Product Requirements Document

ServoPay

Aha!

Product Requirements Document

1. Objective

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Vision	In the future we see that our product is well known and used among the targeted audience. Our project aims to promote service giver who advertise themselves mainly over the internet and from the other side let the consumers to easily find a recommended, nearby service giver for the matter the consumer was looking for. Our main goal is to give the costumer a good service while advertising service givers.
Goals	The project goals are the following: • Satisfy Service providers – Our project lets service providers get consumers that the provider offer. • Satisfy the Consumers – The project offers them easy and intuitive way to look for a specific service provider
Initiatives	As it looks right now on the market - small service providers seems to advertise themselves over social media or sponsorship in different digital media outlet, we want to provide these service givers with a dedicated platform for advertising themselves in, with a focus only on providing service and consuming it. On the contrary this project aims to help the consumer as well, since social media is not meant for looking for a service giver, we are there to help with our project.
Persona(s)	*In the several past years there seems to be an uplift in the service givers over social media, as well as social media usage, Our project is aimed to assist The service givers that needs advertising and a consumer looking for a specific service. We aim to assist very small businesses or service givers and provide the consumer with quick, close-by service.*

2. Release

Release	*ServoPay*
Date	*25.8.21*
Initiative	*Upon releasing the project our initiative is to expose the app to as many consumers and service providers alike.*
Milestones	*When released the project would offer a solution to find a service giver by a consumer demand. We aim to provide this by searching with filters such as Distance, Rank and Price. Our platform is aiming to provide the service giver a main advertising platform that he can relay on.*
Features	*Features included in the release are:* • *Dedicated advertising platform for the service giver.* • *Intuitive user interface.* • *Search engine dedicated to find a service giver for the consumer.*
Dependencies	*Release dependencies are the following:* • *Limited time to work on the project.* • *Since we are students our time is split between the project and other finals/classes.* • *The need for server infrastructure to store the app data and assets.*

3. Features

Feature	Searching after a service giver	Provider Profile Page
Description	The option to search for service giver by topic, category and in more advanced stages filtering searches for better match accuracy.	The project will let the service provider to create an profile page where he will provide info about his service including written data, videos and more content to the provider desire.
Purpose	The project aim is to provide the consumer a service provider in the shortest time possible with ease	Our project aims to provide the service giver the tools to reach to costumer with a dedicated platform easily.
User problem	- Find the correct matchup algorithm between the consumer and the service provider. - Not enough service providers available.	- Show only the needed information on provider page. - Create a template that represents the needed information from the service provider in the best possible way.
User value	When the costumer is looking for a service, the platform should provide him with the wanted result.	Provide the service provider a way to start his way into the corporate world, or provide an individual with costumers as per what the service giver demands.
Assumptions	We assume that the project would have well enough userbase to meet our standards.	We assume that the service giver profile page template that we have for a profile page suits the service giver.
Not doing	The searching page does not provide the consumer with big corporations, the project shows small businesses and service providers.	The profile page does not let the consumer automatically book the service; this feature is available upon request by the service provider.
Acceptance criteria	Upon searching for a needed the service by the consumer we are obligated to provide the consumer with enough appropriate choices as well as	Upon creating a profile page, we need to make sure that the information inside the profile page is correct, organized and documented well.

	to keep the services that the project provides as high as possible.	Another point would be to make sure that the service provider service giving is meeting with our general profile template and terms of usage.

4. User flow and design
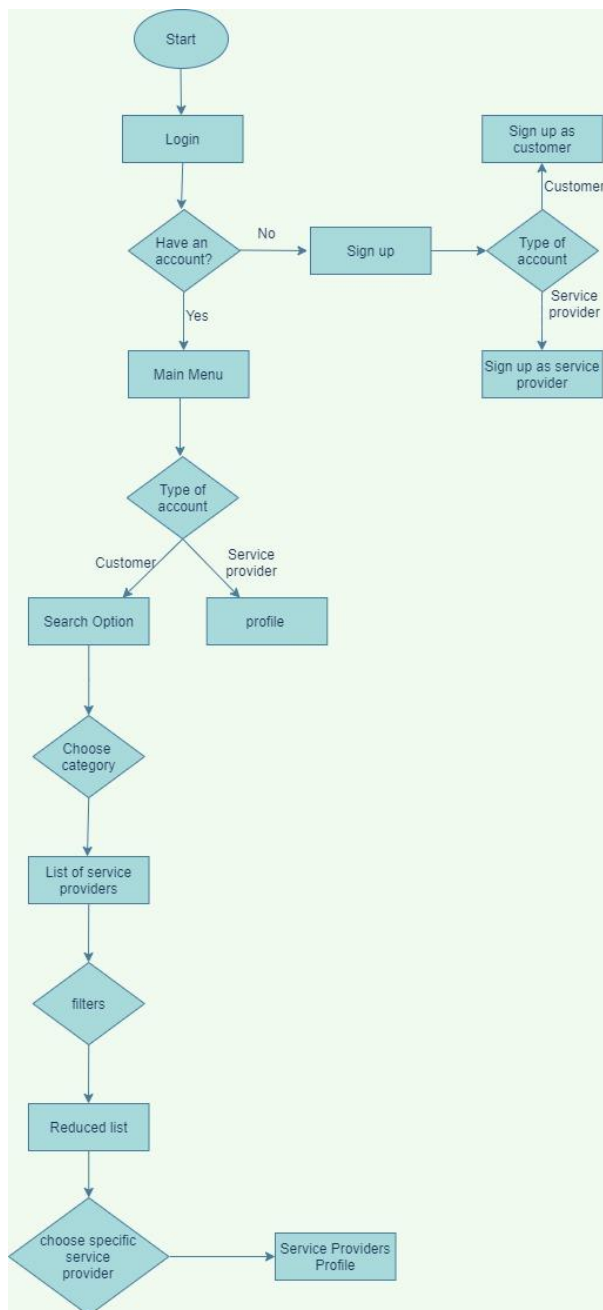
5. Analytics

Key performance indicator	Baseline	Target	Timeframe
Profit	100-300ILS per month	5000ILS	First year of the service in air.
Customer Satisfaction & Retention	Provide the costumer with balanced service	Give the costumer very good advertise and publication	First two years of the service in air.
Number Of Number Of New Vs. Repeat Site Visits	Start with 30%-70% ratio of new vs. repeat Visits	50%-50% ratio of new vs. Repeat visits	First Three years of the service in air.

6. Future work

Future features	Purpose	Priority	Timeframe
Delivery service for applicable service giving.	Provide the costumer with the service needed without hassle	Medium	First Three years of the service in air.
Using social media API to signup\sign-in	Provide more convenient way to connect with our product effortlessly.	Low	First year of the service in air.