

# **MRD for Kids Book Recommendation System(Kittylit)**

## **CONTENTS**

Executive Summary	2
Market Landscape	2
User Needs	2
Business Opportunity	3
Market Requirements	3
Success Metrics	3
Risks & Mitigation	3
Strategic Fit	4
Roadmap Alignment	4

## EXECUTIVE SUMMARY

KittyLit is an AI-powered children’s book recommendation and parenting support system. The market needs stems from parents struggling to find age-appropriate, culturally relevant, and safe content for their children. Existing solutions (Amazon Kids, Goodreads, etc.) lack personalization, explainability, and governance. KittyLit differentiates itself by embedding **Responsible AI principles** (fairness, bias checks, privacy, and explainability) into its core.

## MARKET LANDSCAPE

- **Target Users:** Parents of children aged 3–12.
- **Market Size:** India’s children’s book market is estimated at \$1B+ and growing. Global EdTech and parenting app sectors are expanding rapidly.
- **Trends:**
  - Growing demand for AI-powered parenting and learning tools.
  - Rising awareness of data privacy and ethical AI.
  - Increased adoption of mobile-first solutions in India.
- **Competitors:**
  - **Amazon Kindle Kids** → Rich library, but personalization is limited and explainability is weak.
  - **Byju’s & Epic** → Strong educational content, but less focus on safe governance.
  - **Goodreads** → Social reviews platform, not tailored to kids.

## USER NEEDS

- Parents need **trusted recommendations** without exposing children to unsafe or irrelevant content.
- Parents need **explainability**: “Why was this book suggested?”
- Parents want **privacy-first solutions**, especially when sharing children’s age and preferences.
- Parents need **affordable and accessible tools** that fit family budgets.

## BUSINESS OPPORTUNITY

- Position KittyLit as a **Responsible AI Parenting Companion**.
- Differentiate from competitors through **governance, transparency, and explainability**.
- Build trust and long-term engagement with parents by embedding safety as a core product value.

## MARKET REQUIREMENTS

1. **Content Relevance:** Recommendations must be age-appropriate, culturally sensitive, and bias-free.
2. **Personalization:** Suggestions tailored to child's age, interests, and learning stage.
3. **Explainability:** Provide parents with clear reasons for each recommendation.
4. **Data Privacy:** Comply with GDPR, India's DPDP Act, and COPPA guidelines.
5. **Engagement:** Include chatbot support for parenting Q&A to increase stickiness. And to take Feedbacks from the parents perspective.

## SUCCESS METRICS

- **User Adoption:** Number of signups and daily active users.
- **Engagement:** Average session length and repeat usage.
- **Trust & Safety:** % parents reporting recommendations as safe and relevant.
- **Retention:**  $\geq 60\%$  retention rate after 3 months.
- **Governance Impact:** Bias incidents  $< 2\%$  across recommendation tests.

## RISKS & MITIGATION

- **Risk:** Dataset bias → **Mitigation:** Regular audits and balanced dataset curation.
- **Risk:** Privacy concerns → **Mitigation:** Strict PII filtering and anonymization.
- **Risk:** Competition from bigger platforms → **Mitigation:** Position KittyLit as **Responsible AI-first**.

## STRATEGIC FIT

KittyLit fits into the growing space of **AI + EdTech + Parenting solutions**. By combining governance with personalization, it can capture trust-driven segments of parents who prioritize safety and quality over volume of content.

## ROADMAP ALIGNMENT

- **MVP:** Dropdown-based recommender + Help Bot.
- **Phase 2:** Memory-enhanced Help Bot + explainability features.
- **Phase 3:** Multilingual expansion + dashboards for parents.
- **Phase 4:** Global rollout with governance certifications.

This MRD highlights the *why* and *what* behind KittyLit, complementing the PRD's focus on *how* it will be built.