Waynote**©**

Business Plan

*"Make* ***every trip*** *organized and archived; make* ***every ticket*** *more cost‑effective and under control; make* ***every expense*** *crystal clear."*

*"Your journey, your story."*

# 1. App Overview

## 1.1 Introduction

Waynote is a mobile app that brings travel journaling together with flight search/real‑time seat maps, expense tracking, and global low‑fare discovery. The goal is: within a single trip, users can capture and revisit high‑quality memories while also booking smarter, saving money, and managing costs.

## 1.2 Background

In the hyperconnected digital era, the **"pre‑booking → on‑trip → retrospective"** chain of travel is scattered across multiple apps and channels: itineraries and vouchers are fragmented; prices swing and seat quality is opaque; deals are fleeting; compiling reimbursement/visa paperwork is time‑consuming; multi‑currency expenses are hard to reconcile. Meanwhile, mobile privacy and cross‑border data compliance keep ratcheting up—users want efficiency without sacrificing privacy. Waynote answers this with an integrated solution that **unifies trajectory logging, tickets and vouchers, expense tracking, flight search (with real‑time seat display), and global fare discovery in one entry point. It standardizes trip records, low‑fare calendars and target‑price alerts,** helping users archive every departure and make smarter, better‑value booking decisions.

## 1.3 Key Challenges

**Fragmented records, hard to revisit:** tracks, photos, text, and expenses scattered across many apps and folders.

**Complex booking decisions:** prices fluctuate by channel; seat quality is opaque; good fares and good seats are easy to miss.

**Reimbursement/visa paperwork is tedious:** collecting vouchers is a hassle with inconsistent formats; multi‑traveler trips add complexity.

## 1.4 Core Features

A. Flight/Travel Trajectory Recording

**Import:** support GPX/KML history import and visualize routes.

**Multimedia journal:** attach photos, videos, voice, and text to each leg; auto‑generate a "Trip Story".

**Sharing:** private by default; one‑tap share link to view the trip with friends.

B. Flight Search (Real‑Time Seat Map) & Global Low Fares

**Real‑time seat map:** view available/occupied/paid/unselectable seats directly in results; show window/aisle, pitch, quiet zones, etc.

**Low‑fare calendar & alerts:** per route, show monthly lowest prices and historical ranges; support target‑price / drop alerts.

**Smart filters:** layover duration, red‑eyes, baggage rules, on‑time rate, aircraft/seat preferences, and more.

**Direct/Deep‑link checkout:** aggregate official, trusted sellers and jump to secure checkout.

C. Ticket & Itinerary Voucher Logging

**API calls:** fetch flight number, date, cabin, baggage, seat, etc., to create standardized records.

**One‑click packaging:** export reimbursement packs by trip (PDF/CSV/originals archive).

D. Expense Tracking

**Multi‑currency & budgets:** auto‑detect currency, offline FX cache; set budgets per trip/city with over‑budget alerts.

**Analytics & reimbursement:** reports by date/city/category; export CSV and invoices/vouchers for filing.

## 1.5 Value Proposition

"Make **every trip** organized and archived; **every ticket** more cost‑effective and controllable; **every expense** crystal clear."

# 2. Highlights

**1. "Journaling × Booking" in one:** one app to record routes, manage tickets, subscribe to low fares, and package reimbursement docs—fewer tool switches.

**2. Best‑in‑class seat experience:** bring seat maps forward into search results; combine seat attributes and user reviews to reduce the risk of "ending up with a bad seat".

**3. Efficient low‑fare notifications:** low‑fare calendar cues that help users judge whether "now is a good time to buy".

# 3. Target Personas

**Business Travelers**

**Scope:** 28–40, white‑collar or freelancers in Tier‑1/2 cities; average ≥6 flight segments/year.

**Goal:** save booking time, pick good seats, control travel budgets.

**Key needs:**

1. See rules, baggage, seat quality, and out‑the‑door price at a glance.
2. Automatic alerts at target price to miss fewer deals.
3. One‑click reimbursement pack after trips.

**Backpackers**

**Scope:** 18–30; students/early-career; flexible schedules; budget‑minded; frequent weekend/holiday trips.

**Goal:** save money, capture memories, and keep planning light.

**Key needs:**

1. See timely global low‑fare alerts and weekend/holiday suggestions at a glance.
2. Auto‑generated trajectory records and shareable albums.
3. Multi‑currency ledger and easy bill‑splitting.

**International Students Abroad**

**Scope:** 18–28; studying overseas; multiple home/school trips per year; needs visa/reimbursement documents.

**Goal:** balance studies, budget, and safe travel; keep paperwork ready.

**Key needs:**

1. Student‑friendly fares and alerts synced to academic calendars.
2. One‑click visa/reimbursement documentation packs.
3. Student status verification to unlock student discounted fares, with reminders before eligibility expires.

# 4. Marketing Channels

**1. Store distribution (ASO):** promote around "cheap flights", "real‑time seat maps", and "travel journaling"; run localized creatives by region.

**2. Paid acquisition (ASA/UAC): c**enter creatives on "real‑time low fares/seat maps" to attract high‑intent audiences; test creatives/keywords quickly with small budgets.

**3. Content & social (QQ/WeChat/Douyin/Weibo…):** invite travel creators to share real trips, low‑fare wins, and seat‑selection tips; watermark share pages + referral rewards to encourage spreading "Trip Stories/Low‑fare Wins" into communities.

**4. Partnerships:** light co‑branded bundles and promo codes with campuses/travel agencies/credit‑card travel benefits.

# 5. Financial North‑Star & Growth

**North‑star metric:**

**D**aily "count of valid travel‑record entries + count of hit price alerts".

**Growth & monetization core:**

Trial→Paid conversion, monthly/annual renewal;

Affiliate/direct checkout conversion (search→click→purchase);

ARPU / LTV / CAC / LTV:CAC (≥3 as a reference).

**Key funnel:** Exposure → Store Page CVR → Install → Activation (create trip / set alert / first ledger entry) → Subscription/Transaction.

**Revenue mix:** subscriptions as primary; travel‑affiliate/direct commissions as secondary; later add B2B white‑label licensing.

# 6. App Validation Paths

**Demand & value validation**

1. **Smoke‑test landing page:** showcase "real‑time seats + low‑fare calendar + Trip Story" core value; collect waitlist/email signups.
2. **Prototype walkthrough:** 30–45 min usability tests with target users; observe key path (search → seats → alert/save).
3. **Willingness‑to‑pay test:** show "fake door" buttons for trial subscription/advanced target‑price alerts; log clicks and leads.

**Product usability & retention validation**

1. **Closed beta:** invite frequent flyers to use on real trips; track D1/D7/D30 retention and "first key action completion rate".
2. **Real‑world pilot:** test three outcomes among imminent travelers—hit rate of low‑fare alerts / seat satisfaction / reimbursement packaging.

**Market & channel validation**

1. **ASO/creative A/B:** compare store CVR when the first image is "seat map" vs "low‑fare calendar".
2. **Small‑budget payback:** validate CPI, activation rate, and day‑2 retention with tiny budgets; screen effective keywords and creatives.
3. **KOL trials:** recruit mid‑tier travel creators for reviews; track installs and retention via unique links.