**PRD: Screenlist**

**1. Product overview**

This project is like “Goodreads” but for television. Users will be able to log in to their account and select streaming platforms they are subscribed to, add in their genre preferences, and input their watch history to then provide recommendations of what other shows the user can watch. It will also give personality insights to the user based on the shows watched.

**1.1 Document title and version**

* Bullet list with title and version number as different items. Use same title as {project\_title}. Example:
* PRD: {project\_title}
* Version: {version\_number}

**1.2 Product summary**

This product aims to serve as a "Goodreads for television," providing a personalized experience for users who want to better track, discover, and reflect on their TV watching habits. By integrating with major streaming platforms, the application will allow users to input watch history, select their preferred genres, and receive curated recommendations.

In addition to recommendations, the platform will analyze users' viewing patterns and provide personality insights based on the types of shows they watch. The goal is to enhance user discovery and engagement while offering a novel, introspective angle on entertainment consumption.

**2. Goals**

**2.1 Business goals**

* Increase user retention through personalized recommendations.
* Create partnership opportunities with streaming services.
* Collect data for future monetization strategies (e.g., ads, premium features).

**2.2 User goals**

* Discover new TV shows based on personal interests.
* Keep track of watched and to-watch lists.
* Understand viewing habits through insights.

**2.3 Non-goals**

* Offering video streaming services.
* Hosting user-generated video content.
* Providing reviews or critic scores.

**3.1**  **User personas 3.1 Key user types**

* Binge watchers
* Casual viewers
* Data enthusiasts

**3.2** Basic persona details Binge watchers: Users who frequently watch multiple episodes or seasons at once and are always looking for what to watch next. Casual viewers: Users who occasionally watch TV and want low-effort recommendations. Data enthusiasts: Users interested in behavioral insights and media consumption analysis.

**3.3 Role-based access**

* Admin: Can manage user data, update show database, and handle platform configurations.
* Registered User: Can input preferences, receive recommendations, and view insights.
* Guest: Can explore limited features like general recommendations and view popular shows.

Functional requirements Select streaming services (Priority: High)

* Allow users to pick which streaming services they use.

Genre preferences (Priority: High)

* Let users select genres they like.

Watch history input (Priority: High)

* Users can manually input watched shows or import from streaming history.

Personalized recommendations (Priority: High)

* Suggest shows based on viewing history and preferences.

Personality insights (Priority: Medium)

* Offer psychological or behavioral insights based on watched shows.

Social sharing (Priority: Low)

* Share insights and recommendations with friends.

**5. User experience**

**5.1 Entry points & first-time user flow**

* Landing page with option to sign up or explore.
* Onboarding questionnaire for streaming services and genres.
* Optional watch history import.

**5.2 Core experience Home dashboard:**

Displays recommendations and insights. The interface is clean, loads quickly, and emphasizes user personalization.

Explore shows: Allows browsing of curated lists and new releases. Interactive filters and tags for smooth discovery experience.

View insights: Offers summaries and graphics of viewing behavior. Data visualizations help users understand trends.

**5.3 Advanced features & edge cases**

* Sync with streaming platform APIs.
* Detect genre overfitting (too many similar recs).
* Suggestions for when user has very limited watch history.

**5.4 UI/UX highlights**

* Clean, minimal interface
* Personalized homepage
* Visual analytics for insights
* Responsive mobile design

**6.** Narrative Jordan is a streaming enthusiast who enjoys discovering new shows but often struggles with choice overload. After signing up for the platform, Jordan selects Netflix and Hulu, picks their favorite genres (drama and sci-fi), and inputs their watch history. The platform generates a list of recommendations and a personality insight that reveals a preference for story-driven, complex narratives. Jordan is impressed and continues using the platform to track watching and discover new content.

**7. Success metrics**

**7.1 User-centric metrics**

* Time spent on platform
* Number of shows tracked
* Recommendation click-through rate

**7.2 Business metrics**

* Monthly active users
* User retention rate
* Streaming partnership deals

**7.3 Technical metrics**

* API call success rate
* App load time
* Data accuracy in recommendations

Technical considerations

8.1 Integration points

* APIs from Netflix, Hulu, etc. (if available)
* Google/Facebook for login

**8.2 Data storage & privacy**

* Store user preferences and watch history securely
* Offer data download/delete features per GDPR compliance

**8.3 Scalability & performance**

* Optimize recommendation engine for scale
* Ensure low latency across user sessions

**8.4 Potential challenges**

* Limited access to streaming APIs
* Ensuring accurate personality insights
* User data privacy management

**9. Milestones & sequencing**

**9.1 Project estimate Short: 5 days**

**9.2 Team size & composition Medium Team: 5 total people**

9.3 Suggested phases Phase 1: Core functionality development and onboarding flow (2 weeks) Key deliverables: Signup/login, streaming selection, genre preferences, basic recommendations.

Phase 2: Insights engine and social features (2 weeks) Key deliverables: Watch history tracking, personality insights, share features.

**10.** User stories 10.1. Select streaming services ID: US-001 Description: As a user, I want to choose which streaming platforms I use so the recommendations are relevant. Acceptance criteria:

* User can select from a list of major streaming services.
* Selection is saved to the user profile.

**10.2.** Get personalized recommendations ID: US-002 Description: As a user, I want to receive show suggestions based on my preferences and watch history. Acceptance criteria:

* Recommendations are displayed on the dashboard.
* Suggestions update based on user activity.

**10.3.** View personality insights ID: US-003 Description: As a user, I want to see insights about my personality based on the shows I watch. Acceptance criteria:

* Insights are shown as visuals or written summaries.
* Insights update periodically with new watch data.

**10.4.** Track watched shows ID: US-004 Description: As a user, I want to keep a list of shows I've already seen. Acceptance criteria:

* User can add and remove shows from a watch history.
* Watch history affects recommendations.

**10.5.** Share recommendations ID: US-005 Description: As a user, I want to share recommendations with my friends. Acceptance criteria:

* User can generate a link or post recommendations to social media.
* Shared links show a preview of the recommended content.