

MVP PRD: Proxima

[2024.04.20]

Overview

Maximum: 2 pages

What is this project about? Describe succinctly and precisely its purpose. Include a 3-sentence (max) elevator pitch.

Although people get closer through social media, they are physically farther than ever, so we present you Proxima.

Imagine a social app that encourages people to visit interesting places instead of staying at home. This allows users to create and share posts with a unique twist: to read a post, users must physically visit the location where it was published.

Proxima aims to bridge the gap between virtual connections and physical presence by encouraging users to discover and share interesting locations. This approach promotes outdoor activity, discovery, and interaction with the environment.

Proxima is free for all users, with the primary target audience being social media enthusiasts and explorers.

The app is now available for Android devices and will soon be available for iOS devices.

History

Maximum 1 page

Describe the V1 POC as planned by Sprint10.

What did you learn?

What is missing to bridge from PoC to MVP?

Analysis of the Situation

Currently, most social media platforms are designed to encourage the sharing and consumption of virtual content.

While this facilitates easy sharing of information, it also confines users to the virtual environment of social media. This can lead to physical isolation from the real world. In extreme cases, users may become dependent on social media, neglecting their surroundings and real-life interactions.

Applications that aim to provide a more outdoor experience through location-based logic are mostly designed for gaming purposes and do not offer a viable

alternative for content sharing. These apps lack the focus on meaningful social interaction and content exchange, limiting their effectiveness in promoting real-world engagement.

Competitors

The current main competitors are mainstream social media platforms (such as Reddit and Instagram) and location-based applications like Geocaching apps. However, these competitors either focus solely on social interaction or on location features in a fully gamified manner. None of them truly combine social interaction with location-based features. Proxima aims to bridge this gap by integrating both elements, offering a unique and engaging user experience.

Complementary Products

The market also offers numerous complementary products to our application. Any product that facilitates travel or encourages outdoor experiences in a passive manner can serve as a complementary asset. For example, travel applications such as Google Maps can assist users in discovering new posts. Similarly, activity trackers can motivate users to engage in outdoor activities and potentially integrate their physical exercise with discovering posts on our app.

The Value Proposition

Proxima provides a solution to the problem of virtual confinement and social isolation by uniquely combining content sharing and outdoor experiences in an intuitive and easy-to-use mobile application. The concept is simple: to share or consume content, users must physically go to the specified location to access it. This encourages real-world exploration and interaction, promoting a healthier balance between virtual engagement and physical activity.

On the user side, the incentive for using the application emerges through two main components:

- Sharing content based on a common location-based context
- Discovering content in a treasure-hunter fashion through challenges

In Proxima, all content—posts, comments, and interactions—is intrinsically linked to the location where it was created. This establishes a shared context among users, which is unique to Proxima. Unlike other social networks, where context is often artificially created through threads or hashtags, Proxima ensures that users sharing content have a common “background” based on their physical presence at the same location. This commonality fosters a sense of connection between users.

The second crucial aspect of Proxima is its engaging approach to content consumption. Proxima introduces daily challenges where users must “hunt” for posts to read and earn Centauri points. Additionally, it offers rewards based on

interactions such as commenting, variety in posting location, and other forms of engagement.

This gamified element creates a friendly competition among users to accumulate the most points. This treasure-hunter experience not only makes content discovery more engaging but also motivates users to explore their surroundings actively.

Regarding customers, Proxima targets businesses where physical interaction is crucial, such as shops and restaurants. Proxima will offer these businesses a location-based advertisement system, bringing several benefits:

- **Relevance:** This ensures that advertisements are relevant to the users who encounter them, as the ads are tied to the users' current location.
- **Proximity:** Because the advertising is location-based, users will be near the business when they see the ad. This significantly reduces the effort required for users to visit the business, resulting in a higher conversion rate of potential customers for advertisers.

These factors make Proxima particularly appealing to physical businesses, as it allows them to reach an audience that is both relevant and physically able to visit their location, all at a low conversion cost.

In particular, the locality of the advertisement makes Proxima especially attractive for event organizers. By integrating specific time-limited experiences within a certain area, Proxima facilitates efficient promotion of events such as festivals, conventions, and more.

In contrast, traditional social media advertisements may be shown to users who are hundreds of kilometers away from the relevant location, making the ads less effective. This localized advertisement system contributes to the unique environment that Proxima aims to provide, enhancing both user experience and business engagement.

The MVP

Personas and Scenarios

Who are the target personas for this product?

- **Frequent Social Media Users:** Individuals who actively use social media platforms to share experiences and connect with others.
- **Travelers:** Individuals who travel frequently and look for unique local experiences.
- **Local Explorers:** Residents who want to discover hidden gems and interesting spots in their own city.

Which is the key persona?

High-level scenarios to adopt, use and share the product.

- Discovering Local Posts: Users explore their surroundings and discover posts created by others within a 100-meter radius.
- Creating Posts: Users share interesting places they visit by creating posts with titles, descriptions, and embedded locations.
- Engaging with Content: Users interact with posts by commenting, upvoting, and downvoting.
- Completing Challenges: Users are encouraged to visit trending posts through challenges, earning points and rewards.

User Stories and Key Features

User stories about how various personas will use the product in context.

User Stories for Frequent Social Media Users:

- “As a social media enthusiast, I want to discover posts around me so that I can explore new places and share my experiences.”
- “As a user, I want to create posts with a title, description, and location to share interesting places I visit.” User Stories for Travelers:
- “As a traveler, I want to find unique local experiences by viewing posts from different cities.” User Stories for Local Explorers:
- “As a local explorer, I want to discover hidden gems in my city by exploring posts from other residents.”

Identify and prioritise the key features required. Justify the importance of each feature.

- User Authentication: Necessary for security and personalized user experiences.
- Post Creation: Central to the app’s purpose of sharing and discovering locations.
- Location-Based Feed: Key to the unique value proposition of Proxima, encouraging physical exploration.
- Commenting System: Enhances user interaction and engagement.
- Offline Mode: Ensures usability even without internet access, improving user retention.
- Voting System: Helps surface the best content and enhances user experience.
- Posts and comments management: Allows users to track and manage their activity.
- Centauri Points: Adds a competitive and rewarding element, increasing user engagement.
- Challenges: Drives user activity and exploration, fostering a dynamic user community.
- Map Integration: Allows users to view posts on a map and navigate to specific locations.

Success Criteria

How will you evaluate the success of the MVP? Metrics include user penetration, quality / satisfaction. If applicable, progress in discussions with ecosystem partners / investors / customers.

- User Adoption and Engagement
- Active User Retention
- User Satisfaction and Feedback
- Partnerships and Investment

Features Outside the Scope

The MVP must be viable and minimal.

Which features don't belong in it.

- Media Support (Photos, GIFs, Videos): Excluded initially to focus on core functionalities. Planned for future updates to enhance post richness.
- Heat Map of Trending Areas: Deferred to avoid complexity in the initial release. Will be added later to provide users with a visual representation of popular spots.

How should these be eventually integrated and in what sequence.

Non-Functional Requirements

Security, privacy, and data retention policies

Which are the applicable laws and regulations? - Regulation from Google Map API geolocation

What are your internal policies? - Do not store the location of users online

Which privacy features do you need from the phone?

- Privacy
- Moderation
- Authentication

Adoptions, Scalability and Availability

What kind of traffic patterns do you expect to see?

Are there known periods of bursty traffic that the MVP must be designed to support?

- High concentration of users in one place, e.g. concerts

Functional Requirements

Max 3 pages.

List the key features of the MVP precisely.

- User Authentication
- Post Creation
- Location-Based Feed
- Commenting System
- Offline Mode
- Voting System
- Posts and comments management
- Centauri Points
- Challenges
- Map Integration

Include appropriate architectural diagrams.

Describe key internal functionality.

User Analytics and Acceptance

Goal: understand how users are using the app.

Which are the key metrics?

- Number of active users
- Number of posts created
- Number of comments
- Number of Centauri points per user.

What is the success criteria?

What is the analysis plan (link to data collection)?

Include relevant A/B testing ideas.

Design and Implementation

Frontend

List the key libraries, languages, components used by the MVP.

- Dart
- Flutter
- Firebase
- GeoFlutterFirePlus

If applicable, describe essential screens.

- Login
- Home
- Profile
- Post Creation
- Post Details
- Challenges
- Map

Backend

Decompose the MVP into functional blocks.

Data Model

What data are you collecting / managing?

- User: id, name, email, password, joined date
 - UserComments: comment_id, content, post_id
- Post: id, user_id, content, location, created_at
 - Vote : id, user_id, vote_type
 - Comment: id, user_id, content, created_at
 - * Vote : id, user_id, vote_type
- Challenge: id, title, description, start_date, end_date, reward

How is it organised? Comments are in a subcollection of posts, votes are in a subcollection of posts, challenges are a subcollection of users.

Where is it stored?

- Google Firebase

How is it shared/copied/cached?

Security Considerations

Infrastructure and Deployment

How is the application developed, tested and deployed?

Any special infrastructure requirements.

Test Plan

How is the application developed, tested and deployed?

Any special infrastructure requirements.

Timeline/Resource Planning

What's the overall schedule you're working towards?

What resources are required?

What are the intermediate milestones?

List identified sprints

Business Model

Expected operating Costs

- Development costs
- Infrastructure costs: hosting, storage, and bandwidth
- Maintenance costs
- Marketing costs
- Operational costs: customer Support, administration, legal and compliance

Revenue Streams

- Sponsored Posts
- Location-based advertising, e.g., sponsored posts or sponsors appearing on the map

Appendix

This section is optional.

Can include mockups, sequence diagrams, etc.