### Minna AI PRD

[Minna みんな means “everyone” in Japanese. This agent brings everyone’s comments and perspectives together to you.]

### What

An AI-driven tool (or agent) that extracts actionable, contextualized insights from your social media engagement in the way that a social media strategist and user researcher would. By leveraging AI to analyze comments, feedback, and engagement data, this tool will surface quantifiable trends and recommendations - transforming manual review into an automated, insight-driven workflow.

### Why

Creators, small business owners, and entrepreneurs often rely on comments and feedback on social media posts to determine their next iteration of their business idea, product, or content. This is an incredibly manual and time-consuming process that doesn’t need to be this laborious.

We can build this AI-powered insights tool to help creators get quantifiable and contextualized insights on their audience to help them get to the next project iteration faster.

Target Users

* Individual creators on social media platforms
* Small business owners
* Entrepreneurs launching new ideas or products
* Community managers and marketers

Use Cases

* Content Ideation for Course: A social media creator wants to launch an online course but isn’t sure what niche or topic will resonate. They use the tool to analyze recent post engagement, surfacing the top questions, suggestions, and areas of interest expressed by their audience.
* Product Feedback: A CPG entrepreneur receives hundreds of comments on a new product launch video. The tool parses and contextualizes feedback, stack-ranking themes and pain points to guide next steps in product or messaging strategy
* Audience Segmentation: A business owner wants to understand the types of people most engaged with their content. The tool analyzes commenters' bios and public data, providing demographic and psychographic insights.

### How

V1 (Instagram Only)

As a creator, I can:

1. Paste my post links or select a date range to scrape posts (captions, comments, likes, shares, view count, and public metadata from engaged users)
2. Get an AI-powered summary and analysis of audience engagement and insights for objectives or questions
3. Be able to prompt and ask the AI deeper questions about the audience engagement

The AI results should be able to give:

1. **Visualized Insights**: chart that visually summarizes the top topics, requests, questions
2. **Audience Insights**: deeper breakdowns of users given their bios, locations, professions, and psychographics
3. **Contextual Guidance**: recommendations based on who in the audience is making the requests.
4. **Goal-oriented Suggestions**: strategic recommendations based on creator’s goals (ie. What content would you recommend to focus on if the goal is to optimize for views vs. shares?)

In future versions:

* Should be able to use TikTok, LinkedIn, and YouTube

### Success

We are successful if this tool:

1. Saves creators time in analyzing their audience’s engagement
2. Gets creators to actually execute on the recommendations since they’re so helpful

### Product Differentiation

Why is this better than the status quo or the tools that exist today?

* **Like a real strategist**: Goes beyond word clouds and CSV exports. It quantifies findings and gives actionable recommendations
* **Audience context**: Doesn’t just tell you what, but also who and why in user feedback
* **Promptability**: Interactive agent that can do follow-up analysis and reconstruct recommendations based on refining the goal

### Considerations

* Would need API access for Instagram (note: LinkedIn does not currently have a public API)

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