# Product Name [TBD] — PRD v1.0 (updated with new decisions)

Updated with: passkeys later, note attachments ≤10MB total per note, public blog + gated comments/participant profiles, artist→artist referrals with 1‑mo credit, multi‑region scope (Boston now; LA/NYC next), map toggle, defaults, and pricing tiers + matching rubric.

## 0) One‑pager summary

* **Problem**: Artists and venues struggle to find each other; info is fragmented, stale, and calls are ephemeral.
* **ICP**: Artists (student → mid‑career) in metro areas; venues incl. galleries, cafés, libraries, markets, art centers, online‑only.
* **Value**: Curated venue DB + fast search/filter; personal notes + color stickers; rich artist profiles; venue claim/edit; open‑call broadcast; daily matching; public blog that builds community and funnels conversions.
* **Markets**: **Boston (MVP, ~250 venues)** → **LA (~500)** → **NYC (~1000)**; region segregation at DB or hosting level.
* **Why us**: Local depth (MBTA etc.), data freshness (nudges + allow‑listed metadata scrape), transparent matching, credit incentives, community content.
* **North‑star**: Matches that lead to outreach; **2nd**: venue‑claim rate; **3rd**: open‑call apply‑rate; **GTM**: referral‑driven growth.
* **Metrics**: D7 activation, WAU (artists/venues), venue‑claim rate, matches/artist/week, open‑call CTR/apply‑rate, MRR & NRR.

## 1) Scope

**In**: Venue directory; search/filter/group/sort; bookmarks; notes with attachments (≤10MB per note); stickers (10 colors, user‑defined meanings); optional artist profiles (≤100 images + 1×5‑min video); venue claim/edit; open‑call broadcast/feed; daily matching w/ 7‑day cooldown; credits for data fixes; email nudges; public blog (posts + comments); referral program; admin console.

**Out**: Payments between artists/venues; contract workflows; full messaging; escrow/shipping/insurance; juried application tooling.

**Non‑goals**: Guaranteeing acceptance; public ranking of artists.

## 2) Personas & JTBD

* **Artist**: Find suitable venues, track outreach, and act on open calls.
* **Venue**: Maintain listing, broadcast calls, discover relevant artists.
* **Admin**: Keep data clean, manage credits/claims, moderate content.
* **Service**: Scheduled jobs (scrape/nudge/match).

## 3) Core flows (acceptance criteria)

### 3.1 Auth & onboarding

* Email‑link or OAuth (Google/Meta) + **mandatory 2FA (TOTP)**. **Passkeys**: roadmap (M3).
* Venue claim via email loop, domain email verification or admin approval; 2FA enforced after claim.
* **Accept**: Artist signs up → views venues → adds note ≤2 min; Venue claims & edits ≤5 min.

### 3.2 Browse venues (Artist)

* Pagination (10/25/50); search, filter, group, sort by stickers/type/locality/distance (from Park St 42.3564 −71.0623)/MBTA/has‑note/has‑open‑call; bookmarks; **Map toggle** (off by default).
* **Accept**: p95 search < 600 ms; zero‑result guidance; saved views.

### 3.3 Notes & stickers

* Per‑venue rich‑text notes; **attachments allowed (images/pdf/doc), total ≤10MB per note**; version history; export CSV.
* Stickers: 10 colors; per‑artist meanings (label/emoji); multiple stickers per venue.

### 3.4 Artist profile (optional)

* Statement, works, links, availability/goals; media quotas: ≤100 images + 1×5‑min video; import from site + scheduled refresh.
* Visibility: **none (default)** / venues / public.

### 3.5 Open calls

* Venues create/broadcast calls (title, summary, URL, deadline); Artists get feed, annotate (“applied YYYY‑MM‑DD”), pin to **To‑Do Wall** (kanban + calendar). Auto‑expire past deadlines; reminders T‑7/T‑1.

### 3.6 Venue claim & editing

* Edit listing fields (blurb, address, locality, transit, mediums, commission %, fees, insurance, submission policy, media incl. 1×5‑min video). Browse/search artists; **intent‑to‑contact log** (no in‑app messaging M0–M2).

### 3.7 Matching (Service)

* Nightly job surfaces artist↔venue candidates with score + short explanation; write last\_match\_tried; do **not** reconsider < 7 days; per‑user opt‑out and per‑venue daily cap.

### 3.8 Data fixes & credits

* Reports for missing/incorrect info → Admin review → **1‑month credit** applied on approval; audit trail.

### 3.9 Blog & comments

* Public blog posts (by team); comments from **subscribers only**.
* **Gating**: readers can view posts; subscribers can comment and **see participant profiles** (artist/venue) on each post; non‑subs see counts only.
* Moderation (spam/abuse), rate limits, notifications.

### 3.10 Referrals

* Artist invites via unique link. If invitee subscribes, **sender receives 1‑month credit**. Sender may invite **unlimited** people. Fraud checks (no self‑referrals, cooling‑off before credit).

### 3.11 Admin controls

* Full edit, block/unblock users/venues, broadcast email to Artists/Venues, approve credits, override claims, moderation queue, audit log.

## 4) Functional requirements (FR‑XX)

**Auth & RBAC** - FR‑01: OAuth/email‑link + 2FA (TOTP). Passkeys deferred to M3. - FR‑02: Roles: Admin, Artist, Venue, Service; server‑side checks. - FR‑03: Venue claim workflow with domain verification or admin approval.

**Directory & Search** - FR‑10: Venue fields include region\_code (BOS/LA/NYC), type, locality, coords, MBTA (BOS), distance\_km, commission %, fees, insurance, mediums[], submission policy, website/social, claimed. - FR‑11: Full‑text search (blurbs + notes + profiles) + filters; saved views. - FR‑12: Map toggle on venue list (clustered markers, bbox filter).

**Notes, Stickers, Bookmarks** - FR‑20: Notes with attachments (≤10MB total per note), versioning, export. - FR‑21: Sticker meanings per artist; assignments per venue; multiple stickers. - FR‑22: Bookmark venues/artists; lists.

**Profiles & Media** - FR‑30: Artist profiles with visibility controls; media processing; quotas. - FR‑31: Scheduled profile refresh from external website.

**Open Calls** - FR‑40: Venue‑authored calls; artist feed; To‑Do Wall; reminders; expiry. - FR‑41: **Unclaimed venues ingestion via allow‑listed, metadata‑only scrape** (respect robots.txt; store minimal text/preview; takedowns honored).

**Matching** - FR‑50: Nightly match job; record score + explanation + last\_match\_tried; 7‑day cooldown; opt‑out & per‑venue daily cap.

**Credits & Reports** - FR‑60: Data‑fix credits (1 month each) with ledger; referral credits upon conversion; separate credit types and caps.

**Blog & Comments** - FR‑70: Blog posts (markdown/RTE), tags, SEO meta; comments from subscribers; participant profile visibility gated to subscribers; moderation tools.

**Referrals** - FR‑80: Unique links/codes; track invites → conversion; apply 1‑mo credit to referrer; unlimited invites; fraud checks.

**Comms** - FR‑90: Transactional emails (claims, credits, open‑call reminders), weekly/monthly nudges to claimed venues; blog/comment notifications.

**Admin** - FR‑95: Moderation queue; broadcasts; audit log; claim overrides; blocks.

## 5) Non‑functional requirements (NFRs)

* **Availability**: 99.9%/mo; **DR**: RPO ≤ 15 min, RTO ≤ 1 h.
* **Performance**: p50 200 ms / p95 600 ms for list/search; uploads backgrounded.
* **Security**: HTTPS/HSTS, CSP, CSRF; 2FA mandatory; secrets in KMS; basic media moderation.
* **Privacy**: GDPR/CCPA; export/delete ≤ 30 days; blog comment IP/user agent logged for abuse.
* **Accessibility**: WCAG 2.2 AA.
* **Cost guardrails**: media quotas; per‑tenant rate limits; fair‑use on blog comments.

## 6) Data model (high‑level)

* **User** {id, email, name, role, 2fa\_enabled, status}
* **ArtistProfile** {user\_id, statement, goals, visibility, site\_url, region\_home?}
* **ArtistMedia** {id, artist\_user\_id, type(image|video), url, meta, moderation}
* **Venue** {id, region\_code(BOS|LA|NYC), name, type, locality, coords, mbta\_access?, distance\_km, commission\_pct, fees, insurance\_req, mediums[], website, social[], claimed\_by\_user\_id?, claim\_status}
* **VenueOpenCall** {id, venue\_id, title, summary, url, deadline, status}
* **VenueClaim** {id, venue\_id, user\_id, method(domain|admin), approved\_at}
* **Note** {id, artist\_user\_id, venue\_id, body, attachments\_meta(total\_bytes≤10MB), created\_at, updated\_at}
* **StickerMeaning** {artist\_user\_id, color, label}
* **StickerAssignment** {artist\_user\_id, venue\_id, color}
* **Bookmark** {user\_id, target\_type, target\_id}
* **Match** {id, artist\_user\_id, venue\_id, score, explanation, last\_match\_tried, surfaced\_at}
* **Report** {id, reporter\_user\_id, type(missing|incorrect), target, details, status}
* **Credit** {id, user\_id, months, reason(data\_fix|referral), cap\_policy, applied\_subscription\_id?, created\_at}
* **Subscription** {id, user\_id, plan, status, current\_period\_end, stripe\_customer\_id}
* **BlogPost** {id, slug, title, body, tags[], author\_user\_id, published\_at}
* **Comment** {id, post\_id, user\_id, body, status, created\_at}
* **Referral** {id, referrer\_user\_id, code, invitee\_user\_id?, status(sent|converted|rejected), credited\_at?}
* **AuditLog** {id, actor\_user\_id, action, target\_type, target\_id, meta, at}

## 7) API surface (REST)

**Auth**: POST /auth/signup, /auth/login, /auth/2fa/verify, /auth/logout

**Venues**: GET /venues (filters, paging, bbox), GET /venues/:id, PATCH /venues/:id (Venue/Admin), POST /venues/:id/claim, POST /venues/:id/claim/verify, GET/POST /venues/:id/open‑calls

**Artists**: GET/PATCH /me/profile, POST/DELETE /me/media, CRUD /me/notes, POST /me/stickers/meanings, POST /me/stickers/assign, POST/DELETE /me/bookmarks, GET /me/matches

**Search**: POST /search (text), POST /search/images (image/text)

**Blog**: GET /blog, GET /blog/:slug, POST /blog (Admin), POST /blog/:slug/comments (subs only), GET /blog/:slug/comments

**Referrals**: POST /referrals (create link), GET /referrals, POST /referrals/:code/accept

**Admin**: GET /admin/reports, POST /admin/reports/:id/approve, POST /admin/credits, POST /admin/broadcasts, POST /admin/block/:id, POST /admin/unblock/:id, GET /admin/moderation

**Idempotency**: header on POSTs. **Rate limits**: 60 req/min IP; 600 req/min user; stricter on comments.

## 8) UI map

* **Dashboard**: Saved views, recent matches, open‑call highlights, referral link card.
* **Venues**: Faceted list + **map toggle**; grouping by locality/type/sticker.
* **Venue detail**: Blurb, transit, commission/fees, submission policy, media, open calls, my notes & stickers.
* **Open calls**: Feed + calendar; To‑Do Wall; reminders.
* **Artists (for Venues)**: Directory with filters; profile pages.
* **Blog**: Post index/detail; comments (subs only); participant list (subs only).
* **Referrals**: Invite link, status of invites, credits earned.
* **My Profile**: Editor, media manager, visibility.
* **Admin**: Reports, credits, broadcasts, moderation, claims, audit log.

## 9) Integrations & Services

* **Stripe**: subscriptions, invoices, credits as coupons or billing adjustments.
* **Email**: Postmark/SES (transactional, broadcasts, comment notifications).
* **Storage**: S3/GCS (signed URLs); image/video processing.
* **Search**: Postgres FTS + trigram; optional vector index for image search.
* **Scheduler/Queue**: cron + workers for scrape/match/nudge.
* **Scrape policy**: allow‑list + metadata‑only; robots‑aware; takedown flow.

## 10) Matching rubric (signals + weights)

**Score = 100 × σ(Σ wᵢ·fᵢ)** where σ is logistic; show top 3 factors in UI. - **Medium fit (w=0.30)**: cosine similarity between artist media tags/embeddings and venue accepted mediums. - **Location fit (w=0.20)**: proximity to venue locality/region; decay over distance; MBTA access bonus for BOS. - **Profile freshness (w=0.10)**: penalty if artist profile >90 days since update. - **Submission policy fit (w=0.10)**: open‑call presence or rolling submissions. - **Commission/fees tolerance (w=0.10)**: align venue commission/fees vs artist‑set preferences. - **Past outcomes (w=0.10)**: de‑prioritize venues previously rejected by artist; prioritize bookmarked venues. - **Open‑call timing (w=0.05)**: deadline within 30 days gets boost. - **Availability/goals fit (w=0.05)**: overlap of artist goals with venue positioning.

Cooldown: do not re‑surface same pair within 7 days. Per‑venue daily cap to avoid feed spam. A/B test weights; store explanation text.

## 11) Pricing & packaging (tailored)

**Artist** - **Browse (Free)**: view venues (limited filters), read blog; cannot add notes/stickers; cannot comment; profiles hidden. - **Pro ($12/mo)**: full filters, notes + stickers, bookmarks, open‑call feed + To‑Do, profile (100 imgs + 1 video), blog comments + see participant profiles, 10 matches/week. - **Studio ($24/mo)**: everything in Pro + 30 matches/week, saved views, export notes CSV, image search, referral bonus multiplier [TBD].

**Venue** - **Basic ($19/mo)**: claim + edit listing, open‑call broadcast (1 active), artist directory browse, intent‑to‑contact log. - **Pro ($49/mo)**: 5 active calls, boosted placement in artist browse, analytics (views/clicks), venue video, team seats (3). - **Business ($99/mo)**: unlimited calls, SSO, audit export, priority support.

**Credits** - **Data‑fix credits**: 1 month each, **max 3 months stacked**. - **Referral credits**: 1 month per converted invitee, **no cap**; apply after cooling‑off (e.g., 14 days paid).

All prices placeholders; finalize after smoke tests.

## 12) Events/Webhooks/Analytics

Events: user.signup, venue.claimed, note.created, note.attachment\_added, sticker.assigned, open\_call.created, open\_call.clicked, open\_call.applied, match.surfaced, blog.post\_published, blog.comment.created, referral.invite.sent, referral.converted, credit.applied. - **Webhooks**: HMAC signatures; retries with backoff. - **Product analytics**: activation funnels, search usage, notes/stickers adoption, map toggle usage, open‑call CTR/apply, match→outreach, blog engagement, referral k‑factor.

## 13) Security, privacy, abuse prevention

* 2FA mandatory; session/device mgmt; audit log.
* Rate limits + anomaly detection; anti‑scrape controls (pagination caps, watermarking, honey tokens, ToS).
* Blog/comment moderation, spam filtering, report abuse; block users/venues.
* Data export + deletion; DPA + takedown process for scraped metadata.

## 14) Reliability & ops

* Envs: dev/stage/prod; blue/green deploys; observability (logs, metrics, traces); status page.
* Backups nightly + 15‑min WAL; quarterly restore drills.
* Region segregation: **Option A** single cluster with region\_code; **Option B** per‑region deploys (BOS/LA/NYC) with separate DBs; feature flags for rollout.

## 15) Roadmap & milestones

* **M0 (2–3 wks)**: Auth + 2FA, venue list + search, notes + stickers (attachments ≤10MB per note), basic profiles, seed 250 venues, Free/Pro pricing for Artists, Basic for Venues.
* **M1 (3–5 wks)**: Venue claim/edit, open‑calls (manual), To‑Do Wall, bookmarks, saved views, Stripe, blog (read) + Pro comments + participant gating, referral links MVP, admin console.
* **M2 (3–5 wks)**: Matching with explanations + cooldown, allow‑listed metadata scrape for unclaimed, credits (data‑fix + referral), image search MVP, analytics dashboards, map toggle, moderation tools.
* **M3 (GA)**: Passkeys, per‑region deploys (LA, NYC), anti‑scrape hardening, enterprise venue plan, SOC2 pre‑work.

## 16) Test plan

* Unit/integration; E2E for signup/claim/search/notes/attachments/stickers/matching/open‑call pinning/blog comments/referrals.
* Security (SAST/DAST), dependency scans; job resilience; rate‑limit & moderation tests.

## 17) Risks & open questions

* [RISK] Scraping legality; mitigation: allow‑list + metadata‑only + takedowns.
* [RISK] Storage costs; mitigation: quotas/compression.
* [RISK] Comment spam; mitigation: moderation, rate limits, 2FA.
* [OPEN] Exact prices; [OPEN] referral cooling‑off length; [OPEN] Studio entitlements; [OPEN] venue analytics depth.

## 18) Raw spec dump (verbatim)

(Unchanged; see previous section for your original text pasted in full.)