

Creating a Post

Goal

Users can take photos/videos or upload pre-recorded content, edit it in app, tag the relevant brands, and then post to their feed.

In MVP:

- Capture or upload image/video
- Basic editing (crop, brightness, contrast, filters)
- Brand tagging (search, recent tags, tap-to-pin)
- Add captions, hashtags, and music
- Final preview & publish
-

Future Work:

- Multi-image or carousel posts
- Advanced editing (stickers, overlays)
- Draft scheduling or collaborative posting
- Paid partnership labels or ad tagging

Success Metrics

Engagement:

1. % of new users that complete their first post with 48 hours of download
 - a. Target: > 60%
2. Average weekly posts per active user
 - a. Target: > 3
3. % of posts with > 1 brand ID
 - a. Target: >80%

Quality:

1. % of daily posts taken through in app camera and edited in app (higher means we have good interface for capturing and editing content)
 - a. Target: > 40%
2. % of “create post” sessions abandoned
 - a. Target: < 20%

Performance:

1. P95 post publish latency
 - a. Target: < 3 seconds

2. Content upload error rate
 - a. Target: < 1%

User Stories

1. **Aspiring Creator (Margaret):**
“As a user building my personal style with the goal of amassing a larger following, I want to post my outfits daily so I can document my growth and share my progress with others.”
2. **Influencer (Robbie):**
“As an influencer, I want to select curated images, make final edits, and tag my sponsor brands so I can maintain my aesthetic while promoting partnerships.”
3. **Style Seeker (Serena):**
“As someone finding my style, I want to occasionally post outfits that make me feel confident so I can engage with others and build inspiration.”

UX Flow

1. Phase 1 – Capture or Select Media
 - a. Choose from camera roll or take a live photo/video.
 - b. Automatic aspect ratio adjustment and cropping.
2. Phase 2 – Edit Media
 - a. Apply preset filters or adjust brightness, contrast, and saturation.
 - b. Video trimming for clips under 60 seconds.
3. Phase 3 – Add Details
 - a. Tag brands using search or recent brand history.
 - b. Add captions, hashtags, and optional music.
 - c. Optional AI tools: caption suggestions and hashtag recommendations.
4. Phase 4 – Preview & Publish
 - a. Display the full post as it will appear in the feed.
 - b. Options: Edit Draft or Publish.
5. Confirmation toast: “Posted! You’re in today’s feed”

Core Requirements

1. Media:
 - Supported formats: JPG, PNG, MP4 (max 50 MB).
 - Auto-compression and cropping (ratios: 4:5, 1:1, 9:16).
 - Video clips up to 60 seconds.
2. Editing:
 - Preset filters + manual controls (brightness, contrast, saturation, sharpness).

- Undo/redo edits before publishing.
- 3. Brand Tagging:
 - Search and autocomplete from a verified brand database.
 - “Recent brands” quick-select.
 - Tap-to-pin item locations on image.
 - Optional feature, but encouraged via soft nudge.
- 4. Post Details:
 - Caption limit: 500(?) characters.
 - Hashtags (#word) and mentions (@user) supported.
 - Add music from the approved library.
 - Autosave drafts every 5 seconds; recover on re-entry.
- 5. Publishing:
 - Preview required before publishing.
- 6. Editable after posting: captions, hashtags, mentions, brand tags, and music.

Edge Cases

1. Duplicate brand tags on the same item: block or merge.
2. Missing connectivity: offline draft, queued publish.
3. Image too small/large: guided error + auto-resize.
4. Unverified brand typed: soft flag + submit for verification.
5. Underage/NSFW detection: hold for review, do not share

Open Questions

1. How do we moderate the brands we include?
2. Should at least one brand tag be required for publishing?
3. What is the maximum video duration supported at launch?
4. Should AI caption generation be part of MVP or future iteration?
5. Will users be allowed to import music, or only use an in-app licensed library?
6. How should flagged content (NSFW or copyrighted) be moderated pre-launch?