

Classified Website & Mobile Application – Functional Requirements Document

1. Overview

The proposed classified platform will enable users to buy and sell products and services through a structured, multi-category system. The platform will support location-based search, secure authentication, subscription-based visibility, and ad integration for monetization.

It will include both a website and mobile applications (Android & iOS) developed in English and Hindi, offering users a bilingual and seamless experience.

2. Core Features

2.1 Home Page

- Prominent Buy and Sell options for quick navigation.
- Display of: popular categories, featured listings, and nearby recommendations based on user location.

3. Product Listing and Categorization

3.1 Multi-Level Categorization

- A structured, three-tier hierarchy: Category → Subcategory → Third-Level Category.
- Each item posted must align with this structure.

3.2 Product Details

- Each listing will contain title, description, price, condition, images, and location.
- Contact information and optional attributes based on category (e.g., brand, color, mileage).

4. Admin Features

4.1 Category Management

- Admin can create, edit, delete, and reorder categories, subcategories, and third-level categories.

4.2 Advertisement Management

- Manage private ad spaces and Google AdSense integration.

4.3 User & Payment Management

- View, verify, and manage registered users, listings, and transactions.

5. User Features

5.1 Registration and Authentication

- Users can register and log in using mobile number (OTP) or email.

5.2 Location-Based Search

- Automatic or manual location detection for nearby listings.

5.3 Product Upload

- Upload items with product details, images, category selection, and subscription choice.

6. Subscription and Payment Features

6.1 Payment Gateway Integration

- Integration with secure payment gateways for subscriptions and featured ads.

6.2 Subscription Hierarchy

- Premium Users → Top visibility
- Standard Users → Mid-level visibility
- Free Users → Basic listing

7. Advertising and Monetization

7.1 Private Advertisements

- Admin-managed ad sections for sponsors or partners.

7.2 Google AdSense Integration

- Automated ad placements for additional revenue.

8. Language Support

- Platform available in English and Hindi.
- Users can switch language at registration or from settings.
- All user-facing text will be localized.

9. Non-Functional Requirements

9.1 Performance

- Page load time ≤ 3 seconds.

9.2 Security

- SSL encryption, OTP verification, and protection from web attacks.

9.3 Scalability

- Architecture supports horizontal and vertical scaling.

9.4 Flexibility (Database Architecture)

- Modular and flexible database allowing easy addition of new product features.

9.5 Portability (Code & Product Architecture)

- Codebase should support easy migration from local environment to AWS, Azure, or Google Cloud.

9.6 Usability & UX

- Intuitive, responsive, and mobile-optimized interface.

9.7 SEO & Marketing

- SEO-optimized URLs, metadata, and sitemaps.

9.8 Reliability & Availability

- 99.9% uptime and regular backups.

9.9 Maintenance & Support

- Admin tools for performance monitoring, reports, and updates.

10. Future Enhancements (Optional)

- Multi-currency support.
- AI-based recommendations.
- In-app chat.
- Analytics dashboard.
- Voice and image search.