# Scalable Meme Feedback System Checklist for Mobile Personal Finance App

## Phase 1: 1–100 Users (Prototype to MVP)

☐ Set up single backend server (Flask or Node.js)

☐ Use Firebase or AWS S3 for meme storage

☐ Store metadata in Firestore or MongoDB

☐ Push notifications with Firebase Cloud Messaging

☐ Test manually with a small group of users

☐ Build and validate meme matching logic

## Phase 2: 101–200 Users (Pre-Growth Readiness)

☐ Add a job queue system (e.g., BullMQ, Celery, AWS SQS)

☐ Implement serverless functions or autoscaling backend

☐ Use Redis for caching meme queries

☐ Add event logs to prevent meme repeat delivery

## Phase 3: 201–500 Users (Backend Scaling)

☐ Move to managed DB (PostgreSQL or MongoDB Atlas)

☐ Split services: transaction processing and meme delivery

☐ Set up monitoring tools (Datadog, Sentry, Crashlytics)

☐ Begin background job scheduling for meme delivery

## Phase 4: 501–1000 Users (Reliability & Personalization)

☐ Personalize memes based on user behavior

☐ Use CDN for common meme image delivery (Cloudflare)

☐ Implement API Gateway with rate limiting and security

☐ Add AI embedding-based meme recommendation (Pinecone)

☐ Send weekly digest emails (SendGrid or Mailchimp)