

Summary of the Internet-Product Requirements Document

Summary of the Internet

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Status: Draft v1.0

Last Updated: May 2, 2026

1. Overview

Summary of the Internet is a daily web app that tells creators, marketers, and brand owners what's happening on the internet *right now* — and turns that into content they can actually post.

Every morning, the app pulls trending topics from across the major platforms (Google, Wikipedia, Twitter/X, Instagram, TikTok, YouTube), distills them into a single readable "summary of the internet," and then generates personalized content suggestions tailored to each user's brand.

The goal: replace 30 minutes of doomscrolling and trend research with a 5-minute, curated, ready-to-act briefing.

2. Problem

Creators and small marketing teams need to stay culturally relevant to grow, but:

- Trends are scattered across 6+ platforms, each with its own format and pace.
- "Trending" pages are noisy, repetitive, and full of irrelevant content.
- By the time a human researches a trend, the moment has often passed.
- Generic AI content tools don't know the user's brand, so suggestions feel hollow.

There's no single place where a busy creator can wake up, see what the internet is talking about, and get ideas that match *their* voice.

3. Goals & Non-Goals

Goals

- Give every user a single daily snapshot of what's trending across the major platforms.
- Generate content ideas that feel specifically written for the user's brand.
- Make the daily ritual fast — under 5 minutes from login to "I know what to post."
- Build a habit: users should want to open the app every morning, like a newspaper.

Non-Goals (for MVP)

- Scheduling or auto-posting to social platforms.
 - Long-form content generation (full articles, video scripts).
 - Analytics on the user's own social performance.
 - A mobile native app (web-first, mobile-responsive only).
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4. Target Users

Primary: Solo creators, freelance social media managers, and small in-house marketing teams (1–5 people) who post daily across multiple channels.

Secondary: Founders and personal brands who post occasionally and need a "what should I say today?" prompt.

5. User Stories

- As a **free user**, I want to see today's trending topics and a few general content ideas so I can decide if the product is worth paying for.
 - As a **paid user**, I want to set up a brand profile so suggestions sound like *me*, not generic.
 - As a **paid user managing multiple clients**, I want to switch between brand profiles and get tailored ideas for each.
 - As **any user**, I want to see one clear summary of "what's happening on the internet today" so I don't have to check six different apps.
 - As an **admin**, I want to manage prompts, regenerate content, and oversee the daily research pipeline without touching code.
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6. Core Features

6.1 Daily Internet Summary

A single, readable briefing of what's trending across the internet today, written in a confident editorial voice. Updated once per day. Includes the date prominently so users know it's fresh.

6.2 Trending Topics Dashboard

Live-ish feeds from:

- Google Trends
- Wikipedia (most-viewed articles)
- Twitter/X trending hashtags
- Instagram trending hashtags
- YouTube trending videos
- TikTok trending videos

Each platform shown as a clean, scannable card.

6.3 Content Suggestions

- **General suggestions** (free + paid): Daily ideas based on overall trends.
- **Brand-personalized suggestions** (paid): Ideas filtered through the user's brand profile — tone, audience, topics, competitors.
- Users can regenerate suggestions a limited number of times per day.

6.4 Brand Profiles (Paid)

Up to 5 brand profiles per paid user, each with:

- Brand name and type
- Target audience
- Tone & style
- Content topics / niches
- Optional competitor accounts

Users can switch the "active" brand at any time.

6.5 Newsletter Preview

A daily preview of the email newsletter version of the summary, so users who prefer reading in their inbox can opt in.

6.6 Campaigns (Beta)

A paid feature for planning multi-day content pushes around a goal, set of platforms, and chosen tone — output is a calendar of suggested posts.

6.7 Accounts & Subscriptions

- Email/password signup and login.
- Free tier vs. Paid tier.
- Stripe-managed billing with self-serve upgrade, cancel, and customer portal.
- Promo code redemption.

6.8 Admin Tools

- Generate or regenerate the daily internet summary on demand.
 - Edit the prompt templates that drive AI generation.
 - Post site-wide announcement banners.
 - Toggle visibility of individual trend platforms.
 - Manage users and grant access.
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7. User Experience Principles

- **One screen, one ritual.** The dashboard is the product. Everything important fits on one page.
 - **Editorial, not technical.** It should feel like reading a smart morning brief, not using a dashboard.
 - **Date-forward.** Users must instantly know the content is *today's*. The current date is displayed prominently.
 - **Bold and confident.** Distinctive typography, strong hierarchy, no generic SaaS feel.
 - **Fast.** Cached aggressively. No spinners on the main view after first load.
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8. Content & Tone

The internet summary and suggestions should read like a knowledgeable friend explaining what matters today — never robotic, never hedging, never starting with "In today's fast-paced world..."

Suggestions must be specific enough that the user can act on them within 10 minutes.

9. Success Metrics

- **Daily Active Users / Monthly Active Users** ratio above 40% (this is a daily-habit product).
 - **Free → Paid conversion** above 5% within 14 days of signup.
 - **Suggestion regeneration rate** below 30% per day (high regen = suggestions aren't good enough).
 - **Newsletter open rate** above 35%.
 - **Day-7 retention** above 50%.
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10. Constraints & Considerations

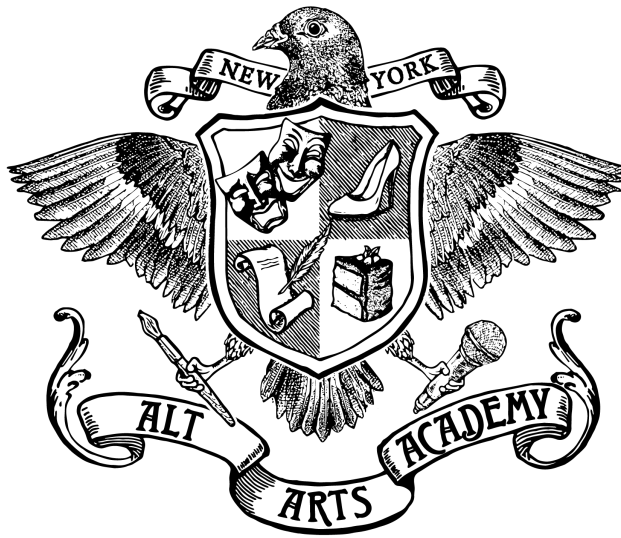
- **Data freshness:** The daily summary must reflect the *actual* current day. Stale content is the single biggest trust-killer.
 - **AI cost control:** Suggestions are generated once per user per day and cached. Regenerations are rate-limited.
 - **Source reliability:** Trend sources occasionally fail or rate-limit. The app must degrade gracefully — never show an empty dashboard.
 - **Brand voice fidelity:** Personalized suggestions must clearly differ from generic ones. If a paid user can't tell the difference, the value prop collapses.
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11. Out of Scope for v1

- Native iOS/Android apps
 - Direct publishing to social platforms
 - Team accounts / shared workspaces
 - Image or video generation
 - Historical trend archives / search
 - API access for third parties
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12. Open Questions

- Should free users see the full internet summary or a teaser only?
- How many brand profiles is the right cap for paid — 5, 10, unlimited?
- Should the daily summary have an audio version (podcast-style) for commuters?
- Do we need a "missed yesterday" view, or is the product strictly today-only?



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