

Touch-Gras – Project Brief

1. Purpose

Provide a concise, stakeholder-friendly summary of the **Touch-Gras** web application: a WOOP-powered craving-control tool for individuals with substance-use disorder.

2. Background & Problem

Intense cravings often derail recovery. Existing apps either focus on journaling or generic meditation, leaving a gap for real-time, evidence-based self-control techniques. Touch-Gras combines the WOOP framework with streak tracking and motivational flair to keep users engaged during critical moments.

3. Objectives & Success Metrics

Objective	KPI / Target
Boost self-control	Increase average streak length by 20 % within 3 months
Sustain engagement	≥ 40 % WAU/MAU ratio by week 4
Ensure data security	0 reportable HIPAA incidents post-launch
Delight users	≥ 4.5★ average rating after 100 reviews

4. Target Audience

- Adults (18-55) in early or ongoing recovery
- English speakers at launch; Spanish users in v1.1
- Mobile-first but available on desktop browsers

5. Value Proposition

“Coach-style guidance + playful motivation + rigorous data security.” Touch-Gras equips users with quick WOOP prompts, streak visualization, and Gen-Z celebratory feedback—turning each craving into an opportunity for triumph.

6. Key Features (MVP → v1.1)

1. Anonymous, device-bound onboarding
2. WOOP entry with autosave drafts
3. 24-hour craving-control timer (one active)
4. Streak logging & analytics (daily line, cumulative best, 7-day average)
5. Celebration suite: confetti, sound FX, emoji rain, Gen-Z easter eggs

- 6. Notifications: 24-h success + early-slip alerts
- 7. Spanish localization + audit logging (v1.1)

7. Technology Stack & Compliance

- **Frontend:** Flutter Web (Dart 3.x) + Tailwind-like styling
- **Backend:** Supabase (Postgres, Edge Functions, Realtime)
- **Hosting/CDN:** Cloudflare Pages / Supabase Platform
- **Security:** TLS 1.3, at-rest encryption, audit logs, minimal PII (HIPAA-aligned)
- **Accessibility:** WCAG 2.2 AA baseline

8. Roadmap & Milestones

Milestone	Scope	ETA (from kick-off)
MVP	Onboarding, WOOP flow, timer, basic analytics	+6 weeks
v1.0	Notifications, expanded charts, celebration suite	+10 weeks
v1.1	Spanish i18n, audit logging	+14 weeks

9. Team & Roles

Role	Owner	Key Responsibilities
Product Owner	Eduardo (You)	Vision, backlog, acceptance tests
Scrum Master	Coach Build-O-Bravo	Process, sprint facilitation
Devs (Flutter)	TBD	Feature implementation, unit tests
QA / SDET	TBD	Automation, e2e, performance
UX / UI	TBD	Wireframes, accessibility compliance

10. Risks & Mitigations

Risk	Impact	Mitigation
Low engagement	Users abandon after week 1	Gamified streaks, push reminders, coach-style copy
Data privacy	Legal exposure	HIPAA checklist, encryption, minimal PII
Motion/sound triggers	User discomfort	Respect OS “reduce motion” / mute toggles

11. Assumptions & Constraints

- Users have modern browsers (Chrome > 95, Safari > 14).
- No server-side user-generated media uploads in MVP.
- Team capacity: 2 FT devs, 0.5 QA.

12. Appendices

- **Product Backlog:** See “Touch-Gras – Product Backlog” (linked).
- **Design comps:** TBD in Figma.

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