

Project Name: SolRefer

Value Proposition: SolRefer is a decentralized referral system built on Solana that enables businesses, content creators, and users to create, manage, and participate in referral programs with transparency, efficiency, and trust. By leveraging blockchain technology, SolRefer eliminates intermediaries, ensures fair payouts, and provides a seamless experience for all stakeholders.

Product-Market Fit: The referral marketing industry is plagued by inefficiencies, lack of transparency, and high costs. SolRefer addresses these challenges by using Solana's high-speed, low-cost infrastructure to create a decentralized referral system that benefits businesses, publishers, and users alike.

Target User Profiles

1. The Growth-Oriented Business Owner:

- **Demographics:** Typically small to medium-sized business owners or marketing professionals aged 25-45, located in urban areas with a strong focus on digital marketing.
- **Interests:** Customer acquisition, growth hacking, data-driven marketing, and Web3 technologies.
- **Motivations:** Seeking cost-effective and transparent referral programs to acquire new customers. Frustrated with traditional referral systems that lack accountability and control.

2. The Content Creator/Influencer:

- **Demographics:** Individuals aged 18-35, often located in urban areas or digital nomad communities, with a strong online presence.
- **Interests:** Content creation, community building, monetizing their audience, and Web3 technologies.
- **Motivations:** Desire to earn revenue through referral programs while maintaining control over the content and user experience.

3. The Web3-Savvy User:

- **Demographics:** Predominantly younger (18-35), tech-savvy individuals, often located in urban areas or digital nomad communities, with a strong interest in cryptocurrencies and blockchain technology.
- **Interests:** Cryptocurrencies, NFTs, DeFi, DAOs, and earning rewards through Web3 platforms.
- **Motivations:** Passionate about decentralization and earning rewards for participating in referral programs.

User Stories

User Story ID: SR-001a

Priority: High

User Persona: Marketing Manager at "EcoWear"

Goal: Create a referral program to attract eco-conscious customers.

User Story: As a marketing manager, I want to create a referral program that rewards users for bringing eco-conscious customers to our platform.

Functionality: The platform should allow me to:

- Define referral rewards (e.g., discounts, tokens).
- Set eligibility criteria for participants.
- Mint referral NFTs that represent unique referral links.

Attributes: The referral program should have:

- Customizable reward structures.
- Transparent tracking of referrals.

User Interaction: I should be able to:

- Preview the referral program before launching.
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User Story ID: SR-001b

Priority: High

User Persona: Marketing Manager at "EcoWear"

Goal: Monitor the performance of the referral program.

User Story: As a marketing manager, I want to track the performance of my referral program to optimize its effectiveness.

Functionality: The platform should allow me to:

- View the number of referrals, clicks, and conversions.
- Analyze the ROI of the referral program.

Attributes: The performance dashboard should have:

- Real-time data updates.
- Visualizations (e.g., charts, graphs).

User Interaction: I should be able to:

- Filter data by time periods and metrics.
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User Story ID: SR-002a

Priority: High

User Persona: Owner of "CryptoBlogger"

Goal: Earn crypto by participating in referral programs.

User Story: As a content creator, I want to join referral programs and earn crypto rewards for driving traffic to businesses.

Functionality: The platform should allow me to:

- Browse and join available referral programs.
- Share referral links with my audience.
- Receive automatic payouts in my crypto wallet.

Attributes: The referral programs should be:

- Easy to join and manage.
- Transparent in terms of rewards and payouts.

User Interaction: I should be able to:

- Track my earnings in real-time.
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User Story ID: SR-002b

Priority: Medium

User Persona: Owner of "CryptoBlogger"

Goal: Choose referral programs that align with my audience.

User Story: As a content creator, I want to select referral programs that are relevant to my audience to maximize engagement.

Functionality: The platform should allow me to:

- Filter referral programs by category, target audience, and rewards.
- Block or approve specific referral programs.

Attributes: The referral program selection process should be:

- Flexible and user-friendly.

User Interaction: I should be able to:

- Preview referral program details before joining.
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User Story ID: SR-003a

Priority: Medium

User Persona: "Web3Wendy", an active participant in Web3 communities.

Goal: Earn rewards for participating in referral programs.

User Story: As a Web3 user, I want to earn crypto rewards by participating in referral programs and sharing referral links.

Functionality: The platform should allow me to:

- Join referral programs and receive unique referral links.
- Earn rewards for successful referrals.

Attributes: The reward system should be:

- Transparent and automated.

User Interaction: I should be able to:

- View my reward balance and transaction history.
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User Story ID: SR-003b

Priority: Medium

User Persona: "Web3Wendy"

Goal: Provide feedback on referral programs.

User Story: As a Web3 user, I want to provide feedback on referral programs to help improve the platform.

Functionality: The platform should allow me to:

- Rate and review referral programs.
 - Suggest improvements or new features.
- Attributes:** The feedback system should be:
- Easy to use and accessible.
- User Interaction:** I should be able to:
- View feedback from other users.

Conclusion

The refinement process has resulted in clear, actionable user stories that address the needs of SolRefer's target users. By focusing on granularity, reducing jargon, and using strong action verbs, these user stories provide a comprehensive roadmap for the development of SolRefer. This ensures that the platform delivers a valuable and user-friendly experience for businesses, content creators, and Web3 users alike.