

Voyages Release Plan
September 2007

Base Product

#	Component	Feature	Description	Base Product	R1	R2	R3
1	Base Product	Base TO Site	Design and development of a standard U.S. Operator Site. Includes development of Content & Scope, SOW and all Project Management, Design and Production	X	X		
2	User Account	Registration/Log-in	Standard simple registration with email confirmation. Log-in should be in-line wherever occur on site.	X	X		
3	User Account	My Account	Area where user can administer all of their account information, set communication preferences, choose destinations, interests, activities that they are interested in.	X	X		
4	Discovery Tools	Vacation Finder	<i>As shown on the Vision Comps as the Quick Resort & Spa Finder, a quick and non-parameter way for users to find the vacations based on a combination of destinations, interests, and user Requirements)</i>				TBD
5	Discovery Tools	Search	Global site search must return results broken down by Destination, Interest, and Activity, as well as Google Ad Sense Sponsored Results.	X	X		
6	Discovery Tools	Related Video List	Each video detail page will have a list of additional videos to watch, very similar to YouTube.		X		
7	Video Tools	Video Player Integration	Integration of a 3rd Party video platform which will include embedding the player in the page.		X		
8	Travel Tools	Google Maps	Integration of Google Maps into Destinations to give users the geographical information they will need to make their travel decisions. <i>(will integrate w/ MapPoint)</i>		X	X	
9	Sharing Tools	My Voyages	Area where users can view their own and make public their trips and uploaded media for those trips.		X		
10	Sharing Tools	Upload Tool	Ability to upload video (which will need to be transcoded) and photos to My Voyages. Tags and Category selection will determine where content is integrated into rest of site.		X		
11	Personal Tools	Photo Service Integration	Flickr, Photobucket, Webshots integration, which will allow photos related to specific destinations to be included for any destination.		X		
12	Personal Tools	Trip Log	Allow users to create a log of their trip, even while on their trip, including text, photos, video, and comments from other users. Can be public or private.		X		

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13	Personal Tools	Trip Planner	Allow users to save itineraries as they are planning their vacations.	X	X		
14	Personal Tools	Favorites (Save to favorites)	Allow users to maintain a list of favorite destinations (videos) and have the save functionality attached to all videos on the site.		X ←		
15	Content	Top 10 Lists and other Editorial Content	CMS must allow for creation of text articles with accompanying photos and videos that will be linked to destinations, interests, and	X	X		
16	Content	Syndicated Content	CMS must allow for the inclusion of content from other parties delivered both manually and automatically.	X	X		
17	Content	Photo Albums	CMS must allow the creation of photo albums relating to any destination (video) and the interface must have a means for flipping through photos and enlarging them.		X		
18	Content	Most "xyz" Lists	As shown on various pages in the Vision documents, lists of most popular, most booked, most recent across a variety of content categories. <i>(will launch w/ popular content, most popular booking will come at a later date)</i>		X ←		X
19	Booking Tools	Add Additional Activities	After a user books travel, they will be able to add additional activities (e.g. tours) supplied by a third party web service.		X ←		
20	Booking Tools	Integration with Mark Travel	Each destination must include link to book the package(s) associated with that destination. The actual booking will take place using Mark Travel's white-labeled engine.	X	X		
21	Communication Tools	Newsletters	Voyages will communicate with its users via HTML newsletters. We wish to send personalized newsletters with an automated system <i>(that assembles content blocks based on user interests is out of scope)</i> .		X ←	X	
22	Sharing Tools	User Comments	Allow users to add comments in the context of sharing their own travel experiences about any specific destination.	X	X		
23	Sharing Tools	User Ratings	Allow users to assign a 5-point rating system (symbol TBD) to any destination. Use this information to create ordered lists of destinations in site.	X	X ←		
24	Distribution Tools	Email to Friend	Allow users to send links to specific video(s) to their friends with personal messages. In addition, this may include the ability to add to their own address book.	X	X		
25	Distribution Tools	RSS	Where appropriate, RSS feeds must be available, most likely attached to Top 10 lists, "xyz" lists, and broader destinations. <i>(TS is entering new email solution, will be rolled in Q3)</i>		X ←	X	
26			An index page must also be created listing all available RSS feeds.		X ←	X	
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27	Distribution Tools	External Application Integration	Allow users to Digg content, and add to Delicious. Other application recommendations welcome.	X	X		