

Ceezaa MVP v1 – PRD

TL;DR

Ceezaa helps young urban professionals quickly discover experiences that match their tastes and easily coordinate group plans with friends. The platform removes the hassle of endless group chats and indecision by providing relevant, curated outings plus streamlined tools for inviting and confirming attendees. Targeted at social connectors and their circles, Ceezaa delivers frictionless group planning and personalized discovery.

Goals

Business Goals

- Achieve 2,000+ app downloads and 1,000 MAU in the first three months.
- Generate at least 30% of plans involving two or more users (group activity rate) by month three.
- Sign up 10+ local venue partners to feature exclusive or curated listings.
- Collect 100+ pieces of actionable user feedback in the first three months (via NPS and in-app surveys).

User Goals

- Effortlessly discover and save relevant outings, events, and venues based on personal preferences.
- Initiate or join group plans with minimal back-and-forth and confusion.
- Save time by reducing the friction around selecting and confirming plans with friends.
- Receive timely notifications and reminders to ensure nobody misses out.
- Benefit from recommendations that remain relevant and personalized as interests evolve.

Non-Goals

- Ceezaa v1 will not handle reservations, ticketing, or payment processing directly.
- No review or rating submission functionality for experiences in v1.
- No support for custom user-created events outside of the curated venue/experience lists (no open event creation).

User Stories

User Personas

1. Young Urban Professional (YUP)

- As a YUP, I want to see a shortlist of experiences tailored to my interests, so that I don't waste time scrolling through unrelated options.
- As a YUP, I want to be able to easily propose plans to my friend group, so that we can quickly align on when and where to meet.
- As a YUP, I want reminders about upcoming group plans, so that I show up on time and stay organized.

2. Social Connector

- As a Social Connector, I want to send invites to both app users and non-users (via SMS/web), so that coordinating diverse friend circles is seamless.
- As a Social Connector, I want to track group responses at a glance, so that I can nudge non-responders and keep plans moving forward.
- As a Social Connector, I want to suggest alternate dates or locations, so that decisions don't get stalled if initial plans aren't ideal.

3. Venue Owner

- As a Venue Owner, I want to be able to list my events/offers, so that Ceezaa users can discover my business.
 - As a Venue Owner, I want basic analytics on impressions and group plan initiations, so that I can measure engagement and ROI.
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Functional Requirements

- Onboarding & Core Identity (Priority: High)
 - Personalized Onboarding: Quick, user-friendly guided onboarding (interests, preferred activities).
 - Account Creation & Sync: Fast sign-up with options for SMS, email, or Google/Apple sign-in. Minimal data entry.
 - Permissions Handling: Contextual permission requests for contacts, notifications, and location.
- Personalized Discovery (Priority: High)
 - Curated Experience Feed: Dynamic, swipeable list of outings/events tailored to user profile and past activity.
 - Save & Shortlist: Tap to save/bookmark experiences for future group planning.
 - Contextual Recommendations: Smart prompts (time, weather, trending).

- Group Planning (Priority: High)
 - Plan Initiation: “Propose Plan” CTA from any experience; select participants from contacts or app friends.
 - Invite Flow: Invite via in-app, SMS, or web link fallback for non-users.
 - Group Chat Lite / Polling: Inline chat or voting on times/places (MVP: preset options).
 - Live Status & Confirmations: Simple “Going/Not Going” responses, real-time status tracking.
 - Notifications (Priority: High)
 - Push Notifications: For invites, RSVP confirmations, reminders.
 - Fallback Notifications: SMS for users not registered or not opted into push.
 - Smart Nudges: Reminders to confirm, nudge non-responders.
 - Business Tools (Priority: Medium)
 - Venue Dashboard (Web): Basic web portal for partners to list/manage experiences and view analytics.
 - Performance Analytics: Simple charts of impressions and group initiations.
 - Edge Cases (Priority: High)
 - Cross-Platform Parity: Consistent UX and features across iOS/Android (React Native/Expo).
 - Invite Redemption: Seamless onboarding for invitees entering via web/SMS, with deep-linking into the app.
 - Error Handling & Offline States: Clear feedback, retries, and offline tolerances for key flows.
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User Experience

Entry Point & First-Time User Experience

- Users discover Ceezaa via friend invites (link/SMS), app store, or direct marketing.
- First launch: Splash screen with concise value prop and a “Get Started” button.
- Onboarding screens capture interests with quick taps and optional location context. Minimal steps (<2 min).
- Permissions prompted at the right time: push (on invite/plan action), contacts (only for inviting friends), location (for local relevance).

Core Experience

- Step 1: User lands on a personalized discovery feed after onboarding.
 - UI is swipeable, clean, and minimizes decision fatigue.
 - Shortlist/save experiences for later.
- Step 2: Tap into a specific experience for richer details (description, venue map, available plan times).

- Option to “Propose with Friends.”
- Step 3: Select participants from contacts (auto-matching to in-app friends where possible).
 - If contacts have Ceezaa: in-app notification.
 - If not: send SMS/invite link.
 - Invite link launches web fallback with minimal info and full onboarding if app is installed.
- Step 4: Recipients see plan proposal with accept/decline, quick voting for times/places.
 - Real-time updates show who's responded.
- Step 5: Once a plan is confirmed (min. threshold met), all members receive confirmation and calendar integration prompt.
- Step 6: Receive reminders 1 day and 1 hour before event.
- Step 7: After the outing, users get a gentle nudge to reflect/save memories or plan again.

Advanced Features & Edge Cases

- User receives an SMS invite and clicks link on desktop: prompted to enroll with minimal web onboarding and re-invited to install the app.
- If a group member never responds, plan initiator can resend reminders or swap participant.
- Device/platform inconsistencies (e.g., iOS backgrounding limiting push): fallback to SMS or email notifications.
- Permissions declined: clear guidance on what's limited, plus inline links to app/device settings.
- If internet connectivity fails during invite, prompts for retry/cancellation.

UI/UX Highlights

- Large tap targets, high contrast, and readable font sizes for accessibility.
- React Native/Expo ensures pixel consistency; avoid unsupported/unstable modules.
- All flows must work equivalently on iOS and Android, with graceful web fallback.
- VoiceOver/Screen Reader accessibility for group proposals and navigation.
- Localized for EN (add multi-lang in future).

Narrative

On a sunny Friday afternoon, Maya, a young marketer in a new city, wants to make the most of her evening. She opens Ceezaa and instantly sees a handful of curated, trending events that fit both her style and her schedule. Instead of facing the usual group chat chaos and indecision, Maya taps “Propose with Friends” on a rooftop mixer. She selects a few contacts: some already using Ceezaa, others receiving a friendly SMS about the plan.

Within minutes, her friends have replied—some from the app, others via web. They easily vote on the best time, and the group quickly converges on the plan. Leading up to the event, Ceezaa keeps everyone on track with smart reminders and nudges, ensuring nobody is left in the dark or left behind. The night is a success, punctuated by laughter and new connections.

For Ceezaa, Maya's frictionless positive outing means stronger user loyalty, organic growth via word-of-mouth, and an uptick in group participation rates. For the local venue, it equates to a lively crowd and new regulars. Ceezaa ties the circle—connecting social intent with real-world action, delighting both user and business.

Success Metrics

Metric	Definition & Measurement
MAU	Monthly active users (unique launches per 30 days)
Group Plan Rate	% of outings involving 2+ users vs solo actions
Retention	Day 1, 7, and 30 user retention rates
Engagement	Avg. plans initiated/saved per user per week
NPS	Net Promoter Score via in-app surveys
Uptime/Performance	% time app is available/loads within 2 seconds

User-Centric Metrics

- MAU (unique monthly users)
- NPS (quarterly, in-app)
- % users who initiate or join at least one group plan
- Repeat plans per user per month

Business Metrics

- Partner venue signups and engagement (listings, analytics viewed)
- Plans resulting in real-world group visits (self-reported/venue confirmation)
- App store rating (target 4.5+)

Technical Metrics

- App uptime (target 99.5%)
- 95th percentile cold start < 2s
- Push/SMS invite delivery success rate > 98%
- Crash-free sessions > 99.5%

Tracking Plan

- User launches app (by device/platform)
 - Onboarding completion
 - Experience view, save, plan initiated
 - Invite sent (method), invite redeemed
 - Plan confirmed; group plan success
 - Push/SMS delivered, opened
 - Retention and cohort activity
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Technical Considerations

Technical Needs

- Single React Native (Expo managed workflow) codebase for iOS/Android
- API backend for user, plan, and experience data
- User friend/invite graph management
- Integrations: SMS gateway, push notification provider
- Simple web fallback/MVP dashboard for invites and venue partners

Integration Points

- Contact and permission APIs (native)
- SMS provider (e.g., Twilio)
- Push notification service (FCM/APNS via Expo)
- Calendar integration API (platform-native)
- Basic OAuth/social sign-in

Data Storage & Privacy

- End-to-end encryption for personal/proposal data in transit
- Secure, GDPR-compliant storage for all user data
- No storage of sensitive PII except as needed for invites/account
- Automated data purging for inactive users

Scalability & Performance

- Expect 5,000 DAU in launch region
- App loads and core actions (invite, plan, RSVP) must complete < 2s roundtrip
- Both platforms must deliver identical features and performance

Potential Challenges

- React Native push notification inconsistencies (iOS background states, silent pushes)
 - Permission management UX across OS versions
 - SMS/web fallback edge cases (user starts web, finishes in app)
 - Deep-linking and navigation bugs in Expo-managed web fallback
 - Handling intermittent internet—workflow retries, optimistic UI
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Milestones & Sequencing

Project Estimate

- Large: 10 weeks to launch-ready MVP shipping for both iOS and Android, with ongoing iteration.

Team Size & Composition

- Small Team: 2 people—1 Product/UX, 1 Engineer; both multi-tasking across testing, customer feedback, and partner onboarding.

Suggested Phases

1. Weeks 1–3: Platform Foundations

- Deliverables: React Native/Expo baseline (iOS/Android), auth, onboarding, permissions, basic data models, app store/project setup.
- Dependencies: Developer accounts, initial venue/event data, push/SMS provider live.

2. Weeks 4–6: Core Flows & Edge Cases

- Deliverables: Personalized feed, group plan creation, invite flows (app/SMS/web fallback), core plan confirmation, group chat/poll, offline/error handling, cross-platform UX parity.
- Dependencies: Backend APIs deployed, web fallback.

3. Weeks 7–8: Full Group Scenarios & Beta Readiness

- Deliverables: Advanced group invite/redeem (including deep linking, mobile web onboarding), calendar integration, push/performance polish, accessibility, internal QA.
- Dependencies: Edge case checklist, full invite-testing matrix.

4. Week 8: Friends Beta Launch

- Deliverables: Beta live with real users on iOS & Android, focused on invites, group flows, and bug capture in real-world conditions.
- Audience: Trusted testers/friends, targeted feedback pipeline.

- Success Criteria: Plans created/invites redeemed, group retention, friction/bug reporting.

5. Weeks 9-10: Beta Iteration & Launch Prep

- Deliverables: Triage/fix bugs from beta, refine onboarding, clarify copy, extra polish/features as prioritized from feedback, prep for App Store/Play submission, launch marketing assets.
 - Dependencies: Beta feedback, final content/partners.
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