

Product Requirements Document

PRD Identity

Document Version:	2
Product Name:	AI-Assisted Content Writer
Created Date:	10 December 2024
Document Owner:	Zio
Developer:	Daffa
Stakeholder:	Nabil,Fathur

Project Overview

A tool that generates high-quality written content for blogs, social media, and marketing campaigns using AI, complete with tone adjustment and keyword optimization features.

Problem Statements

- In the current digital landscape, content creation remains a significant challenge for many individuals and businesses. High-quality content requires both time and expertise, which are often in short supply. Writers may struggle with maintaining consistency in tone and optimizing for search engine visibility, which can hinder effective communication with target audiences and reduce the overall impact of marketing efforts.

Objectives

- The objective of the AI-Assisted Content Writer is to provide a user-friendly tool that leverages AI technology to generate high-quality written content tailored for various platforms such as blogs, social media, and marketing campaigns. The tool will feature tone adjustments and keyword optimization to help users create content that is not only engaging but also improves visibility in search engines.

DARCI Roles

Role	Personil	Guidelines
decider	Zio	Responsible for making final decisions on the project development strategy and feature implementations.
decider	Nabil	Responsible for making final decisions on the project development strategy and feature implementations.
accountable	Zio	Accountable for the overall success of the project, ensuring

Role	Personil	Guidelines
		that objectives are met and challenges are addressed.
responsible	Daffa	Handles the development and implementation of the valuation tool, ensuring technical execution aligns with project goals.
consulted	Nabil	Provides expert insights and advice throughout the development process, particularly in areas related to real estate data analysis.
informed	Fathur	Keeps updated on project progress and outcomes.

Project Timeline

Time Period	Activity	PIC
9 Dec 2024 - 16 Dec 2024	Initial Research and Requirement Gathering	Product Manager
17 Dec 2024 - 31 Dec 2024	Development of Core Features	Daffa
1 Jan 2025 - 5 Jan 2025	Testing and Quality Assurance	Daffa
6 Jan 2025	Deployment and Launch	Daffa

Success Metrics

Name	Definition	Current	Target
Content Generation Speed	Average time taken to generate content pieces.	0	0
User Satisfaction	Overall satisfaction rating from users after testing the tool.	0	5
Keyword Optimization Effectiveness	Percentage of generated content ranking on the first page of search results for targeted keywords.	0	60
Return User Rate	Percentage of users returning to use the tool again within a month.	0	50

User Stories

Title	User Story	Acceptance Criteria	Priority
Generate Blog Content	As a blogger, I want to generate full-length blog posts using AI so that I can save time while still providing valuable content to my audience.	Given I input my topic, when I click 'Generate', then the system produces a complete blog post that aligns with the chosen keywords and tone.	high
Social Media Post Creation	As a marketing manager, I want to quickly create engaging social media content using AI so that I can maintain an active online presence.	Given I enter my preferred style and subject, when I request a post, then the system delivers concise and engaging copy suitable for social media platforms.	high
Tone Adjustment Feature	As a user, I want the ability to adjust the tone of the content generated so that it matches my brand's voice, whether formal, casual, or promotional.	Given I select the tone option, when the content is generated, then the system reflects the chosen tone in the text output.	medium
Keyword Optimization Tool	As an SEO specialist, I want to ensure that the generated content is optimized for specific keywords so that it ranks higher in search engine results.	Given I input target keywords, when the content is generated, then it contains those keywords appropriately integrated into the text.	high

UI/UX

References