

# Stay in Touch — Product Requirements Document (MVP v0.1)

**One-liner:** A mobile-first, human-centric relationship app that helps you *genuinely* stay in touch with people you care about—without a sales pipeline or transactions.

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## 1) Background & Problem

Existing CRMs (e.g., HubSpot, Pipedrive) optimize for closing deals. They treat people as leads and push metrics like conversion. For many of us, the core need is different: **remember, reconnect, and be helpful**—with no expectation of return. We want an app that nudges us to connect regularly, recall life events, and offer help when it's meaningful.

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## 2) Goals & Non-Goals

### Goals (MVP)

- **Human-first data model:** use *Person* rather than *Lead/Contact*.
- **Weekly focus:** a This Week cache that shows who to reach out to now.
- **Low-friction logging:** one-tap actions, sectioned notes, quick scheduling.
- **Memory of what matters:** life events, focus areas, shared interests, ways to help, important dates.
- **Local-first privacy:** no cloud sync in MVP; data stays on device.

### Non-Goals (MVP)

- Contacts sync, WhatsApp deep links, email/calendar integrations.
- Multi-device/cloud sync or collaboration.

- Automation/AI suggestions beyond simple scheduling logic.

**Primary success metric:** user logs **≥10** authentic connections per week with **≤2 minutes** average per log.

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### 3) Personas

1. **The Connector Executive** — large network, wants lightweight prompts and context before they text/call.
  2. **The Busy Operator** — time-poor, wants a clear weekly list and quick “Done/Snooze” actions.
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### 4) Jobs To Be Done (JTBD)

- *When I open the app on Monday, I want to see a doable list of people to reach out to, so that I keep relationships warm without feeling overwhelmed.*
  - *When I finish chatting with someone, I want to jot a quick note and next touch date, so that I remember key details and follow through.*
  - *When a birthday/anniversary is upcoming, I want a gentle nudge, so that I can send a meaningful message in time.*
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### 5) Principles

- **Homey and garden-like:** calm visuals, warm accents, plant metaphors (e.g., “Garden”).
  - **Be kind to attention:** short lists, clear priorities, no notifications spam.
  - **Accessible:** readable contrast, labels alongside color signals, generous touch targets.
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## 6) Scope (MVP)

### Tabs

- **Garden** (default): organize and browse people; search, filter, multi-sort; swipe/long-press actions.
- **This Week**: cache of people to contact (autos + manual adds); Done/Snooze.
- **Add**: quick manual add (contacts import optional later).
- **Settings**: daily reminder time, export (stub), about/privacy.

### Person (details) Sections

- **Life Events** (new baby, illness, engagement, graduations).
  - **Focus Now** (work, new venture, hobby, break, volunteer).
  - **Shared Interests** (diving, health, football, etc.).
  - **Ways to Help** (intros, time, specific help areas).
  - **Next Connect / To-dos** (free text + optional date).
  - **Important Dates** (birthday, anniversary, spouse/children names + birthdays).
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## 7) UX Overview

- **List organization by frequency**: Weekly, Bi-weekly, Monthly, Quarterly, Bi-annually, Annually, Rarely (inspired by Dunbar layers).
- **Filters**: Frequency (multi), Important Date (next 7 days), Interest tags, Work (company), Last Contact presets ( $\leq 7d$ ,  $7-30d$ ,  $>30d$ ).
- **Tri-state multi-sort**: per field cycles desc  $\rightarrow$  asc  $\rightarrow$  off; show arrows + order badges.

- **Person card:** name, org, last contacted (relative), status dot (on track / due soon / overdue), small badges (e.g., “Birthday 5d”).
  - **Gestures:** swipe left = Add to This Week; swipe right = Log; long-press = multi-select.
  - **This Week rows:** colored left stripe by reason (frequency due, important date, manually added); actions: Done (haptic success), Snooze.
  - **Theme:** Notion Sales Hub palette with garden accents (see §Design Tokens).
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## 8) Functional Requirements

### 8.1 Garden

- Search by name (prefix + substring), debounced.
- Filter chips (multi-select). Active chips show count.
- Multi-sort with tri-state per field. Sort order applied by tap sequence.
- Swipe actions: Add to This Week / Log (NoteSheet later).
- Long-press to enter multi-select; bulk **Add to This Week** and **Bulk Log**.

### Acceptance

- Filtering/sorting a 1,000-person list updates in  $\leq 100\text{ms}$ ; smooth 60fps scroll.

### 8.2 Person details

- Each section shows **latest** note + date. “+ Add note” opens bottom sheet (free text, optional date, channel tag, section(s) selector).
- Saving a note updates last\_contact\_at. If note includes a future date, set next\_due\_at = min(current, future).
- Important Dates: add/edit/remove; MM-DD recurrence.

## Acceptance

- Add note in  $\leq 2$  taps + type; immediately visible; dates recalc correctly.

## 8.3 This Week

- Auto-populate on weekly reset (Monday 00:00 local). Combine: important dates this week + people whose `next_due_at`  $\leq$  `week_end` + pinned from current week.
- Done: logs a quick interaction (channel optional), updates `last_contact_at`, removes from list.
- Snooze: move to next week (MVP) or pick a date (optional).

## Acceptance

- Weekly list stable (no duplicates), Done removes instantly, Snooze reappears next week.

## 8.4 Notifications (local)

- Daily reminder (user-set hour): “You have N people to reach out to this week.”
- Birthday/Anniversary morning nudge for today (optional toggle).

## Acceptance

- Notifications respect OS permissions; tapping opens This Week.
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# 9) Scheduling & Cache Logic

**Frequency mapping:** weekly=7, biweekly=14, monthly=30, quarterly=91, biannually=182, annually=365, rarely=730.

## Next due

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if last_contact_at is null: next_due_at = now
else: next_due_at = last_contact_at + freq_days
if any future next_connect_at exists: next_due_at = min(next_due_at, next_connect_at)
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## Weekly cache (build at Monday 00:00 local)

A = persons with important date in week

B = persons with next\_due\_at ≤ week\_end

C = pinned/manual adds for current week

Cache = dedup(A ∪ B ∪ C)

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## 10) Data Model (SQLite)

**people:** id, name, phone, email, org, frequency, connection\_origin, last\_contact\_at, next\_due\_at, created\_at, updated\_at

**notes:** id, person\_id, body, channel(wa|call|in\_person|other), sections(json), timestamp, next\_connect\_at

**important\_dates:** id, person\_id, label(birthday|anniversary|child\_birthday|spouse\_birthday|custom), name, date\_mm\_dd

**tags:** id, type(interest|professional), value

**person\_tags:** person\_id, tag\_id

**relationships:** id, person\_id, relation(spouse|child|friend|other), name, birthday\_mm\_dd?

**weekly\_cache:** id, person\_id, week\_start, reason(frequency\_due|important\_date|manually\_added), pinned

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## 11) Visual Design & Theme

Palette (Notion Sales Hub / provided):

- Core: Azul **#2365E7**, Tangerine **#E66100**, Banana **#F7D046**
- Neutrals: Midnight **#1C1B1F**, Karma Grey **#717171**, White **#FFFFFF**, Beluga **#F1F1F1**
- Accents: Nebula **#19A2FF**, Aromango **#FC940D**, Mustard **#E0CC34**, Spring Forth **#10C726**, Cherry Soda **#FD0545**, Plum Shadow **#7D707D**
- Light tints for fills: Fly a Kite **#C8D8F9**, Backlight **#FCEFE5**, Vanilla Ice **#FDF3D1**, Astronomer **#E7F5EE**, Full Bloom **#FECEC1**, Beluga **#F1F1F1**

- Status: OK **#0F9D54**, Warn **#F7D046**, Alert **#FA3A07**, ThisWeek **#19A2FF**

## Styling

- Cards: 1px border, soft shadow (elevation 2), radius 12.
  - Chips: outline; selected fill with soft tint + green border.
  - Status dot: color + white ring; always paired with text label.
  - Leaf watermark SVG behind search (6% opacity).
  - Inter font family; haptics on key actions.
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## 12) Technical Requirements

- **Stack:** Expo Router, React Native, TypeScript, Zustand, SQLite, Dayjs, Expo Notifications/Haptics, RN-SVG.
  - **Performance:** virtualized lists; selectors/memoization; DB indexes; 60fps target.
  - **Architecture:** clean modules (app/, components/, lib/, models/).
  - **Testing:** unit tests for schedulers & sorters; basic UI smoke tests.
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## 13) Privacy & Security

- Local-only storage; no network calls.
  - Explicit permissions for notifications and contacts (when implemented).
  - Export/backup (vNext) via file share; consider end-to-end encryption later.
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## 14) Metrics (local instrumentation)

- Weekly “connections logged” count.
  - Avg time-to-log (open → save note).
  - % of suggested (This Week) vs manual adds completed.
  - Opt-in only for any analytics in future releases.
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## 15) Edge Cases

- People with no last contact → due immediately.
  - Multiple future next-connect notes → take earliest.
  - Birthdays Feb 29 → treat as Feb 28 on non-leap years (MVP rule).
  - Timezone changes → cache rebuild uses device local time.
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## 16) Acceptance Criteria (DoD)

- Add person manually (name required), set frequency.
- Garden: search + filter + multi-sort + swipe + long-press bulk actions.
- Person: add notes to sections; latest shows; important dates CRUD.
- This Week: weekly auto-populate; Done updates last\_contact\_at; Snooze moves to next week.
- Notifications: daily local reminder; optional birthday nudge.
- App feels responsive ( $\leq 100\text{ms}$  list ops) and scrolls at 60fps on mid-range Android.
- Data remains on device; no network requests.



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## 17) Release Plan

- **Alpha (TestFlight/Internal App Sharing):** core flows, no integrations; seed test data; weekly cache debug button.
- **Beta:** polish visuals, add NoteSheet UX, performance pass; QA on low-end Android.
- **1.0:** stable notifications, export JSON; readiness for integrations next.

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## 18) Risks & Mitigations

- **Scope creep** → strict MVP; integrations explicitly out of scope.
- **Performance with large lists** → virtualized lists, memoized selectors, DB indexing.
- **Data loss** → add export sooner if feasible; educate users (local-only in MVP).

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## 19) Future Work (vNext)

- Contacts import and WhatsApp deep link.
- Cloud backup/sync with end-to-end encryption.
- Smart suggestions (interests/news), relationship heatmaps, calendar integration.
- Rich timeline, attachment support.

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## 20) Glossary

- **Person:** a human you care to stay in touch with.

- **Frequency:** intended cadence of connection (weekly...rarely).
- **This Week (cache):** a weekly shortlist generated by frequency + important dates + manual pins.