BrainNest PRD

OVERVIEW

BrainNest is an intelligent platform that helps users input their goals, thoughts, or projects in plain language, then automatically analyzes, organizes, manages, and breaks down their ideas into actionable steps.

It is designed to help students, young entrepreneurs, and planners who are looking for a smart tool to organize their ideas and turn them into actionable projects.

TARGETED CUSTOMER

Ambitious and productive individuals aged 17-47, including students, young entrepreneurs, and project planners who struggle to organize their thoughts and turn ideas into actionable projects.

BUSINESS NEEDS

1. **Marketing Team:** Freelance marketers and social media specialists to promote the platform and increase user engagement.

2. **Testers:** Responsible for ensuring platform usability, quality assurance, and bug prevention.

3. **UI/UX Designer:** Designs a user interface that reflects the platform's visual identity and provides a seamless user experience.

4. **Back-End Developers:** Develop and maintain the server-side logic and database operations of the website.

5. **Front-End Developers:** Build the interactive user interface by translating UI designs into functional code.

6. **Suppliers:** Provide necessary financial support and resources for project development.

7. **Payment Providers:** Facilitate secure and efficient payment processing for premium account subscriptions.

8. **Hosting Providers:** Offer reliable hosting services to ensure the platform is accessible and stable.

9. **AI Assistant Provider:** Integrate AI technology to enable users to receive real-time assistance and support.

10. **Project Manager:** Oversees project planning, execution, and coordination among teams to meet deadlines and goals.

PRODUCT VISION

For:
Students, young entrepreneurs, and planners who are looking for a smart tool to organize their ideas and turn them into actionable projects.

Who:
Struggle to structure, manage, and develop their thoughts and goals into clear, achievable steps.

BrainNest is an **intelligent idea management platform**

That:
Helps users input their goals, thoughts, or project ideas in plain language, then analyzes, organizes, and breaks them down into actionable steps automatically.

Unlike:
Traditional note-taking tools or scattered digital documents (e.g., basic notes apps or paper notebooks),

This product:
Offers an AI-powered assistant that understands users intentions and creativity, guiding

them to transform raw ideas into structured plans and achievable goals.

PRODUCR ROAD MAPA (GO)

Date	Q1	Q2	Q3
Name	User Acquisition Phase	Feature Enhancement Phase	Partnership Development
Goal	Launch prototype platform with 50 real users	Improve UX, add AI assistant, user dashboard	Expand user base, launch paid plans, create partners

Features	- Collect users Feedbacks - Develop a marketing strategy - Test idea with students & entrepreneurs	- Add an assistant chatbot to understand user thoughts and break goals into tasks - User dashboard - Save the history of ideas - User dashboard with categories and themes	- Offer free platform access for students - Reduce subscription fees - Offer discounts - Partner with incubators - Launch support system
Matrices	- Acquire 25 main users 5+ user interviews	20 % active premium account - Increase user satisfaction by 70%	- Onboard 40% new youth users 10+ partner contacts 20 % new users

FUNCTIONAL REQUIREMENTS

1) Business Rules

- The system shall generate a structured plan from user-inputted ideas.
- Students shall have access to a free subscription plan.
- Users shall receive a 10% monthly discount for each friend they invite.
- First-time users shall receive a 5% discount on their first payment.
- The system shall automatically cancel the membership if the user's payment method fails.

2) Transactions Handling

- The system shall allow users to input their ideas in plain text.
- Once ideas are added, the system shall organize them and divide them into tasks.
- The system shall manage these tasks and generate creative and structured outputs to assist the user.

3) Administrative Functions

- The system shall allow the product owner to manage platform-wide tasks and manage users
- The system shall classify data based on sensitivity levels:public, private
- The system shall categorize users: students, project managers, experts,u

4) Authentication

- The system should authenticate using email or user name & password

Username & Password constraints:

User name shouldn't contain any special characters, and password must be at least 9 characters, including uppercase and special characters.

6) External Interfaces Requirements

- The system **shall provide a simple user interface** to let users enter their thoughts easily.
- The UI **shall include diagrams, charts, and organizational schemes** to visualize ideas and plans.

- The system **shall integrate with the PayPal API** to:
  - Verify available payment methods.
  - Handle subscriptions and discounts.

7) Searching and Reporting Requirements

- The system shall allow users to search for similar ideas using a built-in search engine.
- The system shall provide filtering options to narrow down search results by :

  Idea category, Relevance, User role (e.g., student, expert).

8) Algorithms

Algorithm: Thought-to-Plan Breakdown

1. Analyze the sentence structure of user thought inputs.
2. Organize ideas to understand users' intentions
3. Generate tasks and plans

NON-FUNCTIONAL REQUIREMENTS

1) Performance:

- The system must handle with 300 session at the same time
- The system must respond quickly after the page is loaded
- The system must respond to user input after 3 seconds
- The platform must have 2GB of memory storage to save user history

2) Reliability

- The system shouldn't lose user data during an internet outage
- In case of system failure, recovery shouldn't take more than 10 minutes

3) Availability

- The support service must be accessible 24/7
- The system shall have a maximum downtime of 3 minutes per months
- The system must be available 99% at morning for students

4) Security

- Every user mustn't have more than 2 accounts with the same user id
- All users' chats, ideas, thoughts, and inputs must be encrypted

5) Usability

- The system shall provide a simple UI andbe easy to use
- The system must allow the AI assistant to understand user's mind in no more than 5 questions
- The system must complete tasks and generate ideas in no more than 5 minutes

6) Maintainability

- The system code must be understandable and open for future updates
- The system should allow integration of new features without changes excede 10% of the system
- Testers should provide a document containing possible future bugs

7) Testability

- The system should have unit testing for every programming side in the system
- The system should provide a report for all users' actions
- The system should undergo system testing before the first version is released

8) Portability:

- System shall be responsive to work on mobile
- System shall support Windows & Mac versions for desktop
- The platform should be compatible with (chrome,edge,safari,firefox)

USER STORY

- As a user, I want to upload images so I can make my future tasks more detailed
- As a product owner i want to be able to manage all accounts so that i can be sure every thing go well
- As a user i need to be able to customize my dashboard so that I can design an account accept my visual identity
- As a user, I want to be able to register with my Google account
- As a user i want to save my work so that I can view it later

TASKS

- Develope page for customizing dashboards
- Integrate the system with Google accounts
- Add a save button

SCENARIO

Feature : give free access to students

Scenario: free access for students using their university email

Given free access for students

When they have an active university email address

Then each user who accepts this condition has free access to all features for a year

User story 2:

As a user, I want to customize my dashboard so that I can feel more comfortable when I use my account

Scenario: customize user dashboard

Given that user in setting section

And user click on dashboard setting

And start customize dashboard theme,colors and final look

When user click on change button

Then dashoard view changed for user preferences

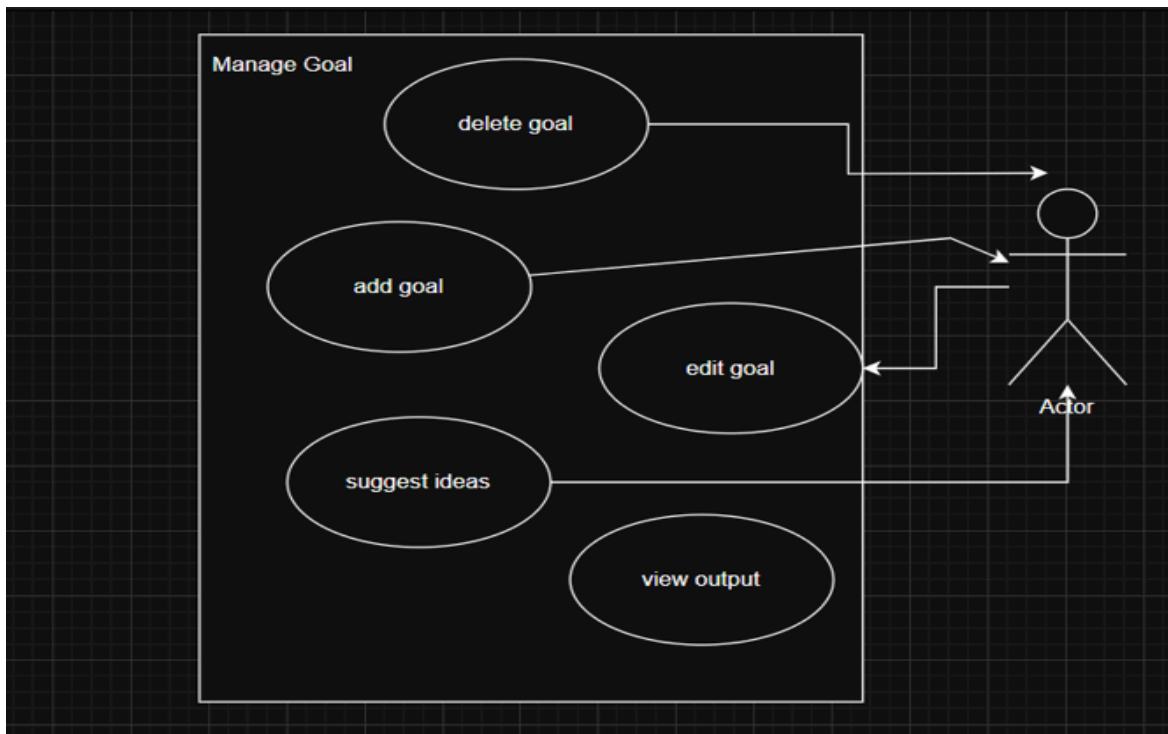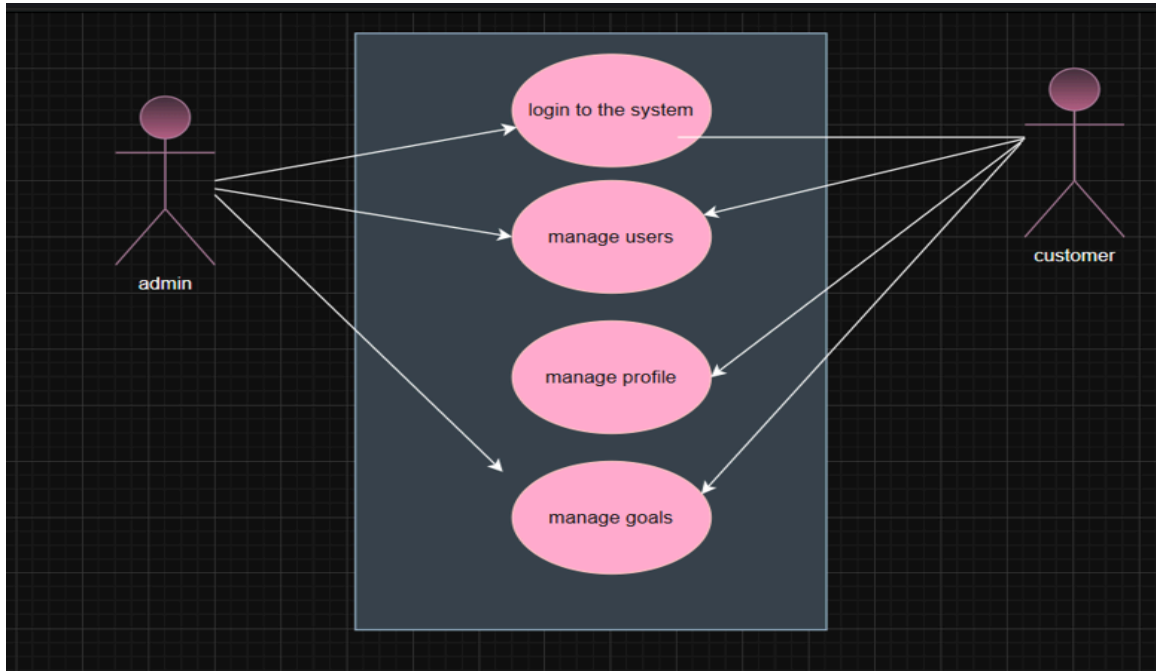And confirm alert display on the top of the screen "theme changed"

User story 3:

As a user, I want to register using various registered methods so I can integrate my account with my other accounts

Scenario : the user needs to integrate his account with Google accounts,, Microsoft accounts, Apple accounts ,or using user name or password

Given a user who has never registered before

Restrict the user can't have same previous account

When he open register page, he can choose prefered register method

From google to microsoft

And when the user clicks on register, if there's an account of these accounts

Then the register operation was successful

And the user redirects to a new page

GENERAL USE CASE

EXTENDED USE CASE