SocioScheduler Mini Visual PRD

Version: 1.0
Date: February 07, 2026
Purpose: This lightweight document captures the core user-facing screens for the MVP build. It serves as a visual reference during development, ensuring alignment with the low-tech, passive, gig-friendly UX goals.
Scope: Focus on onboarding wizard, main dashboard, post edit modal, and sample alert email. Out-of-scope: admin panels, advanced analytics, etc.
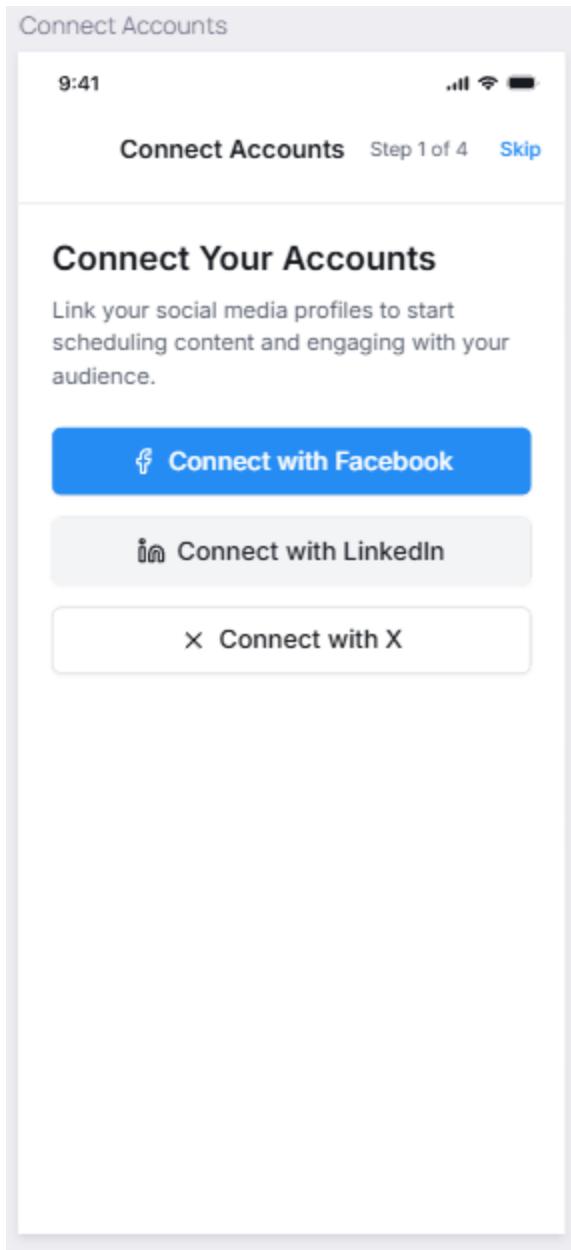
1. Onboarding Wizard (4-Step Flow)

Goal: One-time, low-friction setup that feels as simple as scrolling FB. Prioritizes FB connect for giggers, brand style input for AI accuracy, and posting prefs for passivity.

- **Step 1: Connect Accounts**

Key elements: OAuth buttons (FB first), Skip option, progress bar.

- **Step 2: Content Preferences (Define Your Content Style)**
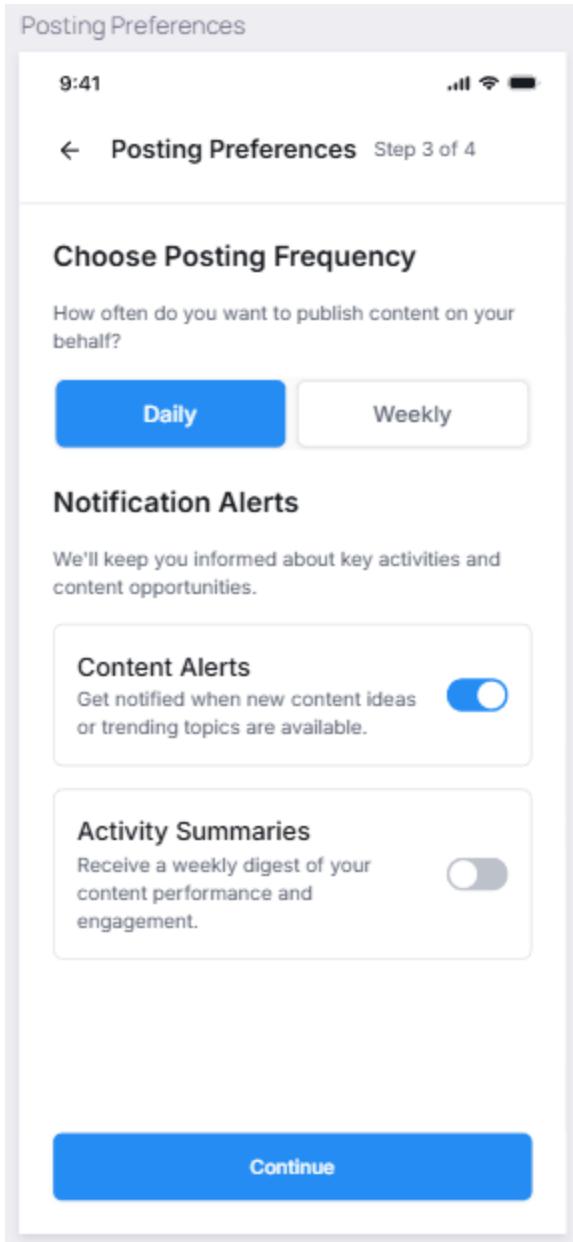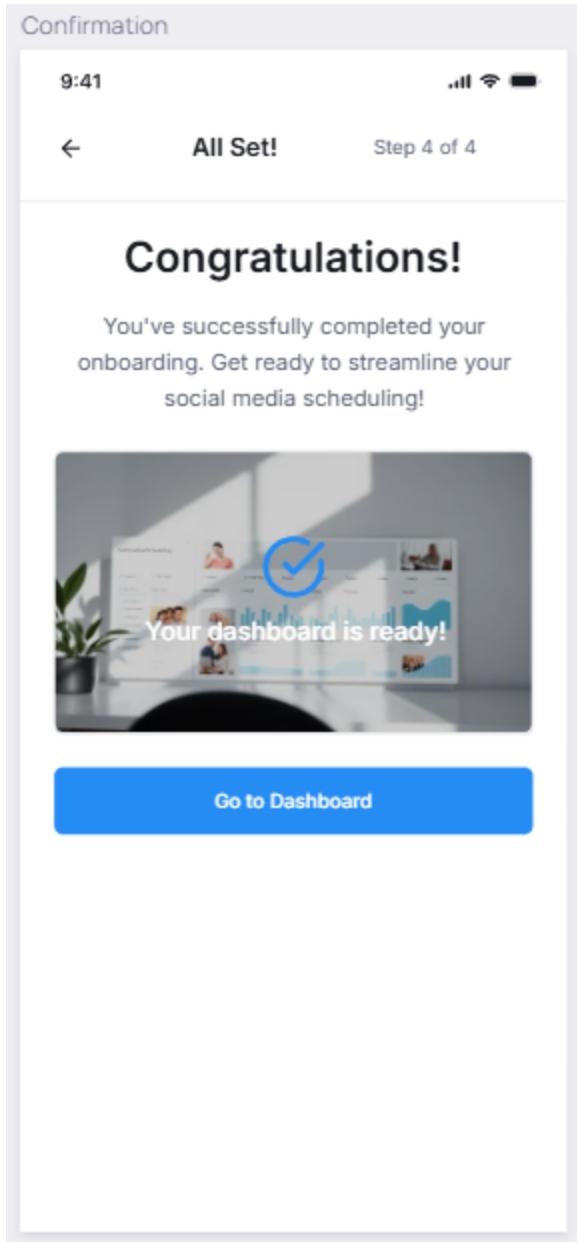
Key elements: Upload samples (3-5 images), niche dropdown, location field (optional), tone selector.

- **Step 3: Posting Preferences**

Posting Preferences

9:41

← Posting Preferences Step 3 of 4

Choose Posting Frequency

How often do you want to publish content on your behalf?

| Daily | Weekly |

Notification Alerts

We'll keep you informed about key activities and content opportunities.

Content Alerts
Get notified when new content ideas or trending topics are available.

Activity Summaries
Receive a weekly digest of your content performance and engagement.

Continue

Key elements: Frequency (Daily/Weekly), notification toggles (Content Alerts on by default, others off).

- **Step 4: Confirmation / All Set!**


Key elements: Motivational message, dashboard teaser image, "Go to Dashboard" CTA.

Success Criteria:

- Completion rate >80% in beta
- First auto-post or alert within 48 hours for 70% of users
- Drop-off points minimized (track skips and field abandonment)

2. Main User Dashboard

Goal: Glanceable overview that reinforces passivity—no need to log in daily. Shows what's happening automatically and lets users lightly intervene.

Key Sections:

- **Post Queue**
  Cards with thumbnail, preview text, status badge (Scheduled/Posting/Postponed), edit/trash icons.
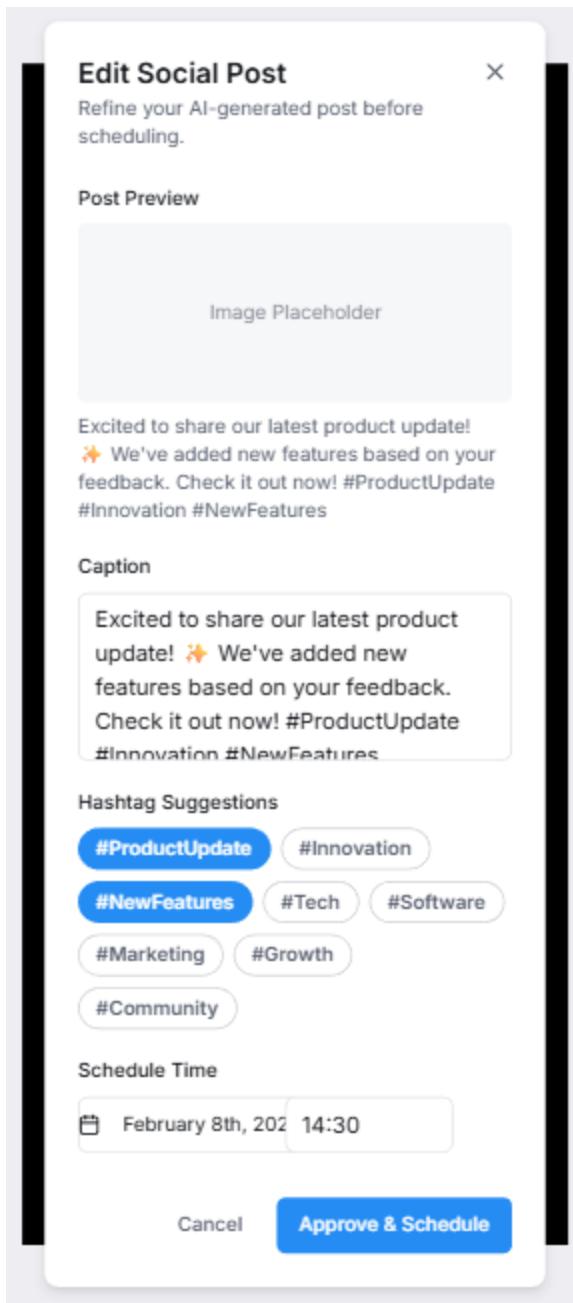
- **Recent Alerts**
  Feed of trend/mention alerts with suggested post preview + Approve/Edit/Ignore buttons.
- **Quick Stats**
  Cards: Posts this month, Engagement this week (mini chart), optional "New Mentions/Leads" card.
- **Bottom Navigation**
  Home / Analyze / Create / Profile icons.

Success Criteria:

- Time on dashboard <2 minutes per session (passivity indicator)

- 60% of suggested posts approved/ignored without edit (trust in AI)

3. Post Edit / Approval Modal

Goal: Quick, optional refinement step for users who want control (Premium feature or cautious giggers).

Edit Social Post ✕

Refine your AI-generated post before scheduling.

Post Preview

Image Placeholder

Excited to share our latest product update! ✦ We've added new features based on your feedback. Check it out now! #ProductUpdate #Innovation #NewFeatures

Caption

Excited to share our latest product update! ✦ We've added new features based on your feedback. Check it out now! #ProductUpdate #Innovation #NewFeatures

Hashtag Suggestions

#ProductUpdate #Innovation
#NewFeatures #Tech #Software
#Marketing #Growth
#Community

Schedule Time

📅 February 8th, 202   14:30

Cancel   **Approve & Schedule**

Key Elements:

- Post preview (text + image placeholder)
- Editable caption field
- Hashtag suggestions (clickable chips)
- Schedule time picker
- Approve & Schedule / Cancel buttons

Success Criteria:

- Edit rate <30% of generated posts (AI quality indicator)
- Completion within 60 seconds

4. Sample Alert Email

Goal: Deliver value directly to inbox—no login required. Reinforces true "set it and forget it" passivity.

Key Elements:

- Personalized subject & greeting
- Trend/opportunity description
- Suggested post preview (text + image)
- Action buttons: Approve Post / Edit Draft / Ignore Alert
- Footer: Unsubscribe / Go to Dashboard

Success Criteria:

- Open rate >40% on alerts
- Action rate (Approve/Edit/Ignore) >50% within 24 hours

Appendix: Design Principles Reflected

- Mobile-first, minimal UI (white space, large touch targets)
- Conversational, benefit-focused copy

- Blue/green palette for trust & approachability
- Default to passivity (most toggles off, AI does heavy lifting)
- Gig/local focus (niche/location input, FB priority, mention-based alerts)

Next Steps / Open Questions

- Confirm color palette & logo finalization
- Validate against MuseSocial capabilities (e.g., FB mention pulling)
- Add any missing edge-case screens (e.g., empty state, error messages)