Product Requirement Document (Confidential)

Version 1.0
Last Updated: Nov 17, 2025
Confidentiality: *NDA Protected*

Table of Contents

1. Executive Summary

Yuvoice is a social marketplace designed to make activism profitable, community-driven, and reward-based. The platform uses a patent-pending, artificial intelligence (AI) powered algorithm to award impact crypto (tokenized karma points) to users who complete real-world, goal-based tasks within moderated communities.

Yuvoice combines four pillars:

1. **Social Platform** – Community building, sharing, posting, and participation.
2. **Impact Marketplace** – Product sales, sponsor integration, donor/investor acquisition.
3. **Gamified Impact System** – Karma points tokenized via Web3 mechanisms.
4. **AI Personalization & Moderation** – Adaptive content feed, discovery, trust/safety, user guidance.

The end goal: **a scalable, mobile-first social platform that rewards real contributions instead of outrage-driven engagement.**

Proof points include 45K+ pre-launch subscribers, an 80% MVP task completion rate, and high involvement volunteering metrics, demonstrating strong product-market fit among Gen Z users seeking positive online experiences.

2. Product Vision

To become the world's leading **impact-driven social network**, transforming activism, community engagement, and social commerce by rewarding real-world contributions through tokenized, AI-powered incentives.

3. Goals & Objectives

3.1 Primary Goals

- Build a mobile-first, modular, scalable social platform
- Enable moderated communities where users set, track and complete impact driven goals.
- Launch a crypto tokenized karma point system that incentives positive actions.
- Provide a social marketplace for products, sponsorships and donor/investment opportunities.
- Implement AI across personalization, recommendation, moderation and behavior analysis.

3.2 Secondary Goals

- Establish sponsor ready growth and monetization channels.
- Create a platform that can evolve rapidly with feature expansions.
- Partner with enterprise organizations (e.g. Vatican, UN, NGOs, brands, etc.)

4. Target Users & Personas

Primary Users

1. **Activists / Socially Conscious Users**
   a. Need positive alternatives to traditional social media.
   b. Seek community, meaning, and actionable goals.
2. **Community Builders / Organizers**
   a. Manage groups around social causes, entrepreneurship, or social movements.
   b. Need tools to coordinate goals, tasks, volunteers, events, and communication.

Secondary Users

3. **Brands & Sponsors**
   a. Looking to support causes, reach young audiences, or promote products ethically.
   b. Interested in measurable impact metrics via karma system.
4. **Nonprofits, NGOs, and Institutions**
   a. Seeking to mobilize volunteers, track action-based metrics, and create campaigns.

5. Problem Statement

Current social media platforms reward outrage, virality, and negativity. Gen Z overwhelmingly reports dissatisfaction with these systems, citing mental health concerns and lack of real-world value.

There is no platform that rewards positive, real-world impact at scale.

Yuvoice fills this void by combining:

- Social media → for community participation
- Marketplace → for real-world commerce and sponsorship
- Impact tracking → for real contribution
- Token rewards → to incentivize action

6. High Level Use Case

1. Users join communities centered on causes or interests.
2. Communities set goals/tasks (volunteering, donations, learning tasks, events).
3. Users complete tasks and receive karma point rewards.
4. Users share progress, build reputation, and grow their personal impact profile.
5. Communities collaborate, fundraise, and sell products.
6. Sponsors and donors reward high-impact communities or individuals.
7. AI personalizes feed content, recommends causes, and moderates discussions.

7. Product Scope

7.1 Foundational Version (V0)

Yuvoice V0 will include full feature parity on mobile and web, with a mobile-first UX design that scales up to larger viewports. All features are expected to include complete user flows, error handling, validation, and state transitions.

Core Features

1. User Login & Authentication
    a. Sign up / Sign in
    b. Email based login
    c. Password recovery
    d. Error and validation states
    e. Session Management
2. User Profile
    a. Profile creation and editing
    b. Avatar/photo upload
    c. Bio and basic stats
    d. Privacy settings
    e. View profile of others
    f. Block profile of others
    g. Report profile of others
    h. Pin posts to profile
3. Home Feed
    a. Unified feed showing posts from communities, followed users and for you (algorithm)
    b. Post interactions (like, comment, share)
    c. Infinite scroll
4. Community
    a. Create communities (moderators)
    b. Join/leave communities
    c. Community feed and posting
    d. Role-based permissions (owner, moderator, member)
    e. Manage member list
5. Posting & Engagement
    a. Create posts (text + images)
    b. Edit/delete own posts
    c. Commenting + replies
    d. Reporting content
6. Responsive UI Layouts
    a. Mobile-first design
    b. Responsive layouts for profile, feed, communities, and content interactions
    c. Desktop-friendly navigation (sidebar bar)

        d. Mobile navigation (bottom tab bar)

7. Admin Dashboard (Web-only)
    a. Internal Yuvoice staff tool
    b. User management (search, view, suspend)
    c. Community management (approve/remove, view reports)
    d. Content moderation (review & remove reported content)
    e. Basic system logs and audit trail

8. Moderator Dashboard
    a. Tools for community-level moderators
    b. Manage reported posts and comments
    c. Remove problematic content
    d. Manage community settings (title, rules, description)
    e. Approve join requests (if community is private)
    f. Assign secondary moderators
    g. View member activity (basic insights)

9. Tokenized Karma Points System
    a. Awarding karma points for verified task completion
    b. Role of moderators/admins in verification (workflow)
    c. Karma ledger (transaction history)
    d. Impact score displayed on profiles

10. Messaging/Inbox/Direct Messaging
    a. Real-time 1:1 and group messaging
    b. Message delivery states (sent, delivered, read)
    c. Read receipts and typing indicators
    d. Conversation list with latest message preview
    e. Searchable inbox
    f. Pinned messages within chats
    g. Attachments (images, videos, files)
    h. Push notifications for new messages
    i. Message reactions (emoji quick reactions)
    j. Edit and delete messages
    k. Group names and custom avatars
    l. Add/remove members in group chats
    m. Basic group admin controls (owner actions)
    n. @mentions for group members
    o. Group join/leave notifications
    p. Attachment upload progress indicators
    q. Starred or saved messages
    r. Message threads and replies

11. Chat/DM-Level User Profile Features
    a. Chat-specific lightweight user profile view (distinct from main profile)
    b. View profile info directly from the conversation (name, avatar, username)
    c. Quick access to shared media/files within the conversation
    d. Search within a specific chat (messages, media, links)
    e. Chat settings panel (mute, block, report, delete conversation)
    f. Contextual actions from the profile (view full profile)
    g. Last active / online status indicators (optional/permission-based)

7.2 Public Release Version (V1)

All features are expected to include complete user flows, error handling, validation, and state transitions.

Core Features

1. Home Feed
   a. Basic AI hooks for early personalization
2. Admin Dashboard (Web-only)
   a. Override AI moderation decisions (manual review path)
3. Moderator Dashboard (Web + Mobile Web)
   a. Review AI-flagged content
4. AI-Powered Feed Algorithm
   a. Personalized content ranking
   b. Behavioral interest modeling
   c. Community affinity scoring
   d. AI-driven content suggestions
   e. Moderation confidence scores (internal use)
5. Tokenized Karma Points System
   a. Anti-abuse mechanisms and validation
   b. Ties to future marketplace and sponsorship features
6. Messaging/Inbox/Direct Messaging
   a. Improved delivery reliability (retry logic, offline queueing)
   b. Link previews (URL unfurling)
   c. Improved attachment previews (PDFs, docs)
   d. Inline media playback
   e. Better message formatting (bold, italics, etc.)
7. Unauthorized User Access
   a. Can view the public/main feed only (read-only access)
   b. Attempting restricted actions triggers a login/signup prompt
   c. Deep links to private content redirect to login/signup

7.3 Version 2 & Beyond

Prioritization of features will be done in a later version of this document.

Core Features

- Marketplace product listings and checkout
- Sponsor dashboards + monetization integrations
- Donor payment systems
- Advanced analytics dashboards
- Corporate org-level dashboards
- Comprehensive event management

- Internationalization / localization
- Web3 tokenization layer (user-friendly onboarding)

7.4 Definition of Done (Across all V0 Features)

Functionality
- Fully implemented on both mobile and web
- All CRUD (Create/Read/Update/Delete) actions supported
- Robust error handling and validation flows
- Role/permission enforcement in place (User, Moderator, Admin)

Usability
- UI meets mobile-first design standards
- Responsive layouts function on desktop, tablet, and mobile
- Accessibility best practices incorporated
- Clear user feedback (loading, empty states, success messages)

Moderation
- Reporting system functional
- Moderator/Admin dashboards can review and take action
- All moderator/admin actions logged

Stability
- No critical bugs
- Acceptable page load and interaction speeds
- Production-ready backend/API integrations
- Basic analytics logging in place

Security
- Secure authentication and session handling
- Permissions enforced at backend layer
- Sensitive actions are audit logged

8. Dependencies

8.1 Internal Dependencies

- **Design System / Component Library:** Required for responsive web + mobile consistency.
- **Authentication Service:** Centralized auth for mobile and web; supports roles (user, moderator, admin).
- **AI Moderation Pipeline:** Needed for feed content filtering, flagged content, and dashboards (V1+).
- **Backend API Layer:** Must support versioned endpoints, permissions, and scalable real-time feeds.
- **Database Infrastructure:** User data, content storage, moderation logs, community structures.
- **Storage/CDN:** For image uploads, media content, and profile images.
- **Logging & Analytics Framework:** For tracking user actions, moderation actions, feed performance.

8.2 External Dependencies

- **Image Hosting/Media Processing** (e.g., Cloudinary/AWS S3).
- **Email Service Provider** for password recovery and verification.
- **AI/ML Providers** (OpenAI, custom models, or third-party moderation tools).
- **Web3 Provider** for future tokenization (V1+).
- **Monitoring & Error Tracking** (Sentry, Datadog, etc.).

9. Assumptions

1. **Mobile-first usage** is the primary behavior pattern for the target demographic (Gen Z).
2. **Moderation must be hybrid (AI + human)** to ensure safety and accuracy in early stages.
3. **Communities are the central driver of engagement** over individual posting.
4. **Users understand simple gamification**, but Web3/tokenization concepts will require optional onboarding.
5. **Admin and Moderator dashboards are required from Day 1** to ensure safety within communities.
6. **AI feed personalization starts simple in V1** and will improve significantly in V2.
7. **Early platform traffic will spike during launch windows**, requiring scalable backend architecture.
8. **Sponsors and partners will integrate after V1**, so commercial tools are not required in V0.

10. Risk & Mitigation

10.1 Product & User Risks

Risk	Impact	Mitigation
Low user understanding of the platform's purpose	Medium	Guided onboarding, community recommendations, early activities.
Negative behavior or harmful content appears early	High	AI + human moderation, dashboards ready in V0.
Community quality varies drastically	Medium	Clear community rules, moderator tools, role enforcement.
Confusion around karma/token mechanics	Medium	Keep tokenization optional + keep UX simple.

10.2 Technical Risks

Risk	Impact	Mitigation
AI moderation false positives/negatives	High	Human review workflows, admin overrides, feedback loops.
Performance issues with feed rendering on web/mobile	Medium	Caching, pagination, optimized queries.

Image/video handling could strain storage or bandwidth	Medium	Use CDN + compression + upload size limits.
Role-based access errors (user/mod/admin confusion)	High	Strong role-permission matrix + backend enforcement.

10.3 Operational Risks

Risk	Impact	Mitigation
Moderators undertrained	Medium	Provide onboarding, clear UX, safety guidelines.
Admin actions not logged properly	High	Build audit logging in V0.
Surge in launch traffic	Medium	Autoscaling, rate limits, performance monitoring.