



BookShelfie

Product Requirements Document

Your Reading Life, Beautifully Simple

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1. Executive Summary

1.1 Product Overview

BookShelfie is a minimal, widget-first social reading tracker that allows users to track their reading progress across physical books, Kindle ebooks, and PDFs. The core differentiator is a beautiful iOS home screen widget that displays reading progress at a glance, combined with social features that let users see what their friends are reading.

1.2 Mission Statement

"Make reading progress visible, shareable, and social — without the complexity."

1.3 Core Value Proposition

- **Glanceable Progress:** iOS widget shows reading progress without opening an app
- **Universal Book Support:** Track any book — physical, Kindle, or PDF
- **Social Reading:** See what friends are reading in real-time
- **Beautiful Sharing:** Generate stunning share cards for social media
- **Minimal by Design:** No feature bloat — just what readers need

1.4 Key Differentiators

Feature	BookShelfie	Goodreads	StoryGraph
iOS Widget	✓ Core Feature	✗	✗
Minimal UI	✓	✗	✓
Share Cards	✓ Built-in	✗	✗
Friends Feed	✓ Real-time	✓	✓
Phone # Friends	✓	✗	✗

2. Problem Statement

2.1 User Problems

Problem 1: Reading Progress is Invisible

"I start books but forget about them. There's no visual reminder of what I'm reading."

Current solutions require opening an app and navigating to check progress. This friction means users often abandon tracking entirely.

Problem 2: Existing Apps Are Overcomplicated

"Goodreads has reviews, lists, recommendations, groups... I just want to track what I'm reading."

Feature bloat creates decision fatigue and discourages casual readers from engaging.

Problem 3: No Good Way to Share Progress

"I want to share what I'm reading on Instagram but taking a photo looks amateur."

Problem 4: Disconnected Social Features

"I can't easily see what my actual friends are reading — just strangers' reviews."

2.2 Market Opportunity

Metric	Value
Global Book Market	\$140B+ annually
Reading App Users	500M+ worldwide
Goodreads Users	150M+ (stagnant growth)
iOS Widget Adoption	80%+ of iPhone users
BookTok/Bookstagram	100B+ views

3. Product Vision & Goals

3.1 Long-Term Vision (3 Years)

BookShelfie becomes the default way people track and share their reading, with the iOS widget installed on millions of home screens worldwide. The platform expands to include reading challenges, book clubs, and author interactions — all while maintaining its minimal, widget-first philosophy.

3.2 Short-Term Goals (6 Months)

Goal	Metric	Target
User Acquisition	Monthly Active Users	10,000 MAU
Engagement	Books Tracked/User	3+ books
Retention	30-Day Retention	40%+
Monetization	Premium Conversion	5% of MAU
Virality	Share Card Posts	1,000/month

3.3 Product Principles

- **Widget-First:** Every feature should enhance the widget experience
- **Minimal by Default:** Add features only when absolutely necessary
- **Delightful Details:** Small animations and touches that bring joy
- **Social but Private:** Share what you want, keep what you don't
- **Universal Books:** Never gatekeep based on where someone gets books

4. Target Audience

4.1 Primary Personas

Persona 1: The Casual Reader — Sarah, 28

Attribute	Details
Demographics	Female, 25-35, urban professional, 10-15 books/year, iPhone user
Pain Points	Loses track of books, Goodreads feels overwhelming, sharing feels awkward
Goals	Stay motivated, remember progress, connect with friends
BookShelfie Value	Widget reminds her daily, 2-second updates, effortless sharing

Persona 2: The Bookstagrammer — Marcus, 24

Attribute	Details
Demographics	Male, 20-28, content creator, 30-50 books/year, active on social
Pain Points	Creating graphics is time-consuming, no way to show live progress
Goals	Grow audience, consistent branded content, track for year-end reviews
BookShelfie Value	One-tap share cards, consistent visual brand, progress data

Persona 3: The Book Club Member — Jennifer, 42

Attribute	Details
Demographics	Female, 35-50, parent, 20-25 books/year, part of 2 book clubs
Pain Points	Hard to coordinate pace, avoiding spoilers, apps too complex
Goals	Keep up with book club, see where others are, track personal reading
BookShelfie Value	Friends feed shows page progress (spoiler-free), simple interface

5. Competitive Analysis

5.1 Direct Competitors

Competitor	Strengths	Weaknesses	Our Opportunity
Goodreads	Massive database	Cluttered, no widget	Users seeking alternatives
StoryGraph	Beautiful UI	No widget, smaller	Similar aesthetic, different core
Literal	Clean design	No widget, limited social	More social + widget
Bookly	Timer, statistics	Timer-focused, no social	Complementary product

5.2 Competitive Positioning

BookShelfie occupies a unique position: Social + Simple. While Goodreads is social but complex, and StoryGraph is simple but less social, BookShelfie delivers both — with the widget as the centerpiece that no competitor offers.

6. Product Requirements

6.1 Authentication

ID	Requirement	Priority	Status
AUTH-01	Sign up with email	P0	✓ Done
AUTH-02	Sign in with email/password	P0	✓ Done
AUTH-03	Sign up/in with phone OTP	P1	In Progress
AUTH-04	Password reset via email	P0	✓ Done
AUTH-05	Complete profile (name, phone, avatar)	P0	✓ Done

6.2 Book Management

ID	Requirement	Priority	Status
BOOK-01	Search books by title/author/ISBN	P0	✓ Done
BOOK-02	Auto-fetch metadata from Open Library	P0	✓ Done
BOOK-03	Auto-fetch book covers	P0	✓ Done
BOOK-04	Auto-detect page count	P0	✓ Done
BOOK-05	Add book to Currently Reading	P0	✓ Done
BOOK-06	Mark book as Completed/Dropped	P0	✓ Done
BOOK-07	Free: 5 books max Premium: unlimited	P0	✓ Done

6.3 Progress Tracking

ID	Requirement	Priority	Status
PROG-01	Update page via slider or number input	P0	✓ Done
PROG-02	Progress bar shows percentage	P0	✓ Done
PROG-03	Real-time sync	P0	✓ Done

6.4 Social Features

ID	Requirement	Priority	Status
SOC-01	Add friends by phone number	P0	✓ Done
SOC-02	Accept/decline friend requests	P0	✓ Done

SOC-03	View friends' currently reading	P0	✓ Done
SOC-04	Real-time friends feed	P0	✓ Done

6.5 Share Cards

ID	Requirement	Priority	Status
SHARE-01	Generate share card for current book	P0	✓ Done
SHARE-02	Card: cover, title, progress, logo watermark	P0	✓ Done
SHARE-03	Instagram Stories size (1080x1920)	P0	✓ Done
SHARE-04	Feed post size (1080x1080)	P1	✓ Done
SHARE-05	Share to IG, Snap, Twitter, TikTok, WhatsApp	P0	✓ Done
SHARE-06	Copy image / Download	P0	✓ Done

6.6 iOS Widget

ID	Requirement	Priority	Status
WID-01	Small widget: single book + progress	P0	In Progress
WID-02	Medium widget: 2-3 books + progress	P0	In Progress
WID-03	Large widget: books + friends reading	P0	In Progress
WID-04	Progress bar for each book	P0	In Progress
WID-05	Refresh every 30 minutes	P0	In Progress
WID-06	Tap to open app	P1	Planned

6.7 Payments

ID	Requirement	Priority	Status
PAY-01	Premium: \$4.99/month	P0	✓ Done
PAY-02	Stripe Checkout integration	P0	✓ Done
PAY-03	Subscription management portal	P0	✓ Done
PAY-04	Webhook handling	P0	✓ Done

7. Technical Architecture

7.1 Tech Stack

Layer	Technology	Purpose
Frontend (Web)	Next.js 14, TypeScript, Tailwind	Web app with App Router
Components	shadcn/ui, html2canvas	UI and image generation
Frontend (iOS)	Swift 5.9+, SwiftUI, WidgetKit	Native app and widget
Backend	Vercel Edge Functions	Serverless API
Database	Supabase (PostgreSQL)	Data, auth, realtime
Payments	Stripe	Subscriptions
Book Data	Open Library API	Metadata and covers

7.2 Architecture Overview

The system follows a three-tier serverless architecture:

- **Client Layer:** Next.js web app (PWA), iOS widget (SwiftUI), iOS companion app
- **API Layer:** Vercel Edge Functions for /api/books, /api/search, /api/widget-data, /api/webhooks
- **Data Layer:** Supabase PostgreSQL with Auth, Realtime, and Storage
- **External:** Open Library (books), Stripe (payments)

8. Database Schema

8.1 Users Table

Column	Type	Description
id	UUID (PK)	Primary key
email	TEXT UNIQUE	User email
phone_number	TEXT UNIQUE	For friend matching
display_name	TEXT	Public name
avatar_config	JSONB	Color, emoji, photo
stripe_customer_id	TEXT	Stripe reference
subscription_status	TEXT	free premium
created_at	TIMESTAMPTZ	Creation time

8.2 Books Table

Column	Type	Description
id	UUID (PK)	Primary key
user_id	UUID (FK)	References users
isbn	TEXT	ISBN-10 or ISBN-13
title	TEXT	Book title
author	TEXT	Author name
cover_url	TEXT	Cover image URL
total_pages	INTEGER	Total pages
current_page	INTEGER	Current progress
status	TEXT	reading completed dropped
updated_at	TIMESTAMPTZ	Last update

8.3 Friendships Table

Column	Type	Description
id	UUID (PK)	Primary key

requester_id	UUID (FK)	Who sent request
addressee_id	UUID (FK)	Who received
status	TEXT	pending accepted
created_at	TIMESTAMPTZ	Request time

9. API Specifications

9.1 Configuration

- **Base URL:** <https://bookshelfie.vercel.app/api>
- **Auth:** Bearer token (Supabase JWT)
- **Content-Type:** application/json
- **Rate Limit:** 100 requests/minute

9.2 Endpoints

Endpoint	Method	Description
/api/search?q={query}	GET	Search books
/api/books	GET	Get user's books
/api/books	POST	Add book to shelf
/api/books/{id}	PATCH	Update progress
/api/books/{id}	DELETE	Remove book
/api/friends	GET/POST	List / send request
/api/widget-data	GET	Widget payload
/api/checkout	POST	Stripe checkout
/api/webhooks/stripe	POST	Stripe events

10. Design Specifications

10.1 Brand Colors

Color	Hex	Usage
Coral (Primary)	#FF6B6B	Buttons, progress bars, accents
Cream (Background)	#FFF9F5	Page backgrounds
Light Gray	#E5E5E5	Progress tracks, borders
Dark Gray	#374151	Primary text
Medium Gray	#6B7280	Secondary text

10.2 Typography

Element	Font	Weight	Size
H1	Inter	Bold	32px
H2	Inter	Semibold	24px
H3	Inter	Semibold	20px
Body	Inter	Regular	16px
Caption	Inter	Regular	14px

10.3 Components

- **Progress Bar:** 4px height, rounded, coral fill on gray track, 300ms animation
- **Book Card:** 12px radius, subtle shadow, 16px padding, 8px cover radius
- **Avatar:** 40px, 2px border, 50% radius, colored background with emoji/photo
- **Buttons:** 8px radius, coral background, white text, 44px touch target

11. iOS Widget Specifications

11.1 Widget Sizes

Size	Dimensions	Content
Small	169x169 pt	Single book + title + progress + %
Medium	360x169 pt	2-3 books in row with progress
Large	360x379 pt	User's books + Friends section

11.2 Design Details

- **Background:** Cream (#FFF9F5)
- **Padding:** 16pt all sides
- **Cover images:** 6pt radius, subtle shadow
- **Progress bar:** 4pt height, coral fill, gray track
- **Typography:** SF Pro (system font)

11.3 Refresh Strategy

- **Automatic:** Every 30 minutes (iOS allows 40-70/day)
- **App Trigger:** Refresh when user opens main app
- **Deep Links:** Tap book to open in app

12. Share Card Specifications

12.1 Sizes

Platform	Size	Ratio
Instagram Story	1080x1920	9:16
Instagram Feed	1080x1080	1:1
Twitter	1200x675	16:9

12.2 Elements

- **Book Cover:** Large, centered, prominent shadow
- **Title:** Inter Bold 32px, max 2 lines
- **Author:** Inter Regular 20px
- **Progress:** "Page X of Y" + 8px progress bar + percentage
- **Logo:** BookShelfie watermark, bottom right, 80px

12.3 Premium Themes

Theme	Background	Text
Light (Default)	#FFF9F5	#374151
Dark	#1F2937	#F9FAFB
Coral	#FF6B6B	#FFFFFF
Ocean	#0EA5E9	#FFFFFF
Forest	#059669	#FFFFFF

13. Monetization Strategy

13.1 Pricing Tiers

Feature	Free	Premium (\$4.99/mo)
Books on shelf	Up to 5	Unlimited
Share themes	1 (Light)	10+
Friends	Unlimited	Unlimited
iOS Widget	All sizes	All sizes
Statistics	Basic	Advanced

13.2 Revenue Projections

Metric	Month 3	Month 6	Month 12
MAU	1,000	5,000	25,000
Premium %	3%	5%	7%
MRR	\$150	\$1,250	\$8,750
ARR	\$1,800	\$15,000	\$105,000

13.3 Conversion Strategy

- Soft paywall: Premium features visible but locked
- Usage limit: Upgrade prompt at 5-book limit
- Feature teasing: Preview premium themes
- Annual discount: \$49.99/year (17% savings)

14. Security & Privacy

14.1 Data Protection

Data	Storage	Encryption
Email/Phone	Supabase	At rest (AES-256)
Password	Supabase Auth	bcrypt hash
Reading data	Supabase	At rest
Payment info	Stripe only	PCI DSS

14.2 Security Measures

- JWT authentication via Supabase
- Row Level Security on all tables
- TLS 1.3 for all connections
- Rate limiting (100 req/min)
- GDPR and CCPA compliant

15. Launch Strategy

15.1 Pre-Launch (Current)

- ✓ Core web app functional
- ✓ Landing page live
- In Progress: iOS widget development
- Planned: Beta testing (50 users)
- Planned: App Store submission

15.2 Soft Launch

- Launch to waitlist (500 users)
- Monitor for critical bugs
- Gather feedback via surveys
- Iterate on UX issues

15.3 Public Launch Channels

- Product Hunt (target top 10)
- Reddit: r/books, r/reading, r/ios
- Twitter/X announcement
- BookTok creator partnerships
- Bookstagram influencers

16. Roadmap

Phase	Focus	Status
Phase 1	Auth, books, progress, share, friends, payments	✓ Complete
Phase 2	iOS Widget (all sizes), widget API, companion app	In Progress
Phase 3	Onboarding, dark mode, performance, accessibility	Next
Phase 4	Android, statistics, year review, challenges	Planned
Phase 5	Book clubs, audiobooks, timer, notes	Future

17. Success Criteria

17.1 Month 1 (Launch)

Metric	Target	Stretch
Signups	1,000	2,500
DAU	200	500
Premium	30	75
App Store Rating	4.0+	4.5+

17.2 Month 6 (Growth)

Metric	Target	Stretch
MAU	10,000	25,000
Premium Users	500	1,250
MRR	\$2,500	\$6,250
D30 Retention	30%	40%

17.3 Month 12 (Scale)

Metric	Target	Stretch
MAU	50,000	100,000
Premium Users	3,500	7,000
ARR	\$175,000	\$350,000
Widget Installs	25,000	50,000

18. Risks & Mitigations

18.1 Technical Risks

Risk	Impact	Mitigation
Open Library API down	High	Cache data, fallback to Google Books
iOS widget limits	Medium	Optimize payload, documentation
Supabase scaling	High	Monitor usage, migration plan
App Store rejection	High	Follow guidelines, prepare appeals

18.2 Business Risks

Risk	Impact	Mitigation
Low premium conversion	High	A/B test pricing, improve value
Competition	Medium	Focus on widget differentiator
High acquisition cost	High	Organic/viral growth first

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