

Social Video MVP

Comparable to: TikTok / Instagram Reels

A lean social-media MVP for creating, discovering, and engaging with short vertical videos.

Estimated MVP cost

\$18,700

Estimated effort

330 hours

Key Features

- One algorithmically ranked For You discovery feed
- Video upload and publishing for registered users, subject to basic moderation checks
- Likes, comments, and basic creator profiles
- User reporting, an admin review queue, and basic automated moderation checks

Out of Scope for This MVP

- US hosting, payments, and compliance requirements
- Lean MVP scope with simple defaults
- No monetization at launch
- Feed ranking will use simple engagement-based signals suitable for MVP validation
- Publishing is open to registered users rather than an invite-only creator group

Full Cost Breakdown

Item	Hours	Cost
The system shall provide visitors with a ranked For You feed of short vertical videos without requiring account creation.	9	\$500
The system shall rank feed content using simple engagement-based signals, including video likes and other available MVP interactions.	6	\$330
The system shall allow visitors and logged-in users to browse and play published short vertical videos in the mobile applications.	9	\$500
The system shall display basic public creator profile information associated with published videos.	4	\$220
The system shall allow visitors to register for an account through the native iOS and Android applications.	7	\$390
The system shall allow registered users to upload and publish short vertical videos.	14	\$770
The system shall perform basic automated moderation checks on uploaded videos before publication.	10	\$550
The system shall require users to accept applicable terms and content policies before publishing content.	5	\$280
The system shall allow logged-in users to like published videos and associate each like with the signing-in account.	5	\$280
	8	\$440

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The system shall allow logged-in users to create comments on published videos.

The system shall allow logged-in users to manage essential creator profile information.	7	\$390
The system shall allow logged-in users to report videos, comments, or users and block other users in-app.	11	\$610
The system shall provide moderators with an administrative queue for reviewing reported videos, comments, and users.	13	\$720
The system shall allow moderators to apply enforcement actions to content or accounts in accordance with content policies.	10	\$550
The system shall allow logged-in users to initiate account deletion and request deletion of associated personal data in-app.	11	\$610
The system shall provide an external web-based path for users to submit account and personal-data deletion requests.	7	\$390
The system shall disclose personal-data retention practices and retain data only where justified for security, fraud prevention, or legal obligations.	6	\$330
Planning	36	\$1,980
Project Management	29	\$1,600
Testing	17	\$940
DevOps	15	\$830
Design & Frontend Build	43	\$2,370
AI Tokens	0	\$490
Security	17	\$940
Risk (10% Contingency)	31	\$1,710
Total	330	\$18,700

Estimate Assumptions

- Estimates cover base feature development only and exclude NFR overhead, project management, design, QA-only effort, and release operations.
- Video storage, transcoding, delivery, file limits, and moderation provider details are not defined and are estimated as basic integrations.
- Moderation policies, enforcement actions, appeals, retention periods, and moderator permissions will be finalized during detailed design.
- Supabase Auth, PostgreSQL, storage, REST APIs, Flutter mobile apps, and the specified Next.js administration interface are available.
- Account deletion is asynchronous where required by storage, moderation, fraud-prevention, or legal-retention processes.

Risks That Could Change This

- Undefined video processing and delivery requirements may substantially increase publishing and playback effort.
- Automated moderation provider selection and integration details may add third-party setup, asynchronous processing, and operational work.
- Privacy, app-store, and user-generated-content requirements may require additional deletion, audit, reporting, or enforcement behavior.
- Unspecified moderation policies and action types may expand the administration workflow and data model.

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User Stories

US-1 - Visitor

As a Visitor, I want to browse a ranked For You feed of short vertical videos so that I can discover content without creating an account.

US-2 - Visitor

As a Visitor, I want to view basic creator profile information so that I can understand who published a video.

US-3 - Visitor

As a Visitor, I want to register for an account so that I can participate in the social video experience.

US-4 - Logged In App User

As a Logged In App User, I want to upload and publish a short vertical video so that I can share content with other users.

US-5 - Logged In App User

As a Logged In App User, I want to like videos so that I can express engagement and influence content discovery.

US-6 - Logged In App User

As a Logged In App User, I want to comment on videos so that I can participate in conversations with other users.

US-7 - Logged In App User

As a Logged In App User, I want to manage my basic creator profile so that other users can recognize my published content.

US-8 - Logged In App User

As a Logged In App User, I want to report videos, comments, or users and block other users so that I can control unwanted interactions and flag harmful content.

US-9 - Moderator

As a Moderator, I want to review reported videos, comments, and users so that I can enforce content policies and keep the service safe.

US-10 - Logged In App User

As a Logged In App User, I want to delete my account and request deletion of associated personal data so that I can control my privacy.

Requirements

FR-1 - Content Discovery

The system shall provide visitors with a ranked For You feed of short vertical videos without requiring account creation.

FR-2 - Content Discovery

The system shall rank feed content using simple engagement-based signals, including video likes and other available MVP interactions.

FR-3 - Video Playback

The system shall allow visitors and logged-in users to browse and play published short vertical videos in the mobile applications.

FR-4 - Creator Profiles

The system shall display basic public creator profile information associated with published videos.

FR-5 - Account Management

The system shall allow visitors to register for an account through the native iOS and Android applications.

FR-6 - Video Publishing

The system shall allow registered users to upload and publish short vertical videos.

FR-7 - Content Moderation

The system shall perform basic automated moderation checks on uploaded videos before publication.

FR-8 - Content Policies

The system shall require users to accept applicable terms and content policies before publishing content.

FR-9 - Engagement

The system shall allow logged-in users to like published videos and associate each like with the signing-in account.

FR-10 - Engagement

The system shall allow logged-in users to create comments on published videos.

FR-11 - Profile Management

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The system shall allow logged-in users to manage essential creator profile information.

FR-12 - Safety and Controls

The system shall allow logged-in users to report videos, comments, or users and block other users in-app.

FR-13 - Moderation Administration

The system shall provide moderators with an administrative queue for reviewing reported videos, comments, and users.

FR-14 - Moderation Administration

The system shall allow moderators to apply enforcement actions to content or accounts in accordance with content policies.

FR-15 - Privacy and Account Management

The system shall allow logged-in users to initiate account deletion and request deletion of associated personal data in-app.

FR-16 - Privacy and Account Management

The system shall provide an external web-based path for users to submit account and personal-data deletion requests.

FR-17 - Privacy

The system shall disclose personal-data retention practices and retain data only where justified for security, fraud prevention, or legal obligations.

NFR-1 - Platform Support

The solution shall support native iOS and Android mobile applications for the MVP.

NFR-2 - Localization

The MVP shall support English-language user-facing account, publishing, moderation, and content-discovery flows.

NFR-3 - Performance

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

NFR-4 - Scalability

The backend shall use a managed database service based on Supabase to support MVP scalability and operational simplicity.

NFR-5 - Observability

The mobile applications shall use Firebase Performance Monitoring to capture performance telemetry and support issue diagnosis.

NFR-6 - Security

The system shall enforce authenticated access for account, publishing, engagement, reporting, blocking, and deletion operations, with role-based moderator access.

NFR-7 - Privacy and Compliance

The solution shall implement privacy controls and deletion behavior consistent with applicable privacy obligations and platform requirements.

NFR-8 - App Store and Platform Compliance

The iOS and Android applications shall comply with applicable app-store review, user-generated-content, safety, privacy, and account-deletion requirements.

NFR-9 - Hosting and Operations

Moderation and operational workflows shall support US hosting requirements and applicable platform obligations.

Requirements Assumptions

- The MVP has no monetization, advertising, subscriptions, or in-app purchases.
- No external integrations are included unless explicitly specified, including identity providers, content-delivery networks, email, SMS, or payment services.
- Video duration, file-size, format, resolution, transcoding, storage, and delivery limits will be defined during technical design.
- The feed contains only published, policy-compliant content available to the requesting user.
- A moderator administration interface and moderator roles are included in MVP scope.
- Basic automated moderation may flag or reject content but does not replace human moderation for reported items.
- Content-policy definitions, enforcement actions, appeals, and moderator permissions require detailed specification.
- Account deletion is asynchronous where required by storage, moderation, fraud-prevention, or legal-retention processes.
- Expected user volumes, traffic patterns, availability targets, backup requirements, and disaster-recovery objectives are not yet defined.

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- Supabase and Firebase services are assumed to be acceptable technology choices for the MVP.

Technical Specification

TS-1 - Mobile Application

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

TS-2 - Web and Administration

Build the moderator and operational administration interface with Next.js, React, TypeScript, Shadcn/ui, and Tailwind CSS.

TS-3 - Authentication

Use Supabase Auth with JWT tokens over HTTPS for registration, sign-in, session management, account deletion initiation, and protected application operations.

TS-4 - Authorization and RBAC

Implement role-based access control for visitors, logged-in users, and moderators, with server-side authorization protecting user, content, moderation, and deletion data.

TS-5 - Backend and APIs

Use a managed backend centered on Supabase PostgreSQL, exposing REST APIs with optional edge functions for transactional workflows, moderation, and asynchronous processing.

TS-6 - Data Storage and Content

Store users, profiles, videos, likes, comments, reports, blocks, moderation records, policy acceptance, deletion requests, and retention metadata in Supabase PostgreSQL.

TS-7 - Feed and Moderation Services

Implement a simple engagement-based feed-ranking service and basic automated pre-publication video moderation, with reported items routed to a moderator review queue.

TS-8 - Hosting and Data Residency

Host backend data and services using Supabase managed infrastructure, with web and administration applications deployed to Vercel and hosting configured to support US requirements.

TS-9 - Environments and CI/CD

Maintain separate development, staging, and production environments with GitHub Actions for backend and web deployment pipelines and CodeMagic for mobile app builds and store delivery.

TS-10 - Security and Compliance

Enforce TLS 1.2 or higher, encrypted data handling, secure JWT validation, least-privilege access, auditability for moderation and deletion actions, and applicable privacy and platform requirements.

TS-11 - Observability and Diagnostics

Implement structured server and moderation logs, operational error tracking, performance metrics, and mobile performance telemetry using Firebase Performance Monitoring and Crashlytics.

TS-12 - Testing and Quality

Provide unit, integration, API, authorization, moderation, deletion, and end-to-end tests for mobile and web workflows, using Flutter-compatible end-to-end tooling.

Technical Assumptions

- Flutter and Dart are approved for the iOS and Android MVP applications, with Riverpod and Material Design 3 as the standard UI approach.
- Next.js, React, TypeScript, Shadcn/ui, and Tailwind CSS are approved for the moderator administration interface.
- Supabase provides the managed PostgreSQL database and authentication foundation; REST APIs and optional edge functions are used for backend capabilities.
- Supabase Auth is the MVP authentication provider; no external identity providers, SSO, email, or SMS integrations are included.
- The MVP has no monetization, advertising, subscriptions, in-app purchases, or external payment integrations.
- Video duration, file-size, format, resolution, transcoding, storage, delivery, and CDN requirements will be defined during technical design.
- Development, staging, and production environments are required, with GitHub Actions, CodeMagic, and Vercel used for delivery automation.

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US hosting and applicable privacy, user-generated-content, account-deletion, and app-store obligations apply to the production solution.

- Expected traffic, user volumes, availability targets, backup policies, disaster-recovery objectives, and scaling thresholds are not yet defined.
- Basic automated moderation may flag or reject content but does not replace human review of reported content.
- Content-policy definitions, enforcement actions, appeals, moderator permissions, and audit requirements require detailed specification.
- Firebase Performance Monitoring and Crashlytics are used for mobile performance and crash diagnostics; broader analytics are excluded unless separately approved.