

Must-Have Features for First Version

1. Main Random Matching
2. Comment System
3. User Profile
4. Leaderboard
5. Trending Battle Section
6. Flex (similar to Instagram Stories)

Its purpose is to help new users get comfortable with the UI and improve engagement.

You are the one who is going to work on this for now, but if you know anyone capable of working on this project, let me know.

And I am also looking for skilled people to build a team.

Regarding the tech stack I don't have enough knowledge to judge which option is better.

What I do know is that the website we build must be easy to manage in the beginning, and easily scalable as it grows.

Choose whatever option you think best for this.

I see huge potential in this, so scalability is very important.

Yes, you can start from the screenshot I shared.

The only pending work is that some elements in the designs are not properly aligned. That's it. You can begin from the screenshot, and we can modify or add anything else if needed.

No, I don't have the codebase for that those are just standard UI wireframe designs.

We should start fresh so we can get exactly what we need.

DaddyBaddy – Product Vision & Plan

Vision & Branding

Core Mission: DaddyBaddy is about making face-offs fun and competitive. People can put their pictures to the test and see how they rank against others.

Tone: Unlike gamified apps, this won't be cartoonish. We want a serious but social vibe, similar to Instagram.

Audience: Primarily Gen Z and young creators/students, but the target is a global audience of internet users.

Perception: Fun and edgy, with a mix of playful competition and social status not too professional or serious.

Avoid comparisons: It's not a dating app, and it's not just another TikTok/Instagram copy. This is battle-first, not a scrolling feed.

Branding: I already created the logo (shared with you).

Font: SF Pro Display

Colors: Gradient purple + blue (as shown in the screenshots).

Features (MVP vs Later)

Must-have MVP features:

Post photos

Battle system (random + challenge)

Comments on battles

Likes/votes

Profile with stats (wins/losses/views)

Leaderboard/top battles

Later features:

Memes/pets (non-face content)

Verification badges for influencers/creators (v2 onwards)

1:1 chat → needed, but if it takes too long, we'll push it to later versions.

Follow/Friend: Yes, users should be able to follow others from MVP.

Battles & Engagement

Battle Duration: Dynamic, not fixed.

First 24 hours → every new post is pushed into battles with random users.

After 24 hours → if a post performs well (e.g. 1,000+ votes), the algorithm continues pushing it to more users.

If a post performs poorly (e.g. <20 votes), it gets less visibility.

This way, battles last as long as the content has engagement.

Votes per user per battle: 1 (simple & fair).

Rematches: Yes, users can challenge the same person again.

Hashtags: Freeform, but we will suggest popular ones (e.g., #bday, #smile).

Rewards system: Keep it simple for MVP → streaks only.

Social Sharing & Growth

Priority platforms: Instagram, Snapchat, TikTok.

Sharing format: Yes, “Flex Card” style (profile pic + stats like wins/streaks). I’ll design the UI and share it.

Deep links: Yes, so links open directly to battles/profiles.

Moderation & Safety

Content moderation: AI filters (NSFW detection) + manual review for flagged posts.

Flagged content: Goes into review, not instantly removed.

Age verification: Yes, restrictions for under-18 users.

Non-face content: MVP = strictly faces only. Pets/memes can come later.

Design & UI/UX

Mode: Dark mode first (Gen Z prefers it). Light mode can come later.

Interface: Minimalist for MVP → easy navigation, focus on battles.

Technical Decisions

Platform: Web-first MVP (PWA, mobile-friendly). Native iOS/Android later after traction.

Login: Social logins (Google, Apple) + email. IG not needed for MVP.

Analytics: Yes → track battles/day, retention, shares, growth.

Free usage: Fully open. No daily limits in MVP (growth > restrictions).

Business & Growth

Monetization:

No ads at MVP launch (ads are annoying).

Focus on brand collaborations + selling verification badges (like Instagram).

Ads can be introduced later, but in a creative/non-intrusive way.

Team structure: Equity-based (60% me – marketing/vision, 40% you – tech/design).

Timeline: MVP launch in 1.5–2 months if focused.

First 1,000 users:

Campus campaigns, friends, micro-influencers.

Face-to-face outreach to young people, explaining the concept and benefits.

Viral hooks like “battle challenges.”

Future Vision (Post-MVP)

DaddyBaddy will evolve into a full social platform, but battles will remain its USP.

Video battles: Yes, but later (start with images for simplicity).

Categories: Yes (fashion, fitness, memes, pets, etc.), but not in MVP keep it simple at first.

And i have to explain you something about comments

It might be confused but here it is

Comments System – Explanation

We will have two different types of comments in the platform:

1. Post Comments (like Instagram):

Normal comment section directly under posts.

Anyone can see all comments on that post.

Works exactly like Instagram comments.

2. Battle Comments (Face-Off / Tag Battles):

These comments will not appear publicly under the battle.

Instead, only the creator of that battle will receive these comments via notifications.

This way, the battle remains focused on voting, not discussions.

Purpose: keep battles clean, but still allow creators to get feedback privately.

Key Difference:

Posts = public comments

Battles = private comments (only visible to creator in notifications)