

Product Requirements Document (PRD) - CarWale.com

1. Product Overview

Product Name: CarWale.com

Purpose: To provide a comprehensive platform for users to research, compare, buy, and sell new and used cars in India.

Target Audience: Car buyers, sellers, dealerships, and automotive enthusiasts.

Core Value: Simplify car buying and selling with transparent pricing, trusted reviews, and easy access to dealers.

2. Objectives

- Enable seamless car discovery by budget, brand, body type, fuel type, and transmission.
- Provide accurate car valuations for sellers.
- Offer trusted reviews, expert opinions, and news to guide buyers.
- Facilitate dealer connections and lead generation.
- Support multi-language accessibility (English, Hindi).

3. Key Features

3.1 Car Discovery

- Search by make, model, budget, fuel type, transmission, body type.
- Filters for new cars, used cars, trending cars.
- Comparison tool for multiple cars side by side.

3.2 Buying & Selling

- Sell Car: Instant valuation tool, dealer offers, listing management.
- Buy Car: Dealer contact integration, financing options, insurance add-ons.

3.3 Reviews & Content

- Expert reviews, user reviews, ratings.
- Latest automotive news, launches, and updates.

3.4 Dealer & Marketplace Integration

- Dealer dashboards for managing leads.
- Verified dealer badges for trust.

3.5 User Account & Personalization

- Save searches, favorite cars, track price drops.
- Alerts for new listings or offers.

4. Functional Requirements

- Authentication: Email, phone, and social login.
- Search Engine: Fast, filter-based search with autocomplete.
- Valuation Engine: Algorithm for car resale value based on age, mileage, condition.
- Payment Integration: For premium listings and dealer subscriptions.
- Analytics: Track user behavior, dealer performance, and conversion rates.

5. Non-Functional Requirements

- Performance: Search results under 2 seconds.
- Scalability: Handle peak traffic during car launches.
- Security: SSL encryption, secure payment gateways.
- Localization: Support for Hindi and regional languages.
- Mobile-first design: Optimized for Android/iOS apps and responsive web.

6. Success Metrics

- Increase in lead conversion rate for dealers.
- Growth in monthly active users.
- Higher engagement on reviews and news content.
- Reduction in bounce rate on car detail pages.

7. Risks & Mitigation

- Risk: Fake listings or inaccurate valuations.
 - Mitigation: Verified dealer program, AI-driven fraud detection.
- Risk: High competition from other portals (e.g., Cars24, OLX Autos).
 - Mitigation: Focus on trust, expert reviews, and transparent pricing.

8. Timeline (Example)

- Phase 1: Core search, car detail pages, dealer integration.
- Phase 2: Valuation engine, personalization, alerts.
- Phase 3: Advanced analytics, regional language expansion.