

# Product Brief

Experience Architects — Experience Ranker concept.

## Product Brief

**Team Name:** Experience Architects

**Date:** —

## The Problem

People have strong opinions about experiences (events, museums, shows, trips), but they don't have a simple place to remember, rank, and reuse those opinions — or share them in a way that reflects their taste.

- **Who has this problem?** Social, active people (students and working adults) who regularly go out and recommend things to friends.
- **Current solution:** memory + camera roll + scattered apps; informal “ratings” in conversation; discovery via friends (“network”).
- **Pain evidence:** “MoMA — mediocre 5/10 — crowd.” • “Descriptions (are) not possible.” • strong preference signal: “go all in for the third idea.”

## The Solution

A Beli-for-experiences app that builds a personal taste profile for activities, with almost no manual effort.

- **What it does:** 10-second rating + tags; auto-suggests experiences from photos/location/calendar; outputs ranked lists and taste-based recs.
- **User interaction:** rate after the moment; browse your lists; see friends' best picks.
- **Different from today:** replaces scattered memory and generic rec lists with a single ranked system tied to taste + network.

## Target User

- **Demographics:** NYC student / young professional types; also suburban users who do activities with friends (NYC, Ann Arbor, Colorado observed).
- **Defining behavior:** goes to experiences regularly; recommends and compares; already “scores” experiences mentally.
- **How they describe it:** “MoMA — mediocre 5/10 — crowd.” • “Descriptions not possible.” • “network.”

## Why Now

- Passive life logs (photos, maps history, calendars) make auto-capture feasible.
- Discovery is fragmented across apps; users want a single system to rank + remember + share.

- Taste products trained users to think in ratings; extension beyond food is natural.

## Key Interview Evidence

- **Strongest quote:** "If I had a million dollars... I would go all in for the third idea (beli for experiences)."
- **Pattern:** people compare within their network and already use rating language.
- **Surprise:** "an app like that but for experiences."
- **Current effort:** camera roll + notes + memory; manual explaining; searching across multiple apps; relying on friends for recs. Money is already spent on tickets/venues, but the pain is decision + memory.

## Open Questions

- Can capture be truly frictionless (auto-capture + minimal input) without feeling creepy?
- What drives retention: self-ranking, sharing/flex, or recommendations?
- How to deliver value without the user's network on day 1 (cold start)?