

IMMERSIFY

SOFTWARE REQUIREMENTS SPECIFICATION

(SRS)

VERSION 3.0

ENTERPRISE MASTER DOCUMENT

This document represents the complete, consolidated, and authoritative specification for the Immersify platform. It combines product vision, functional requirements, system architecture, AI logic, UI/UX standards, database design, API documentation, business model, security, compliance, and execution roadmap into a single, logically structured reference.

No original explanations have been reduced or removed. Additional clarifications are added only to improve continuity and technical completeness without altering the original conceptual intent.

Status: Confidential & Proprietary

Audience: Product, Engineering, AI, UX, Business, Investors

Version: 3.0

Executive Summary

Immersify is a SaaS platform designed to help brands systematically build, evaluate, and scale their presence using the Immersive Brand Experience (IBE) framework. The platform blends structured brand diagnostics, guided workbooks, AI-powered mentorship, and measurable brand health scoring into a single cohesive system.

This SRS defines how Immersify operates at every layer: from user onboarding and tier placement, through brand audits and AI feedback loops, down to database schemas, APIs, security controls, and long-term monetization strategy. It is intended to function as a single source of truth throughout design, development, launch, and scaling phases.

Table of Contents

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SECTION: DATABASE & API

The following section consolidates the original specification content without modification. Any additional contextual paragraphs serve only to improve readability and structural continuity.

SECTION: AI, MODULES, UI/UX

The following section consolidates the original specification content without modification. Any additional contextual paragraphs serve only to improve readability and structural continuity.

SECTION: ROADMAP, BUSINESS, SECURITY

The following section consolidates the original specification content without modification. Any additional contextual paragraphs serve only to improve readability and structural continuity.

Final Notes

This Enterprise Master SRS v3.0 is intentionally exhaustive. Its purpose is not only to guide implementation, but to preserve strategic intent as the platform evolves. All future iterations (v3.1, v4.0+) should reference this document as the baseline for scope validation, architectural decisions, and product governance.

IMMERSIFY

Software Requirements Specification

Version 3.0

 *From Soil to Stars: Building Brands That Last*

Document Information

Project Name:	Iimmersify - AI-Powered Brand Building Platform
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1. Executive Summary

1.1 Vision Statement

Immersify is an AI-powered brand building platform that transforms how businesses create, manage, and scale their brand identity. Unlike generic branding tools, Immersify combines strategic frameworks, AI mentorship, and gamified progression to guide users from initial concept to market-ready brand.

Core Value Proposition: We enable anyone—from solo entrepreneurs to enterprise teams—to build professional, consistent, emotionally resonant brands without hiring expensive consultants.

1.2 Market Opportunity

Total Addressable Market (TAM):

- 582 million entrepreneurs worldwide (Global Entrepreneurship Monitor, 2024)
- 75 million small businesses in the US alone
- 2.1 million brand consultants and agencies globally
- \$500B+ global branding services market

The market gap: Traditional branding requires \$10K-100K budgets and 3-6 month timelines.

Immersify delivers comparable results in weeks for \$49-499/month.

1.3 Competitive Advantage

Feature	Immersify	Canva/Looka	Traditional Agency
Strategic Framework	<input checked="" type="checkbox"/> 8-Pillar IBE	<input type="checkbox"/> None	<input checked="" type="checkbox"/> Custom
AI Mentorship	<input checked="" type="checkbox"/> Real-time	<input type="checkbox"/> None	<input type="checkbox"/> Human only
Cost	\$49-499/mo	\$12-150/mo	\$10K-100K
Time to Complete	2-4 weeks	2-3 hours	3-6 months
Quality	Professional	Basic/Generic	Premium

2. Product Overview

2.1 Core Modules

Immersify consists of 13 core modules in MVP (Months 1-6), with 11 additional modules planned for Phase 2-3:

MVP Core Modules (Launch Ready):

- **Tier Placement Quiz**

5-question assessment to determine user's brand maturity stage (Seed/Sprout/Star/Superbrand)

- **V2 Snapshot (Brand Health Score)**

56-question diagnostic across 8 pillars with AI-powered radar chart visualization

- **V3 Workbook (Deep Dive)**

Comprehensive brand building workbook with 128 content blocks, AI mentor feedback, and evidence-based verification

- **Strategy Generator**

AI-powered 8-pillar + copywriting suite generation with two modes: From Audit or Standalone Brief

- **Export Suite**

Multi-format export (PDF, DOCX, Text, AI Prompts for image generation/presentations)

- **Gamification System**

'From Soil to Stars' progression system with XP, achievements, badges, daily streaks, and avatar evolution

- **Name Availability Checker**

Domain, social handle, and trademark search with AI-powered name analysis and alternatives

- **Template Library**

15+ downloadable templates (Mission Statement, Brand Guidelines, Content Calendar, etc.) scaled by tier

- **Brand Quiz (Public Lead Magnet)**

Viral 12-question quiz revealing Brand Growth Strategy (Wildfire/Deep Root/Ecosystem/Hybrid) with shareable results

- **Google Drive Integration**

One-click export to user's Google Drive folder

- **Zapier Integration**

Connect to 5,000+ apps (Notion, Slack, Trello, Mailchimp, etc.)

- **Mobile App (React Native)**

iOS + Android app with push notifications, offline mode, and camera upload

- **Onboarding Tour**

Interactive product walkthrough with tooltips and progress checklist

3. The 'From Soil to Stars' Gamification System

3.1 Core Metaphor

Unlike traditional gamification that uses arbitrary points and badges, Immersify's 'From Soil to Stars' system reflects TRUE brand maturity. Every XP point, every level gain, every achievement is tied to evidence-based brand health improvements.

The Journey:

Stage	Character	Setting	Milestone
 Seed	Young Farmer	Rich soil, planting seeds	Foundation documented
 Sprout	Experienced Gardener	Thriving garden with saplings	Brand systematized
 Star	Agricultural Scientist	Greenhouse with advanced tech	Market presence established
 Superbrand	Brand Astronaut	Floating in space among stars	Legacy built, infinite reach

3.2 Evidence-Based Scoring

Brand Health Score is calculated using a 3-tier weighted system that requires PROOF, not promises:

Tier 1: Foundation (40% of score)

- Mission Statement documented (50 points, verified by file upload)
- Vision Statement documented (50 points, verified by file upload)
- Brand Values listed (30 points, minimum 3 values required)
- Unique Value Proposition defined (40 points, minimum 50 characters)
- Target Audience Persona (50 points, demographics + psychographics)
- Competitor Analysis (30 points, minimum 3 competitors documented)

Tier 2: Execution (35% of score)

- Logo uploaded (40 points, file exists in system)
- Color palette defined (30 points, minimum 3 colors with hex codes)
- Typography selected (20 points, primary + secondary fonts)
- Brand Guidelines PDF (60 points, minimum 5 pages)
- Social handles claimed (30 points, verified on 2+ platforms)

- Website live (50 points, URL returns HTTP 200)

Tier 3: Consistency (25% of score)

- Team trained (50 points, 3+ members completed onboarding)
- Brand consistency check (60 points, AI scan score $\geq 80\%$)
- Customer recognition (40 points, survey data or testimonials)
- Touchpoint audit completed (30 points, 5+ touchpoints checked)

4. User Personas & Journeys

4.1 Primary User Types

Immersify serves three distinct user types, each with different needs, workflows, and pricing:

Persona 1: Brand Owner (End User)

Demographics	Solo entrepreneurs, startup founders, small business owners (1-50 employees)
Pain Points	Can't afford agency fees (\$10K-100K), lacks branding expertise, inconsistent visual identity, no strategic framework
Goals	Create professional brand identity, stand out from competitors, build customer loyalty, scale business
Use Case	Building their own brand from scratch or refreshing existing identity
Pricing	Free (Seed tier) or \$49-499/month (Sprout/Star/Superbrand)
Key Features	Brand Audit, Workbook, AI Mentor, Strategy Generator, Templates

Persona 2: Freelancer (Service Provider)

Demographics	Brand consultants, copywriters, designers, marketing strategists working with multiple clients
Pain Points	Manual strategy creation is time-consuming, inconsistent deliverable quality, difficult to scale client base, no systematic workflow
Goals	Deliver faster without sacrificing quality, manage multiple clients efficiently, increase revenue through volume, build professional reputation
Use Case	Creating brand strategies for clients using Immersify as their workflow tool

Pricing	\$99/month (Freelancer Plan)
Key Features	Unlimited client projects, white-label exports, priority AI credits (10K/month), marketplace listing (Phase 2)

Persona 3: Agency (Team Account)

Demographics	Brand agencies, design studios, marketing firms with 5-50 team members
Pain Points	Team collaboration challenges, version control nightmares, client project management overhead, inconsistent quality across team members
Goals	Standardize deliverable quality, improve team efficiency, manage client projects at scale, maintain agency branding
Use Case	Managing multiple brands for multiple clients with team collaboration
Pricing	\$299/month (Agency Plan) + \$40/seat for additional team members
Key Features	Team collaboration, custom branding on exports, API access, unlimited projects, priority support, dedicated account manager

5. System Architecture

5.1 Technology Stack

Frontend

- Framework: React 18 + Next.js 14 (App Router)
- Styling: Tailwind CSS + Radix UI components
- State Management: Zustand + React Query
- Animation: Framer Motion
- Forms: React Hook Form + Zod validation
- Charts: Recharts (radar, line, bar visualizations)
- 3D Graphics: Three.js + React Three Fiber

Backend

- Runtime: Node.js 20+ with Express.js
- Database: PostgreSQL 16 (primary) + Redis (caching/sessions)
- ORM: Prisma 5
- Authentication: JWT + OAuth 2.0 (Google, LinkedIn)
- File Storage: AWS S3 (images, PDFs, exports)
- Email: Resend (transactional) + SendGrid (marketing)
- SMS: Twilio
- Payments: Stripe Connect

AI & ML

- Primary AI: Google Gemini 1.5 (Flash for real-time, Pro for strategy generation)
- Backup/Optional: Claude 3.5 Sonnet (Anthropic API)
- Vector DB: Pinecone (for semantic search in templates/past strategies)
- Image Generation: Stable Diffusion (via Replicate API) - Optional future feature

Mobile

- Framework: React Native (Expo)
- Navigation: React Navigation
- Push Notifications: Expo Notifications + Firebase Cloud Messaging
- Offline Storage: AsyncStorage + SQLite

DevOps & Infrastructure

- Frontend Hosting: Vercel (CDN, edge functions)
- Backend Hosting: Railway (PostgreSQL + Node.js)
- CI/CD: GitHub Actions

- Monitoring: Sentry (errors) + Vercel Analytics (performance)
- Logging: Better Stack (formerly Logtail)

6. Database Schema

6.1 Schema Overview

The Immersify database is built on PostgreSQL 16 and organized into 7 logical domains with 23 core tables. All tables use UUID primary keys for distributed scalability and include created_at/updated_at timestamps for audit trails.

Database Domains:

- User Management (5 tables): users, user_sessions, otp_codes, user_activity_log, notification_preferences
- Subscription & Billing (3 tables): subscriptions, invoices, payment_methods
- Projects & Content (4 tables): projects, project_versions, questionnaire_responses, brand_health_scores
- Communication (2 tables): notification_queue, email_templates
- Referrals & Partners (3 tables): referral_links, referral_events, partner_integrations
- Content & Education (3 tables): blog_posts, blog_subscribers, templates
- System & Analytics (3 tables): ai_api_calls, feature_flags, system_config

6.2 Core Tables Detailed

Table: users

Purpose: Core user identity and account management

Column	Type	Constraints	Description
id	UUID	PK	Unique identifier
email	VARCHAR(255)	UNIQUE, NOT NULL	Primary login email
password_hash	VARCHAR(255)	NULL	Bcrypt hash, NULL for OAuth-only users
full_name	VARCHAR(255)		Display name
company_name	VARCHAR(255)		Organization name

avatar_url	TEXT		S3 URL for profile image
tier	VARCHAR(50)	DEFAULT 'seed'	Current subscription tier
user_type	VARCHAR(50)	DEFAULT 'brand_owner'	brand_owner freelancer agency
xp_points	INTEGER	DEFAULT 0	Gamification XP total
level	INTEGER	DEFAULT 1	User level (1-5)
current_streak	INTEGER	DEFAULT 0	Daily login streak
is_email_verified	BOOLEAN	DEFAULT false	Email verification status
is_active	BOOLEAN	DEFAULT true	Account active flag
created_at	TIMESTAMP	DEFAULT NOW()	Account creation time
updated_at	TIMESTAMP	DEFAULT NOW()	Last modification time
last_login_at	TIMESTAMP		Most recent login

Indexes:

```
CREATE INDEX idx_users_email ON users(email); CREATE INDEX idx_users_tier ON users(tier); CREATE INDEX idx_users_created_at ON users(created_at DESC);
```

Table: projects

Purpose: Store brand strategy projects with full versioning

Column	Type	Constraints	Description

id	UUID	PK	Unique project identifier
user_id	UUID	FK, NOT NULL	References users(id) ON DELETE CASCADE
name	VARCHAR(255)	NOT NULL	Project/client name
tier	VARCHAR(50)	NOT NULL	Tier when project was created
generation_mode	VARCHAR(50)		'from_audit' or 'standalone'
strategy_data	JSONB	NOT NULL	Full 8-pillar strategy JSON
brand_health_score	INTEGER		Current overall score (0-100)
completion_percentage	INTEGER	DEFAULT 0	Workbook completion %
is_archived	BOOLEAN	DEFAULT false	Soft delete flag
created_at	TIMESTAMP	DEFAULT NOW()	Project creation time
updated_at	TIMESTAMP	DEFAULT NOW()	Last update time

```
CREATE INDEX idx_projects_user ON projects(user_id, created_at DESC); CREATE
INDEX idx_projects_tier ON projects(tier); CREATE GIN INDEX
idx_projects_strategy_data ON projects USING gin(strategy_data);
```

Table: questionnaire_responses

Column	Type	Constraints	Description
id	UUID	PK	Response identifier
user_id	UUID	FK, NOT NULL	References users(id)
project_id	UUID	FK	References projects(id)
tier	VARCHAR(50)	NOT NULL	Tier context for question
pillar_id	INTEGER	NOT NULL	1-8 for IBE pillars
sub_section_id	VARCHAR(10)		e.g., '1.1', '1.2'
question_id	VARCHAR(100)	NOT NULL	Unique question identifier
answer_text	TEXT		User's text answer
answer_data	JSONB		Complex answers (files, arrays)
ai_feedback	JSONB		Stored mentor feedback
verification_status	VARCHAR(50)		verified pending failed
created_at	TIMESTAMP	DEFAULT NOW()	First answer time
updated_at	TIMESTAMP	DEFAULT NOW()	Last edit time

```
CREATE UNIQUE INDEX idx_responses_unique ON questionnaire_responses(user_id,
tier, question_id); CREATE INDEX idx_responses_pillar ON
questionnaire_responses(pillar_id);
```

7. API Documentation

7.1 API Overview

The Immersify REST API follows RESTful principles with JSON request/response bodies. All endpoints require authentication except public routes (brand quiz, blog). Rate limiting is 100 requests/minute for authenticated users, 20 requests/minute for unauthenticated.

Base URL:

```
Production: https://api.immersify.app Staging: https://api-staging.immersify.app Local: http://localhost:3000
```

Authentication:

```
Authorization: Bearer <JWT_TOKEN>
```

7.2 Authentication Endpoints

POST /api/auth/signup

Purpose: Create new user account

Request Body:

```
{   "email": "user@example.com",   "password": "SecurePass123!",  
"full_name": "John Doe",   "company_name": "Acme Inc",   "user_type":  
"brand_owner" }
```

Response (201 Created):

```
{   "user": {     "id": "uuid-here",     "email": "user@example.com",  
"full_name": "John Doe",     "tier": "seed",     "user_type": "brand_owner",  
"created_at": "2026-02-10T12:00:00Z"   },   "token": "jwt-token-here",  
"expires_at": "2026-02-17T12:00:00Z" }
```

Error Responses:

```
400 Bad Request: { "error": "Email already exists" } 400 Bad Request: {  
"error": "Password must be at least 8 characters" } 500 Internal Server  
Error: { "error": "Server error" }
```

POST /api/auth/login

```
Request: {   "email": "user@example.com",   "password": "SecurePass123!" }  
Response (200 OK): {   "user": { ... },   "token": "jwt-token",  
"expires_at": "2026-02-17T12:00:00Z" }
```

7.3 Project Endpoints

GET /api/projects

Purpose: List all projects for authenticated user

Query Parameters:

Parameter	Type	Default	Description
page	integer	1	Page number for pagination
limit	integer	20	Results per page (max 100)
tier	string	all	Filter by tier (seed sprout star superbrand)
archived	boolean	false	Include archived projects

Response (200 OK):

```
{   "projects": [      {         "id": "uuid-1",         "name": "Kopi Mellow",         "tier": "sprout",         "brand_health_score": 75,         "completion_percentage": 60,         "created_at": "2026-01-15T10:00:00Z",         "updated_at": "2026-02-10T14:30:00Z"      }    ],   "pagination": {     "current_page": 1,     "total_pages": 3,     "total_count": 42,     "per_page": 20   } }
```

POST /api/projects

```
Request: {   "name": "New Brand Project",   "generation_mode": "from_audit",   "tier": "sprout" } Response (201 Created): {   "project": {     "id": "uuid-new",     "name": "New Brand Project",     "tier": "sprout",     "strategy_data": {},     "brand_health_score": 0,     "completion_percentage": 0,     "created_at": "2026-02-10T15:00:00Z"   } }
```

8. AI Prompt Library

8.1 Prompt Engineering Strategy

Immersify uses a tiered prompt system that adapts AI responses based on user maturity stage. Each tier has distinct AI personas that provide contextually appropriate feedback and guidance.

Tier	AI Persona	Tone	Focus
Seed	Foundations Coach	Encouraging, Simple	Existence & Documentation
Sprout	Alignment Team	Systematic, Methodical	Consistency & Process
Star	Growth Architects	Strategic, Data-driven	Scale & Optimization
Superbrand	Board of Directors	Visionary, Legacy-focused	Institutionalization & Impact

8.2 Pillar 1: Brand Core Story & Ideation

System Prompt (Seed Tier):

ROLE: You are a friendly Foundations Coach helping a Seed-stage brand establish their core identity. CONTEXT: This brand is just starting out. They may not have clear answers yet. Your job is to help them articulate what's currently in their head and guide them to document it. TONE: Encouraging, patient, and practical. Avoid jargon. Use everyday language. TASK: Analyze the user's input for the following aspect of their Brand Core: {QUESTION_CONTEXT} USER INPUT: {USER_ANSWER} INSTRUCTIONS: 1. Identify what they're trying to express 2. Point out what's working well 3. Highlight any gaps or areas that need clarification 4. Provide ONE specific, actionable tip to improve 5. Rate the strength of their answer (1-10) OUTPUT FORMAT (JSON): { "concept": "What they're trying to say in clear terms", "critique": "What needs improvement (be kind but honest)", "proTip": "One specific action they can take right now", "strengthScore": 7 }

Example: Mission Statement Question

USER INPUT: "We help coffee shops make better coffee" AI RESPONSE: { "concept": "You want to improve coffee quality for cafe businesses", "critique": "This is too vague. What specifically do you help with? Training? Equipment? Sourcing? And WHY does better coffee matter? What's the bigger

```
impact?", "proTip": "Try this formula: 'We help [specific cafe type] achieve [specific outcome] so that [bigger impact].' Example: 'We help small-batch roasters create consistent flavor profiles so their customers experience the same great taste every time.'", "strengthScore": 4 }
```

System Prompt (Star Tier):

ROLE: You are a Growth Architect working with a Star-tier brand that has proven traction. CONTEXT: This brand has documented their foundation and achieved initial market success. They're now focused on scaling without losing their essence. TONE: Strategic, data-oriented, and challenging. Push them toward operational excellence. TASK: Analyze how their Brand Core drives actual business decisions. QUESTION: Can you cite a profitable opportunity you rejected because it violated your values? USER INPUT: {USER_ANSWER} INSTRUCTIONS: 1. Assess if this is a real, specific example (not hypothetical) 2. Evaluate if the decision demonstrates true commitment to values 3. Challenge any generic or vague responses 4. Connect this to their scaling strategy OUTPUT FORMAT (JSON): { "concept": "The decision they made and why", "critique": "Is this evidence of operationalized values or just rhetoric?", "proTip": "How to turn this principle into a systematic decision-making filter", "strengthScore": 8 }

9. Module Specifications

9.1 Module 1: Tier Placement Quiz

Purpose:

Determine user's brand maturity stage through a 5-question diagnostic that assesses operational time, market presence, team size, revenue, and customer base.

User Flow:

1. User lands on welcome screen with tier icons (Seed/Sprout/Star/Superbrand)
2. Clicks 'Start Assessment' button
3. Answers 5 multiple-choice questions (progress bar shows 1/5, 2/5, etc.)
4. System calculates tier based on weighted scoring algorithm
5. Results page displays assigned tier with icon, description, and 'What's Next' actions
6. User can proceed to Brand Audit or skip to dashboard

Scoring Algorithm:

```
function calculateTier(answers) {    const weights = {        operationalTime: 0.30,        teamSize: 0.25,        customerBase: 0.20,        marketPresence: 0.15,        revenue: 0.10    };    const scores = {        operationalTime: getTimeScore(answers.q1),        teamSize: getTeamScore(answers.q3),        customerBase: getCustomerScore(answers.q5),        marketPresence: getMarketScore(answers.q2),        revenue: getRevenueScore(answers.q4)    };    const weightedScore =        scores.operationalTime * weights.operationalTime +        scores.teamSize * weights.teamSize +        scores.customerBase * weights.customerBase +        scores.marketPresence * weights.marketPresence +        scores.revenue * weights.revenue;    if (weightedScore < 25) return 'seed';    if (weightedScore < 50) return 'sprout';    if (weightedScore < 75) return 'star';    return 'superbrand';}
```

UI Components:

Component	Purpose	Technical Notes
QuizWelcome	Landing page with tier preview	Framer Motion animations on tier icons
QuizQuestion	Single question display with options	Radio button group, auto-advance on select
ProgressBar	Shows completion status	Gradient fill, animated width transition

TierResult	Displays assigned tier with confetti	Canvas-confetti library, tier-specific colors
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9.2 Module 2: Brand Health Score (V2 Snapshot)

Purpose:

Rapid diagnostic assessment across 8 IBE pillars (56 questions total) generating an evidence-based Brand Health Score (0-100%) with radar chart visualization.

Question Types:

Type	Example	Scoring Logic
Binary (Yes/No)	Do you have documented brand values?	Yes = 100%, No = 0%
Scale (0-10)	Rate your brand consistency across platforms	Score × 10 = percentage
Multiple Choice	How often do you update brand guidelines?	Weighted: Monthly=100%, Yearly=50%, Never=0%
Self-Assessment	Rate your logo quality: Poor/Fair/Good/Excellent	Poor=25%, Fair=50%, Good=75%, Excellent=100%

Pillar Distribution (56 Questions):

7. Pillar 1 - Brand Core Story: 8 questions
8. Pillar 2 - Visual Identity: 7 questions
9. Pillar 3 - Product Experience: 7 questions
10. Pillar 4 - Market Plan: 7 questions
11. Pillar 5 - Technology & Accessibility: 7 questions
12. Pillar 6 - Brand Activation: 7 questions
13. Pillar 7 - Team Branding: 6 questions
14. Pillar 8 - Security & Trust: 7 questions

Radar Chart Visualization:

```
Component: BrandHealthRadar (using Recharts)  <RadarChart  
data={pillarScores}>    <PolarGrid stroke="#e0e0e0" />    <PolarAngleAxis  
dataKey="pillar"          tick={{ fill: '#666', fontSize: 12 }}    />  
<PolarRadiusAxis         angle={90}      domain={[0, 100]}     />    <Radar  
name="Your Brand"        dataKey="score"      stroke="#2E5C8A"  
fill="#2E5C8A"           fillOpacity={0.6}    />    <Radar       name="Tier Average"  
dataKey="tierAverage"     stroke="#CCCCCC"    fill="transparent"    />  
</RadarChart>  Color Coding: - Green (80-100%): Strong - Yellow (60-79%):  
Good - Orange (40-59%): Needs Work - Red (0-39%): Critical
```

10. UI/UX Specifications

10.1 Design System

Color Palette:

Color Name	Hex Code	Usage	Context
Primary Blue	#2E5C8A	Headers, CTAs, Links	Trust, professionalism
Secondary Blue	#3D7AB8	Buttons, Accents	Interactive elements
Seed Green	#4CAF50	Seed tier badges	Growth, beginning
Sprout Green	#8BC34A	Sprout tier badges	Progress, nurturing
Star Gold	#FFC107	Star tier badges	Achievement, excellence
Superbrand Purple	#9C27B0	Superbrand badges	Legacy, prestige

Typography Scale:

Primary Font: Inter (Sans-serif) Secondary Font: Merriweather (Serif for headings)
Scale: - Display: 48px / 3rem (Hero headings) - H1: 36px / 2.25rem
(Page titles) - H2: 28px / 1.75rem (Section headings) - H3: 24px / 1.5rem
(Sub-sections) - Body: 16px / 1rem (Main text) - Small: 14px / 0.875rem
(Captions, labels) - Tiny: 12px / 0.75rem (Metadata) Line Heights: -
Headings: 1.2 - Body: 1.6 - Small: 1.4

Component Library (Radix UI):

15. Button: Primary, Secondary, Outline, Ghost, Link variants
16. Input: Text, Email, Password, TextArea with validation states
17. Card: Elevated, Flat, Interactive with hover states
18. Modal: Center, Sidebar, Fullscreen variants
19. Toast: Success, Error, Warning, Info notifications
20. Progress: Linear, Circular, Step-based indicators
21. Badge: Tier, Status, Count variants
22. Avatar: User profile images with fallback initials

10.2 Responsive Breakpoints

Breakpoint	Width	Target Devices	Layout Changes
Mobile	< 640px	Smartphones	Single column, stacked nav, collapsible sidebar
Tablet	640px - 1024px	iPad, Android tablets	Two columns, side nav drawer, larger touch targets
Desktop	1024px - 1536px	Laptops, small monitors	Three columns, persistent sidebar, hover interactions
Wide	> 1536px	Large monitors	Max-width container (1400px), wider spacing

10.3 Accessibility Standards (WCAG 2.1 AA)

Keyboard Navigation:

23. Tab: Navigate forward through interactive elements
24. Shift + Tab: Navigate backward
25. Enter/Space: Activate buttons and links
26. Escape: Close modals and dropdowns
27. Arrow keys: Navigate within menus and radio groups

Screen Reader Support:

28. All images have alt text (decorative images use alt="")
29. Form inputs have associated labels (for/id or aria-label)
30. Buttons have descriptive text (not just icons)
31. ARIA landmarks (navigation, main, complementary, contentinfo)
32. Live regions for dynamic content updates (aria-live)

Color Contrast Ratios:

Element Type	Required Ratio	Immersion Ratio
Normal text (< 18px)	4.5:1	7.2:1 (Primary Blue on White)

Large text ($\geq 18\text{px}$ bold or 24px)	3:1	4.8:1 (Secondary Blue on White)
UI components	3:1	5.1:1 (Buttons, Borders)

All color contrast ratios verified using WebAIM Contrast Checker and automated testing with axe DevTools.

11. 6-Month Development Roadmap

11.1 Timeline Overview

Launch Target: August 10, 2026 | Duration: 24 weeks (February 10 - August 10, 2026)

Phase	Duration	Key Deliverables	Success Criteria
Phase 1	Weeks 1-8	Backend, Database, Auth, Core API	User signup/login working, DB schema deployed
Phase 2	Weeks 9-16	Frontend, Tier Quiz, V2 Snapshot, V3 Workbook	Brand Health Score calculating, workbook functional
Phase 3	Weeks 17-20	Gamification, Integrations, Mobile app, Polish	XP system working, mobile app submitted to stores
Phase 4	Weeks 21-24	Beta testing, bug fixes, marketing prep, launch	50+ beta users tested, public launch successful

11.2 Monthly Sprint Breakdown

Month 1: Foundation (Weeks 1-4)

Sprint Goals:

1. Set up development environment and project structure
2. Deploy PostgreSQL database with complete schema
3. Build authentication system (JWT + OAuth)
4. Create core API endpoints (auth, users, projects)
5. Integrate Stripe for payment processing

Deliverables:

<input checked="" type="checkbox"/> PostgreSQL database deployed on Railway	All 23 tables created with relationships
<input checked="" type="checkbox"/> Authentication API working	Signup, login, password reset, OAuth functional
<input checked="" type="checkbox"/> Stripe integration complete	Webhook handling subscriptions and invoices
<input checked="" type="checkbox"/> CI/CD pipeline configured	GitHub Actions deploying to Railway automatically

Month 2: Core Features (Weeks 5-8)

Sprint Goals:

6. Build React frontend with Next.js App Router
7. Implement Tier Placement Quiz (5 questions)
8. Create V2 Snapshot questionnaire (56 questions)
9. Build Brand Health Score calculation engine
10. Integrate Google Gemini AI for mentor feedback

Deliverables:

<input checked="" type="checkbox"/> Frontend deployed to Vercel	Homepage, dashboard, auth pages functional
<input checked="" type="checkbox"/> Tier quiz fully functional	Correctly assigns Seed/Sprout/Star/Superbrand
<input checked="" type="checkbox"/> Brand Health Score working	Radar chart visualizing 8 pillars with scores



AI mentor feedback operational

Real-time feedback on answers with 2.5s debounce

12. Monetization Strategy

12.1 Revenue Streams

Primary Revenue: Subscription Tiers

Tier	Price	Target User	Key Features
Seed (Free)	\$0	Solopreneurs, hobbyists	1 project, tier quiz, snapshot, 50 AI calls/month
Sprout	\$49/mo	Small businesses	3 projects, workbook access, unlimited AI, templates
Star	\$199/mo	Growing companies	Unlimited projects, priority AI, white-label exports
Superbrand	\$499/mo	Established brands	Team collaboration, API access, dedicated support
Freelancer	\$99/mo	Brand consultants	Unlimited clients, white-label, marketplace listing
Agency	\$299/mo	Design agencies	5 seats, team features, custom branding, API

Secondary Revenue Streams:

11. **Domain Affiliate Commissions:** 10-30% commission on domain purchases through name checker (estimated \$500-2K/month at scale)
12. **SaaS Referral Hub:** 10-30% recurring commissions from partner tools (Phase 2, estimated \$2-5K/month)
13. **Marketplace Fees:** 10-15% commission on freelancer transactions (Phase 2, estimated \$5-10K/month)
14. **White-Label Licensing:** \$500-2,000/month per agency for rebrandable platform (Phase 3)
15. **API Access:** Usage-based pricing for developers (Phase 3, \$0.001-0.01 per API call)

12.2 Financial Projections (Year 1)

Conservative Scenario:

Month	Active Users	Paying Users	MRR
Month 1 (Launch)	500	25 (5% conversion)	\$1,850
Month 3	1,500	90	\$6,600
Month 6	3,000	210	\$15,400
Month 12	8,000	600	\$45,000

Year 1 Total ARR (Conservative): \$540,000 | Break-even Month: Month 7

13. Security & Compliance

13.1 Data Security Measures

Encryption:

16. Data at Rest: AES-256 encryption for PostgreSQL database
17. Data in Transit: TLS 1.3 for all API communications
18. Passwords: Bcrypt hashing with salt rounds = 12
19. API Keys: Stored server-side only, never exposed to frontend
20. File Storage: S3 bucket encryption enabled, presigned URLs expire in 15 minutes

Authentication & Authorization:

21. JWT tokens with 7-day expiration (refresh token: 30 days)
22. OAuth 2.0 for Google and LinkedIn login
23. Role-based access control (RBAC) for team features
24. 2FA optional (TOTP via authenticator apps)
25. Rate limiting: 100 requests/min authenticated, 20 requests/min public

13.2 GDPR Compliance

26. Data Processing Agreement (DPA) available for Enterprise customers
27. Right to Access: API endpoint for users to export all their data
28. Right to Erasure: Account deletion permanently removes all user data within 30 days
29. Data Minimization: Only collect essential information
30. Cookie Consent: Banner for EU users with granular controls
31. Privacy Policy: Updated and accessible from all pages

14. Testing Strategy

14.1 Testing Pyramid

Test Type	Coverage Target	Tools	Frequency
Unit Tests	80% code coverage	Jest, Vitest	Every commit (pre-commit hook)
Integration Tests	All API endpoints	Supertest	Every PR (CI pipeline)
E2E Tests	Critical user flows	Playwright	Daily (scheduled)
Performance Tests	API response times	k6	Weekly
Security Tests	OWASP Top 10	Snyk, OWASP ZAP	Monthly

14.2 Critical Test Scenarios

Authentication Flow:

32. User can sign up with email/password
33. User can log in with valid credentials
34. User cannot log in with invalid password
35. User can reset password via email link
36. JWT token expires after 7 days

Brand Audit Flow:

37. Tier quiz correctly assigns tier based on answers
38. Brand Health Score calculates accurately
39. AI mentor feedback returns within 3 seconds
40. Answers save correctly to database
41. User can resume incomplete questionnaire

15. Conclusion & Next Steps

15.1 Success Criteria

MVP Success Metrics (Month 6):

42. 3,000+ registered users
43. 200+ paying subscribers (7% conversion rate)
44. \$15,000+ MRR
45. 80%+ user satisfaction score
46. < 5% churn rate
47. 50+ brands completed full workbook
48. Mobile app published on iOS and Android

15.2 Immediate Action Items

Priority	Action	Owner	Deadline
P0	Set up Railway PostgreSQL instance	Backend Developer	Week 1
P0	Create Figma designs for all core screens	UI/UX Designer	Week 2
P0	Implement authentication API	Backend Developer	Week 3
P1	Build React frontend skeleton	Frontend Developer	Week 4
P1	Integrate Gemini AI API	AI Engineer	Week 5

15.3 Risk Mitigation

Top Risks & Mitigation Strategies:

Risk	Impact	Mitigation
AI API costs exceed budget	High - Could burn cash runway	Implement aggressive caching, rate limiting, response size limits
Low user adoption	High - No revenue	Build public brand quiz as viral lead magnet, SEO content strategy

Technical debt accumulation	Medium - Slow development	Allocate 20% sprint time to refactoring, enforce code reviews
Competitor launches similar product	Medium - Market saturation	Focus on proprietary IBE framework and book integration as moat

Document Sign-Off

This Software Requirements Specification (SRS) Version 3.0 represents the complete technical and strategic blueprint for the Immersify platform. All stakeholders have reviewed and approved the contents herein.

Role	Name	Date
Product Owner	_____	_____
Technical Lead	_____	_____
UX/UI Lead	_____	_____

 *Let's grow something extraordinary. From Soil to Stars.* 

6. Database Schema

6.1 Schema Overview

The Immersify database is built on PostgreSQL 16 and organized into 7 logical domains with 23 core tables. All tables use UUID primary keys for distributed scalability and include created_at/updated_at timestamps for audit trails.

Database Domains:

- User Management (5 tables): users, user_sessions, otp_codes, user_activity_log, notification_preferences
- Subscription & Billing (3 tables): subscriptions, invoices, payment_methods
- Projects & Content (4 tables): projects, project_versions, questionnaire_responses, brand_health_scores
- Communication (2 tables): notification_queue, email_templates
- Referrals & Partners (3 tables): referral_links, referral_events, partner_integrations
- Content & Education (3 tables): blog_posts, blog_subscribers, templates
- System & Analytics (3 tables): ai_api_calls, feature_flags, system_config

6.2 Core Tables Detailed

Table: users

Purpose: Core user identity and account management

Column	Type	Constraints	Description
id	UUID	PK	Unique identifier
email	VARCHAR(255)	UNIQUE, NOT NULL	Primary login email
password_hash	VARCHAR(255)	NULL	Bcrypt hash, NULL for OAuth-only users
full_name	VARCHAR(255)		Display name
company_name	VARCHAR(255)		Organization name

avatar_url	TEXT		S3 URL for profile image
tier	VARCHAR(50)	DEFAULT 'seed'	Current subscription tier
user_type	VARCHAR(50)	DEFAULT 'brand_owner'	brand_owner freelancer agency
xp_points	INTEGER	DEFAULT 0	Gamification XP total
level	INTEGER	DEFAULT 1	User level (1-5)
current_streak	INTEGER	DEFAULT 0	Daily login streak
is_email_verified	BOOLEAN	DEFAULT false	Email verification status
is_active	BOOLEAN	DEFAULT true	Account active flag
created_at	TIMESTAMP	DEFAULT NOW()	Account creation time
updated_at	TIMESTAMP	DEFAULT NOW()	Last modification time
last_login_at	TIMESTAMP		Most recent login

Indexes:

```
CREATE INDEX idx_users_email ON users(email); CREATE INDEX idx_users_tier ON users(tier); CREATE INDEX idx_users_created_at ON users(created_at DESC);
```

Table: projects

Purpose: Store brand strategy projects with full versioning

Column	Type	Constraints	Description
--------	------	-------------	-------------

<code>id</code>	UUID	PK	Unique project identifier
<code>user_id</code>	UUID	FK, NOT NULL	References users(id) ON DELETE CASCADE
<code>name</code>	VARCHAR(255)	NOT NULL	Project/client name
<code>tier</code>	VARCHAR(50)	NOT NULL	Tier when project was created
<code>generation_mode</code>	VARCHAR(50)		'from_audit' or 'standalone'
<code>strategy_data</code>	JSONB	NOT NULL	Full 8-pillar strategy JSON
<code>brand_health_score</code>	INTEGER		Current overall score (0-100)
<code>completion_percentage</code>	INTEGER	DEFAULT 0	Workbook completion %
<code>is_archived</code>	BOOLEAN	DEFAULT false	Soft delete flag
<code>created_at</code>	TIMESTAMP	DEFAULT NOW()	Project creation time
<code>updated_at</code>	TIMESTAMP	DEFAULT NOW()	Last update time

```
CREATE INDEX idx_projects_user ON projects(user_id, created_at DESC); CREATE
INDEX idx_projects_tier ON projects(tier); CREATE GIN INDEX
idx_projects_strategy_data ON projects USING gin(strategy_data);
```

Table: questionnaire_responses

Column	Type	Constraints	Description
id	UUID	PK	Response identifier
user_id	UUID	FK, NOT NULL	References users(id)
project_id	UUID	FK	References projects(id)
tier	VARCHAR(50)	NOT NULL	Tier context for question
pillar_id	INTEGER	NOT NULL	1-8 for IBE pillars
sub_section_id	VARCHAR(10)		e.g., '1.1', '1.2'
question_id	VARCHAR(100)	NOT NULL	Unique question identifier
answer_text	TEXT		User's text answer
answer_data	JSONB		Complex answers (files, arrays)
ai_feedback	JSONB		Stored mentor feedback
verification_status	VARCHAR(50)		verified pending failed
created_at	TIMESTAMP	DEFAULT NOW()	First answer time
updated_at	TIMESTAMP	DEFAULT NOW()	Last edit time

```
CREATE UNIQUE INDEX idx_responses_unique ON questionnaire_responses(user_id, tier, question_id);
CREATE INDEX idx_responses_pillar ON questionnaire_responses(pillar_id);
```

7. API Documentation

7.1 API Overview

The Immersify REST API follows RESTful principles with JSON request/response bodies. All endpoints require authentication except public routes (brand quiz, blog). Rate limiting is 100 requests/minute for authenticated users, 20 requests/minute for unauthenticated.

Base URL:

```
Production: https://api.immersify.app Staging: https://api-staging.immersify.app Local: http://localhost:3000
```

Authentication:

```
Authorization: Bearer <JWT_TOKEN>
```

7.2 Authentication Endpoints

POST /api/auth/signup

Purpose: Create new user account

Request Body:

```
{   "email": "user@example.com",   "password": "SecurePass123!",  
"full_name": "John Doe",   "company_name": "Acme Inc",   "user_type":  
"brand_owner" }
```

Response (201 Created):

```
{   "user": {     "id": "uuid-here",     "email": "user@example.com",  
"full_name": "John Doe",     "tier": "seed",     "user_type": "brand_owner",  
"created_at": "2026-02-10T12:00:00Z"   },   "token": "jwt-token-here",  
"expires_at": "2026-02-17T12:00:00Z" }
```

Error Responses:

```
400 Bad Request: { "error": "Email already exists" } 400 Bad Request: {  
"error": "Password must be at least 8 characters" } 500 Internal Server  
Error: { "error": "Server error" }
```

POST /api/auth/login

```
Request: {   "email": "user@example.com",   "password": "SecurePass123!" }  
Response (200 OK): {   "user": { ... },   "token": "jwt-token",  
"expires_at": "2026-02-17T12:00:00Z" }
```

7.3 Project Endpoints

GET /api/projects

Purpose: List all projects for authenticated user

Query Parameters:

Parameter	Type	Default	Description
page	integer	1	Page number for pagination
limit	integer	20	Results per page (max 100)
tier	string	all	Filter by tier (seed sprout star superbrand)
archived	boolean	false	Include archived projects

Response (200 OK):

```
{   "projects": [      {         "id": "uuid-1",         "name": "Kopi Mellow", "tier": "sprout",         "brand_health_score": 75, "completion_percentage": 60,         "created_at": "2026-01-15T10:00:00Z", "updated_at": "2026-02-10T14:30:00Z"     }   ],   "pagination": { "current_page": 1,     "total_pages": 3,     "total_count": 42, "per_page": 20   } }
```

POST /api/projects

```
Request: {   "name": "New Brand Project",   "generation_mode": "from_audit", "tier": "sprout" } Response (201 Created): {   "project": {     "id": "uuid-new",     "name": "New Brand Project",     "tier": "sprout", "strategy_data": {},     "brand_health_score": 0, "completion_percentage": 0,     "created_at": "2026-02-10T15:00:00Z"   } }
```

8. AI Prompt Library

8.1 Prompt Engineering Strategy

Immersify uses a tiered prompt system that adapts AI responses based on user maturity stage. Each tier has distinct AI personas that provide contextually appropriate feedback and guidance.

Tier	AI Persona	Tone	Focus
Seed	Foundations Coach	Encouraging, Simple	Existence & Documentation
Sprout	Alignment Team	Systematic, Methodical	Consistency & Process
Star	Growth Architects	Strategic, Data-driven	Scale & Optimization
Superbrand	Board of Directors	Visionary, Legacy-focused	Institutionalization & Impact

8.2 Pillar 1: Brand Core Story & Ideation

System Prompt (Seed Tier):

ROLE: You are a friendly Foundations Coach helping a Seed-stage brand establish their core identity. CONTEXT: This brand is just starting out. They may not have clear answers yet. Your job is to help them articulate what's currently in their head and guide them to document it. TONE: Encouraging, patient, and practical. Avoid jargon. Use everyday language. TASK: Analyze the user's input for the following aspect of their Brand Core: {QUESTION_CONTEXT} USER INPUT: {USER_ANSWER} INSTRUCTIONS: 1. Identify what they're trying to express 2. Point out what's working well 3. Highlight any gaps or areas that need clarification 4. Provide ONE specific, actionable tip to improve 5. Rate the strength of their answer (1-10) OUTPUT FORMAT (JSON): { "concept": "What they're trying to say in clear terms", "critique": "What needs improvement (be kind but honest)", "proTip": "One specific action they can take right now", "strengthScore": 7 }

Example: Mission Statement Question

USER INPUT: "We help coffee shops make better coffee" AI RESPONSE: { "concept": "You want to improve coffee quality for cafe businesses",

```
"critique": "This is too vague. What specifically do you help with? Training? Equipment? Sourcing? And WHY does better coffee matter? What's the bigger impact?", "proTip": "Try this formula: 'We help [specific cafe type] achieve [specific outcome] so that [bigger impact].' Example: 'We help small-batch roasters create consistent flavor profiles so their customers experience the same great taste every time.'", "strengthScore": 4 }
```

System Prompt (Star Tier):

ROLE: You are a Growth Architect working with a Star-tier brand that has proven traction. CONTEXT: This brand has documented their foundation and achieved initial market success. They're now focused on scaling without losing their essence. TONE: Strategic, data-oriented, and challenging. Push them toward operational excellence. TASK: Analyze how their Brand Core drives actual business decisions. QUESTION: Can you cite a profitable opportunity you rejected because it violated your values? USER INPUT: {USER_ANSWER} INSTRUCTIONS: 1. Assess if this is a real, specific example (not hypothetical) 2. Evaluate if the decision demonstrates true commitment to values 3. Challenge any generic or vague responses 4. Connect this to their scaling strategy OUTPUT FORMAT (JSON): { "concept": "The decision they made and why", "critique": "Is this evidence of operationalized values or just rhetoric?", "proTip": "How to turn this principle into a systematic decision-making filter", "strengthScore": 8 }

9. Module Specifications

9.1 Module 1: Tier Placement Quiz

Purpose:

Determine user's brand maturity stage through a 5-question diagnostic that assesses operational time, market presence, team size, revenue, and customer base.

User Flow:

- User lands on welcome screen with tier icons (Seed/Sprout/Star/Superbrand)
- Clicks 'Start Assessment' button
- Answers 5 multiple-choice questions (progress bar shows 1/5, 2/5, etc.)
- System calculates tier based on weighted scoring algorithm
- Results page displays assigned tier with icon, description, and 'What's Next' actions
- User can proceed to Brand Audit or skip to dashboard

Scoring Algorithm:

```
function calculateTier(answers) {    const weights = {        operationalTime: 0.30,        teamSize: 0.25,        customerBase: 0.20,        marketPresence: 0.15,        revenue: 0.10    };    const scores = {        operationalTime: getTimeScore(answers.q1),        teamSize: getTeamScore(answers.q3),        customerBase: getCustomerScore(answers.q5),        marketPresence: getMarketScore(answers.q2),        revenue: getRevenueScore(answers.q4)    };    const weightedScore =        scores.operationalTime * weights.operationalTime +        scores.teamSize * weights.teamSize +        scores.customerBase * weights.customerBase +        scores.marketPresence * weights.marketPresence +        scores.revenue * weights.revenue;    if (weightedScore < 25) return 'seed';    if (weightedScore < 50) return 'sprout';    if (weightedScore < 75) return 'star';    return 'superbrand'; }
```

UI Components:

Component	Purpose	Technical Notes
QuizWelcome	Landing page with tier preview	Framer Motion animations on tier icons
QuizQuestion	Single question display with options	Radio button group, auto-advance on select

ProgressBar	Shows completion status	Gradient fill, animated width transition
TierResult	Displays assigned tier with confetti	Canvas-confetti library, tier-specific colors

9.2 Module 2: Brand Health Score (V2 Snapshot)

Purpose:

Rapid diagnostic assessment across 8 IBE pillars (56 questions total) generating an evidence-based Brand Health Score (0-100%) with radar chart visualization.

Question Types:

Type	Example	Scoring Logic
Binary (Yes/No)	Do you have documented brand values?	Yes = 100%, No = 0%
Scale (0-10)	Rate your brand consistency across platforms	Score × 10 = percentage
Multiple Choice	How often do you update brand guidelines?	Weighted: Monthly=100%, Yearly=50%, Never=0%
Self-Assessment	Rate your logo quality: Poor/Fair/Good/Excellent	Poor=25%, Fair=50%, Good=75%, Excellent=100%

Pillar Distribution (56 Questions):

- Pillar 1 - Brand Core Story: 8 questions
- Pillar 2 - Visual Identity: 7 questions
- Pillar 3 - Product Experience: 7 questions
- Pillar 4 - Market Plan: 7 questions
- Pillar 5 - Technology & Accessibility: 7 questions
- Pillar 6 - Brand Activation: 7 questions
- Pillar 7 - Team Branding: 6 questions
- Pillar 8 - Security & Trust: 7 questions

Radar Chart Visualization:

```
Component: BrandHealthRadar (using Recharts)  <RadarChart  
data={pillarScores}>    <PolarGrid stroke="#e0e0e0" />    <PolarAngleAxis  
dataKey="pillar"          tick={{ fill: '#666', fontSize: 12 }}   />  
<PolarRadiusAxis        angle={90}           domain={[0, 100]}  />    <Radar  
name="Your Brand"        dataKey="score"         stroke="#2E5C8A"  
fill="#2E5C8A"            fillOpacity={0.6}      />    <Radar       name="Tier Average"
```

```
dataKey="tierAverage"      stroke="#CCCCCC"      fill="transparent"    />
</RadarChart> Color Coding: - Green (80-100%): Strong - Yellow (60-79%):
Good - Orange (40-59%): Needs Work - Red (0-39%): Critical
```

10. UI/UX Specifications

10.1 Design System

Color Palette:

Color Name	Hex Code	Usage	Context
Primary Blue	#2E5C8A	Headers, CTAs, Links	Trust, professionalism
Secondary Blue	#3D7AB8	Buttons, Accents	Interactive elements
Seed Green	#4CAF50	Seed tier badges	Growth, beginning
Sprout Green	#8BC34A	Sprout tier badges	Progress, nurturing
Star Gold	#FFC107	Star tier badges	Achievement, excellence
Superbrand Purple	#9C27B0	Superbrand badges	Legacy, prestige

Typography Scale:

Primary Font: Inter (Sans-serif) Secondary Font: Merriweather (Serif for headings) Scale: - Display: 48px / 3rem (Hero headings) - H1: 36px / 2.25rem (Page titles) - H2: 28px / 1.75rem (Section headings) - H3: 24px / 1.5rem (Sub-sections) - Body: 16px / 1rem (Main text) - Small: 14px / 0.875rem (Captions, labels) - Tiny: 12px / 0.75rem (Metadata) Line Heights: - Headings: 1.2 - Body: 1.6 - Small: 1.4

Component Library (Radix UI):

- Button: Primary, Secondary, Outline, Ghost, Link variants
- Input: Text, Email, Password, TextArea with validation states
- Card: Elevated, Flat, Interactive with hover states
- Modal: Center, Sidebar, Fullscreen variants
- Toast: Success, Error, Warning, Info notifications
- Progress: Linear, Circular, Step-based indicators
- Badge: Tier, Status, Count variants
- Avatar: User profile images with fallback initials

10.2 Responsive Breakpoints

Breakpoint	Width	Target Devices	Layout Changes
Mobile	< 640px	Smartphones	Single column, stacked nav, collapsible sidebar
Tablet	640px - 1024px	iPad, Android tablets	Two columns, side nav drawer, larger touch targets
Desktop	1024px - 1536px	Laptops, small monitors	Three columns, persistent sidebar, hover interactions
Wide	> 1536px	Large monitors	Max-width container (1400px), wider spacing

10.3 Accessibility Standards (WCAG 2.1 AA)

Keyboard Navigation:

- Tab: Navigate forward through interactive elements
- Shift + Tab: Navigate backward
- Enter/Space: Activate buttons and links
- Escape: Close modals and dropdowns
- Arrow keys: Navigate within menus and radio groups

Screen Reader Support:

- All images have alt text (decorative images use alt="")
- Form inputs have associated labels (for/id or aria-label)
- Buttons have descriptive text (not just icons)
- ARIA landmarks (navigation, main, complementary, contentinfo)
- Live regions for dynamic content updates (aria-live)

Color Contrast Ratios:

Element Type	Required Ratio	Immersify Ratio

Normal text (< 18px)	4.5:1	7.2:1 (Primary Blue on White)
Large text (\geq 18px bold or 24px)	3:1	4.8:1 (Secondary Blue on White)
UI components	3:1	5.1:1 (Buttons, Borders)

All color contrast ratios verified using WebAIM Contrast Checker and automated testing with axe DevTools.

11. 6-Month Development Roadmap

11.1 Timeline Overview

Launch Target: August 10, 2026 | Duration: 24 weeks (February 10 - August 10, 2026)

Phase	Duration	Key Deliverables	Success Criteria
Phase 1	Weeks 1-8	Backend, Database, Auth, Core API	User signup/login working, DB schema deployed
Phase 2	Weeks 9-16	Frontend, Tier Quiz, V2 Snapshot, V3 Workbook	Brand Health Score calculating, workbook functional
Phase 3	Weeks 17-20	Gamification, Integrations, Mobile app, Polish	XP system working, mobile app submitted to stores
Phase 4	Weeks 21-24	Beta testing, bug fixes, marketing prep, launch	50+ beta users tested, public launch successful

11.2 Monthly Sprint Breakdown

Month 1: Foundation (Weeks 1-4)

Sprint Goals:

- Set up development environment and project structure
- Deploy PostgreSQL database with complete schema
- Build authentication system (JWT + OAuth)
- Create core API endpoints (auth, users, projects)
- Integrate Stripe for payment processing

Deliverables:

<input checked="" type="checkbox"/> PostgreSQL database deployed on Railway	All 23 tables created with relationships
<input checked="" type="checkbox"/> Authentication API working	Signup, login, password reset, OAuth functional
<input checked="" type="checkbox"/> Stripe integration complete	Webhook handling subscriptions and invoices
<input checked="" type="checkbox"/> CI/CD pipeline configured	GitHub Actions deploying to Railway automatically

Month 2: Core Features (Weeks 5-8)

Sprint Goals:

- Build React frontend with Next.js App Router
- Implement Tier Placement Quiz (5 questions)
- Create V2 Snapshot questionnaire (56 questions)
- Build Brand Health Score calculation engine
- Integrate Google Gemini AI for mentor feedback

Deliverables:

<input checked="" type="checkbox"/> Frontend deployed to Vercel	Homepage, dashboard, auth pages functional
<input checked="" type="checkbox"/> Tier quiz fully functional	Correctly assigns Seed/Sprout/Star/Superbrand

<input checked="" type="checkbox"/> Brand Health Score working	Radar chart visualizing 8 pillars with scores
<input checked="" type="checkbox"/> AI mentor feedback operational	Real-time feedback on answers with 2.5s debounce

12. Monetization Strategy

12.1 Revenue Streams

Primary Revenue: Subscription Tiers

Tier	Price	Target User	Key Features
Seed (Free)	\$0	Solopreneurs, hobbyists	1 project, tier quiz, snapshot, 50 AI calls/month
Sprout	\$49/mo	Small businesses	3 projects, workbook access, unlimited AI, templates
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Superbrand	\$499/mo	Established brands	Team collaboration, API access, dedicated support
Freelancer	\$99/mo	Brand consultants	Unlimited clients, white-label, marketplace listing
Agency	\$299/mo	Design agencies	5 seats, team features, custom branding, API

Secondary Revenue Streams:

- Domain Affiliate Commissions:** 10-30% commission on domain purchases through name checker (estimated \$500-2K/month at scale)
- SaaS Referral Hub:** 10-30% recurring commissions from partner tools (Phase 2, estimated \$2-5K/month)
- Marketplace Fees:** 10-15% commission on freelancer transactions (Phase 2, estimated \$5-10K/month)
- White-Label Licensing:** \$500-2,000/month per agency for rebrandable platform (Phase 3)
- API Access:** Usage-based pricing for developers (Phase 3, \$0.001-0.01 per API call)

12.2 Financial Projections (Year 1)

Conservative Scenario:

Month	Active Users	Paying Users	MRR
Month 1 (Launch)	500	25 (5% conversion)	\$1,850
Month 3	1,500	90	\$6,600
Month 6	3,000	210	\$15,400
Month 12	8,000	600	\$45,000

Year 1 Total ARR (Conservative): \$540,000 | Break-even Month: Month 7

13. Security & Compliance

13.1 Data Security Measures

Encryption:

- Data at Rest: AES-256 encryption for PostgreSQL database
- Data in Transit: TLS 1.3 for all API communications
- Passwords: Bcrypt hashing with salt rounds = 12
- API Keys: Stored server-side only, never exposed to frontend
- File Storage: S3 bucket encryption enabled, presigned URLs expire in 15 minutes

Authentication & Authorization:

- JWT tokens with 7-day expiration (refresh token: 30 days)
- OAuth 2.0 for Google and LinkedIn login
- Role-based access control (RBAC) for team features
- 2FA optional (TOTP via authenticator apps)
- Rate limiting: 100 requests/min authenticated, 20 requests/min public

13.2 GDPR Compliance

- Data Processing Agreement (DPA) available for Enterprise customers
- Right to Access: API endpoint for users to export all their data
- Right to Erasure: Account deletion permanently removes all user data within 30 days
- Data Minimization: Only collect essential information
- Cookie Consent: Banner for EU users with granular controls
- Privacy Policy: Updated and accessible from all pages

14. Testing Strategy

14.1 Testing Pyramid

Test Type	Coverage Target	Tools	Frequency
Unit Tests	80% code coverage	Jest, Vitest	Every commit (pre-commit hook)
Integration Tests	All API endpoints	Supertest	Every PR (CI pipeline)
E2E Tests	Critical user flows	Playwright	Daily (scheduled)
Performance Tests	API response times	k6	Weekly
Security Tests	OWASP Top 10	Snyk, OWASP ZAP	Monthly

14.2 Critical Test Scenarios

Authentication Flow:

- User can sign up with email/password
- User can log in with valid credentials
- User cannot log in with invalid password
- User can reset password via email link
- JWT token expires after 7 days

Brand Audit Flow:

- Tier quiz correctly assigns tier based on answers
- Brand Health Score calculates accurately
- AI mentor feedback returns within 3 seconds
- Answers save correctly to database
- User can resume incomplete questionnaire

15. Conclusion & Next Steps

15.1 Success Criteria

MVP Success Metrics (Month 6):

- 3,000+ registered users
- 200+ paying subscribers (7% conversion rate)
- \$15,000+ MRR
- 80%+ user satisfaction score
- < 5% churn rate
- 50+ brands completed full workbook
- Mobile app published on iOS and Android

15.2 Immediate Action Items

Priority	Action	Owner	Deadline
P0	Set up Railway PostgreSQL instance	Backend Developer	Week 1
P0	Create Figma designs for all core screens	UI/UX Designer	Week 2
P0	Implement authentication API	Backend Developer	Week 3
P1	Build React frontend skeleton	Frontend Developer	Week 4
P1	Integrate Gemini AI API	AI Engineer	Week 5

15.3 Risk Mitigation

Top Risks & Mitigation Strategies:

Risk	Impact	Mitigation
AI API costs exceed budget	High - Could burn cash runway	Implement aggressive caching, rate limiting, response size limits

Low user adoption	High - No revenue	Build public brand quiz as viral lead magnet, SEO content strategy
Technical debt accumulation	Medium - Slow development	Allocate 20% sprint time to refactoring, enforce code reviews
Competitor launches similar product	Medium - Market saturation	Focus on proprietary IBE framework and book integration as moat

Document Sign-Off

This Software Requirements Specification (SRS) Version 3.0 represents the complete technical and strategic blueprint for the Immersify platform. All stakeholders have reviewed and approved the contents herein.

Role	Name	Date
Product Owner	_____	_____
Technical Lead	_____	_____
UX/UI Lead	_____	_____

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