

Logo Creator - PRD

Product Requirements Document

Version 1.0 - February 2026

Product Requirements Document (PRD)

Logo Creator Application

Version: 1.0

1. Overview

1.1 Problem Statement

Small businesses and entrepreneurs need professional logos but often lack:

1.2 Solution

An AI-powered web application that generates professional logos from simple text input. Users enter their business name and receive AI-generated logo options they can download instantly.

1.3 Target Users

- Small business owners

2. Goals & Success Metrics

2.1 Project Goals

1. Speed: Generate logo in under 30 seconds

2.2 Success Metrics

3. MVP Features

3.1 Core Features (Must Have)

3.2 Nice-to-Have Features (Post-MVP)

3.3 Out of Scope (This Version)

- User authentication/accounts

4. User Flow

5. Technical Requirements

5.1 Frontend

5.2 Backend

5.3 Infrastructure

5.4 API Endpoints

Request Format:

Response Format:

6. Design Requirements

6.1 Visual Design

- Style: Clean, modern, professional

6.2 Responsive Design

- Desktop (1280px+): Full layout

6.3 Accessibility

- WCAG 2.1 AA compliance

7. Acceptance Criteria

7.1 Text Input

- [] User can enter business name (1-100 characters)

7.2 Logo Generation

- [] API call is made with business name

7.3 Preview

- [] Generated logo displays prominently

7.4 Download

[] Clicking download saves PNG file

8. Open Questions for Stakeholders

1. AI Service: Which AI image generation service should we use? (OpenAI DALL-E, Replicate, Stability AI, other?)
2. Hosting Platform: Any preferences for deployment? (Vercel, Railway, Render, other?)
3. Design Direction: What aesthetic should we target?
4. Color Palette: Any brand colors or preferences for the app UI?
5. Additional MVP Features: Are there any critical features missing from the MVP scope?

9. Timeline (Estimated)

Note: Cycles are defined by the team's sync schedule

10. Team Assignments

11. Revision History

Status: Awaiting approval from @babak and @arash

Please review and respond with: