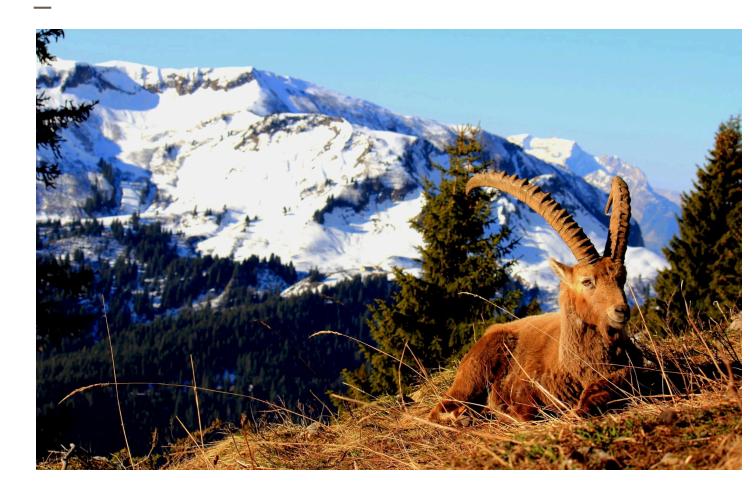# Vivvoy

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Portfolio Project - Project Charter Development (Stage 2)

Research & Project Approval

Project Name: Vivvoy
Tagline: Provide curated and high-quality information about French tourism, cultural heritage, and local experiences.
Prepared by: Néia Nascimento
Duration: December 09 - March 03, 2025

Haute-Savoie, nestled in the French Alps, offers a rich tapestry of experiences that blend artisanal craftsmanship, outdoor adventures, historical exploration, and sustainable development. Vivvoy aims to highlight these unique opportunities, showcasing the region's charm and supporting sustainable tourism practices.

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1. Project Objectives

Purpose:
To create an innovative platform that connects tourists with authentic experiences and empowers local artisans in Haute-Savoie.

SMART Objectives:

- **Objective 1:** Develop a platform featuring curated content about Haute-Savoie's tourism and cultural heritage.
    - *Specific:* Showcase 50+ key locations and profiles of local artisans.
    - *Measurable:* Achieve user interaction with 70% of uploaded content by MVP launch.
    - *Achievable:* Utilize research on tourist needs and integrate with local expertise.
    - *Relevant:* Supports Vivvoy's mission of sustainable tourism.
    - *Time-Bound:* Completed within 12 weeks.
- **Objective 2:** Implement personalization customization based on user categories (e.g., tourist interests or artisan types).
    - *Specific:* Personalize content based on user preferences.
    - *Measurable:* Deliver 3 tailored recommendations per user.

- ○ *Achievable:* Use Flask's modular features and PostgreSQL for scalability/SQLite for testing phases.
  - ○ *Relevant:* Encourages user retention and satisfaction.
  - ○ *Time-Bound:* Implemented during development Weeks 7-10.
- **Objective 3:** Promote local artisans by increasing visibility and economic opportunities.
  - ○ *Specific:* Onboard at least 10 artisans during the MVP phase.
  - ○ *Measurable:* Generate 30 user bookings for artisan-led activities.
  - ○ *Achievable:* Create targeted marketing campaigns via social media.
  - ○ *Relevant:* Aligns with Vivvoy's sustainability goals.
  - ○ *Time-Bound:* Marketing phase after MVP completion.

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2. Stakeholders and Team Roles

Stakeholders:

- **Internal Stakeholders:**
  - ○ Project Owner: Neia Nascimento (sole developer).
- **External Stakeholders:**
  - ○ Client Philippe Marclay: Provide strategic input, oversee article themes, and ensure content aligns with the platform's goals.
  - ○ Local artisans and SMEs.
  - ○ Regional associations supporting sustainable tourism.
  - ○ End-users (tourists and cultural enthusiasts).
  - ○ Potential sponsors (tourism boards, NGOs).

Roles and Responsibilities:

Role	Responsibilities
Project Owner	Develop the platform, manage technical implementation, and oversee deployment.
Client	Philippe Marclay: Provide content direction, write articles, and ensure alignment with platform goals.
Marketer	Promote the platform to artisans, tourists, and other stakeholders via social media, developing campaigns targeting tourists and artisans" for greater clarity.

Collaboration Strategies:

- **Communication Tools:** Regular updates via email and phone.
- **Task Management:** Trello for task prioritization and milestone tracking.
- **Document Sharing:** Google Docs for collaborative editing.
- **Meeting Frequency:** Weekly updates and feedback sessions.

3. Define Scope

In-Scope:

- Development of a website showcasing Haute-Savoie's unique attractions.
- Integration of dynamic personalization features.
- Profiles of artisans, their offerings, and booking capabilities.
- Collaboration with sustainable associations for artisan onboarding.
- A real-time booking is "planned for future phases".

Out-of-Scope:

- Real-time booking and advanced transaction features.
- Coverage outside the Haute-Savoie region during the MVP phase.
- Content customization features will be human-driven, relying on curated inputs from Philippe Marclay.

4. Identify Risks and Mitigation Strategies

Risk	Likelihood	Impact	Mitigation Strategy
Limited artisan engagement	High	High	Create compelling outreach campaigns and highlight mutual benefits by offering promotional incentives to artisans during onboarding.
Limited user adoption during launch	High	High	Social media campaigns targeting key demographics and partnerships with local associations. Implement a referral program for early adopters to incentivize usage.
Timeline delays	Medium	High	Conduct weekly progress reviews via email and phone calls to adjust schedules and address potential bottlenecks. Monitor progress via a shared task board (Trello).
Competition from established platforms	Medium	Medium	Differentiate Vivvoy by focusing on hyper-local and sustainable tourism. Highlight exclusive artisan partnerships and unique offerings.
Content scalability	Medium	Medium	Use modular architecture and plan phased geographic rollouts to maintain focus and allocate resources effectively.

5. High-Level Plan

Stage	Tasks	Timeline
Stage 1	Idea Development	Week 1-2
Stage 2	Project Charter Development	Week 3-4
Stage 3	Technical Documentation and Planning	Week 5-6
Stage 4	MVP Development: - Integrating user feedback forms; - Testing the modular architecture for future scalability;	Week 7-10
Stage 5	Testing, Presentation, and Closure	Week 11-12

Milestones:

- Week 4: Finalization of the Project Charter.
- Week 6: Technical documentation complete.
- Week 10: MVP ready for user testing and review.
- Week 12: Project presentation and handoff.

6. Challenges and Opportunities

Challenges:

1. Content scalability the focus on Haute-Savoie initially, with scalability planned for subsequent phases.
2. Technical implementation of Web 3.0 features.
3. Engaging enough artisans to provide diverse offerings.

Opportunities:

1. Expand to international audiences after MVP success.
2. Build partnerships with local SMEs and government agencies.
3. Creating a template for replicating the model in other regions.
4. Highlight France's cultural heritage to boost local economies.

7. Deployment Strategy

- **Branching and Merging**:
  - Maintain a Git-based version control system with a structured branching strategy (e.g., Gitflow) for feature management and testing.
- **Testing Environments**:
  - Set up a dedicated testing environment on Heroku to validate new features before merging them into production.
- **CI/CD Integration**:
  - Automate deployment using CI/CD pipelines, utilizing GitHub Actions for testing, building, and deploying updates.
- **Hosting**:
  - **Initial Hosting**: Deploy the platform on Heroku for ease of integration with GitHub and fast setup.
  - **Future Hosting**: Plan to migrate to DigitalOcean or Render for better scalability and performance as the user base grows.

Deliverable:

The **Stage 2 Project Charter** provides a clear roadmap for executing the Vivvoy project, ensuring alignment with objectives, stakeholder engagement, defined scope, risk mitigation, and actionable timelines for all phases.

Next Steps:

1. Finalize wireframes and mockups for platform validation.
2. Prioritize essential features for MVP implementation.
3. Begin developing the main pages and integrating personalization features.
4. Test initial modules and gather feedback for refinement.
5. Develop a detailed feedback collection plan post-launch to identify early improvements.
6. Detail the testing process (e.g., "Gather feedback from a selected group of end-users and artisans").