# Pandacea Protocol: Key Persona UI/UX Journeys (v4)

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This document provides a detailed, screen-by-screen breakdown of the user experience, updated to reflect the finalized strategic plan of July 12, 2025. These wireframes transform the narrative journeys into a concrete product vision, illustrating the core functionality and demonstrating how the protocol's specific economic and governance mechanisms are communicated to the end-user.

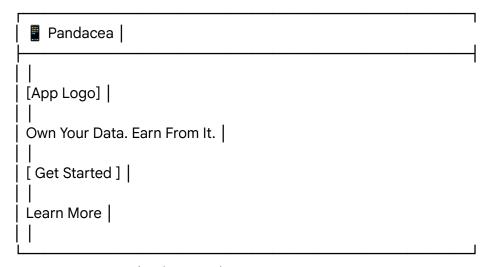
## 1. Fatima, The Gig Worker (Individual Earner)

Goal: To earn passive income from the telematics and dashcam data her vehicle generates. Platform: MyData Agent (Mobile App)

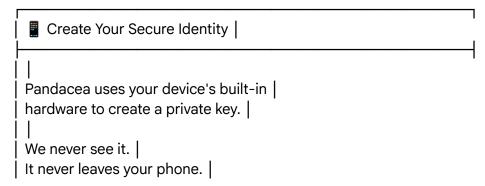
#### Journey Step 1: First-Time Setup & Onboarding

Fatima downloads the MyData Agent app from the app store and opens it for the first time.

#### Screen 1: Welcome



Screen 2: Secure Identity Creation



```
[ Create Identity with Face ID ] |
Screen 3: Connect First Data Source
  Connect Your First Data Agent |
 Start earning from the data you
 already create.
[ a Connect Vehicle App ]
🛮 [ 🕙 Connect Health & Fitness App ] 🖡
[ 🏠 Connect Smart Home Device ] |
Screen 4: Data Source Authorization (OAuth Flow)
  Authorize Vehicle Connect |
 An in-app browser will open for you to
 log in to your vehicle manufacturer's
 account.
 Pandacea will request permission to
 access anonymized telematics data. We
 will never see your password or have
 access to vehicle controls.
 [ Continue to Authorization ]
Screen 5: Set Your Data Policy
  How do you want to share?
You are always in control.
● Manual Approval (Recommended)
You'll receive a notification to
```

```
approve every data lease request. |
| O Automatic Approval |
| Set rules to automatically approve |
| requests and earn passively. |
| |
| [ Finish Setup ] |
```

#### Journey Step 2: Receiving & Approving a Request

A few days later, Fatima gets her first data lease request. The UI is now enhanced with specific trust signals.

**Strategic Context:** This screen now incorporates key trust-building mechanisms from the strategic plan. The "**Verified Buyer**" **badge** and the on-chain **reputation score** give Fatima concrete data points to assess the trustworthiness of the request, making her more comfortable participating.

### **Journey Step 3: Tracking Earnings & Royalties**

Fatima's dashboard is redesigned to visualize value and make her earnings, including perpetual royalties, feel tangible and rewarding.

```
| My Royalties |
| LIFETIME EARNINGS |
| $18.75 (12.50 PGT) |
| [Chart showing earnings over time] |
| |
| Recent Activity |
| + $3.50 - Lease to City Planning Dept. |
| + $0.12 - Royalty from Data Product #482 |
| + $2.15 - Lease to AcademicAl Labs |
| |
| You have 12.50 PGT ready to claim. |
| [ Claim My Royalties ] |
```

**Strategic Context:** This UI directly implements the value visualization strategy. It shows earnings in both USD and PGT, and explicitly labels income from **Perpetual Royalties**, teaching the user about this powerful feature. The "Claim My Royalties" button connects directly to the **Layer 2 batched claims system**, ensuring a low-cost, user-initiated payout process.

### 2. Leo, The Graduate Student (Individual Spender)

Goal: To acquire privacy-preserving mobility data for his dissertation.

Platform: Buyer-Side Agent (Desktop Application)

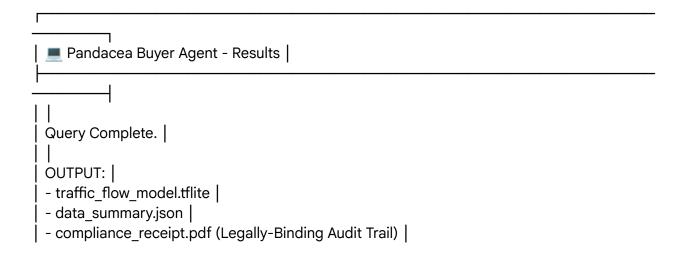
**Journey Step 1: Guided Query Builder** 

Leo opens the Buyer-Side Agent. The UI now includes context about how the price is determined.

**Strategic Context:** The UI now educates the user about the **Pandacea Data Valuation Formula (PDVF)**. This transparency builds trust by showing that pricing isn't arbitrary but is based on a fair, protocol-defined standard that accounts for his specific use case ("Academic Research"), which the PDVF prices differently than a commercial one.

### **Journey Step 2: Viewing the Results**

The guery completes. The compliance report is now framed with its full legal weight.



```
The compliance receipt provides an immutable record of |
verifiable consent under the protocol's "Safe Harbor" Terms |
of Service, suitable for IRB and regulatory review. |
| |
| Download All ] |
```

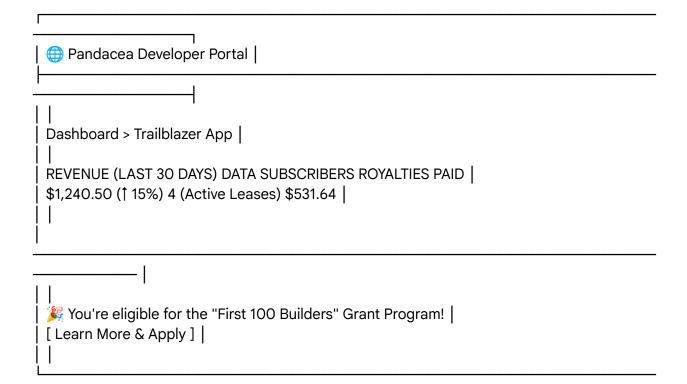
**Strategic Context:** The compliance\_receipt.pdf is now explicitly described as a legally significant document tied to the protocol's **"Safe Harbor" Terms of Service**. This directly addresses the needs of academic and enterprise users who require auditable proof of data provenance for their Institutional Review Boards (IRBs) and legal departments.

# 3. Priya, The Fitness App Developer (Builder Earner)

Goal: To create a sustainable, ad-free revenue stream for her "Trailblazer" app. Platform: Pandacea Developer Portal (Web)

Journey Step 1: Developer Dashboard

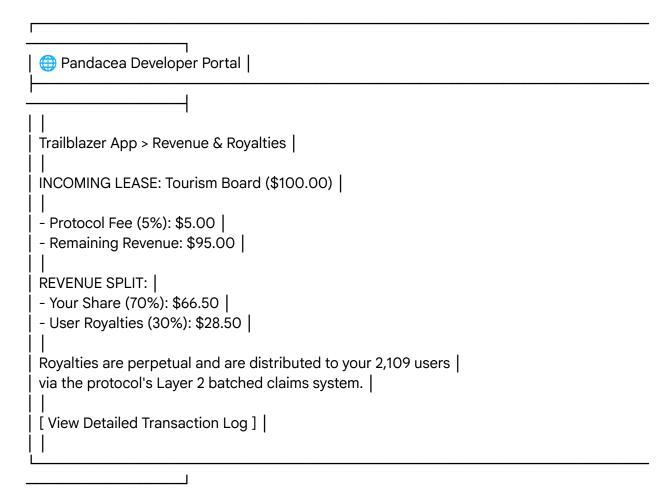
Priya logs into the developer portal. The dashboard now highlights ecosystem opportunities.



**Strategic Context:** The dashboard now actively promotes the **"First 100 Builders" grant program**, a key part of the GTM strategy to bootstrap the ecosystem by providing direct financial and technical support to early developers like Priya.

#### Journey Step 2: Royalty & Revenue Breakdown

Priya inspects a recent transaction, and the UI now clarifies the nature of the royalties.



**Strategic Context:** The UI now explicitly states that royalties are **perpetual** and are distributed via the **Layer 2 batched claims system**. This provides clarity and assurance to the builder about the long-term value proposition for her users and the technical efficiency of the payout mechanism.

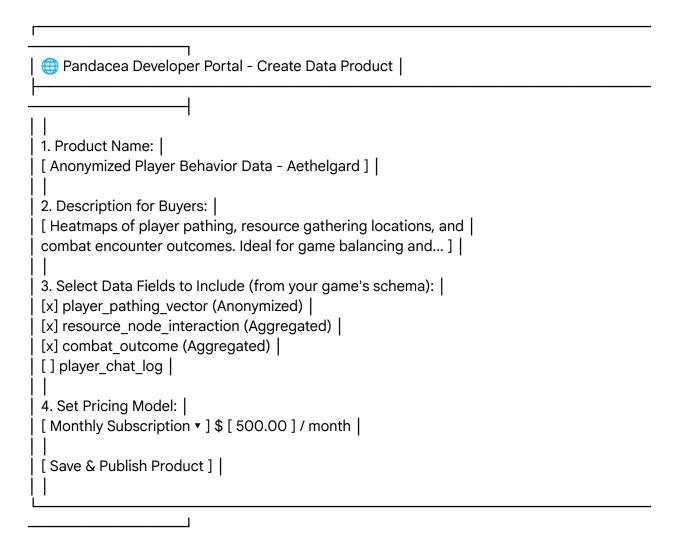
### 4. Kai, The Indie Game Developer (Builder Prosumer)

Goal: To create a procedurally generated world using real-world data, while funding development by selling anonymized player data.

Platform: Pandacea Developer Portal & SDK

#### **Journey Step 1: Creating a Data Product (Earner)**

Kai has integrated the Pandacea SDK into his game, "Aethelgard." He now defines a data product to sell.



**Strategic Context:** This demonstrates how a Builder can also be an Earner. Kai creates a valuable data asset from his game's user activity, which can be leased by academic researchers, other game developers, or market analysts, creating a new revenue stream for his studio.

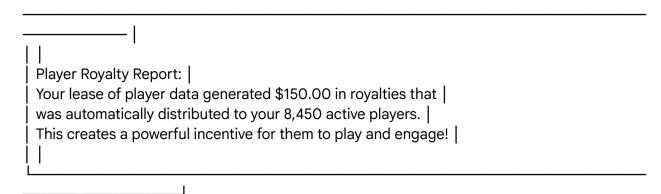
### Journey Step 2: Acquiring Data for Development (Spender)

To make his game world more realistic, Kai needs real-world terrain data. He uses the Buyer-Side agent.

**Strategic Context:** This shows the other side of the prosumer loop. Kai acts as a Spender, leasing high-quality, real-world data from the network (e.g., from drone hobbyists or survey companies) to directly improve his own commercial product.

### **Journey Step 3: The Flywheel in Action**

Kai's developer dashboard visualizes the complete circular data economy he has created, highlighting the benefits for both him and his players.



**Strategic Context:** This is the "prosumer" model fully realized. The revenue Kai earns from selling his game's data directly offsets the cost of acquiring data to improve it. Crucially, the UI now explicitly shows how the **protocol's 30% royalty share** on his data sales is distributed back to his player base. This creates a powerful retention mechanism: his players are now stakeholders who are financially rewarded for their engagement, aligning their incentives with the success of the game.