

WhatsUp MVP Social Influence Score – Internal Actions

This document outlines all MVP-scoped user actions that contribute to the internal Social Influence Score. All actions are directly trackable using existing planned app functionality.

User Action	Score Impact	Notes
Create a public review (place or event)	+5	One-time per item. Review must include text.
Another user saves after viewing your review	+8	Second-order influence. Track via attribution window.
Another user joins an event you are Going to	+6	Counts once per user per event.
Another user joins an event you saved	+3	Weaker signal than Going but still meaningful.
A user follows you	+4	One-time per follower. No penalty for unfollow.
You mark an event as Going	+2	Light activity signal. Daily cap applies.
You save a place or event	+1	Low weight. Helps new users progress.
Profile view followed by follow in same session	+6	Strong conversion signal.
User opens detail from your profile	+3	Indicates curiosity driven by your activity.
User opens detail from friends going indicator	+4	Social proof effect.