Here's a Product Requirements Document (PRD) for the "Interactive Livestream Badge NFTs" use case in the content creator economy:

1. Introduction

1.1 Purpose

The purpose of this document is to outline the product requirements for the development of an interactive livestream badge NFT system, aimed at content creators, particularly livestreamers, to engage their audience, reward loyal viewers, and monetize their content.

1.2 Scope
This PRD covers the key features, user interactions, and technical specifications of the Interactive Livestream Badge NFT system.

2. Features

2.1 Exclusive Livestream Access NFTs

- Users can purchase or earn unique POAP NFT tickets to access exclusive livestream events.
- NFTs are non-transferable to maintain exclusivity.

2.2 Content Engagement NFTs

- Viewers earn POAP NFTs as badges or tokens of achievement for active participation during livestreams (e.g., answering questions, voting in polls, interacting with the stream).
- NFTs serve as rewards and incentives for ongoing engagement.

2.3 Collectible Badges

- Users accumulate collectible badges, each representing a specific livestream event or significant interaction.
- Badges are displayed in the user's digital wallet or on their profile within the streaming platform.

2.4 Limited-Edition NFT Drops

- Streamer can release limited-edition NFT drops during livestreams.
- NFT drops contain exclusive content, such as behind-the-scenes footage, bloopers, or personalized shoutouts.
- Users acquire these NFTs by participating in specific interactions during the livestream.

2.5 Subscriber-Only Rewards

- Subscribers to the content creator can receive exclusive POAP NFT rewards.
- These NFTs provide access to private Discord channels, early content releases, or VIP events.

2.6 Community Challenges

- The system supports community challenges or contests.
- Users can win POAP NFTs as prizes for winning challenges related to fan art, fan fiction, or other creative expressions inspired by the livestream content.

2.7 Monetization

- Users can buy, sell, and trade their livestream NFTs on secondary markets.
- Content creators earn a percentage of secondary sales, facilitating monetization.

3. User Interactions

3.1 Content Creator (Streamer)

- Streamer can schedule and host exclusive livestream events.
- Streamer can define interactions and activities that earn viewers NFTs.
- Streamer can release limited-edition NFT drops.

3.2 Viewers

- Viewers can purchase livestream access NFTs.
- Viewers can actively engage during the livestream to earn engagement NFTs.
- Viewers can collect, display, and trade their earned NFTs.

4. Technical Specifications

4.1 Blockchain Integration

- Integration with a blockchain platform (e.g., Ethereum) for NFT creation, management, and transactions.
- Smart contracts for secure and transparent NFT functionality.

4.2 User Wallet Integration

- Integration with user wallets (e.g., MetaMask) to store and manage NFTs.

4.3 Security

- Robust security measures to protect user data and NFT assets.
- Regular security audits and updates.

5. Success Metrics

- Increased user engagement on livestreams (measured by interaction levels and viewer retention).
- Growth in the number of viewers participating in livestreams.
- Revenue generated from NFT sales and secondary market transactions.

6. Conclusion

The Interactive Livestream Badge NFT system aims to create a unique and engaging experience for content creators and their audiences. By implementing the features outlined in this PRD, expect to enhance user engagement, reward loyal viewers, and provide content creators with new monetization opportunities within the creator economy.