

# Website Development Requirements - Kritika Yadav Finance Platform



## PROJECT OVERVIEW

**Client:** Kritika Yadav **Project Type:** Stock Market Education & Tools Platform  
**Target Audience:** Indian Retail Investors (Age 25-45) **Expected Traffic:** 500 daily users (2000-3000 during marketing campaigns) **Priority:** Low cost, high efficiency, quality development



## FRONTEND REQUIREMENTS

### 1. ABOUT KRITIKA YADAV & WEBSITE

- Professional bio section with photo
- Video introduction embedding capability
- Credentials and achievements display
- Social media integration links

### 2. USER AUTHENTICATION SYSTEM

**OTP-based login/registration** (Email OR Mobile)

- No password required system
- 6-digit OTP generation and validation
- OTP validity: 5 minutes
- Resend OTP after 60 seconds
- Maximum 3 attempts per session
- Auto-logout after 30 days inactivity
- User profile management
- Remember device option

### 3. STOCK SEARCH FUNCTIONALITY

**Data Source:** Google Sheets integration (client will provide)

- Search by stock name, symbol, ISIN code
- Auto-complete suggestions
- Advanced filters (sector, market cap)

- Recently searched stocks
- Popular/trending stocks section
- Real-time search results
- Mobile-optimized search interface

#### **4. FINANCIAL CALCULATORS**

**Data Source:** Google Sheets (formulas provided by client)

**Required Calculators:**

- SIP Calculator
  - Compound Interest Calculator
  - Goal Planning Calculator
  - Retirement Planning Calculator
  - EMI vs SIP Comparison Calculator
- Interactive input fields
- Real-time calculations
- Graphical representation of results
- Download/print results option
- Social sharing capability

#### **5. STOCK MARKET COURSES SECTION**

- Course categories and subcategories
- Individual course pages with:
  - Title, description, learning outcomes
  - Video preview embedding
  - Course duration and modules count
  - Pricing with discount display
  - Student testimonials
  - FAQ section
- Course enrollment system
- Payment integration
- Progress tracking
- Certificate generation
- Discussion/comments section

#### **6. MEMBERSHIP SYSTEM**

**Three Tiers:** Free, Premium (₹999/month), VIP (₹2999/month)

- Razorpay auto-renewal integration
- Member dashboard

- Billing history
- Plan upgrade/downgrade functionality
- Cancellation process
- Payment method management
- Access control based on membership level

## **7. E-BOOK SECTION**

**Two Categories:** Free and Paid e-books

- PDF download system
- Mobile-friendly reading interface
- Purchase and download tracking
- Review and rating system
- Search functionality within e-books
- Secure download links with access control

## **8. TESTIMONIAL SYSTEM**

- Text and video testimonial display
- Star rating system (1-5 stars)
- User photo, name, location display
- Admin approval workflow
- Moderation tools
- Featured testimonials section
- Course-specific reviews

## **9. COUPON CODE SYSTEM**

- Coupon code input at checkout
- Types:** Percentage discount, fixed amount, BOGO, first-time user
- Usage limits and expiry dates
- Minimum purchase requirements
- Automatic validation
- Bulk coupon generation capability

## **10. PAYMENT INTEGRATION**

- Primary Gateway:** Razorpay
- Payment Methods:** Cards, UPI, Net banking, Wallets, EMI
- Secure checkout process
- Payment confirmation system
- Invoice generation
- Refund processing capability
- Failed payment retry mechanism

# ⚙️ MANDATORY BACKEND REQUIREMENTS

## DATABASE STRUCTURE

Users Table:

- user\_id, email, mobile, name, registration\_date, last\_login
- membership\_type, membership\_expiry, payment\_status
- profile\_data, preferences, activity\_log

Courses Table:

- course\_id, title, description, price, discount\_price
- category, duration, modules\_count, video\_urls
- enrollment\_count, rating, status, created\_date

Enrollments Table:

- enrollment\_id, user\_id, course\_id, purchase\_date
- payment\_id, completion\_status, progress\_percentage
- certificate\_issued, access\_expiry

Payments Table:

- payment\_id, user\_id, amount, payment\_method
- razorpay\_payment\_id, status, transaction\_date
- product\_type, product\_id, coupon\_used

Testimonials Table:

- testimonial\_id, user\_id, course\_id, rating
- review\_text, approval\_status, featured
- created\_date, moderated\_by

Coupons Table:

- coupon\_id, code, discount\_type, discount\_value
- minimum\_amount, usage\_limit, used\_count
- expiry\_date, status, created\_date

Sessions Table:

- session\_id, user\_id, login\_time, logout\_time
- ip\_address, device\_info, otp\_attempts

## API ENDPOINTS REQUIRED

Authentication APIs:

POST /api/auth/send-otp  
POST /api/auth/verify-otp  
POST /api/auth/logout

#### User Management APIs:

GET /api/user/profile  
PUT /api/user/profile  
GET /api/user/dashboard  
GET /api/user/courses  
GET /api/user/payments

#### Course APIs:

GET /api/courses  
GET /api/courses/:id  
POST /api/courses/enroll  
GET /api/courses/progress/:id  
POST /api/courses/complete

#### Payment APIs:

POST /api/payments/create  
POST /api/payments/verify  
GET /api/payments/history  
POST /api/payments/refund

#### Search APIs:

GET /api/search/stocks  
GET /api/search/suggestions  
GET /api/search/popular

#### Coupon APIs:

POST /api/coupons/validate  
GET /api/coupons/available

#### Admin APIs:

GET /api/admin/users  
GET /api/admin/payments  
POST /api/admin/courses  
PUT /api/admin/testimonials

## **THIRD-PARTY INTEGRATIONS**

**Razorpay SDK:** Payment processing and subscription management

**Google Sheets API:** For stock data and calculator formulas

**SMS Gateway:** For OTP delivery (Twilio/MSG91)

**Email Service:** For notifications (SendGrid/Mailgun)

**File Upload:** For course videos and e-books (AWS S3/Cloudinary)

**Analytics:** Google Analytics integration

## **SECURITY REQUIREMENTS**

SSL certificate implementation

Data encryption for sensitive information

Input validation and sanitization

SQL injection prevention

XSS protection

CSRF tokens

Rate limiting for APIs

Secure file upload handling

Payment data security (PCI compliance)

## **PERFORMANCE REQUIREMENTS**

Database indexing on frequently queried fields

Caching mechanism for static content

Image optimization and compression

Code minification and bundling

CDN integration capability

Database query optimization

Mobile-first responsive design



## **DEVELOPMENT OPTIONS NEEDED**

Please provide separate quotations for:

**Website Only** (Responsive web application)

1. **Mobile App Only** (iOS + Android)
2. **Website + Mobile App** (Complete solution)
- 3.

## 4. 💰 **COST BREAKDOWN REQUIRED**

Please provide detailed breakdown for:

1. **Development Cost** (One-time)
2. **Annual Maintenance Cost (AUM)**
3. **Monthly Server/Hosting Cost**

4. **Payment Gateway Charges**
5. **Any Hidden/Additional Costs**
- 6.

7.  **MANDATORY PAGES**

## **Legal & Compliance Pages**

Terms & Conditions  
Privacy Policy  
Refund Policy  
Disclaimer

## **Support Pages**

Contact Us (with contact form)  
FAQ Section  
Help/Support Center

## **Business Pages**

About Kritika Yadav  
Course Catalog  
Pricing Plans  
Testimonials

## **TECHNICAL SPECIFICATIONS**

### **Performance Requirements**

Page load speed: Under 3 seconds  
Mobile responsiveness: 100%  
Browser compatibility: Chrome, Firefox, Safari, Edge  
SEO optimization: Meta tags, sitemap, clean URLs  
Uptime requirement: 99.9%

### **Admin Panel Requirements**

User management system  
Course content management  
Payment tracking and reports  
Testimonial moderation  
Coupon code management  
Analytics dashboard  
Content management system

### **Backup & Security**

Daily automated backups  
User data protection  
Secure admin access  
Activity logging  
Error monitoring and reporting



## REPORTING REQUIREMENTS

### Analytics Needed

User registration and activity  
Course enrollment and completion rates  
Payment success/failure rates  
Popular courses and content  
Traffic sources and user behavior  
Revenue reports and trends



## DELIVERY REQUIREMENTS

### What We Need from You

1. **Complete project timeline with milestones**
2. **Technology stack you'll use** with reasoning
3. **Team composition and experience**
4. **Post-launch support plan and costs**
5. Training **for content** management
6. **Documentation for system** usage

### Project Phases

Please break down development into phases:

Phase 1: Core functionality (auth, courses, payments)  
Phase 2: Advanced features (calculators, search, testimonials)  
Phase 3: Admin panel and reporting  
Phase 4: Testing, optimization, and launch



## SUBMISSION REQUIREMENTS

Please provide:

1. **Detailed project proposal with timeline**
2. Complete **cost breakdown (no hidden charges)**



3. Technology **stack and architecture** plan

4. Team **details and portfolio** samples

**5. Support and maintenance plans**

6. **Payment terms and milestone** schedule

**Deadline for Proposal Submission:** [To be specified by client]

Note: We **are** looking for a cost-effective solution that maintains high quality and performance. Please be transparent about all costs and provide realistic timelines.