

Product Hunt

“for people who love products”

Intro & Goal

Our goal is to make Product Hunt the destination to share and discover new, innovative products and services, from mobile apps to hardware products. Others in this space focus on editorial curation, following more of a blog-like model. Product Hunt is a community, a place to geek out about products with other enthusiastic people.

Who's it for?

1. **Product people** - those building products that enjoy discovering, playing with, and learning from new, innovative products. Also serves as a pulse on potential competing products
2. **Seed-Stage Investors** - always sourcing new deals and seeking signals to curate what startups to evaluate and meet.
3. **Everyday Tech Consumers** - people that love to find new stuff

Why build it?

1. It's something we personally enjoy using
2. Early, initial traction from “linkydink MVP” - 175+ subscribers, 30 contributors (some VC's and founders)
3. Community verticals on the rise. GrowthHackers.com, Designer News, and Quibb have gained traction in specific startup/tech verticals.
4. Monetization opportunities in advertising and/or data
5. Tech-risk very low

What is it?

Glossary

1. **Post** - new product hunt submissions
2. **Comments** - comments on a post
3. **Replies** - replies to comments
4. **Vote** - votes for a post
5. **Index View** - homepage of Product Hunt (all users can view this)
6. **Detailed View** - permalink page for each post
7. **Profile View** - user profile page

User Types

1. **Non-Registered Users** - people that have not yet registered
2. **Registered Viewers** - people that have registered and can vote on posts but cannot post or comment.
3. **Contributors** - registered users that can post, comment, and upvote (ie, "Hunters"?)
4. Admins

Index View

The Index View (ie, homepage) displays the list of posts chronologically, segmented by day (a la linkydink).

When not signed in, a CTA must be presented to signup. When signed up, a CTA to post must be present.

The "Hunters" (ie, contributors) must also be listed, highlighting the community of product people curating the content.

Detailed View

The Detailed View (ie, permalink page) displays information about the post (same as noted below) but with comments expanded.

Additionally, this page should include "who's here," showing profile pics of the people engaging in the conversation and/or voted

Posts

Each post must contain:

1. **Name** - name of the product or service

2. **Tagline** - short (<60 character?) description of the product or service
3. **URL** - duh
4. **Submitted By** - person that submitted the post with their profile picture and/or name
5. **Votes** - number of votes for that post w/ profile pics of each user that voted
6. **Comments** - number of comments for that post (maybe with profile pics of those that commented)

After submitting a post, the user should be instructed to say something interesting, adding the first comment to spark conversation.

Comments

Every post has a comment feed, algorithmically ranked like HN to surface the top comments. Each comment includes:

1. **Comment Text** - CTA should frame the conversation (e.g. "say something interesting about Coin")
2. **Submitted By** - user that commented
3. **Votes** - users can vote up comments
4. **Replies** - replies are chronologic, one-layer deep (ie, no threaded replies)

Following

Users can follow other users. This does not change the Index View (the feed of posts) but will be used to re-engage users when people they follow take actions like post, upvote, or comment.

Email Notifications

Users receive the following email notifications:

1. **Daily Product Hunt digest** - list of all posts for the day (later could be top 10 products and could be changed to weekly digest if the user prefers)
2. **Social Re-engagement**
 - a. Follows
 - b. Votes on Their Posts
 - c. Comments on Their Posts
 - d. Comments on Posts They Voted On
 - e. Replies to Comments They Made

Registration

Every user must register with Twitter, pulling in the following information:

1. Name
2. Profile Pic
3. Twitter URL
4. Twitter Username (for tagging/mentions in the future maybe)

Additionally, they must also provide:

1. Email Address
2. Title and Company Name

Brainstormed Ideas

1. **Guide and Structure Comments** - preface comments with structure (e.g. “this product is similar to...”, “this product is awesome because...” a la Facebook’s “I’m watching...”, “I’m eating...”
2. **Related Links** - press, blog posts, etc
3. **Algorithmic (HN-like) Ranking**
4. **Editors Picks** - “starring” editorial picks
5. **Product Hunt Groups** - people can create groups, similar to subreddits

Competitors & Product Inspiration

1. [Beta List](#) - paid promotion (and maybe some editorial) of early, often in beta, startups
2. [StartupList](#) - editorial curation of new startups
3. [TastemakerX](#) - music discovery community

Seeding Users & Content

Initial contributors will be hand-picked to create exclusivity and reduce potential spam. Ideal contributors will be recognizable product people (e.g. Nir Eyal, Semil Shah, Hiten Shah) and investors (e.g. Josh Elman, Nick Chirls) in the startup space but may also include lesser known, early tech adopters.

To capture higher profile startup personalities like Hunter Walk we may submit product finds on his behalf with permission (e.g. based on something he's tweeted).

Mockups

Index View

ProductHunt for people who love products

Join the Hunt

Thursday, November 21st

▲ **LinkyDink** Share links with your team • 100 votes • 1238 clicks

▲ **Pencil** Think with your hands - new product from 47 (the makers of "Paper") • 100 votes • 1238 clicks

▲ **Basecamp** Yep I'm running out of good product examples. Shame on me. • 100 votes • 1238 clicks

▲ **Tinder** This is clearly going nowhere fast • 100 votes • 1238 clicks

▲ **PlayHaven** Hello, Ryan • 100 votes • 1238 clicks

▲ **iPad Air** The lightest iPad yet, looks pretty sweet • 100 votes • 1238 clicks

Albert Einstein

Dick Feynman

Martin Heidegger

John-Paul Sartre

Montaigne

Friedrich Nietzsche

Wednesday, November 20th

▲ **Dash** Learn to make awesome websites • 100 votes • 1238 clicks

▲ **Reddit** The frontpage of the internet • 100 votes • 1238 clicks

▲ **Airbnb** Stay at other people's houses • 100 votes • 1238 clicks

▲ **Dropbox** Throw away your thumb drive • 100 votes • 1238 clicks

Bertrand Russell

Ludwig Wittgenstein

Albert Einstein

Albert Einstein

Detail View

▲ **LinkyDink** Share links with your team • 100 votes • 1238 clicks



Write a comment...



Nathan Bashaw Product Manager at General Assembly

I think this is a really sweet product. Seriously. It's a pretty awesome thing and everyone involved should be proud. Congrats to the team!

[View 3 Replies](#)



Albert Einstein Creator of E=MC2

Nice! Definitely trying this out later

[Write a Reply](#)

WHO'S HERE?



John-Paul Sartre



Montaigne



Friedrich Nietzsche



Bertrand Russell

Tech Notes

Models

- User
 - twitter_uid
 - name
 - username
 - image
 - headline
 - daily_email?
- Post
 - user_id
 - name
 - tagline
 - clicks
 - url
- PostVote
 - user_id
 - post_id
- Comment
 - user_id
 - body
- CommentVote
 - user_id

- comment_id
- Reply
 - comment_id
 - user_id
 - body

Go to Market

1. **Engage/Recruit Influencers** - make them feel part of the product's success and design
 - a. Ask for direct product feedback
 - b. Feedback on blog post/press release
2. **Invite Contributors Before Public Launch** - ensure content is populated
3. **Blog Post** - "30 Minute MVP"
 - a. Post on PandoDaily or Andrew Chen's blog?
 - b. Submit to Hacker News, GrowthHackers.com, Designer News, Quibb
4. **Press Release**
 - a. Reach out to press contacts (PandoDaily, FastCo)
 - b. Mass distro other press (see <http://customerdevlabs.com/2013/09/24/google-news-api-mturk-press/>)
5. **Startup Edition and Ryan's Personal Email List** - ~4k subscribers
6. **Email Existing Linkydink Users**

Post-Launch Marketing

1. **Product Deconstructions Blog Posts**

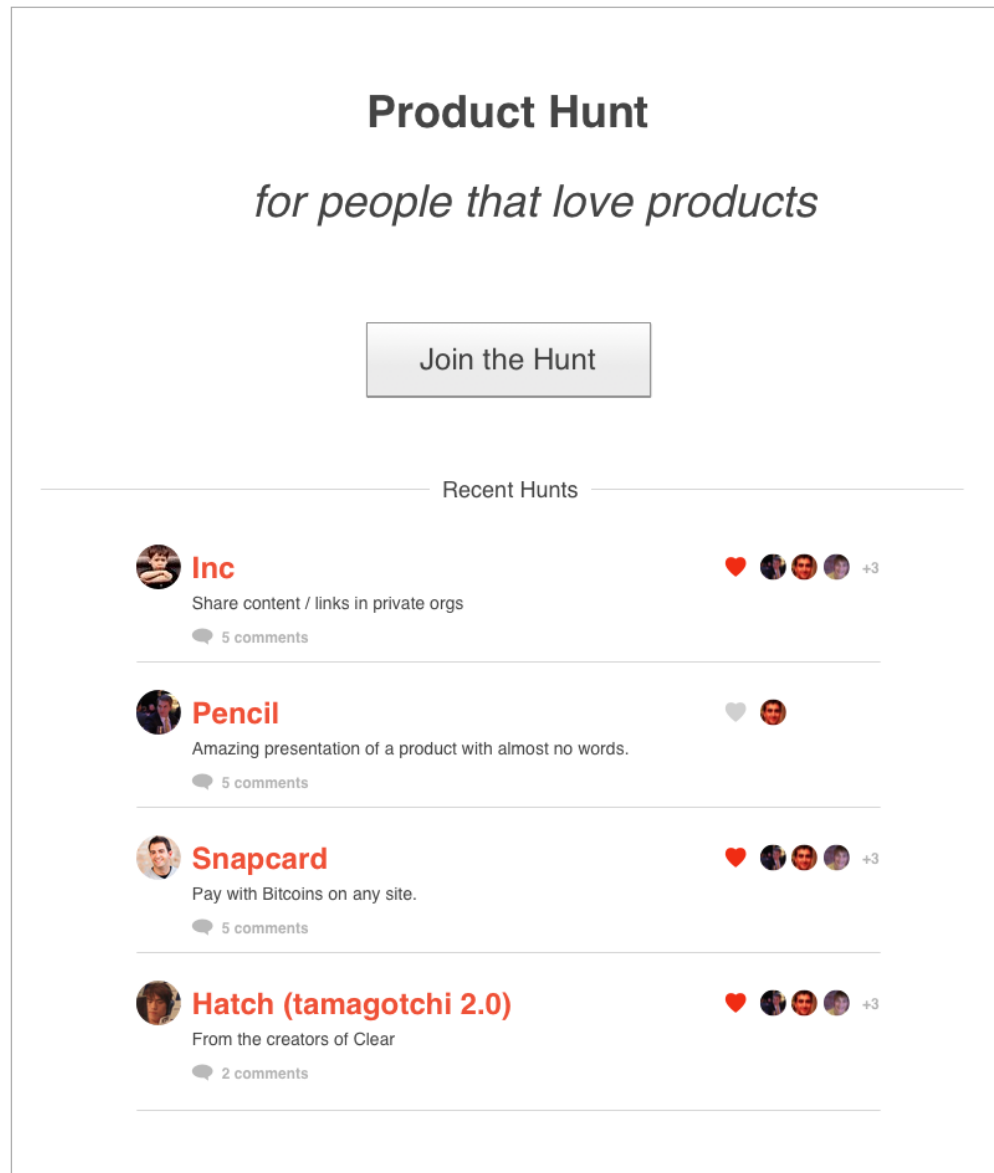
OLD STUFF BELOW

Architecture

1. Homepage Landing page (not signed in)
2. Homepage Feed (signed in) - list of posts
3. Product Post Permalink - deeplink to a specific post
4. User Profile
5. User Settings - update email address, notification preferences
6. About/FAQ


Homepage - Not Logged In

Homepage (producthunt.co) when the user is not logged in, doesn't let the user browse the full feed of products, pushing users to register (see andrewchen.co's blog - he's had success putting up this walled garden). Users can still view permalink pages though.









Homepage Feed (Viewing Posts) - Logged In

Initially, everything is displayed chronologically rather than algorithmically or based on votes. Since the user base will be relatively small at first, we won't have enough people voting to meaningfully rank products (yet).

Product Hunt *for people that love products*





Wednesday's Hunts


Nick Chirls
 Seed Investment, Betaworks


Inc




 +3

Share content / links in private orgs

5 comments


Pencil



Amazing presentation of a product with almost no words.

5 comments


Snapcard




 +3


Hatch (tamagotchi 2.0)




 +3


 Uh-oh, this is going to be a time suck.
 

 Beautifully designed. Love the character. I bet @nbashaw would dig this. :)
 



Tablo




 +3

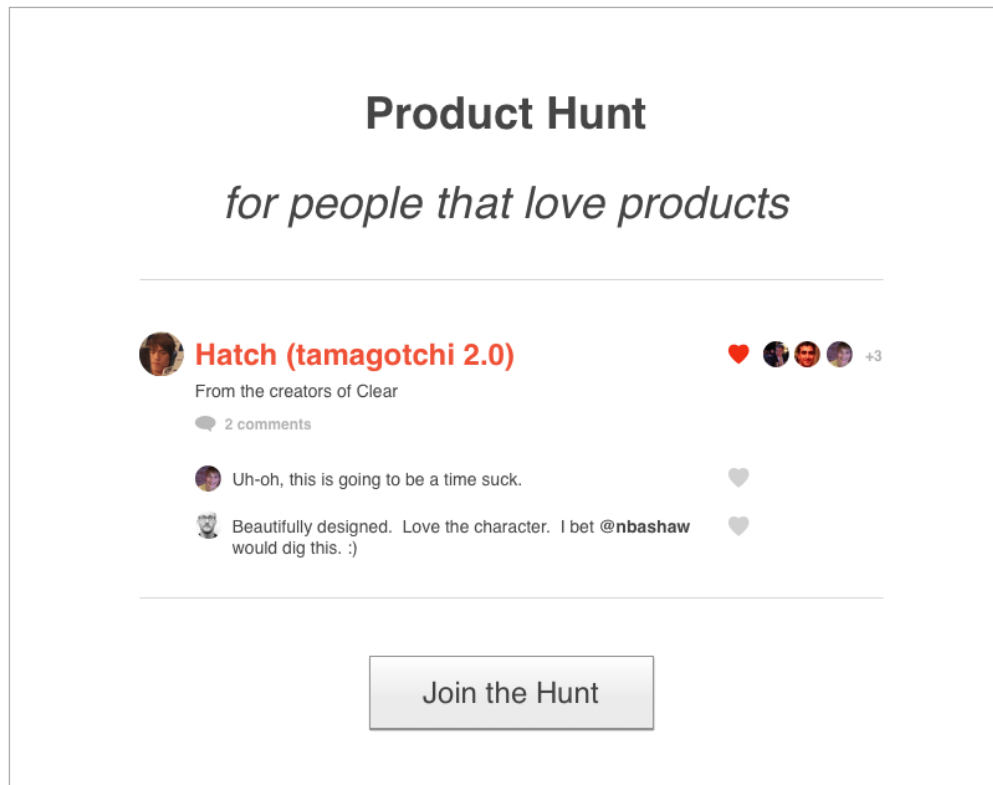
The Hunters



[apply to hunt](#)

Permalink Page

Each post has it's own URL to share. Will be useful for encouraging hunters to post links to their findings (e.g. "I just posted Coin to Product Hunt - <http://producthunt.co/posts/coin>).



Interactions & User Feedback Loops

The success of Product Hunt relies on effective feedback loops and re-engagement with the service, something heavily lacking in the linkydink MVP. Users can interact in the following ways:

v1

1. Submit Posts
2. Comment on Posts
3. Upvote Posts

Post-v1

1. View a Post - a la Quibb, show who viewed a post and if not registered, anonymize. Could also just be the count.
2. Upvote Comments

3. Follow Users
4. Mention Users - ability to tag a user in a post description or comment (e.g. "@ryan posted a similar product, XYZ")
5. Forward to Users - notify specific users (a la Potluck) of a product/post they might be interested in, could be seamlessly part of the posting flow

Submitting a Post

Each post includes:

1. URL
2. Title/Name - 100 char max
3. Description - 250 char max
4. Submitted By
5. Upvote Count & Who Voted
6. Comments

No deduping of URL's (e.g. if a user already submits a link to mindie.co, it shouldn't prevent another person from submitting again) is necessary for v1 but something to consider in the future

Commenting on a Post

Any registered user can comment on a post in a chronological discussion (threaded or not?)

Upvoting/Liking a Post

Any registered user can upvote/like a post, incrementing its vote count by one.

Email Notifications

Users receive the following email notifications:

3. Daily Product Hunt digest - list of all posts for the day (later could be top 10 products and could be changed to weekly digest if the user prefers)
4. Social Re-engagement - new follows, comments, post upvotes

Registering

Users must register with their Twitter profile and supply an email address. Their Twitter profile picture, @username, and bio is stored and used. Users should automatically follow people on Product Hunt that they already follow on Twitter to increase notifications and investment in the

service.

Future Ideas

1. **Notification Feed** - notifications of new social activity (comments, upvotes, etc.)
2. **Browser Extension/Bookmarklet**
3. **Tweet to Post** - ability to tweet at @producthunt to submit new posts
4. **Email to Post** - ability to email submit@producthunt.co to submit new posts
5. **Mobile** - the site should be responsive and adapt to a mobile interface but mobile usability isn't necessary for v1.

Competitors & Product Inspiration

4. [Beta List](#) - paid promotion (and maybe some editorial) of early, often in beta, startups
5. [StartupList](#) - editorial curation of new startups
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