

# Prototype to MVP Plan for AutoGuided Onboarding WebApp

This plan outlines the transition from a successful prototype to a Minimum Viable Product (MVP) for the AutoGuided Onboarding WebApp, leveraging the insights gained during the prototype phase. It aligns with the provided project prototype plan, focusing on the AutoGuided Carbon Footprint Management aspect.

## I. Prototype Review & Analysis (1 Week)

- **Goal:** Objectively analyze the prototype's performance against the defined success metrics.
- **Activities:**
  - **Data Collection:** Gather quantitative data (e.g., completion rates, time spent on each step, error rates) and qualitative feedback (user interviews, surveys).
  - **Analysis:** Identify strengths, weaknesses, and areas for improvement based on the collected data. Document key learnings and user insights.
  - **Prioritization:** Prioritize feedback and feature requests for MVP implementation. Focus on core onboarding functionality and user needs.
- **Deliverable:** Prototype Performance Report & MVP Feature Prioritization Document.

## II. MVP Feature Definition & Scope (1 Week)

- **Goal:** Define the scope of the MVP based on prototype learnings and prioritized features.
- **Activities:**
  - **Feature Refinement:** Refine the prioritized features based on user feedback and technical feasibility. Clearly define acceptance criteria for each feature.
  - **Scope Definition:** Determine the core set of features that will constitute the MVP. Focus on delivering the most value to the target user with the least amount of development effort. This might include core onboarding steps, user profile creation, and basic progress tracking.
  - **User Story Mapping:** Create user stories to clearly articulate the user needs and desired functionality for each MVP feature.
- **Deliverable:** MVP Feature Specification Document & User Story Map.

## III. MVP Design & Development (8 Weeks)

- **Goal:** Design and develop the MVP based on the defined features and user stories.
- **Activities:**
  - **UI/UX Design:** Refine the UI/UX design based on prototype feedback, focusing on usability and user experience. Create wireframes and mockups for the MVP features. Pay particular attention to the onboarding flow and clarity of instructions.
  - **Development:** Develop the MVP using the chosen technology stack (React.js, Node.js, Express, Firebase). Implement the defined features and user stories.
  - **Testing:** Conduct thorough testing throughout the development process, including unit testing, integration testing, and user acceptance testing (UAT).
- **Deliverable:** Functional MVP.

## IV. MVP Launch & Pilot (4 Weeks)

- **Goal:** Launch the MVP to a small group of pilot users and gather real-world feedback.
- **Activities:**
  - **Deployment:** Deploy the MVP to a production environment.
  - **Pilot Program:** Recruit a representative group of target users for the pilot program.

- **Feedback Collection:** Implement mechanisms for collecting user feedback during the pilot program (e.g., in-app surveys, feedback forms, user interviews). Focus on understanding user experience with the auto-guided process.
- **Monitoring:** Monitor the web app's performance and usage during the pilot program, including onboarding completion rates and time to completion.
- **Deliverable:** MVP Pilot Program Report & User Feedback.

#### V. MVP Iteration & Refinement (4 Weeks)

- **Goal:** Iterate on the MVP based on the feedback collected during the pilot program.
- **Activities:**
  - **Feedback Analysis:** Analyze the feedback collected during the pilot program and identify areas for improvement in the onboarding process, UI/UX, and functionality.
  - **Bug Fixes & Enhancements:** Fix any bugs and implement necessary enhancements based on the feedback.
  - **Feature Prioritization:** Prioritize future features for development based on user feedback and business goals. This might include additional onboarding steps, integrations with other systems, or more advanced reporting.
- **Deliverable:** Iterated & Refined MVP.

#### VI. Transition to Growth Phase (Ongoing)

- **Goal:** Prepare for scaling and expanding the web app based on the validated MVP.
- **Activities:**
  - **Infrastructure Scaling:** Plan for scaling the infrastructure to handle increased user traffic and data volume.
  - **Marketing & Sales:** Develop a marketing and sales strategy to acquire new users.
  - **Team Expansion:** Plan for expanding the team to support future growth.

**Timeline:** Total estimated time: 21 weeks (excluding ongoing growth phase).

**Budget:** Budget will be reassessed and adjusted based on the MVP scope and findings from the prototype phase. A detailed budget breakdown for each phase will be developed.

**Success Metrics:** Same as the prototype, with a focus on tracking user adoption, onboarding completion rates, time to completion, user engagement, and business metrics (e.g., conversion rates, customer acquisition cost). Specifically, track the effectiveness of the auto-guided onboarding process.

This plan outlines a structured approach to transition from prototype to MVP for the AutoGuided Onboarding WebApp, focusing on user feedback, iterative development, and data-driven decision making. This process will increase the likelihood of building a successful product that effectively onboards users and achieves its business goals.