PRD: Initial Web Version Social Platform

(Note: This is the initial web version PRD, aligned with my PRD Writing Principles.)

# 1. Background

For students and young people, there is a strong need to make new friends, organize gatherings, and discover nearby dining and entertainment. Existing platforms (e.g., WeChat, Momo, Facebook) are either overly complex or lack the campus scenario.  
👉 Our goal: build a lightweight web-based social platform (MVP) to validate core needs.

# 2. Product Goals

1. Allow users to register and complete their profile within 5 minutes.  
2. Enable location-based “Discover Nearby People” feature.  
3. Provide basic social features: add friends and chat.  
4. Offer nearby dining & entertainment recommendations to support offline meetups.  
5. Lay the foundation for future expansion into a mobile app.

## Success Metrics

- Registration completion rate ≥ 80%  
- Average of ≥ 2 new friend connections in the first week  
- Chat message delivery rate ≥ 99%  
- Recommendation click-through rate ≥ 30%

# 3. Personas

- Persona A: Freshman  
 - Scenario: Just arrived on campus, wants to quickly make friends.  
 - Goal: Find peers in the same major/dorm.  
  
- Persona B: Event Organizer  
 - Scenario: Wants to organize group meals or gatherings.  
 - Goal: Meet people and find recommended nearby places.

# 4. User Goals & Tasks

- Goal for A: Quickly meet classmates → Tasks: Register → Browse nearby people → Send friend request.  
- Goal for B: Organize gatherings → Tasks: Discover nearby people → Create chat/group → View recommendations → Meet.

# 5. Product Principles

1. Safety over efficiency: Protect user privacy > fast matching.  
2. Core actions ≤ 3 steps: Adding friends, chatting, and viewing recommendations must be simple.  
3. Privacy by default: Only minimal required info is public; the rest remains anonymous.  
4. Chat experience like IM: Smooth and reliable, similar to WeChat.  
5. Follow standard user habits: Align with common social product conventions.

# 6. Assumptions

- Users are willing to socialize via a web app (needs validation).  
- IP-based location is sufficient for “nearby” discovery (needs validation).  
- Text chat alone is enough for initial communication (needs user testing).

# 7. Features

## 7.1 Registration & Login

- Email registration and login.  
- Required fields: nickname, interests, school/city.

## 7.2 User Profile

- Display avatar, interests, basic info.  
- User can edit, with strict default privacy settings.

## 7.3 Discover Nearby People

- List people based on IP location.  
- Filter by interests.

## 7.4 Friends & Chat

- Send/accept friend requests.  
- After confirmation, start text chat.

## 7.5 Recommendations

- Pull dining/entertainment places via APIs (Yelp/Google Maps).  
- Show name, rating, and distance.

# 8. Release Standards

- Performance: End-to-end chat latency ≤ 300ms (P95).  
- Reliability: Message delivery rate ≥ 99%.  
- Scalability: Support up to 1000 concurrent users.  
- Security: User privacy not public by default; sensitive fields require opt-in.  
- Usability: Registration + adding a friend must be completed within 5 minutes.

# 9. Prioritization

- Must-have: Registration/login, discover nearby people, friend requests, chat.  
- High-want: Recommendations, interest filters.  
- Nice-to-have: Group chat, advanced recommendation algorithm, UI enhancements.

# 10. Risks & Limitations

- IP-based location may be inaccurate, leading to broad ranges.  
- Chat only supports text; lacks multimedia experience.  
- Web-only version may limit user retention.

# 11. Traceability Example

- Anonymous chat → Supports goal: Safety & privacy protection.  
- Recommendations → Supports goal: Organize offline gatherings.  
- Interest filters → Supports goal: Efficient matching.