

Product Requirement Draft for

😊 Dear Diary

Target Release	21.02.2025
Document Status	DRAFT
Product Manager	Bishwadip Maitra
MVP Link	Find The MVP
Developer	Ekansh , Anmole, Aman Gupta
UI/ UX	Tharun

Background

Dear Diary addresses the challenges of **self-discovery and emotional well-being** by leveraging artificial intelligence to make journaling more accessible, engaging, and impactful.

End-to-End User Journey

1. Discovery:

- **How the user finds the app:** A user learns about the app through word-of-mouth, advertisements, or targeted marketing.
- **Engagement:** The user is drawn to the app due to its promise of AI-powered journaling that enhances self-discovery.

2. Onboarding:

- **Account Creation:** The user signs up, creating an account with personal details. They are introduced to the AI companion and the app's features.
- **Customization:** The user can personalize the journaling experience (e.g., preferred prompts, goals, etc.).

3. Journaling Process:

- **Daily Entry:** The user receives a notification or reminder to journal.
- **Writing Prompt:** AI offers a daily journaling prompt based on user preferences and behavior.
- **Entry Submission:** The user writes their journal entry, and the AI provides real-time feedback, encouragement, or analysis.
- **Reflective Insights:** Over time, the AI summarizes trends in the user's behavior, mood, or patterns based on the journal entries.

4. **Retention/Consistency:**

- **Streaks & Feedback:** The app encourages regular journaling with streaks, rewards, or motivational feedback.
- **Long-Term Use:** The user develops a consistent journaling habit, receiving actionable insights to improve their mental health.

5. **User Evaluation:**

- **Benefits Realized:** The user starts noticing improvements in self-awareness, emotional clarity, and habit formation.

High Level Approach

The high-level approach for Dear Diary centers around creating a seamless and engaging journaling experience powered by artificial intelligence, helping users consistently reflect, grow, and improve their mental well-being.

Pain Points of The Users

Issues with the Existing User Journey

1. **Lack of Consistency:**

- **Problem:** Only 1 in 6 users stick with journaling for the long term. Many users may start strong but lose motivation over time due to lack of compelling, ongoing reasons to journal daily.
- **Cause:** Lack of effective habit formation techniques or engaging feedback mechanisms that make the habit satisfying.

2. Fear of Vulnerability:

- **Problem:** About 39% of people feel uncomfortable putting their feelings into writing, fearing exposure or judgment.
- **Cause:** Users might worry about data privacy, or the act of opening up emotionally can feel intimidating without the right emotional support from the AI.

3. Journaling Overwhelm & Confusion:

- **Problem:** Journaling feels overwhelming or confusing for some, as they might not know what to write about or how to reflect on their entries effectively.
- **Cause:** Conflicting emotions and lack of immediate reflection make users feel stuck, unsure of how to start or continue journaling.

4. Lack of Tangible Benefits Awareness:

- **Problem:** Many potential users are unaware of the tangible benefits of journaling, such as improved mental health or reduced anxiety.
- **Cause:** There is insufficient initial education or reinforcement around how journaling can meaningfully impact their mental and emotional health.

5. Unclear Progress and Feedback:

- **Problem:** Users may not see clear progress in their mental or emotional health, leading to a sense of dissatisfaction with the app.
- **Cause:** The AI feedback and insights may not be granular or actionable enough, leaving users with general advice that feels disconnected from their specific needs.

Goals & Objectives

High-Level Goals for Dear Diary

1. Increase User Retention

- **Metric:** Achieve a **25% retention rate** after 3 months of usage through consistent engagement and journaling.

- **Feeling:** Users feel motivated to journal regularly and see it as a valuable habit.
- 2. Enhance Self-Awareness and Emotional Growth**
- **Metric:** Users report a **20% improvement** in self-awareness or emotional well-being in post-use surveys.
 - **Feeling:** Users feel more in touch with their emotions, gaining clarity and control over their mental health.
- 3. Build Trust through Privacy and Security**
- **Metric:** Maintain a **99% satisfaction rate** regarding privacy and security features.
 - **Feeling:** Users feel safe and confident in expressing their innermost thoughts without fear of judgment or data breaches.
- 4. Promote Consistent Engagement**
- **Metric:** Encourage at least **3 journal entries per week** per active user.
 - **Feeling:** Users enjoy journaling and find the process easy and rewarding, reducing stress or anxiety.
- 5. Deliver Personalized Insights and Feedback**
- **Metric:** Achieve **85% positive feedback** on the AI-generated prompts and insights.
 - **Feeling:** Users feel understood, supported, and guided by the AI's personalized suggestions and reflections.

Solution Alignment

Dear Diary solves the problem of inconsistent and overwhelming journaling by using AI-driven prompts, personalized feedback, and habit-forming techniques to create a secure, engaging, and impactful self-discovery experience.

Key Features

#	NF-01
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Title:	AI-Generated Personalized Prompts
Description	Provide users with personalized journaling prompts based on their mood, past entries, and behavioral patterns to make journaling easier and more relevant.
Priority	HIGH
Notes:	This feature is central to maintaining user engagement and reducing the overwhelm of deciding what to write.

#	NF-02
Title:	Real-Time Feedback & Insights
Description	Offer users instant feedback and insights on their journal entries, helping them reflect on emotional patterns and trends over time.
Priority	HIGH
Notes:	Supports users in their journey of self-awareness and emotional growth by providing actionable insights.

#	NF-03	
Title:	Streaks & Habit Tracking	
Description	Implement habit-tracking features like streaks and progress tracking to encourage consistent journaling through rewards and positive	

	reinforcement.	
Priority	MEDIUM	
Notes:	Helps users develop a long-term journaling habit by tapping into behavioral science principles.	

#	NF-04	
Title:	Privacy and Data Security	
Description	Ensure complete privacy with encrypted journal entries and strict data protection protocols, making users feel secure about their personal data.	
Priority	HIGH	
Notes:	Trust is crucial for users to feel safe and vulnerable in their journaling, so security is a top priority.	

#	NF-05	
Title:	Emotional and Mood Analytics	
Description	Provide users with mood tracking and emotional analytics over time, helping them visualize their mental health journey.	
Priority	MEDIUM	
Notes:	Visual progress helps users reflect on their improvements, increasing satisfaction and	

	retention.	
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#	NF-06	
Title:	Guided Journaling (AI Buddy)	
Description	Offer step-by-step guided journaling experiences where the AI interacts like a buddy, asking questions and providing conversational support.	
Priority	LOW	
Notes:	Adds a layer of engagement and can be an enhancement for users seeking more structured support in journaling.	

Assumptions for Dear Diary

1. Users Are Open to Using AI for Journaling

- Assumes that users trust AI technology enough to share their private thoughts and use it as a tool for personal growth.

2. Consistent Notifications Will Drive Engagement

- Assumes that regular reminders and streaks will motivate users to journal consistently without feeling intrusive or overwhelming.

3. Personalized Prompts Will Reduce Overwhelm

- Assumes that AI-generated, customized prompts will make it easier for users to start journaling, reducing the fear of not knowing what to write about.

4. Users Prioritize Privacy

- Assumes that users value privacy and security highly and that encrypted data storage and privacy assurances are non-negotiable for them to feel comfortable using the app.

5. Users Want Actionable Insights

- Assumes that users will appreciate and find value in the real-time insights, emotional patterns, and self-reflection tools provided by the AI.

6. Behavioral Science-Based Habits Work

- Assumes that principles of habit formation, such as streaks and rewards, will effectively encourage users to maintain consistent journaling habits over the long term.

7. Students and Working Professionals Will Be Core Users

- Assumes that the target audience, including students and professionals, will find the app beneficial for self-awareness and stress management.

8. AI Feedback Will Enhance Self-Awareness

- Assumes that users will find AI feedback and insights on their emotional patterns helpful for personal growth and mental health improvement.

9. Users Are Aware of the Benefits of Journaling

- Assumes that most users have at least some awareness of the mental and emotional benefits of journaling, which will motivate them to engage with the app.

Success Metrics for Dear Diary

1. Daily Active Users (DAU)

- **Metric:** Track the number of **unique users** who engage with the journaling feature on a daily basis.
- **Goal:** Achieve **15% DAU** within the first 6 months post-launch, indicating strong user engagement and product stickiness.

2. Customer Retention Rate

- **Metric:** Measure the percentage of users who continue using the app after 30 days, 90 days, and 6 months.
- **Goal:** Reach a **25% retention rate** at the 90-day mark to ensure users are finding long-term value in the journaling experience.

3. Customer Satisfaction (CSAT)

- **Metric:** Use surveys and feedback forms to measure customer satisfaction based on their experience with the app's features, AI insights, and privacy.

- **Goal:** Maintain an **85% CSAT** score, with positive feedback on AI-generated prompts and journaling experience.

4. Conversion Rate to Paid Users

- **Metric:** Track the percentage of users who convert from free to paid subscription tiers.
- **Goal:** Achieve a **10% conversion rate** within the first year, as indicated by willingness to pay for premium features and insights.

5. Monthly Recurring Revenue (MRR)

- **Metric:** Measure the revenue generated from subscriptions on a monthly basis.
- **Goal:** Attain **\$5,000 in MRR** by the end of the first year post-launch through steady user growth and paid feature adoption.

6. Journal Entry Frequency

- **Metric:** Measure how often users make journal entries within a week or month.
- **Goal:** Encourage at least **3 journal entries per week** per active user, indicating consistent engagement and habit formation.

7. Net Promoter Score (NPS)

- **Metric:** Use the NPS score to gauge users' likelihood to recommend the app to others.
- **Goal:** Achieve an **NPS score of 40+**, indicating high user satisfaction and advocacy.

8. User Feedback on AI Insights

- **Metric:** Collect feedback specifically on the AI-generated insights and reflections.
- **Goal:** Achieve **80% positive feedback** on the usefulness and accuracy of AI-generated insights, indicating that users find value in the AI's personalized responses.

End-to-End Customer Experience for Dear Diary

1. App Discovery and Download

- **User Action:** The user discovers Dear Diary through social media, word-of-mouth, or an advertisement and downloads the app from the app store.

- **App Response:** The app welcomes the user with a clean, inviting interface that introduces Dear Diary's purpose: to help users explore their inner thoughts and improve emotional well-being through smart journaling.

2. Onboarding & Account Setup

- **User Action:** Upon launching the app, the user creates an account by entering their email or social login credentials.
- **App Response:** Dear Diary's onboarding introduces the user to its features. The AI companion introduces itself, briefly explains how it will guide them through journaling, and prompts the user to select their primary goals for journaling (e.g., stress relief, self-discovery, mental health tracking).

3. Customization & Initial Preferences

- **User Action:** The user customizes their experience by selecting journaling frequency reminders (daily, 3 times a week, etc.), their preferred journaling time, and themes that appeal to them.
- **App Response:** The AI records preferences and offers initial prompts based on the user's selected goals. For example, a user interested in stress relief may receive calming prompts like, "What is something that caused stress today? How did you handle it?"

4. First Journal Entry

- **User Action:** The user writes their first entry, either responding to the provided prompt or writing freely.
- **App Response:** The AI immediately processes the entry and provides personalized feedback. It may offer an emotional summary, such as, "It sounds like you're feeling anxious about upcoming work. Have you considered breaking the tasks into smaller steps?"

5. Ongoing Engagement (Notifications & Reminders)

- **User Action:** The user receives daily or regular notifications to write in their journal. They can also adjust their preferences if they want to journal more or less frequently.
- **App Response:** The app sends personalized prompts at each reminder, tailored to recent entries. For example, if a user has been reflecting on work

stress, the prompt might ask, "What was one win from today that helped alleviate stress?"

6. Progress Tracking & Insights

- **User Action:** Over time, the user can track their journaling streaks and see how often they've written. They can also review insights that the AI generates from their entries.
- **App Response:** Dear Diary displays visual progress charts showing mood trends, recurring themes (e.g., "You've been mentioning work-related stress frequently in the past two weeks"), and emotional balance over time. The AI provides tips on managing recurring emotions or improving habits based on entries.

7. Journaling Consistency (Streaks & Rewards)

- **User Action:** The user receives positive feedback after hitting certain milestones, like completing a 7-day journaling streak.
- **App Response:** The app congratulates users with badges, personalized encouragement messages, and potential rewards (e.g., unlock premium themes or extra insights). The streak system fosters a sense of accomplishment and encourages continued use.

8. User Support & Feedback

- **User Action:** If the user encounters any issues or has feedback, they can easily access support or leave a review.
- **App Response:** Dear Diary's customer support team is accessible through an in-app chat or help center, where users can report issues or request new features. This feedback loop ensures continued improvements based on user input.

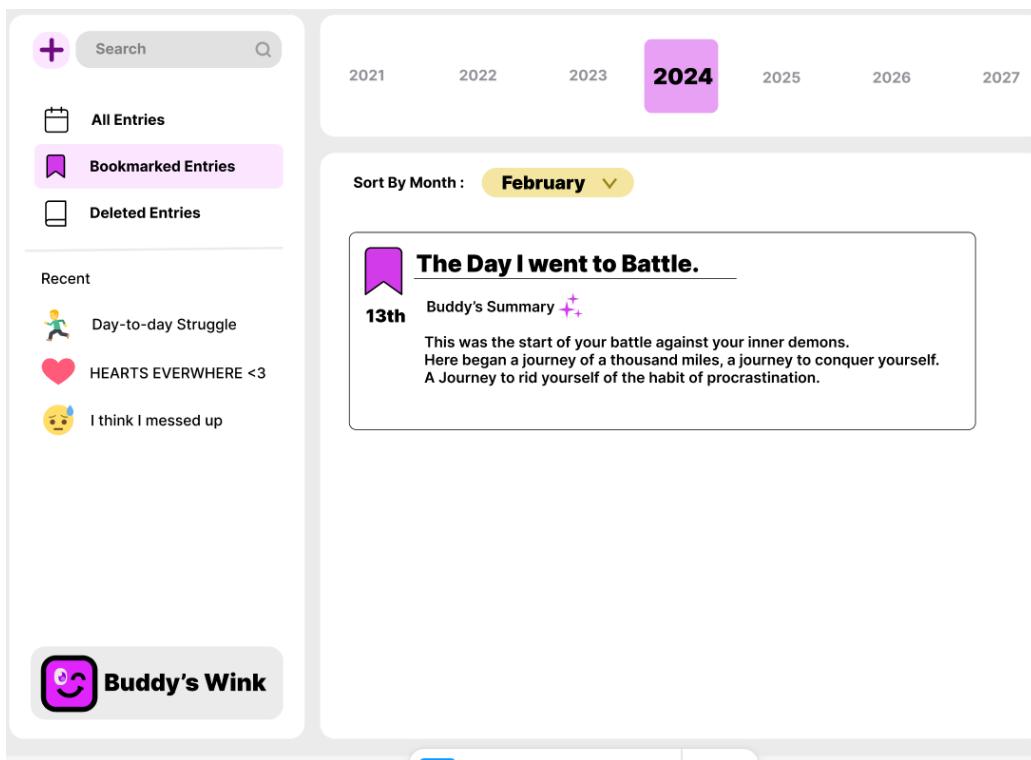
9. Transition to Paid Features

- **User Action:** After using the app for a set period or upon exploring advanced features, the user is encouraged to upgrade to a premium tier (e.g., advanced analytics, deeper insights, or special journaling guides).
- **App Response:** The app highlights the benefits of upgrading without being intrusive, offering discounts or trials to encourage conversion.

10. Long-Term Engagement and Growth

- **User Action:** Over time, the user continues to journal regularly, tracking their growth and emotional journey through the app.
- **App Response:** The AI adapts its prompts based on evolving patterns, deepening the insights it provides. It helps users achieve greater emotional clarity and self-awareness through reflective feedback and actionable recommendations for improvement.

UI Samples for the Interface



 Search 

-  All Entries
-  Bookmarked Entries
-  Deleted Entries

Recent

-  Day-to-day Struggle
-  HEARTS EVERYWHERE <3
-  I think I messed up

 **Buddy's Wink**

 **Day-to-day Struggle** 

 **2024**
12 Feb
17:52

Mood: 😞
Woken up at: 09:32
Slept at: 22:32
Last Edited: 5 April 2024 17:52

Today's Happenings

Storyworthy:

- Today was a sad day. I was getting ready for work, when I stumbled upon my e-diary.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed ac justo euismod, mollis nunc nec, sagittis libero.
- Nullam ultrices odio a nisl mattis, a sodales nibh mollis. ^-^
- Suspendisse potenti. Donec nec nunc vitae nunc mattis mollis.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam quis molestie nunc. Sed a nunc nec nibh mattis mollis.
- Sed nec nisl nunc. Sed a nunc nec nibh mattis mollis. Sed nec nisl nunc.

Learnings and goals:

- Today was a sad day. I was getting ready for work, when I stumbled upon my e-diary.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. (●'◡'●)
- Sed ac justo euismod, mollis nunc nec, sagittis libero.
- Nullam ultrices odio a nisl mattis, a sodales nibh mollis.
- Suspendisse potenti. Donec nec nunc vitae nunc mattis mollis.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam quis molestie nunc. Sed a nunc nec nibh mattis mollis.
- Sed nec nisl nunc. Sed a nunc nec nibh mattis mollis. Sed nec nisl nunc.

 Search 

-  All Entries
-  Bookmarked Entries
-  Deleted Entries

Recent

-  Day-to-day Struggle
-  HEARTS EVERYWHERE <3
-  I think I messed up

 **Buddy's Wink**

Bookmarks

Sort By Month : **February** ▾

 **The Day I went to Battle.**

13th Buddy's Summary 

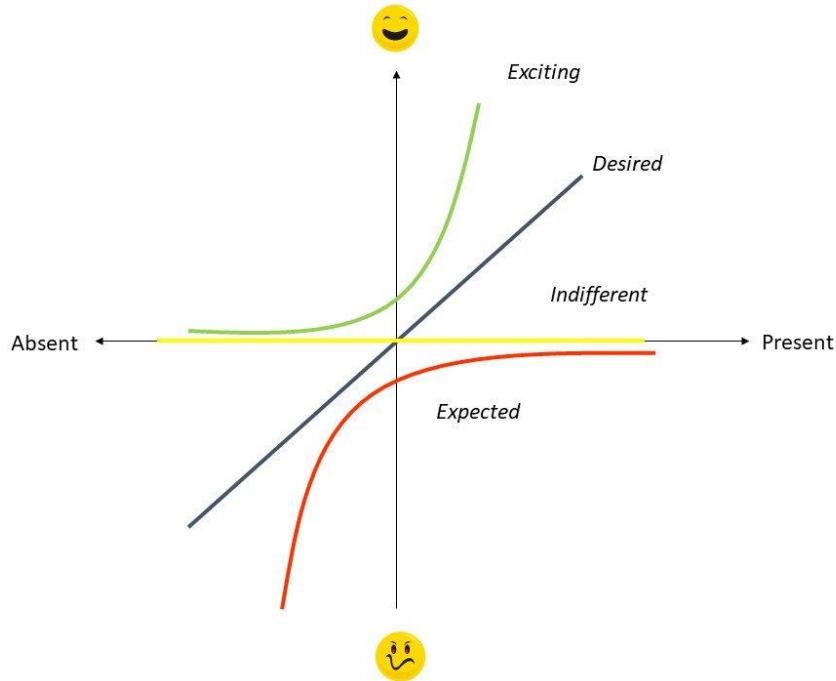
This was the start of your battle against your inner demons.
Here began a journey of a thousand miles, a journey to conquer yourself.
A Journey to rid yourself of the habit of procrastination.

*The Designs made by the UI/ UX team

Changelog

Date	Description
15.5.24	Added The UI and go to market strategy
21.10.24	Made minor changes

Prioritization Framework



The KENO model is a prioritization framework used to evaluate features based on four key criteria: **Knowledge**, **Effort**, **Need**, and **Opportunity**. This model helps teams decide which features to focus on by assessing their potential impact and the resources required for implementation.

- **Knowledge** refers to the team's understanding and expertise related to the feature. A high level of knowledge means the team can implement the feature effectively with fewer obstacles, while low knowledge might necessitate additional research or training.
- **Effort** assesses the amount of work, time, and resources needed to develop the feature. High effort features require significant investment, while low effort features can be implemented more easily.

- **Need** gauges how critical a feature is to the user experience and overall functionality of the application. Features with high need are essential for user satisfaction, whereas those with low need might be considered nice-to-have but not necessary.
- **Opportunity** evaluates the potential impact of the feature on market success and user satisfaction. High opportunity features can significantly enhance user engagement or drive revenue, while low opportunity features might have minimal effect.

Feature Types Based on KENO Analysis

1. High Priority Features:

- **AI-Generated Personalized Prompts (NF-01):** This feature is critical for user engagement, as it addresses the need for relevant and customized journaling prompts. The team's high knowledge and the opportunity to significantly improve user experience justify its high priority.
- **Real-Time Feedback & Insights (NF-02):** This feature is essential for fostering self-awareness and emotional growth. Its implementation will leverage the team's knowledge while providing substantial value to users, making it a top priority.
- **Privacy and Data Security (NF-04):** Ensuring user privacy is paramount. Given the high need for trust in a journaling app, this feature's high priority reflects its critical importance to users.

2. Medium Priority Features:

- **Streaks & Habit Tracking (NF-03):** While this feature is beneficial for encouraging consistent journaling, it is not as crucial as the high-priority features. It does have a moderate opportunity for improving user retention, placing it in the medium priority category.
- **Emotional and Mood Analytics (NF-05):** This feature aids users in visualizing their emotional journeys, enhancing the journaling experience. Its medium need and opportunity make it a valuable but secondary focus.

3. Low Priority Feature:

- **Guided Journaling (AI Buddy) (NF-06):** While this feature offers additional engagement through structured support, it is less critical for initial user satisfaction. Given its lower need and opportunity, it is classified as a low priority feature, allowing for later development as resources permit.

Roadmap for Dear Diary

Feature	Deadline	Developer
AI-Generated Personalized Prompts (NF-01)	May 2024 (MVP)	Ekansh
Real-Time Feedback & Insights (NF-02)	May 2024 (MVP)	Anmole
Privacy and Data Security (NF-04)	May 2024 (MVP)	Ekansh
Streaks & Habit Tracking (NF-03)	July 2024 (Post-MVP)	Aman
Emotional and Mood Analytics (NF-05)	July 2024 (Post-MVP)	Anmole
Guided Journaling (AI Buddy) (NF-06)	February 2025 (Final Release)	Aman

Go-to-Market Strategy for Dear Diary

1. Market Research

- **Target Audience Identification:**
 - Focus on students and working professionals seeking tools for self-discovery, mental health improvement, and stress management.
- **Competitive Analysis:**
 - Analyze existing journaling and mental health apps to identify gaps and unique selling propositions (USPs) that Dear Diary can leverage.

2. Positioning and Messaging

- **Value Proposition:**
 - Position Dear Diary as an AI-driven journaling app that simplifies the journaling process, provides personalized insights, and promotes emotional well-being in a secure environment.
- **Messaging Framework:**
 - Emphasize key benefits such as ease of use, personalized AI prompts, real-time feedback, and strong privacy measures.

3. Marketing Channels

- **Digital Marketing:**
 - Utilize social media platforms (Instagram, TikTok, Facebook) for targeted advertising.
 - Run SEO and content marketing campaigns to attract organic traffic through blogs and articles on journaling and mental health.
- **Influencer Partnerships:**
 - Collaborate with mental health advocates, lifestyle influencers, and productivity coaches to promote the app and its benefits.
- **Email Marketing:**

- Build an email list through a pre-launch landing page offering a free trial or exclusive content, and send regular updates and tips to engage potential users.

4. Launch Plan

- **Pre-Launch Phase (April 2024):**
 - Create anticipation through teaser campaigns, countdowns, and sneak peeks of app features.
 - Conduct beta testing with selected users to gather feedback and improve the app before the official launch.
- **MVP Launch (May 2024):**
 - Host a virtual launch event, including live demonstrations and Q&A sessions to engage with potential users.
 - Offer limited-time promotions (e.g., discounted subscriptions) to encourage early adoption.
- **Post-Launch Phase (June - July 2024):**
 - Gather user feedback and testimonials to refine marketing messages.
 - Continue engaging users through regular updates and community-building activities.

5. User Engagement and Retention

- **Onboarding Experience:**
 - Create a smooth onboarding process with tutorials and personalized prompts to ensure users understand how to use the app effectively.
- **Community Building:**
 - Develop an online community (e.g., forums or social media groups) for users to share experiences, tips, and support each other in their journaling journeys.
- **Feedback Loop:**
 - Implement a feedback system to continuously gather user insights for future updates and improvements.

6. Measurement and KPIs

- **User Acquisition Metrics:**
 - Track downloads, sign-ups, and engagement rates post-launch.
- **Customer Satisfaction Metrics:**

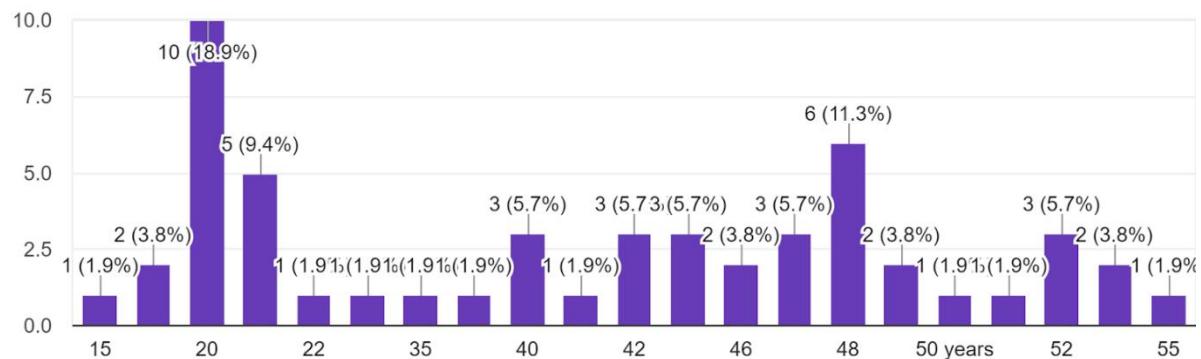
- Measure user satisfaction through surveys, NPS scores, and app ratings.
- **Retention Rates:**
 - Monitor retention rates after 30, 90, and 180 days to assess long-term user engagement.

Appendix: Research

The Use Research :

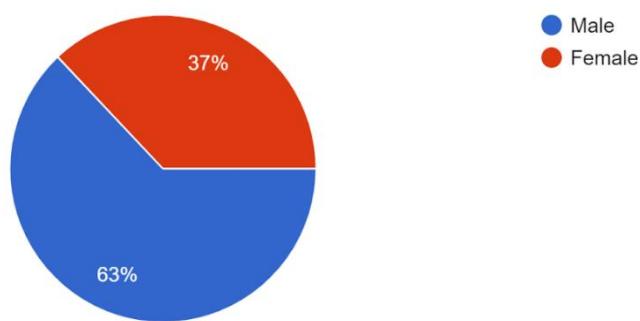
Age

53 responses



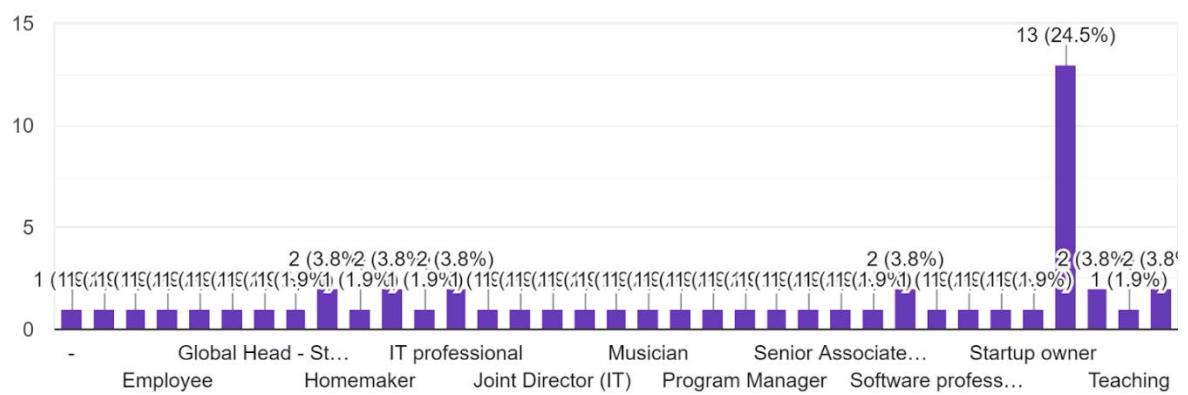
Gender

54 responses



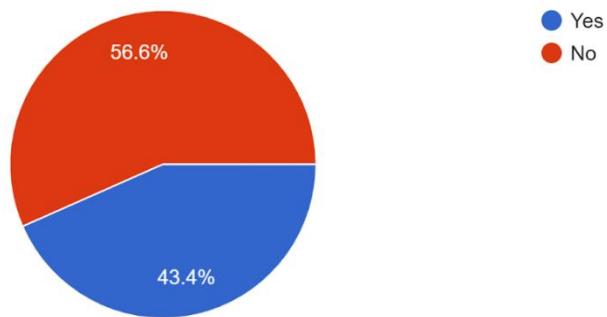
Occupation

53 responses



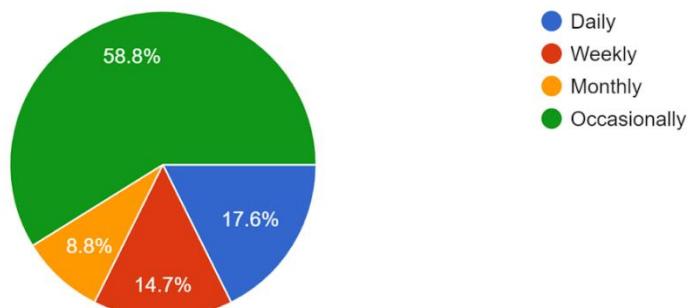
Do you currently keep a journal, diary or something like them?

53 responses



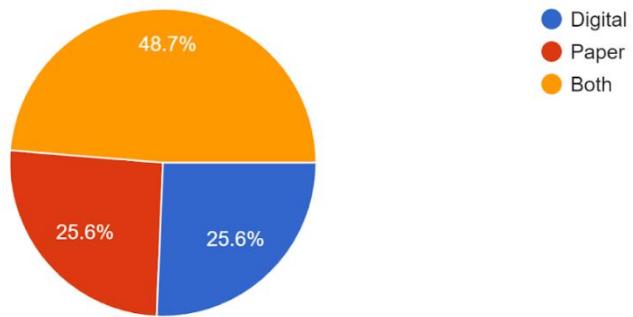
If yes, how frequently do you journal?

34 responses



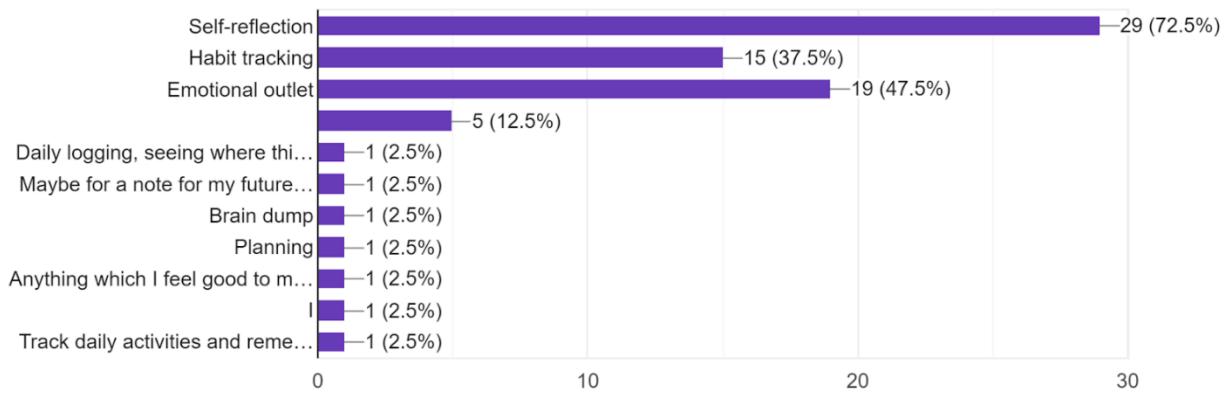
What format do you prefer for journaling?

39 responses



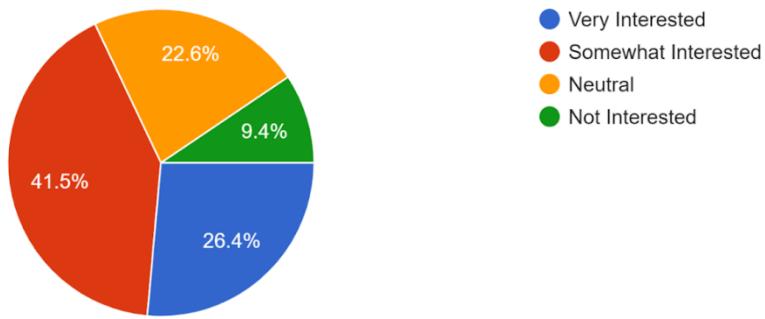
What is the main reason you'd keep a journal?

40 responses



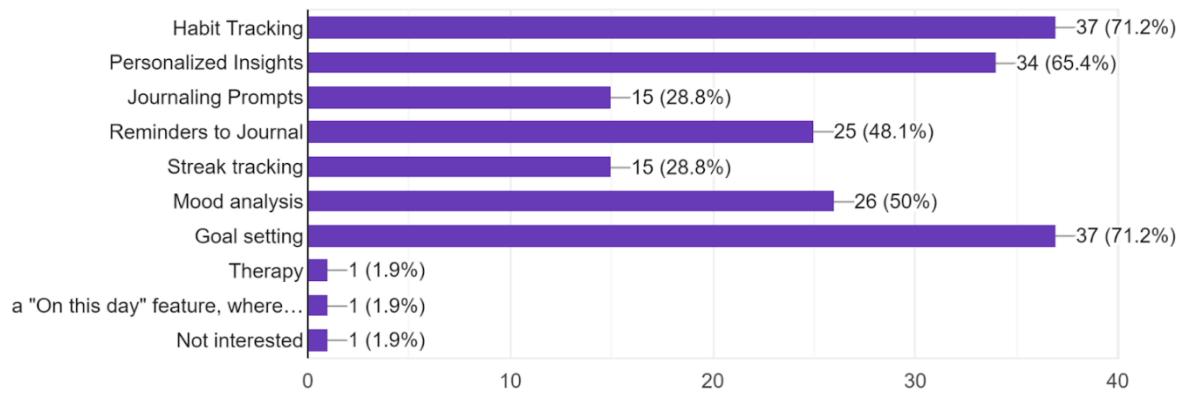
How interested are you in using an AI-powered journaling app that helps analyze your entries and provide insights?

53 responses



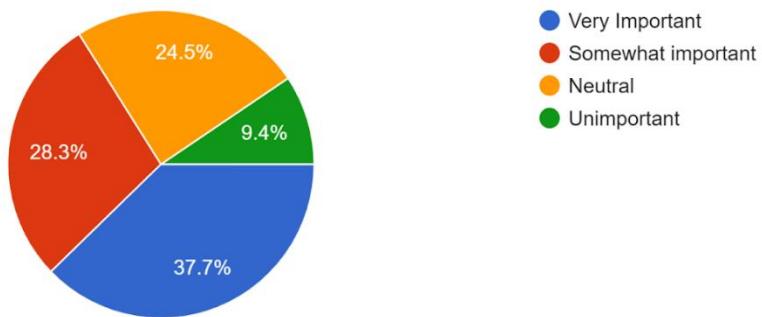
If there existed a smart journaling app, What features would you find most valuable in the app?

52 responses



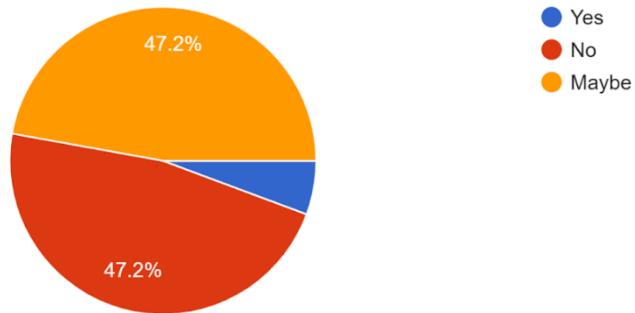
How important is it for you to build a journaling habit?

53 responses



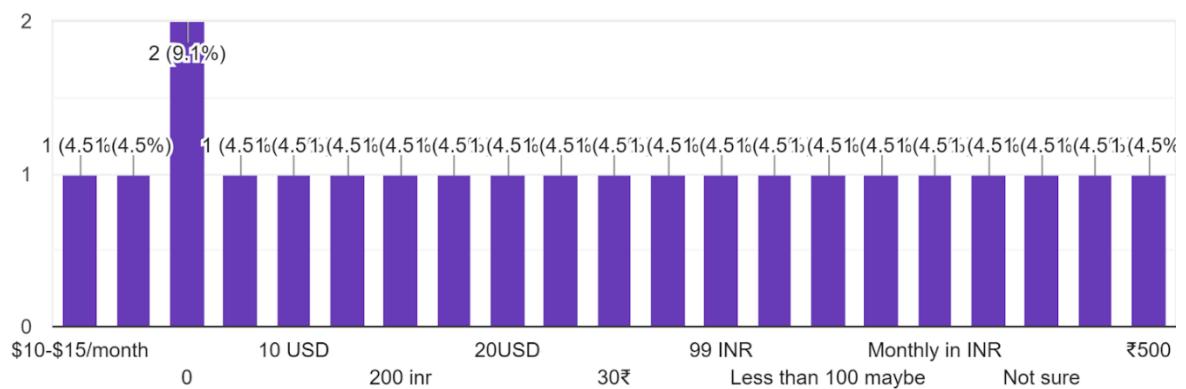
Would you be willing to even pay a premium for unlimited usage of such advanced AI capabilities with journaling?

53 responses



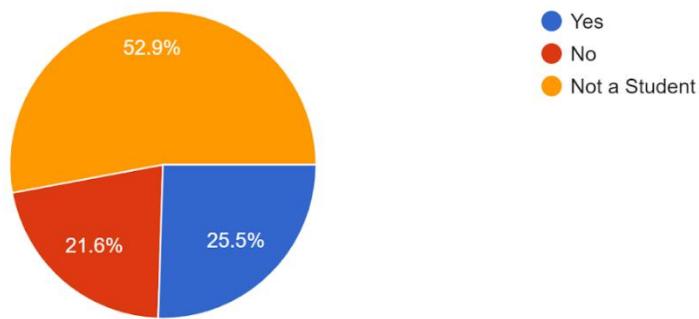
If yes, how much would you expend at most? (monthly, in INR or USD)

22 responses



If you are a student, would you be interested in a student premium tier at a discount?

51 responses



Do you use a To-Do List?

54 responses

