

PROJECT PROPOSAL

1. Project Title

Local Creator & Service Team Marketplace Platform

2. Introduction

In many localities, there are numerous small creative teams and individuals who offer services such as photo framing, gift making, event management, and handcrafted works. Although these creators possess strong skills, they often lack a centralized digital platform to showcase their services and connect with potential customers. On the other hand, users find it difficult to discover trustworthy local creators and usually rely on word-of-mouth or scattered social media pages.

This project aims to build a web-based platform that bridges this gap by connecting local creators with users through a structured, reliable, and scalable system. The platform focuses on lead generation and communication rather than direct product sales.

3. Problem Definition

Currently, there is no unified locality-focused platform that enables users to easily discover verified creative teams. The existing approach suffers from several issues:

- Lack of visibility for local creators
- Difficulty for users to compare and evaluate service providers
- No structured way to track customer enquiries
- Heavy dependence on informal communication channels
- No monetization model for platform sustainability

These challenges reduce trust, efficiency, and growth opportunities for both users and creators.

4. Proposed System

The proposed system is a creator marketplace platform where users can browse and contact local creative teams. The platform does not handle direct purchases; instead, it manages leads and facilitates communication.

Key highlights of the system:

- Creators list their services and portfolios
- Users discover creators based on category and location
- Users are allowed a limited number of free contacts
- Subscription is required after free contact usage
- Creators receive real-time notifications when contacted

5. Objectives of the Project

- Provide a centralized platform for local creators
- Simplify discovery of creative services for users
- Enable fair monetization using a subscription model
- Improve trust through profile verification and reviews
- Build a scalable, production-ready web application

6. Scope of the Project

- User and creator registration
- Creator profile and service listing
- Portfolio image uploads
- Category and location-based search
- Contact tracking and lead management
- Subscription-based access control
- Admin moderation and verification

7. User Roles

User / Customer

- Register and login
- Browse creators and services
- View creator portfolios
- Contact creators (limited free usage)
- Upgrade subscription

Creator / Service Team

- Create and manage profile
- Add services and descriptions

- Upload work samples
- Receive contact notifications
- View contact analytics

Admin

- Approve creator profiles
- Monitor contact activity
- Manage subscriptions
- Handle reports and abuse cases

8. System Methodology

The system follows a lead-generation workflow. Users browse creators, select a service, and contact a creator. The platform tracks each contact event and applies subscription rules accordingly. When a contact occurs, the creator is notified in real time. All interactions are logged for analytics and monitoring.

9. Contact Management Logic

- Each user receives two free contact attempts
- Every contact action is recorded
- After exceeding the free limit, subscription is required
- Phone numbers are revealed only after validation
- Creators receive real-time notifications for new contacts

10. Real-Time Notification System

WebSockets are used to notify creators instantly when a user contacts them. This improves response time and enhances the platform's professional feel without implementing in-platform chat.

11. AI-Based Features (Microservice)

A separate AI microservice is integrated to improve discovery and automation:

- Creator recommendations based on user behavior
- Automatic tag extraction from service descriptions
- Ranking creators using engagement data

The AI service communicates with the main backend through REST APIs.

12. Tools and Technologies

Frontend: - React.js - Context API / Redux

Backend: - Django - Django REST Framework - Django Channels

Database: - PostgreSQL

Payment :- Razorpay

Other Technologies: - Redis - JWT Authentication - Cloud storage for images - FastAPI (AI microservice) - Docker

13. Security Measures

- JWT-based authentication
- Role-based access control
- Secure API endpoints
- Rate limiting on contact actions
- HTTPS communication

14. Future Enhancements

- In-platform chat system
- Mobile application
- Advanced analytics dashboard
- AI-powered smart reply suggestions
- Location-based ranking improvements

15. Conclusion

This project presents a practical and scalable solution to connect local creators with users through a managed lead-generation platform. By combining modern web technologies, real-time notifications, and AI-based discovery features, the system addresses real-world problems while demonstrating strong software architecture and design principles.