**Product Specification Document: AI-Driven Avatar for Influencers**

**1. Overview**  
The AI-Driven Avatar is a text-based assistant that enables influencers to scale interactions with fans by automating message responses across social media platforms. The avatar is trained on the influencer’s content and tone to ensure responses reflect their personality. The MVP aims to prove the concept with core functionality, a simple UI, and essential safety controls.

**2. Objectives**

* Increase influencer engagement by automating DMs and comments.
* Preserve authenticity by mimicking influencer tone and language.
* Reduce time spent managing messages.
* Provide safe, privacy-compliant AI interaction.

**3. Target Users**

* Social media influencers with large or growing audiences.
* Managers and digital teams representing influencers.
* Early adopters of creator tools in the 10k–1M+ follower range.

**4. Core Features (MVP)**

* **Message Response Automation**: Trained on influencer’s public data to reply to fans.
* **Tone Personalization**: Mimics language, tone, and brand voice.
* **Multi-Platform Integration**: Connects to Instagram and YouTube.
* **Data Training Pipeline**: Scrapes and ingests public posts and comments.
* **Toggle Control**: Influencer can switch avatar on/off or handle selected messages manually.
* **Analytics Dashboard**: Shows message volume, engagement, and satisfaction rating.
* **Moderation Controls (Basic)**: Default filters for inappropriate language, with optional custom keywords.
* **Sensitive Topic Safeguards**: Routes flagged content (e.g., mentions of suicide) to a human handler.

**5. Subscription & Monetization**

* Tiered subscription plans (Bronze, Silver, Gold) with increasing message volume and features.
* Stripe integration for payment management.

**6. Technical Requirements**

* Hosted on Replit or similar for MVP.
* Backend: Node.js or Python with API integrations (Meta API, YouTube Data API).
* LLM: OpenAI or open-source model (e.g., Mistral) via fine-tuning or prompt engineering.
* Frontend: No-code builder (e.g., Bubble) or lightweight React interface.

**7. UX & UI Requirements**

* Simple dashboard with onboarding walkthrough.
* Tabs for Message Review, Settings, Analytics.
* Message preview with manual override option.

**8. Data Privacy & Safety**

* Follows platform data access policies.
* Message logs stored securely with user controls.
* Option to delete training data or halt learning.

**9. Future Features**

* Payment through avatar (merch, booking links).
* Calendar integration for automated scheduling.
* Fan feedback mechanism on message quality.
* Multi-language support.
* Advanced moderation with custom behavior rules.

**10. Success Metrics**

* User retention over 4 weeks.
* Volume of messages handled by avatar.
* Engagement rate increase vs baseline.
* Positive sentiment in feedback and flagged escalation accuracy.

**11. Rollout Plan**

* Private beta with 5–10 influencers.
* Collect feedback and usage data.
* Iteratively improve safety, UX, and language.
* Expand to broader creator cohort post-beta.

**End of Specification**