

# StudyNest — Aesthetic Study Planner SaaS

## Full Product Specification & Go-To-Market Blueprint

*(Perfect for solo founders building in Next.js)*

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### 1 Executive Summary

**Product Name:** StudyNest (working title)

**Type:** B2C SaaS — Subscription-based Study Planner

**Target Market:** US College & High School students (ages 16-24)

**Core Value:** Provide calm, aesthetic, and automatic daily study plans to reduce student stress and increase productivity.

**Monetization:** Freemium model with monthly/yearly premium subscription.

**Platform:** Responsive web app, optimized for mobile and desktop, built with Next.js.

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### 2 Problem Statement

- Students face **overwhelming workloads, multiple deadlines**, and poor study habits.
  - Existing productivity tools like Notion, Google Calendar, or generic planners are too complex or not student-focused.
  - Lack of gentle motivation and distraction-free design reduces long-term engagement.
  - Students want a **simple, beautiful, and smart tool** that adapts to their study needs without adding pressure.
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### 3 Solution Overview

StudyNest offers:

- Auto-generated **daily study plans** balancing all subjects and assignments.
- Aesthetic, minimal UI with multiple themes supporting calm focus.
- Integrated **progress tracking** and motivational nudges.
- **Pomodoro-style focus mode** with ambient sounds.
- Flexible scheduling respecting users' work/lunch/study times.
- Easy task & subject management with deadlines and priorities.

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## 4 Target Users & Personas

Persona Name	Age	Background	Needs & Pain Points	Behavior & Preferences
Overwhelmed College Student	19	Full-time college student	Struggles with balancing classes & assignments.	Likes short videos, prefers calm UX, procrastinates.
Focus-Challenged Student	20	ADHD or easily distracted	Needs one-task-at-a-time, gentle reminders.	Sensitive to pressure, prefers cozy aesthetics.
High School Senior	16	Preparing for college	Needs exam-focused, simple planner.	Uses mobile most of the time, active on TikTok.

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## 5 Branding & Visual Design

### Brand Personality

- Calm, supportive, friendly, non-judgmental.

### Color Palette

Usage	Color Name	Hex	Notes
Primary BG	Warm Cream	#F5F1EB	Soothing background tone
Secondary BG	Soft Sage	#A8BFA8	For card backgrounds
Accent Color	Muted Terracotta	#C07A5B	Buttons, highlights
Text Primary	Charcoal Gray	#2E2E2E	Clear readability

### Typography

- Headings: Poppins (modern, friendly)
  - Body: Inter (clean & readable)
  - Optional decorative: Playfair Display for headers
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## 6 Detailed Feature List

### 6.1 Authentication & User Profile

- Email/password signup + Google OAuth
  - Password reset & email verification
  - Profile setup: Name, timezone, study goals, preferred daily hours
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## **6.2 Study Plan Management**

- Create multiple study plans (e.g., “AWS Certification,” “Data Science Bootcamp”)
  - Add subjects/courses with: name, description, priority, weekly target hours
  - Add modules/topics under subjects, with progress tracking
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## **6.3 Task & Assignment Tracker**

- Add tasks/assignments linked to subjects/modules
  - Set due date, estimated time, priority, and status (not started, in progress, completed)
  - Recurring tasks support (e.g., daily practice)
  - Task tags and filtering
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## **6.4 Auto Study Planner Engine**

- Automatically distributes pending tasks across days, respecting priorities and deadlines
  - Reschedules missed tasks smoothly
  - Balances daily study time based on user availability settings
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## **6.5 Daily “Study Today” Dashboard**

- Displays only today’s tasks with estimated total study time
  - Focus button to start Pomodoro timer
  - Motivational message or quote
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## **6.6 Focus Mode**

- Pomodoro timer (default 25 mins, customizable)
- Ambient sounds: rain, café, white noise
- Lock UI to current task, minimal distractions
- Auto mark task progress after timer ends

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## 6.7 Progress Tracking & Reports

- Subject-wise and overall progress circles (percentage complete)
- Weekly study hour summaries
- Streak counters and achievement badges (soft motivation, no pressure)
- Export progress data to CSV or PDF

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## 6.8 Notifications & Reminders

- Gentle push notifications for upcoming tasks
- Optional email reminders
- Positive, non-guilty language

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## 6.9 Themes & UI Customization

- Light mode & dark mode toggle
- Additional themes: Cozy, Minimal, Pastel, Dark Academia
- Custom font size and spacing settings

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## 6.10 Data Controls

- Reset progress button for starting over
- Export study plan & progress
- Import existing tasks (CSV import - future feature)

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## 6.11 Account & Subscription Management

- Free tier with limited themes and manual planning
- Premium tier unlocking auto planner, focus mode, all themes, progress export
- Stripe payment integration supporting cards, Apple Pay, Google Pay
- View billing history and cancel subscription

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## 6.12 Admin Panel Features

- Secure admin login with role-based access
- User management: view, suspend, reset accounts
- Subscription management via Stripe dashboard
- Analytics: user growth, active users, MRR, churn
- Manage app content: motivational messages, theme availability
- Support tickets dashboard

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## 7 Technical Architecture & Stack

Layer	Technology	Notes
Frontend	Next.js, React, Tailwind CSS	Server-side rendering, responsive UI
Backend	Supabase or Firebase	Auth, realtime DB, storage
Payment	Stripe API	Subscription, payment processing
Hosting	Vercel	Scalable, Next.js optimized
Notifications	Firebase Cloud Messaging / OneSignal Push notifications	

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## 8 User Flows

- **Sign Up & Onboarding**
    1. User signs up via email or Google
    2. Set study goals and daily hours
    3. Create first study plan & add subjects
    4. Guided tour of main features
  - **Adding Tasks**
    1. User navigates to a study plan
    2. Adds assignments with due dates and priority
    3. Auto planner distributes tasks across days
  - **Daily Study Session**
    1. User opens “Today’s Tasks”
    2. Clicks focus mode and starts timer
    3. Completes task, progress updates automatically
  - **Progress Review**
    1. User visits dashboard
    2. Views subject progress and weekly summary
    3. Exports report or shares progress
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## 9 Marketing & Growth Strategy

## Channels & Content

Channel	Strategy	Content Ideas
TikTok	Viral videos, relatable student POVs	Study tips, aesthetic UI clips, before/after, “study with me” Pomodoro sessions
Instagram	Reels, stories, carousels	Study hacks, progress polls, testimonials
YouTube	Shorts, productivity tips	Study routine walkthroughs, app demos
Influencer	Micro-influencer partnerships	Honest reviews, tutorial videos
Referral	Incentivize users with free premium months	Easy invite & share links

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## Messaging & Tone

- Friendly, calm, and supportive
  - Avoid pressure/guilt language
  - Highlight stress relief & focus improvement
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## Launch Plan

Phase	Activities	Goals
Pre-Launch	Landing page, waitlist, teaser videos	Build email list, generate hype
Beta Launch	Invite early users, collect feedback	Validate product, fix bugs
Public Launch	Influencer campaigns, content blitz	Grow user base, start monetization