

Voy-a: MVP Execution Plan

1. Project Summary

Vision: To create Voy-a, a travel platform that organizes saved social media content (from Instagram, TikTok, etc.) into a structured trip itinerary, complete with a map, schedule, and style board.

Target Audience: The primary users are Gen Z travelers (18-30), urban explorers, and meticulous planners who are active on social media and want a more organized way to plan their trips.

MVP Goal: The main objective of the Minimum Viable Product (MVP) is to validate the core assumption that users will manually input their saved travel inspirations in exchange for a consolidated and organized trip plan.

2. Phase 1: MVP Build & Launch (Months 0-3)

This initial phase focuses on developing the core features necessary to deliver the fundamental value proposition to early adopters.

Month 1: Foundational Setup & Landing Page

- **Week 1-2: Project Kickoff & Technical Foundation**
 - Finalize technology stack: Next.js/React for the frontend, Supabase/Firebase for the backend, and Mapbox/Google Maps for mapping.
 - Set up development environments, version control (Git), and project management tools (e.g., Jira, Trello).
 - Develop initial data models for Users, Trips, Places, and Outfits.
- **Week 3-4: Landing Page & User Authentication**
 - Design and develop a minimal, clean landing page that clearly explains Voy-a's value.
 - Integrate an email capture form for the waitlist.
 - Implement user signup and login functionality.

Month 2: Core Feature Development

- **Week 5-6: Trip Creation & Manual "Add Place" Flow**
 - Build the "Create a Trip" feature, allowing users to input a city, dates, and hotel information.
 - Develop the manual "Add Place" form with fields for place name, URL, category, and notes.
 - Integrate a geocoding service to convert place names into map coordinates.
- **Week 7-8: The Dashboard - Map & List Views**

- Develop the main dashboard.
- Implement the Map View, displaying all saved places as pins.
- Build the List View, showing places with quick links and details.

Month 3: Itinerary, Outfits & Launch

- **Week 9-10: Itinerary Builder & Outfit Board**
 - Develop the Itinerary Builder, which will auto-generate a schedule based on the saved places.
 - Create the Outfit Board, allowing users to upload images to a gallery.
- **Week 11-12: Testing, Deployment & Launch**
 - Conduct thorough internal testing to ensure all features work as expected.
 - Deploy the web application to Vercel/Netlify.
 - Launch the landing page and begin collecting signups from the waitlist.

Phase 1 Deliverables:

- A live landing page with an active email capture form.
- A functional web application where users can sign up, create a trip, and manually add places.
- A dashboard that includes a map view, list view, itinerary, and outfit board.

3. Phase 1.5: User Feedback & Enhancements (Months 3-6)

This phase will run parallel to the initial user onboarding and will focus on adding high-value features requested by early users.

- **Chrome Extension:** Develop a browser extension to allow users to save links and content directly from websites.
- **Smart Suggestions:** Implement a basic algorithm to group nearby places, suggesting logical daily itineraries.
- **Trip Export:** Add functionality to export the itinerary as a PDF or a shareable link.

4. Phase 2: Expansion & Growth (Months 6-12)

Based on the success of the MVP and the feedback from the initial user base, the focus will shift to mobile and social features.

- **Mobile App:** Begin development of a native mobile application for iOS and Android.
- **Social Integration:** Explore and integrate with social media APIs to automate the process of saving content.
- **Partnerships:** Investigate potential partnerships with travel bloggers, influencers, and hospitality brands.

5. Success Metrics for MVP

The success of the initial MVP will be measured by the following:

- Users can successfully create a trip in under two minutes.
- Users can add at least five places without encountering errors.
- All saved spots are accurately displayed on the map and itinerary.
- The landing page successfully captures a target number of email signups.

6. Risks and Mitigation

- **Risk:** Delays in social media API integration.
 - **Mitigation:** The MVP relies on manual entry, which de-risks this for the initial launch.
- **Risk:** High costs for mapping and geocoding services as the user base grows.
 - **Mitigation:** Monitor API usage closely and explore more cost-effective plans or alternative providers as needed.
- **Risk:** Competitors with similar features.
 - **Mitigation:** Focus on creating a superior user experience and building a strong community around the product.