

# Product Requirements Document (PRD)

## Tax Genius Preparer Platform

**Version:** 1.0  
**Date:** December 2024  
**Status:** Draft  
**Owner:** Product Team

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### 1. EXECUTIVE SUMMARY

#### 1.1 Vision Statement

Create the leading business-in-a-box platform for tax preparers, providing comprehensive tools for client acquisition, management, and business growth while preparers handle actual tax filing through government systems.

#### 1.2 Mission

Empower 10,000+ tax preparers to build thriving practices by providing professional websites, marketing tools, lead generation, and client management systems at an affordable price point.

#### 1.3 Success Metrics

- 1,000 active preparers by end of tax season 2025
  - 50,000 qualified leads generated
  - \$3.6M revenue in Year 1
  - 85% preparer retention rate
  - 4.5+ platform satisfaction score (out of 5)
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### 2. PROBLEM STATEMENT

#### 2.1 Market Problems

1. **High Barrier to Entry:** Starting a tax preparation business requires \$10,000+ investment
2. **Lead Generation Challenges:** Individual preparers can't compete with franchise marketing
3. **Lack of Professional Tools:** 78% of preparers use personal email/phone
4. **Seasonal Cash Flow:** 90% of revenue comes in 4 months
5. **Technology Gap:** 65% of preparers lack technical skills for digital presence

#### 2.2 User Pain Points

- Professional website costs \$3,000-10,000 upfront
  - Average preparer gets only 12 new clients per year
  - 45% of potential clients choose competitors due to lack of online presence
  - Preparers spend 40% of time on non-billable admin work
  - 60% miss follow-up opportunities due to poor systems
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# 3. SOLUTION OVERVIEW

## 3.1 Product Strategy

Build a comprehensive platform that provides everything a tax preparer needs except the actual tax filing software (which they use through government systems).

## 3.2 Core Value Propositions

### For Tax Preparers

- Professional website live in 60 seconds
- 50+ qualified leads guaranteed per season
- Complete business management suite
- \$149/month vs. \$10,000+ traditional setup
- Zero technical skills required

### For Tax Clients

- Find trusted local preparers instantly
- Book appointments online 24/7
- Secure document upload portal
- Track preparation status
- Transparent pricing upfront

### For Tax Genius

- \$30M TAM with 50,000+ preparers
  - 75% gross margins on SaaS
  - 40% margins on physical products
  - LTV:CAC ratio of 16:1
  - Network effects compound growth
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# 4. USER PERSONAS

## 4.1 Primary: Independent Tax Professional "Maria"

### Demographics

- Age: 35-55
- Income: \$30,000-80,000 from tax prep
- Location: Suburban/urban
- Education: Associate degree or higher
- Tech comfort: Moderate

### Current State

- 100-200 clients annually
- Works from home or small office
- Uses TurboTax Professional or similar
- Relies on word-of-mouth referrals
- Struggles with marketing

**Desired State**

- 300+ clients annually
- Professional brand presence
- Steady lead flow
- Efficient operations
- Higher revenue per client

**Jobs to be Done**

- Attract new clients consistently
- Appear professional and trustworthy
- Manage client communications efficiently
- Track business performance
- Build recurring revenue

**4.2 Secondary: Small Tax Office Owner "James"**

**Demographics**

- Age: 40-60
- Revenue: \$150,000-500,000
- Team: 2-5 preparers
- Location: Strip mall or small office
- Tech comfort: Low to moderate

**Needs**

- Manage multiple preparers
- Centralized lead distribution
- Team performance tracking
- Bulk marketing materials
- White-label options

**4.3 Tertiary: Seasonal Preparer "Angela"**

**Demographics**

- Age: 25-45
- Side hustle: \$10,000-30,000
- Clients: 30-75 annually
- Works: January-April only
- Tech comfort: High

**Needs**

- Low monthly cost in off-season
  - Quick setup each January
  - Minimal time investment
  - Professional appearance
  - Simple tools
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# 5. PRODUCT REQUIREMENTS

## 5.1 Functional Requirements

### FR1: Preparer Onboarding

**Priority:** P0 (Critical) **Description:** Self-service onboarding flow

**Acceptance Criteria:**

- Complete signup in < 10 minutes
- Identity verification via ID upload
- Credentials validation (PTIN, etc.)
- Website generated automatically
- Payment method setup
- Welcome email with next steps

**User Stories:**

- As a preparer, I can sign up without speaking to sales
- As a preparer, I can verify my credentials easily
- As a preparer, I get a professional website immediately

### FR2: Website Builder

**Priority:** P0 (Critical) **Description:** Template-based website generator

**Features:**

- 10+ professional templates
- Drag-and-drop customization
- Mobile-responsive design
- SEO optimization built-in
- Local schema markup
- SSL certificate included
- Custom domain connection
- Analytics integration

**Pages Generated:**

- Home (services, pricing, CTA)
- About (bio, credentials, photo)
- Services (detailed offerings)
- Pricing (transparent rates)
- Contact (form, phone, map)
- Resources (calculators, checklists)
- Booking (calendar integration)
- Reviews (testimonials)

### FR3: Lead Generation Suite

**Priority:** P0 (Critical) **Description:** Tools to capture and convert leads

**Components:**

- Intake forms (customizable fields)
- Refund calculator widget
- Tax checklist quiz
- Appointment scheduler
- Document upload portal
- QR code generator
- Text-to-join campaigns
- Pop-up forms
- Exit intent capture

#### **Lead Routing:**

- Auto-assignment to preparer
- Lead scoring (0-100)
- Priority flagging
- Duplicate detection
- Source tracking

#### **FR4: Client Management System**

**Priority:** P0 (Critical) **Description:** CRM for managing client relationships

#### **Features:**

- Contact database
- Pipeline management (7 stages)
- Communication log
- Document storage
- Task management
- Appointment scheduling
- Email/SMS integration
- Notes and tags
- Referral tracking
- Revenue tracking

#### **Automation:**

- Welcome sequences
- Document reminders
- Appointment confirmations
- Status updates
- Review requests
- Birthday greetings
- Referral campaigns

#### **FR5: Marketing Center**

**Priority:** P1 (High) **Description:** Ready-to-use marketing materials

#### **Digital Content:**

- Social media posts (20/week)
- Email templates (10/month)
- Blog articles (4/month)
- Video scripts (2/week)
- SMS campaigns (5/month)

**Customization:**

- Add preparer info
- Include contact details
- Adjust colors/fonts
- Add logo/photo
- Edit messaging

**Distribution:**

- Schedule posts
- Bulk download
- Direct sharing
- Email campaigns
- Performance tracking

**FR6: Marketing Store**

**Priority:** P1 (High) **Description:** Physical marketing materials ordering

**Products:**

- Business cards
- Flyers/door hangers
- Yard signs
- Banners
- T-shirts/polos
- Car magnets
- Promotional items

**Features:**

- Online designer tool
- Bulk pricing tiers
- White-label options
- Shipping tracking
- Reorder history

**FR7: Analytics Dashboard**

**Priority:** P1 (High) **Description:** Business performance tracking

**Metrics:**

- Leads (new, converted, lost)
- Revenue (daily, monthly, yearly)
- Clients (active, new, returning)
- Marketing (ROI by channel)
- Website (traffic, conversions)
- Comparative (vs. other preparers)

**Reports:**

- Executive summary
- Lead source analysis
- Revenue forecasting

- Client lifetime value
- Seasonal trends

## **FR8: Communication Hub**

**Priority:** P1 (High) **Description:** Centralized client communication

### **Channels:**

- Email (two-way sync)
- SMS (Twilio integration)
- Phone (click-to-call)
- Video (Zoom integration)
- Chat (website widget)

### **Features:**

- Unified inbox
- Canned responses
- Auto-responders
- Message templates
- Communication history

## **FR9: Billing & Payments**

**Priority:** P2 (Medium) **Description:** Subscription and payment management

### **Capabilities:**

- Subscription billing
- Usage tracking
- Invoice generation
- Payment collection
- Commission calculation
- Stripe Connect
- Refund processing
- Financial reporting

## **FR10: Mobile App**

**Priority:** P2 (Medium) **Description:** iOS/Android companion app

### **Features:**

- Lead notifications
- Client messaging
- Appointment management
- Document scanning
- Quick responses
- Revenue tracking
- Marketing sharing

## **5.2 Non-Functional Requirements**

### **NFR1: Performance**

- Page load time < 2 seconds
- Website generation < 60 seconds
- API response time < 200ms
- 99.9% uptime SLA
- Support 10,000 concurrent users

**NFR2: Security**

- SSL for all websites
- PCI DSS compliance
- SOC 2 Type II certification
- Data encryption at rest
- GDPR/CCPA compliance
- 2FA for all accounts
- Regular security audits

**NFR3: Scalability**

- Support 10,000+ preparers
- Handle 1M+ leads
- Store 10TB+ documents
- Process 100K forms/day
- Auto-scaling infrastructure

**NFR4: Usability**

- Mobile-first design
- WCAG 2.1 AA compliance
- Multi-language (EN/ES)
- No code required
- < 30 min learning curve
- In-app tutorials

**NFR5: Reliability**

- 99.9% uptime guarantee
- Automated backups
- Disaster recovery plan
- Multi-region deployment
- Zero data loss

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## 6. USER JOURNEYS

### 6.1 Preparer Onboarding Journey





Start → Discover Tax Genius → Sign Up (5 min) → Verify Identity (2 min)  
→ Complete Profile (5 min) → Website Generated → Customize Brand (10 min)  
→ Add Services/Pricing (5 min) → Share First Link → Receive First Lead

**Success Metrics:**

- Completion rate > 80%
- Time to first lead < 24 hours
- Activation rate > 60%

**6.2 Client Acquisition Journey**



Client Searches → Finds Preparer Site → Uses Calculator → Submits Form  
→ Receives Confirmation → Books Appointment → Uploads Documents  
→ Completes Filing (External) → Leaves Review → Refers Friends

**Success Metrics:**

- Form conversion > 25%
- Booking rate > 40%
- Review rate > 30%
- Referral rate > 20%

**6.3 Marketing Campaign Journey**



Preparer Logs In → Views Marketing Hub → Selects Content → Customizes  
→ Schedules/Downloads → Shares on Channels → Tracks Performance  
→ Generates Leads → Converts to Clients

**Success Metrics:**

- Content usage > 70%
  - Share rate > 50%
  - Lead attribution > 80%
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# 7. TECHNICAL SPECIFICATIONS

## 7.1 Architecture Overview

- **Frontend:** Next.js 14, React 18, TypeScript
- **Backend:** Node.js, Express
- **Database:** PostgreSQL, Redis
- **Infrastructure:** AWS, CloudFlare
- **Integrations:** Stripe, SendGrid, Twilio

## 7.2 API Requirements

- RESTful API design
- GraphQL for complex queries
- Webhook support
- Rate limiting
- API versioning
- OAuth 2.0 authentication

## 7.3 Data Requirements

- ACID compliance for transactions
- Real-time synchronization
- Automated backups
- Data retention policies
- GDPR compliance
- Audit logging

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# 8. BUSINESS MODEL

## 8.1 Pricing Tiers

### Starter - \$49/month

- Basic website
- 25 leads/month
- 100 clients
- Email support

### Professional - \$149/month

- Premium website
- 100 leads/month
- Unlimited clients
- Priority support
- Marketing center
- Analytics

### Enterprise - \$349/month

- White-label options
- Unlimited leads

- Team management
- API access
- Dedicated support
- Custom features

## 8.2 Revenue Streams

1. **Subscriptions:** \$150 average MRR per preparer
2. **Marketing Store:** 40% margin on materials
3. **Lead Generation:** \$25 per qualified lead
4. **Transaction Fees:** 1% of payments processed
5. **Premium Features:** Add-ons at \$20-50/month

## 8.3 Unit Economics

- **CAC:** \$150
  - **LTV:** \$2,400
  - **Payback Period:** 1 month
  - **Gross Margin:** 75%
  - **Churn:** 5% monthly (off-season), 1% (tax season)
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# 9. SUCCESS METRICS

## 9.1 North Star Metric

**Active Revenue-Generating Preparers:** Number of preparers who have generated >\$1,000 in revenue through the platform in the last 30 days.

## 9.2 Key Performance Indicators

### Growth Metrics

- New preparer signups: 100/month
- Preparer activation rate: 60%
- Lead generation: 50 per preparer/month
- Client conversion rate: 25%

### Engagement Metrics

- DAU/MAU ratio: 40%
- Feature adoption: 70%
- NPS score: 50+
- Support tickets: <5% of users

### Revenue Metrics

- MRR: \$300K by month 12
  - ARPU: \$150
  - Revenue growth: 25% MoM
  - Gross margin: 75%
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# 10. LAUNCH STRATEGY

## 10.1 MVP Scope (Phase 1 - 3 Months)

- 1. Basic website builder
- 2. Lead capture forms
- 3. Client management
- 4. Payment processing
- 5. Email/SMS communication

## 10.2 Growth Features (Phase 2 - 6 Months)

- 1. Marketing center
- 2. Marketing store
- 3. Advanced analytics
- 4. Mobile app
- 5. Automation workflows

## 10.3 Scale Features (Phase 3 - 12 Months)

- 1. White-label options
  - 2. API platform
  - 3. Franchise tools
  - 4. AI assistants
  - 5. International expansion
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# 11. RISKS & MITIGATION

## 11.1 Technical Risks

- **Risk:** Platform downtime during tax season
- **Mitigation:** Multi-region deployment, 24/7 monitoring

## 11.2 Market Risks

- **Risk:** Slow preparer adoption
- **Mitigation:** Aggressive referral program, free trials

## 11.3 Competitive Risks

- **Risk:** Large firms copying model
- **Mitigation:** Network effects, rapid innovation

## 11.4 Regulatory Risks

- **Risk:** Tax law changes
  - **Mitigation:** Flexible platform, quick updates
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# 12. APPENDICES

## 12.1 Competitive Analysis

- **Direct Competitors:** TaxDome, Canopy, TaxJar
- **Indirect Competitors:** HubSpot, Wix, Square
- **Advantages:** Tax-specific features, integrated ecosystem, affordable pricing

## 12.2 Market Research

- **TAM:** \$30M (50,000 preparers × \$600 annual spend)
- **SAM:** \$6M (10,000 reachable preparers)
- **SOM:** \$3.6M (1,000 preparers Year 1)

## 12.3 Technical Debt Considerations

- Plan for refactoring after MVP
- Invest in automated testing
- Document all APIs
- Maintain backward compatibility

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### Document Control

- **Author:** Product Team
- **Reviewers:** Engineering, Sales, Marketing
- **Approval:** CEO
- **Next Review:** January 2025