Secret Pineapple

Description: What is it?
A basic pizzeria point of sale with encrypted receipts plus a customer portal for sharing those encrypted receipts with third parties

Problem: What problem is this solving?
It's hard to organize receipts and it's important to keep pineapple pizza preferences secret

Why: How do we know this is a real problem and worth solving?
Receipts are a pain to keep track of and pineapple on pizza makes some people mad

Success: How do we know if we've solved this problem?
Our users can have a permanent record of their pizza transactions for accounting purposes without letting the world know they like pineapple on pizza

Audience: Who are we building for?
Pineapple on pizza lovers who want to save their receipts without getting shamed for their preferences

What: Roughly, what does this look like in the product?
Merchant Point of Sale plus a receipt browser for the customer

How: What is the experiment plan?
Build a simple demo and see the response

When: When does it ship and what are the milestones?
Ship: Sunday 9am

Milestones:
- Early Saturday, Encrypted receipt storage
- Mid Saturday, Design
- Mid Saturday, Merchant smart account + offramp signup flow
- Saturday Night, Demo