

The Shadow

Version: 1.0

Date: 25 Feb 2025

Changelog

Version	Date	Changes
1.0	25 Feb 2025	Initial draft

Brief

The Shadow is a prototype app where users express their feelings through an interface. A curated agent responds with a best-matching archetype and suggestions to help users understand their emotions.

Client Info

Name: Peter Lord

Email: pete@caro.au

Contractor Info

Name: Norris Wu

Email: work@norriswu.me

Functional Requirement

1. Setup project

- Codebase - Next.js, shadcn (UI components), Mastra (AI framework)
- Deployment - Vercel default domain (e.g., `the-shadow-abc123.vercel.app`)

2. Agent & matching

- Configure DeepSeek agent in Mastra
- Curate prompt to match input to best-fit archetype
- Returns archetype + description + deeper question + suggestions
- Test via Mastra playground

Note: Client provides archetype definitions via Google Docs at kickoff meeting. Contractor reviews and ports to prototype. Together we define 3 test cases (sample input → expected archetype). Agent tuning complete when test cases pass consistently.

Archetypes provided at kickoff are in scope. Additional archetypes after kickoff quoted separately - may require agent tuning and performance tweaks.

3. Feeling → archetype flow

- Landing page - branding, intro copy, CTA

- Input page - text input, suggested feeling tags, "Analyze" button
- Result page - archetype name, description, deeper question, suggestions, "Start over"

User stories:

- **Text input:** User types feeling → gets archetype
- **Suggested feelings:** User selects tags → gets archetype

Note: Suggested feelings list to be discussed in kickoff meeting. If not finalized, will use wireframe defaults (Lonely, Irritable, Judgmental, Overwhelmed, Empty, Stuck).

Use Cases

1. Express via text

User types "I felt enraged when my partner interrupted me" → taps "Analyze my shadow" → sees "Tyrant King" archetype with explanation and suggestions.

2. Express via suggested feelings

User selects [Lonely] + [Stuck] from tags → taps "Analyze my shadow" → sees matched archetype with guidance.

3. Reflect and restart

User reads archetype result, reflects on "deeper question" → taps "Start over" → returns to input page for another session.

Non-functional Requirement

- Browser: Chrome, Firefox
- Mobile-first design, responsive to desktop

Estimates and Quote

Hourly rate: \$120/hr \$100/hr (goodwill rate)

Item	Hours	Cost
Scoping & analysis	4	\$400 waived
Setup project	3	\$300
Agent & matching	6	\$600
Feeling → archetype flow	5	\$500
QA	2	\$200
Total	16	\$1,600

Fixed price based on estimated hours.

Additional In Scope Item

- Development environment setup

- Source code in GitHub repository
- Basic documentation
- Deployment and API costs during development (covered by contractor)
- 2 rounds of UI revisions (additional rounds quoted separately)

Note: If project proceeds to production, hosting and API costs to be discussed separately.

Out of Scope

- Production hosting costs
- Third-party API costs
- Ongoing maintenance
- Features not listed above
- Custom visual design (prototype uses shadcn defaults, presentable but not pixel-perfect)
- Edge case handling (prototype focuses on happy path)

Communication

- **LinkedIn Chat** - day-to-day text chat
- **Zoom** - discussions and meetings
- **Email** - formal communication

Timeline

- **Kickoff meeting:** To be scheduled upon acceptance
- **Start:** To be confirmed during acceptance (reference: next Monday)
- **Estimated delivery:** 2 business days from start

Client to prepare for kickoff: archetype definitions (Google Docs) and confirm suggested feelings list.

Payment Terms

- 50% (\$800) upfront upon acceptance of this SOW
- 50% (\$800) upon completion

Invoice with payment details to follow upon acceptance.

Resource Ownership

During development:

- Hosting account (Vercel) and API keys (DeepSeek) owned by contractor

If prototype stays live beyond 7 days post completion:

- DeepSeek API cost to be transferred to client
- Deployment and codebase transferred upon request

Intellectual Property

All project IP transfers to client upon final payment. Third-party libraries (shadcn, Mastra, etc.) remain under their respective licenses. Contractor retains right to reuse non-proprietary code patterns.

Warranty

Bug fixes for delivered functionality covered for 1 month after project completion. Does not cover new features or changes to requirements.

Change Requests

Scope is confirmed upon acceptance of this SOW. Major changes to be discussed during workflow.

QA Process

1. Contractor tests all functional requirements against use cases
2. Browser check (Chrome, Firefox)
3. Mobile responsiveness check
4. Bugs found → fixed within scope
5. Final walkthrough with client

QA complete when:

- All functional requirement checkboxes pass
- No critical bugs on Chrome/Firefox
- Mobile layout works
- Both parties are happy with their money spent/earned

Completion Criteria

Work is complete when all Functional Requirement items are checked off and QA is complete.

Potential Next Step

If core experience validates, a follow-up engagement could include:

- **My Deck** - save archetypes, view history, track patterns over time

Requires database and user persistence - to be scoped separately.