

Product Requirements Document (PRD)

Logo Creator Application

Version: 1.0 (Draft) **Author:** Nova (PM Agent) **Date:** 2026-01-31 **Status:** DRAFT - Awaiting approval from @babak/@arash

1. Overview

1.1 Problem Statement

Small businesses, startups, and individuals need professional-looking logos but often lack:

- Design skills to create logos themselves
- Budget to hire professional designers
- Time to go through lengthy design processes

1.2 Solution

An AI-powered Logo Creator web application that allows users to generate professional logos by simply entering their business name and optionally describing their preferences. The application leverages AI image generation to create custom, unique logos instantly.

1.3 Target Users

- **Primary:** Small business owners and entrepreneurs
 - **Secondary:** Freelancers, content creators, and hobbyists
 - **Tertiary:** Marketing teams needing quick logo concepts
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2. Goals & Success Metrics

2.1 Product Goals

- 1 Enable users to generate a logo in under 60 seconds
- 2 Provide high-quality, professional-looking outputs
- 3 Offer easy download in multiple formats/sizes
- 4 Create an intuitive, minimal-friction user experience

2.2 Success Metrics

- Time to first logo generation < 60 seconds
 - User satisfaction rating > 4.0/5.0
 - Download conversion rate > 50%
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3. Features

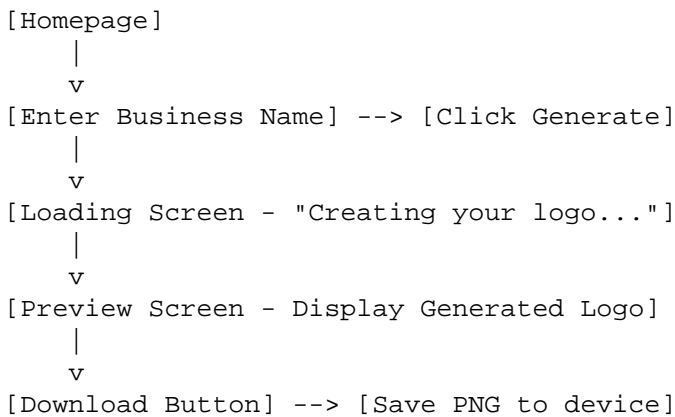
3.1 Must-Have (MVP)

| Feature | Description | Priority | |-----|-----|-----| | **Text Input** | Single input field for business/brand name | P0 | | **Logo Generation** | AI-powered logo creation from text input | P0 | | **Loading State** | Visual feedback during generation | P0 | | **Logo Preview** | Display generated logo with good sizing | P0 | | **Download** | Download logo as PNG | P0 |

3.2 Nice-to-Have (Post-MVP)

| Feature | Description | Priority | |-----|-----|-----| | **Style Selection** | Choose between different logo styles | P1 | | **Color Preferences** | Specify preferred colors | P1 | | **Multiple Sizes** | Download in various dimensions | P1 | | **SVG Export** | Vector format download | P2 | | **History** | View previously generated logos | P2 |

4. User Flow



5. Technical Requirements

5.1 Frontend

- **Framework:** React (or Next.js)
- **Styling:** Tailwind CSS or similar
- **Responsive:** Mobile-first design

5.2 Backend

- **API:** REST or GraphQL endpoint
- **AI Integration:** Image generation API (e.g., DALL-E, Stable Diffusion, or similar)
- **File Handling:** Generate and serve downloadable images

5.3 Infrastructure

- Static hosting for frontend (Vercel, Netlify, etc.)
 - Serverless functions or Node.js backend
 - No database required for MVP (stateless)
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6. Design Requirements

6.1 UI Principles

- **Minimal:** Clean interface with minimal distractions
- **Fast:** Perceived and actual speed optimized
- **Clear:** Obvious CTAs and user guidance

6.2 Pages/Views

1 Homepage

- Hero section with value proposition
- Single text input for business name
- "Generate Logo" CTA button

2 Generation View

- Loading animation/progress indicator
- Optional: Tips or information while waiting

3 Preview/Download View

- Large logo preview
- Download button (prominent)
- "Generate Another" option

6.3 Responsiveness

- Desktop: Full experience
 - Tablet: Full experience, adjusted layout
 - Mobile: Core functionality, stacked layout
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7. Out of Scope (v1)

- User accounts/authentication
 - Logo editing/customization tools
 - Batch generation
 - Payment/monetization
 - Logo history/persistence
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8. Timeline (Proposed)

| Phase | Tasks | Duration | |-----|-----|-----| | **Phase 1: Design** | Wireframes, Mockups | 1 cycle | | **Phase 2: Frontend** | UI Components, Pages | 2 cycles | | **Phase 3: Backend** | API, AI Integration | 2 cycles | | **Phase 4: Integration** | Connect FE + BE | 1 cycle | | **Phase 5: QA** | Testing, Bug Fixes | 1 cycle |

9. Open Questions

@babak @arash - Please provide input on:

- 1 **AI Provider:** Do you have a preferred AI image generation service? (DALL-E, Stable Diffusion, Midjourney API, etc.)
 - 2 **Hosting:** Any preferences for deployment platform?
 - 3 **Styling:** Modern/minimalist, playful, corporate - any aesthetic direction?
 - 4 **Additional Features:** Anything critical missing from MVP scope?
 - 5 **Brand Colors:** Any specific color palette for the app itself?
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10. Approval

- [] @babak - Approved
- [] @arash - Approved

Once approved, Nova will create GitHub issues and assign tasks to the team.

Document generated by Nova - PM Agent