Picca – Product Overview (Public v0.1)

One-liner *"15 seconds of motion, 1 second to know where you stand."*

Problem

- **Skill assessment in motion-centric fields** (rehab, esports aim-training, dance auditions) is *subjective, time-consuming,* and requires expert observers.
- Mobile devices already capture high-fidelity pose streams, yet data is discarded instead of turned into objective feedback.

Solution

Picca converts short motion clips into a **Dynamic Consistency Vector (DCV)** and returns an **0-100 score** plus granular tips.\ This gives **immediate, trainer-grade feedback** without uploading sensitive RGB footage.

Pain-point	Current workaround	Picca upgrade
Subjective judgment	Coach scores by eye	Pose-AI score (±2 SD)
Time cost	≥5 min / clip	1 sec on-device
Privacy	Full video stored	Keypoints only, auto-purge

Target Users & Early Beachhead

Segment	Job-to-be-Done	Why start here?
e-sports bootcamps	Quantify micro-aim drills	High training volume, data-positive culture
Physio clinics (Tier-2)	Monitor rehab adherence	Already film sessions, need automation
Dance schools	Level placement auditions	Clear pass/fail threshold needed

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User Flow (MVP)

```
sequenceDiagram
  participant U as User
  participant W as Web Client
  participant G as Go Gateway
```

```
participant A as AI Core
U->>W: Play 15 s motion game
W->>G: Send keypoints
G->>A: /score
A-->>G: { dc v, score }
G-->>W: JSON result
W->>U: Show 0-100 + heatmap
```

Total round trip ≤ 1 sec (avg LTE).\ Frames never leave device; only 34-keypoint vectors transmitted.

MVP Metrics (public subset)

Metric	Goal @ 14 days	Definition
Latency p95	**<1.2 s**	Edge-to-score via Cloud Run Asia-N1
Score Δ test-retest	**≤ ±5 pts**	Same user, 3 runs, avg deviation
First-session NPS	**> +30**	Single-question survey after result page

Full DCV formula and calibration dataset IDs are confidential and excluded from this doc.

Roadmap Snapshot

Phase	Horizon	Key unlock
14-day MVP	`v1-beta`	Single drill, single region
30-day	`v1-rc`	Depth-Pilot variant behind feature flag
60-day	`v2-edge`	On-device WebAssembly scoring

Call-to-Action

- **Developers**: Clone & run `docker compose up` to contribute modules.
- **Researchers**: Propose metric extensions via `/docs/RFC-*.md`.
- **Hackathon judges**: See `assets/demo.gif` for 60-s walkthrough.

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