

WEEK 1 ASSIGNMENT

PRODUCT REQUIREMENTS DOCUMENT

Benin NightLink

Completed PRD using Design Thinking

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1. Product Overview

Benin NightLink is a proposed mobile app for students, NYSC members and young workers in Benin City who need a safer and more affordable way to get home at night. The idea is to match verified drivers with passengers travelling in similar directions, while providing live trip sharing and an emergency feature.

2. Problem Statement

Some students and young workers in Benin City find it difficult to get home safely and affordably after 8:00 p.m. Ride prices can rise at busy periods, while other transport options may leave users with concerns about driver identity, trip visibility, waiting time or how to get help if something goes wrong.

- Night-time ride prices can be difficult for students to afford.
- Passengers may be uncomfortable entering a vehicle without enough information about the driver.
- Waiting for suitable transport late at night can be stressful.
- There is room for a student-focused service that combines affordability with simple safety features.

3. Proposed Solution

Benin NightLink will focus on four things: verified drivers, group matching, clear pricing and basic trip-safety tools.

- Driver verification using identity and required checks before activation.
- Group ride matching for passengers travelling in similar directions.
- A clear night fare shown before the user confirms the trip.
- Live location sharing with a trusted contact.
- One-tap Emergency SOS that starts the defined emergency/support process.
- In-app booking, payment and ride history.

4. Target Users / Personas

Persona	Profile	Main Need
Primary	University students aged 18–25 in Benin City, especially those with evening classes, study sessions or part-time work.	Affordable and safer night transport.
Secondary	NYSC members and young workers aged 18–30.	Reliable transport with better trip visibility.

5. Value Proposition

For students and young workers in Benin City who need to travel at night, Benin NightLink provides verified group rides, clear pricing and simple safety tools in one place. The product is designed to make night travel easier to plan without promising that every trip will always be cheaper or completely risk-free.

Why it may stand out:

- Student-focused experience.
- Group rides can reduce the cost per passenger.
- Driver verification and trip sharing are built into the experience.
- Clear fare information before booking.

6. Goals and Success Criteria

Metric	Initial Target
Completed rides	1,000 rides in the first month after launch
Positive safety rating	At least 90%
Average waiting time	Below 10 minutes

Goal: Improve access to affordable and safer night transportation for the target users.

7. Applying the Five Stages of Design Thinking

Empathize: I spoke with 3 students about their experience getting home at night. Two mentioned either trekking part of the way or paying ₦3,000+ for a ride on some nights.

Define: The problem was narrowed down to the need for safe, verified and reasonably affordable transport after 8:00 p.m.

Ideate: I considered three possible approaches: a student shuttle, a verified taxi service and group ride matching. Group rides were selected because they could address both cost and safety concerns.

Prototype: I sketched a simple four-screen flow and then turned the idea into a more detailed app concept.

Test: I showed the concept to 2 people. They suggested adding an Emergency SOS button and driver ratings, so both were included in the product requirements.

8. User Stories and Requirements

Feature	User Story	Key Requirements
Account creation	As a student, I want to create an account so I can book a ride.	Phone/email, secure login, basic identity verification.
Book group ride	As a student, I want to join a group ride so my fare can be lower.	Pickup, destination, matching, fare shown before confirmation.
Live tracking	As a user, I want to share my trip so a trusted person can see where I am.	GPS location, trip link/share option.
Emergency SOS	As a user, I want an SOS option so I can quickly start the emergency process.	One-tap SOS, location sharing, defined emergency/support contact.
Payment	As a user, I want to pay securely so my booking is completed.	Payment method, confirmation, transaction record.
Driver rating	As a passenger, I want to rate my driver so service quality can be monitored.	Rating, short feedback, driver history.

9. User Experience Flow

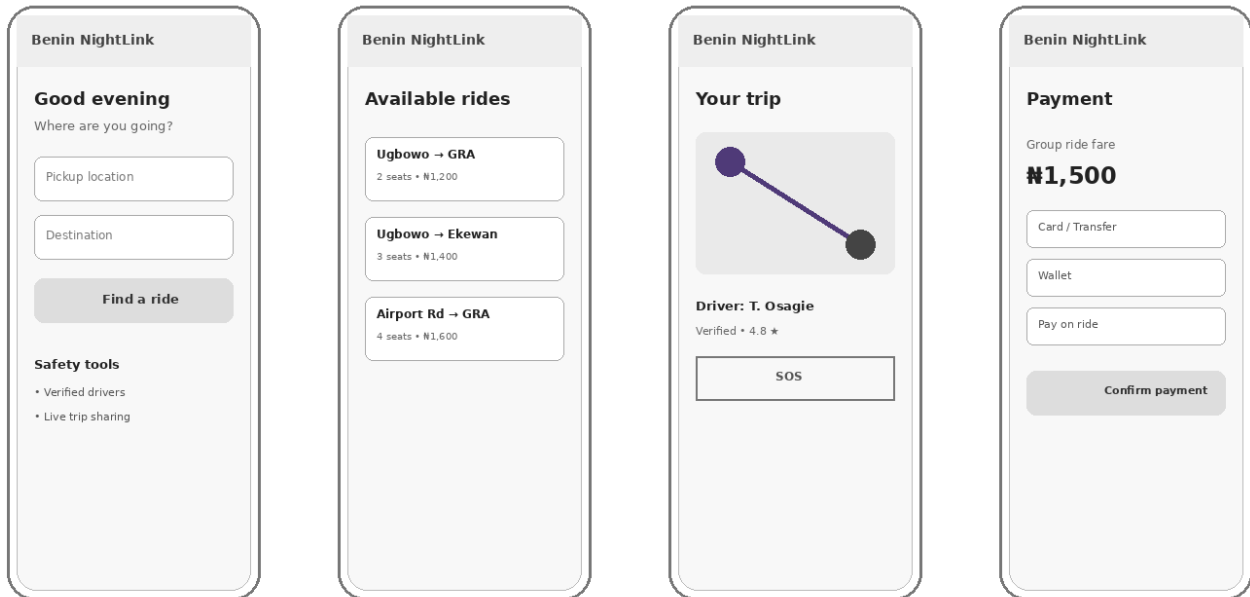
Discover → Download → Sign up/Verify → Enter pickup and destination → View group rides → Select ride → Confirm & Pay → Track trip → Complete trip → Rate driver

10. Design & Design Fidelity

The design starts with simple wireframes so the flow can be tested without spending time on colours and visual details. The high-fidelity version then adds realistic interface elements while keeping the same basic user journey.

Low-fidelity wireframes:

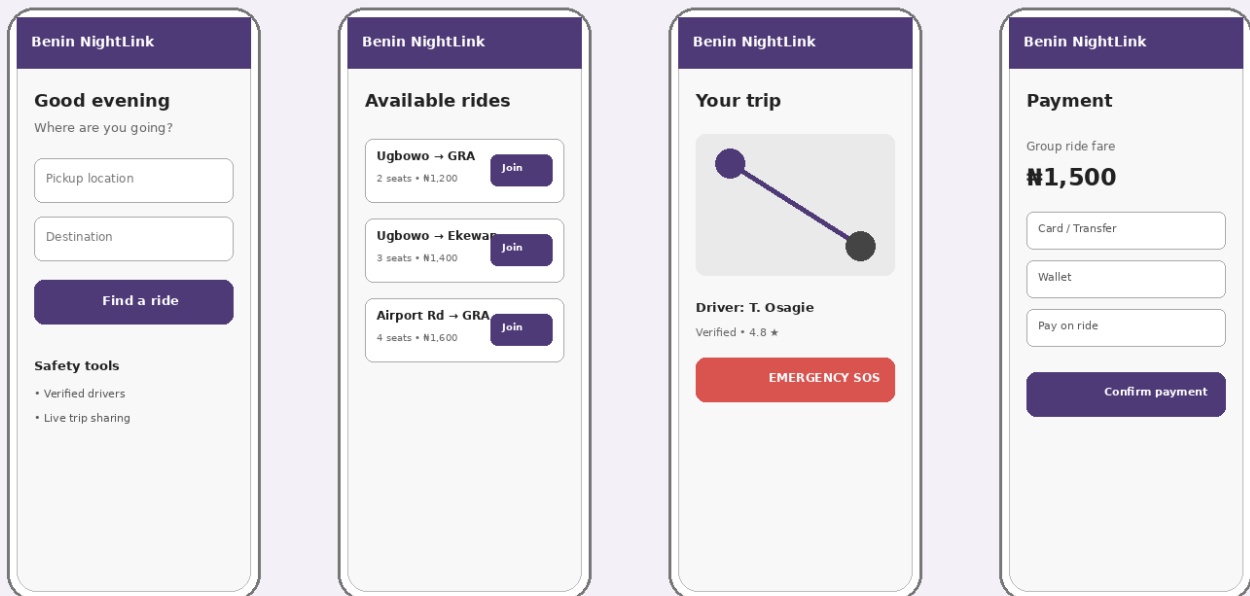
Low-Fidelity Wireframes — Benin NightLink



The four screens cover Home, Available Rides, Trip Tracking and Payment.

High-fidelity concept:

High-Fidelity App Concept — Benin NightLink



The high-fidelity concept uses a consistent visual style and adds the SOS feature, driver information and clearer actions.

11. Competitor / Alternative Analysis

Alternative	Observed Limitation	Potential Advantage
Bolt / Uber	Convenient, but prices can rise at busy times and the experience is not specifically built around student group rides.	Student-focused group matching, transparent pricing and safety flow.
Keke / Bus	Affordable in many situations, but booking, driver information and live tracking may be limited.	Central booking, driver profile, trip sharing and SOS.

12. Product Roadmap

Phase 1 – MVP: Registration/verification, group ride matching, booking, payment, live tracking and Emergency SOS.

Phase 2: Scheduled rides, driver ratings, improved group communication and other features based on user feedback.

13. Out of Scope

- Inter-city travel.
- Food delivery.
- Corporate fleet management.
- Features unrelated to the core night-ride problem.

14. Assumptions and Risks

- The demand for group night rides needs to be validated with more users before launch.
- Driver verification and emergency procedures must be properly defined before the service goes live.
- Group matching should not create unreasonable delays or detours for passengers.
- Any claim about being cheaper than existing services should be tested with real local pricing data.

15. Conclusion

Benin NightLink is a product concept built around a real transport problem faced by some people travelling at night. The Design Thinking process helps keep the solution focused on users: understand the problem, define it clearly, explore options, build a simple prototype and improve it from feedback. The MVP keeps the first release focused on the features needed to test whether the idea is useful.