FAQ Module – Product, API, UX, and RAG Ingestion Specification

1. Page Identity

- **Page name (UI label):** FAQ / FAQ's
- **Public URL (logged-in + public web):** `https://connecwrk.com/faq/`
- **Primary purpose:** Self-serve help center for all major areas of ConnecWrk: onboarding, account, payments/premium, MSME Connect, Freelancer Connect, assignments, jobs, events, abuse reporting, etc.
- **Tone / Voice:** Trustworthy, platform-official, policy-aligned. Treated as source-of-truth for support answers.
- **Compliance surface:** Mentions policy, refunds, escalation, and rules → this content MUST always be available to RAG for safety/compliance answers.

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2. High-Level Feature Set (What the FAQ page does)

2.1 Expandable Q&A Accordion

- Page renders a long list of questions.
- Each FAQ item is collapsed by default and expands when clicked.
- Visual affordance: `+` icon (collapsed) → `-` icon (expanded).
- Only one FAQ answer is typically expanded at a time for readability (progressive disclosure).
- Smooth, instant expand (client-side only, no page reload).

2.2 Category Navigation Sidebar (left column in screenshot)

Sidebar sections include: 1. **FAQ's** (main default view) 2. **Privacy** (links user to platform privacy policy) 3. **Terms** (links user to platform terms of service) 4. **Refunds and Cancellation Policy** (payment + premium related) 5. **About** (what ConnecWrk is / trust messaging) 6. **Contact Us** (support pathways)

These sidebar links allow users to jump context without leaving the main `/faq/` route in UX terms. Some may internally scroll to anchors, some may navigate.

2.3 Embedded Support/Escalation Path

Several FAQ answers explicitly say: - If you need help → email support (e.g. `support@connecwrk.com`). - If someone is bothering you → contact us / report. - How to remove a contact. - How to get work, how to hire, how to post assignments. - What to do if you want to hire a freelancer but don't know whom.

2.4 Scrollback / Floating CTA

- Bottom-right floating button (teal square w/ up arrow) = scroll-to-top.
- Improves navigation for very long FAQ lists.

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3. Content Domains Covered in FAQ

Each FAQ item maps to one of these domains:

1. **Account & Access**
2. "Does one need to register for using features of ConnecWrk Platform?"
3. "Does one need to pay for using features of ConnecWrk Platform?"
4. "Once I have registered, how do I log in?"
5. "How can I change my personal details (email, DOB, etc.)?"

6. "How do I add a new entry to my professional experience?"

7. **Help & Support**

8. "If I need help with something related to ConnecWrk platform, who can I contact?"

9. Abuse / harassment escalation: "A member on ConnecWrk is bothering me. Who can I get in touch with?"

10. **Premium Membership / Payments / Commercials**

11. "What is Premium Membership of ConnecWrk?"
12. "Do I have to pay a fee to ConnecWrk when I pay my freelancer?"
13. Refunds & Cancellation policy (present in sidebar).

14. Non-refundable annual membership terms.

15. **MSME Connect**

16. "What is MSME Connect on ConnecWrk?"
17. "What is the MSME Job section?"
18. "Advantages of posting a job ad on MSME Job section?"
19. "Are there any charges for posting a job ad on MSME Job section?"

20. "How long will my job ad stay on ConnecWrk?"

21. **Freelancer Connect / Assignments / Hiring**

22. "What is Freelancer Connect on ConnecWrk?"
23. "Can ConnecWrk help find freelancers for me?"
24. "How do I get freelancing assignments through ConnecWrk?"
25. "What is 'Post an Assignment' on ConnecWrk? How does it work?"
26. "How do I post my assignment on ConnecWrk?"

27. "How do I pay my freelancer and what does it cost?"

28. **Events / Talent / My Events**

29. "How do I post an event on ConnecWrk?"
30. "What are 'My events'?"

31. Talent Connect questions ("Talent, Artist or Speaker?") sometimes appear in other pages but are thematically consistent.

32. **Social Graph / Connections**

33. "How do I remove a contact?"
34. "Can I post an article or view on ConnecWrk Timeline wall?"
35. Contact request / connection etiquette.

    RAG note: These domains = primary semantic clusters for retrieval.

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4. Typical User Journeys Answered by FAQ

1. **New User / Onboarding**
2. Do I have to register?
3. Is ConnecWrk free?
4. How do I log in after registering?

5. How do I build out my profile (experience, professional history)?

6. **Small Business / MSME**

7. What is MSME Connect?
8. How do I post jobs?
9. Cost and visibility of MSME job listings.

10. How long listings run.

11. **Client (Buyer of Services / Recruiter)**

12. How do I post an assignment to find a freelancer fast?
13. Can ConnecWrk help match me with a freelancer directly?

14. How do I pay the freelancer and do I owe ConnecWrk platform fees?

15. **Freelancer / Talent / Gig Worker**

16. How do I get work on ConnecWrk?
17. Where do assignments come from?

18. How do I showcase myself (Freelancer Connect / Talent pages / Events)?

19. **Abuse / Safety / Policy**

20. What if another member bothers me?
21. Who do I contact for help?
22. Where are Privacy / Terms / Refunds?

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5. API + Data (What powers `/faq/`)

The FAQ page *looks* static to the user, but below is what we need to document for engineering + RAG.

5.1 Content Load Strategy

- **Current behavior (in screenshots):** All Q&A bodies are already present client-side and simply toggled open/closed.
- **Implication:** The FAQ is effectively static/SSR or static/CSR. No per-question API call on expand.
- **Caching expectation:** Browser-level cache / CDN cache is acceptable. No auth required.

5.2 Support Email

- Shown inline (e.g. `support@connecwrk.com`).
- This is P0 business logic → if email changes, FAQ must update (and RAG index must refresh).

5.3 Linked Surfaces

FAQ answers refer users to: - Profile edit flows (personal data / experience sections in profile module) - Premium Membership module (`/premium-membership/`) - MSME Connect pages and MSME Job section - Assignment posting flow ("Post Assignment" entry point visible on Timeline banner) - Events creation / My Events dashboard

These cross-links are conceptually part of the document even if they're not in clickable `<a>` form in screenshots. RAG must preserve them as functional guidance.

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6. UI Anatomy (for Design / QA / Frontend)

6.1 Layout Regions

Left Column: Sidebar Nav - Card-style vertical nav list: - FAQ's (selected) - Privacy - Terms - Refunds and Cancellation Policy - About - Contact Us - FAQ's (appears again at bottom in screenshot → likely sticky nav or duplicated link for mobile/scroll)

Main Column: Accordion List - Each item: - Row header with the question text - `+` icon at far right - Divider line between items - On expand: answer text shows inline under the header - Arrow / plus icon flips to indicate open state (implementation detail)

Floating Scroll-to-Top Button - Bottom-right teal rounded-rectangle button with up-arrow - Click → scroll to page top smoothly

6.2 Visual Language

- White background card rows, thin grey separators.
- Questions are medium-weight text.
- Icons and borders are subtle gray.
- On hover: slight highlight/interactive cursor.
- Mobile: Sidebar likely collapses into a stacked section above accordion.

7. Error Handling / Edge UX

- FAQ content is static → no runtime fetch = near-zero runtime error cases.
- If future: FAQ pulled dynamically from CMS API, failure mode must:
- Render fallback static FAQ copy bundled with the app build.

- Log fetch error silently; never show raw error to user.

- Scroll-to-top button:

- Should degrade gracefully if `window.scrollTo({behavior:'smooth'})` not supported.

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8. Security / Compliance Surface

1. **Support / Harassment Guidance**
2. Page instructs users how to escalate harassment or abuse.
3. This is safety-critical content.

4. MUST be included in safety RAG namespace so assistants can answer:

   - "Someone is bothering me on ConnecWrk, what do I do?"
   - "How do I report a user?"

5. **Payments / Premium / Refunds**

6. FAQ references premium membership being paid yearly, non-refundable.
7. Also references no extra fee when paying freelancers directly unless otherwise stated.

8. MUST be accurately retrievable by RAG for billing / escalation.

9. **Data & Privacy**

10. Sidebar links to "Privacy" and "Terms" → legally binding docs.
11. FAQ also explains how to change personal info (email, DOB, etc.).

12. This intersects with Personal Data / Settings modules → PII-handling.

13. **Jobs & Assignments Workflow**

14. FAQ explains how to post jobs in MSME Jobs and post Assignments for freelancers.
15. This maps to compliance around fair hiring, anti-spam, etc. RAG answers must reflect official flow.

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9. RAG / Retrieval Augmented Generation Spec

This section defines how the `/faq/` content should be ingested into the knowledge base so assistants / copilots can answer user questions consistently.

9.1 Namespace / Collection

```
namespace: "connecwrk_faq"
collection: "faq_public"
doc_type: "faq_entry"
source_url: "https://connecwrk.com/faq/"
access_level: "public"
pii_level: "none"  // page is public, no per-user data
regulatory_surface: ["privacy", "terms", "refunds", "harassment_escalation",
"payments"]
```

9.2 Document Unit (what is a "chunk")

Each accordion Q&A becomes **one standalone chunked document** so retrieval can target the exact answer.

Chunk schema:

```
{
  "question": "How do I post my assignment on ConnecWrk?",
  "answer": "Step-by-step instructions, cost notes, visibility, etc.",
  "category": "Freelancer Connect / Assignments / Hiring",
  "audience": "Client/Hirer",
  "tags": ["assignments", "hire freelancer", "post work", "msme", "project
posting"],
  "last_crawled_at": "2025-10-29T00:00:00Z",
  "ui_section": "FAQ's main accordion",
  "criticality": "high",         // if it impacts money, safety, compliance,
or onboarding
  "escalation_contact": "support@connecwrk.com",
  "related_routes": [
    "/timeline/",                // Post Assignment CTA appears in timeline
banner
    "/premium-membership/",
    "/msme-connect/",            // logical feature; naming may vary in app
    "/freelancer-connect/"       // logical feature; naming may vary in app
  ],
  "policy_refs": ["Refunds and Cancellation Policy", "Terms", "Privacy"],
  "rag_version": 1
}
```

9.3 Chunking Rules

- **One FAQ → One chunk.** Do NOT merge multiple questions in the same chunk. This keeps recall precise.
- Preserve **verbatim wording** of the question as displayed in UI.
- Include the **full expanded answer body**, cleaned of UI fluff like "+" icons.
- Include any **calls to action** (e.g. "Email us at...", "Go to MSME Jobs section...").

- Append any **linked surfaces** that are implied (e.g. timeline post assignment card) so assistant can deep link logically.

9.4 Metadata Requirements (per chunk)

Mandatory metadata fields for retrieval filtering and ranking: - `category` (string): one of - `account_access` - `profile_management` - `premium_membership` - `payments` - `msme_jobs` - `freelancer_connect` - `assignments` - `events` - `abuse_safety` - `contacts_social` - `timeline_posts`

- `audience` (string): e.g. `new_user`, `msme_owner`, `freelancer`, `hirer`, `all_users`.

- `criticality` (enum): `low` | `medium` | `high`.

- High = legal/commercial/safety.

- `escalation_contact` (string or null): must include `support@connecwrk.com` if the FAQ text instructs to contact support or report harassment.

- `requires_login` (boolean):

- true → actions gated behind auth (e.g. posting assignments, editing profile, viewing "My events").

- false → generic explainer / marketing.

- `mentions_payment` (boolean): for cost/refund filtering.

- `mentions_premium` (boolean): specifically references Premium Membership.

- `mentions_policy` (boolean): if it references Privacy, Terms, Refunds, harassment policy, safety policy.

- `related_routes` (array[string]): internal routes/screens a user may have to visit to complete the described action.

- `last_crawled_at` (ISO8601): ingestion timestamp.

9.5 Redaction / PII / Safety Rules for RAG

- FAQ content does **not** expose personal user data. It references only platform concepts and the public support email. No redaction required.
- If an FAQ chunk includes screenshots with IPs, session info, etc. (not present here, but global rule): strip that data.
- We MUST keep harassment / abuse escalation language intact, because assistants rely on it to give correct safety guidance.
- We MUST keep anything related to payment terms, refundability, fees, and premium validity windows intact, because assistants rely on it for billing guidance.

9.6 Ranking Hints for Retrieval

- If user asks "how do I hire a freelancer / post work":
- Boost chunks where `category = assignments` or `category = freelancer_connect` and `audience = hirer`.
- If user asks about harassment / reporting:
- Boost chunks where `category = abuse_safety` and `criticality = high`.
- If user asks "is ConnecWrk free" / "do I need to register":
- Boost chunks where `category = account_access` and `audience = new_user`.
- If user asks about premium / refunds:
- Boost chunks where `mentions_premium = true OR mentions_payment = true`, and `criticality = high`.

9.7 Example Chunk (RAG-ready)

```
{
  "question": "What is Premium Membership of ConnecWrk?",
  "answer": "Premium Membership is ConnecWrk's paid annual plan that unlocks
extra visibility, priority placement, and other exclusive business /
freelancer / talent benefits. The membership fee is paid upfront, is non-
refundable, and is valid for 1 year from purchase. It also ties into features
promoted across Timeline and Profile surfaces.",
  "category": "premium_membership",
  "audience": "all_users",
  "tags": ["premium", "visibility", "membership", "annual", "non-
refundable"],
  "criticality": "high",
  "escalation_contact": "support@connecwrk.com",
  "requires_login": true,
  "mentions_payment": true,
  "mentions_premium": true,
  "mentions_policy": true,
  "related_routes": [
    "/premium-membership/",
    "/timeline/"                  // premium upsell card also appears in right
sidebar / premium popup
  ],
  "policy_refs": ["Refunds and Cancellation Policy", "Terms"],
  "last_crawled_at": "2025-10-29T00:00:00Z",
  "rag_version": 1
}
```

10. Analytics / Telemetry (Optional but recommended)

Even though `/faq/` is static, we should instrument: - Which question headers are expanded most. - Scroll depth on the page. - Clicks on `support@connecwrk.com` mailto. - Clicks on promo paths like "Post Assignment" / "Premium Membership". - Clicks on harassment / abuse escalation guidance.

These analytics: - Help CX prioritize future improvements. - Feed content ranking for RAG (frequently-opened FAQs should be boosted slightly).

None of this telemetry is personal content; it's behavioral analytics only.

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11. Edge Cases / Future Enhancements

1. **Localization / i18n**
2. FAQ is currently English-only.
3. RAG metadata should add `language` (e.g. `"en"`).

4. When Hindi or other languages ship, we either:

   - Keep one namespace per language, or
   - Add `language` field + `translation_source` metadata to each chunk.

5. **Versioning / Legal Updates**

6. When Refund / Terms / Privacy changes, those answers must update, and `last_crawled_at` + `policy_refs` version must refresh.
7. RAG index should keep *only the latest effective version* for general Q&A. (We do **not** surface stale legal copy in normal answers.)

8. Historical versions can be stored in a separate `connecwrk_faq_archive` namespace for audit.

9. **Deep Linking**

10. Long-term: each FAQ could get its own hash route like `/faq/#how-to-post-assignment`. We should capture that in `related_routes` when it exists.

11. **Support SLAs**

12. If we later publish "we typically reply within X hours", that becomes legally sensitive and must be tagged `criticality = high` and `mentions_policy = true` so assistants do not invent SLAs.

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12. Support Surfaces Referenced by FAQ (Cross-Module Map)

FAQ Theme	Where user is sent in product
Change personal details	Profile → Settings → Personal Data popup (edit name / gender / DOB / location)
Add professional experience	Profile module → "Professional Experience" card
Premium Membership info	`/premium-membership/` page + Premium Popup + Right Sidebar premium banner

FAQ Theme	Where user is sent in product
MSME Connect	MSME Connect module (MSME pages, MSME Jobs, business profiles)
Freelancer Connect / Assignments	Assignment posting flow surfaced on Timeline banner
Post a job in MSME Job section	MSME Jobs / MSME Connect job posting workflow
Post an event / My events	Events module (event creation + My Events dashboard)
Remove a contact	Contacts module (`/contacts` , `/my-contacts`)
Abuse / harassment	Escalation path → support@connecwrk.com / report flow
Post an article / timeline wall	Timeline module (share content / articles / media)

All these surfaces already have their own RAG specs (Timeline, Contacts, MSME, Freelancer/Talent, Premium, Privacy, etc.). The FAQ module acts as a *router* that verbally explains which surface to use and why.

For RAG: when a user asks "How do I ___?" → we: 1. Retrieve relevant FAQ chunk by semantic match. 2. ALSO retrieve the specialized module doc (e.g. Timeline spec, Contacts spec) tagged with the same `category` or `related_routes` . 3. Merge them so the assistant can: - explain workflow in plain language, AND - point user to the exact in-product surface.

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13. TL;DR for Stakeholders

- `/faq/` is not just marketing text. It is:
- A policy surface (refunds, privacy, harassment escalation).
- A routing surface ("go here to post a job / assignment / event").
- An onboarding surface ("is ConnecWrk free? how do I register?").
- Every FAQ line becomes a first-class RAG chunk with metadata:
- category
- audience
- criticality
- escalation_contact
- mentions_payment / premium / policy
- related_routes
- This lets AI assistants (and future in-product copilots) answer safely, accurately, and with correct escalation paths — without hallucinating pricing, legal stance, or support process.

→ Action item: Engineering / DataInfra should crawl `/faq/` , emit one JSON object per Q&A pair using the schema above, and index it under `namespace = connecwrk_faq` . That index is authoritative for onboarding, abuse escalation, payment/refund wording, and navigation guidance across the platform.