SOCIAL GOLF — CUSTOMER APP MVP SPECIFICATION

Hybrid Product + Technical Specification (Version 1.0)

Nevyo LLC — Confidential

1. PRODUCT OVERVIEW

Social Golf is a consumer golf platform combining social networking, matchmaking, event hosting, score tracking, a gear marketplace, and community groups. The core purpose is to help golfers: - Find people to play with - Play more rounds - Improve their game - Connect socially - Buy and sell golf gear

2. MVP GOALS

The MVP must: - Enable golfers to find partners quickly - Enable users to host and join rounds - Provide a social feed for engagement - Support daily active use - Monetize directly inside the customer app - Deliver a premium golf-themed UI - Remain lightweight enough for rapid development

3. USER ROLES

Primary Role: Customer/Golfer (core user only) No business, sponsor, or operator roles are included in the MVP.

4. CUSTOMER MVP FEATURE SET

Comprehensive list of all MVP features.

4.1 Onboarding & Profile

- Login/Signup (Email, Phone, Apple, Google)
- Create profile (name, photo, location)
- Select golf skill level & handicap (optional)

- Select favorite courses
- App tutorial
- Edit Profile in settings

4.2 Home Feed (Social Timeline)

Supports posts: - Photo, Video, Text - Scorecard snapshot - Check-ins - "Looking For Players" posts - Event announcements - Marketplace previews

Interactions: Like, Comment, Share, Follow, Save, Report

4.3 Explore / Discover

Sections: - Trending Golfers - Trending Posts - Nearby Courses - Upcoming Events - Suggested Friends - Suggested Groups

Search: Users, Courses, Events, Marketplace Items, Posts

4.4 Find Players (Matchmaking Engine)

- Browse open games
- See golfers on map & list
- Filters: course, distance, skill level, time
- Request to join
- Post "Looking For Players"

4.5 Event Hosting & Joining

Create event with: - Course, Date/Time - Skill preference - Spots needed - Notes - Public/Private toggle

Event page includes: host info, player list, course info, join button, group chat, map

4.6 Messaging

- 1:1 chat
- Group chat for events
- Buyer–seller chat
- Image sharing

4.7 Marketplace (Consumer Gear Exchange)

Browse listings (clubs, balls, gear, apparel). Filters: category, price, distance. Listing page: photos, description, condition, price, seller profile. Create listing: upload photos, set title/price/description.

4.8 Stats & Score Tracking

- Add score (total strokes)
- View score history
- Basic stats: average score, best score, rounds played, simple trend graph

4.9 Groups / Communities

- Browse & join groups
- Group feed
- Group events
- Group chat

4.10 Notifications

Covers events, chats, join requests, follows, comments, marketplace messages.

4.11 Settings

Profile editing, notification management, privacy settings, block/report, delete account, support.

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5. FREE VS PREMIUM TIERS

Free Tier Includes

- Full access to social feed
- Create all post types
- Follow/unfollow
- Explore content & search
- Join events (limited)
- Host 1 event/week
- Use marketplace (list & buy/sell)
- Join groups and chat
- Basic stats

Free Limitations: - 1 hosted event per week - Limited filters in Find Players - Lower marketplace visibility - Light ads - No advanced stats - No premium themes or profile visibility boosts

Premium Tier Unlocks

- Priority matchmaking (higher ranking in Find Players)

- Marketplace auto-boost + Premium Seller badge
- Unlimited event hosting
- Advanced stats (handicap trend, comparisons)
- Exclusive profile/app themes
- Premium profile badge
- No ads
- Priority support

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6. OTHER MONETIZATION STREAMS (Customer Only)

These systems are part of the MVP.

6.1 Marketplace Listing Boosts

- 24-hour boost
- 7-day boost
- Featured listing

6.2 Event Boosts

- Promote event
- Feature event

6.3 Profile / Creator Boosts

- Appear in "Top Golfers"
- Higher ranking in Explore
- Featured profile badge

6.4 In-App Purchases

- Themes
- Badges
- Cosmetic upgrades
- Extra stats

6.5 Referral Program

- Invite friends
- Earn free premium weeks
- Earn special badges

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7. CORE USER FLOWS (Overview)

7.1 Onboarding Flow

Signup → Profile → Skill Level → Favorite Courses → Feed

7.2 Matchmaking Flow

Explore → Find Players → Join/Create → Approval → Group Chat

7.3 Event Creation Flow

Create → Add details → Host → Players join

7.4 Posting Flow

Create → Upload → Publish → Engagement

7.5 Marketplace Flow

Browse → Select item → Message seller

7.6 Premium Upgrade Flow

Attempt restricted action → Upsell → Subscribe → Unlock

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8. BASIC TECHNICAL SPEC (High-Level)

8.1 Database Entities

- User, Profile
- Post, Comment
- Event, JoinRequest
- Conversation, Message
- Listing, ListingBoost
- Score
- Group, GroupMember, GroupMessage
- Notification
- Subscription, PurchaseHistory

8.2 Key APIs (High-Level)

- Auth (signup/login)

- Profile (CRUD)
- Posts (create/list/report)
- Comments
- Events (create/join/update)
- Messaging
- Marketplace
- Stats
- Groups
- Payments (subscriptions/boosts)
- Notifications

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9. ACCEPTANCE CRITERIA

- Users can find and match with golfers
- Users can create/join events
- Feed supports all post types
- Marketplace listings functional
- Messaging functional (1:1 & group)
- Free + premium tiers fully functional
- Monetization modules accessible
- UI must be premium and golf-themed

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10. SUCCESS METRICS

Activation: Profile created within 3 minutes; 3+ follows on Day 1 **Engagement:** 3+ posts viewed per session; 1+ event interaction weekly **Monetization:** 2–7% free → premium conversion; regular boost purchases

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11. GLOSSARY & DEFINITIONS

LFP (Looking For Players) – A post type where a golfer indicates they need partners for a round.

Event – Any hosted golf activity (round, meetup, mini-tournament) that users can join.

Boost – A paid visibility enhancement for marketplace listings, events, or user profiles.

Premium Badge – A visual indicator showing a user is a paid subscriber.

Advanced Stats – Premium-only analytics including trends, handicap approximations, and comparisons.

Group Chat – A messaging space automatically created for events or community groups.

Groups / Communities – User-created or platform-created social clusters for golfers with similar interests.

Marketplace Listing – A buy/sell gear posting created by users.

Priority Matchmaking – Premium feature that shows a user's LFP posts and profile higher in search/find results.

Trend Graph – A visual representation of scoring progress over time.

Score History – A list of recorded rounds and scores saved to a user's profile.

Explore Page – Discovery hub showing trending golfers, posts, courses, events, and groups.

Profile Boost – A paid feature that increases a profile's visibility in Explore and search.

Listing Boost – A paid feature that moves a marketplace listing to the top of browse results.

Event Promotion – Paid feature to feature or elevate visibility for an event.

Referral Program – Allows users to invite friends and earn premium time or badges.

Join Request – User request to join someone's hosted round.

Favorite Courses – Selected by the user to personalize recommendations.

Feed – Main timeline of posts, events, and updates.

12. GOLF DOMAIN JARGON & DEFINITIONS

Handicap (HCP) – A numerical measure of a golfer's potential ability; used to level competition. Lower = better.

Stroke Play – Scoring format where total strokes count toward the final score.

Match Play – Format where each hole is a separate competition; player with most holes won wins the match.

Par – Expected number of strokes for a hole (typically 3, 4, or 5).

Birdie – One stroke under par.

Eagle – Two strokes under par.

Bogey – One stroke over par.

Double Bogey – Two strokes over par.

Fairway – Closely mowed area between the tee and the green.

Green – The putting surface containing the hole.

Tee Box / Teeing Ground – Area where players take their first shot on each hole.

Rough – Taller grass surrounding the fairway.

Hazard – Obstacles such as bunkers (sand traps) or water.

Bunker – Sand-filled hazard.

Drive – The first shot from the tee, usually using a driver.

Approach Shot – Second or subsequent shot aimed at the green.

Chip – Short shot near the green with minimal airtime.

Putt – Shot taken on the green using a putter.

Mulligan – An unofficial "redo" shot (not allowed in official play).

Scramble – A team format where each team member plays, and the best ball is selected.

Shotgun Start – Tournament format where groups start on different holes simultaneously.

Range / Driving Range – Practice facility for long and short shots.

Club Fitting – Professional adjustment of clubs to fit a player's swing.

Course Rating – Difficulty rating for scratch golfers.

Slope Rating – Difficulty rating for bogey golfers; used with Course Rating to calculate handicaps.

Pace of Play – Expected speed/time to complete a round.

Golf Etiquette – Expected behavior on the course (safety, respect, pace).

Tee Times – Scheduled start times for rounds.

Front Nine / Back Nine – Holes 1–9 and holes 10–18.

Round – A full 18-hole game (or sometimes 9 holes).

Shot Tracker – Data used to assess performance (advanced version in Phase 2+).

13. IN-APP GOLF TERMINOLOGY FOR UI COPY

These terms should be used consistently throughout buttons, labels, tooltips, onboarding, and system messages to make the app feel authentic and golfer-friendly.

Core Terms for Buttons & Labels

Tee Time – Represents scheduled play time (used when selecting event time).
Round – Standard word for a golf game; use "Start Round," "Join Round," "Host Round."
Handicap / HCP – Use as player level indicator; show as "Handicap (optional)."
Skill Level – Use Beginner / Intermediate / Advanced.
Fairway Finder – Optional toggle or badge for accuracy-focused stats.

Social & Matchmaking Terms

Looking for Players (LFP) – Official term for posts requesting partners.
Join the Round – Action to join a hosted event.
Request to Join – Button when joining private games.
Approved to Play – System message after host approval.
Player Lineup – List of players in an event.

Score Tracking Terminology

Add Score – Button label for round entry.
My Rounds – User's score history section.
Scorecard – Visual display of round stats.
Avg Score / Best Score – Stat labels.

Event Hosting Terminology

Host a Round – Main CTA for event creation.
Spots Available – Number of openings in the event.
Tee Box Preference – Optional selector for advanced users.
Course Conditions – Optional event note.

Marketplace Terminology

Gear – Category label for all physical items.
Clubs / Drivers / Irons / Wedges / Putters – Specific categories.
Golf Apparel – Clothing section label.
List Your Gear – CTA for posting an item.
Condition – Required field for listings (New, Like New, Used).

Group & Community Terminology

Clubhouse – Optional fun name for group landing pages.
Golf Communities – Primary term for all groups.

Join the Club – Button to join group.
Club Feed – Posts within group.
Club Chat – Messaging inside a group.

Matchmaking / Discovery Terminology

Nearby Golfers – Section showing potential matches.
Find a Partner – CTA for matchmaking.
Suggested Pairings – Recommended players.
Play Availability – User-set status.

Premium Terminology

Premium Golfer – Paid user badge.
Priority Matchmaking – Highlighted feature name.
Boost Visibility – CTA for listing/event/profile boosts.
Pro Insights – Name for advanced stat section.

System Messages / Status Terms

Round Full – When event has no available spots.
Player Added – Confirmation message.
Event Updated – Host changes details.
Listing Boost Active – Marketplace status.

END OF DOCUMENT

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