Ceezaa MVP – Vault PRD ("Your Taste Ledger")

TL;DR

Vault is Ceezaa's personalized, living "taste ledger" — a private record and reflection of where a user's time goes and the moods, vibes, and places that shape their lifestyle. Moving beyond transactional finance, Vault helps users track, organize, and understand their visited spots, reactions, and favorites, all in one intuitive interface. The core focus is on surfacing personal taste and lifestyle patterns for early adopters, launching as part of the February MVP.

Goals

Business Goals

- Achieve ›50% monthly active usage for the Vault feature within 2 months of launch.
- Drive ›2 interactions per user per week (favorite, react, view).
- Collect qualitative feedback from at least 10 early users to drive roadmap priorities.
- Establish Ceezaa as a differentiated, taste-focused platform (vs. generic review apps).

User Goals

- Let users see a smart, mood-centric history of where they've been and what they've liked.
- Enable simple, fast tagging or reactions to places for personal tracking.
- Allow users to filter and rediscover their places by time, mood, occasion, or vibe.
- Give users a positive sense of ownership and awareness over their evolving social and taste life.

Non-Goals

- Not building financial spend tracking or category budgeting (no money management).
- Not enabling public sharing, following, or leaderboard mechanics at MVP.
- Not supporting automatic importing of external location or spend data at launch.

User Stories

Persona: Social Explorer (Maya, late 20s, urban, enjoys discovering new venues)

- As a Social Explorer, I want to see a visual timeline of the places I've visited, so that I can remember and talk about my favorite nights out.
- As a Social Explorer, I want to react to a spot (e.g., "vibe," "too loud," "will return") so that my future self knows what I felt in the moment.
- As a Social Explorer, I want to filter my visited spots by mood or time period, so I can reflect on how my tastes are changing.

Persona: Taste Curator (Alex, early 30s, cares about curation and discovering gems)

- As a Taste Curator, I want to favorite or 'star' places, so my most valued experiences are easy to find.
- As a Taste Curator, I want to see aggregate stats (e.g., which moods or vibes I gravitate towards), so I can understand my patterns.

System Stories

- As the system, I want to record each user interaction (view, react, favorite), so that the Vault always reflects the user's latest context.
- As the system, I want to structure data around "place visits," not generic transactions, so the ledger is truly about experiences.

Functional Requirements

- **Per-Place Cards (Priority: Must-Have)**
  - Display place name, date of last visit, mood tags, and thumbnail image.
  - Show user's reaction(s) and favorite status for each place.
  - Tap to open the transaction drawer with more details.
- **Time & Taste Filters (Priority: Must-Have)**
  - Filter by time (last 7 days, month, custom range).
  - Filter by taste tags (e.g., mood, vibe, occasion).
  - Reset filters to default.
- **Transaction Drawer (Priority: Must-Have)**
  - Show visit details: date/time, companions (if added), notes, and all prior reactions.
  - Enable editing of notes, reactions, and favorite status.
  - Optionally delete visit (confirm safety for data integrity).
- **Reactions & Favorites (Priority: Must-Have)**
  - Support standard set of "reactions" (e.g., love, meh, disappointed, will return, hidden gem).
  - Star/favorite toggle for extra special places.
  - Visual feedback upon selecting or updating reaction.
- **Supporting Data Capture (Priority: Must-Have)**
  - Log all user interactions for future insights and feed personalization.

○ Structure all place visits (including edits) using the Taste Engine Lite schema.

User Experience

Entry Point & First-Time User Experience

- Users discover Vault as a prominent tab ("Vault") on the Ceezaa home navigation.
- First-time open prompts a quick explanation: "This is your private taste ledger — track your vibes, own your journey."
- Onboarding modal highlights how to react, favorite, and filter; optional 2-screen walkthrough.

Core Experience

- **Step 1:** User lands on Vault feed: a scrollable list of recently visited places displayed as large, touchable cards.
  - Emphasize visual richness: place photos, mood color-coding, clean card layout.
  - Show a clear call to action if feed is empty ("Go explore and your places will appear here!").
- **Step 2:** User taps a filter pill or calendar icon.
  - Modal or overlay shows time range, mood, and occasion filters; selection live-updates card list.
  - Loading state with skeleton placeholder cards for fast feedback.
- **Step 3:** User taps a place card.
  - Transaction drawer slides up: details (time, mood history, personal notes, reactions).
  - Edit options: Add/Edit Note, Select Reaction(s), Toggle Favorite.
  - Button to save changes; feedback on successful update.
- **Step 4:** Optional: User marks a new favorite or updates a reaction.
  - Instant animation (star burst, subtle haptics); card updates in the list on save.
  - All actions logged for analytics and Taste Engine feedback.
- **Step 5:** User returns to Vault later; sees most recent or favorited venues, optionally sorts or explores past data.
  - Personal insights ("You're into cozy vibes lately!") appear above the list, if feasible.

Advanced Features & Edge Cases

- Handle empty state gracefully, nudging to explore or connect with search.
- Allow editing/deleting visit entries only within a soft limit (e.g., within 48 hours).
- Provide robust handling of incomplete data (e.g., missing photos, unknown venues).

- Future-proof for linking companions/guests without exposing private data.

UI/UX Highlights

- Minimum 4.5:1 color contrast ratio for accessible text on cards.
- Responsive card layout for various screen sizes; smooth scrolling.
- Consistent, lightweight animations for card entry, filter transitions, and reactions.
- "Apple Health for taste" feel: minimalist, bright backgrounds, clear iconography, and subtle motion.
- Strong privacy cues (lock icon, "only you can see this"; Vault is NOT public by default).

Narrative

Maya is always chasing fresh energy in the city — new jazz lounges, hidden rooftop bars, the latest vegan brunch spot. But after a few weeks of nonstop exploring, she finds herself forgetting not just where she's been, but what she felt when she was there. Was that café last Saturday truly cozy, or was it just the mood she was in? Was that club a repeat destination, or a one-time impulse?

With Ceezaa's Vault, Maya opens a vibrant, personal ledger that instantly recalls her entire city journey: places, moods, even fleeting impressions. She scrolls her cards, seeing at a glance where she felt "at home," her string of "will return" reactions, and her growing collection of starred favorites. When her friends ask for a spot with breezy vibes, she filters her ledger — in seconds, Maya is reminded of all the rooftop evenings that fit the bill.

Vault becomes Maya's mirror for her social adventures. It gives her confidence to trace her taste, spot new patterns in where her heart leads, and curate ever more intentional experiences in her urban life. For Ceezaa, Vault is not just data — it's memory with feeling, turning every user's journey into a product they love, trust, and want to return to.

Success Metrics

Metric	Goal/Target	Measurement Approach
% Monthly Active Vault Users	>50% of signed-in users	User logins & Vault access events
Avg. Weekly Interactions/User	>2 (react, favorite, edit)	Interaction logs, per-user aggregation
Vault Retention after 2 weeks	>40%	User revisit frequency

Avg. Places Added per User (MVP)	≥5 by end of Month 1	Unique place entry counts
Vault Feature NPS	≥30	User feedback survey and interviews
Crash/Error Rate	<1%	App monitoring tools

User-Centric Metrics

- Vault tab DAU/WAU
- % of users applying filters or reactions
- Rate of favorite/starred place usage
- Vault user qualitative feedback (surveys, in-app forms)

Business Metrics

- Increased user stickiness (reduced churn) attributed to Vault
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# of new invites or referrals by high-engagement Vault users

- Vault usage as % of total engagement

Technical Metrics

- API latency < 500ms for Vault data fetch
- 99%+ uptime during launch month
- Sync errors per user < 1% per month

Tracking Plan

- Vault tab open (per user, per session)
- Per-card view, tap, and long-press
- Filter apply (by time, tag, mood)
- Add/edit reaction or note
- Mark/place as favorite
- Transaction drawer open/close
- Error events (load failures, sync issues)

Technical Considerations

Technical Needs

- **APIs:** RESTful endpoints for fetching, creating, updating, deleting place visits; reactions and favorites endpoints.
- **Data Models:** PlaceVisit (user_id, place_id, timestamp, reactions, notes, mood_tags, favorite), Place (name, photos, location_id), UserProfile.
- **Frontend:** React Native screens for Vault tab, cards, filter modals, transaction drawer, onboarding.
- **Backend:** FastAPI service for Vault; routes for CRUD on PlaceVisit/reaction/favorite entities; integration with Taste Engine Lite for mood/taste mapping.

Integration Points

- Dependency on Taste Engine Lite for taste tags, mood classification, and filter options.
- Requires access to Ceezaa's core user and place directories.
- Logs routed to analytics/metrics pipeline for interaction and retention analyses.

Data Storage & Privacy

- All Vault data stored in user-specific, encrypted tables.
- Compliance with GDPR-like user data access, deletion, and privacy protocols.
- No sharing of Vault data outside the authenticated user; data export feature not in MVP.

Scalability & Performance

- MVP designed for up to 5,000 concurrent users; queries paginated, lazy loaded.
- Optimized API endpoints with caching of recently accessed visits and tags.

Potential Challenges

- Ensuring robust handling of incomplete or inconsistent place data.
- Preventing performance issues with large visit histories for power users.
- Safeguarding privacy by default (e.g., no leaks of place visits via other app components).
- Building flexible filters for semi-structured taste tags without performance hit.

Milestones & Sequencing

Project Estimate

- **Small:** 2–3 weeks for MVP Vault feature, including UX polish and all key functional requirements.

Team Size & Composition

- **Small Team:** 1–2 people
  - Product/Founder (Samarth): Product direction, QA, DB design, initial backend APIs.
  - Collaborator (optional): Dedicated for React Native front-end implementation and UI polish.

Suggested Phases

Phase 1: Core Data Layer & API (1 week)

- Key Deliverables: DB schema for PlaceVisit and Place, FastAPI endpoints (Samarth).
- Dependencies: Setup with Taste Engine Lite schemas.

Phase 2: Vault Frontend & UX (1 week)

- Key Deliverables: Vault tab, card list, filter modal, transaction drawer (Collaborator or Samarth).
- Dependencies: API availability from Phase 1.

Phase 3: Reactions & Favorites + Analytics (2–3 days)

- Key Deliverables: UI controls, state management, analytics events (Collaborator/Samarth).
- Dependencies: Basic front-end structure.

Phase 4: Edge Cases, Polishing & Internal Pilot (2–3 days)

- Key Deliverables: Empty/error states, onboarding, accessibility tweaks, logging, and early user test (Samarth).
- Dependencies: All Vault functions working end-to-end.

Total time: 2–3 weeks. **Team:** Samarth (+ 0–1 collaborator). **Fit-for-purpose MVP by February launch.**