

WanderWays Meeting held on June 5th, 2020 with Marisa Shaw and Charles Swan on the call to decide which are the most important features and screens for our MVP (minimal viable product) for our initial launch.

I know we initially said we would list out the top 5 screens we would need, however, it would be impossible to release a viable product for the current market with only 5 screens of data. Instead, we decided on the top 5 “features” or “builds” that are needed in order for camp owners/managers to operate their business.

Note: Based on our current monthly price structure, we want to ensure we release a product that is worth that money for these businesses. If we want to release a limited feature product, we will need to think about adjusting our pricing. However, if we have the investment opportunity, let’s shoot for these items and if Mike decides that the cost is too high, we can revise our strategy.

Top 5 features/builds needed:

1. Create/manage reservations

- a. Homescreen dashboard overview
- b. Create reservations
- c. Reservation Add-ons
- d. Group reservations
- e. Waitlist Feature
- f. Manage Sites
- g. Customer Relations management
 - i. Email confirmations
 - ii. Email invoices
 - iii. Email notifications

2. POS

- a. Shopping cart
- b. Product/Item Add/Edit
- c. Take payments
- d. Take deposits

3. Reports

- a. Earnings/expense reports
- b. Status reports
 - i. Arrival/departure lists
 - ii. Paid Status
- c. Waitlist report
- d. Tax summary/reports

4. Settings

- a. Profile/User management

- i. User Name, Contact Info, and picture upload (keep it limited for now and we could release more functionality later such as personal themes/colors)
 - b. Site Management
 - i. Add/Edit Sites
 - 1. Site Name
 - 2. Site Type
 - 3. Site Length/Width
 - ii. Bulk management of sites
 - 1. Ability to release or block multiple sites at a time (this wouldn't be too difficult if we will have the item above built already)
 - iii. Amenity Management
 - 1. Utilities (water/electric/sewer)
 - 2. Amenities (firepit, picnic table, showers, pool, etc)
 - c. Email settings
 - i. Email templates for confirmation/cancellation emails
 - d. Invoice settings
 - i. Display of certain fields and custom text fields for "disclaimers" and "liability release"
 - e. Product/Item Management
 - i. For POS items
 - ii. Upsales Item Manager (reservation add-ons)
 - f. Permissions
 - i. Reduce it to a role driven permission rather than granular permissions at a micro level
 - 1. IE: Admin role, User role, Management Role, Owner role, etc.
 - ii. Check on time/cost savings of this?
- 5. **Front-end consumer interface**- this is essential for many camp managers, especially in today's current market where the majority of consumers are ordering online.
 - a. Could be a WordPress plug-in to reduce cost and time of development
 - b. Consumer ability to create a reservation online
 - i. Date selector
 - ii. Site availability
 - iii. Customer information form
 - 1. Name, address, email, phone, Rv type, etc.
 - iv. Shopping Cart
 - 1. Take deposit
 - v. Send email confirmation

Later Release:

- 1. **Mobile compatible** - released at a later date since they will still have access anywhere they have internet via desktop/laptop at the initial launch.
 - a. Phone, Tablet, etc.

2. **Work orders for host/employees** - not a must-have item at this time
 - a. Gives owners/managers the ability to assign work orders to their employees
3. **Interactive Site Map system** - at initial launch, we could simply allow them to upload their park map but not have it be interactive
 - a. Interactive system will allow them to customize the map with amenities and add-ons, as well as the ability to make reservations directly from the page
4. **Flag/Tags** - this pertains in particular to the “alerting function” of this field on the “add/edit customer page” (how difficult it is to build an “alert” function?)
 - a. This feature allows the ability to flag customers for warnings and alert the camp hosts if they return
 - i. IE: “Customer did not pay the balance in full before departing the park. Do not allow to return”
5. **Settings**
 - a. Advanced User/Profile Management
 - i. Individual user themes/color customization
 - b. Themes- Corp Wide theme settings
 - i. Custom backgrounds
 - ii. Color Customization
 - c. Forecast- How difficult would it be to add this? It’s not something that is deemed “necessary” but if it’s an easy plug-in could be released at launch
 - i. Displays local weather forecast in the header
 - d. Advanced Permissions
 - i. Micro driven permissions