Coursiv Mobile App — Complete PRD & Engineering Brief

This document is the single source of truth for replicating the Coursiv mobile application end-to-end. It covers every screen, every interaction, every UI element, and every flow — from the first onboarding question through the core app experience. Reference the Miro board for visual screenshots: https://miro.com/app/board/uXjVJBnq-3c=/

1. Product Overview

Coursiv is best described as "Duolingo for AI" — a mobile-first micro-learning app that teaches everyday people (primarily beginners and non-technical users aged 30+) how to use popular AI tools like ChatGPT, Midjourney, Canva AI, Claude, and Gemini through bite-sized interactive lessons, fill-in-the-blank exercises, and prompt discovery mechanics.

The app monetizes via a subscription paywall (shown after onboarding) and a one-time AI Bundle upsell. The core value proposition is that users can go from zero AI knowledge to practical AI mastery through a structured, gamified learning path — no coding or technical background required.

1.1 Platform

iOS native app (App Store distribution). The primary flow is: App Store download → Onboarding quiz (20 screens) → Paywall → Account signup → One-time offer upsell → Core app experience.

1.2 Design Language

Primary color: Purple/Indigo (#6C5CE7 or similar deep purple). Accent: Green for success states. Background: White/light gray. The UI is clean, rounded corners, card-based layouts. Typography is modern sans-serif. The brand name "Coursiv" appears in a cursive/script logo font. Emoji are used heavily in onboarding answer options to make it feel friendly and approachable. Progress indicators use a circular ring style (like fitness apps).

2. Onboarding Flow (20 Screens)

The onboarding is a 20-step quiz funnel. There is NO login or signup before the onboarding — the user answers all 20 questions first, sees the paywall, then creates an account. This is critical for conversion. The top of every quiz screen shows a purple progress bar and a step counter "X / 20" in the top-right corner. Each screen also has a back arrow "<" in the top-left.

2.1 Screen-by-Screen Breakdown

Screen 1/20 — "Do you feel overwhelmed with AI?"

Type: Single-select question. Layout: Title centered at top. Below the title are 4 option cards stacked vertically. Each card has an emoji on the left and the answer text on the right. The cards have a light gray background with rounded corners. Tapping one auto-advances to the next screen (no submit button needed).

Options:

😨 Always

🙁 Often

😐 Sometimes

😊 Not really

Screen 2/20 — "How comfortable are you with AI tools?"

Type: Single-select question. Same card layout as Screen 1.

Options:

😵 I don't know anything

😨 I struggle a lot

😐 Sometimes

😎 I feel confident

Screen 3/20 — Social Proof / Confidence Builder

Type: Informational/motivational screen (no question). Layout: Coursiv logo at top-left. A hero illustration in the center showing the app with "1 million users" badge, 5 gold stars, trophy icon, and hearts. Below the illustration: Headline "Chillax! We're here to regain your confidence" followed by body text "Join over 1 million adults who've mastered AI with our research-backed, expertly crafted challenges." Single purple CTA button at bottom: "Continue". This screen does NOT auto-advance — user must tap Continue.

Screen 4/20 — Placeholder (exact content not captured)

Type: Likely another single-select question following the same pattern. This screen was between Screen 3 and Screen 5 in the Miro layout. Engineer should verify from Miro board or from the live app.

Screen 5/20 — "Do you think that it's hard to learn AI?"

Type: Single-select question.

Options:

🙁 Yes, all the time

🙂 Yes, but I still want to learn

😊 No, it's not hard for me

Screen 6/20 — "Do you think you need to know programming to learn AI?"

Type: Single-select question. Note: NO emoji on these options — just plain text cards.

Options:

Yes, of course

Not really

I never thought about it

Screens 7–11/20 — Additional Quiz Questions (Pattern Continues)

These screens were visible in the Miro board's second and third rows but at a smaller resolution. They follow the same card-based single-select pattern. One of these screens (approximately Screen 7 or 8) is another motivational/informational interstitial featuring an illustration of AI tools (cursor icon, navigation arrows) with the headline "Nothing to worry about" and body text referencing a Harvard Business Review quote about AI not replacing humans but humans with AI replacing those without it. This screen has a "Continue" button. The engineer should verify exact question text from the live app or Miro board zoom.

Screen 12/20 — "What annual income level do you want to achieve?"

Type: Single-select question. Plain text cards (no emoji).

Options:

$50,000 - $100,000

$100,000 - $300,000

More than $300,000

Screen 13/20 — "Did you know that AI tools may boost your income potential even further?"

Type: Single-select question with emoji.

Options:

🤓 Yes, I've heard of it

🤔 I'm curious

🤩 No, this is news to me

Screen 14/20 — "Are you comfortable with learning new skills or techniques?"

Type: Single-select question with emoji.

Options:

👍 Yes

👎 No

🤔 Hmm, not sure

Screen 15/20 — "What other fields would you personally like to try yourself in?"

Type: MULTI-select question (this is different from all previous). Subtitle: "Choose all that apply". Each option is a row with an icon on the left, text in the middle, and a radio/checkbox circle on the right. Purple "Continue" button at bottom (user must tap Continue after selecting).

Options (each with a distinct icon):

🎨 Graphic Design

✏️ Content Creation

💻 Web Development

📱 Digital Marketing

📊 Social Media Marketing

Screens 16–18/20 — Additional Quiz Questions

These are additional single-select questions following the same visual pattern. The engineer should verify the exact content from the Miro board or live app.

Screen 19/20 — "Is there something special you wish to achieve?"

Type: Single-select question. Subtitle: "You're more likely to reach your goal if you have something important to aim for." This is a goal-setting screen.

Options (visible):

🏠 Buy a house

✈️ Vacation

🚗 Buy a car

🧓 Worry-free retirement

👶 Children's education

💒 A perfect wedding

Screen 20/20 — "How much time are you ready to spend to achieve your goal?"

Type: Single-select question. Subtitle: "You're more likely to reach your goal if you have something important to aim for."

Options:

5 min/day

10 min/day

15 min/day

20 min/day

2.2 Post-Quiz Results Sequence (After Screen 20)

After the user completes all 20 questions, they are shown a personalized results sequence of 4 screens before the paywall appears.

Results Screen A — "Your Personal AI-Driven Income Growth Challenge"

Type: Personalized summary screen. The Coursiv logo is at the top. Headline: "Your Personal AI-Driven Income Growth Challenge." Body: "Based on your answers, we expect you to gain necessary skills and become." Highlighted goal text in purple: "AI Master by Nov 2025" (this date is dynamically calculated ~6 months from the current date). Below that: "Your goal: Buy a house" (dynamically populated from Screen 19's answer). A bar chart visualization shows monthly progress from current month to 4 months later, going from "Beginner" (red/small bar) to "AI Master" (green/tall bar), passing through months labeled Sep, Oct, Nov, Dec. Purple "Continue" button at bottom.

Results Screen B — Loading Animation (89%)

Type: Animated loading screen. Coursiv logo at top. A large circular progress ring in the center that animates from 0% to 89% (purple/indigo ring on white). Below the ring: "Creating your personal plan..." Below that in large purple text: "1 million+ people have chosen Coursiv." Below that is a Trustpilot-style 5-star green review card showing: "GO FUTURE!" with reviewer name "Hyun" and review text. This screen auto-advances after the animation completes (approximately 3-4 seconds).

Results Screen C — Loading Complete (100%)

Type: Completion screen. Same layout as Screen B but the ring shows 100% and the text below says "Done!" instead of "Creating your personal plan..." Same

social proof section below. Purple "Get started" button at bottom. This screen requires user to tap the button to proceed to the paywall.

3. Paywall

The paywall appears immediately after the post-quiz results sequence. It consists of two screens: a trial guide overlay and the main paywall.

3.1 Trial Guide Screen (Pre-Paywall)

This appears to be a semi-transparent overlay or full screen that introduces the free trial concept. Content:

Headline: "Guide" or similar

Body text includes:

"Start your journey" — "Get premium access for free"

"Get a reminder" — "...about the end of your free trial"

"Trial ends" — "...charged on this day - cancel before"

This screen educates the user on how the free trial works before showing the pricing. It has a CTA to proceed to the actual paywall.

3.2 Main Paywall Screen — "Try Coursiv for free"

Layout (top to bottom):

Back arrow "<" top-left. "Restore" link top-right (for restoring previous purchases via App Store).

Title: "Try Coursiv for free" (large, centered).

Value Comparison Table: A 3-column comparison table with the following structure:

Column 1 — Coursiv logo + "Cost: $1.42 a day" │ Fun: ✓ (purple checkmark) │ Interactive: ✓ (purple checkmark)

Column 2 — Starbucks + "$4.15 a cup" │ Fun: ✓ │ Interactive: ✗ (gray)

Column 3 — "Courses" + "$1000 a course" │ Fun: ✗ │ Interactive: ✗

Below the table: "SAVE 25%" badge (purple pill-shaped badge positioned to the right).

Subscription Options (two cards stacked vertically):

Card 1 (pre-selected, has a purple checkmark/radio on the right):
"Monthly" — bold
"$29.99 paid monthly"
"$9.99 $7.49/week billed monthly" (the $9.99 is struck through)

Card 2:
"Weekly (3-day free trial)" — bold
"$9.99/week after 3 day trial"

CTA Button: Large purple button at bottom — "Subscribe"

Footer links: "Privacy Policy · Terms & Conditions" (centered, gray text)

3.3 Purchase Confirmation Modal

After successful App Store purchase, a modal overlay appears on top of the paywall (the paywall is visible but dimmed behind). Modal content:

"You're all set."

"Your purchase was successful."

Single blue/purple "OK" button.

Tapping OK dismisses the modal and takes the user to the Signup flow.

4. Signup Flow (2 Screens)

Signup happens AFTER the paywall purchase, not before. This is a 2-step flow with a step indicator "1/2" or "2/2" shown at the top right.

4.1 Signup Screen 1/2 — Email & Name

Top: Back arrow "<" left, "Sign Up" title centered, "1/2" step indicator right.

Fields:

Email field — standard email input with validation ("valid email address" helper text).

Name field — text input.

Footer: Links to "Terms, Privacy Policy, Subscription Terms"

CTA: Purple "Get started" button at bottom.

4.2 Signup Screen 2/2 — Password

Top: Back arrow "<" left, "Sign Up" title centered, "2/2" step indicator right.

Fields:

"Password" label. "Enter your password" placeholder. Eye icon for show/hide toggle.

Password validation rules shown below the field with red/green indicators:

⚪/🔴/🟢 At least 6 characters

⚪/🔴/🟢 At least one lowercase letter (a-z)

⚪/🔴/🟢 At least one number (0-9)

"Confirmation password" label. "Confirm your password" placeholder. Eye icon toggle.

CTA: Purple "Get started" button at bottom.

A "Paste" button also appears (likely for pasting from password manager).

Note: After completing signup, the user is taken to the One Time Offer screen.

5. One-Time Offer (Upsell — 2 Screens)

After signup, the user is presented with a one-time upsell offer for the "AI Bundle" — a collection of 30,000+ AI prompts. This is a 2-screen sequence with a countdown timer creating urgency.

5.1 Upsell Screen 1 — Introduction

Top: Countdown timer "Discount expires in 08:32" (counts down in real-time). "Skip >" link on the right to bypass.

Hero section: Shows "The Complete AI Bundle" product image/card at the top.

Headline: "Don't miss your chance to succeed with ChatGPT!"

Body: "Many people miss out on potential upsides because they lack prompting skills required to maximize AI output."

Below: A visual showing the "Coursiv Bundle" product with a "Now" indicator arrow pointing to it, illustrating the value.

Bottom text: "We want you to succeed, which is why we're offering an additional discount for AI Bundle that worth attention"

CTA: Purple "Got it" button at bottom.

5.2 Upsell Screen 2 — Full Offer & Pricing

Top: Countdown timer "Discount expires in 09:48". "Skip >" link right.

Banner: Purple notification bar — "Previous discount 60%" crossed out. "Get 'AI Bundle' now with up to 60% off!"

Headline: "The Complete AI Bundle for Success in 2025"

Body: "Access 30,000+ AI prompts for ChatGPT, Claude, Gemini & Midjourney to automate, create, and scale"

Product card: Shows "The Complete AI Bundle" with a visual of the product including instructor/avatar "Joshua"

Feature list (with checkmark bullets):

✅ 30,000+ AI Prompts: ChatGPT, Midjourney, & Gemini AI

✅ Save time and boost efficiency with prompts tailored for specific needs

✅ Copy & paste to enjoy guaranteed results

Bonus section: Purple gift box icon — "Special gift included: Mega-Prompts for Productivity ($23.00 Value)"

Pricing section: "Your path to success starts here!"

Row 1: "30,000+ prompts library" — "$15.99" with "$39.99" struck through

Row 2: "Prompts for Productivity" — "Free" (green) with "$23.00" struck through

CTA: Purple button — "Buy and Unlock AI Bundle (60% OFF)"

6. Core App Experience

After onboarding, paywall, signup, and upsell, the user enters the main app. The app contains basic tutorials and instructional guides teaching users how to use specific popular AI tools (ChatGPT, Midjourney, Canva, etc.). The structure is modeled after Duolingo — courses contain levels, levels contain lessons, and lessons contain interactive exercises.

6.1 Learning Plan / Home Screen — "Your Plan is Ready!"

This is the first screen the user sees after onboarding. Layout:

Title: "Your Plan is Ready!"

Body: "Let's dive into the steps to become an AI expert and integrate these tools into your daily life."

Section: "AI Mastery" — a vertical scrollable learning path showing steps as locked/unlocked tiles (similar to Duolingo's path UI).

"You're here" marker at the first step.

Steps are labeled: "Start here", "Step 1", "Step 4", "Step 5", "Step 8", etc. Each step is a dark-colored rounded square tile with a unique icon (star, lock, briefcase, etc.).

Steps that are locked appear dimmed or with a lock overlay.

The current/next step has a highlighted "You're here" indicator.

CTA button at bottom: "I'm ready" or similar.

6.2 Course Module Screen — e.g., "ChatGPT"

When the user taps on a step/course, they enter a Course Module detail screen. Layout:

Top navigation: Back arrow "<" left, Course name (e.g., "ChatGPT") centered, settings icon right, progress percentage (e.g., "0%") shown as a circular micro-progress indicator.

Course header: Purple banner with level info — "AI MASTERY - CHATGPT: LEVEL 1" and subtitle "Basics of ChatGPT."

Video section: A video thumbnail with a play button (purple play icon). This is likely an introductory video for the module.

Current lesson card: The active lesson appears prominently below the video. Shows lesson title (e.g., "ChatGPT as an LLM"), subtitle (e.g., "What is ChatGPT and How Does It Work?"), and two action buttons side by side: "Read" (outlined) and "Listen" (filled purple with speaker icon). The "Listen" option is highlighted/selected by default, suggesting audio-first learning.

Lesson path below: A vertical learning path (like a branching tree/road) showing upcoming lessons as nodes connected by lines. Each node is a rounded square with an icon (book icon). Lessons visible:

Feed ChatGPT with Data

ChatGPT for SMM (Social Media Marketing)

Travel Planning

Event Planning

Prompt Engineering

Lessons that haven't been completed yet appear slightly grayed or with a lock state.

6.3 Lesson Content — Read Mode

When the user taps "Read" on a lesson, a full-screen content reader opens. Layout:

Top: "X" close button top-left. "Aa" text size adjustment control top-right (allows user to change font size).

Content area: Full-width scrollable text content. Includes:

Lesson title as a heading (e.g., "What is ChatGPT?")

Conversational, friendly body text written in first person by an instructor character (e.g., "Hey there, I'm Alex! Today, we're diving into the world of ChatGPT, an advanced large language model (LLM).")

Illustrations interspersed in the content (e.g., a person climbing stairs — representing progress/growth).

The tone is warm, encouraging, and assumes zero prior knowledge.

Bottom: Purple "Continue" button (full width) to advance to the next content section or to the interactive exercise.

6.4 Interactive Exercise — Fill in the Blanks

After reading the lesson content, the user is presented with an interactive exercise. This is the core gamification mechanic. Layout:

Top: "X" close button top-left.

Title: "Your First Task: Fill In the Blanks"

Context/prompt: A real-world scenario is described (e.g., "Just finished an important meeting and need to write a follow-up letter. How would you ask AI for help?")

Prompt template section: Shows a ChatGPT icon (green circle with the ChatGPT logo) followed by a prompt template with one word replaced by a blank/placeholder box (e.g., "Can you help me write an email to a [___blank___] about subject ? Include product features"). The blank is highlighted with a dotted border or different background.

Answer selection: A bottom sheet/panel slides up with the text "Select an answer" and "Tap the correct word to continue." Two or more word options are displayed as tappable chips/pills (e.g., "a recent meeting" | "client"). User taps the correct word to fill in the blank.

CTA: Purple "Check" button at bottom to verify the answer.

6.5 Exercise Result — Correct Answer

After the user selects the correct answer and taps "Check", the screen updates to show the completed prompt AND the AI's response. Layout:

The filled-in prompt is shown at the top with the ChatGPT icon (e.g., "Can you help me write an email to a client about a recent meeting? Include product features").

Below: The AI response is displayed as a formatted output — in this case a full email template with placeholders like "[Client's Name]", "[date]", "[Product Name]", "[specific topic]". The email includes a feature list with bullet points.

A green success banner at the bottom: Green checkmark icon. "Amazing!" bold text. "You're right on track with your approach."

CTA: GREEN "Continue" button at bottom (note: this is green, not purple, to reinforce the success state).

6.6 Prompt Discovered / Congratulations Screen

After completing an exercise, a "Congratulations" screen appears. This is a key engagement mechanic — the user "discovers" reusable prompts they can save. Layout:

Top: "X" close button.

Center: Large green hexagonal badge with a white checkmark (achievement badge style).

Headline: "Congratulations"

Body: "You're taking great steps towards mastering working with AI. Keep it up!"

"Prompts discovered:" section below — shows a card with the prompt the user just learned:

Card contains: Prompt name (e.g., "Email"), prompt template text (e.g., "Write an email to [recipient] to [purpose]. Include [details]."), the AI tool icon (ChatGPT green icon), and category tags (e.g., "WORK ENV" │ "EMAIL") as small purple pill badges.

CTA: Purple "Continue" button at bottom.

This mechanic gives users a "collectible" feeling — they're building a personal prompt library as they progress through lessons.

7. Complete User Flow Summary

The complete end-to-end user journey is:

1. User downloads app from App Store

2. 2. App opens directly into onboarding quiz (no splash screen, no login)

3. 3. User answers 20 quiz questions (single-select and multi-select, with motivational interstitials mixed in)

4. 4. Post-quiz: Personalized results summary with growth chart

5. 5. Loading animation (89% → 100%) with social proof

6. 6. Paywall: Trial guide → Pricing screen with comparison table and subscription options

7. 7. App Store purchase flow (native iOS subscription)

8. 8. Purchase confirmation modal

9. 9. Signup: 2-step account creation (email/name → password)

10. 10. One-Time Offer: AI Bundle upsell (2 screens with countdown timer, can skip)

11. 11. Core App: Learning plan home screen showing mastery path

12. 12. User taps into course modules (e.g., ChatGPT)

13. 13. Reads/listens to lesson content

14. 14. Completes interactive fill-in-the-blank exercises

15. 15. Sees AI response and gets success feedback

16. 16. Discovers and collects prompt templates

17. 17. Progresses through the learning path, unlocking new modules

8. Technical & Engineering Requirements

8.1 Data Model (Key Entities)

User: id, email, name, password_hash, subscription_status, subscription_plan, onboarding_answers (JSON), created_at, has_ai_bundle.

Course: id, title, slug, description, icon, order, total_lessons.

Level: id, course_id, title, order, description (e.g., "Level 1: Basics of ChatGPT").

Lesson: id, level_id, title, subtitle, order, content_type (read/listen/video), content_body (rich text/markdown), illustration_url, audio_url.

Exercise: id, lesson_id, type (fill_in_blank, multiple_choice), scenario_text, prompt_template (with blank placeholders), correct_answer, wrong_answers[], ai_response_template.

PromptTemplate: id, name, template_text (e.g., "Write an email to [recipient] to [purpose]. Include [details]."), ai_tool (chatgpt/midjourney/etc), tags[] (e.g., "WORK ENV", "EMAIL"), exercise_id.

UserProgress: user_id, lesson_id, completed_at, score.

UserPrompt: user_id, prompt_template_id, discovered_at (tracks which prompts user has "collected").

OnboardingAnswer: user_id, question_number, answer_value, answered_at.

8.2 Subscription & Payments

Use Apple StoreKit 2 for subscription management. Two subscription tiers:

Monthly plan: $29.99/month (equivalent to $7.49/week). Auto-renewing. No free trial on this plan.

Weekly plan: $9.99/week. 3-day free trial. Auto-renewing after trial.

The "Restore" button on the paywall must call StoreKit's restoreCompletedTransactions() to handle users who reinstall the app.

One-Time Purchase (AI Bundle): $15.99 one-time in-app purchase. This is a non-consumable purchase. Unlocks a "Prompts Library" section within the app containing 30,000+ prompt templates.

8.3 Navigation Architecture

The app uses a linear navigation flow for onboarding (no tab bar visible during onboarding, paywall, signup, or upsell). The tab bar only appears once the user enters the core app.

Onboarding flow: Linear stack navigation. Each quiz screen pushes onto the stack. Back button pops. Progress bar advances.

Core app: Tab-based navigation (likely 3-5 tabs — Home/Plan, Courses, Prompts, Profile/Settings). Each tab has its own navigation stack.

Lesson flow: Modal presentation (full-screen). The "X" button dismisses the modal and returns to the course module.

8.4 Key Interactions & Animations

Quiz auto-advance: When user taps a single-select option, briefly highlight the option (scale or color change), then auto-advance to next screen with a slide-left animation after ~300ms delay.

Progress bar: Smooth animation filling from left to right as user progresses through onboarding steps.

Loading ring: The 89% and 100% circular progress rings should animate smoothly (count up animation over 3-4 seconds).

Countdown timer (upsell): Real-time countdown from 10:00 (or similar) to 00:00. Timer starts when the screen loads. If it reaches 00:00, the offer may disappear or the user is redirected.

Fill-in-the-blank: When user taps a word chip, it animates into the blank placeholder with a subtle snap/insert animation.

Success state: Green border/glow animation on correct answer. The "Amazing!" text could animate in with a slight bounce.

Prompt card collect: The prompt card could animate in with a "card flip" or "slide up from bottom" animation when discovered.

8.5 Content Requirements

The app needs a CMS or backend admin panel to manage the following content:

Onboarding questions: 20 questions with their options, types (single/multi-select), and motivational interstitial content.

Courses: Multiple AI tool courses. Visible in screenshots: ChatGPT (with sub-lessons on Basics, LLMs, Data Feeding, SMM, Travel Planning, Event Planning, Prompt Engineering). Other likely courses: Midjourney, Canva AI, Claude, Gemini.

Lessons: Each lesson needs: title, subtitle, read content (rich text with illustrations), optional audio version, and one or more interactive exercises.

Exercises: Fill-in-the-blank prompts with scenario context, template text with blanks, correct and incorrect answer options, and the AI's response template that shows after correct answer.

Prompt Templates: Reusable prompts that users "discover" and collect. Each has a name, template text, associated AI tool, and category tags.

Illustrations: Custom illustrations for motivational screens and lesson content (person climbing stairs, AI tool icons, achievement badges, etc.).

9. Edge Cases & Important Implementation Notes

Onboarding must run BEFORE any login/signup — this is the Coursiv conversion strategy. Never gate the onboarding behind authentication.

The paywall shows BEFORE signup — the user must subscribe before creating an account. This is unconventional but intentional; it maximizes trial conversion.

The personalized results (growth chart, goal, target date) must feel dynamic — calculate dates relative to the current date. The user's selected goal from Screen 19 must appear on the results screen.

The "1 million+ people" social proof and Trustpilot reviews should be hardcoded (not pulled from a live API). These are marketing claims shown during the loading screens.

The countdown timer on the upsell must persist if the user navigates back and forward. Consider using a session-based timer that doesn't reset.

The "Skip" button on the upsell screens must be clearly tappable but visually de-emphasized (small, gray, right-aligned). The primary CTA ("Got it" / "Buy and Unlock") should be large and purple.

The "Listen" mode on lessons implies text-to-speech or pre-recorded audio narration. If building an MVP, start with Read mode only and add Listen mode as v2.

Password validation must show real-time feedback — as the user types, the validation indicators should update from red/gray to green.

The course path (learning path UI) should be vertically scrollable with a branching visual. Each node is a rounded square tile. Completed nodes have a different visual treatment (filled, with checkmark). Locked nodes are dimmed.

The app should store onboarding answers locally (and sync to backend after signup) to persist the experience even if the user kills the app mid-onboarding.

10. Screens Still Requiring Verification

The following screens were visible on the Miro board but could not be read in full detail due to the board's zoom level. The engineer should download the Coursiv

app from the App Store and verify these screens by going through the onboarding flow:

Onboarding Screen 4/20: The exact question text between Screen 3 (social proof) and Screen 5 (hard to learn AI) needs verification.

Onboarding Screens 7–11/20: These screens sit between Screen 6 ("need programming?") and Screen 12 ("income level"). At least one of them is a motivational interstitial. The rest are likely additional survey questions.

Onboarding Screens 16–18/20: These screens sit between Screen 15 ("fields to try") and Screen 19 ("goal"). Likely additional survey questions.
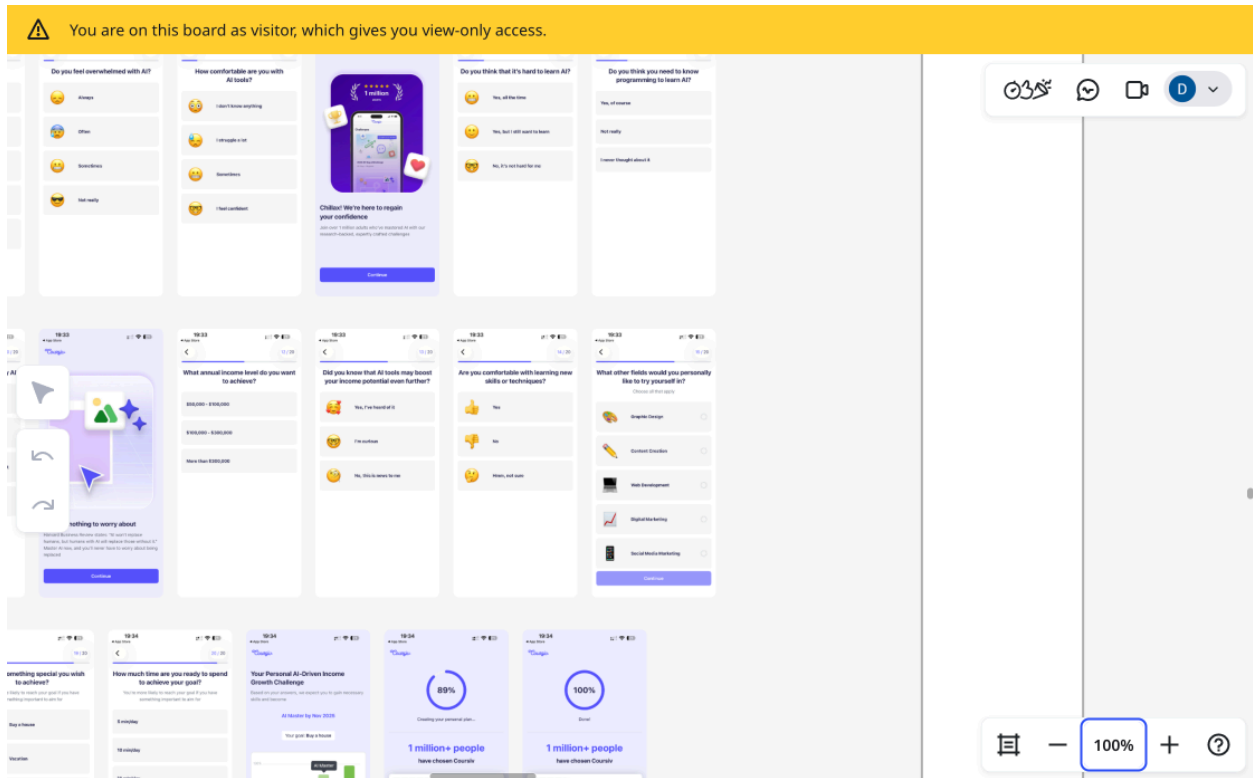
Mobile Web Funnel: The Miro board also shows a "Mobile Web Funnel" variant with similar onboarding screens that appear to be web-based versions of the same flow. These may be used for web-based ad landing pages. The web funnel has its own onboarding, paywall, and signup screens that look slightly different from the mobile app versions.

Additional app screens: The Miro board shows what appears to be a third funnel column (partially visible on the right edge). This may contain additional app screens or alternative designs that need exploration.
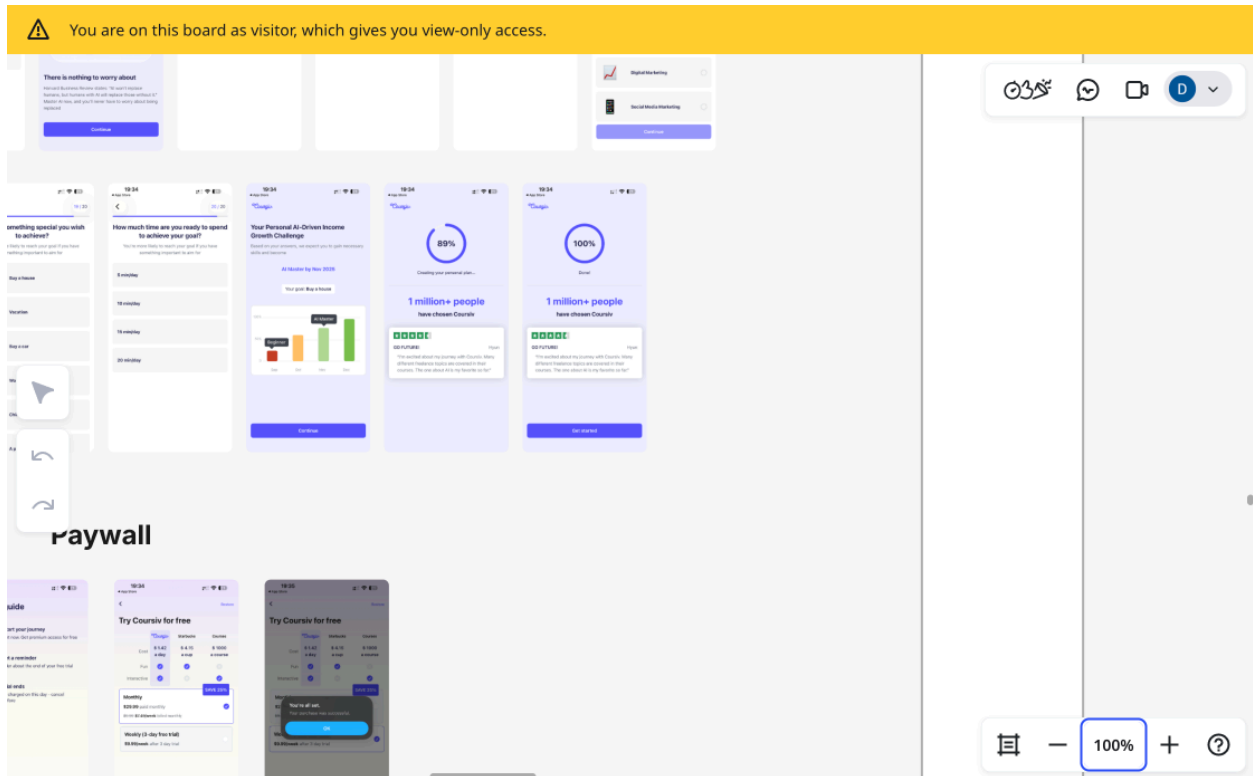
11. Visual References (Screenshots from Miro Board)

11.1 Onboarding Screens Row 1 (Screens 1–6)

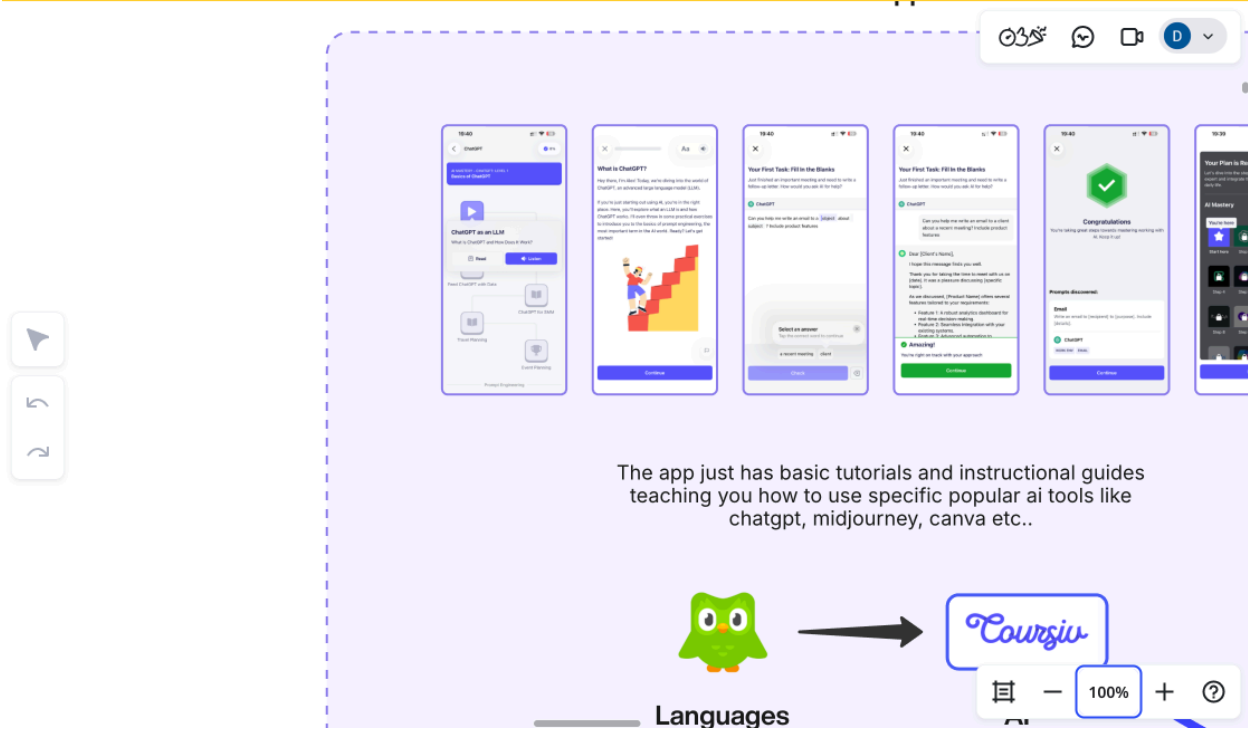# 11.2 Paywall & Signup Screens

Paywall

11.3 Core App Screens (Course, Lesson, Exercise, Prompt Discovery)

The app just has basic tutorials and instructional guides teaching you how to use specific popular ai tools like chatgpt, midjourney, canva etc..

End of PRD. This document was compiled from a detailed analysis of the Coursiv Miro board. For any screens where the exact copy or design details could not be confirmed, the engineer should download the Coursiv app from the App Store and go through the complete flow to verify. The Miro board link is: https://miro.com/app/board/uXjVJBnq-3c=/