

# BUSINESS REQUIREMENTS DOCUMENT (BRD)

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 problem statement, stakeholder map, draft requirements list.	—
0.9	12 Oct 2025	BA Lead	Completed elicitation round 1; added scope baseline and KPIs.	PO
1.0	15 Oct 2025	BA Lead	Baseline BRD: full business requirements, business rules, KPIs, and governance.	Sponsor

AUTHORIZATION AND SIGN-OFF

By signing, the listed stakeholders approve the Business Requirements and authorize their use as the baseline for the 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 MHSP BRD defines what the product must achieve to deliver value for patients, therapists, and operations in Egypt. It captures the business problem, desired outcomes, scope boundaries, business rules, risks, and success metrics for an MVP focused on private, accessible, and verifiable mental-health services. The document is technology-agnostic and expresses needs from a business perspective, with clear mapping to evaluation criteria and policy obligations (PDPL/PCI/WCAG).

## 2. BUSINESS CONTEXT & PROBLEM STATEMENT

Mental-health access in Egypt faces challenges including stigma, affordability, and inconsistent supply of providers across regions. Patients often lack discreet channels to discover qualified therapists and book affordable sessions, while therapists need reliable bookings, transparent payouts, and trust signals. Administrators require verifiable onboarding, policy enforcement, and auditable oversight. The MVP will reduce barriers by enabling alias-based patient accounts, verified therapist profiles, seamless booking and payments, and secure in-platform text sessions, supported by clear policies and analytics.

**Business Objectives (12–18 months):** increase first-time help-seeking via private digital channels; reduce time-to-first-session; improve continuity of care; ensure PDPL-compliant handling of sensitive data; and establish a scalable marketplace with safeguards for safety and quality.

## 3. GOALS & KPIS

Goal	KPI	Target	Measurement	Timeframe
Increase access & reduce stigma	Booking conversion (profile→confirmed)	≥70%	Analytics funnel	90 days post-launch
Reliable service quality	p95 search / dashboard / message delivery	≤1.5s / ≤2.0s / ≤2.0s	APM/Synthetic tests	At launch
Trust & safety	Average “felt safe/private” rating	≥4.0/5.0	Post-session survey	First 90 days
Operational stability	Monthly uptime	≥99.5%	Status/SLO reports	Continuous
Regulatory compliance	PDPL data-rights SLA	100% within SLA	Ticketing logs	Continuous

## 4. SCOPE DEFINITION

### 4.1 IN SCOPE (MVP)

- Anonymous/alias sign-up and secure sign-in for patients; AR/EN localization with RTL in Arabic views.
- Therapist discovery with filters (specialty, language, gender, cost, location, availability) and transparent profile details.
- Booking workflow with availability checks, no double-booking, confirmations, reminders, and rescheduling/cancellation per policy.
- Local payments (cards, Meeza, mobile wallets); secure tokenization; webhook-driven confirmation flows; receipts/invoices.
- In-platform secure text sessions linked to confirmed bookings; session timers; transcript retention per policy.
- Admin verification of therapists (documents, license checks), audit views, refunds/disputes handling, and analytics dashboards.
- Accessibility (WCAG 2.1 AA), privacy controls (consent, data rights), and role-based access (RBAC) with audit logging.

### 4.2 OUT OF SCOPE (POST-MVP)

- Voice/video sessions; advanced AI triage; insurer/enterprise billing; NGO bulk contracts; employer programs.
- E-prescriptions and external pharmacy integrations beyond documentation.
- Therapist supervision modules and clinical outcome tracking at cohort level.

## 5. STAKEHOLDERS & RACI

Stakeholder	Role	Interest	Influence	Engagement
Sponsor	Funding & strategy	Business value, risk mgmt	High	Weekly reviews
Product Owner	Scope & priorities	Outcomes/KPIs	High	Backlog sessions
BA Lead	Requirements & quality	Clarity/traceability	High	Stand-ups, reviews
Frontend Lead	UI/UX	Velocity, a11y	Medium	Design reviews
Backend Lead	APIs/data/security	Reliability	High	Tech reviews
QA Lead	Validation/UAT	Coverage & pass rates	Medium	Test planning
Compliance/Legal	PDPL/PCI	Lawful basis	High	Policy reviews
Clinical Advisor	Standards/SOS	Safety & ethics	Medium	Workshops
Support Lead	Ops/Incidents	Resolution time	Medium	Runbooks

## 6. CURRENT-STATE VS. FUTURE-STATE

Area	Current-State	Future-State (MHSP MVP)
Access & discovery	Fragmented, word-of-mouth; stigma limits outreach	Central directory with filters and trust signals
Booking & scheduling	Manual calls/messages; high no-shows	Online booking with reminders and policy-backed cancellations
Payments	Cash/transfers; limited receipts	Localized digital payments with receipts and reconciliation
Privacy & safety	Inconsistent practices	PDPL-aligned consent; alias usage; audit trails; SOS playbook
Therapist onboarding	Manual verification; slow	Guided verification workflow with evidence tracking
Analytics	Limited	Dashboards for conversion, no-show, payouts, satisfaction

## 7. HIGH-LEVEL BUSINESS PROCESSES

- Therapist Verification: Collect identification and license documents; perform checks; approve/deny with reasons; maintain audit trail; enable payout setup.
- Patient Journey: Create alias account; browse therapists via filters; view profiles; book session; pay; attend secure text session; rate/review.
- Booking & Payment: Check availability; hold slot; initiate payment; handle webhook callbacks; confirm or retry; send reminders; manage cancellations/refunds.
- Refunds & Disputes: Accept request per policy; validate eligibility; trigger refund linked to original payment; update balances; notify parties.
- Support & SOS Escalation: Identify red flags; follow triage protocol; escalate to on-call; document incident; provide resources; follow data minimization.

## 8. BUSINESS RULES (SELECTED)

Rule ID	Rule Statement	Notes
BRG-001	A booking is considered “confirmed” only upon receipt of a success confirmation from the payment gateway or verified authorization.	
BRG-002	Time slots must be held for a limited window (e.g., 10 minutes) during payment to avoid race conditions.	
BRG-003	Therapist profiles must display verified status only after credential review and approval.	
BRG-004	Cancellation fees/time windows follow published policy and differ for Patient vs. Therapist initiated cancellations.	
BRG-005	Refunds must reference the original payment and cannot exceed captured amount.	
BRG-006	Aliases are permitted; personally identifying information is optional unless needed for legal compliance or payouts.	
BRG-007	Only authorized roles can view sensitive data; all PHI views are logged for audit.	
BRG-008	Arabic is the default language for Egypt; English is available as an option; RTL must be applied in Arabic views.	
BRG-009	Ratings/reviews are limited to completed sessions and may be moderated for safety and policy compliance.	
BRG-010	Session transcripts retention follows policy with user rights to access/export/delete where applicable.	

## 9. BUSINESS REQUIREMENTS (NUMBERED)

The following Business Requirements (BR-####) describe the outcomes the solution must enable. Priority uses MoSCoW (Must/Should/Could/Won't for MVP).

ID	Title	Description	Rationale / Value	KPI / Acceptance	Priority	Dependencies
BR-001	Alias Sign-Up & Secure Login	Allow patients to create accounts using an alias and authenticate securely.	Reduces stigma; drives first-time use.	≥80% sign-up completion; auth audit passes.	Must	Policy, Auth
BR-002	RBAC & Admin Controls	Restrict administrative features to authorized roles with auditable actions.	Protects sensitive operations and data.	Zero unauthorized admin actions in audits.	Must	AuthZ, Audit
BR-010	Therapist Directory & Filters	Provide searchable, filterable therapist profiles with verified status.	Improves discovery and match quality.	Profile→booking conversion ≥70%.	Must	Profiles, Search
BR-012	Profile Transparency	Show specialties, language, price, availability, experience, and policies.	Informs decisions; reduces cancellations.	Reduced inquiry-to-booking drop-off.	Must	Directory
BR-020	Booking Creation	Enable booking with therapist/time selection, policy disclosure, and confirmation.	Core revenue event.	Booking creation error rate <1%.	Must	Availability, Payments
BR-021	No Double-Booking	Prevent two confirmed bookings for the same therapist/time slot.	Quality and trust.	No confirmed collisions.	Must	Scheduling
BR-022	Payment-Backed Confirmation	Confirm bookings only after successful payment capture/authorization.	Reduces no-shows and fraud.	≥95% gateway→confirm within SLA.	Must	Payments
BR-023	Cancellations & Refunds	Support patient/therapist cancellations and policy-based refunds.	Fairness; trust; legal clarity.	Refund SLA met; dispute rate <2%.	Must	Payments, Policy

<b>BR-030</b>	Payments & Reconciliation	Authorize/capture payments; store provider references; reconciliation views.	Cash flow integrity.	Mismatch rate <0.5%.	Must	Gateway, Finance
<b>BR-031</b>	Payment Retries	Provide retries for failed/abandoned payments with safe recovery paths.	Revenue resilience.	Recovered payments ≥15% of failures.	Should	Gateway
<b>BR-032</b>	Refunds Linked to Original	Issue refunds linked to the original transaction; update balances.	Auditability and compliance.	100% refunds trace to originals.	Must	Payments
<b>BR-040</b>	Secure Text Sessions	Deliver in-platform text sessions tied to bookings; timestamps; reconnect.	Private & low-bandwidth care.	Message delivery p95 ≤2.0s.	Must	Messaging
<b>BR-041</b>	Session Timing & Evidence	Record session start/end; optional transcript retention per policy.	Compliance and dispute handling.	Timestamp completeness 100%.	Must	Messaging, Storage
<b>BR-045</b>	Ratings & Reviews	Enable post-session ratings/reviews with moderation.	Trust and quality signals.	Avg rating ≥4.0; low abuse rate.	Should	Profiles
<b>BR-050</b>	Localization & Accessibility	Arabic/English UI, RTL in Arabic, WCAG 2.1 AA for key flows.	Inclusion; legal/ethical duty.	A11y checks passed for MVP flows.	Must	UI/UX
<b>BR-060</b>	Analytics & Dashboards	Provide dashboards for conversion, cancellations, payouts, satisfaction.	Operational transparency.	KPI dashboards published at launch.	Must	Data
<b>BR-065</b>	Notifications & Reminders	Send booking confirmations, reminders, and policy notices.	Reduces no-shows.	No-show rate reduced by ≥20%.	Should	Messaging
<b>BR-067</b>	Consent & Data Rights	Capture consent; enable access/export/delete requests under PDPL.	Regulatory compliance.	100% within SLA; audit passes.	Must	Policy
<b>BR-069</b>	Retention & Anonymization	Configure retention periods; anonymize where applicable.	Privacy by design.	Retention jobs success = 100%.	Must	Policy, Data Jobs
<b>BR-070</b>	Audit Logging	Log sensitive operations and PHI views with actor/time/context.	Forensics and deterrence.	Audit completeness = 100%.	Must	Security
<b>BR-072</b>	Dispute Handling	Provide workflows for disputes with evidence and timelines.	Fairness and reputation.	Resolution SLA met ≥95%.	Should	Support
<b>BR-073</b>	SOS & Safety Playbooks	Define red flags and escalation procedures with minimal data capture.	User safety.	Incident handling SLA met.	Must	Support, Policy
<b>BR-080</b>	Therapist Payouts	Present earnings, fees, and payout schedules; export statements.	Therapist retention.	Payout SLA 100%.	Should	Finance
<b>BR-085</b>	Content & Resources	Provide resources (articles/links) vetted by clinical advisors.	Education & retention.	Engagement/time-on-resource baseline.	Could	Content

## 10. NON-FUNCTIONAL / POLICY REQUIREMENTS (BUSINESS-LEVEL SUMMARY)

Category	Requirement
Performance	Search ≤1.5s p95; dashboard ≤2.0s; message ≤2.0s p95
Availability	≥99.5% monthly uptime; planned maintenance windows published
Security	RBAC; audit logs; TLS 1.3; data at rest encryption; secrets rotation
Privacy (PDPL)	Consent; data rights; lawful basis; retention & minimization; breach process
Accessibility	WCAG 2.1 AA for key flows; Arabic RTL support
Reliability/DR	RPO ≤1h; RTO ≤4h; restore drills

## 11. DATA & REPORTING REQUIREMENTS

- Core entities: Patient, Therapist, Appointment, Session, Payment, Refund, Review, Resource, Admin.
- Event logging schema for booking funnel, payments lifecycle, and session telemetry.
- Standard reports: booking conversion, cancellation/no-show, payouts, dispute resolution time, satisfaction, therapist utilization.
- Audit exports: PHI access logs, admin actions, retention/anonymization runs.

## 12. ASSUMPTIONS, CONSTRAINTS & DEPENDENCIES

- Two-month MVP with four 2-week sprints; incremental delivery; no big-bang cutover.
- Local payments available (Meeza/wallets/cards) and integration agreements in place.
- Arabic-first UX with English optional; support and content localized.
- Use of proven SDKs/services for auth, payments, and messaging to reduce risk.
- Compliance reviews and DPIA conducted prior to launch; PDPL data-rights workflows staffed.

## 13. RISKS & MITIGATIONS

ID	Risk	Impact	Mitigation/Owner	Status
R-01	Therapist supply scarcity	High	Partnerships/incentives — PO	Open
R-02	Gateway instability	High	Retries/alt-routes — Eng	Open
R-03	Privacy incident	Critical	Pen tests/logging — Security	Open
R-04	Policy change	Medium	Legal watch/config — Legal	Open
R-05	Performance regressions	High	Budgets/APM — Eng/QA	Open

## 14. BENEFITS, COSTS & ROI CONSIDERATIONS

Benefits: increased access to care; reduced stigma; improved therapist utilization; reduced no-shows via reminders; operational transparency; compliant data handling; brand trust.

Cost drivers: payment integration; verification operations; security and compliance work; accessibility and localization; support staffing and runbooks; infrastructure and monitoring.

ROI levers: booking volume growth; improved conversion; reduced chargebacks; efficient verification; automation of refunds/disputes; retention via resources and notifications.

## 15. MVP RELEASE STRATEGY & PHASING

- Phase 1 (Weeks 0–3): Alias sign-up/login; directory & filters; RBAC baseline; AR/EN framework.
- Phase 2 (Weeks 4–5): Booking & local payments; confirmations; reminders; invoices; cancellation/refund policy.
- Phase 3 (Weeks 6–7): Secure text sessions; ratings/reviews; analytics MVP; observability & audit.
- Phase 4 (Week 8): PDPL data rights; retention jobs; admin finance views; performance hardening; UAT & go-live.

## 16. BUSINESS ACCEPTANCE & SIGN-OFF CRITERIA

- All Must-have BRs satisfied with evidence in demos/UAT; no Sev-1/Sev-2 defects open.
- KPIs instrumented and visible (conversion, performance, uptime, safety).
- Compliance evidence: PDPL consent flows; data-rights tickets; audit logs; DPIA sign-off.
- Operational readiness: on-call support, runbooks, monitoring dashboards, backup/restore drill.
- Stakeholder sign-offs captured for go-live.

## 17. APPENDICES

### A. GLOSSARY

- **PDPL:** Egypt Personal Data Protection Law (Law 151/2020).
- **RBAC:** Role-Based Access Control.
- **DPIA:** Data Protection Impact Assessment.
- **WCAG 2.1 AA:** Accessibility standard for digital products.
- **PHI/PII:** Protected Health Information / Personally Identifiable Information.
- **MoSCoW:** Must, Should, Could, Won't prioritization.

### B. POLICY MAPPING (PDPL/PCI/WCAG)

Policy Area	Business Control	Evidence
PDPL Consent & Rights	Consent capture; access/export/delete	Screenshots; test tickets; logs
PDPL Retention	Configurable retention; anonymization	Job runs; reports
PCI DSS	Tokenized payments; no PAN/CVV storage; webhook hardening	Gateway config; pen test
WCAG 2.1 AA	Contrast, keyboard nav, RTL support	A11y report; manual checks

### C. REFERENCES

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