

# **Student Commute Optimizer: Product Requirements Document (PRD)**

**Version:** 1.0 **Date:** September 15, 2025 **Author:** Parth Mhatre

## 1. Introduction

Our updated vision is to create a community of student commuters based on **trust and efficiency**. We will solve their travel problems and, in doing so, reduce their financial burden and environmental impact.

## 2. The User Journey:

A professional PRD considers the user's emotional state throughout their journey. We must address their anxieties about getting into a car with a stranger.

- **Initial Anxiety:** Fear of the unknown, privacy concerns.
  - **Mitigation:** The use of **anonymous usernames** and **student-only verification** will be heavily promoted. Our onboarding will emphasize safety features.
- **The "Moment of Truth":** The first time a user meets a match.
  - **Solution:** We will include a **"Review" feature** within the chat. Users can see a simple rating of the other person before meeting. The app will also suggest a public meeting spot on campus for the first ride.
- **Post-Ride Experience:** The user feels relief and satisfaction.
  - **Reward:** A **"Karma Points" system** (more on this below) will reward users for completing rides, building a positive community.

## 3. Detailed Features & Phased Rollout

This PRD outlines a phased rollout to ensure we build the right features at the right time.

Phase 1 (MVP - Now):

- **Feature:** Core Matching & Anonymous Chat.
  - **Goal:** Validate the core value proposition of connecting students.
- **Feature:** Student Verification.
  - **Goal:** Build a foundation of trust and security from day one.

Phase 2 (Version 1.1 - 3 Months Post-Launch):

- **Feature:** Driver/Rider Rating System.

- **Description:** A simple 5-star rating system with optional comments. Users can only rate after a ride is completed.
- **Feature:** Karma Points & Leaderboard.
  - **Description:** A gamified system where users earn points for every ride they complete. Top users are shown on a campus-specific leaderboard. This incentivizes participation.
  - **Instructions for you:** Please create a simple **infographic** titled "**Our Karma Points System.**" It should show an icon of a student with a thought bubble that says "I saved money!" and another that says "I got 10 points!". Below it, show icons of a leaderboard, a badge, and a free coffee icon, to show what points can be used for.

#### Phase 3 (Version 1.2 - 6 Months Post-Launch):

- **Feature:** Advanced Scheduling & Groups.
  - **Description:** Allow users to schedule recurring rides (e.g., every Monday at 8 AM). Enable the creation of "Ride Groups" for friends or classmates with similar schedules.
- **Feature:** Public API for University Integrations.
  - **Description:** A PM would think about future business development. We will provide a simple API for universities to integrate our app into their official campus portals.

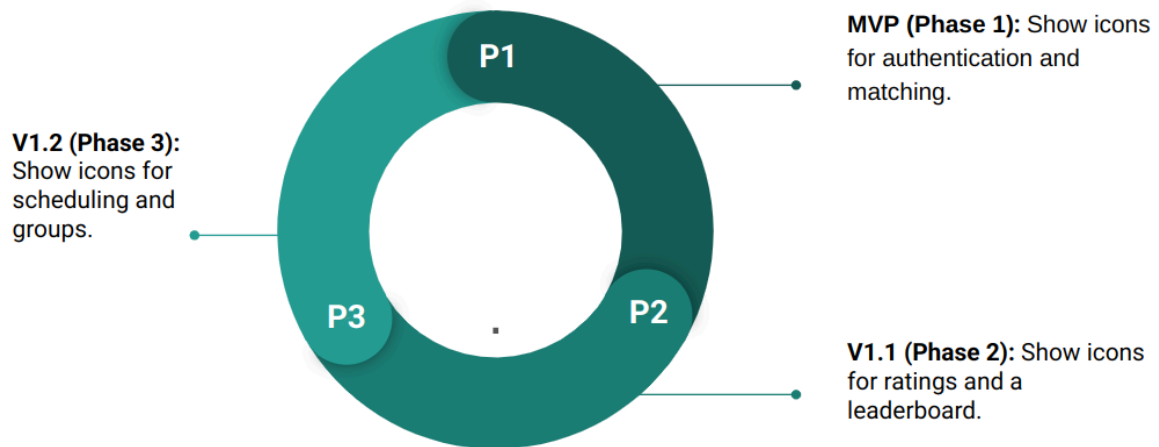
#### 4. User Feedback Loop

A professional PRD includes a plan for how to learn from our users.

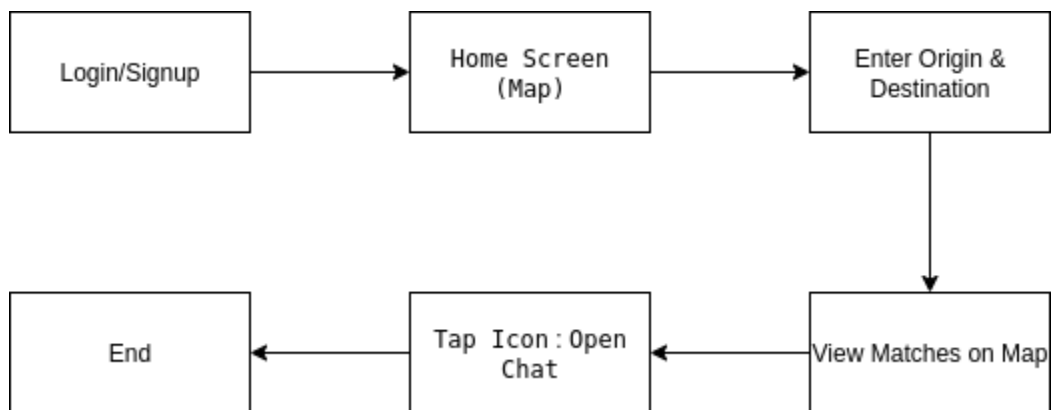
- **In-app Surveys:** Short, two-question surveys will pop up after a ride.
- **User Interviews:** We will conduct monthly interviews with 5-10 users to get qualitative feedback.
- **Data Analytics:** We will track user behavior to identify pain points and opportunities for new features.

## 5. Diagrams & Visuals

### 5.1. Product Phasing Roadmap Infographic:



### 5.2. User Journey Map: First Ride:



### 5.3: Data Flow Diagram:

External Entities:

[Student]

[University Email Service]

| Registration Data

v

+-----+

| Student Commute Optimizer |

| System |

| |

| +-----+ |

| | Registration Process | |

| +-----+-----+ |

| | User Data Store |

| v |

| +-----+ |

| | Matching Process | |

| +-----+-----+ |

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Verification Confirmation |

| |

| Verification Link

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[University Email Service]

Route Request Data --> [Student Commute Optimizer System] --> Match Results --> [Student]