

Functional Requirements & Acceptance Criteria

| Version | Author | Date | Comments |
|---------|------------------------|------------|---------------|
| 0.1 | Sugumar Krishnamoorthy | 12/24/2025 | Initial Draft |
| | | | |

| | |
|---|----------|
| Functional Requirements & Acceptance Criteria | 1 |
| 1. Purpose of This Document | 2 |
| 2. Assumptions & Constraints..... | 2 |
| Assumptions | 2 |
| Constraints | 2 |
| 3. Functional Requirements | 2 |
| Access & Eligibility | 2 |
| Campaign Configuration | 2 |
| Pricing & Billing | 3 |
| Submission & Audit | 3 |
| 4. Acceptance Criteria (Representative, Not Exhaustive)..... | 3 |
| Eligibility & Access | 4 |
| Campaign Configuration | 4 |
| Pricing & Billing | 4 |
| Submission & Audit | 5 |
| 5. Edge Cases Considered..... | 5 |

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.

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.

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.

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.

4. Acceptance Criteria (Representative, Not Exhaustive)

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

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

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

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

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

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

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
-

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
-

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
-

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
-

5. Edge Cases Considered

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