ChatGPT

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.

12-Week Learning Milestone Plan

Format: = Checkbox-ready for Notion | 🖶 Printable

WEEK 1–2: 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

Resources:
- [OECD Family Database](#)
- [BJ Fogg's Behavior Model](#)
- Book: *Designing for Behavior Change* by Stephen Wendel (free via O'Reilly)

WEEK 3–4: 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

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

WEEK 5–6: 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

WEEK 7–8: 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

Bonus: Study secure messaging basics via Twilio/Auth0 blogs

WEEK 9–10: 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)

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

WEEK 11–12: 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

Stretch Goals:
- Add Stripe test payment flow
- Start blogging on Medium about modern fatherhood

Deep Research: Psychology, Culture, and Emotional Insight

Topic	Resource
Male Emotional Isolation	Book: *Of Boys and Men* by Richard Reeves, Pew Research Reports

Topic	Resource
Parasocial Behavior	YouTube: ContraPoints, Vox's Parasocial explainer
Behavioral Design	*Tiny Habits* by BJ Fogg, Stanford Behavior Lab (free papers)
Cross-Cultural Fatherhood	UNESCO reports, "The Fatherhood Institute" (UK)
Designing for Stigma	NNGroup, *Design for Real Life* by Eric Meyer

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.