PRD – Jinnie

What are we building?

Jinnie is a lightweight Chrome extension that transforms how users interact with content on the web. Instead of copy-pasting article links or paragraphs into external AI tools, users can now simply click the plugin while browsing any website. Jinnie instantly scrapes the visible content on the page and allows users to ask questions directly—providing fast, conversational, and *context-specific* answers within the same interface.

The assistant appears as a minimal overlay with a clean input box and an AI-generated response, powered by a backend-integrated LLM. This one-page interaction eliminates context-switching, preserves user focus, and delivers immediate value—especially for time-constrained professionals, researchers, and developers who need quick insights without breaking their reading flow.

Why?

The users who don't have much time to read an article/blogs/ research articles/ documentations, but want solutions for a certain question based on the corresponding material, either he has to go through the entire material or need to copy the entire content and paste to the GPT tools and need to find the answers that leads to multiple switches causing multiple switches, user inconveniences, time consuming and making user frustrated.

For Whom

Target Users: Students, Developers, Readers, Researchers and Teaching People

Personas

User Persona 1: The Developer

Name: Arjun B

Age: 21

Background: Techie

Behaviour:

- Often reads technical blogs and documentation
- Frequently opens GPT to debug code or clarify terms
- Gets annoyed switching tabs or losing scroll position

Pain Point:

"I'm reading a React blog, and I need quick clarity on a concept. But I don't want to copy-paste a section into ChatGPT every time."

Jinnie Benefit:

Rahul clicks the extension, asks: *"What does useRef actually do here?"* and gets a quick, context-specific answer — no copy-pasting, no distraction.

User Persona 2: The Academic Researcher

Name: Dr. Ananya Nair

Age: 32

Role: Assistant Professor & Ph.D. in Data Science

Behaviour:

- Reads 10–15 academic articles per week
- Needs help simplifying or summarizing technical sections
- Uses GPT but dislikes bouncing between tabs or recontextualizing content

Pain Point:

"I want to ask a question directly while I read, without losing track of my paper or context."

Jinnie Benefit:

Ananya clicks the plugin mid-read and asks: *"What's the difference between supervised and self-supervised learning in this context?"* — and gets a grounded, article-specific answer immediately.

User Persona 3: The Busy Professional

Name: Ajay

Age: 30

Role: Product Manager at Saas Company

Behaviour:

- Reads thought leadership blogs and market trend articles between meetings
- Frequently scans articles but doesn't always finish reading them
- Occasionally has specific questions about terms or insights in the content
- Uses AI tools but doesn't want the hassle of opening new tabs or pasting links

Pain Point:

"I don't have time to read the whole blog. I just want to ask one quick question about it and move on."

Jinnie Benefit:

Vikram clicks the Jinnie extension mid-read, asks: *"How is this company using personalization in their product?"* and gets an instant, context-based answer — no interruptions, no context-switching

What's the Scope

In Scope

Version Name: Jinnie MVP 1.0

- Chrome extension UI (popup input + response)
- Web page scraping via content script
- Flask backend
- LLM prompt + response
- Like/Dislike feedback buttons

Out of Scope

- Voice input
- User login system
- Chat history
- Multi-language support
- Paid plan / SaaS tiering
- Better UI

How do we measure the success

Goals

<u>User Centric</u>

- Ask natural language questions directly while reading any webpage.
- Get quick, human-like answers based only on the page content.
- Avoid context-switching between multiple tools/tabs.

<u>Business Goals:</u>

Prove the feasibility of an on-page AI-powered assistant, Lay the foundation for a commercial SaaS browser tool, Demonstrate LLM integration and prompt-driven workflows.
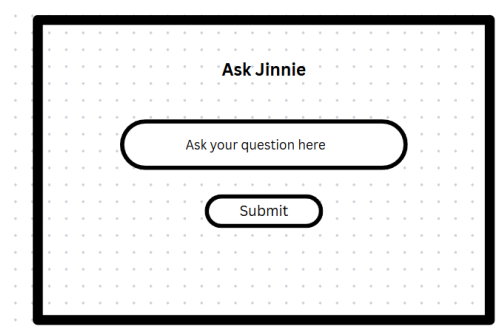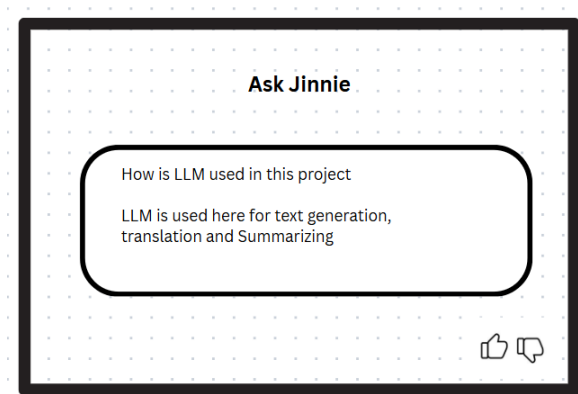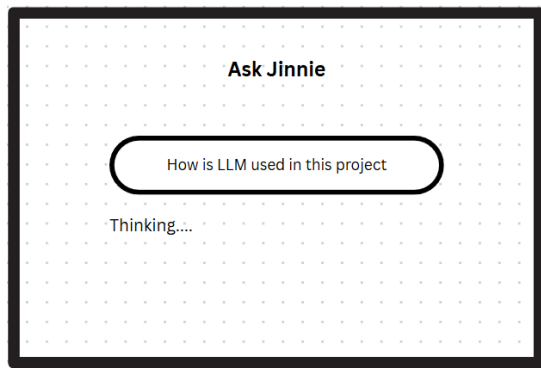
Success Metrics

- Answer accuracy rating (via manual review) > 80% relevance.
- No of times a user uses the plugin per day
- Plugin activation to question rate
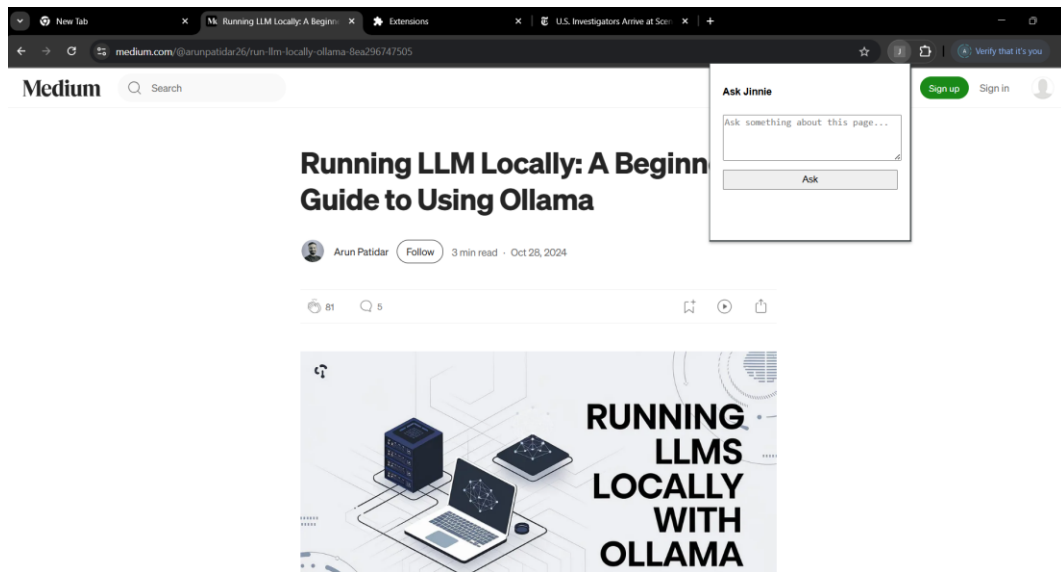- Time to first answer

Product Flow:

Wireframes

Jinnie MVP 1.0

Ask Jinnie

How is LLM used in this project

Thinking....

Ask Jinnie

How is LLM used in this project

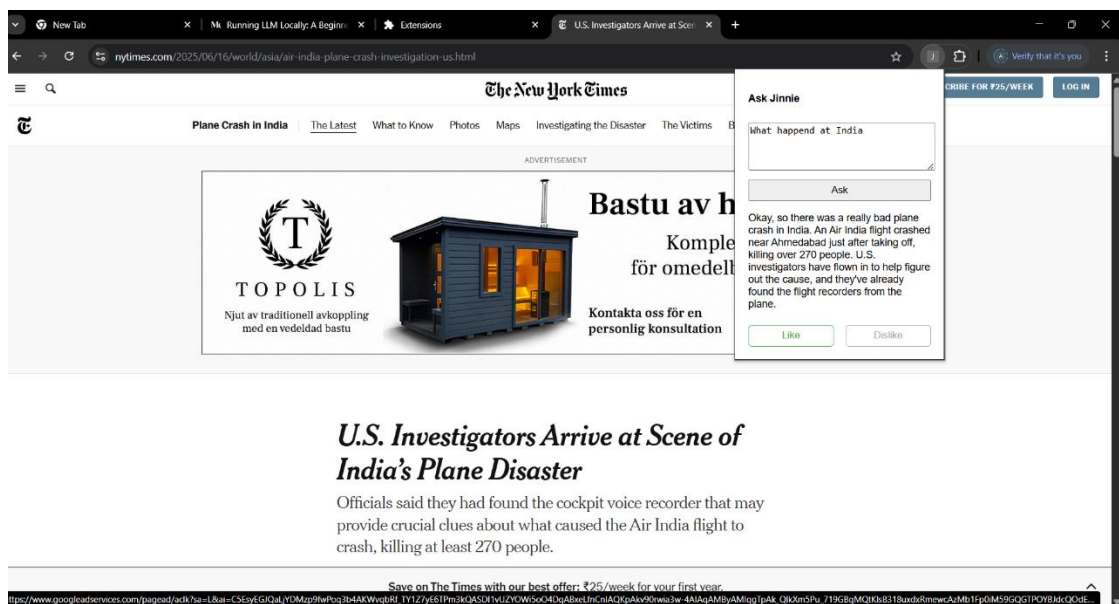LLM is used here for text generation, translation and Summarizing

👍 👎

Product Walkthrough

1. The user installs the **Jinnie** extension in Chrome.
2. It appears as an icon in the browser toolbar.
3. The user navigates to a blog, documentation page, news article, or tutorial — e.g., a medium post.
4. Clicking the plugin opens a **popup** window (not a full-page overlay).
5. The popup contains:

- A **question input field**

- An **Ask** button

- A response area (initially empty)

6. The user types a natural-language question
7. Jinnie will answer the question based on the context of the article

END RESULT

- The user gets immediate value **without leaving the page**.
- **Zero copy-paste.**
- **Zero context switching.**
- Feels like **talking to the article directly**.