

■ UniVibe 6-Month Engagement Calendar

Month 1 – Foundation & Habit Kickstart

- ■ Goal: Build habit, get students into forum & guides.
- Week 1: Launch week, welcome push, profile setup nudges.
- Week 2: Forum discovery, spotlight top answers.
- Week 3: Social proof, gamification (badges).
- Week 4: Guides highlight, peer-sharing prompts.

Month 2 – Study Utility & AI Tutor Onboarding

- ■ Goal: Make UniVibe useful for study prep.
- Week 5: Courses module launch, outline access.
- Week 6: AI Tutor adoption, daily challenges.
- Week 7: Streaks + weekend digests.
- Week 8: Exam countdown, flashcards & past questions.

Month 3 – Exam Season (Utility Mode)

- ■ Goal: Support during high-stress exams.
- Week 9-10: Daily quizzes, exam prep tips.
- Week 11-12: Calming nudges, simplified content, academic focus.

Month 4 – Post-Exam Rebound & Campus Life

- ■ Goal: Social revival, campus exploration.
- Week 13: Campus map launch, food & spots.
- Week 14: Events calendar integration.
- Week 15-16: Social expansion, maps + events.

Month 5 – Recognition & Stickiness

- ■ Goal: Reward contributions, strengthen identity.
- Week 17: Badges rollout + contributor highlights.
- Week 18-19: Profile growth nudges, spotlights.
- Week 20: Weekly digest system launches.

Month 6 – Monetization & Communities

- ■ Goal: Expand value beyond utility.
- Week 21-22: Premium AI Tutor beta.

- Week 23: Campus deals + map pins.
- Week 24: Clubs & micro-communities.