Execution Plan: 3I/ATLAS Staggered Launch for Market Dominance

Objective: Launch a functional, engaging 3I/ATLAS website immediately and iterate rapidly to capture peak market interest. This plan supersedes all previous task lists.

Phase 1: THE HOOK - Immediate Launch (Execute Today/Tomorrow)

Goal: Go live with the core visual experience. Fix critical bugs and establish our presence as the premier 3I/ATLAS destination.

Task 1.1: Fix Core 3D Tracker Functionality (Highest Priority)

- **Objective:** Resolve the three critical bugs identified in PROJECT_HANDOFF_COMPLETE.md to ensure the centerpiece is impressive, not broken.
- **File(s) to Edit:** /components/Atlas3DTrackerEnhanced.tsx
- **Checklist:**
    1. [ ] **Lock Sun at Origin:** Modify the animation loop to ensure the Sun's position is static at [0,0,0]. All other celestial bodies must move relative to this fixed point.
    2. [ ] **Repair "Follow 3I/ATLAS" Camera:** Debug the camera's lookAt or parenting logic. The camera must smoothly track the comet's interpolated position without losing it or jittering. Ensure switching camera modes resets the view state correctly.
    3. [ ] **Amplify Comet Motion:** The comet's movement is currently imperceptible. Increase the simulation's time scale or apply a multiplier to the comet's position updates to make its trajectory visibly dynamic and engaging for users.

Task 1.2: Polish UI & End-User Experience

- **Objective:** Address immediate UI/UX issues for a professional launch.
- **Checklist:**
    1. [ ] **De-duplicate Products:** Implement the product de-duplication logic from 3I:Atlas Features.pdf. A product seen in a brand carousel should not reappear in the main 3I/ATLAS store section. (Files: app/page.tsx, components/FeaturedRow.tsx)
    2. [ ] **Deploy a Functional Site:** Push the fixed 3D tracker and de-duplicated product carousels live.

Phase 2: THE HABIT - Retention Engine Deployment (Launch in < 72 hours)

Goal: While traffic is hitting the live 3D tracker, deploy the systems that make users come back

every day.

Task 2.1: Deploy "Project Chimera" Game

- **Objective:** Launch the 7-day puzzle game to create a daily retention loop.
- **File(s) to Edit:** app/game/page.tsx (new), /public/game/index.html (add the game file)
- **Checklist:**
    1. [ ] Create a new route at /game.
    2. [ ] Embed the self-contained PROJECT_CHIMERA_3I_ATLAS/game/index.html file within this route.
    3. [ ] Add a prominent, visually appealing banner or section on the homepage that links directly to the game. Use compelling copy: "The tracker shows you *where* it is. Decrypt the transcripts to discover *what* it is."

Task 2.2: Deploy "Broadcasts" Live Articles Section

- **Objective:** Implement the automated article-fetching system to provide fresh, daily content, signaling to users and search engines that the site is constantly updated.
- **File(s) to Edit:** All files specified in "TASK 1 - Broadcasts/Articles" from 3I:Atlas Features.pdf.
- **Checklist:**
    1. [ ] Set up Vercel Blob storage and configure the environment variable.
    2. [ ] Build and deploy the API routes (/api/articles/refresh, /api/articles).
    3. [ ] Integrate the LatestArticles.tsx component onto the homepage.
    4. [ ] Configure and activate the vercel.json cron job to ensure daily, automated updates.

Phase 3: CONTINUOUS IMPROVEMENT - Feature Enhancement (Ongoing, starting Day 3)

Goal: With the core site live and the retention engine running, rapidly build and deploy the advanced, high-value features that will solidify our market dominance.

Task 3.1: Evolve the 3D Tracker into the "Trajectory Simulator"

- **Objective:** Systematically build out the advanced, cinematic, and interactive features for the 3D tracker. Each new feature is a marketing event.
- **File(s) to Edit:** /components/Atlas3DTrackerEnhanced.tsx, new UI components for controls.
- **Staggered Release Checklist (Deploy one by one as completed):**
    1. [ ] **Cinematic Cameras:** Implement the "Top-Down" and "Ride the Comet" camera modes with smooth transitions.
    2. [ ] **Interactive Timeline:** Enhance the slider to allow users to scrub through time and see the solar system animate in real-time, with data overlays showing distance/speed.
    3. [ ] **Visual Polish:** Add a particle-based coma and tail to 3I/ATLAS and a

bloom/glow effect for added visual appeal.

4. [ ] **"What If" Editor:** (Lower Priority) Implement the non-physics-based trajectory editor for a fun, shareable interaction.

Task 3.2: Launch the "Ask ATLAS" AI Chatbot

- **Objective:** Deploy the conversational AI to answer user questions and capture long-tail search intent.
- **Checklist:**
  1. [ ] Use the Vercel AI SDK to integrate an OpenAI API endpoint.
  2. [ ] Prime the chatbot's system prompt with the full text of 3I_ATLAS_KNOWLEDGE_BASE.md.
  3. [ ] Add the chatbot as a floating widget on the site.

This revised plan ensures an immediate launch with a polished core product, followed by the rapid deployment of a powerful retention engine, and a clear path for continuous feature enhancement.