

CreatorGrail

The full workflow of a content creator in one place: Inspiration, Notes, Raw footage and Scheduling.

Spec Status: **Draft** / Peer Review / Mentor Review / Complete

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I want to move forward to build this product with a cross-functional team in the Co.Lab Program

Yes

No

Summary

This mobile app is the ultimate project management tool specifically for content creators. It brings together all content tasks in one place. With features to save your content ideas, notes, raw footage and scheduling in one app. The app will also give you analytics of your social media posting habits and performance. The user-friendly design will include “board” like folders to organize “projects” and posting in different platforms. This app is meant to make your life easier and help save time and increase productivity. This will take your content creation of short form video for instagram, tiktok and youtube to the next level.

Problem Background

Content creators face the challenge of juggling multiple tasks, tools and platforms to manage their content creation lifecycle. This can lead to inefficiencies, wasted time, and lack of clarity and organization in the process. With the growing importance of online digital presence and landscape (according to platforms like tiktok and instagram, creators should be posting once a day to keep their grow and keep their audiences engaged), there is an urgent need for a solution that captures all of the content creation activities in one place, enabling content creators to stay consistent to stay to build their communities and/or promote their businesses. Creating a short-form video can range from anytime between 30 minutes and several hours depending on the platform, the creator’s niche or industry and their personal preferences/goals. There is a need for an all-in-one solution that streamlines the content creation process, allowing creators to manage all aspects of their workload and increase their creativity, as there is no tool that can easily streamline these tasks.

Goals

1. Centralized content management: The tool should provide a centralized location for content creators to manage all aspects of their process including: ideation, raw footage, editing, publishing and post-metrics.
2. User friendly interface: The tool should be user friendly, intuitive, and easy to navigate. There should be little to no learning curve or time necessary to learn how to use the app.
3. Content compatibility: The tool should integrate with various social media platforms and other promotional channels, making it easy for content to be distributed.
4. Content scheduling across different platforms: The tool should allow users to schedule their events with a calendar view in advance. This will help them stay organized, consistent and on-schedule.
5. Provide post analytics: The tool should provide the users with metrics and data about their content creation process (frequency of posting, time spent editing, etc) and post performance to help them evaluate their strategy and make informed decisions going forward.

User Stories

1. As a content creator I want to have my inspiration, unedited footage, and schedule in the same place to facilitate and reduce the lead time to posting
2. As a content creator I want my content to be cross-platform friendly to easily post across platforms to avoid the churn of re-editing and posting again
3. As a content creator, I want to be able to see all my social media analytics channels in one place to understand my performance, audience and best strategy.
4. As a content creator, I want to be able to see my editorial calendar and get reminders in one place so I can track deadlines and stay on top of each activity in the process
5. As a content creator, I want to be able to access the tool from anywhere including my phone, tablet, and desktop.

Proposed Solution

The tool is an all encompassing content creator workflow designed to streamline the process to enable you to manage all the steps in one place. The centerpiece of the tool is a “board” like feature that allows you to organize all the content projects visually, similar to pinterest.

You can create a board for each “project” or “post” and add elements to correspond to every step of the process. Each board would have a basic template such as title, description, target post date, inspiration links/notes/posts, folders for iteration of videos and analytics for those posts.

Specific features:

- **Ideation:** The tool would include a powerful ideation feature, which allows you to generate ideas based on your saved links/inspiration, target audience, trends, and

competitor analysis.

- **Editing:** When it comes to editing, the tool offers a full suite of editing tools including: caption-to-text, cutting pauses in videos and adding stock videos to the raw footage.
- **Scheduling and reminders:** This tool will not only be used for when your content is ready to go, and publishing across multiple platforms, but also reminders for all the process in-between. If there is a target date, there will be suggestions for each step leading to that date based on historical data.
- **Analytics:** Finally, our tool includes analytics and reporting features on the process and performance. This would allow you to track your content performance and make data-driven decisions about your content strategy. You can view key metrics such as time spent in each step of the process, what type of content has taken longer, engagement rates, click-through rates, and conversion rates, all within the tool.

In summary, our tool is the ultimate solution for content creators who want to streamline their workflow and create high-quality content efficiently. With our "Board" feature, content ideation tools, editing tools, scheduling feature, and analytics and reporting features, our tool will help you take your content creation to the next level.

PART II

Scenarios

1. As a content creator, I open the content creation tool on my laptop and begin brainstorming ideas for my next video. I add links to videos and images that inspire me, and create a board to organize them. I then record some unedited footage on my phone and upload it directly to the tool, tagging it with the appropriate board. Later in the day, I open the tool on my tablet to review the footage and begin editing it, using the tool's built-in editor. Once I'm happy with the final product, I schedule it to post to my social media channels, which the tool automatically optimizes cross-platform, from within the same platform.
2. As a content creator, I open the content creation tool on my phone and begin editing a video I previously recorded. Once I'm done editing, I save the video and the tool automatically saves a copy optimized for each platform (e.g., Instagram, YouTube, etc.). Later, I open the tool on my desktop and schedule the videos to post to the respective social media channels, which the tool optimizes.
3. As a content creator, I open the content creation tool on my desktop and navigate to the analytics dashboard. I can see all my social media channels in one place, including the number of followers, engagement rates, views, and click-through rates. I analyze the data to identify which types of content are performing best and adjust my strategy accordingly.
4. As a content creator, I open the content creation tool on my laptop and view my editorial calendar for the month. I can see all my upcoming activities, deadlines, including when each piece of content is due, what stage it's in (e.g., ideation, editing, scheduled), and what platform it's going to be published on. I set reminders to be notified when each deadline approaches.

Milestones & Timeline

M1 Concept and Ideation: Market Analysis and User Surveys. Conduct additional research on specific features and target the product around 1-3 goals.

M2 Review Analysis with Development team: Create detailed roadmap and execution plan

M3 Wireframing and prototyping: Create wireframes to establish UI and UX. This would be a great stage to get additional feedback from creators.

M4 Development: Actual coding and development of the app. Backend infrastructure, databases and API's as well as front end development.

M5 User Acceptance and Testing: Thoroughly testing so that the app is free of bugs, glitches, errors and meets requirements

M6 Development and launch: Publishing the app to the app and making it available to users

Measuring Success

1. Reduced lead time to post: measured the average time it takes from ideation to posting, the goal would be to reduce by a certain percentage (20%)
2. Improved efficiency: measured by the number of missed deadlines, the goal would be to reduce the number of missed deadlines by a certain percentage (50%)
A specific feature that can help with this is reminders and scheduling.
3. More posting: Less time spent in other activities and more time in creativity. This would be measured by the increase of posting across platforms by a certain percentage (50%) Specific feature that can help with this is analytics and editing.
4. Cross-platform optimization: measured by the number of platforms a piece of content is posted and the engagement rate. The goal would be to increase the number of platforms and engagement across each platform.
5. User adoption: Measured by the number of active users and retention rate by providing a visually appealing and easy to use interface, similar to a "board" on pinterest, making it an overall pleasurable and fun experience.

Open Questions / Appendix

For any open questions about the problem or any assumptions that you might have.

This could be related to open questions that have not been resolved by the research so far, further thoughts, etc.