

Product Document: Group Appreciation Experience (Working Title: "Love Me Not")

1. Product Intent

This is a web-based tool that enables one person (the "curator") to collect short written appreciations and optional video messages from multiple friends, then deliver them to a recipient as a unified, emotionally resonant experience—typically on a birthday or milestone occasion. The product replicates the intimacy of an in-person group appreciation ceremony in digital form.

This product is not: a social platform, a greeting card service, a shareable/viral content tool, or a general messaging app. Content is private to participants and cannot be shared externally.

Core user problem: Coordinating group appreciation is logistically difficult, and digital alternatives (group texts, cards) lack emotional weight. This product removes coordination friction while preserving emotional impact.

2. Primary User

Role	Description
Curator	The organizer. Initiates the project, invites senders, monitors participation, and triggers delivery. This is the primary acquisition user.
Sender	A friend invited by the curator to contribute a message. Low commitment, minimal interface.
Recipient	The person being celebrated. Passive until delivery; experiences the final compiled product.

Not for: People seeking public recognition, influencers, professional event planners, corporate use cases.

User mindset at entry:

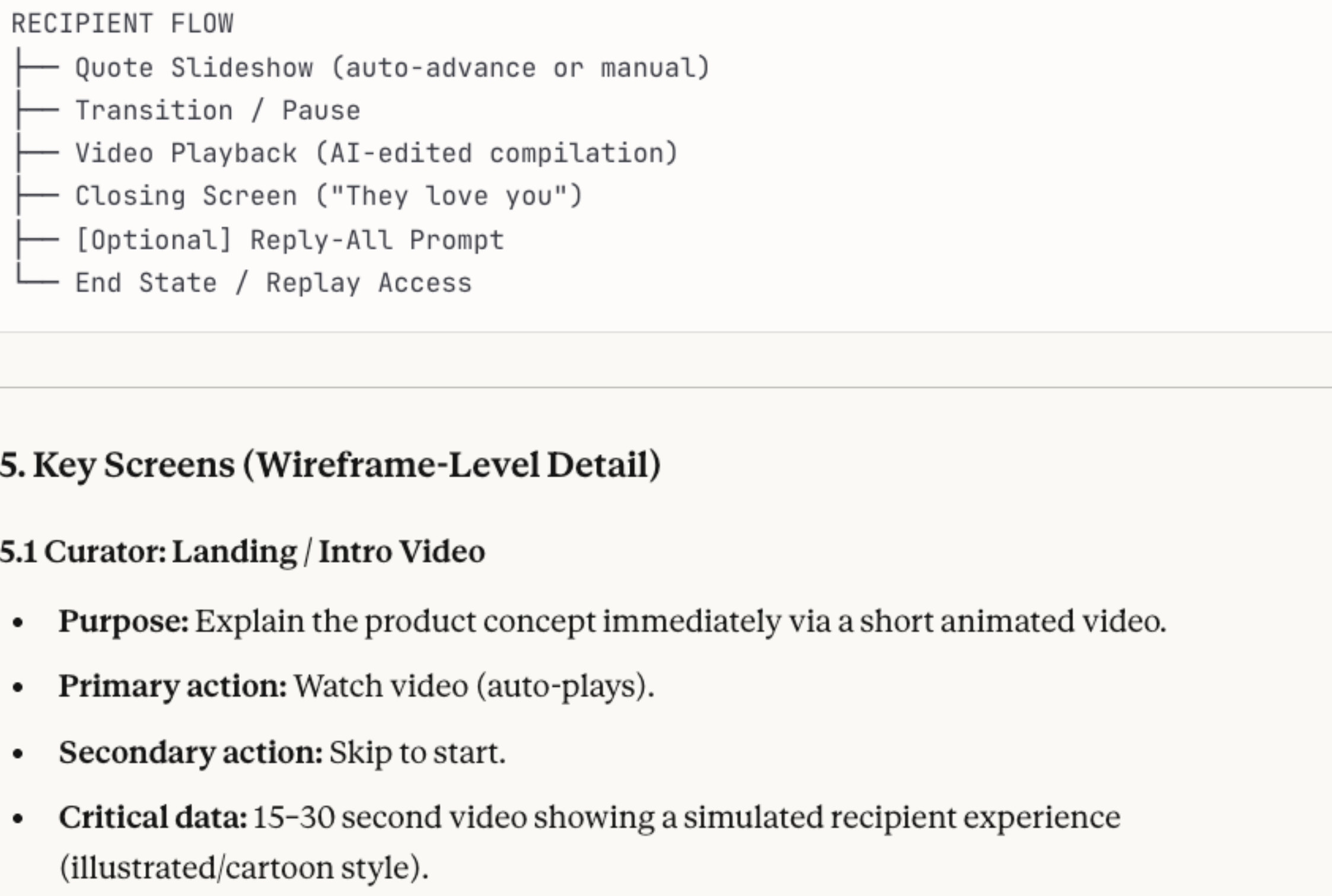
- Curator: "I want to do something meaningful but I don't have time to wrangle everyone."
- Sender: "I want to contribute but I don't know what to say."
- Recipient: "Someone sent me something—what is this?"

3. Core Use Cases

- Curator initiates a project for a specific recipient** — enters recipient name, contributes their own message, and invites others.
- Sender contributes a quote and optional video** — receives a link, writes or generates a short appreciation, optionally records a brief video.
- Recipient experiences the compiled appreciation** — opens a link, views a timed slideshow of quotes, watches an AI-edited video compilation, and sits with the moment.
- Recipient sends an optional reply-all** — after viewing, can record or write a single response sent to all contributors.
- Curator monitors progress and nudges non-responders** — views a dashboard showing who has/hasn't contributed, and manually sends reminders via their own messaging apps.

4. Information Architecture

Screen Map



5. Key Screens (Wireframe-Level Detail)

5.1 Curator: Landing / Intro Video

- Purpose:** Explain the product concept immediately via a short animated video.
- Primary action:** Watch video (auto-plays).
- Secondary action:** Skip to start.
- Critical data:** 15–30 second video showing a simulated recipient experience (illustrated/cartoon style).

5.2 Curator: Recipient Name Entry

- Purpose:** Capture who the appreciation is for.
- Primary action:** Enter recipient's first name.
- Secondary action:** None.
- Critical data:** Single text input, large centered prompt ("Who's this for?").

5.3 Curator: Own Contribution

- Purpose:** Curator creates their own message first.
- Primary action:** Write or generate a quote (3+ words minimum).
- Secondary actions:** Shuffle for AI-generated options; edit selected option; record video.
- Critical data:** Text input field, shuffle button, video record button, skip video option.

5.4 Curator: Dashboard

- Purpose:** Track sender participation and send nudges.
- Primary action:** Tap a pending sender to copy a nudge message to clipboard.
- Secondary action:** View completed contributions.
- Critical data:** Two-section list—top: pending (red indicator), bottom: completed (green indicator). Each pending name has a one-tap copy-nudge action.

5.5 Sender: Contribution Landing

- Purpose:** Sender arrives via link; understands the task immediately.
- Primary action:** Begin contribution.
- Secondary action:** None.
- Critical data:** Recipient name displayed; brief context ("You're making something for [Name]").

5.6 Sender: Quote Creation

- Purpose:** Capture a 1–2 sentence appreciation.
- Primary action:** Type a quote OR enter keywords and shuffle for options.
- Secondary actions:** Edit shuffled result; proceed to video.
- Critical data:** Text input, shuffle button, selected quote preview.

5.7 Sender: Video Recording

- Purpose:** Optionally record a short video message.
- Primary action:** Record video (camera access).
- Secondary action:** Skip (no video, text-only contribution).
- Critical data:** Record button, skip link, brief instruction ("Say a sentence or two to [Name]").

5.8 Sender: Confirmation

- Purpose:** Confirm submission; end sender flow.
- Primary action:** Send.
- Secondary action:** None.
- Critical data:** "You're done" confirmation. No follow-up prompts.

5.9 Recipient: Quote Slideshow

- Purpose:** Display each sender's quote sequentially.
- Primary action:** View (passive); optionally tap to advance.
- Secondary action:** None.
- Critical data:** Quote text (1–2 sentences), sender's profile photo (bottom-right corner). Auto-advances every ~10 seconds or on tap.

5.10 Recipient: Video Playback

- Purpose:** Play the AI-edited compilation video.
- Primary action:** Watch (passive).
- Secondary action:** None.
- Critical data:** Single video player. Video is a "chop-suey" edit: quick cuts of each sender saying 1–3 words, forming a cohesive paragraph. Ends with all senders in a grid (each in their own frame).

5.11 Recipient: Closing Screen

- Purpose:** Provide emotional landing; offer optional reply.
- Primary action:** Sit with it (no action required).
- Secondary action:** Tap subtle reply-all icon to record/write a response.
- Critical data:** Text: "They love you. They really, really love you." Small, understated reply icon (e.g., envelope) in corner. Explicit indication that reply is optional.

5.12 Recipient: Reply-All (Optional)

- Purpose:** Send a single response to all contributors.
- Primary action:** Record audio/video OR write text.
- Secondary action:** Cancel/skip.
- Critical data:** Record button, text input, send button. One message to all.

6. Interaction Model

Navigation Structure

- Single-flow, linear progression** for all user types. No global nav, no tabs.
- Curator flow: linear with one loop-back (dashboard for nudging).
- Sender flow: strictly linear (land → write → record → done).
- Recipient flow: strictly linear (slideshow → video → close → optional reply).

Recurring Patterns

- Full-screen single prompts:** One question or action per screen.
- Timed auto-advance:** Slideshow advances automatically; manual override available.
- Clipboard-based sharing:** Curator copies pre-written invite/nudge text to paste into their own messaging app (iMessage, WhatsApp, etc.). App does not send SMS/texts directly.
- Subtle secondary actions:** Optional actions (reply, skip video) are visually de-emphasized.

Transitions

- Fade transitions between recipient screens.
- Deliberate pause (3 seconds of black/silence) between slideshow and video, and between video and closing screen.

7. State & Feedback

Empty States

Context	Behavior
Dashboard with no senders invited	Prompt to copy/share invite link
Dashboard with all senders pending	Show pending list; no completed section

Error States

Context	Behavior
Video recording fails	Offer retry or skip to text-only
Link expired or invalid	"This experience is no longer available"
Network failure during submission	Retry prompt; do not lose draft

Success/Completion States

Context	Behavior
Sender completes contribution	Confirmation screen: "You're done." No follow-up.
Recipient finishes viewing	Closing screen persists; replay available indefinitely
Curator sees all senders complete	Visual indicator (all green); option to send final link to recipient

8. Explicit Assumptions

- Web-only for MVP.** No native app. Mobile-responsive web experience.
- No direct SMS/email from the platform.** All invites and nudges are clipboard-copy for curator to send manually.
- AI video editing is achievable.** The "chop-suey" edit (stitching sender clips into a flowing paragraph) is treated as a core feature, not a stretch goal. *Requires technical validation.*
- Video is optional for senders.** Only senders who record video appear in the final compilation video. Text-only contributors appear only in the slideshow.
- Recipient content is permanent; sender preview is time-limited.** Recipients can replay indefinitely. Senders/curators who view the final product have a 24-hour window, then lose access.
- No public sharing.** Content is not downloadable (for senders) or shareable outside the recipient.
- Monetization via app download prompt.** Post-experience, users are prompted to download a native app for future use. "First three sends free" model implied but not finalized.

Issue	Risk Level	Notes
AI video stitching feasibility	High	Core differentiator. Requires proof-of-concept before committing to this feature. Placeholder video may be needed for MVP.
Timing/pacing of recipient experience	Medium	The emotional impact depends on precise fade durations and pauses. Prototyping tool (Lovable) may not capture this well.
Curator drop-off during nudging	Medium	If senders don't respond and curator gives up, the project dies. Consider automated reminders to curator.
Clipboard-based invites feel clunky	Medium	Relying on manual copy-paste lowers friction for the platform but increases friction for the curator. May need to revisit.
Retention without a native app	Medium	Users may forget the website exists. Cookie-based return flow is subtle; app download prompt may feel abrupt.
Profile photo sourcing	Low	Where do sender profile photos come from? (Upload? Social auth? Placeholder?) Not discussed.
Recipient identity verification	Low	Anyone with the link can view. Is this acceptable?