

PRODUCT REQUIREMENTS DOCUMENTS

PRODUCT TITLE	Talk Beta – Product Requirements Document (PRD)
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OVERVIEW

Talk Beta is an AI-powered speaking improvement platform that helps individuals practice, analyze, and refine their communication skills. By combining speech-to-text transcription, instant feedback, and personalized growth plans, Talk Beta makes confident and impactful speaking affordable and accessible for creators, learners, job seekers, and professionals.

PROBLEM STATEMENT

Talk Beta addresses the challenge that existing speaking improvement solutions are often expensive, generic, and lack actionable feedback. Users such as content creators, job seekers, and learners need an affordable and personalized way to build confidence and improve communication delivery.

PRODUCT OBJECTIVE

OBJECTIVE 1	<p>Provide Affordable Speaking Improvement Tools</p> <p>Deliver high-quality communication training at a fraction of traditional coaching costs, making it accessible to a wider audience.</p>
OBJECTIVE 2	<p>Offer Instant, Actionable Feedback</p> <p>Use AI to analyze fluency, pacing, pronunciation, filler words, and confidence, giving users clear insights they can apply immediately.</p>
OBJECTIVE 3	<p>Enable Personalized Growth Plans</p> <p>Guide users step by step with tailored improvement recommendations and structured practice paths.</p>
OBJECTIVE 4	<p>Scale Across Diverse User Segments</p> <p>Serve individuals (creators, job seekers, learners) and organizations (corporate training, education institutions) through consumer-first and enterprise integrations.</p>
OBJECTIVE 5	<p>Track User Progress Over Time</p> <p>Build dashboards and analytics to help users measure their speaking improvements and stay motivated.</p>

STAKEHOLDER IDENTIFICATION

NAME	ROLE	RESPONSIBILITY	
Flourish Olukotun	Team Lead / Backend Engineer	<p>Oversees backend development and system architecture.</p> <p>Ensures scalability, reliability, and integration with AI services.</p> <p>Coordinates technical decisions across the engineering team.</p>	
Victor Adekanle	Product Manager	<p>Defines product vision and strategy.</p> <p>Owns the PRD and aligns team on objectives.</p> <p>Prioritizes features, manages roadmap, and ensures delivery meets user needs.</p>	
Babatunde Omojuwa	Founding Engineer / Frontend Developer	<p>Builds user-facing features with React and Supabase.</p> <p>Implements intuitive workflows based on UX design.</p>	

Fele Ayodeji	Founding Engineer / Frontend Developer		
Emmanuella Ejedafeta	UI/UX Designer	<p>Designs user interface and ensures smooth user experience.</p> <p>Creates wireframes, mockups, and design systems.</p>	

Features & Requirements (Talk Beta)

Feature	User Story	Acceptance Criteria	Priority	Release Phase
User Authentication	As a user, I want to create and manage my account so I can save my progress.	Users can sign up/login with email.	Must-have	MVP
Audio Recording & Playback	As a learner, I want to record and play back my speech so I can evaluate my delivery.	Users can start, pause, stop, save, and playback recordings.	Must-have	MVP
AI Feedback & Analysis	As a speaker, I want instant AI feedback so I know what areas to improve.	System analyzes fluency, pacing, pronunciation, filler words, and confidence; feedback displayed clearly.	Must-have	MVP
Speech-to-Text Transcription	As a user, I want accurate transcripts of my speech so I can refine my content.	Transcriptions are generated automatically; users can export, review, and compare transcripts.	Must-have	MVP
Subscription & Payments	As a user, I want to access premium features after a free trial.	7-day free trial; premium plan at \$3/month or \$36/year; payment processing and renewal alerts.	Should-have	Future Release

Progress Dashboard & Analytics	As a learner, I want to track my growth over time so I stay motivated.	Dashboard shows filler word reduction, pacing, and confidence improvements with visual graphs.	Must-have	MVP
Personalized Growth Plans	As a user, I want a guided improvement plan tailored to my performance.	System recommends exercises and practice routines based on user feedback.	Must-have	MVP
Live Coaching Simulations	As a job seeker, I want to simulate interviews and presentations.	AI acts as interviewer/audience; session feedback provided afterward.	Should-have	Future Release

ASSUMPTIONS AND CONSTRAINTS

Talk Beta

ASSUMPTIONS

- Assumption 1 **User Demand:** There is a large, underserved audience (creators, job seekers, English learners) seeking affordable communication improvement tools.
- Assumption 2 **AI Reliability:** Third-party AI services (e.g., AssemblyAI, Supabase) will remain reliable, accurate, and scalable to support analysis and transcription.
- Assumption 3 **Adoption Curve:** Users will adopt Talk Beta quickly because alternatives are either too costly or lack personalized feedback.
- Assumption 4 **Freemium Model Appeal:** Offering a free trial will successfully convert a portion of users into paying subscribers.

CONSTRAINTS

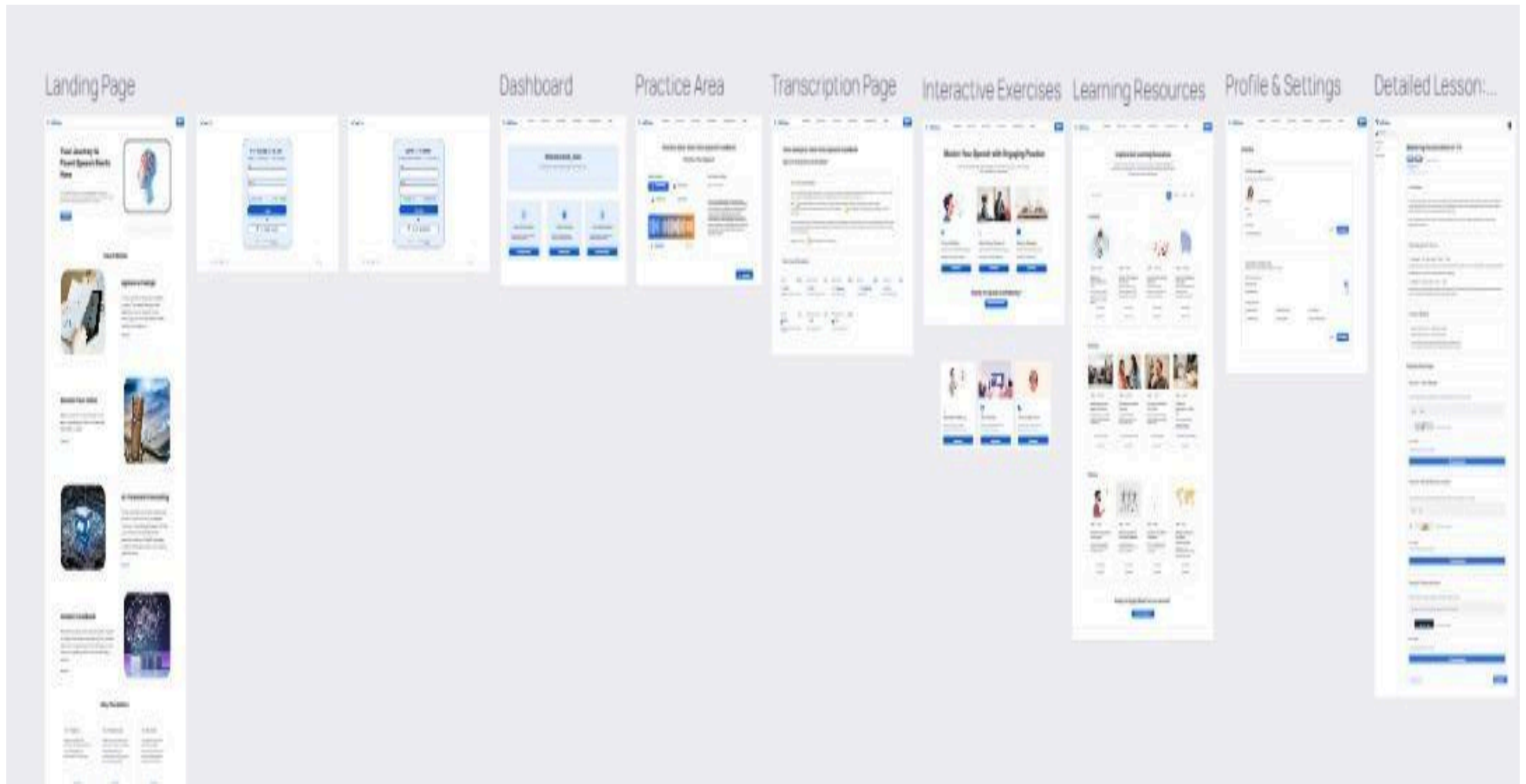
- Constraint 1 **Budget:** Development and scaling are limited by available funding (\$260,000 seed target).
- Constraint 2 **Technology Dependencies:** The product relies on third-party APIs (AssemblyAI for speech analysis, Supabase for backend), creating dependency risks.
- Constraint 3 **Data Privacy & Security:** Handling user audio and transcripts requires compliance with data protection standards (e.g., GDPR).
- Constraint 4 **Market Competition:** Competing platforms (coaching apps, language apps, workshops) may release similar AI-driven features.

Risk Analysis – Talk Beta

RISK	MITIGATION
High Development Costs (AI integration, scaling infrastructure)	Start with MVP features only; prioritize core functionalities before adding advanced features. Seek early funding and partnerships.
Third-Party Service Dependency (AssemblyAI, Supabase, payment processors)	Third-Party Service Dependency (AssemblyAI, Supabase, payment processors)
Competition (other AI or language learning apps introducing similar features)	Focus on unique value proposition (delivery feedback + growth plans), strong branding, and affordable pricing.
Data Privacy & Security (handling user audio and transcripts)	Implement encryption, secure authentication, GDPR compliance, and transparent privacy policy.
Low User Adoption (users not engaging after trial period)	Improve onboarding, gamify user experience, collect feedback for quick iterations, and run targeted marketing campaigns.
Scaling Challenges (infrastructure not handling rapid growth)	Use scalable cloud infrastructure; monitor usage metrics; plan phased rollouts.

PRIORITY EFFORT

REQUIREMENT	PRIORITY LEVEL	ESTIMATED EFFORT REQUIRED
User Authentication	High	High (≈ 3 weeks)
Audio Recording & Playback	Medium	Medium (≈ 1 week)
AI Feedback & Analysis	High	High (≈ 3 weeks)
Speech-to-Text Transcription	High	High (≈ 3 weeks)
Progress Dashboard & Analytics	Medium	Medium (≈ 1 week)
Personalized Growth Plans	High	High (≈ 3 weeks)
Live Coaching Simulations	High	High (≈ 3 weeks)



This wireframe provides a visual representation of Talk Beta’s expected look and feel, ensuring alignment between design, development, and user experience goals.

Success Metrics – Talk Beta

Metric	Target
User Growth	Onboard first 100 paying users (early adopters, MVP validation) Scale to 1,000 paying users by Month 12 Reach 3,500 paying users by Month 24 (with institutional and corporate rollout beginning in Year 2)
Revenue	Generate \$3,000 MRR by Month 12 (~\$36,000 ARR) Grow to \$10,500 MRR by Month 24 (~\$126,000 ARR) Achieve profitability by Month 24 with scalable ARR growth beyond Year 2
Feature Expansion	Expand core features (live coaching simulations, progress dashboard)
Market Rollout	Launch personalized growth plans Enterprise and education rollouts (corporate training packages)
Impact Alignment	Align with SDG4 (Quality Education), SDG8 (Decent Work & Growth), and SDG10 (Reduced Inequality)

VERSION HISTORY AND CHANGE LOG

Talk Beta

VERSION	Author	DATE	DESCRIPTION OF EDIT
1.00	Victor Adekanle	18/09/2025	Initial draft of PRD created (Introduction, Problem Statement, Objectives, User Personas, Features & Requirements)
Approved by	Enaikele Omoh Kelvin	MM/DD/YY	
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