Unfortunately…

1. What this is

Unfortunately… is a browser extension that intercepts job rejection emails and rewrites them into funny, human, and sometimes brutally honest messages — so rejection hurts less and resilience feels seen.

It also tracks rejection streaks and turns the *acceptance* moment into a full-blown celebration.

This is not a productivity tool. It's emotional armor.

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2. The problem

Job rejections are: - repetitive - impersonal - emotionally draining - written for legal safety, not human impact

People experience dozens of them in isolation.

Unfortunately… exists to: - deflate corporate language - make rejection survivable - turn the process into something shareable, funny, and human

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3. The core idea (one sentence)

> Translate corporate rejection emails into humor, track the damage, and celebrate the win when it finally comes.

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4. What this is NOT

- Not a job board
- Not a CV optimizer
- Not a career coach
- Not affiliated with recruiters or companies
- Not reading or storing your inbox on servers

This is for candidates, not HR.

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5. The core loop

1. User receives an email
2. Extension detects it as a rejection
3. Original corporate text is hidden
4. A rewritten, humorous message is shown instead

5. Rejection is logged
6. Streak grows
7. Eventually, an acceptance email arrives
8. The app celebrates loudly

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6. Tone & personality

The product speaks like a friend who: - has been rejected too - is funny when it hurts - is mean *only* in a playful way

Humor modes (user-selectable): - Dark Humor (default) - Mean, But Fair - Internet Brainrot - Copium / Encouraging - Tech / Dev Trauma

Users can change tone anytime.

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7. Core features (MVP)

7.1 Rejection detection (non-AI)

- Rule-based detection using common rejection phrases
- Subject line + body heuristics
- Gmail (web) support
- Confidence threshold to avoid false positives

No AI is used for detection in v1 for predictability and cost control.

7.2 AI-powered rejection rewrite

- Uses AI to rewrite detected rejection emails
- Rewrites are humorous, human, and emotionally aware
- One primary humor voice in v1 (Dark Humor)
- Only minimal, relevant text is sent for rewriting
- Rewrites are cached locally to avoid repeat AI calls

AI is used **only** where it adds clear user value.

7.3 Rejection tracking

- Total rejections
- Rejections per week/month
- Current streak
- Lighthearted log entries (auto-generated)

All tracking data is stored locally in the browser.

7.4 Acceptance detection & celebration (non-AI)

- Rule-based detection of offer / acceptance emails
- Triggers a full celebration:

- Confetti / animation
- Big message
- Streak broken screen

Acceptance handling is deterministic and does not rely on AI.

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8. Rewards & celebration

Acceptance is treated as a *moment*, not a notification.

Possible rewards: - Survivor badge - Timeline recap of rejections - Shareable card (opt-in)

Occasional surprise rewards: - Gift cards or cash sent at random - Not guaranteed - Treated as celebration, not incentive

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9. Pricing

- $1 per year
- Cancel anytime

Positioning:

Unemployment is expensive. This isn't.

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10. Privacy & trust

- No email storage on servers
- Detection happens locally
- Only detected rejection text may be sent for rewriting
- No selling data
- No training on user emails

Privacy is part of the brand.

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11. Visual identity

- Corporate-inspired parody aesthetic
- Muted, tired professional colors
- Lowercase branding
- Ellipsis as primary symbol

Familiar, but clearly satirical.

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12. Out of scope (for now)

- Mobile apps
- Recruiter tools
- Job application tracking
- Resume analysis
- Interview prep

Focus stays tight.

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13. Success criteria

The product succeeds if users: - feel less alone - laugh at rejection - keep the extension installed - feel genuinely celebrated when they win

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14. One-line philosophy

If rejection is inevitable, at least let it be funny.