



FINCA — App Master Creative Brief

For an award-winning product design team

New here. Known here.

DESIGNER MASTER BRIEF

PRIVATE PREVIEW · CONFIDENTIAL

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Status: Draft for review · CDMX home node · Confidential

Brand note: Masterbrand = **Finca** (title case in prose; FINCA reserved for the monogram/lockup). Public descriptor — **Finca Society** or **Finca Club** — is an open founder decision; see §0. "Social Club" is retained as the name of the *rooms/events layer*, not the company ceiling.

***One line for the designer:** Do not design a generic social app. Design the operating system for becoming known in a city.*

0. Naming status (decision in progress)

The company is consolidating from "FINCA Social Club" toward **Finca** as a masterbrand, with product layers beneath it (Passport, Atlas, Presence, Rooms, Impact). Two descriptors are under consideration for the public-facing brand:

- **Finca Society** — elevated, platform-grade; risk: can read exclusive/cool, slight tension with the "no pretension" doctrine.
- **Finca Club** — warm and clear; risk: narrows the brand toward events.

Recommendation: Use **Finca** as the spoken masterbrand and treat "Society"/"Club" as a descriptor or a premium inner tier (e.g. *The Finca Society*), not the company name. Design the logo system so the wordmark works **with or without** a descriptor lockup. Leave the descriptor swappable.

Open flag (must clear before launch spend): "FINCA" is an existing global brand — **FINCA International** (finca.org), a financial-services/microfinance org operating in many of our expansion markets, plus FINCA-branded banking apps. This is a real trademark / App-Store-naming / brand-confusion risk. The protectable unit is likely "**Finca**" + **a distinctive visual identity + tagline**, not the bare word. Counsel to clear classes and priority markets (MX, US, CA, UK, EU).

1. Product vision

Finca is the **trusted social layer for becoming known in a new city**. Not an events app, not a social network, not a directory, not a private members' club app — the platform that makes **belonging operational**.

The app moves a member through one emotional journey:

Anonymous → Expected → Introduced → Remembered → Recognized → Regular → Belonging

Every screen should make the user feel one of these:

- I am expected.
- I can arrive alone.
- I will be introduced well.
- I will be remembered.

- I can find trusted places.
- I can become a regular.
- I can belong anywhere.

The product optimizes for **real-world connection, return behaviour, trust, and social safety** — never scrolling, likes, followers, or vanity engagement.

The core behavioural object is not the event. It is the Regular. Design the path from stranger to regular.

2. Strategic positioning

*Airbnb unlocked trusted stays. Uber unlocked trusted movement. **Finca unlocks trusted belonging.***

A multi-sided platform connecting five sides: **Members · Hosts · Places/Partners · Cities · Brands/Sponsors.**

The wedge is **Mexico City**; the architecture is **built to travel** city by city.

3. Target users

- **Newcomers** — just arrived; want friends, trusted places, orientation.
 - **Globally mobile professionals** — founders, creatives, operators, investors, remote workers; want meaningful circles.
 - **Locals with a global mindset** — want better rooms and more intentional environments.
 - **Hosts** — trusted community builders who run rooms and make introductions.
 - **Partners** — cafés, restaurants, coworking, wellness, hotels, galleries, relocation/legal that want access to a high-quality, globally mobile audience.
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4. Behavioural-psychology principles

- **Reduce social anxiety.** Design reassurance *before* arrival (the "You're expected" state).
- **Create repeated proximity.** Friendship forms through low-pressure familiarity — recurring rooms, regular places, overlapping rhythms, familiar faces (the mere-exposure effect).
- **Support autonomy.** Users choose visibility, how they enter, whether they want intros, what they're seeking.
- **Build competence.** Always show what to expect, where to go, who greets them, what's next.
- **Foster relatedness.** Make users feel remembered and connected to people/places that fit.
- **Avoid addictive social-media patterns.** No endless feed, follower counts, popularity rankings, public likes, open DMs, or creepy live maps. **Social by design, private by default.**
- **Measure second-visit return**, not vanity. Curiosity → trust → belonging across visits 1-2-3.

5. Brand & visual direction

Feel: premium but not pretentious · warm but not soft · editorial but not decorative · product-led but not cold · global but locally respectful · human, trusted, intelligent.

Reference register: Airbnb product clarity · Stripe system intelligence · Aman restraint · Apple polish · Monocle editorial structure · premium hospitality warmth.

Avoid: generic luxury tropes, overuse of gold, dark members-club cliché, dating-app energy, LinkedIn networking, Instagram feed, Eventbrite utility, Bumble matching, Facebook-group chaos, Yelp reviews, Google-Maps clone, faux-heritage flourishes, busy UI, public popularity metrics.

Palette (deck-canonical)

Token	Hex
Limestone	#F3F1EC
Putty	#E7E2DA
Clay	#D8CEC2
Taupe	#AFA69A
Stone	#8A8278
Brass (accent)	#C6B27A
Brass-deep	#A8925E
Olive	#2F3A2E
Navy	#1F2A3A
Ink	#11110F
Live (status)	#7CC576

Gold/brass is an **accent**, never the whole identity.

Type

- **Display / emotional headlines:** high-contrast serif — **Canela** (web stand-in: Cormorant Garamond).
- **UI / functional:** clean sans — **Acumin Pro** (web stand-in: Inter).
- Wide letter-spacing only on small labels. No ornate or illegible type.

Logo

Use the approved **04 "Tucked-C" FC monogram** (Didone FC, C tucked into/crossing the F inside a thin double-oval frame). Do **not** invent a new mark, simplify to a generic F/FC, or use older marks. If unavailable while concepting, use a restrained placeholder and leave space for the official mark.
EST. 2021.

6. Core product architecture (pillars)

- **Finca Passport** — portable member identity & access.
- **Finca Rooms** — curated real-world gatherings, dinners, salons, circles.
- **Finca Presence** — opt-in check-ins, regulars, known-nearby, city rhythm.
- **Finca Atlas** — trusted places, directory, perks, city discovery.
- **Finca People** — people you met, warm intros, familiar faces, the graph.
- **Finca Circles** — small recurring communities.
- **Finca City Companion** — warm, restrained AI guidance from Finca's own data.
- **Host Tools** — backstage operating system for belonging.
- **Partner Portal** — claimed listings, perks, analytics.

Primary navigation (5 tabs)

Home · Rooms · Atlas · People · Passport.

Secondary: Circles, Presence, City Companion, Messages/Warm Intros, Impact, Host Tools, Partner Portal, Profile/Settings. *Keep it focused — do not surface every feature at once.*

7. Required user flows

Design these end-to-end (low-fi → high-fi):

1. **Onboarding / Arrival Style** — city, intent, social comfort, arrival style, privacy/presence prefs → a personalized *Arrival Style* archetype (The Gentle Arriver, Cultural Explorer, Builder, Connector, Restorer, Local Bridge, Global Regular) → recommended first pathway.
2. **Home Dashboard** — "Your [City] Week": one room, one place, one warm intro, one perk, one circle, one guide/impact, a City Companion prompt.
3. **Finca Rooms** — feed → energy/intent filters → event detail → Come Alone Mode → RSVP → arrival guide → QR check-in → post-event recap. Energy labels: *Come Alone Friendly, First-Timer Friendly, Small Group, Deep Conversation, Founder Heavy, Creative Room, Women-Led, Low-Stimulation, Easy Entry, Members Only, Local Culture, Impact, Dinner for Six.*
4. **Come Alone Mode** — "You're expected. Your host knows you're coming. We'll help with your first hello." Host name/face, arrival window, "I'm here," first-hello prompt, suggested intro, quiet-support option, arrive-privately, pause-intros. *One of the most emotionally powerful features.*
5. **Presence / Regulars** — presence settings → place page → manual check-in → Known Nearby → Regulars here → Join the Table → City Rhythm → privacy controls. Modes: Private / Event-only / Manual / Selected places / Host-visible / Accepted-connections / Members-nearby (temporary) / Invisible. *"Presence is yours to control. You choose where Finca can remember you."* No real-time public tracking — show patterns, not surveillance.
6. **People** — People You Met, Familiar Faces, Warm Intro Request, intro accepted, suggested follow-up, My Finca People. No follower counts.

7. **Warm Intro** — select person → reason → context → intro type → sent → accept/decline/ask-host. *No cold DMs — only trusted, contextual introductions.*
8. **Finca Circles** — home → detail → apply/join → rhythm → members preview → upcoming → host note. Intimate, not public groups.
9. **Dinner for Six** — "Find me a table" → intent/availability/city → table forming → host → confirmed → recap. Premium booking flow, not a feed.
10. **Finca Passport** — card, status, city stamps, perks, Known-Here journey, cities known, referral/invite, privacy. Known-Here levels: New Here → Expected → Introduced → Recognized → Regular → In Circle → City Host → Known Across Cities. Elegant, not childishly gamified.
11. **Finca Atlas / Directory** — city map → neighbourhood → category filters → trusted place profile → perk → member-loved → regulars-here → save/check-in/intro/book. *"Google Maps tells you what exists. Finca tells you where you'll feel known."* Three-layer model (baseline data → Finca trust layer → partner monetization).
12. **City Companion** — warm AI host (name it *The Host / City Companion*, never "chatbot"). Answers from Finca's curated data only. Output: one room, one place, one intro, one circle, one perk, one local note, one soft-landing suggestion.
13. **Host Tools** — dashboard, guest list, come-alone guests, suggested intros, arrival notes, check-in, host script, post-event follow-up. Elegant, not operationally heavy.
14. **Partner Portal** — dashboard, claimed profile, perk manager, hosting interest, analytics, engagement, upgrade, asset library. *"We don't just send traffic. We create regulars."*
15. **Privacy & Safety** — privacy settings, presence controls, intro controls, profile visibility, attendance visibility, photo consent, report/block, community code. *Social by design. Private by default.*

Also: **City Switcher**, **First 72 Hours plan**, and the **Living City Map** (the "open-the-app / Uber-map moment" — rooms soon, tables forming, regulars hubs, go-alone places; signals, not a live people map).

8. The "innovation frontier" (separate MVP from advanced)

Design the future clearly so investors see the moat — but label what's MVP vs. advanced.

- **The Belonging Graph** — rooms, people met, intros, check-ins, repeat visits, circles, host interactions, places, perks, return behaviour, comfort prefs. Privacy-first, consent-based, never creepy. *This is the moat.*
- **Rhythm-based matching** — match on shared places/times/rooms/comfort, not profiles. "Designed serendipity," with consent.
- **Presence without surveillance** — opt-in, explainable, deletable, invisible mode.
- **Living City Map** — the signature interface.
- **Host Intelligence System** — make every host great, not just the naturals.
- **City Companion** — Finca-data-only AI host.
- **Dinner for Six engine** — small-group matching as an ownable ritual.

- **Dynamic Belonging Pathways** — the app adapts to behaviour (no return → softer room; many café saves → coffee table; repeated overlap → warm intro; high engagement → host/scout).
- **Trust-based partner ranking** — Finca trust signals, not star reviews.
- **Cross-city portable identity** — design Passport as a cross-city object from day one.

Moonshot framing: *The core object is the Regular.* Design the app around helping people become regulars.

9. Deliverables requested

A. Product strategy — vision, core jobs, personas, behavioural principles, feature hierarchy, MVP vs. future.

B. UX architecture — sitemap, nav model, user flows, onboarding, member/host/partner/cross-city journeys.

C. Wireframes — low-fi for all core screens.

D. High-fidelity screens (30): Welcome · Onboarding · Arrival Style result · Home · Rooms Feed · Event Detail · Come Alone Mode · QR/Arrival Check-in · Post-Event Recap · Presence Settings · Trusted Place Page · Known Nearby · Join the Table · People You Met · Warm Intro · Circles · Dinner for Six · Passport · Known-Here Journey · Atlas · Trusted Place Profile · City Companion · Host Briefing · Suggested Introductions · Partner Dashboard · Passport Perk · Privacy Settings · Profile · City Switcher · First 72 Hours.

E. Prototype — clickable Figma of the primary emotional journey: new user → onboarding → Come Alone Mode → RSVP → arrival → host intro → recap → warm intro → Passport progress → trusted place → regulars → circle.

F. Design system — colors, type, spacing, grid, buttons, cards, tags, icons, nav, modals, forms, states, empty/privacy states, notifications, partner badges, Passport components, city stamps, presence components.

G. Investor demo board — restrained, product-grade overview (App · Rooms/Come Alone · Presence/Regulars · People · Passport · Atlas · Host Tools · Partner Portal). No poster-style overdesign.

H. App Store screenshots — 8-screen set (headlines in §11).

I. Product Hunt assets — hero image, GIF storyboard, short demo flow.

A working reference already exists: a 27-screen interactive HTML prototype and a Figma file with the design system (variables + type styles + Home screen started). Use these as the source of truth for content and tone.

10. Design quality bar

Beautiful but functional · premium but useful · warm but disciplined · human but scalable · social but private · curated but not elitist · intelligent but not creepy · global but locally respectful.

11. Tone of voice

Calm, warm, confident. Use: *You're expected.* · *Come alone. We'll introduce you.* · *Rooms worth entering.* · *Warm intros, not cold DMs.* · *Become a regular.* · *Your city rhythm.* · *Trusted places, not random reviews.* · *Known nearby.* · *Your Passport to the city.* · *Social by design. Private by default.*

Avoid: networking jargon, "exclusive elite" language, growth-hack copy, over-spiritual language, corporate SaaS, dating-app language, "find your tribe."

12. MVP vs. future

MVP / launch: onboarding · home · rooms · RSVP · Come Alone Mode · manual check-in · People You Met · Warm Intro · Passport · Atlas (basic) · presence settings · host briefing · partner profile/perk.

Future: AI City Companion · auto check-ins · advanced matching · cross-city Passport · partner analytics · host marketplace · Dinner-for-Six automation · city stamps · concierge marketplace · corporate/HR relocation layer.

13. Strategic outcome

The design must make investors, members, and partners understand: **Finca is not merely a social club — it is the trusted social infrastructure for becoming known in a new city.** It can acquire members through real-world rooms, capture trust + behaviour data, personalize introductions, drive repeat attendance, turn places into regulars-hubs, monetize partners, scale hosts, and expand city by city.

Open the app in a new city and immediately feel: *I know where to go. I know who will welcome me. I know what room I'm entering. I can meet people without awkwardness. I know where people like me become regulars. I can belong here.*

Finca — New here. Known here.