Impulse Interruption Overlay SaaS
Product Master Plan

A definitive, no-look-back execution document

1. Product Vision & Philosophy

This product is not a productivity tracker or a traditional blocker. It is a behavioral control system designed to interrupt unconscious digital impulses at the exact moment they occur.

Core Principle: Interrupt → Reflect → Decide

All features must introduce intentional friction without removing user agency. Any feature that relies on punishment, gamification, or dopamine-driven mechanics is explicitly rejected.

2. Target Market

- • University students and self-learners
- • Software developers and engineers
- • Knowledge workers with high screen exposure
- • Users who already value focus but fail due to impulsive behavior

3. Core Features (Free Tier)

- • Application selection (manual app-level protection)
- • Instant full-screen overlay on app open
- • Static overlay (image or color)
- • Custom interruption message (2 lines max)
- • Fixed delay (default 5 seconds)
- • Automatic app close after delay
- • Emergency disable with cooldown
- • Local-only storage (no account required)

4. Monetized Features (Pro Tier)

- • Unlimited protected applications
- • Custom delay durations
- • Delay + confirmation logic ("Proceed anyway")
- • Time slot scheduling system
- • Multiple overlay templates (motivational, neutral, strict)
- • Hard mode (forced auto-close, no bypass)
- • Escalating delay based on repeated opens
- • Website protection via browser detection
- • Priority rules engine

5. Time Slot System Breakdown

Time slots allow users to define contextual behavior rules based on time, day, and intent. Each slot overrides default behavior and is evaluated by priority.

Slot Parameters:

- • Time range (start – end)

- • Days of week

- • Affected apps or websites

- • Overlay type (soft, medium, hard)

Slot Types:

- • Soft: Message + delay only

- • Medium: Delay + confirmation required

- • Hard: Forced delay + auto-close, no bypass

6. Development Timeline

Phase 1 – MVP (Weeks 1–3)

- • Overlay engine implementation
- • App detection & accessibility service
- • Fixed delay logic
- • Auto-close behavior
- • Emergency disable system

Phase 2 – Power Features (Weeks 4–6)

- • Time slot rule engine
- • Overlay templates
- • Website protection logic
- • Escalating delay behavior

Phase 3 – Monetization & Stability (Weeks 7–8)

- • Subscription gating
- • Paywall integration
- • Performance optimization
- • Store-ready polish

7. Final Commitment

This document represents a locked product direction. Features outside this scope must not be added before validation. Execution discipline is mandatory. Reflection happens only after release.

North Star Metric: Number of interrupted impulse app opens per day.