Disaster Dodger™ Product Requirements Document (PRD)

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1. Executive Summary

Disaster Dodger™ is a web-based, FEMA-aligned home-disaster preparedness audit platform designed for U.S. homeowners. In under five minutes, users enter their ZIP code, select their primary hazard, complete a 15‑question interactive wizard with optional photo uploads, pay upfront, and instantly receive a personalized PDF report with “Quick Wins,” FEMA citations, rebate links, and insurance savings guidance.

Objectives:

- Deliver a frictionless, engaging user flow from landing page → audit wizard → PDF report
- Achieve <5-minute completion time
- Maintain >80% form completion rate
- Generate 1,000 paid audits in Month 1 post-launch

2. Goals & Success Metrics

Goal	Metric	Target
Acquisition	Unique paid audits	1,000/month
Conversion	Paid-start click-through rate	≥20%
Completion	Wizard completion rate	≥80%
Satisfaction	CSAT (post-report)	≥4.5/5
Time-to-Value	Time from click → PDF download	≤300s

Revenue	Monthly revenue	≥$29,000

3. User Personas

3.1 Homeowner Hannah

- **Age:** 35–60; owns a 1–4 unit home
- **Motivation:** Protect family/assets
- **Tech savvy:** Moderate; uses smartphones and web tools
- **Needs:** Quick, trustworthy advice; clear cost breakdown; official backing

3.2 Busy Professional Paul

- **Age:** 28–45; dual-income household
- **Motivation:** Minimal time investment; high automation
- **Tech savvy:** High; expects polished UX
- **Needs:** Instant results; mobile-first design; secure payments

4. User Flows

1. **Landing → Start Audit**
    - User lands on **index.html**
    - Clicks **Start Your Audit → start-audit.html**
2. **ZIP & Hazard Detection**
    - Enter 5-digit ZIP → form validation
    - Auto-detect hazard → redirect to **audit.html?hazard=xxx**
3. **Payment Barrier**

    - Display **Pay $29 & Start Audit** button
    - Redirect → Stripe Checkout
    - On success → return to audit wizard

4. **Interactive Wizard**
    - 15 questions (3 slides × 5 Qs, plus photo upload, then review)
    - “Previous” / “Next” navigation
    - Progress bar and step indicator
5. **PDF Generation**
    - Click **Generate PDF** → POST to PDF service
    - Show spinner → auto-download final report
6. **Post-Audit Engagement**
    - Prompt: “Share your score” / “Get insurance quote” / newsletter signup

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5. Functional Requirements

5.1 Landing & Navigation

- Responsive header with logo & nav links: Home, How It Works, Pricing, Contact, Start Audit
- Hero with H1, subtext, and CTA

5.2 Start-Audit Page

- ZIP input with masked 5-digit validation
- Error messaging for invalid ZIP
- Redirect logic based on ZIP → hazard

5.3 Payment Integration

- Stripe Checkout (client-side integration)
- Capture payment before form unlock
- Webhook to confirm payment status

5.4 Audit Wizard

- Multi-step form with 5-question pages
- Photo upload widget: drag/drop + preview + max 5 files
- Progress bar dynamic width
- Prev/Next UI with validation blocking

5.5 PDF Generation

- Collect form data + images → send to PDF service (PDFMonkey or custom API)
- Generate branded PDF with sections: Executive Summary, Score Table, Quick Wins, Rebate Links, FEMA citations
- Trigger browser download or e-mail distribution

5.6 Admin / Reporting

- Log all responses, payments, PDF links in Airtable or backend DB
- Slack notifications on new audits

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6. Non-Functional Requirements

- **Performance:** Page-load ≤2s on 3G; wizard steps <500ms transition
- **Security:** HTTPS everywhere; PCI‑DSS compliant Checkout
- **Accessibility:** WCAG 2.1 AA; alt text on all images
- **Cross-browser:** Chrome, Firefox, Safari, Edge latest

- **Scalability:** Static hosting + CDN for landing; serverless PDF generation

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7. Technical Architecture

- **Frontend:** HTML5, Tailwind CSS, Vanilla JS
- **Hosting:** Namecheap Stellar static + PHP for optional webhook, or Netlify
- **Payment:** Stripe Checkout → client redirect → success webhook
- **Storage:** Airtable for form data; S3 for image uploads (or direct-to-PDF service)
- **PDF Service:** PDFMonkey or Lambda + wkhtmltopdf

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8. UI / UX Wireframes

(Refer to Figma prototype & DALL·E mock-ups)

- **Landing:** Sections: Hero, How It Works, Pricing, FAQ, Contact
- **Start Audit:** Single-card ZIP input → CTA
- **Wizard:** Centered card, consistent header, friendly copy, clear controls
- **Responsive breakpoints:** Mobile-first → tablet → desktop

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9. Acceptance Criteria

- Landing page fully responsive with working CTAs
- ZIP input validates and redirects correctly
- Stripe Checkout completes and returns user
- Wizard loads only post-payment; all questions captured

- PDF downloadable and matches template
- Data logged to backend; admin notified

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10. Roadmap & Milestones

Week	Deliverables
Week 1	Build landing, start-audit, integrate Stripe, basic wizard UI
Week 2	Photo upload + step transitions + validation
Week 3	PDF generation integration + mailing endpoint
Week 4	QA across devices, accessibility audit, analytics setup
Month 2	Add hazard auto-detection map, additional survey branches
Month 3	Full multi-hazard support, AI-driven recommendations

End of PRD