DaddyBaddy – Product Vision & Plan (PRD)

Vision & Branding

- Core Mission: DaddyBaddy makes face-offs fun and competitive. People put their photos to the test and see how they rank against others.

- Tone: Serious but social (not cartoonish, not overly gamified). Professional vibe like Instagram, but focused on competition & flexing.

- Audience: Primarily Gen Z + students/creators. Global audience of internet users.

- Perception: Fun, edgy, competitive. Playful competition with social status. Not 'professional serious,' but polished enough to build trust.

- Branding Rules: Not a dating app. Not an Instagram/TikTok copy. Battle-first, not a scrolling feed.

- Font: SF Pro Display. Colors: Purple + Blue gradient. Logo: Already designed.

Features (MVP vs Later)

- Must-Have MVP Features: Post photos, Battle system (random + challenge), Comments on posts/battles, Voting, Profiles with stats, Leaderboard/top battles, Follow/Friend system.

- Later Features: Non-face content (memes, pets), Verification badges, 1:1 chat, Video battles, Categories (fashion, fitness, memes).

Battles & Engagement

- Battle Duration: Dynamic – first 24 hours every post is pushed into battles. After 24h, algorithm decides based on engagement.

- Votes per user per battle: 1 (fair).

- Rematches: Allowed.

- Hashtags: Freeform with system suggestions.

- Rewards System (MVP): Streaks only.

Social Sharing & Growth

- Priority Platforms: Instagram, Snapchat, TikTok.

- Sharing Format: Flex Card (profile pic + stats).

- Deep Links: Supported for direct navigation to battles/profiles.

Moderation & Safety

- Content Moderation: AI filters (NSFW/violence) + manual review for flagged posts.

- Flagged Content: Goes into review queue, not instantly removed.

- Age Verification: Required for under-18 users.

- Non-Face Content: Not allowed in MVP.

Comments System

- Post Comments: Public comments visible under posts (like Instagram).

- Battle Comments: Private feedback only to creator via notifications. Not visible under the battle itself.

- Key Difference: Posts = Public Comments; Battles = Private Feedback.

Design & UI/UX

- Mode: Dark mode first (light mode later).

- Home Page: Face-off at center. Public comments under posts. Battle voting = tap-to-vote (simple onboarding hint). No like button.

- Profile: Stats-first (wins, votes, streaks). Grid of past battles.

- Chat Section: Friend updates shown here instead of story rail.

Technical Decisions

- Platform: Mobile-first web app (PWA). Native apps later.

- Login: Social logins (Google, Apple, Email).

- Analytics: Track battles/day, retention, shares, growth.

- Free Usage: No limits for MVP.

Business & Growth

- Monetization (MVP): No ads at launch. Focus on verification badges + brand collabs.

- Later: Ads in creative, non-intrusive formats.

- Team Structure: 60% Marketing/Brand (Madhan), 40% Tech/Design (You).

- Timeline: MVP in 1.5–2 months.

- First 1,000 Users: Campus campaigns, micro-influencers, viral battle challenges.

Future Vision

- DaddyBaddy will evolve into a full social platform with battles as USP.

- Video Battles: Planned for later versions.

- Categories: Fashion, fitness, memes, pets, etc. post-MVP.