

CH01 — Product Definition & V1 Scope

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Revision: R1 (2026-01-02)

Status: Draft

Depends on: HZ-V1-CH00 (Master Index & Manifest) — rules and global locks

Related: CH02, CH03, CH04, CH05, CH06, CH07, CH08, CH09, CH12, CH20, CH25, CH30

Supersedes: —

Owned Decisions (locked by this chapter): What Handz V1 is, who it serves first, what success means, and what is explicitly out-of-scope for V1.

Open Questions / Placeholders: Scientific-claims specifics (owner CH26), default move list finalization (owner CH09/CH10), final upsell copy (owner CH25/CH26).

1. Product in One Page

Handz is a mobile tool for strikers to **map decision-making** as flowcharts ("flows"), then **drill selected paths** until responses become fast and reliable. Handz is not trying to teach "the one correct" technique; it helps users remember, plan, and rehearse what *they* train.

V1 launch posture: iOS-only and portrait-only, with Guest/Free/Pro/Trial plan states and a paywalled Practice Mode. These are global locks recorded in CH00 and must be treated as non-negotiable until revised there.

2. The Core Problem (and Why Users Care)

- **Forgetting:** fighters forget sequences between sessions; notes are messy; video links get lost.
- **Decision overload:** "If they do X, I do Y" is hard to store mentally as branches grow.
- **Practice structure:** users want a simple drill plan (timers, sets, rest) that feels purposeful.
- **Progress visibility:** users want proof they are building a gameplan and maintaining it over time.

Handz solves these by giving users a durable system for (1) storing moves and flowcharts, (2) organizing and selecting drill paths, and (3) running structured practice sessions with logs that emphasize what was accomplished (not just time spent).

3. Target Users (V1)

Primary: Strikers who train consistently and want a "thinking + drilling" tool for combos, counters, and gameplans.

Secondary: Coaches using Handz to organize and share drillable gameplans to athletes (sharing is unlisted in V1).

Tertiary: Hobbyists who want to remember sessions and progress faster without getting overwhelmed.

Non-target (V1): community-first users expecting a social feed, gym portals, or public content discovery.

4. Product Promise (what we can truthfully promise in V1)

- **Map it:** Turn striking knowledge into clear decision trees (branches and merges).
- **Drill it:** Choose the paths that matter and practice them with a guided timer and set structure.
- **Keep it:** Your flows and moves stay organized, searchable (flow-only search in V1), and revisitible.
- **Share it:** Send unlisted flows to others and let recipients review even before upgrading (with plan-state limits).

5. What "V1" Includes (ship scope)

V1 is considered shippable when these capability groups work end-to-end with clear plan-state behavior:

A. Foundations

- Welcome / onboarding that explains "flows" simply and sets expectations.
- Account system: Apple / Google / Email sign-up and login; Guest mode allowed but restricted (see CH07/CH08).
- Design system applied consistently (see CH06).

B. Knowledge Model

- Default move library that is flexible across striking arts (see CH09/CH10).
- Custom moves and editing with safe revert behaviors (see CH11).
- Aliases/families/variants support so users can pick teep vs push kick, etc. (see CH10).

C. Flow Builder

- Flow builder supports sideways layout + pan/zoom; reorder nodes; replace root; branches up to 10; merges allowed; dangling paths allowed (see CH12/CH13).
- Optional sequence details (transition metadata) are supported without being required (see CH14).

D. Library & Organization

- Flow folders and flow-only search (see CH15).
- Flow detail view with entry points: edit, share, duplicate, export (see CH16).

E. Sharing & Inbox

- Unlisted links with lifecycle (create/view/revoke) and anti-abuse rules (see CH17/CH30).
- Inbox to receive imports with caps and view-only rules for Free (see CH18/CH19).

F. Practice, Logs, Gameplans

- Practice mode (paywalled) that supports selecting paths across flows, ordering, timers, and early-end behavior (see CH20/CH21).
- Logging/history that records actual duration and completion status (see CH22).
- Gameplans + mastery + maintenance concepts exist at least at an MVP level (see CH23/CH24).

G. Ship Readiness

- Offline behavior is defined and non-surprising (see CH28).
- Storage/limits are enforced (2GB cap, link vs upload rules) (see CH29).
- Warning ladder and soft caps exist (see CH30).
- Error states and accessibility readiness addressed (see CH31/CH32).
- App Store compliance basics: export & deletion pathways (see CH34).

6. What "V1" Explicitly Does NOT Include (non-goals)

- Communities, gym codes, public feeds, follower systems, or "social" discovery.
- Public flows by default (V1 uses unlisted sharing; any "public" is future-facing).
- AI video analysis / auto-extraction from TikTok/YouTube/camera roll.
- Technique instruction library with authoritative "correct" descriptions.
- Wearables, sensors, or strike-count tracking from video.
- Desktop/tablet-first experiences; V1 is portrait-only on iOS.

7. Product Principles (how V1 should feel)

- **Minimal but not generic:** modern, addictive-to-use UI; fast interactions; no clutter.
- **Progressive disclosure:** beginners see simple choices; power users can go deep without walls of fields.
- **Complexity is optional:** every feature should have a "basic" path and an "advanced" path.
- **No technique wars:** default library avoids arguable technique prescriptions; users define their own nuance.
- **Trust & clarity:** plan restrictions are communicated before users hit a wall; actions are reversible when possible.
- **Respect training context:** many users have gloves on; avoid requiring frequent typing mid-practice.

8. Success Criteria (how we know V1 is working)

These are product-level metrics; exact analytics events live in CH33.

- **Activation:** % of new users who view a demo flow and understand what a flow is (measured via onboarding completion + first "View Flow").
- **Creation:** % who create or duplicate a flow into their library (requires account).
- **Engagement:** # of returning days in first 14 days; # of flows viewed/edited.
- **Practice adoption:** % who start a practice session (trial/pro) and complete at least one set.
- **Conversion:** trial start rate; trial-to-paid conversion; upsell CTR from viewing flows to practicing.
- **Retention:** 30-day retention for users with at least 1 saved flow; drop-off reasons tracked via soft warning ladder.

9. Scope Governance (how changes happen without chaos)

If a new idea affects V1 scope, it must be recorded as either (a) a CH00 lock update, or (b) a placeholder owned by a specific chapter. No feature is "real" until it appears in the owning chapter with acceptance tests.

When two chapters conflict, the conflict is resolved by updating the owning chapter and bumping its revision (R1→R2). Do not patch code around a spec conflict; fix the spec first.

10. Acceptance Tests (CH01)

These tests validate that the shipped app matches the V1 scope and posture defined in this chapter.

Onboarding comprehension

Given a first-time user, when they complete onboarding, then they can explain (via UI copy and examples) what a "flow" is and what Handz is for.

Guest posture clarity

Given a Guest user, when they attempt to save a flow, then the app blocks saving and clearly offers account creation, explaining what is missing in Guest mode.

No technique-prescription posture

Given the default move library, when a user browses moves, then the app does not present authoritative technique descriptions that could trigger disputes.

Flow-first value

Given a signed-in Free user, when they create/duplicate a flow, then they can view/edit it and understand that Practice Mode is the premium accelerator.

Scope boundaries enforced

Given any screen in V1, when a user looks for community features, then the app does not expose a feed/gym portal; it may optionally show "Coming later" without dead links.

11. Replit Build Prompt (CH01-only)

You are implementing Handz V1. Treat this chapter (CH01) as the definition of what V1 is and is not.

Do not implement other chapters yet. Your output should be planning + scaffolding, not full features.

Tasks:

- 1) Create a repository-level README that states the V1 purpose, target users, and explicit non-goals from CH01.
- 2) Add a "ScopeGuard" checklist (markdown or JSON) enumerating V1 capability groups A-G and non-goals.
- 3) Add placeholder navigation stubs for major capability areas (Moves, Flows, Practice, Library, Settings) without full behavior.
- 4) Add a PRD_Assumptions.md file. If anything is unclear, write the assumption there and STOP that feature until confirmed.

Definition of done for this prompt:

- README exists and matches CH01 wording and posture.
- ScopeGuard checklist exists and can be referenced during future builds.
- No out-of-scope features are scaffolded beyond placeholders labeled "Future".

12. Troubleshooting Notes (CH01)

- **Symptom:** Build keeps expanding into communities/social features. **Fix:** Mark as non-goal; defer to future versions; do not create partial feed screens.
- **Symptom:** Team adds technique descriptions to default moves. **Fix:** Remove; move nuance to user-editable fields; keep defaults neutral (see CH09/CH10).
- **Symptom:** Users confused by "flow" concept. **Fix:** strengthen onboarding explanation and demo flow; add tooltips and simple examples (owned by CH04/CH05/CH15).
- **Symptom:** Plan restrictions feel like a "gotcha". **Fix:** ensure restrictions are disclosed before the wall; add soft warnings (see CH08/CH30).