### **Revised Product Requirements Document (PRD)**

Product: Next Chapter — Layoff Recovery & Re-employment App\ Last Updated: 08 July 2025

### 1. Purpose & Vision

Help recently laid-off professionals regain stability and secure their next role within 90 days. This is achieved through a structured 30-day Bounce Plan, AI-driven coaching, and integrated job-search tools.

North Star Metric: 50% of active users secure at least one interview within 30 days of onboarding.

#### 2. Problem Statement

- Fragmentation: Job search and benefits resources are siloed.
- Decision Paralysis: Users struggle to prioritize steps post-layoff.
- Emotional Toll: Shame and isolation hinder proactive help-seeking.
- Access Barriers: Most outplacement services are costly and employer-centered.

### 3. Goals & Non-Goals (MVP)

### Goals:

- Provide a clear 48-hour post-layoff checklist.
- Deliver a 30-day Bounce Plan with 10-minute daily tasks.
- Offer an AI chat coach for on-demand support.
- Simplify job search tools (resume scanner, tracker).
- Capture engagement data for continuous iteration.

### **Non-Goals:**

- Full legal advice engine.
- Multi-year or synchronous human coaching.
- Fully automated job-matching algorithm.
- Employer-facing portal (white-labeled).

## 4. Target Users & Personas

Persona	Context	Pain Point	JTBD
Layoff Lisa	35, marketing, laid off 5 days ago	Overwhelmed	Find next steps fast without panic

Persona	Context	Pain Point	JTBD
Pivot Peter	28, engineer, switching industries	Skill anxiety	Prepare for new domain interviews
Budget Brenda	42, ops, sole earner	Financial stress	File benefits + manage cashflow

### 5. User Journey (MVP)

- **Trigger:** Receives layoff email → installs app via friend link.
- Day 0-2: Immediate Relief checklist (UI filing, COBRA, budget).
- Day 3-7: Reclaim tasks; AI rewrites LinkedIn.
- Day 8–15: Resume Scanner + 3 job applications.
- Day 16–30: Mood tracking, budget updates, interviews logged.

### 6. Core Requirements

#### **6.1 Functional Requirements**

- F-1: Onboarding Wizard (5 fields) must complete in <3 min.
- F-2: Bounce Plan surfaces 1 task/day, with complete/skip options.
- F-3: Coach Chat responds in <5s (P90), 10 messages/day free.
- F-4: Tracker allows CRUD and drag between job stages.
- F-5: Budget Snapshot includes COBRA and UI estimators.
- F-6: Peer Connect enables 1:1 async coffee chat (opt-in).
- F-7: Wellness tools include 2-min breathing, sleep tips, hotline.
- F-8: Offline-first for tasks, resume, and job tracking.
- F-9: Push notifications (daily @ 9am local + idle nudges).

#### **6.2 Non-Functional Requirements**

- NF-1: Screen/API latency P95 < 300ms.
- NF-2: GDPR + CCPA compliance; one-tap deletion.
- NF-3: WCAG 2.1 AA accessibility + low-cognitive mode.
- NF-4: Offline caching for core flows and chat history (25 msgs).
- NF-5: Progressive disclosure of advanced features.

### 7. User Stories (selected examples)

- **Onboarding:** As a new user, I want to complete onboarding in <3 minutes so I can begin recovery quickly.
- Relief Checklist: As an overwhelmed user, I want clear filing steps for UI and COBRA.
- Bounce Plan: As a laid-off parent, I want to snooze tasks without losing progress.

- Coach Chat: As a non-native speaker, I want help rewriting emails professionally.
- **Resume Scanner:** As a jobseeker, I want keyword suggestions for better matching.
- Tracker: As an active applicant, I want to move roles between stages easily.
- **Budget Tool:** As a cash-strapped user, I want to simulate income scenarios.
- Mood Tracker: As a stressed user, I want to track mood trends quickly.

### 8. Edge Cases & States

- Empty States: Use supportive CTAs (e.g., "No jobs tracked yet. Want help?")
- Offline Behavior: Resume read-only, tasks editable. Syncs on reconnect.
- Error Handling: Resume Scanner fallback to Coach + retry.
- Reactivation: Bounce Plan resumes after 7+ day inactivity with a nudge.

## 9. Analytics Events

Event Name	Properties
user_signed_up	{ method: 'email' }
task_completed	{ task_id, skipped, day_index }
coach_message_sent	{ mode: 'pull', tokens_used }
resume_uploaded	{ keyword_matches, suggestions_triggered }
application_added	{ stage, company, title }
mood_logged	{ emoji, score }
budget_saved	{ income, expenses, runway_months }

### 10. Acceptance Criteria (Key Features)

- **Resume Scanner:** ≥80% parse accuracy, ≥5 keywords flagged, AI rewrite in <6s.
- Budget Snapshot: Alerts if runway <60 days; adjusts with severance/UI.
- **Bounce Plan:** Tasks release at 9am local; progress bar updates.
- **Coach Chat:** P90 response <5s; 10+ free messages/day; tone toggle working.

### 11. Success Metrics (MVP)

Metric	Definition	Target
Activation	% completing Day-2 checklist	≥60%
Checklist Conversion	% completing 48-hour crisis checklist	≥65%

5%
7
25%
0%
25
5%
1

## 12. Timeline (Sprints)

Phase	Sprint(s)	Deliverables
Extended Discovery	S0-S2	10 user interviews, diary study, personas
Design & IA	S3-S4	Wireframes, UX test
Alpha Build	S5-S8	Bounce Plan, Tracker, Coach, Offline infra
Private Beta (50)	S9-S10	Metrics, bugfixes, iteration
Public Beta	S11-S12	App Store / Play Store launch
v1.1	Post-Beta	Resume Scanner, tone toggles, budget v2
v1.2	TBD	Community Rooms, video AI, warm intros

### 13. Monetization

- Free Tier: Core flows, limited Coach (10/day), mood/budget (7-day), Peer (1/mo).
- Pro (\\$9.99/mo): Unlimited Coach, full analytics, Warm Intros, Resume Scanner.

## 14. Risks & Dependencies

- AI Cost Spike: Mitigate with token cap, caching.
- Broken State Links: Weekly crawler validates URLs.
- App Store Delays: Web PWA fallback.

## **15. Open Questions**

• Should Coach nudges be more directive or opt-in?

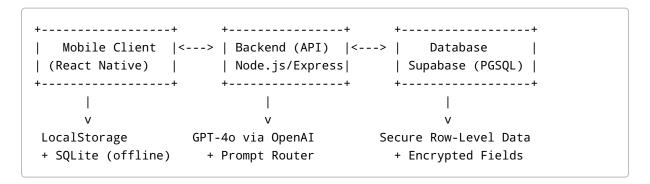
- What tone style performs best (test Pragmatist vs Hype vs Tough-Love)?
- Is a resume scan accuracy threshold of 80% acceptable to users?
- When to introduce LinkedIn OAuth contact sync?

### 16. Accessibility Commitments

- Minimum font size 16pt (body), 20pt (headings)
- High contrast modes; CTAs ≥48x48dp
- Reduced-decision onboarding toggle
- · No red alerts unless critical

### 17. Technical Addendum

#### 17.1 Architecture Overview



#### 17.2 Data Model (Simplified)

- User: id, email, layoff date, goal, location, onboarding stage
- TaskCompletion: user\_id, task\_id, status, timestamp
- MoodEntry: emoji, valence, note, created\_at
- Application: title, company, status, notes, last\_updated
- CoachLog: user\_id, tone, message\_id, token\_count, flagged

### 17.3 AI Prompt Engineering

- System prompts per tone (Pragmatist, Hype, Tough-Love)
- Seed prompt includes tone tag + last 3 user messages
- Moderation via OpenAI API (input + output)
- Token cap enforced: 10 free messages/day

#### 17.4 Security

- TLS 1.3 encryption for all transit
- SHA256 hash for sensitive fields (never passed to LLM)
- One-tap irreversible account/data deletion

### 17.5 Offline Behavior

Feature	Offline Behavior	Sync Logic
Bounce Plan	Local cache + progress tracking	One-way push on reconnect
Resume Editor	Stored in SQLite	Overwrite unless remote newer
Job Tracker	Local edit and reorder	Timestamp-based conflict resolve
Coach Chat	Read-only past history	Alert user when online required

## 17.6 Example API Contracts

## POST /signup

- Body: { email, password }
- Response: { user\_id, token }

## • GET /tasks/today

- Auth: Bearer Token
- Response: { task\_id, title, content, status }

## POST /coach/message

- Body: { message, tone }
- Response: { reply, tone, latency\_ms }

### POST /resume/scan

- Body: { resume\_text, job\_description }
- Response: { keywords\_missing, suggestions }

## • PUT /budget

- Body: { income, expenses }
- Response: { runway\_days, alert }

# **Appendix**

- Out of Scope: Employer dashboard, video AI, Plaid sync.
- Tracking Spec (v0): See Section 9 Analytics Events
- Tone Tagging Engine: Tag accuracy ≥85%; fallback to Pragmatist

## **End of PRD**