# 🧠 Swakarsa Hub: Master Architecture & Client Journey

Document Status: Living Draft

Objective: Complete system overview connecting the "AI Brain" to the "Client Experience."

## 🏗️ CURRENT STATUS: LANDING PAGE PHASE

Note to Dev Team:

We are currently in the process of building the main Landing Page. While the core "Lab" features are being developed, the entry point currently functions as a standard, high-converting landing page. It is designed to capture interest before funneling users into the interactive "Dream Board" experience described below.

## PART 1: THE "BRAIN" (The AI Architect API)

The Core Concept:

We are not just building a chatbox; we are building an automated Sales Engineer that runs 24/7. It bridges the gap between a client's vague idea and a technical SOW (Statement of Work).

### 1. The Workflow

1. **Input:** User types or speaks: *"I need an app like Gojek but for laundry service."*
2. **Process:** The API sends this to OpenAI with our proprietary "System Instructions" (The Swakarsa Knowledge Base).
3. **Output:** The API returns a **Structured JSON Blueprint** containing:
   * Recommended Team Composition.
   * Project Complexity Analysis.
   * **"Vision Code" Snippet:** A raw HTML/Tailwind mockup of the idea.

### 2. The API Response Structure

*This is the data payload that drives the UI.*

{  
 "project\_analysis": {  
 "complexity": "High",  
 "core\_features": ["Geolocation", "Real-time Order Tracking", "Payment Gateway"],  
 "estimated\_timeline": "3 Months"  
 },  
 "recommended\_team\_slots": [  
 { "role": "Captain", "tier": "Gold", "reason": "Complex logistics require a senior architect." },  
 { "role": "Backend", "tier": "Silver", "reason": "Need robust database handling for orders." },  
 { "role": "Frontend", "tier": "Bronze", "reason": "Standard UI for customer app." },  
 { "role": "Frontend", "tier": "Bronze", "reason": "Standard UI for driver app." }  
 ],  
 "sales\_pitch": "Building a logistics app requires strong backend logic. I've drafted a Captain to oversee the architecture and two frontend devs.",  
 "html\_concept": "<div class='bg-slate-900 h-full p-8 text-white'><h1 class='text-4xl font-bold text-blue-400'>LaundryGo</h1><p class='mt-4'>Track your clean clothes in real-time.</p></div>"  
}

## PART 2: THE CLIENT HANDBOOK (The User Journey)

This section outlines exactly what the Client sees and experiences, serving as the functional spec for the Frontend Team.

### Phase 0: "The Lab" (The Freemium Hook)

**Goal:** Addiction & Viral Growth.

* **The Feature:** "Unlimited Vision Generation."
* **User Action:** A user logs in (Free Tier) and types a prompt: *"A dating app for cats."*
* **System Response:** The AI generates a live HTML Preview instantly.
* **Interaction:** The user can say *"Make the buttons pink"* or *"Add a map,"* and the prototype updates in real-time.
* **The Catch:** They can **SAVE** the prototype to their gallery, but they cannot **DOWNLOAD** the code or **EDIT** the logic without deploying a team.

### Phase 1: The "Draft" (Team Selection)

**Goal:** Conversion (Payment).

* **Visual:** A split-screen "Command Deck."
  + **Left Side (The Squad):** Slots are pre-filled based on the Lab design.
    - *Example:* The AI recommends 1 Gold Captain + 1 Silver Backend.
  + **Right Side (The Vision):** The generated HTML preview from The Lab is displayed here as the "Target."
* **The "Drafting" Mechanic:**
  + The client can drag a "Gold Tier" card into a slot to speed up development.
  + **Real-time Billing:** The "Monthly Burn Rate" calculator updates instantly as cards are swapped.
* **Checkout:** One click on "Deploy Team" charges the first month's subscription.

### Phase 2: The "Command Center" (Active Project)

**Goal:** Retention & Satisfaction.

* **The "Project Tamagotchi":**
  + Instead of a boring status bar, the client sees a 3D Avatar/Mascot.
  + **States:**
    - *Dancing:* Ahead of schedule.
    - *Typing:* Work in progress.
    - *Sleeping:* Waiting for Client Approval.
* **The Voice-to-Quest:**
  + Client sees a bug? They hold the big **"Mic"** button.
  + They say: *"The login button is too small on mobile."*
  + The System transcribes audio -> Converts to Quest Card -> Assigns to Frontend Dev.

### Phase 3: "Garrison Mode" (Maintenance)

**Goal:** Long-term Recurring Revenue.

* **Trigger:** The app is launched.
* **Action:** Client clicks "Deploy to Garrison."
* **Result:**
  + The Active Team is "undeployed" (saving salary costs).
  + The Status changes to **"Protected"** (Hosting + Security only).
  + **The Summon:** If a bug appears, the client clicks "Summon Captain" for emergency hourly support.

## EXECUTIVE SUMMARY

1. **Sales Automation:** The API creates the SOW and Prototype instantly.
2. **Gamification:** Clients manage a "Team" and a "Pet," not a spreadsheet.
3. **Freemium Model:** "The Lab" drives traffic; "The Draft" drives revenue.