Product Requirements Document (PRD)

AI-Powered Journaling & Self-Improvement App (MVP)

1. Project Overview

The goal of this project is to develop a minimalist journaling app and website
that leverages AI to help users reflect, identify growth opportunities, and achieve self-improvement.

One of the main objectives of the product is to be simple and easy to use. If the experience is
too complicated, users may abandon the app after the first day. By keeping the interface clean and
the journaling flow intuitive, the app lowers friction and helps users develop a sustainable
journaling habit.

The product's ultimate success depends on users forming the habit of daily journaling. The design,
features, and AI integration are all optimized toward consistency and ease of use.

Over time, the AI will identify key themes in users' journals, highlight recurring patterns, and
provide personalized progress summaries that encourage self-awareness and emotional growth.

2. Level

Easy to Medium

3. Type of Project

AI Development, Journaling, Wellness, Self-Improvement

4. Skills Required

- Frontend Development: React/Next.js (web), Flutter/React Native (mobile)
- Backend Development: Node.js, Python, or Django REST framework
- Database: PostgreSQL, Firebase, or MongoDB for storing journals and AI insights
- AI Integration: Google Gemini API
- UX/UI Design: Minimalist, distraction-free design optimized for mobile and web

5. Target Users & Personas

Persona 1: The Breakup Healer
- Age: 22–35
- Goal: Processing emotions and moving forward.
- Pain Point: Stuck in negative thought cycles.
- Use Case: Journals daily, relies on AI to reframe emotions and suggest healing actions.

Persona 2: The Self-Improvement Seeker
- Age: 25–40
- Goal: Building habits (fitness, mindfulness, productivity).
- Pain Point: Struggles with consistency and motivation.
- Use Case: Sets goals, journals progress, uses AI summaries to stay on track.

Persona 3: The Reflective Professional
- Age: 30–50
- Goal: Develop emotional intelligence and leadership.
- Pain Point: Limited time for reflection.

- Use Case: Quick daily entries, benefits from AI weekly summaries for insights.

6. Key Features & Milestones

Milestone 1: Journaling Core (MVP Launch)
- Daily journal entries with auto date/time.
- Clean two-column layout: Left: User's journal entry; Right: AI reflection/insight.
- AI response format: Reflection, Insight/Reframe, Action suggestion.
- Scrollable journal history with AI responses. Filters by date or keyword.

Milestone 2: Goal Setting & Tracking
- Users create personal goals (short or long-term).
- AI helps reframe vague goals into achievable steps.
- Progress updates with manual check-ins.
- Weekly AI nudges connecting journal content to goal progress.

Milestone 3: AI Memory & Pattern Recognition
- AI stores recurring themes from journal entries (not raw text).
- Detects patterns (mood cycles, recurring challenges).
- Monthly AI "Progress Reports" highlighting growth, setbacks, and opportunities.

7. User Flow

1. Open App/Website → Land on today's journal page.
2. Write Entry → User writes freely in textbox (date/time auto-stamped).
3. AI Reflection → Immediate response displayed in right-hand panel.
4. Set or Review Goals → Optional step for tracking progress.
5. Browse Past Entries → Scroll or search by date/keyword.
6. Weekly/Monthly Summaries → AI highlights trends, cycles, and progress.

8. AI Response Logic

- When: Generated immediately after each entry.
- What: Short, supportive message (2–3 sentences).
- How: Tone is empathetic, reflective, and non-judgmental.
- Memory: Stores recurring themes and patterns while protecting privacy (does not retain full text).

9. Success Metrics

- Engagement: Average number of journal entries per user per week.
- Consistency: % of users journaling at least 3x per week.
- Ease of Use: % of users who report that the app is simple and intuitive.
- Habit Formation: % of users journaling daily for 7 days straight within the first month.
- AI Value: % of users rating AI responses as helpful/insightful.
- Goal Progress: % of goals tracked to completion.
- Retention: 30-day user retention rate.

10. Client Information

This application is intended for individuals seeking emotional growth, self-awareness,
and resilience. The product especially supports users navigating life transitions (e.g., breakups,
career shifts) by combining simple journaling with AI-powered insights.