**Creozel PRD**

# 1. Updated Detailed Features List

## Text Content Generation

- \*\*Blog Article Generator\*\*

- Long-form (1,000–3,000 words), SEO keyword integration, plagiarism check, brand voice swap, readability optimization

- \*\*Social Media Post Creator\*\*

- Platform-specific formats, hashtag/trending suggestions, story/reel captioning, scheduling prompts

- \*\*Email Campaign Writer\*\*

- Subject line A/B testing, personalized tokens, CTA placement, drip sequence support

- \*\*SEO Content Optimizer\*\*

- Keyword density, OG/meta descriptions, schema markup, readability/emotion scores

- \*\*Multi-language Translator\*\*

- 30+ language support, cultural adaptation, tone/context preservation

- \*\*Content Repurposing\*\*

- Condense/expand, summarize, convert (blog↔social/email), auto-link previous posts

- \*\*Content Idea/Topic Generator\*\*

- Real-time trends, competitor analysis, custom prompts

## Image Content Generation

- \*\*AI Image Generator (DALL·E 3, SDXL)\*\*

- Custom/mood/style prompts, batch images, aspect ratio options, theme presets

- \*\*Image Upscaler & Enhancer\*\*

- 2×/4× upscaling, noise/color/grain reduction

- \*\*Background Remover\*\*

- AI-based masking, bulk processing

- \*\*Image Editing Tools\*\*

- Crop/resize/rotate, add overlays, brand kit elements, text-in-image

- \*\*Infographic Creator\*\*

- Data → chart/graphic templates, color palette selector

## Video Content Generation

- \*\*Faceless Video Creator\*\*

- Script-based, stock B-roll, auto-text overlays, animated transitions

- \*\*Talking Avatar Studio\*\*

- Lip-sync avatars, emotional gestures, background/theme sets, user-uploaded avatars

- \*\*Text-to-Video Generator\*\*

- Prompt/script → video, graphical/animated elements, template-driven

- \*\*Video Editing Tools\*\*

- Timeline, trim/cut, overlays/effects, thumbnail creation

- \*\*Auto-subtitle & Caption Generator\*\*

- Multi-language subtitles, timing, styling

## Voice & Audio Generation

- \*\*Text-to-Speech (TTS)\*\*

- 1,700+ voices, emotion/tone/SSML control

- \*\*Voice Cloning\*\*

- User-supplied sample, real-time clone, watermark/verification

- \*\*Music Generation Studio\*\*

- AI-generated music (style, genre, tempo), loop/stem export, royalty-free

- \*\*Podcast Audio Editor\*\*

- Noise reduction, multi-track mix, auto-leveling

- \*\*Audio Transcription & Captioning\*\*

- Accurate speech-to-text, multi-language

## Social Media Management

- Multi-account connection (all major platforms)

- Team roles & permissions

- Brand kit storage/enforcement

- Unified content calendar (drag/drop, bulk schedule)

- Platform-specific post formatting/previews

- Publishing queue with retry logic

- Unified social inbox (comments, DMs, mentions)

- Bulk/template replies, team assignment of threads

- Sentiment detection/alerts

- Engagement analytics dashboard (reach, ROI, followers, trends)

- Competitor & trend monitoring, brand/keyphrase listening

- Export/report scheduling

- Collaboration & approval workflows

- Asset library with analytics

## Autopipeline System

- Customizable pipeline builder (name, content type, frequency, platforms, settings)

- Options for web search, media use, content quality, notification setup, X days lookahead, more

- Real-time price estimate per publish

- Analytics dashboard (published, scheduled, engagements, credit spend, engagement)

- Edit/duplicate/pause pipelines

- Webhook integration with detailed event delivery

## Admin & Team Management

- User management & roles

- Credit wallet (buy/top-up, usage tracking, bonus incentives)

- Real-time price estimation

- Admin AI model routing config (primary/fallback by content type, global/exclusions)

- Billing & invoicing automation

- Notification preferences per user/pipeline

- Audit logs & admin activity tracker

# 2. Detailed Updated Creozel PRD

## Mission & Vision

Build the most accessible, full-featured AI creation and social workflow platform—credit-billed, admin-routed, pipeline-driven, and extensible enough for individual creators through enterprise.

## Pricing & Business Logic

- \*\*Credit Billing Only\*\*: All usage is prepaid credits. No subscriptions.

- \*\*Live Credit Quote\*\*: UI estimates credit use before generation.

- \*\*Deduct on Generation\*\*: Credits only deducted when action completes; auto-refund on failure.

- \*\*Admin Model Routing\*\*: Default/fallback AI model by action/category; granular overrides; cost/quality admin controls.

## Core Functional Requirements

### Content Generation

- See “Features List” above for all detailed tool specs.

### Social Media Management

- See preceding section for full suite.

### Autopipeline Platform

- 8-step setup (name → prompt → content type → platforms → frequency → settings → notification → X days ahead)

- Edits & analytics, pricing visibility, credit audit, pipeline analytics, pause/copy/clone.

### Credit System & Wallet

- Real-time wallet view

- Top-up, bonus credits per large purchase

- Alerts at low usage, near-zero balance

### Webhook Integration

- For all major events (content ready, publish, fail, analytics milestones, credits, etc.)

### Analytics

- Per-pipeline, per-post, per-platform

- Engagements, ROI, follower growth, credit spend, conversion tracking

- Exporting/reporting (PDF, CSV)

## Technical & Business Logic

- \*\*Admin config UI\*\* for model routing (by content type/global); exclusion list and live cost/quality reporting

- \*\*Model selection logic\*\*: Action consults pipeline/user override → then admin-set default; failover as per admin rules.

- \*\*Credit deduction\*\*: Price per action displayed, deducted only on asset creation, auto-refund for error, pipeline cycles tracked.

- \*\*Supabase schema\*\*: Refer to ERD.

## Roadmap & Release Plan

- \*\*Phase 1\*\*: Core text/image/credit pipeline, admin/credit infra, basic SMM tools

- \*\*Phase 2\*\*: Video/audio, advanced SMM (inbox, analytics), pipeline advanced, extensive webhook events, brand monitoring

- \*\*Phase 3\*\*: Enterprise, multi-brand, marketplace, deep collaboration, white-label

## KPIs

- 100k DAU+, $2M ARR, net promoter ≥60, >85% feature adoption, <10% churn

# 3. Updated ERD Schema (Main Tables)

```plaintext

users

- id (PK)

- email

- password\_hash

- name

- team\_id (FK)

- role

teams

- id (PK)

- name

- owner\_id (FK)

- created\_at

credit\_wallet

- id (PK)

- user\_id/team\_id (FK)

- credits\_total

- credits\_used

- credit\_logs

credit\_packages

- id (PK)

- package\_name

- credits

- price\_usd

- bonus\_credits

content\_generation

- id (PK)

- pipeline\_id (FK)

- user\_id (FK)

- type (text/image/video/audio)

- model\_used

- credit\_cost

- prompt/data

- status

- error

- created\_at

model\_provider\_mapping

- id (PK)

- content\_type

- provider\_name

- primary\_model

- fallback\_model

- exclusions

pipeline\_configs

- id (PK)

- user\_id/team\_id (FK)

- name

- prompt

- type (post/reel/blog/etc)

- platforms (array)

- schedule\_freq

- web\_search (bool)

- use\_uploaded\_media (bool)

- content\_quality (string)

- notify\_ready (bool)

- notify\_publish (bool)

- schedule\_days\_ahead (int)

- created\_at

- updated\_at

pipeline\_content\_log

- id (PK)

- pipeline\_id (FK)

- content\_id (FK)

- status

- scheduled\_time

- published\_time

- platform

- engagement\_metrics (JSON)

- credit\_cost

social\_accounts

- id (PK)

- team\_id (FK)

- platform

- account\_name

- auth\_token

- settings

post\_schedule

- id (PK)

- content\_id (FK)

- time

- platform

analytics\_snapshots

- id (PK)

- pipeline\_id (FK)

- metrics\_json

- timestamp

webhook\_subscriptions

- id (PK)

- user\_id/team\_id (FK)

- event

- url

- status

- last\_delivery

approval\_workflows

- id (PK)

- content\_id (FK)

- assigned\_to

- status

- comments

brand\_assets

- id (PK)

- team\_id (FK)

- asset\_type

- url/path

inbox\_threads

- id (PK)

- social\_account\_id (FK)

- thread\_id

- status

- assigned\_to (user)

- messages\_json

brand\_mentions

- id (PK)

- team\_id (FK)

- keyword

- platform

- matched\_context

- timestamp

notification\_preferences

- id (PK)

- user\_id

- event

- channels

```

# 4. Credits Data per Feature/Option (Reference Table)

| Feature/Option | Credit Cost | Notes |

|-----------------------------------|-------------|--------------------------------------------------------------|

| Blog Article Generator | 10 | 1,000–3,000 words, SEO/brand voice/unique/plagiarism |

| Social Media Post Creator | 2 | Per post, includes platform tuning and hashtags |

| Email Campaign Writer | 4 | With A/B test/personalization |

| SEO Content Optimizer | 3 | Meta, schema, density, readability |

| Multi-language Translation | 1.5 | Per 100 words |

| Content Repurposing | 5 | Convert, summarize, expand |

| Idea/Topic Generator | 2 | Real-time trending |

| AI Image Generator | 7 | High-res, prompt-controlled |

| Image Upscale/Enhance | 3 | 2×/4×/noise/color |

| Background Remover | 2 | Per processed image |

| Image Editing Tools | 1 | Crop, resize, overlay, text |

| Infographic Creator | 4 | Per infographic/visual |

| Faceless Video Creator | 15 | Script-based, auto-edit, overlays |

| Talking Avatar Studio | 30 | Per minute output |

| Text-to-Video Generator | 20 | Prompt/script to animated/prompted video |

| Video Editor/Trimmer | 5 | Timeline, transitions, overlays |

| Auto-subtitle Generator | 2 | Per video minute |

| TTS (Text-to-Speech) | 4 | Per minute, emotion/tone |

| Voice Cloning | 20 | Setup, plus TTS at standard rate |

| Music Generation Studio | 8 | Per composition, loop/stem split |

| Podcast Audio Editor | 3 | Per minute, includes mix, noise reduction |

| Audio Transcription | 2 | Per minute, multiple languages |

| Cross-platform Publishing | 1 | Per post per platform integration |

| Content Scheduling | 0.5 | AI time optimization (per scheduled action) |

| Social Inbox Thread Management | 0.5 | Reading/reply per thread (batch pricing for bulk) |

| Engagement Analytics Dashboard | 1 | Per pipeline analytics batch |

| Brand/Keyword Listening & Alerts | 2 | Per keyword/channel/listener setup (per week) |

| Competitor Benchmark Reporting | 2 | Per competitor snapshot |

| Approval Workflow Action | 0.2 | Assign, approve, reject |

| Asset Upload/Library | 0.3 | Per asset upload, covers CDN/storage overhead |

| Pipeline Configuration/Edit | 0 | No charge to edit/save, only charged for actions |

| Webhook Event | 0.1 | Per successful delivery (volume discount for active accounts) |

> \*\*Notes:\*\*

> - Every “generation” or “publish” action previews credit price; deducted only upon execution.

> - All batch/automation actions bill per content generated, not for scheduling/preview alone.

> - Refund logic: credits automatically returned for failed API/model runs.

> - Pricing is managed centrally and is editable by admin; package bonuses for bulk top-ups.