

Terra Phase 1 – CTA Interaction Instruction Set

Version 1.0

Purpose: Define functional behaviour for 'See What You Can Do' and 'This Is My Land'.

Context: Phase 1 Terra is grid-first (EPU-based), not property-first.

1. SEE WHAT YOU CAN DO

Objective: Convert ecological insight into practical action.

On press: Navigate to Action Screen and pass EPU_ID.

Display: Top 3 actions, ecosystem context, and explanation.

2. THIS IS MY LAND

Objective: Initiate property claim and monitoring eligibility.

On press: If not logged in → Account creation. If logged in → Attach parcel.

Claim Flow: Confirm boundary → Show EPUs → Confirm claim → Offer trial.

UX Requirements: High contrast buttons, <200ms navigation, visible press feedback.

Success Criteria: Action flow works in 1 tap. Claim flow <60 seconds.