

# Product Requirements Document (PRD) – Life Consultant MVP

## PRD Title: Life Consultant MVP

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**Team:**

Role	Name
<b>Product Manager</b>	Leandro
<b>Engineering Lead/Team Lead</b>	TBD
<b>Designer</b>	TBD
<b>Approvers/Sign-Off</b>	TBD

PM Epic: MVP Life Consultant (link to Jira/Project management epic)

Status of PRD: In Progress

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## One Pager

Prior to writing this PRD, a one-pager was circulated to stakeholders to secure executive buy-in. That document outlined the high-level vision, problem, objectives, constraints and use cases. This PRD builds upon that one-pager and serves as the living guide for the Life Consultant MVP.

## Overview

The **Life Consultant** is an intelligent, realistic decision-support application that helps users define meaningful objectives, assesses their viability based on real-world constraints, and translates chosen strategies into actionable tasks. Instead of being a passive tracker or a motivational tool, it acts as a personal consultant: confronting ambitions with concrete data (time, energy, resources) and suggesting alternative paths when necessary. The MVP focuses on core consultative capabilities without delving into peripheral modules like finance or health tracking.

## Problem

Modern productivity apps often encourage users to set lofty goals without acknowledging the limitations imposed by their real lives. Users juggle multiple objectives across personal and professional domains but

are rarely guided through a reality check to determine whether those goals are achievable. As a result, they often overcommit, become frustrated when they fail, and abandon their plans. The lack of realistic decision-support and the absence of clear next steps hinder progress and erode confidence. A tool that can honestly evaluate the feasibility of goals, explain why something isn't possible, and outline realistic alternatives is missing from the market.

## Objectives

1. **Provide Honest Feasibility Assessments:** Clearly tell users whether their goals are currently viable given their routine, time and resource constraints, and explain why.
2. **Generate Realistic Action Plans:** Convert viable objectives into strategies and small, executable tasks (SMART tasks) that fit into the user's schedule and energy levels.
3. **Respect User Autonomy and Priorities:** Allow users to define multiple objectives per area and select which ones receive their primary focus, while transparently highlighting conflicts.
4. **Reduce Planning Frustration:** Help users make informed decisions about what to pursue now versus later, thereby decreasing the emotional burden of failure and overcommitment.
5. **Lay a Scalable Foundation:** Architect the MVP so that future modules (finance tracking, health/fitness tracking, etc.) can enrich the decision-making engine without rewriting the core.

## Constraints

1. **Scope Limitation:** The MVP will **not** implement full financial, health or fitness tracking modules. Those will be context providers in future releases.
2. **Resource Constraints:** Team size and budget are limited; engineering and design resources are shared across projects. The MVP must therefore avoid scope creep and minimise external dependencies.
3. **Technical Stack:** For speed and simplicity, the MVP will be built as a full-stack **Next.js** application using TailAdmin for the UI. Future separation into micro-services or a dedicated API (Nest.js) is out of scope but should be feasible based on how the core is written.
4. **Data Availability:** In the MVP, the app will rely on user-provided information (work schedule, energy levels, personal preferences). External integrations (banking APIs, wearable devices) will not be available initially.
5. **Privacy:** The product must adhere to privacy regulations (e.g., LGPD/GDPR). User data (goals, routines, decisions) should be stored securely and never shared without consent.

## Persona

Key Persona	Description
<b>Analytical Adult (Primary)</b>	A 30-45-year-old professional (e.g., software developer, project manager) juggling career, self-improvement and personal life. They value rational planning over motivational fluff, have multiple objectives, but limited time. They want honest feedback about feasibility and crave realistic, actionable plans.
<b>Overwhelmed Multitasker</b>	A 25-50-year-old individual balancing work, family, studies and hobbies. They often overcommit, feel guilty about not delivering on personal goals, and need help prioritising what truly matters now versus later.

Key Persona	Description
<b>Ambitious Goal-Setter</b>	An early adopter who enjoys setting big goals (e.g., buying a house, switching careers) but lacks clarity on how to break them down into achievable steps. They desire a tool that exposes constraints early and proposes pathways they hadn't considered.

## Use Cases

### Scenario 1 — Defining Realistic Goals:

Carolina wants to buy a R\$800 000 house. She inputs her salary and current savings. The app determines that this goal is not viable within her desired timeline with her present income and suggests alternative strategies such as increasing income via a promotion or extending the timeframe. Carolina chooses to seek a promotion and the app generates tasks like "Update CV", "Enroll in advanced courses", and "Schedule performance review with manager".

### Scenario 2 — Multiple Objectives Management:

Daniel has two health objectives: reduce body fat to 15% and correct his posture. He marks fat reduction as his **primary** objective and posture correction as **secondary**. The system allocates more tasks (e.g., strength training, meal planning) to the primary goal while assigning light daily stretching tasks to the secondary goal. Both sets of tasks fit into Daniel's weekly routine without overloading him.

### Scenario 3 — Conflict Resolution:

Luciana sets simultaneous objectives to finish a part-time MBA and prepare for a marathon. The app notices a conflict: both goals demand high energy and significant time in the evenings. It alerts Luciana that her schedule cannot accommodate both at a high focus level. Luciana chooses to prioritise the MBA and postpone the marathon. The app updates her task list accordingly and documents the decision.

### Scenario 4 — Weekly Plan Adaptation:

Throughout the week, André works hybrid hours (two days at home, three at the office). The system recognises that office days have longer commute times and less flexible evening schedules. It automatically schedules lighter tasks on office days and allocates high-energy tasks (e.g., deep learning sessions) to home days. At the end of the week, André reviews completion rates and the app recalibrates his capacity estimates for the next planning cycle.

## PRD

### Features In

These are the distinct, prioritised features included in the MVP along with their rationale.

#### 1. Onboarding & Routine Setup

*Purpose:* Capture the minimum context needed to generate realistic plans. The onboarding flow asks users about their work schedule, energy levels, typical types of days (home, office, high energy, low energy) and sleep patterns. This data is stored in a **Routine** model to estimate weekly capacity.

## **2. Objective Definition & Prioritisation**

*Purpose:* Allow users to define multiple objectives per area (finances, health, career, etc.), set a horizon (short/medium/long term), specify priority and indicate focus level (primary, secondary, or on hold). The system must prevent overcommitment by prompting the user to choose focus when conflicts arise.

## **3. Viability Assessment & Conflict Detection (Consultor IA)**

*Purpose:* Evaluate whether objectives are feasible given the user's capacity and resources. When an objective is flagged as partially viable or unviable, the system must present reasons (e.g., income too low, time insufficient) and suggest alternative strategies. The feature also detects conflicts between objectives and prompts the user to resolve them.

## **4. Strategy Selection**

*Purpose:* Generate and present viable strategies for each objective (e.g., "increase income via promotion", "extend the timeline", "reduce objective scope") with estimated impact, effort and risk. The user selects one strategy to activate for the objective.

## **5. SMART Task Generation**

*Purpose:* Convert the active strategy into actionable, SMART tasks. Each task includes a description, duration estimate, required energy level and classification (objective-related, routine, maintenance). Tasks are small enough to fit into the user's daily life. Users can edit or delete generated tasks.

## **6. Eisenhower Prioritisation**

*Purpose:* Apply the Eisenhower matrix weekly to classify tasks into quadrants (Important/Urgent, Important/Not Urgent, Not Important/Urgent, Not Important/Not Urgent). This classification informs the weekly plan but does **not** remove tasks. Users can adjust classifications manually.

## **7. Weekly Planning & Feedback Loop**

*Purpose:* Assemble a weekly schedule that respects routine, energy and priorities. At the end of each week, prompt the user for feedback (completed tasks, difficulties faced) and adjust capacity estimates and strategy choices accordingly. The planning loop ensures the app learns and adapts.

## **8. Conflict Resolution Dialogue**

*Purpose:* Whenever a scheduling conflict arises (e.g., two primary objectives competing for the same time slot), the app surfaces a clear message explaining the conflict and asks the user to decide whether to reprioritise, postpone or re-scope one of the objectives. Decisions are logged for reference.

## **Features Out**

For the MVP we deliberately exclude features that could distract from core value delivery:

## Full Financial Tracking

Although financial goals may be defined (e.g., buy a house), the MVP will not implement budgeting, transaction aggregation or investment modules. Those will be context providers in future releases.

## Fitness & Health Tracker

We will not synchronise with wearables or health apps (e.g., Apple Health, Google Fit) nor track workouts or biometrics. Instead, the user inputs qualitative energy levels and general fitness objectives.

## Social/Gamification Features

Leaderboards, social sharing, badges or community elements are excluded. The MVP focuses on personal decision support rather than social engagement.

## Third-Party Integrations

Integrations with calendars, email, Slack or project management tools are out of scope for the MVP. Basic scheduling will be handled internally.

## Design (Optional)

The initial UI will use the **TailAdmin** Next.js template to provide a clean dashboard for routine setup, objective management and weekly planning. Wireframes will be created in Figma and iteratively refined. Key design principles include clarity (no clutter), empathy (messages are non-judgemental) and guidance (explanatory micro-copy). Link to high-fidelity designs will be added once available.

## Technical Considerations (Optional)

- The MVP will be built on **Next.js (App Router)** with route handlers for internal APIs. Using a full-stack framework allows rapid iteration in a single codebase and avoids managing multiple deployments at this stage.
- **TailAdmin** provides the base for UI components and styling; **Tailwind CSS** and **shadcn/ui** will be used to customise components.
- **Prisma** will be used as the ORM with **PostgreSQL** as the database to model users, routines, objectives, strategies, tasks and conflict logs.
- The IA module (Consultor) will be encapsulated as a service in the codebase ( `/adapters/ai` ). It will call an external LLM provider (e.g., OpenAI) via prompts, but responses will be post-processed to ensure user data is respected and the tone remains consultative.
- The architecture will follow a modular pattern, with core domain logic separated from frameworks so that future extraction to a dedicated API service is straightforward.

## Success Metrics

To measure the effectiveness of the Life Consultant MVP, we will track:

Metric	Description	Target
<b>Goal Validation Rate</b>	Percentage of objectives created that the system classifies as viable or partially viable with actionable strategies.	> 75 % of defined objectives receive clear viability feedback
<b>Task Completion Rate</b>	Percentage of generated tasks that users mark as completed within the assigned week.	≥ 60 % in the first month, trending upward over time
<b>Conflict Resolution Satisfaction</b>	User-reported satisfaction (1–5) after resolving a conflict through the app.	≥ 4/5 average
<b>Retention Rate</b>	Percentage of users who complete weekly planning sessions for at least 4 consecutive weeks.	≥ 50 %
<b>User NPS/ Feedback</b>	Qualitative feedback collected after the first month of usage, measuring how likely users are to recommend the app.	Target NPS ≥ 30

Metrics will be collected via internal analytics and optional user surveys. Targets will be refined after initial beta testing.

## GTM Approach

For the MVP, the go-to-market strategy emphasises the novelty of **realism** in personal productivity tools. Key messages:

- **“Planning grounded in reality”** – Position the app as a rational alternative to motivational task lists.
- **“Your personal life consultant”** – Emphasise the consultative approach, highlighting that the system tells you when something isn’t feasible and offers alternatives.
- **Early Adopter Beta** – Launch as a beta targeted at analytical professionals and personal development enthusiasts who are comfortable with an MVP experience. Gather feedback to refine features.
- **Content & Education** – Publish blog posts and webinars about realistic goal setting, the pitfalls of overcommitting, and how the Eisenhower matrix and SMART tasks work together. Use these to generate interest and credibility.
- **Pricing & Distribution** – Offer the MVP as a free pilot or low-cost subscription to attract early users and test willingness to pay. Distribution will start via a web app with future mobile extensions considered for subsequent phases.

## Open Issues

- **AI Prompt Fine-Tuning:** Determining the optimal prompts and post-processing logic so that the consultant provides honest but empathetic feedback without misinterpreting user data.
- **Internationalisation:** The target market is global; however, the MVP will launch in Portuguese and English. Timing and resources for localisation need further exploration.

- **Legal & Liability:** Advising users on financial or career decisions carries potential legal implications. The scope of recommendations and appropriate disclaimers must be reviewed by legal counsel.
- **Privacy & Data Security:** The MVP deals with sensitive personal data (goals, schedules, priorities). We must ensure compliance with LGPD/GDPR from day one, including data minimisation and clear privacy policies.
- **Scaling the IA Service:** As usage grows, ensuring that the AI consultor remains responsive may require caching, prompt optimisation and monitoring of API costs.

## Q&A

Asked by	Question	Answer
Stakeholder	Can users track expenses or workout sessions in the MVP?	Not in the MVP. Financial and fitness tracking modules are out of scope; however, they will be considered for later releases and will feed context into the consultor.
Legal	What if a user makes a life decision based on the consultor's advice and it turns out poorly?	The app positions itself as a decision-support tool, not a certified advisor. Users maintain responsibility for decisions. Clear terms of service and in-app messaging will specify that suggestions are for educational purposes only.
Engineering	Why build the MVP on Next.js instead of immediately separating API and frontend?	Speed. Next.js with route handlers allows rapid iteration in a single codebase. The architecture will be modular enough to extract the API later without rewrites.
User	Can I work on multiple primary goals simultaneously?	Yes, you can define multiple objectives, but the system will surface conflicts when your capacity is insufficient to treat them all as primary. You'll be asked to decide which to focus on.
Product	How will we monetise the app?	The MVP will launch as a free or low-cost pilot to validate usage. Monetisation strategies (subscription tiers, premium features) will be explored based on user feedback and adoption patterns.

## Feature Timeline and Phasing

Feature	Status	Dates (Est.)
Onboarding & Routine Setup	In Development	Jan 15 – Feb 5, 2026
Objective Definition & Prioritisation	Backlog	Feb 1 – Feb 20, 2026
Viability Assessment & Conflict Detection	Backlog	Feb 15 – Mar 15, 2026
Strategy Selection	Backlog	Mar 1 – Mar 20, 2026
SMART Task Generation	Backlog	Mar 15 – Apr 5, 2026

Feature	Status	Dates (Est.)
Eisenhower Prioritisation	Backlog	Apr 1 – Apr 20 , 2026
Weekly Planning & Feedback Loop	Backlog	Apr 15 – May 5 , 2026
Conflict Resolution Dialogue	Backlog	May 1 – May 20 , 2026

*Note:* Dates are illustrative and subject to adjustment based on resource availability and user feedback collected during development.

## PRD Checklist

PRD Checklist	Description	Status
1.	<b>Title</b>	Complete
2.	<b>Author</b>	Complete
3.	<b>Decision Log</b>	In Progress (to be maintained during development)
4.	<b>Change History</b>	In Progress (track iterations)
5.	<b>Overview</b>	Complete
6.	<b>Success Overview</b>	Complete
7.	<b>Messaging</b>	Complete (see GTM Approach)
8.	<b>Timeline/Release Planning</b>	In Progress
9.	<b>Personas</b>	Complete
10.	<b>User Scenarios</b>	Complete
11.	<b>User Stories/Features/ Requirements</b>	Complete
12.	<b>Features In</b>	Complete
13.	<b>Features Out</b>	Complete
14.	<b>Design</b>	In Progress (to be linked to Figma as available)
15.	<b>Open Issues</b>	In Progress
16.	<b>Q&amp;A</b>	Complete
17.	<b>Other Considerations</b>	Complete



## Change History

Date	Description of Change	Author
Dec 30 , 2025	Created initial PRD for Life Consultant MVP based on template and project discussions.	Leandro