



















# JobHackAI Business Model (Updated as 9/13/2025)

## Overview

\*\*ATS-ready job prep: resume scoring & rewrites, interview practice, and LinkedIn optimization. Built to get you noticed and hired faster. \*\***JobHackAI** is an **AI-powered job preparation platform** that helps job seekers optimize **resumes, prepare for interviews, and improve LinkedIn profiles**. The business is fully **passive, automated, and scalable**, requiring no 1-on-1 coaching or high-ticket offerings.

## Pricing Structure

Feature	Free	3-Day Trial	Essential	Pro	Premium
ATS Resume Scoring	1	Unlimited	Unlimited	Unlimited	Unlimited
Resume Feedback		3 (soft cap)	3/mo	Unlimited	Unlimited
Resume Rewriting				Unlimited	Unlimited
Cover Letter Generator				Unlimited	Unlimited
Interview Questions		Unlimited	Unlimited	Unlimited	Unlimited
Mock Interviews				20/mo	Unlimited*
LinkedIn Optimizer					Unlimited
Priority Review					Auto-enabled

*Unlimited mock-interview sessions in Premium are subject to a soft cooldown: **max 1 session per hour, up to 5 per day** to prevent abuse.*

## Trial Details:

- Full 3-Day Trial (Credit Card Required, Auto-Renews Unless Canceled).
- No reminder email before billing.
- Only Resume Scoring, Feedback, and Interview Questions are available in trial.
- Other features remain locked.

### **Additional Options:**

- Annual Discount – Users get 2 months free when paying yearly.
- 1 Free AI Resume Score – Hook for new users to sign up.
- Upsell Page for Cancelling Users – Offers a discount or downgrade option to retain them.
- Free Tier Cap – Max 250 free trial users per month (creates urgency).
- A/B Pricing Page Tests – Two versions tested for sign-up optimization.

### **AI-Powered Features**

- ✓ ATS Resume Optimization – Score & improve resumes with ATS insights.
- ✓ Resume Feedback – Structured feedback with detailed suggestions.
- ✓ Resume Rewriting – Available in Pro and Premium plans.
- ✓ Cover Letter Generator – 250-word job-specific AI cover letter.
- ✓ Interview Questions & Mock Interviews – Tailored to the user's job target.

#### **Interview Questions Autosuggest Role List (Combo-box):**

Software Engineer  
Full-stack Developer  
Platform Engineer  
DevOps Engineer  
Data Engineer  
Data Scientist  
AI Engineer  
LLM Engineer  
Product Manager  
Product Owner  
Epic Owner  
Business Owner  
Scrum Master  
Release Train Engineer (RTE)  
Agile Coach

Solution Architect  
System Architect  
Data Architect  
UX Designer  
UX/UI Developer  
UX Researcher  
QA Engineer  
Threat Analyst  
Security Engineer  
Data Management  
IT Governance

*The combo-box filters this list in real time and shows up to 8 matches.*

- ✅ LinkedIn Optimizer – Scored + rewritten profile content (Premium only).
- ✅ Priority Review – Premium users get faster and more detailed analysis.
- ✅ AI Market Trends – V2 only, removed from MVP UI (fully hidden frontend).

## **Marketing & Traffic Strategy**

### **Four-channel acquisition strategy:**

- 1 SEO & Blog Content – 2-4 AI blog posts/month using Wix SEO tools.
  - 2 Social Media – LinkedIn, Twitter, YouTube channels with job prep tips.
  - 3 Paid Ads – Google Ads + retargeting (limited use in early stages).
  - 4 Affiliate Marketing – Partnered with coaches/influencers.
- ✅ Blog hosted on Wix.
  - ✅ Initial marketing is organic-first (target ~\$300/mo total operating costs).
  - ✅ Upsell triggers: exit intent offers + feature locks + trial countdown.
  - ✅ SEO targets ATS compliance, AI job prep, and LinkedIn profile tips.
  - ✅ All content branded as JobHackAI – no personal branding used.

## Go-to-Market Launch Strategy (First 14 Days)

Phase	Day	Key Actions	Objective / KPI
<i>Pre-Launch Prep</i>	7 → -1	• Publish 3 SEO blog posts• Schedule 10 LinkedIn snippets• Wire GA4 + UTMs + A/B pricing pages	Seed organic traffic & enable conversion tracking
<i>Launch Day – “Score-in-60s”</i>	0	• Post 60-sec Loom demo on site + LinkedIn/Twitter• Announce <b>250 free-trial cap</b>	Drive first-day traffic; create scarcity
<i>Week 1 – Social Proof Loop</i>	1-7	• Auto-DM new trial users for testimonials (Zapier → LinkedIn)• Live-update testimonial carousel• Share “Before → After” score images	Capture & display trust signals
<i>Micro Google Ads Test</i>	3-7	• \$15/day on keyword “ <b>ATS resume score free</b> ” (points to Pricing A)	Measure CAC vs 5 % CVR target
<i>Affiliate Kick-off</i>	8-14	• Send 20 personalized Loom pitches to career influencers• Offer 20 % lifetime rev-share via Stripe Partner	Acquire low-CAC partners
<i>Content Engine On</i>	8-14	• Draft next 2 blog posts• Convert best LinkedIn post to YouTube Short	Sustain SEO + social reach

### Success Benchmarks

- Landing-page conversion  $\geq 5\%$  (trial sign-ups / visitors)
- Trial → Paid conversion  $\geq 20\%$
- Blended CAC  $\leq \$50$  in first 25 paid users

## Platform, Banking & Tech Stack (Revised — Wix + Cloudflare)

**Architecture stance:** Wix runs the marketing/SEO site. Cloudflare runs the actual app (Next.js) and the backend (Workers), with clean **QA** and **Prod** environments.

Component Technology / Provider	Notes	
Marketing Site	<b>Wix</b> (no-code)	Root <code>jobhackai.io</code> + blog/SEO + pricing; CTAs link to app.
Application Hosting	<b>Cloudflare Pages</b> (Next.js)	Prod: <code>app.jobhackai.io</code> • QA: <code>qa.jobhackai.io</code> (branch-based)
Backend/API	<b>Cloudflare Workers</b>	Prod: <code>api.jobhackai.io</code> • QA: <code>api-qa.jobhackai.io</code>
Auth	<b>Firebase Auth</b>	ID tokens; Workers verify on each request
Data (light)	<b>Google Sheets + Drive</b>	Plans/usage/scores/events; Drive for files if needed
Edge Storage/ Runtime	<b>KV</b> (rate limits/flags) • <b>R2</b> (future blobs) • <b>D1</b> (future relational)	Start w/ KV; add R2/D1 later
Payments	<b>Stripe</b> (Checkout + Customer Portal)	Live (Prod) vs Test (QA); webhooks → Workers
Transactional Email	<b>Postmark/Mailgun</b> on <code>notify.jobhackai.io</code>	App emails separate from Workspace; better deliverability
Business Email	<b>Google Workspace</b> (@ <code>jobhackai.io</code> )	Groups like <code>support@</code> , <code>billing@</code> ; DMARC/SPF/DKIM via Cloudflare
Banking	<b>Relay Bank</b>	Operating/Tax/Marketing/Reserve sub-accounts; Zapier tags
Automation	<b>Zapier</b>	Optional glue for non-core workflows
KPI Dashboard	<b>Grafana</b> (+ Sheets via Zapier)	KPIs from Sheets events/metrics tabs
Security & Performance	<b>Cloudflare</b>	DNS, SSL, CDN, firewall/bot protection

# Architecture Overview — Environments & Routing

- **Root & Marketing (Wix):** `jobhackai.io` (and `www`) serve the public site, blog, pricing, and CTAs.
- **Production (Cloudflare):**
  - **App:** `app.jobhackai.io` (Next.js on Pages)
  - **API:** `api.jobhackai.io` (Workers)
  - **Bindings:** KV (rate limits), Sheets-Prod (plans/usage/scores), Stripe **Live**, OpenAI key, Postmark (notify)
- **QA/Staging (Cloudflare):**
  - **App:** `qa.jobhackai.io`
  - **API:** `api-qa.jobhackai.io`
  - **Bindings:** KV-QA, Sheets-QA, Stripe **Test**, OpenAI, Postmark sandbox
- **DNS (Cloudflare):**
  - `@, www` → Wix
  - `app` (CNAME) → Cloudflare Pages (Prod)
  - `qa` (CNAME) → Pages (Preview for `qa` branch)
  - Routes: `api.jobhackai.io/*` → Workers (Prod); `api-qa.jobhackai.io/*` → Workers (QA)

## Diagrams (for quick reference in the doc):

- Prod vs QA detail: [embed image] `sandbox:/mnt/data/jobhackai_envs_prod_qa_detailed.png`
- User journey + backend triggers: [embed image] `sandbox:/mnt/data/jobhackai_user_journey_annotated.png`

- QA overlay journey: [embed image] `sandbox:/mnt/data/jobhackai_user_journey_QA_overlay.png`

## Repo strategy

### Two repos

1. **jobhackai-app** — Next.js frontend (Cloudflare Pages)
2. **jobhackai-api** — Cloudflare Workers backend (Wrangler)

Wix is no-code, so it doesn't live in your repos. Keep any marketing assets (SVG, brand CSS, copy snippets) in a small **jobhackai-brand** repo if you want versioning.

## Branching & environments

### **jobhackai-app** (Next.js on Cloudflare Pages)

- **Branches**
  - `main` → **Prod** deploy to `app.jobhackai.io`
  - `qa` → **QA** deploy to `qa.jobhackai.io`
  - `feature/*` → ephemeral **Preview** URLs (auto from Cloudflare Pages)
- **Cloudflare Pages config**
  - Project: `jobhackai-app`
  - **Production branch:** `main`
  - **Custom domain (prod):** `app.jobhackai.io`
  - **Preview branch mapping:** set `` as a dedicated preview deployment and add custom domain `qa.jobhackai.io`
  - Build command: `npm ci && npm run build`
  - Output dir: `.next` (or `out` if static export)
- **Env vars (Pages → Settings → Environment variables)**

- `NEXT_PUBLIC_API_BASE_URL=https://api.jobhackai.io` (Prod)
- `NEXT_PUBLIC_API_BASE_URL=https://api-qa.jobhackai.io` (QA)
- `NEXT_PUBLIC_STRIPE_PORTAL_LINK` (optional if linking directly)
- No secrets in the frontend beyond *public* keys (prefix with `NEXT_PUBLIC_`).

## jobhackai-api (Cloudflare Workers with Wrangler)

- **Branches**
  - `main` → **Prod** Worker on `api.jobhackai.io`
  - `qa` → **QA** Worker on `api-qa.jobhackai.io`
  - `feature/*` → optional preview Workers (off by default)

## Environment Details

Below are the embedded architecture detail that represent the updated decisions (Wix for SEO + Cloudflare for the app, with QA/Prod isolation):

- What it looks like, explicitly:
  - **Wix (Marketing)** at `jobhackai.io / www` → users click through to the app.
  - **PRODUCTION cluster**
    - Frontend: `app.jobhackai.io` (Next.js on Cloudflare Pages)
    - API: `api.jobhackai.io` (Cloudflare Workers)
    - Data/services bound to Prod: **Sheets (Prod)**, **KV (Prod)**, **Stripe Live**, **OpenAI (prod key OK)**, **\*\*Postmark \*\***
  - **QA/STAGING cluster**
    - Frontend: `qa.jobhackai.io` (Pages Preview)
    - API: `api-qa.jobhackai.io` (Workers QA)



- Data/services bound to QA: **Sheets (QA spreadsheet)**, **KV (QA namespace)**, **Stripe Test**, **OpenAI (same key acceptable)**
- **Cloudflare DNS/Routes** annotated:
  - A/AAAA for root & www → Wix
  - CNAME app → Cloudflare Pages Prod
  - CNAME qa → Pages Preview
  - Route api/\* → Worker (Prod)
  - Route api-qa/\* → Worker (QA)
- **Shared pieces:** Firebase Auth, optional Zapier glue, Relay Bank.

## 1. SEO Optimization in Wix:

- **Blog Integration:** We'll be creating a blog on Wix that's focused on SEO-optimized content. This includes AI résumé tips, interview prep articles, LinkedIn optimization guides, and so on. Each post will have SEO-friendly titles, meta descriptions, and keywords tailored to drive organic traffic.

## 2. Pricing Page Structure on Wix:

- We'll build out the pricing page directly on Wix, aligning with the finalized pricing tiers. Each plan (Free, 3-Day Trial, Essential, Pro, Premium) will be clearly listed with feature comparisons. We'll include SEO-friendly text on the pricing page so it's easy for users to find through search engines.

## 3. General Wix Setup:

- **Navigation & Footer:** We'll use the standard JobHackAI navigation bar and footer that we've finalized.
- **Lead Capture Forms:** Any lead forms (like "Try JobHackAI Now") will be placed on Wix and linked to your email automation via Zapier.

## Cloudflare Technical Details (App & Billing)

### 1. Core App Hosting:

- We'll host the main JobHackAI application on Cloudflare Pages. This includes all the interactive tools (résumé scoring, LinkedIn optimizer, mock interviews) that users will access after they sign up.

## 2. Stripe Integration:

- All subscription and payment processing will be handled on the Cloudflare side. We'll integrate Stripe's API directly into the app hosted on Cloudflare so users can securely subscribe and manage their plans there.

## 3. Environment Setup:

- We'll set up three environments: Dev, QA, and Production. Cloudflare makes it easy to deploy different branches, so we'll have mirrored environments for testing and production.

## 4. Security and Performance:

- We'll use Cloudflare's built-in security features (DDoS protection, SSL) and caching to ensure the app is fast and secure.

## 5. Quick Login (Dummy)

- demo@jobhackai.com / password123 (Free)
- trial@jobhackai.com / password123 (Trial)
- essential@jobhackai.com / password123 (Essential)
- pro@jobhackai.com / password123 (Pro)
- premium@jobhackai.com / password123 (Premium)

## 6. Why this architecture?

- **Lightweight user data store:** Google Sheets enables easy, cost-effective storage of user metadata and plan status without a complex database.
- **Zapier integration:** Acts as a secure middleware, connecting the frontend with Google Sheets and Stripe APIs without exposing secrets client-side.
- **Stripe Customer Portal:** Provides a secure, PCI-compliant way for users to self-manage billing without requiring custom billing UI development.
- **Seamless UX:** The flow is designed so users experience minimal friction when logging in and managing their subscriptions.

# Design System & UI

## Color Palette (HEX)

Element	HEX	Use Case
Primary CTA Green	#00E676	Buttons, success indicators
Accent Blue	#007BFF	Outlines, links, secondary CTAs
Main Text (Slate)	#1F2937	Primary body and header text
Secondary Text (Gray)	#4B5563	Subtext, muted labels
Muted Gray Text	#6B7280	Descriptive captions, hint text
Light Gray Background	#F9FADF	Section dividers, layout fill
White	#FFFFFF	Card backgrounds, base layer
Divider / Border Color	#E5E7EB	Lines between sections, containers

## Typography

<b>Fon</b>	Inter (Google Font)
<b>Weights</b>	400, 600, 800
<b>Import</b>	<code>&lt;link href="https://fonts.googleapis.com/css2?family=Inter:wght@400;600;800&amp;display=swap"</code>

## UI Components & Design Notes

### Layout

- Centered, modern SaaS layout
- Max width container: 1200px

- Section spacing: At least 4rem top/bottom
- Cards: White background, border-radius: 16px, box-shadow: rgba(0, 0, 0, 0.05)

## Buttons

Property	Primary CTA Button	Secondary Outline Button
Background	#00E676 (green)	transparent
Text Color	#FFFFFF	#007BFF
Border Radius	8px	8px
Font Weight	600	600
Hover Effect	Darken to #00c965	Fade in blue underline

## Navigation Bar

Element	Notes
Logo	Left aligned SVG icon + “JobHackAI” wordmark
Links	“Home”, “Blog”, “Features”, “Pricing”, “Login”
CTA Button	Right side – “Start Free Trial” in green (#00E676)
Responsive	Mobile toggle menu (≡) with same layout/links

## Footer (Global)

```
<footer class="site-footer">
  <div class="footer-container">
    <div class="footer-brand">
      <!-- Inline SVG Logo -->
      <svg class="footer-logo" viewBox="0 0 24 24" ...></svg>
      <span class="footer-name">JOBHACKAI</span>
    </div>

    <div class="footer-links">
```

```
    <a href="#">Home</a>
    <a href="#">What You Get</a>
    <a href="#">Blog</a>
    <a href="#">Support</a>
    <a href="#">Privacy</a>
</div>

<div class="footer-legal">
    <p>© 2025 JobHackAI. All rights reserved.</p>
</div>
</div>
</footer>
```

#### **CSS Snippet:**

```
.site-footer {
    background-color: #FFFFFF;
    border-top: 1px solid #E5E7EB;
    padding: 2rem;
    font-size: 0.9rem;
    color: #6B7280;
}

.footer-container {
    max-width: 1200px;
    margin: 0 auto;
    display: flex;
    flex-wrap: wrap;
    justify-content: space-between;
    align-items: center;
    gap: 1rem;
}


.footer-links a {
    margin-right: 1rem;
    text-decoration: none;
    color: #4B5563;
}

.footer-links a:hover {
    color: #1F2937;
}

.footer-brand {
    display: flex;
```

```
align-items: center;
gap: 0.5rem;
font-weight: 800;
color: #1F2937;
}
.footer-legal {
  flex-basis: 100%;
  margin-top: 1rem;
  text-align: center;
}
```

## ✓ Resume Feedback Usage Logic (UX Feature Control)

- **Essential Plan Users:** Can submit up to **3 resume feedbacks per month**.
  - Display **usage counter**: “You’ve used 2 of 3 résumé feedback sessions this month.”
  - When the limit is reached: show alert or modal:  
 You’ve reached your résumé feedback limit this month. Upgrade to Pro for unlimited feedback.
- **Pro & Premium Users:** Unlimited resume feedback – no cap or warnings displayed.
- **Free Tier:** Locked with CTA overlay.

## ✓ Mock Interview Feature Access & Usage Logic

### 1. Access Control

- **Only Pro and Premium users** can access Mock Interviews. Essential and Free tiers remain locked.


### 2. Pro Plan Quota

- **20 sessions per month**.
- **Usage meter** appears after 10 sessions: e.g., “Mock Interviews: 14 / 20 used • Resets on May 31”.
- **Soft upsell banner** at 18+ sessions: “Need more? Upgrade to Premium for unlimited practice.”

### 3. Premium Plan

- **Unlimited sessions** subject to soft cooldowns (max 1 session/hour, 5/day) to prevent abuse.

## ✅ **Feature Locks (Visual Style)**

- Gray lock icon  next to locked features
- Tooltip or overlay saying: “Upgrade to unlock”
- Slight opacity or desaturation on locked features

## **Business Structure & Tax Benefits**

- ✅ S-Corp registered in Kentucky (user is sole employee/owner)
- ✅ Monthly salary: \$2,000
- ✅ Distributions taxed at 24% (CPA calculates quarterly)
- ✅ Quarterly estimated taxes due: Apr 15, Jun 15, Sep 15, Jan 15
- ✅ CPA-managed filings for payroll + distributions
- ✅ No business insurance needed (user covered by employer)
- ✅ Maximize profit retention + liability protection

## **ROI, Market Research & Growth Potential**

- ✅ Market Size: Online career services = \$43B by 2028
- ✅ Trend: 82% of recruiters use AI to screen resumes
- ✅ Niche: High demand for AI-powered job prep platforms

Scenario	Subscribers	Revenue Per Month	Monthly Costs	Annual Revenue
Low-End Estimate	250 users	\$14,750	\$300	\$177,000
Mid-Range Estimate	700 users	\$41,300	\$500	\$495,600
High-Growth Scenario	1,500 users	\$97,500	\$1,000	\$1.17M

## **Monthly Cost Breakdown:**

Category	Lean (\$300)	Mid (\$500)	High (\$1,000)
Wix	\$54	\$54	\$54
Zapier	\$30	\$75	\$150
OpenAI API	\$50	\$150	\$400
Google Workspace	\$6	\$6	\$6
Blog & SEO Tools	\$30	\$50	\$100
Paid Ads	\$50	\$100	\$250
Affiliate Payouts	\$0	\$65	\$140
CPA Payroll & Tax Filing	\$80	\$100	\$150
<b>TOTAL</b>	<b>\$300</b>	<b>\$500</b>	<b>\$1,000</b>

✓ Less than 1% of revenue at scale → extremely profitable.

## Overall ATS Readiness Scoring Rubric

JobHackAI will provide users with a composite **ATS Readiness Score (1–100)** based on three scorable features: Résumé, LinkedIn Profile, and Mock Interview Performance.

### ✓ Resume ATS Score (Max: 100 pts)

Category	Weight	Description
Keyword Match	35 pts	Relevance to job title and description using skill-specific keywords
ATS Formatting Compliance	25 pts	Headings, layout, font choice, and no tables/graphics
Structure & Organization	20 pts	Proper section order, job titles, dates, education clarity
Tone & Clarity	10 pts	Active voice, concise achievements
Grammar & Spelling	10 pts	No typos, correct tense usage

### ✓ LinkedIn Optimizer Score (Max: 100 pts)



Section	Weight	Description
Headline & Tagline	20 pts	Strong branding, concise keywords
Summary (About Section)	30 pts	Storytelling, clarity, and professional tone
Experience Section	25 pts	Results-focused, matches résumé
Skills Section	15 pts	Job-relevant and up to date
Recommendations	10 pts	Quality and relevance of
Profile Image & URL(Not Included, just text on page)	5 pts	Custom URL and professional image
Engagement (Not Included yet)	10 pts	Posts and activity — placeholder

### **Mock Interview Score (Max: 100 pts)**

Category	Weight	Description
Relevance of Answer	30 pts	Directly addresses the question with examples
Structure & Delivery	25 pts	STAR format or logical flow
Confidence & Clarity	20 pts	No filler words, professional delivery
Depth & Insight	15 pts	Thoughtful response aligned to job values
Grammar & Pace	10 pts	Clear language, no excessive filler words

### **Composite Score Weights (Displayed in Dashboard)**

Feature	Contribution to Final Score
Résumé Score	40%
LinkedIn Optimizer	30%
Mock Interview Score	30%

Your final **ATS Readiness Score = Weighted Average** across the three categories, giving users a clear metric of their job-readiness performance.

### **Feature Set & Functionality Details**

## 1. ATS Resume Scoring

### What it is:

An advanced AI-driven resume scanner that analyzes uploaded resumes for ATS (Applicant Tracking System) compatibility and job relevance. The system produces a numeric **ATS Score (1–100)** using a proprietary rubric, delivering a full breakdown and targeted recommendations.

### Scoring Rubric:

- **Keyword Match** (35 pts): Relevance to the user's target job via skills/industry keywords.
- **ATS Formatting** (25 pts): Headings, layout, font usage, and ATS compliance (no tables or graphics).
- **Structure & Organization** (20 pts): Section order, job titles, dates, education clarity.
- **Tone & Clarity** (10 pts): Action-oriented language and concise bullet points.
- **Grammar & Spelling** (10 pts): No typos, correct tense.

### Plan Access:

- **Free:** 1-time use; one resume scan with full score and high-level feedback.
- **3-Day Trial:** Unlimited scans, unlimited resumes, full breakdowns, and recommendations.
- **Essential/Pro/Premium:** Unlimited scans, detailed breakdowns, and improvement suggestions at any time.

### Dashboard Experience:

- Score displayed as progress bar with color badge (red/yellow/green), section-by-section rubric, and improvement suggestions.

## 2. Resume Feedback

### What it is:

Structured, AI-powered feedback that evaluates resumes section-by-section for clarity, alignment, keyword density, and formatting issues. Provides actionable guidance to increase job search effectiveness.

### Plan Access:

- **Free:** Locked, with visible upgrade CTA.

- **3-Day Trial:** Up to 3 feedback sessions (soft cap). Usage meter and upsell banners appear at 2/3. Locks at 3/3 until upgrade.
- **Essential:** 3 feedbacks per month. Meter shown; locks at 3/3, upgrade CTA displayed.
- **Pro/Premium:** Unlimited resume feedback.

### 3. Resume Rewriting

#### What it is:

AI-powered resume rewriting that completely rewords and optimizes the user's resume for ATS compliance, clarity, and readability, section-by-section. (No numeric score—uses the same rubric for AI improvement.)

#### Plan Access:

- **Free/Trial/Essential:** Locked, upgrade CTA visible.
- **Pro/Premium:** Unlimited rewrites.

### 4. Cover Letter Generator

#### What it is:

Automated, AI-generated cover letters tailored to specific jobs (250 words), using resume data and job descriptions for maximum ATS compatibility and impact. (No scoring in MVP—cover letter scoring on V2 backlog.)

#### Plan Access:

- **Free/Trial/Essential:** Locked.
- **Pro/Premium:** Unlimited cover letter generation.

### 5. Interview Questions

#### Interview Questions — UX Spec

#### Query Bar (above the list)

- **Fields:**
  - **Role** (combobox)
  - **Seniority** (Select: Intern / Junior / Mid / Senior / Lead / Director)
  - **Question Type** (toggle chips: Behavioral / Technical / System Design / Leadership / Culture)

- **Question Count** (10)
- **Advanced** (accordion): “**Paste Job Description (optional)**” textarea to tailor the set.

### On each question card

- **Actions:** **Copy**, **Replace** (swap just this one), **Save** ★, **Notes** (opens a small textarea).

### Cooldown & statuses (1/min rule)

- After **Generate/Regenerate**, show a **non-blocking toast**: “*New Set ready.*”
- Disable **Generate/Regenerate** with a countdown badge (e.g., “**0:58**”).

### Session history (lightweight)

- Right side on desktop / collapsible on mobile: **Recent Sets** (role, timestamp, 10 questions). Click to restore.

### Access & plan logic (aligned with pricing matrix)

- **Free:** page locked → CTA card “*Upgrade to try Interview Questions.*”
- **Trial / Essential / Pro / Premium:** unlimited generation with **1/min cooldown**.
- **Mock Interview CTA:** visible but **locked** for Trial/Essential; **clickable** for Pro/Premium.

### Control without re-rolling the whole set

- If 1–2 questions miss, **Replace** swaps just those to avoid burning a full regeneration and keep momentum.

### Faster practice → better retention

- **Copy** and **Save** ★ let users build a tight, personal set in seconds. Users curate → repeat → refine.

### Answer quality jumps

- **Notes** + **Show Answer Guidance** (STAR hints) push users to structure answers; reduces rambling.

### Clean upsell path

- **Start Mock Interview with saved set** becomes a natural **Pro/Premium** funnel. Trial/Essential see a lock + tooltip (no dead ends).

## Great telemetry

- Clicks on **Replace/Save/Copy** identify weak topics, roles needing more coverage, and upgrade intent.

### How it works (concrete examples)

#### A) Replace (surgical swap)

User sees **Q3: “Describe a time you disagreed with a teammate.”** It’s not relevant. They hit **Replace** → call:

```
POST /questions/replace
{
  "role": "<role>",
  "seniority": "<seniority>",
  "types": ["behavioral", "technical"],
  "jd": "<optional pasted JD>",
  "replaceIndex": 3
}
```

New Q3 appears with a **5-second micro-cooldown** badge on the **Replace** button only. **Generate/Regenerate** cooldown stays intact.

#### B) Save ★ (curate a study set)

User stars **Q1, Q4, Q7** → a “**Saved (3)**” chip appears in the toolbar.

They can open **Saved Set** → **Copy All / Download PDF / Start Mock Interview with saved set**.

Trial/Essential clicking Mock Interview shows a **feature-lock modal** with Pro benefits + link to Pricing.

#### C) Notes (capture the story beats)

On **Q2: “Tell me about a time you improved a process.”**

User taps **Notes** → a small textarea drops under the card.

Pre-fill **STAR** scaffold:

S:

T:

A:

R:

They jot: “*Cut CI build time 22% by caching deps, parallelizing tests.*”

**Auto-save** to **localStorage** (or user profile later). On revisit, it’s there.

#### D) Show Answer Guidance (lightweight coaching)

Top-level toggle: **Show Answer Guidance**.

Each card reveals a **one-liner hint** (no walls of text):

*Hint: “Quantify outcome; mention tools; keep it under 90 seconds.”*

Optional **Example** expands a **3-sentence STAR** sample.

### E) Copy (snackable export)

- **Copy** on a single card copies just that question.
- **Copy All** in the toolbar collects the current list (or the **Saved Set**) for quick pasting into Notes/Docs.

## 6. Mock Interviews

### What it is:

A fully simulated, AI-powered interview experience. The user answers **10 role-specific questions per session** (typed input for MVP), and the AI scores each response using a standardized rubric, plus provides session summaries and improvement advice.

### Scoring Rubric:

- **Relevance of Answer** (30 pts)
- **Structure & Delivery** (25 pts)
- **Confidence & Clarity** (20 pts)
- **Depth & Insight** (15 pts)
- **Grammar & Pace** (10 pts)

*Session results:* Numeric badge, progress tracking, color coding.

Plan	Functionality
<b>Pro</b>	<b>20 sessions / month</b> . Each session contains <b>10 questions</b> . Usage meter shown after 10 sessions; at 18/20, upsell banner: "Need more? Upgrade to Premium for unlimited
<b>Premiu</b>	<b>Unlimited sessions</b> (10 questions each). Soft cooldown: 1 / hr, max 5 / day.
<b>Free / Trial /</b>	Locked. CTA and feature-lock icon shown.

*Voice input for mock interviews: V2 backlog (not MVP).*

## 7. LinkedIn Optimizer

### What it is:

Section-by-section LinkedIn profile review and scoring (1–100) with actionable feedback and AI-powered rewrite suggestions for every section.

### Scoring Rubric:

- **Headline & Tagline** (20 pts)
- **Summary/About** (20 pts)
- **Experience** (20 pts)
- **Skills** (15 pts)
- **Recommendations** (10 pts)
- **Profile Image & URL** (5 pts)
- **Engagement** (optional, 10 pts, future)

### Plan Access:

- **Premium:** Unlimited scoring and rewrite access.
- **All lower tiers:** Locked, with CTA/feature lock.

## 8. Priority Review

### What it is:

Premium users' resume and interview requests are automatically prioritized in the AI queue for faster, more detailed analysis—no action required.

### Plan Access:

- **Premium:** Auto-enabled.
- **Others:** Locked.

## Feature Lock & Usage Meter Logic

- **Locked Features:** Gray lock icon with tooltip “Upgrade to unlock.” Premium-only features display gold badge in lower tiers.
- **Usage Meter:**
  - Resume Feedback: Usage shown, upsell at 2/3 (trial) or 3/3 (Essential).
  - Mock Interviews (Pro): Meter after 10, upsell at 18/20.
- **Cooldowns:**
  - Interview Questions: 1/min

- Mock Interviews: 1/hr, 5/day

## Composite ATS Readiness Score (Dashboard)

- Weighted average of:
  - Resume Score (40%)
  - LinkedIn Score (30%)
  - Mock Interview Score (30%)
- Presented as a dashboard gauge to indicate job market readiness

## Rationale for Unlimited ATS Scoring in Trial

- Increases perceived value and conversion, in line with industry competitors.
- Minimal cost impact per scan.
- Ensures the upgrade push comes from other feature caps (feedback, rewrites, LinkedIn, etc.).



## Additional Implementation Decisions (Committed)

1. **Cover-Letter Scoring (V2 Backlog)** – Separate feature allowing users to upload/paste their own cover letter for an AI score & feedback (Pro/Premium in V2).
2. **Interview Questions Soft-Cooldown** – Abuse prevention: **max 1 question-set request per minute** for all plans.
3. **Token-Cost Strategy** – Run résumé & LinkedIn scoring on **GPT-3.5-turbo-1106**; reserve **GPT-4o** for mock-interview feedback to control OpenAI spend.
4. **Social-Proof Automation** – Zapier workflow: Stripe trial → Sheets → LinkedIn DM request → live testimonial carousel update on homepage.
5. **Design Token Expansion** – Add spacing (`--space-1...--space-6`), typography scale (`--fs-h1...--fs-small`), shadow (`--elev-1, --elev-2`), breakpoint (`--bp-sm...--bp-xl`), and motion (`--trans-fast`) tokens to the Design System.
6. **Canonical Snippet Library** – Create `Snippets.md` containing the authoritative HTML/CSS for Button, Input, and Card components.



7. **Prompt Contract Update** – Future prompts must reference tokens and snippets explicitly: “Insert `<!-- Button -->` snippet verbatim; use `var(--space-3)` for padding.” – Zapier workflow: Stripe trial → Sheets → LinkedIn DM request → live testimonial carousel update on homepage.