

# Functional Requirements & Acceptance Criteria

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## 1. Purpose of This Document

This document defines the **functional behavior, constraints, and acceptance criteria** for the Self-Service Campaign Builder, ensuring that eligible customers can independently configure and submit small to medium campaigns while enforcing compliance, pricing, and operational guardrails.

## 2. Assumptions & Constraints

### Assumptions

- Users are authenticated and belong to an eligible organization
- Campaigns created via DIY are limited in scope and duration
- Pricing is predefined and non-negotiable
- Compliance rules vary by region

### Constraints

- DIY is not available for large or custom enterprise campaigns
- Unsupported regions are excluded by default
- Manual Ops intervention is not permitted in DIY flows

## 3. Functional Requirements

### Access & Eligibility

#### FR-01: User Eligibility Validation

The system must validate the user's role, organization eligibility, and regional compliance before allowing access to the Self-Service Campaign Builder.

#### FR-02: Region-Based Restriction

Users from non-approved regions must be blocked from creating campaigns via DIY and guided to the managed service flow.

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### Campaign Configuration

#### FR-03: Guided Configuration Flow

The system must provide a step-by-step guided configuration experience to reduce user error and enforce business rules.

#### **FR-04: Campaign Size & Duration Limits**

The system must enforce predefined limits on campaign size, volume, and run duration to restrict DIY usage to small and medium campaigns only.

#### **FR-05: Real-Time Validation**

The system must validate configuration inputs in real time and prevent users from proceeding if limits or rules are violated.

#### **FR-06: Configuration Review & Preview**

Before submission, the system must display a complete summary of campaign configuration, pricing, and billing method.

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### **Pricing & Billing**

#### **FR-07: Fixed Pricing Calculation**

The system must calculate campaign cost using predefined pricing rules and display the total cost before submission.

#### **FR-08: Credit Card Payment (Default)**

The system must allow immediate submission when payment is completed via credit card.

#### **FR-09: Billing with Approval**

Organizations eligible for billing must route campaign submissions through an approval workflow before launch.

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### **Submission & Audit**

#### **FR-10: Submission Control**

The system must allow campaign submission only after successful payment or required approvals.

#### **FR-11: Audit Logging**

All user actions related to campaign creation, approval, and submission must be logged for audit and compliance purposes.

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## **4. Acceptance Criteria (Representative, Not Exhaustive)**

These are **sample acceptance criteria** to demonstrate quality of thinking.  
In real life, these would scale per requirement.

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## **Eligibility & Access**

### **AC-01 (FR-01)**

- GIVEN a logged-in user
  - WHEN the user navigates to the Self-Service Campaign Builder
  - THEN the system validates user role, organization eligibility, and region before granting access
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### **AC-02 (FR-02)**

- GIVEN a user from a non-approved region
  - WHEN the user attempts to create a campaign
  - THEN the system blocks access and displays a compliance message with guidance to use managed services
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## **Campaign Configuration**

### **AC-03 (FR-03)**

- GIVEN an eligible user
  - WHEN the user starts campaign creation
  - THEN the system presents a guided configuration flow with required fields clearly marked
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### **AC-04 (FR-04)**

- GIVEN a campaign configuration exceeding allowed duration or size
  - WHEN the user attempts to proceed
  - THEN the system prevents progression and displays limit-specific guidance
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### **AC-05 (FR-05)**

- GIVEN the user modifies campaign inputs
  - WHEN values exceed allowed thresholds
  - THEN validation errors are displayed in real time without allowing submission
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## **Pricing & Billing**

### **AC-06 (FR-07)**

- GIVEN a valid campaign configuration
  - WHEN the user reaches the review step
  - THEN the system displays fixed pricing with no option for manual override
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#### **AC-07 (FR-09)**

- GIVEN billing is selected by an eligible organization
  - WHEN the campaign is submitted
  - THEN the system routes the request for approval and prevents launch until approval is completed
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### **Submission & Audit**

#### **AC-08 (FR-10)**

- GIVEN payment or required approvals are completed
  - WHEN the user submits the campaign
  - THEN the campaign is successfully created and confirmation is displayed
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#### **AC-09 (FR-11)**

- GIVEN any campaign-related action
  - WHEN the action occurs
  - THEN the system records the action with timestamp, user, and action type for audit
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## **5. Edge Cases Considered**

- User eligibility changes mid-configuration
- Region compliance updated before submission
- Approval rejected after submission
- Partial payment failures
- Duplicate campaign submissions