College Only Dating App, Detailed Product Notes

Expanded from the original outline to capture full requirements, rules, screens, and backend needs.

Brand and positioning

- Name, working name plus final name checklist, domain, App Store availability, trademark scan.
- Logo, 1:1 icon design, readable at small sizes, works on dark and light backgrounds.
- Tagline, one line that explains the student first angle.
- App description, 3 to 5 sentences, student life first, verified college only, schedule and intent matching, privacy focused.

Core promise: Verified college students, matched by schedule, campus life, and relationship intent.

Non negotiables:

- College only access, 18+ only.
- Privacy safe campus design, no exact location or schedule exposure.
- Dense communities via supported schools gating.

Target user and tone:

- Northeast launch, large campuses, high density student communities.
- Tone and UI, mature, simple, not meme heavy, feels safer and more intentional than swipe apps.
- Primary outcomes, real dates that fit student schedules, fewer mismatches on seriousness, less campus awkwardness.

Success metrics to track from day one:

- Activation, percent who complete verification and finish profile.
- Match rate, matches per active user per week.
- Message rate, percent of matches that send at least one message within 24 hours.
- First meet planning rate, percent of chats using the Plan button.
- Safety, report rate and time to action on reports.

User requirements and eligibility

Eligibility rules:

- Age requirement, 18+ only, user must confirm during onboarding.
- Must verify a supported school email domain before browsing or matching.
- One account per verified email, block disposable domains.

Account types:

- Student user account, full app access after verification.
- Admin and moderator account, internal only, used for report review and enforcement.

Account lifecycle states, used for backend logic:

- Unverified, created but cannot browse, can only verify and build profile.
- Verified but incomplete, can browse in limited mode until minimum profile requirements are met.
- Active, full access.
- Paused, hidden from discovery, existing matches remain unless user disables messaging.
- Banned, cannot access app, stored for audit.

Minimum profile requirements to enter discovery:

- At least 2 photos.
- Student snapshot completed, school, grad year, living situation.
- Relationship intent selected.
- At least 5 interests selected.

Compliance and policies to plan early:

- Terms of Service and Privacy Policy.
- Community guidelines, what is allowed, what triggers enforcement.
- Data retention and deletion policy, account deletion should remove public profile quickly.

Profile setup and profile features

Profile goals:

- Lead with student life compatibility first, then photos.
- Keep campus privacy safe, no exact schedule, no exact location, no dorm names.
- Make it easy to skim, most profiles should be readable in under 10 seconds.

Profile fields, compact view:

Field	Required	Public	Format
Display name	Yes	Yes	First name, optional last initial
School	Yes	Yes	Supported school picklist
Graduation year	Yes	Yes	Picklist
Living situation	Yes	Yes	Dorm, off campus, commuter
Student life vibe	Yes	Yes	Two sliders, study vs social, early vs late
Interests	Yes	Yes	5 to 15 selectable tags
Schedule availability	Yes	No	General blocks only
Relationship intent	Yes	Yes	Intent plus pace plus time commitment
Prompts	Yes	Yes	Three short student prompts
Photos	Yes	Yes	2 to 6 images
Major category	No	Optional	Broad category only
Pronouns	No	Optional	Picklist

Identity and privacy rules:

- Display name is first name only by default. Avoid last names for campus privacy.
- School and grad year always shown, they are core context for college only matching.
- Major is optional and broad. Avoid specific majors in MVP to reduce doxxing risk.
- Do not include dorm names or exact neighborhoods anywhere on the profile.

Interests, tags only for MVP:

- Start with a fixed list of tags to keep matching clean and avoid inappropriate content.
- Require at least 5 interests so compatibility scoring works.

- Cap at 15 interests to keep profiles readable.
- Later, allow a small number of custom tags with moderation.

Schedule input, detailed spec:

- User selects generalized availability blocks, by day group and time of day.
- Suggested blocks, weekday mornings, afternoons, evenings, weekend mornings, afternoons, evenings.
- Never show exact times publicly. Public sees overlap percent and suggested meet windows.
- Suggested meet windows are descriptive, for example, 'Both free weekday evenings.'

Relationship intent, detailed spec:

- Intent options, serious relationship, dating with intention, casual dating, not sure yet, friends first.
- Pace options, take it slow, normal, move fast.
- Time commitment, 1x per week, 2 to 3x, flexible.
- Intent is a core filter, allow users to require same intent only.

Prompts, student specific:

- Ideal first date on campus, short answer, recommended 80 to 120 characters.
- My go to study spot, short answer.
- Green flag on campus, short answer.
- Use a character limit so prompts stay readable.

Photos, rules and moderation:

- Minimum 2 photos, maximum 6.
- Disallow nudity, hate symbols, harassment, and doxxing content.
- Encourage at least one clear face photo, but do not require for accessibility.
- Photo upload should auto crop to common aspect ratios and generate multiple sizes for performance.

Edit profile rules:

- Limit profile edits per day for new accounts to reduce spam.
- Changing school should require re verification and may be disallowed in early versions.
- Changing intent is allowed but logged for analytics and moderation patterns.

Matching and compatibility scoring

Goal:

- Make matches that are realistically possible in a student schedule and aligned on seriousness.
- Explain matches in a simple way so users trust the system.

Compatibility score, percent:

- Overall compatibility is a weighted score from 0 to 100.
- Intent match can be treated as a gate, or as a heavy weight.
- Only show a rounded percent to users, hide decimals.

Score components:

Component	What it measures	Inputs	User visible output
Time overlap	Shared availability windows	Availability blocks	Overlap percent plus suggested windows
Shared interests	Common interests and activities	Interest tags	Top shared interests chips
Relationship intent	Seriousness alignment	Intent, pace, time commitment	Intent badge and alignment note
Lifestyle fit	Student routine fit	Study vs social, early vs late	Simple tags like 'both early'

Hard filters vs soft scoring:

- Hard filters, school, age, blocked users, banned users.
- Optional hard filter, same intent only, user controlled.
- Soft scoring, interests, lifestyle, time overlap, distance bucket.

Match explanation, user facing copy examples:

- Similar schedule, both free weekday evenings.
- Both want dating with intention and prefer taking it slow.
- Shared interests, gym, coffee, movies.

Location score, 0 to 10, privacy safe:

- Use broad distance buckets, not exact distance.
- Inputs, on campus, off campus, commuter, plus a distance bucket between users.
- Buckets, 0 to 10 minute walk, 10 to 20, 20 plus, commuter friendly.
- Never show exact miles, never show map pins, never show dorms or street names.
- Allow users to hide the location score display.

Cold start and fairness:

- New users see a diverse set of profiles until enough interactions exist.
- Avoid repeatedly showing the same small group of users.
- Limit exposure of very new accounts until verification and minimum profile quality checks pass.

Discovery and feed behavior

Discovery rules:

- Default discovery is same school first.
- Later, cross campus discovery if both users opt in and schools are within a defined region.
- Never show blocked users. Remove banned users from all feeds.

Feed sections, MVP:

- Best fit today, curated set ranked by compatibility and intent match.
- Between classes, emphasizes next common availability window.
- Weekend plans, emphasizes weekend overlap and social vibe.

Filters and controls:

- Intent filter, hard toggle to require same intent.
- Distance bucket filter, walking time categories.
- Living situation filter, optional.
- Hide people in my contacts, uses hashed phone contact list.
- Graduation year range filter, optional.

How people match, interaction model decision:

- Button based matching, like, pass, save for later, feels more intentional.
- Swipe matching, faster but can feel less serious.
- Recommendation, start with button based for a mature tone.

Like limits and pacing:

- Free tier can have a daily like limit to reduce spam and encourage quality.
- Premium can include higher limits and better filters.
- New accounts can have stricter limits until trust signals are built.

Match mechanics:

- Likes are private until mutual.
- Mutual like creates a match and opens chat.
- Block removes chat and prevents future discovery.

In app communication

Messaging system:

- Messaging unlocks after match only.
- MVP features, text chat only, keeps moderation simpler.
- Safety controls inside chat, block, report, unmatch, mute notifications.
- Rate limits for new accounts, cap messages to new matches per day until trust increases.

Plan button, student life templates:

- Templates, coffee between classes, study date, walk and food.
- Each template shows suggested time windows from overlap and sends one card into chat.
- Encourage public meetup, include safety reminder on the plan card.

Off app linking and social media, permission per match:

- User stores handles privately in settings, not shown publicly by default.
- In chat, user taps Share Instagram or Share Snap, sends a one time card.
- Optional, Request socials button, other person can approve or decline.
- Add reminders that sharing is optional and users should meet safely.

Supported schools system

Purpose:

- Keep match density high by gating access to a defined set of campuses.
- Increase trust, users know everyone is verified.

Supported schools page requirements:

- Search bar, Live list, Coming soon list.
- School card fields, name, city and state, status badge.
- Request my school form, collects school name, email domain, optional contact email.

Verification requirement:

- School email domain allowlist, for example, name@school.edu.
- One time code expires in 10 minutes, resend with rate limits.
- Support multiple domains per school if needed.

Rules:

- Only supported schools can create accounts.
- Coming soon schools can join waitlist but cannot browse.

Launch plan, Northeast large school focus:

- Wave 1, 8 to 12 schools, prioritize high student count campuses.
- Ambassador program to seed sign ups and events.
- Campus by campus rollout to avoid low density problems.

Verification and trust

Email verification, required:

- Occurs before browsing and matching.
- One time passcode to .edu email.
- Rate limit resends and invalid attempts.
- Re verification required if email changes.

Selfie verification, optional in MVP:

- User completes a selfie check, if passed show Verified photo badge.
- Optional filter to only show selfie verified profiles, later decision.

Photo moderation:

- Automated checks for nudity, hate symbols, spam images.
- Flagged content goes to moderation queue before being visible.

Anti spam rules:

- Limit daily profile changes, especially name, photos, intent.
- Limit messages to new matches per day for new accounts.
- Flag suspicious patterns, rapid likes, copy paste messages, frequent unmatches after socials sharing.

Safety, privacy, and moderation

Safety tools:

- Block user, removes profile and chat immediately.
- Report user, choose category, optional notes, include chat context reference.
- Unmatch, removes match and chat.
- Hide profile and pause account options.

Report categories:

- Harassment or bullying.
- Hate or discrimination.
- Sexual content or nudity.
- Spam or scam.
- Fake profile or impersonation.
- Underage concern.
- Safety threat or intimidation.

Privacy tools:

- Block contacts from phone, upload hashed contact identifiers.
- Incognito browsing, premium later.
- Hide location score option.
- No dorms, no exact locations, no exact schedules.

Moderation needs:

- Admin dashboard with report queue sorted by severity.
- View reported profile, photos, and relevant chat excerpt.
- Actions, warn, remove content, temp ban, perm ban, all with audit logs.
- Appeal process email and tracking.

Monetization and pricing

Principles:

- Free tier remains usable, matching and messaging work.
- Premium improves quality and privacy, not basic communication.

Free tier:

- Daily like limit, configurable.
- Basic filters and full text chat after match.

Premium ideas:

- Higher like limits.
- Advanced sorting by overlap and intent match.
- Incognito browsing.
- Boost during peak campus hours.
- Extra filters, commuter friendly, weekend availability.

Pricing format:

- Monthly subscription.
- Semester bundle discount.
- Campus launch discount for early adopters.

Screens and pages list

Onboarding and account

Welcome screen
- Purpose, explain app in one sentence and move users to school selection.
- Elements, logo, tagline, continue, login.
- Analytics, viewed_welcome, tapped_continue, tapped_login.

Supported schools selection
- Purpose, choose campus community.
- Elements, search, Live list, Coming soon list, Request my school.
- Actions, select school, request school, join waitlist.
- Errors, school not found, too many requests.

Email verification
- Purpose, verify .edu domain ownership.
- Elements, email input, send code, code entry, resend.
- Rules, code expires in 10 minutes, rate limit attempts.
- Errors, invalid domain, invalid code, too many tries.

Create password
- Purpose, finalize credentials.
- Rules, strong password checks, common password block, password reset flow.

Profile setup
- Steps, photos, student snapshot, intent, interests, prompts.
- Progress indicator and resume later support.

Main product

Home, discovery feed
- Purpose, show ranked profiles and allow like or pass.
- Elements, compatibility percent, top match reasons, like and pass buttons, filters.
- Empty state, suggest widening filters or wait for more users.

Profile card view
- Purpose, expanded view before liking.
- Elements, photos, student snapshot, intent badge, prompts, shared interests.

Match screen
- Purpose, confirm match and start chat.
- Elements, both photos, match reasons, start chat.

Chat list
- Purpose, list matches and recent messages.
- Elements, unread badges, search.

Chat screen
- Purpose, message and plan.
- Elements, messages, plan button, share socials, safety menu.

Plan template
- Purpose, send a plan card with suggested windows.
- Elements, template selection, suggested windows, confirm send.

Profile

My profile view
- Purpose, preview profile.
- Elements, edit button, verification badges.

Edit profile
- Purpose, update fields with validation.
- Rules, limit edits for new accounts.

Photo management
- Purpose, upload, reorder, delete photos.
- Rules, enforce 2 to 6.

Settings
- Sections, account, privacy, notifications, subscription, safety.
- Actions, pause, delete account, block contacts, manage subscription.

Safety and support

Report flow
- Purpose, collect report category and context.
- Elements, categories, notes, submit.

Blocked users list
- Purpose, manage blocks and unblock with warning.

Help and FAQ
- Topics, verification, privacy, subscriptions, safety.

Contact support
- Fields, category, description, attachment optional.

Payments

Premium paywall
- Elements, benefits list, monthly and semester options, restore purchases.

Subscription management
- Elements, plan status, renewal date, cancel instructions.

Admin, internal

Admin login
- Security, restricted access, MFA recommended.

Reports queue
- Sort by severity, recency, school.

User review
- View profile, photos, verification status, history.

Enforcement tools
- Warn, remove content, temp ban, perm ban, with audit log.

Analytics overview
- Activation, retention, matches, reports, by school.

Backend things

Core systems:

- Authentication, email and password, token sessions, password reset, account deletion.
- School verification service, domain allowlist and OTP delivery.
- Profile service, stores profile fields and media references.
- Matching service, candidate generation and scoring.
- Messaging service, realtime chat, storage, moderation hooks.
- Media service, image upload, resizing, storage, content scanning.
- Notifications, push and in app notifications.
- Moderation service, reports, enforcement, audit logs.
- Analytics events pipeline, activation, retention, monetization.
- Rate limiting and anti spam layer, per IP and per account.

Basic data tables, grouped to keep pages clean:

Core user and profile tables:

Table	Key fields	Notes
users	id, email, school_id, created_at, status, last_active_at	Status includes unverified, active, paused, banned.
schools	id, name, domain_allowlist, status, region	Status includes live and coming soon.
profiles	user_id, display_name, grad_year, living_situation, vibe_fields, intent_fields	Separate from users for moderation and deletion.
profile_interests	user_id, interest_id	Many to many tags.
availability_blocks	user_id, block_id	General blocks, weekday mornings, etc.
photos	id, user_id, url, order, moderation_state	Track moderation state and derived sizes.

Interaction tables:

Table	Key fields	Notes
likes	from_user_id, to_user_id, created_at	Unidirectional likes before match.
matches	id, user_a, user_b, created_at, status	Status includes active, unmatched, blocked.
messages	id, match_id, sender_id, sent_at, body, flags	Text first, add media later.

Safety and monetization tables:

Table	Key fields	Notes
blocks	blocker_id, blocked_id, created_at, reason	Used for safety and feed filtering.
reports	id, reporter_id, reported_id, category, created_at, status	Attach context references.
enforcements	id, user_id, action, reason, moderator_id, created_at	Audit trail.
subscriptions	user_id, provider, plan, status, renewal_at	Sync with App Store and Play Store receipts.

Key API endpoints, high level:

- POST auth, signup, login, logout, password reset.
- POST verification, send code, confirm code.
- GET schools, list supported schools, request school.
- GET and PATCH profile.
- POST photos upload, DELETE photo, reorder photos.
- GET discovery, fetch next cards, apply filters.
- POST like, pass, unmatch.
- GET matches, GET messages, POST message.
- POST report, POST block, DELETE block.
- GET subscription status, POST receipt validation.

Analytics events to instrument:

- account_created, verification_started, verification_completed.
- profile_completed, photo_uploaded, intent_selected.
- discovery_viewed, profile_opened, like_sent, pass_sent.
- match_created, chat_opened, message_sent.
- plan_template_opened, plan_sent.
- report_submitted, block_created.
- paywall_viewed, subscription_started, subscription_canceled.

MVP vs later

MVP must have:

1. Supported schools gating and .edu email verification required to browse.
2. Profile creation with student snapshot, relationship intent, interests, and 2 to 6 photos.
3. Schedule input as general availability blocks, used for time overlap scoring.
4. Discovery feed with like and pass, same school matching, basic filters.
5. Match creation and text chat after match.
6. Plan button with templates that send suggested time windows into chat.
7. Safety tools, block, report, unmatch, pause profile.
8. Basic moderation queue for reports, manual actions available.

Later features:

- Selfie verification and trust badges.
- Cross campus discovery opt in for nearby schools.
- Event based matching.
- Media messaging with stronger moderation.
- Premium, incognito, boosts, advanced filters, semester bundles.
- Advanced safety, automated detection for scams and harassment patterns.

Definition of done, MVP checklist:

- All key flows tested, signup, verification, profile, discovery, match, chat, report.
- Privacy checks, no exact location or schedule data is displayed.
- Moderation process tested end to end.
- Analytics events firing correctly for activation and retention.
- App store compliance, policies and safety content included.