Tamiti Studio Product Specification

Project Name: Tamiti Studio
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1. Executive Summary

Tamiti Studio is a modular, full-stack web application built using Django + DRF on the backend and Next.js on the frontend. It is designed to be an all-in-one digital workspace for startup founders, freelancers, and lean teams. With built-in modules for finance, content, project management, field tracking, and virtual chat assistants, Tamiti empowers users to run their digital operations efficiently — from anywhere.

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2. Introduction

Purpose

To provide a centralized, extensible digital office platform with modular apps for managing tasks, projects, digital campaigns, finance, field teams, and AI-driven virtual staff.

Scope

The platform targets startup owners, freelancers, micro-enterprise teams, and agency operators looking to digitize and simplify internal operations and client-facing projects.

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3. Vision & Objectives

High-Level Goals

- Offer a single, intuitive workspace for founders and lean teams
- Automate repetitive workflows like reports, summaries, and approvals
- Provide AI-integrated tools (virtual staff, auto-summaries)
- Build for modular deployment — use what you need

Unique Selling Points

- Modular and extendable design
- Chat-based summaries from each app (Virtual Staff)
- Local-first — built for African and emerging markets
- Easily white-labeled for agency resale

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4. User Personas

1. Solo Founder (Enos)

Wears multiple hats; needs everything tracked and summarized in one place.

2. Field Agent (Sharon)

On the ground collecting leads and feedback. Uses mobile-friendly forms and checklists.

3. Content Manager (Joan)

Schedules social posts, manages assets, works with campaigns and designs.

4. Virtual Staff (AI-powered personas)

Delivers conversational reports, reminders, and supports task planning.

5. Finance Officer (Brian)

Oversees all monetary flows and ensures requisitions and budgets are aligned.

6. Project Manager (Hope)

Supervises project execution, timelines, and cross-functional collaboration.

7. Digital Strategist (Michele)

Creates long-term campaign plans and adjusts content across platforms.

8. Admin Assistant (Janet)

Logs expenses, uploads receipts, and supports scheduling and reports.

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6. Detailed Feature Set

A. Finance Manager

- Income/Expense tracking
- Requisitions + approvals
- Financial goals & milestone popups
- Credit/Debtor management
- Debt tracking and payment schedules
- Creditor management and reminders
- Upload receipts and invoices
- Track financial targets and KPIs
- Income vs. Goal dashboard with progress meters
- Summary widgets by department, date, or staff

User Stories: - As a founder, I want to track income and expenses so I understand my cashflow. - As a staff member, I want to submit a fund request so I can execute field activities. - As a finance admin, I want to set targets so I can plan strategically. - As a finance officer, I want to monitor payments due so I can follow up on creditors. - As a team lead, I want to compare income to our quarterly goals so I know if we're on track. - Income/Expense tracking - Requisitions + approvals - Financial goals & milestone popups - Credit/Debtor management - Upload receipts and invoices - Track financial targets and KPIs

User Stories: - As a founder, I want to track income and expenses so I understand my cashflow. - As a staff member, I want to submit a fund request so I can execute field activities. - As a finance admin, I want to set targets so I can plan strategically. - As a finance officer, I want to monitor payments due so I can follow up on creditors.

B. Projects Manager

- Track internal/client projects
- View task progress and files
- View team assignments and delivery status
- Track milestones and Gantt charts
- Assign roles, budgets, and dependencies
- Integrate client feedback loops per project
- Send automated progress updates and deadlines
- Upload project-specific documents and reports

User Stories: - As a project manager, I want to assign tasks so the team is clear on what to do. - As a founder, I want to get daily status reports so I stay informed. - As a staff member, I want to update project progress so others can track it. - As a client, I want to receive progress updates so I feel engaged and informed. - As a manager, I want to visualize timelines on a Gantt chart so I can optimize schedules. - Track internal/client projects - View task progress and files - View team assignments and delivery status - Track milestones and Gantt charts - Assign roles, budgets, and dependencies

User Stories: - As a project manager, I want to assign tasks so the team is clear on what to do. - As a founder, I want to get daily status reports so I stay informed. - As a staff member, I want to update project progress so others can track it.

C. Digital Manager

- Plan campaign timelines
- Schedule posts across platforms with platform-specific settings (e.g. Facebook image sizes, Instagram captions, LinkedIn formats)
- Review KPIs per campaign
- Hashtag libraries and content categories
- Track promotions linked to field efforts
- Export social media calendars (PDF, CSV)
- Monitor post engagement and performance analytics
- Reschedule or clone previous campaigns

User Stories: - As a digital strategist, I want to map content to campaigns so I stay consistent. - As a founder, I want to tie field promos to digital campaigns so they align. - As a social media staff, I want to preview and approve scheduled posts. - As a content planner, I want to export a calendar view to share with the team. - As a strategist, I want to analyze which platforms perform best so I can adjust future plans. - Plan campaign timelines - Schedule posts across platforms - Review KPIs per campaign - Hashtag libraries and content categories - Track promotions linked to field efforts

User Stories: - As a digital strategist, I want to map content to campaigns so I stay consistent. - As a founder, I want to tie field promos to digital campaigns so they align. - As a social media staff, I want to preview and approve scheduled posts.

D. Content Manager

- Upload, tag, and organize media
- Link to social posts and projects
- Manage gallery items across departments
- View usage stats for assets and asset usage history
- Role-based file permissions
- Track asset usage across campaigns, posts, and departments
- Set up file approval workflows (draft → review → approved)
- Media tagging system with filters (topic, department, campaign)

User Stories: - As a designer, I want to upload fliers so the digital team can access them. - As a content manager, I want to view how many times an asset is reused. - As a strategist, I want to see which media files are most effective. - As a manager, I want to approve files before they go live to ensure brand quality. - Upload, tag, and organize media - Link to social posts and projects - Manage gallery items across departments - View usage stats for assets - Role-based file permissions

User Stories: - As a designer, I want to upload fliers so the digital team can access them. - As a content manager, I want to view how many times an asset is reused.

E. Field & Leads Tracker

- Log new business leads
- Assign follow-up tasks with automated reminders
- Mark conversion status and lead stage
- Capture field feedback and promo reach
- Track agent territories and zone-based performance
- Integrate with Google Business Profile activations and status
- Offline mode with sync

User Stories: - As a field agent, I want to submit a new lead so HQ can follow up. - As a manager, I want to measure how many field leads converted. - As a field rep, I want to view promotions and distribute them. - As a supervisor, I want to analyze zone-based activity so I can optimize outreach. - As a digital team member, I want to track which field leads received GPB support. - Log new business leads - Assign follow-up tasks - Mark conversion status - Capture field feedback and promo reach - Offline mode with sync

User Stories: - As a field agent, I want to submit a new lead so HQ can follow up. - As a manager, I want to measure how many field leads converted. - As a field rep, I want to view promotions and distribute them.

F. Chat + Virtual Staff

- Message-based interface per department
- Greet, report, and link to dashboards
- Personality-based staff (Finance, Content, Projects, etc)
- Daily and weekly summaries
- Allow custom bot prompts per user

User Stories: - As a founder, I want to click on "Digital Manager" and get a summary in chat. - As a solo operator, I want my virtual staff to keep me accountable. - As a manager, I want to ask the bot for yesterday’s tasks and get a clean list.

G. Streak & Focus Engine

- Tracks daily login activity
- Timer with break reminders
- Shows motivational quotes
- Celebrates milestones (e.g. 7-day streak)

User Stories: - As a founder, I want to maintain a productivity streak so I stay consistent. - As a user, I want reminders to take breaks so I avoid burnout.

H. Notifications Engine

- Customizable notification rules per user/app
- Digest emails or chat summaries

- Alerts for tasks due, posts scheduled, field updates, budget approvals

User Stories: - As a user, I want alerts when a task is assigned to me. - As a field manager, I want to know when a lead converts.

I. Media Library

- Central repository for images, videos, documents
- Shared across all apps
- Smart search and filtering

User Stories: - As a designer, I want to find my files easily. - As a digital lead, I want to reuse past visuals for new promos.

J. Task Manager (Global)

- Create tasks from any app
- Link to projects, posts, requisitions, or leads
- Assign priority and deadlines
- View task heatmaps

User Stories: - As a manager, I want to view all urgent tasks across apps. - As a content team, I want to plan next week's work in tasks.

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7. Data Model Overview

Core Models

- **User**: name, email, role, is_active, avatar
- **Project**: title, description, owner, team, milestones, status
- **Task**: title, description, due_date, priority, project, assigned_to, status
- **MediaAsset**: file_url, title, type, uploaded_by, tags, usage_context
- **Notification**: type, recipient, content, read_status, related_object
- **Requisition**: requester, amount, reason, approval_status, attachments
- **Income** / **Expense**: source, amount, date, category, notes
- **CreditAccount** / **DebtAccount**: contact, amount, balance_due, due_date
- **Lead**: business_name, contact_person, location, status, field_agent
- **ChatMessage**: sender, receiver, timestamp, content, chatroom_id
- **ScheduledPost**: caption, media, publish_date, platform, status

Entity Relationships

- One `User` has many `Tasks`, `MediaAssets`, `Projects`
- A `Project` has many `Tasks` and `MediaAssets`
- `Leads` belong to a `Field Agent (User)` and may create `Tasks`
- `Finance Records` are tied to `Projects` or `Departments`
- `Notifications` can link to any object via a generic foreign key

- `MediaAssets` are reusable across all modules

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8. API Design

Task Endpoints

- `GET /api/tasks/` — list tasks
- `POST /api/tasks/` — create task
- `GET /api/tasks/:id/` — view task detail
- `PATCH /api/tasks/:id/` — update task
- `DELETE /api/tasks/:id/` — delete task

Finance Endpoints

- `GET /api/finance/income/`
- `POST /api/finance/expense/`
- `POST /api/finance/requisition/`
- `GET /api/finance/credits/`

Lead Endpoints

- `POST /api/leads/` — create new lead
- `PATCH /api/leads/:id/convert/` — mark as client
- `POST /api/leads/:id/followup/` — log follow-up

Digital Manager

- `POST /api/social/schedule/` — queue a post
- `GET /api/social/calendar/` — campaign overview

Content Manager

- `POST /api/media/upload/` — upload media
- `GET /api/media/` — filter by tag, usage
- `POST /api/media/:id/approve/` — file workflow control

Chat

- `POST /api/chat/virtual/` — send message to bot
- `GET /api/chat/report/` — receive daily report

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9. UX & UI Notes

Dashboard Overview

- Welcome message with streak counter
- Clock with working session duration
- Quick “Daily Summary” cards from each manager
- Task streak visual and celebratory confetti/milestone animations

Virtual Staff Chat Interface

- Sidebar avatars for each “manager” (e.g., Finance, Projects)
- Click to open chat window
- AI-generated greeting + status summary
- Buttons to open app dashboards, charts, task lists

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10. Non-Functional Requirements

- **Performance**: All pages < 2s load; batch APIs paginated
- **Security**: JWT auth, permissions per module
- **Scalability**: Modularized apps, async tasks via Celery + Redis
- **Data Integrity**: Auto logs + admin override history
- **Mobile Optimized**: Touch-friendly design, offline field features

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11. Acceptance Criteria & Metrics

Feature	Done When	Measurable Output
Task Assignment	Task shows in assignee’s dashboard	API returns assigned task ID
Lead Conversion	Lead marked as client	Status changed in DB + confirmation shown
File Approval	Media status changes to “Approved”	Email/log entry triggered
Scheduled Post	Shows on social calendar + gets published	Post published to connected service
Streak Tracking	Daily login increases streak counter	UI shows incremented streak

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12. Next Steps & Roadmap

MVP Scope (Aug–Oct 2025)

- Projects Manager
- Finance Manager (Income, Expense, Requisition)
- Content & Digital Manager (upload & post scheduling)
- Leads Tracker + Field Form
- Global Task Engine
- Virtual Staff daily chat summaries

Phase 2 Enhancements (Nov 2025–Jan 2026)

- Chat + AI Prompts
- File Approval Workflows
- Gantt charts, client portals
- Public reporting dashboards

Timeline Suggestion

- August: Core models, Admin panel
- September: REST API for each module
- October: UI integration with Next.js + Virtual Staff logic
- November: User testing + deployment
