Project Requirement Document (PRD) for WanderBit

Version 7.0 - Community-Driven Place Discovery with Bitcoin Rewards

1. Project Overview

Name

WanderBit

Tagline

Explore Places. Earn Rewards. Share Your Favorites

Vision

Transform Bitcoin into a daily-use currency by incentivizing spending and driving measurable growth for businesses.

Mission

Bridge Bitcoin adoption and commerce through a privacy-first platform where users earn rewards for spending, and businesses gain loyal customers.

2. Target Audience

Users

- Place Explorers: Discover new spots and share experiences
- Bitcoin Holders: Earn rewards while exploring
- Community Contributors: Share photos, reviews, and curated lists
- Budget-Conscious Shoppers: Find great deals and discounts

Businesses

- Bitcoin-Accepting Stores: Cafes, retailers, services
- Local Landmarks/Events: Museums, festivals, tourism boards
- Crypto Startups: Projects seeking targeted user acquisition

3. How Users Engage & Discover

A. Place Discovery

Core Features

- Explore nearby places with rich metadata (best times to visit, crowd levels)
- View user-generated content (photos, reviews, tips)
- Discover similar or nearby places
- Filter by time of day (breakfast spots, night life)
- Create and share curated lists (e.g., "My favorite reading spots")
- Follow other users with similar tastes
- Share photos and rate locations
- Plan routes between favorite spots

B. Bitcoin Rewards

Mechanics

- Spend Bitcoin at partner businesses → earn 2-10% back in sats
- Example: Pay $50 for groceries → get $2.50 (5%) in sats
- Transparency: Real-time BTC/USD conversion in-app (CoinGecko API)
- Category-based markers instead of cashback-based
- Rewards as a bonus feature, not the primary focus

B. Community Features

Core Features

- Create and share curated lists of favorite places
- Follow other users and see their discoveries
- Share photos and detailed reviews of locations
- Rate places based on atmosphere, activities, and specialties
- Plan routes between favorite spots
- Get recommendations based on similar tastes

C. Community Building

- Refer friends → earn rewards for both
- Share your favorite places with the community
- Build reputation through quality contributions

D. Business Engagement

Mechanics

- Businesses fund discount pools (e.g., "$1,000 discount pool for coffee lovers")
- Users unlock discounts by completing spending tasks (e.g., "Spend $100 → claim $10 from the pool")
- Perception: Users "earn" rewards; Reality: Discounts drive sales, businesses pay WanderBit for visibility

E. Referral Rewards

Mechanics

- Refer a business → earn 1,000-5,000 sats after they subscribe
- Refer a user → earn 500 sats after their first purchase

4. How Businesses & Places Engage

A. Place Management

Tier	Price	Key Features	Business/Place Goal
Free	$0/month	Basic profile + map listing	Get discovered by locals and visitors
Boost	$15/month	Priority placement in search/map results, 2 community challenges/month, Basic analytics	Drive consistent traffic and engagement
Pro	$20/month	Featured in Explore Feed (app homepage), 5 community challenges/month, Advanced analytics, Custom discount pools	Maximize visibility and community engagement

B. Why Choose WanderBit?

Feature	WanderBit	Traditional Platforms
Audience	High-intent Bitcoin spenders.	Broad, untargeted users.
ROI Model	Pay for visibility, not vague impressions.	Pay for clicks with no sales guarantee.
Customer Loyalty	Built-in via Bitcoin rewards.	Requires separate loyalty programs.
Data Privacy	No invasive tracking (Rebar Shield).	Relies on surveillance-based ads.

C. Community Challenges

- Places can create challenges to engage visitors
- Examples: "Share your best photo" or "Write a detailed review"
- Optional Bitcoin rewards for participation
- Challenges help build community around places

5. Revenue Model

Stream	Mechanics
Subscriptions	Businesses pay $15–20/month for visibility and challenges
Transaction Fees	1-3% on Bitcoin payments processed
Airdrop Partnerships	Crypto projects pay to run educational quests (e.g., "Learn DeFi → Earn tokens")

6. Post-Hackathon Vision

- Geographic Expansion: Launch in Bitcoin hubs (Miami, El Salvador)
- Dynamic Pricing: Offer "peak hour" visibility boosts ($1–5/day)
- Loyalty Token: Launch $WANDER token for governance (e.g., staking for rewards)

7. Key Sponsor Prizes Targeted

Prize	Integration
Best Use of Rebar Data	Fraud-proof analytics for businesses (e.g., foot traffic heatmaps)
Best Use of Rebar Shield	Encrypt transaction data and user identities
Best Use of exSat	Anchor discount pool terms as Bitcoin RWAs (e.g., "$500 coffee pool" = RWA)
Best Use of BIP300	Batch-settle cashback rewards via Thunder sidechain for scalability
Best Design	Sleek UI with Mapbox integration, Framer Motion animations

8. Core Concept Workflow

User Flow

1. Spend: Pay $50 at a café via WanderBit's Lightning QR
2. Earn: Auto-get $2.50 cashback + unlock $5 from the café's discount pool
3. Repeat: Use rewards for future purchases → loyalty loop

Business Flow

1. Subscribe: Choose Pro tier ($20/month)
2. Fund Pool: Allocate $500 for "Coffee Lovers" discounts
3. Grow: Attract 100 users spending $50 each → $5,000 revenue (10x ROI)

9. Technical Adjustments

Discount Pools as RWAs

- Use exSat to mint pool terms as Bitcoin-native assets

Privacy

- Rebar Shield encrypts user spending patterns

Scalability

- BIP300 sidechain handles cashback settlements
- Maestro automates payouts

8. Visual Design & User Experience

Design Philosophy

- Create an award-winning, Picasso-inspired design system
- Each page should evoke a "wow" reaction
- Emphasize glass morphism effects (80% opacity)
- Craft hero pages that stand out
- Implement sophisticated animations
- Use custom UI components instead of simple libraries

Color Scheme

```
:root[data-theme="light"] {
  --text: #22262a;
  --background: #f9fafb;
  --primary: #6d767e;
  --secondary: #adb5bd;
  --accent: #353b41;
}
:root[data-theme="dark"] {
  --text: #d5d9dd;
  --background: #040506;
  --primary: #818a92;
  --secondary: #424a52;
  --accent: #bec4ca;
}
```

Design Requirements

- Use Aseternity UI or Magic UI for components
- Implement glass morphism effects throughout the UI
- Create custom animations for all interactions
- Design each page as a standalone masterpiece
- Focus on visual hierarchy and artistic composition
- Use subtle gradients and shadows for depth
- Implement smooth, natural-feeling transitions
- Create immersive hero sections with parallax effects
- Use custom illustrations and artistic elements
- Ensure the design is both functional and artistic

9. Technical Infrastructure

Upcoming PRD: Detailed backend/frontend infrastructure covering:

- APIs: Rebar Data, exSat SDK, Maestro transactions
- Tech Stack: React/Next.js, Supabase, Stacks.js
- Security: Rebar Shield encryption, BIP300 sidechain

TLDR

WanderBit is a Bitcoin-powered growth platform where users earn cashback, businesses pay for visibility and challenges, and the platform thrives on subscriptions + transaction fees. By focusing on Rebar, exSat, and BIP300, it's primed to win $30,000+ in prizes while scaling into a sustainable startup.