

Product Requirements Document (PRD) – Voy-a (MVP)

1. Vision

Voy-a is a travel platform that transforms the chaos of saved content from Instagram, TikTok, and Pinterest into a structured trip itinerary. Instead of scattered screenshots and bookmarks, Voy-a consolidates inspirations into a map, itinerary, and style board, tailored to the traveler's trip dates and hotel location.

2. Core Value Proposition

- Before the Trip: Collect all saved spots (restaurants, shops, museums, neighborhoods, outfits) in one place.
- During the Trip: Instantly view them on a map around your hotel, with an auto-generated itinerary and style board/outfits section.
- After the Trip: Preserve memories and recommendations, keeping them organized for future reuse or sharing.

3. MVP Scope (Phase 1)

Must-Haves

1. Manual Add Flow: Input fields (Place name, URL, category, notes). Geocode location (Google Maps/Mapbox). Save entry to dashboard.
2. Dashboard (Web Application): Map View with pins, List View with quick links, Itinerary Builder.
3. Trip Setup: Inputs city, dates, hotel. Dashboard updates accordingly.
4. Outfit Board: Upload/save outfit posts separately as a gallery.
5. Landing Page: Minimal, clean, value explanation, signup/waitlist.

Should-Haves (Phase 1.5)

- Chrome Extension/Mobile Clip: Save directly from URLs.
- Trip Export: PDF/shareable itinerary.
- Smart Suggestions: Group nearby spots by day.

4. Users & Personas

1. Gen Z Traveler (18–30): Social media-driven, saves content before trips.

2. Urban Explorer: Seeks food, shopping, and cultural spots.
3. Planner Type: Loves to organize; wants map + itinerary.

5. User Flow (MVP)

1. User signs up → Creates new trip (city, dates, hotel).
2. User manually adds places (name, link, category).
3. Voy-a generates dashboard with Map, Itinerary, Outfits.

6. Tech & Design Requirements

- Platform: Web app first (mobile responsive).
- Backend: Supabase/Firebase.
- Frontend: Next.js/React.
- Mapping: Google Maps or Mapbox.
- Design: Minimal, modern (Notion meets Google Maps).
- Deployment: Vercel/Netlify, Firebase/Supabase backend.

7. Deliverables (MVP)

- Landing page with email capture.
- Web dashboard: trip setup, map, itinerary, outfits.
- Admin handover: Source code, deployment, env vars, design files.

8. Success Metrics (MVP)

- Create a trip in <2 minutes.
- Add ≥ 5 places without errors.
- Saved spots displayed on map & itinerary.
- Landing page captures X signups.

9. Risks & Assumptions

Risks

- Social API integration delays.
- Mapping/geocoding costs with growth.

- Competitors with similar features.

Assumptions

- Users value consolidation of saved posts.
- Manual entry is acceptable for MVP.
- Gen Z/millennials save social content pre-trip.

10. Roadmap & Timeline

- Phase 1 (0–3 months): MVP build, landing page waitlist.
- Phase 1.5 (3–6 months): Chrome extension, trip export, suggestions.
- Phase 2 (6–12 months): Mobile app, social features, partnerships.