Product Requirement Document - Aperture

Context :

Aperture is a platform dedicated to connecting people through images, from personal moments to breathtaking landscapes. Faced with intense competition, Aperture seeks innovative solutions to enhance user engagement and maintain its market position.

Product Principles:

- **Privacy and Security:** Rigorous protection of user data.
- **User-Friendly Design:** Interfaces that are intuitive and easy to navigate.
- **Reliability:** Consistent, dependable platform performance.
- **Innovation:** Ongoing enhancements to meet evolving user needs.

Explanation of the Problem :

Aperture users have expressed concerns over the platform's current privacy measures and the management of irrelevant content, which could lead to decreased user satisfaction and engagement.

Current State of the Product:

Aperture currently lacks advanced content filtering and comprehensive privacy settings, which are available on competing platforms. This deficiency has been linked to a decline in user engagement over the past six months.

Hypothesis and Approach :

We hypothesize that by introducing enhanced content filtering and privacy settings through a landing page MVP, we can improve user engagement and trust. Success will be measured by tracking changes in engagement metrics and gathering user feedback before and after implementation.

Pain Points:

- Overwhelm due to exposure to irrelevant content.
- Concerns about insufficient privacy protections.
- User interface does not effectively prioritize personal content preferences.

Target Audience:

The MVP will focus on our core demographic of young adults aged 18-24, who prioritize privacy and content relevance.

Explanation of the Solution & Success Criteria :

The MVP will feature a new landing page that allows users to interact with and provide feedback on proposed new privacy settings and content filtering options. This staged approach minimizes development costs and maximizes direct user input.

Feature Goals for the MVP:

- Enable users to adjust privacy settings directly from the landing page.
- Allow users to set and test content filters during their engagement with the page.

Measurable and Achievable Metrics:

- Achieve a 25% increase in engagement on the landing page.
- Obtain at least 50% positive feedback from users regarding the new features within the first month post-launch.

Assumptions & Risks:

- **Assumptions:** Users will find the new features aligned with their needs and expectations.
- **Risks:** Potential technical challenges integrating new features; risk of low adoption if the features do not fully meet user needs.

Team:

- **Oli (CEO):** Strategic oversight and final project approval.
- **Kartika (Head of Product):** Manages product lifecycle and ensures alignment with business goals.
- **Evan (Software Engineer):** Technical development of the MVP.
- **Annika (Product Marketing Manager):** Marketing strategy and promotion of the MVP.
- **Adem (Product Manager):** Project coordination, milestone tracking, and stakeholder communication.

Timeline:

- **Now (Week 1-2):** Develop and design the landing page MVP.
- **Next (Week 3):** Conduct user testing and collect feedback.
- **Later (Week 4):** Refine the design based on feedback and prepare for a broader rollout.

Budget:

- Utilizes existing tools and platforms; no additional software costs.
- Internal resource allocation: 100 hours of development, 50 hours of design, 30 hours of marketing.