# Evolution of AdWiser User Stories

This document outlines the iterative refinement of user stories for AdWiser, decentralized advertisement platform. This final version provides a refined and actionable set of user stories designed to guide development effectively.

# Decentralized Advertisement Platform (PoC)

**Project Name: AdWiser**

**Value Proposition:**

AdWiser is a decentralized ad distribution platform, similar to Google AdSense, built on Solana. It allows advertisers to lock funds in escrow and publish campaigns across multiple verified websites. Publishers earn per valid click, with click tracking and budget control handled off-chain, and trustless daily payments processed on-chain.

**Product-Market Fit:**

Online advertising currently suffers from opacity, centralized control, and unfair revenue sharing. AdWiser removes intermediaries, ensuring transparency, real-time budget enforcement, and fair payouts using blockchain.

**Target User Profiles:**

**1. Performance-Driven Advertiser**

* Demographics: Digital marketers or startups targeting specific audiences, aged 25–45, tech-savvy.
* Interests: ROI-focused campaigns, real-time tracking, campaign automation.
* Motivations: Reach the right users, control budget, verify spend and clicks.
* Frustrations: Lack of transparency and high platform fees in traditional ad networks.

**2. Monetization-Seeking Publisher**

* Demographics: Website owners, Crypto bloggers, community leaders.
* Interests: Passive income, Web3 integration, clean user experiences.
* Motivations: Earn for site traffic, maintain control of displayed ads.
* Frustrations: Low earnings from centralized ad networks, irrelevant ads.

**3. Web3-Native User/Builder**

* Demographics: Builders, devs, and content creators in Web3.
* Interests: Permissionless monetization, censorship resistance, transparency.
* Motivations: Participate in ecosystems that align with decentralization values.
* Frustrations: Traditional platforms don't reflect Web3 values.

# User Stories

**User Story ID: ADW-001a**

* **Priority:** High
* **User Persona:** Rachel, a growth marketer at a DeFi startup
* **Goal:** Launch a budget-controlled campaign on multiple Web3 sites
* **User Story:** As an advertiser, I want to create a campaign with a fixed CPC and locked SOL budget so that I can reach users across verified sites without overspending.
* **Acceptance Criteria:**
  + Platform allows ad content upload, CPC input, and SOL locking.
  + Campaign is distributed across approved publisher sites.
  + Campaign stops automatically once budget is exhausted.

**User Story ID: ADW-001b**

* **Priority:** High
* **User Persona:** Rachel, a growth marketer
* **Goal:** Track campaign performance in real time
* **User Story:** As an advertiser, I want to see how many clicks I’m getting and how much budget remains so I can measure campaign effectiveness.
* **Acceptance Criteria:**
  + View periodic updates of ad clicks, CPC, and remaining SOL.
  + Backend syncs click data from off-chain tracker.
  + Budget is updated after each valid click.

**User Story ID: ADW-002a**

* **Priority:** High
* **User Persona:** Arjun, a crypto blogger
* **Goal:** Earn SOL for valid clicks from his readers
* **User Story:** As a publisher, I want to integrate ads on my site and earn for real clicks so that I can monetize my audience.
* **Acceptance Criteria:**
  + Publisher registers and verifies site.
  + Ads are fetched dynamically from active campaigns.
  + Clicks are tracked per publisher.
  + Daily on-chain payout is made based on verified clicks.

**User Story ID: ADW-003a**

* **Priority:** Medium
* **User Persona:** Web3 user or developer
* **Goal:** Trust that the platform is transparent and tamper-proof
* **User Story:** As a Web3 user, I want payments and ad logic to be handled via smart contracts so I know everything is fair.
* **Acceptance Criteria:**
  + Escrow and payments are visible on-chain.
  + Codebase is open source.
  + Ad status is publicly queryable.

# Conclusion

This final version of the user stories demonstrates a comprehensive and user-centered approach to AdWiser’s design and development. By prioritizing specificity, user motivations, and actionable acceptance criteria, these stories ensure the platform will effectively meet the diverse needs of gamers, developers, and Web3 enthusiasts. The clear structure and focus on implementation set a strong foundation for AdWiser’s success.