

Product Requirements Document (PRD)

Document Information

- **Product Name:** ReelRocket
 - **Document Owner:** Raginee Jha
 - **Stakeholders:** Engineering Lead, Design Lead, Marketing Lead
 - **Last Updated:** July 6, 2025
 - **Status:** Draft
 - **Version:** 1.0
 - **Document Type:** New Feature
-

1. Executive Summary

- **Problem:** Small business owners lack time, expertise and tools to create engaging, trend-aligned reels.
 - **Solution:** ReelRocket automates script creation, audio & template suggestion, reel generation and smart publishing.
 - **Impact:** ReelRocket empowers users to boost their engagement rates, improve content consistency and increase organic reach.
 - **Investment:** Requires moderate investment in AI/ML resources, video processing.
-

2. Problem Statement

Current State Analysis:

- 70% of small businesses rely on Instagram for marketing.
- Only 20% of them post weekly due to content creation fatigue.
- Reels outperform static posts approx 2 times, but adoption rate is low.

Key Pain Points:

- No time to script reels.
- Lack of design & video skills.
- Confusion about trending formats & whats the best time to post.

Root Cause Analysis:

- Lack of digital and domain-specific tools.
- Creativity required for good content.

Cost of Inaction:

- Missed opportunity for organic growth.
 - Competitor advantage by content consistency.
-

3. Target Audience

Primary Users:

- Segment: content creators, startup founders, marketers
- Size: ~10,000 early adopters
- Characteristics: 20–40 yrs, mobile-first, active on Instagram, TikTok, low editing skill
- Motivation: Build a personal brand, grow audience, drive business leads

User Personas:**Persona 1: Sheela - The Creative Solo-preneur**

- **Age:** 32
- **Location:** Patna, India
- **Business:** Home bakery - ‘ Sheela’s Oven ‘
- **Tech Comfort:** Moderate
 - Uses Instagram, WhatsApp, Canva
 - Comfortable with mobile apps but avoids complicated editing tools

Goals:

- Grow her Instagram following to get more birthday and custom cake orders
- Create professional-looking content without hiring an agency
- Stay relevant by posting trends, especially in festive seasons

Pain Points:

- Feels overwhelmed trying to script or record professional videos.
- Doesn’t know which music or format works best
- Spends hours creating a reel, still feels it’s not “good enough”

Trust-Building Needs:

- Testimonials or examples from other solo business owners
- Ability to preview everything before posting
- Assurance that music used won’t get her flagged or muted on Instagram

Persona 2: Rohan - The Hustling Retail Marketer

- **Age:** 28
- **Location:** Delhi, India
- **Business:** Men’s fashion and accessories store

- **Tech Comfort:** High
 - Uses Google Ads, Meta Business Suite, Shopify, and Lightroom
 - Tech-savvy but has no time to edit videos manually

Goals:

- Drive traffic from reels to Instagram Shop and increase online orders
- Automate repetitive content tasks
- Understand what kind of content performs best

Pain Points:

- No time to follow trends or research hashtags
- Team creates content manually, often off-brand or inconsistent
- Tired of content tools that are “too generic”

Trust-Building Needs:

- Smart recommendations that feel personalized to retail/fashion
- Insights and analytics to show reel performance
- Ability to brand the reel (logo, brand colors)

4. Goals and Success Metrics

Primary Objective: Empower SMBs to consistently publish engaging reels with minimal effort.

Success Metrics

- **Level 0 Metrics (Primary KPIs)**
 - Weekly Active Users: 0 to 10,000 (6 months)
 - Reels Published via Platform: 0 to 50,000 (6 months)
- **Level 1 Metrics (Secondary KPIs)**
 - Average Engagement Rate: 2% to 4% (6 months)
 - Avg Time to Create Reel: 30 mins to < 5 mins
- **Level 2 Metrics (Engagement/Quality)**
 - Retention (4-week): 10% to 30%
 - NPS: 0 to 40

Guardrail Metrics

- User churn rate: Should remain below 15%
 - Support tickets per 100 users: Should not exceed 5
-

5. Feature Requirements

Feature 1: Trend Aligned Script Generator

- **Objective:** Generate ready-to-record scripts in local tone
- **User Story:** "As a small business owner, I want trending scripts in my language so I can confidently create content."
- **Functional Requirements:**
 - Input: Product type, language, tone
 - Output: 15–30 sec script + scenes
 - Language: English, Hindi (Phase 1)
- **Acceptance Criteria:**
 - Given business input, when user clicks 'Generate Script', then system produces 3 unique scripts.
- Priority: High , Effort: 5 Story point

Feature 2: Audio & Template Suggestions

- Objective: Reduce time selecting engaging reels
- User Story: "As a user, I want trending songs and designs to make my content stand out."
- Functional Requirements:
 - Curate popular reels by category
 - Map style/tone to product category
- Acceptance Criteria:
 - Given a selected script or product category, when user accesses audio/template suggestions, then the system shows at least 5 relevant and trending options.
 - Templates and audios must be matched with the user's language and selected theme.
- Priority: Medium , Effort: 5 story points

Feature 3: Auto Reel Generator

- Objective: Eliminate manual editing
- User Story: "As a user, I want to auto-create reels from my images and voiceover."
- Functional Requirements:
 - Upload images + voiceover or select AI script
 - Sync visuals, apply transitions, captions, thumbnail
- Acceptance Criteria:
 - Given user uploads (images/voiceover), when user initiates reel creation, then system auto-generates a reel preview within 2 minutes.
 - Reel should maintain synced timing with the audio/script and include dynamic transitions.
 - Captions and thumbnails should be auto-generated and editable.

- Priority: High | Effort: 8 story points

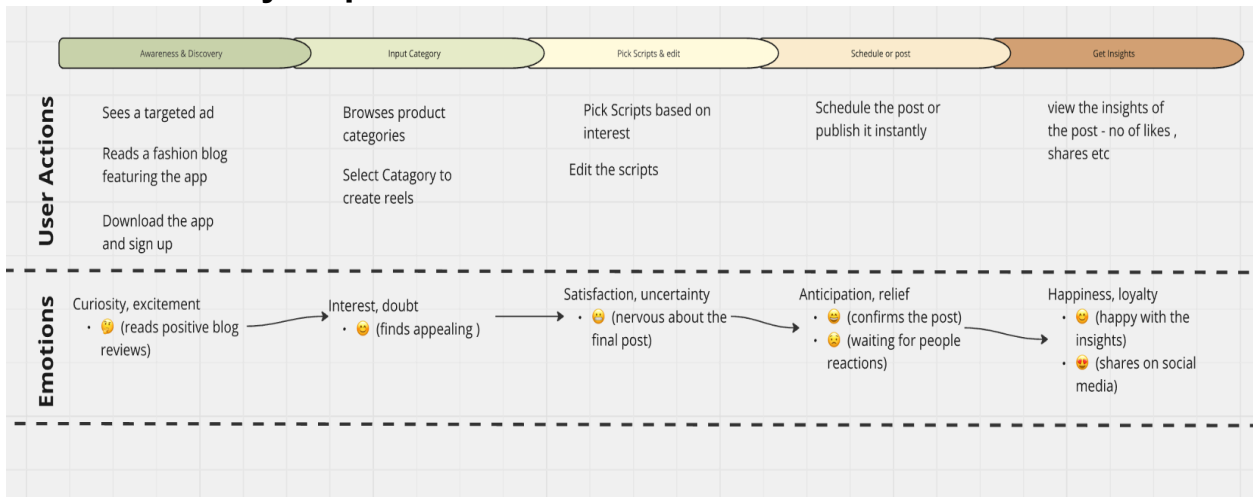
Feature 4: Scheduler + Insights

- Objective: Maximize reach with smart scheduling
- Functional Requirements:
 - Recommend best time to post
 - Show views/likes over time
- Acceptance Criteria:
 - Given a completed reel, when user selects "schedule post", then the system suggests 3 optimal time slots.
 - If user enables auto-posting, reel must be posted at selected time with confirmation.
 - Insights must include metrics like views, likes, and engagement rate within 24 hours post-publishing.
- Priority: High | Effort: 5 SP

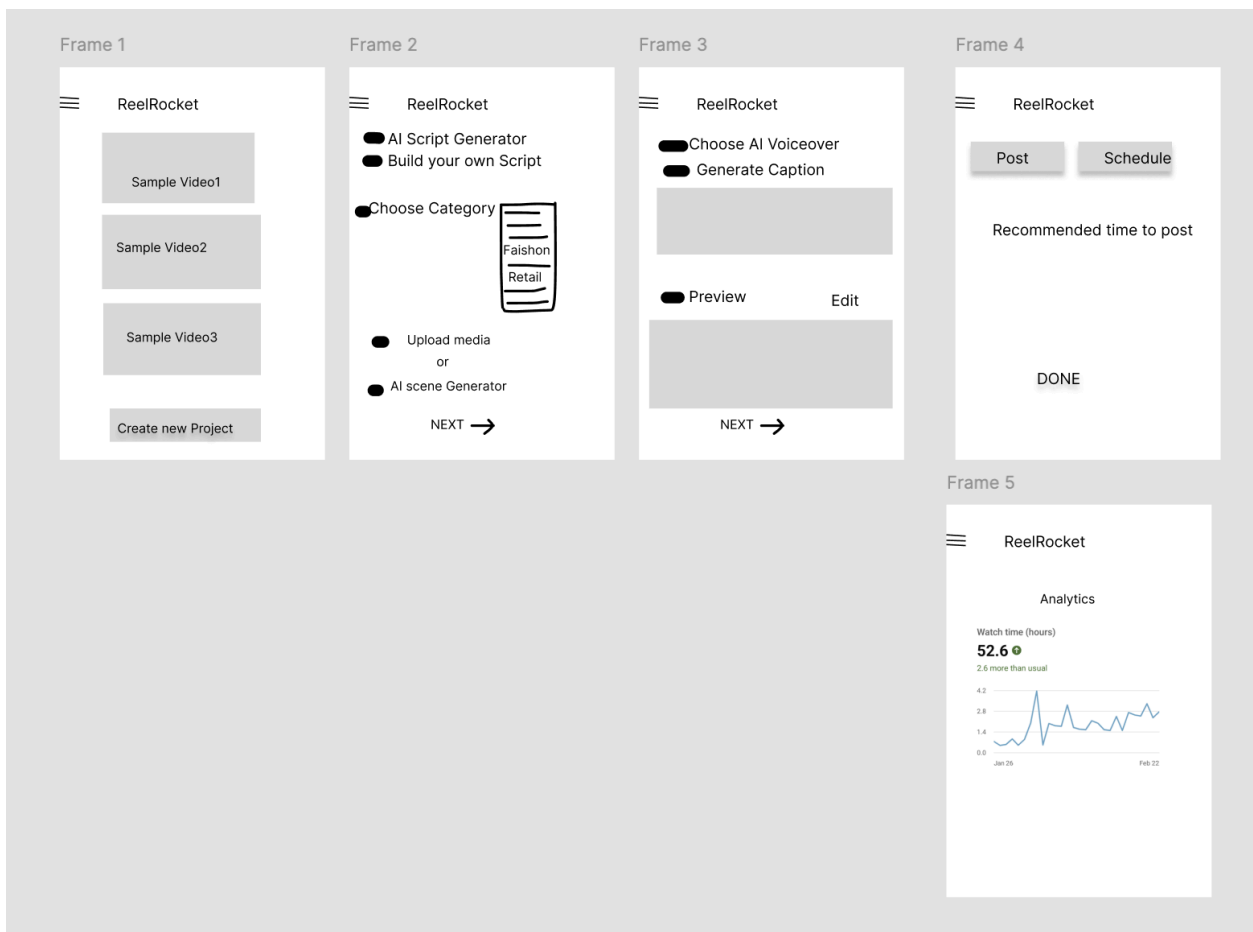
Feature Prioritisation :MoSCoW Framework

Feature	Classification
Trend-Aligned Script Generator	Must Have
Auto Reel Generator	Must Have
Scheduler + Insights	Should Have
Audio & Template Suggestions	Could Have

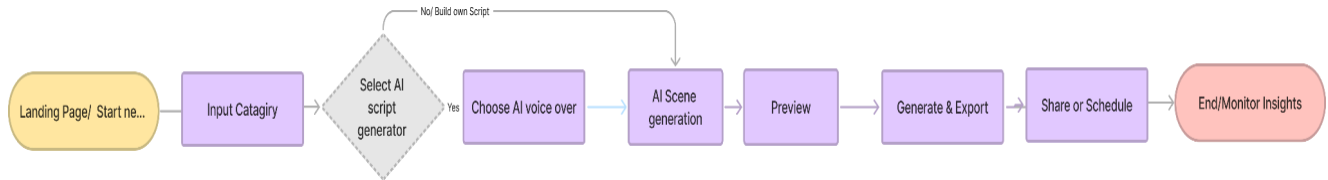
6. User Journey Map



7. WIREFRAMES



8. User Flow Diagram



9. Technical Requirements

Frontend Requirements

- React/React Native
- Multilingual interface

Backend Requirements

- Python (AI), Node.js (API), AWS Lambda
- DB: MongoDB for user/session, S3 for media storage

3rd Party Dependencies

- Meta Graph API (Instagram posting)
- Audio licensing source (e.g., Lickd or Meta Audio Library)

Performance

- Response Time: < 2s for scripts
- Availability: 99.9%

Security Requirements

- Secure upload & storage (S3 + presigned URLs)
 - GDPR aligned data storage
-

10. Analytics & Measurement

Key Events to Track

- Sign up
- Product Category search
- Script generated

- Reel previewed
- Reel posted
- Performance analytics viewed

AARRR Framework

Acquisition	Activation	Retention	Referral	Revenue
How does the user discover the ReelRocket app.	Are users experiencing the core value quickly?	Are users coming back and using ReelRocket regularly?	Are users inviting others or sharing the tool?	Are users converting into paying customers?
Key Events to track: <ul style="list-style-type: none"> • Visit to landing page • Sign-up start • Sign-up complete 	Key Events to Track: <ul style="list-style-type: none"> • First script generated • First reel preview created • First reel scheduled • Time to first reel (<10 mins ideal) 	Key Events to Track: <ul style="list-style-type: none"> • Reels generated per week per user • Login or session counts • Repeat use of script/audio/template generator 	Key Events to Track: <ul style="list-style-type: none"> • Referral link shared • Invited user signs up 	Key Events to Track: <ul style="list-style-type: none"> • Upgrade to premium plan • Purchase of templates
Metrics: <ul style="list-style-type: none"> • Source of discovery • Conversion rate from visits to sign ups 	Metrics: <ul style="list-style-type: none"> • % users who publish or schedule a reel within 48 hours • Average time to create first reel 	Metrics: <ul style="list-style-type: none"> • Day 7, Day 30 retention rates • Weekly active users (WAU) • Frequency of reel creation per active user 	Metrics: <ul style="list-style-type: none"> • Net Promoter Score (NPS) • % of users who refer at least one other user 	Metrics: <ul style="list-style-type: none"> • Monthly Revenue • CLTV: CAC ratio

A/B Testing

Two events which are A/B testable are below:

1. Script variations vs engagement
2. Template styles vs watch rate

11. PR- FAQ

ReelRocket Launches AI Copilot to Help Small Business Owners Create Viral Reels in Minutes

New Delhi, India-July 6, 2025 - Today, ReelRocket launches its AI-powered content creation platform designed specifically for small business owners.

In today's world where online presence matters most, small businesses have felt increasing pressure to show up creatively consistently on online platforms. But, most struggle with tools and trends as well as time required to engage the users.

ReelRocket solves this problem by becoming your personal social media copilot - powered by AI.

According to , Raginee Jha, Product Lead at ReelRocket. "We want to make it effortless for small business owners to show up professionally on Social Platform.. We don't just give them tools-we give them confidence."

How It Works

ReelRocket's workflow is as easy as 4 steps:

1. **Tell us your product** : Describe what you sell and who you sell to.
2. **Get instant scripts** : Receive ready-to-use reel scripts in English or your local language, based on trending formats.
3. **Upload photos or voice** : ReelRocket automatically builds an engaging reel using your content and matching audio & templates.
4. **Schedule & track** : Post instantly or schedule at suggested times. Track analytics like views and engagement.

Target Customers

Built for Entrepreneurs & Solopreneurs. ReelRocket is built for micro and small businesses-tailoring scripts, audio and templates based on product category (food, fashion, skincare).

Get Started

Everyone can access ReelRocket on the web at www.reelrocket.com and download mobile app(android & ios) from the app store. A free plan is available, with advanced features offered with the subscription.

FAQs

1. Why did we build this?

Small businesses have felt increasing pressure to show up creativity consistently on online platforms. But, most struggle tools and trends as well as time required to engage the users. ReelRocket solves this problem by becoming personal social media copilot - powered by AI.

2. How does it work?

Tell us your product -> Get instant scripts -> Upload photos or voice -> Schedule & track

3. What's next?

Based on how users will respond . We would be launching AI super models to promote the products. Our models will be showcasing your product in the reels for you.

4. How will success be measured?

Below would be the metrics to measure success.

- Weekly Active Users: 0 to 10,000 (6 months)
- Reels Published via Platform: 0 to 50,000 (6 months)
- Average Engagement Rate: 2% to 4% (6 months)
- Avg Time to Create Reel: 30 mins to < 5 mins
- Retention (4-week): 10% to 30%
- NPS: 0 to 40

5. Is it free or paid?

Both free and paid plans are available. Basic plan is free with some advanced features in the paid plan.

6. How is it different from Canva or InShot?

While Canva is design & template format and InShot is mobile based app for video editing , ReelRocket is AI powered app to create viral reel by generating scripts /templates, voice overs and also give insights of posts along with providing optimal time to post the reel. Overall , it is your personal assistant/creator for your social media platforms.