Product Requirements Document (PRD)

Marketplace Platform for Podcast Editors and Creators

1. Problem Statement

Podcast creators struggle to find reliable, professional, and affordable audio editors. The lack of a specialized, quality-controlled platform results in time-consuming searches, inconsistent episode quality, and collaboration bottlenecks. This PRD outlines a platform connecting podcast creators with verified podcast editors to streamline audio content production and boost content quality.

2. Overview

Objective:
Build an online marketplace connecting podcast creators with skilled audio editors, focusing on easy discovery, transparent transactions, efficient file sharing, and seamless collaboration.

Vision:
Become the go-to platform for podcast creators and editors in India, expanding globally, by tackling quality, speed, and collaboration challenges impeding podcast growth.

3. Target Users

Podcast Creators

- **Aspiring & Low-budget Creators**: New podcasters seeking affordable, entry-level editing.
- **Growth-stage Creators**: Creators with a growing audience needing consistent, high-quality editing.
- **Professional Podcasters**: Monetized shows demanding advanced audio, regular output, and scalability.

Podcast Editors

- **Beginners**: Developing portfolio, ready to work at lower rates, eager for experience.
- **Experienced Editors**: Seeking steady work, reputation-building, and streamlined work management.

4. User Personas

Persona	Profile	Goals	Pain Points
Ananya (Creator)	23, Student, hobby podcaster	Publish more content, improve quality affordably	Limited funds, lacks editing skills
Rohan (Creator)	27, Indie business podcast, monetized	Quick turnaround, grow audience, advanced sound work	Finds hiring editors unreliable
Priya (Editor)	22, graduate, basic editing skills	Build portfolio, gain steady projects	Struggles to get clients
Vikram (Editor)	31, full-time editor, large portfolio	Consistent clients, minimize admin hassle	Late payments, unclear briefs

5. Assumptions

- Podcast editing service demand is rising across India and globally.

- Verified onboarding of editors will improve trust and quality.

- Both mobile and desktop accessibility are critical.

6. Goals

- Provide a seamless marketplace for podcast creators and audio editors.

- Improve episode turnaround times, reliability, and production quality.

- Enable safe, efficient payments and reduce project management overhead.

7. Features

7.1 Profiles, Portfolios & Reviews

- Editors display skills (e.g., mastering, sound cleanup), experience, rates, and sample works.

- Creator reviews visible to establish editor reputations.

7.2 Job Board & Gig Posting

- Creators post project briefs (length, genre, deadlines, sample style).

- Editors offer preset packages (e.g., "Basic Edit," "Mixing & Mastering") for direct hiring.

7.3 Search & Filtering

- Filter by genre experience, editing tools, languages, turnaround speed, price, and ratings.

- Search for specific skills (e.g., noise reduction, music integration).

7.4 Project Management Tools

- In-platform chat, file sharing, deadline and revision tracking.

- Shared dashboards for episode status, payment, and milestone progress.

7.5 Secure File Transfer

- Large audio file uploads/downloads, secure storage, versioning.

7.6 Payments & Invoicing

- Escrow-based payment protection, milestone releases, and automated invoicing.

7.7 Platform Integrations (Phase 2+)

- Export finished episodes directly to major hosting platforms.

7.8 Quality Assurance

- All editors undergo verification (test jobs, references).

- Dispute resolution mechanisms for revisions or unsatisfactory delivery.

8. User Flows

For Creators:

1. Register → Post podcast episode requirements → Browse/join gig offers or post job → Communicate with shortlisted editors → Upload audio → Track status → Release payment → Leave review.

For Editors:

1. Register → Complete verification → Set up profile/portfolio/packages → Browse job board/apply for projects → Communicate/confirm scope → Download/upload audio → Mark completion → Receive payment → Respond to reviews.

9. Feature Prioritization

Feature	Reach	Impact (0-5)	Confidence	Effort	Score

Profiles & Reviews	100	4	100%	4	100
Job Board & Gig Posting	100	5	100%	4	125
Search & Filtering	100	4	90%	4	90
Project Management Tools	85	3	80%	3	64
Secure File Transfer	85	4	80%	3	85
Payments	100	4	90%	4	90
Editor Verification	100	5	100%	3	125

10. Wireframes (Description)

- **Login and Registration:** Role-based onboarding (Creator/Editor).

- **Home Dashboard:** Post or browse projects/gigs, see project status.

- **Editor Profile:** Portfolio, skills, pricing, work samples, ratings.

- **Project Dashboard:** Track ongoing/completed projects, payment status, file sharing.

- **Chat Interface:** Real-time messaging, file attachments.

- **Payment Gateway:** UPI, netbanking, credit/debit cards, milestone payment workflows.

11. Success Metrics

- Daily active podcast creators and editors

- Projects successfully completed per week

- Editor onboarding rate

- Average turnaround time per episode

- Creator/editor satisfaction scores

12. Rollout Plan

Phase	Timeline	Deliverables
PRD Finalization	Q3 2025	Complete PRD, finalize requirements
Design Kick-off	Q3 2025	Wireframes, feedback, UX spec

Dev Start	Q4 2025	Backend & frontend sprints, payment integration
Alpha Release	Q1 2026	Internal QA, test onboarding
Beta Launch	Q2 2026	Invite-only launch, feedback loop
Public Release	Q3 2026	Full launch, marketing, data analytics

13. Risks & Challenges

- Ensuring editor quality control

- Managing disputes and revision cycles

- Handling large file transfers efficiently

- Legal and copyright compliance

- Platform adoption in a competitive freelance market

14. Integrations & Open Items

- **Integrations:** Payment gateway, podcast platform APIs (future), cloud storage.

- **Open Items:** Refine verification system, finalize legal/contract templates, continuous improvement via surveys.

15. Summary Table: YouTube Video vs Podcast Editing Marketplaces

Aspect	YouTube Video Editing	Podcast Editing Marketplace
Users	Video creators & editors	Podcast creators & audio editors
Key Features	Video gig board, file share	Audio gig board, secure upload, escrow
Monetization	Commission	Commission, membership tiers
Market Status	Mature, competitive	Fast-growing, less saturated
India Market	High, many creators	Surging, underserved

By addressing these requirements, the platform will unlock growth for new and established podcasters and provide fresh opportunities for India's audio editing talent.