1. **Product Name:** KidsKona
2. **Executive Summary**KidsKona is a social media platform specifically designed for children aged 6-12, providing a safe and engaging space for kids to connect, share, and learn in a controlled environment. The platform focuses on fostering creativity, promoting positive interactions, and ensuring the safety and privacy of its young users.
3. **Project Timeline – 12 months**Q1 – Market Research  
   Q2 – Product Design   
   Q3 – Development and Testing  
   Q4 – Launch and Post-launch evaluations
4. **Product Teams involved**Stakeholders – **Chisom Ogri**  
   Designers – **Toluwanimi Alade**  
   Developers – **Ese Rabiu**   
   Marketing – **Henrietta Uche**  
   Sales -   
   QA  
   Legal Team  
   Product Management  
   Project Management  
   Customer support
5. **Background (Optional)**
6. **Objectives/Goals of The Product**To create a safe space for kids to socialize  
   To create educative environment for kids  
   Encouraging positive interactions amongst kids
7. **Success Metrics**Number of downloads  
   User engagement  
   Positive Feedback  
   Time spent on the app  
   Number of referrals  
   Number of active users  
   Conversation rate from freemium to Premium  
   ROI
8. **Target Users**Kids between ages of 1 – 12, and Parents/Guardians
9. **Use Cases**User should be able to Create Profile  
   User should be able to Register  
   User should be able to Share content  
   Switch language options  
   Engage on the app  
   Parents should be able to have parental control  
   Users should be able to access educational contents
10. **Summary of User Personas  
    Dami**A mother who constantly is troubled about the rate of unsafe contents on social media.  
    She does not want her kids to be exposed to such contents at early stages.  
    She wants to keep her kids safe and as innocent as possible.  
      
    **Uche**A caring father who wants to raise positive thinking children, void of the vices of social media  
    Looking for a safe space for his children to access safe educational materials for kids and safe interaction environment for networking.
11. **Investment Requirements**State how much you would need for this project, and can even state this based on the different milestones. E.g $100,000 in total
12. **Functional Requirements – Design and Engineering Requirements**

|  |  |  |
| --- | --- | --- |
| FUNCTION | DESIGN REQUIREMENT | ENGINEERING REQ |
| User Registration and Authentication | * Design a simple and intuitive registration flow suitable for children. * Create engaging and child-friendly interfaces for parental consent processes. * Design clear notifications for parents during the age verification process. | * Implement a secure user registration process that includes parental consent and age verification. * Integrate third-party age verification services. * Implement password encryption and secure authentication mechanisms. |
| Content Creation | * Design a user-friendly drawing interface suitable for various age groups. * Ensure consistency in the design language for creating posts and sharing content. * Design an interactive and visually appealing content creation experience. | * Develop drawing tools with age-appropriate features. * Implement a post creation system allowing text, images, and educational content. * Integrate multimedia upload functionality for sharing drawings, photos, and videos. |

1. **Non-Functional Requirements**Security  
   Scalability  
   Speed  
   Responsiveness
2. **Other Documents to be Used, e.g userflow, user personas, customer journey, etc.**Userflow  
   Customer journey  
   User personas  
   Empathy map  
   Mind Map  
   BRD  
   SRS