

SE-01-TS10 Technical Specification — MoodBoss Tracking & Control System Upgrade (SE-01-SM10 v1.0)

Version: v1.0

Document Date: 08.04.2026

Reference: Contract No. 25042501 dated 24.04.2025

Start Date: To be agreed by the Parties

Timeline: 26 working days

Budget: 8,000 USD

1. Purpose

This document defines the full functional scope of work for the MoodBoss analytics system upgrade. The goal is to transform the current information page into a management tool (a "command bridge") where product and marketing decisions are made based on actual data on the state of the user core, advertising bundle performance, and product economics.

The system must provide:

- transparent visibility into product health and user core dynamics
- tracking of advertising bundle performance (language + platform + story type)
- automated AI-generated insights and recommendations
- minimal dependency on manual effort
- flexible analysis period selection and a role-based access system

2. Architectural Framework

The system is implemented as an extension on top of the existing MoodBoss platform. The upgrades do not affect the core infrastructure and are delivered as standalone modules connected to the current platform.

Technical characteristics:

- Backend: extension of the existing MoodBoss API
- Frontend: modular components on the current stack
- AI module: language model integration for generating insights
- Database: schema extension without historical data migration
- Roles and access: implemented at the middleware level

3. Functional Modules

3.1 "Owner Summary" Module

Key metrics by language (RU / ES / EN) and for the project as a whole. The module is displayed on the main analytics page and updates in real time.

Module contents:

- Summary KPIs per language: DAU, MAU, Retention 7d/30d, Revenue
- Overall project total with period-over-period dynamics

- Color-coded threshold indicators (green / yellow / red zone)
- Data export in CSV format

3.2 Core and Paying Core

Calculation and display of two key user segments:

- Core — users with activity $\geq N$ sessions over 30 days (threshold defined in the Regulations)
- Paying Core — users from the Core with at least one payment during the period
- Core dynamics: chart of core size changes over the selected period
- Core comparison across language audiences
- Paying Core share as a percentage of the total Core

3.3 App Usage Scenarios

Section for analyzing depth of usage of key app features:

- List of tracked scenarios (agreed with the Client at the start of Sprint 3)
- Funnel: scenario reach / completion / regular usage
- Usage depth comparison across user segments
- Identification of "abandoned" scenarios with declining engagement

3.4 Advertising Bundles

Expansion of the advertising section to three-dimensional bundles: language + platform + story type.

- Bundle performance matrix: CPI, CPR, ROAS, LTV forecast
- Bundle ranking by target metric
- Filters: by language, by platform (FB, Google, TikTok, etc.), by story type
- Bundle performance trends over time
- Automatic highlighting of the most and least effective bundles

3.5 Threshold Values and Color Zones

Implementation of a visual zone system based on the Regulations:

- Green zone — metric is within normal range
- Yellow zone — metric requires attention
- Red zone — critical deviation, requires immediate action
- Threshold configuration interface (available to the Owner)
- Color zones applied to all numeric metrics in the system

3.6 AI Insights and Recommendations

Automated generation of text insights based on data analysis:

- Daily / weekly summary on the state of the Core
- Insights on advertising bundle performance with specific recommendations
- Recommendations: scale / stop / test
- Insight language: Russian (default), switchable in settings
- History of generated insights with date and context

3.7 Flexible Analysis Period Selection

Implementation of a universal period selection mechanism:

- Preset periods: today, 7 days, 30 days, quarter, year
- Custom date range with calendar selection
- Comparison mode: two periods side by side
- Selected period persists across user sessions

3.8 Roles and Access

Role-based access system:

- Owner — full access, threshold configuration, view all data
- Manager — access to data for their own language segment
- Analyst — view all data, no permission to change settings
- Guest — limited view by invitation
- User management: invite, deactivate, change role

3.9 UI Optimization

Interface and page layout improvements:

- Navigation overhaul: grouping blocks into logical sections
- Responsive layout for tablets and mobile devices
- Performance optimization: lazy loading of heavy blocks
- UX optimization based on feedback from Sprint 3

4. Out of Scope

- Migration of historical data predating the project start date
- Integrations with external systems (1C, CRM, Teams, etc.)
- Mobile application
- Public API for external consumers
- Infrastructure changes to the MoodBoss server side

5. Sprint Model and Milestones

Phase	Scope	Duration (w.d.)
Sprint 1	Owner Summary, Core, advertising bundles, period selection	8
Sprint 2	Threshold values, zone highlighting, AI insights	7
Sprint 3	Usage scenarios, roles and access	6
Sprint 4	UI optimization, load testing, acceptance	5

Phase	Scope	Duration (w.d.)
Total	Full functional scope	26

6. Acceptance Criteria

Work is considered accepted upon completion of the following scenario:

- Owner Summary displays data for three languages with correct values
- Core and Paying Core calculations match manual verification on test data
- Advertising bundles are filtered across all three dimensions
- Color zones are applied according to the thresholds defined in the Regulations
- AI insights are generated without errors for 7-day and 30-day periods
- Flexible period: custom date range displays correctly
- Roles: a user with the "Manager" role sees only their language segment
- All modules load in < 3 seconds on test data

Acceptance is conducted by the Owner together with the Contractor following the scenario.

7. Effort Estimate

Work stream	Man-hours
Backend: API, calculations, data models	52
Frontend: components, interface, responsive	40
AI module: integration, prompts, insights history	18
Roles and access	12
Testing and QA	16
Project management and communication	10
Total	148

8. Budget

Includes:

- development
- testing
- acceptance scenario
- project communication

9. Status

SE-01-TS10 is the technical specification for the full functional scope of the MoodBoss Analytics upgrade.

This document serves as the basis for performing the work and calculating the budget estimate SE-01-SM10.

The document version is fixed as of the signing date. Subsequent changes are formalized via a Change Order with a version update.

10. Responsible Parties

10.1 Client Side

Product Owner / acceptance approval:

- Lazar Alexandrovich Shaulov

Provision of access and test data:

- Within 3 working days from the start date

10.2 Contractor Side

Architecture and implementation:

- Vitaliy Dildin

Development communication:

- Vitaliy Dildin

Demo and technical acceptance:

- Vitaliy Dildin

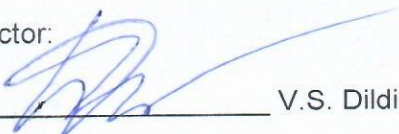
10.3 Allocation of Responsibility

- The Client is responsible for the accuracy of provided data and timely feedback.
- The Contractor is responsible for system operation in accordance with this specification.
- Changes to the scope of work after signing are formalized via a separate Change Order.

11. Signatures and Seals of the Parties.

Contractor Vistadi LLC

Director:



V.S. Dildin

Client ONERY OVERSEAS LIMITED

Director:

Boulitsidou A.