MVP Product Requirements Document

Product Vision

We are building:

A Chrome extension that blocks distracting sites during work sessions and uses playful reward based break mechanics to help people complete work they would rather avoid.

For:

People with self-directed work such as students, remote/hybrid workers, and personal project enthusiasts who struggle to start and maintain consistent progress on important but unexciting work without external pressure.

So they can:

Finish necessary but unenjoyable work with less guilt, friction, and decision fatigue.

Without:

Rigid timers, excessive setup, or relying on panic and last minute urgency to function.

Problem Statement

People who want to be productive often struggle most at the start and again after breaks. When tasks are not urgent or enjoyable, motivation relies on willpower alone. Online distractions offer immediate dopamine, while work offers delayed payoff, making it hard to choose focus repeatedly throughout the day.

Primary Pain Points (MVP)

- **P1:** Getting started feels mentally expensive without urgency, passion, or external accountability.

- **P2:** Breaks lack a clear structure, often turning into uncontrolled distractions with no natural re entry point.
    - Managing breaks (when to, how long, what they are doing)
    - Re-entry breaks (controlling momentum to prevent shifting away into distraction)
- **P3:** Constant micro decisions about when to work, when to break, and how long drain energy before work even begins.

Value Proposition

This product helps users:

Start work more easily and sustain momentum across a day without burning out.

By:

Combining distraction blocking with chance based break unlocks and *adaptive session timing* that adjusts work and break lengths based on fatigue, momentum, and recent progress.

- Emphasis gamification card feature more

This is different because:

Instead of fixed timers or rigid rules, the system makes lightweight decisions for the user using signals from their behaviour to decide *when* to push and *when* to rest.

MVP Success Metrics

Primary Metric (one only):

- Percentage of users who complete at least one full work plus break cycle duration first session.

Secondary Metrics:

- Activation: User starts a work session within first visit.
- Daily Focus Sessions: Average sessions per active user per day.

- Return Rate: User returns the next day and starts another session.

Behavioural & Diagnostic Metrics

- **First Session (New Users)**
  - **Initial Action Selection:** Distribution of the first card-based action selected after installation.
  - **Quiz Step Completion Rate:** Percentage of users who complete each step of the onboarding quiz.
  - **Quiz Working Type Distribution:** Distribution of working or personality types among users.
  - **First Session Setup Path Distribution:** Distribution of actions taken before starting the first work session (with or without completing the quiz):
    - Configure blocked sites
    - Start work session immediately
    - Set workday duration
    - Set workday schedule
  - **Time to First Meaningful Engagement:** Time from installation to the first quiz start or work session start.
  - **First Session Completion Rate:** Percentage of users who complete their first full work session.
  - **Post–First Break Drop-Off Rate:** Percentage of users who disengage after completing their first break.
  - **Work–Break Funnel Progression Rate:** Percentage of users who advance through each stage of the first work–break cycle funnel.
  - **Time to Work Session Drop-Off:** Elapsed time from work session start to disengagement for incomplete sessions.
- **All Active Users**
  - **Work Day Funnel Progression Rate:** Percentage of users who advance through each stage of the entire work day.

- **Daily Work Sessions per Active User:** Average number of completed work sessions per user per work day.
- **Work Day Progression Ratio:** Ratio of actual focused work time completed to the initially planned work day length.
- **Reward Selection Distribution:** Distribution of rewards selected after session or break completion.
- **Reward Abandonment Rate:** Percentage of users who view reward options but do not select one.
- **Work Start Time Distribution:** Distribution of work session start times by hour of day.
- **Work End Time Distribution:** Distribution of work session end times by hour of day.
- **New Workday Start Rate:** Percentage of returning users who initiate a new workday (i.e., start their first work session of the day) on a subsequent calendar day after their initial session.

Not optimizing for:

- Monetization, social features, long term streaks, or deep customization.

MVP Scope (What We Are Building)

Core User Flow

1. User installs the Chrome extension.
2. User chooses to completes a short working style quiz or directly enter a working session.
3. If user skips quiz, given a default settings and pet
4. The system initializes session timing and reward tuning based on quiz results.
5. User starts a work session.
6. Distracting sites are blocked during the session.
    a. Quiz to help determine blocked list?

    b. Users can add/remove sites when not in focus mode.
    c. Pre-populate the list with popular distracting sites.
7. During the session, the system tracks fatigue and momentum signals such as time elapsed, attempts to access blocked sites, and session completion history.
8. At session end, the system calculates the next break duration and presents three surprise break options.
9. User selects one option, unlocking a site for the calculated break.
10. At break end, the system calculates the next work session length and begins automatically.

Core Features

- Working style quiz for personalization and engagement that seeds initial session and break behaviour.
- Focus sessions with site blocking that removes immediate distractions during work.
- Adaptive session timing that dynamically adjusts work and break lengths based on fatigue, momentum, and progress.
- Surprise based break selection with three options and limited re-rolls that adds anticipation and positive motivation.
- Automatic session cycling that removes restart friction.
- Pet assigned to the user based on the quiz results with static visuals of it integrated throughout the extension flow reflective of the users state.

Functional Requirements (High Level)

Examples:

- On first launch, the system shall present a working style quiz as a mean to configure user preferences. Users may skip leaving the default settings in place.

- Quiz responses shall initialize default work and break timing parameters.
- During work sessions, the system shall track fatigue and momentum signals such as session duration, blocked site attempts, and early exits.
- At the end of each work session, the system shall calculate the next break duration based on recent behavior.
- At the end of each break, the system shall calculate the next work session length.
- When a work session starts, pre-populated distracting sites (ex. Netflix, TikTok, Instagram, Facebook) shall be blocked across all tabs.
- The system shall display exactly three randomized break options after each completed work session.
- The user may re-roll individual break options 3 times.
- Selecting a break option immediately unlocks the associated site for the calculated duration.

Non Functional Requirements

Examples:

- **Performance:** Extension popup loads in 300 milliseconds or less; blocking occurs without visible lag. For longer loads, display a loading spinner.
- **Privacy:** No page content or browsing history is stored or transmitted; only session metadata is recorded locally.
- **Offline:** Active sessions and breaks continue to function offline; no login required.
- **Accessibility:** All primary actions are keyboard accessible; animations do not block interaction.
- **Error States:** Will be defined within each feature on best way to be handled.

Edge Cases (Must Handle)

Examples:

- User repeatedly attempts to open blocked sites. The system shortens next work session or lengthens break slightly.
- User completes multiple sessions without interruption. The system will prompt a “How are you feeling?” MC question to gauge if the current work session is the right duration or should be increased.
- User exits sessions early multiple times. The system reduces work duration to lower re entry friction by decreasing the weight of momentum.
- User skips breaks then the system gradually increase the session length by increasing the weight of momentum.
- Browser restarts mid session. The session resumes with preserved timing state.
- User installs the extension when not about to work and never recalls it when they are actually ready to work, causing the extension to go unused. Resurface the extension during likely working hours using a subtle toolbar dot until the user completes their first full work + break cycle.
- If the user skips the quiz during on boarding, the system should have a flow to loop them back to do it later. Quiz is the break activity (not the 1st break). Pet silhouette to incentives to find out what that mystery feature is. After a full work day, prompt quiz to find out you’re working type so the system can better support you.

Explicit Non Goals

We are **not** building:

- Social or cooperative sessions.
- To do list management or AI task planning.
- Mobile app or cross device blocking.

MVP Exit Criteria

Examples:

- Seventy percent or more of activated users complete at least one full adaptive work plus break cycle.
- Users experience variation in session lengths based on behavior rather than fixed timers.
- Sixty percent or more of users complete the working style quiz on first launch.
- Users report that session lengths feel right relative to their energy.
- No critical bugs prevent adaptive timing, blocking, or break selection.