
Corevation LLC

**PostAgent
Vision and Scope**

Version 1.0

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PostAgent Vision and Scope	

Revision History

Date	Version	Description	Author
09/26/2025	1.0	Initial Draft	Alyssa Turenne Ryan Jordan Stephen Adeoye Placide Ndayisenga Kayla Fruean Charley Reavley

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

Table of Contents

1. Introduction	4
1.1 Background	4
1.2 References	4
2. Business Requirements	5
2.1 Business Opportunity/Problem Statement	5
2.2 Business Objectives	5
2.3 Success Metrics	5
2.4 Vision Statement	6
2.5 Business Risks	6
2.6 Business Assumptions and Dependencies	6
3. Stakeholder Profiles and User Descriptions	8
3.1 Stakeholder Profiles	8
3.2 User Environment	9
3.3 Alternatives and Competition	9
4. Scope and Limitations	10
4.1 Product Perspective	10
4.2 Major Features / Scope	10
4.3 Deployment Considerations	11
5. Other Product Requirements	12

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

Vision

1. Introduction

The purpose of this document is to collect, analyze, and define the business requirements, i.e., high-level needs, desired ultimate business outcomes and features of PostAgent. It focuses on the capabilities needed by the stakeholders and the target users, and why these needs exist in the first place. The details of how PostAgent fulfills these needs are detailed in the use case and software requirements specification.

1.1 Background

Dr. Niki Fowler and Eric Barnet are co-founders of the startup company known as Corevation. Their company runs their two mainline products, MENDmate and PostAgent. The documentation for this project is focused on their PostAgent product. The current version of PostAgent primarily supports basic post management, requiring users to draft and manage their own content and manually research trending topics. This current workflow places the burden of content creation and strategy entirely on the user. Hence, many challenges are presented particularly for small businesses or entrepreneurs who lack marketing skills or a dedicated marketing staff. To address this, the evolved version of PostAgent will incorporate artificial intelligence to streamline content ideation, automate trend analysis, and recommend optimized posting strategies. By shifting from a static utility to an adaptive, intelligent partner, the product will enable users to maintain a strong, relevant, and competitive presence in the world of marketing and social media with reduced time and effort.

The decision to evolve the current platform was driven by both observed user challenges and emerging market trends. General business trends indicate that while it is important to understand and attain marketing skills, advances in artificial intelligence have made it more feasible to provide intelligent, data-driven marketing suggestions and objectives within a cost-efficient and time-efficient framework. Ultimately, this evolution ensures the product meets more of the users needs compared to the previous iteration.

1.2 References

1 Project Glossary

2. Business Requirements

2.1 Business Opportunity/Problem Statement

The problem of small business owners, entrepreneurs, and service providers lacking the time, expertise, and resources to effectively market their business on social media affects their ability to grow their customer base, build brand recognition, and maintain consistent engagement with their audiences. Even when they attempt to manage their own content, they often face frustration, wasted time, and limited results. The impact of this problem is that many businesses either overspend on outside marketing help with extra tools they do not need or neglect their digital presence altogether due to other priorities, leading to lost opportunities and slower growth.

PostAgent provides an opportunity to solve this problem by delivering a beautifully simple, automated platform that generates, edits, and schedules branded content with minimal effort from the user. Unlike existing complex marketing systems, PostAgent emphasizes ease of use, allowing users to learn the system in minutes and stay engaged within the tool. It also allows users to

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

maintain their voice and values, working with the AI generator to share the ideas they believe are worth sharing. By streamlining the content creation process and keeping users engaged within a single tool, the system saves valuable time and energy, frees up resources, and helps businesses grow their digital presence more effectively.

2.2 Business Objectives

BO-1: Reduce the amount of time small business owners spend creating and scheduling social media content by 70%, automating the majority of the manual process.

BO-2: Achieve a company valuation of \$3 million within 3 years of launch, supported by subscription growth, strong retention, and differentiated product positioning.

BO-3: Reach 300 paid users by May 2026 to establish a strong subscription base and drive company valuation growth.

BO-4: Maintain a quarterly churn rate of less than 10%, ensuring strong customer retention and recurring revenue stability.

2.3 Success Metrics

SM-1: The average time users spend on content creation and scheduling decreases by 70% within 6 months, as measured by in-app analytics compared to baseline survey data.

SM-2: PostAgent maintains a quarterly churn rate of less than 10% within the first year of deployment, confirming user retention and satisfaction.

SM-3: 90% of users rate the platform's usability at 4 or higher on a 5-point scale in post-session or quarterly surveys within 12 months of release.

SM-4: At least 75% of users actively use the content scheduling calendar or automation features weekly, demonstrating consistent engagement with the platform.

SM-5: 80% of new users successfully generate and schedule their first post within the same day of account creation during the first 3 months after release, demonstrating ease of use.

2.4 Vision Statement

For	Entrepreneurs and small businesses
Who	want a simplistic way to grow their digital presence.
The PostAgent	is an AI content creation platform
That	automates content creation and posting, focusing on simplicity, ease of use, and consistent posting
Unlike	The current competitors who offer comprehensive marketing packages.
Our product	will generate content for the user based on user prompts or Q&A-style conversations and post/schedule it to post on a platform for them.

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

PostAgent aims to automate the content creation processes for users with a heavy focus on making it user-friendly and empowering entrepreneurs and small businesses to grow their digital presence effortlessly with intelligent, automated, and beautifully simple social media solutions.

2.5 Business Risks

RI-1: Market Risk: The solution does not address a strong user need, resulting in low adoption and failure to achieve product-market fit.

RI-2: The AI model produces outputs that are inconsistent, low-quality, or not fit for purpose, leading to a poor user experience and rejection of the product..

RI-3: The interface for providing prompts lacks sufficient guidance, leading to user misinterpretation and the generation of erroneous or undesirable outputs.

RI-4: Development bandwidth is insufficient to meet project milestones, resulting in significant timeline delays.

RI-5: Critical defects are introduced during development, requiring extensive rework and causing schedule slippage or a compromised product launch.

2.6 Business Assumptions and Dependencies

AS-1: Feedback from the alpha testing phase will confirm that the core user flows are functional and effective.

AS-2: The designed user interface will allow users to craft effective prompts with minimal guidance or training.

AS-3: The initial product launch will include support for major desktop and mobile platforms (e.g., Web, iOS, Android).

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

3. Stakeholder Profiles and User Descriptions

3.1 Stakeholder Profiles

Stakeholder	Major value or benefit from this product	Attitudes	Major features of interest	Constraints	End user or not?
Local service providers	Saving time, money, and energy that it takes to create content and post to different social media.	The user will save time and resources when it comes to creating and posting content.	Creating and posting content to all social media with a click.	None identified	Yes
Student Developer	Work, gaining skills, some are paid.	Developing skills by using what they know/learned while also learning new things.	Skills learned	Time	No
Investors	Providing value and getting value while solving issues faced by small to medium-sized companies.	Measurable success and portfolio.	Working product	Budget, time, energy	No
Employee	Employment, providing value	Developing skills, learning new skills.	Creating content and an AI agent that posts features.	Time, budget	Yes

3.2 User Environment

Each task is different, but here I will share with the end user. For the end users, the time spent to complete a task (creating content and posting) depends on the user. The constraints are that the service is only available on the web. This part is more for the development team; the platforms used today, as mentioned, are a web app, maybe in the future they may go mobile, but it depends on the founder. The application uses a combination of services like AI, social media websites, etc, and they will all be integrated for a successful product.

3.3 Alternatives and Competition

One notable competitor in the social media management space is Hoodsuite, a well-established platform that enables users to schedule posts, monitor multiple accounts, and access basic social media analytics. Its primary strength lies in its wide adoption, robust scheduling tools, and integrations with many major social media platforms. However, Hoodsuite does not emphasize AI driven content creation, leaving users to generate ideas and track trends manually/ The platform can also be costly for small businesses, as its pricing model scales quickly if the user wants additional features.

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

Another popular option in the market is Buzzer, which provides intuitive scheduling features, performance analytics, and team collaboration tools. Buffer's user-friendly interface is its major strength, particularly for smaller teams. Similar to Hootsuite, though, its capabilities are limited, as they do not utilize artificial intelligence, at least to its fullest potential. Users still need to conduct external research to identify relevant trends, and most of their content creation needs to be done manually. While Buffer offers affordability and simplicity, it does not provide the level of intelligent support increasingly expected in the marketplace

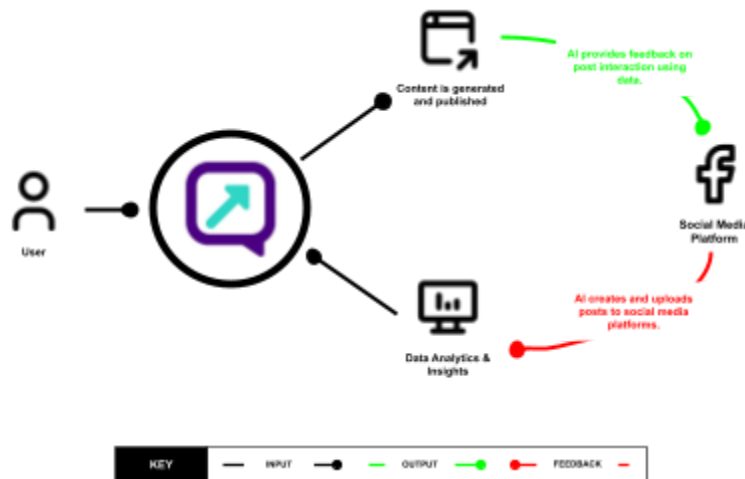
Finally, stakeholders may choose to maintain the status quo, continuing to use manual workflows for content creation and posting. This approach avoids costs and risks associated with adopting new tools, but also poses the same challenges that are identified earlier in this document. Over time, maintaining the current marketing strategies could hinder competitiveness and relevance as other businesses adopt tools driven by artificial intelligence.

4. Scope and Limitations

This section provides a high-level view of the product capabilities, interfaces to other applications, and system configurations.

4.1 Product Perspective

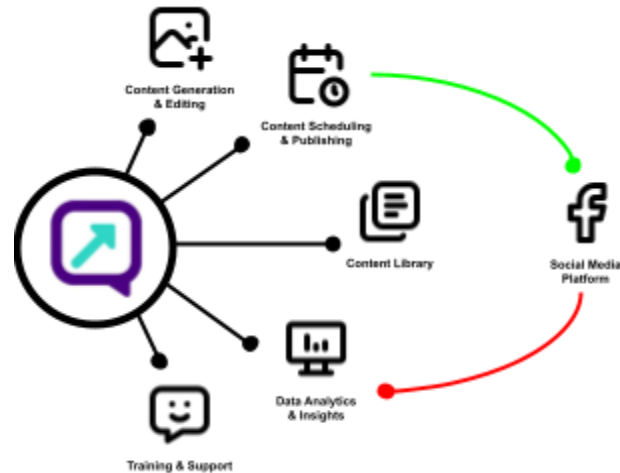
This product is independent and totally self-contained.



The context diagram above provides an overview of the PostAgent application, an AI content creation platform, and shows how the AI chatbot interacts with the user. The application receives user preferences through the AI chatbot to generate posts/content and upload them to social media platforms such as Facebook and LinkedIn. The AI then collects data from said platforms and provides feedback to the user, such as view count or interaction count of certain posts compared to others. The user can make changes to their content frequency and type based on recommendations from the AI.

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

4.2 Major Features / Scope



FE-1: Content Generation & Editing (High Priority)

FE-1.1: Users can generate text through AI-powered tools.

FE-1.2: Users can generate images through AI-powered tools.

FE-1.3: Users can customize and edit generated content within the app.

FE-1.4: Wizard-inspired assistants ("Pixie Polish," "Spellbook," "Casting Carousel") provide guided creative options for post creation.

FE-2: Content Scheduling & Publishing (High Priority)

FE-2.1: Users can schedule posts in advance using a built-in calendar.

FE-2.2: The system can automatically publish posts at the scheduled time.

FE-2.3: Users can publish directly to integrated social media platforms such as LinkedIn and Facebook.

FE-3: Content Library (Medium Priority)

FE-3.1: Users can store previously created posts in a centralized repository.

FE-3.2: Users can organize content for future use.

FE-3.3: Users can search or retrieve saved posts.

FE-4: Data Analytics & Insights (Medium-High Priority)

FE-4.1: The system provides basic data visualizations of post performance.

FE-4.2: The system identifies posting trends and provides recommendations (e.g., best time to post).

FE-4.3: Internal analytics capture how users interact with the app.

FE-4.4: External analytics track engagement and performance on social media platforms.

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

FE-5: Training & Support (Medium Priority)

FE-5.1: A built-in helpdesk supports user issue resolution.

FE-5.2: Training videos are available to guide onboarding and ongoing learning.

4.3 Deployment Considerations

To ensure the effective deployment of the solution into its operating environment, preparation must focus on infrastructure, user access, training, and business processes.

Infrastructure and Hosting

The application will require a cloud-hosted environment to support AI-driven content generation, scheduling, and analytics. Initial deployment will use minimal infrastructure suitable for a small user base, with scalability options to handle growth (e.g., more storage for the content library and increased server capacity for bulk scheduling). Integration with social media APIs (LinkedIn, Facebook, and future platforms) must be tested to confirm compatibility. No major infrastructure changes are required beyond standard web hosting, database provisioning, and API connections.

User Access

The system will primarily serve entrepreneurs, startups, and local service providers, many of whom are resource-constrained and spread across different time zones. Users will require continuous access to the application to generate, schedule, and manage posts at any time of day. Access will be controlled via secure account creation and login. Early testers will be invited directly, and their feedback will guide improvements to usability.

Training and Support

Because the target audience often lacks technical expertise, deployment must include onboarding support in the form of training videos, a simple helpdesk, and in-app guidance. Training materials will emphasize ease of use, showing users how to generate content with AI assistants ("Pixie Polish," "Spellbook," "Casting Carousel"), store content in the library, schedule posts, and interpret analytics. Support staff (or documentation) must also address basic troubleshooting to minimize user frustration.

Business Process Adjustments

New workflows will be required for users to create and approve content, schedule posts, and interpret system analytics. Internal business processes for Corovation will also include inviting and managing pilot testers, analyzing adoption metrics, and integrating user feedback into future development sprints. These processes should be refined during deployment to ensure smooth adoption and continuous improvement.

Deployment Success Factors

Deployment will be considered successful if new users can sign in, create posts, and schedule them with minimal assistance. Success will be measured qualitatively by observing early testers' ease of navigation and satisfaction, and quantitatively through analytics such as user adoption, retention, and engagement rates.

Overall, effective deployment will focus on making the system intuitive, minimizing friction for first-time users, and ensuring the infrastructure supports both current needs and future scalability.

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

5. Other Product Requirements

5.1 Product Constraints

The product is under several constraints that must be given periodic attention to for efficient workflow:

1. Time - Roughly 2.5 months are available per semester for the team to work.
2. Budget - The budget for this product is resourced from personal funding
3. AI Limitations - As this product utilizes AI to its full capacity, AI quality and its subsequent developments must be taken into account.
4. User Acceptance - There is a risk users may not view this product as necessary or push back against AI generated content
5. Complexity - Unexpected challenges may occur at any point in time
6. Competition - There exist several social media management tools and applications that will compete with this product that the team must take note of and differentiate from.
7. Energy - the team needs to balance classwork and personal lives to avoid burnout.
8. Unforeseen Events

5.2 Brand Documentation Requirements

1. Brand Personality
 - a. Voice: confident, approachable, strategic, efficient, cheeky
 - b. Tone: professional but conversational, possessing subtle wit and clarity
 - c. Positioning: Your always-on AI content creator - so you stay visible without burnout.
2. Tagline & Value Statement
 - a. Tagline: Post more, stress less
 - b. Value Statement: PostAgent creates and posts personalized social media content for your brand, while boosting visibility and saving time.
3. Logo Usage
 - a. Primary Logo: Wordmark "PostAgent" with stylized "A" hinting at automation or AI
 - b. Submark: "PA" monogram for app icons or social
 - c. Spacing & Clear Space: Maintain 0.5x the height of the logo on all sides
4. Typography
 - a. Heading Font: Poppins (Bold for headlines, Medium for subheaders)
 - b. Body Font: Inter or Open Sans (Regular/Light) Deep Purple
 - i. Example Hierarchy: Deep Purple
 - H1: 36px, Bold, #4B0082
 - H2: 28px, Medium, #A259FF Deep Purple
 - Body: 16px, Regular, #1A1A1A
5. Imagery Style
 - a. Style: Clean, minimal interface screenshots; abstract, gradient-rich backgrounds; AI or digital tech motifs
 - b. Image Treatment: Rounded corners, subtle shadow, modern
 - c. Icons: Line-based with purple accents or duotone style
6. Voice & Messaging Guidelines
 - a. Avoid: Overuse of "revolutionary" or "game-changing" clichés
 - b. Use: Clear action-oriented phrases, like:
 - i. "Let AI handle your content."
 - ii. "Grow without the grind."

PostAgent	Version: 1.0
Vision	Date: 09/26/2025
PostAgent Vision and Scope	

- iii. "Your brand. Your voice. Always posting."
- 7. Buttons & UI Components
 - a. Primary CTA: Background: #A259FF; Text: #FFFFFF; Hover: slightly lighter shade
 - b. Secondary CTA: Outline: #A259FF; Text: #4B0082; Hover: background #F4F4F6
 - c. Input Fields: Border: #A259FF; Focus Ring: #4B0082
 - d. Links: Underline on hover; color: #4B0082