Product Requirements Document (PRD)

# Product Name

BingeBoard

# Overview

BingeBoard is a social TV show tracking and discovery app that lets users create and share personalized watchlists, discover what friends are watching, and get smart recommendations based on viewing habits. It’s a centralized platform to organize your entertainment life and explore great content with others.

# Goals & Objectives

- Help users manage and track TV shows they’re watching or want to watch.  
- Make it easy to see where shows are streaming.  
- Provide AI-powered show recommendations tailored to personal taste.  
- Add social functionality to explore shows through friends and share personal watchlists.

# Target Audience

- Ages 18–40  
- Streaming-first users who juggle multiple platforms (e.g., Netflix, Prime, Disney+)  
- People who rely on recommendations from friends or social networks  
- TV fans who want to organize, share, and discuss their watching habits

# Key Features

**\*\*Core Watchlist & Discovery:\*\***  
- Add shows to a personal watchlist  
- See where shows are available to stream  
- Search by title, genre, or platform  
- AI-powered recommendations  
- \*\*Mark watch status\*\*: “Want to Watch,” “Watching,” “Finished,” or “Dropped”  
- \*\*Progress tracking\*\*: track number of episodes seen per season  
  
**\*\*Social & Sharing:\*\***  
- Follow friends and see what they’re watching, finished, or recommending  
- Create and share public watchlists  
- Activity Feed to show updates from friends  
- Like, comment, or save others’ lists  
- Share lists externally

**\*\*Reminders & Notifications:\*\***  
- \*\*Automatic reminders\*\* when:  
 - A new season is about to release  
 - A new episode becomes available  
 - A favorited show returns from hiatus  
- Option to customize notification settings (e.g., weekly digest, per-show alerts)  
  
**\*\*Other:\*\***  
- Organize shows into categories (Watching, Finished, Plan to Watch)  
- “Surprise Me” button for random recs  
- Notifications for updates

# User Flows

- User selects a show → Taps “Add to Watchlist” → Chooses status (e.g., Watching)  
- User watches an episode → Updates episode count → App automatically updates progress  
- New season announced → Push notification/reminder sent  
- Friend finishes show → Appears in activity feed → Option to start watching

# Technical Requirements

- Web & mobile app (React Native preferred for cross-platform)  
- User accounts (email or social login)  
- Streaming data via external API  
- AI-based recommendation logic  
- Real-time database (e.g., Firebase)  
- Privacy settings for user profiles & lists  
- Social graph to manage friend connections and feeds  
- \*\*Show metadata with season/episode tracking\*\* (via API such as TMDB or TVmaze)  
- \*\*User-specific show status tracking\*\* stored in user profile  
- \*\*Notification system\*\* (push notifications, email, or in-app)  
 - Requires backend job scheduler (e.g., Firebase Cloud Functions, cron jobs)  
- Optional: Integrate with calendar app for reminders

# Monetization Strategy

\*\*1. Ad-based Monetization (Free Tier):\*\*  
- \*\*Display ads\*\*: Users in the free tier will see ads at certain intervals, such as between show selections or in the app's activity feed.  
- \*\*Ad Types\*\*:  
 - Banner ads  
 - Interstitial ads (full-screen ads between actions)  
 - Video ads (optional, users can watch ads for rewards, such as additional recommendations or bonus features)  
  
\*\*2. Subscription-based Monetization (Premium Tier):\*\*  
- \*\*Ad-free experience\*\*: Subscribers will have an ad-free app experience.  
- \*\*Exclusive Features\*\*:  
 - Early access to new features (e.g., new recommendation algorithms, premium filters)  
 - Priority notifications (e.g., early alerts for new seasons or episodes)  
 - Enhanced recommendations with more personalized data  
 - Access to exclusive content (e.g., curated lists from influencers, top critics)  
 - Offline watchlist (save shows to watch later without internet)  
  
\*\*3. Pricing Structure (Example):\*\*  
- \*\*Free Tier\*\*: Basic access with ads and limited features.  
- \*\*Premium Subscription\*\*:  
 - \*\*Monthly Subscription\*\*: $4.99/month  
 - \*\*Annual Subscription\*\*: $49.99/year (discounted rate)

# Success Metrics

- Daily active users (DAUs)  
- Number of watchlists created and shared  
- Social interactions (likes, follows, shares)  
- Friend invites sent & accepted  
- Retention rate after friend-based interactions  
- Percentage of recommendations acted upon  
- Subscription conversion rate (free-to-paid users)  
- Ad revenue (free-tier users)

# Assumptions

- Users are motivated to share and engage with friend content  
- Privacy and list visibility controls will encourage comfort with sharing  
- External APIs can provide streaming availability and show metadata

# Constraints

- Need to design social features carefully to avoid spam/clutter  
- Requires scalable database to handle user activity feeds  
- Privacy compliance (e.g., GDPR) needed for public sharing features

# Timeline (Updated MVP Plan)

- Week 1–2: Design (UX/UI, social feed & sharing screens)  
- Week 3–5: Core features + streaming info + user watchlist  
- Week 6: Build friend system, shared lists, and activity feed  
- Week 7: Implement AI recommendations + privacy controls  
- Week 8: Testing & MVP Launch