

Topic	Functional Requirement	In-Scope	Priority	Comment
I. High-Level Must-Haves	1. The Transit Benefits Platform (TBP) must enable centralized, scalable administration of SEPTA's "Key Advantage" program across diverse organizational typologies, including employers, universities, and property managers.	In-Scope	Must-Have	
	2. The TBP must be offered as a Software-as-a-Service (SaaS) solution with no additional cost to Institutions.	In-Scope	Must-Have	
	3. It must serve as the authoritative platform for eligibility management, enrollment tracking, and Member interaction.	In-Scope	Must-Have	
II. Admin Services Enablement	4. Organization Admin Tools - Enable admins to invite users, view enrollment status, resolve errors, and export formatted reports.	In-Scope	Must-Have	
	5. Transit Admin Dashboard - Provide SEPTA with de-identified enrollment and program metrics by organization and member.	In-Scope	Must-Have	
	6. Institutions must be empowered to manage their employee/student/tenant transit benefits lifecycle through secure, self-service tools.	In-Scope	Should-Have	
	7. Admin must be able to enroll, update, or reassign their benefits using an intuitive digital interface.	In-Scope	Must-Have	
	8. Admin must have a program-wide view of enrollment data, card assignment performance, and partner activity.	In-Scope	Should-Have	
III. Institutional Adoption and Engagement	9. Minimize onboarding friction by eliminating the need for external systems.	In-Scope	Must-Have	
	10. Provide Institution-specific reporting and communication tools to encourage compliance and proactive data updates.	In-Scope	Must-Have	
IV. Data Privacy and Card Reference ID Management	11. The TBP must manage and validate Card Reference ID strings, which anonymize SEPTA Key cards and maintain compliance with Personally Identifiable Information (PII) standards. Solution provider complete and manage data privacy agreements.	In-Scope	Must-Have	
	12. TBP platform provider will need to complete data privacy agreements/questionnaires with institution partners	In-Scope	Must-Have	
	13. It must support processes to detect invalid patterns, trim formatting inconsistencies, and automate correction outreach.	In-Scope	Must-Have	
I. Member Enablement	14. Guided Enrollment - Provide step-by-step onboarding with CRID validation, contextual tips, and support links (e.g., how to fix card errors).	In-Scope	Must-Have	
	15. In-Person & Virtual Assistance - Live chat agent or phone call option for support to administrators and participants. Participate in enrollment events and provide real-time support via Teams or similar platform.	In-Scope	Should-Have	
	16. Member Self-Service Portal - Allow members to enroll, view benefit status, transfer cards, and resolve card issues via web/mobile portal.	In-Scope	Must-Have	
	17. Contextual Help & Knowledge Base - Provide in-platform guidance and access to self-service articles for card errors, enrollment steps, and account support.	In-Scope	Should-Have	
	18. Automated Notifications - Send enrollment invitations, benefit reminders, and error alerts via email/SMS.	In-Scope	Must-Have	

Customer Services	19. Real-Time Error Detection - Detect and notify users of CRID issues, inactive cards, or balance conflicts before monthly load.	In-Scope	Should-Have	
	20. Enrollment Window Flexibility - Allow multiple enrollment periods (on-time, late, final) within each benefit month.	In-Scope	Should-Have	
	21. Proactive Card Checks - System performs automated CRID verification and monitors card states via SEPTAkey.org to prevent enrollment issues.	In-Scope	Should-Have	
	22. Reassignment workflows for lost/damaged cards with full audit history.	In-Scope	Should-Have	
	23. Notifications for successful enrollments, upcoming deadlines, or card errors via email and SMS (Short Message Service).	In-Scope	Should-Have	
II. Institutional Services Functionality	24. Role-based dashboards for Institution administrators.	In-Scope	Should-Have	
	25. API (Application Programming Interface) and CSV (Comma-Separated Values) import support for uploading eligibility lists.	In-Scope	Must-Have	
	26. Member invitation system using validated emails or mobile numbers.	In-Scope	Must-Have	
	27. Real-time tracking of Member enrollment status and error resolution.	In-Scope	Must-Have	
	28. Daily validation of Card Reference IDs and flagging of enrollment mismatches.	In-Scope	Must-Have	
III. SEPTA Administrative Functionality	29. Multi-level dashboards showing program Key Performance Indicators (KPIs), segmented by Institution and program-wide metrics.	In-Scope	Should-Have	
	30. Audit tracking for each Institution's enrollment performance and update history.	In-Scope	Must-Have	
	31. Access-controlled interface (read-only for Member data, full write access to platform configuration).	In-Scope	Should-Have	
	32. Ability to submit orders to Key Portal (integration required).	In-Scope	Must-Have	
IV. Reporting Requirements	33. Automated daily summaries and exception reports delivered via dashboard and email.	In-Scope	Must-Have	
	34. Capability to load monthly ridership into system for admins to view	In-Scope	Must-Have	
	35. Scheduled reports delivered monthly to SEPTA leadership, showing: - Total active Members per Institution - Enrollment error trends and resolution metrics - Reassignment volumes (lost/damaged card flows) - On-time file submission rates	In-Scope	Must-Have	
V. Report Customization and Delivery	36. Export formats supported: CSV, XLSX (Microsoft Excel), PDF.	In-Scope	Should-Have	
	37. Filters must include: Date range, Institution, enrollment status, Card Reference ID validity, Member communication history.	In-Scope	Must-Have	
	38. Dashboards must include visual indicators (e.g., red flags, green checks) for executive-friendly review.	In-Scope	Should-Have	
VI. SLA and System	39. Monthly Service Level Agreement (SLA) compliance reports showing system uptime, average support response time, and number of unresolved incidents.	In-Scope	Should-Have	

Performance Reports	40. Reports must identify periods of downtime, user lockouts, or integration failures.	In-Scope	Must-Have	
VII. Cross-User Design Principles	41. Responsive web design optimized for desktop and mobile.	In-Scope	Should-Have	
	42. Unified user experience (UX) across Institutions, Members, and SEPTA administrators.	In-Scope	Should-Have	
	43. Custom institutional branding (logo, color schemes) per Institution login portal.	In-Scope	Must-Have	
VIII. Guided User Experience	44. Enrollment wizard with progress bar and checklists.	In-Scope	Must-Have	
	45. Clear calls-to-action (CTA), instructional language, and inline alerts.	In-Scope	Must-Have	
	46. Support chatbot with escalation to live agent via AI chat or ticket system.	In-Scope	Must-Have	
IX. Institutional Dashboard Views	47. Tabular and visual summaries of Member enrollment status.	In-Scope	Should-Have	
	48. History of CSV uploads, data validation issues, and current pass status.	In-Scope	Should-Have	
	49. Ability to filter, search, and sort across all current and historical Member records.	In-Scope	Must-Have	
X. Member Engagement Tracking	50. Engagement record per Member (enrollment date, notifications sent, card assignment history).	In-Scope	Must-Have	
	51. Communication opt-in/out management.	In-Scope	Should-Have	
	52. Escalation flag for Members requiring SEPTA support follow-up.	In-Scope	Must-Have	
XI. Internal Messaging Tools	53. Bulk messaging templates for enrollment reminders, error resolution, and system announcements.	In-Scope	Must-Have	
	54. Customizable by Institution.	In-Scope	Must-Have	
	55. Logging of all outbound messages and delivery confirmations.	In-Scope	Must-Have	