

Party Bloom AI

Storyline

Potential uses: “Mom” Planning Party / “Mom” hiring party planner

User Journey: Mom is planning the party

- Wants to host a theme party for their kid
- Doesn't want to spend tons of time searching Pinterest, google, and amazon for ideas
- Uses one stop shop to:
 - o Find idea
 - ? Can either input picture with idea or text
 - ? Can search templates
- Once you choose the idea
 - o Decor Ideas – can pick a theme
 - o Where to find (has to have specifics links for specific products and costs)
- You can shop through the app it brings you to other apps

Revenue Model:

- Monthly subscriptions
- Tokens

Future upgrades:

- Small business owner uses it
- The app can bundle the purchases
- Link to uber so they pick up everything for you
- Commission from partner sites

AI Party Planning Assistant for Kids' Parties

overview

This document outlines the requirements for a lightweight AI-powered assistant that helps parents plan themed kids' birthday parties quickly and easily. The goal is to eliminate time spent browsing Pinterest or searching multiple shopping sites. The assistant will allow users to upload an image, type an idea, or browse curated templates, then automatically generate theme suggestions, visual inspiration, and a basic shopping list using stable, low-maintenance product sources.

The purpose of this PRD is to define a feasible, consistent, and strategically flexible MVP. This version avoids contradictory or overly ambitious requirements and removes dependencies on unstable retail APIs. It provides the development team a clear scope and reliable requirements aligned with time and resource constraints.

problem statement

Parents planning kids' parties struggle with fragmented inspiration sources, scattered product searches, and unclear cost expectations. The planning process often requires switching between Pinterest, Amazon, Google, Etsy, and blogs. No existing tool converts an idea or image into a cohesive party concept with inspiration and an actionable starter shopping list.

This tool solves that gap by generating a theme summary, a simple moodboard, and curated product suggestions sourced from stable, maintainable product collections rather than real-time retailer APIs.

goals and objectives

primary goals

- User accounts, saved lists
- Provide fast and simple theme discovery for kids' parties.
- Generate visual inspiration boards from text, uploaded images, or templates.
- Deliver a small curated list of suggested décor items for a theme.
- Show approximate cost ranges without depending on live prices.
- Provide outbound links to shopping sites without guaranteeing exact pricing.
- Offer a smooth, mobile-friendly experience for busy parents.

measurable objectives

- Reduce planning inspiration time from ~2 hours to <10 minutes.
- Generate theme + moodboard + product suggestions in <15 seconds.
- Provide at least 3 product suggestions per theme.

non-goals

- No real-time pricing integration with Amazon, Etsy, or Party City.
- No complex affiliate workflows or paid partnerships in MVP.
- No Uber pickup, logistics integration, or bundling automation.
- No accurate inventory or stock tracking.

product scope

in scope (MVP)

- All theme extraction from text or images.
- Curated, static image libraries categorized by theme.
- Template browsing with 10–15 pre-defined themes.
- Lightweight moodboard generation using curated images.
- Product suggestions sourced from a static, maintainable JSON catalog (no APIs).
- Estimated cost range based on static price data.

- Outbound links that simply open the retailer website.
- Mobile-first web interface.

out of scope (MVP)

- Accurate real-time product prices.
- Vendor inventory integration or product verification.
- Uber or courier pickup.
- Advanced floorplans or room design tools.
- Personalized accounts or saved projects.

target users

primary users

- Parents planning kids' birthday parties (primarily moms).
- Time-constrained users who want fast, cohesive ideas without deep research.

user characteristics

- Mobile-first behavior.
- High sensitivity to convenience.
- Often overwhelmed by too many Pinterest results.
- Wants curated, not infinite, recommendations.

user experience overview

user journey

1. User selects one of three inputs:
 - a. Upload an image
 - b. Type an idea (e.g., "bluey dog theme")
 - c. Browse template themes
2. AI extracts theme, colors, and key décor elements.

3. System generates:
 - a. Moodboard using curated theme-specific images
 - b. Recommended product list sourced from static data
 - c. Estimated total cost range
4. User taps product links to visit retailer sites directly.

design principles

- Mobile-first interface
- Minimal user input
- Fast output generation
- Clear call-to-action buttons
- Avoid visual clutter

functional requirements

FR-001: input handling

- Accept text input up to 120 characters.
- Accept image uploads up to 5MB (PNG/JPG).
- Provide template browsing for 10–15 preset themes.

FR-002: theme extraction

- Identify theme from text or image (e.g., princess, dinosaur, mermaid).
- Extract 3–5 prominent colors.
- Provide confidence levels.

FR-003: curated moodboard generation

- Use pre-curated, licensed images stored locally.
- Display 4–6 inspiration images relevant to the theme.
- Allow regeneration from available themed images.

FR-004: product suggestion engine

- Display 5–10 décor items per theme using static catalog.
- Show:
 - product name
 - one image
 - static price range (not real-time)
 - outbound retailer link
- Maintain product catalog in a single JSON file.

FR-005: estimated cost

- Use static min/max price values.
- Sum values for suggested items.
- Display an estimated range (e.g., \$85–\$120).

FR-006: outbound shopping links

- Retailers open in new tab.
- No promise of price accuracy.

FR-007: regeneration and refinement

- Allow user to regenerate moodboard options.
- Allow switching themes at any time.

non-functional requirements

performance

- Generate results in <15 seconds.
- Render smoothly on mobile devices.

reliability

- Provide fallback if AI extraction fails (show templates).

- System must function even without image upload.

usability

- All primary actions accessible within two screens.
- Buttons must be tap-friendly on mobile.

security

- Uploaded images processed in session only.
- No long-term storage.

maintainability

- All product suggestions stored in one maintainable JSON file.
- Moodboard images organized into theme folders for easy updates.
- Theme library designed to be editable without dev involvement.

user stories and acceptance criteria

US-001: upload image

As a parent

I want to upload a party inspiration image

So that the AI can extract a theme

Acceptance Criteria:

- Accepts JPG/PNG up to 5MB
- Extracts a theme or offers closest themes
- Provides fallback message if image is unreadable

US-002: enter text idea

As a parent

I want to type a party idea

So that the system can generate theme recommendations

Acceptance Criteria:

- Accepts text up to 120 characters
- Suggests at least 3 themes
- Provides moodboard and products when theme selected

US-003: browse templates

As a parent

I want to browse preset themes

So that I can get ideas without uploading anything

Acceptance Criteria:

- Shows 10–15 themes
- Selecting a theme triggers moodboard + product suggestions

US-004: moodboard display

As a parent

I want to see inspiration images

So that I can visualize the theme

Acceptance Criteria:

- Displays 4–6 curated images
- Regenerate button offers alternative set
- Images load quickly

US-005: product suggestions

As a parent

I want suggestions for décor items

So that I can plan and shop easily

Acceptance Criteria:

- Displays 5–10 items
- Shows static price range
- Includes one outbound link per item

US-006: cost estimate

As a parent

I want a rough cost estimate

So that I can budget the party

Acceptance Criteria:

- Estimates cost using static price data
- Displays total range (e.g., \$110–\$160)
- Updates when theme changes

US-007: outbound shopping links

As a parent

I want to click product links

So that I can shop on retailer sites

Acceptance Criteria:

- Opens in a new tab
- No broken links in catalog

US-008: regeneration

As a parent

I want to regenerate inspiration

So that I can see alternatives

Acceptance Criteria:

- Provides a new set of images
- Maintains theme consistency

US-009: fallback when AI fails

As a parent

I want helpful alternatives if AI can't identify a theme

So that I can continue planning

Acceptance Criteria:

- Shows a list of preset themes
- Displays message: "Couldn't identify theme—please choose a template."

US-010: mobile responsiveness

As a parent

I want to use the tool on my phone

So that I can plan on the go

Acceptance Criteria:

- Layout adjusts to mobile width
- Buttons sized for tapping

US-011: secure temporary handling

As a user

I want to know that my photo isn't saved

So that my privacy is protected

Acceptance Criteria:

- Image deleted when session ends
- No server storage