# **Product Specification [HIPLANDO-MVP-001]**

## **Business Context**

Hiplando aims to revolutionize horse brokerage by combining physical facilities with a digital platform. The MVP needs to establish the foundation for community building while enabling basic deal facilitation.

## **Feature Overview**

The MVP will focus on three core capabilities:

1. Horse Profile Management
2. User Community Features
3. Basic Deal Facilitation

## **Detailed Feature Requirements**

### **1. Horse Profile Management**

## **User Stories**

* As a horse owner
  + I want to create detailed profiles for my horses
  + So that I can professionally showcase them to potential buyers
* As a buyer
  + I want to browse and search horse profiles
  + So that I can find potential horses matching my criteria
* As a seller
  + I want to manage multiple horse profiles
  + So that I can maintain my inventory efficiently

## **Acceptance Criteria**

1. Horse Profile Creation
   * Upload multiple high-quality photos (min 5, max 20)
   * Input comprehensive horse details:
     + Basic Info: name, breed, age, gender, height, color
     + Performance: discipline, level, achievements
     + Health: veterinary records, x-rays, vaccinations
     + Lineage: bloodline information, breeding history
   * Attach documents (health certificates, competition results)
   * Set visibility status (public/private)
   * Save draft profiles
2. Profile Management
   * Edit existing profiles
   * Archive sold horses
   * Duplicate profiles for similar horses
   * Track profile view statistics
3. Search & Discovery
   * Filter by key characteristics (breed, age, discipline, price range)
   * Sort by various criteria
   * Save favorite profiles
   * Share profiles via link

### **2. User Community Features**

## **User Stories**

* As a community member
  + I want to create a professional profile
  + So that I can build trust with other members
* As an event organizer
  + I want to post facility events
  + So that I can attract community participation
* As a user
  + I want to discover events near me
  + So that I can engage with the local horse community

## **Acceptance Criteria**

1. User Profiles
   * Professional background
   * Role specification (owner, trainer, buyer, etc.)
   * Profile verification system
   * Activity history
   * Contact preferences
2. Event System
   * Create facility events
   * Geolocation-based event discovery
   * Event categories (trials, training, community meetups)
   * RSVP functionality
   * Event reminders
   * Basic event analytics

### **3. Basic Deal Facilitation**

## **User Stories**

* As a seller
  + I want to indicate horses available for sale
  + So that I can attract potential buyers
* As a buyer
  + I want to express interest in horses
  + So that I can initiate purchase discussions
* As a facility manager
  + I want to manage trial bookings
  + So that I can coordinate facility usage

As a buyer

* I want to securely pay for services and bookings
* So that I can complete transactions efficiently

As a facility manager

* I want to receive payments for facility services
* So that I can track and manage revenue

As a seller

* I want to receive secure deposits for horse sales
* So that I can safely proceed with deals

## **Acceptance Criteria**

1. Deal Initiation
   * Express interest functionality
   * Basic messaging system
   * Trial booking request system
   * Price range indication (optional)
   * Export horse details as PDF
2. Facility Booking
   * Trial session scheduling
   * Basic calendar management
   * Automatic confirmation emails
   * Cancellation management
3. Payment Processing
   * Secure payment gateway integration (Stripe)
   * Support for multiple payment methods (credit card, bank transfer)
   * Automated receipt generation
   * Payment history tracking
   * Refund processing capability
   * Deposit handling for horse sales
   * Service fee processing for facility bookings
4. Financial Management
   * Transaction history
   * Payment status tracking
   * Invoice generation
   * Financial report generation
   * Commission tracking
   * Tax documentation support

## **Technical Considerations**

1. Platform Requirements
   * Responsive web application
   * Native mobile app (iOS and Android)
   * Offline capability for basic features
   * Real-time updates for messaging
2. Integration Requirements
   * Secure document storage
   * Email notification system
   * Calendar integration
   * Location services
3. Payment Integration Requirements
   * Stripe API integration
   * Secure payment processing
   * Payment webhook handling
   * Transaction logging system
   * Financial data encryption
   * Compliance with financial regulations

## **UI/UX Requirements**

1. Design Principles
   * Premium, luxury feel
   * Clean, uncluttered layouts
   * Professional photo displays
   * Intuitive navigation
   * Mobile-first approach
2. Performance Requirements
   * Page load time < 2 seconds
   * Image optimization for various devices
   * Smooth transitions and animations
   * Responsive across all screen sizes

## **Success Metrics**

1. User Engagement
   * Profile completion rate > 80%
   * Average session duration > 5 minutes
   * Return visit rate > 40%
   * Event participation rate > 15%
2. Business Metrics
   * Number of registered users
   * Number of horse profiles created
   * Number of trial bookings
   * Message response rate
   * User retention rate

## **Security Requirements**

1. User Data Protection
   * Secure document storage
   * Private messaging encryption
   * Role-based access control
   * Data backup system
2. Transaction Security
   * Secure payment processing
   * Document verification system
   * User verification system
   * PCI DSS compliance for payment processing
   * Secure payment gateway integration
   * Multi-factor authentication for large transactions
   * Transaction monitoring system
   * Fraud detection measures
   * Secure refund processing
   * Financial data encryption
   * Audit trail for all transactions

## **Phase 1 Limitations**

* No online auctions
* Limited analytics dashboard
* Basic messaging system only
* Manual verification process