**Final Product Requirements Document (PRD): Scrollio**

Course: GE 401/402

Team No: 1

Product: Scrollio

Date: November 14, 2025

### **1. Brief Description of the Proposed Product**

This section describes the product from the user's perspective, the problem it solves, and its intended operation

**Problem/Need of the Target Customer:**

Our target customers are basically two main groups. The first are "young adults and professionals" and "curiosity-driven learners," which we call 'The Learner' (13+ years old). These users want to keep learning new things but just can't find the dedicated time for it. They often get stuck passively scrolling on apps like TikTok and Instagram, which makes them feel like they've wasted time and leaves them with digital fatigue. The problem for them is that good, high-quality educational content is just buried under all the other distracting videos. We are planning to help them get acquainted with the topics they are willing to learn but cant find time or motivation to do that.

The other main group is kids aged 7-12 and their parents. Parents are looking for apps that are both safe and actually enriching for their kids. They need a secure place for their kids to learn where they can also monitor their activity. This means being able to track learning progress, and make sure all the content is safe and curated. For the kids, they need a tool that’s engaging and uses imagination and play so they’ll actually want to use it.

**Product Solution:**

Scrollio is a mobile app that turns that passive scrolling time into measurable learning progress using short, focused videos. We're positioning it as a "micro-learning alternative" by offering a distraction-free feed of educational videos (under one minute) that are curated by both AI and human experts. For the regular learner, the app provides content on topics they pick, like finance or software. It also uses gamification (progress tracking, points) and interactive quizzes to make the learning stick and keep users motivated. To make sure people trust the platform, important topics like finance will prioritize content from real experts, not just AI.

**Illustrative Figures/Sketches (Conceptual Description):**

* **Main Feed and Landing Page:** A full-screen, vertical, scrollable video interface, similar to YouTube Shorts or TikTok, comes after a detailed landing page.

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* **AI or Human Narrator:** The short educational videos consist of a hybrid collection of AI generated videos and contents created by human-experts.

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* **Quiz Interface:** Periodically, the feed will present an interactive quiz/test card for the user to check their knowledge (User input).

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* **Drawing Interface:** A simple canvas tool where a user can draw a shape, which the AI will then animate into a new, 3d, personalized narrator character (User input)

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* .**Parental Control:** A comprehensive monitoring and management tool where parents can access detailed metrics on their child’s screen time and learning activity. Parents will be able to set and adjust usage limits, track progress across subjects, and receive personalized reports highlighting strengths, weaknesses, and overall engagement.

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### **2. Basic Product Functions**

This section outlines what the product does and how the user interacts with it, based on customer expectations.

* **Personalized Micro-Learning:** Users access a continuously updated feed of concise educational videos personalized to their selected domains of interest (e.g., finance, data science).This transforms passive scrolling time into purposeful learning. The product aims to give users a broad, foundational understanding of their chosen topic rather than teaching every detail. The curated videos deliver essential fundamentals.
* **AI-Driven Narration:** Educational content will be delivered through topic-specific AI characters acting as expert narrators. This function will not be dominantly used for high-stakes topics like finance or psychology, which will instead prioritize expert-generated content to ensure user trust.
* **Expert-Generated Content:** Alongside AI-generated content, the platform features videos from real human experts. This hybrid approach provides both scalability and credibility, ensuring users can trust the platform's content.
* **Interactive Assessment:** The user will be periodically presented with quizzes and tests to reinforce learning (User input).
* **Gamification:** The app incorporates progress tracking, experience points, and level-based achievements to sustain user motivation and routine engagement, which was identified as a key motivator in interviews. For the "Kids" version, this extends to a "gamified 3D playground".
* **Content Curation and Safety:** The platform utilizes strong content curation and safety controls to build trust, especially among parents, differentiating it from uncontrolled social media feeds.
* **Personalized Video Suggestions:** The app provides AI-curated and personalized knowledge videos, tailoring the feed to the user's selected interests and learning patterns.

User Types and Related Functions:

1. **User Type 1: The Learner (Scrollio Standart, Ages 13+)** 
   * *Description:* A young adult, professional, or curiosity-driven individual who wants to learn in short bursts and feels guilty about inefficient scrolling. This user values lifelong learning but struggles to find uninterrupted time for it
   * *Functions:* Select topics of interest, browse the personalized video feed, take quizzes, and track their learning progress/level.
2. **User Type 2: The Child (Scrollio Kids, Ages 7-12)** 
   * *Description:* Children aged 7-12 who adopt the platform enthusiastically, as it leverages imagination and play.
   * *Functions:* Learn through an AI-generated mentor character dynamically created from the child’s own drawings. Reinforce lessons through play in a safe, gamified 3D playground. Interact safely with peers in an engaging learning space.
3. **User Type 3: The Parent (Scrollio Kids 7-12)**
   * *Description:* Parents of children aged 7-12. They are highly motivated to invest in platforms that ensure both safety and enrichment, wanting their children in secure and stimulating environments.
   * *Functions:* Monitor and manage their child’s activity through a secure parental dashboard and rely on Scrollio’s curated educational environment. Rely on the platform's strong content curation and safety controls to provide a secure and stimulating learning environment. Parents can choose from categories such as numbers, dinosaurs, and science, after which their children watch AI-narrated videos on the selected topic. The narrator in these videos is an avatar generated from the child’s own drawing.
4. **User Type 4 (Future): The Institutional Client (B2B)**
   * *Description:* Companies or schools that want to use the platform for internal training or to complement classroom learning with modern, secure digital tools (User input).
   * *Functions:* Access a private, custom-branded interface; manage their user base (employees/students); and deploy specialized content modules using custom-developed AI characters (User input).
5. **User Type 5 (Future): The Content Creator**
   * *Description:* Subject-matter experts who want to create and monetize their own educational short-form content (User input). This user type supports the hybrid content model by providing credible, human-expert content.
   * *Functions:* Upload, manage, and publish their own short videos to the Scrollio platform; track engagement; and participate in a revenue-sharing model (User input).

### **3. Physical Characteristics**

As a mobile software application, there is no physical product in hand.

### **4. Outside Interfaces**

This section details the user, electronic, and power interfaces required for the product to function.

* User Interfaces:
  + Standard smartphone/tablet touchscreen interface (e.g., vertical swipe to change videos, tap to select options).
  + Video player controls (e.g., pause, mute, progress bar).
  + Interactive quiz controls (e.g., buttons for multiple-choice answers).
  + (Future) A touch-based drawing canvas for character creation (User input).

### **5. Summary of Requirements (PRS Guideline Items a-e)**

This section summarizes the key requirements as specified by the PRS format guide.

* a. Functions of the product/corresponding use cases:
  + Case 1: The user opens the app, scrolls through the AI and expert-curated video feed, and watches at least one micro-learning video fully.
  + Case 2: User opens the profile page to review cumulative learning statistics, experience points, and level status.
  + Case 3: User selects and filters topics (e.g., finance, software) (User input).
* b. Subcomponents/units (both HW and SW) apparent to the user:
  + The Scrollio mobile application (the single item downloaded).
  + Visible components within the app: The main video feed, the user profile/progress screen, the topic/category selection menu, and the AI narrator characters.
* c. Interfaces of the product:
  + User interfaces: Touchscreen (swipe/tap), video/audio controls.
  + Physical interface: None.
  + Electronic interfaces: Wi-Fi, Mobile Data (4G/5G).
* d. Physical characteristics: Digital storage size on the host device.
* e. Power requirements: Powered by the host device's internal battery.

### **6. Information Not Included in This Document**

As per the GE 401 guidelines, this document *must not* contain technical details. The following items are explicitly excluded:

1. **Design of the product** (e.g., software architecture, AI model specifications, database schema).
2. **Subassemblies of the product** (e.g., specific software modules, server components).
3. **Flowcharts** of the product's operation.