**ReeloGraphy – V1.0:  
Functional Requirements Document:**

**1  Purpose & Vision**

Build a **trusted, end‑to‑end marketplace** where individuals or businesses can:

1. Discover photographers or video editors through short‑form reels/ respective search options.
2. Evaluate creators by tier (Freelancer, Professional, Verified, Featured) and trust score.
3. Request quotes, negotiate, and book services with built‑in payment escrow, cancellation protection, and automatic backup providers for premium occasions.
4. Earn loyalty rewards for reviews, while the platform monetises via commission, tier subscriptions, and ad slots.

**2  Scope**

* Mobile & web experience for customers and providers (front‑end defined separately).
* Back‑office admin / ops tooling for verification, backup allocation, dispute resolution.

**3  Glossary**

| **Term** | **Meaning** |
| --- | --- |
| **Occasion** | Birthday, Travel, House Warming, Baby shower, Insta video shoot |
| **Premium Occasion** | Wedding, Pre‑Wedding, Corporate Ad shoots, Shops opening shoot – require Backup Guarantee. |
| **Tier** | Provider classification: *Freelancer*, *Professional*, *Verified*, *Featured*. |
| **Trust Score** | 0–100% metric reflecting service reliability & quality. |
| **Backup Guarantee** | Platform promise to replace a cancelling provider within SLA or refund 120 % advance. |
| **Regional Ops Lead** | Internal user empowered to re‑book backups in assigned city. |

**4  Actors & Roles**

| **Actor** | **Description** | **Key Functional Rights** |
| --- | --- | --- |
| **Guest** | Unregistered visitor. | Browses feed & provider list, applies filters. |
| **Customer** | Registered user booking services. | Quote, chat, booking, payment, review, wishlist, subscription management. |
| **Provider** | Photographer or Video Editor. | Profile & reels update, package pricing, calendar booking updates, offers, subscription, payouts. |
| **Administrator** | Platform staff. | Approvals, flags, tier upgrades, finance exports. |
| **Regional Ops Lead** | Geo‑limited admin. | Executes backup reassignment, overrides penalties. |
| **Scheduler/Jobs** | Automated services. | Handle expiries, trust recalculation, nightly backup‑roster build. |
| **Payment Gateway** | External PSP. | Collects payments, refunds, split payouts. |

**5  Functional Modules & Requirements**

**5.1 Discovery & Search (FR‑DISC)**

* **FR‑DISC‑01** – Feed displays reels grouped by provider (max 3) with overlay chips: Name, tier badge, trust bar, base ₹/hr, RG ratings, G+ ratings, Insta followers, insta per month views
* **FR‑DISC‑02** – Filter panel: Occasion, Tier, Package Type, Price Range, Rating, IG Stats, Distance (km), Provider Type (Photographer / Video Editor).
* **FR‑DISC‑03** – Sort options: Trending (default), Price, Rating, Newest, Trust.
* **FR‑DISC‑04** – Guest interactions (Quote, Wishlist) trigger Auth.

**5.2 Provider On‑Boarding & Tier Management (FR‑PROF)**

* **FR‑PROF‑01** – Provider chooses Tier:
  + *Freelancer* (self‑declare)
  + *Professional* (GST/MSME proof upload)
* **FR‑PROF‑02** – Verification workflow: admin reviews portfolio & ID, sets isVerified=true.
* **FR‑PROF‑03** – Provider may purchase *Featured* slot (time‑boxed Ad Slot).
* **FR‑PROF‑04** – Profile completeness rule: ≥3 approved reels **OR** one reel per selected occasion **AND** base ₹/hr package defined.

**5.3 Subscription & Monetisation (FR‑SUB)**

* **FR‑SUB‑01** – Auto‑assign free trial: 180 days (Customer), 365 days (Provider).
* **FR‑SUB‑02** – Post‑trial gating:
  + Customer sees ads, cannot view contact details.
  + Provider hidden from search; existing bookings remain.
* **FR‑SUB‑03** – Upgrade path to *Premium* plan via Razorpay/Stripe.
* **FR‑SUB‑04** – Commission table:

| **Tier** | **Base Commission** | **Premium Occasion Surcharge** |
| --- | --- | --- |
| Freelancer | 15 % | +5 % |
| Professional | 20 % | +5 % |
| Verified | 22 % | +5 % |

**5.4 Quote, Chat & Offer (FR‑QCO)**

* **FR‑QCO‑01** – Quote Request form captures: Occasion, Date/Time, Event Address (lat/lng), Budget, Package Preference.
* **FR‑QCO‑02** – System calculates DistanceKm; preview travel surcharge if beyond free radius.
* **FR‑QCO‑03** – Chat thread limited to 5-10 messages each party until Offer is sent.
* **FR‑QCO‑04** – Offer fields: FinalPrice, AdvancePercent (20 % standard, 30 % premium), ExpiresAt, TravelExtra, PromoCode.

**5.5 Booking, Payment & Escrow (FR‑BKE)**

* **FR‑BKE‑01** – Advance collected via PSP split‑payment; commission withheld instantly.
* **FR‑BKE‑02** – Balance payment optional offline (Phase‑1); payroll note captured.
* **FR‑BKE‑03** – Escrow auto‑releases H+72 h unless dispute.
* **FR‑BKE‑04** – Cancellation rules:
  + Customer: full refund >FreeCancelHours (48 standard, 168 premium)
  + Provider: penalty 10 % of booking value + –10 trust if after acceptance.

**5.6 Backup Guarantee (FR‑BKUP)**

* **FR‑BKUP‑01** – Regional CEO needs to plan 1-1 meeting between provider and customer, at the location mentioned for shoot.
* **FR‑BKUP‑02** – If Provider cancels Premium booking, Backup Engine auto‑picks candidate from BackupRoster within 120 min SLA.
* **FR‑BKUP‑02** – Regional Ops Lead notified in Slack/email escalation at t+30 min.
* **FR‑BKUP‑03** – If reassignment fails, system refunds customer advance + 20 % goodwill and penalises original provider.

**5.7 Trust & Reputation (FR‑TRST)**

* **FR‑TRST‑01** – Trust Score initial 100.
* **FR‑TRST‑02** – Deductions:
  + ‑10 late cancellation (provider‑fault)
  + ‑5 per 3★ or less review
  + +2 per 5★ review (cap 100)
* **FR‑TRST‑03** – Providers <50 hidden; <30 de‑listed pending re‑verification.
* **FR‑TRST‑04** – Trending feed weight: Trending × (0.5 + Trust/200).

**5.8 Ratings, Reviews & Incentives (FR‑REV)**

* **FR‑REV‑01** – Customer can rate only after Booking status = Completed.
* **FR‑REV‑02** – First review coupon: 15 % off next booking, 90‑day expiry.

**5.9 Wishlist / Favourites (FR‑WISH)**

* **FR‑WISH‑01** – Customer can ♥ any provider; duplicates ignored.
* **FR‑WISH‑02** – Favourite list accessible in *Profile > Wishlist*; deep‑link to Quote.

**5.10 Admin & Ops (FR‑ADM)**

* **FR‑ADM‑01** – Reels & profiles approval queue with batch actions.
* **FR‑ADM‑02** – Verification checklist (ID, GST, portfolio).
* **FR‑ADM‑03** – BackupRoster builder nightly; manual override.
* **FR‑ADM‑04** – Penalty ledger export for finance.

**5.11 Analytics & Reporting (FR‑ANA)**

* Funnel: impressions → quotes → bookings.
* Provider performance report: trust trend, booking rate, revenue.

**6  Business Entities & Relationships (Conceptual)**

User (1)───(1) Subscription

│ │

│ └─(1)⋯(n) PaymentTransaction

│

├─(n) QuoteRequest──(1) ProviderProfile

│ │

│ ├─(1)⋯(n) PackageRate

│ ├─(1)⋯(n) Reel

│ └─(1) CancellationPolicy

│

├─(n) Booking──(1) Offer──(1) QuoteRequest

│ │

│ └─(1) EscrowAccount

│

├─(n) Rating

│

└─(n) FavouritePhotographer

*(BackupRoster, AdSlot, EventLog, Promotion omitted for brevity.)*

**7  Key Business Rules Matrix**

| **ID** | **Rule** | **Applies To** |
| --- | --- | --- |
| BR‑01 | One **Per‑Hour Base Package** mandatory per provider. | Profile Approval |
| BR‑02 | ≥3 approved reels or 1/occasion before search listing. | Discovery Eligibility |
| BR‑03 | Free radius default 10 km; TravelExtra applied beyond. | Offer Calc |
| BR‑04 | Provider penalty (10 %) auto‑deducted from next payout. | Booking Cancel |
| BR‑05 | Featured slot expires at AdSlot.EndsAt; auto‑rank drop. | Feed Ranking |

**8  Exception & Edge‑Case Handling**

* **Payment failure** → Offer retains *PendingPayment* 30 min, then lapses.
* **Multiple quotes for same slot** → first advance wins; others auto‑void.
* **Provider under Trust 30** → system auto‑refunds any open advances.

**9 Assumptions & Dependencies**

* Payment Gateway supports split payouts & partial refunds.
* Geocoding & Distance via Google/Ola Maps API.
* Cloud video storage (e.g., Cloudinary) can stream 35 s clips.