

# 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

## 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 |