

THE BEE TEAM . PRODUCT CANON

UX Flow Atlas

The desired experience, by persona and flow

The experience canon - the three personas (The Bee SME, The Hobbyist, The Newbee) mapped across the user flows. The words and the journeys carry the value; images are never pixel canon.

VERSION

DOCUMENT

BRAND

v0.1 (strawman)

Product Canon

Crown Bees

Shipped-skin coordinates: btt-server v61 . client EAS build 24 . main 69ed4b5

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Durable document (designated Session 310, 2026-07-05; **re-scoped to the persona-by-flow matrix + strawman-authored at Session 369**, 2026-07-13). One of the **four** canonical project documents per the Hub methodology **[[10-Three-Document-Product-Canon]]** (`~/Documents/Claude/ Vaults/The Hub/25 Methodology/10-Three-Document-Product-Canon.md`, v0.2). This is the **UX Flow Atlas** - it answers "**what should the desired user experience be, for each kind of user?**" and is the single source of truth for the *desired experience*, never for settled UI. Living copy: this file; dated, version-stamped snapshots under `documents/snapshots/`. Companions: **As-Built Spec** (`as-built-spec.md` - v1.0.10, current production truth), **To Build Spec** (`next-build-spec.md` - the v1.1 plan + build contract, which now owns the roadmap, LOE, and prioritization), and **Design System** (`design-system.md` - the look-and-feel basis; the desired experience in every cell below is rendered in the Crown Bees design system, not a new skin).

STATUS: STRAWMAN (v0.1), Session 369. Explicitly disposable reaction material (BT-102 Section 4: "we fully expect much of this to change once Dave and Kellie's updates land"). The personas and the matrix cells are drafted from current information - the shipped app, Dave's Pollination Oasis needs, and the persona-latent evidence in the product (BT-102 Section 3). Anything marked `[TO BE DEFINED / APPROVED - ...]` or listed in Section 5 (Open Items) is not settled. **The value is in the descriptions, not the imagery; any images are illustrative and MUST NOT be treated as pixel canon** (that lives in the To Build Spec).

Fidelity rule. Descriptions carry the value - the words, the process flows, the desired experience per persona. Wireframes and even incorrect images are acceptable here; this document does not need approved visuals and **MUST NOT** be blocked waiting for them.

SECTION

Section 1 - The three personas

WHO WE BUILD FOR

The three personas

STRAWMAN - VALIDATED WITH SCOTT AND DAVE



The Newbee

NEW TO IT ALL

New to mason bees and pollinator gardening. Little prior knowledge; may have just bought a bee house, or nothing yet.

- "Just tell me what to plant and when"
- Value-first proof, low friction, plain language
- Defaults chosen for them; encouragement
- The primary onboarding target - earn trust fast



The Hobbyist

A FEW SEASONS IN

A garden and probably a bee house, with some working knowledge. Wants to optimize and track outcomes.

- GDD / bloom timing, diary, year-over-year
- Adds plants and bees; moderate control
- The likeliest converter to Oasis Pro



The Bee SME

EXPERT

Deep mason / leafcutter / wild-bee knowledge; possibly a Crown Bees advocate. Wants power, data, and control.

- Analytics, cocoon counts, reports, BeeBuyBack
- Values accuracy and depth over hand-holding
- Impatient with over-simplification

Personas are the columns of the experience matrix; the user flows are the rows.

Scott's three personas (Session 340). These are the columns of the matrix. Profiles below are **strawman** - validated with Scott/Dave (Open Item 5.1).

Persona	Who they are	What they want	Evidence / anchor
The Newbee	New to mason bees and/or pollinator gardening. Little prior knowledge; may have just bought a bee house or nothing yet.	Value-first proof, low friction, plain language, defaults chosen for them, encouragement. "Just tell me what to plant and when." High drop-off risk - the funnel must earn trust fast.	The shipped onboarding Just starting default; the build spec's "new gardener primary persona" (BT-102 Section 3); Kellie's "New to App?" Dave-intro-video ask (BT-013).
The Hobbyist	A few seasons in. Has a garden and probably a bee house; some working knowledge.	To optimize and track - GDD/bloom timing, diary, year-over-year improvement, add plants and bees, moderate control. Will pay for Oasis Pro if it demonstrably improves outcomes.	The shipped A few seasons / Experienced buckets; the live My Yard chart + diary + advice the app already ships.
The Bee SME	Expert. Deep mason / leafcutter / wild-bee knowledge; possibly a Crown Bees advocate or heavy customer.	Power, data, and control with minimal hand-holding - year-over-year analytics, cocoon counts, success metrics, reports, BeeBuyBack. Values accuracy and depth; impatient with over-simplification.	The shipped Expert bucket; Dave's Oasis power features (cocoon counter BT-038, reports BT-040, BeeBuyBack BT-049).

The matrix rule (BT-102). User flows down one axis (Section 3), the three personas across the other, the desired experience in each cell. Each persona **MUST** be evaluated against the desired experience for each flow. Below, each flow is a subsection carrying its three persona rows (the matrix, sliced per flow for readability).

SECTION

Section 2 - The user flows (the rows)

JOURNEYS

Representative user flows

3 OF THE 11 FLOWS IN THE ATLAS

Onboarding - the Guest funnel



My Yard - the daily decision



Ask - the RepAI safety net (shipped)



Each flow is evaluated per persona in the matrix that follows; the words and the journeys carry the value.

The flows we have today, from the shipped app (As-Built Section 3), the Guest funnel (To Build Section 1), and Dave's Oasis roadmap. The list grows as flows are identified (BT-102 Section 6 Q2 - Scott: the named flows were examples; start from the flows we have).

1. **Onboarding** - the Guest funnel (Welcome -> Goals -> Region -> Results -> ... -> Choose Plan).
2. **Account / upgrade** - create an account (email-OTP), Guest -> Pro trial.
3. **Build a garden / My Yard** - plant selection, plant cards, GDD/bloom chart, add/remove.
4. **Check my weather** - forecast + pollen + location setup.
5. **Get advice** - timely species to-dos and guidance.
6. **Bee management / inventory** - bee cards, cocoon counts, bee advice (Oasis).
7. **Diary** - seasonal notes, year-over-year self-reminders.
8. **Ask / help** - the RepAI assistant (shipped).
9. **Alerts & notifications** - the alert feed + the notifications engine.
10. **Reports** - year-over-year success metrics, bloom/GDD history (Oasis, future).
11. **Plans / subscription** - Free vs Oasis Pro.

SECTION

Section 3 - The matrix (desired experience per persona, per flow)

Strawman cells. Real, differentiated content where we can reason it; [TO BE DEFINED / APPROVED] where it genuinely needs Dave's domain input or a Scott decision.

3.1 Onboarding (Guest funnel)

Persona	Desired experience
The Newbee	The primary target. See real personalized value in under 60 seconds with zero signup wall. Plain-language goals ("Support wild bees / Grow more food / Beautiful garden / I'm just learning"), a location, then a concrete plant list they trust. An optional Dave-intro-video entry ("New to App?", BT-013) reassures. No jargon; defaults pre-chosen.
The Hobbyist	Value-first still, but wants to feel the depth quickly - the Blooms/Bees toggle, bloom windows, bee-release timing. Willing to give more input (region precision, existing plants) for a better plan. Skims the hand-holding.
The Bee SME	Impatient with onboarding; wants a fast path to the powerful surfaces and to skip or compress the guided funnel. Values accuracy of the plant/timing data over encouragement. [TO BE DEFINED - APPROVED: does the SME get a "skip to full app" express lane?]

3.2 Account / upgrade (email-OTP, Guest -> Pro)

Persona	Desired experience
The Newbee	Asked for an account only at the moment of commitment (first save or trial start), not before. Email-OTP is the settled low-friction mechanism (no password). Clear "why now" framing.
The Hobbyist	Understands the trade; wants the trial to unlock the tracking depth (diary, year-over-year). Frictionless upgrade from an existing Guest session (guest-upgrade preserves their work).
The Bee SME	Likely converts fast if the power features are real. Expects the account to persist serious data. [TO BE DEFINED - the exact guest->account data-carry-over boundary; see To Build 7.10]

3.3 Build a garden / My Yard

Persona	Desired experience
The Newbee	"What's in your garden?" with an easy picker; the app recommends and explains. The My Yard GO/WAIT/HOLD release decision + seasonal chart tells them *what to do now* in plain terms.
The Hobbyist	Adds/removes plants freely, reads the GDD/bloom chart, tracks the yard over the season. Wants the chart to reflect their real plants and refresh cleanly (shipped: cache-invalidation fix v1.0.2).
The Bee SME	Wants quantities, precision, and the full plant/bee data model; power add/remove; year-over-year plant history (Oasis reports).

3.4 Check my weather

Persona	Desired experience
The Newbee	Simple forecast + pollen + a clear "is it a good day?" read. Location set once, easily. (Shipped: the v1.0.10 disabled-button visual makes the setup form honest.)
The Hobbyist	Forecast-day pollen (shipped v1.0.6) + the bloom/GDD context to plan garden tasks around the weather.
The Bee SME	Wants the underlying data reliability and detail; GDD as a first-class readout (shipped in the Yard). [TO BE DEFINED – does the SME want raw GDD/history surfaced here?]

3.5 Get advice

Persona	Desired experience
The Newbee	Timely, specific, few, plain to-dos ("do this now") off the trigger variables - not a firehose.
The Hobbyist	Species-specific mason-bee advice (BT-032) tied to their GDD/bloom + diary; a bit more depth.
The Bee SME	Full multi-species advice (mason / leafcutter / wild - BT-032/033/034), date-and-observation-driven, with the reasoning exposed. Extends to beneficials beyond bees (BT-017, Kellie's ask).

3.6 Bee management / inventory (Oasis)

Persona	Desired experience
The Newbee	Simplified inventory - "do you have a bee house?" + a short check-off; gentle. Most of this is post-trial.
The Hobbyist	Full inventory (bees, nesting material, tools), bee cards, add/remove, per-species tabs; connect Crown Bees order history.
The Bee SME	The rich bee-management surface: bloom curves, year-over-year accordions, cocoon counter at scale (thousands, per Scott's q4 answer superseding BT-038's handful assumption), BeeBuyBack priority (BT-049).

3.7 Diary

Persona	Desired experience
The Newbee	Optional, prompted lightly; "jot what you saw." Low pressure.
The Hobbyist	Seasonal notes with the ~2-weeks-before-anniversary self-reminders (BT-036); feeds advice.
The Bee SME	A rigorous observation log driving wild-bee reminders (+3wk/+6wk, BT-034) and feeding reports; year-over-year retention (BT-039).

3.8 Ask / help (RepAI - shipped)

Persona	Desired experience
The Newbee	The center "Ask" FAB is a safety net - ask anything in plain language; the AI BeeBot answers. Most valuable to this persona.
The Hobbyist	Quick answers to specific situational questions without leaving the app.
The Bee SME	May prefer the curated "What's this?" prompt/catalog paths (BT-037) and their own tools; the app curates, does not host, the AI (BT-037 posture - reconcile with BT-048, Open Item 5.4).

3.9 Alerts & notifications

Persona	Desired experience
The Newbee	Few, high-value, plain nudges ("release your bees this week"). Not overwhelming. (Note: Notifications is orphaned today - As-Built Section 3; the funnel wires its entry.)
The Hobbyist	Timely reminders off the trigger substrate (BT-031) tuned to their plants/bees; a choosable channel (Push / Email / SMS).
The Bee SME	Full, tunable reminder set across species with fixed Crown Bees harvest dates; minimal noise, maximal signal.

3.10 Reports (Oasis, future)

Persona	Desired experience
The Newbee	[TO BE DEFINED – likely minimal; a simple "how did I do?" summary]
The Hobbyist	Plant blooming history + basic success metrics year-over-year (BT-040).
The Bee SME	The full report suite: success metrics year-over-year (e.g. September apple counts across years), mason-bee success + pest counts, historical GDD series (BT-040) - the retained-data payoff (BT-039).

3.11 Plans / subscription

Persona	Desired experience
The Newbee	A clear, honest Free vs Oasis Pro (\$20/yr) matrix at the moment of value; "Try 14 days free." Not pushed too early.
The Hobbyist	Sees the tracking/depth features gated behind Pro and understands the value; the likeliest converter.
The Bee SME	Converts for the power features (reports, analytics, BeeBuyBack priority); expects the Pro tier to be genuinely powerful.

SECTION

Section 4 - Illustrative design assets (not pixel canon)

Pointers to the wireframe-fidelity renders that illustrate the desired experience. **Illustrative only** - pixel canon lives in the To Build Spec, produced through the visual-preview gate.

Asset	Path	Illustrates
Dave Jul 2 governing renders	<code>../outputs/s305/img/canon/dave-05-all-screens.png</code>	The whole funnel + Oasis surfaces
Clean Guest-flow render	<code>../outputs/s305/img/canon/dave-02-onboarding.png</code>	Onboarding (3.1)
Oasis preview render	<code>../outputs/s305/img/canon/dave-01-oasis-preview.png</code>	Your Oasis preview / Plans (3.11)
Experience selector render	<code>../outputs/s305/img/canon/zip-onboarding-experience-selector.png</code>	The four-bucket experience selector (Open Item 5.2)
Dave/Kellie change catalog	<code>next-release-dave-kellie-changes.md</code> (BT-053)	The asks that shape the desired experience

(Image durability - whether to copy these into the durable documents home - is deferred per SOP Section 12 Q2.)

SECTION

Section 5 - Open Items / Questions

1. **Validate the persona profiles.** The Section 1 profiles are strawman; confirm with Scott (and Dave for the SME/Hobbyist domain shape).

1. **The four-buckets-to-three-personas mapping (BT-102 Section 3/6 Q1 - MUST NOT be invented).**

The shipped onboarding selector has **four** buckets (`Just starting` , `A few seasons` , `Experienced` , `Expert`); Scott named **three** personas. **Strawman proposal, REQUIRES SCOTT/DAVE APPROVAL - not settled:** Newbee = `Just`

starting ; Hobbyist = A few seasons + Experienced ; Bee SME = Expert . Does the selector change to three, or do two buckets resolve to one persona? This is the runtime persona-assignment decision; the matrix above does not depend on it (it is built on the three named personas), but the app's assignment logic does.

1. **Flow completeness.** Section 2 lists the flows we have; the matrix grows as flows are identified. Are any flows missing (e.g. Profile/account management, Shop/commerce, BeeBuyBack as its own flow)?

1. **Rep-AI posture (BT-048 vs BT-037).** Cell 3.8 assumes the app curates prompts and does not host AI (BT-037), yet BT-048 asks for an in-app live assistant. Reconcile the desired experience before either is specced.

1. **Dave/Kellie incoming material.** BT-102 Section 7: Units 3/4 expect Dave/Kellie updates; much of this document is expected to change when they land. Treat as reaction material.

1. **Persona-driven differentiation depth.** How much should the *shipped* app actually branch by persona (BT-013/BT-015 already encode a new-vs-experienced branch) vs present one experience? A product decision the matrix should ultimately drive.

1. **Cells marked [TO BE DEFINED]** (3.1 SME express lane, 3.2 SME data boundary, 3.4 SME GDD surfacing, 3.10 Newbee reports) need Scott/Dave input.

UX Flow Atlas v0.1 - The Bee Team Session 369 strawman. Re-scoped from the wireframe roadmap map to the persona-by-flow matrix of desired experience (the roadmap, LOE, and version assignment moved to the To Build Spec per SOP v0.2; the prior roadmap-containing Atlas is preserved in git history). Explicitly disposable reaction material - the descriptions carry the value, the imagery is illustrative and never pixel canon. Change history lives in git + the LMA records + the dated snapshots, never this footer.