

Text4Quiz

Product Requirements Document

Product Development Team

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1 Executive Summary

1.1 Product Overview

- **Product Name:** Text4Quiz
- **Product Type:** Daily SMS Trivia Game
- **Target Market:** Trivia enthusiasts, casual learners, mobile-first users
- **Business Model:** Freemium subscription (\$9.99/month)
- **Launch Timeline:** 8-12 weeks

Text4Quiz is a daily SMS-based multiple-choice trivia game that delivers one engaging question per day to users' phones. Users respond with A/B/C/D answers and receive instant feedback with educational explanations. The product combines the convenience of SMS with gamification elements like streaks and scoring to create an addictive daily learning habit.

1.2 Vision Statement

To make daily learning fun, accessible, and habit-forming through bite-sized trivia delivered directly to users' phones via SMS.

1.3 Core Value Proposition

- **Zero app download required** – Works on any phone with SMS
- **Daily habit formation** – One question per day at user's preferred time
- **Instant gratification** – Immediate feedback and learning
- **Gamified experience** – Streaks, scoring, and progression
- **Educational value** – Learn something new every day

2 Market Analysis

2.1 Target Audience

2.1.1 Primary Users

- Ages 25-45, college-educated
- Trivia and quiz enthusiasts
- Commuters and busy professionals
- Lifelong learners seeking micro-learning opportunities

2.1.2 Secondary Users

- Students looking for daily knowledge supplements
- Families wanting shared trivia experiences
- Corporate teams for engagement activities

3 User Stories & Requirements

3.1 Core User Stories

3.1.1 New User Experience

As a new user, I want to:

- Sign up quickly via SMS keyword or simple form
- Choose my preferred question categories
- Set my preferred daily quiz time
- Receive clear onboarding instructions

3.1.2 Daily User Experience

As a daily user, I want to:

- Receive one trivia question at my chosen time
- Answer with a simple A/B/C/D text response
- Get instant feedback on my answer
- Learn something interesting from the explanation
- Track my streak and performance

3.1.3 Engaged User Experience

As an engaged user, I want to:

- Check my current streak and stats
- Get bonus questions for additional engagement
- Share interesting facts with friends
- Compete on leaderboards (future feature)

3.2 Functional Requirements

3.2.1 Core Functionality

1. Daily Question Delivery

- Send one multiple-choice question per day
- Personalized timing based on user preference
- Category filtering based on user interests
- Support for multiple timezones

2. Answer Processing

- Accept A/B/C/D responses (case insensitive)
- Validate answers against correct responses
- Provide immediate feedback (correct/incorrect)

- Include educational explanations

3. User Management

- Store user phone numbers and preferences
- Track answer history and streaks
- Manage subscription status
- Handle opt-outs and preferences

4. Gamification

- Streak tracking (consecutive correct answers)
- Score accumulation
- Performance statistics
- Achievement milestones

3.2.2 Premium Features

1. **Bonus Questions** – Additional questions on demand
2. **Deep Explanations** – Extended learning content
3. **Custom Categories** – Specialized topic areas
4. **Weekly Summaries** – Performance reports via SMS/email

3.2.3 Command System

Command	Function
SCORE	View current streak and stats
MORE	Request bonus question (premium)
HELP	Get usage instructions
STOP	Unsubscribe from service
RESTART	Resume after pause

Table 1: SMS Command System

4 Technical Requirements

4.1 Architecture Overview

- **SMS Gateway:** Twilio for message delivery and reception
- **Database:** Airtable for user data and question storage
- **Automation:** Make.com for workflow orchestration
- **AI Content:** Lovable/OpenAI for dynamic question generation

Field Name	Type	Description
User ID	Primary Key	Unique identifier
Phone Number	Text (Unique)	User's mobile number
Category Preferences	Multi-select	Preferred quiz categories
Preferred Time	Time	Daily quiz delivery time
Current Streak	Number	Consecutive correct answers
Total Score	Number	Cumulative points
Last Quiz Date	Date	Most recent quiz delivery
Last Answer	Text	User's most recent response
Subscription Status	Select	Free/Premium status
Timezone	Text	User's timezone
Join Date	Date	Account creation date

Table 2: Users Table Schema

Field Name	Type	Description
Question ID	Primary Key	Unique identifier
Question Text	Long Text	The trivia question
Option A, B, C, D	Text	Multiple choice options
Correct Answer	Select	Correct option (A/B/C/D)
Explanation	Long Text	Educational explanation
Category	Select	Question category
Difficulty Level	Select	Easy/Medium/Hard
Usage Count	Number	Times question was used
Created Date	Date	Question creation date

Table 3: Questions Table Schema

4.2 Data Model

4.2.1 Users Table

4.2.2 Questions Table

4.3 Integration Requirements

4.3.1 Twilio Configuration

- Local or toll-free SMS number
- Messaging service setup
- Webhook configuration for incoming messages
- Rate limiting and delivery optimization

4.3.2 Make.com Workflows

1. Daily Quiz Sender

- Scheduled trigger based on user timezones
- User filtering and question selection
- SMS delivery via Twilio

2. Response Handler

- Incoming SMS webhook trigger
- Answer validation and scoring
- Feedback message generation
- Database updates

3. Command Processor

- Handle special commands (SCORE, MORE, HELP)
- Route to appropriate response flows
- Manage subscription changes

4.4 Performance Requirements

- SMS delivery within 30 seconds
- Response processing within 10 seconds
- 99.9% uptime during peak hours
- Support for 10,000+ concurrent users

5 User Experience Flow

5.1 Onboarding Flow

1. **Entry Point:** User texts "START" to SMS number or completes web form
2. **Category Selection:** "Reply with your favorite categories: Science, History, Nature, Random"
3. **Time Preference:** "When should we send your daily quiz? (e.g., 8 AM, Noon, 5 PM)"
4. **Confirmation:** "Perfect! Your daily quiz starts tomorrow at [time]. Reply A-D to answer."

5.2 Daily Interaction Flow

1. **Question Delivery:** Scheduled SMS with multiple-choice question
2. **User Response:** User texts back A, B, C, or D
3. **Immediate Feedback:**
 - Correct: "✓Correct! [Explanation] See you tomorrow!"
 - Incorrect: "×Not quite. The answer is [X]. [Explanation]"
4. **Database Update:** Streak and score updates processed

5.3 Error Handling

- Invalid responses: "Please reply with A, B, C, or D only"
- Late responses: Accept within 24-hour window
- Duplicate responses: "You already answered today's question"
- System errors: "Sorry, something went wrong. Try again later"

6 Business Model & Monetization

6.1 Pricing Strategy

Tier	Price	Features
Free	\$0/month	1 question per day, basic stats Bonus questions on demand Extended explanations
Premium	\$9.99/month	Performance analytics Priority support Custom categories

Table 4: Pricing Tiers

6.2 Revenue Projections (1,000 users)

Item	Amount
Monthly Revenue	\$9,990
SMS Costs	-\$711
Platform Costs	-\$50
Net Profit	\$9,200/month (92% margin)

Table 5: Financial Projections

6.3 Growth Strategy

1. **Viral Mechanics:** Shareable interesting facts
2. **Referral Program:** Bonus questions for referrals
3. **Corporate Sales:** Team trivia challenges
4. **Partnership:** Educational content providers

7 Success Metrics

7.1 Key Performance Indicators

Metric	Target
Daily Active Users (DAU)	80% of subscriber base
Retention Rate	70% weekly, 40% monthly
Engagement Rate	60% daily response rate
Conversion Rate	15% free-to-premium
Customer Satisfaction	4.5+ star rating

Table 6: Success Metrics

7.2 Analytics Tracking

- Question difficulty optimization
- Category preference analysis
- Optimal timing analysis
- Churn prediction and prevention
- Revenue per user tracking

8 Implementation Timeline

8.1 Phase 1: MVP Development (Weeks 1-4)

- Set up Airtable database structure
- Configure Twilio SMS service
- Build basic Make.com workflows
- Create initial question bank (50 questions)
- Implement core user journey

8.2 Phase 2: Testing & Optimization (Weeks 5-6)

- Beta testing with 20-50 users
- Bug fixes and performance optimization
- User feedback integration
- Question quality refinement

8.3 Phase 3: Launch Preparation (Weeks 7-8)

- Marketing website and landing pages
- Payment processing integration
- Customer support systems
- Monitoring and analytics setup

8.4 Phase 4: Soft Launch (Weeks 9-10)

- Limited user acquisition (100-500 users)
- Performance monitoring
- Feature refinement
- Premium tier testing

8.5 Phase 5: Full Launch (Weeks 11-12)

- Public launch and marketing campaigns
- Scale infrastructure
- Continuous optimization
- Feature expansion planning

9 Risk Assessment

9.1 Technical Risks

Risk	Mitigation
SMS Delivery Issues	Twilio SLA and monitoring
Database Limitations	Airtable scaling plan ready
Workflow Failures	Make.com redundancy and error handling

Table 7: Technical Risk Mitigation

9.2 Business Risks

Risk	Mitigation
User Acquisition Costs	Focus on organic/viral growth
Content Quality	Curated question bank + AI generation
Competition	Fast execution and unique SMS positioning

Table 8: Business Risk Mitigation

9.3 Regulatory Risks

- **SMS Compliance:** TCPA compliance and clear opt-out mechanisms
- **Data Privacy:** GDPR/CCPA compliance in user data handling
- **Subscription Regulations:** Clear billing and cancellation policies

10 Future Roadmap

10.1 Short-term Enhancements (3-6 months)

- Voice note explanations
- Image-based questions
- Social leaderboards
- Corporate team features

10.2 Long-term Vision (6-12 months)

- Multi-language support
- AI-powered personalized difficulty
- Educational partnerships
- Podcast/video content integration
- Mobile app companion

11 Conclusion

Text4Quiz represents a unique opportunity to create an engaging, educational product that fits seamlessly into users' daily routines. By leveraging the ubiquity of SMS and the power of habit formation, we can build a scalable, profitable business that genuinely adds value to users' lives while requiring minimal technical infrastructure.

The combination of simple technology, clear monetization, and strong unit economics makes this an attractive product for rapid development and scaling. The phased approach outlined in this document provides a clear roadmap for bringing Text4Quiz to market successfully.