

Creating an Account

Goal

First task when users open the app. Should be quick and frictionless.

In MVP:

- Enter and verify phone number (primary auth).
- Choose a unique username.
- Add a profile picture (optional but prompted).
- Accept Terms & Privacy Policy.
- Land in feed with a clear next step (e.g., “Create your first post”).

Success Metrics

Engagement:

1. % of new users who complete the entire account creation flow after launch
 - a. Target: > 85%
2. % of users who add a profile picture during onboarding
 - a. Target: > 60%
3. % of users who reach “first post started” within first session
 - a. Target: > 40%

Performance:

1. Time from tapping “Continue” on last step → account created & in feed
 - a. Target: < 3 seconds
2. OTP (verification code) delivery success rate
 - a. Target: > 98% within 30 seconds

User Stories

1. Aspiring Creator (Margaret):

As an aspiring creator, I want to create an account quickly with a username that matches my brand so I can start posting content without feeling overwhelmed by the setup. I want to upload a profile picture right away so I feel “official” and recognizable if I share my profile.
2. Influencer (Robbie):

As an influencer, I want to secure my handle (username) before doing anything else so my identity is consistent with other platforms. As an influencer, I want the account setup to feel trustworthy and professional (clear verification, no sketchy permissions) so I'm comfortable bringing my audience here.

3. Style Seeker (Serena):

As a style seeker, I want to get into the app and start browsing looks as fast as possible so I don't feel like onboarding is work. As a style seeker, I want my profile to be "good enough" with minimal effort (auto-suggested username, easy photo picker) so I don't get stuck on decisions.

UX Flow

Phase 1 – Entry & Phone Verification

1. Welcome Screen
 - Short value prop ("Share your style. Discover new looks.")
 - Primary CTA: "Get Started"
2. Phone Number Input
 - Country code detection (based on device locale) with option to change
 - Single field for phone number
 - Inline error for clearly invalid numbers
 - CTA: "Send Code"
3. Verification Code (OTP)
 - 6-digit code input with auto-advance between fields
 - Auto-read from SMS where supported (OS-level, if possible)
 - Secondary actions: "Resend code", "Change phone number"
 - Error states for wrong or expired code

Phase 2 – Profile Basics

4. Choose Username
 - Username field with live availability check
 - Inline suggestions if taken (e.g., [@margaretstyle](#), [@margaret.style](#))
 - Show basic rules (length, allowed characters) and instant validation
 - CTA: "Continue" only enabled when valid
5. Add Profile Picture
 - Options: "Upload from gallery", "Take a photo", "Skip for now"
 - Simple crop to circle preview
 - If skipped, default placeholder avatar
 - Non-blocking step: user can move on without picture

Phase 3 – Personalization (Lightweight / Optional in MVP)

6. Optional Interests (if included in MVP)

- Quick multi-select chips (e.g., “Streetwear”, “Minimalist”, “Beauty”, “Sneakers”)
- Skip option prominent
- Used only to personalize initial feed; not required for account creation

Phase 4 – Confirmation & First Action

7. Account Created Screen

- Short success state: “You’re in.”
- CTA hierarchy:
 - Primary: “Create your first post”
 - Secondary: “Start exploring”
- Brief explanation that they can edit profile later (settings/profile screen).

Core Requirements

Authentication & Security

- Phone-based account creation with OTP verification.
- Prevent duplicate accounts for the same number (clear messaging if number already in use).
- Secure handling of phone numbers and codes.

Username System

- Enforce uniqueness, character limits, and format rules.
- Real-time availability check and suggestions.
- Reserve username once user passes the username step (so it doesn’t get taken mid-flow).

Profile Setup

- Optional profile picture upload with support for device camera and gallery.
- Simple cropping to fit the app's avatar style.
- Default avatar if skipped.

Error Handling & Resilience

- Clear, human-readable error messages (invalid code, network issue, etc.).
- Ability to go back to previous steps without losing valid data.
- Safe recovery if the app is killed mid-onboarding (resume from the last completed step).

Analytics & Instrumentation

- Track step-by-step funnel (phone → OTP → username → photo → confirmation).
- Track time to complete onboarding.
- Log drop-off reasons were detectable (e.g., OTP failures, username friction).

Accessibility & Localization (Baseline)

- Support for dynamic text sizes and screen readers for main fields.

- Clear contrast on CTAs and form text.
- Infrastructure ready for localization (copy not hard-coded where it matters).

Edge Cases

OTP & Phone Issues

- The user does not receive OTP (carrier issues, delay).
- The user enters the wrong code multiple times (lockout / cooldown state).
- OTP expires before entry.
 - Number already associated with an existing account:
 - Show “This number is already in use. Log in instead?” with CTA to login flow.

Username Problems

- Username taken between check and confirmation (race condition).
- The user tries to enter restricted words/usernames (e.g., brand names, offensive terms if we enforce filters).
- Very long names, special characters, or emoji (decide what we allow and handle gracefully).

Profile Photo Issues

- The user denies camera/gallery permission.
 - Show alternative: “You can add a photo later in your profile.”
- Unsupported file types or extremely large images.
- Corrupted image or upload failure mid-process.

Network & Device Issues

- User on poor or intermittent connection.
- App backgrounded or killed in the middle of onboarding.
- The user switches the device mid-flow (starts on one device, never completes, restarts elsewhere).

Compliance / Policy

- Underage users attempting to sign up (depending on region, age gates may be required).
- Regions where phone-based auth is unreliable or restricted.

Open Questions

1. Can a single phone number be linked to more than one account?
2. If initial interests are skipped, how do we curate the initial feed for the user? By location?
Age?