Timeline- Month 0- Month 2

Feature Area	Priority	Feature Description	Acceptance Criteria	Remarks
User App - Account, Onboarding & Authentication	Critical	Support login via Instagram, TikTok, Facebook, Google, and phone OTP with API verification.Guest login allowed for browsing, but user needs an account to post and earn cashback	- Social login calls official APIs for verification– ask feasibility - Immediate user approval for the app. In case of any issues with account, user flagged after manual account verification, notification sent to user on app - Option to pause/delete account	Instrumentation across all telemetry data points
User App - Profile & Wallet	Critical	Wallet shows balance, cashback earned, referral points/credits; cashback credited only after a time buffer. (Wallet is not real payment wallet, its a placeholder for cashback and transaction data)	- Wallet balance updates after configured time buffer. - Cashback shown but dormant before buffer ends. - Transaction history and balance updates post buffer. - Points to AED Conversion at ration-1:1 - Pending vs Available balance segregation, pending cashback not available in wallet until post is manually approved by admin	Instrumentation across all telemetry data points
User App - Offer Discovery	Critical	- Location-based offer suggestions. - Filtering available by merchant category and user demographic. - Offer eligibility based on prior redemption and merchant slot availability. - Categories like F&B, Fashion, Travel. - Search brands/offers functionality.	- Offers limited to users within location proximity. - Eligibility filters out users exceeding redemption limits. - Search returns relevant merchants. - Offers reflect real-time merchant slot availability. - Category filters apply correctly. - UI sorting/filtering is responsive and intuitive.	Instrumentation across all telemetry data points
User App - Real Time Fluence Score	Critical	Dynamic scoring system display	- Score calculation based on social metrics - Real-time score updates - Score history tracking - Manual admin override capability	Instrumentation across all telemetry data points
User App - Referrals	Critical	Generate referral link; bonus credited after referee's first transaction.	- Unique referral links generated. - Bonus credited only after referee's first transaction. - Notifications sent on bonus. - System prevents bonus on incomplete or fraudulent referrals.	Instrumentation across all telemetry data points
User App - Cashback	Critical	User to be able to provide bank details, total cashback credited in the bank account on payday	- System displays the total cashback amount credited to the user's bank account on the payday. - Notification sent to user when amount is credited	Instrumentation across all telemetry data points
User App - Notifications	High	Basic push notifications for cashback credited, referral success, post rejection, Account status updates, transaction confirmations	- Notifications sent within 5 minutes of event. - Messages clear and descriptive.	Instrumentation across all telemetry data points
Merchant Panel - Onboarding	Critical	Merchants can create/update profiles, status shown (Pending/Approved/Rejected).	- Applications include required details. - Admin updates status within 48 hours. - Merchant notified with optional rejection reason.	Instrumentation across all telemetry data points
Merchant Panel - Budget & Cashback Config	Critical	Merchants load (and reload) AED budget (admin oversight); configure cashback %; cashback stops at 50%.	- Budget deducted correctly per cashback payout. - Alerts merchants at 60% budget use. - Cashback stops when budget reaches 50%. - Real-time budget tracking. - Automated alerts at thresholds - Campaign start/end date setting - Option to raise a dispute for suspicious transaction	Instrumentation across all telemetry data points
Merchant Panel - Reports & Insights	High	Transaction history with engagement-based influencer scoring and ranking.	- Reports display transaction and cashback details. - Influencer score = (Likes + Comments) / Followers. - Ranking updated real-time.	Instrumentation across all telemetry data points
Admin Panel - Authentication & Session Control	High	Admin login, password recovery, profile management. Session control and role-based permissions.	- Admins can login/logout securely. - Password resets verified. - Session timeouts enforced. - Admin actions tracked and logged. - Role changes audit consistent. - Failed login attempts monitored.	Instrumentation across all telemetry data points
Admin Panel - User & Merchant Management	High	Approve/reject/suspend users, user posts and merchants with rejection reason logging.	- Admin approval/rejection requires reason for rejection. - Users/merchants notified of status changes. - Audit logging of admin actions.	Instrumentation across all telemetry data points
Admin Panel - Posting & Sharing	Medium	Content review and Manual post approval system. Posts require valid merchant tag and GPS + timestamp metadata; duplicate/repost detection; rejection notification.	- Admin panel for post review - Approval/rejection with reasons - Posts without valid tags or invalid GPS/time rejected. - Duplicates detected by photo hash/caption within 24 hours. - Rejection notifications sent with reason. - Daily post limits enforced.	Instrumentation across all telemetry data points
Admin Panel - Payment Management	Medium	View all platform transactions. Manage payment disputes. Configure payment settlement periods for vendors and users.	- Transactions fully visible and sortable. - Disputes logged and resolved with notifications. - Transaction errors flagged. - Notifications for failed/late payments.	Instrumentation across all telemetry data points
Admin Panel - Content & Communications	Medium	Manage help section and FAQs. Modify Terms & Conditions, Privacy Policy PDFs. Manage push/system notifications.Schedule and send notifications.	- Content editable and updated live. - PDFs available in-app and on website. - Notifications sent timely and logged. - User preferences respected. - Scheduled notifications execute as planned. - Content version control enabled. - Notification templates available. - Analytics on notification engagement available.	Instrumentation across all telemetry data points