

Circle Picks - Product & Marketing Roadmap

Positioning

Tagline: "Stop trusting strangers. Discover places from people you actually know."

Value Prop: Trust-filtered recommendations from your personal network, not anonymous reviews.

Competitor	Trust Source	Circle Picks Advantage
Yelp	Strangers	Friends you know
Google Maps	Algorithm	Personal taste match
TripAdvisor	Tourists	Local insiders

"Wow" Features

Tier 1 - Build Now

Feature	Description	Why It Matters
Smart Wishlist Loop	Bookmark → Visit → Prompt to recommend	Converts passive users to content creators
Ask My Circle	Post questions, get friend answers in 24hrs	Reactivates dormant users, creates urgency
Map Explorer	Visual map with filters (tags, price, distance)	Instant utility, beats Google with trust layer

Tier 2 - Next Quarter

Feature	Description	Why It Matters
Hidden Gems	Badge for places with 2-5 recommendations	Creates insider knowledge feeling
Taste Match Score	"You and Alex: 87% match"	Gamifies following, shareable
Vouch System	Friends endorse others' recommendations	Low-effort engagement, builds trust

Tier 3 - Seasonal

Feature	Description	Why It Matters
Travel Pack	Auto-generated city guides from friends	High value for travelers

Recommendation Receipts	Spotify Wrapped-style annual stats	Viral sharing moment
Map Overlap	Visual map of shared taste with a friend	Shareable for couples/BFFs

Feature Details

1. Smart Wishlist → Review Loop

Bookmark → Visit (detected) → "How was it?" prompt → One-tap recommend → Friends see → They bookmark

Triggers:

- Location proximity detection
- Manual "I visited" check-in
- Weekly digest: "5 places to review"

Gamification: "You've reviewed 8/12 visited spots this month"

2. Ask My Circle

Flow:

1. User posts: "Best pizza in Brooklyn under \$20?"
2. Friends get notified
3. Friends tag existing picks or add new ones
4. 24hr expiration with summary

Viral: Non-users receive SMS invites when tagged.

3. Map Explorer with Smart Filters

Filters:

- Tags: Coffee, Dinner, Brunch, Date Night, Family
- Price: \$, \$\$, \$\$\$, \$\$\$\$
- Distance: 1mi, 5mi, 15mi
- Source: All friends, Specific friend, High match only

UI: Friend avatars on map pins. Tap → see recommender + note.

Growth Loops

ASK & ANSWER
User asks → Friends answer → Friends ask → Repeat

WISHLIST CONVERSION

Save → Visit → Recommend → Friends save → Repeat

TASTE DISCOVERY

Follow → See match % → Follow similar → Better feed

Key Metrics

Metric	Target
Wishlist → Recommendation conversion	40%
Day 7 retention	50%
Invites sent per user	5+
Weekly recommendations per active user	2+

Immediate Actions

1. **Week 1-2:** Build Smart Wishlist → Review Loop
2. **Week 2-3:** Launch Ask My Circle
3. **Week 3-4:** Ship Map Explorer with filters
4. **Ongoing:** Shareable profile cards for Instagram Stories