

Brand Position

Experience Architects — internal canonical language and positioning.

Brand Position

Team Name: Experience Architects

Date: —

Brand Thesis

Your life is a collection — your taste deserves a system.

Core Product Definition

Experience Architects helps social, active people remember and rank what they do by turning real-world moments into a living taste profile.

Existence Statement

Experience Architects exists to make your social life feel intentional — not forgettable, scattered, or random.

Target Identity

Experience Architects is for someone who cares about taste — who wants to do fewer mediocre things, remember the great ones, and recommend confidently.

Canonical Language

- “Believe in experiences”
- “Your taste profile”
- “Your social life, ranked”
- “Less mediocre, more you”
- “A resume of what you’ve done”
- “Network-powered discovery”

Language to Avoid

- **Avoid:** social planning — because it sounds like scheduling/logistics, not taste and ranking.
- **Avoid:** event calendar — because it implies generic listings, not personal meaning.
- **Avoid:** reviews — because users do not want to write essays (“descriptions not possible”).
- **Avoid:** luxury / exclusive — because the core is taste + signal, not status-for-status’s sake.

Tone Guidelines

- **Tasteful not hype** — curator voice, not growth marketing.
- **Specific not generic** — concrete examples (5/10, mediocre), not buzzwords.
- **Social not spammy** — feels like sharing with friends.
- **Effortless not demanding** — the product does the work; the user taps once.

Positioning Statement

For social, active people who rely on friends for what to do next, Experience Architects is the taste-based experience journal that helps you avoid mediocrity and recommend confidently because it captures real-life signals and ranks them into a personal profile.

Brand Values

- **Effortless capture over perfect detail** — one tap beats long reviews.
- **Taste over trends** — personal signal beats generic “top 10” lists.
- **Friends over algorithms** — network trust first, ML second.

Objection Handling

Objection	Your Response
I won't write reviews.	You don't have to: quick rating + optional tags; we auto-suggest from photos/location.
None of my friends will use it.	Useful solo (your ranked life). Social becomes a bonus layer when friends join.
Recommendations are generic everywhere.	Others are tied to your taste + your network's signal, not broad popularity.

Key Interview Language

- “MoMA — mediocre 5/10 — crowd.” — rating language already exists.
- “Descriptions (are) not possible.” — writing is a blocker; automation required.
- “network” — discovery and trust come from friends.
- “go all in for the third idea” — strongest preference signal.