Website PRD (Product Requirements Document)

1. Overview

Project Name: OfficeXpress Website

Prepared By: Hesham Rajmi

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Version: v1.1

Brief Description: A website to showcase OfficeXpress services (Corporate, Rentals, Vendor Registration), allow customers to book services via forms, and provide company updates via blog posts.

2. Goals & Objectives

- Enable potential customers to learn about our services (Pick & Drop, Rentals, Airport pickups).

- Help visitors book services easily via forms.

- Provide information about OfficeXpress to businesses and individuals.

- Encourage vendor registrations.

- Success Metrics: # of inquiries, # of bookings, # of form submissions, # of blog views.

3. Target Audience

- Primary: Office commuters looking for reliable daily rides.

- Secondary: Businesses seeking corporate transport and rental solutions.

- Tertiary: Foreign visitors needing airport pickup or city tours.

4. Scope of Work

In-scope:

- Homepage: Banner, business intro, service highlights, portfolio preview, contact CTA.

- About Us: Mission, story, and company background.

- Corporate Services: Service details + form (Company name, Customer name, Phone, Email).

- Rental: Rental service details + form (Customer name, Phone, Email).

- Portfolio: Showcase corporate clients and reviews (tile-style UI).

- Vendor Registration: Vendor info + form (Name, Location, Vehicle list checkboxes, Service modality).

- Contact Us: Contact details, social media links, and contact form (Name, Email, Phone, Message).

- Blog: Dynamic blog posts.

Out-of-scope:

- Mobile Application.

5. Site Map (Page List)

- Homepage – Overview, highlights, main CTA.

- About Us – Who we are, mission, story.

- Corporate Services – Details of services + form.

- Rental – Rental details + form.

- Portfolio – Showcase of clients & reviews.

- Vendor Registration – Info + form.

- Contact Us – Contact details + form.

- Blog – Company blog posts.

6. Content Requirements

Homepage: Summary of services, portfolio preview, and CTA.

About Us: Text: 'OfficeXpress provides employee transportation solutions. Our products include Pick & Drop and Rental Services, both available on monthly contract or Ad Hoc basis. We also provide special airport pick and drop and city tours for foreigners with English-speaking, tech-savvy chauffeurs.' Include engaging illustrations.

Corporate Services: Detailed description (Pick & Drop, Rentals, Airport pickup). Include form (Company name, Customer name, Phone, Email).

Rental: Text: 'We provide quality cars at affordable rates across Bangladesh. Includes city tours for foreigners with chauffeur support.' Include form (Customer name, Phone, Email).

Portfolio: Tiles showing logos of current clients, photos with clients, rotating reviews.

Vendor Registration: Info text + form (Name, Location, Vehicle ownership with checkbox, Service modality).

Contact Us: Display company email, phone, address, and social media handles. Include contact form (Name, Email, Phone, Message).

Blog: Dynamic blog posts.

7. Design Requirements

- Brand Colors:

  Primary – Mint Green (#A8E6CF) – Main vehicle body, large panels.

  Secondary – Pastel Teal (#B2DFDB) – Accent stripes, side-panel highlights.

  Accent – Pale Lime (#E0F7FA) – Logos, eco-badges, call-out decals.

  Neutral Light – Whisper White (#F0F4C3) – Background areas, text backgrounds.

  Neutral Dark – Soft Slate (#CFD8DC) – Text, trim, wheel arches.

  Highlight – Blush Pink (#F8BBD0) – Subtle pop accents.

- Fonts: Roboto.

- Style Reference: To be decided.

- Logo Placement: Top-left header.

- Logo: Attached below.

8. Functional Requirements

- Contact Forms:

  Corporate Services Form: Company Name, Customer Name, Phone, Email.

  Rental Form: Customer Name, Phone, Email.

  Contact Us Form: Name, Email, Phone, Message.

- Search Bar: Yes.

- Social Media Links: Facebook, LinkedIn, Instagram (handles to be provided later).

- Mobile Responsive: Must work on desktop, phones, and tablets.

9. Technical Requirements (Non-Technical Language)

- Hosting: Hosting arranged (details to be added later).

- Domain: officexpress.org.

- CMS: Requires a backend panel like WordPress/Wix for updating content and blog posts.

10. Timeline & Milestones

- Draft Design: [date].

- First Review: [date].

- Final Approval: [date].

- Launch: [date].

11. Budget

- Design Cost:

- Development Cost:

- Hosting/Domain:

- Other:

12. Risks & Assumptions

- Content (text/images) will be provided by Hesham Rajmi.

- Delays may occur if feedback is not given on time.

13. Approval

Prepared by: Hesham Rajmi

Reviewed by:

Approved by: