

ViewVoyage : Project Planning Phase

1. Planning Logic

The planning phase for ViewVoyage, a video-sharing app focused on travel content, aims to establish a clear roadmap for development, ensuring alignment with business goals, technical feasibility, and user needs. The planning logic is structured around the following principles:

Key Objectives

- **Deliver a Minimum Viable Product (MVP):** Focus on core features (video upload, discovery, and engagement) to validate the concept with early adopters.
- **Agile Development:** Use iterative sprints to incorporate feedback and adapt to changing requirements.
- **Scalability and Performance:** Plan for a cloud-native architecture to handle growth in users and video content.
- **User-Centric Approach:** Prioritize features based on user pain points and market research.
- **Risk Mitigation:** Identify potential risks (e.g., technical debt, budget overruns) and define contingency plans.

Planning Approach

1. Requirement Analysis:

- Gather input from stakeholders (users, creators, tourism businesses).
- Define functional (e.g., video upload) and non-functional (e.g., performance) requirements.

2. Work Breakdown Structure (WBS):

- Decompose the project into manageable tasks (e.g., frontend development, backend APIs).
- Assign tasks to cross-functional teams (e.g., UI/UX, backend, QA).

3. Timeline and Milestones:

- Set realistic deadlines for MVP and subsequent releases.
- Define key milestones (e.g., prototype completion, beta launch).

4. Resource Allocation:

- Identify required roles (e.g., developers, designers, PM).
- Allocate budget for tools, cloud services, and marketing.

5. Risk Management:

- Anticipate risks (e.g., delays, technical challenges).
- Develop mitigation strategies (e.g., buffer time, third-party APIs).

6. Progress Tracking:

- Use Agile tools (e.g., Jira, Trello) for task management.
- Conduct regular sprint reviews and retrospectives.

2. Project Planning Template

Project Overview

- **Project Name:** ViewVoyage
- **Objective:** Build a mobile-first video-sharing app for travel enthusiasts to create, share, and discover short-form travel videos.
- **Scope:**
 - MVP: Video upload/editing, location-based discovery, engagement features (likes, comments).
 - Future Phases: AI recommendations, itinerary planner, monetization.
- **Target Platforms:** iOS, Android (React Native).
- **Timeline:** 12 months (MVP: 6 months, full release: 12 months).
- **Budget:** \$500,000 (development, cloud services, marketing).

Team Structure

- **Product Manager:** Oversees planning, stakeholder communication.
- **UI/UX Designer:** Designs wireframes, prototypes, and app visuals.
- **Frontend Developers (2):** Build React Native app.
- **Backend Developers (2):** Develop microservices, APIs.
- **DevOps Engineer:** Manages cloud infrastructure (AWS).
- **QA Engineer:** Ensures app quality through testing.
- **Marketing Lead:** Plans app launch and user acquisition.

Work Breakdown Structure (WBS)

1. Initiation (1 Month):

- Stakeholder interviews.
- Market research and competitor analysis.

- Finalize requirements.
- 2. **Design (2 Months):**
 - UI/UX wireframes and prototypes.
 - System architecture design.
 - Database schema creation.
- 3. **Development (6 Months):**
 - **Sprint 1–2:** Authentication, user profiles, video upload.
 - **Sprint 3–4:** Video streaming, location-based discovery.
 - **Sprint 5–6:** Engagement features, basic analytics.
- 4. **Testing (2 Months):**
 - Unit, integration, and user acceptance testing.
 - Bug fixing and performance optimization.
- 5. **Launch & Post-Launch (3 Months):**
 - Beta testing with 1,000 users.
 - App store submission.
 - Marketing campaign and user onboarding.

Timeline & Milestones

Milestone	Timeline	Deliverables
Project Kickoff	Month 1	Requirements document, team setup
Design Completion	Month 3	Wireframes, prototypes, architecture
MVP Development	Month 6	Core features (upload, discovery)
Beta Testing	Month 9	Feedback from 1,000 users
App Launch	Month 10	iOS/Android release
Post-Launch Support	Month 12	Bug fixes, feature updates

Resource Allocation

- **Human Resources:**

- 1 Product Manager: \$10,000/month.
- 1 UI/UX Designer: \$8,000/month.
- 2 Frontend Developers: \$9,000/month each.
- 2 Backend Developers: \$9,000/month each.
- 1 DevOps Engineer: \$9,000/month.
- 1 QA Engineer: \$7,000/month.
- 1 Marketing Lead: \$8,000/month.

- **Tools & Services:**

- AWS (S3, EC2, RDS): \$5,000/month.
- Firebase (Auth): \$500/month.
- Mixpanel (Analytics): \$300/month.
- Design Tools (Figma): \$50/month.
- Project Management (Jira): \$100/month.

- **Total Monthly Cost:** ~\$37,950.

- **Total Project Cost (12 Months):** ~\$455,400.

Risk Management

Risk	Probability	Impact	Mitigation Strategy
Development Delays	Medium	High	Buffer time in sprints, prioritize MVP
Budget Overrun	Low	Medium	Regular cost reviews, use cost-effective tools
Technical Challenges	Medium	Medium	Use proven frameworks (React Native, AWS)
Low User Adoption	Medium	High	Beta testing, targeted marketing
Security Breaches	Low	High	Implement JWT, TLS, and content moderation

Progress Tracking

- **Tools:** Jira for task management, Slack for communication.
- **Sprints:** 2-week cycles with daily stand-ups.
- **Reviews:** Bi-weekly sprint reviews with stakeholders.
- **Metrics:**
 - Task completion rate (>90% per sprint).
 - Bug count (<10 critical bugs during testing).
 - User feedback score (>4/5 during beta).

Assumptions

- Stable team availability throughout the project.
- Cloud infrastructure (AWS) meets scalability needs.
- Target audience responds positively to travel-focused features.
- App store approval process takes <2 weeks.

Constraints

- Budget capped at \$500,000.
- MVP must launch within 6 months.
- Limited to iOS/Android platforms for initial release.