

Product Requirements Document: Feno – The Intelligent Career Composition Platform

1. Executive Summary

1.1. Strategic Product Vision

The contemporary job search workflow is fragmented across static document editors, generic website builders, and repetitive application forms. **Feno** unifies this workflow into a single **Intelligent Career Composition Platform**.

Feno moves away from the rigid "form-filling" approach (common in tools like Zety or Resume.io) and the outdated "A4 document" metaphor. Instead, it offers a **rich, WYSIWYG composing experience**. It treats a professional profile as a dynamic dataset, allowing users to craft their narrative once and deploy it everywhere. The platform serves as the central engine that renders this data into ATS-optimized PDFs, personal portfolio websites, and structured payloads for our browser extension.

1.2. Value Proposition

- **Composition over Form-Filling:** Feno replaces tedious text boxes with a modern, block-based editor (similar to Notion). Users "compose" their career history with AI assistance that optimizes content in real-time, rather than just formatting it.
- **Generative Polymorphism:** A single source of truth transforms into multiple artifacts. The data used to generate a PDF resume is instantly recompiled by LLMs to create a semantic, responsive personal website.
- **Assisted Application (Human-in-the-Loop):** We do not use risky server-side bots. The Feno browser extension acts as a "Smart Autofill Companion," mapping the user's tailored resume data directly into third-party ATS inputs (Workday, Greenhouse, Lever), significantly reducing repetitive data entry while keeping the user in control.

2. Market Analysis

2.1. The Shift to "Assisted Composition"

Current tools fall into two buckets: "Trackers" (Teal) and "Formatters" (Kickresume). Users are frustrated by the lack of *writing* assistance. The market opportunity lies in

Augmented Writing—using LLMs to help users draft high-impact bullet points within a fluid editor, rather than just pasting pre-written text into a form.

2.2. Competitor Differentiation

Competitor	Core Model	Feno's Advantage
Teal	Job Tracking & Forms	Integrated Writing Environment. Teal relies on rigid forms; Feno offers a fluid, document-first editor with inline AI.
Rezi	ATS Optimization	Multi-Channel Output. Rezi is strictly for PDFs. Feno uses the same data to build personal websites, maximizing visibility.
LazyApply	Spam/Bot Automation	Precision & Safety. LazyApply uses "spray and pray" bots that risk bans. Feno uses a client-side extension for precise, user-verified autofilling.

3. Product Pillars

3.1. The Intelligent Editor

Objective: Create a writing environment that feels like a modern doc (Notion/Google Docs) but behaves like a structured database.

Mechanism: A Tiptap-based WYSIWYG editor where every paragraph is a data block. AI is embedded inline to suggest improvements, quantify achievements, and map skills

to job descriptions.

3.2. One-Click Digital Presence

Objective: Eliminate the friction of building a portfolio.

Mechanism: An LLM pipeline acts as a "Compiler," taking the structured resume content and generating a deployment-ready Next.js portfolio website.

3.3. The Companion Extension

Objective: Bridge the gap between the Feno editor and external job boards.

Mechanism: A Chrome Extension that detects job application fields and intelligently maps the user's Feno data to fill them, requiring only a final review and click from the user.

4. Conclusion

Feno is building the **Word Processor for Careers**. By focusing on a superior composing experience rather than a "canvas" or a "form," we meet the user where they are: writing. By extending that data into a personal website and a smart autofill tool, we provide a unified platform that respects the user's time and elevates their professional presentation.

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