

# App Plan: [Dating App] (Working Title)

## Overview:

VibeMatch is an emotionally intelligent dating app built around a 5-round reveal game. Users gradually uncover age, occupation, voice, appearance, and full identity through a gamified experience guided by a Cupid AI. The app is designed to prioritize emotional connection, reduce superficial swiping, and create a fun, respectful dating journey.

## Target Market

- Gen Z and Millennial users (18–35) who are tired of traditional swipe apps
- Gamers and online community members seeking deeper post-game connections
- Users seeking both romantic and platonic emotional compatibility

## Core Features

1. **1-on-1 Reveal Game:** 5 rounds with 5 prompts each. Minimum 3/5 matches to continue.
2. **1-on-3 / 1-on-5 Challenge Modes:** Users pick one final connection after multiple mini-reveals.
3. **1-on-3 / 1-on-5 Elimination Modes:** Users can eliminate candidates every round.
4. **“Vibe & Explore” Mode vs “No wasting time” mode:** Soft vs hard filtering.
  - **Vibe & Explore**
    - **Tone:** Light, fun, flirty, personality-driven
    - **Prompt Style:** Easy, casual, “what-if” scenarios, lifestyle preferences
    - **Photo Reveal:** Round 3
    - **Matching Mechanic:** 3/5 match unlocks next round; 5/5 allows early face reveal in Round 2
    - **Ideal Users:** People not sure yet what they want, just vibing, casually dating

- **“No wasting time” mode**
  - **Tone:** Serious, introspective, value-driven
  - **Prompt Style:** Deep questions — beliefs, future plans, non-negotiables
  - **Photo Reveal:** Round 4
  - **Matching Mechanic:** 3/5 match unlocks next round; 5/5 allows optional early face reveal in Round 3
  - **Ideal Users:** Serious daters, people who want fewer but higher-quality matches

5. **Fixed Reveal Order:**

- Round 1: Age
  - Round 2: Occupation
  - Round 3: Face (unless 5/5 in Round 1 unlocks early face reveal)
  - Round 4: Voice
  - Round 5: Full Identity
6. Users can choose between **fast mode or slow mode**. In fast mode, AI handles the questions; in slow mode, users formulate the question or browse and select from Cupid AI’s question bank.
  7. **Cupid AI:** Moderates the game, provides question banks, prompts conversation, and softens exits with empathic messages.
  8. If **two consecutive rounds fail**, the game ends — declaring a mismatch.
  9. User must win **3 out of 5 rounds** to unlock chat access.
  10. **Exit Gracefully System:** Built-in emotional safety with affirming exits.
  11. **Avatar-Based Anonymity:** Users start as expressive characters that reflect their vibe.

## Monetization

- Avatar skins, accessories, and Cupid voices ("Cupid Closet")
- Replay tokens and second-chance rematches (if a pair fails to match)
- Premium matchmaking filters (e.g., cultural preferences, personality focus)
- Licensing "Reveal Game SDK" to social games/apps

## Go-to-Market Strategy

- Launch MVP in gaming communities (Valorant, Discord, Roblox)
- Partner with micro-influencers for TikTok demo content (Virality)
- Launch post-game CTA integrations in small co-op or indie games
- Build a public waitlist with tiered rewards for early adopters

## Badges for Relationship Stages

*If a user managed to complete a game and match with another user, they will receive a badge. This badge can determine if they can still play another game or receive invites from another user.*

Badge	Meaning
Getting to Know	Talking to multiple people, still open to connections
Focused Chat	Talking mainly to one person, but not exclusive yet
Exclusive	Chosen to focus only on one connection — exploring deeper compatibility
In a Relationship	Mutually confirmed relationship
Taking a Break	Temporarily not looking or pausing current connections
Low Profile (Optional)	Not publicly showing their badge — for users who prefer privacy

## Exclusive Stage Rules (Badge: Exclusive)

Once a user enters the **Exclusive** stage:

### Restrictions:

- Cannot start new 1-on-1 games with others
- Cannot accept invites to play a new game from others
- Game invites are auto-declined with a message like:  
*"[Name] has chosen to focus on one connection and is not currently playing with others."*

## Why include gamers in this app's concept?

*The Problem in Voice Chat Games (like Valorant, Apex, Fortnite):*

- You vibe with a stranger during a match
- Maybe you laugh, win together, or carry each other
- After the match... it's over
- You *might* add each other, but it's surface-level: gamer tag, maybe a Discord add
- It rarely leads to a real emotional or romantic connection

### ***What this app solves:***

Without This App	With This App
Connection with only a username	Full emotional discovery (age, voice, identity)
Ends after one match	Turns spark into a structured, fun journey

Ghosting or no follow-up	Guided flow + soft exits
Awkward 'add me?' moment	Easy post-game CTA: "Take this to Round 1?"
Shallow or just friendship connections	Optional vibe → romantic filtering

## Sample Game: 1-on-1 Reveal Game

**Player A:** *"The Dreamer"*

**Player B:** *"The Focus"*

### Round 1: Vibe Prompts

1. How do you recharge? – A: With music and no talking | B: With music and no talking ✓
2. Pick your relationship energy. – A: Steady | B: Steady ✓
3. Ideal weekend? – A: Home, reading | B: Exploring new food spots ✗
4. Comfort food? – A: Ramen | B: Ramen ✓
5. Relationship priority? – A: Safety | B: Fun ✗ **Match Score: 3/5 — Unlocks Round 2**

**Reveal:** Age – A: 25 | B: 26 **Exit Message:** Cupid AI: "Your age preferences are close — 25 and 26. Is this within your comfort zone? Stay if yes, or exit kindly if not."

### Round 2: Occupation Prompts

1. Ideal age gap? – A: ±2–3 years | B: ±5 years ✓
2. Building or stabilizing life? – A: Building | B: Stabilizing ✗
3. Kids? – A: Maybe later | B: Yes ✗

4. Financial stability importance? – A: Important | B: Important ✓
5. Do life stages matter? – A: Yes | B: Yes ✓ **Match Score: 3/5 — Unlocks Round 3**

**Reveal:** Occupation – A: Graphic Designer | B: UX Researcher **Exit Message:** Cupid AI: “You both work in creative and tech-adjacent fields. Does that spark connection or feel too different? Choose what feels right.”

### **Round 3: Face Prompts**

1. What draws you in first: eyes, voice, or expression? – A: Expression | B: Eyes ✗
2. Are looks important? – A: Somewhat, not primary | B: Somewhat, not primary ✓
3. Best compliment received? – A: “You have calming energy” | B: “You look like someone who listens” ✗
4. Selfies frequency? – A: Rarely | B: Often ✓
5. Cute, hot, or beautiful? – A: Beautiful | B: Beautiful ✓ **Match Score: 3/5 — Unlocks Round 4**

**Reveal:** Face shown **Exit Message:** Cupid AI: “Now that you’ve seen each other — does the spark match the vibe so far? Stay curious or exit respectfully.”

### **Round 4: Voice Prompts**

1. Conflict style? – A: Take space | B: Take space ✓
2. Love language? – A: Quality time | B: Quality time ✓
3. Comfort item? – A: Hoodie | B: Headphones ✗
4. Communication style? – A: Honest | B: Honest ✓
5. Vulnerability pace? – A: Slow and earned | B: Slow and earned ✓ **Match Score: 4/5 — Unlocks Round 5**

**Reveal:** Voice snippet heard **Exit Message:** Cupid AI: “You’ve now heard each other. Does the sound of their voice feel aligned with your connection? Choose with care.”

### **Round 5: Final Prompts**

1. Long-term partner must-have? – A: Loyalty | B: Loyalty ✓

2. Emotional intimacy means? – A: Comfort in silence | B: Comfort ✓
3. Future you're building? – A: Creative calm life | B: Stable expressive life ✓
4. Handling big change? – A: With planning | B: With adaptability ✗
5. Relationship fear? – A: Not being heard | B: Being judged ✗ **Match Score: 3/5 —**

### **Successful Match**

**Reveal:** Name – Alex from Vancouver Bio – INFJ. Slow mornings, deep talks, ramen loyalist.

**Exit Message:** Cupid AI: “You've now met them — name, story, and all. You've shared laughs and maybe doubts. Is this a connection you'd like to explore deeper — or step away kindly?”

**Game Complete:** Both choose to explore further.

✓ Successful Match. Chat unlocked. Cupid AI fades out.