

# Product Requirements Document (PRD)

## ReelRocket: The AI Reel Co-Pilot for Creators and Solopreneurs

### 1. Executive Summary

**Problem:** Small content creators and solopreneurs struggle to consistently produce high-quality, trend-aligned Instagram Reels that drive organic growth due to a lack of time, video editing skills, and immediate awareness of fast-moving platform trends.

**Solution:** ReelRocket is an AI co-pilot that dramatically lowers the barrier to entry for short-form video. It generates trend-aligned scripts in multiple languages, suggests relevant audio/templates, and automatically edits user content, enabling creators to publish professional Reels in minutes.

**Impact:** Increase the number of users publishing Reels weekly from an industry baseline of to a product target of , leading to an uplift in organic reach and engagement for active users within the first three months.

**Investment:** High-level resource requirement for an -week MVP build focusing on core AI generation and auto-editing capabilities.

### 2. Problem Statement

#### Current State Analysis

Instagram Reels are the most powerful organic growth channel available today (Reels get **2x more reach** than standard posts). However, most creators and solopreneurs in India are under-leveraging this channel because the process is too manual and knowledge-intensive.

#### Key Pain Points

- Lack of Time & Skill:** Creators are busy running their business or working their jobs. They lack the dedicated time or editing skill to script, shoot, edit, and publish quality Reels regularly.
- Trend Overload:** Keeping up with the constant cycle of new songs, templates, transitions, and challenges is a full-time job. Missing a trend means missing out on massive visibility.
- Inconsistency & Credibility Risk:** Creators often rely on trial-and-error, or hire unreliable, young freelancers, leading to inconsistent branding, slow turnaround times, and a loss of professional trust with their audience.

#### Root Cause Analysis

The core problem is that existing video tools (like InShot or VN Editor) are purely *manual editing tools*. They don't solve the **creative bottleneck** (what to make) or the **knowledge bottleneck** (how to make it trend). This forces creators to spend hours on trend research and manual editing, a task often abandoned due to frustration.

#### Cost of Inaction

If this problem is left unsolved, our target audience will continue to miss out on organic reach. Competitors who provide simplified creation pipelines will capture the market, leaving solopreneurs perpetually struggling for visibility in a crowded digital space.

### 3. Target Audience & User Personas

#### Primary Users

- Segment:** Micro-Creators, Freelancers, and Solopreneurs running small businesses.
- Characteristics:** Tech-comfortable, highly motivated, time-poor, rely heavily on organic social media for sales/leads.

#### User Personas

Persona	Swayam	Yash	Himanshu
Age/Role	21, Software Engineer Intern/Coding Page Creator	22, Freelancer/Face Care Page Owner	24, Vlogging Influencer (YouTube/Insta)
Goal	Build a credible, educational	Attract high-paying freelance	Rapidly re-purpose long-form

	brand in coding; drive traffic to his blog/GitHub.	clients for face care/grooming advice; sell his own guides.	YouTube vlogs into punchy, daily Reels for maximum reach.
<b>Key Pain Point</b>	<b>Scripting Fatigue:</b> Struggles to distill complex coding concepts into a fast, -second Reel. Worry trends look "cringe" for a professional page, risking credibility.	<b>Inconsistent Output:</b> Spends hours manually editing after client work, leading to missed posting days. Unsure if the audio he picked is actually trending <i>right now</i> .	<b>Manual Repurposing:</b> Editing a -minute vlog down to six -second clips is too slow. Needs to localize quickly with regional language voiceovers/captions.
<b>How ReelRocket Fixes It</b>	<b>AI Script Generation:</b> Generates concise, engaging scripts optimized for "Edu-tainment." <b>Trust:</b> Suggests <b>professionally vetted templates</b> that maintain a high-quality aesthetic.	<b>Auto-Editing &amp; Scheduling:</b> Upload product photos, and the AI automatically syncs them to a suggested trending audio track, minimizing manual effort. <b>Trust:</b> Reliable scheduling ensures <b>consistency</b> , which builds audience trust.	<b>Voiceover &amp; Localization:</b> Provides immediate <b>regional language script generation and voiceover suggestions</b> for quick, accessible content repurposing. <b>Trust:</b> Accurate, automated captions minimize embarrassing errors.

## Interview Questions & Key Findings

- **Swayam (Coding Creator)**

- **Q1:** "When you try to explain a complex topic, how long does the scripting process take, and what is the hardest part?"

**Swayam's Answer:** "It can take hours just to write a script for 15 seconds. The hardest part is making Python code look 'cool' without sacrificing accuracy. I worry my coding audience will cringe if I use a silly dance trend."

- **Q2:** "Do you ever skip posting a Reel because of lack of time? What's the main reason?"

**Swayam's Answer:** "Yes, all the time. If I finish my internship work at 6 PM, I'm too exhausted to research trends and then spend an hour editing clips of my screen recordings. I just default to a text post instead."

- **Q3:** "How important is maintaining a 'professional' look on your page for your career goals?"

**Swayam's Answer:** "Extremely important. My goal is to get recognized for my skills. If my videos look cheap or inconsistently made, recruiters won't take my page seriously. Quality = Trust."

- **Yash (Face Care Freelancer)**

- **Q1:** "Tell us about the last time you felt frustrated trying to create a Reel for a new client's product."

**Yash's Answer:** "I was using 6 photos. I found a trending song, but manually tapping the play button to find the exact beat drop to switch photos felt like I was wasting my life. It took 45 minutes just to sync 6 cuts. It's inconsistent."

- **Q2:** "How much does consistency matter to your business? If you miss a day, what happens?"

**Yash's Answer:** "Consistency is everything for face care advice. If I miss a day, my clients (and potential clients) think I'm not serious or too busy to handle their advice. I lose credibility and, ultimately, business leads."

- **Q3:** "If an app could tell you the single best audio to use right now, what value would that give you?"

**Yash's Answer:** "Peace of mind. I spend hours scrolling just to check the 'little arrow' icon to see if a song is rising. If the app just gives me the top 3, it frees up my time to focus on giving good advice, not chasing sound bites."

- **Himanshu (Vlogging Influencer)**

- **Q1:** "When you finish a 10-minute YouTube vlog, what is the process for creating 4–5 Reels from it, and how fast can you do it?"

**Himanshu's Answer:** "It's the worst part of the job. I have to re-watch the whole vlog, find the 15-second high-energy clips, cut them, and then manually type out Hindi captions. It takes 3–4 hours for all 5 pieces of content. It's too slow to be daily."

- **Q2:** "You use regional languages—how accurate are current captioning tools for speed and tone?"

**Himanshu's Answer:** "The accuracy is terrible for spoken Hindi mixing with English. I have to spend 30 minutes fixing wrong words. A mistake can completely change the vibe, or worse, be offensive. I need perfect captions to build trust with my local audience."

- **Q3:** "If you could eliminate one step in your posting process, what would it be?"

**Himanshu's Answer:** "The mental burden of 'when to post.' My audience is global and regional. If I post at the wrong time, all that editing effort is wasted. I need a smart scheduler that knows my followers better than I do."

## 4. Goals and Success Metrics

### Primary Objective

To maximize user efficiency in Reel production and significantly increase the weekly volume of high-quality, trend-aligned Reels published by our target audience.

### Success Metrics

Level	Metric Name	Current Value (Assumption)	Target Value (3 Months)	Timeline
L0 (Primary KPI)	Weekly Active Reel Creators (WAU)			3 Months
L0 (Primary KPI)	Number of Reels Published via App	\$5,000/\$week	\$15,000/\$week	3 Months
L1 (Secondary KPI)	Average Time Saved Per Reel (from research to export)	N/A	minutes (avg)	3 Months
L1 (Secondary KPI)	% Reels Published with Suggested Audio/Template			3 Months
L2 (Engagement)	Video Completion Rate of Published Reels			3 Months
L2 (Quality)	Positive Feedback/Reviews	N/A	avg rating	3 Months

### Guardrail Metrics

- **User Churn Rate:** Should not exceed 10% per month (indicates the tool is too complex or low quality).
- **Customer Support Tickets:** Should remain below 5 tickets per WAU (tool must be intuitive).

## 5. Feature Requirements

### Feature 1: AI Script Generation & Trend Suggestion

**Objective:** Eliminate the creative bottleneck by instantly providing fresh, trend-aligned content ideas and scripts.

**User Story (Swayam):** "As a coding creator, I want the AI to generate a 10-second script that explains 'Polymorphism' and matches a subtle, trending audio, so I don't sound dull or spend hours writing."

Functional Requirements	Acceptance Criteria	Priority
FR 1.1: Generate scripts based on user input (topic, product, category).	Given a user inputs "Face Care Tips for Oily Skin," When they click "Generate Script," Then the app returns a 10-part script (Hook, Value, CTA) in the text box.	High

<b>FR 1.2:</b> Support regional languages (Hindi, Marathi, etc.) for script generation.	<b>Given</b> a user selects "Hindi" language, <b>When</b> they generate a script, <b>Then</b> the output is a grammatically correct, culturally relevant script in Hindi.	Medium
<b>FR 1.3:</b> Recommend trending audios/templates relevant to the user's selected category (e.g., "Coding," "Beauty," "Vlog").	<b>Given</b> a generated script, <b>When</b> the user views the "Template" tab, <b>Then</b> suggested audios (with a "Trending Score") and visual templates are displayed.	High

## Feature 2: Auto-Editing & Voiceover

**Objective:** Automate the most time-consuming part of Reel creation—manually synchronizing visuals to audio tracks.

**User Story (Yash):** "As a busy freelancer, I want to upload product photos and have the AI automatically sequence and time them to the suggested trending audio, so I can instantly export a professional Reel."

Functional Requirements	Acceptance Criteria	Priority
<b>FR 2.1:</b> Auto-sync uploaded video clips/images to the beat/pacing of the selected audio/template.	<b>Given</b> uploaded clips and a -second audio template, <b>When</b> the user clicks "Auto-Edit," <b>Then</b> the clips are trimmed and sequenced to fit the audio transitions precisely.	High
<b>FR 2.2:</b> Support automated, text-to-speech (TTS) voiceovers based on the generated script.	<b>Given</b> a script is finalized, <b>When</b> the user selects a voice and clicks "Add Voiceover," <b>Then</b> the voice track is generated and layered over the edited video.	High
<b>FR 2.3:</b> Automatically apply accurate closed captions/subtitles to the video based on the script or voiceover track.	<b>Given</b> a video with voiceover, <b>When</b> the user clicks "Generate Captions," <b>Then</b> large, easy-to-read captions appear perfectly synchronized with the audio.	High

## Feature 3: Schedule & Optimal Posting Insights

**Objective:** Help creators maximize visibility by publishing at the best time without constant manual effort.

**User Story (Himanshu):** "As a vlogging influencer, I want to schedule my newly edited Reel to post tomorrow at the time my audience is most active, so I don't have to set an alarm."

Functional Requirements	Acceptance Criteria	Priority
<b>FR 3.1:</b> Display an "Optimal Posting Time" based on connected Instagram Analytics (e.g., "Your audience is more active at 7:30 PM IST").	<b>Given</b> the user connects their Instagram account, <b>When</b> they open the publishing screen, <b>Then</b> a clear, data-driven time recommendation is shown.	High
<b>FR 3.2:</b> Enable in-app scheduling of the final Reel directly to the user's connected Instagram account.	<b>Given</b> a final video, <b>When</b> the user selects a date/time and clicks "Schedule," <b>Then</b> the Reel is automatically posted at that time.	High

## 6. User Experience

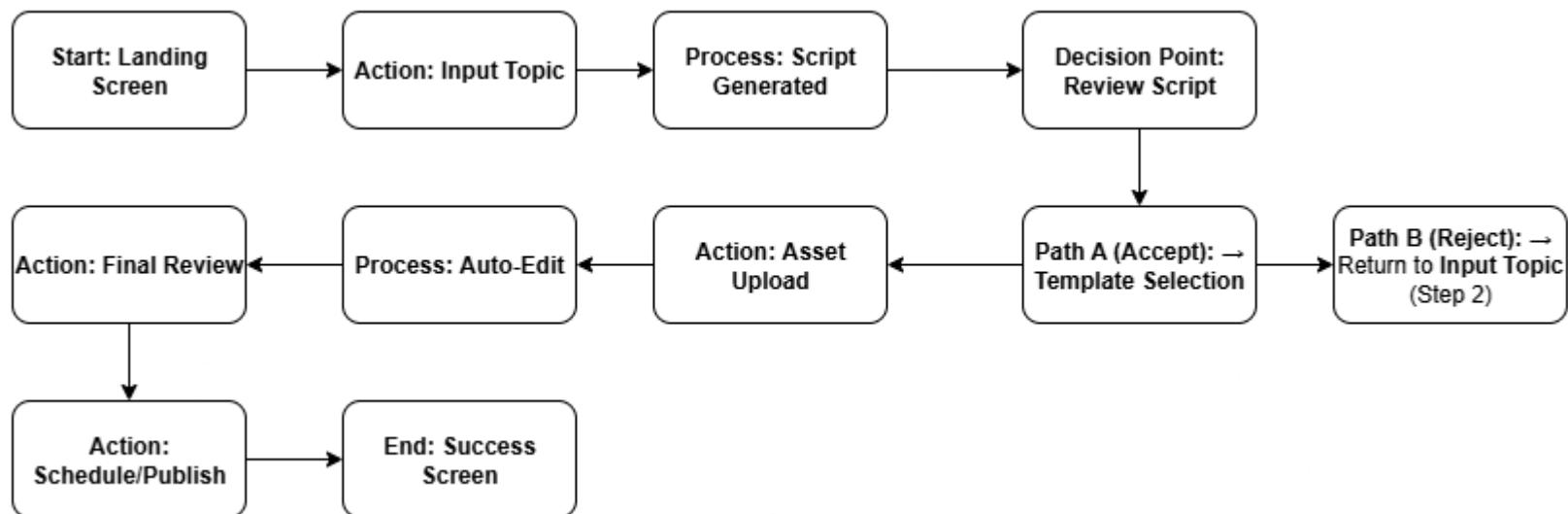
## User Journey Map: Creating a Reel

Step	Journey Stage	User Action	System Response	User Emotion
1	Idea Block	The user opens ReelRocket, feeling Anxious/Stressed.	AI prompts: "What are you promoting today?"	<i>Hopeful</i>
2	Scripting	User types "best way to manage oily skin" (Yash) or "Polymorphism Python" (Swayam).	AI instantly generates a draft script and suggests trending audio options.	<i>Relieved/Confident</i>
3	Asset Upload	Users upload raw clips/photos.	Auto-editing engine processes assets.	<i>Curious</i>
4	Editing	The user selects "Auto-Edit." Clips snap perfectly to the audio beat. User reviews captions.	The system displays perfectly synced video, with an accurate auto-caption track.	<i>Satisfied/Impressed</i>
5	Publishing	User clicks "Publish," sees optimal posting time is 7:30 PM.	The user schedules the post for 7:30 PM the next day.	<i>Proud/Free</i>

## 7. User Flow & Wireframes

This section guides the design and technical teams on the visual layout and step-by-step logic of the application.

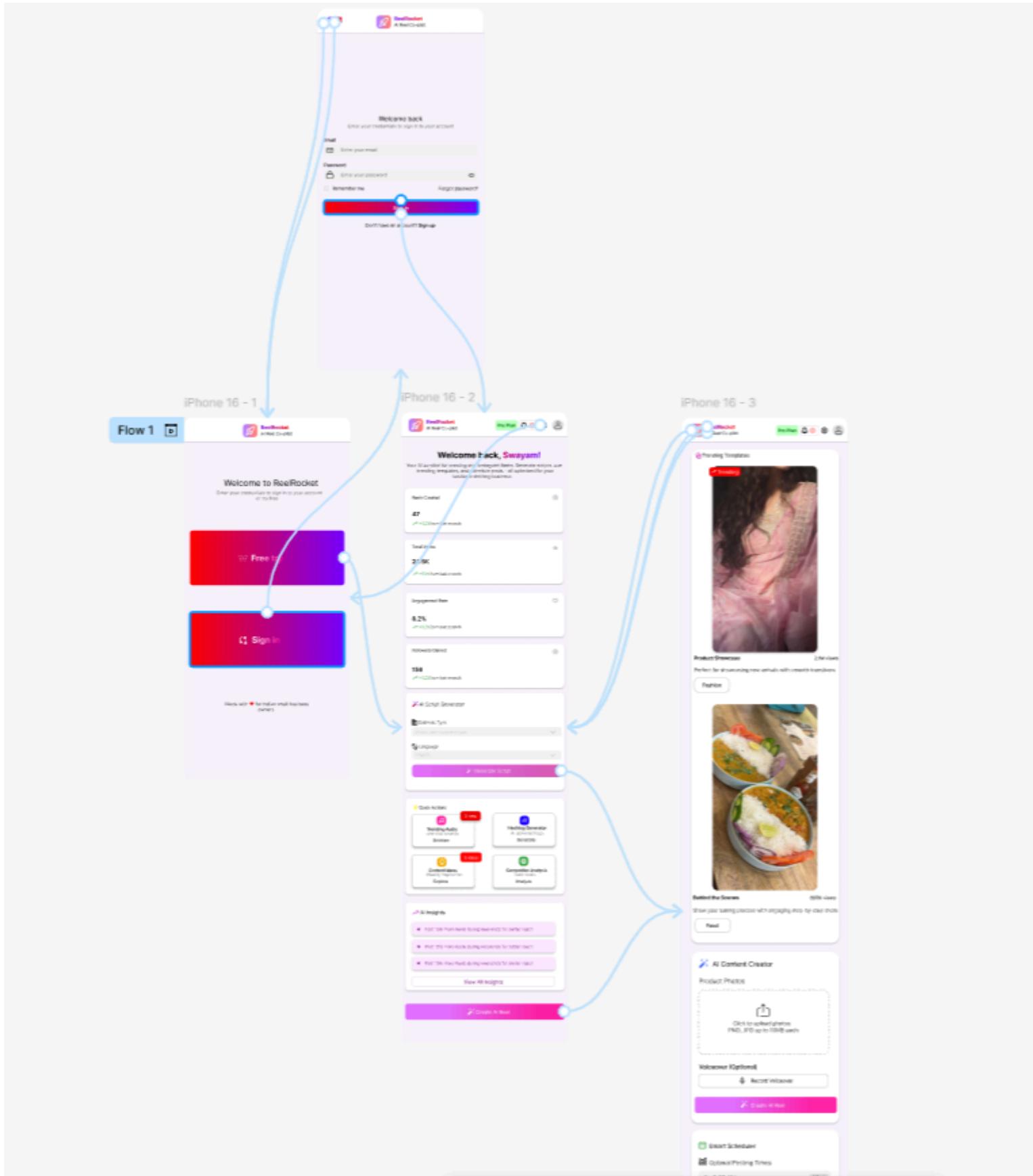
### 7.1. User Flow Diagram (UFD)



### 7.2. Wireframes

Wireframes should be designed for the core product flow focusing on mobile responsiveness and minimal input fields.

Here's the prototype [Link](#). *"It has some functional buttons, but if I work on it as Product Manager, I absolutely get it working right."*



## 8. PR-FAQ (Press Release and Frequently Asked Questions)

### Press Release: ReelRocket Launches AI Co-Pilot to Solve Creator Burnout

FOR IMMEDIATE RELEASE

**MUMBAI – October 5, 2025** – ReelRocket today announced the launch of its AI Reel Co-Pilot, a revolutionary app designed to eliminate content creation burnout for small businesses and micro-creators. Built for the Indian market, ReelRocket leverages advanced AI to generate trend-aligned scripts, auto-edit uploaded content to matching music, and offer hyper-localized support, including regional language capabilities.

"The organic reach available through Instagram Reels is a massive opportunity, but only if you can keep up with the trends," says **Swayam, the software engineer**, who struggled to find time to produce professional content. "We saw creators like **Yash** fighting inconsistency. ReelRocket democratizes high-quality video production. Our mission is to take the stress out of 'what to post' and 'how to edit,' allowing creators to focus purely on their expertise. This isn't just an editor; it's a creative partner that builds trust through consistency and quality."

## Frequently Asked Questions (FAQs)

**1. Why did we build this?** We built ReelRocket to solve the biggest pain points for small creators: lack of time and trend fatigue. Most existing tools are complex editors. We wanted to build a **Co-Pilot** that handles the research and synchronization automatically, turning a -hour task into a -minute task.

**2. How does it work?** You input your topic (e.g., "Product launch," "Vlog summary," "Coding tip"). Our AI instantly generates a trending script and suggests an audio track. You upload your raw photos/videos, and the AI automatically cuts, zooms, and syncs them to the music beat. You review, schedule, and publish.

**3. What's next?** Future iterations will include **A/B testing features** to let users automatically test different captions or different posting times for the same Reel, further optimizing their organic reach. We also plan to integrate with more social platforms like YouTube Shorts.

**4. How will success be measured?** Success is measured by the **Weekly Active Reel Creators (WAU)** and the total **Number of Reels Published via the App**. Secondary measures include the **Average Time Saved Per Reel** and the **Video Completion Rate**, ensuring we are creating quality content, not just quantity.

**5. Is it free or paid?** ReelRocket will launch with a Freemium model. The **Basic Plan** (Free) offers core script generation and watermarked auto-editing. The **Pro Plan** (Paid) offers unlimited, watermarkless exports, optimal posting time insights, in-app scheduling, and regional language voiceovers.

**6. How is it different from Canva or InShot?** Canva and InShot are *manual creation tools*. They require you to *know* the trend, *find* the audio, and *manually* drag and drop clips to match the beat. ReelRocket is an **AI-driven workflow tool**. It *tells* you the trend, *provides* the script, and *automates* the complex synchronization, making it a x faster solution.

## 9. Technical Requirements

### Architecture Overview

ReelRocket will rely on a microservices architecture:

- AI Service:** Handles script generation, language processing, and trend analysis (e.g., utilizing a Gemini API endpoint for core intelligence).
- Media Processing Service:** Handles video cutting, timing, synchronization, and TTS voiceovers.
- Scheduling/Publishing Service:** Securely manages Instagram API integration and scheduled posting queue.

### Frontend Requirements

- Performance:** The upload/editing preview must be fast, aiming for less than a -second response time after asset processing is complete.
- Design:** Mobile-first, intuitive UI that minimizes clicks.
- Compatibility:** Must be fully functional on iOS and Android devices.

### Backend Requirements

- API Requirements:** Secure integration with the Instagram Graph API for posting and analytics retrieval.
- Third-Party Dependencies:**
  - Gemini API:** For trend analysis, script generation, and regional language translation/voiceover cues.
  - Media Processing Library:** (e.g., FFMPEG) for video cutting and merging.
  - External TTS Service:** For generating high-quality voiceovers (if not handled by Gemini).

## 10. Analytics & Measurement

This section details the critical events to track and the funnel metrics that will be used to measure the success and optimize the product's performance.

### 10.1. AARRR Funnel Metrics

We will utilize the AARRR framework to measure the health of the creator lifecycle:

- Acquisition:** Tracking source of new sign-ups (e.g., Paid Ads, Organic Search, Referral).
- Activation:** The percentage of users who successfully complete their **first Reel publish**.
- Retention:** The percentage of users who return to publish **at least Reels within a -day period**.
- Referral:** Tracking the number of new users gained from existing users' social sharing.
- Revenue:** Tracking conversion from Free Pro Plan.

## 10.2. Key Events to Track

We will define key events across the user flow to diagnose drop-offs and feature engagement:

Event Name	Trigger Point	Map to AARRR	Properties to Track
app_opened	The user launches the app/session.	Acquisition	user_id, device_type
script_generated	The user clicks the "Generate Script" button.	Activation	input_topic, language_used
template_selected	The user chooses a suggested audio/template.	Activation	audio_id, trending_score
auto_edit_clicked	The user initiates the AI auto-editing process.	Activation	assets_uploaded_count, edit_time_seconds
reel_finalized	The user enters the final review/publishing screen.	Activation	video_length, caption_generated_flag
reel_scheduled	The user successfully schedules a Reel.	Retention	posting_time_optimal_flag, schedule_date
publish_success	Reel successfully posted to Instagram API.	Retention	post_id, plan_type (Free/Pro)
pro_plan_viewed	The user views the pricing page.	Revenue	feature_gated_asset (which feature led them there)

## 10.3. Post-Launch A/B Test Suggestion

**Objective:** Determine the most effective way to communicate the value of optimal posting time to drive scheduling usage (Feature 3).

- **Hypothesis:** Placing the Optimal Posting Time recommendation **before** the final review screen (closer to the editing step) will increase scheduling usage more than placing it only on the final publish button.
- **Test Group A (Control):** Optimal Posting Time is shown only as a final prompt on the "Publish" button screen.
- **Test Group B (Variant):** Optimal Posting Time is shown as a notification card immediately after the "Auto-Edit" is complete.
- **Success Metric:** Increase in the percentage of users scheduling their Reel (Event: reel\_scheduled).