

# Business Requirements Document (BRD)

## BrightBook — Online Booking for Small Service Businesses

**Document type:** Business Requirements Document (BRD) · *Sample / example* **Version:** 1.0 **Date:** [today] **Prepared by:** [your name] **Status:** Draft for review

**How to use this sample.** This is an example BRD for a fictional product, "BrightBook." It shows the level of detail that lets a team turn an idea into a working product. Use it as a starting point — replace the BrightBook content with your own. The clearer and more complete your BRD, the faster and more accurate the POC we can build from it. You don't need to fill in every section perfectly; even a good draft of sections 1–8 is enough to begin.

### 1. Overview

BrightBook is a web application that lets small service businesses — salons, barbers, tutors, personal trainers, therapists, consultants — accept appointments online, manage their schedule, and cut down on no-shows. Customers open a business's booking page, pick a service and an available time, and book in under a minute. Owners manage services, staff, availability, and appointments from a simple dashboard. No app to install, no training required.

### 2. Problem & Opportunity

Most small service businesses still take bookings by phone, text, or DM. That means missed calls, double-bookings, after-hours back-and-forth, and no-shows that cost real money. Existing scheduling tools tend to be too expensive, too complex, or built for large enterprises. There is a clear opportunity for a simple, affordable, self-serve booking tool that a non-technical owner can set up in an afternoon and that customers can use from their phone without creating an account.

### 3. Vision

"The easiest way for a small service business to get booked online — set up in minutes, no app to install, no training required."

### 4. Goals & Success Metrics

| Goal                       | Metric                                  | Target        |
|----------------------------|---|---------------|
| Reduce no-shows            | No-show rate per business               | < 5%          |
| Fast, self-serve setup     | Time to a live booking page             | < 15 minutes  |
| Shift bookings online      | Share of bookings made online vs. phone | > 70%         |
| Smooth customer experience | Booking-flow completion rate            | > 85%         |
| Owner retention            | Businesses active week over week        | Steady growth |

### 5. Target Users & Personas

- **Maya — Business Owner** (salon owner, non-technical). Wants bookings without phone tag, a clear view of her day, and a setup she can finish herself. Success = her chair stays full and her phone stops ringing.
- **Devin — Staff Member** (stylist at Maya's salon). Needs to see only his own day, block personal time, and never get double-booked.
- **Sara — Customer** (end client). Wants to book a 7pm haircut from her phone, tonight, without calling or downloading anything.

### 6. Scope

#### In scope (v1 / POC):

- A public booking page per business (unique link)

- Services catalog (name, duration, price)
- Staff members and their weekly availability
- Online booking flow with instant confirmation
- Appointment management (view, reschedule, cancel)
- Automated email confirmations and reminders
- A simple owner/staff dashboard with a calendar
- Account sign-up, login, and roles (owner, staff)

#### Out of scope (v1):

- Native mobile apps (the product is responsive web)
- A public marketplace / cross-business discovery
- Payroll, point-of-sale, or inventory
- Multi-location chains
- SMS reminders (*phase 2*)
- In-app payments / deposits — *built but inactive, phase 2*

## 7. Product Principles

1. **Simple over powerful** — a non-technical owner can set it up alone.
2. **Mobile-first for customers** — most bookings happen on a phone.
3. **Never double-book** — availability is the source of truth.
4. **Always transparent** — customers and owners can always see status.

## 8. Functional Requirements

Priorities use MoSCoW: **Must** / **Should** / **Could** / **Won't (this version)**.

### 8.1 Customer booking — public (CUST)

| ID      | Requirement   | Priority |
|---------|---|----------|
| CUST-01 | Each business has a public booking page at a unique URL (e.g. <a href="http://brightbook.app/maya-salon">brightbook.app/maya-salon</a> ). | Must     |
| CUST-02 | Customer can browse the business's services with name, duration, and price.   | Must     |
| CUST-03 | Customer selects a service and sees real available time slots based on staff availability.  | Must     |
| CUST-04 | Customer can choose a specific staff member or "any available".   | Should   |
| CUST-05 | Customer enters name, email, and phone to confirm a booking (no account required).  | Must     |
| CUST-06 | Customer receives an email confirmation with date, time, location, and a manage link.   | Must     |
| CUST-07 | Customer can reschedule or cancel from the manage link, within the business's policy window.  | Should   |
| CUST-08 | The booking page is mobile-responsive and loads quickly.  | Must     |
| CUST-09 | If a slot is taken mid-booking, the customer is told and shown alternatives (no double-book).   | Must     |

### 8.2 Business dashboard (BIZ)

| ID     | Requirement   | Priority |
|--------|---|----------|
| BIZ-01 | Owner can create and edit services (name, duration, price, description).                    | Must     |
| BIZ-02 | Owner can add staff and assign which services each staff member provides.                   | Must     |
| BIZ-03 | Owner/staff set weekly working hours and one-off time off.                                  | Must     |
| BIZ-04 | Dashboard shows today's and upcoming appointments in a day/week calendar.                   | Must     |
| BIZ-05 | Owner/staff can manually add, reschedule, or cancel an appointment.                         | Must     |
| BIZ-06 | Owner sets booking rules: minimum notice, how far ahead bookings open, cancellation window. | Should   |
| BIZ-07 | Owner customizes the booking page (business name, logo, colors, address).                   | Should   |
| BIZ-08 | Dashboard shows simple stats (bookings this week, no-show rate).                            | Could    |

### 8.3 Accounts & settings (ACCT)

| ID      | Requirement   | Priority |
|---------|---|----------|
| ACCT-01 | Owner signs up with email + password, with email verification.          | Must     |
| ACCT-02 | Owner can invite staff members by email.                                | Should   |
| ACCT-03 | Roles: Owner (full access) and Staff (own schedule + own appointments). | Must     |
| ACCT-04 | Password reset by email.  | Must     |
| ACCT-05 | Business profile/settings: timezone, business hours, contact info.      | Must     |

### 8.4 System & cross-cutting (SYS)

| ID     | Requirement  | Priority        |
|--------|--|-----------------|
| SYS-01 | Automated email reminder sent 24 hours before each appointment.                        | Must            |
| SYS-02 | All times display in the business's timezone and are stored in UTC.                    | Must            |
| SYS-03 | Every booking create/change/cancel emits an event for an activity log.                 | Should          |
| SYS-04 | Double-booking is prevented at the data layer (no overlapping appointments per staff). | Must            |
| SYS-05 | Online deposit/payment at booking via Stripe — built but inactive.                     | Won't (phase 2) |

## 9. Key User Flows

- Customer books an appointment:** open booking page → choose a service → choose staff (or "any available") → pick a date and time → enter contact details → confirm → see confirmation + receive email.
- Owner sets up the business:** sign up → add services → add staff → set availability → customize the booking page → share the booking link.
- Owner manages the day:** open dashboard → view today's calendar → reschedule or cancel as needed → mark appointments completed or no-show.
- Customer reschedules:** open the email manage link → pick a new time → confirm → receive an updated confirmation.

## 10. Screens / Pages

**Public (customer):** Booking page (service list) · Time-slot picker · Confirmation page · Manage-booking page. **Dashboard (owner/staff):** Login · Calendar / agenda · Services · Staff · Availability · Settings & booking-page editor · (Stats).

## 11. Data Model (key entities)

| Entity               | Key fields  | Relationships                          |
|----------------------|---|--|
| Business             | id, name, slug, timezone, logo, address, bookingRules   | has many Users, Services, Appointments |
| User                 | id, businessId, name, email, role (owner/staff), passwordHash   | belongs to Business                    |
| Service              | id, businessId, name, durationMin, price, description, active   | offered by Staff (via StaffService)    |
| StaffService         | userId, serviceId   | links Staff ↔ Service                  |
| Availability         | id, userId, dayOfWeek, startTime, endTime   | belongs to Staff                       |
| TimeOff              | id, userId, startAt, endAt, reason  | belongs to Staff                       |
| Appointment          | id, businessId, serviceId, staffId, customerName, customerEmail, customerPhone, startAt, endAt, status (booked / completed / cancelled / no_show) | belongs to Business, Service, Staff    |
| Payment<br>(phase 2) | id, appointmentId, amount, status   | belongs to Appointment                 |

## 12. Non-Functional Requirements

- Security:** passwords hashed; authentication required for the dashboard; customer data kept private; HTTPS everywhere.

- **Privacy:** collect only what's needed; clear privacy note; customer data deletable on request.
- **Performance:** booking page loads in under ~2 seconds; availability is computed live.
- **Accessibility:** meet WCAG 2.1 AA — keyboard navigable, sufficient contrast, properly labeled forms.
- **Reliability:** no double-bookings under concurrent requests; clear, friendly error states.
- **Responsiveness:** works well on phones, tablets, and desktop.

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### 13. Integrations

- **Email (transactional):** booking confirmations and reminders (e.g. Resend or Postmark).
- **Payments (phase 2):** Stripe for optional deposits.
- **SMS reminders (phase 2):** Twilio.
- **Calendar sync (optional):** Google Calendar two-way sync for staff.

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### 14. Constraints & Assumptions

- Responsive web only for v1 (no native apps).
- One location per business in v1.
- Email is the primary notification channel for v1.
- Businesses have a reasonably stable set of services and staff.

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### 15. Technology Preferences (optional)

No hard requirement — the build team may choose the stack. If helpful as a steer: a modern web front end (e.g. React / Next.js), a REST API, and a relational database. Recommend whatever best fits the requirements above.

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### 16. Milestones / Phasing

- **POC (≈48 hours):** the core "find a time → book → confirm" loop — booking page, service list, slot picker, and confirmation — plus a basic dashboard calendar. Demonstrates the experience end to end (mock data acceptable where noted).
- **v1 (full build):** real accounts and roles, the availability engine, email confirmations + reminders, full dashboard management, and booking rules.
- **Phase 2:** payments / deposits, SMS reminders, calendar sync, stats, multi-location.

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### 17. Open Questions / Risks

- Cancellation and refund policy specifics — set per business?
- Buffer/cleanup time between appointments — configurable per service?
- Timezone handling for traveling customers vs. the business timezone.
- How to discourage no-shows in v1 without taking payment.

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### 18. Glossary

- **BRD** — Business Requirement Document (this document): the brief that describes what you want built.
- **POC** — Proof of Concept: a real, clickable prototype of the product.
- **Slot** — an available appointment time.
- **No-show** — a customer who books but doesn't attend.

**Disclaimer — sample document.** "BrightBook" and all names, people, businesses, figures, and data in this document are **fictional and for illustration only**. They do not represent, reflect, or refer to any real business, person, product, or service. This file exists solely as an example of what a Business Requirements Document looks like.