Social Community Expansion

Classy

We have been building a social expansion plan for Classy, these social features will enable users to establish, grow, and maintain their social networks on the platform. The plan is outlined roughly in this document, please provide us with feedback where you see fit before we draft the final PRD, specifically on the core features and milestones.

Problem Statement

Classy's growth is stagnating—120% YoY last year, but only 8-10% monthly growth currently. Through user interviews, the source of the issue is clear

users are interested in finding community through Classy (interest in attending classes "to help create community and meet new people and practice what I love") but <u>wanted a mechanism to maintain these connections outside of just the classes themselves</u>.

Users were missing ways of seeing what classes friends are signing up for and missing ways to stay in contact after classes.

Why solve this problem?

People consistently report anxiety about attending classes alone, uncertainty about who else will be there, and difficulty forming lasting connections after the session—problems that existing platforms like ClassPass or Meetup don't solve.

Classy fills this gap by combining Real Human Verification Badge, a Social Compatibility score between users, and community-driven reviews, along with our well-trained algorithm for recommendation to make classes feel safer, more personal, and more socially meaningful.

Our **unique value** lies in blending trust signals with intelligent matching—so users don't just find a class, they find the right people to take it with—turning offline skill-based learning into a dependable, community-building experience.

Our assumption testing revealed serious interest in what Classy has to offer:

> 75% of testers ranked classy in the top 3 ways to meet new people

> " It feels like a combination of different social media apps without being a super social media app, it's very complimentary to real life social interaction.
>
> I liked it, you know? It was nice that I could do something that I both enjoyed and got rid of a lot of the work around finding new friends. "

Who are we building it for?

Our primary audience is postgrad and **young adults (ages 22–35) who have recently moved** to a new city and are looking for authentic ways to meet people and build community through shared activities such as fitness, creative classes, or personal development workshops.

What are we building?

We used Bolt to create an MVP that embodies a V0 for the core features we want to build for this expansion. Link to prototype

Core Features

- **Social Feed -** Users get to casually share their experiences and class reviews with their friends/network
  - Text based posts with option to add photos, tag classes, and users can like/comment/share outside of the app
- **Compatibility-based friend and class recommendation -** Users can select classes that present the best prospect for making new friends
  - Social Match rate with class goers and Interest Match rates with class content displayed on each class (fueled by onboarding data & user actions)
  - social match rate with each person revealed after class completed
- **Social Network Connection Facilitation -** connect with current friends and newly made friends from classes to see their posts and nurture new friendships in and out of class.
  - classic follow/connection capabilities, post class connect with learners portal, messaging capabilities
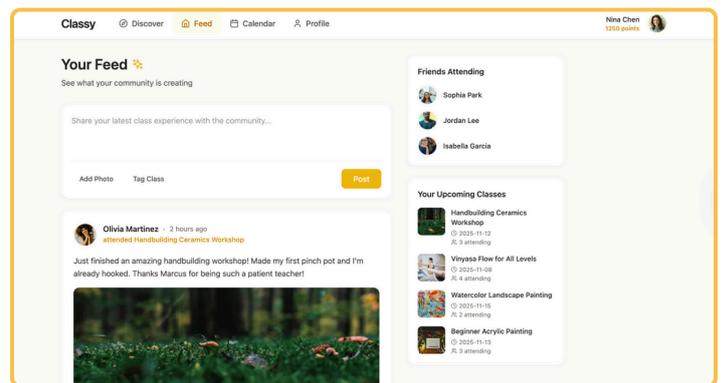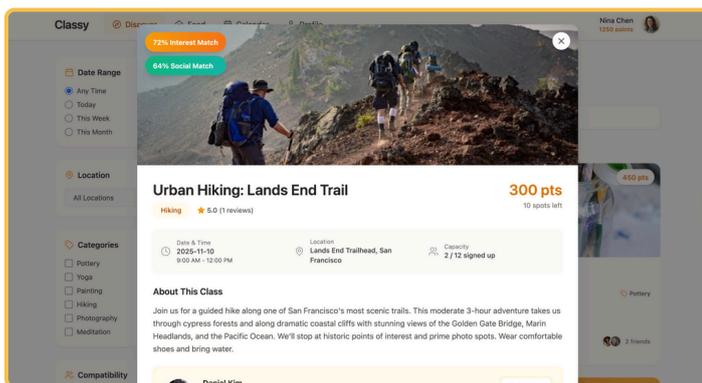
What is successful social expansion?

After talking to users about their needs, Classy's revised mission is about bringing people together for activity, exploration, and betterment. Given these values of *connection*, we identified trackable metrics that will allow us to understand whether we are achieving these goals.

Metric	Why
Increase monthly growth rate from 8% → 15% by Q3 2026	This increase in growth rate directly addresses our inciting problem that Classy's growth rate has stagnated, and moves us closer towards our previous rate of 120% YoY
Match Satisfaction rates reach 4.3 by Q3 2026	Fueled by pop-up quality surveys, this will help us asses accuracy of compatibility and perceived joy it brings the classy experience.
65% of users rebook with someone they met through Classy by Q3 2026	This will prove that our hypothesis behind what users want out of Classy is true, and allow us to continue iterating on the social aspects of Classy into the future.
Increase average monthly classes from 2.4 → 3 by Q3 2026	This change would demonstrate an improved retention rate, and we would know that not only are we gaining more users, but Classy's existing users are engaging with the service more often.

We will continue to carry out user interviews throughout the build process to help best inform the product decision-making and contextualize quantitative insights.

Conclusion

Classy is developing into a platform that not only helps users take classes in various activities, but also helps them build strong and meaningful relationships. Our research and interviews told us that users were craving social connection, and our added features address this exact need. With these changes we are certain that Classy can deliver on its mission to help people find community through shared experiences.