

PRODUCT REQUIREMENTS DOCUMENT

HireLink

Connecting Communities with Local Service Providers

Version 1.0

Graduate Academic Project

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1. Executive Summary

1.1 Product Vision

HireLink envisions becoming India's most trusted platform for connecting households and businesses with skilled local service providers. By digitizing the traditionally word-of-mouth-based blue-collar service industry, HireLink aims to create economic opportunities for millions of skilled workers while providing users with reliable, vetted, and affordable services at their doorstep.

1.2 Problem Statement

The current landscape of local services in India faces several challenges:

- **For Users:** Difficulty finding reliable service providers, lack of price transparency, no quality assurance, and safety concerns with unknown workers entering homes
- **For Service Providers:** Limited customer reach beyond personal networks, inconsistent income, no platform to showcase skills, and difficulty building reputation
- **Market Gap:** Existing solutions focus primarily on metropolitan areas, leaving tier-2 and tier-3 cities underserved

1.3 Solution Overview

HireLink provides a comprehensive digital marketplace that addresses these pain points through verified provider profiles, transparent pricing, rating systems, secure payments, and AI-powered matching algorithms. The platform is designed with India's diverse population in mind, supporting regional languages and low-bandwidth optimization.

2. Market Analysis

2.1 Target Market

Primary Market (Users):

- Urban and semi-urban households in India
- Small and medium businesses requiring maintenance services
- Property managers and housing societies
- Age group: 25-55 years with smartphone access

Primary Market (Providers):

- Individual skilled workers (plumbers, electricians, carpenters, etc.)
- Small service businesses and contractor teams
- Certified technicians for appliance repair

2.2 Competitive Analysis

Competitor	Strengths	Weaknesses	HireLink Advantage
Urban Company	Brand recognition, trained professionals	Premium pricing, metro focus	Affordable, tier-2/3 focus
Housejoy	Wide service range	Limited cities, quality issues	KYC verification, AI matching
JustDial	Large database, brand trust	Directory only, no booking	End-to-end platform

3. User Personas

3.1 Persona 1: The Urban Professional (User)

Name	Priya Sharma, 32
Occupation	IT Manager, Bangalore
Pain Points	Limited time to search for services, worried about unknown workers, wants transparent pricing
Goals	Quick booking, verified providers, cashless payment, track service status
Tech Savviness	High - comfortable with apps, online payments

3.2 Persona 2: The Skilled Worker (Provider)

Name	Ramesh Kumar, 38
Occupation	Electrician with 15 years experience, Lucknow
Pain Points	Inconsistent work, relies on word-of-mouth, cannot showcase portfolio, struggles with scheduling
Goals	Steady income, build reputation, easy job management, timely payments
Tech Savviness	Medium - uses WhatsApp, needs simple UI, Hindi language preferred

4. Feature Specifications

4.1 MVP Features (Phase 1)

Priority: Must Have

Feature	Description	User Stories
User Registration	Phone/email signup with OTP, basic profile creation	US-001, US-002
Provider Onboarding	Profile creation, service listing, KYC upload	US-003 to US-006
Location Search	GPS/pincode-based provider discovery with filters	US-007 to US-010
Booking System	Request, accept, track booking lifecycle	US-011 to US-016
Rating & Reviews	Post-service feedback with star ratings	US-017, US-018
Basic Messaging	In-app chat between user and provider	US-019, US-020

4.2 Enhanced Features (Phase 2)

Priority: Should Have

- Payment Integration:** Razorpay/UPI integration for secure transactions
- Push Notifications:** Real-time alerts for bookings, messages, reminders
- Provider Dashboard:** Analytics, earnings tracking, calendar management
- Multi-language Support:** Hindi, Tamil, Telugu, Bengali interface options
- Admin Panel:** User management, dispute resolution, reports

4.3 AI Features (Phase 3)

Priority: Nice to Have / Future

- Smart Matching Algorithm:** ML-based provider recommendations
- NLP Chatbot:** Voice/text issue description with auto-categorization
- Image Recognition:** Photo-based problem diagnosis
- Dynamic Pricing:** AI-driven price estimation and suggestions
- Fraud Detection:** Behavioral analysis for fake profiles/reviews
- Predictive Scheduling:** Optimal appointment slot recommendations

5. User Stories

5.1 User (Service Seeker) Stories

ID	User Story	Acceptance Criteria
US-001	As a user, I want to register using my phone number so that I can quickly create an account	OTP received within 30s, account created
US-007	As a user, I want to search for service providers near me so that I can find help quickly	Results show within 2 seconds
US-011	As a user, I want to book a service provider so that my issue gets resolved	Booking confirmed notification
US-017	As a user, I want to rate and review the provider so that others can make informed decisions	Review visible on profile

5.2 Service Provider Stories

ID	User Story	Acceptance Criteria
US-003	As a provider, I want to create a profile showcasing my skills so that I can attract customers	Profile visible in search
US-005	As a provider, I want to set my service area so that I only receive relevant bookings	Only matching requests received
US-012	As a provider, I want to accept/reject booking requests so that I can manage my schedule	Status updated in real-time

6. Success Metrics

6.1 Key Performance Indicators (KPIs)

Metric	Target (6 months)	Measurement Method
Registered Users	1,000+ users	Database count
Active Providers	200+ verified providers	KYC completion rate
Booking Completion Rate	> 80%	Completed/Total bookings
Average Rating	> 4.0 stars	Review aggregation
User Retention (30-day)	> 40%	Analytics tracking

6.2 Academic Project Evaluation Criteria

- Functionality:** All MVP features working as specified
- Code Quality:** Clean architecture, proper documentation, test coverage
- User Experience:** Intuitive interface, responsive design, accessibility
- Innovation:** AI feature implementation, problem-solving approach
- Documentation:** Comprehensive technical and user documentation

7. Project Timeline

7.1 Development Phases

Phase	Duration	Deliverables
Planning	Weeks 1-2	SRS, PRD, System Design, DB Schema
Backend Dev	Weeks 3-6	APIs, Database, Authentication, Core Services
Frontend Dev	Weeks 4-8	React UI, Responsive Design, Integration
Integration	Weeks 7-9	Third-party APIs, Payment, Maps, Notifications
Testing	Weeks 8-10	Unit Tests, Integration Tests, UAT
AI Features	Weeks 9-11	Recommendation Engine, NLP Features
Deployment	Week 12	Cloud Deployment, Documentation, Demo

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