

# DaddyBaddy – Client Discovery Questionnaire

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## 1. Vision & Branding

- What is the core mission of DaddyBaddy?
- Who is your primary audience (Gen Z, students, creators, global vs regional)?
- How do you want DaddyBaddy to be perceived? (fun, competitive, professional, edgy?)
- Are there specific platforms/apps you want to avoid being compared to (dating apps, Instagram, TikTok, etc.)?
- Do you already have brand colors, fonts, or logo ideas, or should we propose them?

## 2. Features (MVP vs Later)

- Which features are non-negotiable for MVP (must be live on Day 1)?
- Which features can be phased into later updates (post-launch)?
- Do we want 1:1 chat + friend updates in MVP, or keep it for version 2?
- Should users be able to follow/friend others, or is interaction limited to battles + comments?
- Do you want verified profiles/badges for creators or influencers?

## 3. Battles & Engagement

- How long should a battle last? (minutes, hours, days?)
- How many votes per user per battle are allowed? (1, unlimited, weighted?)
- Should users be able to rematch or challenge the same person again?
- What are your thoughts on hashtags — freeform, curated list, or both?
- Do you want a reward system at launch (badges, streaks, surprise rewards) or keep it simple first?

## 4. Social Sharing & Growth

- Which platforms are priority for sharing? (Instagram, TikTok, Snapchat, Twitter/X, others?)

- Should sharing generate a visual 'Flex Card' (like a badge with stats)?
- Do you want deep links so people can tap and land directly on a profile/battle?

## 5. Moderation & Safety

- How strict should content moderation be? (Automatic AI-only, or AI + manual review?)
- What's the policy on flagged content (instant removal vs pending review)?
- Should there be age verification for under-18 users?
- Do we allow non-face content (like pets, memes), or is it strictly faces?

## 6. Design & UI/UX

- Do you want the design to be dark mode only, or support light mode too?
- Are there any examples/screenshots you love that capture the vibe?
- How 'gamified' should the design be (subtle or bold — flames, trophies, neon effects)?
- Should we keep the interface minimalist or feature-rich on first release?

## 7. Technical Decisions

- Do you prefer a web-first MVP (PWA) or direct native iOS app?
- Should we use social logins only (Apple, Google, IG) or also allow email sign-up?
- Do you want to collect analytics (e.g., retention, battles per day, shares)?
- Should there be limits on free usage (e.g., max battles per day) or is it fully open?

## 8. Business & Growth

- What's the monetization plan? (ads, premium, sponsorships, brand collabs?)
- Do you want an equity-based team (tech/marketing split) or contractors?
- What's the expected timeline for MVP launch?
- How do you plan to onboard the first 1,000 users? (friends, campus campaigns, influencers?)

## 9. Future Vision (Post-MVP)

- Do you see DaddyBaddy eventually becoming a full social network (feeds, groups, events) or staying battle-first?

- Do you want to support video battles later, or stick to images?
- Should there be categories (fashion, fitness, memes) in future releases?