A real project, not launched

Zairly
Product specification

What the app does, for whom, what it refuses to do, and how anyone can check that it was built right.

An edited English edition of the build spec signed off on 23 November 2026 (version 3), with the changes decided until 29 November. Written with Claude Code. The project owner ruled on its nine open decisions, each as the AI recommended, and signed it off; smaller calls were the AI's. No number in it comes from the simulated first year shown elsewhere in this portfolio. Status: no users, no money collected, and 0 of 33 rules live.

1. The problem

Micro-business owners in Israel can be on a simple tax track. Two yearly filings keep them on it: the coordination by 31 December and the short report by 31 March. Missing both cancels the track for that year and at least two more. They also have to stay under a turnover ceiling, and National Insurance still applies.

The problem statement, as the project owner worded it: owners pay a lot for someone else to do it, because they don't know how, or are afraid to do it alone, although the track was meant to spare them that. Those who do manage alone sometimes find out about a National Insurance debt only when a letter arrives.

Basis: official pages for the two filings, the cancellation and the ceiling. Accountant cost: a price page, ₪120 to ₪300 a month with VAT. "Don't know" is a judgement, about 60 to 70%. "Afraid" is an owner hypothesis, 40%. The letter pattern: 4 public posts on one obligation, exactly at the bar of 4, out of 9 in all; provisional until January 2027.

The job

"Help me manage the business myself, so I stay on the track."

The value moment

I see my numbers with their source, and the one next task. I copy my own number, open the official form, and mark it done.

For whom

Owners with an open file and a low income. Two groups that count the same: owners who also have a salary, and owners whose business is their only income. Owners who pay someone today are included. Not for: owners above the ceiling, and people who haven't opened a business.

What success means

Measure	Definition	Its limit
North Star	Customers who stayed on the track, for a tax year: both yearly steps done on time, and still under the ceiling	Measured by proxy: net "done" taps (done minus undone), each window apart. Self-reported, so an upper bound, and only from people who said yes to counting
Guardrail 1	0 numbers shown from a paused, expired, approximate or conflicting rule	An audit before each release
Guardrail 2	0 requests that carry a typed value or a file	A planted amount, name and file are searched for in every request
Guardrail 3	WCAG 2.2 AA, in Hebrew and English	A screen reader pass has not been done

2. What is in, and what is out

In: four thin pillars around one record on the phone

- **Your situation.** Turnover so far, the ceiling meter, the year's progress. A number without a source reads "Not shown yet · this is not zero".
- **Numbers ready to copy.** Only figures the owner typed, or sums of the owner's entries.
- **Remembers for you.** Tasks by date, one next task, a calendar alarm.
- **You upload, we organise.** Income, documents, one backup file.

And a guide for a letter from National Insurance: no typing, no personal figure, no verdict.

Out, on purpose

- Filing for the owner, or logging in to official accounts
- "You should choose", "you are eligible", "your demand is wrong"
- Any personal tax or National Insurance figure without an official source
- Accounts, cloud sync, push messages, and any server with the owner's data
- Charging money (₪149 a year is a plan, no money collected)
- Opening a business; refunds; reading receipts from photos; importing from invoicing apps

One rule above all the others

A number appears only if every rule behind it is live, official, dated, and for the right tax year. Otherwise it is paused, with a visible notice and the official link. Rules are never made up, also not in tests that a person could mistake for the real thing.

3. The main flow: the yearly coordination

Home	1. Why	2. Your numbers	3. On the official form	4. Finish
One next task, with its date	What this step is, and what it protects	The expected yearly turnover, as typed, with a copy button. The turnover so far is shown without one	The box it goes in, and the official link	"Done" with undo, the calendar, and a place for the confirmation

This is the flow as signed off and built, with five tabs. The redesign approved on 29 November, not built yet, puts the task on one screen and has four tabs; its taps will be counted again.

Budgets in taps, checked by script in desktop Edge on the previous design: the coordination at most 6, or 7 with a salary. A receipt 4. A month's total 4. Reading the meter 1. The letter guide 3, and nothing typed. First launch at most 8 (counted: 6, or 8 in January to March). On 29 November the limit became 10 for a longer set of questions, which isn't built or counted yet.

For owners with a salary, step 3 shows only the official link and "the steps for salaried owners are not shown yet", until the fields of that route have been read.

4. Functional requirements

These are requirements, not a status. Built so far, in the previous design and with placeholder text: the code sprints. Not built: counting only after a yes, the new questions, the redesign, demo mode, the double-tap fix and the comprehension question (FR-21). Not checked: Android, Safari's own engine on a computer, a screen reader.

ID	Requirement	Priority
FR-01	First launch: "I have a micro business", "I got a letter from National Insurance", or restore from a backup	Must

FR-02	Onboarding: the trust line, install first (can be skipped), one question a screen, "not sure" everywhere, an optional turnover	Must
FR-03	Home: the tax year, one dominant next task, the year's progress, the ceiling meter, your numbers, the letter link	Must
FR-04	Tasks by open tax year, sorted by date: open, done, paused, date passed, unknown, not applicable	Must
FR-05	Task stepper: why, your numbers, on the official form, finish. Copy only on typed figures and own sums. Undo with no time limit	Must
FR-06	Tasks in version 1: the yearly check, the coordination, the short report, correcting an advance (optional); VAT and pension paused	Must
FR-07	Add: one receipt or a month's total, whole agorot, future dates blocked, a double-count hint, "licensed dealers: without VAT"	Must
FR-08	Income: the sum so far, the meter, months as rows, closed years apart, export at the top	Must
FR-09	Documents: four categories, an ID-number warning before every save, "Zairly is not your legal record"	Must
FR-10	Export, backup, restore and delete-all: one ZIP, a summary before any write, two steps to delete	Must
FR-11	A calendar file for each task: name, date, official link, check date, one alarm 14 days before. No value of the owner's	Must
FR-12	Rules engine on the device: state by the Jerusalem date, tax year, validity; "where this came from" on each number	Must
FR-13	End of upkeep: banners at 60 and 30 days; after it, rule numbers pause and the owner's data keeps working	Must
FR-14	The National Insurance letter guide, with "no verdict" enforced in code	Must
FR-15	Settings: my answers, official sources, privacy, accessibility, help, language	Must
FR-16	Install card, banner, storage status	Must
FR-17	Events from a fixed list, with no values. Anything else fails the build	Must
FR-18, 19	The installed app opens offline; "a new version is ready"	Should
FR-20	One opt-in count: "count me as one who stayed on the track"	Could
FR-21	"Did this help?" and one comprehension question, after a finished task	Should

5. User stories and acceptance criteria

US-V05 · Must · The guided task

As an owner, I want each task as a guided stepper with my own number to copy and the official link, so that I file it myself without guessing.

ID	Given / when / then
V21	Given a task, then the steps run why, your numbers, on the official form, finish; and every rule line comes from a row with a logged source.
V25	Given a figure the owner typed, or a sum of entries, then a copy button exists, except "turnover so far" inside the coordination. Given an estimate, a reference figure or a computed percentage, then no copy button exists anywhere in the page.
V45	Given a number with no live source, then its slot reads exactly "Not shown yet · this is not zero", with the reason and an official link.

V23	Given a tap on "Mark as done", then exactly one event with no value is sent. Undo has no time limit and sends the opposite event. Since 29 November: only if the owner said yes to counting (not built yet).
V24	Given the answer "Yes, we sent it" in onboarding, then the state reads "you said it's done", and 0 requests are made.

US-V07 · Must · The reminder

As an owner, I want a reminder in my phone's calendar that holds no personal number, so that I don't miss a deadline.

ID	Given / when / then
V26	Given a calendar file, then every field holds only the task's name, the date, the official link, the check date and "check the official site before the date; dates can change".
V27	Given a calendar file, then it is an all-day event in Jerusalem's civil date, with exactly one alarm 14 days before. No file is offered when the date's rule is paused.

US-V09 · Must · Adding income

As an owner, I want to add a receipt or a month's total in a few taps, with clear errors, so that the record stays right.

ID	Given / when / then
V01	Given "19.99", "0.07" or "1250", then the stored value is 1999, 7 or 125000 agorot. Parsing never goes through a floating-point number, and three decimals are blocked, never rounded.
V03	Given 0 or a negative amount, then save is blocked: "The amount must be more than zero."
V06	Given today in Jerusalem, when a later date is chosen, then save is blocked: "That date has not come yet."
V08	Given any blocked entry, then the error sits next to the field, is announced, and the typed text is kept.

US-V14 · Must · The letter

As someone who got a letter from National Insurance, I want a guide with no questions about me and no typing, so that I know what to do without a false verdict.

US-V12 · Must · My data

As an owner, I want to export, restore and delete all my data, so that I never depend on one phone.

ID	Given / when / then
V18	Given the backup file, then backup, restore and backup again give equal row counts and equal file hashes.
V19	Given a restore file, then a summary shows before any write; an unknown or broken file writes nothing.

The full spec holds 19 stories and 70 criteria (R01-R19 and V01-V51). The rest cover Home, two open tax years, documents, offline use, events, the end of upkeep and typography.

6. Edge cases worth their own test

- 31 December, 23:59 in Jerusalem, with the phone set to UTC. And 1 January, 00:01.
- The clock is set back after saving. The device trusts its own date; this is a known hole.
- Amounts pasted with a shekel sign, a no-break space or a right-to-left mark. Arabic-Indic digits are blocked with a fix.
- A month's total first, and then receipts of the same month.
- A new owner in January to March: the opening balance belongs to the new year, while last year's short report needs last year's entries.

- Storage fills up in the middle of an export. Nothing partial is written.
- An entry's date is edited across two tax years.
- The upkeep ends at midnight, while the app is open.
- The language is switched in the middle of a task. The typed figure stays.

7. What is measured, and what never is

Main event, with no value (the full list also has: an entry added, a document added, "where this came from", an official link, the letter guide's pages, and the one opt-in count)	What it can decide
start: open, done	Few finish: shorten the onboarding
install: yes, skip	Many skip: a stronger reason to install
task: open, copy, done, undone, calendar	Opened and not done: fix that guide
export, restore, delete-all	Few exports before the end of upkeep: a stronger nudge
help: yes, no	Many "no": review the text

Never: amounts, sums, percentages, the distance to the ceiling or crossing any part of it, onboarding answers, document names or categories, typed dates, entry counts, errors, identifiers, cookies. The ceiling part of the North Star is therefore never counted: "passed the ceiling" next to an IP address describes a person's finances.

The trust line, word for word: "What you type and upload stays on your phone. We never receive it. We count only actions like 'done', as totals, without cookies or IDs." Since 29 November, even those only after a yes (not built yet), so the line's "we count" is to be checked against it.

The audit, before each release: a planted amount, a Hebrew document name and a file with unique bytes go through every screen and are searched for in every request, in 35 encoded forms. A finding blocks the release. So far it has run in desktop Edge only: first on stand-in controls, later on the real screens. Safari's engine and phones have not been run.

8. The gate before the build: a phone test, with the fail rule written first

Check	Pass mark	If it fails
Data	20 entries, typed figures and marks survive closing, force-quitting, a restart and several days of use. "Lost" is defined: any count, amount or file hash that differs	The platform decision reopens
Documents	150 test photos and 10 PDFs stay readable through the same steps	The platform decision reopens
Alarm	A calendar file of the production shape lands on the right day, and its alarm fires	The platform decision reopens. Since 28 November: only if no way of delivering the file works
The rest	Offline opening, export and restore, copy, update	A fix in the sprint that owns it

What happened: the gate was skipped once, on 23 November, with the risk written down, and every code sprint was built first. On 28 November a run began on one iPhone, with a test build and test data written into its store. On the first day the data and the documents passed, with one reading unexplained and a restart not

confirmed. The calendar event was added on the right day; whether its alarm fires is due on 1 and 8 December. Offline opening, export, restore and update are not part of this run. Android is not tested.

9. Risks, and what is still open

Risk	What the spec does about it
A wrong number	The rule above all others; a stale rule pauses by itself, by the phone's date
A figure read as a verdict on a letter	No personal figure anywhere on the letter path, enforced in code. In a simulated test one invented person still read a general range that way; the fix was not re-tested
Lost data	Install first, storage status, export warnings, one backup file. The backup is not encrypted, and says so
A shared or unlocked phone	A plain line on the privacy page: "Anyone who can open your phone can open Zairly"
Rules change every January	Every row has a validity date and a January re-check; 0 of 33 rows are live today
Legal line	Team reading, not legal advice. The questions for a lawyer are logged and unanswered

10. What changed after the sign-off

- Counting only after a yes, with a privacy screen before the questions. It costs data points, and it is written as a cost. Approved, not built yet.
- The onboarding also asks the file type, and for an owner with a salary, whether a pension shows in the payslip. The first-launch limit is 10 taps.
- Four areas on the map (tax, VAT, National Insurance, pension), four tabs instead of five, a demo mode with sample data, and no price screen.
- A new look and 15 approved screens. Approved, in build; not in the code yet.
- On the phone, the double-tap guard did not hold on the real button. A fix is approved and not built.
- The phone check: one iPhone only, and an alarm fails only if no way of delivering the file works (28 November, before any alarm was due).

Sources: the project's evidence log, decision log and test results, listed on the portfolio's Sources page.