Guru.in is the site where people come to list themselves and to find other people & expert professional by cities & zip codes. It works like a yellow page. All labels of this site are multi-lingual.

Four types of activities user can do in this site –

1. Search list of members and filter the result by different criteria (no registration required)
2. Register as company (part of future implementation)  
   Do you mean this is not belongs to this scope?
3. Register as member
4. Register as member and list his/her profile and get it verified
5. Registered member can list himself as expert/guru under one or more than one expert category  
   Does expert and gurus are same thing?
6. Registered member can contact other member through internal messaging system/email forwarding  
   Do you mean, members can send messages to each other by sending emails only?
7. Saved search page
8. Create listing service for franchisee
9. Post & Receive Job, Certification, Verification, Facebook like messaging, Calendar, Blog, Q&A, Forums, Feed (part of future implementation)  
   Do you mean all the above (Post & Receive Job…) are for future implementation and not in this scope?

**Search list of members and filter the result by different criteria**

To start with, in the home page user gets following option –

<***Type in Keyword / Name / Category***> <***Choose City/Zip Code*** > <***Enter to Search***>

‘Type in Keyword / Name / Category’ is an auto suggest box. This is 5 words sensitive at most. When user types in, it searches the category list to find if there is any match. If it finds the match it list that as suggestion dropdown. It is followed by peoples name matching and then followed by details of user. In case of detail of user 3 words matching from the start of keyword is displayed.

Please explain with example.

‘Choose City / Zip Code’ is also an autosuggest box and it list city name as suggestion followed by matching zip code.

Providing both keyword field and city name/zip code is must to proceed with the search.

Below search area there will be navigation links call search member name by alphabet. This will list links for A to Z. If user clicks on the links then also they will be taken to the search result page. *(These links will basically help other search engine crawler to pick up data from this site and list as part of their search result.)*

Note: When a user come to site their country will be automatically selected in the top right corner. They will be able to change the country from that dropdown. All search is that country specific.

Note: details of user is a dummy column of any length which stores all user details in concatenated format after removing common keywords like ‘a’, ’an’ ,’is’, ’am’, ’on’, ’before’ etc using FULLTEXT feature.

Note: All auto suggestion boxes in this site operate as follows. When user clicks on the box a dropdown appear with first 10 entries. As user types in the box, matching 10 results are shown. So as user types ahead get better and better filtered result in the dropdown. At any point of time he can click on the dropdown and can select an item. Or he can simply reply on what he has typed so far and can press enter to move to next step.

**Search result page & advanced search filter**

Search result page initially list all results based on following criteria –

1. If keywords match exactly as any category name (may be after excluding a trailing character - ‘s’), then it list all result matching that category.
2. Else keywords are matched against name of the users. In this case first it will consider all results matching all the keywords followed by last keyword dropped and so on so forth. This result is then union (all) with matching details of user with the keywords and total result is then ordered uniquely using a group by clause. To achieve this alternatively one can use mysql FULLTEXT search with order by on MATCH return value on detail column.

Search result also shows a link ‘change city’ at the top of the page beside city name.

Also beside search keyword input box there will be a checkbox called ‘keep filter’. If user clicks that checkbox and search another keyword then right hand side search filter will remain intact. Since on the right hand side category is selected most of the time in search result page, in effect that will help user drilling better filtered result under that category.

In case no result is found system will search cache to find nearest keyword (or phrase) invoked by other users, and will show as suggestion at the top of page. On clicking the suggestion phrase that search will be executed. Each item in this cache gets a face down (or a counter decrement) every end of day and if the counter value falls below 10 then that item is removed from the cache. By that way it ensures that suggestion cache is filled with data which is mostly invoked by users as valid keyword (or phase). Also a particular phrase (or keywords) is pushed into this cache only if at least one result with all the keywords in phrase is found in search.

Once search result is displayed following common filters are displayed on the right hand side of the page –

1. Choose Zip code/Popular Place (list only those matching the result in auto suggest mode)
2. Choose KM/Miles from Zip code
3. Choose Age Range (dropdown list)
4. Choose Language (list only those matching the result in auto suggest mode)
5. Choose Category (list only those categories & sub categories matching the result in auto suggest mode)

If user chooses a particular category then that category specific advanced filters are displayed below common filters. These filters are related to the service that user provide as expert/guru under a particular category. For top level category admin specifies which filters are applicable viz. rate and schedule.

Also when category is selected experts info is used for location, language match in search. Otherwise, user’s basic info is used for location, language match in search.

When category is selected, beside ‘change city’ link on the top of the page, there comes another link ‘show me online gurus/experts across cities’.

User (if logged in) will be able to save his search criteria by specifying a tag name against it. There will be a link on the top of the page called saved search.

Each search result page should have appropriate meta tags.

Clicking search item in the search result page, visitor can view the profile page. If they wish and logged in can also report abuse or give feedback note against any profile.

Note: details of user is a dummy column of any length which stores all user details in concatenated format after removing common keywords like ‘a’, ’an’ ,’is’, ’am’, ’on’, ’before’ etc using FULLTEXT feature.

Note: Each search query in database will be cached for 1 hour, page wise. It means new profile entry will take 1 hour to show up in search result.

Note: Popular place : zip code relation is N:N.

Note: Nearest suggestion keyword (or phase) will be found using ‘SOUNDS LIKE’ first. If no result found each individual keyword will be matched along with and operation Levenshtein distance (stored) function on entire phrase. Max allowable Levenshtein distance will be 2. Individual keyword matching (as mentioned above) could be combination of like and or operation or just full text search. It is recommended that this table is maintained using MYISAM engine and FULLTEXT search gets used. So sequence of operation will be as followed – 1. Sounds Like 2. FULLTEXT search + Levenshtein distance 3. Like OR operation + Levenshtein distance.

**Register as company (part of future implementation)**

Following information is required to complete company registration process:

1. Company Name (this is mandatory)
2. Email (this is mandatory)
3. Country (mandatory dropdown selection)
4. State (mandatory dropdown selection)
5. City (mandatory dropdown selection)
6. Zipcode (mandatory dropdown selection)
7. Address (mandatory input box)
8. Phone (mandatory input box)

On successful registration, verification email is forwarded to email account. Only verified company account can take following actions:

* Create employee profile: This process is same as editing user profile by user. On profile creation, verification email is forwarded to employee’s inbox
* List employee profile (not verified yet)
* Edit employee profile
* Resend verification code to employee’s inbox

On successful verification of employee account it becomes search sensitive for public consumption. Also after verification, at any point of time employee account could be detached from the company account on request from ether of the parties, i.e. company or employee.

**Register as member**

Following information is required to complete user registration process:

1. Name (this is mandatory)
2. Display Name (this is optional)
3. DOB (age is displayed) (this is mandatory)
4. Gender (this is mandatory)
5. Email (this is mandatory & it never get displayed)
6. Country (mandatory dropdown selection)
7. State (mandatory dropdown selection)
8. City (mandatory dropdown selection)
9. Zipcode (mandatory dropdown selection)
10. Languages (dropdown selections)

On successful registration, verification email is forwarded to user account. Only verified account become search sensitive.

**Register as member and list his/her profile and get it verified**

Profile enables user to provide following information section wise:

Basic Info

1. Name (this is mandatory)
2. Display Name (this is optional)
3. DOB (age is displayed) (this is mandatory)
4. Gender (this is mandatory)
5. Profile Picture
6. Email (this is mandatory & it never get displayed)
7. Country (mandatory dropdown selection)
8. State (mandatory dropdown selection)
9. City (mandatory dropdown selection)
10. Zipcode (mandatory dropdown selection)
11. Languages (dropdown selections)

Personal Info

1. About Me
2. Interested in Domains (auto suggest enabled) [upto 5 max]
3. Websites [upto 5 max]
4. Address (input box)
5. Phone Office (input box)
6. Phone Home (input box)
7. Mobile (input box)

Professional Info

1. Companies with work duration and location (auto suggest enabled)
2. About

Education Info

1. Institutions with study duration and location (auto suggest enabled)
2. About

All sections will have visibility permission. Visibility permission will have three modes only – visible to all, visible to logged in member, visible to me. If visibility permission is ‘visible to me’ then that becomes search insensitive.

Each profile page should have appropriate meta tags.

Member can apply for getting his profile verified by the site. All they need is to upload some scanned document (as stipulated in the verification page) and wait for admin’s response. Once admin accept the request for further processing an email is send to the member account for paying processing fee. Once processing fee is paid admin carry forward the verification process offline and then set the account as verified.

Note: In future this site may immerge as social networking site so there will be new concept of friend network in future. Hence fourth visibility mode will be supported viz. visible to friend only. However visible to friend only mode works like visible to logged in member as far as search sensitivity is concerned. Though, it is true that detail profile is visible to friend only based on visibility permission.

Note: In future (phase 2), user will be able to pre populate his profile data from his Linkedin profile.

**Registered member can list himself as expert/guru under one or more than one expert category**

To list as guru/expert user need to provide following information –

1. Service Name (input box)
2. Service Type (options are online, offline, both)
3. Category (auto suggest enabled) (list categories & sub categories by bread crumb separator)
4. Country (mandatory dropdown selection)
5. State (mandatory dropdown selection)
6. City (mandatory dropdown selection)
7. Zipcode (optional dropdown selection)
8. Address (optional input box)
9. Language (mandatory dropdown selection)
10. Online Contact Infos (Skype, Yahoo, Gtalk, MSN Live) [will be visible to logged in member only]
11. Phone [will be visible to logged in member only]
12. Mobile [will be visible to logged in member only]
13. Tags (user can specify comma separated tags and they will be search sensitive)

Did not found this page in wireframe.

A user can provide multiple services up to max 5 services. Each service he adds requires admin’s approval before it get published and become search sensitive.

For each top category (i.e. root level category only), admin will set some additional field of information required from pool of options viz. schedule, rate and portfolio. These information will be asked during service creation though they are optional. These infos will be displayed as part of service profile of the user.

These additional infos will be used as search filter in the search result page as well.

Member can set his service as features as well for top search ranking. Cost will depend on his depth of category, language and location specification. Person whose service is listed for the entire state will certainly pay more that a person whose service is listed for a city only. Again getting featured ‘online’ is costlier than getting featured for any specific location because online means across cities. One can get featured both online and offline by paying separately for the same. To become featured member needs to contact admin directly and pay offline. Once this process is done, admin set that service as featured and/or online featured.  
Do you mean payment will be managed offline, So no payment gateway required in this scope?

Note: It is envisaged that generalist will choose category having less depth, while specialist will choose leaf level categories. Expert who is in the middle tier will have to declare himself as generalist or as a specialist. Otherwise he has to create multiple service names (though it is not recommended). That way system will empower the information seeker with appropriate contacts he is looking for through this site.  
Please explain with more details about generalist, specialist, Expert and Gurus.

Note: In portfolio user will be able to upload 3 images.

**Registered member can contact other member through internal messaging system or email forwarding**

At this moment there is a link send message in user profile page. If someone (loggedin member) clicks there and sends a message then, that will be forwarded to the email address of the profile owner. This message will not be stored in the system.

A registered member can send at most 20 messages in a day.

In future this system will operate differently as described below:

Each member profile will have a link to send internal message to that person. Additionally there will be inbox and sent items page in user logged in section. User can reply to any message received in the inbox section. There will be a compose message section in the inbox and it will list only people whom this user has sent message or received message from in recent time. Inbox will have a setting for receiving email notification for each message received in his inbox.

**Saved search page**

In this page it will list all saved search criteria by tag name (what user specified while saving the search in the search result page). User can save up to 20 searches. Anytime he can edit the tag name of his search.

**Create listing service for franchisee**

Any registered member can become franchisee by creating listing service. One can save up to 3 listing services.

Where user can create new listing service for his website specifying following information:

1. Country
2. State
3. City
4. Category
5. Language
6. Input a sub domain prefix (like ‘tody.guru.in’, here ‘tody’ is the prefix, ‘www’ not allowed)
7. Select theme from four options
8. Input a DNS CNAME (like [www.tody.com](http://www.tody.com))
9. Header HTML
10. Footer HTML
11. Custom CSS
12. Expected max hit per hour

Specifying at least one of the information – location, category or language is must. All other fields in the above form are mandatory. While specifying location he can specify it in any level i.e. country, state or city. Similarly, he can specify category also in any level – it could be top level category or a mid level category or leaf level category.

A user can create up to 5 listing services. Each listing service created requires admin’s approval before activation.

Listing service provides filter options down in the category tree, creator has selected. Same is true for location. Otherwise listing service web site provides all the features that [www.guru.in](http://www.guru.in) provides except following:

1. User wants to register his service as guru/expert in other category than what is available in that franchisee site, he needs to click the link ‘register via guru’ and that will take him to the guru site to complete the process.   
   Please explain with more details and examples.

Why will user start listing service? Revenue from Google ad is shared with user if visitor access that listing service pages and for this purpose view count is recorded. Total revenue earned (both through CPC & CPM) by [www.guru.in](http://www.guru.in) from Google ad is shared based on that view count recorded. View count should be tracked via session to make it unique count as much as possible. (Note: if cookie is not available i.e. it is robot, view count should not be added).

*We need to verify whether that Google’s JavaScript ad snippet counter will work on third party URL or not while giving credits to the* [*www.guru.in*](http://www.guru.in)*.*

Also each member get registered through franchisee site is tracked. So that when this member become verified or get his service featured, guru.in can share revenue with the franchisee.

Payment to the franchisee is mad offline.

Note: HTML purifier will be used for the fields Header HTML & Footer HTML, for XSS attack protection.

Note: In future (phase 2), API service will be provided for franchisee, so that they can build his custom website.

**Comments:**

1. Askliala.com we need to discuss.
2. dmoz.org is to be discussed.
3. Need to discuss about facebook login. This may not work in franchisee site.
   1. Does register as company is not in this scope?
   2. I found two signup pages for members.   
      <http://91.biz/o/guru/wireframe/home%20and%20signup/signup.jpg>  
      <http://91.biz/o/guru/wireframe/registerpage/Register%20as%20member.jpg>  
      Does these two belongs to different user types?
   3. There is no use of payment gateway in this scope.