

# Project Spec: PersonaForge (Codename: Forge)

## Overview

Forge is a mobile app where users are guided by fictional characters who deliver hard-hitting, five-minute daily challenges in four life areas: physical, mental, social, and productive. Each user selects from predefined coaches like Tyler Durden or Batman, who challenge the user in their unique voice and philosophy. This app isn't about 'tracking habits'-it's about building personality through daily micro-tests of courage, strength, and focus.

## Target Audience

Age Range: Gen Z and Millennials (10-40 years)

Psychographics:

- Fans of edgy content, self-improvement, and fictional archetypes
- People bored by traditional 'to-do' apps
- Those seeking motivation, self-discipline, or identity-building

## Core Loop

1. Select a Persona
2. Get a Daily Challenge (non-optional)
3. 5-Minute Timer
4. Submit Proof (photo, text, or audio)
5. Earn XP + Gems
6. Level Up Persona -> Harder Tasks -> Unlock Skins

## Personas (V1)

- Tyler Durden (Rude, radical): Physical, Social
- Batman (Stoic, wise): Mental, Physical
- Patrick Bateman (Perfectionist): Productive, Physical
- Dexter Morgan (Calm, clinical): Mental, Productive

Each persona has 3-5 skins, unique tone, progressive task difficulty, and unlockable content.

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## Task Types

Categories: Physical, Mental, Social, Productive

Examples by Persona:

Tyler - 'Do 15 burpees. No mercy.'

Batman - 'Plan your next 5 moves. Write them down.'

## Key Features (V1)

- Predefined Persona Selection
- Daily Prompt (from local JSON)
- XP + Gems tracking
- Task submission (photo/text/audio)
- Streak tracker + level-up logic
- Local file storage
- Offline use only

## Tech Stack (Laptop MVP)

- Electron + React
- localStorage / IndexedDB
- TailwindCSS (optional)
- prompts.json file for challenge data
- React alerts for simulated notifications

## Data Structures

user.json: Stores selected persona, XP, streak, completed dates, and level per persona

prompts.json: Local JSON file storing prompts for each persona by level

## Screens

- Home Screen: Persona head, XP bar, streak, start button

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- Challenge Screen: Task, timer, upload file
- Result Screen: Feedback and rewards
- History Screen: Proof history list

### **Progression Logic**

- Streak increases if a task is done daily
- XP rewards increase with difficulty
- Persona Level-Up unlocks skins and new tasks

### **Future Expansion (Cloud)**

- React Native mobile app
- Firebase Auth + Firestore
- Expo Push Notifications
- Firebase Storage for uploads
- RevenueCat/Stripe for subscriptions

### **Monetization Plan**

- Freemium with optional subscription (~4.99/month)
- Bonus content for subscribers: rare personas, fast XP, extra missions

### **Roadmap**

V1 - Local MVP (Electron, React)

V2 - Cloud sync, React Native mobile app

V3 - Store launch, monetization added

### **Next Steps**

1. Build local MVP
2. Create prompt pool

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3. Implement XP/streak logic
4. Add file uploads
5. Animate feedback
6. Write persona-specific voice lines