

VibeCheck App Documentation

1. Vision & Business Concept

Mission: Turn every student into a daily hero for their peers by making it effortless to share genuine, uplifting moments

Problem We Solve:

- Social Isolation & FOMO: Teens feel pressure to perform on curated feeds.
- Bullying & Negativity: Anonymous platforms often devolve into harassment.
- Comparison Burnout: Endless highlight reels fuel anxiety.

Solution: A school-fenced, ambassador-driven app that combines:

1. VibeCards (templated, positive polls)
2. VibeSnaps (once-a-day dual-camera captures)
3. Micro-video shout-outs (5s clips)
4. Leaderboards & rewards (peer recognition loops)

Business Model:

- Freemium Core: Free to use—students earn points and badges.
- Brand Partnerships: Co-branded Vibe Challenges with teen-centric sponsors.
- School Analytics Dashboard: Subscription for wellness coordinators to view anonymized positivity metrics.

2. Design System & Aesthetics

Pantone-Inspired 2025 Gen Z Palette:

- cherryRed (#E63946) – Primary CTA, highlights
- butterYellow (#F4D35E) – Accent backgrounds, badges
- auraIndigo (#2E294E) – Headers, dark-mode base
- dillGreen (#80B918) – Success states, confetti elements
- alpineOat (#F1FAEE) – Neutral backgrounds, cards

Typography & Iconography:

- Font: Inter (bold XL headlines, base for body)
- Icons: Lucide-React set, emoji-style stickers for VibeCards

3. Key Features & Flow

Phase	Feature	Design & Interaction
Phase 1	VibeCard Engine	alpineOat card, auraIndigo header, butterYellow buttons, ch
Phase 2	VibeSnap Daily Capture	dual-camera view with dillGreen border, butterYellow timer
Phase 3	School-Fence & Ambassador Seeding	onboarding with parallax campus art, NFC badge scan
Phase 4	Virality Amplifiers	cherryRed Top Vibe Moment banner, confetti overlay
Phase 5	Analytics & Compliance Dashboard	alpineOat cards, auraIndigo headers, cherryRed export CSV

4. Technical Blueprint

```■/apps/web/■ /styles/ (tailwind.config.js)■ /components/■/apps/mobile/■ /components/■/backend/■ /`

5. Seeding & Scaling Strategy

1. Collin County Pilot: Recruit VibeSquad ambassadors, Vibe Week pop-ups.
2. Texas Rollout: Neighboring districts, VibeFest concert livestream.
3. National Expansion: University ambassadors, brand-sponsored challenges.

6. Impact & Metrics

- Week 1 Pilot: 5K downloads, 2K DAU, 20% activation
- Month 2 Texas: 200K downloads, 50K DAU, 30% WoW growth
- Quarter 2 National: 1M downloads, 300K DAU, 5+ brand partnerships