**Internal User Needs for RideEase**

**1. Sales & Marketing Team**

* Ability to log in securely.
* Ability to create and manage promotional ads on the RideEase platform.
* Ability to filter and analyze ad performance data. (Future Scope)
* Ability to launch and track promotional campaigns. (Future Scope)
* Ability to generate customer engagement reports. (Future Scope)

**2. Management Team**

* Ability to log in and manage vehicle rides.
* Ability to upload and update vehicle documents (registration, insurance, etc.).
* Ability to review and verify driver background checks. (Future Scope)
* Ability to track driver availability and ride history.
* Ability to set and adjust rental rates dynamically.

**3. Customer Support Team**

* Ability to log in and access user support tickets.
* Ability to respond to customer queries via chat, email, and calls.
* Ability to update, resolve, or escalate support ticket. (Future Scope – Escalate ticket)
* Ability to view ride history and dispute resolutions.
* Ability to generate reports on support trends and user issues. (Future Scope)
* Ability to issue refunds or ride credits

**4. Finance & Accounts Team**

* Ability to log in and access transaction records.
* Ability to process refunds and cancellations.
* Ability to manage revenue splits between RideEase and car owners.
* Ability to apply and manage discount codes and promotional offers.
* Ability to track driver earnings and commission payouts