

# PRODUCT REQUIREMENTS DOCUMENT (PRD)

## Classified Ads Platform MVP

**Prepared by:** KVL Systems and Solutions Limited

**Client:** Chukwuma Eze

**Model:** Revenue-sharing Joint Venture

## 1. Product Overview & Vision

### Purpose

Build a localized, robust, and category-driven classified ads platform optimized for mobile and desktop users across Nigeria, enabling individuals and small businesses to seamlessly post, discover, buy, and sell goods and services — including virtual educational materials — across distinct categories.

### Value Proposition

- Easy access via web (mobile-optimized) and mobile app (WebView)
- Targeted marketplace for both physical and virtual products
- Affiliate and agent opportunities for community-led growth

### Target Demographic

- **Age Group:** 10 years and above
- **Location:** Urban and peri-urban regions of Nigeria
- **Access Requirement:** Reliable mobile/internet access

## 2. Key Features & Functionality

### A. Category Management

#### Main Features

- Landing page displays **icons** for each **primary category**
- Clicking a category icon (e.g., **Electronics**) displays its subcategories
- Clicking a subcategory takes users to filtered product listings
- Users can then contact sellers via:
  - **Phone number**
  - **WhatsApp**
  - **In-app simple chat system**

#### Hierarchical Category Structure:

1. **Electronics**

- Smartphones
- Laptops
- Tablets
- Smartwatches
- Gaming Consoles
- 2. **Fashion**
  - Men's Clothing, Women's Clothing, Kids' Clothing, Footwear, Accessories
- 3. **Home and Kitchen**
  - Furniture, Decor, Kitchen Appliances, Bed and Bath, Outdoor Living
- 4. **Beauty and Personal Care**
  - Skincare, Haircare, Makeup, Fragrances, Wellness and Health
- 5. **Sports and Outdoors**
  - Fitness Equipment, Team Sports, Outdoor Gear, Camping and Hiking, Cycling
- 6. **Toys and Games**
  - Action Figures, Dolls, Board Games, Puzzles, Outdoor Toys
- 7. **Books and Media**
  - Fiction, Non-Fiction, Music, Movies, TV Shows
- 8. **Health and Wellness**
  - Supplements, Fitness/Exercise, Healthy Snacks, Medical Equipment
- 9. **Baby and Kids**
  - Strollers, Car Seats, Toys, Clothing, Nursery Furniture
- 10. **Pet Care**
  - Food, Toys, Grooming, Health
- 11. **Real Estate**
  - Apartments for Rent, Houses for Sale, Commercial Properties, Land
- 12. **Vehicles**
  - Cars, Trucks, Motorcycles, Buses, Spare Parts, Boats, RVs, Scooters
- 13. **Jobs**
  - Full-time, Part-time, Internships, Freelance
- 14. **Pets**
  - Dogs, Cats, Other Pets, Pet Supplies
- 15. **Services**
  - Beauty, Pet, Home, Tutoring
- 16. **Books**
  - Academic, Fiction, Non-fiction (Detailed subcategories to be defined)
- 17. **Education Material**
  - Past Questions, Ebooks, Publications (*Downloadable & Paid*)

## B. Ad Posting Uniqueness

- Each category will have a **customized ad posting form** with tailored input fields.  
Examples:
  - **Real Estate:** Location, Property Type, Price, Bedrooms, Bathrooms, Area (sqm)
  - **Vehicles:** Make, Model, Year, Fuel Type, Transmission, Mileage
  - **Fashion:** Size, Gender, Material, Color

- **Education Material:** File Upload, Price, Description, File Type, Preview Image

## C. Seller-Buyer Communication (MVP Scope)

Applicable to all categories **except** *Education Material*:

- Display Seller's **Phone Number**
- Display Seller's **WhatsApp Number**
- **In-App Chat System** (stored and facilitated via database for simplicity)
- **Education Material** (*Specialized virtual products*):
  - **Subcategories:** Ebooks, Publications, Past Questions
  - Users must **make payment** to access downloadable materials
  - Supports review, editing, publishing, and deletion of content by:
    - i. **Agents** (upload sellers)
    - ii. **Admin**
  - **Agent Signup Flow:** Regular users can **opt-in as agents** to upload and sell digital products under this category
  - Products include a **preview**, **download button**, and **payment lock**

## D. User Interaction Features

- **Chat System:**
  - Lightweight and category-relevant in-app messaging for quick responses
- **Search & Location Filter:**
  - Keyword and category search with optional **state/local government area** filter
- **Social Sharing:**
  - Share products via **Facebook** and **Instagram**
- **Product Reviews and Ratings:**
  - Users can leave **feedback**, **ratings (1–5 stars)**, and **comments**
- **Affiliate Program:**
  - Users can become affiliates by clicking a "**Become Affiliate**" button
  - Get a **unique referral link**
  - Earn **65% of the value** of the **first item purchased** by a referred user
- **Multilingual Support:**
  - Initial support for **English** and **Pidgin English** (switch toggle)

## E. Monetization (MVP Scope)

- **Boost Ad Feature:**
  - 7 days: ₦1,000
  - 14 days: ₦1,800
  - 30 days: ₦3,500

- **Advert Banner Slots**
- **Education Materials:**
  - Pay-to-download model (powered by **Paystack**)
- **Affiliate Commission Tracking**
- **Agent Uploads:** Revenue generation via **virtual content sales**

## F. Admin Features

- Full CRUD for:
  - All categories, subcategories, and listings
  - Educational content reviews and approvals
- Admin can:
  - Add **news/information** updates to the platform
  - View **basic user analytics** (e.g., active users, views per category, downloads)
  - Manage affiliate payout logic and reporting

## 3. Technical Specifications

Component	Technology/Service
Backend	PHP (Laravel)
Frontend	Material UI (React or Blade + Materialize)
Database	PostgreSQL
Email	Mailtrap.io API
File Storage	Laravel FileSystem (with local/public disk for MVP)
Authentication	Laravel Breeze (JWT-ready) or Laravel Sanctum
Payments	Paystack API (for downloads and ad boosts)
Hosting	Whogohost.com cPanel Shared Hosting
Chat System	Basic Laravel-powered in-app chat with database polling
File Downloads	Controlled download access with paid access logic

## Scalability Suggestions:

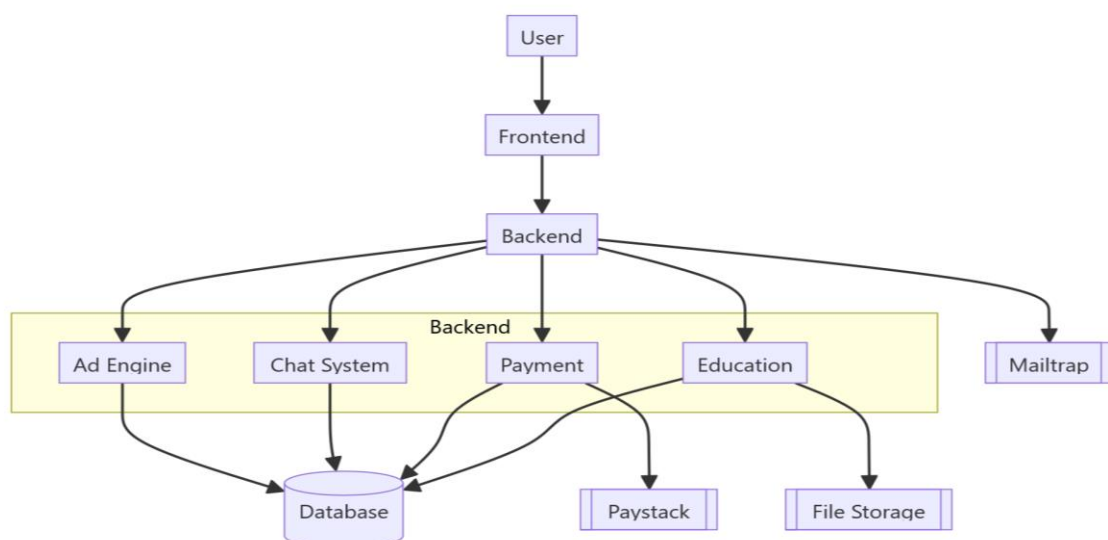
- Use dynamic JSON schemas per category for ad forms
- Queue background jobs (email, logs, file conversions)
- Prepare database for multi-vendor and affiliate tracking expansion

## 4. User Journey & Architecture Diagrams

### User Journey (Simplified)

1. **Visitor arrives** on landing page
2. Clicks on a **category icon**
3. Chooses a **subcategory**
4. Browses or searches for ads
5. Clicks an ad to view details
6. Chooses to:
  - Contact via phone
  - Chat in-app
  - Download (if virtual & paid)
7. Additionally:
  - Boost ad (for sellers)
  - Share on social media
  - Rate/review the product
  - Become an **affiliate** or **agent**

### Architecture



## 5. Project Timeline (2 Months)

Milestone	Description	Duration	Delivery Date
M1	Setup Laravel + PostgreSQL, Auth, Category Mgmt, Ad Posting Flows	3 Weeks	Week 3
M2	Seller-Buyer Comm., Boost Ad Feature, Education Material (Paid Download)	3 Weeks	Week 6
M3	UI Polish, Testing, Hosting Setup, Bug Fixes, Admin Dashboard, Final QA	2 Weeks	Week 8

## 6. Payment Structure

Tranche	% of Total	Amount (₦)	Payment Condition
Tranche 1	40%	₦160,000	Project kickoff (M1 start)
Tranche 2	40%	₦160,000	On delivery of M2 (end of week 6)
Tranche 3	20%	₦80,000	Upon final delivery and deployment (M3)
Total	100%	₦400,000	

## 7. Joint Venture Partnership & Revenue Model

### Partnership Model:

- **Client Responsibilities:**
  - 100% of platform-related expenses from development to deployment
  - Covers future maintenance and hosting
- **KVL Systems and Solutions Limited Responsibilities:**
  - Full software development cycle
  - Ongoing feature improvement and technical support

## Revenue Sharing:

- **70% for Client**
- **30% for KVL Systems and Solutions Limited**
- Revenue to be split from monetization streams:
  - Ad Boosting
  - Virtual Material Sales
  - Affiliate Conversions

## 8. Payment Account

All payment for the course of this development should be sent to payment details below.

Account name: Kennedy Egwuda

Bank Account number: 8160093332

Bank name: OPAY

Chukwuma Eze (client)

Sign\_\_\_\_\_

Date\_\_\_\_\_

KVL Systems and Solutions Limited

Sign:\_\_\_\_\_

Date: 02/07/2025

=== ADDENDUM TO PRODUCT REQUIREMENTS DOCUMENT ===

>> Added Category:

18. Building Materials

- Cement
- Blocks
- Roofing Sheets
- Tiles
- Plumbing and Electrical Fixtures

>> Added Feature: Verification Badge System

- Verified Merchants, Agents, and Affiliates will receive a verification badge that is displayed beside their profile image.
- Verification is conducted by admin through ID or business proof.
- This feature boosts trust and seller credibility.

>> Admin Features Updated:

- Admin can verify user accounts and assign verification badge status.