

GSPhotoCo

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Table of Contents

Prototype: <https://gsphotoco-ai-image-l-1v13.bolt.host>

1. Product Overview
2. Scope & Objectives
3. User Personas
4. Jobs To Be Done
5. Functional Requirements
6. Non-Functional Requirements
7. Proposed Screens/Wireframes
8. Constraints & Assumptions
9. Milestones & Timeline
10. Resource Requirements
11. Testing & Quality Assurance
12. Metrics & Success Criteria
13. Go-To-Market Strategy

1. Product Overview

GSPhotoCo has been a stock-photo site for a long time, but the last year has been rough. Creative teams at big companies are starting to use AI tools like Midjourney instead of browsing traditional photo libraries, and it's showing in our numbers. Monthly active subscribers are down about 35%, revenue is slipping, and we have around a year of runway left.

Even with that shift, teams still need visuals that are fast to produce, original, and legally safe to use. Most AI tools can't guarantee that, which puts companies in a tough spot when it comes to copyright and trademark issues.

To keep up, GSPhotoCo needs to evolve from a standard stock-photo library into a platform that mixes our licensed photo collection with AI image generation that only uses licensed training data. It also means building in the copyright, trademark, and provenance checks that enterprise teams actually need, along with simple approval workflows.

This PRD lays out what the MVP of that new direction looks like.

2. Scope & Objectives

The MVP is meant to be a simple, unified place where teams can search for images, generate new ones, check that everything is safe to use, and get quick approvals without slowing down their workflow. It includes our own AI model for image generation, a combined search experience, automatic compliance checks, provenance badges, lightweight approval tools, batch processing, a pilot Google Slides plug-in, and an enterprise workspace with SSO and audit logs. What we are not tackling in this first version are things like public developer APIs, a contributor marketplace, a mobile app, advanced editing features, or any large external data partnerships.

Area	What We're Aiming For	How We're Thinking About It
Enterprise trust	Fewer teams leaving and stronger renewal numbers over the next year	We want long-time customers to feel confident sticking with us again, not worrying about whether the platform is falling behind
Creative team speed	Faster approvals and more "ready-to-use" assets	The hope is that most assets already meet compliance needs, and teams can get sign-off in a couple of hours instead of waiting around
Enterprise-friendly AI	AI that actually produces what people want, and a workspace people return to often	We want prompts to consistently match users' intent, and for teams to be active in the workspace because it genuinely helps them work better
Growth stability	Bringing on more enterprise customers and helping teams produce more creative work	As trust returns and the experience improves, we expect a steadier flow of new contracts and better output per team

3. User Personas

Here is a quick look at who we are building for. Our main users are people like Megan, who leads marketing at a large company and needs fast, consistent, on-brand visuals without getting stuck in long legal cycles. She often has to move between a stock site, an AI tool, and legal review, which slows her down. We also have Leo, the legal or compliance reviewer who focuses on copyright, likeness, and trademark issues. He wants clearer and faster reviews, along with risk scoring he can trust, especially for AI-generated content. Our secondary users include agency designers and mid-market teams who want quick turnarounds, have lighter legal oversight, and prefer using one tool for both creation and safety checks.

User	What They Do	What They Need	What Gets in Their Way
Megan (Marketing Manager)	Creates campaign visuals	Fast, on-brand images	Slow legal reviews, too many tools, hard to find brand-safe photos
Leo (Legal/Compliance)	Reviews assets for risk	Clear, trustworthy risk info	Manual reviews, AI uncertainty, lack of transparency
Agency Designers / Mid-Market Teams	Produce assets quickly	One tool for creating and checking images	Switching tools, limited legal support

4. Jobs To Be Done

Job	JTBD Statement
Generate	“Help me create visuals on-brand and quickly, without legal risk or separate editing tools.”
Find	“Help me find stock or AI images that match the brief without switching platforms.”
Approve (Legal)	“Help me confirm copyright/trademark safety with clear explanations.”
Share	“Help me share assets with my team for formal review and approval.”
Support	“Help me fix flagged images or escalate questions.”

5. Functional Requirements

- **Unified Content Discovery**

Users should be able to browse stock and AI-generated assets through a single, cohesive interface. The system must support keyword search, semantic search using embeddings, and visual similarity search, while allowing users to toggle between Stock, AI, or Mixed results. All queries should return results in under two seconds to ensure a smooth discovery experience.

- **AI Image Generation**

The platform must produce high-quality, photorealistic images generated exclusively from licensed data. Users should be able to create images through text prompts with style presets, refine or regenerate outputs, and customize resolution and aspect ratios. Each generation should also receive an internal quality and alignment score.

- **Compliance & Risk Engine (High Priority)**

A central differentiator of the system is its automated compliance analysis of every asset before use. The engine must detect copyright similarity, trademarked elements, recognizable private property, likeness risks, and any enterprise-specific rule violations. Each scan should output a 0–100 risk score, a detailed explanation of concerns, and recommended corrective actions.

- **Provenance & Ethical Badge**

Every asset, whether stock or AI-generated, must include a complete provenance record. This should capture the underlying source data bundle, model version, generation parameters, and safety scan outcomes. Assets that meet enterprise criteria should receive an “Enterprise Safe” ethical badge for downstream trust and verification.

- **Approval Workflows**

The system must support multi-team review and governance through structured approval workflows. Users should be able to assign reviewers, track approve/reject decisions, maintain threaded comments, and access version history. All actions must generate audit logs to support legal and compliance oversight.

- **Batch Upload & Processing**

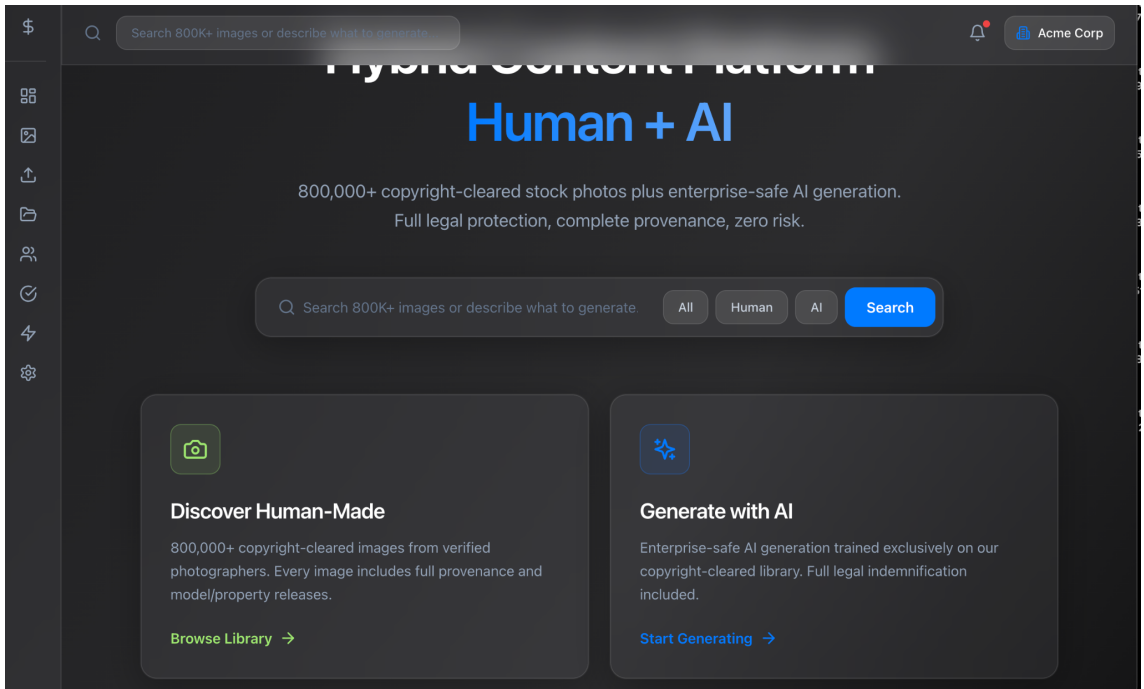
For agencies and large teams, the platform must support scalable batch handling. Users should be able to upload large sets of assets, trigger bulk compliance checks, run parallel scanning pipelines, and download outputs in bulk once approved. This ensures efficiency for high-volume creative or operational workloads.

6. Non-Functional Requirements

Category	Requirement
Performance	Search results returned in under 2 seconds. Content previews generated in under 5 seconds. Full generation tasks completed within 15 seconds.
Reliability	99.5% uptime with graceful degradation handling during peak load. Minimal service interruptions and predictable maintenance windows.
Security	Encryption for all data at rest and in transit. Support for multi-factor authentication single sign-on.
Compliance	Alignment with EU AI Act transparency requirements. Responsible, safe, and auditable data handling practices.
AI Quality	4/5 prompt-to-output alignment, low artifact rate, and consistent model behavior across inputs.
Scalability	Ability to support increasing user traffic and content volume without performance degradation. Efficient horizontal scaling during high-demand periods.
Usability	Intuitive and consistent interface with minimal learning curve. Clear navigation and helpful in-product guidance.
Accessibility	Compliance with accessibility standards. Features designed to support users with diverse abilities.
Analytics & Reporting	Built-in analytics tools for monitoring usage patterns. Meaningful reporting dashboards for operational and business insights.

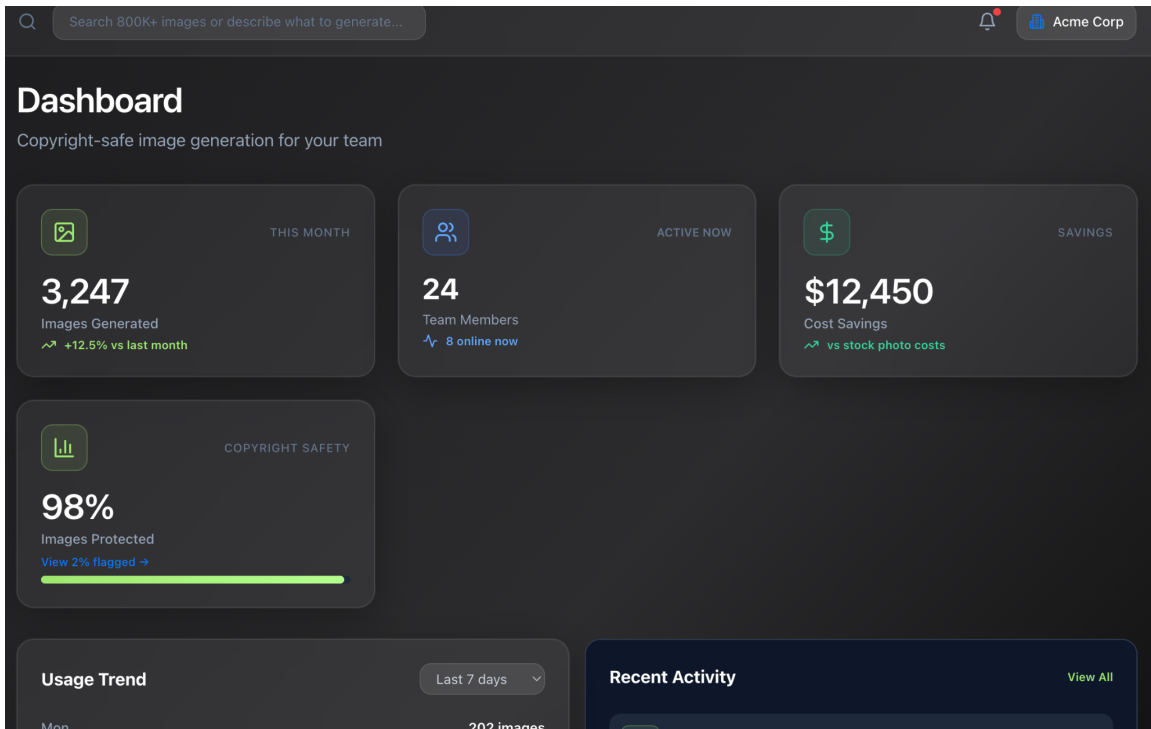
7. Wireframes

- Homepage gives two clear options: browse photos or generate new ones
- Search has a large search bar with a human/AI toggle on the side
- Asset detail pages show a preview, metadata, a compliance score, and a provenance badge
- Legal reviewers get a clean panel with highlighted risks and options to approve, reject, or leave comments
- The workspace dashboard shows recent activity and overall compliance status
- The Slides plug-in adds a small sidebar that scans images and shows results directly in the presentation

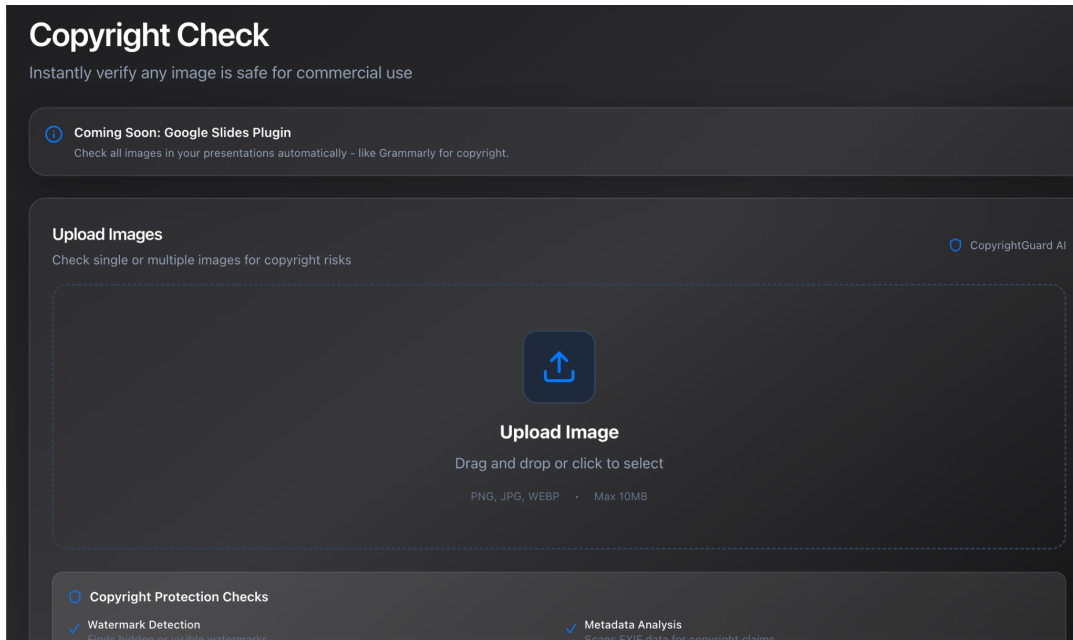


The

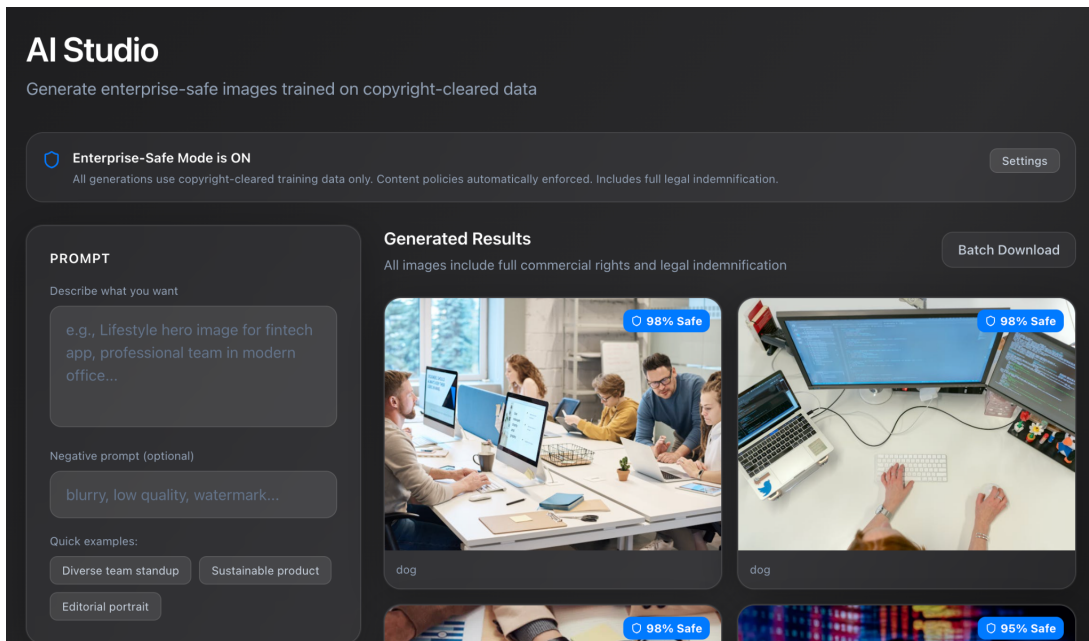
homepage lets users browse photos or generate new ones with a unified search bar



The dashboard shows team activity, usage stats, and copyright safety



The copyright check tool lets users upload images and scan them for risk



AI Studio generates safe, copyright-cleared images based on user prompts

8. Constraints & Assumptions

Constraints

- Limited runway: must show traction within 3–6 months
- Legacy PHP backend limits modernization speed
- AI outputs must never use unlicensed training data
- On-premise clients require strict data isolation

Assumptions

- Enterprise customers value **safety** > **creativity**
- Legal teams will adopt automated scoring if transparent
- Adobe/Canva will take 12–18 months to build similar compliance engines

9. Milestones & Timeline

Phase	Timeline	Deliverables
Phase 1 (0–3 months)	Now	Foundational compliance and dataset layer: build transparent dataset pipeline and integrate copyright verification
Phase 2 (3–6 months)	Next	Unified search and generate platform: develop combined stock search and AI generation UI; implement enterprise login and permissions
Phase 3 (6–12 months)	Later	Creative expansion and integrations: add fine-tuning and team collaboration

10. Resource Requirements

Team

- 1 PM
- 1 Tech Lead
- 3 Backend Engineers
- 1 AI/ML Specific Engineer
- 1–2 Frontend Engineers
- 1 DevOps

- 1 Designer

Tools & Infrastructure

- Cloud GPUs
- Vector DB
- React + Node/Python
- Monitoring, analytics, CI/CD
- Figma, Jira, Confluence

11. Testing & Quality Assurance

The goal is to ensure the platform is fast, trustworthy, and reliable for enterprise creative and legal teams. Because compliance accuracy and AI reliability are core differentiators, QA must cover both traditional software testing and AI-specific evaluation.

Testing Approach

1. Automated Test Suite

- $\geq 90\%$ unit test coverage across backend services
- Integration tests for search, generation, and compliance engine
- Scheduled nightly regression suite

2. Functional Testing

- End-to-end tests for unified search, asset generation, compliance scanning, provenance display, workflows, and batch processing
- Cross-browser and cross-device validation for the web app and the Slides plug-in

3. Usability & Workflow Testing

- Task-based usability tests with:
 - Enterprise designers (search, generate, edit, download flows)
 - Legal/compliance reviewers (risk interpretation, workflows)
- Heuristic evaluation for navigation clarity and cognitive load
- Iterative design refinements based on session outcomes

4. AI Quality & Safety Testing

- Prompt-to-output alignment scoring (accuracy, style, relevance)
- Artifact and hallucination detection checks
- Bias and fairness evaluations across major demographic categories
- Compliance engine accuracy testing:
 - Precision/recall metrics for trademark detection
 - Likeness and property-rights conflict detection
 - False positive/negative rate tracking

5. Performance & Load Testing

- Stress tests for peak search and generation load
- Latency benchmarks: search <2s, preview <5s, generation <15s

- Stability testing for long-running enterprise batch scans

12. Metrics & Success Criteria

Northstar: Percentage of AI-generated assets that pass compliance on the first try.

Acquisition

- Conversion rate increases from 0.8% to 2–3%
- Activation rate reaches at least 60%

Engagement

- 70% of enterprise workspaces run weekly scans
- Average session duration increases by 15–20%

Retention

- Logo churn decreases by 30%
- Net Revenue Retention rises above 110%

Compliance

- 80% of exported assets include a safety or provenance badge
- Legal approval cycle is under 2 hours

Financial

- 50 or more enterprise contracts in the first year
- Gross margin above 70%

13. Go-To-Market Strategy

Target Market

Our primary audience is enterprise and mid-market companies with substantial content creation needs and strict compliance requirements, specifically large marketing teams, creative agencies serving major brands, and media companies. Our positioning statement is that GSPhotoCo is the only enterprise visual platform that unifies stock photography and AI generation with built-in copyright safety and governance, helping teams create on-brand visuals faster while eliminating legal risk. Enterprises will buy because

they get the creative speed of GenAI platforms like Midjourney and also the legal safety they are missing. We solve the painful gap where legal teams are bottlenecks and marketing teams are exposed to lawsuits.

Distribution Channels

1. Direct Enterprise Sales (Primary Revenue Driver)

- We will target VPs and Directors in Brand, Creative Operations, and Corporate Counsel at our existing 1,200 enterprise accounts. Our approach will consist of 30-60 day pilot programs (free or heavily discounted) with high-touch support, measuring outcomes (approval time reduction, images scanned), presenting ROI analysis, and converting to annual contracts. We will start with one department (e.g., Brand team), prove value, and expand to additional creative teams and geographies. We are choosing this channel because enterprises require security reviews and procurement processes, so a direct sales relationship is necessary. Also, these accounts currently represent 45% of revenue, so we must protect and grow this base.

2. Product-Led Self-Service (Secondary Volume Driver)

- We will target agencies, small teams, and individual creatives who want to try before committing. Our approach will be a freemium model with clear upgrade path, specifically free tier with watermarks/low-res, Pro tier (\$49-79/mo) for teams with batch scanning, and Creator tier (\$15-25/mo) for individuals with commercial rights. For conversion tactics, we will use In-app prompts when hitting limits and clear value comparison tables. We are choosing this channel because it captures smaller accounts we cannot afford to touch with sales, and some will grow into enterprise deals over time.

3. Integration Marketplaces (Discovery & Viral Growth)

- We will target teams already using Google Workspace, Figma, and Adobe tools in daily workflows. Our approach will be launching a Google Slides plugin first (user research showed strong demand), followed by Figma and Adobe Creative Cloud plugins. Our mechanism for viral growth will be that one team member installs a plugin to check images, and this spreads organically within the company and drives main platform signups. We are choosing this channel because it reduces friction by meeting users where they already work, as plugin usage requires a platform account, so funneling leads naturally.

We are not pursuing the following channels:

- App Stores: Enterprises don't discover B2B tools via iOS App Store
- Reseller Partners: Adds margin pressure and slows critical early feedback loops
- Mass Consumer Advertising: Not targeting hobbyists, would waste budget

Marketing & Awareness

Content Marketing & Thought Leadership:

- Blog posts, LinkedIn articles targeting pain points
- Case studies from pilot customers (anonymized if needed)
- Establish GSPhotoCo as authority on AI copyright safety before competitors claim the space

Free Tool as Lead Magnet:

- Offer free 3-image copyright scan tool on website (no login required for first scan)
- Captures email for full report and then converts cold traffic into leads
- Demonstrates our tech credibility and hooks potential buyers

Social Media:

- LinkedIn primary channel, where B2B buyers and legal teams congregate
- Share data-driven content
- Short demo videos showing compliance scanning in action
- Encourage beta customers to share experiences

Webinars & Strategic Partnerships:

- Host webinar featuring CEO, legal expert, and satisfied customer
- Partner with digital asset management providers for cross-promotion and integration
- Explore co-marketing with Adobe (if they don't become a competitor) or design tool companies

Our marketing message focus will be to build trust and urgency. We will cite EU AI Act compliance requirements, show real copyright violation examples, emphasize speed and safety combination. We will avoid hype by using credible, data-driven messaging that resonates with risk-averse enterprise buyers.

Sales Strategy Execution

Pilot-to-Contract Process:

1. Identify enterprise accounts with high compliance risk (regulated industries, prior copyright issues)
2. Offer 30-day pilot
3. During pilot, ensure high-touch support and measure tangible outcomes
4. End-of-pilot presentation: Show hours saved, issues caught, ROI calculation
5. Convert to annual contract with governance add-on

Pricing Strategy:

- Enterprise tier: Custom pricing starting at \$499/mo (flexible for early adopters)
- Emphasize value vs. cost
- Bundle governance features as upsell

Sales Tools:

- ROI calculator: Input images/month, lawsuit risk cost, legal time cost which will demonstrate savings
- Comparison to competition: GSPhotoCo vs. Midjourney, Shutterstock, Adobe Firefly on compliance/provenance
- Reference customer list: Early wins enable us to say companies are already using us successfully

Customer Support & Success

Onboarding:

- Add team members, try first generation, scan existing asset, and set brand guidelines
- Embedded tutorial videos for key features
- Prevents overwhelm that early testers reported

Enterprise Support:

- Dedicated account contact for enterprise tier
- 4-hour response time SLA for critical issues (compliance scanning failures, access problems)
- Monthly check-ins by customer success manager to ensure satisfaction and identify upsell opportunities

Self-Service Support:

- Searchable knowledge base with articles on image copyright issues
- Contextual tips in product explaining risk scores
- Community forum moderated by our team

Retention Tactics Built Into Product:

- Batch upload
- Slides plugin
- Clear explanations

14. References

Market research:

<https://docs.google.com/document/d/19PwQvRLntMNXXtRT9tBnYLjn4e0DzG2up5F7RZNwV2c/edit?tab=t.0>

Competitor analysis:

<https://docs.google.com/document/d/15yHmVGn0-kkwayYndIpqfmYwYqWhjDNRVuV7AKp2Y44/edit?tab=t.0>

Customer feedback and assumption testing:

https://docs.google.com/document/d/1b31qsVRsB9z1__STPDU2GYdq7rb5F0Lzk5Mbx6ggqs/edit?tab=t.0

https://docs.google.com/document/d/1KfL_gQBMLerj2FA32ZkB93yJ_ctp5o4z1xavAdcSykY/edit?tab=t.0