

PROJECT DISKARTE AI: MASTER PRD (v3.0)

Owner: Solo Developer / Project Manager Architecture: Google Antigravity & Firebase Core

Model: Gemini 1.5 Flash (via Vertex AI) Status: Requirements Phase (8/8 Sections Complete)

1. Executive Strategy & Persona

1.1 Mission Statement

To democratize access to Artificial Intelligence for the Filipino "mass market" by removing the barrier of high monthly subscription fees.

1.2 The "Sachet" (Tingi) Business Model

- The Barrier: Global AI tools cost ~₱1,200/month.
- The Solution: Bite-sized AI services for micro-payments (₱20–₱50).
- Brand Promise: "*Ang Secret Weapon ng Pinoy*" (Resourcefulness/Diskarte).

1.3 Target User Persona: "Juan"

- Profile: 23-year-old job seeker/contractual worker.
- Hardware: Low-end Android (Infinix, Tecno).
- Connectivity: Prepaid mobile data; sensitive to data consumption.

2. Platform Architecture (The Trinity)

2.1 The Google Power Base

1. Google Antigravity: The Architect & Coder. Manages agent instructions and app structure.
2. Firebase (The "Bar Studio"): Handles Hosting, Authentication, Firestore (Database), and Cloud Functions (Python).
3. Vertex AI (Gemini 1.5 Flash): The high-speed, low-cost intelligence engine.

2.2 Data Schema (Firestore)

- Collection: `users` (`uid`, `phoneNumber`, `subscription_end_timestamp`).
- Collection: `chat_logs` (Sub-collection for history storage).

3. Feature Specifications (The "MVP" Menu)

This section defines the "Personas" that Antigravity will program into the Gemini API calls.

3.1 The Bureaucracy Breaker (Admin & Gov)

- **Function:** Generates formal letters and interprets government forms.
- **Tone:** High Filipino-English; formal and respectful.
- **Use Case:** Letter of Indigency, Barangay complaints, Mayor's Office medical assistance.

3.2 The Diskarte Toolkit (Work & Hustle)

- **Function:** Professionalizes the user for employment and gig work.
- **Tools:**
 - **Resume Fixer:** Converts raw skills into BPO-ready formats.
 - **Seller Reply Bot:** Professional English replies for Shopee/Lazada sellers.
 - **Grammar Polish:** "Taglish in, Professional English out."

3.3 The Aral-Masa (Education)

- **Function:** Homework helper that explains concepts in simple Tagalog/English.
- **Logic:** Does not just give answers; it provides step-by-step explanations for parents or students.

3.4 The Diskarte Coach (Motivation)

- **Function:** Stoic, non-religious success coach.
- **Tone:** Empowering, "Tropa" (friend) style. Uses slang like "Lodi" or "Petmalu."

4. User Journey & Authentication

4.1 The Entry Point

- **Primary Channel:** Facebook Messenger links. Clicking a "Learn More" or "Use App" button in FB sends the user directly to the PWA (diskarte.ph).

4.2 Authentication Flow

1. **Landing:** User views the Grid Menu. Features are locked (blurred or inactive).
2. **Sign-In:** User taps a button and is prompted for **Phone Number (SMS OTP)**.
3. **Fallback:** Optional "Sign in with Google" for seamless Android login.
4. **Verification:** reCAPTCHA Enterprise check to prevent SMS bot attacks.

4.3 Payment & Access

1. User selects a Pass (e.g., 24hr Day Pass).

2. Redirect to PayMongo (GCash/Maya).
3. On success, Firestore triggers a UI refresh, unlocking the AI features.

5. Revenue & Payment Loop

5.1 Pricing Strategy

- Babad Pass (4h): ₱20
- Day Pass (24h): ₱50
- Weekly Pass (7d): ₱200

5.2 The Webhook Loop

- PayMongo Integration: Cloud Function listens for payment.paid events.
- Logic: Updates the user's subscription_end_timestamp in Firestore automatically.

6. Security & Governance

6.1 Cost & Budget Controls

- SMS Protection: Daily hard-cap on OTP messages.
- AI Rate Limiting: 10 requests per minute per user to prevent API abuse.

6.2 Data Integrity

- Signature Verification: All PayMongo webhooks must match the secret key.
- Content Safety: Vertex AI filters set to "Block Medium and Above."

7. UI/UX Design & Design Language (NEW)

7.1 "Familiarity First" Strategy

- Mental Model: The app should feel like a hybrid of GCash and Facebook Messenger.
- Dashboard: A clear 2x2 Grid for the MVP features.

7.2 Design Tokens

- Colors: Navy Blue (#002D72) and White.
- Typography: System fonts (Sans Serif) for fast loading on budget phones.
- Interaction: Thumb-zone optimized buttons (large touch targets).

8. Logistics & Scaling (PH Month Plan)

8.1 Administrative Checklist

- **Legal:** DTI Registration ("Diskarte AI Services") and BIR Form 2303.
- **Banking:** Open BPI or UnionBank for PayMongo cash-outs.
- **Roaming:** Register SIM and activate ROAM ON to receive OTPs in the US.

8.2 Funding & Growth

- **Google for Startups:** Apply for \$2,000 Cloud credits.
- **Scaling:** Phase 1: Facebook Groups -> Phase 2: Barangay QR Codes -> Phase 3: Native Android APK.