Training and Freelance Platform - Product Requirements Document (PRD)

Overview

We aim to build a modern, interactive website that serves three primary purposes:

1. Professional Training Center
2. Freelance Services Platform
3. Job and Opportunity Advertisement Hub

The platform will unify our current training efforts and expand into freelance and job matchmaking under one user-friendly and efficient system.

Purpose and Goals

- Provide an engaging, self-service platform for learners, freelancers, and clients.
- Promote and manage training programs with course listing, enrollment, and certification.
- Enable freelancers to showcase skills and find work.
- Allow businesses and partners to post jobs and opportunities.
- Create a trusted ecosystem for digital skill-building and outsourcing.

1. Professional Training Center

1.1 Overview

A learning management module where individuals can browse, enroll, and complete professional courses with certification.

1.2 Problem Statement

The current platform lacks interactivity, course management, and structured learning paths.

1.3 Objectives & Success Metrics

- Increase engagement through structured learning.
- Enable easy course creation and learner tracking.
- Provide verifiable certification.

Metrics:

- 70% course completion within 60 days

- 500+ enrollments in 3 months

- <2% user-reported access issues

1.4 Scope

In Scope: Course listing, enrollment, progress tracking, certificates, payments
Out of Scope: Offline training, SCORM/xAPI (initial phase)

1.5 Requirements

ID	User Story	Priority	Acceptance Criteria
R1	Browse and enroll in courses	High	Filter and enroll via category or level
R2	Upload content as an admin	High	Upload videos, docs, quizzes
R3	Issue certificates	High	Auto-generate upon completion
R4	Track learner progress	Medium	View enrolled users and course status
R5	Highlight free/scholarship courses	Medium	Display on homepage banner

1.6 Dependencies

Internal: Auth service, CMS, certificate generator, payment gateway
External: YouTube/Vimeo CDN, Payment processor

1.7 Timeline

Start: 01/08/2025
End: 30/09/2025

1.8 Open Questions
- What certificate verification system will be used?
- Will quizzes be auto or instructor graded?

2. Product: Freelance Services Platform

2.1 Overview

A marketplace for local freelancers to create profiles, list services, and engage with clients on technical gigs.

2.2 Problem Statement

No centralized platform exists for structured freelance work in the local market.

2.3 Objectives & Success Metrics

- Enable freelance service listings and hiring workflows.
- Provide secure payments and review systems.

Metrics: - 200 signups in 2 months - 50 successful matches in 90 days - 80% jobs rated 4+ stars

2.4 Scope

In Scope: Profile setup, service listing, job posting, messaging, review, admin moderation
Out of Scope: Advanced escrow, mobile apps (initial phase)

2.5 Requirements

ID	User Story	Priority	Acceptance Criteria
R1	Create freelance profile	High	Add skills, portfolio, experience
R2	Post freelance jobs	High	Job visible after post by client
R3	Apply to jobs and chat	High	Communication enabled on application
R4	Leave reviews	High	Post-job rating and comment option
R5	Admin dispute mediation	Medium	Admin can view, flag, or suspend users
R6	Feature listings	Medium	Paid promotion appears on top

2.6 Dependencies

Internal: Auth, CMS, messaging, review engine
External: Payment processor

2.7 Timeline

Start: 01/10/2025
End: 30/11/2025

2.8 Open Questions

- Will freelancers pay commission or flat fee?
- Should chat be real-time or email-notified initially?
- Is KYC required?

3. Product: Job & Opportunity Advertisement Hub

3.1 Overview

A listing hub for tech jobs, internships, scholarships, and events curated by partners and employers.

3.2 Problem Statement

Job seekers lack a unified digital source for tech-related opportunities.

3.3 Objectives & Success Metrics

- Centralized hub for verified job/opportunity listings.
- Easy discovery and application features.

Metrics: - 100 verified orgs posting in 3 months - 1,000+ applications via platform in 60 days - 90% users find jobs within 3 searches

3.4 Scope

In Scope: Job posting, filtering, internal/external application flow, admin review
Out of Scope: Full ATS, resume parsing

3.5 Requirements

ID	User Story	Priority	Acceptance Criteria
R1	Post opportunities	High	Requires moderation before publishing
R2	Search/filter jobs	High	By type, category, and location
R3	Apply to listings	High	Internal form or external redirect
R4	Feature jobs	Medium	Promoted jobs on the homepage
R5	Domain-based internships	Medium	Tags like AI, Web Dev, Cloud
R6	Notify orgs of applications	Medium	Email/in-dashboard alerts

3.6 Dependencies

Internal: Auth, CMS, filter engine, moderation system
External: Email services

3.7 Timeline

Start: 01/12/2025
End: 31/12/2025

3.8 Open Questions

- Will external APIs (LinkedIn, etc.) be used?

- Should applications be tracked within the system?
- Do we badge or verify trusted orgs?

Design Flows

Professional Training Center

- Browse → Filter → View Course → Enroll → Complete → Get Certified
- Admin → Upload → Track Progress → Manage Certificates

Freelance Services Platform

- Sign Up → Create Profile → List Service → Apply to Job → Message Client → Complete → Get Reviewed

Job & Opportunity Hub

- Org Dashboard → Post Job → Await Approval → Get Listed

- User → Filter/Search → View → Apply

User Roles & Permissions

Role	Permissions
Guest	Browse listings, search courses
Learner	Enroll, access courses, earn certificates
Freelancer	Create profile, list services, apply to gigs
Client/Employer	Post jobs/gigs, message freelancers
Instructor	Upload course material, track learners
Admin	Approve listings, manage disputes, suspend users

Roadmap Timeline

Month	Milestone
Aug 2025	Start Professional Training Center Development
Sep 2025	Finalize Training Center; Test Content Upload

Month	Milestone
Oct 2025	Launch Training; Start Freelance Platform
Nov 2025	Complete Freelance; Soft Launch to Test Users
Dec 2025	Develop & Launch Job/Opportunity Hub
Jan 2026	Feedback Phase + Multilingual Support Rollout