

Main Feed

Goal

A page where users can see the daily fit pics from the users that they follow, older fit pics, or suggested content if there are no updates from those that they follow.

In MVP:

- Chronological ordering of recent posts shared by those users follow
- First showing daily fit pics from today, then yesterday, then rest....
- Ability to like, comment, and investigate the brands associated with each post
- Ability to share a post within the app or to other apps
- Ability to save the post to a user's mood board
- Ability to see how many tickets a user has, and go to their profile from their post

Future Work

- Adding in suggested posts if there are no daily/recent posts from followed users that have not already been viewed

Success Metrics

Engagement

1. Brand tag to brand investigation turnover (How many brand tags result in a user going to check out the item/investigate the brand)
 - a. Target: > 40%
2. % of viewed posts interacted with
 - a. Target: > 60%
3. Average time spent viewing each post
 - a. Target: > 2 seconds
4. Amount of new posts for a user to see
 - a. Target: as many as possible?
5. % of viewed posts shared to a mood board
 - a. Target: > 30%

Quality

1. Average session length
 - a. Target: > 3 minutes
2. Time spent in main feed as opposed to explore page (not sure how variable this will be, or whether it will usually be greater or less than)

Performance

1. Time to refresh page
 - a. Target: < 1.5 seconds

User Stories

1. **Aspiring Creator (Margaret):**
 - a. “As a user who wants to become a creator with a large following, I follow lots of influencers to see what they are doing and how I can be like them. I prefer street style, so I follow lots of other creators who have that same style. I check my following page to get inspiration for what kind of content does well on the platform from people who are in the same fashion niche as I am.”
2. **Influencer (Robbie):**
 - a. “As an established influencer, I mostly only follow other creators I know personally and may collaborate with. I check my following as a way to keep up with my friends.”
3. **Style Seeker (Serena):**
 - a. “As a user who is just getting started in developing my personal style, I follow influencers who I aspire to be like: whose style I find aesthetically pleasing and cool. I check my following to see what they are wearing so that I can mimic them.”

UX Flow

1. Phase 1: Scrolling through the feed
2. Phase 2: Interacting with a specific post
 - a. Like, comment, share, save, see brands

Core Requirements

1. Per individual post:
 - Ability to like and comment on a post
 - Ability to go to the profile of the creator of the post
 - Ability to save the post to a specific mood board for future reference
 - Ability to share the post within the app or to external apps
 - Ability to investigate the brands associated with a post
2. For overall feed:
 - Near instant refresh of content
 - Ability to scroll through the new posts chronologically

Edge Cases

1. No more new posts for a user to see.
2. Missing connectivity, cannot load new posts.

Open Questions

1. If we choose to include sponsored/recommended content in the main feed, will it also be chronological? As part of the goal of the platform is to get people to take their daily “fit pics,” adding in recommended content that is not from the same day might take away from this goal.
2. How do we order the posts within each day? Do we do true chronological order (time wise)? Or recommend certain followed users over others within one day?