

Product Requirements Document: Snapistry Nova v1.0

Product Name	Snapistry Nova
Project Status	Inception
Author	
Stakeholders	Product, Design, Engineering, Marketing
Last Updated	September 22, 2025

1. Introduction & Purpose

Snapistry Nova is a desktop AI-powered image editing application designed for the "prosumer"—the creative individual, small business owner, or hobbyist who needs professional-quality results without the steep learning curve and complexity of traditional software like Adobe Photoshop.¹

The core problem we are solving is the significant gap in the market between overly simplistic, feature-limited editors and powerful but overwhelmingly complex professional suites. Our users feel they have to choose between "too little" and "too much." Snapistry Nova will bridge this gap by offering a radically simplified, intuitive, and conversational editing experience that delivers professional-grade results.³

2. Strategic Fit & Business Objectives

Vision: To become the go-to image editor for anyone who wants to create stunning visuals without needing to be a professional designer. We are building a creative partner, not just a tool.

Business Objectives:

- Capture the underserved "prosumer" market segment currently caught between basic editors and professional suites.
 - Establish a strong brand identity centered on simplicity, power, and a user-first approach.
 - Achieve a high user satisfaction and retention rate, creating a loyal community of advocates.
 - Lay the groundwork for a sustainable business model (Freemium or one-time purchase) by demonstrating clear value in the initial release.
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3. Target Audience & User Persona

Our primary target user is "Creative Chris," a persona representing the prosumer segment.³

- **About Chris:** A small business owner, freelancer, or passionate hobbyist. Chris needs to create high-quality images for an online store, social media, client work, or personal projects. They have a good creative eye but lack formal design training.
 - **Goals:**
 - To make their photos look professional and polished, quickly.
 - To feel empowered and creative, not frustrated by software.
 - To accomplish specific tasks (e.g., remove a background, enhance a product shot) without watching lengthy tutorials.
 - **Pain Points:**
 - **Complexity Paralysis:** Finds Photoshop and GIMP intimidating and cluttered with irrelevant tools.
 - **Capability Ceiling:** Finds basic editors too limited for essential tasks like precise object removal or high-quality upscaling.
 - **The "How-To" Hurdle:** Wants to achieve an outcome directly without needing to learn a complex, multi-step technical process.
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4. Success Metrics

We will measure the success of Snapistry Nova v1.0 against the following key metrics ⁴:

Metric	Target (First 6 Months)	Rationale
Activation Rate	40% of new users perform a core AI edit within 24 hours.	Measures how quickly users discover the product's core value.
Weekly Active Users (WAU)	Achieve 10,000 WAUs.	Indicates consistent engagement and product stickiness.
Feature Adoption	60% of WAU use the Natural Language Prompt Bar at least once per session.	Validates our core hypothesis that a conversational interface is preferred.
User Satisfaction (CSAT)	Achieve a CSAT score of 85% or higher.	Directly measures user happiness and the quality of the experience.
30-Day Retention	25% of new users are still active after 30 days.	Indicates long-term value and potential for future monetization.

5. Functional Requirements & Features

Features are prioritized using the MoSCoW method (Must-have, Should-have, Could-have, Won't-have) to define the scope for the initial release.⁶

Must-Haves (MVP for v1.0)

These are the essential features required for a viable product launch.

Feature ID	User Story	Acceptance Criteria	Priority
CORE-01	As Chris, I want to easily open or drag-and-drop an image into the app so I can start editing immediately.	- Supports common formats (JPG, PNG). - Interface has a clear "Open Image" button and supports drag-and-drop.	P0
AI-01	As Chris, I want to remove the background from my product photo with a single click so it looks professional.	- "Remove Background" button automatically detects and masks the primary subject. - Output is a transparent PNG.	P0
AI-02	As Chris, I want to paint over a distracting person in my travel photo and have them removed seamlessly.	- A brush tool allows selection of an area. - AI fills the selected area based on surrounding content, creating a natural look.	P0
AI-03	As Chris, I want to increase the resolution of a small image so I can use it for printing without it looking blurry.	- "Upscale Image" function increases image dimensions (e.g., 2x, 4x). - AI enhances details and clarity during upscaling.	P0
UI-01	As Chris, I want to type "crop the	- A persistent, central prompt bar	P0

	background" into a text box and have the app do it for me because I don't know which tool to use.	is available. - It understands and executes basic commands like "remove background," "make it brighter," "crop 1:1."	
CORE-02	As Chris, I want all my edits to be reversible so I'm not afraid to experiment or make mistakes.	- All AI and manual edits are non-destructive. - A simple history panel allows undoing any step at any time.	P0
CORE-03	As Chris, I want to save my finished image in a standard format so I can easily share it online or use it in other projects.	- Supports export to high-quality JPG and PNG. - Clear "Export" button with simple options.	P0

Should-Haves (Fast Follow for v1.1)

Important features that are not critical for the initial launch but should be prioritized soon after.

Feature ID	User Story	Acceptance Criteria	Priority
UI-02	As Chris, I want a helpful assistant to pop up and guide me when I'm trying a new feature for	- An opt-in AI assistant (like the MS paperclip) provides contextual tips. - Offers to	P1

	the first time.	start guided, step-by-step workflows for key tasks.	
AI-04	As Chris, I want to select an object and replace it with something else by typing a description.	- User can select an area with a brush/lasso. - User can type a prompt (e.g., "a blue vase") to fill the selection.	P1
EDIT-01	As Chris, I want simple sliders to make basic adjustments like brightness and contrast.	- Simple, clearly labeled sliders for Brightness, Contrast, and Saturation are available.	P1

Could-Haves (Future Releases)

Desirable features that can be added in future versions to enhance the product.

Feature ID	User Story	Priority
AI-05	As Chris, I want to apply the same edit (e.g., background removal) to a whole folder of images at once.	P2
AI-06	As Chris, I want the app to automatically add a realistic shadow when I place a product on a new background.	P2

EDIT-02	As Chris, I want more advanced color correction tools, but presented in a simple, understandable way.	P2
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Won't-Haves (Out of Scope for v1.0)

Features explicitly not being built for this release to maintain focus.⁷

- Video editing capabilities.
- Vector graphic or illustration tools.
- Multi-page document design (e.g., presentations, flyers).
- Mobile or web-based versions of the application.
- Cloud storage, account systems, or team collaboration features.

6. Non-Functional Requirements

- **Performance:** AI operations on a standard consumer machine (e.g., quad-core CPU, 8GB RAM) should show a progress indicator instantly and complete within 15-30 seconds. GPU acceleration should be supported for significantly faster results.
- **Usability:** The user interface must be intuitive for a first-time user with no prior photo editing experience. The core value proposition must be discoverable within the first 5 minutes of use.
- **Privacy & Security:** All image processing must occur locally on the user's device. No user images or data will be uploaded to external servers.
- **Compatibility:** The application must run natively on Windows 10/11 and macOS (latest two versions).

7. UX & Design

The design philosophy is "Power through Simplicity." The UI will be clean, uncluttered, and centered around two primary interaction models: direct manipulation (e.g., brushing to

remove an object) and natural language commands.

- **Key UI Elements:** A central, always-visible prompt bar; a minimal set of core tool icons; a non-intrusive AI assistant.
- **Workflow:** All edits will be non-destructive by default, but this complexity will be hidden from the user behind a simple, linear history list.
- **Mockups & Wireframes:**

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8. Ethical Considerations

As a tool with powerful generative AI capabilities, Snapistry Nova will be developed with a strong ethical framework.⁹

- **Misinformation & Harmful Content:** Implement safeguards to prevent the generation of harmful, hateful, or misleading content. This includes prompt filtering and a clear user policy.
- **Transparency:** The application will make it clear when AI has been used to generate or significantly alter an image. We will explore embedding metadata tags to indicate AI involvement.
- **Bias:** We will strive to use AI models that are trained on diverse datasets to minimize the risk of generating biased or stereotypical content. This will be an ongoing area of review and improvement.
- **Data Privacy:** Reinforce our commitment to on-device processing to ensure user data remains private and secure.

9. Go-to-Market & Release Plan

The launch will be phased to gather feedback and build momentum.⁸

- **Phase 1 (Closed Beta):** Invite-only access for a curated group of target users (e.g., Etsy sellers, Instagram creators) to gather testimonials and refine the product.
- **Phase 2 (Open Beta):** Publicly accessible beta to test scalability and gather broader feedback.
- **Phase 3 (v1.0 Launch):** Official public release with a focused marketing campaign highlighting the core value proposition.
- **Monetization:** The initial release will be free to maximize adoption and gather user data. Future monetization will be explored through either a one-time purchase fee for a "Pro"

version or a freemium model with advanced features locked behind a subscription.

10. Open Questions & Risks

This section tracks key unknowns that need to be resolved.¹

Question/Risk	Owner	Status
What is the minimum hardware spec for an acceptable user experience?	Engineering	Open
What is the final decision on the monetization model (one-time vs. freemium)?	Product	Open
What are the specific feature limitations of the free tier if we adopt a freemium model?	Product	Open
Risk: Performance on non-GPU machines may be too slow, leading to user frustration.	Engineering	Mitigation: Optimize CPU performance, manage user expectations with clear progress indicators.
Risk: Natural language understanding may not be robust enough for all user commands.	Engineering	Mitigation: Start with a limited set of supported commands and expand based on usage data.

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