logs, TLS 1.3, AES-256 at rest	Pen test & config review	Security	MVP	Secrets rotation
Privacy	PDPL consent & rights flows live	Functional tests	BA/Legal	MVP	DPIA complete
Accessibility	WCAG 2.1 AA key flows	Manual checks & tools	QA/Design	MVP	Arabic RTL verified
Reliability	RPO ≤ 1h; RTO ≤ 4h	DR drill report	Ops	MVP+1	Backups & runbooks

12. COMPLIANCE, PRIVACY & SECURITY (EGYPT PDPL)

- Lawful basis & explicit consent for processing sensitive health data; transparent privacy notices.
- Data minimization; purpose limitation; configurable retention with anonymization/pseudonymization.
- Data subject rights: access, export, rectification, deletion; response SLAs; secure identity verification.
- Security controls: strong authentication, password hashing (Argon2/bcrypt), session timeouts, role-based authorization, audit logging on PHI views.
- PCI DSS for payment flows: tokenized payments, no PAN/CVV storage, signed webhooks, IP allow-listing.
- Breach notification process with 72-hour internal target; incident runbooks and communications templates.

13. CHANGE CONTROL & GOVERNANCE

All requirement changes are captured in the backlog with a Change Request (CR) entry. The BA records rationale, impact (scope, delivery, compliance), and alternatives. The PO approves/rejects and reprioritizes; significant changes escalate to Sponsor. Baselines are re-issued with updated version numbers and sign-offs.

Decision logs record unresolved risks, assumptions, and design choices, with owners and due dates. A weekly governance meeting reviews RTM coverage, test status, and release risks.

14. TRACEABILITY STRATEGY (RTM)

The RTM will be maintained as a living artifact: each BR maps to one or more FRs and user stories; each story maps to acceptance tests and downstream defects; each FR maps to design models (UML/BPMN/UI) and code modules. Coverage queries ensure no orphaned BRs/FRs and highlight untested areas. Release candidates must evidence green coverage on all MVP BRs and critical NFRs.

15. VERIFICATION & VALIDATION STRATEGY

Level	Scope	Owner	Artifact	Exit Criteria
Unit/Component	API endpoints, UI components	Eng	Unit tests	≥80% critical logic; no Sev-1/2 defects
Integration	Booking, payments, sessions	Eng/QA	Integration tests	Happy/edge paths pass
System	End-to-end non-prod	QA	System test plan	All AC pass; NFR samples pass
Security/Privacy	AuthZ, logging, data rights	Security/Legal	Pen test, DPIA	Findings addressed
UAT	MVP workflows	PO/SMEs	UAT scripts	Sign-off without critical defects

16. RELEASE READINESS & GO-LIVE

- Runbook: deployment steps, rollback, health checks, feature flags.
- Monitoring: APM dashboards, error tracking, uptime alerts; SLO burn-down.
- Support: incident taxonomy, escalation paths, on-call schedule, canned replies (Arabic/English).
- Data: backups verified; retention jobs scheduled; encryption keys rotated.
- Docs: user guide, therapist onboarding pack, admin playbooks.
- Approvals: Sponsor/PO, Legal/Compliance, Security, Ops.

17. MVP ROADMAP & CADENCE

Timebox	Focus	Key Deliverables
Sprint 0 (Week 0-1)	Vision & scope baseline; initial models (context, use-case); BPMN for booking & verification; NFR acceptance grid; wireframes v1.	Stories & AC, updated models, test evidence, RTM updates
Sprint 1 (Week 2-3)	Alias sign-up/login/reset; therapist directory & filters; RBAC baseline; AR/EN framework; initial accessibility checks.	Stories & AC, updated models, test evidence, RTM updates
Sprint 2 (Week 4-5)	Booking & local payments; confirmations; reminders; invoices; cancellation/refund policy; RTM v1.	Stories & AC, updated models, test evidence, RTM updates
Sprint 3 (Week 6-7)	Secure text sessions; reviews/ratings; analytics MVP; observability & audit.	Stories & AC, updated models, test evidence, RTM updates
Sprint 4 (Week 8)	PDPL data rights flows; retention jobs; admin verification & finance views; performance tuning; UAT & go-live checklist.	Stories & AC, updated models, test evidence, RTM updates

18. COMMUNICATION PLAN

Audience	Content	Owner	Channel	Frequency
Sponsor/PO	Scope decisions, risks, demo outcomes	BA Lead	Email + demo	Weekly
Delivery Team	Story kickoffs, designs, AC	BA/Eng	Jira + Stand-ups	Daily/As needed
Compliance/Legal	Consent text, retention updates	BA/Legal	Doc review	Per change
Therapist SMEs	Verification criteria, payout UX	BA	Workshop/Zoom	Bi-weekly
Support	SOS flows, canned replies	BA/Support	Playbooks	Sprintly

19. TRAINING & ENABLEMENT

- Admin/Support playbooks in Arabic/English with screenshots and decision trees.
- Therapist onboarding kit: verification checklist, profile best practices, payout FAQs.
- Patient FAQs: privacy, payments, rescheduling, ratings, SOS guidance.
- Internal KB: triage taxonomy, incident templates, and escalation paths.

20. DATA STRATEGY & REPORTING

- Authoritative data definitions with a Data Dictionary (entities, attributes, privacy class, retention).
- Event logging schema for booking funnel, payments life-cycle, and session telemetry.
- Reporting KPIs: booking conversion, no-show rate, payout cycle time, session satisfaction, therapist utilization.

21. RISK REGISTER

ID	Risk	Impact	Likelihood	Mitigation/Owner	Status
R-01	Therapist supply scarcity in early markets	High	Medium	Partnerships, incentives — PO	Open
R-02	Payment gateway outages	High	Medium	Retry/backoff, status page, alt-routes — Eng	Open
R-03	Privacy breach	Critical	Low	Hardening, logging, pen tests — Security	Open
R-04	Regulatory policy changes	Medium	Medium	Legal watch, configurable policies — Legal	Open
R-05	Performance regressions	High	Medium	APM, budgets, perf tests — Eng/QA	Open

22. GLOSSARY & ABBREVIATIONS

- **PDPL:** Egypt Personal Data Protection Law (Law 151/2020).
- **RBAC:** Role-Based Access Control.
- **PCI DSS:** Payment Card Industry Data Security Standard.
- **WCAG 2.1 AA:** Web Content Accessibility Guidelines level AA.
- **PHI/PII:** Protected Health Information / Personally Identifiable Information.
- **NFR:** Non-Functional Requirement.
- **RPO/RTO:** Recovery Point Objective / Recovery Time Objective.
- **NPS:** Net Promoter Score.
- **p95:** 95th percentile performance metric.

23. REFERENCES

- ISO/IEC/IEEE 29148 — Requirements Engineering.
- ISO/IEC 25010 — Product Quality Model.
- WCAG 2.1 AA — Accessibility Guidelines.
- Egypt PDPL 151/2020 — Personal Data Protection Law.
- PCI DSS — Payment security requirements.