Quality

**📌 Performance**

1. **Page & search response time** (p95 latency for main page + search results)
2. **Scalability & throughput** (handle 10k DAU, growth ready)
3. **Indexing freshness** (time for new listing to become searchable)
4. **Cost efficiency** (cloud spend, infra utilization)

**📌 Availability & Reliability**

1. **Service availability (uptime SLA)**
2. **Resilience & graceful degradation** (fallback UX under partial failures)
3. **Data integrity & consistency** (listings, messages, transactions)
4. **Messaging & notifications reliability** (delivery guarantees, timeliness)
5. **Disaster recovery & backup** (RPO/RTO targets)

**📌 Maintainability**

1. **Modifiability/extensibility** (adding social features, new services)
2. **Deployability & release safety** (blue/green, canary, rollback)
3. **Testability & automation** (unit, integration, CI/CD)
4. **Observability** (logs, metrics, tracing, alerting)
5. **Interoperability & integration** (social login, optional payment links, KYC)

**📌 Security & Compliance**

1. **Authentication & authorization** (session mgmt, roles)
2. **Data privacy & DPDP compliance** (PII encryption, minimization)
3. **Fraud & abuse prevention** (fake listings, scams, spam detection)
4. **Content moderation** (illegal or harmful item takedown)

**📌 Usability**

1. **Discoverability & accessibility** (navigation, a11y)
2. **Search relevance & personalization** (filters, recommendations, retargeting)
3. **Internationalization readiness** (multi-language UX, though India-first)

## What changed (at a glance)

* **Methodology-driven ratings**: Each attribute now has **four impact axes** (user, revenue/GMV, compliance, differentiation) and **five difficulty drivers** (engineering, ML/data, cross‑team coupling, ops overhead, security/privacy complexity).
* **Persona-specific weights**: PM, BE, SRE, SEC, and UX weight these axes differently for **Importance** and **Difficulty**, producing varied 1–3 scores per persona.
* **Priority = I\_avg × D\_avg**: Provided for triage (you’ll still rank manually—this is a helper).

**Deliverables (downloadable):**

* Updated full matrix: **c2c\_quality\_workshop\_ratings\_v3\_weighted.csv**
* The Top‑12 slice only: **c2c\_quality\_top12.csv**

Note: I attempted to display the table inline but the viewer errored; the CSVs above contain the complete data.

## The scoring framework I used

### Impact dimensions (drive **Importance**)

* **User impact** (retention, trust, UX outcomes)
* **Revenue impact** (GMV, conversion, SEO footprint)
* **Compliance risk** (DPDP obligations: PII handling, breach exposure, takedown)
* **Differentiation** (strategic enablement—recommendations, social trust, speed as UX moat)

### Difficulty drivers (drive **Difficulty**)

* **Engineering complexity** (distributed systems, consistency, infra)
* **ML/Data complexity** (models, features, training/inference)
* **Cross‑team coupling** (dependencies: push/SMS/email, search infra, auth, data)
* **Ops overhead** (SLOs/SRE burden, scaling, incident surface area)
* **Security & privacy complexity** (authZ rules, consent/retention, PII)

### Persona weightings (how each role “votes”)

**Importance weights (per persona)**

* **PM:** user 0.35, revenue 0.35, compliance 0.15, differentiation 0.15
* **BE:** user 0.30, revenue 0.20, compliance 0.20, differentiation 0.30
* **SRE:** user 0.35, revenue 0.20, compliance 0.30, differentiation 0.15
* **SEC:** user 0.20, revenue 0.15, compliance 0.50, differentiation 0.15
* **UX:** user 0.50, revenue 0.30, compliance 0.10, differentiation 0.10

**Difficulty weights (per persona)**

* **PM:** eng 0.25, ml 0.20, x‑team 0.25, ops 0.20, sec 0.10
* **BE:** eng 0.35, ml 0.20, x‑team 0.25, ops 0.15, sec 0.05
* **SRE:** eng 0.20, ml 0.10, x‑team 0.20, ops 0.40, sec 0.10
* **SEC:** eng 0.15, ml 0.10, x‑team 0.20, ops 0.15, sec 0.40
* **UX:** eng 0.20, ml 0.30, x‑team 0.20, ops 0.10, sec 0.20

Each attribute receives 1–3 scores on the four **impact** axes and five **difficulty** drivers (tailored for India‑first C2C and ~10k DAU). Persona weights convert those into **1–3 per persona**, then we compute **Overall I (avg)**, **Overall D (avg)**, and a **Priority helper** (= I\_avg × D\_avg).

## Top‑12 by computed priority (for your manual shortlist)

1. **Fraud & abuse prevention** (Security) — Priority 5.2
2. **Search relevance & personalization** (Usability) — 5.2
3. **Page & search response time (p95)** (Performance) — 4.8
4. **Data integrity & consistency** (Reliability) — 4.8
5. **Data privacy & DPDP compliance** (Security) — 4.8
6. **Service availability (uptime SLA)** (Availability) — 4.4
7. **Authentication & authorization** (Security) — 4.4
8. **Content moderation** (Security) — 4.4
9. **Scalability & throughput (10k DAU+)** (Performance) — 4.0
10. **Indexing freshness (listings searchable)** (Performance) — 4.0
11. **Resilience & graceful degradation** (Reliability) — 4.0
12. **Messaging & notifications reliability** (Reliability) — 4.0

(The full matrix has 21 items; see the CSV for the rest.)

## Why these float to the top (condensed rationale)

* **Fraud & abuse prevention / Content moderation**: C2C trust is existential; scams and illegal listings kill user trust and GMV. Security/UX/PM all rate Importance high; Difficulty is elevated due to ML signals, policy, appeals, and enforcement ops.
* **Search quality + speed**: Conversion hinges on finding the right item fast. Relevance + low p95 latency + fresh indexing together maximize “time‑to‑value.”
* **Data integrity & consistency**: Listing state, inventory, and messages must be correct; eventual consistency tolerances need thought. High cross‑service coupling raises Difficulty.
* **DPDP + AuthN/Z**: India‑first mandates privacy by design, consent management, PII minimization, retention, breach posture. AuthN/Z correctness (sessions, scopes) is critical.
* **Availability & Resilience**: Even at 10k DAU, downtime is brand‑damaging. Resilient fallbacks (read‑only browse, deferred writes) preserve core flows.
* **Scale & Index freshness**: You’re not hyperscale yet, but growth‑ready architecture and fast “list → searchable” cycles keep supply liquid.
* **Messaging/notifications reliability**: Buyer–seller communication is the transaction backbone; think idempotency, retries, DLQs, and push/email/SMS heterogeneity.

## How to reduce from 21 → ****11–12**** (recommended clustering)

Use these merges **only if** they align with your workshop’s final scores:

1. **Trust & Safety** = Fraud & abuse prevention **+** Content moderation (and optionally add “reporting & appeals”).
2. **Identity & Privacy** = Authentication & authorization **+** Data privacy & DPDP compliance (keep consent/retention explicitly scoped).
3. **Search & Discovery Excellence** = Search relevance & personalization **+** Indexing freshness (and reference Latency targets).
4. **Web Performance** = Page & search response time (p95) (optionally fold **SEO/Web Vitals** here if you add it later).
5. **Operational Reliability** = Service availability (SLA) **+** Resilience & graceful degradation (keep DR as a supporting control—include if it ranks high).
6. **Messaging Reliability** = Messaging & notifications reliability (keep it separate; it’s core to transactions).
7. **Scale & Capacity** = Scalability & throughput (10k DAU baseline; leave room for 10× growth).
8. **Platform Health** = Observability **+** Deployability & release safety **+** Testability & automation (if they land mid‑pack, cluster them to one “engineering excellence” objective).
9. **Interoperability** (keep if you foresee KYC/social login growth; otherwise fold into Platform Health).
10. **Discoverability & Accessibility** (retain if you need a11y commitments; otherwise fold into Web Performance / Search & Discovery).
11. **Internationalization readiness** (retain only if near‑term; otherwise defer).

That usually yields **9–12** final objectives after merging based on your scores.

## Suggested baseline SLOs / targets (so scores tie to numbers)

* **Page & search latency:** p95 ≤ **2.0s** (page); p95 ≤ **2.5s** (search), p99 ≤ 4s.
* **Indexing freshness:** New listing visible in search ≤ **60s** (p95), ≤ 5m (p99).
* **Availability:** **99.9%** monthly; error budget‑backed.
* **Resilience:** Read‑only browse when writes degrade; circuit‑breakers around search, messaging, notifications.
* **Data integrity:** Exactly‑once listing updates; idempotent mutations; outbox pattern for cross‑service writes.
* **Messaging/notifications:** ≥ **99%** delivery within **5s** (in‑app), ≤ **2 min** (push/email/SMS) p95.
* **DPDP privacy:** PII encrypted at rest & transit; consent & retention policies enforced; data subject request SLA ≤ **15 days**; breach runbook defined.
* **AuthN/Z:** Session hardening; MFA optional; role/attribute‑based access where applicable.
* **Fraud & abuse:** Risk scoring on listing & messaging; device/account reputation; rate limits; takedown SLA ≤ **24h** (high‑risk ≤ **2h**).
* **Observability:** Golden signals (latency, errors, traffic, saturation); trace coverage ≥ **80%** of critical paths; SLO dashboards; on‑call runbooks.
* **Release safety:** Canary + auto‑rollback (5–10% guardrail), change failure rate < **10%**, MTTR < **30m**.

## What you can use right now

* **Full weighted matrix** with persona‑level I/D and computed priorities:  
  **Download v3 CSV**
* **Top‑12 only** for quick discussion:  
  **Download Top‑12 CSV**

## Want to tune the “thoughtfulness”?

If you prefer a different decision lens, I can **recompute** in seconds by changing the weights. Common toggles:

* Overweight **Compliance** (e.g., SEC importance weight → 0.6)
* Downweight **Differentiation** until PMF is clearer
* Increase **ML/DATA Difficulty** to reflect limited data/infra today
* Add **SEO/Web Vitals** explicitly if organic acquisition is key

Tell me which levers to pull (or share any “must‑wins”), and I’ll regenerate the scores and the shortlist accordingly.