

Product Requirements Document (PRD)

FlowMaster: AI-Powered Multi-Agent Product Development System

1. Product Overview

FlowMaster is an autonomous AI-powered platform that simulates an entire engineering organization through specialized AI agents. It accepts product ideas via text, voice, or image inputs and orchestrates a team of AI agents—each representing distinct organizational roles (CEO, Product Manager, Engineers, Designers, QA)—to collaboratively produce complete product deliverables including requirements documents, wireframes, functional code, and test reports. The system operates as a self-improving ecosystem that learns from critic feedback and human input to refine outputs over successive iterations.

2. Problem Statement / Goals

Problem:

Traditional product development requires coordinating multiple human teams across design, engineering, and quality assurance, leading to lengthy timelines, communication overhead, and fragmented workflows. Existing AI tools address isolated tasks (code generation, design mockups) but lack the holistic coordination needed to move from concept to working prototype autonomously.

Goals:

- Enable non-technical users to transform raw ideas into structured product specifications and working prototypes without manual coordination.
- Reduce product development cycle time from weeks to hours through autonomous agent collaboration.
- Create a transparent, iterative system where human stakeholders can review and guide AI-generated outputs at critical checkpoints.
- Build a self-improving platform that learns from feedback to produce increasingly accurate outputs aligned with user intent.

Success looks like: A user provides an idea description, and within one session receives a complete PRD, visual wireframes, functional code stubs, passing automated tests, and a quality review report—all requiring minimal human intervention beyond approval gates.

3. Target Users & Personas

Persona 1: Solo Entrepreneur / Startup Founder

- **Needs:** Rapidly validate product ideas with tangible prototypes before committing resources.
- **Motivations:** Speed to market, low initial investment, ability to iterate quickly based on feedback.
- **Challenges:** Lacks technical team, limited budget, difficulty articulating technical requirements to developers.

Persona 2: Product Manager in Mid-Size Company

- **Needs:** Generate comprehensive PRDs and design mockups to brief engineering teams more effectively.
- **Motivations:** Improve cross-functional communication, reduce requirements ambiguity, accelerate sprint planning.
- **Challenges:** Time-consuming documentation processes, misalignment between design and engineering, difficulty visualizing concepts for stakeholders.

Persona 3: Engineering Team Lead / CTO

- **Needs:** Explore architectural options and generate baseline code structures for new initiatives.
 - **Motivations:** Reduce boilerplate development time, evaluate feasibility before team allocation, maintain quality standards.
 - **Challenges:** Resource constraints, need for rapid prototyping, ensuring consistent code quality across projects.
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4. Core Features

4.1 Multimodal Input Processing

Accepts product ideas through voice recordings, images (sketches, whiteboards, diagrams), or text descriptions. The Clarifier Agent extracts intent and converts all inputs into a standardized structured brief that serves as the foundation for all downstream work.

4.2 Hierarchical AI Agent Orchestration

Simulates a complete organizational structure with specialized agents (CEO, PM, Frontend/Backend Engineers, QA, UX Designer, DevOps, Security, Accessibility) that communicate through defined reporting chains. Each agent performs its designated role and produces role-specific artifacts.

4.3 Automated PRD Generation

Product Manager Agent converts the clarified brief into a comprehensive Product Requirements Document covering problem statement, target users, core features, user journeys, success metrics, and constraints—formatted for immediate use by technical teams.

4.4 Design Artifact Creation

Design team agents (UX Researcher, UI/UX Designer, Wireframe Generator) produce user personas, user journey maps, and visual wireframes or HTML mockups that illustrate the product interface and interaction patterns.

4.5 Code Generation with Testing

Engineering agents generate functional code stubs for frontend components and backend APIs, while QA Agent automatically writes and executes unit tests. Outputs include passing test reports and basic deployment configuration.

4.6 Critic Review System

Dedicated Critic Agent audits all outputs for logical inconsistencies, technical flaws, UX issues, and alignment with original requirements. Produces structured critique reports highlighting specific improvement areas before human review.

4.7 Human Feedback Integration Loop

Provides approval gates where users can review agent outputs, provide comments, approve/reject deliverables, or request modifications. Feedback is captured in structured format and used to guide the Improver Agent's refinement process.

4.8 Continuous Learning Engine

Stores project history, critique patterns, and feedback outcomes in a vector database. Memory Agent retrieves relevant past learnings when processing similar requests, enabling the system to improve accuracy and alignment with user preferences over time.

5. User Journey / Flow Summary

Step 1: Idea Input

User accesses FlowMaster interface and provides product idea through preferred modality (types description, uploads sketch image, or records voice explanation). System acknowledges input and begins processing.

Step 2: Clarification & Briefing

Clarifier Agent analyzes input and generates structured brief. User reviews brief summary on screen to confirm understanding is correct. User approves or provides corrections before proceeding.

Step 3: Autonomous Agent Collaboration

System displays live activity log showing agent-to-agent communication as CEO defines vision, PM creates requirements, designers produce wireframes, and engineers write code. User observes progress through transparent activity feed.

Step 4: Artifact Review (First Pass)

System presents initial deliverables: PRD document, wireframe previews, code repository structure, and test results. Each artifact is displayed with clear section labels for easy navigation.

Step 5: Critic Evaluation

Critic Agent automatically reviews all artifacts and flags specific issues (e.g., "Checkout form lacks input validation," "Mobile layout not optimized for low bandwidth"). Critique report appears alongside original artifacts.

Step 6: Human Approval Gate

User reviews artifacts and critique report. User can: (a) approve all outputs to conclude, (b) reject with comments to trigger improvements, or (c) approve some sections while requesting changes to others.

Step 7: Iterative Improvement (if needed)

If user requested changes, Improver Agent incorporates feedback and regenerates affected artifacts. Updated versions are presented for re-review. This loop continues until user approves final outputs.

Step 8: Deliverable Export

User downloads complete package including PRD document, design files, code repository, test reports, and full agent communication logs. System archives project for future learning reference.

6. Success Metrics

Time to First Deliverable: Average duration from idea input to first complete artifact set (target: under 15 minutes for standard projects).

Human Approval Rate: Percentage of first-pass outputs approved without requiring iteration (target: 60%+ approval rate indicating strong alignment).

Iteration Efficiency: Average number of improvement cycles needed before final approval (target: under 2 iterations per project).

Output Quality Score: Composite metric based on critic flagged issues per deliverable and user satisfaction ratings (target: 85%+ quality threshold).

Learning Curve Improvement: Measurable reduction in iteration count for similar project types over time, demonstrating system learning effectiveness (target: 20% improvement per 10 similar projects).

User Retention: Percentage of users completing second and third projects within 30 days (target: 50%+ return usage indicating value delivery).

7. Assumptions & Constraints

Assumptions:

- Users have basic understanding of product concepts and can evaluate whether outputs match their intent.
- Input ideas are reasonably scoped for MVP-level prototypes (not enterprise-scale systems requiring months of development).
- Generated code stubs are functional proof-of-concepts rather than production-ready implementations.
- Users have access to stable internet connection for LLM API calls and artifact generation.

Constraints (MVP Phase):

- Limited to web-based applications (mobile native apps excluded initially).
- Agent specialization covers common tech stacks (React, Python/Flask, REST APIs) but not niche frameworks.
- Testing automation covers unit tests only; integration and end-to-end testing not included.
- Deployment automation limited to basic configuration files; actual cloud provisioning requires manual setup.
- Memory system learns within single-user context; cross-user learning patterns not implemented initially.
- Maximum project complexity capped at 5-8 core features to ensure reasonable processing time.

External Dependencies:

- LLM APIs (OpenAI, Hugging Face) for agent intelligence.

- Speech-to-text services (Whisper API) for voice input processing.
 - Vision APIs (Gemini Vision, BLIP) for image interpretation.
 - Vector database services (Pinecone, Weaviate, or FAISS) for learning memory storage.
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8. Future Scope / Next Steps

Post-MVP Enhancements:

Implement dynamic agent scaling to automatically spawn specialized sub-agents based on project complexity. Add auto-deployment capability to provision sandbox environments and deploy generated code directly for live testing. Expand memory system to enable cross-project learning where insights from e-commerce builds inform healthcare projects. Introduce multi-user collaboration modes allowing distributed teams to interact with different agent groups simultaneously. Develop self-tuning feedback mechanisms that optimize the number of improvement cycles based on project patterns and user behavior analytics.

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