**🧾 Product Requirements Document (PRD)**

**📌 Product Name: MusoBuddy**

**1. Overview / Purpose**

**MusoBuddy** is an AI-powered SaaS platform designed to help freelance musicians streamline repetitive admin tasks such as lead tracking, contract generation, invoice management, and compliance. It centralizes gig workflows from enquiry to payment, saving musicians hours of admin and ensuring nothing falls through the cracks.

**Value Proposition**: Reduce musician admin time by 70% while increasing booking conversion rates through professional, automated workflows.

**2. Background / Context**

Freelance musicians juggle multiple roles—performer, bookkeeper, administrator, and marketer. Managing incoming enquiries, writing contracts, issuing invoices, tracking payments, and maintaining compliance (like public liability insurance and PAT testing) is time-consuming and error-prone. Many rely on ad hoc methods like email, notes apps, and spreadsheets.

**Market Gap**: While general invoicing tools exist, none are purpose-built for the unique workflows of freelance musicians who need to handle everything from venue requirements to dep musician coordination.

**MusoBuddy** fills this gap by offering an all-in-one musician-specific admin platform, with automation and smart tools to simplify everything outside of the music.

**3. Competitive Analysis**

**Current Landscape**

* **General Invoicing**: FreshBooks, QuickBooks (not musician-specific)
* **Booking Platforms**: Gigsalad, Bash (marketplace focus, not admin)
* **Musician Tools**: Bandcamp, DistroKid (distribution focus)
* **Project Management**: Notion, Trello (generic, require setup)

**Differentiation**

* **Industry-specific templates** for musician contracts and invoices
* **Automated compliance tracking** for music industry requirements
* **Lead capture from multiple sources** (email, social media, wedding sites)
* **Dep musician coordination** features
* **Venue-specific requirement handling**

**4. Revenue Model**

**Pricing Strategy**

* **Starter**: £15/month - Up to 20 bookings/month, basic features
* **Professional**: £35/month - Unlimited bookings, Chrome extension, AI assistant
* **Band Leader**: £55/month - Multi-musician management, team features
* **Annual discount**: 20% off

**Revenue Projections**

* Month 6: £5K MRR (200 users avg £25/month)
* Month 12: £50K MRR (1,000 users avg £50/month)
* Month 24: £150K MRR (2,500 users avg £60/month)

**5. Target Users / Personas**

**🎷 Sarah - Wedding Musician**

* **Demographics**: 28, solo saxophonist, 40-60 gigs/year
* **Revenue**: £15K-25K annually from music
* **Pain Points**: Loses 5 hours/week on admin, misses follow-ups, struggles with contract variations
* **Current Workflow**: Gmail + Notes app + Word templates + bank transfers
* **Goals**: Professional presentation, faster turnaround, payment tracking

**🥁 Marcus - Band Leader**

* **Demographics**: 35, leads 6-piece wedding band, 80+ gigs/year
* **Revenue**: £40K-60K annually, manages £200K+ in bookings
* **Pain Points**: Coordinating deps, venue requirements, split payments, compliance for whole band
* **Current Workflow**: WhatsApp + Excel + Multiple bank accounts
* **Goals**: Team coordination, professional ops, scalable processes

**🎤 Emma - Entertainment Agent**

* **Demographics**: 42, represents 12 solo artists, 150+ bookings/year
* **Revenue**: £80K+ annually from commissions
* **Pain Points**: Consistent branding, fast response times, multi-artist scheduling
* **Current Workflow**: CRM + outsourced admin + multiple systems
* **Goals**: Scalable operations, consistent quality, time efficiency

**6. Core Features & Requirements**

**User Journey Flow**

**Enquiry Received → Lead Qualified → Contract Sent → Booking Confirmed → Invoice Issued → Payment Tracked → Compliance Verified → Gig Completed**

| **Feature** | **User Story** | **Acceptance Criteria** | **Priority** |
| --- | --- | --- | --- |
| 📨 **Enquiry Tracker** | As a musician, I want to track and manage new enquiries from multiple sources | Can add/import enquiries, status pipeline, automated follow-ups, conversion tracking | Must-have |
| 🧾 **Contract Generator** | As a musician, I want to auto-generate contracts from enquiry data | Smart-fill from enquiry, customizable templates, e-signature integration, PDF export | Must-have |
| 💸 **Invoice Manager** | As a musician, I want to generate and track invoices with payment status | Auto-fill from contract, payment reminders, multiple payment methods, reconciliation | Must-have |
| 📅 **Booking Calendar** | As a musician, I want to see all gigs and avoid double-bookings | Two-way Google Calendar sync, availability checking, color-coded status | Must-have |
| 📥 **Chrome Extension** | As a user, I want to capture leads directly from websites and emails | Detects gig info, one-click enquiry creation, works on major booking sites | Must-have |
| 🔐 **Compliance Tracker** | As a musician, I want automated reminders for insurance/certifications | Upload storage, expiry alerts, link to specific gigs, renewal reminders | Nice-to-have |
| 🧠 **AI Assistant** | As a user, I want help with enquiry responses and contract customization | GPT-powered response suggestions, contract clause recommendations | Nice-to-have |
| 📊 **Analytics Dashboard** | As a user, I want insights into booking trends and financial performance | Revenue tracking, conversion rates, seasonal analysis, export capabilities | Future |
| 👥 **Team Management** | As a band leader, I want to coordinate deps and split payments | Dep availability, automatic payment splits, team compliance tracking | Future |

**7. Technical Architecture**

**Core Stack**

* **Frontend**: React with TypeScript, Tailwind CSS
* **Backend**: Node.js with Express, PostgreSQL database
* **Hosting**: Vercel (frontend) + Railway (backend)
* **Authentication**: Auth0 or Supabase Auth
* **File Storage**: AWS S3 or Cloudinary
* **PDF Generation**: Puppeteer or jsPDF

**Key Integrations**

* **Calendar**: Google Calendar API, Outlook Calendar
* **Email**: Gmail API, SendGrid for notifications
* **Payments**: Stripe Connect, PayPal
* **Accounting**: QuickBooks API, Xero API
* **E-signatures**: DocuSign API or HelloSign
* **AI**: OpenAI GPT-4 API

**Data Architecture**

Users → Enquiries → Contracts → Bookings → Invoices → Payments

→ Compliance → Team Members → Venues → Clients

**Performance Requirements**

* **Page Load**: <2 seconds on 3G
* **File Uploads**: Up to 10MB per document
* **Concurrent Users**: 500+ simultaneous
* **Uptime**: 99.9% availability target
* **Data Backup**: Daily automated backups

**Security & Compliance**

* **Data Protection**: GDPR compliant, data encryption at rest
* **Musician-Specific Privacy**: Client contact data, venue information, financial records
* **Access Controls**: Role-based permissions, audit logging
* **SSL/TLS**: End-to-end encryption
* **PCI Compliance**: For payment processing

**8. UX/UI Design Principles**

**Design Philosophy**

* **Mobile-first**: 60% of musicians use mobile for admin
* **Minimal friction**: One-click actions wherever possible
* **Visual clarity**: Clear status indicators, progress tracking
* **Professional output**: Client-facing documents look polished

**Key Interface Elements**

* **Dashboard**: Kanban-style enquiry board, calendar widget, quick stats
* **Forms**: Smart auto-complete, template selection, drag-and-drop uploads
* **Documents**: Built-in PDF viewer, version history, collaboration notes
* **Mobile**: Swipe actions, thumb-friendly buttons, offline capability

**9. Success Metrics & KPIs**

**Product Metrics**

* **User Onboarding**: 90% complete first contract within 48 hours
* **Feature Adoption**: 80% use Chrome extension within first month
* **Time Savings**: Average 15 minutes from enquiry to contract sent
* **Conversion Rate**: 70% of enquiries become bookings (vs 50% industry average)

**Business Metrics**

* **User Growth**: 1,000 paying users by month 12
* **Revenue**: £50K MRR by month 12
* **Retention**: 85% monthly retention rate
* **NPS Score**: 50+ (industry average is 30)
* **Support Load**: <5% of users contact support monthly

**Validation Metrics**

* **User Satisfaction**: 90% positive feedback in first 3 months
* **Feature Usage**: 90% of contracts auto-generated from templates
* **Admin Time Reduction**: 70% reduction in booking admin time

**10. Development Timeline & Milestones**

| **Phase** | **Milestone** | **Duration** | **Target Date** |
| --- | --- | --- | --- |
| **Discovery** | Finalize MVP scope, wireframes, branding | 3 weeks | July 2025 |
| **Alpha Build** | Core features: Enquiry + Contract + Invoice + Calendar | 8 weeks | September 2025 |
| **Beta Testing** | Closed testing with 25 musicians, feedback integration | 4 weeks | October 2025 |
| **Launch Prep** | Payment integration, Chrome extension, polish | 3 weeks | November 2025 |
| **Public Launch** | V1 live with marketing campaign | 1 week | December 2025 |
| **Iteration** | AI assistant, advanced analytics, team features | 12 weeks | Q1 2026 |

**11. Go-to-Market Strategy**

**Beta Recruitment**

* **Target**: 25 musicians across all personas
* **Channels**: Facebook musician groups, local music networks, personal contacts
* **Incentives**: Free year subscription, early adopter recognition
* **Feedback Loop**: Weekly check-ins, monthly feature prioritization sessions

**Launch Strategy**

* **Pre-launch**: Build email list of 500 interested musicians
* **Launch Channels**: Music industry forums, Facebook groups, Instagram, word-of-mouth
* **Content Marketing**: Blog posts about musician admin tips, YouTube tutorials
* **Partnerships**: Music colleges, instrument shops, wedding planners

**Distribution Channels**

* **Primary**: Direct website, Google Ads, Facebook Ads
* **Secondary**: Music industry publications, podcast sponsorships
* **Tertiary**: Referral program, affiliate partnerships

**12. Key Assumptions & Risks**

**Critical Assumptions**

* Musicians will pay £15-55/month for admin automation
* Chrome extension can accurately parse booking information
* Users will adopt new workflows over existing ad-hoc methods
* Email integration won't be blocked by spam filters

**Risk Mitigation**

* **Low Adoption**: Extensive beta testing, flexible pricing, strong onboarding
* **Technical Complexity**: Phased rollout, robust error handling, user feedback loops
* **Competition**: Focus on musician-specific features, build switching costs
* **Seasonality**: Diversify user base, implement annual pricing discounts

**13. Out of Scope (V1)**

**Explicitly Excluded**

* **Gig Marketplace**: Not competing with booking platforms
* **Music Creation Tools**: Focus on business admin only
* **Live Chat/CRM**: Keeping scope focused on workflow automation
* **Mobile App**: Web-first approach, PWA for mobile
* **Multi-language Support**: English-only initially
* **Advanced Reporting**: Basic analytics only in V1

**Future Considerations**

* **Agency Features**: Multi-artist management dashboard
* **Venue Database**: Comprehensive venue requirement tracking
* **Equipment Management**: Inventory and logistics tracking
* **Tax Preparation**: Integration with accounting software

**14. Appendices**

**Research Foundation**

* **Primary Research**: Freelance Musician Admin Survey 2025 (n=47)
* **Market Research**: UK Music Industry Report 2024
* **User Interviews**: 12 in-depth interviews across personas

**Supporting Documents**

* **Wireframes**: [To be linked - Figma board]
* **User Journey Maps**: [To be attached]
* **Technical Architecture Diagrams**: [To be created]
* **Competitive Analysis Detail**: [Separate document]

**Next Steps**

1. **Finalize Branding**: Logo, color scheme, voice and tone
2. **Create Detailed Wireframes**: All core user flows
3. **Set Up Development Environment**: Repository, CI/CD, staging
4. **Begin User Research**: Recruit beta users, schedule interviews
5. **Technical Spike**: Proof of concept for email parsing and PDF generation

**Ready to build?** This PRD provides the foundation for creating a musician-focused admin platform that solves real problems with measurable impact. Let's turn this into reality.