

# Map Your Global Audience & Data Foundations

Field	Details
Student	Anthony Johnson II
Project	ThemeGPT v2.0 - Privacy-First ChatGPT Theming Extension
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Reviewed by	Claude Code (claude-opus-4-6)
GitHub Repository	<a href="https://github.com/Org-EthereaLogic/themegpt-v2.0.git">https://github.com/Org-EthereaLogic/themegpt-v2.0.git</a>
Chrome Web Store	<a href="https://chromewebstore.google.com/detail/dlphknialdlpmcgoknkcmapmclgckhba">https://chromewebstore.google.com/detail/dlphknialdlpmcgoknkcmapmclgckhba</a>

This exercise maps the global audience for ThemeGPT v2.0, a privacy-first Chrome extension that lets users customize ChatGPT's appearance and track token usage. The report identifies supported languages, target regions, user attributes, behavioral indicators, and data fields needed to organize and personalize communication for a global user base. It concludes with a gap analysis identifying missing or incomplete data.

# 1. USER LANGUAGES & REGIONS

## Supported Languages (Phased Rollout)

Language	Locale Code	Launch Phase	Target Region	Status
English (US)	en-US	Phase 1 (Launch)	United States	LIVE
English (UK)	en-GB	Phase 1 (Launch)	United Kingdom	LIVE
English (CA)	en-CA	Phase 1 (Launch)	Canada	LIVE
English (AU)	en-AU	Phase 1 (Launch)	Australia	LIVE
German	de-DE	Phase 2 (Months 2-3)	Germany, Austria, Switzerland	PLANNED
French	fr-FR	Phase 2 (Months 2-3)	France, Belgium, Canada (QC)	PLANNED
Spanish (MX)	es-MX	Phase 3 (Months 3-12)	Mexico, Latin America	PLANNED
Portuguese (BR)	pt-BR	Phase 3 (Months 3-12)	Brazil	PLANNED
Japanese	ja-JP	Phase 3 (Months 3-12)	Japan	PLANNED
Korean	ko-KR	Phase 3 (Months 3-12)	South Korea	PLANNED
Spanish (ES)	es-ES	Phase 3 (Months 3-12)	Spain	PLANNED

## Key Localization Considerations

Region	Tone & Register	Format Considerations	Cultural Notes
US / CA / AU	Casual, friendly, direct	MM/DD/YYYY, USD, 12h clock	Emphasize personalization and productivity gains
UK	Friendly but slightly formal	DD/MM/YYYY, GBP, 24h clock	Avoid overstated marketing; value-focused messaging
Germany (DACH)	Formal (Sie); precise, technical	DD.MM.YYYY, EUR, 24h clock	Privacy is paramount; GDPR trust signals essential; detailed footnotes
France	Semi-formal (vous); elegant	DD/MM/YYYY, EUR, 24h clock	Aesthetic quality matters; French-first UX expected; legal compliance critical
Latin America	Warm, informal (tu); community-oriented	DD/MM/YYYY, local currencies	Mobile-first; WhatsApp preferred channel; price sensitivity high
Brazil	Informal (voce); enthusiastic	DD/MM/YYYY, BRL	WhatsApp dominant; vibrant visual culture; local payment methods
Japan	Very formal (keigo); respectful	YYYY/MM/DD, JPY	Anime theme partnerships critical; LINE as messaging channel
Korea	Formal; respectful of hierarchy	YYYY.MM.DD, KRW	KakaoTalk dominant; aesthetic-driven culture; K-pop/anime collaborations

## 2. GLOBAL AUDIENCE MAP

### A. Languages & Variants

Tier	Locale Codes	Notes
Tier 1 (Launch)	en-US, en-GB, en-CA, en-AU	English-first; same codebase, minor formatting differences
Tier 2 (EU Expansion)	de-DE, fr-FR	Professional translation required (\$75-100 per language); Chrome i18n AP
Tier 3 (Global)	es-MX, es-ES, pt-BR, ja-JP, ko-KR	Native speaker QA (\$50/hr, 4 hrs/language); CJK font support required

### B. Regions / Markets

Market	Countries	Est. TAM	Priority	Revenue Share Targ
North America	US, Canada	~160M ChatGPT users	PRIMARY	40-50%
Western Europe	UK, Germany, France	~60M ChatGPT users	HIGH	25-30%
Oceania	Australia, New Zealand	~10M ChatGPT users	MEDIUM	5%
Latin America	Mexico, Brazil, Argentina	~40M ChatGPT users	GROWTH	10-15%
East Asia	Japan, South Korea	~30M ChatGPT users	GROWTH	10-15%

### C. User Roles & Motivations

User Role	Description	Motivation	Messaging Focus
Explorer (Free Tier)	Downloads extension, tries fr	Curiosity, eye strain relief	Showcase premium value; low-friction onboarding
Power User	Daily ChatGPT user (2+ hrs/day), wants perfect organization	Efficiency, productivity	Advanced features, custom themes, token tracking
Decision-Maker / Buyer	Evaluating premium upgrade	Value for money, ROI	Social proof, pricing transparency, trial offers
Early Adopter	First 60 users in Early Adopter Program	Exclusivity, lifetime deal	Urgency, limited availability, loyalty rewards
Returning / Reactivation	Previously active but inactive for 14+ days	Lapsed interest, missed updates	New themes, feature updates, re-engagement offers
Brand Fan	Drawn by licensed themes (anime, sports)	Fandom, collection	Franchise partnerships, limited editions, community

### D. Behavioral Indicators

Indicator	Data Source	Segment Signal	Current Status
Extension installed	Chrome Web Store API	Acquisition funnel entry	TRACKED (CWS analytics)
Free theme applied	Chrome Storage (local)	Onboarding completion	LOCAL ONLY (not server-side)
Premium theme previewed	Extension UI interaction	Purchase intent signal	NOT TRACKED
Account created (OAuth)	Firestore users collection	Conversion step	TRACKED
Checkout started	Stripe checkout session	High purchase intent	TRACKED (Stripe)

Indicator	Data Source	Segment Signal	Current Status
Subscription purchased	Stripe webhook + Firestore	Conversion complete	TRACKED
Trial started (30-day)	Stripe subscription	Trial engagement window	TRACKED
Trial ending (3-day warning)	Stripe trial_will_end event	Critical conversion moment	TRACKED (email sent)
Email opened / clicked	Resend delivery events	Engagement signal	NOT YET TRACKED
Logged in recently (7 days)	Firestore user.updatedAt	Active user	PARTIALLY TRACKED
Inactive 14+ days	Derived from last login	Churn risk signal	NOT YET COMPUTED
Extension uninstalled	Chrome Web Store analytics	Churn confirmation	TRACKED (CWS only)
Theme download (premium)	Firestore downloads collection	Feature adoption	TRACKED
Multiple themes purchased	Firestore license data	High-value customer	TRACKED

## E. Preferred Channels

Channel	Use Case	Region Relevance	Current Status
Email (Resend)	Transactional: purchase confirmation, trial reminders, re-engagement	All regions	ACTIVE (3 templates)
Chrome Web Store	Discovery, ratings, reviews, update announcements	All regions	ACTIVE (listing live)
In-Extension Popup	Theme announcements, upgrade prompts, feature tips	All regions	ACTIVE (popup UI)
Twitter / X	Product updates, theme showcases, community engagement	US, UK, Japan	PLANNED
Reddit	r/ChatGPT community, product feedback, support	US, UK, Canada, Australia	PLANNED
WhatsApp	Direct messaging, promotions, support	Latin America, Brazil	FUTURE
LINE	Direct messaging, promotions	Japan	FUTURE
KakaoTalk	Direct messaging, promotions	South Korea	FUTURE
Discord	Community server, beta testing, theme requests	Global (power users)	PLANNED
Product Hunt	Launch campaigns, early adopter acquisition	Global (tech audience)	PLANNED

### 3. DATA REQUIREMENTS CHECKLIST

#### A. Profile / Demographic Fields

Field	Type	Source	Current Status	Priority
firstname	string	OAuth provider (Google/Github)	Collected as full name	Required
lastname	string	OAuth provider (Google/Github)	Not separately stored	Nice to Have
email	string	OAuth provider + Stripe	Collected at signup	Required
preferred_locale	string (BCP-47)	Browser Accept-Language	Not collected	Required
country	string (ISO 3166)	GeoIP at signup / Stripe billing address	Not collected	Required
timezone	string (IANA)	Browser Intl.DateTimeFormat	Not collected	Nice to Have
user_role	enum	Derived from behavior + subscription	Partially inferred	Nice to Have
profile_image	URL	OAuth provider	Collected at signup	Nice to Have
auth_provider	enum	NextAuth (google   github)	Collected at signup	Required
created_at	timestamp	Firestore auto-generated	Collected at signup	Required
subscription_tier	enum	Stripe + Firestore	Tracked (monthly/yearly/free)	Required
stripe_customer_id	string	Stripe checkout	Tracked	Required

#### B. Behavioral Fields

Field	Type	Source	Current Status	Priority
last_login	timestamp	Firestore user.updatedAt	Partially tracked	Required
sessions_last_30_days	integer	Firebase Analytics / derived	Not tracked	Nice to Have
events_completed	string[]	Custom event tracking	Not tracked	Nice to Have
email_opened	boolean	Resend webhook events	Not tracked	Required
email_clicked	boolean	Resend webhook events	Not tracked	Required
themes_applied_count	integer	Chrome local storage (extension only), not synced	Locally, not synced	Nice to Have
premium_themes_owned	integer	Firestore downloads collection	Tracked	Required
trial_days_remaining	integer	Derived from Stripe trial_end	Computable	Required
onboarding_completed	boolean	Extension first-theme-applied	Not tracked server-side	Nice to Have
checkout_abandoned	boolean	Stripe checkout.session.expired	Not tracked	Nice to Have
days_since_install	integer	Derived from CWS install date	Not tracked server-side	Future Predictive
extension_version	string	Extension manifest version	Not synced to server	Nice to Have

## C. Consent & Compliance Fields

Field	Type	Source	Current Status	Priority
marketing_consent	boolean	Opt-in checkbox at signup / preference center	Not implemented	Required
consent_timestamp	timestamp	Recorded at opt-in moment	Not implemented	Required
consent_version	string	Privacy policy version at time of consent	Not implemented	Required
unsubscribed	boolean	Email unsubscribe link / Resend	Not implemented	Required
preference_center_settings	JSON	User preference center UI	Not implemented	Nice to Have
cookie_consent	enum	Cookie banner (Firebase Analytics Opted) for EU launch	Not implemented	Required
data_deletion_requested	boolean	User account settings / support email process only	Manual process only	Nice to Have
gdpr_region	boolean	Derived from country field / GeoIP	Not implemented	Required
ccpa_opt_out	boolean	California Consumer Privacy Act Opt-in	Not implemented	Nice to Have

## D. Advanced / Predictive Fields

Field	Type	Derivation Method	Current Status	Priority
activation_score	float (0-100)	Composite: themes applied + days active + email engagement	Not implemented	Future Predictive
churn_risk	enum (low/med/high)	Days inactive + trial status + engagement	Not implemented	Future Predictive
engagement_segment	enum	Cluster: power user / casual / at-risk	Not computed	Future Predictive
lifetime_value_est	float (USD)	Subscription duration * MRR + theme contribution	Computed from Stripe	Future Predictive
upgrade_propensity	float (0-1)	Free user behavior patterns that correlate with version	Not computed	Future Predictive
theme_preference_cluster	enum	Clustering by color palette / category preferences	Not reported	Future Predictive
referral_source	string	UTM parameters at install / first visit	Not tracked	Nice to Have
nps_score	integer (0-10)	In-extension survey prompt	Not implemented	Future Predictive

### Priority Legend

Priority	Count	Definition
Required	16	Must have for personalized global communication; blocking for EU launch
Nice to Have	14	Enhances segmentation and personalization; implement when feasible
Future Predictive	8	Machine learning / derived fields for advanced lifecycle marketing

## 4. DATA GAP ANALYSIS

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ThemeGPT v2.0's privacy-first architecture creates a unique data landscape: the extension intentionally collects zero behavioral data from the browser, while the web platform captures only the minimum needed for authentication and payment processing. This design philosophy is a competitive strength, but it creates specific gaps that must be addressed for effective global communication and lifecycle marketing.

### Critical Missing Fields

The most significant gaps are **preferred\_locale** and **country**, which are essential for delivering localized content and complying with regional regulations. Without knowing a user's language preference or geographic location, ThemeGPT cannot segment communications by region, apply the correct legal framework (GDPR vs. CCPA vs. LGPD), or personalize pricing and messaging tone. These fields can be inferred from the browser's Accept-Language header and GeoIP lookup at account creation, requiring no additional user input.

### Unclear or Incomplete Fields

The **last\_login** timestamp is only partially tracked through Firestore's `updatedAt` field, which may be overwritten by non-login events (such as subscription changes). A dedicated `last_login_at` field is needed for accurate inactivity detection. Similarly, **email engagement** (opens, clicks) is not yet captured from the Resend email provider, even though Resend supports webhook delivery events. Without email engagement data, it is impossible to measure the effectiveness of transactional emails or build engagement-based segments for re-activation campaigns.

### Fields That Will Support Personalization

Three fields would unlock meaningful personalization without compromising the privacy-first promise. First, **preferred\_locale** enables language-appropriate emails and in-extension messaging. Second, **subscription\_tier** (already tracked) combined with **themes\_applied\_count** allows segmenting users by engagement depth, surfacing relevant upgrade offers to free users who have applied all available free themes. Third, **trial\_days\_remaining** (derivable from existing Stripe data) powers time-sensitive conversion messaging during the critical trial-to-paid window. None of these require collecting ChatGPT conversation data or browsing behavior.

### Fields That Will Help Measure Outcomes

To measure the success of global communication campaigns, ThemeGPT needs **email\_opened** and **email\_clicked** tracking via Resend webhooks, **marketing\_consent** with timestamps for compliance reporting, and **referral\_source** (UTM parameters) to attribute installs to specific campaigns or channels. These fields form the measurement backbone for calculating open rates, click-through rates, conversion rates by locale, and ROI by acquisition channel.

### Most Valuable Future Collections

The highest-value fields to collect later are **activation\_score** (a composite metric combining themes applied, login frequency, and email engagement), **churn\_risk** (derived from inactivity patterns and trial expiration proximity), and **nps\_score** (collected via a lightweight in-extension survey after 7 days of active use). Together, these predictive fields would enable proactive lifecycle marketing: identifying at-risk users before they churn, celebrating power users who could become advocates, and timing upgrade offers for moments of peak engagement. The activation\_score alone would be the single most valuable field for segmenting the global audience into actionable cohorts.

Gap Summary

Gap Category	Fields Affected	Impact	Effort to Close
Locale & Geography	preferred_locale, country, timezone, geoip_location	Cannot personalize or apply regional promotions	LOW (browser inference + GeoIP)
Consent Infrastructure	marketing_consent, consent_timestamp, legal_basis	Cannot legally send marketing emails	MEDIUM (UI + Firestore schema)
Email Engagement	email_opened, email_clicked	Cannot measure campaign effectiveness	LOW (Resend webhook integration)
Behavioral Tracking	sessions_last_30_days, onboard_completed, at_risk_outgoing_trial	Cannot identify at-risk or high-potential users	MEDIUM (event tracking layer)
Predictive Analytics	activation_score, churn_risk, engagement_score	Cannot proactively manage lifecycle	HIGH (ML pipeline + data warehouse)
Attribution	referral_source (UTM)	Cannot attribute installs to campaigns	LOW (URL parameter capture)

# CONCLUSION & NEXT STEPS

ThemeGPT v2.0 has a strong privacy-first foundation that collects minimal user data by design. For global audience communication, the immediate priorities are: (1) capturing preferred\_locale and country at account creation via browser inference, (2) implementing marketing consent infrastructure before EU expansion, (3) integrating Resend webhook events for email engagement tracking, and (4) adding UTM parameter capture for campaign attribution. These four additions close the most critical gaps with low implementation effort while preserving the privacy-first promise that differentiates ThemeGPT in the market.

## Recommended Implementation Phases

Phase	Timeline	Fields to Add	Outcome
Phase A: Foundation	Week 1-2	preferred_locale, country, marketing_consent	Localizable interface + EU compliance
Phase B: Engagement	Week 3-4	email_opened, email_clicked, last_login_at, referral_source	Campaign measurement + attribution
Phase C: Segmentation	Month 2	user_role (derived), engagement_segment, trial_days_remaining	Automated lifecycle segments
Phase D: Prediction	Month 3+	activation_score, churn_risk, nps_score, LTV_estimate	Proactive retention marketing

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**Resources:**  
**GitHub (Public):** <https://github.com/Org-EthereaLogic/themegpt-v2.0.git>  
**Chrome Web Store:** <https://chromewebstore.google.com/detail/dlphknialdlpmcgoknkcmmapmclgckhba>  
**MVP Spec:** doc/specs/themegpt-mvp.md  
**Privacy Policy:** apps/web/app/privacy/page.tsx