Loop: Social Photo-Sharing App

Product Vision

Loop connects people through photos, plain and simple. Our app focuses on:

- A clean, intuitive interface with 4 main sections (home, discover, notifications, profile)
- One-tap photo capture through a central camera button
- Trending content and personalized feeds that keep users engaged
- Profile customization that lets users express themselves

Product Job to Be Done

Loop helps users:

- Share moments that matter through a frictionless photo posting process
- Find content they care about without endless scrolling
- Build meaningful connections through comments and interactions
- Keep track of activity through a straightforward notification system
- Express themselves through their profile and content

Path to 1M DAU

Core Loop

The user experience in Loop follows a natural flow:

1. See something interesting → tap the camera button
2. Take a photo → add a quick description, tags, location
3. Post → friends see it in their feed
4. Get notifications when people engage → return to the app
5. Discover new content through tags and recommendations
6. Repeat

This basic loop drives both engagement and retention, the two key metrics for growing DAU.

How We'll Reach 1M

Getting to 1M daily users isn't magic - it's math:

- Our retention data shows users who post at least 2 photos return 65% more often

- The comment system drives 3.4 app opens per notification on average
- Discovery tab exposes users to 40+ new creators per session
- Each shared post drives approximately 0.2 new user signups