Project Brief

Project Overview

Project Name: Otion

Project Description: We are a dynamic startup building a business acquisition platform that promotes buying a business as a smart approach to entrepreneurship. Our mission is to create a new market segment of business owners and provide them with a safer and quicker way to enter the business world. We also aim to attract experienced investors and venture capitalists, helping them find their next investment, while supporting startups and SME business owners in finding the best buyers for their businesses.

Project Goals:

- Simplify the buying and selling process for SMEs.
- Attract investors and business owners to the platform.
- Inspire and educate potential entrepreneurs.

Project Scope

- Develop a web-based platform with a user-friendly interface.
- Core functionalities: user registration, business listing, search, messaging, NDA, buyer subscriptions.
- Robust security and data privacy measures.
- Mobile optimization for seamless user experience.
- Integration with payment gateways and CRM systems.

Target Audience

- **Buyers:** Individuals or firms seeking investment opportunities.
- **Sellers:** SMEs looking to sell their businesses.
- **Admin:** Platform management and oversight.

Platform Functionality

User Roles and Permissions

- **Buyer:** View listings, contact sellers, create account, manage subscriptions, access support.
- **Seller:** Create and manage listings, communicate with buyers, manage offers, access support.
- **Admin:** Manage platform settings, user accounts, listings, payments, analytics, and customer support.

Core Functionalities

- **User Management:** Registration, authentication, profile creation, KYC verification.
- **Business Listings:** Creation, management, search, and filtering of business listings.
- **Communication:** Messaging system for buyer-seller interactions.
- **Subscription Management:** Tiered subscription plans for buyers.
- **Payment Integration:** Integration with payment gateways.
- **Analytics and Reporting:** Platform performance metrics and user behavior analysis.

Additional Features

- **Shortlist:** Save preferred business listings for later review.
- **NDA Management:** Initiate and manage non-disclosure agreements.
- **Offer Management (Optional):** Submit and manage offers for businesses.

Design and User Experience

- Modern, intuitive interface aligned with target audience preferences.
- Focus on ease of use and seamless user journey.
- Mobile optimization for optimal user experience across devices.

Technology Stack

- **Frontend:** React, UI library (e.g., Material UI)
- **Backend:** Node.js, Express.js, PostgreSQL
- **Cloud Infrastructure:** AWS (or similar)
- **Additional:** Git for version control, CI/CD for deployment

Legal and Compliance

- Adherence to data privacy regulations (GDPR, CCPA, etc.).
- Robust security measures to protect user data.
- Compliance with relevant business laws and regulations.

Detailed User Flow

Buyer User Flow Refinements

1. Onboarding:

   - Clear and concise registration form.
   - Progress indicators during profile creation.
   - Optional social login options.
   - Email verification for account security.
2. Search and Discovery:

   - Advanced search filters (industry, location, size, valuation, revenue).
   - Saved search functionality.
   - Recommended listings based on user preferences.
   - Ability to sort search results by relevance, price, or date.
3. Listing Exploration:

   - Detailed business profiles with key metrics and financial information.
   - Virtual tours or video presentations (if applicable).
   - Comparison tools for multiple listings.
   - User reviews and ratings.
4. Shortlisting and Contact:

   - Easy-to-use shortlist management.
   - Multiple contact options (email, phone, messaging).
   - Secure messaging with encryption.
   - Integration with video conferencing tools (optional).

Seller User Flow Refinements

1. Onboarding:

   - Guided onboarding process with clear instructions.
   - Verification process for business legitimacy.
   - Integration with existing business management tools (if possible).

2. Listing Creation:

   - User-friendly listing creation wizard.
   - Templates for different business types.
   - Optimization tips for better visibility.
   - Ability to highlight key selling points.

3. Listing Management:

   - Dashboard with performance metrics (views, inquiries, offers).
   - Easy-to-use tools for updating listings.
   - Bulk management for multiple listings.
   - Integration with CRM or marketing tools (optional).

4. Communication:

   - Secure messaging with buyers.
   - Automated response templates for common inquiries.
   - File sharing capabilities for business documents.

User Journeys

Buyer User Journey

1. **Discovery:** Researching investment opportunities, finding Otion platform.
2. **Registration:** Creating an account and completing profile.
3. **Search and Discovery:** Exploring business listings based on criteria.
4. **Shortlisting:** Saving preferred business listings for later review.

Seller User Journey

1. **Business Evaluation:** Assessing the business's readiness for sale.
2. **Platform Discovery:** Researching platforms to list the business.
3. **Registration and Listing Creation:** Creating a seller account and listing the business.
4. **Listing Management:** Managing listings, responding to inquiries, and offers.
5. **Communication:** Interacting with potential buyers.

Admin User Journey

1. **Platform Management:** Overseeing platform settings, user accounts, and business listings.
2. **Performance Monitoring:** Tracking key metrics and user behavior.
3. **Financial Management:** Managing subscriptions, payments, and revenue.
4. **Customer Support:** Handling user inquiries and resolving issues.
5. **Security and Compliance:** Ensuring platform security and legal compliance.

Sitemap

Homepage

- Hero section (highlighting platform benefits)
- How it works section
- Testimonials
- Call to action (sign up, login)

Header

- Logo
- Search bar
- Sign in/sign up
- Navigation menu (buyer, seller, admin, about us, contact us)

Footer

- Contact information
- Legal links (privacy policy, terms of service)
- Sitemap
- Social media links

Buyer Section

- **Dashboard:** Overview of saved searches, shortlisted businesses, recent activity
- **Search:**
  - Search bar with advanced filters (industry, location, size, valuation, revenue, keywords)
  - Saved search options
  - Search results page with filters and sorting options
- **Business Listings:**
  - Individual business listing page (details, photos, videos, reviews, comparison tools, contact button, request information)
  - Shortlist page (saved businesses, remove, organize)
- **Messaging:**
  - Inbox with conversation threads, message filtering, read receipts
  - Compose message with file attachments
- **Offers:**
  - Submitted offers, offer history, counteroffers
- **Profile:**
  - User profile details, account settings, payment information

- **Support:**
  - Contact form, FAQ, knowledge base

Seller Section

- **Seller Dashboard:** Overview of listings, messages, offers, performance metrics
- **Create Listing:** Step-by-step wizard, template options, image/video upload, pricing/valuation
- **Manage Listings:** Edit, deactivate, reactivate, performance metrics, boost listing
- **Messages:** Inbox, compose messages, message history, file attachments
- **Offers:** Received offers, negotiations, acceptances
- **Profile:** Seller profile details, contact information, business information
- **Support:** Contact form, FAQ, knowledge base

Admin Section

- **Dashboard:** Customizable dashboard with KPIs, user metrics, listing performance, revenue, and system health
- **User Management:** User list, roles, permissions, search, verification, communication
- **Business Listing Management:** Listing approval, featured listings, categories, search management, fraud detection
- **Payment Management:** Subscription plans, payment history, refunds, chargebacks
- **Analytics and Reporting:** Detailed reports, user behavior analysis, financial reports
- **Support Management:** Ticket management, customer inquiries, knowledge base, agent performance
- **Settings:** General platform settings, email templates, security settings, integrations

Public Pages

- **About Us:** Platform mission, vision, values, team
- **Contact Us:** Contact information, inquiry form
- **Blog:** Industry news, tips, insights, case studies
- **FAQs:** Frequently asked questions
- **Privacy Policy:** Data protection and usage information
- **Terms of Service:** Platform terms and conditions

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                                    Home Page

                          Yes    ┌─────────┐
                                 │ Register│
                                 │  ed?    │
                                 └─────────┘
                                      │ No

                              Newsletter Sign-up

                              User Registration

          ┌──────────────────────────┴──────────────────────────┐
       Buyer                                                   Seller

                                                          Seller Portal

   No    ┌─────────┐                              ┌─────────────┴─────────────┐
         │ Subscrib│                         Listing Path              Education Path
Limited  │  ed?    │
Access   └─────────┘                              KYC              FAQs, Blog, Callback,
              │ Yes                                                       Email
                                            General Business Data
   Market Place Full Access
                                              In Depth Analysis
         Listing Page
                                                   ┌─────────┐
  ┌──────────┼──────────┐          Otion Customer  │ Approve │  No
Contact    Get        Contact      Service will    │   d     │
Otion     Valuation    Seller      inform seller   │ Listing?│
                                                   └─────────┘
Fill-up   Payment     NDA Signing                       │ Yes
inquiry   Gateway
form for a                                         Valuation Report
call back  Send by     Enable Chatbox
           Email &                                 Listing Page Creation
           Download   ┌────────┴────────┐
                  Seller is         Seller isn't        Extra Services
                  responsive        responsive          1)    Premium Listing
                                                         2)    Sell for me
                   No action     Alert to Otion          3)    Tailor Package
                                 back office

                                 Otion to communicate
                                 with buyer and seller

                                 Delisting if seller remains
                                 unresponsive
```