



**Learning Roadmap for Dadsire.com – Founder Development Plan** *Goal: Build and launch a culturally aware, mobile-first platform supporting modern fatherhood across low-fertility, digitally connected societies.*

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## 24-Week Learning Milestone Plan

**Format:** = Checkbox-ready for Notion | **Printable**

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### WEEK 1–4: Product Vision & Cultural Insight

Read "Inspired" by Marty Cagan (O'Reilly) Write Dadsire's user persona & use cases for 3 core markets (Japan, U.S., Italy) Study "Male Loneliness Crisis" – NYT, Pew Research, Psychology Today Watch: "Parasocial Relationships & Media Psychology" (YouTube: Wisecrack, PBS) Review cross-cultural family systems – UNESCO or OECD Family Database Read *Of Boys and Men* by Richard Reeves Learn BJ Fogg's Behavior Model Explore Stanford Behavior Lab resources Study stigma-sensitive design (NNGroup, Eric Meyer)

**Resources:** - [OECD Family Database](#) - [BJ Fogg's Behavior Model](#) - Book: *Designing for Behavior Change* by Stephen Wendel (O'Reilly) - Book: *Of Boys and Men* by Richard Reeves - [UNESCO Family & Gender Reports](#) - NNGroup, *Design for Real Life* by Eric Meyer

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### WEEK 5–8: UX/UI + Stigma-Aware Design

Complete Zero to Mastery UX Fundamentals module Study NNGroup articles on mobile and stigma-sensitive design Design onboarding wireframe (anonymous, optional name, fatherhood confidence score) Join UXDesign.cc on Medium & bookmark 5 relevant articles Review Material.io's accessibility and layout standards Read "Designing Interfaces" via O'Reilly Create a persona flow and wireframe for your MVP

**Resources:** - [NNGroup: Stigma-Aware UX](#) - [Material.io Guidelines](#) - [UXDesign.cc](#)

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### WEEK 9–12: Frontend + Mobile First Dev

Start ZTM Web Developer or React course (focus on React/Next.js) Build basic landing page with Tailwind CSS Clone a simple mobile-first UI from Dribbble or Codewell.cc Watch: "How to Build a Responsive Web App" (freeCodeCamp YouTube) Study i18n basics (localization) via Mozilla MDN Join Frontend Mentor for real project practice

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## WEEK 13–16: Backend, APIs, and Auth

Complete ZTM Node.js or Backend Bootcamp course Build a login/signup flow with JWT or Firebase Auth Set up a PostgreSQL database using Supabase or Railway.app Create REST APIs for user profile, community post, and AI prompt save Test all endpoints with Postman Study secure messaging basics via Twilio/Auth0 blogs

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## WEEK 17–20: AI Integration + Prompt Design

Follow OpenAI Cookbook (ChatGPT + Node.js integration) Create 2 persona-driven AI coaches (e.g., Calm Father, Practical Mentor) Study LangChain basics (RAG memory, feedback loops) Watch: “Conversational UX 101” by Google Design (YouTube) Join OpenAI Developer Forum for prompt experiments

**Resources:** - [LangChain Docs](#) - [OpenAI Cookbook GitHub](#)

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## WEEK 21–24: Deployment, Community, and Business Readiness

Deploy MVP to Vercel or Netlify Add Google Analytics & session tracking Write content for 3 “Father Circles” and test invite flow Draft your first pitch deck for seed funding or grants Build a Notion or PDF-based one-pager explaining impact Add Stripe test payment flow (optional) Start blogging on Medium about modern fatherhood

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## Deep Research: Psychology, Culture, and Emotional Insight

Topic	Resource
Male Emotional Isolation	Book: <i>Of Boys and Men</i> by Richard Reeves, Pew Research Reports
Parasocial Behavior	YouTube: ContraPoints, Vox’s Parasocial explainer
Behavioral Design	<i>Tiny Habits</i> by BJ Fogg, Stanford Behavior Lab (free papers)
Cross-Cultural Fatherhood	UNESCO reports, “The Fatherhood Institute” (UK)
Designing for Stigma	NNGroup, <i>Design for Real Life</i> by Eric Meyer

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## Format for Notion

Each week is a toggle block with nested checkboxes, labeled with: - Knowledge - Project Task - Resource Link

Let me know if you want the full template exported as a **Notion page** or formatted into a **printable PDF** with timeline bars and links included.