Product Requirements Document

Goal Flash Cards

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Executive Summary

Goal Flash Cards is a web-based educational game designed to help new employees at GOAL platform master critical compliance, industry, and platform-specific terminology through interactive spaced repetition. The application features polished animations, company-branded styling, and real-time score tracking to create an engaging learning experience. This PRD outlines the complete functional, technical, and design specifications required to build a production-ready flash card game that serves as an essential onboarding tool for GOAL's training program.

Key Objectives:

* Deliver an intuitive, visually appealing flash card game using GOAL's brand identity
* Cover 120+ industry-specific terms across five knowledge domains
* Track user progress with session-based scoring
* Provide smooth, professional animations that enhance the learning experience
* Enable easy content management for future term additions

Product Overview

Goal Flash Cards is an interactive web application that presents training material as digital flash cards. Users flip cards to reveal answers, build streaks, and accumulate scores throughout study sessions. The application emphasizes visual polish and company branding to reinforce GOAL's professional identity while making employee training enjoyable and effective.

Key Features:

* Interactive flip-card mechanics with smooth animations
* 120+ pre-loaded terms across five knowledge categories
* Real-time session scoring with streak counters
* Reset/new session functionality
* Responsive design for desktop and tablet use
* GOAL brand color palette and logo integration
* Accessibility compliance (WCAG 2.1 AA standard)

Objectives and Goals

Primary Objectives

1. **Knowledge Retention** - Enable new employees to learn and retain 120+ critical compliance and platform terms through spaced repetition and gamification

2. **Engagement** - Create an enjoyable study experience with professional animations and visual feedback that encourages repeated use

3. **Onboarding Support** - Reduce time-to-productivity by providing self-paced, interactive training content

4. **Brand Reinforcement** - Strengthen GOAL's brand identity through consistent visual styling and professional presentation

Success Criteria

1. **Functional Success:**

* 100% of flash cards flip smoothly with animation (zero visual glitches)

* Score tracking displays accurately across all sessions

* Reset functionality clears session data completely without data loss in other areas

* All 120+ terms load and display without errors

2. **Engagement Success:**

* New employees complete the deck in at least 2-3 sessions per week during first month

* Average session duration: 10-15 minutes

* User satisfaction score: 4.0/5.0 on post-training survey

3. **Adoption Success:**

* 95%+ of new hires access the tool within first week of onboarding

* Zero critical bugs reported in production within first month

* Training completion time reduced by 20% compared to previous methods

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Target Audience

Primary Users

New GOAL Employees (Sales, Operations, Compliance, Management)

* Age range: 21-65

* Technical proficiency: Low to High

* Learning objective: Mandatory compliance and platform training

* Session frequency: 3-5 times during first 2-4 weeks

Existing GOAL Employees (Optional Refresher)

* Purpose: Compliance certification renewal, skill maintenance

* Session frequency: As needed (quarterly or annually)

Secondary Users

*Training Managers/HR Coordinators**

* May request analytics or term additions

* Need ability to update content (future phase)

Non-Users

* Customers/external parties (internal tool only)

Scope

In Scope

1. **Core Flash Card Mechanics**

* Card flip animation with smooth transitions (FR-1.1, FR-1.2)

* Front-side (term/question) and back-side (definition/answer) rendering

* Touch and click support for flip interaction

* Keyboard navigation (arrow keys, space bar)

2. **Content Database**

* All 120+ terms provided in initial requirement (FR-2.1)

* Five knowledge categories with clear visual separation (FR-2.2)

* Pre-loaded data; no user-generated content in MVP

3. **Scoring System**

* Real-time point accumulation during sessions (FR-3.1)

* Streak tracking (correct answers in sequence) (FR-3.2)

* Visual feedback for correct/incorrect responses (FR-3.3)

* Session reset functionality (FR-3.4)

4. **Visual Design & Branding**

* GOAL company colors applied throughout UI (NFR-1.1)

* Logo placement in header/footer (NFR-1.2)

* Professional animations (card flip, score pop-ups, transitions) (NFR-2.1)

* Responsive layout for desktop and tablet (NFR-3.1)

5. **User Interface**

* Welcome/home screen with instructions (UI-1.1)

* Main game board with card display (UI-2.1)

* Score display panel (UI-3.1)

* Category selector/filter (UI-4.1)

* Reset session button (UI-5.1)

6. **Technical Foundation**

* Web-based deployment (no mobile app)

* Browser compatibility: Chrome, Firefox, Safari, Edge (latest 2 versions)

* Data persistence: Client-side session storage (not saved between browser sessions in MVP)

Out of Scope

1. **Features Not Included:**

* User authentication/login system

* Persistent user profiles across sessions

* Leaderboards or competitive multiplayer features

* Custom flashcard creation by users

* Spaced repetition algorithm (SRS)

* Voice pronunciation of terms

* Downloadable/exportable study materials

* Mobile app (native iOS/Android)

* Analytics dashboard for training managers

* Integration with GOAL's main platform systems

* Randomization of card order per session

* Study mode vs. practice mode distinction

2. **Post-MVP Enhancements:**

* These are listed in the "Future Enhancements" section

Future Considerations (MVP+ Phases)

1. **Data Persistence & User Accounts** (Phase 2)

* User authentication with email/SSO

* Progress tracking across sessions

* Personal statistics dashboard

2. **Advanced Learning Features** (Phase 2-3)

* Spaced repetition scheduling

* Difficulty ratings per card

* Study recommendations based on weak areas

* Quiz mode with timed challenges

3. **Content Management** (Phase 2)

* Admin interface for updating/adding terms

* Category management

* Version control for training material

4. **Analytics & Reporting** (Phase 3)

* HR dashboard showing team progress

* Completion rates and time metrics

* Export reports (CSV/PDF)

Functional Requirements

1. Flash Card Display & Interaction

Req ID	Requirement	Acceptance Criteria
FR-1.1	Display flash cards with term on front, definition on back	Card front shows term/question in large, readable font (minimum 18px); back shows full definition/answer
FR-1.2	Implement smooth card flip animation	Flip duration: 0.4-0.6 seconds; 3D perspective effect with clear front/back transition; no visual stuttering or jank
FR-1.3	Support multiple flip interaction methods	Click anywhere on card body, tap on mobile, spacebar, left/right arrow keys all trigger flip
FR-1.4	Display current card number and total cards	Show "Card 15 of 120" format; update in real-time
FR-1.5	Prevent accidental double-flips	Disable flip interaction for 0.8 seconds after flip completes

2. Content & Categories

Req ID	Requirement	Acceptance Criteria
FR-2.1	Load all 120+ terms with definitions	All 120 terms from provided list load without errors; zero missing content
FR-2.2	Organize terms into five knowledge categories	Categories: Legal & Regulatory (26 terms), Advertising & Lead Generation (28 terms), Metrics & KPIs (20 terms), Insurance Industry (13 terms), GOAL Strategy & Technology (33 terms)
FR-2.3	Display category information on cards	Category badge/label visible on front of card (distinct color per category)
FR-2.4	Allow filtering by single category (MVP)	Filter button shows all categories; selecting one shows only that category's cards; count updates
FR-2.5	Display category list with card counts	Side panel or header shows: "Legal & Regulatory (26)", "Advertising (28)", etc.

3. Scoring & Progress

Req ID	Requirement	Acceptance Criteria
FR-3.1	Track and display session score	Score increments by 1 point per card flip; displayed prominently in header or sidebar; updates in real-time
FR-3.2	Track correct answer streak	Count consecutive correct answers (user self-indicates knowing or not knowing); display streak number; reset on incorrect
FR-3.3	Provide visual feedback for answers	Button/gesture indicates "Got it" (+1 point, maintain streak) vs. "Learn more" (no points, reset streak); immediate visual confirmation
FR-3.4	Calculate and display session statistics	Show total flips, score, average correct percentage, time elapsed (if tracking)
FR-3.5	Implement reset/new session functionality	Single button clears current score, resets streak,

restarts card deck; confirmation dialog to prevent accidental reset | | FR-3.6 | Navigate between cards | Next button advances to next card; previous button goes to prior card; skip option available |

4. User Interface Components

Req ID	Requirement	Acceptance Criteria
FR-4.1	Display welcome/home screen	Shows game title, instructions, category selector, and start button; includes GOAL branding
FR-4.2	Render main game board	Centered card display, score panel, navigation buttons, category filter, reset button all visible without scrolling on 1920x1080 display
FR-4.3	Show score display panel	Score, streak count, cards completed, and percentage correct clearly visible in high-contrast area (header or sidebar)
FR-4.4	Implement reset session button	Prominent button with confirmation dialog; clicking "confirm" clears all session data
FR-4.5	Display instructions/help	Accessible help modal explaining: card flip mechanics, scoring system, category filters, reset function; accessible from header

5. Data Management (Client-Side MVP)

Req ID	Requirement	Acceptance Criteria
FR-5.1	Store session data in client-side storage	Use sessionStorage for current session; data persists during single browser session, clears on browser close
FR-5.2	Load flash card database	All 120+ terms load from JSON file or embedded data structure on page load; loading time <1 second
FR-5.3	Prevent data loss on page refresh (MVP)	Session data recoverable if user refreshes page (maintained in sessionStorage) until browser closes or reset is clicked

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Non-Functional Requirements

1. Visual Design & Branding

Req ID	Requirement	Acceptance Criteria	Notes
NFR-1.1	Apply GOAL brand colors consistently	Primary, secondary, and accent colors match GOAL's brand guide; all UI elements use approved palette	Colors to be confirmed from brand materials
NFR-1.2	Place GOAL logo prominently	Logo appears in header or top-left; minimum 100x50px; clickable to return home	File: logo-dark.png provided
NFR-1.3	Implement company banner/header	Professional header bar with GOAL branding; consistent across all screens	
NFR-1.4	Use professional typography	Primary font: sans-serif (recommend: Inter, Roboto, or Segoe UI); minimum 18px for card text; 14px minimum for UI labels	
NFR-1.5	Create category-specific visual styling	Each category has distinct color accent; consistent across badges, cards, and filters	

2. Animation & Polish

Req ID	Requirement	Acceptance Criteria	Notes
NFR-2.1	Implement smooth card flip animation	3D perspective transform; 0.4-0.6 second duration; ease-in-out timing; no visual jank (60fps)	
NFR-2.2	Add score increment animation	Pop-up "+1" text or similar feedback when point awarded; fade-out over 0.5-0.8 seconds	
NFR-2.3	Animate streak counter	Visual emphasis when streak increases (glow effect, scale-up, or color change); resets with clear

animation | | | NFR-2.4 | Add page transition animations | Smooth fade or slide transitions between screens (home game, category change); 0.3-0.5 second duration | | | NFR-2.5 | Implement button hover/active states | Clear visual feedback for all interactive buttons; color change, scale, or shadow effect on hover/press | |

3. Responsiveness & Layout

Req ID	Requirement	Acceptance Criteria	Notes
NFR-3.1	Support desktop and tablet layouts	Tested at: 1920x1080, 1366x768, 1024x768 (desktop); 768x1024, 810x1080 (tablet)	Mobile <768px not required for MVP
NFR-3.2	Maintain readability at all supported breakpoints	No horizontal scrolling required; all text readable without zoom; buttons/cards sized for interaction	
NFR-3.3	Adapt card size to screen width	Cards scale proportionally; always centered; maximum width 600px on desktop, 100% on tablet with padding	
NFR-3.4	Ensure touch-friendly interface	All buttons minimum 44x44px; spacing prevents accidental taps; supports touch events on tablets	

4. Performance

Req ID	Requirement	Acceptance Criteria	Notes
NFR-4.1	Achieve fast page load time	Time to Interactive (TTI): <2 seconds; First Contentful Paint (FCP): <1 second on 4G connection	
NFR-4.2	Ensure smooth animations	60 FPS consistently during card flips and transitions; no dropped frames; measure with Chrome DevTools	
NFR-4.3	Optimize asset sizes	Total bundle size: <500KB gzipped; all images optimized; no unused CSS/JS	
NFR-4.4	Support offline functionality (future)	App functions without network connection (client-side data only)	Not critical for MVP; validate in Phase 2

5. Accessibility

Req ID	Requirement	Acceptance Criteria	Notes
NFR-5.1	Meet WCAG 2.1 Level AA compliance	Validated with WAVE, Lighthouse, or similar tools; no critical or serious errors	
NFR-5.2	Support keyboard navigation	Tab order logical; all interactive elements accessible via keyboard; no keyboard traps	
NFR-5.3	Provide text alternatives for images	Alt text on logo, category icons; ARIA labels on buttons; category badges have descriptive text	
NFR-5.4	Ensure sufficient color contrast	Minimum 4.5:1 contrast ratio for text/background; category colors don't rely solely on hue differentiation	
NFR-5.5	Include screen reader support	ARIA landmarks (main, navigation, complementary); announce score changes and card flips; semantic HTML	

6. Browser Compatibility

Req ID	Requirement	Acceptance Criteria	Notes
NFR-6.1	Support modern browsers	Chrome v90+, Firefox v88+, Safari v14+, Edge v90+; test on each browser before launch	
NFR-6.2	Graceful degradation	If animations unsupported, basic flip still functions; no critical errors in console	
NFR-6.3	Support CSS Grid and Flexbox	Use modern layout methods; no Internet Explorer support required	

7. Security (Client-Side MVP)

| Req ID | Requirement | Acceptance Criteria | Notes | |--------|------------|------------------|-------|| NFR-7.1 | Prevent data injection attacks | Sanitize any user input (future phases); escape HTML in card content; use textContent instead of innerHTML where possible | | | NFR-7.2 | Use HTTPS for deployment | All traffic encrypted; valid SSL certificate; no mixed content warnings | | | NFR-7.3 | Avoid sensitive data exposure | No employee PII stored; terms/definitions are public training content | |

User Interface Requirements

Screen 1: Welcome/Home Screen

Purpose: Introduce the application and allow users to select content

Layout: ```

[GOAL Logo] GOAL Flash

Welcome to Goal Flash Flash Cards

Master compliance and platform terminology through interactive flash cards

Category Selection All Categories (120) Legal & Regulatory (26) Advertising (28) Metrics & KPIs (20) Insurance Industry (13) GOAL Strategy (33)

[?] Help START

```

**UI Components:**

   *Title:*\* "Goal Flash Cards" - bold, large (32px+), GOAL brand color
   *Subtitle/Description:*\* Light gray text explaining purpose
   *Category Selector:*\* Checkboxes or toggle buttons showing all five categories with card counts; "All" option selects everything
   *Help Button:*\* Question mark icon; opens modal with instructions
   *Start Button:*\* Prominent CTA button (GOAL primary color); large touch target (44x44px minimum)

**Interactions:**

   * Clicking Start button navigates to game board with selected category
   * Clicking Help opens modal explaining controls and scoring
   * Selecting/deselecting categories updates UI with counts

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## Screen 2: Main Game Board

**Purpose:** Display flash cards and manage gameplay

**Layout:** ```

[GOAL Logo] GOAL Flash Cards [?]

Score: 45 Streak: 7 Card 12/120

Category: Legal & Regulatory

[Legal & Reg]

Telephone Consumer Protection Act (TCPA)

[Click to flip]

Prev Got It Learn +

Filter New Session

```

UI Components:

1. **Header Bar:**
* GOAL logo (left-aligned, clickable to return home)
* Title "GOAL Flash Cards" (center)
* Help icon (right-aligned)
* Background: GOAL primary color

2. **Score Panel (below header):**
* Score display: "Score: XX" (large font, bold)
* Streak counter: "Streak: X" (prominent display)
* Card counter: "Card XX/YYY" (gray text)
* Display in horizontal row with clear separation

3. **Category Badge:**
* Current category name with color-coded badge
* Example: [Blue badge] Legal & Regulatory

4. **Flash Card:**
* Dimensions: 400-600px width, centered, responsive
* Background: White or light gray with subtle shadow
* Border-radius: 8-12px
* Content (front side):
* Category badge (top-left or top-center, small)
* Term/Question text (18-28px font, bold, centered, dark color)
* Optional: Term number or difficulty indicator
* "Click to flip" or icon indicator (bottom, light gray)
* Content (back side):
* Definition/Answer text (16-18px font, left-aligned, dark gray)
* Padding: 30-40px

* Line-height: 1.6 for readability

* Interaction indicator: Subtle glow or highlight on hover

5. **Navigation Buttons (below card):**

Previous Button:* Left arrow; disabled if on first card; gray when disabled

Got It Button:* Large primary-color button; increments score and streak

Learn More Button:* Secondary button; resets streak but advances card (no score penalty in MVP)

* Button width: 100-120px, height: 44px minimum

* Spacing: 10-20px between buttons

6. **Action Buttons (bottom):**

Filter/Category Button:* Dropdown or panel to switch categories without resetting session

New Session Button:* Resets score with confirmation dialog

* Styling: Secondary color, 44x44px minimum touch target

Interactions:

* Card flip: Click card body, spacebar, or arrow keys

* Navigate: Click Prev/Next buttons or use arrow keys

* Score: Click "Got It" to increase score/streak; click "Learn More" to continue without points

* Reset: Click "New Session" confirmation dialog clears session

* Filter: Click category button dropdown shows all categories selecting one filters cards (no score reset)

* Help: Click ? icon in header modal overlay with instructions

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Screen 3: Help/Instructions Modal

Purpose: Explain game mechanics to new users

Content: ```

How to Play [X]

1. Flash Card Basics

Click the card to flip it and reveal the definition/answer.

2. Scoring

* Click "Got It" if you

knew the term +1pt

* Click "Learn More" if

you need to study it

3. Streak

Consecutive correct answers build your streak counter.

4. Categories

Filter by topic using the category selector.

    5. New Session

Reset your score and restart the deck.

[Close]

```

**UI Components:**

    * Modal overlay with semi-transparent dark background
    * Close button (X icon, top-right)
    * Title: "How to Play" (bold, 20px)
    * Body text: 14-16px, left-aligned, light gray on white background
    * Numbers/icons for each section
    * Close button at bottom

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## Color & Spacing Standards

**Category Badge Colors** (to be confirmed with brand guide):

    * Legal & Regulatory: Blue (#0066CC or similar)
    * Advertising & Lead Generation: Green (#00AA44 or similar)
    * Metrics & KPIs: Orange (#FF8800 or similar)
    * Insurance Industry: Red/Burgundy (#CC0033 or similar)
    * GOAL Platform Strategy & Technology: Purple (#6633FF or similar)

**Typography Scale:**

    * Page title: 32px, bold
    * Card term: 24-28px, bold
    * Card definition: 16-18px, regular
    * UI labels: 14px, regular
    * Help text: 12px, light gray

**Spacing:**

    * Padding around main content: 20-30px
    * Card margin: 20px
    * Button spacing: 10-15px
    * Modal padding: 30-40px

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# Technical Requirements

## Technology Stack Options

#### Option A: React + TypeScript (Recommended)

**Rationale:** Modern, scalable, easy to maintain and extend

**Tech Stack:**

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