STATEMENT OF WORK

FollowUp Timer – Phase 2 Development

Client: Roy Heaton
Developer: Husnain Ali
Project: FollowUp Timer – Phase 2
Estimated Timeline: ~6 Weeks (39–41 working days)
Delivery Model: Milestone-Based Payments

---

1. Project Objective

Phase 2 expands FollowUp Timer beyond the MVP into a behaviour-aware, intelligent productivity system. This phase focuses on automation, personalisation, analytics, and scalable architecture in preparation for a browser extension (Phase 3).

Key objectives include: - Behaviour-triggered popups - Smart snooze intelligence - Advanced affirmation engine - Weekly performance digests - Improved UI/UX - Expanded settings and personalisation - Monetisation groundwork - Backend architecture for browser extension readiness

All Phase 2 functionality must integrate cleanly with the existing Phase 1 architecture.

---

2. Technical Foundations

Phase 2 continues with the existing technology stack.

Frontend

- Next.js 14
- Tailwind CSS
- shadcn/ui components

Backend

- Supabase (Authentication, Database, Policies, Cron)
- Supabase Edge Functions

Scheduling

- QStash or Supabase Scheduled Tasks

Notifications

- Email (Resend / SMTP)
- Web push notifications
- In-app popups

Deployment

- Vercel (Production)
- Supabase Production Environment

---

3. Scope of Work (Feature Breakdown)

3.1 Behaviour Event System

- Event database schema
- `/events` API endpoint
- Behaviour and activity logging
- Behaviour-trigger rules
- Popup trigger logic with prioritisation and queueing
- Extension-ready event data model

3.2 Popup System

- Popup templates (success, streak, inactivity, follow-up required)
- Behaviour-based triggering
- Animations and transitions (fade, slide, scale)
- Action buttons:
- Complete
- Snooze
- Follow Up

3.3 Affirmation Engine

- Four tone categories:
- Simple
- Motivational
- Sales-focused
- Playful
- Randomisation logic
- Frequency control (Rare / Balanced / Frequent)
- Per-reminder affirmation toggle
- Dashboard affirmation bar

3.4 Smart Snooze System

- Snooze behaviour tracking

- Pattern learning
- Predictive snooze suggestions
- Auto-reschedule logic
- Snooze suggestion UI

3.5 UI / UX Enhancements

- Updated dashboard layout
- Quick-add reminder bar
- Category views: Overdue, Today, Upcoming, Completed
- Improved mobile responsiveness
- Streak panel with animations
- Enhanced reminder grouping and sorting

3.6 Contact Management

- Contact profile page
- Linked reminders
- Automatic contact creation
- Quick contact actions

3.7 Weekly Digest System

- Weekly summary email
- Key metrics:
- Streak activity
- Completed reminders
- Missed reminders
- Hot contacts
- Follow-up recommendations
- Enable / disable digest option

3.8 Settings Panel Expansion

- Notification preferences
- Behaviour trigger toggles
- Affirmation frequency slider
- Default tone selector
- Architecture support for light/dark theme

3.9 Monetisation Groundwork

(No payment processing in Phase 2) - Database fields: `plan_type`, `plan_status`, `trial_end` - Feature flags (`isPremium`) - Stripe-ready folder structure - Upgrade CTA placeholders

3.10 Browser Extension Groundwork

- Extension-compatible Event API
- Shared popup template system

• Extension-ready authentication flow
  • Data model aligned with extension behaviour tracking

---

4. Deliverables

The developer will deliver: - Updated database schema - Updated API routes and backend logic - Behaviour and event tracking engine - Behaviour-linked popup engine - Full affirmation engine - Smart snooze intelligence - Weekly digest system - Contact management system - Expanded settings panel - Monetisation groundwork - Extension-ready backend architecture - Full production deployment to **FollowUpTimer.io** - Technical documentation and environment setup guide - Final Loom walkthrough covering all major features

---

5. Deployment Requirements

Upon completion, the developer will: - Deploy the full Phase 2 system to Vercel (Production) - Ensure Supabase is fully configured (tables, policies, triggers, schedulers) - Provide all required environment variables - Verify correct operation at **FollowUpTimer.io** - Provide re-deployment instructions for future use

---

6. Warranty

A **60-day post-delivery bug-fix warranty** is provided, covering defects or malfunctions directly related to Phase 2 development.

---

7. Milestones, Timeframes & Payment Schedule

#	Milestone	Key Deliverables	Duration
1	Event System Foundations	Event DB, API, logging, extension groundwork	3 days
2	Popup Engine	Behaviour triggers, animations, button actions	4 days
3	Affirmation Engine	Tone categories, randomisation, frequency control	4 days
4	Smart Snooze System	Predictive engine, suggestions, auto-reschedule	4 days
5	Contact Management	Profiles, linked reminders, quick actions	4 days
6	Weekly Digest Engine	Templates, stats logic, scheduler	5 days
7	UI / UX Enhancements	Dashboard polish, mobile improvements	5 days
8	Settings Expansion	Tone settings, notifications, behaviour controls	3 days
9	Monetisation Groundwork	Plan fields, flags, Stripe-ready architecture	3 days

#	Milestone	Key Deliverables	Duration
10	Final Integration & QA	Deployment, bug fixes, documentation, Loom	4–5 days

Total Duration: 39–41 working days (~6 weeks)

8. Additional Notes

- Milestone payments are released upon client approval.
- Any scope changes must be mutually agreed upon prior to implementation.
- Work will proceed sequentially unless otherwise discussed.