## **Website Landing Pages → Match with AI**

### **Functional Requirements:**

### **Section 1: AI Match Input Form**

* **Step 1: User Input Prompt 1**
  + **Label:** “What kind of expertise, advice, mentorship or coaching do you need today?”
  + **Field:** Text input
  + **Placeholder Example:** *marketing strategy for a new product launch*This is dynamic and changes.Question 1:***“What kind of expertise, advice, mentorship or coaching do you need today?”***
    - *“How do I launch my product and find my first customers?”*
    - *“I need a career coach to help me pivot into tech.”*
    - *“What’s the best strategy to raise pre-seed funding?”*
    - *“I want advice on scaling my small business without outside investors.”*
    - *“How can I manage stress and avoid burnout as a founder?”*
  + *Example is ok But we need recommandation for showing the result. (Logic)*
* **Step 2: User Input Prompt 2**
  + **Label:** “To match you better, tell us what we should know about you.”
  + **Field:** Text input
  + **Placeholder Example:** *I'm a startup founder trying to grow in Saudi*This is dynamic and changes.
* Question 2:***“To match you better, tell us what we should know about you.”***
  + *“I’m a startup founder trying to bootstrap my business.”*
  + *“I’m between jobs and considering a career change.”*
  + *“I’m in the early stages of launching a retail brand.”*
  + *“I’m leading a small marketing team and want to improve our strategy.”*
  + *“I’m a first-time manager learning how to lead my team.”*
  + *“I’m building an e-commerce store and struggling with customer acquisition.”*

*“I’m an executive looking for guidance on scaling into the Middle East.”*

* **CTA Button**
  + Label: **“Find Now”**
  + On click: Redirects to AI-matched expert results

**Open Questions (Relevant to this Section):**

* **What will be the data points to “Match with AI” search and in which order?**
* **We need to pick the words from what the user needs and match it against the bio of the experts.**
* **We need to match the user profile, location, keywords against the bio/profile of the expert.**
* **Any other data points?** (location, reviews, experience level, etc.)
* **How many results do we need to show, or do we show all profiles in some order?**

**Logic and recommendation needed for the result.**

### **Section 2: Expert Card Grid Results (Post AI Match)**

* The grid of expert cards appears after submitting the AI form
* Each card includes:  
  + Profile image
  + Name and title
  + Rate (by session, 15-min or custom format)
  + Charity donation badge (if applicable)
  + Industry tags (max 4; display in added order)
  + Rating stars (average from user reviews)
  + "Top Expert" or relevant badge label
* “Load More” button to reveal additional experts beyond the first set

**Open Question:**

**Why is “Top Experts” always shown at the top of search results? Is that a fixed criteria or influenced by AI match relevance?  
  
Fixed criteria- 1st phase**

### **Section 3: FAQ Display (Sticky Section)**

* Dynamic FAQ module categorized by:  
  + General Platform & Usage
  + Payment & Pricing
  + Scheduling & Availability
  + Expert Onboarding & Profiles
  + During & After the Session
  + Trust, Safety & Review
* Clicking a tab updates questions below it
* Answers are shown in an accordion format

(Note: FAQ content is expected to be admin-managed. If not, we need a static list per category.)

### **Section 4: Responsiveness & Accessibility**

* Mobile-first design: input fields stack vertically
* CTA button is always visible at the bottom of the form
* Alt text for icons and labels
* Proper ARIA roles for input fields

### **Section 5: Performance**

* Debounced input logic to avoid unnecessary fetches
* Optimized initial load for expert card results
* Results caching for back/forward navigation

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### **Non-Functional Requirements:**

* Match results should display within 2 seconds
* AI search should handle synonyms and partial matches
* Scalability to match new expert entries as they’re added
* Results should be consistent across user sessions