Ceezaa MVP v1 - Onboarding, Taste Profile, Card Linking, and Ceezaa Unlocked PRD

TL;DR

Ceezaa's onboarding flow offers new users a seamless journey: from first impression, through tailored taste profile creation, to secure payment card linking and the "Ceezaa Unlocked" benefits launch. This experience solves user confusion, ensures a frictionless introduction, and accelerates time-to-value for both customers and business. Targeted primarily at new app users looking for personalized experiences and secure, integrated functionality from day one.

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1. Overview

The Ceezaa onboarding flow is the gateway for every new user, setting the tone for the entire Ceezaa experience. Comprising a welcome sequence, account setup, a taste profile quiz, secure card linking, and the "Ceezaa Unlocked" reveal, this flow is foundational not just for usability, but for data-driven personalization and trust-building. Smooth onboarding directly impacts user activation, long-term engagement, and the realization of our core value proposition.

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2. Problem Statement

Currently, onboarding new Ceezaa users is fragmented and impersonal, leading to high drop-off rates and lower engagement. Users lack clear guidance, hindered by generic experiences and complicated feature setup (e.g., card linking). Ceezaa needs a unified, engaging, and secure onboarding process that quickly establishes value and trust while capturing essential preference and payment data to fuel personalization and downstream monetization.

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3. Goals & Success Metrics

Business Goals

- Achieve >60% user activation rate from landing to "Ceezaa Unlocked."
- Increase conversion to paid or engaged tiers by 30% within 30 days of onboarding.
- Enhance data collection quality for personalization and targeting.
- Reduce onboarding drop-off rate to <20%.
- Shorten average onboarding completion time to under 3 minutes.

User Goals

- Experience a guided, low-friction onboarding from install to feature unlock.
- Receive tailored product recommendations immediately.
- Set up secure payment seamlessly for in-app transactions or perks.
- Understand the value of Ceezaa Unlocked from first use.
- Maintain complete security and privacy of personal data.

Non-Goals

- Migration of existing user accounts to new onboarding flow.
- Integration with all possible payment providers (focus on primary v1).
- Deep customization or "skip quiz" paths for v1 (ensure foundational learnings first).

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4. User Stories

Persona: New Consumer

- As a new user, I want to sign up quickly, so that I can start exploring without hassle.
- As a foodie, I want a taste profile quiz, so my recommendations reflect my preferences.
- As a security-conscious user, I want to link my payment card safely, so that my information is protected.
- As an early adopter, I want to know exactly what "Ceezaa Unlocked" gives me, so I understand the benefit of completion.

Persona: Admin/Support

- As a support agent, I want onboarding status visibility, so I can help users who get stuck.
- As a compliance manager, I want audit trails for card linking, so that I can ensure regulatory adherence.

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5. Scope (v1)

In Scope

- Multi-step onboarding flow: welcome, sign-up, taste profile quiz, card linking, and unlock.
- Core UI and error handling for each onboarding step.
- Secure payment card linking via primary provider.
- Routing and logic for onboarding flow from app entry.

Out of Scope

- Integration with secondary/optional payment providers.
- In-app purchase flows post-onboarding.
- Deep account or taste profile editing during onboarding.

6. Detailed Feature Specs

Feature Group	Priority	Feature Name	Description
Welcome & Sign-up	High	Welcome Screen	Friendly intro with value proposition highlights and clear CTA.
	High	Account Creation	Signup via email, phone, or SSO with minimal friction and robust validation.
Taste Profile	High	Taste Profile Quiz	Interactive, visually appealing quiz (5-7 questions) on food preferences, allergens, dietary restrictions.
	Med	Preference Logic	Branching logic and data capture for improved personalization.
Card Linking	High	Secure Card Linking	In-app payment card add via PCI-compliant provider; instant feedback on success or error.
	High	Error Handling	Friendly, actionable error messages for failed card links.
Ceezaa Unlocked	High	Feature Reveal	"You're In!" moment outlining unlocked features and next steps.
Routing & Recovery	High	Step Routing	Intelligent routing ensuring users resume from last incomplete step on re-entry.
	Med	Recovery & Backtrack	Allow users to revisit previous steps within the onboarding session.

7. UX Requirements

- Consistent, branded UI across all steps.
- Accessible for at least WCAG 2.1 AA standards (color, text size, contrast).
- All input fields have clear labels, error & success states.
- Progress bar or indicator showing % complete.
- Avoid information overload — one clear task per screen.

- Visual feedback on completion and progression.
- Secure icons and copy for card linking to build trust.
- Mobile-first responsive design.

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8. Technical Architecture (High-Level)

Frontend

- Modular onboarding React components (or analogous for frontend framework).
- Centralized state management for step/progress tracking.
- Form validation utilities (client and server side).
- Real-time feedback UI for card linking and quiz.

Backend

- Endpoints for:
  - User registration/authentication
  - Taste profile data POST/GET
  - Payment card tokenization (via provider proxy)
  - Onboarding state management (resume/restore)
- Data tables:
  - users (id, auth, meta)
  - taste_profiles (user_id, preferences, allergens, timestamp)
  - payment_cards (user_id, token, provider_status, timestamp)
  - onboarding_state (user_id, current_step, complete, timestamps)

Security & Compliance

- PCI-compliant card storage (external tokenization provider)
- Encrypted data at rest and in transit

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9. Risks & Mitigations

Risk	Mitigation Strategy
User drop-off during onboarding	Minimize steps, progress indicator, social proof/trust signals
Card linking errors	Real-time validation, user-friendly error messages, retry option
Sensitive data exposure	Use external tokenization, enforce strict backend access controls

Data sync issues/resume failures	Atomic step saves, test resume logic, allow "start over" if needed
Accessibility bugs	Early design accessibility reviews, thorough QA

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10. Non-Goals

- Support for corporate or team accounts in v1.
- In-depth taste profile editing post-onboarding.
- Multi-language or localization efforts.
- Advanced analytics dashboards (simple event tracking only for launch).

User Experience

Entry Point & First-Time User Experience

- User downloads/opens Ceezaa for the first time or clicks a direct referral link.
- The welcome screen highlights Ceezaa's value with inviting visuals and a "Get Started" CTA.
- Users enter sign-up flow (email/phone/social SSO) with clear privacy messaging.
- Optional contextual tutorial banners explain each step upon first encounter.

Core Experience

- **Step 1: Welcome & Sign-Up**
  - User lands on welcome page, taps "Get Started."
  - Enters sign-up details (email/phone/social). Minimal data required for account creation.
  - Real-time validation; errors surfaced inline (e.g., invalid email).
  - Upon completion, user is clearly advanced to the next step.
- **Step 2: Taste Profile Quiz**
  - Engaging questions appear one at a time (progress bar visible).
  - Selections saved instantly; answers can be changed until submission.
  - Clear explanations for why this data is collected (privacy and personalization).
- **Step 3: Card Linking**
  - Secure card entry form (PCI compliance visuals, trust badges).
  - Instant validation; loading indicator during processing.
  - Errors (e.g., rejected card, network failure) result in clear action options (retry, contact support).
  - Success advances user smoothly to next step.
- **Step 4: Ceezaa Unlocked Reveal**

- ○ Celebration animation ("You're In!").
- ○ A concise summary of newly unlocked features and how to access them.
- ○ Button to navigate into main app/dashboard.

Advanced Features & Edge Cases

- Resume onboarding if interrupted (e.g., app killed).
- Recovery flow enables backtracking within the onboarding session, not after completion.
- Optional "Skip for now" for card linking, with reminders later (v1 fallback only if absolutely needed).
- Support for re-attempting failed steps (e.g., card linking) without starting over.

UI/UX Highlights

- High-contrast buttons and readable font sizes throughout.
- Touch targets sized for mobile (min 44px).
- All icons have text equivalents for accessibility.
- Animations are subtle, avoid motion triggers.
- Responsive layouts for phones and tablets.

Narrative

Maya is a food enthusiast eager to try Ceezaa after hearing about its personalized recommendations. On her first launch, she's welcomed with a vibrant, friendly interface and a clear "Let's Get Started" button. She quickly signs up with her phone, appreciating the easy and privacy-centric process. Next, she takes a short taste profile quiz, specifying her dietary preferences and favorites. The experience feels tailored, with intuitive design and engaging visuals.

She is then prompted to link her payment card, with Ceezaa reassuring her of the secure, industry-standard process. The form is easy, and her card is connected in seconds. With a sense of accomplishment, Maya unlocks her fully personalized Ceezaa experience— "Ceezaa Unlocked"—where she immediately sees restaurant suggestions and features catered to her profile, all ready for seamless transactions. Delighted with her onboarding, Maya feels confident exploring and recommends Ceezaa to friends, validating both the user and business objective: a trusted path from download to long-term engagement.

Success Metrics

Category	Metric	How Measured
User-Centric	% completion of onboarding (welcome -> unlock)	Event tracking funnel

User-Centric	Avg. time to complete onboarding	Timestamp comparison, analytics
User-Centric	Taste profile substance (% questions answered, profile completeness)	Quiz data in analytics
Business	Card linking completion rate	Onboarded user data
Business	Activation rate (unlocked → next feature use)	Session/event analytics
Technical	Onboarding flow error rate	Error logs, Sentry/monitoring
Technical	Resume onboarding success rate	Event tracking

Tracking Plan

- Onboarding started
- Welcome screen viewed
- Account creation started/succeeded/failed
- Taste profile quiz: each question answered, quiz submitted
- Card linking initiated/success/failed
- "Ceezaa Unlocked" event
- Resume onboarding event
- Step-back and skip events (if implemented)

Technical Considerations

Technical Needs

- Robust, tokenized authentication and session management APIs.
- Modular, state-aware frontend onboarding components.
- Secure backend endpoints for quiz data, card linking, and step tracking.
- Central storage for onboarding progress and resume capability.

Integration Points

- Primary payment processing/tokenization provider for card linking.
- Optional: SSO or phone number verification provider.
- Analytics/event tracking platform.

Data Storage & Privacy

- User account, profile, and onboarding state in centralized DB (logical separation for PII).

- Taste profile and payment token stored encrypted.
- All payment data tokenized (never raw on backend).
- Compliance with PCI DSS, GDPR, CCPA as applicable.

Scalability & Performance

- Expect onboarding spikes, design flow for 1000+ concurrent users.
- All endpoints < 300ms latency for smooth user perception.

Potential Challenges

- Card provider downtime: graceful fallback and error states.
- Data consistency/resume bugs: transactional onboarding step updating.
- Accessibility bugs: scheduled audits and user feedback.

Milestones & Sequencing

Project Estimate

- **Medium**: 2–4 weeks from kickoff to live launch.

Team Size & Composition

- **Small Team** (2 total):
  - 1 engineer (frontend/backend)
  - 1 designer/product (handles specs, QA, copy)

Suggested Phases

Phase 1: Spec & Design Finalization (2 days)

- Deliverables: Final wireframes, copy, edge case flowcharts (Design/Product)
- Dependencies: Stakeholder approval

Phase 2: Core Implementation (7 days)

- Deliverables: All onboarding screens/components, backend endpoints, state logic (Engineering)
- Dependencies: Completion of wireframes, access to payment provider sandbox

Phase 3: QA, Edge Cases, and Accessibility (3 days)

- Deliverables: Full QA, accessibility audit, test plans (All)
- Dependencies: Core implementation complete

Phase 4: Launch & Monitor (1 day)

- Deliverables: Deploy to production, set up analytics dashboards, monitor key metrics (All)

- Dependencies: QA signoff