

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

 Pandacea |


[App Logo] |

Own Your Data. Earn From It. |

[Get Started] |

Learn More |

Screen 2: Secure Identity Creation

 Create Your Secure Identity |

Pandacea uses your device's built-in |

hardware to create a private key. |

We never see it. |

It never leaves your phone. |


[Create Identity with Face ID] |

Screen 3: Connect First Data Source

 Connect Your First Data Agent |

Start earning from the data you |
already create. |

[ 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. |

|

○ 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.

 New Data Request |

REQUEST FROM: |

City Planning Dept. [Verified Buyer 

Reputation: 4.9/5.0 ★ (1,204 Leases) |

|

DATA REQUESTED: |

Anonymized Location & Speed |
(Last 30 days) |

|

PURPOSE: |

To analyze traffic flow for new |
public transit routes. |

|

YOUR EARNINGS: |

\$3.50 |

|


[Approve] [Decline] |

|

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 AcademicAI 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.

 Pandacea Buyer Agent - Guided Query Builder |

1. What type of data do you need? |
[Mobility Data ▼] |

2. Define the area of interest... |

3. What is your goal? |
[Academic Research ▼] |

4. Set your budget: |
\$ [500.00] from Research Grant Account |


Estimated cost is calculated using the Pandacea Data |
Valuation Formula (PDVF), which fairly prices data based |
on its type, rarity, and your use case. |

[Estimate Sources & Cost] [Execute Query] |

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

 Pandacea Buyer Agent - Results |

Query Complete. |

OUTPUT: |

- traffic_flow_model.tflite |

- data_summary.json |

- compliance_receipt.pdf (Legally-Binding Audit Trail) |

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.

 Pandacea Developer Portal

Dashboard > Trailblazer App

REVENUE (LAST 30 DAYS)	DATA SUBSCRIBERS	ROYALTIES PAID
\$1,240.50 (↑ 15%)	4 (Active Leases)	\$531.64

 You're eligible for the "First 100 Builders" Grant Program! [Learn More & Apply]

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.

Pandacea Developer Portal	
Trailblazer App > Revenue & Royalties	
INCOMING LEASE: Tourism Board (\$100.00)	
- Protocol Fee (5%): \$5.00	
- Remaining Revenue: \$95.00	
REVENUE SPLIT:	
- Your Share (70%): \$66.50	
- User Royalties (30%): \$28.50	
Royalties are perpetual and are distributed to your 2,109 users	
via the protocol's Layer 2 batched claims system.	
[View Detailed Transaction Log]	

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.

 Pandacea Developer Portal - Create Data Product

1. Product Name:

[Anonymized Player Behavior Data - Aethelgard]

2. Description for Buyers:

[Heatmaps of player pathing, resource gathering locations, and combat encounter outcomes. Ideal for game balancing and...]

3. Select Data Fields to Include (from your game's schema):

[x] player_pathing_vector (Anonymized)

[x] resource_node_interaction (Aggregated)

[x] combat_outcome (Aggregated)

[] player_chat_log

4. Set Pricing Model:


[Monthly Subscription ▼] \$ [500.00] / month

[Save & Publish Product]

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.


 Pandacea Buyer Agent - Guided Query Builder

1. What type of data do you need?	
[Geological & Terrain Data ▼]	
2. Define the area of interest:	
[Map showing Scottish Highlands region]	
3. What is your goal?	
[Commercial Model Training ▼] (For procedural generation)	
4. Set your budget:	
\$ [1000.00] from Development Budget	
[Estimate Sources & Cost] [Execute Query]	

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.

 Pandacea Developer Portal - Aethelgard Dashboard	
INCOME (LAST 30 DAYS):	
+ \$500.00 (Lease of Player Behavior Data)	
EXPENSES (LAST 30 DAYS):	
- \$250.00 (Lease of Scottish Highlands Terrain Data)	
NET REVENUE: \$250.00	

Player Royalty Report: |

Your lease of player data generated \$150.00 in royalties that |
was automatically distributed to your 8,450 active players. |

This creates a powerful incentive for them to play and engage! |

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.