Product Requirements Document (PRD)

Product Name: MURMUR

I. Product Overview

MURMUR is a serendipity-focused social networking service (SNS) that allows users to record fleeting encounters and moments from their daily lives. Inspired by the Buddhist belief that even brushing past someone's sleeve requires 3,000 past-life connections, this platform was created to capture those subtle, transient human connections that often go unnoticed in today's fast-paced society.

The name "murmur" symbolizes soft, almost unnoticeable moments—like whispers of time and chance—that may seem small but can carry deep meaning when remembered or shared.

Target Audience

- Young adults and professionals who appreciate meaningful interactions
- Users interested in journaling, memory-keeping, and digital reflection
- People who feel nostalgic about chance encounters or small moments

Core Purpose

To create a space where people can mark and reflect on seemingly insignificant but emotionally resonant moments, and connect through shared experiences of passing encounters.

II. Project Goals

- Allow users to document brief yet meaningful experiences throughout their day
- Encourage reflection and appreciation of everyday moments and connections
- Provide a gentle, aesthetic, and minimalistic environment for digital memory-keeping
- Build an SNS that feels personal, poetic, and emotionally resonant

III. Feature List

1. Login System

- Current: Users can log in with a nickname only (beta version)
- Future: Full authentication with phone number verification

2. Main Features

Feature	Description	Priority
Imprint	Users can press a button labeled "imprint my murmur" at any moment. This leaves a marker on a map that records their location. As time passes, the marker fades visually, representing the fleeting nature of that memory. Users' movements are connected with soft lines showing paths.	Must-have
Someone	A shared community space where users can anonymously or openly share stories of people or moments they encountered—such as a stranger's smile, a short conversation, or a scene that moved them. All users can see and read these murmurs.	Must-have
Wall	A user's personal wall where others who have crossed paths with them can leave anonymous messages. The sender's identity is never revealed, and the receiver can choose whether or not to leave a reply. All messages are timestamped and can be optionally displayed or hidden by the receiver.	Should-have

IV. Technical & Design Requirements

Technology Stack

- HTML, CSS, JavaScript (Vanilla or with framework support like Vue.js or React)
- Optional: Firebase or Supabase for backend services
- Map API (e.g., Google Maps or Leaflet.js) for geolocation features

UI/UX Guidelines

- Soft, muted color palette

- Gentle transitions and animations

- Minimalist design focused on content and emotion

- Mobile-responsive design

- Accessibility in fonts and color contrast

Integration Requirements

- Map API integration

- Authentication services

- Local storage or backend database for user data and content

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5. Milestones

Date	Milestone
May 26	Project planning & PRD completion
May 27	Initial wireframe & feature scaffolding
May 29	Core features (imprint & someone) implementation
May 31	wall feature and styling
June 2	Final testing and deployment