

SnapEdit Product Requirements Document

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Product Overview

SnapEdit: Simplifying Video Editing for Everyone

SnapEdit addresses the gap in current photo editing solutions by offering an easy-to-use platform tailored to non-professional content creators, freelancers, and small businesses. With 5 million downloads since its launch, SnapEdit has carved a niche in the market but now faces challenges in enhancing user engagement and monetization.

The core issue SnapEdit addresses is the complexity and cost associated with professional-grade photo editing tools that are not suitable for casual or semi-professional creators. These users require a tool that combines simplicity with powerful editing capabilities, without the steep learning curve or high subscription fees typical of more advanced programs.

To resolve these challenges and to capitalize on the growing trend of content monetization, SnapEdit is launching a user-generated marketplace. This platform will not only allow users to sell and purchase custom content like templates and filters but will also integrate seamlessly with SnapEdit's existing tools, enriching the user experience and opening new revenue streams. The marketplace aims to transform SnapEdit from a simple editing tool into a comprehensive platform that supports the entire content creation lifecycle.

Scope and Objectives

Scope

SnapEdit is expanding its existing app capabilities with a user-generated marketplace that leverages its established base of 5 million downloads. This marketplace will integrate seamlessly within the existing mobile architecture, providing a dual benefit: enhancing user engagement through new interactive features and opening new revenue streams through both direct transactions and premium subscriptions. The scope explicitly includes:

- **Development of a Marketplace:** Creating a robust platform for users to buy, sell, and exchange templates and filters.
- **Enhancement of Current Features:** Ensuring that existing functionalities, such as our editing tools and user interface, align with the marketplace's needs to provide a seamless user experience.. We will also improve our AI tools to better accommodate users.
- **Monetization Features:** Introducing new payment integration features to facilitate easy and secure transactions within the app so users can purchase templates through the marketplace securely.

Objectives

Primary Objectives:

1. **Increase User Engagement:** Grow our daily active users (DAU) by 20% by providing more reasons for users to return to the app regularly.
2. **Drive Revenue Growth:** Generate a 30% increase in revenue through direct marketplace transactions and an increase in premium subscription uptake.
3. **Enhance User Retention:** Improve monthly user retention rates by 15% through added value from the marketplace, which encourages ongoing interaction and content renewal.

Secondary Objectives:

1. **Expand Community Features:** Develop community-driven features such as user ratings, profiles, and a more robust template review system to build trust and inter-user activity.
2. **Global Expansion:** Tailor app features to cater to a broader international audience, focusing on local customization and multi-language support to tap into new markets.
3. **Scalability and Performance Optimization:** Ensure that the app and its new features can handle an increased load, while still being high performing with minimal downtime.

Non-Goals:

- **Over-Complexity:** We will avoid adding complex features that could detract from the user-friendly nature of the app, and ensure that the user interface is fun and simple to understand.
- **Physical Product Integration:** Our goal is simply to enhance user experience within the SnapEdit app, not venturing into physical merchandise or unrelated business areas.

User Personas

Target Audience

Our target audience consists of *non-professional social media creators, freelancers, and small businesses* who are motivated to improve their content quality. These individuals likely work in creative or digital fields but lack the resources or need for advanced, professional-grade editing software. They are looking for accessible yet powerful editing tools that fit within their budget, often aiming to increase engagement or reach on platforms like Instagram, TikTok, and other social media.

User Personas

Persona 1: The Aspiring Creator

- **Demographics:** Aged between 20 and 25, not limited to a certain race or gender. They are non-professional social media creators who use mobile-friendly video editing tools.
- **Needs:** Easy-to-use editing software with templates for quick content creation and affordable tools with features for creating visually engaging short-form content.
- **Pain Points:** There's limited features in the tools that they currently use which hinders creating professional-looking content. However, when they try to upgrade to more advanced tools, they have difficulty navigating the software due to steep learning curves and lack of time for complex editing due to other commitments.
- **Goals:** To improve content quality to stand out in competitive online spaces like TikTok and Instagram to increase engagement and reach on social media.

Persona 2: The Resourceful Freelancer

- **Demographics:** Aged between 20 and 30, not limited to a certain race or gender. They are freelance video editors who offer content creation services to small businesses or social media influencers. They typically use higher grade video editing tools.
- **Needs:** A way to expand their services to generate additional income to increase their financial stability.
- **Pain Points:** Frustration with the lack of variety in revenue generation and limited software for efficiently creating and exporting video editing presets (such as templates, filters, and more).
- **Goals:** To generate passive income by selling high-quality video editing presets to a wider audience.

Persona 3: The Social Media Strategist

- **Demographics:** Aged between 20 and 35, not limited to a certain race or gender. They are small business owners who typically use basic video editing tools.
- **Needs:** Tools for and insights into creating visually cohesive and trending content for business social media to keep up with market demands.
- **Pain Points:** Difficulty creating polished content without professional tools or expertise. Also, lack of time for extensive editing due to the demands of running a business.
- **Goals:** Increase brand visibility and engagement on social media by creating high-quality content.

Persona 4: The Part-Time Passionate Creator

- **Demographics:** Aged between 18 and 30, not limited to a certain race or gender. They are hobbyists creating content for personal projects or side gigs who typically use basic and free editing tools.
- **Needs:** Simplified tools for casual but high-quality video creation. These tools would range from helping with the editing stage to the posting stage.

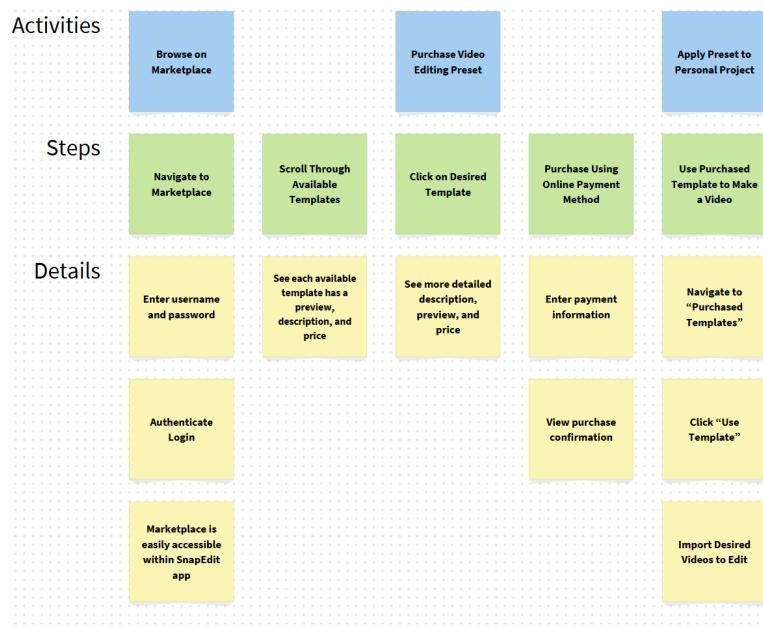
- **Pain Points:** The basic free editing tools only offer a limited range of features for content creation, which restricts the user. On the other hand, more advanced tools are too overwhelming for simple projects.
- **Goals:** To improve their content creation without having to go through the steep learning curve.

User Stories

Jobs To Be Done (JTBD) Statements

- **For The Aspiring Creator:** “When I create videos for social media, I want to access easy-to-use editing tools so I can quickly create professional-looking content and have time to focus on building my social media presence.”
- **For The Resourceful Freelancer:** “When I try to generate more revenue with my video editing skills, I want to have a platform to easily upload and sell my custom video editing presets so I can generate passive income and reach a wider audience.”
- **For The Social Media Strategist:** “When I create videos for my business’ social media account, I want to have insights into trending video formats and templates so I can create content that resonates with my audience and increases engagement.”
- **For the Part-Time Passionate Creator:** “When I create content for fun, I want to have access to simple editing tools with high-quality output so I can easily produce casual content for personal projects.”

User Story Map



Functional Requirements

The following functional requirements have already been implemented for enabling the core functionality of SnapEdit: Login and Authentication, Photo Editing Tools, Export and Sharing Options, Content Moderation System, Onboarding and In-App Guidance, and Analytics and Usage Tracking.

The core features for the user-generated marketplace to support users in creating and sharing content effectively include the following:

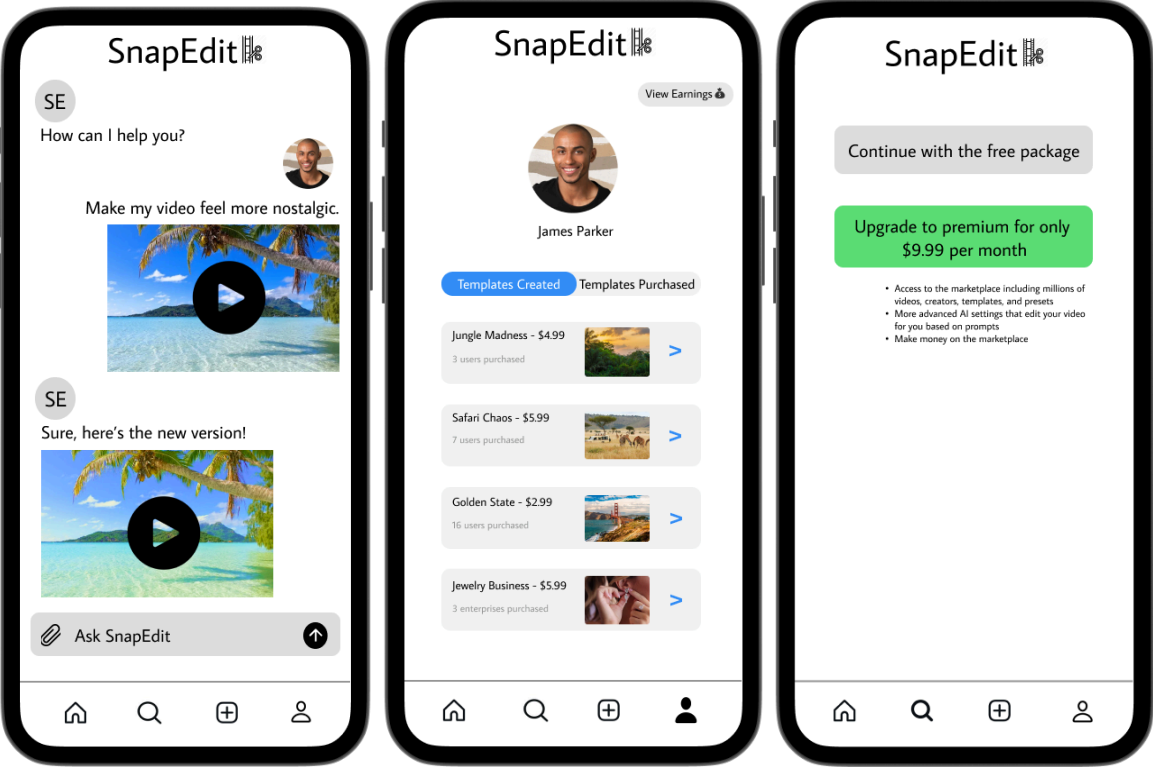
Requirement	Purpose	Dependencies	Priority (P0-P2)
Template Discovery via Marketplace Search Discover templates based on keywords and filterings (e.g. ratings).	Provides users with a seamless way to find templates that fit their specific needs.	Search engine functionality, database of templates, and user ratings/reviews.	P0
Creator Profiles and Reviews Creator profiles include ratings, reviews, and a portfolio of their templates.	Builds credibility, enables users to evaluate template creators, and encourages engagement between buyers and sellers.	Creator profile management, user review systems.	P0
Integrated Payment Gateway & Instant Checkout Purchase templates securely and efficiently with integrated payment systems (e.g. Apple Pay, PayPal)	Ensures smooths purchasing experience for users while facilitating monetization for creators.	Payment gateway integration (e.g., Stripe), secure transaction handling, and real-time payment validation.	P0
Template Preview Preview templates before purchase.	Helps users make informed decisions by providing a real-time visualization of how templates will appear on their projects before purchase.	Rendering engine for templates, preview functionality integrated with the app's editor, and storage for template assets.	P1
Template Discovery via Social Sharing Links Discover templates based on shared links from social media.	Leverage content creators to promote their content and drive traffic to the marketplace.	Integration with social media APIs and link generation functionality.	P2

Non-Functional Requirements

Requirement	Purpose	Dependencies	Priority (P0-P2)
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Performance Fast response times for actions (e.g. editing, browsing, sharing).	Maintain smooth user experience regardless of user activity spikes.	High-performance cloud servers, optimized database queries, and efficient app architecture.	PO
Scalability Handle growth in user numbers and marketplace activity.	Prepare for sustainable growth while maintaining responsiveness and reliability.	Cloud infrastructure (e.g., AWS), modular app design, and load balancing mechanisms.	PO
Security Data encryption, secure login protocols, and compliance with global privacy regulations such as GDPR to protect user data.	Ensure data safety, prevent breaches, and build user trust.	TLS encryption, secure APIs, and privacy policy implementation.	PO
Compatibility Compatibility across devices and operating systems while supporting social media integrations.	Offer a consistent experience across all user devices and maximize accessibility to social media features.	Cross-platform frameworks (e.g., React Native), extensive API testing for integrations.	PO
Compliance Prevent copyrighted materials from being uploaded or sold on the marketplace to uphold IP laws and ethical standards.	Avoid legal issues and protect the marketplace's reputation.	Automated copyright recognition tools and human review systems.	PO
Usability and Accessibility Intuitive app interface and adhere to accessibility standards (e.g. WCAG) for diverse user groups, including those with limited technical skills or disabilities.	Provide an inclusive experience that meets the needs of all users while promoting ease of use.	Usability testing, inclusive design practices, and screen-reader compatibility.	P1
Content Moderation Automated systems and human review to flag inappropriate marketplace content.	Maintain high-quality, trustworthy content within the marketplace.	Content moderation workflows, machine learning models for quality checks, and a robust user feedback system.	P1

Wireframes



Marketplace (Screen 1) provides an overview of the marketplace, where users can browse through available templates. Each template is displayed as a card with a thumbnail, title, brief description, and price. Users can quickly see key features of the template, such as color grading, sound effects, and special transitions, as well as the option to view a demo video or directly proceed to purchase. This screen is designed to attract users by highlighting visually appealing and practical template options.

Preset Details (Screen 2) delves deeper into the details of a selected template. It allows users to explore the specific features included, such as filters, motion graphics, transitions, audio, and textures, through expandable sections. This detailed view provides a comprehensive understanding of what the template offers, ensuring users can make an informed decision before purchasing. The screen also maintains a streamlined purchasing flow with a clear "Purchase" button, making the buying process straightforward and user-friendly.

AI Video Editing (Screen 3) showcases an AI-powered feature that allows users to request specific edits for their videos. Users can interact with SnapEdit's AI assistant by describing the desired outcome (e.g., making the video feel more nostalgic), and the AI generates a customized version of the video instantly. This feature simplifies editing tasks, making professional-level changes accessible to non-expert users.

Profile Page (Screen 4) displays the user's profile, including sections for "Templates Created" and "Templates Purchased." Users can view the templates they've created and track how many have been purchased by others, fostering engagement and encouraging creators to contribute more to the marketplace. It also includes an option to "View Earnings," highlighting monetization opportunities for creators.

Premium Upgrade (Screen 5) introduces the premium subscription plan, offering benefits such as access to exclusive marketplace content, advanced editing features, and monetization options for creators. The clear pricing and benefits list aim to convert free users into paying subscribers by emphasizing the added value of the premium package.

Constraints and Assumptions

Constraints

1. Development & Onboarding Constraints

- **Feature Prioritization:** The development team must focus on implementing critical features first (e.g., marketplace search, payment gateway, and template discovery) to meet deadlines while deferring lower-priority features like social sharing integrations.
- **Incremental Rollout:** The marketplace should be developed and released in phases to allow thorough testing of individual components (e.g., search, creator profiles) and minimize disruptions to the existing SnapEdit user base.
- **User Education:** Onboarding flows need to clearly communicate the value of the marketplace to both buyers (e.g., how to discover and purchase templates) and creators (e.g., how to upload and monetize content). Creating these flows may require additional development time and resources.

2. Legal and Regulatory Constraints

- **Copyright Compliance:** Ensure all user-generated content (e.g., templates, filters) adheres to intellectual property laws to avoid legal issues.
- **Data Privacy:** Comply with global privacy regulations, such as GDPR and CCPA, requiring encryption, secure login protocols, and transparent data usage policies.

3. Community Engagement Constraints

- **Content Moderation:** Effective systems must be in place to filter inappropriate or low-quality content, which can be resource-intensive.

4. Monetization Constraints

- **Affordability:** Marketplace pricing must align with the target audience's budget, balancing competitive pricing with revenue goals.
- **Revenue Model:** Subscription tiers and direct marketplace transactions must not alienate users accustomed to free or low-cost tools.

5. Ethical Constraints

- **Accessibility:** The platform must be inclusive for users with varying technical skills and physical abilities.
- **Algorithmic Fairness:** Search and discovery algorithms must provide equitable visibility to creators, preventing biases based on region, popularity, or demographic profiles.

Assumptions

1. User Engagement

- Users will be motivated to use and contribute to the marketplace if they perceive tangible value in the content (e.g., templates and filters).
- Adding a marketplace feature will encourage more frequent app usage, improving daily active user metrics.

2. Market Viability

- The target audience (non-professional creators, freelancers, and small business owners) is willing to pay for premium templates, filters, and subscriptions.
 - Marketplace adoption will initially grow organically through existing SnapEdit users before requiring significant external marketing.
- 3. Creator Participation**
 - Freelancers and semi-professional creators will find value in selling custom templates and filters to a global audience, enhancing the marketplace's content variety and quality.
 - 4. Ethical Practices**
 - Users trust SnapEdit to protect their personal data, intellectual property, and payment information, encouraging participation and transactions.
 - 5. Global Accessibility**
 - Localization features (e.g., multi-language support) will increase adoption in international markets but may require iterative refinement based on cultural nuances.
 - Internet access and smartphone penetration are sufficient in target markets to ensure broad accessibility.

Milestones and Timeline

Project Timeline for SnapEdit's Creator Marketplace

- 1. 3-6 Months: MVP Beta Launch**
 - Develop and implement core marketplace features for limited beta testing:
 - **Template Discovery via Marketplace Search:** Users can browse templates and filters created by others.
 - **Creator Profiles and Reviews:** Establish creator pages and user feedback systems.
 - **Integrated Payment Gateway & Instant Checkout:** Enable seamless transactions.
 - **Justification:** Beta testing allows SnapEdit to gather early user feedback and iterate on the product to ensure functionality and user satisfaction before a full public release.
- 2. 6-9 Months: Public Release**
 - Roll out the marketplace to all users with enhanced features:
 - **In-App Template Preview:** Allow users to preview templates before purchase.
 - **Improved Search and Tagging System:** Enhance discoverability of assets in the marketplace.
 - **Justification:** The public release includes enhancements that address beta user feedback, focusing on a smooth user experience and improved marketplace engagement.

3. 9-12 Months: Future Enhancements

- Develop advanced marketplace features:
 - **Template Discovery via Social Sharing Links:** Users can share templates directly through social media.
 - **"My Favorite" List & Discount Notifications:** Encourage repeat purchases and improve retention.
- **Justification:** These features cater to user needs for social sharing and personalization, driving long-term engagement and retention.

Resource Requirements

Human Resources:

1. **Development Team:**
 - **Frontend Developers (3):** Build the marketplace interface, profiles, and payment flows.
 - **Backend Developers (5):** Develop scalable infrastructure and integrate secure payments.
 - **AI Engineers (3):** Enhance AI tools for editing and template discovery.
 - **QA Specialists (2):** Test marketplace functionality and support beta testing.
2. **Marketing and User Growth:**
 - **Marketing Specialists (2):** Run targeted acquisition campaigns.
 - **Community Manager (1):** Build and manage creator engagement.
3. **Compliance and Support:**
 - **Content Moderators (2):** Enforce guidelines and review uploads.
 - **Legal Counsel (1):** Oversee licensing and copyright compliance.
 - **Customer Success Specialists (2):** Assist users and resolve onboarding issues.

Technical Resources:

- **Cloud Hosting:** Scalable solutions for marketplace traffic and storage.
- **Databases:** PostgreSQL for transactions and content management.
- **Payment Gateway:** Stripe or PayPal for secure transactions.
- **AI Frameworks:** TensorFlow or PyTorch for recommendations and customization.
- **Copyright Scanning Tools:** Detect IP violations in uploads.

Budget Allocation (24 Months):

- **Marketplace Development:** \$10M
- **AI & Features:** \$5M
- **Marketing:** \$7M
- **Team Expansion:** \$5M
- **Legal & Compliance:** \$3M

Total: \$30M

Metrics and Success

To ensure SnapEdit's go-to-market strategy is successful, the following KPIs and success criteria will be tracked across key performance areas. These metrics provide actionable insights into user engagement, monetization, and overall market traction.

Top 3 Key Performance Indicators (KPIs)

- 1. User Acquisition and Growth**
 - **New User Signups:** Measure the total number of new registrations monthly.
 - **Success Criteria:** Achieve 100,000 new downloads within the first quarter and maintain a 30-day retention rate of 30% or higher.
- 2. Marketplace Engagement**
 - **Templates Sold:** Track the total number of purchases made on the marketplace.
 - **Success Criteria:** Reach 10,000 templates sold within the first six months and sustain a 20% month-over-month growth in transactions.
- 3. Revenue Growth**
 - **Monthly Recurring Revenue (MRR):** Measure income from subscriptions and marketplace sales.
 - **Success Criteria:** Attain \$1M MRR within the first year and sustain a 5% conversion rate from free to premium users.

These KPIs focus on driving user growth, maximizing marketplace activity, and achieving financial sustainability.

Go to Market

Market Analysis and Target Audience

SnapEdit operates in the dynamic digital content creation and monetization space. With a growing demand for accessible, high-quality editing tools, SnapEdit's marketplace caters to:

- 1. Casual Content Creators:** Influencers and freelancers seeking simple, powerful tools to create standout visuals.
- 2. Small Businesses:** Entrepreneurs needing professional, quick-turnaround content to elevate their branding.
- 3. Gen Z and Millennials:** Social media-savvy users who prioritize creativity, affordability, and convenience.

Value Proposition and Messaging

SnapEdit's integrated app and marketplace redefine content creation by:

- Providing AI-enhanced tools for effortless editing.
- Offering a marketplace for buying and selling templates, enabling creators to monetize their work.
- Ensuring seamless integration with social media platforms for direct sharing and discovery.
Message: "Create. Share. Earn. With SnapEdit, content creation has never been easier or more rewarding."

Distribution Strategy

- **App Integration:** The marketplace is seamlessly incorporated into the existing SnapEdit app, providing a one-stop solution for creators.
- **Social Media Channels:** Two-way integration enables discovery and sharing between SnapEdit and platforms like Instagram, driving traffic and engagement.
- **B2B Outreach:** Customized packages for businesses streamline access to tools and marketplace features, enhancing their branding efforts.

Marketing and Promotion Plan

1. **Social Media Campaigns:** Highlight user success stories and tools through targeted posts and hashtag campaigns (#EarnWithSnapEdit).
2. **Influencer Collaborations:** Partner with creators to showcase SnapEdit's marketplace through authentic content and tutorials.
3. **Paid Digital Ads:** Use targeted Google and Facebook ads to increase visibility and drive app downloads.
4. **Referral Program:** Reward users with credits or discounts for successful referrals to grow the community.
5. **Content Marketing:** Publish blogs, tutorials, and case studies to educate users and inspire engagement.

Sales Strategy

A **self-service model** allows users to browse, purchase, and monetize templates effortlessly, ensuring scalability and cost-effectiveness. B2B customers are offered tailored packages for their specific content creation needs.

Launch Plan

- **Phase 1: MVP Beta Launch (Months 3-6):** Develop and implement core marketplace features for limited beta testing.
- **Phase 2: Public Release (Months 6-9):** Roll out the marketplace to all users with enhanced features.
- **Phase 3: Future Enhancements (Months 9-12):** Develop and craft launch plans to deliver advanced marketplace features based on 3 quarters of marketplace data.

Customer Support and Service

SnapEdit provides accessible and reliable support through:

- **Self-Service Resources:** FAQs, tutorials, and interactive guides.
- **24/7 Assistance:** AI chatbots and in-app ticketing for efficient issue resolution.
- **Community Engagement:** Regular feedback collection, webinars, and gamified recognition to foster loyalty.

Evaluation Metrics

SnapEdit will monitor the following KPIs to assess its success and adjust strategies:

- **User Growth:** New registrations and conversions to premium.
- **Marketplace Engagement:** Templates uploaded, sold, and overall activity.
- **Revenue:** Subscription and marketplace transaction growth.

Proceed, Pivot, or Perish?

- **Proceed:** If growth metrics and feedback align with projections, expand features and marketing efforts.
- **Pivot:** If challenges arise, refine messaging, features, or distribution strategies based on insights.
- **Perish:** If user acquisition, engagement, or revenue metrics significantly underperform, reconsider product viability and resource allocation.

SnapEdit's focused strategy, rooted in user engagement and monetization potential, positions it as a game-changer in digital content creation.

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