

SAI DANCE ACADEMY

Business Requirements Document (BRD)

Salesforce Experience Cloud Website

Document Version	v1.1 — Updated (Payment & Forms decisions)
Project Name	Sai Dance Academy Web Portal
Prepared By	Project Team
Date	April 2026
Status	Approved — Ready for Phase 2 Design
Platform	Salesforce Experience Cloud (Dev Edition)

Version History

Version	Date	Author	Changes
v1.0	April 2026	Project Team	Initial BRD — requirements gathered
v1.1	April 2026	Project Team	Added Stripe payment flow, Apex/test class decisions, form tool selections (FR-02, FR-03, FR-08 updated)

1. Executive Summary

Sai Dance Academy is establishing an online presence through Salesforce Experience Cloud to provide a modern, integrated digital platform for students, parents, and the public. This document captures the business requirements that will guide the design, build, test, and deployment of the website.

The solution will leverage Salesforce's Experience Cloud on a free Developer Edition org, giving the project team full access to build and demonstrate a production-grade portal for portfolio purposes.

Updated in v1.1: The enrollment flow will include a Stripe Test Mode payment step before confirmation is sent. The contact form will use Salesforce native Web-to-Lead. The enrollment form will be a custom Lightning Web Component (LWC) to support the Stripe redirect. Two Apex classes and two test classes will be built to handle the payment integration.

2. Project Scope

2.1 In Scope — MVP (Phase 1 Launch)

- Public-facing website built on Salesforce Experience Cloud
- Class schedule & timetable display
- Online class registration / enrollment (LWC form + Stripe Test Mode payment)
- Contact & inquiry form (Web-to-Lead — native Salesforce)
- Fee payment page with Stripe Checkout integration (Test Mode)
- Photo & video gallery
- Events & recitals page with RSVP
- AI Agent (Agentforce / Einstein Bot) for FAQ, enrollment, class/event details
- 2 Apex classes + 2 Apex test classes for Stripe integration
- Salesforce Named Credential for secure Stripe API key storage

2.2 Out of Scope — Phase 2 (Post-MVP)

- Authenticated student portal (progress tracking, attendance)
- Registered member self-service booking management
- Live Stripe production payment (Phase 2 — flip API key only)
- Mobile app

3. Stakeholders & User Personas

Persona	Description	Primary Goals	Pain Points
Public Visitor (New Lead)	Prospective student or parent discovering the academy	Browse classes, view gallery, contact academy	Hard to find info; no 24/7 support
Student / Parent	Existing or prospective student	View schedule, enroll, pay, get confirmation	Manual phone enrollment is slow
Academy Admin / Staff	Back-office staff managing registrations	View inquiries, manage class data, track payments	Spreadsheet-based; no CRM visibility
AI Agent (Bot)	Automated virtual assistant on the site	Answer FAQs, guide enrollment, show class/event info	N/A — system actor

4. Functional Requirements

FR-01 Class Schedule & Timetable

Req ID	Requirement	Priority
FR-01-01	Display list of classes with name, instructor, day, time, and duration	Must Have
FR-01-02	Filter classes by dance style, age group, or day of week	Should Have
FR-01-03	Schedule data sourced from Salesforce custom object (Dance_Class__c)	Must Have
FR-01-04	Mobile-responsive timetable view	Must Have

FR-02 Online Class Enrollment (Updated v1.1)

[v1.1 Change] Form tool changed from third-party to custom LWC. Stripe Test Mode payment added before confirmation fires. Enrollment status lifecycle added.

Req ID	Requirement	Priority
FR-02-01	Custom LWC enrollment form on Experience Cloud page	Must Have
FR-02-02	Form captures: name, email, phone, class selection, age group, GDPR consent	Must Have
FR-02-03	Submission creates Enrollment__c record with Status = Pending Payment	Must Have
FR-02-04	LWC calls StripeCheckoutController Apex to generate Stripe Checkout Session URL	Must Have
FR-02-05	Student is redirected to Stripe hosted Checkout page (Test Mode)	Must Have
FR-02-06	On payment success: Stripe webhook updates Status = Confirmed via Apex	Must Have
FR-02-07	On payment failure: Status = Payment Failed; student can retry	Must Have
FR-02-08	Confirmation email sent via Flow when Status changes to Confirmed	Must Have
FR-02-09	Admin receives notification email for each new confirmed enrollment	Must Have
FR-02-10	Duplicate email check before creating Enrollment record	Should Have

Enrollment status lifecycle:

Status Value	Meaning	Trigger
Pending Payment	Form submitted, awaiting payment	LWC form submission
Awaiting Payment	Stripe Checkout Session created	Apex callout to Stripe
Confirmed	Payment successful	Stripe webhook → Apex → record update

Payment Failed	Stripe payment declined or abandoned	Stripe webhook → Apex → record update
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FR-03 Contact & Inquiry Form (Updated v1.1)

[v1.1 Change] Form tool confirmed as Salesforce native Web-to-Lead. No third-party tool required.

Req ID	Requirement	Priority
FR-03-01	Web-to-Lead HTML form embedded on Experience Cloud Contact page	Must Have
FR-03-02	Form captures: first name, last name, email, phone, subject, message	Must Have
FR-03-03	Submission creates a Lead record in Salesforce with Lead Source = Web	Must Have
FR-03-04	Auto-acknowledgement email sent to visitor via Flow	Must Have
FR-03-05	Lead assigned to default queue or admin user	Should Have
FR-03-06	reCAPTCHA v3 added to prevent spam submissions	Should Have

FR-04 Fee & Payment Information

Req ID	Requirement	Priority
FR-04-01	Fee schedule page displays fees per class type and age group	Must Have
FR-04-02	Payment methods listed: Stripe online (Test Mode), bank transfer, cash	Must Have
FR-04-03	Stripe live payment (production mode) — Phase 2 only	Won't Have (MVP)

FR-05 Photo & Video Gallery

Req ID	Requirement	Priority
FR-05-01	Grid-based photo gallery with lightbox view	Must Have
FR-05-02	Embedded YouTube/Vimeo video links for recitals	Must Have
FR-05-03	Gallery managed via Salesforce CMS or static resource	Must Have

FR-06 Events & Recitals Page

Req ID	Requirement	Priority
FR-06-01	List of events with title, date, time, venue, and description	Must Have

FR-06-02	Events sourced from Salesforce Campaign or custom Event__c object	Must Have
FR-06-03	RSVP / Register interest button per event	Should Have
FR-06-04	Past events archive view	Could Have

FR-07 AI Agent (Agentforce / Einstein Bot)

Req ID	Requirement	Priority
FR-07-01	Answer common FAQs (fees, timings, location, styles offered)	Must Have
FR-07-02	Guide user through enrollment (collect details, create Lead via Flow)	Must Have
FR-07-03	Show details of existing classes and upcoming events	Must Have
FR-07-04	Send enrollment confirmation during chat session	Should Have
FR-07-05	Escalate to human agent / email if unable to answer	Must Have
FR-07-06	Built using Salesforce Einstein Bot or Agentforce	Must Have

FR-08 Stripe Payment Integration (New — v1.1)

[v1.1 Change] New section added based on architectural decisions made during requirements review.

Req ID	Requirement	Priority
FR-08-01	Salesforce Named Credential configured for Stripe Test Mode API key (secure, no hardcoded keys)	Must Have
FR-08-02	StripeCheckoutController.cls — Apex class creates Stripe Checkout Session, returns hosted URL to LWC	Must Have
FR-08-03	StripeWebhookHandler.cls — @RestResource Apex class receives Stripe payment events, verifies signature, updates Enrollment__c	Must Have
FR-08-04	StripeCheckoutControllerTest.cls — full test class with HttpCalloutMock, target 85%+ coverage	Must Have
FR-08-05	StripeWebhookHandlerTest.cls — full test class covering success, failure, and invalid signature scenarios	Must Have
FR-08-06	Remote Site Setting added for api.stripe.com	Must Have
FR-08-07	Stripe Test Mode only at MVP — switch to live keys in Phase 2 with no code change	Must Have

5. Form Tool Decisions (New — v1.1)

[v1.1 Change] Form tool selection documented and rationale recorded for audit trail.

Form	Tool Selected	Rationale	Cost
Enrollment form	Custom LWC component	Required for Stripe redirect; writes to Enrollment__c object; full design control	Free — native SF
Contact / Inquiry form	Web-to-Lead (native Salesforce)	Zero configuration, native Lead creation, triggers Flow automatically, no middleware	Free — native SF
Event RSVP	Web-to-Lead or LWC (TBD in design phase)	Simple capture; decision deferred to Phase 2 design	Free — native SF
FormAssembly	Not selected — MVP	Excellent tool but paid (~\$83/mo); not viable for free portfolio build	Paid — excluded

6. Non-Functional Requirements

Category	Requirement
Performance	Page load time under 3 seconds on standard broadband
Accessibility	WCAG 2.1 AA compliance — screen-reader friendly, keyboard navigable
Security	HTTPS enforced; Stripe API key stored in Named Credential (never hardcoded); Stripe webhook signature verified on every inbound request
Apex Code Quality	All Apex classes must have dedicated test classes with 85%+ coverage; HttpCalloutMock used for all external callout tests
Scalability	Salesforce platform handles up to 10,000 page views/month without config changes
Browser Support	Chrome, Firefox, Safari, Edge — latest 2 versions; iOS Safari; Android Chrome
Mobile Responsiveness	Fully responsive on screen widths from 320px to 1920px
Data Retention	Salesforce standard retention policies; GDPR consent checkbox on enrollment form
Availability	Salesforce platform SLA (99.9% uptime)

7. Feature Prioritisation — MoSCoW

Priority	Features
MUST HAVE	Class schedule, Enrollment LWC form, Stripe Test Mode payment + webhook, Confirmation Flow, Web-to-Lead contact form, AI Agent, Events page, Fee info page, 2 Apex classes + 2 test classes, Named Credential
SHOULD HAVE	Gallery with lightbox + video, Class filters, Duplicate enrollment check, reCAPTCHA on contact form, Event RSVP, Agent: send confirmation in chat, Admin email notification
COULD HAVE	Past events archive, Blog/news section, Testimonials
WON'T HAVE (MVP)	Stripe live/production mode, Student portal, Attendance tracking, Salesforce Billing, Mobile app, FormAssembly

8. Assumptions & Constraints

Assumptions

- A Salesforce Developer Edition org will be provisioned at developer.salesforce.com (free)
- Experience Cloud licence is included in the Developer Edition org
- Stripe Test Mode keys will be used throughout MVP; no real payments processed
- The Stripe webhook endpoint (StripeWebhookHandler) will be tested using the Stripe CLI webhook forwarder during development
- The academy will provide logo, brand colours, and gallery media assets
- Content updates will be managed by admin via Salesforce records or CMS

Constraints

- Developer Edition orgs have governor limits (5 MB data storage) — sufficient for portfolio/demo
- Experience Cloud Dev Edition sites cannot use custom domains without purchase
- Apex callouts from Experience Cloud pages require Remote Site Settings and Named Credentials to be configured
- Stripe webhooks require a publicly accessible HTTPS endpoint; Salesforce Experience Cloud provides this natively

9. Risks & Mitigations

Risk	Likelihood	Impact	Mitigation
Experience Cloud feature unavailable in Dev Edition	Low	High	Verify each feature in Trailhead sandbox before building
Stripe webhook signature verification complexity	Medium	Medium	Use Stripe official docs + test with Stripe CLI forwarder; covered in test class
Apex callout governor limits	Low	Medium	Callout count is 1 per enrollment; well within limits
Agentforce config complexity	Medium	Medium	Start with basic Einstein Bot; upgrade to Agentforce iteratively
Media assets not provided in time	Medium	Low	Use royalty-free placeholder images during build
Salesforce storage limits hit during testing	Low	Low	Archive test Enrollment records regularly

10. Approval & Sign-Off

This BRD v1.1 supersedes v1.0. All stakeholders should review the highlighted changes before proceeding to Phase 2 Design.

Role	Name	Signature	Date
Project Owner / Student			
Technical Lead			
Business Analyst			

Highlighted rows indicate changes introduced in v1.1

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