

Individual Posts/Interacting with a post

Goal

Users can like, comment, share, save, and see the brands of any post on the app they come across, including within the main feed, explore page, their own posts in their profile, or in their mood boards.

In MVP:

- Likes
- Comments
- Shares
- Saves
- Tagged Brands

Future Work:

- Advanced share options (send via DMs, share to stories) Comment threading and reactions
- Analytics for brand clicks and conversions
- Hot Ticket reward logic / leaderboard algorithm

Success Metrics

Engagement:

1. Out of like, comment, share, save, brand tag, how many did a user do for an individual post that is not their own?
 - a. Target: 3/5
2. Avg number of likes, comments, shares, saves, brand investigations per post
 - a. Target? How to establish the target?

Quality:

1. Avg time spent viewing an individual post
 - a. Target: > 3 seconds
2. Avg time spent on a comment for a post
 - a. Target: > 10 seconds (we want real, genuine comments, not bots/spam)

Performance:

1. Time to load comments, likes, etc
 - a. Target: < 1 second
2. Time to post a comment, add a like, share
 - a. Target: < 0.10 seconds → needs to feel instant

User Stories

1. **Aspiring Creator (Margaret):**
 - a. “As a user who wants to become a big influencer on this platform, most of the posts I view are those of creators I want to mimic, or take inspiration from. I save the posts I want to recreate to a specific mood board for later reference.”
2. **Influencer (Robbie):**
 - a. “As an already established creator, I interact mostly with my own posts to connect with my followers or on the posts of creators I have collabed with. I post lots of comments responding to my followers and showing support to other creators.”
3. **Style Seeker (Serena):**
 - a. “As someone who is trying to build their style, I keep many different mood boards of different aesthetics I want to try out. I save different posts I come across to these boards for later reference. I will also go through the brands tagged in these posts when I see something I like, that I might want to purchase for myself.”

UX Flow

1. Like / Fire a Post
 - a. Tap or double-tap the post → animation feedback → like count updates instantly → backend sync.
2. Comment on a Post
 - a. Tap comment icon → open comment modal → add text → submit → visible instantly (optimistic UI) → moderation in background.
3. Share a Post
 - a. Tap share icon → choose: “Share in-app,” “Copy link,” or “External share.”
 - b. Confirmation toast? Sharing animation?
4. Save to Mood Board
 - a. Tap save icon → select existing board or “Create new board.”
 - b. Confirmation toast (“Saved to ‘Summer Fits’”).
5. View Tagged Brands
 - a. Tap brand tag overlay or “View Items” button → see list of tagged items or brand names → tap to view brand or product page.

Core Requirements

Likes:

- Real-time update (optimistic UI).
- Double-tap gesture + animation.

- Total like count visible; optional list of users who liked.

Comments:

- Text field (max 500 chars).
- Timestamp + username visible.
- Sorting options: newest, top (future).
- Basic moderation filters for spam/offensive text.

Shares:

- In-app share to user profile or message (future).
- External share to TikTok, Instagram, or copy link.
- Analytics event: `post_shared_{type}`

Saves / Mood Boards:

- Save to one or multiple boards.
- Option to mark board public/private.
- Auto-create first “Saved Posts” board for new users.

Brand Tags:

- Display tappable tags on image.
- Open product card or brand page on tap.
- Track tag click event for analytics.

Edge Cases

1. No brands tagged → no brands to see
2. No connectivity → unable to post comments or likes in real time

Open Questions

1. How many likes does a post have to get to make the hot ticket? How can we ensure that we have a variety of creators on the hot ticket, and not just the big ones all the time.
2. Maybe instead of hot tickets being based on likes, users get a set amount of tickets per day they can give out, and that's what the hot ticket is based on. Or just a set amount of likes?