JAHNVI RAICHURA · PRODUCT 01 · FASHION & APPAREL

PRD + SCORING LOGIC

StyleSignal

Product Requirements Document

Launch-risk scoring and decision tool for fashion styles
Version 1.0 · Status: Approved for build

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Portfolio case study. All figures are illustrative sample data; no employer information is used.

1. Summary

StyleSignal is an internal tool for merchandising, design and production teams. It tracks every style against 8 standard milestones, gives each style a 0–100 launch risk score, and recommends one of four actions: **launch on time, launch with a fix, move to a later wave, or drop**. Version 1 replaces three separate Excel trackers and the weekly status chase with one shared view.

85%+	**4+ wks**	**−30%**	**80%+**
On-time launch target (from 71%)	Advance warning target	Status reporting time	Weekly active merchandisers

2. Problem

Teams already had the data: milestone dates in the PLM system, Excel trackers and email updates. What they lacked was one answer to "will this style make it, and if not, what do we do?" A one-season discovery audit found:

- Only **71%** of styles launched on their planned date.
- At-risk styles were flagged an average of **2 weeks** before launch, too late to swap fabric or move production.
- Merchandisers spent about **6 hours a week** chasing and compiling status updates.

3. Users and jobs to be done

User	Role in the product	Job to be done	Key pain today
Merchandiser	Primary user	Protect the launch plan and its revenue	Finds out a style is late when it is too late to fix
Product developer	Contributor	Update a milestone once and move on	Updates the same status in three places
Director, Planning	Decision-maker	Decide on delays or drops in one short review	No single view of risk or revenue at stake

Discovery: 10 stakeholder interviews, 2 weekly line reviews shadowed, audit of 3 existing trackers.

4. Goals and non-goals

Goals

- Raise on-time style launches from 71% to 85% or more within two seasons.
- Flag at-risk styles at least 4 weeks before launch.
- Cut manual status reporting by at least 30%.
- Reach 80%+ weekly use among merchandisers in the pilot team.

Out of scope for v1

- Two-way sync with the PLM system (v1 reads a weekly export).
- A supplier-facing portal.
- Automatic changes to production schedules.

5. User stories

ID	User story	Priority
US-01	As a merchandiser, I want every style's launch risk in one view so I can focus on the few that need attention.	Must
US-02	As a merchandiser, I want to know why a style is at risk and who owns the fix so I can follow up the same day.	Must
US-03	As a planning director, I want revenue at risk by collection so I can decide on delays and drops in one meeting.	Must
US-04	As a product developer, I want to update a milestone in one place so I stop repeating status updates.	Should
US-05	As a merchandiser, I want to filter by vendor so I can raise late-delivery patterns with sourcing.	Should
US-06	As a milestone owner, I want a Monday alert for my late items.	Later (v1.1)

6. Functional requirements

#	Requirement	Acceptance criteria
FR-1	8 standard milestones per style, each with an owner and due date	All styles in a collection show all 8 milestones with status Done / On track / Late
FR-2	Launch risk score from 0 to 100	Score recalculates on every weekly import; matches the scoring rules in section 7
FR-3	Explained score	Each style lists the drivers behind its score, largest first, with the fix and owner
FR-4	Recommended action per style	Action follows the decision table in section 7, including demand level
FR-5	Season dashboard	Filters for collection, category, vendor and risk; KPIs for revenue at risk and days late
FR-6	Action list	Styles ranked by score with next action and owner; exportable to Excel

7. Scoring logic

The score uses simple, visible rules so every merchandiser can check it. There is no black-box model in v1.

Milestones and criticality weights

#	Milestone	Owner	Weight	Standard fix if late
1	Design approved	Design	1.0	Lock the design at the next line review
2	Tech pack complete	Technical design	1.0	Prioritize the tech pack this week
3	Proto fit approved	Technical design	1.3	Add a fit session; approve with comments
4	Fabric lab test passed	Sourcing	1.3	Book a backup mill or pre-approved fabric
5	Costing approved	Costing	1.0	Simplify trims to hit target cost
6	PO placed	Planning	1.1	Escalate PO sign-off to the planning director
7	Bulk production	Production	1.3	Split the shipment; air-freight the first 30%
8	Ex-factory	Logistics	1.2	Book priority shipping

Score calculation

1. **Late milestones:** for each late milestone, add (8 + 1.6 × days late, capped at 30 days) × the milestone weight.
2. **Schedule pressure:** each remaining milestone needs about 1.5 weeks. If the weeks needed exceed the weeks to launch, add 8 points for every week of shortfall.
3. **Cap:** the total is limited to a range of 0 to 100.

Decision table

Score	Demand	Recommendation	Why
0–29	Any	Launch on time	No action needed beyond weekly updates
30–59	Any	Launch with a fix	Recoverable if the top driver is fixed this week
60–100	High or Medium	Move to a later wave	Protect the revenue by launching later rather than dropping
60–100	Low	Drop from collection	Freeing the capacity is worth more than saving the style

Worked example: Relaxed tailored blazer, 6 weeks to launch, high demand. Fabric lab test is 12 days late: (8 + 1.6 × 12) × 1.3 = 35 points. Five milestones remain, needing 7.5 weeks against 6 available: (7.5 − 6) × 8 = 12 points. Total 47, so the recommendation is **Launch with a fix**: book a backup mill.

8. Success metrics

Metric	Baseline	Target	How measured
On-time launch %	71%	85%+	Styles shipped by planned launch date ÷ all styles
Advance warning	2 weeks	4+ weeks	Weeks between first "at risk" flag and launch date
Status reporting time	6 hrs/week	−30%	Merchandiser time survey, before vs. after
Weekly active users	n/a	80%+	Merchandisers opening the tool at least once a week

9. Risks and dependencies

Risk	Likelihood	Mitigation
Teams don't trust the score	High	Explained, rule-based scoring; review rules with users before build
PLM export is incomplete or late	Medium	Data quality check on import; flag styles with missing dates
Tool becomes "one more tracker"	Medium	Retire the three Excel trackers at pilot sign-off
Owners don't update milestones	Medium	Owner shown on every late item; weekly review uses the tool live