PRODUCT REQUIREMENTS DOCUMENT

QlickShoot

On-Demand Short-Form Content Creation, Delivered in Hours Not Weeks

Quick-commerce for the creator economy

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Table of Contents

1. Executive Summary
2. Problem Statement
3. Goals & Objectives
4. Market Opportunity
5. Target Users & Personas
6. Competitive Landscape
7. Product Scope (MVP)
8. User Stories
9. Functional Requirements
10. User Flows
11. Non-Functional Requirements
12. Monetization Model
13. Success Metrics (KPIs)
14. Go-To-Market Plan
15. Assumptions, Dependencies & Constraints
16. Risks & Mitigations
17. Roadmap
18. Appendix

1. Executive Summary

QlickShoot is an on-demand mobile and web platform that connects customers to nearby freelance short-form video creators (“Instant Reel Creators”) for same-day content shoots — applying the quick-commerce model (think Swiggy Instamart / Urban Company) to social media content creation.

India's creator economy has grown rapidly, but a structural supply-demand gap persists: small businesses, event hosts, and individual creators need fast, affordable, professional-quality Reels/Shorts, while a large pool of skilled but underutilized freelance videographers and editors struggle to find consistent, well-matched gig work. QlickShoot closes this gap with an on-demand booking engine, geo-matching, and a managed marketplace — delivering a finished short-form video within hours of booking.

The MVP will launch as a single-city pilot in Bangalore across mobile (iOS + Android) and web, targeting three early customer segments: D2C/local businesses, event hosts (weddings, birthdays, pop-ups), and individual content creators/influencers who need overflow shooting capacity. Monetization is a 70/30 revenue split favoring creators, supplemented by service fees and premium subscription tiers.

This PRD defines the problem, target users, MVP scope, functional and non-functional requirements, success metrics, and roadmap for the Bangalore pilot, informed by primary customer discovery interviews and secondary market research (BCG, KPMG, Meta India, FICCI-EY).

2. Problem Statement

2.1 The Core Problem

Businesses and individuals who need short-form video content face a choice between two poor options today:

- Hire a freelance videographer/agency — slow (multi-day turnaround), expensive, and inconsistent in quality, with high search and coordination effort.
- Shoot it themselves on a phone — fast but usually low production quality, and time-consuming to plan, shoot, and edit well.

Meanwhile, a large and growing base of skilled reel-makers, videographers, and video editors in Tier-1 Indian cities remains underemployed between projects, without a reliable channel to discover nearby, time-boxed gigs.

2.2 Why Now

- Short-form video (Reels, Shorts, TikTok-style content) has become the primary discovery and marketing format for small businesses and creators in India.
- Quick-commerce has normalized consumer expectations of “within hours” delivery, but no equivalent exists for content production.
- Smartphone-based professional-grade content creation tools have matured, lowering the skill and equipment bar for freelance creators.
- Gig-economy platforms (Urban Company, Swiggy Genie) have proven the operating and trust model QlickShoot intends to adapt for creators.

2.3 Validation

The core supply-demand gap was validated through 10–12 customer discovery interviews during the concept phase, and the concept placed Top 3 of 36 teams at IPL's Innovation Lab. Supporting secondary research from BCG, KPMG, Meta India, and FICCI-EY on India's creator economy reinforces the scale of both the underserved SMB content-demand side and the underemployed creator-supply side.

3. Goals & Objectives

3.1 Business Goals

Objective	Description	Target (Pilot, 90 Days)
Validate demand	Prove customers will book and pay for on-demand short-form content	500+ completed bookings in Bangalore
Validate supply	Build a reliable, ratable pool of Instant Reel Creators	150+ onboarded, 100+ active creators
Prove unit economics	Confirm take-rate and cost-to-serve support a sustainable model	Contribution margin positive per order by month 3
Establish trust & quality	Ensure consistent output quality and platform trust	Average order rating ≥ 4.3/5
Speed to delivery	Prove the “quick-commerce for content” value proposition	Median time from booking to delivered edit ≤ 6 hours

3.2 Product Goals

- Make booking a creator as simple as booking a cab — select need, location, time slot, budget — in under 90 seconds.
- Match customers with the right creator based on skill, style/portfolio, location, and availability.
- Provide a trust layer: verified creator profiles, portfolios, ratings, and dispute resolution.
- Give creators a fair, transparent, and fast payout mechanism.

3.3 Non-Goals (Out of Scope for MVP)

- Long-form video production (ads, documentaries, corporate films).
- In-app advanced video editing suite (MVP uses creator-side editing + light in-app trimming only).
- Multi-city / pan-India operations (post-pilot phase).
- Full creator-side subscription/CRM tooling (future roadmap).

4. Market Opportunity

4.1 Market Sizing (India, Creator Economy for SMB/Short-Form Content)

Market sizing below is directional, derived from secondary research (BCG, KPMG, Meta India, FICCI-EY reports on India's creator and digital economy) combined with bottom-up assumptions for the addressable SMB and creator base. These figures should be revisited with primary data as the pilot progresses.

Layer	Definition	Estimated Size
TAM	India's short-form content & creator economy services market	₹~35,000–45,000 Cr annually (creator economy, broadly defined)
SAM	Urban SMBs, event hosts & individual creators needing on-demand professional short-form content across Tier-1/Tier-2 India	₹~3,000–5,000 Cr
SOM	Bangalore pilot: addressable SMBs, events & creators reachable in Year 1–2	₹~15–25 Cr

4.2 Supporting Trends

- India's short-form video consumption and creator base have grown sharply post-2020, with SMBs increasingly relying on Reels/Shorts for discovery and sales.
- A large freelance/gig creator workforce exists in Tier-1 cities but lacks structured, discoverable demand channels — the classic two-sided marketplace cold-start opportunity.
- Quick-commerce logistics and trust patterns (ratings, live tracking, instant payments) are now familiar consumer behaviors that QlickShoot can borrow rather than have to teach.

5. Target Users & Personas

5.1 Customer Personas

Persona A — "Rohan", the Local Business Owner

Runs a café / boutique / D2C brand in Bangalore, posts on Instagram 2–3x/week.

Needs: Frequent, affordable, quick-turnaround Reels to drive footfall and online sales.

- No in-house content team; hiring an agency is slow and expensive.
- Needs content same-day for time-sensitive promotions.
- Wants consistent quality without micromanaging a freelancer.

Job to be Done: "When I have a promotion or new product, I need a professional-looking Reel shot and edited within the same day, without chasing a freelancer."

Persona B — "Anjali", the Event Host

Planning a wedding function, birthday, or pop-up event.

Needs: A reliable videographer for a few hours, booked with short notice, delivering shareable highlights quickly.

- Traditional videographers require weeks of lead time and deliver edited content weeks later.
- Budget-conscious for smaller/informal events.
- Wants same-day or next-day highlight reels to share while the moment is still relevant.

Job to be Done: "I want to book a videographer for my event in a couple of clicks and get shareable Reels within a day, not a month."

Persona C — "Karan", the Individual Creator/Influencer

Growing an Instagram/YouTube Shorts presence, needs overflow shooting capacity.

Needs: An extra pair of hands (camera operator/editor) for shoots he can't handle solo, on demand.

- Solo creation caps output volume and production quality.
- Hiring a full-time videographer is not justified by his revenue yet.
- Needs someone who understands short-form pacing and trends, not just a generic videographer.

Job to be Done: "I need an on-demand creator who gets Reels-style storytelling, for the days I can't shoot solo."

5.2 Supply-Side Persona

Persona D — "Priya", the Instant Reel Creator

Freelance videographer/editor, skilled with a smartphone or mirrorless camera, active on Instagram.

Needs: Consistent, well-matched, fairly-paid gig work without spending her own time on client acquisition.

- Inconsistent gig flow; heavy reliance on word-of-mouth and personal networking.
- Payment delays and disputes with informal clients.
- Time wasted on jobs that don't match her skill or rate expectations.

Job to be Done: "I want a steady stream of nearby, well-briefed gigs that match my skillset, with guaranteed and fast payment."

6. Competitive Landscape

QlickShoot sits at the intersection of gig-economy marketplaces and creative services platforms. No direct India-focused competitor currently offers true on-demand (same-day, geo-matched) short-form video creation at consumer-app simplicity.

Category	Examples	Gap QlickShoot Fills
Freelance marketplaces	Fiverr, Upwork, Urban Company (adjacent categories)	Not built for same-day, location-based, short-form video specifically; slower discovery and negotiation flow.
Videographer booking platforms	Local WhatsApp groups, Instagram DMs, event vendor directories	Unstructured, no ratings/trust layer, slow response times, no guaranteed turnaround.
In-house/agency production	Local video agencies, freelancers via referral	High cost, multi-day lead times, not optimized for quick, iterative short-form content.
DIY content tools	CapCut, InShot, phone-native editing	No physical presence/second shooter; caps quality and volume for busy business owners.

7. Product Scope (MVP)

7.1 MVP Definition

The MVP will be a two-sided marketplace app (Customer app + Creator app) plus a lightweight marketing/booking web presence, piloted in Bangalore. The MVP proves the core loop: a customer can book a shoot, get matched to a nearby creator, have content shot and delivered same-day, pay in-app, and rate the experience.

7.2 Feature Prioritization (MoSCoW)

Feature	Priority	Platform
Customer sign-up / login (OTP, Google/Apple)	Must-have	Mobile + Web
Browse/search creators by location, style, price	Must-have	Mobile + Web
Instant booking (need type, date/time, duration, location, budget)	Must-have	Mobile + Web
Real-time creator matching & auto-assignment	Must-have	Backend
Creator profile (portfolio, ratings, rate card, availability)	Must-have	Mobile + Web
In-app chat between customer & creator	Must-have	Mobile
Live status tracking (accepted → en route → shooting → editing → delivered)	Must-have	Mobile + Web
Secure in-app payments & escrow release on delivery	Must-have	Mobile + Web
Ratings & review system (both sides)	Must-have	Mobile + Web
Creator onboarding & verification (KYC, portfolio review)	Must-have	Web (creator app/portal)
Creator earnings dashboard & payout	Must-have	Mobile (creator) + Web
Push notifications (booking status, payout, promos)	Should-have	Mobile
In-app light video trimming/preview before delivery	Should-have	Mobile
Referral program (customer & creator)	Should-have	Mobile + Web
Subscription plans for recurring business customers	Could-have	Web
AI-assisted creator-customer matching (style/vibe match)	Could-have	Backend
Multi-language support (Kannada, Hindi)	Could-have	Mobile + Web
Corporate/agency bulk booking dashboard	Won't-have (MVP)	—
In-app advanced editing suite	Won't-have (MVP)	—

8. User Stories

ID	As a...	I want to...	So that...
US-01	Customer	post a shoot request with location, date/time, and content style	I can quickly find a matching creator without lengthy back-and-forth
US-02	Customer	see verified creator profiles with portfolio and ratings before booking	I can trust the quality before I pay
US-03	Customer	track the status of my booking in real time	I know when the creator will arrive and when content will be delivered
US-04	Customer	pay securely in-app and only release payment on delivery	I'm protected if the content isn't delivered as promised
US-05	Customer	rate and review the creator after delivery	future customers get accurate quality signals
US-06	Creator	set my availability, service radius, and rate card	I only receive relevant, well-matched job requests
US-07	Creator	accept or decline a job within a short response window	I control my schedule and workload
US-08	Creator	receive payment quickly after delivery is confirmed	I have reliable, fast cash flow from gig work
US-09	Creator	build a portfolio and reputation within the app	I can win more, higher-paying jobs over time
US-10	Admin/Ops	monitor live bookings and intervene on disputes or delays	service quality and trust are maintained during the pilot

9. Functional Requirements

9.1 Customer App / Web

- FR-1: Users can register/login via mobile OTP, Google, or Apple ID.
- FR-2: Users can create a booking request specifying: content type (product shoot, event, personal/influencer), location (GPS or manual), date & time, duration, and budget range.
- FR-3: System displays a ranked list / auto-match of available creators based on proximity, rating, price fit, and style match.
- FR-4: Users can view a creator's profile: portfolio reel samples, rating, completed jobs count, response time, and rate card.
- FR-5: Users can confirm a booking and complete payment (UPI, card, wallet) held in escrow until delivery confirmation.
- FR-6: Users receive real-time status updates: Requested → Accepted → Creator En Route → Shoot in Progress → Editing → Delivered.
- FR-7: Users can chat with the assigned creator in-app for briefing and coordination.
- FR-8: Users can preview, request one round of revisions (MVP: single revision), and download/share the final content.
- FR-9: Users can rate (1–5 stars) and leave a text review post-delivery.
- FR-10: Users can raise a dispute/refund request if content is not delivered or does not meet the agreed brief.

9.2 Creator App / Portal

- FR-11: Creators apply via an onboarding flow requiring ID verification (KYC), portfolio upload, and a skills/style questionnaire.
- FR-12: Creators set availability windows, service radius, and pricing tiers (per hour / per package).
- FR-13: Creators receive job requests matching their profile and can Accept/Decline within a defined SLA (e.g., 5 minutes).
- FR-14: Creators can update job status manually (En Route, Shooting, Editing, Delivered) and upload final content for customer review.
- FR-15: Creators can view an earnings dashboard (per job, pending, paid) and request payout.
- FR-16: Creators are rated post-job by customers; repeated low ratings trigger review/suspension workflow.

9.3 Admin / Operations Console

- FR-17: Ops team can view all live and historical bookings on a dashboard with filters by status, city zone, and creator.
- FR-18: Ops team can manually reassign a booking if a creator cancels or fails to respond within SLA.
- FR-19: Ops team can manage creator applications (approve/reject/suspend) and handle disputes/refunds.
- FR-20: System generates daily/weekly operational reports: booking volume, fulfillment rate, average delivery time, GMV, take-rate revenue.

9.4 Payments & Payouts

- FR-21: Payment is captured at booking confirmation and held in escrow; released to the creator (70%) minus platform fee (30%) upon delivery confirmation or auto-release after a defined window (e.g., 24 hours) if no dispute is raised.
- FR-22: Creator payouts are processed via UPI/bank transfer on a defined cycle (e.g., instant payout option for a fee, or T+2 standard).

10. User Flows

10.1 Customer Booking Flow

1. Open app → Sign up / Log in
2. Tap “Book a Shoot” → Select content type & style
3. Enter location, date/time, duration, and budget
4. View matched creators (or accept auto-match for fastest booking) → Confirm selection
5. Make payment (held in escrow) → Booking confirmed
6. Track status in real time → Chat with creator for briefing
7. Creator completes shoot & uploads edited content
8. Customer reviews content → Approves (or requests 1 revision)
9. Payment released to creator → Customer rates the experience

10.2 Creator Job Flow

10. Receive push notification for a matched job request
11. Review brief, location, and payout → Accept within SLA window
12. Navigate to location → Update status to “En Route”
13. Conduct shoot → Update status to “Shooting”
14. Edit and upload final content → Update status to “Editing/Delivered”
15. Customer approves → Payout auto-processed → Creator rated

11. Non-Functional Requirements

Category	Requirement
Performance	App cold start ≤ 2.5s; booking-to-match response ≤ 5s for 95% of requests
Scalability	Backend must support 10x pilot volume (~5,000 concurrent bookings) without re-architecture for city expansion
Availability	99.5% uptime for booking and payment services during pilot
Security	PCI-DSS compliant payment handling; encrypted storage of KYC documents; role-based access for ops console
Privacy	Compliance with India's Digital Personal Data Protection (DPDP) Act for customer and creator data
Usability	Booking flow completable in ≤ 90 seconds by a first-time user (measured via usability testing)
Reliability	Escrow and payout logic must be idempotent and auditable; zero tolerance for double-payouts
Localization	UI supports English at MVP; Kannada/Hindi planned for post-pilot phase
Accessibility	Mobile and web UI meet WCAG 2.1 AA color-contrast and tap-target guidelines

12. Monetization Model

12.1 Primary Revenue Stream — Take Rate

QlickShoot operates a 70/30 revenue split favoring creators: for every booking, the creator retains 70% of the job value and QlickShoot retains 30% as a platform/service fee. This is comparable to or better than typical gig-marketplace take rates and is designed to attract high-quality creator supply during the cold-start phase.

12.2 Secondary Revenue Streams (Post-Pilot / Roadmap)

- Subscription plans for recurring business customers (e.g., “4 Reels/month” bundles at a discounted effective rate).
- Instant payout fee for creators who opt for same-day payout instead of the standard T+2 cycle.
- Featured/boosted creator placement within search results.
- Add-on services: rush delivery (< 2 hours), extra revision rounds, premium editing styles.

12.3 Illustrative Unit Economics (Pilot Assumptions)

Metric	Assumption
Average order value (AOV)	₹1,200 – ₹2,000 per booking
Platform take rate	30%
Avg. bookings per active creator / month	8–12
Target contribution margin per order (post pilot ramp-up)	Positive by Month 3

13. Success Metrics (KPIs)

13.1 North Star Metric

Number of successfully completed, rated 4+ star bookings per week in the Bangalore pilot.

13.2 Supporting Metrics

Category	Metric	Pilot Target
Demand	Weekly active customers (WAC)	300+ by Week 12
Demand	Booking-to-completion conversion rate	≥ 80%
Supply	Active creators (fulfilled ≥1 job in last 14 days)	100+ by Week 12
Supply	Creator acceptance rate (jobs accepted / offered)	≥ 70%
Experience	Median time from booking to delivered content	≤ 6 hours
Experience	Average customer rating	≥ 4.3 / 5
Retention	Customer repeat booking rate (within 60 days)	≥ 30%
Retention	Creator retention (active after 90 days)	≥ 60%
Financial	Gross Merchandise Value (GMV), monthly	₹15–20L by Month 3
Financial	Contribution margin per order	Positive by Month 3

14. Go-To-Market Plan

14.1 Pilot City Rationale — Bangalore

Bangalore is selected for the pilot due to its dense concentration of D2C brands, startups, cafés/retail SMBs, a mature Instagram-first creator community, and high familiarity with app-based on-demand services — minimizing behavior-change friction for both sides of the marketplace.

14.2 Supply-Side Cold Start

- Direct outreach and onboarding of freelance videographers/editors via Instagram, college media clubs, and existing creator networks (leveraging founder's photography/creative background).
- Zero/low platform fee incentive for the first cohort of creators (first 60–90 days) to build supply density before scaling demand.
- Referral incentives for creators who bring in other verified creators.

14.3 Demand-Side Acquisition

- Hyperlocal targeting of SMBs/cafés/boutiques in 2–3 dense Bangalore neighborhoods first (e.g., Indiranagar, Koramangala, HSR Layout) before wider city rollout.
- Partnerships with event planners and wedding/event vendor directories for the event-host segment.
- Performance marketing (Instagram/Meta) targeted at small business owners and individual creators, leveraging demo Reels created on the platform itself.
- Founder-led sales and demo shoots for the first 20–30 anchor customers to gather testimonials and case studies.

14.4 Launch Sequencing

16. Phase 0 (Pre-launch, Weeks 1–4): Onboard first 30–50 creators, build initial portfolio catalog, closed beta with 20–30 friendly customers.
17. Phase 1 (Weeks 5–12): Public pilot launch in 2–3 Bangalore neighborhoods, iterate on matching and SLA based on real usage.
18. Phase 2 (Weeks 13–24): City-wide Bangalore expansion, introduce subscriptions and rush delivery add-ons.

15. Assumptions, Dependencies & Constraints

15.1 Assumptions

- A sufficient pool of skilled freelance videographers/editors is willing to work on a per-gig basis in Bangalore at the proposed rate split.
- Customers are willing to pay a premium over pure DIY content creation for speed, quality, and convenience.
- Same-day/few-hours turnaround is achievable given Bangalore's traffic and creator distribution — to be stress-tested during the pilot.

15.2 Dependencies

- Payment gateway and escrow provider integration (e.g., Razorpay/Cashfree) supporting split payments and payouts.
- KYC verification provider for creator onboarding (e.g., Digilocker/Aadhaar-based e-KYC).
- Maps/geolocation API for location-based matching (e.g., Google Maps Platform).
- Cloud storage/CDN for portfolio media and delivered content (e.g., AWS S3 + CloudFront).

15.3 Constraints

- Single-city (Bangalore) pilot scope only for MVP — no multi-city operations infrastructure required at this stage.
- Limited initial ops team implies manual intervention for edge cases (disputes, reassignment) rather than full automation at MVP.
- Budget and timeline constraints of a lean/bootstrapped early-stage build (assumed for MVP scoping).

16. Risks & Mitigations

Risk	Impact	Mitigation
Cold-start: not enough creators or customers at launch	High	Geo-concentrated launch in 2–3 neighborhoods; founder-led supply and demand seeding; temporary incentives on both sides
Inconsistent content quality across creators	High	Mandatory portfolio review at onboarding; rating-driven visibility; minimum quality bar with probation for new creators
SLA breaches (late arrival / late delivery)	Medium	Buffer time in scheduling; ops-console manual reassignment; SLA-linked creator scorecards
Payment disputes / trust issues	Medium	Escrow-based payments; single free revision policy; clear dispute resolution workflow with ops oversight
Creator churn to direct client relationships (disintermediation)	Medium	Value-add beyond matching (payments, reputation, discovery, repeat demand) to keep both sides on-platform
Regulatory: gig worker classification / data protection	Low-Medium	Structure creator agreements per current gig-economy norms; DPDP Act-compliant data handling
Seasonality / demand concentration around events (weddings, festivals)	Low	Diversify demand across business, event, and creator segments to smooth seasonal peaks and troughs

17. Roadmap

Phase	Timeline	Focus
Phase 0 — Build & Closed Beta	Month 1	Core booking, matching, payments MVP; onboard first creators; closed beta with friendly customers
Phase 1 — Bangalore Pilot Launch	Months 2–3	Public launch in 2–3 neighborhoods; iterate on SLA, matching accuracy, and trust features
Phase 2 — City-wide Scale	Months 4–6	Full Bangalore coverage; introduce subscriptions, rush delivery, referral program
Phase 3 — Multi-City Expansion	Months 7–12	Expand to 2–3 additional Tier-1 cities using the Bangalore playbook; introduce AI-assisted style matching
Phase 4 — Platform Depth	Year 2	Corporate/agency bulk booking, advanced creator tools, expanded content formats (e.g., long-form add-ons)

18. Appendix

18.1 Glossary

- Instant Reel Creator (IRC): A freelance videographer/editor registered on QlickShoot to fulfill on-demand short-form content bookings.
- GMV: Gross Merchandise Value — total value of bookings transacted through the platform.
- Take Rate: The percentage of booking value retained by QlickShoot (30% in the base model).
- SLA: Service Level Agreement — defined response/turnaround time commitments (e.g., creator acceptance window, delivery time).

18.2 Reference Research Inputs

- Primary research: 10–12 customer discovery interviews conducted during concept validation; IPL Innovation Lab evaluation (Top 3 of 36 teams).
- Secondary research: India creator economy and digital/gig-economy reports referenced from BCG, KPMG, Meta India, and FICCI-EY.

18.3 Document Control

Version	Date	Author	Notes
1.0	July 2026	Gembali Pavan Kumar	Initial PRD draft for portfolio