

# Problem Statement

Problem Statement	v1.0	You	April 2026	Approved
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## STATEMENT

A professional with ADHD and strong product vision needs a structured, low-overwhelm system for executing software projects from idea to deployment — because the gap between ideation and execution has historically prevented completion and eroded confidence. Today no personal workflow exists that accounts for their cognitive wiring, making every new project feel like starting from scratch. PM Dev is that system: a repeatable, ADHD-informed product development process that produces deployed projects, professional PM artifacts, and growing technical fluency — one project at a time.

## KEY COMPONENTS

<b>User</b>	A professional with ADHD and strong product vision
<b>Core Need</b>	A structured, low-overwhelm system for executing software projects
<b>Root Cause</b>	The gap between ideation and execution — no workflow that matches cognitive wiring
<b>What's Broken</b>	Every new project feels like starting from scratch; ideas never become deployed products
<b>The Solution</b>	PM Dev — a repeatable, ADHD-informed product development process
<b>Primary Output</b>	Deployed projects, professional PM artifacts, and growing technical fluency

# Persona #1 — The Visionary Staller

Primary Persona	v1.0	You	April 2026	Approved
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CPA / MBA — Aspiring PM — ADHD Systems Thinker

"I can see the entire product in my head in seconds — fully formed, every feature, every user. Then I open a blank doc and I can't begin."

## CORE PAIN POINTS

Idea-to-execution gap	Activation energy paralysis	Overwhelm from scope flood	Fear of judgment
Shame from incompleteness	Unknown unknowns anxiety		

## COGNITIVE PROFILE

ADHD — fast-burst ideation	Systems thinker	Strong UX intuition	Business fluency (CPA/MBA)
UI — acknowledged gap	Enjoys coding basics		

## THE LOOP — WHAT BREAKS EVERY PROJECT

<b>1. Ignition</b>	<b>2. Overwhelm</b>	<b>3. Stall</b>
Dopamine rush, creative flood, everything at once	Can't capture fast enough, momentum fades	No clear step 1, blank page panic, withdrawal

## WHAT THIS USER NEEDS FROM PM DEV

<b>Capture speed</b> A way to dump the flood without losing the thread	<b>Obvious next action</b> Always one clear, small, named step
<b>Structure without walls</b> Framework that guides, doesn't cage	<b>Visible progress</b> Proof that things are moving forward
<b>Forgiveness built in</b> No penalty for pausing and returning	<b>AI as co-pilot</b> Reduce unknown unknowns in real time

Goal	Definition of Success
Deploy one complete project. Prove execution is possible.	Live portfolio site + documented PM process + confidence to repeat.

# Persona #2 — The Hiring Evaluator

Secondary Persona	v1.0	You	April 2026	Approved
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Hiring Manager / Recruiter — Evaluating PM or Dev Candidates

"I have 30 seconds and a stack of portfolios. Show me you understand problems, can ship solutions, and think like a professional — fast."

### WHAT THEY'RE SCANNING FOR IN 30 SECONDS

0–10 sec	10–20 sec	20–30 sec
Does this look credible and professional? First visual impression.	Can they define a real problem and articulate a clear solution?	Is there supporting evidence of PM process? Artifacts, documentation, rigor.

### THEIR CORE EVALUATION QUESTIONS

Can they ship?	Do they understand users?	Can they communicate clearly?	Do they think in systems?
Is there real business acumen?	Will they require hand-holding?		

### WHAT MUST BE VISIBLE IMMEDIATELY

<b>Project interface</b>	A real, deployed, working product — not a mockup labeled 'coming soon'
<b>Problem + solution</b>	Crisp one-paragraph brief — what was broken, what was built, why it matters
<b>PM artifacts</b>	Persona, PRD, user stories — evidence of professional process
<b>Business context</b>	CPA + MBA signals analytical credibility alongside creative work
<b>Growth arc</b>	Multiple projects showing learning curve over time
<b>Contact / next step</b>	Frictionless path to reach out or download resume

Their Goal	Portfolio's Job
Quickly determine: is this person worth a conversation?	Answer yes in under 30 seconds. Then give them enough depth to confirm

# Empathy Map — The Visionary Staller

Empathy Map

v1.0

You

April 2026

Approved

## THINKS

- "Should I get a dot journal? Learn Figma? Set up GitHub? What's the tech stack?"
- "This idea might not even be good the more I think about it."
- "This is a jigsaw puzzle with no picture on the box."
- "Sixth graders already know more than me about this."
- "I need a Sherlock mind palace."

## FEELS

- Foggy stupor — low-grade paralysis before the spark
- Euphoric clarity at the POW moment — brief, intense
- Overwhelmed immediately after — can't capture fast enough
- Shame and self-doubt — 'is this a hobby or a career?'
- Physical restlessness — uncomfortable, hungry, can't settle
- Excitement and dread simultaneously

## SAYS

- "I need to research each of these competing ideas first."
- "Maybe music will help. Maybe a new notebook."
- "I should be looking for jobs. My resume is terrible."
- "I'm already going down the rabbit hole."
- "I don't have enough time — but I'm not doing anything else."

## DOES

- Opens a Google Doc — writes word salad — edits — loses thread
- Spirals into tool research instead of doing the work
- Daydreams, gets distracted, eats something
- Generates feature ideas mid-task — can't stop the flood
- Starts new tangents before finishing current thought
- Eventually abandons session — idea stays in head only

## PAINS

- No single clear starting point — always feels like the middle
- Too many tasks visible at once — triggers shutdown
- Unknown unknowns feel infinite and threatening
- Every tool requires a learning curve before use
- No way to capture the burst before it fades
- Self-judgment compounds every moment of friction

## GAINS SOUGHT

- One obvious next step — no decision required
- A fast capture tool that thinks at burst speed
- Visible proof of progress — even tiny increments
- Someone (or something) holding the map — so they don't have to
- Permission to be in the middle without shame
- The fog clearing just enough to take one step

### CORE DESIGN INSIGHT EXTRACTED FROM THIS MAP

PM Dev must show exactly one prompt at a time. It must hide the full scope. It must reward the first answer immediately with visible progress. It must provide a safe container for the burst — fast capture without structure — and then organize it quietly in the background.

# Jobs-to-be-Done + Design Principles

JTBD + Design Principles

v1.0

You

April 2026

Approved

## FUNCTIONAL JOB – WHAT THE SYSTEM MUST DO

"When I have a new product idea, help me capture it fast enough that nothing is lost — and then show me exactly one next step so I don't have to decide where to start."

The functional hire: a structured capture-and-guide system that matches burst speed then slows to execution pace.

## EMOTIONAL JOB – WHAT THE USER NEEDS TO FEEL

"When I sit down to work, help me feel like a capable professional who is making real progress — not a distracted dreamer spinning in place."

The emotional hire: the feeling of momentum and professional identity, delivered in small visible increments.

## SOCIAL JOB – WHAT THE USER NEEDS TO DEMONSTRATE

"When someone evaluates my work, help me show that I think, document, and deliver like a professional PM — even though I'm still building experience."

The social hire: credible professional artifacts that speak before the candidate does.

## ANXIETY JOB – WHAT THE SYSTEM MUST PREVENT

"When I open the system, never show me the full scope of everything that needs to be done — because that is the exact moment the loop starts and nothing gets finished."

The anxiety hire: progressive disclosure. Hide the mountain. Show only the next foothold.

## FOUNDING DESIGN PRINCIPLE – THE IGNITION PROMPT

**"[Entity] is having an issue with [problem]. How would you solve it?"**

Designed to trigger intrinsic motivation through puzzle-framing. Bypasses activation paralysis by appealing to the user's identity as a problem-solver. The answer to this prompt seeds every artifact that follows.

## DESIGN PRINCIPLES DERIVED FROM ALL JTBD STATEMENTS

### 1 One prompt, one answer, one step

Never show more than one question or task at a time. The next step only appears after the current one is complete.

**2 Capture first, organize later**  
During the burst moment, the system accepts raw unstructured input — voice, fragments, lists — and structures it quietly in the background.

**3 Visible progress over hidden work**  
Every completed step produces a visible artifact — named, versioned, dated. Proof of movement, not just activity.

**4 Progressive disclosure of scope**  
The full project roadmap exists — but is never shown all at once. Complexity is revealed only when the user is ready for the next layer.

**5 AI holds the map**  
The user never has to remember where they are, what comes next, or what they've forgotten. The system carries that cognitive load entirely.

**6 Time is not infinite — sessions must be timboxed**  
Every prompt should take no more than 15 minutes. The system must be resumable from exactly where it left off — no re-orientation tax.

# Vision Statement

Vision Statement v1.1 You May 2026 Approved

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## THE HORIZON — CHANGED WORLD IF WE FULLY SUCCEED

*"A world where the gap between a brilliant idea and a shipped product is no longer determined by how your mind works — where anyone who thinks in systems and leads with creativity has a process designed for the way they actually think."*

## VISION BREAKDOWN

<b>Audience</b>	Every creative, systems-minded person whose process needs to match the speed and style of their thinking
<b>Changed world</b>	Execution is no longer determined by cognitive wiring — it is accessible to every kind of mind
<b>Time horizon</b>	Long-term north star — the flag on the mountain that every product decision points toward
<b>Scope</b>	Broader than PMD as a tool — positions the system as a movement toward cognitively-inclusive product development

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## PM DISTINCTION — VISION VS. MISSION VS. BRAND PROMISE

Document	Question it answers	Audience	Time horizon
Vision statement	What changed world are we building?	Internal team + long-term investors	5–10 years
Mission statement	What do we do and for whom?	External stakeholders	Ongoing
Brand promise	Why should a user care right now?	Direct user / candidate	Immediate

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## VERSION HISTORY

Version	Key Change	Date
v1.0	Initial approved vision statement — neurological wiring framing	April 2026
v1.1	Revised for above-fold use — removed implicit neurological self-disclosure. Meaning <del>PM</del> barrier is cognitive style, not ca	May 2026



# Brand Promise

Brand Promise	v3.0	You	April 2026	Approved
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## BRAND PROMISE STATEMENT

You think in explosions — magnificent, cascading — and you can already see the solution: every feature, every user, every edge case.

### You have the vision.

What you need is a system fast enough to keep up with you, to capture it all, yet robust enough to turn that vision into reality and rigorous enough to show you exactly what to do next.

PM Dev is that system. It holds the complexity so you maintain focus. It closes the gap between the idea in your head and a shipped product in the world — comprehensively, professionally, at your speed. Nothing missed. Nothing left behind.

Sounds too good to be true?

**Trust yourself. The portfolio you build will prove it.**

## SUPPORTING PROMISE BREAKDOWN

<b>EMOTIONAL PROMISE</b> <ul style="list-style-type: none"><li>• Anxiety relief through comprehensive coverage</li><li>• PM Dev is so comprehensive you never have to wonder what you've missed</li><li>• The system holds the map — you maintain focus</li><li>• Every phase, every artifact, every decision point is accounted for</li></ul>	<b>FUNCTIONAL PROMISE</b> <ul style="list-style-type: none"><li>• Best-practice speed and professional-grade output</li><li>• Follows the same structured process used by the best product teams in the world</li><li>• Every step produces a real, versioned, professional artifact</li><li>• The output isn't just done — it's done at the standard that gets people hired</li></ul>
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## VERSION HISTORY

Version	Key Change
v1.0	Initial draft — three options generated by coach
v2.0	User hybrid draft — Jarvis/Stark framing introduced, 'you were never missing the vision' added
v3.0	Final approved — 'magnificent, cascading' restored, 'maps' replaced with 'closes', structure tightened

# Objectives & Key Results (OKRs)

OKRs	v2.1	You	April 2026	Approved
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## PROJECT MAP — SCOPE DEFINED

Project 0	Project 1	Project 2	Project n
Portfolio shell PM Dev system built alongside	Word game First true PM Dev test. Showcased by P0	TBD Begin P2 within 7 days of P1 finish	Ongoing Living system compounds.

### O1 — PERSONAL GROWTH · P0: ≤10 DAYS · P1: ≤90 DAYS

Prove to myself that I can execute a complete software product from idea to deployment — and feel it.

**O1-KR1** Project 0 portfolio shell is live at a public URL within 10 days using Claude Code. Project 1 word game is shipped and showcased within the portfolio site within 90 days.  
Deployed, accessible, shareable. Not 'mostly done.' Live.

**O1-KR2** All 9 PM Dev phases completed with documented artifacts for both Project 0 and Project 1.  
Every phase produces at least one versioned artifact stored in the PM Dev playbook. No phases skipped.

**O1-KR3** Self-reported confidence score reaches 5/10 by end of Project 1.  
After P0: 2–3. After P1: 4–5. After P2: 5–6. After P3: 7. Scored honestly, not aspirationally.

### O2 — PRODUCT · 90-DAY CYCLE

Ship a portfolio that makes a hiring evaluator say 'this candidate demonstrates executive-level insights' — not just execution, but business acumen, analytical depth, and professional range.

**O2-KR1** Project 1 fully showcased: interface, problem statement, PM artifacts, and business/analytical artifacts visible in the portfolio.  
Goes beyond core PM documents. Includes data analysis, business case framing, and domain insights.

**O2-KR2** 3 companies invite me for associate or junior PM interviews within 90 days of portfolio launch.  
Real market validation. If the portfolio earns interviews, the objective is met.

**O2-KR3** Project n site traffic and usage metrics are captured, analyzed, and visualized as a living artifact within the portfolio.  
Demonstrates post-deployment monitoring, analytics interpretation, and data visualization skills.

**O3 — SYSTEM · LIVING — NO EXPIRY**

Establish PM Dev as both a repeatable and living system — one that improves with every project and gets faster, sharper, and more valuable over time.

**O3-KR1** **PM Dev Playbook exists, is current, and fully documents Project 0.**  
A living Google Doc. Any future session can resume in under 5 minutes using it as the only reference.

**O3-KR2** **Project n begins within 7 days of finishing Project n-1.**  
The momentum window is real — this KR enforces it.

**O3-KR3** **Zero phases skipped on Project n.**  
Rigor is non-negotiable.

**O3-KR4** **A retrospective is documented after every project and improvement recommendations are incorporated into PM Dev before Project n+1 begins.**  
No project ends without a retro. No new project begins without implementing previous lessons.

# Competitive Analysis

Competitive Analysis	v1.0	You	April 2026	Approved
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## THE FOUR COPING BEHAVIOR CATEGORIES — WHAT PEOPLE DO WITHOUT PM DEV

### 1 — CONSUME

Passive learning at high volume · *Medium* · *Substack* · *YouTube* · *Podcasts*

#### WHAT IT DOES WELL

- Broad vocabulary and terminology exposure
- Access to world-class thinkers cheaply
- Maintains motivation and connection to the field

#### CRITICAL GAP

- Zero output — nothing shipped, nothing built
- Knowledge without application context fades fast
- Fuels the learning dopamine loop without progress

### 2 — CONNECT

Community and social proof · *LinkedIn* · *Meetup* · *Slack communities*

#### WHAT IT DOES WELL

- Reduces isolation and imposter feelings temporarily
- Networking surface for job opportunities
- Peer learning and shared experience

#### CRITICAL GAP

- Belonging without output is still zero portfolio
- Requires existing network to gain value quickly
- High noise, low signal for solo learners

### 3 — CREDENTIAL

Structured learning with a badge · *Udemy* · *Coursera* · *Product School* · *Bootcamps*

#### WHAT IT DOES WELL

- Structured curriculum reduces unknown unknowns
- Certificate adds resume credibility signal
- Mock projects provide artifact templates

#### CRITICAL GAP

- Mock projects aren't real — no deployed product
- Generic curriculum ignores individual cognitive wiring
- Expensive, time-consuming, often incomplete

### 4 — PRACTICE

Performance rehearsal · *PM Exercises* · *Exponent* · *Interview prep*

#### WHAT IT DOES WELL

- Builds interview fluency and confidence
- Exposes common PM frameworks quickly
- Low time investment per session

#### CRITICAL GAP

- Rehearsal for a stage that doesn't exist yet
- Produces polished answers, not real experience
- No portfolio artifact produced

## THE STRATEGIC GAP – PM DEV'S WHITE SPACE

Every competitor prepares you to talk about being a PM. None of them make you one.

Across all four coping behavior categories, the aspirational PM accumulates vocabulary, community, certificates, and interview fluency. What they never accumulate is a shipped product. PM Dev occupies the only position in this landscape that produces a real, deployed, publicly accessible artifact as its primary output.

Secondary gap: no existing resource is designed for the ADHD-wired creative professional.

Every competitor assumes linear, sustained attention. None are designed around burst ideation, activation paralysis, or the vision-to-execution gap. PM Dev is the only system in this space built for the way this user actually thinks.

## CAPABILITY MATRIX

Capability	Consume	Connect	Credential	Practice	PM Dev
Produces shipped product	X	X	X	X	✓
Real PM artifacts	X	X	Mock	Mock	✓
ADHD-adapted process	X	X	X	X	✓
AI co-pilot built in	X	X	Some	X	✓
Progressive disclosure	X	X	Partial	X	✓
Portfolio as output	X	X	Mock	X	✓
Free / low cost	✓	✓	X	Partial	✓
Learns from your projects	X	X	X	X	✓

# Retrospective — Phases 1 through 3

Retrospective	v1.0	You	April 2026	Approved
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WHAT WORKED WELL	WHAT TO IMPROVE	QUESTIONS STILL OPEN
<ul style="list-style-type: none"> <li>• Socratic prompting kept engagement without overwhelm</li> <li>• Self-disclosure produced richer research than any formal interview</li> <li>• Visible artifacts after each session created momentum proof</li> <li>• Panic word 'too much' established as a safety valve</li> <li>• Brand promise iteration ran a full professional creative cycle</li> <li>• OKR stress-test produced genuinely honest metrics</li> </ul>	<ul style="list-style-type: none"> <li>• User approves artifacts more than drafts them — shift balance in P5+</li> <li>• Some answers accepted as broad when precision was needed</li> <li>• Feedback weighted toward encouragement — recalibrate gradually</li> <li>• PM Dev Playbook Google Doc not yet created — needed before Phase 5</li> <li>• Context window usage growing — session summary doc needed soon</li> </ul>	<ul style="list-style-type: none"> <li>• What does the portfolio site actually look like visually?</li> <li>• What tech stack serves Project 0 best for a solo builder?</li> <li>• How does PM Dev get saved and resumed across sessions?</li> <li>• When does the user draft vs. approve artifacts?</li> <li>• What is the word game's core mechanic exactly?</li> </ul>

## FEEDBACK CALIBRATION SCALE — PROJECT BY PROJECT

<b>P0 · Portfolio shell</b>	Supportive scaffolding — I generate, you approve, I explain why	<b>15%</b>
<b>P1 · Word game</b>	Guided drafting — you draft first on key artifacts, I critique	<b>35%</b>
<b>P2 · TBD</b>	Critical collaboration — I challenge assumptions	<b>55%</b>
<b>P3 · TBD</b>	CPO peer review mode — I respond as a CPO reviewing PM work	<b>75%</b>
<b>P4+ · TBD</b>	Professional friction — open disagreement, you defend decisions	<b>95%</b>

## SYSTEM IMPROVEMENTS INCORPORATED BEFORE PHASE 4

- **Draft-first protocol begins at Phase 5 PRD**  
User drafts key artifacts in rough form before coach generates polished version. Builds real synthesis skill.
- **Precision pushback activated**  
Coach will return vague answers with a sharper follow-up question rather than synthesizing breadth into specificity.
- **PM Dev Playbook Google Doc — action item before Phase 5**  
User creates a Google Doc titled 'PM Dev Playbook — Living Document' and pastes all approved artifacts.
- **Context window management**  
A session summary will be generated at the end of each major phase to enable clean handoff to a new conversation.

→ **Honest compliments remain — but now paired with a specific improvement note**

Encouragement is real and stays. Every compliment now comes with one concrete thing to do better next time.

# Now / Next / Later Roadmap

Project 0 — Portfolio Shell

v1.0

April 2026

Approved

NOW	NEXT	LATER
<p>01 <b>Re-entry ignition</b> Commitment live. P0 is the active project. The catalyst has fired.</p>	<p>01 <b>Full-stack PM identity lands in 5 seconds</b> Business fluency + technical fluency. Visitor knows immediately.</p>	<p>01 <b>PMD proves itself</b> Multiple shipped projects demonstrate the system adapts, grows, and scales with the user.</p>
<p>02 <b>Project 0 live at a public URL</b> Deployed, accessible, shareable. Not mostly done. Live.</p>	<p>02 <b>Marketing layer</b> Anticipates Hiring Evaluator's checklist. CTAs lure to proof.</p>	<p>02 <b>Project backlog prioritization framework</b> Goldilocks sequencing — each project stretches capability without triggering the stall.</p>
<p>03 <b>PMD Playbook repository exists</b> All approved artifacts stored, versioned, and accessible. Single source of truth.</p>	<p>03 <b>Proof layer architecture</b> Mock content in P0. Real deliverables swapped in from P1 forward.</p>	
	<p>04 <b>Conversion layer</b> One-click contact, targeted sharing, curated links. Frictionless path to outreach.</p>	

# Product Requirements Document

## Project 0 — Portfolio Shell

✓ APPROVED · May 2026 · v1.2

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### 1 · PROBLEM STATEMENT

The Visionary Staller (Persona #1) is concurrently learning software product management and generating proof of that learning through personal projects — but has no medium to display or share that work. Without a portfolio, the learning stays invisible and the employment goal stays out of reach.

The Hiring Evaluator (Persona #2) needs to assess candidate fit within seconds of page load. They will not wait for context to accumulate — competency must be legible immediately, with compelling enough evidence to warrant a deeper look.

Project 0 — the Portfolio Shell — exists to solve both problems simultaneously: it gives Persona #1 a live, public showcase for their PMD work product and mindset, and it gives Persona #2 the fast, credible signal they need to decide a candidate is worth a conversation.

### 2 · GOALS & SUCCESS METRICS

Project 0 succeeds when a hiring evaluator can land on a live, public URL, understand what PMD builds and how they think, see real PMD artifacts as evidence of process, and have one frictionless path to make contact — all without a single broken link, missing image, or 'coming soon' placeholder.

Metric	Definition	Target
Deployed	Live at public URL, accessible without login	Binary — yes or no
Artifact visibility	PMD artifacts (PRD, Roadmap) visible and readable on-site	Binary — yes or no
Vision copy	Above-fold copy communicates site vision and process in ≤2 sentences	Binary — yes or no
Contact path	Email address visible and correctly formatted	Binary — yes or no
Monthly visitors	Raw count via any analytics tool	Baseline established at launch

Out of Scope — P0: Style guide, GitHub environments, A/B testing, event tracking beyond visitor count, responsive optimization, CTA click-through rate, conversion tracking, contact form, broken links check.

### 3 · USER STORIES

#### Persona #2 — The Hiring Evaluator

- As a hiring evaluator, I want to see artifact examples so that I know the candidate is capable of producing the role's requisite scope of work.
- As a hiring evaluator, I want to quickly learn what the candidate's projects are and why they chose these specific examples so I can better understand their product mindset.
- As a hiring evaluator, I want to contact the candidate so that I can set up an interview.

### Persona #1 – The Product Manager

- As a product manager, I want to send a single URL to a hiring evaluator so that they can immediately access my portfolio without any login or download required.
- As a product manager, I want to utilize CI/CD so I can make local content changes and seamlessly deploy updates to the live site without taking it offline.
- As a product manager, I want to integrate Google Analytics so that I can quantify site visitors and establish a baseline traffic metric.

Out of Scope — P0: Artifact detail drill-down, success metric visualizations, A/B testing, CMS, SEO tracking, scalable architecture patterns.

## 4 · FUNCTIONAL REQUIREMENTS

ID	Requirement	Persona
FR-01	Custom Domain — The site shall be accessible via a clean, personal top-level domain without platform subdomains. A valid URL shall be provided.	P1
FR-02	Static Render — When the URL loads, all page content shall render completely without requiring any additional user action, login, or password.	P1
FR-03	CI/CD Deployment — When the product manager commits changes locally, an integrated CI/CD workflow shall deploy those changes to the live site.	P1
FR-04	Analytics — The site shall include a Google Analytics snippet that captures and reports visitor traffic to the product manager's dashboard.	P1
FR-05	Above-Fold Artifact Thumbnails — The site shall render thumbnail images of PMD artifacts above the fold, each paired with a brief text description.	P2
FR-06	Above-Fold Vision Copy — The site shall render concise copy above the fold communicating the site's product purpose, vision, and value proposition.	P2
FR-07	Below-Fold Artifact Detail — The site shall render a larger image and descriptive 'what' and 'why' copy for each artifact below the fold.	P2
FR-08	Contact Path — The site shall display the owner's email address in plain visible text, requiring no interaction to reveal.	P2
<b>FR-09 ★</b>	<b>Accessibility — The site shall conform to WCAG 2.2 Level AA at minimum across all page zones. Requirements include: semantic HTML, keyboard navigation, and sufficient color contrast.</b>	<b>P2</b>

★ FR-09 added v1.2 — WCAG 2.2 Level AA — non-negotiable across all PMD projects.

Out of Scope — P0: Clickable artifact links, modal overlays, contact form, artifact filtering, navigation menu, external links.

## 5 · TECHNICAL REQUIREMENTS

### Stack

Layer	Decision	Rationale
Build tool	Claude Code	AI-assisted development. Primary execution tool for P0.
Frontend	HTML / CSS / Vanilla JS	No framework overhead. Static page, zero dependencies.
Version control	GitHub	Industry standard. Free. CI/CD integration native.
Hosting	Netlify (recommended)	Free tier. Custom domain support. CI/CD on push. Simpler DNS config than GitHub Pages.
Domain	ThePMDDev.com	Already owned. Connect to Netlify via DNS configuration.
Analytics	Google Analytics (GA4)	Free. Industry standard. Single snippet, no backend required.
Design tooling	None at P0	See Strategy B decision below.
PM tooling	None at P0	See Strategy B decision below.

## Tooling — Strategy B Decision · Documented Tradeoff · April 2026

Professional PM tooling — Figma, Notion, Jira, Confluence — was evaluated and deliberately deferred for P0. The tension: Full tool adoption before building maximizes professional skill signal but introduces learning curve costs that threaten the 10-day OKR. Every hour configuring Jira sprints is an hour not shipping.

The decision: Ship P0 first using Claude Code and GitHub as the only required tools. Introduce professional tooling progressively from P1 forward, where each tool is adopted in service of a real workflow need rather than as a setup exercise.

The PM rationale: Strategy B produces a stronger hiring signal than Strategy A — because it demonstrates the ability to ship under constraint, make deliberate tradeoff decisions, and sequence complexity appropriately. The tools will be demonstrated. They will not be prerequisites.

Deferred to P1+: Figma (wireframing), Notion (PRD documentation), Jira (sprint planning and story points), Confluence (asset and documentation management).

### CI/CD Workflow

Local development → GitHub commit → Netlify auto-deploy → ThePMDev.com live with zero downtime.

### Constraints

- Static site only — no backend, no database, no server-side logic at P0.
- All content hardcoded — no CMS.
- Responsive across mobile, tablet, and desktop — built in from day one.
- Total build time target: ≤10 days from PRD approval.
- WCAG 2.2 Level AA conformance — non-negotiable. See FR-09.

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## VERSION HISTORY

Version	Key Change	Date
v1.0	Initial PRD — full requirements defined	April 2026
v1.1	Minor copy refinements — out of scope clarifications added	April 2026
v1.2	FR-09 added — WCAG 2.2 Level AA accessibility requirement. Non-negotiable across all PM projects. Constraint bullet added to	May 2026

# PMD · Project 0 · Portfolio Shell

Artifact #13 · Wireframe v4 · Phase 6 · Approved · May 2026

Phase 6 Complete — Build Spec Ready for Claude Code

## PHASE 6 SUMMARY

Phase 6 — Design & Wireframing is complete. Four wireframe iterations produced (v1 above-fold structure → v2 full page → v3 color + copy → v4 final approved). All design decisions locked. All assets confirmed. Build spec ready for Phase 7.

## DESIGN SYSTEM — LOCKED

### Color Palette

Token	Hex	Usage
--color-black	#111111	Above fold · below fold · appendix · footer — all backgrounds
--color-white	#FFFFFF	Body text on black · artifact tile bg · Playbook PDF pages
--color-off-white	#FAFAFA	Artifact tile background (slight warmth)
--color-gray-dark	#444444	Top-right nav placeholder · deferred legal links
--color-gray-mid	#888888	Artifact metadata labels · footer nav items

### Typography

Role	Font	Weight	Size	Usage
Display	Syne	700	2.5–3rem	H1 'The PMD System' · section headings
Body	Plus Jakarta Sans	400	1rem	All body copy · blockquote · artifact copy
Label	Plus Jakarta Sans	600	.875rem	Artifact question headings · nav items
Meta	Plus Jakarta Sans	400	.8rem	Version labels · footer legal text

### Color Rhythm — Scroll Sequence

Zone	Background	Text	Visual Moment
Above fold	#111111	#FFFFFF	Black canvas · white copy · charcoal sketch thumbnails
Icon row	#111111	Branded	First color burst — 7 full-color branded SVG icons
Below fold	#111111	#FFFFFF	Black canvas · white artifact tiles pop as contrast
Appendix	#111111	#FFFFFF	Black surround · white Playbook pages inside iframe
Footer	#111111	#FFF / #888	Black · white primary · gray secondary text

## PAGE ZONES — IMPLEMENTATION SPEC

## Zone 1 — Above Fold (FR-05 · FR-06)

Element	Implementation Detail
Top-right nav	Home · Work · Process · Contact — color #444 — plain <span> no href at P0
Logo	<img src='assets/pmd-logo.png'> — border-radius: 50% — top left — ~56px diameter
H1	Syne 700 — centered — white — 2.5rem desktop / 1.75rem mobile — 'The PMD System'
Blockquote	Left border 2px #444 — italic Plus Jakarta Sans — Vision Statement copy (Artifact #6)
PRD sketch	assets/PRD_sketch.png — right of blockquote — object-fit:cover — height = blockquote +18px overrun
Roadmap sketch	assets/pmd_roadmap_sketch.png — below logo — top = blockquote bottom +12px — slight bottom overrun
Scroll cue	Animated chevron ↓ — CSS keyframe fade/bounce — color #555 — centered

*Thumbnail offset rule: neither image is grid-locked to text. PRD overruns blockquote ±18px. Roadmap top = blockquote bottom + 12px. Intentional visual tension.*

## Zone 2 — Icon Row · Fold Divider (Direction A Credibility Signal)

Icon	Brand Color	Source
Git	#F05133	git-scm.com/downloads/logos
GitHub	#24292E on dark bg	simpleicons.org
Claude	#CC785C	anthropic.com/brand
HTML5	#E44D26	simpleicons.org
CSS3	#264DE4	simpleicons.org
JavaScript	#F7DF1E (black text)	simpleicons.org
Netlify	#00AD9F	netlify.com/press

*Icon row: 32px height · auto width · flex row · gap 1.5rem · black bg · full bleed width.*

## Zone 3 — Below Fold · Curated Artifacts (FR-07)

#	Question Copy	Artifact	Asset File
1	"Can you define scope and ship to requirements?"	Artifact #12 · PRD · v1.1	artifact-prd.pdf
2	"Do you sequence work and think in systems?"	Artifact #11 · Roadmap · v1.0	artifact-roadmap.pdf
3	"Do you actually understand your users?"	Artifact #2 · Persona #1 · v1.0	artifact-persona.pdf
4	"Can you frame a real problem worth solving?"	Artifact #1 · Problem Statement · v1.0	artifact-problem-statement.pdf

*Section heading: 'The work' — Syne — white on black — centered. Each tile: white bg · black text · PDF preview left · question heading + metadata right.*

## Zone 4 — Appendix · Full Playbook

Element	Implementation
Container	Black bg · dashed white border 1px · border-radius 6px · padding 2rem
Label	'PMD Playbook — Living Document' · Syne · white · centered
CTA text	'See the complete PMD process →' · Plus Jakarta Sans · #888
Viewer	<iframe src='assets/PMD_Playbook.pdf' width='100%' height='600px'> — white PDF pages inside black

## Zone 5 — Footer (FR-08)

Element	Position	Implementation
PMD logo	Left	assets/pmd-logo.png · ~44px · circular
TOS · Privacy	Below logo · left	Plain text · color #444 · no href at P0 · '(coming soon)'
Stacked nav	Right column	Home · Work · Process · Contact · vertical · color #888 · no href P0
Email	Below nav divider · right	hello@thepmdev.com · white · plain text — NO mailto link · FR-08

*FR-08: email must be plain visible text — no form, no link, no friction. Do not wrap in an anchor mailto tag.*

## ASSET INVENTORY — /ASSETS/ DIRECTORY

File	Type	Source	Status
pmd-logo.png	PNG	Provided by PM Dev	Ready
PRD_sketch.png	PNG charcoal sketch	Provided by PM Dev	Ready
pmd_roadmap_sketch.png	PNG charcoal sketch	Provided by PM Dev	Ready
git.svg	SVG brand icon	git-scm.com/downloads/logos	Download
github.svg	SVG brand icon	simpleicons.org	Download
claude.svg	SVG brand icon	anthropic.com/brand	Download
html5.svg	SVG brand icon	simpleicons.org	Download
css3.svg	SVG brand icon	simpleicons.org	Download
javascript.svg	SVG brand icon	simpleicons.org	Download
netlify.svg	SVG brand icon	netlify.com/press	Download
artifact-prd.pdf	PDF	PMD Playbook — Artifact #12	Export from Playbook
artifact-roadmap.pdf	PDF	PMD Playbook — Artifact #11	Export from Playbook
artifact-persona.pdf	PDF	PMD Playbook — Artifact #2	Export from Playbook
artifact-problem-statement.pdf	PDF	PMD Playbook — Artifact #1	Export from Playbook
PMD_Playbook_Living_Document.pdf	PDF	Full Playbook export	Export from Google Doc

## PRD REQUIREMENTS CHECKLIST — FR-01 THROUGH FR-08

ID	Requirement	Implementation
FR-01	Custom domain — no platform subdomain	ThePMDev.com via Netlify DNS configuration
FR-02	Static render — no login — responsive	HTML/CSS/JS · no backend · responsive breakpoints built in
FR-03	CI/CD — commit → auto-deploy → zero downtime	GitHub → Netlify auto-deploy pipeline
FR-04	Google Analytics GA4 snippet	Single <script> in <head> · GA4 measurement ID
FR-05	Above-fold thumbnails + brief labels	PRD sketch + Roadmap sketch · portrait crop · offset placement
FR-06	Above-fold vision copy ≤2 sentences each	H1 + blockquote (Vision #6) + Brand Promise excerpt (#7)
FR-07	Below-fold artifact detail — scroll reachable	4 artifact tiles · question copy · PDF preview · metadata
FR-08	Email address — plain text — no interaction	hello@thepmdev.com · footer right · plain text · no mailto

## WIREFRAME VERSION HISTORY

Version	Key Change	Status
v1	Above-fold structure — hero copy block + thumbnails + icon row divider	Superseded
v2	Full page added — below fold artifact blocks + appendix + footer	Superseded
v3	Color zones applied — black below fold + evaluator question copy + footer restructure	Superseded
v4	Thumbnail offset from grid · full black treatment · footer stacked nav · top-right nav added	APPROVED