

Streaming Platform MVP

Comparable to: Spotify / Netflix

A consumer streaming service offering a rights-cleared, primarily video catalog curated and published by an internal team. English-only native mobile MVP with online playback and discovery.

Estimated MVP cost

\$22,550

Estimated effort

398 hours

Key Features

- Browse and search a video catalog.
- Stream video online.
- Create accounts and manage basic profiles.
- Subscribe through one monthly paid plan.
- Internal content upload and publishing workflow.

Out of Scope for This MVP

- Content rights must be secured before launch.
- US hosting, payments, privacy, and app-store compliance.
- No offline downloads in the MVP.
- None.

Full Cost Breakdown

Item	Hours	Cost
The system shall allow a visitor to create an English-language consumer account using the minimum information required for account access and service operation.	6	\$330
The system shall allow registered users to sign in and sign out securely from supported mobile applications.	7	\$390
The system shall allow authenticated users to view and update essential account details and profile preferences.	5	\$280
The system shall display a catalog of published, rights-cleared videos to authenticated users.	7	\$390
The system shall allow authenticated users to search published catalog content using English-language metadata.	5	\$280
The system shall display video details including title, description, artwork, duration, and other rights-cleared metadata.	4	\$220
The system shall allow authenticated users to stream available videos online on supported mobile devices.	15	\$830
The system shall enforce entitlement and content-rights rules before allowing a user to stream subscription content.	11	\$610
	18	\$990

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The system shall allow authenticated users to purchase one monthly paid subscription plan using the applicable Apple and Google in-app purchase systems.

The system shall validate subscription purchase status and grant or revoke access to subscription content accordingly.	15	\$830
The system shall provide subscribed users with subscription status, plan, billing, renewal, and cancellation information.	7	\$390
The system shall allow authenticated users to initiate account deletion within the app and through a functional web pathway.	14	\$770
The system shall provide access to the privacy policy within the app and on relevant application store listings.	3	\$170
The system shall allow authorized internal Content Operations Users to upload video content for preparation and publication.	15	\$830
The system shall support verification that video content, metadata, artwork, and promotional assets are rights-cleared before publication.	10	\$550
The system shall allow authorized internal Content Operations Users to publish and unpublish catalog content.	9	\$500
The system shall send relevant account, subscription, and essential service notifications to authenticated users.	10	\$550
The system shall allow users to manage applicable notification preferences.	5	\$280
The system shall restrict Content Operations capabilities to authorized internal staff accounts.	6	\$330
Planning	43	\$2,370
Project Management	35	\$1,930
Testing	21	\$1,160
DevOps	17	\$940
Design & Frontend Build	52	\$2,860
AI Tokens	0	\$570
Security	21	\$1,160
Risk (10% Contingency)	37	\$2,040
Total	398	\$22,550

Estimate Assumptions

- Estimates cover base feature development across Flutter mobile, managed backend APIs, and the Next.js admin or web surfaces where specified.
- RevenueCat, Apple, Google, OneSignal, Firebase, Supabase, and the video provider expose standard SDKs or APIs and are configured by the project team.
- Video encoding, DRM, CDN provisioning, legal policy drafting, store submission, and operational content entry are excluded from these requirement hours.
- Account deletion retention rules, notification channels, exact profile fields, and content rights review states will remain limited to MVP scope.
- Testing, release engineering, NFR implementation, project management, design, and QA overhead are excluded and estimated separately.

Risks That Could Change This

- Video provider selection, DRM requirements, encoding workflows, and protected playback behavior may materially increase playback effort.
- Apple and Google billing review or platform-specific purchase edge cases may extend subscription implementation.
- Account deletion across related records and third-party services may require additional retention and compliance handling.
- Rights validation workflow details are underspecified and could expand admin screens, approvals, or audit requirements.
- Cross-device entitlement consistency depends on timely and reliable store and RevenueCat synchronization.

User Stories

US-1 - Visitor

As a Visitor, I want to create an account so that I can access the streaming service.

US-2 - Registered User

As a Registered User, I want to sign in and sign out so that I can securely access my account.

US-3 - Logged In App User

As a Logged In App User, I want to manage my basic profile so that my account information remains current.

US-4 - Logged In App User

As a Logged In App User, I want to browse the video catalog so that I can discover available content.

US-5 - Logged In App User

As a Logged In App User, I want to search the video catalog so that I can find specific content efficiently.

US-6 - Logged In App User

As a Logged In App User, I want to view video details so that I can decide whether to watch the content.

US-7 - Logged In App User

As a Logged In App User, I want to stream available videos online so that I can watch content on demand.

US-8 - Logged In App User

As a Logged In App User, I want to subscribe to one monthly paid plan so that I can access subscription content.

US-9 - Subscribed User

As a Subscribed User, I want to manage my subscription so that I can understand and control my recurring plan.

US-10 - Logged In App User

As a Logged In App User, I want to delete my account so that I can control my personal data.

US-11 - Logged In App User

As a Logged In App User, I want to review the privacy policy so that I understand how my data is collected and used.

US-12 - Content Operations User

As a Content Operations User, I want to upload video content so that approved content can be prepared for publication.

US-13 - Content Operations User

As a Content Operations User, I want to publish and unpublish catalog content so that the available library remains current and rights-compliant.

US-14 - Logged In App User

As a Logged In App User, I want to receive relevant service notifications so that I remain informed about my account and subscription.

Requirements

FR-1 - Account Registration

The system shall allow a visitor to create an English-language consumer account using the minimum information required for account access and service operation.

FR-2 - Authentication

The system shall allow registered users to sign in and sign out securely from supported mobile applications.

FR-3 - Profile Management

The system shall allow authenticated users to view and update essential account details and profile preferences.

FR-4 - Catalog Browsing

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The system shall display a catalog of published, rights-cleared videos to authenticated users.

FR-5 - Catalog Search

The system shall allow authenticated users to search published catalog content using English-language metadata.

FR-6 - Video Details

The system shall display video details including title, description, artwork, duration, and other rights-cleared metadata.

FR-7 - Video Playback

The system shall allow authenticated users to stream available videos online on supported mobile devices.

FR-8 - Content Access Control

The system shall enforce entitlement and content-rights rules before allowing a user to stream subscription content.

FR-9 - Subscription Purchase

The system shall allow authenticated users to purchase one monthly paid subscription plan using the applicable Apple and Google in-app purchase systems.

FR-10 - Subscription Entitlements

The system shall validate subscription purchase status and grant or revoke access to subscription content accordingly.

FR-11 - Subscription Management

The system shall provide subscribed users with subscription status, plan, billing, renewal, and cancellation information.

FR-12 - Account Deletion

The system shall allow authenticated users to initiate account deletion within the app and through a functional web pathway.

FR-13 - Privacy Information

The system shall provide access to the privacy policy within the app and on relevant application store listings.

FR-14 - Content Upload

The system shall allow authorized internal Content Operations Users to upload video content for preparation and publication.

FR-15 - Content Rights Validation

The system shall support verification that video content, metadata, artwork, and promotional assets are rights-cleared before publication.

FR-16 - Content Publishing

The system shall allow authorized internal Content Operations Users to publish and unpublish catalog content.

FR-17 - Service Notifications

The system shall send relevant account, subscription, and essential service notifications to authenticated users.

FR-18 - Notification Preferences

The system shall allow users to manage applicable notification preferences.

FR-19 - Authorization

The system shall restrict Content Operations capabilities to authorized internal staff accounts.

NFR-1 - Performance

The system shall target API response times below 200 milliseconds for standard requests under expected MVP operating load.

NFR-2 - Scalability

The backend shall use a managed database service capable of scaling with the catalog, user, entitlement, and operational data volumes.

NFR-3 - Observability

The system shall provide application performance monitoring and diagnostic telemetry for supported mobile clients and backend services.

NFR-4 - Security

The system shall protect authentication credentials, personal data, subscription information, content entitlements, and administrative functions against unauthorized access.

NFR-5 - Privacy and Data Governance

The system shall support disclosed data collection, account deletion, and retention handling consistent with the published privacy policy and applicable obligations.

NFR-6 - Reliability

The system shall preserve subscription entitlement integrity and prevent unauthorized content access during normal service and third-party payment interruptions.

NFR-7 - Platform Compliance

The mobile applications shall comply with applicable Apple App Store and Google Play requirements for digital subscriptions, privacy, account deletion, and content access.

NFR-8 - Compatibility

The system shall support the agreed current versions of iOS and Android mobile platforms and their standard notification and in-app purchase capabilities.

Requirements Assumptions

- The MVP targets English-speaking US consumers and supports iOS and Android mobile applications.
- Only one monthly paid subscription plan is required; tiers, coupons, family sharing, trials, and add-ons are excluded unless later approved.
- Apple and Google in-app purchase services are the payment integrations; no direct card processor is assumed for in-app digital subscription purchases.
- Video content is hosted and delivered through a secured streaming solution, but the specific provider and encoding architecture are not specified.
- Content is rights-cleared by internal staff before publication, and no public content submission workflow is required.
- Account deletion removes associated data except for legally or operationally required retention, which will be documented separately.
- A managed backend and database are required; Supabase is the baseline assumption from the requirements rules.
- Firebase Performance Monitoring is assumed for mobile observability; additional logging, alerting, and analytics requirements require confirmation during solution design.
- Standard email or platform authentication and notification services may be used; provider selection is not specified.
- Offline playback, casting, live streaming, recommendations, watch history, favorites, social features, and advanced analytics are outside the MVP scope.

Technical Specification

TS-1 - Mobile Application

Build iOS and Android applications with Flutter and Dart, using Riverpod for state management and Material Design 3 for the UI system.

TS-2 - Authentication

Use Supabase Auth with JWT-based sessions for account registration, sign-in, sign-out, password recovery, and authenticated mobile access.

TS-3 - Authorization and RBAC

Implement role-based authorization for app users, subscribed users, and authorized internal Content Operations Users.

TS-4 - Backend and APIs

Provide a managed backend using REST APIs with optional edge functions for business workflows, entitlement checks, content operations, and notifications.

TS-5 - Data Storage

Use Supabase-managed PostgreSQL for users, profiles, catalog metadata, content rights, subscriptions, entitlements, notification preferences, and operational records.

TS-6 - Content Management

Provide a Next.js, React, and TypeScript web admin panel for authorized staff to upload, review, rights-validate, publish, and unpublish content.

TS-7 - Video Streaming and Access

Integrate a secured video hosting and delivery solution supporting online mobile playback, protected content access, and entitlement-aware playback authorization.

TS-8 - Subscriptions and Entitlements

Integrate RevenueCat with Apple App Store and Google Play billing for one monthly subscription plan, including purchase validation and cross-device entitlement synchronization.

TS-9 - Notifications

Use OneSignal and Firebase Cloud Messaging for essential account, subscription, and service notifications, with user-configurable preferences.

TS-10 - Hosting and Environments

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Host web applications and admin panels on Vercel, use Supabase for managed backend services, and define separate development, staging, and production environments.

TS-11 - CI/CD and Testing

Use GitHub Actions for backend and web deployment pipelines and CodeMagic for mobile build and store-release workflows.

TS-12 - Security and Privacy

Protect credentials, personal data, subscription information, entitlements, and administrative functions using encryption, secure sessions, HTTPS, tokenization where applicable, and least privilege.

TS-13 - Observability and Analytics

Implement Firebase Performance Monitoring and Crashlytics for mobile diagnostics, plus backend structured logging, error tracking, health checks, and operational alerts.

TS-14 - Compatibility and Reliability

Support agreed current iOS and Android versions, standard notification and in-app purchase capabilities, graceful payment-provider outages, and consistent entitlement state.

Technical Assumptions

- The MVP targets English-speaking US consumers on iOS and Android.
- Flutter/Dart, Riverpod, Next.js, React, TypeScript, Supabase, Vercel, GitHub Actions, and CodeMagic are the baseline technologies.
- Supabase Auth and managed PostgreSQL are the assumed authentication and database services.
- The MVP includes one monthly subscription plan using Apple and Google platform billing through RevenueCat.
- A secured third-party video streaming provider will be selected; offline playback, casting, and live streaming are excluded.
- Content Operations Users are internal staff, and all content, metadata, artwork, and promotional assets are rights-cleared before publication.
- Development, staging, and production environments will be isolated with separate secrets and service configurations.
- Data residency, backup retention, disaster recovery targets, and regional availability remain to be finalized.
- Firebase Performance Monitoring and Crashlytics are assumed for mobile observability; backend monitoring tooling remains an implementation choice.
- No direct card processor, external creator uploads, recommendations, watch history, favorites, social features, or advanced analytics are included in the MVP.