

Complete Project Proposal

Executive Summary

Project Name: ElAnis (الأنس) - Elderly Care Service Platform

Project Type: Full-Stack Web Application with Mobile-Ready API

Duration: 8-10 Weeks (MVP)

Team Size: 3-5 Developers

Budget Estimate: \$15,000 - \$25,000 (MVP)

ElAnis is a comprehensive digital platform designed to bridge the gap between families seeking professional elderly care services and qualified caregivers. The platform addresses critical pain points in the Egyptian elderly care market by providing a secure, transparent, and efficient system for discovering, booking, and managing home-based elderly care services.

Problem Statement

Current Market Challenges

1. Trust & Safety Issues

- Families struggle to verify caregiver credentials and backgrounds
- No standardized certification or approval process
- High risk of fraud or unqualified service providers

2. Discovery & Accessibility

- Difficult to find caregivers in specific locations (governorate/city/district)
- Limited visibility into caregiver availability and schedules
- No centralized platform for comparing services and prices

3. Inefficient Booking Process

- Manual coordination via phone calls and messaging
- No structured shift management (3h, 12h, 24h)
- Payment disputes and unclear pricing structures

4. Lack of Accountability

- No rating or review system for quality control
- Poor communication channels between families and caregivers
- No administrative oversight or dispute resolution

Target Market Statistics (Egypt)

- **Population 65+:** 6.5 million (projected 2025)
 - **Middle-class families:** 35% seeking professional home care
 - **Market size:** Estimated \$200M annually
 - **Digital adoption:** 60% smartphone penetration in target demographic
-

Solution Overview

Platform Vision

ElAnis provides a **three-sided marketplace** connecting:

1. **Families/Clients** - Easy discovery and booking of verified caregivers
2. **Service Providers** - Professional caregivers with flexible scheduling
3. **Platform Administrators** - Quality control and marketplace oversight

Core Value Propositions

For Families

- **Verified Caregivers** - All providers undergo document verification (National ID, Certificates, CV)
- **Location-Based Search** - Find caregivers by governorate, city, and district
- **Transparent Pricing** - Category-based pricing with shift options (3h, 12h, 24h)
- **Availability Calendar** - Real-time visibility into provider schedules
- **Secure Payments** - Integrated payment gateway (Paymob/Stripe)
- **Rating System** - Reviews and ratings for quality assurance

For Caregivers

- **Professional Profile** - Showcase experience, certifications, and specializations

- **Flexible Scheduling** - Manage availability by date and shift type
- **Service Area Control** - Define working areas (multiple governorates/cities)
- **Automated Booking** - Accept/reject requests with one click
- **Performance Tracking** - View completed jobs, earnings, and ratings
- **Secure Earnings** - Guaranteed payment upon service completion

For Administrators

- **Application Review** - Approve/reject provider applications with document verification
 - **Pricing Management** - Set category-based pricing per shift type
 - **User Management** - Monitor users, providers, and transactions
 - **Analytics Dashboard** - Track bookings, revenue, and platform metrics
 - **Quality Control** - Review ratings and handle disputes
-

Project Objectives

Primary Objectives

1. Build Trust Through Verification

- Implement multi-document verification (National ID, Certificates, CV)
- Admin approval workflow for all service providers
- Rating and review system post-service

2. Simplify Discovery & Booking

- Advanced search filters (location, availability, category, rating)
- Real-time availability calendar (next 30 days)
- One-click booking with instant notifications

3. Ensure Transparency & Fairness

- Standardized pricing matrix (category × shift type)
- Clear service agreements and cancellation policies
- Escrow payment system (pay after provider acceptance)

4. Enable Scalability

- RESTful API architecture for future mobile apps

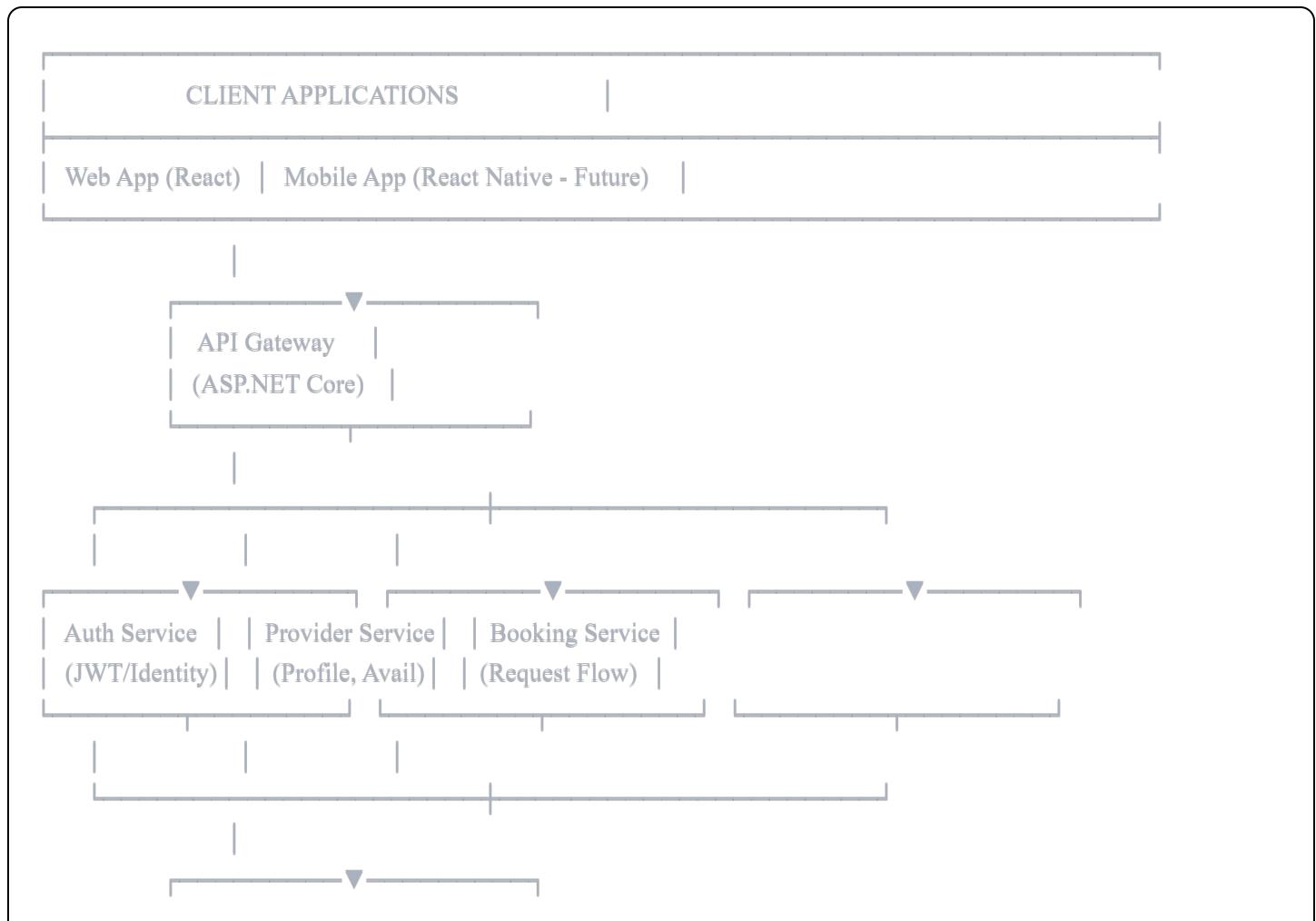
- Multi-tenant design for expansion to other cities/countries
- Microservices-ready backend structure

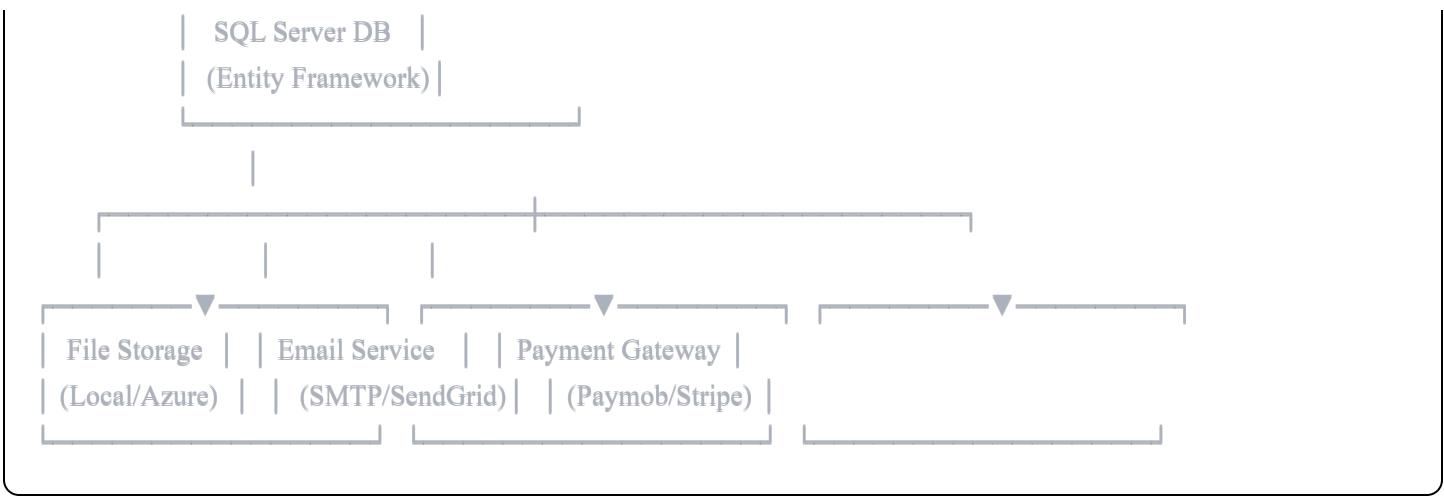
Success Metrics (KPIs)

Metric	Target (6 months)
Registered Users	5,000+
Verified Providers	200+
Completed Bookings	1,000+
Average Rating	4.5+ / 5.0
Payment Success Rate	95%+
Provider Response Time	< 2 hours
User Satisfaction	85%+

🏗 System Architecture

High-Level Architecture





Technology Stack

Backend

- **Framework:** ASP.NET Core 8.0 Web API
- **Database:** SQL Server 2022
- **ORM:** Entity Framework Core 8.0
- **Authentication:** ASP.NET Core Identity + JWT
- **Architecture Pattern:** Repository + Unit of Work
- **Validation:** FluentValidation
- **Documentation:** Swagger/OpenAPI

Frontend

- **Framework:** React 18+ with TypeScript
- **UI Library:** Material-UI (MUI) or Tailwind CSS
- **State Management:** React Context API / Redux Toolkit
- **API Client:** Axios
- **Form Handling:** React Hook Form
- **Routing:** React Router v6

DevOps & Tools

- **Version Control:** Git + GitHub
- **CI/CD:** GitHub Actions
- **Hosting:** Azure App Service / AWS

- **Monitoring:** Application Insights
 - **Testing:** xUnit (Backend), Jest (Frontend)
-

Detailed Feature Breakdown

1. User Management Module

User Registration

- Email/Phone registration with OTP verification
- Profile completion (name, address, phone)
- Password requirements (8+ chars, special chars)
- Email verification before first booking

User Authentication

- JWT-based token authentication
- Role-based access control (User, Provider, Admin)
- Refresh token mechanism (7-day expiry)
- "Remember Me" functionality
- Password reset via email

User Profile

- Personal information management
- Address book (multiple addresses)
- Payment methods storage
- Booking history
- Review history

2. Service Provider Module

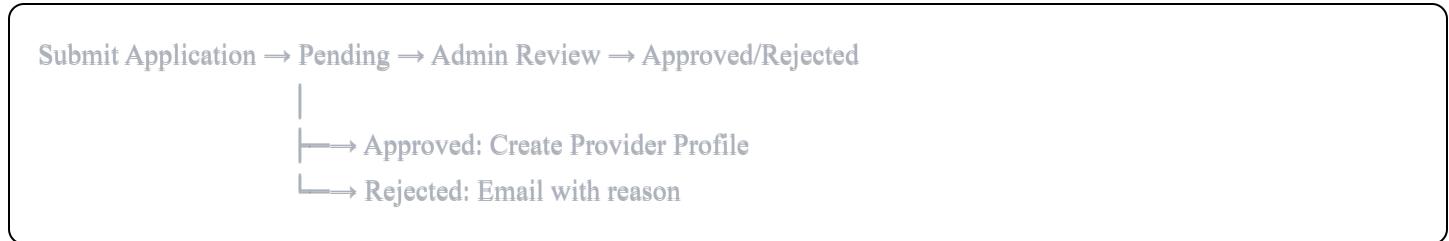
Provider Application

Application Form:

- Personal information (First Name, Last Name, DOB)

- Contact details (Phone, Email, Address)
- Professional details (Experience, Hourly Rate, Bio)
- Document uploads:
 - National ID (front & back)
 - Certificates (nursing, care certifications)
 - CV/Resume

Application Workflow:



Provider Profile

- Public profile with:
 - Full name, bio, experience
 - Average rating (calculated from reviews)
 - Total reviews count
 - Hourly rate
 - Completed jobs count
 - Categories/specializations
 - Working areas (governorate, city, district)

Availability Management

Calendar System:

- Date-based availability (next 90 days)
- Shift-type availability:
 - Morning (3 hours: 8 AM - 11 AM)
 - Afternoon (12 hours: 8 AM - 8 PM)
 - Full Day (24 hours)

- Bulk availability updates
- Holiday/vacation mode

Working Areas:

- Multiple governorates support
- City-level granularity
- District-specific (optional)
- Active/inactive area toggling

3. Service Catalog Module

Category Management (Admin)

Categories:

- Elderly Care - Standard
- Elderly Care - Medical
- Post-Surgery Care
- Dementia/Alzheimer Care
- Physical Therapy Support

Each Category Includes:

- Name, description, icon
- Active/inactive status
- Display order

Pricing Management (Admin)

Pricing Matrix:

Category × Shift Type = Price

Example:

Category	3 Hours	12 Hours	24 Hours
Elderly Care - Std	120 EGP	400 EGP	750 EGP
Elderly Care - Med	180 EGP	600 EGP	1100 EGP
Post-Surgery Care	200 EGP	700 EGP	1300 EGP

Pricing Rules:

- Server-side price calculation only
- Admin can update prices anytime
- Price history tracking (audit log)
- Bulk pricing updates

4. Provider Discovery Module

Search & Filters

Filter Options:

- **Location:** Governorate → City → District
- **Category:** Dropdown of active categories
- **Availability:** "Available Now" toggle
- **Date Range:** Specific date availability
- **Shift Type:** 3h / 12h / 24h
- **Rating:** Minimum rating (1-5 stars)
- **Price Range:** Min-Max slider
- **Gender:** Male / Female (optional)

Search Box:

- Full-text search across:
 - Provider name

- Bio/description
- Working areas
- Category names

Sorting Options:

- Rating (highest first)
- Price (lowest first)
- Distance (nearest first - future feature)
- Availability (most available first)

Provider Listing Page

Each Provider Card Shows:

- Profile picture
- Full name
- Rating (average) + review count
- Categories (badges)
- Primary location
- "Available Now" indicator
- Hourly rate
- "View Profile" button

Pagination:

- Default: 10 providers per page
- Load more / infinite scroll option

Provider Detail Page

Sections:

1. Header:

- Profile picture, name, rating
- "Available Now" badge

- Share profile button

2. About:

- Bio/description
- Years of experience
- Specializations

3. Pricing:

- Category selector
- Shift type options with prices
- Example: "3 Hours: 120 EGP"

4. Availability Calendar:

- Next 30 days view
- Color-coded availability:
 - Green: Available
 - Yellow: Partially available
 - Red: Fully booked

5. Working Areas:

- List of governorates/cities served

6. Reviews:

- Latest 5 reviews
- "See all reviews" link

7. Request Service Button:

- Fixed at bottom (mobile)
- Opens booking modal

5. Booking Request Module

Request Creation Flow

Step 1: Service Details

- Select category from provider's categories
- Choose shift type (with price display)

- Select preferred date (from available dates)
- Optional: Add notes/special requirements

Step 2: Location Details

- Select saved address OR enter new address
- Governorate, city, district
- Detailed address text
- Optional: Google Maps integration (future)

Step 3: Confirmation

- Review all details
- Display total price (server-calculated)
- Terms & conditions checkbox
- "Submit Request" button

Request Workflow:



Request Status States

- 1. Pending:** Waiting provider response
- 2. Accepted:** Provider approved, awaiting payment
- 3. Rejected:** Provider declined (with reason)

4. Paid: User paid, service confirmed

5. In Progress: Service started

6. Completed: Service finished

7. Cancelled: User/admin cancelled

Provider Request Management

Provider Dashboard - Requests Tab:

- Filter by status (Pending, Accepted, etc.)
- Sort by date, price
- Quick actions:
 - Accept with one click
 - Reject with reason modal
 - View client details
 - View request history

Accept Modal:

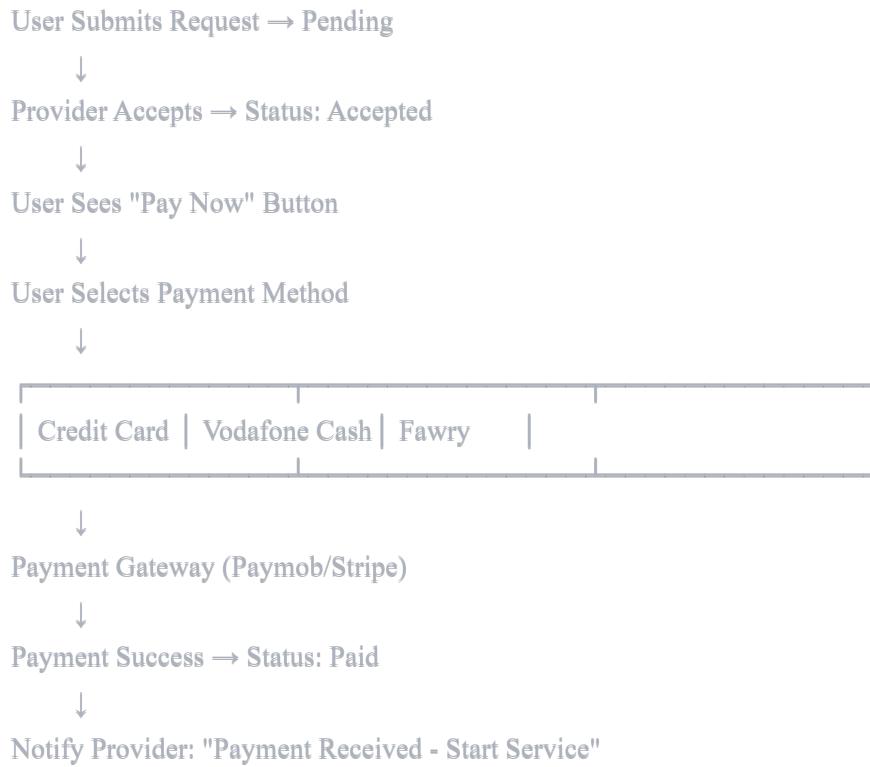
- Confirm date & time
- Review service details
- Optional: Counter-offer (future feature)
- "Confirm Acceptance" button

Reject Modal:

- Select rejection reason:
 - Not available on that date
 - Outside service area
 - Price too low
 - Other (text input)
- "Submit Rejection" button

6. Payment Module

Payment Flow



Payment Methods (Egypt)

- Credit/Debit Card** (Visa, Mastercard)
- Vodafone Cash**
- Fawry**
- Installment Plans** (Valu, Souhoola - future)

Payment Security

- PCI-DSS compliant gateway
- No card details stored on server
- Payment encryption (TLS 1.3)
- Transaction ID tracking
- Refund mechanism (admin only)

Escrow System (Future Enhancement)

- Hold payment until service completion
- Release to provider after user confirmation
- Dispute resolution process

7. Review & Rating Module

Review Submission

Trigger: After service status = "Completed"

Review Form:

- Star rating (1-5 stars)
- Written review (max 1000 chars)
- Optional: Upload photos
- Anonymous option (hide name)

Review Rules:

- One review per service request
- Cannot edit after 7 days
- Admin can hide inappropriate reviews

Review Display

Provider Profile:

- Average rating (calculated in real-time)
- Total review count
- Rating distribution chart (5 : 80%, 4 : 15%, etc.)
- Latest reviews (paginated)

Review Card:

- Reviewer name (or "Anonymous")
- Rating stars
- Review text
- Date posted
- "Helpful" button (future: like count)

8. Notification System

Notification Types

Event	Recipient	Notification Content
New Request	Provider	"New booking request from [User]"
Request Accepted	User	"[Provider] accepted your request - Pay now"
Request Rejected	User	"[Provider] rejected your request: [Reason]"
Payment Successful	Provider	"Payment received - Service confirmed"
Service Started	User	"[Provider] started the service"
Service Completed	User	"Service completed - Please review"
Review Posted	Provider	"[User] left you a review"

Notification Channels

1. In-App Notifications:

- Bell icon with unread count
- Notification center (last 50 notifications)
- Mark as read/unread

2. Email Notifications:

- Transactional emails (OTP, booking confirmations)
- Digest emails (weekly summary)
- Promotional emails (opt-in)

3. SMS Notifications (Future):

- Critical events only (booking confirmed, payment)

4. Push Notifications (Mobile App - Future):

- Real-time alerts
- Rich notifications with action buttons

9. Admin Dashboard

Dashboard Overview

Metrics Cards:

- Total Users
- Total Providers (Active/Pending)
- Total Bookings (This Month)

- Total Revenue (This Month)
- Average Rating
- Pending Applications

Charts:

- Bookings Over Time (line chart)
- Revenue by Category (bar chart)
- Provider Signup Rate (area chart)
- User Growth Rate (line chart)

Admin Sections

1. User Management

- User list with search/filter
- View user profile
- View booking history
- Suspend/activate account
- Reset password

2. Provider Management

- Application review queue
- Approved providers list
- Rejected applications log
- Provider performance metrics
- Suspend/activate provider

3. Category & Pricing

- Create/edit/delete categories
- Bulk pricing updates
- Pricing history audit log

4. Booking Management

- All bookings view
- Filter by status/date/provider
- Refund requests
- Dispute resolution

5. Reviews & Ratings

- All reviews moderation
- Flag inappropriate reviews
- Respond to reviews (future)

6. Reports & Analytics

- Revenue reports (daily/weekly/monthly)
 - Provider performance reports
 - User activity reports
 - Export to CSV/Excel
-

Stakeholder Analysis

1. Primary Stakeholders

End Users (Families/Clients)

Profile:

- Age: 30-60 years
- Income: Middle to upper-middle class
- Location: Urban areas (Cairo, Alexandria, Giza)
- Tech literacy: Moderate (smartphone users)

Needs:

- Find trustworthy, verified caregivers quickly
- Transparent pricing and availability
- Secure payment options

- Quality assurance through reviews

Pain Points:

- Difficulty verifying caregiver credentials
- Limited options in specific locations
- Unclear pricing structures
- Safety concerns

Success Criteria:

- Book a caregiver within 10 minutes
 - 90%+ satisfaction with caregiver quality
 - Zero payment disputes
 - 80%+ repeat booking rate
-

Service Providers (Caregivers)

Profile:

- Age: 25-55 years
- Background: Nursing, healthcare, or caregiving experience
- Location: Major cities and surrounding areas
- Tech literacy: Basic to moderate

Needs:

- Flexible work schedules
- Fair and transparent compensation
- Access to more clients
- Professional reputation building

Pain Points:

- Difficulty finding clients consistently
- Payment delays or disputes

- Lack of trust from families
- No platform to showcase credentials

Success Criteria:

- 10+ bookings per month
 - Average rating 4.5+ stars
 - Payment received within 24h of service completion
 - 70%+ booking acceptance rate
-

Platform Administrators

Profile:

- Role: Platform operations team
- Size: 2-5 people initially
- Skills: Customer service, quality control, data analysis

Needs:

- Efficient provider verification process
- Tools to monitor platform health
- Dispute resolution mechanisms
- Revenue and performance tracking

Pain Points:

- Manual document verification is time-consuming
- Difficulty scaling quality control
- Complex pricing management
- Limited visibility into provider performance

Success Criteria:

- Process provider applications within 48 hours
- 95%+ uptime

- < 5% dispute rate
 - 20% month-over-month growth
-

2. Secondary Stakeholders

Development Team

Role: Build and maintain the platform

Responsibilities:

- Implement features per requirements
- Ensure security and performance
- Fix bugs and deploy updates
- Provide technical support

Success Criteria:

- 99% API uptime
 - < 2 second page load time
 - Zero critical security vulnerabilities
 - 90%+ code test coverage
-

Business Owners / Investors

Role: Fund and guide the platform

Interests:

- Return on investment (ROI)
- Market expansion potential
- Scalability and growth
- Competitive advantage

Success Criteria:

- Break-even within 12 months

- 30% gross margin
 - 100% year-over-year revenue growth
 - Expand to 3+ major cities
-

Payment Gateway Partners

Role: Process financial transactions

Interests:

- Transaction volume growth
- Low chargeback rates
- Compliance with regulations

Success Criteria:

- 98%+ payment success rate
 - < 1% chargeback rate
 - PCI-DSS compliance maintained
-

Healthcare Institutions (Future)

Role: Potential corporate clients

Interests:

- Access to qualified caregivers for patients
- Bulk booking options
- Integration with hospital systems

Success Criteria:

- 5+ institutional partnerships
 - 20% revenue from B2B bookings
-

Project Planning & Timeline

Phase 1: Requirements & Design (Week 1-2)

Week 1: Requirements Gathering

Activities:

- Finalize functional requirements document
- Define user stories and use cases
- Design database schema (ERD)
- Create API endpoint specifications
- Define authentication & authorization rules

Deliverables:

- Requirements document (Word/PDF)
 - Database ERD diagram
 - API specification (Swagger YAML)
 - User story backlog (Jira/Trello)
-

Week 2: UI/UX Design

Activities:

- Create wireframes for all pages
- Design high-fidelity mockups (Figma)
- Define color scheme and branding
- Prepare user flow diagrams
- Design responsive layouts (mobile/tablet/desktop)

Deliverables:

- Figma design file (30+ screens)
- Style guide document
- User flow diagrams

- Prototype for user testing
-

Phase 2: Backend Development (Week 3-5)

Week 3: Foundation & Authentication

Tasks:

- Setup ASP.NET Core project structure
- Configure Entity Framework and SQL Server
- Implement authentication (JWT + Identity)
- Create User and Role models
- Build registration and login endpoints
- Implement email OTP verification
- Setup Swagger documentation

Endpoints:

- POST /api/auth/register
 - POST /api/auth/login
 - POST /api/auth/verify-otp
 - POST /api/auth/forgot-password
 - POST /api/auth/reset-password
 - GET /api/auth/refresh-token
-

Week 4: Provider & Category Modules

Tasks:

- Build Provider Application submission
- Implement file upload for documents
- Create Admin approval workflow
- Build Category CRUD operations
- Implement Service Pricing management
- Create Provider Profile endpoints
- Build Availability management
- Implement Working Areas CRUD

Endpoints:

- POST /api/providers/apply
 - GET /api/admin/applications
 - PUT /api/admin/applications/{id}/approve
 - PUT /api/admin/applications/{id}/reject
 - GET /api/categories
 - POST /api/admin/categories
 - GET /api/service-pricing/category/{id}
 - POST /api/admin/service-pricing
 - PUT /api/providers/{id}/availability
 - POST /api/providers/{id}/working-areas
-

Week 5: Booking & Payment Modules

Tasks:

- Implement Provider search & filtering
- Build Service Request creation
- Create Provider response workflow (accept/reject)
- Implement Notification system
- Integrate Payment gateway (Paymob)
- Build Review & Rating system
- Create Admin dashboard APIs
- Implement booking status tracking

Endpoints:

- GET /api/providers (search & filter)
- GET /api/providers/{id}
- POST /api/requests
- GET /api/requests/user
- GET /api/requests/provider/{id}
- PUT /api/requests/{id}/response

- POST /api/payments
 - POST /api/reviews
 - GET /api/admin/dashboard/stats
-

Phase 3: Frontend Development (Week 6-8)

Week 6: User Interface (Public Pages)

Tasks:

- Setup React project with TypeScript
- Configure routing (React Router)
- Implement authentication flow
- Build Home page
- Create Provider search page
- Build Provider detail page
- Implement booking flow

Pages:

- Home / Landing page
 - Login / Register
 - Provider Search & Listing
 - Provider Detail
 - Booking Modal/Page
 - User Dashboard
-

Week 7: Provider & Admin Interfaces

Tasks:

- Build Provider application form
- Create Provider dashboard
- Implement Provider availability calendar
- Build Provider request management
- Create Admin dashboard
- Build Admin application review

Implement Category & Pricing management

Pages:

- Provider Application Form
 - Provider Dashboard
 - Provider Profile Settings
 - Provider Calendar
 - Provider Requests
 - Admin Dashboard
 - Admin Provider Management
 - Admin Category Management
-

Week 8: Integration & Polish

Tasks:

- Connect all frontend to backend APIs
 - Implement error handling
 - Add loading states and animations
 - Build notification center
 - Implement payment integration UI
 - Create review submission form
 - Add responsive design fixes
 - Optimize performance (lazy loading, code splitting)
-

Phase 4: Testing & QA (Week 9)

Week 9: Testing

Activities:

- Unit testing (Backend: xUnit, Frontend: Jest)
- Integration testing (Postman/Swagger)
- End-to-end testing (Selenium/Cypress)
- User acceptance testing (UAT)
- Performance testing (load testing)

- Security testing (penetration testing)
- Bug fixing and refinement

Test Coverage Goals:

- Backend: 80%+ code coverage
 - Frontend: 70%+ code coverage
 - All critical user flows tested
-

Phase 5: Deployment & Launch (Week 10)

Week 10: Deployment

Tasks:

- Setup production database
- Configure Azure App Service / AWS
- Setup CI/CD pipeline (GitHub Actions)
- Configure SSL certificates
- Setup monitoring (Application Insights)
- Create backup and recovery plan
- Load initial seed data (categories, pricing)
- Final smoke testing
- Soft launch with beta users

Deployment Checklist:

- Backend API deployed
 - Frontend deployed
 - Database migrated
 - SSL configured
 - Email service configured
 - Payment gateway live
 - Monitoring active
 - Backup automated
-

Phase 6: Post-Launch Support (Ongoing)

Weeks 11-12: Monitoring & Iteration

Activities:

- Monitor system performance and errors
- Gather user feedback
- Fix critical bugs
- Implement quick wins and improvements
- Prepare for next sprint

Future Enhancements:

- Mobile app (React Native)
- Real-time chat between users and providers
- Advanced analytics dashboard
- AI-powered provider recommendations
- Automated scheduling optimization
- Multi-language support (Arabic + English)
- Subscription plans for providers

Budget Estimate

Development Costs

Item	Cost (USD)	Notes
Backend Development	\$8,000	200 hours @ \$40/hr
Frontend Development	\$6,000	150 hours @ \$40/hr
UI/UX Design	\$2,000	40 hours @ \$50/hr
Testing & QA	\$1,500	50 hours @ \$30/hr
Project Management	\$1,500	10% of development cost
Total Development	\$19,000	MVP Phase

Infrastructure Costs (Annual)

Service	Cost (USD/year)	Notes
Azure App Service	\$1,200	Standard tier
SQL Server Database	\$600	Basic tier
Blob Storage	\$120	100 GB
SendGrid (Email)	\$180	Essentials plan
Domain & SSL	\$50	.com domain
Monitoring Tools	\$300	Application Insights
Total Infrastructure	\$2,450	Year 1

Operational Costs (Monthly)

Item	Cost (USD/month)	Notes
Payment Gateway Fees	Variable	2.5% per transaction
SMS Service	\$50	Optional feature
Customer Support	\$500	Part-time agent
Marketing	\$1,000	Digital ads, SEO
Total Operations	\$1,550+	Recurring

🚀 Go-to-Market Strategy

Launch Plan

Phase 1: Soft Launch (Week 10-12)

- Limited beta release (50 users, 20 providers)
- Focus on Cairo/Giza only
- Gather feedback and refine
- Fix critical bugs

Phase 2: Public Launch (Week 13+)

- Full platform launch
- Expand to Alexandria
- Run marketing campaigns

- Onboard 200+ providers

Marketing Channels

1. Digital Marketing:

- Facebook & Instagram ads targeting families (35-60 age group)
- Google Ads for search keywords ("elderly care Cairo", "caregiver services")
- SEO optimization for organic traffic
- Content marketing (blog posts, care tips)

2. Provider Acquisition:

- Partnerships with nursing schools and healthcare institutions
- Referral program (refer a caregiver, get bonus)
- Direct outreach to existing caregiving communities
- Offline recruiting events

3. User Acquisition:

- Referral program (refer a family, get discount)
- Partnership with hospitals and clinics
- Corporate wellness programs (B2B)
- Community events and workshops

4. PR & Media:

- Press releases to tech and healthcare media
- Interviews with founders
- Success stories and testimonials
- Social proof (ratings, reviews)

⚠ Risk Analysis & Mitigation

Technical Risks

Risk	Probability	Impact	Mitigation Strategy
Database performance degradation	Medium	High	Implement indexing, caching, query optimization
API security vulnerabilities	Medium	Critical	Regular security audits, penetration testing

Risk	Probability	Impact	Mitigation Strategy
Payment gateway integration issues	Low	High	Use well-documented APIs, sandbox testing
Third-party service downtime	Medium	Medium	Implement fallback mechanisms, error handling
Scalability bottlenecks	Low	High	Design for horizontal scaling, load balancing

Business Risks

Risk	Probability	Impact	Mitigation Strategy
Low provider signup rate	Medium	Critical	Aggressive provider recruitment, incentives
Low user trust in platform	Medium	High	Rigorous verification, insurance coverage
Competition from established players	High	Medium	Focus on quality, customer service excellence
Regulatory compliance issues	Low	Critical	Legal consultation, proper licensing
Payment fraud or disputes	Medium	High	Escrow system, dispute resolution process

Operational Risks

Risk	Probability	Impact	Mitigation Strategy
Provider quality inconsistency	Medium	High	Regular quality audits, training programs
Customer service overload	Medium	Medium	Automated chatbot, self-service portal
Document verification delays	High	Medium	Hire dedicated verification team, automation
Negative reviews going viral	Low	High	Quick response protocol, service recovery

Success Metrics & KPIs

Platform Health Metrics

User Metrics:

- New user registrations per week
- User activation rate (% completing first booking)
- Monthly active users (MAU)
- User retention rate (30-day, 90-day)
- Average bookings per user

Provider Metrics:

- New provider applications per week

- Provider approval rate
- Provider activation rate (% accepting first booking)
- Average bookings per provider
- Provider retention rate

Booking Metrics:

- Total bookings per week/month
- Booking completion rate
- Average booking value
- Cancellation rate
- Repeat booking rate

Financial Metrics:

- Gross merchandise value (GMV)
- Revenue (platform commission)
- Customer acquisition cost (CAC)
- Lifetime value (LTV)
- LTV/CAC ratio

Quality Metrics:

- Average rating (overall)
- % of 5-star reviews
- Customer satisfaction score (CSAT)
- Net promoter score (NPS)
- Response time (provider to request)

Target Milestones

Month 1-3 (MVP Launch):

- 500 registered users
- 50 verified providers

- 100 completed bookings
- 4.0+ average rating

Month 4-6 (Growth Phase):

- 2,000 registered users
- 150 verified providers
- 500 completed bookings
- \$50,000 GMV

Month 7-12 (Scale Phase):

- 10,000 registered users
 - 500 verified providers
 - 3,000 completed bookings
 - \$300,000 GMV
-

Security & Compliance

Data Security Measures

1. Authentication & Authorization:

- JWT tokens with 1-hour expiry
- Refresh tokens with 7-day expiry
- Role-based access control (RBAC)
- Password hashing (bcrypt/Argon2)
- Rate limiting on auth endpoints

2. Data Protection:

- Encryption at rest (database-level)
- Encryption in transit (TLS 1.3)
- Personal data anonymization in logs
- Regular database backups (daily)
- Disaster recovery plan

3. API Security:

- Input validation (FluentValidation)
- SQL injection prevention (parameterized queries)
- XSS protection (content security policy)
- CORS configuration
- API rate limiting

4. File Upload Security:

- File type validation (only PDF, JPG, PNG)
- File size limits (5 MB max)
- Virus scanning (ClamAV)
- Secure storage (Azure Blob)

Privacy Compliance

GDPR-Ready Features:

- User data export
- Right to be forgotten (data deletion)
- Privacy policy and terms of service
- Cookie consent
- Data processing agreements

Egyptian Data Protection:

- Compliance with Egyptian Personal Data Protection Law
- Data residency (Egypt-based servers)
- User consent for data collection

Future Roadmap

Q2 2026: Enhanced Features

- Real-time chat between users and providers
- Video call integration for remote consultations

- Advanced analytics dashboard for providers
- Subscription plans (premium providers)
- AI-powered provider recommendations

Q3 2026: Mobile Apps

- React Native mobile app (iOS & Android)
- Push notifications
- Offline mode support
- In-app calling
- Mobile payment integrations

Q4 2026: Market Expansion

- Launch in Alexandria
- Launch in Mansoura
- Launch in Assiut
- Multi-language support (Arabic + English)
- Corporate B2B portal

2027: Advanced Features

- AI chatbot for customer support
 - Automated scheduling optimization
 - Insurance partnerships
 - Telehealth integration
 - Caregiver training platform
 - Background check integration
 - Regional expansion (MENA region)
-

Team Structure

Core Team (MVP Phase)

Backend Developer (1-2 persons):

- ASP.NET Core expertise
- Entity Framework & SQL Server
- API design and security
- 3+ years experience

Frontend Developer (1-2 persons):

- React.js expertise
- TypeScript proficiency
- Responsive design
- 2+ years experience

UI/UX Designer (1 person):

- Figma/Adobe XD
- User research
- Responsive design
- Arabic & English design

QA Engineer (1 person):

- Manual and automated testing
- Test case creation
- Bug tracking

Project Manager (1 person):

- Agile methodology
- Stakeholder communication
- Risk management

Extended Team (Post-Launch)

- DevOps Engineer
 - Mobile App Developer
 - Customer Support Agents (2-3)
 - Marketing Manager
 - Content Writer
 - Data Analyst
-

Contact & Next Steps

Project Approval Checklist

- Review and approve project proposal
- Finalize budget allocation
- Assemble development team
- Setup development environment
- Kickoff meeting with stakeholders
- Begin Phase 1: Requirements & Design

Key Decisions Required

1. Technology Stack Confirmation:

- Approve ASP.NET Core + React stack
- Select hosting provider (Azure vs AWS)
- Choose payment gateway (Paymob vs Stripe)

2. Budget Approval:

- Development costs: \$19,000
- Infrastructure: \$2,450/year
- Operations: \$1,550+/month

3. Timeline Confirmation:

- 10-week MVP timeline
- Launch date target: [INSERT DATE]

4. Team Assignment:

- Assign project manager
- Recruit/assign developers
- Onboard designer and QA

Appendices

Appendix A: Database Schema Overview

Core Tables:

- Users (AspNetUsers)

- ServiceProviderProfiles
- ServiceProviderApplications
- Categories
- ServicePricing
- ServiceProviderCategories
- ProviderWorkingAreas
- ProviderAvailability
- ServiceRequests
- Payments
- Reviews
- Notifications

Appendix B: API Endpoints Summary

Total Endpoints: 50+

Categories:

- Authentication: 6 endpoints
- Users: 5 endpoints
- Providers: 12 endpoints
- Categories: 4 endpoints
- Service Pricing: 6 endpoints
- Requests: 8 endpoints
- Payments: 3 endpoints
- Reviews: 4 endpoints
- Notifications: 3 endpoints
- Admin: 10 endpoints

Appendix C: User Stories

As a User, I want to:

1. Register and verify my account
2. Search for caregivers by location
3. View provider profiles and reviews
4. Check provider availability
5. Book a caregiver for specific dates
6. Pay securely online
7. Rate and review my caregiver
8. Manage my bookings

As a Provider, I want to:

1. Apply to become a caregiver
2. Upload my credentials
3. Set my availability
4. Define my service areas
5. Accept or reject booking requests
6. Track my earnings
7. View my reviews
8. Update my profile

As an Admin, I want to:

1. Review and approve provider applications
2. Manage categories and pricing
3. Monitor platform activity
4. Resolve disputes
5. Generate reports
6. Manage users and providers

Conclusion

ElAnis represents a significant opportunity to transform the elderly care service market in Egypt by:

- 1. Solving Real Problems:** Addressing trust, accessibility, and efficiency gaps in the current market
- 2. Leveraging Technology:** Using modern web technologies to create a scalable, secure platform
- 3. Creating Value:** Benefiting all stakeholders - families get quality care, caregivers get more work, and the platform generates sustainable revenue
- 4. Ensuring Quality:** Through rigorous verification, rating systems, and administrative oversight
- 5. Planning for Growth:** With a clear roadmap from MVP to market leader

Success Factors:

- Strong technical foundation
- User-centric design
- Rigorous quality control
- Effective marketing
- Responsive customer support

Next Steps:

1. Approve proposal and budget
 2. Assemble team
 3. Begin Phase 1 (Requirements & Design)
 4. Launch MVP in 10 weeks
-

Document Version: 1.0

Date: October 31, 2025

Prepared By: ElAnis Project Team

Status: Pending Approval

This proposal is confidential and intended solely for the review of authorized stakeholders.