

Here's a complete, structured, and implementation-ready **Product Requirements Document (PRD)** for **Buildo**, crafted for your design, development, and content teams:

Product Requirements Document (PRD) — Buildo

1. Overview

Buildo is a mobile app that helps users discover, learn about, and appreciate **historical buildings and architectural landmarks** through an **interactive, location-based map**.

The app solves the problem of **fragmented and inaccessible heritage information** by consolidating accurate, verified content into an intuitive and engaging exploration experience. As cities evolve rapidly and cultural heritage risks being overlooked, Buildo empowers users to connect with their surroundings through stories of the past — making architectural knowledge **accessible, visual, and experiential**.

2. Problem Statement

Most people encounter historical or architectural landmarks without knowing their significance.

- Information about such places is **scattered across websites, blogs, and archives**.
- Sources are often **unreliable or poorly referenced**.
- There's a **lack of engaging, map-based discovery tools** that make learning about buildings enjoyable.

Users' Pain Points:

- Difficulty finding **verified historical information** about nearby sites.
 - No **centralized platform** for exploring architecture visually.
 - Travel apps focus on attractions, not architectural heritage.
 - Limited **motivation or tools** to explore cultural history spontaneously.
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3. Goals & Success Metrics

MVP Goals

- Enable users to **discover nearby architectural landmarks** via an interactive map.
- Provide **accurate and visually engaging building information** (history, style, photos).
- Offer a **smooth and delightful UX** for both locals and travelers.

Success Metrics (KPIs)

Metric	Target	Measurement Tool
Buildings viewed per session	Avg. 6+	Mixpanel event tracking
Average session duration	3–5 minutes	Firebase Analytics
Daily Active Users (DAU)	500+ within 3 months	Analytics dashboard
Retention (Day 7)	30%	Cohort analysis
Favorites saved per user	Avg. 3+	Event tracking

4. Target Users & Personas

Primary Segments

1. **Cultural Tourists** — exploring new cities and wanting context behind local architecture.
2. **Local Residents** — interested in hidden historical gems around their neighborhood.
3. **Architecture Students & Enthusiasts** — seeking examples of styles, periods, and influences.

Personas

Persona 1: Elena, 29 — Architecture Student (Istanbul)

- **Motivation:** Learn about Ottoman and Modernist buildings through real examples.
- **Use Case:** Uses Buildo to explore architectural landmarks nearby for school projects.

Persona 2: Thomas, 35 — Traveler (London)

- **Motivation:** Prefers cultural and architectural tours over tourist crowds.
 - **Use Case:** Uses Buildo while walking around a city to discover stories behind the façades.
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5. User Stories

- As a **traveler**, I want to **see nearby historical buildings on a map**, so that I can **explore them easily while walking**.
 - As a **local resident**, I want to **learn about the history of familiar buildings**, so that I can **appreciate my neighborhood more deeply**.
 - As a **student**, I want to **search buildings by style or architect**, so that I can **collect references for academic work**.
 - As an **enthusiast**, I want to **save favorite buildings**, so that I can **revisit and share them later**.
 - As a **new user**, I want the **map to automatically center on my current location**, so that I can **start exploring instantly**.
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6. Feature Scope

In Scope (MVP)

- Interactive map view (Google Maps or Mapbox integration).
- Geolocation-based discovery (nearby pins).
- Building info pages (history, images, style, architect, year).
- Search & filters (by city, architectural style, period).
- Favorites (save/unfavorite functionality).
- Basic onboarding (location permissions, intro screens).

Out of Scope (Future Versions)

- AR navigation or visual overlays.
 - Audio or guided tours.
 - User-generated content or reviews.
 - Ticketing or visit booking integration.
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7. User Flow

1. **App Launch** → Splash screen with Buildo logo.
2. **Permission Request** → Prompt for location access.
3. **Map Screen** → Centered on user's location; pins appear.

4. **Explore** → User pans or zooms map to see more sites.
 5. **Select Building** → Tap on pin → opens info card.
 6. **View Details** → Scrollable info page: description, photos, architect, year.
 7. **Save Favorite** → Tap heart icon to bookmark building.
 8. **Profile (optional)** → View saved favorites list.
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8. Acceptance Criteria

Function	Acceptance Criteria
Map Load	Map loads within 2 seconds on 4G connection.
Location Accuracy	Current location shown within 20m accuracy.
Pin Display	Each building pin correctly geolocated with verified coordinates.
Building Info Page	Opens in <1s, includes verified text + at least one image.
Favorites	User can save/remove instantly; persists across sessions.
Search & Filters	Search returns results under 2s; filters apply without app reload.
Offline Mode (basic)	Last 10 viewed buildings cached for offline reading.

9. Dependencies & Risks

Dependencies

- Map provider (Google Maps SDK / Mapbox).
- Data sources: cultural heritage APIs (e.g., UNESCO, local government open data).
- CMS or database for storing building metadata and images.
- Design assets (illustrations, icons, brand kit).

Risks

- **Data licensing:** Some building datasets may require permissions.
 - **Information accuracy:** Requires content curation from trusted sources.
 - **Localization challenges:** Names, translations, and architectural terms vary.
 - **Scalability:** Map performance may degrade with large data sets.
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10. Analytics & Tracking Plan

Key Events to Track:

- App_Open
- Map_View_Loaded
- Pin_Clicked
- Building_Info_Viewed
- Favorite_Added / Favorite_Removed
- Search_Used
- Session_Duration

Engagement Metrics:

- Session frequency per week.
 - Buildings viewed per user.
 - Conversion rate to favorites.
 - Retention by segment (local vs traveler).
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11. Non-Functional Requirements

Category	Requirement
Performance	App should load under 3 seconds; 95% uptime.
Accessibility	Large tap areas, color contrast compliance (WCAG AA).
Localization	English + Turkish (for MVP); multi-language support later.

Offline Support Recently viewed data cached locally.

Security GDPR-compliant data handling; anonymized analytics.

Responsiveness Adaptive layouts for phones and tablets.

12. Future Opportunities

- **AR Exploration:** Point camera at buildings to reveal historical overlays.
- **Guided Walking Tours:** Curated routes with narration and images.
- **Multi-Language Expansion:** Add more languages for international tourists.
- **User-Generated Stories:** Allow users to contribute local anecdotes or photos.
- **Cultural Institution Partnerships:** Collaborate with museums, tourism boards, and universities for verified data.
- **Gamification:** Badges for visiting landmarks, completing city tours.

Summary

Buildo's MVP will serve as a bridge between **modern exploration** and **cultural storytelling**, combining location-based technology with accurate architectural insight. Its success relies on delivering **accuracy, simplicity, and engagement** in the very first version — setting a solid foundation for richer, immersive features in the future.