

METRICS - iHeartStreet

STATUS SNAPSHOT · 2026-08-09 · honest numbers only

► BUILT [2026-08-09]

[x] RN/Expo prototype	working end-to-end
[x] Sector screens	3 sectors + city grid
[x] Seed data	36 SF records
[x] Vendor economy	full profile pages
[x] Rephotography camera	ALIGN + CAPTURE, timeline append
[x] TimeSlider	scrub wall history
[x] Share cards	done
[x] Sound layer	done
[x] Accessibility pass	reduced-motion + VoiceOver
[x] Backend	Supabase schema + client facade
[x] Build config	EAS configured
[x] Demo + tutorial videos	live at nikoskatsaounis.com/products/iheartstreet

► LIVE

[x] Portfolio page	waitlist CTA, field-test signups via contact form
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► NOT YET - no spin

[] TestFlight build	not shipped
[] App Store listing	does not exist
[] Real users	0
[] Revenue	\$0
[] Street View billing	not set up
[] Marketing spend	\$0

► FLYWHEEL METRICS WE WILL TRACK

Definitions only. No values exist yet – see NOT YET.

METRIC	DEFINITION
walls_archived	unique wall locations with ≥ 1 capture
captures_per_wall	mean captures on a wall (corpus density)
timeline_depth	distinct capture dates per wall (longitudinal value)
claimed_profiles	vendor/artist profiles claimed by their owner
weekly_captures	new aligned captures per week (flywheel pulse)
tip_order_volume	\$ through vendor-economy tips + orders
	corpus > vanity. every metric above feeds the moat or it isn't tracked.