Business Card App

Product Requirements Document (PRD)

# 1. Introduction

## Purpose

To develop a user-friendly and versatile mobile application that allows users to create personalized and professional business cards for any purpose, directly from their smartphones.

## Target Audience

Individuals, businesses, and organizations seeking a convenient and accessible way to design and share professional business cards.

## Scope

This PRD outlines the core features and functionalities for the initial launch of the Business Card App. Future iterations will aim to enhance user experience and incorporate additional features based on user feedback and market trends.

# 2. Features and Functionalities

## 2.1. Card Creation

### Extensive template library

Categorized by profession, industry, occasion (networking events, conferences, etc.), and style (minimalist, modern, artistic, etc.).

### Intuitive customization tools

Easily personalize templates with photos, logos, colors, fonts, layouts, and interactive elements.

### Integrated media library

Access built-in icons, emojis, backgrounds, and upload personal photos, logos, and images.

### Real-time preview

View and adjust card design as you personalize, ensuring a satisfying final product.

## 2.2. Customization and Editing

### Advanced editing tools

Crop, resize, and add filters to photos, adjust spacing and elements, and modify interactive element timings.

### Text styling options

Choose from diverse fonts, colors, sizes, and text positions for personalized messages and contact information.

### Interactive elements

Add clickable buttons, social media links, or QR codes to make your business cards more engaging and memorable.

## 2.3. Card Sharing and Delivery

### Multiple delivery channels

Share your business cards directly via email, SMS, text message, and popular social media platforms.

### Download options.

Save business cards as high-resolution images or PDFs for printing or sharing offline.

### Contactless sharing

Utilize NFC technology to instantly share your business card with other app users.

### QR code options

Generate QR codes that link to your online profile or website for seamless digital sharing.

## 2.4. Additional Features

### Contact management

Organize and manage recipient contact information for simplified sharing and future interactions.

### Card history

View past creations and easily re-send, edit, or duplicate existing business cards.

### Favorites and collections

Save favorite templates and designs for future use.

### Seasonal updates

Introduce new festive and occasion-specific content regularly.

### Social media integration

Share designs, discover trending templates, and follow creative friends within the app.

# 3. User Interface

## Mobile-first design

Prioritize intuitive use on smartphones and tablets for seamless user experience.

## Touch-friendly interactions

Optimize UI elements for touch input and navigation gestures.

## Clean and uncluttered design

Focus on clarity and ease of use, minimizing visual distractions.

## Personalization options

Allow users to customize app themes and layouts to fit their preferences.

# 4. Technical Requirements

## Platform

Compatible with both iOS and Android operating systems.

## Performance

Ensure fast loading times, smooth operation, and battery efficiency.

## Offline functionality

Enable accessing pre-downloaded templates and editing cards without an internet connection.

## Security

Implement robust security measures to protect user data and ensure privacy.

# 5. Non-Functional Requirements

## Reliability

Maintain high uptime and stability to handle user traffic and peak demand.

## Scalability

Design the app infrastructure to adapt to increasing user base and new feature additions.

## Maintainability

Create a modular and easily updatable codebase for efficient future development.

# 6. Approvals

This PRD requires approval from all relevant stakeholders, including product managers, developers, designers, and marketing teams.