

# PRD

## ClipVault – Product Requirements Document (PRD)

### 1. App Overview & Objectives

ClipVault is a cross-platform (iOS, Android, Web) personal “memory bank” for bite-sized media. It ingests short-form videos, Reddit saves, LinkedIn posts, screenshots, and generic URLs, then applies a multimodal AI pipeline to transcribe, OCR, summarise, and auto-tag each item. Users quickly resurface and act on their saved content via tag-first navigation, natural-language search, and contextual quick actions (e.g., book on Zomato).

**MVP North-star Goal:** Enable power-scrollers to reliably *find* and *use* any clip they saved in <30 seconds.

### 2. Target Audience & Key Personas

Persona	Demographic	Save Habit	Core Pain	ClipVault "Aha!"
<b>Riya – Foodie Explorer (25 F, Bengaluru)</b>	Saves 30+ café/restaurant Reels weekly	IG bookmarks are a black hole; struggles to recall dishes & locations	Type “tiramisu” → sees saved reel + map; taps Zomato to book	
<b>Arjun – AI Engineer (27 M, Mumbai)</b>	Reddit threads + tool-demo Reels	Loses track of which tool solves which problem	Search “vector DB” → all tagged clips; copies link to project doc	
<b>Neha – Busy Mom (40 F, Pune)</b>	Meal-prep reels & screenshots	At dinner time can’t recall healthy recipe	Opens “Quick Dinners” collection → grocery list →	

Persona	Demographic	Save Habit	Core Pain	ClipVault "Aha!"
			orders ingredients	

Early adopters are Gen-Z & Millennial power-scrollers and knowledge workers who treat short-form content as learning, lifestyle, and career fuel.

### 3. Core Features & Functionality (MVP)

#### 1. Ingestion & Capture

- Mobile share-sheet "Send to ClipVault" (Reels/Shorts/URLs)
- Nightly Reddit "Saved" sync via OAuth
- (Next wave) Screenshot monitor & browser extension

#### 2. AI Processing Pipeline

- **Transcription & OCR** – speech-to-text + image text extraction
- **Auto-tagging / Topic detection** – lightweight classifier → tag set
- **One-sentence summary** for skim feed
- **Smart Collections** – dynamic groups by tag/topic/time
- **Contextual Quick Actions** – e.g., Zomato/Swiggy deep-link, copy tool URL

#### 3. User Experience

- **Tag-first Dashboard (Home)** – grid/list of collections with badge counts
- Clip detail view: media thumbnail, summary, tags, actions
- Global search bar (text or voice)
- Daily/Weekly email/push digest of new saves & highlights

#### 4. Account & Security

- Sign-in: Apple, Google OAuth, or phone OTP
- Standard cloud encryption at rest & TLS in transit
- Settings: delete clip, export vault (JSON/ZIP), location permission toggle

## 4. User Interface & Flow Highlights

1. **First-launch** → OAuth/OTP → permission screens (share-sheet tutorial, Reddit connect).
2. **Home (Tag Dashboard)** → tap a tag → **Collection View** (chips: All/Recent/Popular) → tap item → **Clip Detail**.
3. **Share-sheet save**: user taps share → ClipVault → toast: "Saved! View now?"
4. **Digest Email**: "This week you saved 14 AI tools – top picks inside." → deep-links to app.

(See wireframe appendix – to be produced in design phase.)

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## 5. Technical Architecture (MVP)

- **Cross-platform stack**: React Native (Expo) → shared codebase → deploy to Web (PWA).
- **Backend**: Node.js API + PostgreSQL; AWS S3 for media; workers queue to AI services.
- **AI Pipeline**:
  - Lightweight ASR (e.g., Whisper small) + Tesseract OCR
  - Tagging & summaries via OpenAI/Gemini; roadmap to fine-tuned local models
- **Capture Services**:
  - Instagram/TikTok/YouTube via share-sheet URL payload + server fetch
  - Reddit API nightly cron (rate-limit aware)

## 6. Security & Privacy Considerations

- Standard encryption (AES-256 at rest).
- No full video/audio stored—only parsed text, metadata, thumbnail.
- Clear privacy policy; roadmap to hybrid/E2EE tiers.

- GDPR export/delete endpoints ready from day-one.

## 7. Engagement & Growth

- **Daily/Weekly Digest** (opt-in, default weekly).
- App-store "shared from ClipVault" watermark for referral.
- Early-access waitlist & in-app referral unlocks (e.g., screenshot ingestion beta).

### Success Metrics (first 90 days)

- **Activation:**  $\geq 40\%$  of new sign-ups save  $\geq 3$  items and open 1 collection Day 1
- **Retention:**  $\geq 25\%$  Day-30 WAU/MAU
- **Recall success:** median "search  $\rightarrow$  item open"  $< 30$  s on  $80\%$  of attempts

Monetisation: monitor DAU & heavy-save cohorts  $\rightarrow$  later add Freemium (100 clips/mo) + affiliate deep links.

## 8. Challenges & Mitigations

Risk	Impact	Mitigation
Platform share payload limits	Clips fail to import	Fallback to clipboard capture; monitor errors per platform
Reddit API pricing changes	Higher ops cost	Cache saves diff; explore paid tier offset by subscription
AI compute cost	Burn rate spikes with growth	Tiered summarisation (batch low-priority jobs); migrate to fine-tuned smaller models
Copyright/TOS	Legal takedowns	Store only text & thumbnail; provide delete/export; comply with DMCA
Privacy concerns	Trust barrier	Roadmap to hybrid/E2EE; transparent onboarding copy

## 9. Future Expansion

- **Screenshot auto-ingestion** (Android foreground service; iOS ScreenShotKit).

- **Chat assistant** ("What can I cook for dinner tonight from my saves?").
  - **Browser extension** for one-click web clipping.
  - **Enterprise / team knowledge vault** (shared collections, SSO).
  - **Revenue:** Freemium tier, affiliate revenue (Zomato, Amazon), premium AI credits.
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## 10. Timeline (prov.)

Phase	Duration	Milestone
<b>Spec &amp; design</b>	3 wks	Final PRD sign-off, wireframes, brand kit
<b>MVP build</b>	12 wks	Beta on TestFlight & Play Store (invite-only)
<b>Private Beta</b>	4 wks	≥500 users, KPI validation, backlog triage
<b>Public Launch</b>	4 wks	App Store & Play listing live, PWA web open

*Total:* ~23 weeks to public MVP.

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| Status: Draft v0.1 – awaiting founder review