

# EXQURE

## MOBILE APP

### PRODUCT REQUIREMENT DOCUMENT (PRD)

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**Title:** EXQURE

**Author:**

**Change history:**

JUNE 10TH 2022: First draft.

## OVERVIEW

### Product Description:

EXQURE is an escrow service and a third party company that holds an asset or funds before being transferred from one party to another. It is an online service that is meant to safeguard both the buyer and the seller as they are the two parties involved.

### Objectives:

- To ensure the reduction of transactional risk to the barest minimum.
- To simplify the escrow process for businesses while adding value to the process.
- Provide buyers with an assurance and protection from scammers and cyber fraud.
- To build and promote trust and confidence between the parties involved as well as minimize the risk of sales gone bad for both parties ( buyer and seller).

### **Related or important links:**

(Software used and links to the ongoing project)

(Subject to frequents update(s))

## SUCCESS METRICS

Subjected to updates as we proceed to discuss with members of the other teams involved in the creation of this product.

## INSPIRATION

Please check out the following:

- Escrow.com
- Pandascrow
- (Please feel free to add)

## TIMELINE/RELEASE PLANNING

We will take each to-do one after the other and try to create the best product even in the shortest time possible.

Here's the breakdown:

TO DO	TIME LINE
Discussion for each week	Done
Creation of User Stories	Done
Creation of User Flow and Feature Flow	Doing
Wireframing and creation of style guide	Doing
Presentation	To do in the coming weeks
Evaluation and Correction	To do in the coming weeks

(This table is subjected to updates as per discussion with other teams)

## PERSONAS

### Creating Core User Personas

#### BUYER'S PERSONA



#### DEMOGRAPHICS

Name: Ademuwagun Inioluwa

Occupation: Content Writer

Location: Nigeria

Age: 20

Status: Single

#### Quote

“Life is transactional. We all have what someone wants and needs and vice versa

#### Bio/About

Inioluwa is a Content Writer Intern at Corkbrick Europe. She is also a creative writer and a storyteller. She works from home and on days when she's not working, she attends several other classes.

#### Pain points

- Online payment/transaction issues
- Being scammed after a transaction
- Paying and getting an unsatisfying delivery.

**Goals**

- A good platform that guarantees a refund if what she gets is different from her order.
- A platform that guarantees a good and inexpensive payment security.
- A working third party she can report unsatisfying delivery to.

**Interest:**

Loves to write, watch movies, shop onsite and online and listen to good music.

## **SELLER'S PERSONA**



## **DEMOGRAPHICS**

Name: Ogunboyede Tosin

Occupation: Entrepreneur

Location: Nigeria

Age: 23

Status: Single

## **Quotes**

“Doing right helps you build trust”

**Bio/About**

Ogunboyede Tosin is a student and also an entrepreneur who majors in selling all forms and types of clothing apparels and materials ranging from natives, to silk and cotton materials of different kinds. His business started as an onsite until he started to leverage different tools to meet targeted customers online.

**Pain points**

- Inability to completely gain customers' trusts due to their past experiences
- Unsatisfied transactions due to fake transactions alerts
- Debt-prone customers who don't want to make full payments.
- Inability to report wrong transactions.

**Goals**

- A neutral middleman between buyers and sellers that guarantee smooth transaction
- A good and inexpensive security to curb fake transactions.
- Freedom from debt-prone customers.

**Interests**

Alfred loves to surf the net for various fashion trends that could help boost his business. He also loves to listen to music.



## USER STORIES

Creating core user stories for the Business Owners/ Sellers.

- I want to be able to create an account and set up a profile on Exquire services.
- As a seller, I want to be able to create a link so that I can invite the buyer to the App.
- As a seller, I want to be able to state my terms and conditions to the buyer in order to maintain fairness and satisfaction between both parties.
- As a seller, I want to be notified that the payment has been made to the escrow account before I deliver my product or services.
- I want to be able to contact customer support from EXQUIRE.

(Feel free to add yours please)

Creating Core User Stories for Buyers.

- As a buyer, I want to be able to create an account and set up my profile on EXQUIRE.
- As a buyer, I want to create link so that I can invite the other party (seller) to the app.
- As a buyer, I want to be able to communicate my terms and conditions before any payment is made.
- As a buyer, I want my fund to be held securely by EXQUIRE until the condition of sales are met.
- As a buyer, I want to be able to confirm my order (product/services) before I authorize payment to the other party.

(Feel free to add yours please)

## **USER SCENERIOS**

### **BUYER**

Ini is thinking about buying a camera, having seen a demo on a seller's wall on twitter, but she's unsure of the seller's credibility. She downloads the app, now available fortunately, as she thinks about buying the camera. In it she can easily sit back and invite the seller to the app by creating a link and sending it to the sellers phone number or email, she can as well copy the link created and send it to the seller's social media messaging platforms. The seller clicks on the link and he or she is redirected to EXQUIRE app in order to set down the rules of their transactions and conditions of sale. Ini makes the payment of the agreed amount and commission to the now available EXQUIRE account.

When her camera has been successfully delivered and her expectations have been met, she then releases the fund by authorizing payment to the seller by EXQUIRE.

Thanks to reviews and ratings of each seller, she can see the credibility of sellers and what other buyers are saying. This browsing experience was quite pleasant, and the Transaction went satisfactorily.

### **SELLER/ BUSINESS OWNER**

Tosin advertised his product on instagram, but has been having trouble with buyers' trust due to frequent lack of customer satisfaction. He comes online to find a way to solve his customers' concerns his came across EXQUIRE. Tosin signed up on the app and invited his customer to assure them of his credibility and confidence.

His customer clicked on the invitation link and signs up to EXQURE and agreed to the terms and condition of sales, the buyer pays the total amount agreed to EXQURE account and Tosin gets a notification of the payment.

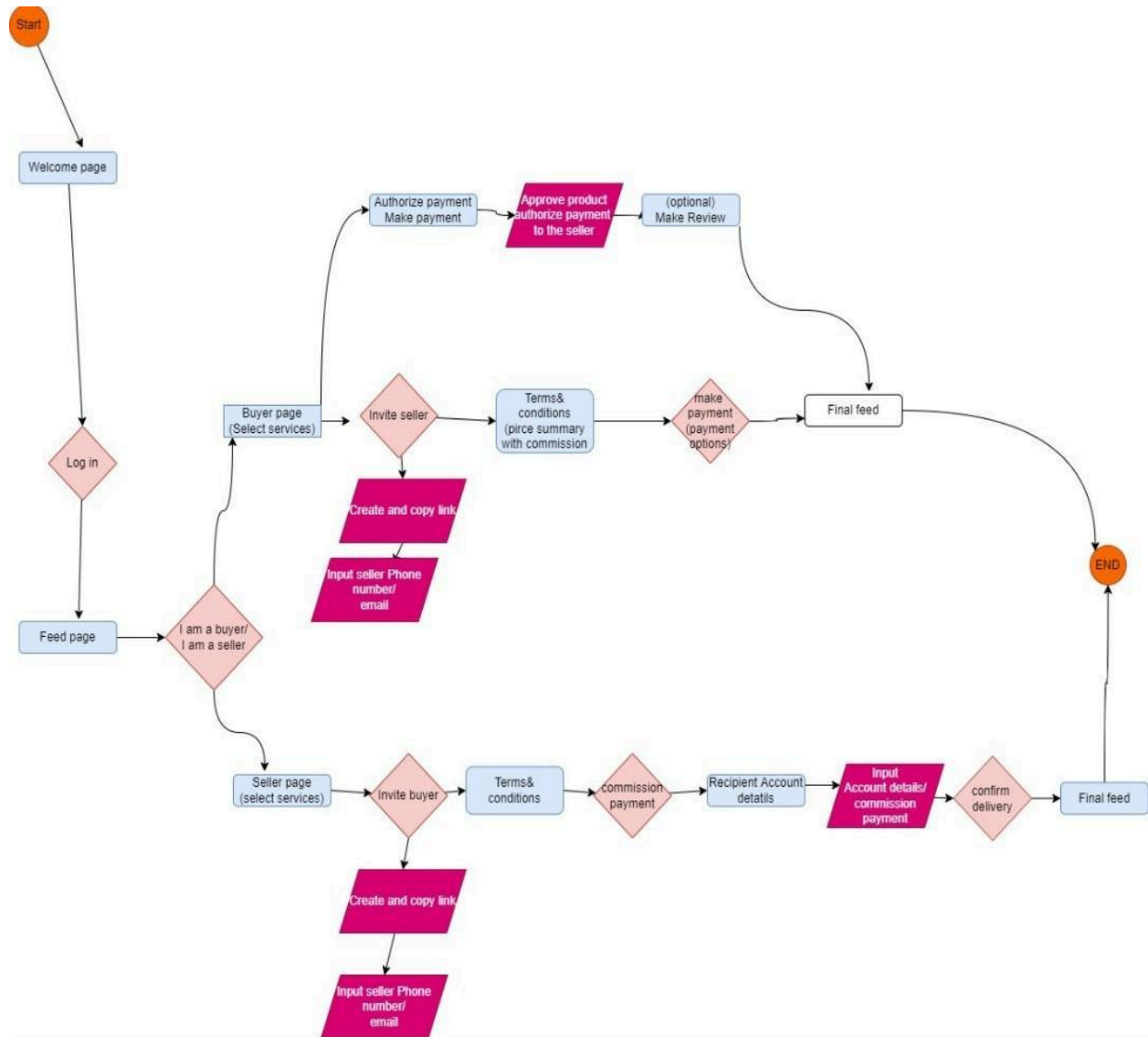
Tosin delivers the product and confirm the delivery in good condition in the app. Once the customer receives the product and authorises payment, EXQURE will pay the seller and subtract commission payment from it.

At the end of the day the customer is happy and Tosin is happy too.

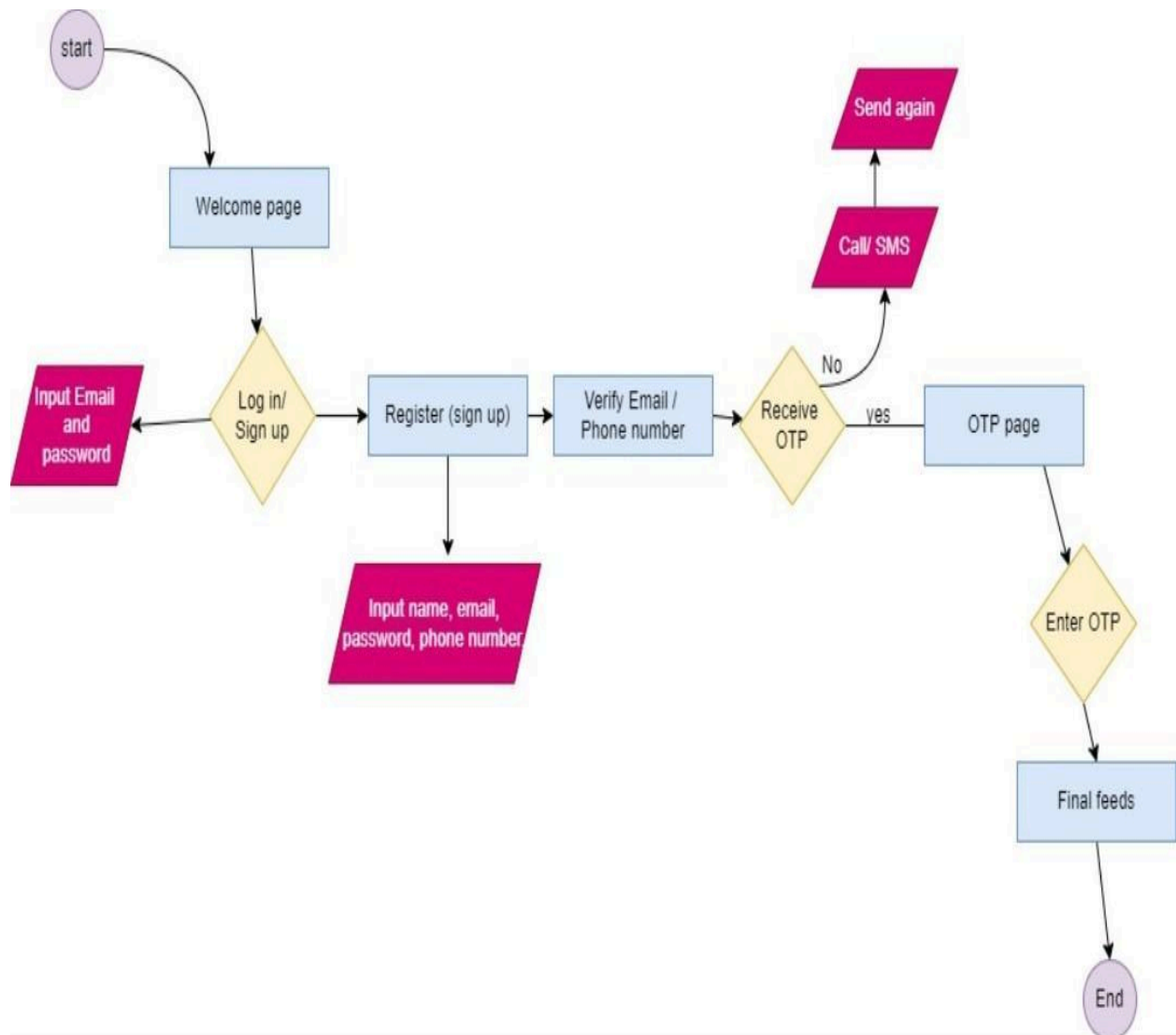
His customers were comfortable with the arrangements and this led to bigger sales and loyal customers. Customers always confirm their product and services, meanwhile sellers make sure that their products and services are always according to customers description.

## USER FLOWS

### LOG IN



## SIGN UP



## **FEATURES**

(To be discussed with other teams)

## **ANALYTICS**

(To be discussed with other teams)

## **DESIGNS**

(To be discussed with other teams)

## **FUTURE WORKS**

(To be discussed with other teams)

## **OTHER CONSIDERATION**

(To be discussed with other teams)