

Catch Me – Feed Ranking & Scoring Concepts

This document explains the key concepts used to rank and sort content in a social or sports platform like Catch Me. Everything here is written in simple terms and is meant to guide how the app grows from a basic MVP into a scalable platform.

1. Point-Based Scoring (The Foundation)

This is the starting point of most social apps.

Each user action gives a post points: - View → +1 - Like → +2 - Comment → +4 - Share → +6 - Save → +5

The post score is calculated by adding these together.

Example: A post with 10 likes, 3 comments, and 2 shares: $\text{Score} = (10 \times 2) + (3 \times 4) + (2 \times 6)$

This system is simple and works well at small scale.

2. Weighting (What Matters More)

Not all actions are equally important.

For Catch Me: - A share or save shows real interest - A comment from a coach matters more than a fan like

Weighting allows us to control this by multiplying actions by importance.

This ensures the feed reflects meaningful engagement, not just raw numbers.

3. Normalization (Keeping Things Fair)

Some metrics grow much faster than others.

Example: - Views: 10,000 - Likes: 300 - Comments: 20

If added directly, views dominate everything.

Normalization scales values into a similar range (for example 0 to 1) so no single metric overpowers the rest.

This keeps ranking balanced across different engagement types.

4. Time Decay (Fresh Content Matters)

Older posts should slowly lose influence so new content can surface.

Simple approach: - Divide score by the time since posting

Result: - New posts get a boost - Old posts fade unless engagement stays strong

This keeps the feed active and encourages consistent posting.

5. Logarithmic Scaling (Big Accounts Don't Dominate)

When an app grows, large accounts can overwhelm small ones.

Logarithms compress large numbers so: - 1,000 likes is impressive - But not 100× better than 10 likes

This gives new and smaller athletes a fair chance to appear in the feed.

6. Engagement Velocity (How Fast It's Growing)

Speed matters, not just total engagement.

Example: - 20 likes in 5 minutes → strong signal - 20 likes in 5 days → weak signal

Engagement velocity helps identify content that is gaining attention quickly and may go viral.

This is especially useful for discovering breakout talent early.

7. Cold Start Boosting (Helping New Users)

New users start with zero followers.

To avoid discouragement: - Their first few posts get a temporary boost - This helps them gain visibility early

This is critical for youth athletes and new signups.

8. Trust & Quality Signals

Not all users carry the same credibility.

Examples: - Verified athlete - Coach or scout account - School or team account

Posts from trusted users can receive a multiplier, while spam or fake engagement is reduced.

This improves feed quality and platform credibility.

9. Diversity Control (Avoiding Repetition)

Feeds should not feel repetitive.

Controls include: - Avoid showing the same athlete repeatedly - Mix sports, schools, and regions

This improves discovery and keeps users engaged longer.

10. Personalization (When the Platform Grows)

As data increases, feeds can be personalized.

Examples: - Basketball fans see more basketball - Scouts see performance-focused content - Coaches see verified athletes

Personalization is built on the same scoring system, with user preferences applied on top.

11. Thresholding (Removing Noise)

Very low-quality content should not rank.

Examples: - Posts with extremely low engagement are filtered out - This keeps feeds clean and relevant

Final Mindset

There is no perfect algorithm.

The correct approach: 1. Start simple 2. Observe user behavior 3. Fix unfairness 4. Add complexity only when needed

Catch Me should grow its ranking system alongside its users, not ahead of them.

This document serves as a reference for building, refining, and scaling the Catch Me content ranking system over time.