**1. Overview**

**1.1 Purpose**

To guide the development of a web-based privacy solution that offers a free privacy posture check and premium data protection services, such as risk assessments, vendor assessments, policy templates, and training.

**1.2 Target Audience**

* Internal dev team
* Product managers
* Freelance developers
* Early-stage startup partners

**2. System Architecture**

**2.1 Architecture Diagram**

**Frontend** → **API Gateway** → **Backend Services**  
         ↓  
         DB / Auth / Payment / Notification

**2.2 Components**

| **Component** | **Stack/Tool Suggestions** |
| --- | --- |
| Frontend | React / Webflow / WordPress (MVP) |
| Backend | Node.js (Express) / Django / Firebase |
| Database | PostgreSQL / Firebase Realtime DB |
| Authentication | Firebase Auth / Auth0 / Supabase Auth |
| Assessment Engine | Typeform + Webhook / Custom logic |
| Booking System | Calendly API / TidyCal + Zapier |
| Payment Integration | Paystack / Flutterwave / Stripe |
| Notification | Email |

**3. Functional Requirements**

**3.1 Free Tier**

* ✅ User registration/login
* ✅ Privacy posture check (questionnaire)
* ✅ Display tailored results and suggestions
* ✅ Localized regulation mapping (e.g., Nigeria, Kenya Ghana, Zimbabwe, Zambia, South Africa, Botswana)
* ✅ Email/Newsletter updates

**3.2 Paid Services (via Booking)**

* 🔒 Risk assessment (Zoom session + report)
* 🔒 Vendor assessment (Form input + checklist)
* 🔒 Policy templates (PDF/Word download; editable)
* 🔒 Staff training (live/on-demand)
* 🔒 DPO-as-a-service inquiry form

**4. User Journey Flow**

**Free User**

1. Sign up/login
2. Complete privacy posture quiz
3. View personalized results
4. Receive regulatory suggestions
5. Prompt to explore premium services

**Paid User**

1. Select service
2. Choose schedule via booking tool
3. Pay via payment gateway
4. Attend session / receive templates
5. Get follow-up via email

**5. Data Protection Considerations**

* End-to-end encryption for personal data
* No data sharing with third parties without consent
* Local data residency compliance (if required)
* Consent checkbox for newsletters and marketing

**6. Development Milestones (MVP Timeline)**

| **Week** | **Task** |
| --- | --- |
| 1 | Wireframe & UI design |
| 2 | Frontend dev (quiz form + auth + dashboard) |
| 3 | Backend dev (scoring engine + template storage) |
| 4 | Booking & payment integration |
| 5 | Launch pilot (invite-only or local business group) |
| 6 | Feedback & feature improvement |

**7. Third-Party Tools & Integrations**

| **Feature** | **Tools** |
| --- | --- |
| Assessment Forms | Typeform, Tally, Jotform |
| Bookings | Calendly, TidyCal, SavvyCal |
| Video Conferencing | Zoom API |
| Template Downloads | Google Drive / Notion / Dropbox API |
| LMS (training delivery) | Teachable / Thinkific / Podia |
| CRM/Email Automation | Mailchimp, Brevo, WhatsApp API |

**8. Future Enhancements**

* AI-powered compliance recommendations
* Multi-language support
* Document generation for policies
* Regulatory dashboard with country filters
* Self-service DPO chatbot

**9. Team Roles**

| **Role** | **Responsibility** |
| --- | --- |
| Product Manager | Scope and roadmap |
| UI/UX Designer | Mockups, prototypes, user journey |
| Frontend Developer | Interface, API integration |
| Backend Developer | Logic, APIs, DB schema |
| Compliance Advisor | Regulatory content, assessment logic |
| Marketing Lead | Outreach, onboarding, customer support |