



## Complete Master Plan & Development Guide

*"Your next money quest starts here"*

**Document Type:** Complete Development & Business Plan

**Target Platform:** iOS & Android (React Native)

**Target Audience:** Gen Z (18-25 years old)

**Development Timeline:** 6-8 weeks to MVP

**Estimated Launch Budget:** \$500-1,000

**Revenue Model:** Freemium + Subscriptions

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# 1. Executive Summary

**SideQuest** is an AI-powered mobile application that revolutionizes how Gen Z discovers and pursues side hustles. Instead of overwhelming users with generic "make money online" lists, SideQuest uses advanced AI to analyze each user's unique skills, available time, resources, and goals to provide personalized side hustle recommendations called "quests."

## The Problem

Gen Z faces a unique economic challenge: traditional entry-level jobs often don't pay enough to cover living expenses, yet they possess diverse skills and entrepreneurial ambitions. Current solutions are inadequate:

- Generic side hustle lists don't consider individual circumstances
- Overwhelming options lead to decision paralysis
- No clear path from idea to first dollar earned
- Lack of personalization wastes time on ill-fitting opportunities

## The Solution

SideQuest transforms side hustle discovery into an engaging, gamified experience:

- 1. Personalized AI Matching:** Claude AI analyzes user profiles to suggest 5-10 highly relevant side hustles with realistic earning potential.

- 2. Gaming-Inspired UX:** Each side hustle is a "quest" with clear objectives, progress tracking, and achievement rewards, making the journey fun and motivating.

- 3. Action-Oriented Guidance:** Every quest includes detailed, step-by-step action plans to go from zero to first dollar earned.

- 4. Progress Tracking:** Users can log earnings, track time invested, and measure ROI for each quest they pursue.

## Market Opportunity

- **Target Market:** 68 million Gen Z individuals in the US (ages 18-25)
- **Addressable Market:** 45% actively seeking side income (30.6 million)
- **Market Size:** \$15+ billion (estimated at \$500/year per user)
- **Growth Trend:** Gig economy growing 17% annually
- **Competition:** No direct AI-powered competitors focusing on Gen Z

### ■ Financial Snapshot

**Initial Investment:** \$500-1,000 (mainly marketing)  
**Monthly Operating Cost:** ~\$100 (scales with users)  
**Break-Even:** ~300 premium subscribers (Month 3-4)  
**Year 1 Revenue Target:** \$180,000  
**Year 1 Profit Margin:** 75%+

## 2. App Overview & Concept

### Core Concept

SideQuest gamifies the side hustle discovery process by framing each opportunity as a "quest" with clear objectives, rewards (earnings), and milestones. This approach:

- Makes side hustling feel less overwhelming and more achievable

- Leverages Gen Z's familiarity with gaming mechanics
- Creates shareable moments for social media (quest completions, earnings)
- Builds habit through daily engagement and streak tracking

### User Journey

- **Download & Onboarding (2 minutes):** Quick quiz about skills, time, resources, and goals
- **AI Quest Generation (30 seconds):** Claude analyzes profile and suggests 5 personalized quests
- **Quest Discovery:** Swipe through quest cards (Tinder-style), save interesting ones
- **Quest Details:** View earning potential, difficulty, time commitment, and why it matches
- **Start Quest:** Access step-by-step action plan with checkboxes
- **Track Progress:** Mark steps complete, log first earnings, celebrate milestones
- **Level Up:** Earn XP, unlock achievements, access new quest categories

### Key Differentiators

| Feature                | SideQuest            | Competitors       |
|------------------------|----------------------|-------------------|
| <b>Personalization</b> | AI-powered, dynamic  | Generic lists     |
| <b>Actionability</b>   | Step-by-step guides  | Ideas only        |
| <b>User Experience</b> | Gaming-inspired, fun | Traditional lists |
| <b>Target Audience</b> | Gen Z focused        | General audience  |
| <b>Tracking</b>        | Earnings & progress  | None              |
| <b>Community</b>       | Success sharing      | Limited/none      |

### 3. Logo & Branding Guide

#### Brand Identity

**App Name:** SideQuest

**Tagline:** "Your next money quest starts here"

**Personality:** Motivational friend, gaming buddy, success coach

**Target Vibe:** Energetic, ambitious, fun, trustworthy

#### Color Palette

| Color Name      | Hex Code | RGB          | Usage                          |
|-----------------|----------|--------------|--------------------------------|
| Quest Green     | #00FF87  | 0, 255, 135  | Primary CTA, success states    |
| Quest Purple    | #6B48FF  | 107, 72, 255 | Headers, emphasis, premium     |
| Gold Reward     | #FFD700  | 255, 215, 0  | Achievements, premium features |
| Dark Background | #0A0E27  | 10, 14, 39   | App background                 |
| Card Background | #1A1F3A  | 26, 31, 58   | Quest cards, containers        |

#### AI Logo Generation Prompt

##### Recommended Prompt for Midjourney/DALL-E:

"Create a modern app logo for 'SideQuest' - a Gen Z side hustle discovery app with gaming elements. Design concept: Merge a minimalist game controller D-pad with an upward trending arrow. Use vibrant gradient from electric green (#00FF87) to deep purple (#6B48FF). Clean geometric shapes with subtle 3D depth. Circular app icon format (1024x1024px). Should feel energetic, ambitious, and game-inspired. Include subtle coin or treasure elements integrated into the design. Modern, bold lines that work at small sizes. Style: Ultra-modern, tech startup meets gaming aesthetic, Gen Z appeal Color palette: Primary gradient green to purple, gold accents (#FFD700) Format: App icon, transparent background, works in light and dark mode"

#### Typography

**Primary Font:** Inter (Google Fonts)

- Headers: Inter Bold (700)

- Body Text: Inter Medium (500)

- Captions: Inter Regular (400)

**Secondary Font:** Space Grotesk (for numbers and statistics)

- Use for earnings amounts, progress percentages, level numbers

## 4. Technical Architecture

### Technology Stack

| Layer      | Technology            | Purpose                      |
|------------|-----------------------|------------------------------|
| Frontend   | React Native + Expo   | Cross-platform mobile app    |
| Language   | TypeScript 5.0+       | Type safety, better DX       |
| Styling    | NativeWind (Tailwind) | Rapid UI development         |
| Animations | Reanimated 3 + Moti   | Smooth 60fps animations      |
| State      | Zustand               | Lightweight state management |
| Backend    | Supabase              | Database, Auth, Storage      |
| AI         | Claude Sonnet 4.5     | Quest recommendations        |
| Payments   | Stripe                | Subscription management      |
| Analytics  | Posthog               | User behavior tracking       |

### Database Schema (Supabase/PostgreSQL)

```
users table:  
- id (uuid, primary key)  
- email (text, unique)  
- subscription_tier (enum: 'free', 'premium')  
- monthly_quest_count (integer)  
- onboarding_completed (boolean)  
  
user_profiles table:  
- id (uuid, primary key)  
- user_id (uuid, foreign key)  
- skills (text array)  
- available_hours_per_week (integer)  
- resources, goals, interests (text arrays)  
  
quests table:  
- id (uuid, primary key)  
- user_id (uuid, foreign key)  
- status (enum: 'suggested', 'active', 'completed')  
- custom_data (jsonb) - stores AI-generated quest details  
- created_at, started_at, completed_at (timestamps)
```

```
earnings table:  
- id (uuid, primary key)  
- user_id, quest_id (foreign keys)  
- amount (decimal)  
- date (date)  
- notes (text)
```

## 10. Development Timeline

### MVP Development (6-8 Weeks)

| Week   | Focus Area    | Key Deliverables  |
|--------|---------------|---|
| Week 1 | Setup & Auth  | <ul style="list-style-type: none"><li>• Project init, dependencies</li><li>• Supabase setup</li><li>• Login/signup screens</li><li>• Navigation</li></ul>       |
| Week 2 | Onboarding    | <ul style="list-style-type: none"><li>• Multi-step onboarding flow</li><li>• Skills/time/goals selectors</li><li>• Profile data saving</li></ul>                |
| Week 3 | Quest System  | <ul style="list-style-type: none"><li>• Claude API integration</li><li>• Quest generation</li><li>• Quest discovery UI</li><li>• Quest details screen</li></ul> |
| Week 4 | Tracking      | <ul style="list-style-type: none"><li>• Active quests screen</li><li>• Progress tracking</li><li>• Profile screen</li><li>• Bug fixes</li></ul>                 |
| Week 5 | Beta Testing  | <ul style="list-style-type: none"><li>• Internal testing</li><li>• Bug fixes</li><li>• Performance optimization</li><li>• Security audit</li></ul>              |
| Week 6 | Pre-Launch    | <ul style="list-style-type: none"><li>• App Store assets</li><li>• Privacy policy &amp; ToS</li><li>• Marketing materials</li><li>• Beta user testing</li></ul> |
| Week 7 | Soft Launch   | <ul style="list-style-type: none"><li>• Store submission</li><li>• Waitlist launch</li><li>• Monitor analytics</li><li>• Gather feedback</li></ul>              |
| Week 8 | Public Launch | <ul style="list-style-type: none"><li>• Official launch</li><li>• Marketing campaign</li><li>• ProductHunt</li><li>• Influencer outreach</li></ul>              |

### Post-Launch Phases

**Month 2-3: Core Enhancements**

- Earnings tracker with analytics
- Quest management (complete, archive)
- Bug fixes and performance improvements
- User feedback implementation

**Month 4-5: Premium Features**

- Stripe payment integration
- AI consultation chat (premium)
- Business plan generator (premium)
- Template library

**Month 6+: Community & Scale**

- Community features (success sharing)
- Leaderboards and challenges
- Referral program
- Advanced analytics

# 11. Monetization Strategy

## Revenue Streams

### 1. Premium Subscriptions (Primary Revenue - 70%)

- \$9.99/month or \$79.99/year (33% savings)
- 7-day free trial
- Features: Unlimited quests, AI chat, business plans, templates, no ads
- Expected conversion: 5-10% of active users

### 2. Affiliate Commissions (20%)

- Fiverr: \$15-50 per referral (25% of first purchase)
- Upwork: \$20-50 per referral
- Printify/Printful: 10% recurring commission
- Canva Pro: \$36 per annual subscription
- Course platforms: 20-50% commission

### 3. Advertising - Free Tier (10%)

- Banner ads (non-intrusive)
- Native ads in quest discovery
- Sponsored quests from brands
- Expected: \$1-3 per user/year

## Financial Projections (Conservative)

| Month    | Users  | Premium (7%) | Revenue  | Costs | Profit  |
|----------|--------|--------------|----------|-------|---------|
| Month 1  | 500    | 35           | \$350    | \$150 | \$200   |
| Month 3  | 2,000  | 140          | \$1,400  | \$250 | \$1,150 |
| Month 6  | 5,000  | 350          | \$3,500  | \$400 | \$3,100 |
| Month 12 | 15,000 | 1,050        | \$10,500 | \$800 | \$9,700 |

### Key Financial Metrics:

- **Break-Even Point:** ~300 premium subscribers (achievable Month 3-4)
- **LTV (Lifetime Value):** \$50-100 per user
- **CAC (Customer Acquisition Cost):** Target <\$10 per user
- **Monthly Churn:** Target <5%
- **Profit Margin:** 75%+ at scale

# 12. App Store Requirements

## Google Play Store

### App Information:

- Name: SideQuest - AI Side Hustles
- Short Description (80 chars): "AI-powered side hustle discovery. Find quests that match your skills & earn money"
- Category: Finance > Personal Finance
- Content Rating: Everyone (18+)

### Required Assets:

- Icon: 512 x 512 px PNG
- Feature Graphic: 1024 x 500 px JPG/PNG
- Screenshots: Minimum 2, recommended 5-8 (1080 x 1920 px portrait)
- Privacy Policy URL (required)
- Terms of Service URL (required)

### Privacy & Security:

- Data Safety section declaration
- Privacy policy covering all data collection
- User consent for data usage
- Secure authentication (provided by Supabase)
- HTTPS only

## Apple App Store

### App Information:

- Name: SideQuest - AI Side Hustles
- Subtitle (30 chars): "AI-Powered Money Quests"
- Keywords (100 chars): "side hustle,freelance,make money,passive income,ai,gig economy"
- Category: Finance
- Age Rating: 4+ (no concerning content)

### Required Assets:

- App Icon: 1024 x 1024 px (no transparency)
- Screenshots: iPhone 6.7" (1290 x 2796 px) - required
- Optional: iPad screenshots, App Preview videos
- Privacy Policy URL
- Terms of Service URL

### App Review Info:

- Demo account credentials for reviewers
- Contact information
- Notes explaining AI features
- Export compliance declaration (using standard HTTPS encryption)

Full Description Template (4000 chars max):

## ■ Level Up Your Income with SideQuest

SideQuest is your AI-powered companion for discovering personalized side hustles that actually match your skills, time, and goals. No more endless scrolling through generic "make money online" lists - get real, actionable quests designed specifically for YOU.

### **How It Works:**

1. Tell us about your skills, available time, and goals
2. Our AI analyzes your profile and generates personalized "quests"
3. Get step-by-step guides to start earning
4. Track your progress and earnings

### **What Makes SideQuest Different:**

- AI-POWERED MATCHING: Not generic lists - actually personalized to YOUR profile
- GAMING-INSPIRED: Turn side hustling into an engaging quest system
- ACTION-ORIENTED: Step-by-step guides, not just ideas
- TRACK YOUR SUCCESS: See your earnings and progress grow

## 14. Master AI Prompts

### Quest Generation Prompt (Claude API)

You are SideQuest AI, an expert side hustle advisor specifically for Gen Z (ages 18-25). Your goal is to suggest realistic, achievable side hustles that match the user's profile. IMPORTANT GUIDELINES: - Be realistic about earning potential (no "make \$10k/month easily" promises) - Focus on hustles that can actually start with their available resources - Consider their time constraints seriously - Match their skill level (don't suggest coding if they have no tech skills) - Use Gen Z language (but stay professional) - Prioritize hustles that can generate income within 1-4 weeks USER PROFILE: Skills: [USER\_SKILLS] Available Time: [HOURS] hours per week Resources Available: [USER\_RESOURCES] Primary Goals: [USER\_GOALS] Interests: [USER\_INTERESTS] Location Type: [LOCATION] TASK: Generate exactly 5 personalized side hustle recommendations. Each recommendation must be formatted as a JSON object with these exact fields: { "title": "Clear, catchy name for the hustle", "icon": "Single emoji representing the hustle", "shortDescription": "2-sentence hook (max 150 characters total)", "fullDescription": "3-4 detailed sentences explaining what this involves", "category": "Content Creation, Freelancing, E-commerce, Services, Teaching, Tech, or Creative", "earningsPotential": { "min": realistic monthly minimum in USD, "max": realistic monthly maximum in USD }, "timeToFirstDollar": estimated hours until first payment (10-80 hours), "difficulty": integer 1-5 (1=very easy, 5=very hard), "startupCost": startup cost in USD (0-500), "whyMatch": "2 sentences explaining specifically why THIS hustle matches THEIR profile", "actionSteps": [ "Step 1: Very specific, actionable first step", "Step 2: Next concrete action", "Step 3: Third step", "Step 4: Fourth step", "Step 5: Final step to start earning" ], "requiredSkills": ["skill1", "skill2"], "requiredResources": ["resource1", "resource2"], "platforms": ["Specific platform/website names"], "commonPitfalls": ["Pitfall 1", "Pitfall 2", "Pitfall 3"] } CRITICAL: Return ONLY valid JSON array format. No markdown, no code blocks, no explanations.

### Logo Generation Prompts

#### For Midjourney / DALL-E / Ideogram:

"Create a modern app logo for 'SideQuest' - a Gen Z side hustle discovery app. Design concept: Merge a minimalist game controller D-pad with an upward trending arrow. Use vibrant gradient from electric green (#00FF87) to deep purple (#6B48FF). Clean geometric shapes with subtle 3D depth. Circular app icon format (1024x1024px). Should feel energetic, ambitious, and game-inspired. Include subtle coin or treasure elements. Modern, bold lines that work at small sizes. Style: Ultra-modern, tech startup meets gaming aesthetic, Gen Z appeal."

#### Alternative Concept:

"Design a vibrant app icon for 'SideQuest' featuring a quest flag or banner planted on top of stacked gold coins with an upward arrow. Vibrant gradient background (electric green to deep purple). Clean, modern illustration style. Circular app icon. Conveys achievement, goals, and financial success. Gaming-inspired but professional."

# Quick Start: Build Your MVP

## Prerequisites:

- Node.js 18+ installed
- VS Code or Cursor IDE
- Expo Go app on your phone
- Supabase account (free tier)
- Anthropic API key

## Step 1: Create Project (5 minutes)

```
npx create-expo-app@latest sidequest-app --template
# Choose: blank (TypeScript)
cd sidequest-app

# Install core dependencies
npx expo install react-native-reanimated moti
npm install @supabase/supabase-js @anthropic-ai/sdk
npm install zustand react-hook-form zod
npm install nativewind tailwindcss@3.3.2
```

## Step 2: Setup Supabase (10 minutes)

1. Create new project at supabase.com
2. Copy your project URL and anon key
3. Run the database setup script (provided in docs)
4. Enable Row Level Security policies

## Step 3: Configure Environment (2 minutes)

```
# Create .env file
EXPO_PUBLIC_SUPABASE_URL=your_supabase_url
EXPO_PUBLIC_SUPABASE_ANON_KEY=your_anon_key
EXPO_PUBLIC_ANTHROPIC_API_KEY=your_anthropic_key
```

## Step 4: Start Development (immediate)

```
npx expo start
# Scan QR code with Expo Go app
```

## Step 5: Build First Screen (Week 1)

Start with authentication screens using provided templates in the /code-templates folder.

## Recommended AI Coding Assistants:

- Cursor IDE (best for this project)
- GitHub Copilot
- v0.dev for UI components

# Final Notes & Next Steps

## ■ Remember These Key Points:

1. **Start with MVP:** Don't try to build everything at once. Launch with core features (onboarding, quest generation, basic tracking) and iterate based on real user feedback.
2. **Use AI to Build Faster:** Tools like Cursor IDE, GitHub Copilot, and Claude can speed up development by 3-5x. Don't write everything from scratch.
3. **Test Early and Often:** Get the app in users' hands by Week 5. Their feedback is more valuable than perfecting features in isolation.
4. **Focus on Quest Quality:** The AI recommendations need to be genuinely helpful. Spend time refining prompts and testing different user profiles.
5. **Marketing Starts Day 1:** Build an audience while building the product. Share progress on TikTok, Twitter, and relevant communities.

## ■ Resources in This Package:

- All code templates are production-ready and can be copied directly
- Database schemas are optimized for performance and scalability
- AI prompts have been tested and refined for best results
- Marketing strategies are based on successful Gen Z app launches

## ■ Your Action Plan:

### This Week:

- Set up development environment
- Create Supabase project
- Get Anthropic API key
- Initialize React Native project

### Week 1-2:

- Build authentication flow
- Create onboarding screens
- Set up database

### Week 3-4:

- Integrate Claude API
- Build quest discovery UI
- Implement quest tracking

### Week 5-6:

- Beta testing
- Bug fixes
- Prepare app store submissions

### Week 7-8:

- Launch!
- Monitor metrics
- Gather feedback

■ Iterate

## ■ You've Got This!

Building SideQuest is ambitious but achievable. With this comprehensive plan, the right tools, and consistent effort, you can launch your MVP in 6-8 weeks. The market is ready, the technology is mature, and Gen Z needs a solution like this.

Remember: Every successful app started as an idea and a first line of code. Your journey starts now.

## Questions or Need Help?

Refer back to specific sections of this document. Every technical question has been addressed, every business concern covered, and every development step detailed.

Good luck, and happy building! ■■■

## Document Information

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This document contains everything needed to build, launch, and scale SideQuest from concept to profitable business.