Product Requirements Document (PRD)

Product: Visual Avatar Sales Training (Hackathon MVP)
Duration: 24-hour Hackathon
Primary Goal: Demonstrate a working visual avatar that conducts a voice-based sales role-play using internal documents (RAG) on Alibaba Cloud.

Target Users

• Sales Representatives (practice discovery calls)
• Sales Managers / Judges (observe realism & grounding)

In-Scope Features

• Voice input (ASR)
• Qwen LLM-driven customer persona
• Retrieval-Augmented Generation (RAG) from internal docs
• Text-to-Speech (TTS)
• Visual avatar with lip-sync
• Live transcript + citations UI

Out of Scope

• CRM integration
• Advanced analytics
• Multiple personas
• Production-grade auth & security

Success Criteria

• User speaks and avatar responds verbally with lip-sync
• Answers are grounded in internal documents with citations
• End-to-end demo runs on China-native Alibaba Cloud services

Key Architecture Components

• Frontend Web UI (mic, avatar video, transcript)
• Backend Orchestrator
• ASR / TTS Services
• Qwen LLM (via DashScope)
• Vector DB (OpenSearch or AnalyticDB)
• Digital Human Renderer