

ConnecWrk Pre-Login Surfaces – RAG Master Spec

Doc Scope

This document defines *all* public / pre-auth surfaces of ConnecWrk and how they map to: - User value (what a visitor can do before signup) - UI behavior (what they see) - API / data dependencies (what powers the screen) - Auth gates (what requires login) - Growth flows (how we convert them to signup/login) - Retrieval-Augmented Generation (RAG) ingestion plan, including namespace layout, chunk strategy, metadata schema, safety notes, and answer patterns.

Covered routes: - `/` (Homepage / Hero)
- `/?login=...` (Login modal state)
- `/?signup=...` (Signup modal state)
- `/vendor-registration/` (also surfaced in nav as "VRF Form")
- `/msme-networking-platform/` (MSME landing)
- `/freelancer-networking-platform/` (Freelancer landing)
- `/talent-services/` (Talent Connect landing)
- `/articles/` (Public content hub)
- `/articles-details?articleId=:id` (Article deep read — referenced for RAG completeness even though screenshot showed `/articles/` list view only)

1. Global Pre-Login Header / Navigation Bar

1.1 What the visitor sees

Across all public marketing pages, header is consistent: - **Logo:** CONNECWRK brand mark - **Primary nav links:** - MSMEs - Freelancers - Talent - Articles - VRF Form (Vendor Registration Form / Vendor Registration Flow) - **Auth CTAs:** - Login - Sign Up (orange pill button) - (On some pages) Search bar scoped to that surface (for example in `/articles/` the search input says Search articles...)

1.2 Purpose

- Presents ConnecWrk as *one platform with multiple tracks*: MSME growth, Freelancer marketplace, Talent booking, Knowledge Hub.
- Makes authentication constantly one click away.
- Normalizes "VRF Form" as a serious/commercial intake (signals to buyers that this isn't just social media).

1.3 Technical / system notes

- These pages are **public**. No bearer token required.
- Auth modals reuse the same core login/register components as logged-out hero. (See Sections 2 and 3)
- Header CTA state does **not** dynamically show "My Profile" because user is not logged in.

1.4 RAG ingestion guidance

Namespace suggestion: prelogin.global_nav

Chunking: 1 chunk for nav structure, 1 chunk for CTA logic, 1 chunk for messaging and platform pillars.

Critical metadata fields: - surface:"header" - isPublic:true - pillar:["msme", "freelancer", "talent", "articles", "vrf"] - cta:["login", "signup"]

Reason: When user later asks "Where do I sign up as a freelancer?" we want retrieval to surface both header CTA and the role-select step (Section 3.1), *not* internal developer notes about paid plans.

2. Homepage / - Hero Section (Unauthenticated)

2.1 Visitor-facing messaging

Large teal hero with white text: - **Headline stack:**

Connect.

Collaborate.

Grow.

- **Positioning line:**

"Welcome to ConnecWrk — the first *Made in India* business networking platform for MSMEs, Freelancers, Artists."

- **Primary actions:**

- Explore More (browsing / discovery path, keeps user unauthenticated)

- Sign Up (conversion path)

- **Product Introduction video card** on right: embedded player labeled PRODUCT INTRODUCTION, ~2:22 runtime.

- Purpose: prove legitimacy, explain value, feels like "we're real" for first-touch visitors.

2.2 Value promise (what the visitor learns without logging in)

- ConnecWrk is Indian-built, focused on business networking and deal-making.
- It's not just "social" — it's:
- MSME visibility and vendor discovery
- Freelancer hiring
- Talent booking for events / speakers / performers

2.3 Growth funnel / auth gating

- Clicking Sign Up launches role-aware registration flow (Section 3).
- Clicking Login (in header) opens login modal (Section 4).
- Visitor can lurk and read /articles/, browse /msme-networking-platform/, etc. with no login.

2.4 Data / API

- Hero content, video embed, marketing copy are static CMS / marketing config. No auth.
- No dynamic API calls required just to render hero.

2.5 RAG ingestion guidance

Namespace: prelogin.home.hero

Chunking: - Chunk A: tagline & "Made in India" story

- Chunk B: CTA semantics (Explore vs Sign Up)

- Chunk C: video explainer purpose

Metadata to attach per chunk: - surface:"home_hero" - audience:"all_visitors" - loginRequired:false - primaryCTA:"signup" - valueProps:["MSMEs", "Freelancers", "Artists"]

We absolutely want retrieval to say "ConnecWrk is the first Made in India business networking platform for MSMEs, Freelancers, Artists" when asked "What is ConnecWrk?" even if user never mentions MSME. So that tagline needs its own high-priority chunk, short (<500 chars), so it ranks well.

3. Signup Flow Surface /?signup=<token>

Screenshot context: right side card titled Sign up to start your journey on ConnecWrk with multi-field form.

3.1 User fields captured

Mandatory: - **Full Name - Email Address - Password** (6-10 chars with A-Z, a-z, 0-9, special; password visibility toggle icon) - **Interested To Register As** (dropdown)

- This is crucial: user self-identifies (MSME / Freelancer / Talent etc.) at signup already. - **Date of Birth (DD/MM/YYYY with calendar icon)** - Gender*** (Male / Female / Other)

Mandatory legal confirmations (checkboxes): - I accept ConnecWrk's Terms & Conditions and Privacy Policy. - I confirm that I am over 18 years of age and the information given by me is correct.

Optional marketing / lead-gen checkbox: - I agree to receive business enquiry through ConnecWrk platform. - This is lead-routing consent. It's how MSMEs/clients later contact you inside platform.

CTA button: **Generate OTP** - Flow is OTP-based email verification signup, not "submit and you're in". - That means sign-up is *verified identity style*, not throwaway email.

3.2 Purpose / Why this matters for conversion

- We segment early. Lead goes into the right on-platform vertical immediately:
- MSME → "Create Business Page"
- Freelancer → "Create Freelancer Page"
- Talent → "Create Talent Page"

- We also record marketing consent (can we forward you inbound leads?).
- We age-gate (18+ confirmation).

3.3 Backend / API expectations (inferred from platform patterns)

Likely POST `/api/auth/register` with:

```
{
  "fullName": "...",
  "email": "...",
  "password": "...",
  "registerAs": "MSME|Freelancer|Talent|Other",
  "dob": "YYYY-MM-DD",
  "gender": "Male|Female|Other",
  "acceptedTerms": true,
  "is18PlusConfirmed": true,
  "allowBusinessEnquiry": true[]false
}
```

Response: triggers OTP send → next step is email OTP verification.

3.4 RAG ingestion guidance

Namespace: auth.signup

Chunk strategy: - Chunk 1: Required fields & constraints - Chunk 2: Legal checkboxes & consent language - Chunk 3: OTP verification requirement and "why we ask role at signup"

Metadata: - `surface:"signup_form"` - `loginRequired:false` - `flowStage:"pre-otp"` - `collectsPII:true` (full name, DOB, gender, email) → mark for compliance answers - `legalRefs:["Terms & Conditions", "Privacy Policy"]`

Answer safety note for assistants using RAG:

If user asks "Can I sign up if I'm under 18?" → retrieve chunk with 18+ checkbox → answer "No, you must confirm you're 18 or older to proceed".

If user asks "Why do you ask gender?" → retrieve signup metadata → explain it's part of profile identity and analytics.

4. Login Flow Surface `/?login=<token>`

Screenshot context: right side card titled `Login`.

4.1 Login Form Fields

- **Email*** (required)
- **Password*** (required, with `Show` toggle)
- CTA button: `LOGIN`
- Link: `Forgot password?` → password recovery flow
- Link: `Login using OTP` → passwordless/OTP fallback

4.2 Purpose

- Give returning users instant access without navigating deep.
- Offer alternate frictionless login (OTP) to reduce abandon when user forgot password.

4.3 Backend / API expectations (inferred from platform patterns)

Likely POST `/api/auth/login`:

```
{  
  "email": "...",  
  "password": "..."  
}
```

Response: bearer token + profile bootstrap.

`Forgot password?` likely POST `/api/auth/forgot-password` with email.

`Login using OTP` is similar to signup OTP channel.

4.4 RAG ingestion guidance

Namespace: `auth.login`

Chunking: - Chunk A: credential login - Chunk B: password reset / forgot password - Chunk C: OTP login option

Metadata: - `surface:"login_form"` - `loginRequired:false` - `security:"email+password or OTP"`

Why this matters: if a user later asks "How do I log in to ConnecWrk?" the assistant should retrieve this chunk and answer with email+password OR OTP (not invent social login unless present).

5. MSME Landing `/msme-networking-platform/`

5.1 Visitor-facing messaging

Heading: "**Power Up Your MSME Brand On ConnecWrk**"

Support copy: ConnecWrk offers an ecosystem where MSMEs can: - "discover new clients" - "find verified vendors" - "collaborate with skilled freelancers and artists — all in one place."

Three core benefit cards: 1. **Verified business profile**

- A professional Business Page helps acquire new customers and keep current ones engaged.
- 2. **Be discovered by potential clients and partners**
- Read/share relevant content. Stay updated with news, insights across MSME sector.
- 3. **Find freelancers, artists, and service providers**
- Increased visibility for the business, ability to reach a wider target audience.

Callout block:

"Establish your business presence on ConnecWrk today."

CTA button: **Create Business Page** →

Below: **Featured MSMEs** grid, includes logo, short description, sometimes location.

Also a CTA: **View All MSMEs** →

5.2 What a logged-out visitor can already do

- View real MSMEs (social proof / credibility).
- Understand this is for *business visibility + vendor discovery*, not just for job seekers.
- Click "View All MSMEs" to explore directory (public browsing).

5.3 Conversion funnel

- Clicking **Create Business Page** :
- If not authenticated → auth modal (signup/login)
- After auth, redirected to **/cbp** (Create Business Page wizard inside the app).

5.4 Public data / API powering Featured MSMEs

From MSME PreLogin spec: - `GET /api/msme/offlineAllMsmeListing?page=1` - Public, requires `x-api-key` header (public key, not user bearer token). - Returns list of MSME entities: businessName, logo, description, location, etc. - UI only shows first ~6 as "Featured MSMEs". - Secondary CTA **View All MSMEs** (route: `/msme/listing`) exposes full public catalogue. - Clicking an MSME card → `/msme?mId=<id>` public business profile page.

5.5 RAG ingestion guidance

Namespace: `prelogin.msme`

Chunk plan: - Chunk 1 (value): "Why should an MSME join ConnecWrk?" - Chunk 2 (features): Verified Business Page / discoverable / hire freelancers & artists - Chunk 3 (conversion): What happens when I click "Create Business Page"? - Chunk 4 (API): `offlineAllMsmeListing`, `x-api-key`, Featured MSMEs usage

Metadata: - `audience:"msme_owner"` - `cta:"Create Business Page"` - `requiresLoginAfterCTA:true` - `publicDirectoryAvailable:true` - `api:"/api/msme/offlineAllMsmeListing"`

We want RAG answers like: "As an MSME you can create a verified Business Page, get discovered by clients and partners, and find freelancers/artists. You start by clicking Create Business Page, which will ask you to sign up/log in."

This chunk should *not* drift into freelancer benefits unless user asks.

6. Freelancer Landing `/freelancer-networking-platform/`

6.1 Visitor-facing messaging

Headline: "Why should Clients and Freelancers be on ConnecWrk?"

Two-column value prop:

For Clients looking for Freelancers: - *Describe your assignment* → Post for free, outline scope. - *Connect with freelancers* → Connect directly or receive offers. - *0% Service Fee* → ConnecWrk charges **no fee from clients**.

Benefits for Freelancers: - *Find Assignments* → Create profile, get matched to assignments. - *Connect Directly* → Talk straight to clients who need freelancers. - *0% Commission* → ConnecWrk charges **no commission from freelancers**.

CTA section near "Featured Freelancers": - `View All Freelancers` → - Implicit CTA (not always a button in screenshot, but flow): Register as Freelancer → auth modal → `/register-freelancer` after login.

6.2 Featured Freelancers block

- Shows curated freelancer cards: avatar, name, role/specialization, star rating if available.
- Sorting logic (client-side enrichment, described in earlier spec):
- Freelancers **with profile photo + ratings/reviews** first.
- Then freelancers **with photo only**.
- Then freelancers **without photo**.
- Within each bucket, sort by rating (higher first, then review count).
- Data is collected by iterating public pages until enough strong profiles (~6+) are found.

6.3 Public data / API powering Featured Freelancers

- `GET /api/project/offlineAllfreelancerlist?page={page}`
- Public; uses `x-api-key` header instead of bearer token.
- Called repeatedly `page=1..10` (safety cap) until we find enough freelancers with decent presentation.
- Profile links:
 - `/freelancer/listing` → full public directory.
 - `/freelancer?freelancerId=<userId>` → public freelancer profile detail.

6.4 Conversion funnel

- When visitor clicks "Register as Freelancer" or similar onboarding CTA:
- If logged out → auth modal (Login/Sign Up).
- After success → taken to `/register-freelancer` internal onboarding.

6.5 RAG ingestion guidance

Namespace: `prelogin.freelancer`

Chunk plan: - Chunk 1: Why clients should use ConnecWrk to hire freelancers (0% service fee, direct connection) - Chunk 2: Why freelancers should join (0% commission, find assignments) - Chunk 3: How "Featured Freelancers" list is built / credibility signal - Chunk 4: API (`offlineAllfreelancerlist`) + multi-page enrichment + rating/photo sort logic - Chunk 5: Conversion funnel → auth → `/register-freelancer`

Metadata: - `audience:["client","freelancer"]` - `feeStructure:{client:0,freelancer:0}` - `cta:"Register as Freelancer"` - `publicDirectoryAvailable:true` - `api:"/api/project/offlineAllfreelancerlist"`

Why: when a visitor asks "Do you take commission from freelancers?", retrieval should pull the `feeStructure` metadata.

7. Talent Connect Landing `/talent-services/`

7.1 Visitor-facing messaging

Heading: "Welcome to Talent Connect" Subtext:

"Artists can create and showcase their profile to get connected with prospective clients.
And Clients can discover talent for their upcoming event!"

Section: **What is Talent Connect?** - ConnecWrk bridges clients and global Artists/Talent to get discovered and build business associations. - Two explicit roles: 1. **For Talent** (business speakers, trainers, artists, performers, MCs, etc.):

- Platform helps market them to reach a broader audience. 2. **For Clients (companies, associations, individuals):**

- We act as a bridge: find top talent, negotiate terms, hire them for events, off-sites, training programs.

Section: **Why Choose Talent Connect?** - *One-Stop Platform*: Find and hire talent for your event, offsite, or training. - *Extensive Talent Network*: Speakers, thought leaders, economists, coaches, entertainers, celebrities, MCs. - *Streamlined Process*: ConnecWrk team can help handle contracts, negotiations, logistics, transportation, accommodation.

7.2 Featured Talent (not shown in screenshot but defined in TalentArtistPage spec)

- Curated profiles of talent with images, categories (e.g. "Business Speaker", "MC / Host"), availability.
- Publicly browsable without logging in.

7.3 Contact / booking funnel

- For corporate / event planners:
 - Browse `/talent/listing` (public directory).
 - View talent profile `/talent?talentId=<id>`.
- Send enquiry (typically via `sendenquiry` API post-auth, but cold lead can also reach out via `mailto:info@connecwrk.com` which is surfaced on Talent pages).
- For talent themselves:
 - Click "Register" CTA (mirrors freelancer onboarding) → auth modal → onboarding to create talent profile (often reusing freelancer onboarding channel `/register-freelancer`).

7.4 Public data / API powering Featured Talent

- `GET /api/talent/offlineAlltalentList?page=1`
- Public via `x-api-key` (no bearer token).
- Drives "Featured Talent" / "View All Talents" sections.
- Public routes:
 - `/talent/listing`
 - `/talent?talentId=<id>`

7.5 RAG ingestion guidance

Namespace: prelogin.talent

Chunk plan: - Chunk 1: What Talent Connect is (the two-sided marketplace: talent ↔ clients) - Chunk 2: Why a corporate/event planner should use Talent Connect (one-stop, vetted, contract support) - Chunk 3: Why a speaker/artist should join (visibility, negotiation support) - Chunk 4: API info (`offlineAlltalentList`) and public profile browsing - Chunk 5: Booking/lead funnel, including <mailto:info@connecwrk.com>

Metadata: - audience: ["talent", "event_planner", "corporate_hr", "training_manager"] - ctaTalent: "Create Talent Profile" - ctaClient: "Find/Book Talent" - whiteGloveSupport: true (because ConnecWrk helps with negotiation/logistics) - api: "/api/talent/offlineAlltalentList"

This lets assistants answer B2B-ish questions like "Can ConnecWrk help source a keynote speaker for our offsite and also handle logistics?" → Yes, and cite logistics/contract bullet.

8. Articles Hub /articles/

8.1 Visitor-facing UI

- Section title: **Recently Added**
Big feature card layout:
- Left: full-width image/thumbnail (hero image)
- Right: Article headline (e.g. "Why ConnecWrk Is a Game-Changer for MSMEs, Freelancers and Creators")
- CTA button: **Keep Reading**
- Search bar: **Search articles...** + search icon
- Secondary section: **"You May Also Like"**
- Horizontal cards including:
 - Article title
 - Short blurb / excerpt
 - Author (often "by ConnecWrk")
 - Publish date (e.g. "18 October 2025")
 - Thumbnail image

8.2 Purpose of /articles/

- Content marketing / thought leadership.
- Warm-up credibility for MSMEs, freelancers, corporate decision makers.
- SEO entry point.
- Nurtures trust before asking user to sign up.

8.3 Public data / API powering Articles

From ArticleDetails spec: - `GET /api/article/offlinearticlelist?page=1` - Public, via `x-api-key` header. - Returns array of article summaries: `id`, `title`, `thumb`, `author`, `publishedDate`, `excerpt`. - Clicking **Keep Reading** or a card → `/articles-details?articleId=<id>`.

Article details page (not in screenshot but known from spec): - Uses `GET /api/article/offlinearticledetail?articleId=<id>` (public `x-api-key`). - Returns: - `postTitle` - `postText` / `contentHtml` (rich formatted HTML) - `image` / `imageUrl` - Metadata (publish date, author) - Sidebar: "Latest Posts" (again driven by `offlinearticlelist`). - Social links: Facebook / X / Instagram / LinkedIn → brand awareness and follow intent.

8.4 RAG ingestion guidance

Namespace: `prelogin.articles`

Chunk plan: - Chunk 1: What `/articles/` gives you as a visitor (free insights, industry news, platform story) - Chunk 2: How "Recently Added" and "You May Also Like" are sourced - Chunk 3: API fields for `offlinearticlelist` / `offlinearticledetail` - Chunk 4: Social follow links and purpose (brand trust + ongoing updates)

Metadata: - `audience:["all_visitors","msme","freelancer","talent","corporate"]` - `requiresLogin:false` - `canReadFullArticleWithoutSignup:true` - `api:["/api/article/offlinearticlelist","/api/article/offlinearticledetail"]` - `seoEntryPoint:true`

Why: if someone asks "Can I read ConnecWrk content without creating an account?" RAG should confidently say "Yes, articles are public, you can read full posts including insights for MSMEs, freelancers, and creators."

9. Vendor Registration / VRF Form `/vendor-registration/` and `VRF Form` nav link

9.1 Purpose

- Acts as a lead-capture / intake flow for vendors to register with ConnecWrk, often in a B2B procurement / supplier verification context.
- The top nav shows `VRF Form`, positioning ConnecWrk as not just social but also as a structured vendor sourcing / compliance ecosystem.

9.2 Expected flow

- Clicking `VRF Form` or `/vendor-registration/` should:
- Show a structured form collecting vendor details.
- (Not in screenshots, but inferred) ask for business legal name, contact info, category, capabilities, certifications, etc.
- This is most aligned with MSMEs who want to be treated as vetted suppliers.

9.3 RAG ingestion guidance

Namespace: `prelogin.vendor_registration`

Chunk plan: - Chunk 1: Why VRF exists (vendor onboarding / verification / procurement readiness) - Chunk 2: Who should fill it (MSMEs, service vendors, maybe event vendors) - Chunk 3: Relationship to "Create Business Page" (VRF is more compliance / sourcing; Business Page is marketing/visibility)

Metadata: - audience: ["msme_owner", "service_vendor"] - requiresLogin:maybe (depends on implementation; treat as false in public marketing copy but final submission may force auth) - purpose:"vendor_verification_and_lead_capture"

Assistant answering "What is the VRF form in ConnecWrk?" should retrieve this and say: "It's a Vendor Registration / Vendor Registration Form that lets you submit your business for sourcing and verification so you can be discovered as a vendor." That shifts us toward B2B procurement language (good for enterprise leads).

10. Cross-Surface Growth Mechanics (Pre-Login → Auth → Role-Specific Onboarding)

10.1 Repeated pattern across MSME / Freelancer / Talent pages

- Public landing teaches value.
- Featured carousel shows real people/companies for proof.
- Strong CTA pushes user into a role-specific onboarding flow.
- If logged out, ConnecWrk does NOT dump you into a dashboard immediately — it first opens Login/Signup modal.
- After successful auth, you are deep-linked into:
 - /cbp (Create Business Page) for MSMEs
 - /register-freelancer for freelancers / talent
 - or equivalent talent onboarding form

10.2 Why this matters (product POV)

- We don't ask a cold visitor to "figure out the platform". We ask them to *declare intent*, then we funnel them straight into building the most relevant asset:
- Business Page (MSME credibility asset)
- Freelancer Profile (hire-me asset)
- Talent Profile (book-me asset)

10.3 RAG ingestion guidance

Namespace: prelogin.conversion_flow

Chunk plan: - Chunk 1: Explanation of role-based onboarding and deep link after login - Chunk 2: Mapping table (MSME → Business Page, Freelancer → Freelancer Profile, Talent → Talent Profile) - Chunk 3: Why ConnecWrk does it (faster time-to-value, marketplace liquidity)

Metadata: - conversionStyle:"role_based_onboarding" - postAuthRedirects:{ "msme": "/cbp", "freelancer": "/register-freelancer", "talent": "/register-freelancer" } - firstStepAfterSignup:"create_profile_asset"

When a stakeholder / user asks "After I sign up, what happens next?" we want retrieval to return this mapping instead of generic "you get a dashboard". This is a big differentiator vs LinkedIn.

11. Privacy / Legal Touchpoints surfaced pre-login

11.1 Surfaces

- Signup form contains explicit checkboxes:
- Accept Terms & Conditions
- Accept Privacy Policy
- Age confirmation (18+)
- Consent to receive business enquiries via ConnecWrk

11.2 Implications

- ConnecWrk is treating the platform as a business marketplace (leads are forwarded to you) → *not* just a social feed.
- Legal acceptance is logged at signup time and can be referenced later for compliance/audit (ties into consent endpoints documented elsewhere in Privacy Policy spec).

11.3 RAG ingestion guidance

Namespace: `prelogin.legal`

Chunk plan: - Chunk 1: The exact consents required at signup - Chunk 2: The "18+" requirement - Chunk 3: Lead-sharing consent language ("I agree to receive business enquiry through ConnecWrk platform") and what it implies for discoverability

Metadata: - `requiresLogin:false` - `collectsPII:true` - `ageRequirement:"18+"` - `consents:["T&C","Privacy Policy","lead_enquiry_consent"]`

This is heavily used when answering compliance / privacy / legal audit questions in chat later.

12. RAG Pipeline Architecture for Pre-Login Surfaces

This section is specifically for search/retrieval engineers and AI assistants that will answer questions about "What is ConnecWrk?", "Why should I join as X?", "How do I sign up?".

12.1 Namespaces (top-level)

We propose these namespaces for vector / keyword retrieval: 1. `prelogin.home.hero` 2. `prelogin.msme` 3. `prelogin.freelancer` 4. `prelogin.talent` 5. `prelogin.articles` 6. `prelogin.vendor_registration` 7. `prelogin.global_nav` 8. `prelogin.conversion_flow` 9. `auth.signup` 10. `auth.login` 11. `prelogin.legal`

Why per-vertical?

Because questions come in role-colored language. ("I'm an MSME" vs "I'm a freelancer" vs "I plan corporate events, how do I book talent?")

We want those queries to hit the correct namespace without forcing a giant mixed chunk.

12.2 Chunking Rules

- **Max chunk length:** ~800 characters body text (not tokens) so we can surface granular answers.

- **No mixed audiences in same chunk.** If a chunk is for freelancers, do not also mention MSMEs. That way a freelancer question doesn't pull MSME marketing copy.
- **One primary claim per chunk.** e.g. "ConnecWrk charges 0% commission to freelancers" should sit in its own chunk with metadata `{feeStructure:{freelancer:0}}`.
- **Critical CTAs and next steps always get their own chunk.** Example: "Click Create Business Page, you'll be prompted to sign up, then you'll land on /cbp to build your Business Page." That deserves a standalone chunk.

12.3 Required Metadata per chunk

Every stored chunk **must** carry:

- `surface`: e.g. "msme-networking-platform", "freelancer-networking-platform", "talent-services", "articles", "home", "signup", "login"
- `audience`: array of strings, e.g. ["msme_owner"], ["freelancer"], ["event_planner"], ["all_visitors"]
- `requiresLogin`: boolean (can I access this info without logging in?)
- `cta`: human-readable next step button text if any ("Create Business Page", "Register as Freelancer", etc.)
- `postAuthRedirect`: if CTA is gated behind auth, which route loads after auth (e.g. /cbp, /register-freelancer)
- `api`: list of public endpoints powering the section, if visible (e.g. `["/api/msme/offlineAllMsmeListing"]`)
- `feeStructure`: only if relevant, e.g. `{client:0, freelancer:0}`
- `legalRefs`: only if chunk touches Terms/Privacy/Age/Consent
- `collectsPII`: only if describing a form that takes personal data

This metadata lets us:

- Answer "Is it free for clients to hire freelancers?" by retrieving a freelancer chunk with `feeStructure.client`.
- Answer "Will you share my details publicly?" by retrieving signup/legal chunk that includes `collectsPII` and `lead_enquiry_consent`.

12.4 Safety / Compliance flags for assistant usage

- If a chunk has `collectsPII:true`, assistant responses MUST mention privacy / consent context and not hallucinate that "we never store anything".
- If `ageRequirement:"18+"`, assistant MUST answer clearly that you must be 18 or older to sign up.
- If `whiteGloveSupport:true`, assistant can tell event planners "ConnecWrk can assist with logistics and negotiation" — but MUST NOT promise guaranteed legal contract terms beyond what's in that chunk.

12.5 Retrieval Priority Hints

When answering:

- **"What is ConnecWrk?"** → prioritize namespace `prelogin.home.hero` (tagline, Made in India, connect/collaborate/grow) and `prelogin.conversion_flow` (role-based onboarding shows how platform works in practice).
- **"I'm an MSME" style queries** → bias toward `prelogin.msme` and not freelancer/talent.
- **"Do you take commission?"** → bias toward `prelogin.freelancer` feeStructure chunk.
- **"How do I book an emcee / speaker?"** → bias toward `prelogin.talent` chunks with `audience` containing `event_planner` or `corporate_hr`.
- **"Do I have to log in to read?"** → `prelogin.articles` shows full read without login.

13. End-to-End User POV Narrative (for CX, marketing, support, onboarding)

13.1 If I'm a brand-new visitor

1. I land on `/` and see "Connect. Collaborate. Grow." plus a video. I learn ConnecWrk is a Made in India business networking platform for MSMEs, Freelancers, and Artists.
2. I can click into:
 3. "MSMEs" → `/msme-networking-platform/`
 4. "Freelancers" → `/freelancer-networking-platform/`
 5. "Talent" → `/talent-services/`
 6. "Articles" → `/articles/` to just read real content.
7. I have not created an account yet.

13.2 If I'm an MSME owner

1. On `/msme-networking-platform/` I'm told I can create a verified Business Page, get discovered by clients/partners, and find freelancers/artists.
2. I see real MSMEs already on the platform (Featured MSMEs).
3. I click **Create Business Page**.
4. If I'm logged out, I get signup (name, email, DOB, etc.).
5. After signup + OTP, I'm dropped into `/cbp` (Create Business Page wizard).
6. My business now becomes part of the directory that buyers and partners can browse.

13.3 If I'm a freelancer looking for work

1. On `/freelancer-networking-platform/` I see client-facing promise: "0% Service Fee" and I see freelancer-facing promise: "0% Commission". Direct connection.
2. I scroll Featured Freelancers and understand how profiles look (photo, rating, skills).
3. I click something like "Register as Freelancer".
4. I'm asked to sign up or log in.
5. After login, I go to `/register-freelancer` where I create my freelancer profile.
6. Now clients searching assignments can reach me directly and I pay 0% platform cut.

13.4 If I'm planning an event and I need a speaker/MC/entertainer

1. On `/talent-services/`, Talent Connect explains that ConnecWrk will help me find talent, negotiate terms, and even coordinate logistics.
2. I can browse talent profiles publicly (`/talent/listing`).
3. I can open an individual talent profile (public) to review.
4. I can either send an enquiry (after authentication) or just email `info@connecwrk.com` if I want white-glove help for a business event/offsite/training.
5. If I am talent, I can also sign up and build my talent profile to get discovered.

13.5 If I just want to learn about the space first

1. I open `/articles/`.
2. I can read "Why ConnecWrk Is a Game-Changer for MSMEs, Freelancers and Creators" plus other industry articles — publicly, no login.
3. This builds trust before I hand over my details.

13.6 When I'm finally ready to commit

1. I click `Sign Up` anywhere.
 2. I fill out name, email, DOB, gender, role (Interested To Register As), accept Terms & Privacy, confirm I'm 18+, optionally allow business enquiries.
 3. I hit **Generate OTP**.
 4. After verification I'm placed directly into the right creation wizard (Business Page / Freelancer Profile / Talent Profile).
 5. I immediately start building a marketable asset, not wandering around wondering "okay what now?".
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14. What support / CX / sales teams can safely say (ground truth answers powered by this spec)

- "ConnecWrk is a Made in India business networking platform built for MSMEs, freelancers, and talent. You can browse MSMEs, freelancers, talent, and even read articles without logging in."
 - "If you're an MSME, you create a Business Page and get discovered by clients, partners, and service providers."
 - "If you're a freelancer, you can create a profile, find assignments, and connect directly with clients. ConnecWrk charges 0% commission to freelancers and 0% service fee to clients."
 - "Talent Connect helps companies and event planners find speakers, trainers, entertainers, and MCs. We can also support with negotiations and logistics."
 - "You must be 18+ to sign up. During signup we ask you to accept Terms & Conditions and Privacy Policy and to confirm if you're okay receiving inbound business enquiries."
 - "After you sign up, we immediately take you to build the asset that matters — a Business Page if you're an MSME, a Freelancer Profile if you're a freelancer, or a Talent Profile if you're talent — so you can start getting discovered."
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15. Gaps / TODO for Engineering + Docs

1. **Vendor Registration** (`/vendor-registration/` / `VRF Form`)
2. We should ingest final field schema (company legal name, GST, etc.) into `prelogin.vendor_registration`.
3. Add metadata `isComplianceOnboarding:true` so RAG can say "VRF is mainly for vendor verification / procurement readiness".
4. **Article Detail SEO metadata**
5. Capture article detail fields (publish date, author, social links) as chunks so assistant can answer "Where can I follow ConnecWrk?" with LinkedIn / X / Instagram / Facebook handles.
6. **Language / regional support**
7. When we localize (Hindi, etc.), we should store `language:"hi-IN"` in metadata for equivalent marketing chunks so multilingual RAG can route by locale.

8. Pricing / Premium upsell pre-login

9. Currently premium membership upsell is mostly visible post-login, but marketing copy may leak pre-login. Make sure fee/commission vs premium membership benefits aren't conflated in RAG.

10. Safety / Age

11. Because signup explicitly requires 18+ confirmation, assistant must never encourage under-18 onboarding. This is now encoded in `prelogin.legal` namespace.

TL;DR (internal, not for chunking):

All pre-login ConnecWrk pages are doing 3 jobs simultaneously: 1. Explain the platform's vertical value (MSMEs, Freelancers, Talent, Articles). 2. Prove legitimacy via public directories / featured cards / article content. 3. Capture intent and convert via role-based signup that immediately drops the user into creating the most valuable market-facing profile for their role.

Our RAG namespaces, chunks, and metadata in this spec are designed so assistants can answer: - "What is ConnecWrk and how is it different from LinkedIn?" - "How do I sign up as a freelancer and do you take a cut?" - "I'm an MSME, what do I actually get?" - "Can you help me book a speaker for my corporate offsite?" - "Do I have to log in to read your articles?" - "Why are you asking my DOB and gender when I sign up?"

...using ONLY grounded, approved marketing + workflow details captured above.